

# The Billboard

AUGUST 30, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## Radio-TV Subversive Probe To Spread to Entire Industry

### Closed-Door Testimony Is Revealed

Report Gives Key Points in History Of Comic Writers

WASHINGTON, Aug. 23.—A parade of testimony charging Communist infiltration of television, radio and other segments of the entertainment industry was unfolded this week in the first public disclosure of the record of closed-door hearings staged earlier in the year by the Senate Judiciary Subcommittee on Internal Security. The hearing record, which constitutes the first volume of the official testimony, is prefaced by a preliminary report by the subcommittee as follows:

"Hearings were held in executive session in Washington and in New York City respecting subversive infiltration of radio, television and the entertainment industry. The testimony which has been taken over an extended period involves many phases of the problem of such subversive infiltration. The phase of the problem which is dealt with by the

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### Dems Turn to TV to Battle GOP Papers

WASHINGTON, Aug. 23.—Because the bulk of the nation's newspapers are editorially backing the GOP national ticket, the Democratic National Committee is preparing to raise its sights on TV spending for the forthcoming campaign far in excess of levels already agreed upon, it became known here this week. Impetus for the hoisted TV spending to buffer a hectic process was stirred by Melvin D. Hildreth, Democratic national committeeman from District of Columbia and a widely known figure in showbiz circles. Hildreth told The Billboard: "There is every reason to believe that spending for television to support the Democratic national ticket will now go to the highest limits legally possible since that, in addition to radio, becomes our

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### FOR SALE—3,000 MICE—

White mice, fancy colored mice, for as little as a quarter each. These display mice are just one of the many bargains—ranging from the unusual to the unusually practical—packed into this week's Billboard classified column. Whether it's 3,000 mice, records, pen-nite, photograph records or needles or any of dozens of other assorted items you need, check the weekly Music, Coin Machine and General classified pages for the best deals at lowest cost. Or if you're a seller—you can make good really fast in these valuable bargains for as little as 53 a week.

When Do You Want to Buy or Sell? See pages 14, 40, 50.

### TELETHON BAN

## H'wood Musicians Bar Free Guesting

HOLLYWOOD, Aug. 23.—A formidable barrier to future telethons has been established here, following a ruling by AFM Local 47, banning future gratis appearances on these all-star TV benefits. A check by other talent un-

### No Bonanza From Legion

NEW YORK, Aug. 23.—The American Legion convention isn't being greeted by showbiz as any bonanza. Big clubs expect some drop-in business for the late shows, but side street gin mills and the 52nd Street spots will probably benefit the most.

Stem theaters view the convention with mixed outlooks. One theaterman said that the Legion is always good for a couple of extra thousand a week. Others said that whatever they spend at the box office is often offset by their huddling out front, causing jams and generally raising hell, keeping regular customers away.

## Agent, Variety Guild Fight May Bring Fall Free-for-All

NEW YORK, Aug. 23.—It'll be both a picnic and a pain for all agents and actors come September 11 when the war between agents' associations and the American Guild of Variety Artists breaks out into the open.

With a "no agreement" basis in effect between AGVA and the

### TV Producer Trods Boards

NEW YORK, Aug. 23.—Warren Wade, producer of "Broadway TV Theater" over WOR-TV here, trods the boards again Monday (25) as the star of his own video production "Jenny Kissed Me." Wade will sub for actor Melville Cooper, who was forced to withdraw from the cast at the last minute this week.

Wade was an actor when legit road companies were in their heyday, but he resigned from the theater circles years ago to become a TV pioneer for the National Broadcasting Company.

ions indicates that, while their stands are not as blunt as the AFM, they are taking a firmer stand against a rash of bids for radio TV shows. The AFM ukase stated that a forthcoming City of Hope Telethon has been okayed, but even this last okayed telethon will face rigid limitations.

Eddie Rio, AGVA regional chief here, said the local executive board has informed local TV stations that the acts' union will okay only three telethons per year. These shows must be selected by a combination of the local stations, as to their worthiness to be considered for the free appearance of acts. More stringent action, Rio said, may come at the next board meeting, now that the AFM has banned no-pay-for-play appearances.

Wayne Oliver, of TVA, said that the video-fits are also cutting telethons to two or three per year. He's informed charities that they must band together to put on a pooled telethon, with various charities to split the take. Stations, he said, are finding the telethons a real drain on their facilities and are behind the pooled charity idea.

### SUCCESS STORY: BB LOCATES LOST ARTISTS

CINCINNATI, Aug. 23.—Story on page one of last week's issue of The Billboard told of a demonstration record left in Sammy Kaye's office in New York, on which neither the boy or girl singer, the instrumental group backing them nor the writers of the songs were identified. Kaye had told The Billboard he liked both performers and songs and was anxious to find them. The Billboard story (out Tuesday, 19) got quick results with a page one story in the Cincinnati Times-Star, Wednesday 20, turning up the singers (Dick Noel and Ruby Wright) and cleffers (Harry Carlson and Erwin King). See Billboard Backstage, page 2.

### Cherry Almost Cops Golf Cup

NEW YORK, Aug. 23.—Singer Don Cherry came very close to garnering the National Amateur Golf Championship this week. The Decca star was hotter than a pistol while trimming Frank Stranahan, one of America's top amateurs, on Thursday (21), to enter the semi-finals at Seattle. On Friday, however, the warbler lost to Al Mengert in a tough match. Double-threat man Cherry is a man to watch both on wex and on the links.

## Senate Group Eyes FCC and Voice of Amer.

Trade Press, Unions, Publicity Agencies in UN Are Included

By BEN ATLAS

WASHINGTON, Aug. 23.—The Senate Judiciary Subcommittee investigating subversive infiltration of radio, television and the entertainment industry, is readying to spread its inquiry to the length and breadth of the entertainment field and to the Federal Communications Commission, State Department's "Voice of America," and a number of the information and public relations agencies of United Nations. This was made known as the subcommittee made public for the first time a section of the printed record of closed-door hearings (see separate stories). Richard Arens, staff director of the subcommittee, also stated that the group also proposes "that there be interrogation in the area of the theatrical press."

Inquiry so far has been centering on union groups in the field. Within this area, the subcommittee has proposed to look into Actors

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## 250G Damage As Twister Hits C. & W.

By FRANK B. JOERLING

SEDALIA, Mo., Aug. 23.—The Cellin & Wilson Shows, playing the Missouri State Fair here this week, were flattened by a roaring tornado which struck here at 1:20 a.m. Thursday (21), ripping a path across the Western section of Sedalia and the State Fair Grounds, and spending its main fury on the carnival's midway. Harry Lee Pyle, concessionaire, was killed when the house trailer in which he was sleeping was tossed 60 feet into the air and dumped on its side. Mrs. Virginia Lee Pyle, wife of the deceased, escaped with minor injuries, but the couples 4-year-old son, Thomas Harry Pyle, re-

(Continued on page 14)

### Dance Pattern Gets Copyright

WASHINGTON, Aug. 23.—Dances may be copyrighted. The long-standing question was settled by the U. S. Copyright Office, which accepted an application filed by Hanyu Holm last February. Acceptance was in the "dramatic, dramatic-musical" category for Miss Holm's dance choreography score of "Kiss Me, Kate." There is no "dance" copyright classification, but the copyright office declared her work was pantomime of "Taming of the Shrew" and therefore "dramatic." Miss Holm's score was the first work accepted for copyright which was scored in the Laban system, a dance shorthand.

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# Billboard Backstage

By JOE CSIDA

"Here's an odd thing happened," said Sammy Kaye on the telephone. "Somebody left a demonstration record here at my office, and I got around to listening to it this afternoon. It's a boy and a girl singer with a little group. I think both the kids are good, and I'd be interested in hiring them, and I like both the tunes and might record them."

"Well, fine, Sam," I said. "But I can't find them," said Sammy. "There're no names on the record, just the label that it's a Soundcraft audition record. No names of the singers, no names of the writers, nothing. And I've called every publisher in town to ask them whether they own the tunes. I've called BMI and ASCAP, and there's nothing on either of the tunes any more."

"Are the tune titles on the record, Sam?" I asked. They were. Namely, "What Can I Do?" and "When I'm Alone."

I scribbled hasty notes on the Dear Boy's dilemma, and we went on to discuss other matters, including the weird state of a television business which finds Sammy's video show dropped by its sponsor in spite of having achieved a respectable and consistent rating of better than 20 all last season. And the happy fact

that his "Sunday Serenade" is back on the radio, complete with hankroll. I assured Sammy that at no time, the blindness of video sponsors notwithstanding, would I ever have cause for grave concern over Sammy's success. I was sure, I said (as I have told him previously) that there would always be an England and a Sammy Kaye.

Then I turned over my notes on the missing boy, girl and tunes to music editor Paul Ackerman, because (1) Paul is The Billboard's Mr. Keene, Tracer of Missing Persons, (2) Paul writes pieces of this nature with an intimate style, unparalleled by any of the rest of us, and (3) it was a music story in the first place.

Paul did the story and we ran it on page one of last week's issue. That issue came out Tuesday, August 20. In the Wednesday edition of the Cincinnati Times-Star, on page one of that newspaper, appeared a story headed: "Unknown Warblers Sought in Bible of Theatrical Trade Revealed in Cincinnati." The story then quoted Paul's piece about Sammy's missing singers and songwriters, and said: "They're really not missing. They're all right here in Cincinnati. The boy and girl singers are Dick Noel, WLW singer, and Ruby Wright, Roselawn song-

stress, wife of maestro Barney Rapp and mother of four children. The author of the songs is photographer Harry A. Carlson, the co-author Erwin King of Livingston Road, and the instrumental background was furnished by Cincinnati pianist Burt Farber's Trio."

And along with the Times-Star story ran three single column cuts of Miss Wright, Noel and Carlson.

This week I've been on such a merry-go-round I haven't had a chance to call Sammy to see what's happened since the Cincinnati paper found our missing vocalists and composers.

Sammy told the Times-Star (which had called him) just what he told me: "I'm interested in both the boy and the girl. And I think both sides of the record are very good."

What I would like to see now is either or both, Noel and Miss Wright (who incidentally says she's not interested in working on the road with a band) become big stars, and at least one of the two songs become the nation's Number One hit via a Sammy Kaye record.

But maybe that's asking too much. However it works out from here, you've got to admit we run a reasonably efficient Lost and Found department.

# Legit Line-Up

Everything seems peacefully settled at the "Moon is Blue," at this week's end. Janet Riley met with strong audience and management approval as a sub for Maggie McNamara, who is ill, and will continue indefinitely, pending Miss McNamara's recovery. (Ed. note: Miss Riley is doing an excellent job.) Robert Wark pinch-hit for Barry Nelson, who's on vacation, on Monday and Tuesday, with Murray Hamilton, of the late Chicago company, taking over Wednesday for the rest of Nelson's vacation. (Ed. note: Wark is a nice actor, but the role needed Hamilton's strength.)

Actors' Equity will send reps to Britain's Equity in October. Prior to that, AE will meet with the New York League of Theaters on proposals which will be submitted to Equity Council and thence to the membership on September 26. In the works is a plan for lower train fares for commuters attending early Monday left curtains. The plan was submitted to the railroads by Transportation Displays, Inc., to go into effect September 8. Most railroads have agreed to consider the step. The Terminal Traffic Managers Association will meet on the issue. Helen Hayes was given the Doctor of Fine Arts degree by the University of Denver yesterday.

Joshua Logan left for Spain this week to see to the Spanish "South Pacific." The Playhouse in the Park, Philadelphia, chalked up a 13G week for "Love or Money" and has extended its season until September 13.

## NYLT BUSY ON MANY FRONTS

The League of New York Theaters has its hands full. It is now in argumentative session with the Scenic Artists' Union over imports of sets, and is winding up negotiations with the Dramatists' Guild. A general membership meeting was called Wednesday (20) over its deadlock with Actors' Equity on record album pay. The members backed the League in demands for tying up the actors for recordings on signing for stage contracts. Meanwhile, the stagehands have held up negotiations until December to see how the season fare, and the press agents are also softening their demands, dropping the tax on the "new blood" clause and working on scales for outside the New York area. The treasurers are planning no demands for pay increase, merely a bit more vacation.

Signatures for Broadway in the fall this week include Johnny Stewart for "Bernardine," with John Lloyd to do the scenery; Gloria Marlow for "In Any Lan-

guage"; Tom Ewell, "Seven Year Itch"; Thomas Mitchell, the musical "Hazel Flagg"; Yiddish-American performers Mae Shoenfeld, "My Lucky Day," and Chanah Ahroni, Yemenite singer for "Uncle Sam in Israel." News bit from the American National Theater and Academy: The group plans dropping its play series after two years of deficits, and offering the house on rent basis. ANTA may do one big production, "Merchant of Venice," with Clarence Derwent as Shylock; Margaret Truman has turned down the role of Portia. Robert Whitehead will no longer be production head, and Helen Hayes will resign as president at the end of her second term, but will serve on the board. With play conversions to musicals in progress at the Theater Guild on "Pygmalion," and "Reunion in Vienna," the firm now turns to musicalizing Leonid Andreyev's "The Who Gets Slapped." Koko in a reading of "The Mikado" for John Golden. Holly Harris subs for Vivienne Segal in "Pal Joey" until August 30.

Margaret Bannerman in "Yes, My Darling Daughter," broke house records at the Chagrin Falls (O.) Summer Theater; the previous high was the U. S. (Continued on page 44)

# Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 23—Each passing week brings new evidences of television's ability to benefit the general motion picture industry as a whole and theater exhibitors in general when the force of the new entertainment medium is properly harnessed. A good example is the TV success story told by Stanley Kramer's "High Noon." The Kramer credit, by now established as a reliable brand name for top movie entertainment underwriting shares in the film's top local grossing. Further, star Gary Cooper has a loyal following. Advance press reviews didn't hurt. But the lion's share of the glory belongs to TV plug-ins.

"High Noon" attracted the biggest opening night turnout of any picture in Los Angeles in two years. Basic reason for this is the fact that for the first time in Hollywood advertising history the budget for exploitation of a picture was split half and half between television and newspapers. Campaign was handled by the John I. Edwards Agency with its tele director, Jimmy VanDuceer, concentrating his available budget on two stations, KMAC-TV and KTTV.

Spot announcement schedule mapped out using theater trailers adapted to TV use as 20-second spots. To properly acquaint station personnel, whose co-operation

was sought, a special showing of the picture was held for all station hands involved. Personal appearance for picture's stars was then planned.

Other TV stations here (KNXT and KECA-TV), eager for the success of the venture for TV's sake, co-operated altho they didn't get any business. They permitted stars from the pictures to make personal appearances on some of their shows, allowing them to plug the film and its local opening. Coordinated drive between patrons, announcements and tele plugs inserted via stars' appearances paid off beyond expectations.

Results was reminiscent of pre-TV theater business. In Southwest Los Angeles, possessing a heavy concentration of low-to-moderate income groups, and where TV viewing is a foremost source of entertainment, theater's opening night showing was sold out by 8 o'clock. All four first-run houses reported SRO business for the first night. Sell-outs remained down to the last showing with patrons lined up for that night's final performance.

Results of TV in this instance, as well as many others, point to the need of a major reshuffling of advertising budgets by theater exhibitors throughout the country. Exhibitors will have to abandon their

reluctance, to feed the mouth that bites them and start turning to TV for advertising that pays off in patrons.

While it is true that exhibitors distant from Hollywood cannot as a rule avail themselves of a film's stars for personal appearances on local TV, they can look for a station's co-operation in providing other integrated plugs on local programs once they become regular time buyers. By throwing more money into TV advertising through the use of these trailers, exhibitors will find the returns they reap far outweighing the investment.

Friendly relations with local telecasters payoff for some exhibitors thru giveaways of free theater passes on local shows, thereby permitting plugs. Some theatermen appear as guests on local shows, thereby strengthening their personal relations with their community while allowing ample opportunity to plug the current bill at their heels.

Whenever barriers between the two hostile camps, motion pictures and television, are broken down both benefit. An exhibitor's aloofness from TV will not stop that medium's advance, but only curtail his own box-office take. Just look at the record.

## G.I.'S TASTE

# Cpl. Moore Views Korea USO Troupe

By CPL. D. H. MOORE

Editor of Sparks Fly, Published by Signal Air-Ground Liaison Company, Seoul, Korea, Aug. 23—The average G.I. fighting in Korea today hasn't changed much from his older brothers, who have passed the job down the line to him. He's younger and maybe he has a different outlook on what it takes to win a war. He wants to get thru and get home. Meantime, whether he's up in the line drawing four rotation points a month, or in a rear area racking up just two, he wants anything to take his mind off the fifth, stench and worst of all, the deadly monotony. After a year of kicking around these parts, this correspondent can attest that, next to mail call, the best antidote is a Stateside USO show, the oftener the better.

He may have to squat on some cold and very rugged ground or stand on top of a jeep a half a mile away, but he'll come from miles around to do it. Any performer who has played the "Kims Circuit" will tell you that G.I. audiences are the most enthusiastic in the world. Likely this is considerably sparked by appreciation that any entertainer hardy enough to come out here voluntarily is generally a right guy or gal. Maybe a peek at a well-turned American leg in sheer nylons is even more to the point. Be that as it may, the USO shows prove all over again that there is no substitute for sound actors when it comes to entertainment.

"Merrytimers" A case in point is a typical USO unit, "The Merrytimers," which has just finished a 32-day trek of the entire peninsula, playing two shows a day. When this correspondent sat in on the show late last month at the Seoul Area Command Theater, the house rocked with belly-laughs and whistles from 1,200 G.I.'s who packed it to the seams, a reception typical of what the unit had been getting all over Korea—from air force personnel as far south as Taegu to the men in the bunkers on "Shanghai Heights." This group, headed by emcee Harry Martin, who skillfully tied the show together and contributed a virtuoso ukulele, stressed comedy and tunefulness. The Irvy Jeffrey Quartet (traps, bass, electric guitar and accordion) added a little extra with sock arrangements of "I'll Remember April" and "East of the Sun." On the distaff side, Lorraine Bridges scored with pop ballads, and the Blossom Sisters (Dorothy and Helen) ditted with two novelty numbers. The Merrytimers' added up to an over-all solid package of variety.

Tough Graid Unquestionably, the Korean circuit is a tough grind, and there is no doubt that local G.I.'s are more than grateful to performers who undertake it. The tried and true formula for making a soldier laugh is to kid him and his officers and to key the fun to the local situation—such as calling (Continued on page 44)

## BROADWAY SHOWLOG

Performance Through August 23, 1952

| DRAMAS                             |       |
|------------------------------------|-------|
| Point of No Return... 12-13 '51    | 252   |
| (Alvin)                            |       |
| The Four Poster... 10-25 '51       | 351   |
| (Beverly)                          |       |
| The Middle of the Road... 4-30 '52 | 132   |
| (Music Box)                        |       |
| The Mice in Blue... 3-8 '51        | 605   |
| (Henry Miller)                     |       |
| MUSICALS                           |       |
| A Night in Venice... 6-26 '52      | 60    |
| (Jones Beach Marine Stadium)       |       |
| Gypsy and Dolly... 12-35 '50       | 780   |
| (46th Street)                      |       |
| New Faces of 1952... 5-16 '52      | 115   |
| (Royal)                            |       |
| Pal Joey... 1-3 '51                | 548   |
| (Belasco)                          |       |
| South Pacific... 4-7 '49           | 1,368 |
| (Maestri)                          |       |
| The King and I... 3-19 '51         | 568   |
| (General)                          |       |
| Wish You Were Here... 8-25 '52     | 69    |

# London Dispatch

By LEIGH VANCE

LONDON, August 23—Clive Brook is coming back to the West End shortly in "Second Threshold" which has been revised by Robert E. Sherwood from notes left by the late Philip Barry. That most skillful actress, Margaret Johnston, plays his daughter. Jack de Leon will present. No theater is fixed yet.

Authors Lawrence Williams and Nell O'Day whose "Bride of Denmark Hill," a study of the life of the 19th century British art critic, Ruskin, was well reviewed on its try-out at the Royal Court, have re-written the new version which opened at the Comedy this week. Clement McCallin, Andrew Osborn, Barbara Murray and Ellen Pollock transferred with the play.

On September 8, George Bellak's "The Troublemakers" opens at Brighton on its pre-London run. The cast includes Joseph Tomelty, Thora Hird, Robert Sansom and Mary Laura Wood. The piece is presented here by Desmond O'Donovan in arrangement with Hal Cooper, Peter Gleen and Leslie Linder in the States. It was originally shown at Palm Gardens by the New Drama Committee. With a cast of 14 and a complicated composite set, it is being staged for around \$11,000.

## NEWSPRINT SHORTAGE HURTS NANCY

When Nancy Crompton woke up the morning after she'd whirled her way to a huge hand on the first night of the Dolores Gray bill at the Palladium, she was shattered to find no reviews of her in the London papers, and took it as a sign the critics didn't like her as much as the public. But that is something someone should have warned her about.

With the shortage of newsprint, papers here run to about 10 pages, and cannot afford more than a (Continued on page 44)

# Paris Peek

By ANNE MICHAELS

THE RIVIERA, France, Aug. 23—The second season of what may be the centralization point of American European entertainment exchange, took place this past week in a little town five miles outside of Cannes, called La Mougelle. The Henry Clews Memorial Foundation, started in '51 with a charter from New York State, followed up its last year's presentation of French-American entertainers, this year's program slanted strictly to music.

Brought down from Paris was the Theater Babylon's "Company Lyric." Unhappily, the better than average American musical company, and the present 13 G. Well's "Down in the Valley" and Menotti's "Amelia," fared less well in open air presentation than in the small intimate Paris theater from which they originate. With the cast pretty much the same, but the perk far from satisfactory, we could not help feeling that the audience was cheated with the performance which came over only slightly above the realm of amateurish.

The other four items of the season were, however, much better. Violinist Nathan Milstein, and pianist Nikita Magaloff's programs were excellent, and perfectly suited to the magnificent, and breath-taking setting of the medieval castle which houses the program. Final offering of the season was the U. S. Army Negro choir, surprisingly enough very unliturgical-like, who sing with a delightfully undisciplined style and boast a first-rate quartet who joke, sing, and carry on a game of craps to illustrate one of their songs.

## DUNHAM, HOPE FIND THE GOING ROUGH

Certain American entertainers are finding playing down here on the Coté more than difficult. Katherine Dunham's company, which has been playing at major spots, landed a major dud at this past week's performance in the (Continued on page 44)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 23.—White House visit this week by Eric Johnston, president of Motion Picture Association of America Inc., produced a bumper crop of wild rumors along the Potomac. Dobersters were speculating that Johnston talked with President Truman about everything from theater TV to Justice Department's anti-trust suit on 16mm. films. However, the film association prexy turned up at 1800 Pennsylvania Avenue in his role as chairman of the International Development. A division of the Foreign Relations program for artists erroneously linked Johnston's title was listed. White House appointment of AAA president instead of your chairman.

## LOBBYIST LIST SHRINKING

Roster of entertainment industry lobbyists registered on Capitol Hill is showing signs of shrinkage. Lobbyists are required to register quarterly under a law which is now in its sixth year. Latest quarterly report turns up only a single newcomer from the amusement field, while several familiar names from previous lists have dropped out. Sole newcomer is Ernest S. Meyers, of Record Industry Association of America, Inc. Meyers reported his Capitol Hill efforts centered on a bill, which subsequently passed, extending copyright protection to profit performances of literary works. He said his retainer didn't cover "legislative interests" and added that he expected no extra compensation. His lobbying expenses: telephone, \$5.48; taxis, \$2; postage, 42 cents.

Listed as usual was Jack Bryson representing Motion Picture Association of America, Inc., on "any legislation affecting the motion picture industry." Bryson reported quarterly receipts of \$6,280.79 and expenses since January 1 of \$3,598.41. National Association of Radio & television Broadcasters had four registrants: Harold E. Fellows, president; Ralph W. Hartley, head of the Association's government relations department; Vincent T. Waslewski and Abiah A. Church, legalists. Missing for the first time in years was the name of Justin Miller, NARTB's former chairman and former president. Miller's withdrawal followed his appointment as head of the stabilization board. Customary registrants included: Ben M. Daniel, resigned president of Radio-Television Manufacturers' Association; Earl Gammons, vice-president of Columbia Broadcasting System, and Francis Russell, vicep of National Broadcasting Company. Gammons reported half-year expenses of \$259.50; Russell, \$48.65. D. C. law firm of Pierson and Ball was registered in behalf of RTMA on excess profits and excise tax legislation. RTMA

reported half-year expenses for lobbying as \$5,754.69. On the list for the last time as D. C. representative of Clear Channel Broadcasting Service, Inc., was Ward Quail, who recently resigned that post. American Hotel Association had its customary pair of registrants, Edward A. McCabe and M. O. Ryan. On hand, as usual, for Washington Restaurant Association was Robert J. Wilson.

## HILDRETH NIXES NEXT INAUGURAL

Melvin Hildreth, perennial chairman of presidential inauguration festivities, won't be inaugurated to run the inaugural show next January. Hildreth staged President Franklin D. Roosevelt's four inaugural celebrations and teamed with the showman, Carter T. Barron, in running a week-long celebration for President Truman's inauguration four years ago. "It's a tough job and five times is enough for me," says Hildreth. "So I'll have to decline if I'm offered the chairmanship for next year's show." Hildreth a charter member of Circus Fans Association, is confident that the celebration will be in honor of Adlai Stevenson. Hildreth, Democratic National Committeeman from D. C.

# Glasgow Gleanings

By CLIFF DANLEY

(This column appears once a month.)

GLASGOW, Aug. 23.—Practically all the details are neatly sewn up for Edinburgh's international Festival of Music and Drama which starts off this month, with a tradition already established and a certainty of big business. America's principal contribution will be in the field of ballet, which has acquired a very profitable following in Scotland during the past decade.

Most of the customer curiosity, however, is concentrated on the novelty items, of which there will be many. One of them is the appearance of Welsh actor-paywright Emlyn Williams, who has been causing sensations elsewhere with his virtuosic readings from the works of 19th-century novelist Charles Dickens.

The Theatre Workshop, a lively group which has already done well all over Britain with a sort of play called "Uranium 235," is putting on a piece by the Uranium author, Ewan MacColl. This is not without its novelty. The title is "The Travellers" and it involves 11 characters of various nationalities speeding in train across Europe to an unknown destination—a feeling familiar to most Europeans these days.

## THEATRE GROUP DOES 'EBB TIDE'

"Ebb Tide," a dramatization of a novel by Scots story-teller, R. A. Stevenson, will be put on by the London Theatre Club Group. This company originally planned to revive its 1951 show, "Never Get Out," but that play had only two characters, and both the originals have recently undergone operations.

Other independent ventures in and around Scotland's capital during the festival will be Tim Watson's presentation of his own play, "Bachelors are Bold." This play may break all records as a money-maker in Scotland. It is a simple but ingenious concoction built round a small-town mortician, and altho it is written in Scottish dialect, it might easily be exported profitably, with a little re-writing, to any English-speaking country which can get laughs. (Continued on page 44)

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# Highlight Reviews

## TV-FILM

# New "Barrymore Theater" Series A Standout Job on First 3 Shows

By LEE ZHITO

If it's the Tiffany touch you're seeking in TV film production, then be sure to see Interstate Television's "The Ethel Barrymore Theater." In addition to reflecting the regal stature of the royal family's Grande Dame, it benefits from Lee Savin's excellent production. This conclusion is based upon having seen the first three shows produced for the series.

For the purpose of review, "Daughters of Mars" serves as a suitable example of the high production standards found in the other reels. If these are maintained thruout the series, "Barrymore Theater" will give the TV film industry further strength on the quality side.

"Daughters of Mars" shows meticulous attention to story cast and settings, placing the film well on a level with theatrical motion picture production. Lewis Allen's competent direction creates a thread of subdued suspense that

runs thruout the reel and provides dimension to each of the characters.

In addition to introducing the story, procedure followed for each of the shows in the series, Miss Barrymore takes the lead in this one, her excellent performance highlighting the work of a fine cast. It's Louis Bromfield's story of three elderly sisters from the Old South who, during the last war, chose to remain self-exiled in Nazi dominated Paris rather than subject themselves to the tempo of New York City.

This is far from being an easy story to project so that it appears plausible to the audience, demanding careful molding of characters to win the viewer's sympathy. That this is achieved is a credit to Miss Barrymore, Director Allen and Producer Savin's over-all job. Interstate is wise in launching its TV film production with a series of this class for it

marks it as a promising source of top quality product.

## The Ethel Barrymore Theater ("The Daughters of Mars")

TV FILM—Reviewed at special showing. Running time, 30 minutes. Produced by Interstate Television Productions, Producer, Lee Savin. Directed by Lewis Allen. Written by Louis Bromfield. Adapted by Zoe Akins. Production manager, Alton E. Wood. Photographed by Harry Newmann, ASC. Supervising editor, Lester A. Sanson. Film editor, Bruce Shoengarth. Art director, David Milton. Assistant editor, Andrew McLaglen. Recorded by Elmer Smith. Sales-distribution, William Morris Agency.

## LEGIT

# "Jezebel's Husband" Even in Tryout Stage Is Superb; Cast Is Brilliant

By BOB TAYLOR

A play as brilliant as "Jezebel's Husband" sweeps across the summer circuit with the frequency of Halley's Comet. Robert Nathan's comedy, a work of dignity, wit and pervading humanity, is almost ready for the stem in its try-out state. It makes the general run of scripts shaken down in the Hub seem the efforts of bumbling amateurs.

The technique used by Nathan is the technique of Shaw in "Caesar and Cleopatra" and "The Man of Destiny"—that of seeing his-

torical figures thru the filter of our own time. His Jonah and Jezebel bear no more relation to the myths of history than do The Beard's urbane dictator and kitchy queen. That doesn't matter. They have a life of their own, and the flux of ideas in the comedy moves around them like backgrounds in a fanciful tapestry.

## Mellowness of Years

Nathan's Jonah is a prophet in the mellowness of years—a man who has heard the voice of God

and has made it into a commercial success. Guided tours are run thru his home; parchments bearing the prophet's seal are sold to gaping rubbernecks; framed on the wall is a feather from an angel (the Jonah admits it looks remarkably like a heron's). Actually, in these later years of prosperity, his wife Jezebel has been the creator of his prophecies; words the government of Israel wants to hear.

Into this happy cash till of a (Continued on page 44)

## NIGHT CLUBS

# Mary Small Sells Big at Versailles, Her First Major East Side Stint

By BILL SMITH

In her first big time East Side date, Mary Small proved herself a surprise attraction and a solid performer. Opening night business, first show, was turnaway—and very little of it from showbiz. The gal may have opened a little uncertainly, but when she finished it was to a big off.

Looking wonderful in a provocative off-the-shoulder job, Miss Small opened with a big "Pocket Full of Dreams," followed by "I Walk Alone," another pop, and a novelty, "Only for Americans." She was in by a mile.

Then came a little known Irving Berlin torcheroo from "Miss Liberty," "I Don't Want Him,"

and the room was hushed. After this it was little bits of comedy, using her husband's (Vic Mizzy) tunes as the framework for light comedy chatter. Incidentally, Mizzy's piano backing was superb. But what was more important was the gal's deft handling of the husband-wife relation chatter. It was humorous, believable and in good taste. There were some few times when the singer mugged too heavily; also the mike volume was pitched too high. However, Miss Small turned in a performance that was little short of perfection. Even in her beg-off speech—and it was a genuine off not induced by milking, she

had complete control without being saccharine or overly humble.

Emil Pettit's band, led by Mizzy, gave the girl solid assistance in addition to doing a bang-up job for dancing. Pancho's Latin outfit did its usual stuff on the mambo-rumba terps.

## Versailles, New York (Wednesday, August 20)

Capacity, 300. Price policy, \$3 minimum. Shows at 9:30 and 12:30. Operators, Nick Prounis-Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated talent budget current show, \$1,500.

## GRANDSTAND SHOW

# Political Intervention Cuts CNE Show's Quality and Pulling Power

By HERB DOTTEN

The ugly head of politics pushed itself into the planning and execution of the 1952 Canadian National Exhibition's grandstand show. As a result, the Toronto spec, which annually is the largest and most lavish outdoor show staged on the North American continent, is cut quite a few notches lower in quality and pulling power than its postwar predecessors.

The CNE grandstand, which

seats 25,000, in past years has been a virtual sellout each of its 10 nights. But Friday night (22), there were gaping holes for the stand show. As a result, the Toronto spec, which annually is the largest and most lavish outdoor show staged on the North American continent, is cut quite a few notches lower in quality and pulling power than its postwar predecessors.

Canadian politicians apparently being no different from their

counterparts elsewhere, had clamored for several years for an all-home talent show. This year they won their argument—with only some minor exceptions. Out as producer was American Leon Leonidoff, of Radio City fame, and his superb precision line. In was Jack Arthur, a Canadian, as producer, who developed a 60-gal north-of-the-border line that

(Continued on page 45)

# The Billboard

The Amusement Industry's Leading Magazine

Founded 1894 by W. H. Donaldson

Pres & Treas. Lawrence W. Catro

Editors: Roger S. Littler and William D. Linneman

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Chicago: Herb Dotten

San Francisco: Wm. J. Sachs

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Vol. 64 No. 33

## Senator McCarran Warns TV To Keep Its House in Order

Says Radio Writers' Guild Has Allowed Red Minority to Take Over

WASHINGTON, Aug. 23.—Declaring that the Radio Writers' Guild with a membership of 1,500 has "allowed less than 100 pro-Communists to take over their organization," Sen. Pat McCarran (D., Nev.), chairman of the Senate Judiciary Committee and a member of its Internal Security Subcommittee, issued a statement here warning that television must keep its house clean. McCarran's statement came as the Internal Security Subcommittee made public the first volume of testimony taken by the subcommittee in executive session in a study of subversive influences in the TV, radio and entertainment industries (for details of testimony, see separate story).

Senator McCarran said there is strong possibility that the Radio Writers' Guild "will obtain jurisdiction over the television writers," and he added that "there is evidence a small group of Communists and pro-Communists seized control of the Radio Writers' Guild in 1943 at the direction of Alexander Trachtenberg, the Communist propaganda chief, and continues to dominate the organization."

In an apparent reference to TV's role in reporting the national political conventions, Senator McCarran said, "We have had a very recent experience of the public interest in this media expression," and he added: "Those who are responsible for its development must also accept responsibility for its character and the type of programs it channels into the homes of America."

## Skiatron Head Sued by 3 on Scopphony Stock

NEW YORK, Aug. 23.—Arthur Levey, head of Skiatron Electronics and Television Corporation is facing a suit in New York Supreme Court that charges him with having stripped the now defunct Scopphony Corporation of America of all its patents and inventions for his own benefit. The plaintiffs are three Scopphony stockholders, who claim to have held 250 shares among them. They are asking the court to appoint a temporary receiver, and Judge Irving Saypol has set a hearing on their motion for next week.

Meanwhile, Levey has announced that about 80 per cent of Skiatron's stockholders have voted their approval of a new stock issue to finance Skiatron's subscription television tier here. The new issue, about 100,000 common shares, would bring in about \$270,000. The tests are due to come off in January.

The Scopphony Corporation, which Levey headed, ceased operations several years ago, following a government anti-trust action. The firm held several important patents for big-screen television. Major Scopphony stockholders, aside from Levey and the plaintiffs in the current suit, were British Scopphony, General Precision Equipment Corporation (a Paramount subsidiary), and Television Productions, Inc. (a 20th Century-Fox subsid). The government charged that the firm was restraining use of the theater-TV inventions.

At the time of the anti-trust action, Levey entered counter claims against the three other orgs for over \$3,000,000. The complaint in the present action claims that Levey then settled with the others and took over the Scopphony patents for his own use, despite the fact that the three plaintiffs had put in large sums to finance the inventions. The plaintiffs are John A. Stephen, Otto Augstein and Har Kraft.

"We found, strategically placed to take advantage of television progress," he said, "persons who refused to say under oath whether or not they belonged to the Communist Party but who were described by other persons, under oath, as either Communists or very active pro-Communists."

"In straight news coverage, such as that of the national political conventions, there is little opportunity for subversive influences to work. However, the entertainment programs which, after all, provide the bulk of television offerings, are very susceptible in this respect."

Referring to what he described as seizure of RWG leadership control in 1943 by a small pro-Com-

## Toni Renews 'Bank,' Drops 'Grand Central'

NEW YORK, Aug. 23.—The recent renewal of "Break the Bank," twice weekly on the American Broadcasting Company's radio network by Toni this week was a major factor responsible for the advertiser's cancellation of "Grand Central Station" on the Columbia Broadcasting System's radio network. Bristol-Myers has the daytime audience participation strip thrice weekly.

But Toni found its renewal of the ABC show left it without enough money to retain the CBS, and so bowed out. It also had been dissatisfied with ratings. Bristol-Myers this week also renewed "Break the Bank" on the CBS-TV network. This show is on Sundays, 9:30-10 p.m., and had been reputed in trouble. Doherty, Clifford & Shenfield is the agency.

## SENATE GROUP RELEASES SHUT-DOOR RED REPORT

Continued from page 1

testimony herewith transmitted relates to the Radio Writers' Guild, one of the subordinate guilds of the Authors' League of America, which is the parent body consisting of various guilds of professional writers. The Radio Writers' Guild has a membership of 1,200 to 1,500 persons who write an estimated 90 per cent of the words heard over the national radio networks. Members of the Radio Writers' Guild also write for the "Voice of America" and for the United Nations radio section.

"The principal points in the testimony herewith transmitted are as follows:

"1. In 1943, pursuant to orders from Alexander Trachtenberg, a Communist leader, there began a systematic Communist infiltration of the field of radio. Thereafter a continuing struggle developed within the Radio Writers' Guild between pro-Communist and anti-Communist factions. Although a large majority of the membership of the Radio Writers' Guild is anti-Communist, the council of the Guild, which is the governing body, is controlled by the pro-Communist faction which has aligned the Guild in support of Communist organizations and causes.

"2. The verbiage which flows into almost every American home from the pens of the pro-Communist faction of the Radio Writers' Guild was described by a witness in the following words:

"May I make one remark on this subject, because I don't want to return to it again, that you

found, strategically placed to take advantage of television progress," he said, "persons who refused to say under oath whether or not they belonged to the Communist Party but who were described by other persons, under oath, as either Communists or very active pro-Communists."

"Each refused to tell the subcommittee whether or not he was a Communist and each took refuge in the First and Fifth amendments to the Constitution and declined to answer many questions on the ground he might incriminate himself."

"Lampell, the testimony shows, was a member of the Advisory Council of Peoples Radio Foundation, a Communist enterprise created to obtain a radio transmitting franchise for party purposes. He has been a writer for the Communist publication, Masses and Mainstream. The testimony also described him as active in all divisions of the National Council of the Arts, Sciences and Professions, top Communist front in the entertainment field. The subcommittee was told he is the connecting link between the Communist or pro-Communist op-

## WOR-TV Tests NBC-TV Color

NEW YORK, Aug. 23.—Local station WOR-TV revealed this week that it has been conducting color tests for the National Broadcasting Company since May of this year. Live color shows are piped from NBC's studios here over WOR-TV early Saturday mornings.

Programs are received on black and white sets as four separate pictures, thus dividing screen up into a quartet of smaller screens. WOR-TV also participated in Columbia Broadcasting System's color broadcast tests last year.

## Commie Probe Planned For Entire Industry

Continued from page 1

Equity Association, American Guild of Variety Artists, American Federation of Radio Artists, Screen Actors' Guild, the Television Authority, Authors' League of America, Dramatists' Guild, Screen Writers' Guild, Radio Writers' Guild, Authors' Guild, Television Writers, Radio and Television Writers' Guild, Independent

## Shwayder Buys Quarter-Hour Of Travelers

CHICAGO, Aug. 23.—Shwayder Bros. Inc., Denver, this week signed to sponsor a weekly quarter-hour seg of the TV version of "Welcome Travelers," starting September 26, 3:45-4 p.m., EDT, over 32 stations of the National Broadcasting Company. With the purchase, the firm, which manufactures the Samsonite line, becomes the first luggage manufacturer to sponsor a regular network TV show.

The "Welcome Travelers" show, with Tommy Bartlett, emcee; Bob Cunningham, director, and Les Lear, manager, will be telecast Monday thru Friday, starting September 8, with Proctor & Gamble, who sponsor the radio version, paying for the 3:45-4 p.m. period Monday thru Thursday. The first quarter hour of the TV show has not as yet been sold.

Samsonite, until completing purchase of the "Welcome Travelers" show, had confined its video participation to supplying its product to giveaway shows and furnishing films to its dealers which could in turn be used as spot announcements on local TV shows.

Shwayder Bros. announced their entry into TV during the National Luggage Show here this week and utilized their display space at the show to promote the TV show.

producers, network producers, and ad agency producers. Interrogation of the theatrical press is proposed to follow, Arens stated. Then will come questioning on "Communist organizations, fronts and pressure groups in the theatrical field," Arens said, and questioning in that area will include the National Council of Arts, Sciences and Professions, the People's Radio Foundation and affiliate groups, Voice of Freedom Committee, Committee for the Negro in the Arts, Arens stated. After this come a study of infiltration "in the commercial theaters and in the so-called 'people's theater,'" stated Arens. This will be followed by questioning "respecting Communist aims, and sub-areas of that interrogation will involve interrogation with respect to fund raising, propaganda agitation and infiltration of theatrical unions and underground work."

Next on the agenda, said Arens, will be questions about Communist activities on the question of "patronage, use of blacklists against Communists, use of sex." That will be followed by a study of government agencies "which deal with or supervise activities in this field," and under this heading will come FCC, V of A, and UN.

"Finally," stated Arens, "it is proposed that there be interrogation respecting the efforts of the industry to rid itself of Communists and other subversives."

## CBS-TV Jelling Season's Plans For Day Shows

NEW YORK, Aug. 23.—The Columbia Broadcasting System this week was making final plans for its fall daytime TV line-up. The web is undecided as to which program goes into its 3:34-5 p.m. period across the board. It has dropped Mel Torme after his Thursday (21) telecast in the 3:30-4 p.m. strip.

New programs in contention for the strip period on the video network are "There's One in Every Family" with John Reed King as emcee; "Time for Americans," which Danny Seymour will emcee; "The Wheel of Fortune," which Tod Russell will spin; and "Songs for Sale." The first and third shows will be audience participation stanzas, and the second features interview news.

The daytime edition of "Songs for Sale" probably will be emceed by Barry Moore, who would then give up his current 1:30-2 p.m. show. CBS-TV must also decide what to do about "Mike and Buff," which it is currently programming 3-3:30, but which it has failed to sell.

## Gulf Cancels "We, People," Retains Slot

NEW YORK, Aug. 23.—The Gulf Oil Corporation this week canceled "We, the People" in the Friday night 8:30-9 p.m. slot on the National Broadcasting Company's TV network. The last program will be September 26. The advertiser will retain the time period however, for a dramatic program to be produced by Frank Telford of Young & Rubicam. "We, the People" is one of the oldest shows in radio and television. Its career started well before World War II. It was the first show which tried to simulate after TV's arrival, but never clicked. Young & Rubicam is the agency.

printed record was accompanied by release of a separate statement by Senator McCarran warning the TV industry to take vigil against Communism (see separate story). Testimony charging subversive influences was offered by Vincent W. Hartnett, Paul R. Milton, Ruth Adams Knight and Welbourn E. Kelley, professional radio writers and Guild members.

Questions as to specific TV and radio shows into which Communist propaganda had sometimes crept, Miss Knight singled out "Studio One" as an example. "From a prestige point of view, 'Studio One' is probably the leading television show, and from a professional point of view, it is a very desirable show to write because it is so well done," she said. "Joseph Liss has been employed more than anyone else. And a great deal more than anyone else on that show, and Joseph Liss is well known as a Left Wing sympathizer, and when you make up these lists and you find a possible one person from a group like 'We, the Undersigned,' and every one else on the other side, I think it is generally conceded that the Hy Brown shows are very difficult, until a recent housecleaning. It was generally conceded that almost anything at Columbia Broadcasting Company was going to be very difficult for a writer who was not sympathetic to the Left Wing, and that situation has been corrected. I think Columbia

(Continued on page 11)

# 4 Radio Stations to Quit CBS, Including WJR and WGAR

NEW YORK, Aug. 23. — The Billboard learned at press time this week that four radio stations, up till now affiliated with the Columbia Broadcasting System, are ready to withdraw from the network. Announcements will come soon. Two of these are known to be 50,000-watters — WJR, Detroit and WGAR, Cleveland — both under the management of John Patt, who worked on the CBS affiliates committee, which negotiated the revamped discount structure reduction in

rates with the network. Patt was opposed to a rate cut. The identity of the remaining two bolting outlets could not be ascertained at deadline, but they are probably two of the following three stations: KRNT, 5,000-watt-

er in Des Moines; WNOX, 10,000-watter in Knoxville, or WNAX, 5,000-watter in Yankton, S. D. Late Friday night none of the stations could be reached for comment, or their plans for future operations.

## \$1,201,800 SET FOR NATIONAL SPOTS NBC Dept. Hits Fast Pace in Nine Days' Sales for Both Radio, TV

NEW YORK, Aug. 23. — In the nine-day period between August 11 and 21, the National Spot Sales Department of the National Broadcasting Company, under vicepres Jim Gaines, has sold \$1,201,800 in national spot business on NBC's six owned-and-operated radio stations, its five owned-and-operated TV stations, and WRGB, Schenectady, WPTZ, Philadelphia and WBZ-TV, Boston, which latter stations the department also represents. The business is strictly national spot, exclusive of whatever local time is being sold by the stations themselves.

Of the total amount, \$948,900 was sold in TV business, and

\$252,900 in radio billings. This is record-breaking amount of sales for so concentrated a period of the selling season, and augurs an all-time high for the stations for the fall and winter.

For the first seven months of 1952, the NBC o&o's are substantially ahead of the same period in 1951 on national spot and local billings. And 1951 saw the operation hit an all-time high.

The web's radio o&o's are: WNBC, New York; WMAQ, Chicago; WRC, Washington; WTAM, Cleveland; KNBC, San Francisco, and KOA, Denver. In TV the web, of course, owns and operates WNDT, New York; WNBW, Washington; WNBK, Cleveland; WNBQ, Chicago, and KNCB, Hollywood.

## NBC Boosts Morning Sales

NEW YORK, Aug. 23. — The National Broadcasting Company has increased sales in network radio option time by 16 per cent in 1952 over 1951. The largest percentage gain was during the morning hours, whereas last fall only seven and a quarter hours of morning time was sold, this fall 13 hours have been optioned.

The network's 1952 evening sales picture is also stronger, but only by a slight margin—14.45 hours as against 15 hours.

## Webs May Go CBS 1 Better in Rate Cut

NEW YORK, Aug. 23.—While the National Broadcasting Company, the American Broadcasting Company and the Mutual Broadcasting System this week had not yet evolved whatever revision in their rate structure they will make to meet the Columbia Broadcasting System's reduced (via bigger discounts) rates, there was increasing trade feeling that NBC would reduce its rates under those achieved by the CBS revamp. ABC and Mutual are expected to reduce their rates at least proportionately as much as the CBS reduction.

The networks themselves refused to comment on the extent, the form or the timing of their rate reductions. NBC, however, is unlikely to announce its plans until after Labor Day. ABC executives, too, were uncertain about how soon they would be able to work out revisions in their rates, but they did indicate that they believed the CBS form of reducing advertiser costs, via revised discount structures rather than actual cutting of rates, met with their approval.

At Mutual, the brass and sales staff were meeting Monday (25) to discuss their move in the rate situation.

## Birdseye Hot On Ken Murray

NEW YORK, Aug. 23.—The Columbia Broadcasting System's TV network this week was on the verge of signing Birdseye to sponsor one-third of the Ken Murray show. The web intends to program Murray Saturday nights 9-10 p.m., should it come up with another advertiser.

CBS-TV was unable to get clearances in the key Saturday night slot for Murray's program, which was only one-third sponsored. Should Murray find sufficient sponsorship acceptance however, the web would have to find new slots for "Leave it to Dad" and "USO Canteen" which were slated to fill the hour time period.

# Here Are Finalized New CBS Discounts

Because of its importance to the radio industry The Billboard publishes herewith the final, official new Columbia Broadcasting System radio network rate and discount structure:

### NEW CBS RADIO NETWORK RATE AND DISCOUNT STRUCTURE SUPERSEDING CBS RADIO NETWORK RATE CARD NO. 34

This new rate and discount structure will be effective on August 24, 1952. Current advertisers are protected at current rates and discounts with respect to each of their programs until February 25, 1953, and, therefore, this new rate and discount structure will not be effective as of such date to any specific program of any current advertiser if its application to such program would result in an increase in the advertiser's costs for such program. With respect to any such program, the new rate and discount structure will be effective for all broadcasts occurring on and after February 25, 1953, and until such date current Rate Card No. 34 will be applicable in its entirety.

#### RATES

Monday thru Friday Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to Midnight—10:30 p.m. to Midnight on Pacific Coast Stations): Monday thru Friday Day Rates\* will be increased by 11.11 per cent computed to the nearest dollar. (Note below, under Discounts, that a discount of 8 per cent will be allowed on the gross rates for these broadcasts.)

Saturday and Sunday Day Rates (7 a.m. to 6:00 p.m. and 11:00 p.m. to Midnight—10:30 p.m. to Midnight on Pacific Coast Stations): Saturday and Sunday Day Rates will be one-half of Night Rates.

Night Rates (6:00 p.m. to 11:00 p.m.): Night Rates will remain the same as listed in Rate Card No. 34, supplemented.

Transition Rates: Transition Rates apply to all stations broadcasting on current New York time from 6:00 p.m. to 6:30 p.m. and to Pacific Coast stations from 10:00 p.m. to 10:30 p.m., and such rates will remain two-thirds of Night Rates.

#### DISCOUNTS

The following discounts will be allowed, to the extent earned, on billing for station time for all programs. These discounts are applicable only to stations listed on CBS Radio Rate Card No. 34, as supplemented, and supersede all existing discount provisions.

Five per cent Monday thru Friday Daytime Discount: A discount of 5 per cent will be allowed on the gross billing for Monday thru Friday daytime programs, with certain exceptions to be noted.

Annual Dollar Volume Discount: An Annual Dollar Volume Discount will be allowed on adjusted gross billing (i.e., gross billing less any 5 per cent Monday thru Friday Daytime Discount allowed thereon) for station time for each broadcast, the percentage of which discount will be determined by the aggregate gross billing for station time of all the advertiser's CBS Radio Network broadcasts during each "annual dollar volume discount year" in accordance with the following schedule:

| If Aggregate Gross Billing for Station Time for All the Advertiser's Broadcasts During Discount Year Is: | The Percentage of Annual Dollar Volume Discount Applicable (Adjusted Gross and Transition Rate Billing Will Be: | The Percentage of Annual Dollar Volume Discount Applicable (Adjusted Gross and Night Rate Billing Will Be: |
|--|---|--|
| Less than \$10,000   | 0%  | 27.5%  |
| \$10,000 or more, but less than \$30,000   | 8%  | 27.5%  |
| \$30,000 or more, but less than \$100,000  | 11%   | 32.5%  |
| \$100,000 or more, but less than \$250,000   | 13.5%   | 34.5%  |
| \$250,000 or more, but less than \$500,000   | 16.0%   | 36.5%  |
| \$500,000 or more, but less than \$1,250,000   | 18.5%   | 38.5%  |
| \$1,250,000 or more, but less than \$1,750,000   | 21.0%   | 40.5%  |
| \$1,750,000 or more, but less than \$2,500,000   | 23.5%   | 42.5%  |
| \$2,500,000 or more  | 25.5%   | 44.5%  |

A current advertiser's first annual dollar volume discount year shall be deemed to have commenced either (1) on the date of commencement of the advertiser's current "established discount year" for Over-all Discount purposes, or (2) the date upon which the new Rate and Discount Structure first become effective as to any of the advertiser's programs (i.e., August 25, 1952, or, if the new Rate and Discount Structure does not become effective as to any such program until February 25, 1953, then the latter date).

Current advertisers who carry an Over-all Discount on the basis of gross billing during their "established discount year" for Over-all Discount purposes, will continue to receive such Over-all Discount on gross billing under Rate Card No. 34 with respect to any program for broadcasts occurring prior to the date that the new rate and discount structure becomes effective as to such program, provided, of course, that by the end of such "established discount year," such advertiser shall have met the minimum gross billing entitling him to the Over-all Discount under Rate Card No. 34.

Current advertisers will receive the new Annual Dollar Volume Discount on billing for broadcasts of a program subsequent to the date the new rate and discount structure becomes effective as to such program.

Fifty-two Consecutive-Week Discount: At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser of 52 Consecutive-Week Discount on network time computed as follows: 52 times 8 1/2 per cent of the largest amount of adjusted weekly gross billing (i.e., weekly gross billing less any 5 per cent Monday thru Friday Daytime Discount allowed thereon) that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

The new 52 Consecutive-Week Discount and the present "Annual Discount" are the same as to method of computation. Accordingly, current advertisers will receive the present Annual Discount, on billing for broadcasts of any program prior to the effective date of the new rate and discount structure as to such program, provided, of course, that such program is broadcast without interruption until the termination of its current annual discount year.

Current advertisers will receive the new 52 Consecutive-Week Discount on billing for broadcasts of any such program subsequent to the date upon which the new rate and discount structure becomes effective as to such program. A new 52 consecutive-week discount year will commence for each program upon termination of its current annual discount year.

9:00 a.m. to 1:00 p.m. Programs, Monday thru Friday: With respect to programs broadcast on Monday thru Friday (any day or days) between 9:00 a.m. and 1:00 p.m. current New York time the applicable discounts computed in accord-

(Continued on page 10)

## NEWS CAPSULES—COAST TO COAST

### CBS Fall Promotion Plans to Be Unveiled at N. Y. Clinic, Sept. 4-5

NEW YORK, Aug. 23.—The Columbia Broadcasting System will hold a promotion managers' clinic, September 4 and 5, at the Hotel Pierre here. Plans for the fall promotion campaign of the CBS web will be unveiled to the upwards of 125 promotion and station managers expected to attend. The CBS radio web will hold a similar promotion clinic on the Coast September 11. Administrative vicepres Lou Hausman and administrative manager of sales promotion and advertising Charles Openheim will fly out for the Coast session.

#### JOHNSON COY IN FORUM

WASHINGTON. — Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, and former Federal Communications Commission Chairman Wayne Coy will take part in a two-man panel forum on broadcast legislation and regulation as a feature of the opening-day session September 11 of the annual District 14 meeting of National Association of Radio and Television Broadcasters. Key subjects certain to be discussed are the FCC's TV Processing, Communications Act's Provisions on Political Broadcasts and TV Programming. The forum will be the first of its type for Coy since he quit the FCC to enter broadcast ownership.

#### STUDIO LIGHTING MANUAL SET

NEW YORK.—The Kilegi Brothers, Universal Electric Stage Lighting and Associated Facilities, are planning a manual, for distribution to TV engineers, architects and other video station personnel.

Folders include tested sample studio plans, and studio shots showing lighting facilities in use. Manuals are available thru the Broadcast Equipment Sales Departments of Du Mont Labs, General Electric, General Precision Labs, and RCA, or direct from Kilegi Brothers' New York office.

#### J&J BUYS SPOT SKED ON WJZ-TV

NEW YORK.—The Johnson and Johnson Company has bought a 13-week schedule of one-minute spots on WJZ-TV for its "Jonny-Mops." The contract calls for 19 spots a week, including one daily on the station's new 6 p.m. "The Picture Show," for \$2,850 daily. BBD&O is the agency.

#### BORMANN PROTESTS CAMERA BAN

MIAMI.—Jim Bormann, president of the National Association of Radio News Directors, this week sent a wire to the executive secretary of the Miami Civil Service Board protesting the "arbitrary" barring of WTJV cameras from recent board hearings. Bormann asked that the board open its doors to all bona fide news media. The wire was sent at the

suggestion of WTJV exec Ralph Renick, who heads NARNB's TV committee.

Meanwhile, the Miami Crime Commission this week began a series of programs over WTJV, entitled "The Crime Commission Speaks," in an attempt to arouse Miamians to the dangers of racketeers which they claim still flourish here.

#### TELEMETER FRANCHISE GIVEN CANADIAN FIRM

TORONTO.—A firm was closed here this week for Famous Players Canadian Corporation to become the first franchise holder of the right to manufacture and distribute Telemeter equipment. The announcement was made by John J. Fitzgibbons, president and managing director of Famous Players, following a meeting here with Ramey Balaban, president of Paramount Pictures Corporation. A new department in Famous Players will be set up under Jean A. Pouliot, who has been named chief engineer of the Telemeter Division.

#### GRANIK TO GET LEGION AWARD

NEW YORK.—The American Legion's First Annual Television Award will be presented to Theodore Granik's "Youth Wants to Know" during the program next week, when the Legion convention will be in full swing here. The Legion's First Annual Radio

(Continued on page 10)

# Renewed Emphasis on Daytime AM Pointed Up in Actions at FCC

WASHINGTON, Aug. 23.—Renewed emphasis on daytime AM is pointed up this week in a series of actions at the Federal Communications Commission. With daytime radio rates scheduled to increase in some instances, as night rates go down (The Billboard, August 23), one station even obtained permission to give up nighttime operations. The commission authorized WVOP, Vidalia, Ga., to stop operating full time on 1450 kc., 250w. power and operate daytimes only on 970 kc.; 1 kc. power. Also WVOP lost its key network affiliation when the Liberty Broadcasting System closed

operation, thus eliminating a number of proposed programs. It is apparent that other AM stations have their eyes on proposed Columbia Broadcasting System daytime rate rises of around 11 per cent, while night rates, which come into more direct competition with TV, may be slashed as much as 30 per cent.

In its request for an end to nighttime operation, WVOP pointed out that income from nighttime hours was less than 15 per cent of the total revenue, although night operation formed a substantially greater percentage of the total broadcast time. WVOP estimated that it would take in \$650 more a month under the proposed daytime operation. The station has registered a profit since 1940, and thru September, 1951, its profit totaled \$2,876. Businessmen and civic leaders alike, recommended the changed operation, which was approved despite the fact that Vidalia with close to 6,000 population, lost its only nighttime primary service.

The growing popularity of daytime AM operation is emphasized by the increasing number of bids for daytime power hikes, as well as for new AM stations, which have mounted to well over 300, with 2,353 AM stations already in operation (The Billboard, August 9). Several stations, like KWBR, Oakland, Calif., are increasing their daylight operating power.

The commission this week authorized KWBR, Warner Bros.-operated station, to raise its daytime operating power from 1 kw. to 5 kws., although night operation would remain the same. The changed daytime program would permit KWBR to provide a primary broadcast service to over 2,000,000 people—an increase of at least 88,897, if it makes satisfactory adjustment on complaints of interference.

Commissioner Rosel Hyde also granted the Paducah Broadcasting Company, Paducah, Tex., authority to change its frequency from 1300 kc. to 1370 kc., and its power from 250 watts to 500 watts. Adding to the flurry of AM activities, is commission approval of a number of transfers of AM stations such as WJMO, Cleveland, from Richard Eaton to United Broadcasting Company of Ohio, Inc., for \$100,000, plus anything over net current assets of \$50,000 as reported in the balance sheet. The commission also approved the sale of WLEU and WLEU-FM, Erie, Pa., to Commodore Perry Broadcasting Services, Inc., for \$75,000; of KCSP, by San Bernardino Valley Broadcasters, San Bernardino, Calif., to F. P. D'Angelo for \$50,000, and the transfer of control of KWKH, KWKH-FM, Shreveport, La., and KTHS, Hot Springs, from the executors of the estate of J. D. Ewing to trustee William H. Bronson.

# Decision on ABC-UP Merger Expected Soon

WASHINGTON, Aug. 23.—Prospect of an initial decision within two months by Federal Communications Commission Examiner Leo Resnick on the proposed American Broadcasting Company-United Paramount Theaters, Inc., merger gained further strength this week after Resnick formally closed the hearing record. With the two most controversial issues almost completely ruled out by the commission, recent statute of limitations on anti-trust and other activities, a green light for the merger is foreseen in most speculation by government and industry legalists.

Next formal step is the filing of proposed findings by the Allen B. Du Mont Laboratories, Inc., by September 9 and by all other participants by September 19, which will be followed by Resnick's initial decision. There will be 20 days thereafter for filing of exceptions, and limited oral argument before the commission if exceptions are filed. Although the bulk of the record on anti-trust activities goes back to the 1930's, as well as most of the conflicts of testimony reflecting upon the credibility of witnesses, Resnick said that retention of even one-tenth of the more than 13,000 pages of testimony and 1,000 exhibits would make examination of the record "difficult."

The commission repeatedly has urged a speed-up of the hearings and of final action on the merger, with AB financial hardships, increased by the prolonged examination, known to have contributed to the latest commission action ruling out consideration of most activities before August, 1948. Although a few questions involving transfer of controls of TV licenses from one Paramount organization to another still remain to be settled, one commission legalist said the only remaining issue of any importance as the question of whether motion picture companies should become part of the TV industry and whether UPT could meet the responsibilities of a licensee in the light of its past activities.

# NBC's Kalmus To Lever Bros.

NEW YORK, Aug. 23.—Allan H. Kalmus this week resigned as manager of the TV press department of the National Broadcasting Company to become press bureau manager of Lever Brothers Company. Kalmus had been with NBC since 1943.

NBC has not yet named a replacement. Web is expected to fill the post by a promotion within the department.

# Miller Sponsors 'First-Nighter'

CHICAGO, Aug. 23.—Miller Brewing Company has signed for a year's sponsorship of "First Nighter" over a 120-station National Broadcasting Company radio network beginning October 7, from 9:35-10 p.m. CST. Matheson & Associates is the agency.

# CBS, NBC TO SHARE GORDON

HOLLYWOOD, Aug. 23.—Actor Gale Gordon will be shared by both Columbia Broadcasting System and National Broadcasting Company in the forthcoming season via an agreement reached between CBS' Harry Ackerman and NBC's Tom McCarty. CBS holds Gordon to an exclusive pact for its "Our Miss Brooks" radio and TV series, but agreed to loan-out arrangement whereby Gordon will be permitted to continue his portrayal as Mayor La Trivia on NBC's "Fibber McGee and Molly" show.

Gordon, however, will not be allowed to play supporting parts on NBC's "Great Gildersleeve," "Halls of Ivy" and Phil Harris-Alice Faye shows. Twin net arrangement will also force the Tuesday night "Fibber" show to be taped since the CBS "Brooks" TV program is filmed Tuesday nights for Friday night airing.

# 4 of 5 CBS AM Sustainers Get Fall Rides

NEW YORK, Aug. 23.—Four out of five new sustainers programmed on the Columbia Broadcasting System's AM network this summer will get a fall ride to test further their commercial potential. They are the "Steve Allen Show," "Gunsmoke," "December Bride" and "Horatio Hornblower."

The "Frank Fontaine Show" is the only one being dropped, and that is because Fontaine's sustaining price is too high for the web. The "Steve Allen Show," which is produced by Al Span, is being moved into the Saturday night 9:30-10:30 slot this fall. On the radio network's commercial side, Bing Crosby's program for General Electric will be programed Thursday nights at 9:30, instead of Wednesdays at the same hour. The Jergens "Hollywood Star Theater" will precede it.

# Sealy Gets CBS-TV Slot

NEW YORK, Aug. 23.—Sealy Mattress will get the Saturday night 10:30 slot on the Columbia Broadcasting System's TV network for its "Balance Your Budget" show this fall. The network has also assigned Friday night 10:30-11 to "It's News to Me," which will be alternately sponsored by Simmons Mattress and Jergens.

# Prexy McCall, ALA Bd. to Map Strike Policy

HOLLYWOOD, Aug. 23.—Mary McCall Jr., Screen Writers' Guild prexy, will attend a special board meeting of the Authors' League of America called by Rex Stout to map policy in continuing SWG's strike against the Alliance of Television Film Producers. Meantime, the Television Writers of America, newly formed union seeking to embrace both live and TV film scribes, met this week to elect Charles Isaacs as its temporary chairman. Committees were formed on finance, constitution, membership and other functions. Authorization for a National Labor Relations Board election and membership blanks were sent out to scribes. TWA claims approximately 100 writers are already in its fold.

Early in the week, SWG, already locked in a strike with 13 TV film producers, lashed out at its sister union, Radio Writers' Guild SWG branded as "completely untrue" RWG's statement (The Billboard, August 23) that radio writers had no voice in the Alliance strike plans. SWG pointed out that Milton Merlin, RWG national prexy, "was a full member of the ALA-SWG joint negotiating committee" and that "Merlin attended all but one session and was in full accord with every action taken."

Despite claims from producers that a heavy backlog of script material will make the SWG strike ineffective plus jurisdictional cracks within labor's ranks in its battle with the Alliance, the screen writers are confident they will emerge victorious. SWG claims that the majority of top script material comes from seasoned movie writers and not from radio scribes since screen penmen are better suited to the visual medium. They feel that sponsors and agencies will force the Alliance to give in because bankrollers demand top quality scripts.

ALA Prexy Stout is expected to bring pressure on the ad agencies and sponsors in the hope this would be relayed to the Alliance.

# GRAND APICE

# Chi Hawks Do About Face on Hockeycasts

CHICAGO, Aug. 23.—The Chicago Blackhawk hockey team has done an about face on televising hockey. They have announced they are anxious to put their games on TV. They have put a \$1,000 price tag on each game for combined TV-radio rights.

The Hawks televised a full schedule when there were fewer than 100,000 sets in Chicago, but have barred TV in the past four years because of fear of hurting attendance. However, the team has wallowed in last place in that time, and attendance could hardly be lower. At some games last winter there were only three or four thousand customers in the 20,000-seat Chicago Stadium. In the 1947-48 season, when all games were televised and the Hawks were in last place, every game was a virtual sell-out.

Bill Tobin, president of the Blackhawk organization, said that it was likely only the final periods will be televised this year, although he did not rule out carrying the entire game. Several sponsors are interested. The stumbling block will be to clear time on one of the four stations. The Hawks have 35 home games on their tentative schedule. After January 1, Sunday games will be played in the afternoon.

# Lois Winston Quits Biow for R. & C.

NEW YORK, Aug. 23.—Lois Winston this week resigned as publicity director of the Biow Company to join the public relations firm of Rogers & Cowan as an account executive. She will specialize in radio and TV accounts. Her replacement at Biow has not been selected.

# Dems Turn to TV To Fight GOP Press

Going the Limit on Radio Tele Spending in Battle, Says Committeeman Hildreth

Continued from page 1

greatest medium to overcome a biased press." Hildreth indicated that the policy of increased TV emphasis in the campaign will be strongly pushed in DC. as a pacesetter.

Hildreth fired his opening gun at what he described as the "hostile press" earlier in the week at a confab inaugurating district headquarters for the campaign for the Democratic national ticket. Hildreth declared that opposition of the daily papers "makes it necessary" for the Democrats to turn more heavily to TV to woo the voters. "Eighty-seven per cent of the newspapers support the Republican ticket," he said. He said that in town after town, there is not a single newspaper giving fair treatment to speeches by Gov. Adlai Stevenson, Democratic nominee for president, and Sen. John Sparkman, Stevenson's running mate.

Hildreth hailed TV as a particularly effective weapon to fight the press blackout inasmuch as the

bulk of the nation's present TV stations are in northern and Pacific cities where the Democrats will be focusing their drive most heavily. Hildreth explained that the South is looked upon by Democratic leaders as certain to turn its electoral votes solidly for the Stevenson-Sparkman ticket. Therefore, he said, heaviest canvassing for votes will take place elsewhere. In such cities as Philadelphia, Buffalo, Cleveland and others, where there is not a single newspaper supporting the Democratic national ticket and where TV has a wide audience, the biggest spending will take place for video time. Hildreth and D. C. Commissioner F. Joseph Donahue, also a Democratic leader, voiced belief that Stevenson is far more "telegenic" than GOP nominee Dwight Eisenhower and that video will be depended on most heavily to bring Stevenson's campaign directly to the people in the most populous sections of the North and Far West.

# OUT NEXT WEEK

New authentic information on the industry including . . .

... Capsule Reviews of all TV Films produced in the last three months

... J. K. Lasser's study on how tax deduction and capitol gains advantages can be used to attract investment money for TV Film production

... An accurate and complete breakdown of costs of producing a TV Film

... A complete list of TV Film buyers in advertising agencies

... An up-to-date review of Europe as a TV film source and production base

... Results of The Billboard's second comprehensive poll to determine what companies and people are recognized leaders in developing the TV Film industry.

The Billboard's Second TV Film Quarterly . . . out next week

The Billboard's  
*Second*  
*TV*  
*Film*  
*Quarterly*

**BACK THIS WEEK**

# Your Lucky Strike Hit Parade!

ON RADIO FRIDAY

**GUY LOMBARDO**

and his **ROYAL CANADIANS**

featuring—**CARMEN • LEBERT** and **VICTOR... with**  
**KENNY GARDNER • BILL FLANNIGAN • KENNY MARTIN • CLIFF GRASS**  
*and Your Lucky Star of the Week*  
*(selected from the nation's most popular vocalists)*



ON TELEVISION SATURDAY

**SNOOKY LANSON**

**DOROTHY COLLINS**

**RAYMOND SCOTT**



**JUNE VALLI**



and the  
**LUCKY STRIKE ORCHESTRA**  
 Plus the **HIT PARADERS AND DANCERS**



Your Lucky 7 tunes that you would have heard last week

as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

1. **AUF WIEDERSEH'N, SWEETHEART**
2. **WALKIN' MY BABY BACK HOME**
3. **KISS OF FIRE**
4. **WISH YOU WERE HERE**
5. **Half As Much**
6. **I'M YOURS**
7. **DELICADO**

**YOUR LUCKY STRIKE HIT PARADE**

On N.B.C. Radio Friday 8:00 P.M. (N.Y. time). On N.B.C. Television Saturday 10:30 P.M. (N.Y. time)



AGHC-B6E-NUW2

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# Welfare Fund Key Demand In AFRTA-Industry Huddle

NEW YORK, Aug. 23.—A welfare fund will be the key demand made by the newly organized American Federation of Radio and Television Artists in its negotiations with the radio and television industry next fall. This was made clear in the early stages of the American Federation of Radio Artists convention here this week-end at the Park-Sheraton hotel.

AFRTA will offer a welfare resolution to the convention, which is certain to be adopted. At its own convention in late September, the Television Authority will follow suit. Following their expected merger (see other story this issue), the new combined organization will jointly negotiate a contract with the industry.

Should AFRTA win a welfare fund, such unions as the competing Screen Actors' Guild are more likely to levy the same demand on video film producers because of membership pressure. SAG, of course, recently signed a contract with some Hollywood TV film producers, but when its pact runs out, the matter may come up. An allied philosophy which was put into effect several years ago by the American Federation of

Musicians called for royalties on records and TV film. Demands for straight welfare conventionally crop up at AFM conventions.

### Higher Fees

AFTRA, of course, will also ask higher fees for its membership both in radio and television, along with other demands for better working conditions. The union is particularly interested in a proposal which would guarantee continuity of employment to its membership.

In the video end of the industry, TVA has facts and figures which demonstrate that most performers are fortunate to work on one show every two or three weeks. Those more in demand,

the union declares, find either their routines exhausted rapidly, or find themselves so badly typed that their career is of short, if concentrated, duration. They can, of course, return after their enforced retirement.

TVA therefore, following the dictates of its membership, wants the video business to acknowledge the full implications of its effect on their livelihood. Observers feel that the broadcasting industry will resist the demand for a welfare fund from AFTRA with all the resources at its command. The TVA contract with the video networks ends November 31, and the AFRA contract with the radio nets expires around the same time.

# Transit Radio May Hit Courts Again

WASHINGTON, Aug. 23.—The long-distance dispute over radio broadcasts on public conveyances may be headed back to the courts if the Transit Riders' Association carries out its threat to appeal this week's Federal Communications Commission decision to the Circuit Court of Appeals. At the same time two commissioners, Frieda Henneck and Edward Webster, called for a new FCC study of "transmitting" to determine whether a new policy should be laid down.

The Supreme Court already has ruled once in favor of the broadcasts, while the latest FCC ruling dismissed a Transit Riders' Association protest against renewal of the license of the originating station, WWDC-FM, on the grounds that TRA was not a party in interest, as required by the new FCC act. Webster dissented on the grounds that the commission's interpretation of "a party in interest" was too narrow. He also suggested that "before the commission properly can take any position with respect to transmitting, a detailed study thereof is mandatory." In a concurring opinion, Miss Henneck expressed the belief that transmitting, as well as other specialized uses of FM, raises "serious legal and policy questions of deep import to all of broadcasting and the listening public which should be promptly and completely investigated and determined by the commission." She said this should not be connected with the grant of a license to WWDC-FM, however.

The commission action came as the Transit Riders' Association filed a reply to WWDC-FM's claim that it was not "a party in interest." TRA called the "interested party" argument "naive and specious." It said the ruling out of protests from all but those with financial or technical interests in the issuing of radio station licenses "ignored the right of the general public" to protest commission action, since broadcasting frequencies are in the public domain. WWDC-FM also was attacked in a brief filed with the FCC by Washington attorney Harry S. Barger, who claimed to be a daily rider of public conveyances. Barger called the station's rebroadcast of music in public conveyances a "misuse and abuse of lawful radio station licenses." He charged WWDC-FM was in league with the Washing-

ton Transit Radio, Inc., which, he said, was "conspiring" with an Ohio Corporation, Transit Radio, Inc., to promote a new business enterprise of radio broadcasting on public service conveyances throughout the United States.

# Six New AM Grants; Bids Hit Over 300

WASHINGTON, Aug. 23.—Six new AM grants were issued by the Federal Communications Commission this week as the rush for AM stations continued, with requests rising to well over 300 (The Billboard, August 9). Five other AM applicants were informed that a hearing would be necessary because of the possibility of interference with neighboring stations.

Granted construction permits were the Williamson County Broadcasting Company, Inc., Franklin, Tenn.; the Carolinas Broadcasting Company, Inc., Fairmont, N. C.; the Prosperity Land Broadcasting Company, Lovington, N. M.; the Brevard Broadcasting Company, Cooke, Fla.; the Southland Broadcasting Company, a Montgomery, Ala.; and the Utah Broadcasting & Television Company, Salt Lake City, which plans to operate a Class B FM station.

Hearings were suggested for the Outhrie Broadcasting Company, Guthrie, Okla.; Martin County Broadcasting Company, Stuart, Fla.; Clinton Radio Advertising Company, Clinton, S. C.; La-D Broadcasting Company, Levelland, Tex.; and the Darlington Broadcasting Company, Darlington, S. C.

# Lever Buys Spouse Team For CBS-TV

NEW YORK, Aug. 23.—Lever Brothers this week bought the husband-wife team of Jack Lemmon and Cynthia Stone to program its Tuesday and Thursday night, 7:45-8 p.m., slot on the Columbia Broadcasting System's TV network this fall. The deal was engineered by the McCann-Erickson agency, which takes over the time periods for the Pepsodent division of the company.

Walter Thompson is currently programming the slots for the Chlorodont division of Lever Brothers. The couple will present situation-comedy on their new show. Lemmon was the emcee of his own show for Toni several seasons ago.

# 'Ice Follies' Plugs H'wd Bow Via Air

HOLLYWOOD, Aug. 23.—Shipstads and Johnson's "Ice Follies" bought a half-hour show on the American Broadcasting Company in 60 markets for coverage of the show's premiere here Thursday (4). Top attractions from the blade show along with screen celebs will take part in the broadcast plugging "Ice Follies."

# AFRA Re-Affirms Desire for Merger

### Favors Joining Television Authority Despite Lack of Sanction From 4-A's

NEW YORK, Aug. 23.—The American Federation of Radio Artists at its convention here at the Park-Sheraton Hotel this week-end drafted a resolution that re-affirmed its decision to merge with Television Authority despite the refusal of the parent body, the Associated Actors and Artists of America, to sanction such a merger. It is also regarded as fairly certain that Television Authority will follow in the footsteps of AFRA at its own convention late September.

This would mean that these unions would merge in early October despite the opposition of the 4A's. The new organization would be called the American Federation of Radio and TV Artists. The national executive committee of the American Guild of Variety Artists also has asked that AFRA and TVA include it in whatever merger the broadcasting unions eventuate.

The AFRA action followed rapidly on the heels of a decision by the council of Actors' Equity not to embrace the five-branch merger proposed by the "Professor's Plan." Equity has issued an invitation to AFRA and TVA to re-consider again the merger, perhaps from an entirely different point of view.

### Another Coffin Nail

In effect, the AFRA resolution just hammers another nail into the 4A's coffin. The 4A's consists of the unions mentioned, Chorus Equity and the American Guild

of Musical Artists, which is considered pro-AFTRA. Equity thus would find itself supported only by Chorus Equity should it wish to battle the AFTRA merger within the 4A's executive council. Both AFRA and TVA will not leave the 4A's, but will wait for the Equity countermove if any is made.

Since many TVA members are also members of Equity, they will find a problem of loyalty. But undoubtedly TV has been the major source of their income in the last several years within a theater that is steadily constricting their support, observers believe, will go to the union that has jurisdiction over their incomes.

### CONGRATS!

# Ike, Adlai Give Industry Word Posies

WASHINGTON, Aug. 23.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, announced that Dwight D. Eisenhower and Adlai E. Stevenson, opposing candidates in the presidential race, forwarded congratulatory messages to the broadcasting industry in conjunction with the start of the series of annual meetings of broadcasters representing the 17 NABTB districts throughout the nation. As the first of these meetings, that of District 7 in Cleveland, opened Monday (18), Fellows received an Eisenhower telegram stating that "the broadcasters of the United States are performing a vital public service and in my opinion doing an increasingly effective job. Nothing can be more important than that the various means of communications are granted the freedom of expression that is their constitutional right."

On the following day Fellows received a letter from Governor Stevenson of Illinois, stating in part: "The radio and television industries are contributing immeasurably to public understanding of the great issues confronting the American people in the current campaign. They will continue to do so in the weeks immediately ahead. As a result more people should be better informed about the issues and the candidates than ever before."

# Pearson Buys NBC-TV Slot For New Seg

NEW YORK, Aug. 23.—Pearson Pharmaceutical this week went ahead with its plans for TV sponsorship next season. The advertiser purchased the 9-9:30 Monday night slot on the National Broadcasting Company's TV network for a new dramatic show with name guests to replace "Lights Out," beginning October 6. Pearson stayed with "Lights Out" this summer on the NBC-TV web.

Pearson also cancelled its sponsorship of "Police Story" over the Columbia Broadcasting System's TV network after its current cycle. CBS-TV had been on the verge of bumping Pearson for Colgate's filmed "Mr. and Mrs. North," which is slated to fill the slot this season. Pearson wherefore axed the program and the network. It will be contending with "I Love Lucy" with full audiences in its NBC-TV slot, but is believed to be getting a rate. Harry B. Cohen is the agency. Endless is the product.

### PEACE!

# Lanza, MGM Kiss and Make Up

HOLLYWOOD, Aug. 23.—Marie Lanza and Metro-Goldwyn-Mayer kissed and made up yesterday (22) after the studio threatened to block the operatic tenor from participating in his Coca-Cola sponsored National Broadcasting Company airshow. Metro informed D'Arcy, an agency handling Coke's Lanza, and NBC that it will not okay Lanza's appearance either tape or live on the radio. His contract with Metro gives the studio complete control over his participation in radio and TV.

Hassle between Lanza and the studio broke out into the open when the singer failed to appear Wednesday for the start of filming "The Student Prince." When he failed to appear again the following day, he was placed on suspension by the studio. Metro then got tough and blocked Lanza from appearing on the NBC Coke show. Move brought about a speedy reconciliation between studio and artist, with Lanza guaranteeing to report for filming Monday (25). Metro then withdrew its radio restriction, permitting him to broadcast the Friday night show.

# FCC Mulls on Rebroadcasts

WASHINGTON, Aug. 23.—Federal Communications Commission is considering a possible additional postponement of its ruling requiring any station refusing to broadcast a program to explain its reasons to the commission by 10 days after refusal. Both the National Broadcasting Company, Inc. and the National Association of Radio and Television Broadcasters this week asked the commission for an extended stay of action. First scheduled to go into effect July 1, the rebroadcast amendment was held up until August 30 to allow the commission time to consider Columbia Broadcasting System and NBC petitions opposing the rebroadcast ruling. In its renewed postponement request, NBC charged that the reporting requirements established by the commission would impose "an unnecessary, unfair, onerous and illegal burden" on stations.

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

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

Represented by

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**ROBERT MEEKER ASSOCIATES**

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Every conceivable kind of

**EQUIPMENT SUPPLIES AND SERVICES**

has been sold in The Billboard

WHAT DO YOU HAVE TO SELL

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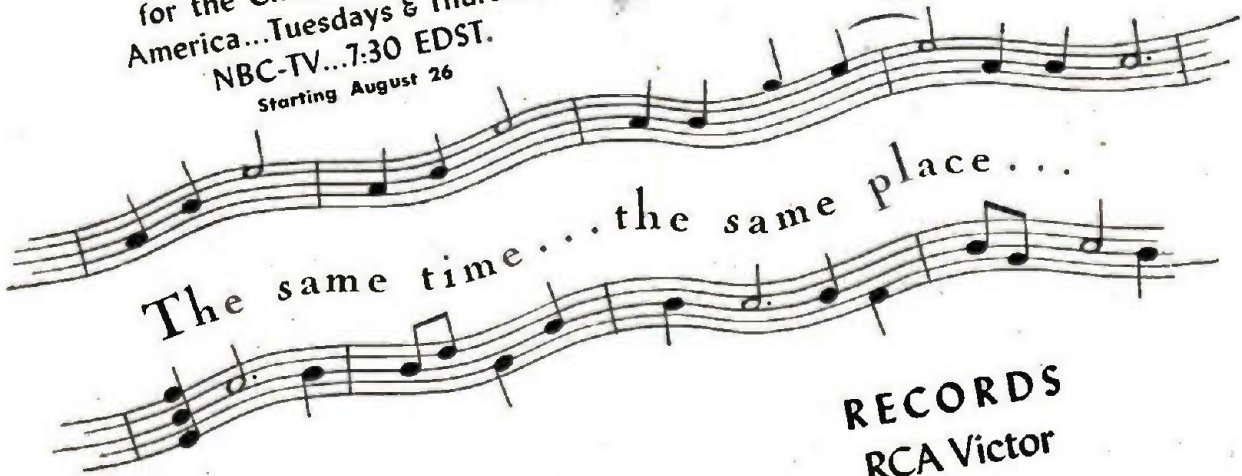
See the U.S.A. ... in your Chevrolet...

# Dinah Shore



*Returning to*  
**TELEVISION**  
for the Chevrolet Dealers of  
America...Tuesdays & Thursdays  
NBC-TV...7:30 EDST.  
Starting August 26

*Returning to* **RADIO**  
for THE TIDE SHOW on  
Mondays, Wednesdays, Fridays  
CBS...7:15 EDST.  
Starting August 25



The same time...the same place...

**RECORDS**  
RCA Victor

# Gen. Motors Buys NBC-TV Grid Sked

NEW YORK, Aug. 23.—General Motors Corporation this week signed to sponsor the 11-game college football telecasts via the National Broadcasting Company this fall, at a total cost of \$2,633,050. The deal marks the parent GMC firm's initial entry into video, and presages considerable tributary business to the outlets carrying the games, since GMC plans to encourage its dealers to buy spots for airing preceding, during and following the games.

The deal was closed in Detroit on Thursday (21), with NBC represented by Joseph McConnell, web proxy; Walter Gross, Detroit sales chief; Jack Herbert, web sales vicepres. and Tom Gallery, sports director. They pitched directly to the client, making the presentation to a 30-man committee headed by William F. Huffstadter, vicepres in charge of the distribution staff.

GMC signed at NBC's full TV card rates on the heels of analysis of the NBC plan by the Kudner ad agency which presumably will get the billings. The sponsor will plug new models of such subsidiaries as Chevrolet, Buick, Pontiac, Oldsmobile, Cadillac, GMC truck and coach, Frigidaire, and others.

Under the plan devised by the National Collegiate Athletic Association, the games will be aired coast-to-coast, with no blackouts this season either on a geographical or frequency basis. The schedule opens Saturday, September 20, with Texas Christian vs. Kansas, and is followed on the next three weeks with Princeton-Columbia, Michigan-Stanford and Texas A. & M.-Michigan State. The Michigan-Stanford

game, from California, will start immediately after conclusion of the World Series game to be played that day, October 4.

The next six games will be selected later by NBC in conjunction with GMC and NCAA, based upon the relative records of participants up to that point of the season. No team may be televised more than once. Final game of the season will be the traditional Army-Navy tilt on November 29.

# Du Mont Makes Bid to Be Leading Sports Web

NEW YORK, Aug. 23.—The Du Mont TV network this week was regarded by trade observers as likely to make an early bid to become video's top sports web. The pacting last week of Tom McMahon as the Du Mont director of sports, on the heels of the web lining up a record number of stations for a sports event, indicates the direction in which Du Mont toppers are thinking.

The largest number of stations yet assembled for a TV sports-cast—59—were lined up by Du Mont for the College All-Stars-Los Angeles Rams football game last Friday (15) night.

The feeling is that Du Mont is in perfect position to make such a drive, which could bring it both revenue and prestige. Whereas both the National Broadcasting Company and the Columbia Broadcasting System are already

# "What's, Line" Moves From NBC to CBS

NEW YORK, Aug. 23.—"What's My Line" moves over to the Columbia Broadcasting System's radio network in the Wednesday night 8:30-10 slot, beginning September 3. The program now on the National Broadcasting Company's radio web, will continue to be sponsored by Philip Morris cigarettes. Biow is the agency.

virtually sold out in the evening for the coming season, Du Mont still has some good time open. The other webs, to carry a top sports event, would bump some of their present bankrollers off the air, a situation which never makes anyone especially pleased.

Du Mont, on the other hand, is in a position where it has almost nothing to lose and everything to gain. Its sustaining slots, when filled by a major sports event, would enable the web to clear time on many outlets in one-station markets, which it would find difficult to break into otherwise.

In this sense, and because of the prestige deriving from carrying a top-flight show exclusively, the network stands to benefit considerably from both the public and station relations viewpoints.

McMahon, an old hand at negotiating sports-casting contracts with webs on behalf of sponsors during his seven-year tenure at the N. W. Ayer agency, now finds himself on the other side of the fence. His background is regarded as ideal for presenting the network's case in pitching for sales to clients.

# NEWS CAPSULES

## CBS Promotion Plan Unveiled at N. Y. Meet

• Continued from page 5

Award goes to ABC commentator Paul Harvey.

### TV REQUIREMENT FOR VA LOWERED

WASHINGTON—TV sets with only the customary one-year maintenance guaranty will now be accepted as gifts at veterans' hospitals, Sen. Hugh Butler (R., Neb.) declared in a speech printed in The Congressional Record appendix this week. Butler said he had tried for some time to obtain Veterans' Administration reconsideration of its order requiring any TV set presented to a veteran's hospital to carry a three-year maintenance guaranty. The senator inserted letters from several veterans' organizations supporting his position. One from the Disabled American Veterans' organization called the Veterans' Administration policy "absurd," and "but another ridiculous regulation from a government bureau which has issued many such rulings."

### WOR-TV SATISFIED WITH "TV THEATER"

NEW YORK—WOR-TV execs are apparently quite satisfied with the ratings being pulled down by the "Broadway TV Theater," the show that presents the same play live each weekday evening. Robert Hoffman, the station's research director, announced that in the August Pulse report, the show got a top quarter-hour rating of 7.7 each of the first three days of the week. The program's average ratings each night were: Monday, 7.2; Tuesday, 7.2; Wednesday, 7.2; Thursday, 6.7 and Friday, 5.2. The play presented that week, August 4-8, was "Three Corners Moon." The show runs an hour and a half a night and is sponsored by General Tires and Cavalier Cigarettes.

### GOEBEL BUYS PRO FOOTBALL GAMES

DETROIT—The schedule of 18 Detroit pro football Lions games has been bought by Goebel Brewing Company for play-by-play broadcast on WJR. The series includes six pre-season exhibition games, as well as the 12 regular-season events. Van Patrick will handle the regular series, with Bob Reynolds on the exhibition games, as well as assisting on the regular season.

### WOXR TO PICK UP TENNIS MATCHES

NEW YORK—WOXR will pick up the National Tennis Championship Matches at Forest Hills as the key station in a special coast-to-coast network. A play-by-play description of the finals and semi-finals will be covered by Lev Richards, beginning 3 p.m. September 6 and 7.

### KNBH COVERS CALIF. QUAKE

HOLLYWOOD.—Station KNBH winged a cameraman to Bakersfield soon after the city suffered heavy damage from an earthquake. Bakersfield was rocked late yesterday (22) afternoon and KNBH cameraman was immediately dispatched to the scene of the disaster for newsreel footage.

### LAUFMAN NAMES MILLER ACCOUNT EXECUTIVE

CHICAGO.—Herbert S. Laufman, who heads the TV production firm bearing his name here, this week appointed Bernard I. Miller as an account executive. Miller was formerly president and general manager of FM Station WMOR, Chicago, which closed several months ago. He also served as assistant to the president of Academy Films, Inc.

### 2,000 RESERVATIONS FOR NEDA CONCLAVE

CHICAGO.—More than 2,000 advance reservations for visitors, plus 70 from manufacturers, have been received for the National Electronic Distributors' Association's third annual convention in Atlantic City September 22-25. A

special Ultra-High Frequency Day has been scheduled for September 23, when dealers will be brought up to date on the new UHF television station. Representatives from the leading manufacturing firms will address the dealers during this day-long session, and a movie made by RCA, "Success Hill," will be shown.

### CHARLES GATES WESTERN SALES MGR. FOR WGN

CHICAGO.—Charles Gates, associated with The Chicago Tribune the past 26 years, this week was appointed Western sales manager for WGN. Gates has been connected with WGN since 1940, and previous to that time was in the advertising department of the newspaper.

### DENVER TV VIEWERS TO GANDER DAGMAR

DENVER.—Local TV viewers will get a first-hand glimpse of Dagmar September 12-13, when she appears out from New York to appear on a cerebral play telethon which will be one of the highlights of the inauguration of regular television service in this area. Under a ruling by the American Guild of Variety Artists, Dagmar will be paid for the two-day appearance.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR

The Ward Wheelock Agency has engaged Walt Stram, its executive director of "Double or Nothing," which goes on CBS Television in October. . . . Philip D. Porterfield has joined the radio sales department of the American Broadcasting Company as an account exec. . . . Don Kerr has resigned as program director of WFAT, Paterson, N. J. He goes into the realty business after 20 years in radio. . . . Benton & Bowles, Inc. this week gave two of its media directors, Herbert Selby and Daniel Potter, the title of vice president. . . . Vicky Corey, educational director of KDKA, Pittsburgh, leaves for a three-month tour of Africa next week to do a series of 38 recorded programs, entitled "African Adventure," for the National Association of Educational Broadcasters. . . . Robert J. Reardon and Frank B. Rice were this week appointed account execs at Harrington, Righter & Parsons, Inc., TV station rep in Chicago.

Marion Cedarblade, back for the American Research Bureau, which headquarters in Washington, will work out of Indianapolis beginning October 1. She is making the move for personal reasons. . . . Perry Ward of the sales staff of KOTV, Tulsa, Okla., has been named special events director, a newly created position in the TV station's program department. . . . Fred Waring and the Pennsylvanians will make a two-week concert tour prior to the resumption of their show on CBS Television, September 28. . . . Allen Prescott is putting in appearances on major New York radio and TV shows to plug the current drive by the Association for the Help of Retarded Children. . . . Jim McKibben, script editor and promotion manager for Standard Radio Transcriptions, will leave the firm September 1. Standard is discontinuing its script service. . . . Sidney K. Wolf has been appointed to the board of directors of Audio & Video Productions Corporation. . . . Jack Brumback, ex-radio TV director of the Goldthwaite-Smith Agency, has joined Ziv Television Programs, Inc., as an account exec for the five Northwest States. . . . Hal Cooper, writer-producer of "Magic Cottage" on WABD, New York, leaves for London next week to produce George Bellak's "The Trouble Makers" on the West End.

Dorothy "Tic Honor," fern commentator of WENE, Encinitas, N. Y., has been appointed chairman of the radio-TV committee of The National Federation of Business and Professional Women's Clubs, Inc. . . . Sam Dann has been appointed writer-director of the Joel Herron-WMGM Orchestra programs on WMGM, New York. . . . Singing pianist Johnny Andrews' agency has joined Log Cutting Contest with Wilbur Stark on "The Keith Norris Show" via Du Mont next week. . . . Peter Martin, American Broadcasting Company script editor, is happy about the reviews he's been getting for his new novel, "The Landman."

# Here Are New CBS Discounts

• Continued from page 5

ance with the above will be reduced by the number of percentage points specified in the schedule below.

| Programs Broadcast Between      | Number of Percentage Points Reduction |
|---------------------------------|---------------------------------------|
| 9:00 a.m. and 12:00 noon, CNYT  | 8                                     |
| 12:00 noon and 12:30 p.m., CNYT | 6                                     |
| 12:30 p.m. and 1:00 p.m., CNYT  | 4                                     |

**Effect of Hiatus:** Any program which takes a hiatus will be entitled only to such discounts as may be allowed in accordance with the CBS Radio hiatus policy, if any, then current.

**Special Exceptions:** The Monday thru Friday Day Rates for stations outside the continental United States, and for the following listed stations, will not be increased and billing for such stations will not be subject to the 5 per cent Monday thru Friday Daytime Discount.

WGAR, Cleveland; WJR, Detroit; KRNT, Des Moines; WNOX, Knoxville; KCBQ, San Diego; WNAJ, Yankton, S. D. The gross billing for stations outside the continental United States and for the listed stations, for all network programs (whether billed at Day, Transition or Night rates) will earn dollar volume discount at percentages applicable to Day Rate billing, provided, that with respect to stations outside the continental United States, such percentages shall be decreased by the first twelve (12) percentage points. Except as provided in this section, the new rate and discount structure will be fully applicable to stations outside the continental United States and to the listed stations.

**Commissions:** A commission of 15 per cent is allowed to recognized advertising agencies on time charges (after deducting all discounts) and on any line charges.

**Time of Payment:** Charges for facilities are payable immediately after each broadcast unless satisfactory arrangements are made for monthly payments. If such arrangements are made for monthly payments, allowance of the first 2 per cent of gross billing included in the aggregate amount of discount to which any program may be entitled will be contingent upon payment of charges therefor on or before the 15th day of the month following the date of broadcast.

**This new CBS Radio Network Rate and Discount Structure is not to be considered as an offer of facilities. All of the data herein is subject to change without notice.**

"The designation, "Monday thru Friday Day Rates," refers to rates for broadcasts within the specified hours which occur on any day or days between Monday and Friday, inclusive.

## Your Top TV Sales Opportunity

# WDEL-TV

### Wilmington, Delaware

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

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

# 67G Loss by ABC Reported

NEW YORK, Aug. 23.—An estimate of a \$67,000 loss for the six months ending June 30 was made this week by the American Broadcasting Company, Inc., for the network and its subsidiaries. The figure includes a reduction of \$74,000 for recovery of federal income taxes under carry-back provisions of the Internal Revenue code.

A year ago, ABC's net income for the first six months, after federal income taxes, was \$472,000.

## McCarran Warns

eratives in all entertainment, scientific and educational fields.

"His record of affiliations with Communist activities or Communist fronts covers several pages of the committee record.

"Lyon was named to the subcommittee as the writer who was selected by the Communist leadership to prepare a series of articles published in 'The Daily Worker' under the name of 'Peter Ivy' for the purpose of raising friendly radio writers, directors and performers to prominence.

"Lyon was then employed by the Office of War Information but was later fired when a labor representative complained that the writer was giving a pro-Soviet slant to his scripts. He also wrote for the Co-Ordinator of Inter-American Affairs and for the Treasury.

"In addition to being an officer and one of the dominating forces in the Radio Writers' Guild, Lyon also has been secretary and a member of the council of the Authors' League, of which the Radio Writers' Guild and the proposed new Television Authority are subsidiaries.

"The subcommittee," said Senator McCarran, "has not yet completed its hearings and therefore makes no recommendations at this time but I must point out that the 1,200 to 1,500 members of the Radio Writers' Guild who have allowed less than 100 pro-Com-

**LEGAL QUESTION**

**Progressives May Get Equal Web Time-Free**

NEW YORK, Aug. 23.—Broadcasting legalists this week were seeking to determine whether the Progressive Party may not be able to claim equal time, without charge, to that bought and paid for by the candidates of the Republican and Democratic parties.

A top TV web exec this week said his attorneys had not yet reached a verdict on this prospect, but added it was quite possible that the Progressives may benefit automatically with every time purchase made by one of the major parties.

Meanwhile, Arnold Perl, director of radio and TV for the Progressives, this week sent letters to broadcasters notifying them that "if you carried the acceptance speeches of the candidates of the Republican and Democratic parties, you are required under a ruling of the Federal Communications Commission to carry the acceptance speeches of all other parties." Perl asked the stations to notify him as to arrangements to be made for his candidates.

**Speeches Available**

The Perl notice told the stations that the speeches of the Progressive Presidential and Vice-

Presidential candidates Vincent Hallinan and Mrs. Charlotta Bass, respectively, are available, either live, or via kinescopes obtainable from the station relations or traffic department of the National Broadcasting Company. NBC is airing these speeches on both radio and TV, Saturday, September 6, 1:30-2 p.m., EDT. The Columbia Broadcasting System, which previously carried the addresses on some outlets, will join with NBC in feeding the remainder at the same time. Between the two networks, the Progressives will be airing on more than 180 AM and 75 TV outlets.

In another action, the Progressive Party filed discrimination charges against CBS-TV and the Du Mont video web with the FCC, charging that the Westinghouse-sponsored weekly series, "Pick the Winner," violates statutes forbidding contracts which permit some candidates to broadcast to the exclusion of other legally qualified competitors. The series airs via both webs. The complaint charges that, although announced as a non-partisan show aimed at getting out the vote, the series gives coverage to the views and candidates of the two major parties only.

**Closed-Door Red Testimony**

• Continued from page 4

with great alarm discovered what was happening, and there is still some evidence of it."

Asked by Senator Watkins for an example of "anything specific in the programs that these Left Wingers write," Miss Knight answered:

"I think that the operation up until now of the Communists in the Radio Writers' Guild has been to get a stranglehold of the Guild rather than to put information or propaganda of their own into the programs. I think that has been secondary. But to cite an instance, which I suppose is repeated many, many times, there was a script written by Peter Lyon for 'Cavalcade' (Cavalcade of America), and I think it was called the 'Swamp Folks' dealing with the Communist situation in Yugoslavia, and there was a constant identification in that of the brave partisans to our early Americans and the tying up of the Communist element with our own revolutionaries. You see, it is that sort of thing. In any group of writers you hear stories told over and over of someone who is given a book to dramatize, a book that is anti-Communist in feeling, and the script comes back with the thing twisted so that the villain has become in a subtle fashion the hero, and the hero is the villain."

Miss Knight elaborated later to declare that "there is a marked effort in everything that they do to give an aura of respectability and nobility to the Communist movement."

Witness Kelley, who identified himself as having been on the staff of National Broadcasting Company here he wrote such programs as "The Magic Key of RCA," "Battle of the Sexes," "Chamber Music of Lower Basin Street" and "Metropolitan Opera," under questioning by subcommittee staff director Richard Arens traced what he describes as Communist infiltration of RWG from 1947 thru 1950.

He went on to declare: "The active leaders, from the standpoint of pro-Communist group, have been Peter Lyon, Sam Moore, Jule Font, Robert Cencdella, Abram Glines, George Fass, Leon Meadow, Morton Green, Jim Hart, Philo Higley, Ernest Kinoy, Dave Kogan, Joe Liss, Ira Marion, Sig Miller, Norman Ober, Arnold Perl, Addie Richton, Howard Rodman, Lillian Schoen, Lynn Stone, Tex Wiener. There may be others, but that is from memory."

Lyon and Lampell, answering subpoenas, were accompanied to the witness stand by Benedict Wolf, New York City lawyer. Both declined to answer a number of questions, declaring that they invoked their rights under the First and Fifth Amendments. Subcommittee Staff Director Arens asked Lyon whether he knew Norman Corin. Lyon said he did.

Arens: "What has been your association or connection with

Corwin, if you please?"

Lyon: "Social to some limited extent. That is to say, I have occasionally seen him around restaurants and things like that. And also to a very limited extent on a professional basis within the Radio Writers' Guild."

Arens: "Would you elaborate, if you please, what your association, affiliation or activities."

Lyon: "Excuse me, I should also say that there was one professional relationship that I had with Norman Corwin. During the war he and I both worked on bond-drive shows."

Arens: "Do you know a man by the name of Louis Budenz?"

Lyon: "Mr. Arens, his kind of a question, I think I had better answer this way: There are some questions which you may be asking me in the course of this testimony which involve areas which because of the—unfortunately, to my mind—changed world situation will lead me to invoke the rights and privileges extended to me by the First and Fifth Amendments, and this is one such question. My answer is that, because of the reasons I have just mentioned, I decline to answer that question."

Arens: "Is there a man by the name of Louis Budenz?"

(Witness confers with counsel.)

Lyon: "I stand on the answer that I gave to the previous question."

Asked whether he was on the board of directors of the Progressive Citizens of America in 1947, Lyon declined to answer for the same reason. Arens asked: "What was the salute to Jo Dinner in 1947? Does that prompt any recollection to your mind?"

Lyon: "Not offhand. It sounds like something to do with the Fourth of July."

Senator Watkins: "Just a moment. You think that does?"

Lyon: "Salute. A rocket, you know."

Radio writer Milton, in testifying, named several whom he declared were associated as having pro-Communist leanings. He was asked specifically about radio writer Sam Moore. Asserting that "no anti-Communist could bring himself to associate with the National Lawyers' Guild, to use any of its members as counsel in an action involving Communism as a member of Guild council," Milton declared that Moore "did when he appeared before the House when his counsel was Martin Popper." "The utterances of the National Lawyers' Guild speak for themselves," he said. As for Robert Newman, Milton said that Newman was one of two men who "with Peter in 1943 and 1944 openly announced intentions of a like-minded group to take over the Radio Writers' Guild." Milton added that Newman worked with Julian Funt, a writer of daytime serials, who, Milton said, "has associated himself over the years with the group we believe to be pro-Communists."

**DETROIT HAS**

**1½-million home radios...**



**½-million car radios...**



**¼-million "Radio only" homes...**



best radio buy in Detroit ... WWJ's cost-per-thousand is 14.5% less than the average cost-per-thousand for radio time in Detroit... a 4-billion dollar market!

THE WORLD'S FIRST RADIO STATION  
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. MOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



AM - 950 Kilocycles - 5000 WATTS  
FM - CHANNEL 746 - 97.1 MEGACYCLES

# THE BILLBOARD Radio-TV Show Charts

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

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

(1,062,000 TV Sets; Panel Size 350)

... According to Videodex Reports

|         |                       |             |
|---------|-----------------------|-------------|
| WCAU-TV | Philadelphia Bulletin | CBS         |
| WPFL-TV | Philadelphia Inquirer | ABC, DuMont |
| WPTZ    | Philly Corporation    | NBC         |

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

**"WHAT'S MY LINE"** was one of the few shows that had a higher rating in Philadelphia in July than it had there last February. The increase was only 1.1 per cent of Philadelphia's TV homes, but it was enough to raise the panel-quizz show to top position in town. "Talent Scouts," which was top show in Philly last February, experienced the usual summer decline, but its 33.3 was still second highest rating. "Godfrey and Friends" was third. Those were the only three shows with ratings over 30 in Philadelphia in July. The three of them come in over the Columbia Broadcasting System, which again had a few more shows on this chart than the National Broadcasting Company.

| Feb. '52 |       | SIGN ON TO SIGN OFF      |                   | Avg. Rating |      |
|----------|-------|--------------------------|-------------------|-------------|------|
| Pos.     | Prog. |                          |                   |             | Fig. |
| 2        | 34.5  | 1. WHAT'S MY LINE        | CBS 10:30-11:00   | WCAU        | 35.6 |
| 7        | 19.3  | 2. ROCKY KING, DETECTIVE | Du M 9:00-9:30    | WPFL        | 17.9 |
| 10       | 18.1  | 3. PEAKING GUESMAN       | Du M 9:30-10:00   | WPFL        | 16.7 |
| ---      | ---   | 3. BASEBALL              | Non-Net 1:30-4:15 | WCAU        | 16.7 |
| ---      | ---   | 5. HALL OF FAME          | NBC 10:00-10:30   | WPTZ        | 13.7 |
| ---      | ---   | 6. ZOO PARADE            | NBC 5:00-5:30     | WPTZ        | 13.3 |
| 3        | 30.5  | 7. TOAST OF THE TOWN     | CBS 8:00-9:00     | WCAU        | 12.5 |
| ---      | ---   | 8. CELEBRITY TIME        | NBC 10:00-10:30   | WCAU        | 11.6 |
| 6        | 22.2  | 9. THIS IS SHOW BUSINESS | CBS 7:30-8:00     | WCAU        | 11.6 |
| ---      | ---   | 10. THE BIG PAYOFF       | NBC 8:00-9:00     | WPTZ        | 11.5 |

| MONDAY |      |                                     |                     |      |      |
|--------|------|-------------------------------------|---------------------|------|------|
| 1      | 54.6 | 1. TALENT SCOUTS                    | CBS 8:30-9:00       | WCAU | 33.3 |
| ---    | ---  | 2. MY LITTLE WARDIE                 | CBS 9:00-9:30       | WCAU | 27.1 |
| 3      | 30.2 | 3. ROBERT MONTGOMERY                | NBC 9:30-10:00      | WPTZ | 25.6 |
| 4      | 20.8 | 4. WINCHELL MAHONEY                 | NBC 8:00-8:30       | WPTZ | 17.1 |
| 10     | 13.6 | 5. RINGDIE WITH THE RASSLERS (Film) | Non-Net 10:00-11:00 | WPFL | 16.8 |
| ---    | ---  | 6. CLAUDIA                          | CBS 9:30-10:00      | WCAU | 15.9 |
| 9      | 15.8 | 7. WESTINGHOUSE SUMMER THEATER      | CBS 10:00-11:00     | WCAU | 13.7 |
| ---    | ---  | 8. FRONTIER PLAYHOUSE               | Non-Net 8:00-9:00   | WPTZ | 13.6 |
| ---    | ---  | 9. LIGHTS OUT                       | NBC 9:00-9:30       | WPTZ | 12.0 |
| ---    | ---  | 10. PERRY COMO                      | CBS 7:45-8:00       | WCAU | 12.1 |

| TUESDAY |      |                          |                     |      |      |
|---------|------|--------------------------|---------------------|------|------|
| 3       | 28.1 | 1. SUSPENSE              | CBS 9:30-10:00      | WCAU | 23.1 |
| 7       | 17.8 | 1. DANGER                | CBS 10:00-10:30     | WCAU | 21.1 |
| ---     | ---  | 3. BOSTON BLACKIE (Film) | Non-Net 10:30-11:00 | WCAU | 19.2 |
| 5       | 19.5 | 4. ORIGINAL AMATEUR HOUR | NBC 10:00-10:45     | WPTZ | 15.8 |
| ---     | ---  | 5. FILM FEATURE          | Non-Net 8:00-9:00   | WCAU | 14.8 |
| ---     | ---  | 6. CITY HOSPITAL         | CBS 9:00-9:30       | WCAU | 14.2 |
| 4       | 24.6 | 7. CIRCLE THEATER        | NBC 8:00-9:00       | WPTZ | 13.6 |
| ---     | ---  | 8. FRONTIER PLAYHOUSE    | Non-Net 6:00-7:00   | WPTZ | 12.8 |
| ---     | ---  | 9. HOWDY DOODY           | NBC 5:30-6:00       | WPTZ | 10.8 |
| ---     | ---  | 10. BOSS LADY            | NBC 9:00-9:30       | WPTZ | 10.7 |

| WEDNESDAY |      |                            |                   |      |      |
|-----------|------|----------------------------|-------------------|------|------|
| 1         | 47.7 | 1. GODFREY & FRIENDS       | CBS 8:00-9:00     | WCAU | 31.5 |
| 2         | 35.2 | 2. THE WEB                 | CBS 9:30-10:00    | WCAU | 28.4 |
| 4         | 30.5 | 3. PABST BLUE RIBBON BOUYS | CBS 10:00-10:45   | WCAU | 22.5 |
| 3         | 34.6 | 4. STIRKE IT RICH          | CBS 9:00-9:30     | WCAU | 20.4 |
| 8         | 16.7 | 5. SPORTS SPOT             | NBC 10:45-11:00   | WCAU | 14.7 |
| 5         | 17.9 | 6. KRAMPTON THEATER        | NBC 9:00-10:00    | WPTZ | 12.8 |
| ---       | ---  | 7. WESTING FROM CHICAGO    | ABC 10:00-12:00   | WPFL | 11.8 |
| ---       | ---  | 8. FRONTIER PLAYHOUSE      | Non-Net 6:00-7:00 | WPTZ | 11.1 |
| 6         | 17.5 | 9. PERRY COMO              | CBS 7:45-8:00     | WCAU | 10.7 |
| ---       | ---  | 10. THE NAME'S THE SAME    | ABC 7:00-7:30     | WPFL | 10.2 |

| THURSDAY |      |                                |                     |      |      |
|----------|------|--------------------------------|---------------------|------|------|
| 2        | 31.9 | 1. PACKET SQUAD                | CBS 10:00-10:30     | WCAU | 29.7 |
| 1        | 36.9 | 2. BIG TOWN                    | CBS 9:30-10:00      | WCAU | 26.7 |
| ---      | ---  | 3. CRANER                      | NBC 9:00-9:30       | WPTZ | 26.0 |
| ---      | ---  | 4. MY FRIEND IRMA              | NBC 10:00-10:30     | WPTZ | 16.8 |
| ---      | ---  | 5. MYSTERY HOUR (Feature Film) | Non-Net 10:30-11:45 | WPTZ | 16.4 |
| ---      | ---  | 6. WILD BILL HICKOK (Film)     | Non-Net 6:30-7:00   | WPTZ | 15.1 |
| ---      | ---  | 7. DANGEROUS ASSIGNMENT (Film) | Non-Net 10:30-11:00 | WCAU | 13.7 |
| 6        | 21.9 | 8. LONE RANGER                 | WPFL 7:30-8:00      | WPFL | 12.0 |
| ---      | ---  | 9. THE BEST OF GROUCHO         | NBC 8:00-8:30       | WPTZ | 11.9 |
| ---      | ---  | 10. STEVE ALLEN                | CBS 8:30-9:00       | WCAU | 11.6 |

| FRIDAY |      |                                  |                   |      |      |
|--------|------|----------------------------------|-------------------|------|------|
| 5      | 19.2 | 1. BOXING                        | NBC 10:00-11:00   | WPTZ | 20.9 |
| 4      | 24.6 | 2. BIG STORY                     | NBC 9:00-9:30     | WPTZ | 15.9 |
| ---    | ---  | 3. CAMPBELL PLAYHOUSE            | NBC 9:30-10:00    | WPTZ | 15.4 |
| ---    | ---  | 4. MY FRIEND IRMA                | CBS 8:30-9:00     | WCAU | 15.1 |
| 2      | 28.1 | 5. HAMA                          | CBS 8:00-8:30     | WCAU | 13.7 |
| ---    | ---  | 6. SIX GUN CINEMA (Feature Film) | Non-Net 6:00-7:00 | WPTZ | 12.2 |
| ---    | ---  | 6. POLICE STORY                  | NBC 10:00-10:30   | WCAU | 12.2 |
| ---    | ---  | 8. GREATEST FIGHTS               | NBC 11:00-11:15   | WPTZ | 11.2 |
| 3      | 27.6 | 9. PLAYHOUSE OF STARS            | CBS 9:00-9:30     | WCAU | 10.8 |
| 9      | 13.9 | 10. CAVALCADE OF STARS           | Du M 10:00-11:00  | WPFL | 10.1 |

| SATURDAY |      |                            |                     |      |      |
|----------|------|----------------------------|---------------------|------|------|
| ---      | ---  | 1. BLIND DATE              | NBC 9:00-9:30       | WPTZ | 18.5 |
| ---      | ---  | 2. THE BIG TOP             | CBS 1:00-1:30       | WCAU | 14.5 |
| 2        | 75.8 | 3. BEAT THE CLOCK          | CBS 7:30-8:00       | WCAU | 13.7 |
| ---      | ---  | 4. FRONTIER PLAYHOUSE      | Non-Net 6:00-7:00   | WPTZ | 13.7 |
| ---      | ---  | 5. FOREIGN INTRIGUE (Film) | Non-Net 10:00-10:30 | WCAU | 13.4 |
| 7        | 18.7 | 6. YOUR HIT PARADE         | NBC 10:30-11:00     | WPTZ | 12.5 |
| ---      | ---  | 7. LIVE GOLF A SECRET      | CBS 9:30-10:00      | WCAU | 10.2 |
| 9        | 13.5 | 8. TOP GUN FILM PLAYHOUSE  | Non-Net 10:30-12:00 | WPFL | 9.4  |
| ---      | ---  | 9. DANCE BAND PARTY        | NBC 9:30-10:30      | WPTZ | 9.2  |
| ---      | ---  | 10. ALL STAR SUMMER REVUE  | NBC 8:00-9:00       | WPTZ | 9.0  |

\*NBC estimate for July, 1952.

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

... According to Pulse Reports May-June, 1952

| 7 P.M. to Midnight |                       |                       |      |
|--------------------|-----------------------|-----------------------|------|
| TELEVISION         | Radio % of Total Aud. | Radio % of Total Aud. |      |
| SUNDAY             | 63.9                  | 36.1                  | 41.1 |
| MONDAY             | 61.3                  | 38.7                  | 40.5 |
| TUESDAY            | 61.0                  | 39.0                  | 40.4 |
| WEDNESDAY          | 62.0                  | 38.0                  | 42.2 |
| THURSDAY           | 56.5                  | 43.5                  | 43.9 |
| FRIDAY             | 61.2                  | 38.8                  | 41.5 |
| SATURDAY           | 62.0                  | 38.0                  | 42.0 |

| 6 A.M. to 6 P.M. |      |      |      |
|------------------|------|------|------|
| MON-FRI          | 26.1 | 73.9 | 25.4 |

| 6 A.M. to Midnight |      |      |      |
|--------------------|------|------|------|
| ENTIRE WEEK        | 44.2 | 55.8 | 29.9 |

## NEXT WEEK Videodex and Pulse Studies of NEW YORK

### Top 10 TV Shows Each Day

... According to Videodex

### Top 5 Radio Shows Each Day

... According to Pulse

## Share of Total Audience Radio Vs. TV

... According to Pulse

## FOR FULL INFORMATION

about all radio and television shows, ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

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

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

## Standard Oil Buys UC Pigskin Games

CHICAGO, Aug. 23—Continuing its announced policy of sponsoring radio and television news and sports programs in selected markets, the Standard Oil Company (Indiana) this week signed to air all regular-season football games of the University of Colorado over KOA, Denver; Iowa contests over WHO, Des Moines; Minnesota games via WCCO, Minneapolis; Nebraska, KFAB, Omaha; Wichita, KWBB, Wichita, and Wisconsin, WTAJ, Milwaukee.

Sponsor, who axed the "Wayne King Show" over a regional TV web this spring to follow its AM policy of spot market coverage, is also paying the bills for a three weekly news show by Clifton Utsey over WNBQ here.

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

(1,025,730 Radio Families)

... According to Pulse Reports

|      |              |     |      |              |     |
|------|--------------|-----|------|--------------|-----|
| KYW  | 50,000 watts | NBC | WPBG | 10,000 watts | 1st |
| WCAU | 50,000 watts | CBS | WIP  | 5,000 watts  | MBS |
| WDA5 | 250 watts    | 1st | WJMJ | 1,000 watts  | 1st |
| WPFL | 5,000 watts  | ABC | WPEN | 5,000 watts  | 1st |
| WMAT | 250 watts    | 1st | WPFL | 250 watts    | 1st |

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview rating method using a cross-section of homes selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 4 hours to each market. Monday-Friday daytime ratings are based on 1.0F homes.

PHILADELPHIA radio audiences were down only in spots during May and June. In other instances the radio ratings were up higher than they were in January and February. Aside from the fact that the Walcott-Charles fight early in June brought an enormous audience to radio station WPFL, the only outlet to carry the championship fight in the area, the May-June audiences for Jack Benny and "Amos 'n' Andy" were considerably above their mid-winter audiences. Also, indie station WJMG scored heavily with the local baseball broadcasts. The ratings the games drew Wednesday and Friday nights were higher than the top shows those nights got in January and February. Baseball also drew a big audience Sunday afternoon.

| Jan.-Feb., '52 |       | 7 P.M. to MIDNIGHT |  | Highest Q. H. Rating |        |
|----------------|-------|--------------------|--|----------------------|--------|
| Pos.           | Prog. |                    |  |                      | Rating |

| SUNDAY |     |                                |                |      |      |
|--------|-----|--------------------------------|----------------|------|------|
| 2      | 8.0 | 1. AMOS 'N' ANDY               | CBS 7:30-8:00  | WCAU | 10.3 |
| 1      | 9.0 | 2. JACK BENNY                  | CBS 7:00-7:30  | WCAU | 10.0 |
| 4      | 7.8 | 3. BERGEN MCARTHUR             | CBS 8:00-8:30  | WCAU | 8.5  |
| ---    | --- | 3. PLAYHOUSE ON BROADWAY       | CBS 8:30-9:00  | WCAU | 5.5  |
| ---    | --- | 5. THEATER GUILD               | HRC 8:30-9:30  | KYW  | 5.8  |
| ---    | --- | 5. SCREEN GUILD THEATER        | CBS 9:00-9:30  | WCAU | 5.8  |
| ---    | --- | 5. MEET MILLIE, MY FRIEND IRMA | CBS 9:30-10:00 | WCAU | 5.8  |

| MONDAY |     |                             |                    |      |     |
|--------|-----|-----------------------------|--------------------|------|-----|
| ---    | --- | 1. LUX RADIO THEATER, MISC. | CBS 9:00-10:00     | WCAU | 8.0 |
| 4      | 7.0 | 2. BOB HAWK                 | CBS 10:00-10:30    | WCAU | 6.0 |
| 7      | 8.0 | 3. GODFREY & TALENT         | CBS 8:30-9:00      | WCAU | 5.8 |
| ---    | --- | 3. SUSPENSE                 | CBS 8:00-8:30      | WCAU | 5.8 |
| ---    | --- | 5. BASEBALL, MISC.          | Non-Net 8:00-10:15 | WPBG | 5.5 |
| 5      | 6.8 | 5. RAILROAD HOUR            | NBC 8:00-8:30      | KYW  | 5.5 |
| 3      | 7.3 | 5. BEULAH                   | CBS 7:00-7:15      | WCAU | 5.5 |

| TUESDAY |     |                         |                    |      |     |
|---------|-----|-------------------------|--------------------|------|-----|
| ---     | --- | 1. BASEBALL             | Non-Net 8:00-10:00 | WPBG | 7.0 |
| 1       | 8.5 | 1. BOB HOPE             | NBC 9:00-9:30      | KYW  | 7.0 |
| 2       | 8.3 | 3. FIBBER MCGEE & MOLLY | NBC 9:30-10:00     | KYW  | 6.8 |
| ---     | --- | 4. BARRIE CRAIG         | NBC 8:30-9:00      | KYW  | 5.5 |
| 3       | 6.8 | 4. BEULAH               | CBS 7:00-7:15      | WCAU | 5.5 |
| ---     | --- | 4. JACK SMITH           | CBS 7:15-7:30      | WCAU | 5.5 |

| WEDNESDAY |     |                      |                    |      |     |
|-----------|-----|----------------------|--------------------|------|-----|
| ---       | --- | 1. BASEBALL          | Non-Net 8:00-10:00 | WPBG | 8.0 |
| 1         | 6.8 | 2. YOU BET YOUR LIFE | NBC 9:00-9:30      | KYW  | 6.8 |
| ---       | --- | 3. DR. CHRISTIAN     | CBS 8:30-9:00      | WCAU | 5.8 |
| 5         | 5.8 | 4. BING CROSBY       | CBS 9:30-10:00     | WCAU | 5.5 |
| 5         | 5.8 | 4. BEULAH            | CBS 7:00-7:15      | WCAU | 5.5 |

| THURSDAY |     |                               |                     |      |      |
|----------|-----|-------------------------------|---------------------|------|------|
| ---      | --- | 1. BOXING** MISC.             | ABC 10:00-11:00     | WPFL | 20.3 |
| ---      | --- | 2. BASEBALL                   | Non-Net 8:00-10:00  | WPBG | 6.8  |
| ---      | --- | 3. BOB HOPE BAND              | Non-Net 11:30-12:00 | WPFL | 6.3  |
| 3        | 7.0 | 4. BEULAH                     | CBS 7:00-7:15       | WCAU | 5.8  |
| ---      | --- | 5. THIS IS YOUR FBI, MR. KEEN | CBS 8:00-8:30       | WCAU | 5.5  |
| ---      | --- | 5. JACK SMITH                 | CBS 7:15-7:30       | WCAU | 5.5  |

| FRIDAY |     |                     |                    |      |     |
|--------|-----|---------------------|--------------------|------|-----|
| ---    | --- | 1. BASEBALL         | Non-Net 8:00-10:15 | WPBG | 7.3 |
| 1      | 6.3 | 2. JACK SMITH       | CBS 7:15-7:30      | WCAU | 5.0 |
| 3      | 6.0 | 3. DIZIE & HARRIET  | ABC 7:00-9:30      | WPFL | 4.8 |
| 4      | 5.5 | 3. BEULAH           | CBS 7:00-7:15      | WCAU | 4.8 |
| 4      | 5.5 | 3. CLUB 15          | CBS 7:30-7:45      | WCAU | 4.8 |
| ---    | --- | 5. EDWARD R. MURROW | CBS 7:45-8:00      | WCAU | 4.8 |

| SATURDAY |     |                     |                    |      |     |
|----------|-----|---------------------|--------------------|------|-----|
| 1        | 6.3 | 1. GANG BUSTERS     | CBS 9:00-9:30      | WCAU | 7.0 |
| 2        | 6.0 | 2. GENE AUTRY       | CBS 8:00-8:30      | WCAU | 6.8 |
| ---      | --- | 3. TWENTY QUESTIONS | MBS 8:00-8:30      | WIP  | 5.3 |
| 5        | 5.0 | 4. GRAND OLE OPRY   | NBC 9:30-10:00     | KYW  | 5.0 |
| ---      | --- | 4. BOLD VENTURE     | Non-Net 9:30-10:00 | WCAU | 5.0 |

| 6 A.M. to 7 P.M. |  |
|------------------|--|
|------------------|--|

| MONDAY-FRIDAY |      |                      |                 |      |     |
|---------------|------|----------------------|-----------------|------|-----|
| 1             | 11.3 | 1. ARTHUR GODFREY    | CBS 10:30-11:30 | WCAU | 9.9 |
| 4             | 8.8  | 7. BIG SISTER        | CBS 1:00-1:15   | WCAU | 9.1 |
| ---           | ---  | 3. MA PERKINS        | CBS 1:15-1:30   | WCAU | 9.0 |
| 3             | 8.9  | 4. YOUNG DR. MAIONE  | CBS 1:30-1:45   | WCAU | 8.8 |
| 4             | 8.8  | 5. THE GUIDING LIGHT | CBS 1:45-2:00   | WCAU | 8.7 |
| 2             | 9.6  | 5. OUR GAL SUNDAY    | CBS 12:45-1:00  | WCAU | 8.7 |
| ---           | ---  | 5. BREAKFAST CLUB    | ABC 9:00-10:00  | WPFL | 8.7 |

| SATURDAY |     |                         |                     |      |     |
|----------|-----|-------------------------|---------------------|------|-----|
| ---      | --- | 1. BASEBALL             | Non-Net 2:00-4:15   | WPBG | 6.5 |
| 1        | 6.8 | 2. STARS OVER HOLLYWOOD | CBS 12:30-1:00      | WCAU | 6.0 |
| 3        | 6.3 | 3. THEATER OF TODAY     | CBS 12:00-12:30     | WCAU | 5.8 |
| 5        | 5.3 | 4. DANFELAND            | Non-Net 10:00-12:00 | WPBG | 5.3 |
| 2        | 6.5 | 5. GRAND CENT           |                     |      |     |

# Kling Films 26 Segs on Marshall Field 'Mistletoe'

CHICAGO, Aug. 23.—Marshall Field & Company, owners of the "Uncle Mistletoe" TV show which has been used for the past few years as a Christmas season show over local outlets, this week closed a deal with Kling Studios to have the show filmed for the first time.

Under terms of the deal, Kling will film 26 quarter-hour programs which will be telecast here over WGN-TV Tuesdays and Thursdays, 5:15-5:30 p.m., CST, for 13 weeks starting September 23. Films also will be shown in Seattle where Frederick & Nelson, a division of Fields, will sponsor the show.

For the first time the series, on film, will be made available on a national basis for syndication, with Kling handling the sales in all cities.

Fred Niles, vice-president of Kling, will produce the series, with Kling hiring a new crew of writers, actors and technicians to handle the puppet series this year.

# 35 Stations Sign Up for 'Screen Story'

NEW YORK, Aug. 23.—Marathon TV Newsweek here made its new industrial TV film, "Screen Story," available to video stations across the country last week, and, to date, the program has been requested by 35 outlets. Film was produced by Marathon for the Lumite Division of Chilcopee Mills, Inc.

"Screen Story" will be carried over WABD, WJZ-TV, and WOR-TV in New York, with latter scheduled to air it September 6 on "Screening the World" at 2:30 p.m.

# 'Little Margie To Move to NBC'

NEW YORK, Aug. 23.—Philip Morris this week bought "My Little Margie" for five weeks this fall for its Dunhill cigarette division. Program, which is now a summer replacement for "I Love Lucy" on Monday 9-9:30 p.m. on the Columbia Broadcasting System's TV will go into the Saturday night 7:30-8 p.m. slot on the National Broadcasting Company's video network.


The deal is a short-term one because Dunhill is readying another film series to go into the time period. Blow is the agency.

# Stang Signs Seeds Series

NEW YORK, Aug. 23.—Arnold Stang this week signed with the Russell Seeds agency to play a featured part on the Eddie Mayehoff film show which Seeds will produce for Reynolds metal. The program will be slotted 7:30-8 p.m., Sunday evening on the National Broadcasting Company's TV network next fall.

Stang's move pulls the rug out from under Columbia Broadcasting System which had been preparing a mystery-comedy for him titled "The Bigger They Come." But the CBS-TV deal was not advanced for the shooting of a kine. Stang's firm 39-week contract with Seeds will pay him about \$50 weekly. CBS-TV, of course, will cast about for a replacement for Stang.

The FIRST name in outstanding television production



ZIV TELEVISION PROGRAMS, INC.  
1239 Madison Road  
Cincinnati 6, Ohio  
New York Hollywood

Read about ZIV PROGRAMS  
in "Market Place" on Page 15

Fred Freeland has been set as megger, and seven scripts have been written. Actual shooting of the programs gets underway Thursday (28).

Commercials on the shows will be live in each city where the show is sold. Calkins & Holden will handle the Marshall Field series.

# W. F. Broidy 3-Way Drive To Hyp Biz

HOLLYWOOD, Aug. 23.—William F. Broidy Productions is launching a three-pronged drive for expanded biz by making its facilities available for rental by other producers, continuing its own telepix productions and going after TV film commercial biz. Facilities thrown open for rental include Broidy's fully equipped sound stages at its Sunset Studios and its 485-acre location site at Cedar Lake, near Big Bear. Cedar Lake tract is used by the Broidy company for its location lensing of its "Wild Bill Hickok" series for Kellogg, while Broidy uses the Sunset Studio facilities for "Hickok" interior footage. Also included is complete crew of technicians.

J. L. (Les) Kaufman, merchandising and promotion director for the Broidy firm, was placed in charge of the commercial phase. Firm has produced blurbs for Kellogg running in conjunction with the "Hickok" series, as well as telepix plugs for Lux and Meister Brau beer (Chicago) altho heretofore it hasn't made a concerted effort to get commercial biz. Broidy will appoint reps in Chicago, Detroit, Washington and New York to handle telepix push.

# Giff Phillips Buys Williams' 'Invitation Playhouse' Scripts

HOLLYWOOD, Aug. 23.—Gifford Phillips Tee Vee Company this week bought out Rene Williams' entire library of 26 quarter-hour "Invitation Playhouse" teleplaylets. Phillips' firm already

# KNBH to Air Rams' Flicks

HOLLYWOOD, Aug. 23.—Station KNBH, National Broadcasting Company's owned-operated outlet, will carry filmed coverage of the Los Angeles Rams' 12 games Sunday games will be aired the following Saturday either before or following the station's live telecast of the NCAA college football games.

Filed coverage is in addition to live telecasts of the Rams' games to be carried by American Broadcasting Company here and in San Francisco sponsored by Goebel Brewing Company. Live telecasts in both markets will cover only the out-of-town games thereby protecting gate receipts on local games. KECA-TV, ABC outlet, will carry the first game September 28 live from Cleveland, followed by two games from Detroit, and one each from New York, Chicago and San Francisco.

# "Jungle Fury" Case To Come to Trial

NEW YORK, Aug. 23.—A dispute over who has the rights for the TV distribution of the feature film, "Jungle Fury," will come to trial in New York Supreme Court, September 10. Judge Samuel Gold this week issued an injunction against Regent Pictures, Inc., to stop it from trying to license the picture to any stations in the meanwhile.

The plaintiff is Television Exploitations, Inc., which claims to be the only proprietor of the flick. They found out about Regent's stake, according to the complaint, when negotiating with WGN, Chicago, for three showings of "Jungle Fury" at the price of \$5,000. Regent allegedly then came along and offered the film on the same basis for \$2,000, preempting the deal for the plaintiff.

# GROUCHO MUGS FOR SPONSORS

HOLLYWOOD, Aug. 23.—Those in the sponsor's camp who wonder what goes on during a TV filming will get a behind the scenes of the Groucho Marx "You Bet Your Life" cine seg. Filmcraft Productions, which leases the Marx show for De Soto-Plymouth dealers, are turbing the cameras on Groucho backstage with the film to be shown at the sponsor's annual dealer meetings in New York, Chicago, Detroit and other major markets.

Film will show sponsors the Marx show in preparation, as production is staged, filmed and edited with footage to be lensed at Filmcraft, National Broadcasting Company, John Gude's offices and the Consolidated Labs. Bob Dwan, who mugs the regular Marx show, is also directing the special film.

# COSTLY BABY

# Lucille Ball Maternity Ups Show Budget

NEW YORK, Aug. 23.—Philip Morris will pay more this season for its top rated TV film program, "I Love Lucy." Lucille Ball, the star of the situation comedy, is pregnant, and about 12 films will have to be shot rapidly before she is unable to appear on TV.

The ante for the stanza therefore has tilted to a reputed \$35,000 per program for talent. Old price for the package was about 28G. Blow is the agency.

# Will Rogers Signs With Screen Gems

HOLLYWOOD, Aug. 23.—Will Rogers Jr., who recently completed his theatrical film debut in the role of his father for Warner's, this week was signed to make his TV film debut by Screen Gems. Southern California newspaper publisher (Beverly Hills Citizen) will star in SG's "Life, Liberty and Orin Dookey," 30-minute teleplay for the Ford Theater series.

Story was written by William Fuller for Collier's, with Mary McCall Jr., scripting the screenplay. Film will be directed by Robert Stevenson, with Jules Bricken producing.

Falstaff Buys Barn Dance  
CHICAGO, Aug. 23.—"Old American Barn Dance," a half-hour film series currently being telecast in 18 markets, this week was sold by United to Falstaff Beer for Huntington, W. Va., Louisville and Norfolk. Series is filmed by Kling Studios, with 26 programs now completed.

The Falstaff deal covers the full 26 programs for Huntington and Norfolk and 13 shows in Louisville. Last named city will see only those programs which do not feature Per Wee King, who has his own live TV show in that city for a competing beer concern.

# KING, KTLA Buy 'Crusade' Film

NEW YORK, Aug. 23.—"Crusade in Europe," 20th Century-Fox's TV film series, was picked up this week by two more stations—KING, Seattle, and KTLA, Los Angeles. The California station plans to schedule the half-hour Eisenhower program twice a week.

# Canada Dry Buys 'Terry'; To Drop 'Super Circus'

NEW YORK, Aug. 23.—Canada Dry Ginger Ale, Inc. this week bought Official Films' "Terry and the Pirates," a half-hour TV film series, produced by Dougfair Productions. The soft drink firm is said to be paying approximately \$31,500 per week for the show, which it will spot book in all major video markets on a 26-time, alternating-weeks basis, starting the week of November 22. Official is holding around the open 26 weeks with other national sponsors.

Noteworthy aspect of the deal is that the sponsor is dropping "Super Circus," which it has been bankrolling on the American Broadcasting Company, for about \$4,500 per show, to pick up

the better than \$30,000 tab for "Terry."  
Bud Austin of Official sold the package, with Read Wight of the J. M. Mathes Agency buying for the sponsor.

# Sales Force of Consolidated Wrapped Up

NEW YORK, Aug. 23.—Consolidated TV Sales this week wrapped up the organization of its newly enlarged sales staff. The video sales distribution outfit will have sales crews operating out of Dallas, Cincinnati, Chicago and Philadelphia, in addition to its major bases—New York and Hollywood. An office also will be opened in San Francisco shortly, according to Peter M. Roebek, general manager of Consolidated TV. There are now 13 men on the staff, including four here and two in Los Angeles.

Consolidated has increased its sales organization to take care of the new product which its deal with Jerry Fairbanks has thrown its way. Among the Fairbanks-produced video film series in its catalog are "Front Page Detective," "Public Prosecutor" and "Ringside With the Fashlers." Fairbanks is also in production on "Hollywood Theater" which Consolidated will distribute.

Consolidated's tie-up with Fairbanks does not preclude deals with other TV film producers. It is also distributing "Jack Donovan, Texas Ranger," which Jack Chertok created and Sportsvision's "All American Game of the Week" which has already been peddled to KECA-TV, Los Angeles.

Consolidated, however, will now forego production plans of its own. The Fairbanks-Consolidated agreement therefore takes the former firm out of sales and the latter group out of production, an arrangement which frees each outfit to concentrate on one aspect of the video film industry.

# SAG Pushes on New '52 Pact

NEW YORK, Aug. 23.—The Screen Actors' Guild this week served notice on 50 film producers in the local area that it is canceling the existing contracts between the SAG and the producers, as is its legal right.

On or after October 23, no SAG member will work for any producer who has not signed its new 1952 basic agreement and TV supplement.

## OUT NEXT WEEK

*The Billboard's*  
**Second**  
**TV**  
**Film**  
**Quarterly**

- ... New authentic information on the industry including . . .
- ... Capsule Reviews of all TV Films produced in the last three months
- ... J. K. Lasser's study on how tax deduction and capital gains advantages can be used to attract investment money for TV Film production
- ... An accurate and complete breakdown of costs of producing a TV Film
- ... A complete list of TV Film buyers in advertising agencies
- ... An up-to-date review of Europe as a TV film source and production base
- ... Results of The Billboard's second comprehensive poll to determine what companies and people are recognized leaders in developing the TV Film industry.

**The Billboard's Second TV Film Quarterly . . . out next week**

THE BILLBOARD TV-Film Directory

The TV industry's only reliable source of films currently showing on television stations.

Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

Listed below are current TV film series in each of the program categories indicated. Series in other categories will be covered in the next three issues.

Series Name, Length in Minutes, No. Episodes Available, Videodex Rating

Table with columns: Series Name, Length in Minutes, No. Episodes Available, Videodex Rating. Includes sections for WESTERN, The Buster, Cisco Kid, and The Gene.

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

Table with columns: Series Name, Length in Minutes, No. Episodes Available, Videodex Rating. Includes sections for Hopalong Cassidy, The Range, Rider, and Tales of Famous.

TV Station Film Buyers Pick

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

THEATRICAL

Table with columns: Series Name, Length in Minutes, No. Episodes Available, Videodex Rating. Lists various theatrical films like BLACKOUT, BUT NOT IN VAIN, COVER UP, etc.

OTHER

Table with columns: Series Name, Length in Minutes, No. Episodes Available, Videodex Rating. Lists other programs like ALLIANCE FOR PEACE, GOVERNMENT IS YOUR BUSINESS, etc.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, Videodex Rating. Lists series like BUFFALO, WBEY-TV, etc.

COMMENTARY

Table with columns: Series Name, Length in Minutes, No. Episodes Available, Videodex Rating. Includes sections for Crusade in Europe, Pacific, Crossroads, March of Time, Going Places, Movie Quick, and Quis.

| Series Name  | Length in Minutes | No. Weeks Available | Popularity Rating |
|--|-------------------|---------------------|-------------------|
| <b>BALTIMORE (3 stations)</b>  |                   |                     |                   |
| WJAN, 5:45-6, Mon-Fri. (Pre-empted Thurs by Baseball)  |                   |                     |                   |
| July Videorex Rating (Average)   |                   |                     | 2.7               |
| (Previous Month's Rating)  |                   |                     | 1.1               |
| Average Videorex Rating of   |                   |                     |                   |
| Opposition Shows, 5:45-6:  |                   |                     |                   |
| WBAR—Bulley Goss Show  |                   |                     | 3.7               |
| WBAL—Howdy Doodie  |                   |                     | 6.6               |
| <b>BOSTON (2 stations)</b>   |                   |                     |                   |
| CHARLOTTÉ (1 station)  |                   |                     |                   |
| WBTV, 5:45-6, Mon, Wed & Fri.  |                   |                     |                   |
| July Videorex Rating (Average)   |                   |                     | 16.5              |
| (Previous Month's Rating)  |                   |                     | 12.2              |
| Average Videorex Rating of   |                   |                     |                   |
| Opposition Shows, 5:45-6:  |                   |                     |                   |
| WBUR—Willie Wunderlin  |                   |                     | 13.0              |
| <b>CHICAGO (4 stations)</b>  |                   |                     |                   |
| WGB, 11:45-Noon, Mon-Fri.  |                   |                     |                   |
| July Videorex Rating (Average)   |                   |                     | 1.4               |
| (Previous Month's Rating)  |                   |                     | 1.1               |
| Average Videorex Rating of   |                   |                     |                   |
| Opposition Shows, 11:45-Noon:  |                   |                     |                   |
| WBWB—Creative Cookery  |                   |                     | 1.7               |
| WBWB—Good Living   |                   |                     | 1.3               |
| WBWB—Bob and Ray   |                   |                     | 1.8               |
| <b>CLEVELAND (3 stations)*</b>   |                   |                     |                   |
| <b>COLUMBUS (3 stations)*</b>  |                   |                     |                   |
| <b>DALLAS-FORT WORTH (3 stations)</b>  |                   |                     |                   |
| WRD, 2-2:15, Mon & Fri.  |                   |                     |                   |
| July Videorex Rating   |                   |                     | 7                 |
| Opposition Shows, 2-2:15:  |                   |                     |                   |
| WFAA—Show Time   |                   |                     | 9.4               |
| WFAA—The Big Payoff  |                   |                     | 2.9               |
| <b>LOS ANGELES (7 stations)</b>  |                   |                     |                   |
| RN, 4-4:15   |                   |                     |                   |
| July Videorex Rating (Average)   |                   |                     | 4                 |
| (Previous Month's Rating)  |                   |                     | 9                 |
| Average Videorex Rating of   |                   |                     |                   |
| Opposition Shows, 4-4:15:  |                   |                     |                   |
| KRBT—Bride & Groom   |                   |                     | 1.2               |
| KRBT—NBC News Conference, Chief Milani   |                   |                     | 1.2               |
| KTVA—Movie Theater   |                   |                     | 2.3               |
| KRCA—Al Jolson Show  |                   |                     | 1.9               |
| KTTV—Glamour Session, What's New   |                   |                     | 4                 |
| KLAC—Old Fun Time  |                   |                     | 2.6               |
| <b>PITTSBURGH (3 stations)*</b>  |                   |                     |                   |
| ALSO CURRENTLY SHOWING IN: Erie, Greensboro, Indianapolis, Minneapolis-St. Paul, New Orleans, Norfolk, Omaha, Providence, Richmond, Rochester, Salt Lake City, Seattle, ** |                   |                     |                   |

| Series Name   | Length in Minutes | No. Weeks Available | Popularity Rating |
|---|-------------------|---------------------|-------------------|
| WFIL—Town Meeting   |                   |                     | 4.8               |
| WCAU—See It Now   |                   |                     | 6.2               |
| <b>TOLEDO (1 station)</b>   |                   |                     |                   |
| WSPD, 8:30-8:45, Sat.   |                   |                     |                   |
| July Videorex Rating  |                   |                     | 10.0              |
| (Previous Month's Rating)   |                   |                     | 18.0              |
| Videorex Rating of  |                   |                     |                   |
| Opposition Shows, 8:45-9:   |                   |                     |                   |
| WTOG—Sports Parade  |                   |                     | 9.0               |
| ALSO CURRENTLY SHOWING IN: Erie, Jacksonville, Oklahoma City, San Diego, San Francisco, Schenectady, ** |                   |                     |                   |

**RELIGIOUS**

**Bible**

Readings . . . 15 . . . 13 . . .

Dist.: Du Mont Television Network

CURRENTLY SHOWING IN: None, new release.

**Cathedral**

Films . . . 26 1/2 . . . 26 . . .

Dist.: Major TV Productions

LOS ANGELES (7 stations)

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**QUICK TAKES**

**New York**

Arche Meyers, president of Unity Television Corporation, announced that his firm had acquired the TV rights to three more features, "Knight Without Armor," "They Were Sisters" and "Mystery Junction." . . . Fred Brislin has joined Screen Gems, Inc., as executive assistant to producer Jules Bricken. Screen Gems also signed Jerome Odum and Betty Reinhardt to their staff of writers on the Ford series. Will Rogers Jr. has been parted by the firm for a leading role in "Life, Liberty and Orrin Dooley." . . . Product Services, Inc., has just completed a short film for TV about retarded children. Walter Abel stars in it.

**Hollywood**

Headquarters of Gull Films, Inc., telepix distributing firm headed by Rueb Kaufman, will move from Hollywood to New York, with Kaufman retaining Gull's offices here at KTTV Studios. Bill Clark will be in charge of Kaufman's Hollywood sales operations. James Van Trees, ASC, was repacted by Filmercraft Productions as its head cameraman, marking his third year as cinematographer on the Groucho Marx "You Bet Your Life" show. Harry Ginsberg, former Coast head of Paramount Pictures and still consultant to National Broadcasting Company, in last week set up offices as producer of TV films and theatrical movies. He will participate in productions for both media, providing financial backing and serving as a co-ordinator. . . . Look for Filmercraft to appoint a top name theatrical motion picture director to help production of its recently acquired Mark Twain library.

William F. Brody on an Eastern sales junket which will include confabs with Leo Burnett agency execs in Chicago as well as huddles with other agency execs in New York, Washington and Boston. . . . Jora W. Lovaton and Bernard I. Schubert have joined forces to produce a TV film series, "Topper," with plans calling for Alec Guinness to take the lead. Series will be filmed in London. . . . Don De Fore last week was signed for "The Adventures of Ozzie and Harriet" TV film series to be jointly sponsored by the American Broadcast Company by General Electric's Hot-point products and Lambert Pharmaceutical Company. . . . Bob Mann, scripter on Wrather Productions' "Boss Lady" series who'd been in New York to discuss additional scripting on the series with potential bankrollers Series went on as a summer replacement for Procter & Gamble's "Fireside Theater." . . . Screen Gems signed Ellen Drew to take the fem lead opposite Mark Stevens in "Birth of a Hero," second in SG's series of telepix for Ford. . . . Katy Jurado, Mexico's TV and movie actress who currently is appearing in Stanley Kramer's "High Noon," will play a Latin type in "Mr. and Mrs. North" TV film show, "These Latins" Co-stars in the John W. Lovaton "North" series are Barbara Britton and Richard Denning. . . . Leon Fromkess, of Arrow Productions, is in New York negotiating for sale of Arrow's "Ramona of the Jungle."

**NEXT WEEK**

Videorex ratings and current distribution of syndicated TV films in the following program categories:

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 see page 3 for rates





**Palace Theater,  
New York**  
(Friday, August 22)

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

This is a spotty Palace bill as far as this reporter is concerned. Tops is George Kirby, who can and does vocally make like a trombone, slap bass, thru a fiddle, etc., or impersonate Cogney thru Lorraine for a top finish thru Godfrey. Kirby had a Palace audience palming itself stiff.

Number two is a dancing duo, Ralph and Lorraine, (surname Smith), who follow moderate opening with a really sock ballet-act sequence. Once in so often an act like this comes to light. If this is a try-out, local agents should take notice. The Smiths are clever. Lorraine is a handsome as well as a talented dish. Palace should re-book them.

Program opener features the Three Hollidays in a fast opening tap routine. Lead singer and terp pleasantly, winding up with a soft-shoe novelty for a trick black light finish.

Victor Charles likewise scores with his marionettes. Charles acts personality into puppeteering—nobly with a trapeze routine, and with a jack-in-the-box clown that has definite personality. Wind-up of a skating sequence on wires is a solid clik.

Remainder of the bill goes downhill. Nichols and Haley is a moderate seg—pushing poor comedy and most overdoing it. Man is better than the gal in the combo. The Jaywalkers, in next to closing slot, are more or less tiresome clowns, and a sextet of Latin dancers add nothing new to vaude proceedings. Kuda Bux, suave illusionist, makes a usual competent wind-up to a bill that is 50 per cent right.

The pie is "Untamed Frontier." Bob Francis.

**Chicago, Chicago**  
(Wednesday, August 20)

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

The last-minute booking of Frances Langford and the appearance of Steve Condos and Jerry Brandow, no strangers to local TV fans, considerably strengthens what otherwise would have been one of the weakest entries in months.

Miss Langford, still one of the top fem song sellers around, relies on the old standards to hold her audience thruout her entire stint. Opening with "Between the Devil and the Deep Blue Sea," she went into "Exactly Like You," "Night and Day" and "No Cares," closing strong with "La Vie En Rose." Miss Langford uses a minimum of chatter, letting her throaty delivery speak for itself.

Condos and Brandow, talented pair of hoofers, musicians and singers, netted one big milt after another with their terp routines, their "Ace in the Hole" number, wherein Condos handles the dancing and Brandow, working at the 85, sings the story, literally bringing down the house. Lads work equally as well with their switches from piano to trumpet to dancing, and their rapidly paced stint moves like clockwork.

Bobbie Sherman, record mimic, worked three numbers and couldn't get the audience. While he has apparently developed a few good visual effects to go with the mim routine, some of his gestures are questionable in a theater drawing on family trade. Aside from rare moments the act could stand some revamping.

Pryde and Day, juggling duo, open, with male member doing his standard routines with the balls and pins, and then riding his unicycle before he closes, with the fem member of the team, in another juggling bit. This act, too, could stand some new bits. Pic. "Where's Charley?" Norman Weiser.

# Night Club-Vaude Reviews

**Chez Paree, Chicago**  
(Monday, August 18)

Capacity, 500. Price policy, \$1.10 with \$3.50 minimum. Shows at 9, 11 and 2. Operator, Dave Halper. Publicity, Bob Curly. Booking policy, non-exclusive. Estimated budget this show, \$12,000. Estimated budget last show, \$12,000.

Absent from the Chez for 11 years, Milton Berle is in for a two-week stand which develops into a reincarnation of the days when cafes were the hub of the entertainment business and shows were rapid-fire, variety bills featuring an emcee who worked thru the entire program.

Berle has brought in a production which gives the customer more than a fair shake for his buck. Performance runs close to two hours and Berle is on and off practically the entire time. When he finally begged off, singing his "Near You" theme which was hardly audible due to the din from the customers, the house lights were turned on and the band started playing, running thru an entire chorus before the clamor began to fade.

For his Chez date, Berle has brought in five acts making their Chicago nitery debuts, and two others which have been seen here in the past six months. In each case, after the act is given its regular turn, Berle moves in to work the closer, and without fail, despite the wide variety, the applause is tremendous.

**TV Formal**

In effect, Berle has called on a part of the TV program format which was so successful for several years for his nitery package. After the Adorables, working with Johnny Marlin, open with a production number, Berle comes on to warm up the audience. His material is fast, clear and delivered in the typical Berle manner.

First on are Al DeLage and Shirley, young magic pair. Led does the magic while the pretty, dark-haired Shirley assists, and Berle, in appropriate costumes, works in and out of the various numbers. DeLage is a capable manipulator and works at break-neck speed.

Next comes Lily Ann Carol, well-stacked, good-looking girl with a strong voice, who after the by-play with Berle, goes into "Smile," follows with "It's Been So Long" and closes with "Love-ly Night of the Year." Chimp has a selling manner and should be back here again on the basis of her performances to date.

Leonard Sues, who fronted the house band here during the Olsen and Johnson run several months ago, comes back as a single, showing off his trumpet work with "Elise Sues," a Henry Busse and Clyde McCoy impression. Sues does a number with Berle, who constantly broke him up. Berle then took over the fronting from Phil Levant and proceeded to converse the band.

Fatsio Marco, Berle's TV foil, makes his initial start here with two numbers, "Sweet Lorraine" and "Sunny Side of the Street," doing some quick impressions in the latter number. Following are Son and Sonny, who were here about six months ago, but who have brought in two new routines for this show, both of them earning big hands.

The Kentucky Mountaineers proved terrific seller. The billy unit, with the deadpan girl singer and Berle in his fantastic bumpkin make-up, goes thru four numbers and stopped the snow cloud.

Closer is Sid Gary, a familiar name to radio listeners east of the Hudson, but practically unknown out here. Gary gets numbers, ranging from "Without a Song" to "Old Man River," an impression of Georgie Jessel, and his encore, "Mammy," with both he and Berle working in black-face. Norman Weiser.

**Roxy, New York**  
(Friday, August 22)

Capacity, 5,880 seats. Price range 60 cents—\$2.20. Four shows cut daily by Roxy house band. House booker, Sam Rauch. Producers, Gae Foster and Arthur Knorr.

A production staff headed by Sammy Rauch put together a fast, well-costumed show to back the remade flick, "What Price Glory?" Using George M. Cohan's music for part of the stage show, plus a basic color scheme of red, white and blue, the show played well and looked well from the first walk-on to the final curtain.

The star spot was held by Mel Torme, who was brought on surrounded by the house line and flanked by the glee club. With Al Pellegrini conducting from the pit, Torme mixed them up between bright songs, comedy bits—which he has learned to handle with consummate ease—and a heavy production finale built around "County Fair." It made for a sock closer that pulled wallop-ing mits.

**Elliot Reed**

In the special added slot Elliot Reed, in his first combo house date, impressed with a genuinely talented act. Using the recent political conventions, Elliot poked darts at the various politicians with a fine sense of timing. Whoever wrote his material got enough of the convention color highlights to weave a comedy skit which caught the flavor of the speeches, intergrating commentator's observations into a funny 12 minutes or so. Reed gave it a fine reading that highlighted the breast-beating of dele- (Continued on page 42)

**Blue Sails Room  
Sans Souci Hotel,  
Miami Beach**  
(Tuesday, August 19)

Capacity, 300. One show nightly, 11:30. Price policy, \$2 beverage minimum. Owners-operators, Ben Novak and Harry Mufson. Booking, non-exclusive. Publicity, Jay Glick. Estimated talent budget, \$1,500.

Making their local debut in this room, the comedy team of Stone and Shine scored a definite hit. A versatile pair, they throw everything in the book at the patrons.

They opened slowly, with each knocking off individual routines; but when they paired up, the combination hit a home run. They do impressions, anecdotes, quick one-liners, songs, terping, dialect, slapstick—and just about everything else imaginable. They picked up rounds of sustained applause, and before their act was even over their option was picked up for another week.

Back on the bill is dramatic vocalist Chris Ciumbo, absent because of illness, and the Ann Herman dancers, a quartet of Latin-type hoofers. The Sacasas orchestra backs up the proceedings in fine fashion. Herb Rau.

**Monte Carlo, Pittsburgh**  
(Wednesday, August 13)

Capacity, 200. Owner-operator, Allan F. Clark. No cover, no minimum. Booking, George Claire. Estimated budget this show, \$600. Estimated budget previous show, \$750.

This room is enjoying its first winner of the summer with a repeat stand here of Dr. Arthur Ellen who had this plush spot packed when caught. Ellen is a trained hypnotist, having received his B.A. in psychology at Indiana University and his Master's at Columbia, but he mixes the hypnotic phenomena into such an entertaining stint that the old black art has taken on the proportions of a very entertaining medium.

Ellen works fast, gets his subjects in a hurry and has the room rocking and amazed in turns as he wields his mastery over the room. He precedes his hypnosis turn with a strong mental bit, but it is his creeping into the suggestive minds of the nitery patrons that has made him such a strong draw here. Economically, Ellen is a strong bet, too, as the guy does the whole show with a good strong 45 minutes that never lets up.

Ross Hall's ork (4) brings him on and takes him off and plays excellently for dancing. Len Litman.

**Mocambo, Hollywood**  
(Wednesday, August 20)

Capacity, 220. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget previous show, \$3,250. Estimated budget this show, \$3,250.

Studio dance director Billy Daniel should find time to do more out-of-town booking in bistros or should spend more time reworking and rehearsing, other dance turns. In either case, he'll assist the dance seg of the nitery industry. Daniel, working without his former great partner, Lita Baron, has substituted four of the most beautiful and talented line dancers this writer has ever seen and transformed them into a top club attraction. He opened the show by intruding the four individually-garbed steppers, each in a speciality with him. In a latter portion of the show, gals come on in slinky gowns to do a mink-modelling bit, after which they discarded their skirts to do a high-stepping closer. Daniel's selection of appropriate back-up music and his use of original lyrics to weave continuity into his productions is great. Act is ready for the top clubs.

Byron Palmer, who played the romantic lead in the Broadway production of "Where's Charley?" has terrific potential for the screen or more legit work. He is ultra-handsome, has an ingratiating smile and shows flexibility in handling lyrics. He should discard most of his present songs, which are too-off-beat standards, in favor of at least one comedy novelty and some less-ofen-done standards and a current pop. Johnny Sip-el.

**The London Palladium**  
(Monday, August 18)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager Val Parnell. Producer, Charles Henry. Show played by the Woolf Phillips Sky-rockets ork. Press representative, John A. Carlson.

They call Frankie Laine "Mister Rhythm" and from the moment he strode out on stage to the braying of bobby-soxers, he was earning that title in a writhing, wriggling accompaniment to his also very competent singing. The words of whatever lyric has been specially written for his introduction to London were lost in the shrieking and screaming which greeted his first agonized contortions.

This Laine is not just an ordinary singer. He's a heavyweight boxer, battling with the notes which have to fight their way up from the depths of his diaphragm thru a twisted throat, clenched teeth and tightly latched lips. In the end, the note always wins. (Continued on page 42)

**Charley Foy's,  
Sherman Oaks, Calif.**  
(Wednesday, August 20)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,200. Estimated budget previous show, \$2,000.

Dave Barry is perfect for this intimate nitery which caters to a hep crowd. Barry has enlarged the scope of his comedy efforts far past his once almost-wholly mimic act. He opened strong with his good collection of dialect stories moving into a new meaty race track and stock market routine. His impressions of stars, babies drinking milk and British overseas radio are so good that they should be expanded into entire routines. He's added a new TV song bit, which needs stronger lines to match the rest of his stint. His aping of Godfrey is great and should be the basis for his rehased number. Barry did excellent job of ad libbing with the customers and racked up solid mits for his efforts.

Marjorie Garretson, an admitted Sophie Tucker stylist, has a good assortment of spirited songs, which follow the Red Hot Mama's format but are original with Miss Garretson. Stuff like "Have a Little" (Continued on page 42)

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# Paul-Ford Chi Mark Proves Top Show Needs Top Pic

By BILL SMITH

NEW YORK, Aug. 23.—The problem of stage shows, and whether or not they do business, was posed again last week by the uncertainty surrounding the future of the Roxxy, whether it will continue its present policy under the Charles Skouras management, switch, or go into a straight picture operation.

It has long been the contention of trade hesters that a picture alone, unless it's outstanding, won't do business, and that a stage show with a poor picture will also die. Its the combination that does business. This contention was highlighted last week in the case of Les Paul and Mary Ford at the Chicago theater, where they broke the house record.

Les Paul and Mary Ford did a few weeks of the Loew houses before their Chicago date, and it's no trade secret that they didn't do well. In fact, the couple seriously considered quitting theaters, limiting themselves to cafes and records on the basis of their Loew houses grosses.

## Broke Record

They went into the Chicago for \$10,000 and a percentage and drew \$6,630 over their guaranty, walking out with \$16,630 for their two-week date, breaking the house record. According to insiders the reason was a solid combination—Les Paul and Mary Ford on stage with the Rita Hayworth pic, "Affair in Trinidad," on the screen.

The Loew fiasco was attributed to poor pictures. "Film bookers take a look at pictures, and when they see a real stiff, that's the one they put into theater with a stage show, arguing if the live attractions are that good, we don't need a picture." The result is a box office fiasco for which

# Holdovers, Rain Hurt Grosses at Stem Combos

NEW YORK, Aug. 23.—Holdovers plus rain held grosses down somewhat last week, though the overall picture was still on the plus side.

Radio City Music Hall (5,945 seats; average \$132,000) held up with a fine \$170,000 for the third week with "Vannah" plus its special stage show. Previous week's takes were \$175,000 and \$176,000.

Roxy (5,880; seats; average \$90,000) wound up its four-weeker with \$78,000. Bill had Tony Bennett, Phil Foster and "Dreamboat." Show started with \$105,000, followed by \$98,000, \$99,000. New show has Mel Tormé, Elliot Reed and "What Price Glory."

Paramount (3,654 seats; average \$69,000) did \$71,000 for its fourth frame with "Don Cornell, Trudy Richards, Elliot Lawrence band and "Jumping Jacks."

Palace (1,650 seats; average \$16,000) went back to more normal \$22,000 for stage show of eight acts plus a flick, after a walloping \$31,000 the previous week with "King Kong" and eight acts as the draw.

# L. I. Boulevard Sub-Leased

NEW YORK, Aug. 23.—The Boulevard, Long Island, has been sub-leased to Abe Goldstein, former Iceland operator, by Lou Goldberg on an option basis, subject to Goldstein's getting the okay from the liquor board.

Goldstein, acting for a South American group, plans to run the club with a seven-day show policy, using semi-names plus a band with some rep. The spot has been running on a week-end show basis, using top record names, and using a \$1 cover to help meet the nut.

the acts are blamed.

The Capitol and Strand in New York and the Warner house in Washington, and other houses throughout the country are also cited by theater experts as examples. In practically all cases where the houses have dropped flesh for straight pic, their grosses have plummeted. The Warner house in Washington used to be a regular \$25,000—\$30,000 a week earner. Today it averages less than \$10,000 with straight pic.

## Warner Problem

The Strand, now the Warner, has sold every one of its big pictures away, so even if it wanted to reopen, it has no pictures and would have to go into the open market to bid for products. The house is now trying to get some kind of show with no picture, but so far hasn't been successful.

The Capitol racked up a series of dismal takes after it dropped flesh, and so did the other Loew Stern house, the State. In the past few weeks, both houses have been lucky with good pictures, so they've held up. "But what will happen when they use up their present pictures? All their best

have been sold away," said vet theatermen.

The question of Martin and Lewis and Johnnie Ray was brought up, how come they did business no matter how bad the picture?

## Exceptions

"Martin and Lewis and Ray are exceptions in the business," was the answer. "In the old days, we used Eva Tanguay. 'Just open the doors and jump out of the way.' She was that kind of attraction. But how many such attractions are there today? How many houses can get a Martin and Lewis or a Johnnie Ray? What will they do the rest of the year?"

Another vet of showbiz who knows theater operation from the front to the back said, "You can take it from me that it is picture terms and film rentals that are killing theaters. That's the reason why so many houses play stuff with stage shows; and that is also the reason why such shows don't pull. Even if the live attraction were strong enough, it couldn't overcome the smell of the film."

# FREE-FOR-ALL AHEAD FOR FALL

## AGVA's Revoking of ARA, Others' Licenses to Bring Picnic, Panic

• Continued from page 1

represent AGVA members. This rule, AGVA officials indicated, will be put into force September 11 and will affect all agents who have failed to get their franchises.

## Those Affected

The agents' association most heavily affected will be the Artists Representatives' Association among whose members are MCA Corporation of America, William Morris, General Artists Corporation, most of the larger independents, plus all other agent associations. If the statements often made by MCA and William Morris—"our only assets are our contracts with artists"—have any basis in fact, their whole structure could totter if the battle continues.

The background of the present conflict stems from a 12-year agreement when ARA was formed and signed a contract with AGVA which has since become a code of practice defined as Rule B. Under this, association members got their AGVA franchises thru their association, paying the latter \$50 plus certain other small fees. In exchange association members agreed to book only AGVA members, book only into theaters and clubs, charge no more than 10 per cent commissions and file contracts in AGVA prior to any employment of AGVA people so AGVA could step in and collect salary bonds.

## AGVA's Deal

On its part AGVA agreed to honor employment contracts issued by such agents, to honor exclusive agency contracts, collect their commissions for them and specifically protect them in their contractual arrangements between artists. The chief provision of these contracts, which agents say is their chief asset, is the sole right to represent them for three years plus option periods.

All differences between performers and agents were to be arbitrated by a three-man board, an agent, an AGVA rep and an impartial person. It is on this that the differences arose that led to the present war.

Under AGVA's rules, a quarrel between an agent and an AGVA member is heard by a branch board in the area where the quarrel arises. ARA's agreement with AGVA, however, called for hearings involving ARA members to be held in New York, no matter where the breach occurred.

AGVA said that frequently the parties to the hassle would be thousands of miles away, and ARA sought and got postponements. In many instances these postponements have set artists back for years, with cases screaming for "justice."

ARA's position is that it has commission claims before AGVA that date back for five years and "AGVA has refused or can't produce their member." Jack Katz, ARA counsel, flatly denied any protracted adjournments. "AGVA is in a hurry only when it's to their advantage. In the last four years we have had only about 50 arbitrations and during that period our members have booked thousands of acts. That's not a bad average."

## Revoking Plan

Branch offices have long been complaining that agents who are association members get special privileges not given to independents. As a result of these cries, plus a series of "examples," the convention ordered Jack Irving, AGVA head, and its national board to cancel all agents' agreements to take effect September 10. After that day any agent who seeks a franchise, or a renewal of an old franchise, will apply direct to AGVA. After screening, he will be issued the franchise for no charge. The no charge plan was for the purpose of AGVA's revoking its permit, for cause, at any time it sees fit.

ARA has so far put up a united front in the forthcoming fight. It has taken full page ads in trade papers; it has warned performers directly and by innuendo that its members have the jobs and has planned to fight to decide under what rules AGVA shall control them.

Last week AGVA's Jack Irving received a note from ARA's Jack Katz asking for a "discussion" and a meeting of both orgs. Such a meeting was set up for Tuesday (28). It is expected that this confab will be attended by Morris Schrier of MCA, Nat Lefkowitz of the Morris office, Art Weems of GAC, ARA president Bill Kent, and Jack Katz, counsel for ARA. AGVA will be represented by Jack Irving, its head; Silverstone & Rosenthal, AGVA's national counsel; Henry Katz, AGVA's New York counsel, and several board members.

# CHI SHOWFOLK HONOR BOOKER

CHICAGO, Aug. 23.—Members of the showbiz fraternity in the Windy City this week opened their big heart, and within a matter of a few hours set up a testimonial for Marvyl Weik, veteran Chicago booker and manager, who is critically ill in a local hospital.

American Guild of Variety Artists relaxed its rigid ruling on artist appearances at this type affair to give its okay for acts to appear at the testimonial, which will be staged at the Hotel Sherman September 2. Lou Bresser, with whom Weik was associated for many years, will pay a band for the show, and also will front the ork. Practically every act, working in and around the city at the time, has agreed to appear.

## PHILLY STORY

# 3d Room to Open Soon on Palumbo Site

PHILADELPHIA, Aug. 23.—With two niteries already being operated by the Palumbo interests at one center-city site, the new season will find the same operators setting up a third room on the same property. The unusual spectacle of three separate night clubs—each with its own entrance and its own policy—will be unfolded September 8 when Frank Palumbo opens a new upstairs room at the corner property, which already houses the 20th Century on the ground floor and the Club 13 in the basement.

The new room will be styled as a class musical bar, seating 250 to 300 persons, with provisions for dancing. Name musical acts and units will be featured, with twin bills, changed weekly. The starting line-up, the set-up will provide the only nitery with escalator service taking 'em up or down if the ground floor geings-on is not to their likings.

The other two rooms will continue their present policies, operating with their own staffs. The 20th Century emphasizes the Western music, while the basement Club 13 will continue with small musical units. To make it easy for patrons to select their nitery site, the set-up will provide the only nitery with escalator service taking 'em up or down if the ground floor geings-on is not to their likings.

The new room will be named when public announcement will be made.

# AGVA HUDDLE MOVED TO NY

NEW YORK, Aug. 23.—The next meeting of the national executive board of the American Guild of Variety Artists, originally set for Miami, will be transferred to New York. The reasons for the shift, based on a referendum presented to board members by Jack Irving, AGVA head, were two-fold: Miami's anti-Negro policy and the cost.

"We have some Negro delegates who would be subjected to discrimination in Florida. We don't know if they'll attend the meeting, but if they do, we want them admitted and treated as equals," said Irving.

The cost of a meeting of 45 board members would also be increased to a point where it would be a luxury that "AGVA can do well without at this time," added Irving. The New York confab will be held the week of October 6. The Florida huddle was originally set for the week of October 18.

# Las Vegas Clubs Draw Battle Plans

## Names, New Faces War to Be Declared By Thanksgiving

NEW YORK, Aug. 23.—A battle for names and a war for "new faces" to the cafe circuit will be in full swing in and around Las Vegas before Thanksgiving.

Edward Arnold, for example, is going into the El Rancho September 16 with a "Diamond Jim Brady" show for \$8,500. The Flamingo will compete against Arnold by bringing in Smith and Dale for their first Vegas date for about \$3,000. The Thunderbird is also in there pitching, and has bought Jim Barton plus a supporting show that will cost about the same. If not more than the El Rancho package. Barton will work throughout the show, doing bits from old Ziegfeld Follies plus other shows he was in. Barton is due October 16. Preceding him, the Thunderbird will have a French show headlined by Jean Sablon with Andrew, Andre and Bonae, and Gili Lamb. The spot is now dickering with Joe E. Brown for a Christmas show, preceded by a Christmas parade, similar to R. H. Macy's stunt, with Brown as the Santa Claus.

The Desert Inn is practically booked up with units featuring a lot of girls. But it, too, may be forced to add something on top to compete against its neighbors.

The Sahara, set to kick off about October 1, has made an offer for Ray Bolger for \$20,000, making it one of the highest amounts offered a single performer. (Continued on page 42)

# Bill Miller Eyes Stem Site for Gotham Nitery

NEW YORK, Aug. 23.—Bill Miller, operator of the Riviera, Fort Lee, N. J., may take over the operation of the shuttered Gilded Cage if his present talks with lease holder Abe Ellis materialize.

The Gilded Cage, which had a short career under Lou Walters and before that a varied career under a series of names, Big City, Harlem, Hurricane, etc., located on Broadway and 49th Street, has been shuttered since Walters walked out.

Abe Ellis, coat room concessionaire, owns the basic lease on the room, a 600 seater, and is anxious to get it going. His offer to Miller included a sizeable cash investment by Ellis, plus other benefits but Miller balked at one condition. The condition was that Miller does not put in shows that might conflict or compete with Lou Walters' Latin Quarter.

Miller contended there should be enough business on the Stem for both clubs and in any case he refused to book around the Latin Quarter or any other club. There's a possibility that some arrangement will be made that will call for Miller's opening the room after October when he shutters the Riviera for the winter.

# Det. Fox Sets Ray Split Wk.

DETROIT, Aug. 23.—A three-day booking has been set for the Fox Theater, September 19-21, for a show headed by Johnnie Ray. Prior commitments made a full week booking impossible, and the theater decided to try the three-day idea.

The policy is in line with an experimental short run tried April 27 when Frankie Laine, heading "The Biggest Show of '52," played two performances, for a gross of \$23,000 for the night.

# MUSIC

## NBOA Poll Reveals Big 1-Night Grosses

26 Dates in Percentage; 21 in Money; 12 Break Even; Six Finish in Red

NEW YORK, Aug. 23.—The one-nighter seg of the dance band biz showed a consistent string of percentage and money-making dates, according to the July polling of members of the National Ballroom Operators' Association. The reply, which was the highest return yet in the two-year history of the one-nighter survey initiated by The Billboard and later turned over to NBOA, showed that 65 individual reports on 26 different name and semi-name bands were returned to Managing Secretary Otto Weber during July.

The polling showed that 26 engagements, or 40 per cent of the total, resulted in percentage ratings. Twenty-one one-nighters or 32 per cent of the money in the ops, but bands failed to hit percentage. On 12 of the reported dates, or 18 per cent, ops broke even. The remaining six dates, or 10 per cent, showed that top promoters crossed less at the door than would cover the guarantee on the work.

Outstanding bands on the report included record-breaking stops at the Colonial Hotel, Rochester, Ind., and the Surf, Clear Lake, Ia., by Louis Armstrong; Les Brown's record-breaking engagement of last two years at the Pla-Mor, Kansas City, despite a heavy rain-

storm, and Woody Herman's new band, knocking off four percentage dates at the Terp, Austin, Minn.; Prom, St. Paul; Surf, Clear Lake, Ia., and Westlake Terrace, Indianapolis, with all ops reporting a great dance job.

## KWKH Maps Big Build-Up On Hillbillies

HOLLYWOOD, Aug. 23.—KWKH, Shreveport 50,000-watt, which has been plugging its hill and Western talent trail for several years, is mapping a big build-up campaign on outsters. Horace Logan, program director and chief of the outlet's three-hour Saturday night "Louisiana Hayride," reports that the station also owns KTHS, Little Rock, which will go 50,000 watts this fall. Both stations will pipe the "Hayride" show. Logan said that 20 assorted stations are now carrying a half-hour a. t. seg of the "Hayride."

At press time it was almost certain that Hank Williams, who split with WSM, Nashville, last week, would wind up at KWKH. Station also has the following disk artists in the "Hayride" line-up: Webb Pierce, Tommy and Goldie Hill (Decca), Slim Whitman (Imperial), Johnny Horton (Mercury), Billy Walker (Columbia) and Sonny James (Capitol), in addition to other units.

Logan, who heads Ark-La-Tex, a BMI affiliate, and Pierce were in town this week conferring with Julian Aberbach and Graydon London, of Hill & Range, about linking acts.

## Performance Fund Collects 946G in First Half of '52

Disks Contrib 920G; E.T.'s, 26G; Trustee Allocates 1 Mil to Areas

NEW YORK, Aug. 23.—Contributions received by the Music Performance Trust Fund during the first half of 1952 (from January 1 thru June 30) from sales made during the last half of 1951 totalled \$946,349.11. Of this sum, \$920,197.20 accrued from phonograph record sales, and \$26,151.91 from electrical transcriptions. The total figure of \$946,349.11 compares with contributions of \$927,000 from sales made during the last half of 1950, and contributions of \$870,000 from sales made during the first half of 1951. Operating disbursements, other than payments to musicians, were approximately \$5,500 for the first half of 1952. This compares with \$60,500 for the first half of 1951

and \$68,000 for the last half of 1951.

On June 1, 1952, Trustee Samuel R. Rosenbaum allocated \$1,000,000, in accordance with percentages fixed in the agreements among 654 geographical areas, for expenditure in the last half of 1952. This compares with \$800,000 allocated for expenditure in the first half of 1952, and \$900,000 for the last half of 1951.

The trustee, for the first half of 1952, approved 3,567 separate projects calling for 8,822 performances participated in by a total of 54,000 instrumental performers.

**Analysis**  
The trustee's report notes that contributions to the Trust Fund

from all signatories during the full calendar year 1951 can be analyzed as follows: "Twenty-five signatories, that is, about 2 per cent of the total number, paid contributions of over \$1,700,000 that is, approximately 95 per cent of the total. These 25 signatories were all who paid contributions of \$3,000 or over into the Trust Fund for the year. From these figures, obvious conclusions may be drawn regarding the structure of the industry."

## BAL. OF SHEET OF TRUST FUND

NEW YORK, Aug. 23.—A summary of cash receipts and disbursements of the Music Performance Trust Fund, since the fund's inception December 14 and extending to June 30, 1952, indicates the following totals:

|                                   |          |                |
|-----------------------------------|----------|----------------|
| Cash                              | Receipts | \$5,272,537.65 |
| Administrative Expenses           |          | 382,347.70     |
| Payments for Musical Performances |          | 3,521,235.99   |
| Amount Withheld for Income Taxes  |          | 12,438.67      |
| Cash on Deposit June 30, 1952     |          | 1,381,402.63   |

A survey of signatories reveals the following: As of June 30, 1952, there were 1,187 phono record manufacturers and 138 electrical transcription manufacturers who were parties to the trust agreement. Of these signatories, 789 manufacturers reported no sales during the last half of 1951, although a number of these had made advance contributions. In addition, the Labor agreements of 110 phonograph record manufacturers and five transcription firms were canceled because of financial default.

The Trust Fund, Rosenbaum's report points out, pays only for services of musicians. Costs of halls, tickets, programs, policing and other expenses are borne by co-operating organizations.

## "Curtain Call" Series Set for Sept. by Decca

NEW YORK, Aug. 23.—Decca Records will release early in September the initial offerings in its new "Curtain Call" series, a set of disks carrying song renditions that have long been identified with some of the top artists in the diskery's talent roster.

Featured on the new vinyl pressings, made from the original masters, are some of the past big sellers, waxed by Bing Crosby, the Andrews Sisters, the Mills Brothers, Ted Lewis, Eddie Cantor, Jimmy Durante, Sophie Tucker and the Ink Spots.

Release of the records, to be offered on 78 and 45 r.p.m. as well as on LP will be backed by a full-scale promotion campaign aimed at all user categories. The initial release of 16 sides will be followed by other Curtain Call items.

The merchandising drive for

the series includes dealer assistance thru co-op ads, backed by diskery-financed trade and consumer ads, hangers and special display material. Complete sets of the records will be distributed to disk jockeys, together with suggested scripts for programing. Juke box operators will also be included in promotion plans, and it is the hope of the diskery that the re-issues will prove attractive slot entries in large-capacity phonographs that stress selection-panel breakdowns.

Waxings comprising the first release are "I Surrender Dear" and "Where the Blue of the Night Meets the Gold of the Day" (Crosby), "Bei Mir Bist Du Schoen" and "In Apple Blossom Time" (Andrews Sisters), "Tiger Rag" and "Paper Doll" (Mills Brothers), "When My Baby Smiles at Me" and "Wear a Hat With a Silver Lining" (Lewis), "Now's the Time to Fall in Love" and "Makin' Whoopee" (Cantor), "Start Off Each Day With a Song" and "Inka Dinka Doo" (Durante), "Some of These Days" and "Life Begins at Forty" (Sophie Tucker), and "If I Didn't Care" and "Do I Worry" (Ink Spots).

Conventional speed platters will carry a suggested list of \$1 a copy. The two-color sleeves feature a picture of the artist and a biography spotting highlights in his career. List price of the 45 r.p.m. versions are 95 cents each. The two LP's comprising the initial release sell at \$3.85 each.

## Columbia Drive On Classics Boosts Artists

NEW YORK, Aug. 23.—Columbia Records is starting a new type of advertising campaign for its classical disks, in which the major concentration will be placed upon artists rather than platters. First push in the ad drive will be on Andre Kostelanetz, with Eugene Ormandy next in line for the spotlight.

Advertising will be in the form of a story, and will tell about the background, work, and other items of interest about the artist. The series will be entitled, "The Music Makers," and at the end of the ad will feature a picture of the artist and some of his latest Columbia waxings. Ads will run in Coronet and the New Yorker magazine on an experimental basis thru December.

In addition to its classical ad campaign, the diskery will soon release three new special catalogs to be used as dealer give-aways, which list show albums, ballet, platters, and opera sets issued by the firm.

Titles of the booklet are "Front Row Center," "Invitation to the Dance" and "The Diamond Horseshoe." These will be available to distributors thru Columbia distributors next week.

## Europe Props Are Sought by A'bach Freres

NEW YORK, Aug. 23.—The Aberbach Freres are forming a company, apart from their music publishing enterprises, designed to acquire European legit and television properties. Jean Aberbach, queried this week, was loathe to divulge details at this point.

He admitted, however, that he was sailing for Paris Tuesday (28), and would visit key cities on the Continent, as well as London. He said his trip had to do with the acquisition of such properties, and that this would be a "continuous enterprise."

It is expected that Aberbach will set up representation abroad.

## Cetra Holds With Fair Trade, Despite Goody

NEW YORK, Aug. 23.—Pending disposition of the suit brought against Cetra-Soria Records by Sam Goody, the LP diskery has stepped up its fair trade program and has already effectuated minimum-price agreements with retailers in 15 States. Within a month, according to Dario Soria, diskery chief, contracts will be set in all 45 States which have fair trade legislation.

Meanwhile, C-S is due to answer the Goody complaint early next week, with the reply expected to be a full denial of the charges. With Goody committed to press the action, the controversy seems headed for a thro airing in court.

Goody's complaint (The Billboard, August 9), filed by Abraham Lowenthal, of the legal firm, Telsy, Lowenthal, Rothenberg & Mason, asked for a declaratory judgment asserting the primacy of price ceilings over minimum prices subsequently fixed under fair trade. His brief stated observance of fair trade minimums would put him in the position of violating Defense Production Act regulations.

While major record companies are still awaiting clarification of

certain facets of fair trade legislation before moving to put price floors under its products, indie LP diskery WCFM has informed dealers that it intends to take trade. Altho its announcement set an effective date of September 1 for the action, it has not yet made public any dealer signings.

## BG Tops Kenton At Blue Note

CHICAGO, Aug. 23.—When Stan Kenton brought his band into the Blue Note here for the first time three months ago, he smashed all existg r records during his two-week stand.

On August 13, Benny Goodman, making his first appearance in Chicago in more than a year, opened with his sextet at the Blue Note, and in his first seven days easily passed the Kenton record gross. Frank Holtzand, location op, said that advance reservations for the second Goodman week assured that the overall Kenton record also would fall.

But Kenton gets a crack at re-renting his record in an unprecedented booking. Holtzand has set Kenton for another two weeks starting August 29, the first time an attraction of this size has been brought back to the Blue Note in such short order.

## Diskery Cleffs 'Eileen' Score

NEW YORK, Aug. 23.—Leroy Anderson, released from the Army last week, will complete a score for a musical version of "My Sister Eileen" before sum-

## Merc, 4 Star Tie Up in A.&R. Deal

HOLLYWOOD, Aug. 23.—Mercury Records, which has had considerable success by farming out a.&r. work in specialized fields, is feeling out another such deal with 4 Star, the Pasadena diskery headed by Bill McCall Sr. Mercury's a.&r. chief, Art Talmadge, and McCall have buddied in Chicago recently and Talmadge may be out here shortly to look over the 4 Star catalog. The embryonic link-up would have McCall heading up a.&r. for Mercury, while Mercury would handle distribution for the amalgamated product. McCall would cull the best artists from the combined Mercury-4 Star roster.

If a merger of the 4 Star and Mercury country talent transpires, it would be the fourth such a.&r. deal for the Chicago firm. Mercury and Childcraft, the Marshall Field kiddie encyclopedia publisher, combined to produce Merck records; Bobby Shad, of Sittin' In, was brought in to handle r.&b., while Norman Granz heads up Merck's jazz and hop catalog.

ing diskery activities. He's devoting full time to the Broadway project, with the show slated for production later this year. Rosalind Russell is expected to star in the musical.

## Mills Ties Up Music, Disks

NEW YORK, Aug. 23.—In a unique music disk venture, Mills Music has just released a volume of Mozart piano selections for simultaneous distribution with a set of three LP records carrying the same compositions as waxed by a prominent keyboard pedagogue and soloist, Guy Maier, the pianist featured in the records, also edited the Mills' volume.

Also designed as a combination educational tool, the records and music will be made available as a package, although each is complete in itself and will also be offered individually. The 10-inch disks were produced by Banner Records, but Mills will be sole national distributor. Music and records are cross-advertised, with each plugging the other. The volume, titled "Your Mozart Book," lists at \$1.50. The records are tagged at \$3.85 each.

## 2,000 Are in Cleffer Org

NEW YORK, Aug. 23.—Membership in the Songwriters' Protective Association has hit the 2,000 mark, with more than half the clerks in the organization holding regular or professional ratings.

Newly admitted writers include Ronald Graham, Harold Solomon, Robert Marcus, Eddie Deal, Benjamin Homer and Ned Miller.

## Pop Sheet Music Sales Rise Jobbers Orders Indicate

NEW YORK, Aug. 23.—Sales of pop sheet music have picked up strongly over the past few weeks, after one of the poorest summers in many years. Estimates of the upsurge in orders on copies in August as against the late spring and summer, range from 15 to 50 per cent, according to leading music jobbers. This ties in with the pick-up on record sales (The Billboard, August 16), over the past two weeks. The it is not unusual for pop sheet music to experience an upturn this time of year, orders are healthier than anticipated.

The Music Dealers Service has noted a definite pick-up in orders during the last two weeks an increase, according to the firm of 15 to 20 per cent. This is normal this time of year, said an MDS exec., but is most encouraging after the worst summer in years, and makes it look like a fine fall season.

Walter Kane Jr. of Walter Kane Music Company, was even more enthusiastic about the upturn in business. He said that the firm had had a "terrific increase in business of 30 to 50 per cent over three weeks ago." He attributed the jump in orders to the fact that most dealers were almost completely out of stock on pop sheet music due to a "panic" summer. This summer, dealers had returned up to 25 per cent of their merchandise, instead of the normal 10 per cent, and they needed

stock badly, he said. The emergence of strong new tunes has created a strong demand for copies, according to the exec.

### Renewed Interest

As an indication of the renewed interest in pop music by dealers, Kane said that seven dealers were in his office this week to place orders, and that he had not seen any of these men since last June. During the summer, dealers have been ordering sparsely, even on big tunes, he noted, and jobbers have been ordering the same way from publishers. Now, however, dealers are starting to order in larger quantities.

Rite Way Music has also experienced a rise in pop sheet music orders recently. The company estimates a rise of about 10 per cent since August 10, and believes that this indicates a good fall season for copies. The firm believes that the dealers are now buying again and will continue to do so thru the fall and winter. Opinion on the poor summer business attributes the weak pop

sheet music sales to the heat wave, the steel strike, and the lack of strong tunes, in that order. However, the jobbers are agreed that the strong records released recently for the fall have spurred the renewed demand for copies. As one jobber put it, "All we need at any time to sell more copies is more hit tunes."

### Music Sales

Music Sales did not have any information to contribute as to the upturn of sheet music sales, as the firm is now taking inventory. However, an exec. commented that she was quite happy to hear about the increase, and felt that the next few weeks would see even heavier orders.

Among the new tunes receiving the most calls were "Wish You Were Here," "You Belong to Me" and the recent "I Went to Your Wedding," "Auf Wiederseh'n Sweetheart," "Somewhere Along the Way," "Walkin' My Baby Back Home," "Blue Tango," "Half As Much," "Bocha-A-Ma," "I'm Yours" and "Here in My Heart" are in strong demand.

## MDS Suspends Cent Return Charge Idea

NEW YORK, Aug. 23.—A flurry of excitement hit the music publishing fraternity recently when the Music Dealers Service, leading jobber, proposed that publishers pay a service charge of 1-cent per copy on returns of tunes which sell less than 65 per cent of the rack shipping order. On tunes which would sell 65 per cent or more of the shipping order, no service charge would be levied on returns.

Publishers immediately yelped, with the result that early in the week, MDS notified publishers that it had decided to drop the proposal and try to operate under the old system despite the fact that the rack had not been a profitable venture. It was indicated that in the event the rack operation continued to be an unprofitable venture, the matter of a service charge would again be broached to the publishers.

### Pub Reaction

When the proposed charge was first suggested, publisher reaction was as follows: "Why penalize us? If a song does okay on the rack—say it sells 90 per cent—we don't get a bonus!" Other publishers beefed that they didn't need the rack. Some pointed out that should a service charge be levied on returns, half of that

charge would have to be passed on to the songwriters. One chief publisher argued that the rack operation should be made to guarantee a certain number of sales.

For the time being anyway, the matter has been dropped. But traders pointed out that in the event sheet sales do not pick up sufficiently, there's a good chance jobbers will open the matter later. Rising costs of labor and production make the problem an acute one for both the jobbers and publishers.

## Kassner, Bron Split; Set Up Own Firms

NEW YORK, Aug. 23.—Publishers Ed Kassner and Sydney Bron have split, with each setting up independent organizations as follows: Kassner takes over Kassner Associated Publishers, comprising the English firms of Edward Kassner Music Company, Ltd., Cecil Lennox, Ltd., Grosvenor Music Company Ltd. and Larry Spier, Ltd. Kassner has taken over all American holdings and foreign holdings of Kassner Music Company, which was formerly owned by both parties. The American Kassner firms include Ed Kassner Music, Inc., Piccadilly Music, and one-half interest in J. J. Robbins and Sons, Inc. Kassner also has wholly-owned firms in Canada, Germany and France.

According to a communique from Sydney Bron in London, Bron has formed Bron Associated Publishers. This includes Yale Music Corporation, Ltd., Hit Songs, Ltd. and the newly formed Sydney Bron Music Company, Ltd. Bron will also be in charge of the interests of Pie Music, Ltd. Bron points out that Bron-Kassner copyright holdings have been split down the middle by mutual agreement.

## R. & B. Sleeper Gets Fast Rush

NEW YORK, Aug. 23.—Coral and Decca are both rushing out records of a rhythm and blues sleeper, which has been showing life around New Orleans. Tune is "Some Folks Do and Some Folks Don't," published by Melin Music and written by Bobby Melin and Guy Manning.

Joe Delaney, New Orleans deejay formerly with Coral, cut the side with Eileen Barton, while Decca a.k.a. topper Jimmy Hilliard is making it two ways, with Trudy Richards for one platter, and Red Foley and the Slow Foot Five for the c.w. market.

## BRAZILIAN CITY SEEKS SYMPHONY

NEW YORK, Aug. 23.—To mark the 400th anniversary of Soa Paulo, Brazil, to be observed in 1954, the municipality is running a competition for a dedicatory symphonic work. The contest is open to nationals of all countries. Entries from American composers are to be sent to the Brazilian Counsel General here.

thoven Emperor Concerto by Vladimir Horowitz.

The entire program will be backed by an extensive advertising and promotion campaign. Set are double spreads in Life magazine and full-page ads in Time and other consumer publications. Use will also be made of radio and television to publicize the program.

The 22 Victor execs conducting the dealer-distributor meetings have another week to go before they cover all sales territories.

## Victor Plugs EP 45's for Distribbs

NEW YORK, Aug. 23.—Further details of RCA Victor's fall plans were disclosed this week in a series of distributor-dealer meetings held by the diskery. The company showed its new "extended play" 45 r.p.m. records, low-cost Bluebird classical line, and kidisk sets, all reported earlier in The Billboard, but made public these additional facts:

All 45 r.p.m. pop albums will be released exclusively on EP beginning September 1. Price of the disks will be \$1.40 each, plus tax. Each EP pop record will carry the equivalent of four conventional sides. Classical singles on EP will sell at \$1.50 plus tax (The Billboard, August 23).

Importance of the new EP classical issues was stressed by Paul A. Barkmeier, vice president, who stated the company hopes to recapture the single-disk buyer market with the new record. The "customer with a dollar," he said, used to account for 65 per cent of classical sales, with album sales the minority. Today, it is estimated, 70 per cent of longhair sales are in the album category.

RCA Victor's "Best-Buy" program, another facet of the diskery's merchandising plans, will feature a number of releases of special appeal. Among these will be a recording of Beethoven's 9th Symphony by Toscanini, a complete waxing of "Il Trovatore" and a new etching of the Bee-

## BOUNCIN' THE POP BAYOU

### 'Jambalaya' Man Makes It Again On Big-Time Charts

NEW YORK, Aug. 23.—With "Jambalaya" hitting The Billboard best selling pop charts this week via the Jo Stafford cutting on Columbia, MGM artist-writer Hank Williams has added another to his long string of tunes that have become hits in the pop field after taking off in the hillbilly division. MGM released the Williams recording of "Jambalaya" in July and the tune was covered by Columbia with Jo Stafford, Coral with the Neal Hefti-Frances Wayne ork, and Decca with Snooky Lanson and the Tutti Camarata ork. In the c.w. field, King covered with a Moon Mulligan waxing, and Decca with a Rex Allen disk.

The string of Williams' penned ditties that have been covered in the pop division include such items as "Cold, Cold Heart," "I'm So Lonesome I Could Cry," "Hey, Good-Lookin'," "Honky Tonk Blues," "Crazy" Heart, and "Loveless Blues." Most of these tunes have been big-sellers with pop artists after Williams had made them smash hits in the country field.

### 31 Singles

Williams has been with MGM Records for about five years, in which time the diskery has released 31 single waxings by the singer, and one four-record album. These 25 platters have sold in aggregate more than 10,000,000 disks in this five-year period. Williams' "Jambalaya" in date has passed the 200,000 mark.

At one time, pop a.&r. heads

## Maury Hartman, Head Of Chero Music, Dies

NEW YORK, Aug. 23.—Maury Hartman, president of Chero Music and its affiliated catalog, Ryvco, died of a heart attack this week. He was 42. Several years ago, Hartman published the hit "Don't Want to Set the World on Fire" in association with Diana Bartlett.

Burial will take place in Los Angeles.

## New Business Causes MGM To Add Shift

NEW YORK, Aug. 23.—MGM Records, as a result of a healthy upswing in business recently, has added a Saturday shift at its Bloomfield, N. J., pressing plant to handle current orders. This is the first time since spring that the MGM plant has had a Saturday shift.

Current releases that are riding high on the MGM sales charts are the Hank Williams waxing of "Jambalaya," which has sold more than 200,000 platters to date; Alan Dean's "Luna Rossa"; Billy Eckstine's "Strange Sensation" and the Woody Herman Carnegie Hall jazz disks. According to the diskery, orders on the new "Merry Widow" album, in areas where the new MGM flick has opened, have been very heavy.

## 4 Jack Smiths Go to Coral

NEW YORK, Aug. 23.—Coral Records' artist and repertoire director Milt Gabler has bought four Jack Smith masters, and signed the singer to the Coral label. Masters were produced originally for music publisher Lou Levy by Charlie Grean on the latter's Comet label.

Tunes are "You're Gonna Break Somebody's Heart When You Grow Older," "By, Ay, Ay Amigo," "There Are Just Two Eyes in Dixie" and "Sam, the Old Acordion Man." Latter tune is a Robbins copyright, while the three former tunes are Leeds Music properties. Jimmy Leyden conducted on the date.

## CALCULATED DISK BAIT

NEW YORK, Aug. 23.—Sometimes even promotion men let their feelings get the better of them—in a motivated way, of course. A postcard sent out by a nameless flock to designers this week reads: "Prejudiced or Something? Are you mad at Nightingales? Sore at Cubans? Angry with the French (horns)? Or is it because beads tickle? Speak up man!" Well that's hardly an excuse for not playing: Mitch Miller's "Cuban Nightingale!"

## 250,000 Hear Detroit Series

DETROIT, Aug. 23.—Attendance at the series of 45 concerts given by Leonard Smith and His Belle Isle Orchestra at Belle Isle Park, just closed for the season, ran more than 250,000, to set a local band record. A series of six concerts a week was given, plus a Sunday afternoon television show aired on WXYZ-TV.

The programs featured Leonard Smith's own clarinet solos, Robert Clark, xylophone; Rudolph Waha, clarinet; Oriel Howick, saxophone, and 11 singers. The series presented 425 different planned compositions, plus the encore numbers.

Public demand for the presentation of this style of big band music took solid shape this past week with a grass roots type petition, which bears more than 7,000 names, asking for an indoor winter season for the band.

Action will be sought, via the petitions, thru the City Council, while separate plans for commercial presentation of the Smith Band at a series of concerts in Masonic Temple are in the offing. Smith is also dickering for a series of road engagements that may take the organization into Canada and also the South.

## Court Reverses Decision on 'Philharmonic Jazz,' for Granz

NEW YORK, Aug. 23.—Norman Granz' long pending breach-of-contract suit against Herbert Harris, doing business as the Stinson Trading Company, over the album, "Jazz at the Philharmonic, Volume I," attained a decision from the U. S. Court of Appeals here this week.

Reversing the decision of the lower court, the Court of Appeals ruled that fully eight minutes of the original music was left out of Stinson's album of 10-inch 78 r.p.m. disks, and that Granz was thus entitled to an injunction. Granz had charged that his contract with Stinson permitted the diskery to release the album on three 12-inch disks only.

In his decision, Judge Thomas W. Swan, however, sent the case back to Federal Court for a determination of whether Granz had waived his rights to prevent in-

fringe of the abridged version of the jazz set on 10-inch platters.

### Granz Charges

In his suit beginning a few years back Granz charged that their agreement did not give Harris the right to cut the platters down to 10-inches. He further charged that Harris also put the music out on 33½ r.p.m. disks, that he sold disks singly, and that he had failed to include a credit line for Granz on the label of the 10-inches, all allegedly in violation of their contract.

Federal Judge John F. X. McGoearty at that time dismissed Granz' complaint on the ground that the contract did not specifically prevent Harris from putting the music on 33½ r.p.m. disks, or to sell them singly. With

(Continued on page 23)



**FORECAST**

Goodbye Little Darlin' No. 2  
(Just Met No. 3)  
and  
Honky Tonk Sweetheart  
by  
Lonzo and Oscar 28363\*

**DECCA DATA**

**YOUR WEEKLY GUIDE**  
TO  
**AMERICA'S FASTEST SELLING RECORDS**



**FLASH!**  
WHISTLE MY LOVE  
(From Walt Disney's  
"The Tale of Robin Hood")  
Elton Hayes  
28216\*

TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

**NEW RELEASES—SINGLES**

**TRYING** Ella Fitzgerald 28375\*  
**MY BONNIE LIES OVER THE OCEAN**  
Ella Fitzgerald with Bobby Orton's Teen-Aces  
28355\*  
**WHY TALK TO MY HEART** Goldie Hill  
**DON'T SEND NO MORE ROSES**

**IT WASN'T GOD WHO MADE** 28374\*  
**HONKY TONK ANGELS**  
**TENNESSEE WARBLER** Jane Turzy

**MEET MISTER CALLAGHAN** 28373\*  
**RUNNIN' WILD BOOGIE** Carmen Cavallaro

**OUT OF SIGHT SCHOTTISCHE** 28354\*  
**ROMEO MAZURKA** "Whoopie" John Willfahrt

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

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST

**COUNTRY**

|    |   |        |                                   |
|----|---|--------|-----------------------------------|
| 8  | IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MOMENT, I WANT YOUR TIME | 28232* | Kitty Wells                       |
| 2  | FORTUNES IN MEMORIES SO MANY TIMES  | 28310* | Ernest Tubbs                      |
| 16 | SO USED TO LOVING YOU THAT HEART BELONGS TO ME                                      | 28091* | Webb Pierce                       |
| 4  | KISSES ON PAPER Are You Trying To Tell Me Goodbye                                   | 28288* | Red Foley                         |
| 39 | WONDERING New Silver Bells  | 46364* | Webb Pierce                       |
| 62 | PEACE IN THE VALLEY Where Could I Go But To The Lord                                | 14573* | Red Foley                         |
| 10 | GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I                                 | 28252* | Red Foley with Anita Kerr Singers |
| 3  | LONESOME SO LONESOME THERE'S A MULE UP IN TOMSTONE, ARIZONA                         | 28299* | Burl Ives with Anita Kerr Singers |
| 14 | BACK UP THE BALES BOYS TILL THE WELL GOES DRY                                       | 28146* | Ben Aron                          |
| 4  | WHO DO YOU LOVE JUST SMILE AS YOU GO BY   | 28290* | Astry Inman                       |

**RHYTHM AND BLUES**

|    |  |        |  |
|----|--|--------|--|
| 1  | *DING-DONG BOOGIE PREVIEW                            | 28321* | Ella Fitzgerald with Sy Oliver Ella Fitzgerald |
| 5  | BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND BOLLIN' | 28293* | Buddy Johnson                                  |
| 11 | JORDAN FOR PRESIDENT OIL WELL, TEXAS                 | 28275* | Louis Jordan                                   |
| 2  | SPELLBOUND MIDNIGHT SUN                              | 28311* | Coleman Hawkins                                |
| 5  | THE LAST MILE OF THE WAY IN THE GARDEN               | 28282* | Sister Rosetta Tharpe with Anita Kerr Singers  |

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

**BEST BETS**

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

POSITION THIS WEEK

|     |  |                                   |        |
|-----|--|-----------------------------------|--------|
| 1.  | YOU LIKE? SUNSHOWERS   | Guy Lombardo                      | 28352* |
| 2.  | ADIOS CARMEN'S BOOGIE  | Andrews Sisters                   | 28342* |
| 3.  | WALKIN' TO MISSOURI! ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else) | Russ Morgan                       | 28351* |
| 4.  | A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN                                  | Bill Monroe                       | 28356* |
| 5.  | I GOTTA HAVE YOU DON'T BELIEVE EVERYTHING YOU HEAR                           | Red Foley and Roberta Lee         | 28243* |
| 6.  | MY LOVE AND DEVOTION JUST SAY THE WORD                                       | Gordon Jenkins                    | 28364* |
| 7.  | SOMEONE TO KISS YOUR TEARS AWAY YOU'RE MORE LIKE YOUR MOMMY EV'RY DAY        | Dick Todd with Anita Kerr Singers | 28353* |
| 8.  | GOODBYE LITTLE DARLIN' No. 2 (Just Met No. 3) HONKY TONK SWEETHEART          | Lonzo and Oscar                   | 28363* |
| 9.  | YOU COULD MAKE ME SMILE AGAIN THIS IS THE BEGINNING OF THE END               | Tommy Dorsey                      | 28366* |
| 10. | MADMOISELLE JAMBALAYA (On The Bayou)   | Music by Camarota                 | 28367* |
| 11. | ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ  | Bernie Roberts                    | 28331* |
| 12. | WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD                | Dick Todd and Grady Martin        | 28314* |
| 13. | DRAGGIN' THE BOW LIGHTS OUT  | Eddie Zack                        | 28329* |
| 14. | STRIKE UP THE POLKA BAND—POLKA STELLA WALTZ                                  | Eddie Haber                       | 28340* |
| 15. | SYMPHONY POINCIANA (Song Of The Tree)  | Bing Crosby                       | 28303* |

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

**THREE SURE-FIRE HITS!**

MEET MISTER CALLAGHAN and RUNNIN' WILD BOOGIE BY CARMEN CAVALLARO 28373\*

TRYING and MY BONNIE LIES OVER THE OCEAN with Bobby Orton's Teen-Aces BY ELLA FITZGERALD 28375\*

IT WASN'T GOD WHO MADE HONKY TONK ANGELS and TENNESSEE WARBLER BY JANE TURZY 28374\*

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST

**POPULAR**

|    |  |        |  |
|----|--|--------|--|
| 4  | SHOULD I THERE'S ONLY TONIGHT                        | 28223* | Four Aces                                |
| 31 | BLUE TANGO Belle Of The Ball                         | 27875* | Leroy Anderson                           |
| 2  | BLUE AND SENTIMENTAL JUST WHEN WE'RE FALLING IN LOVE | 28309* | Mills Brothers with Sy Oliver            |
| 2  | WISH YOU WERE HERE HONKY TONK SWEETHEART             | 28308* | Guy Lombardo                             |
| 6  | AUF WIEDERSEHN SWEETHEART HALF AS MUCH               | 28271* | Guy Lombardo                             |
| 5  | ZING A LITTLE ZONG Bing Crosby and Jane Wymann       | 28255* | The Maiden of Guadalupe Jane Wymann      |
| 2  | TRYING Sweet Jennie Lee                              | 28322* | Grady Martin                             |
| 12 | LOVER You Go To My Head                              | 28215* | Peggy Lee and Gordon Jenkins             |
| 6  | TILL THE END OF THE WORLD JUST A LITTLE LOVIN'       | 28265* | Bing Crosby and Grady Martin             |
| 1  | **TWO-FACED CLOCK JAMBALAYA (On The Bayou)           | 28341* | Ben Aron with The Nashville Dixielanders |
| 3  | A TRUMPETER'S LULLABY FIDDLE-FADDLE                  | 28300* | Leroy Anderson                           |
| 4  | WALKIN' MY BABY BACK HOME ONCE IN A WHILE            | 28277* | Guy Lombardo                             |
| 18 | WILD SIDE OF LIFE It's So-long And Good-bye To You   | 28055* | Burl Ives and Grady Martin               |
| 7  | A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE            | 28224* | Jeri Southern with Victor Young          |
| 1  | **THERE GOES MY HEART ALL OF ME                      | 28333* | Louis Jordan                             |

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

**CARMEN'S BOOGIE**

and **ADIOS** by

**THE ANDREWS SISTERS**

Decca 28342 (78 rpm) and 9-28342 (45 rpm)



# Golden Records Adds 22 Items

NEW YORK, Aug. 23.—Featuring the first 25-cent record of Irving Berlin's "White Christmas" and a 10-inch disk of "Rudolph the Red-Nosed Reindeer" with Jimmy Durante, Golden Records, kiddish subsidiary of Simon & Schuster, will add 22 new items to

its catalog for fall and Christmas selling.

Seven of the new disks are 10-inch singles in the Big Golden Record series. In addition to the Durante platter of "Rudolph," the series includes a medley of tunes from the forthcoming Disney film of Peter Pan. A new retail price of 98 cents has been set for the Big Golden Records. This line has been selling for \$1.05.

### Disks Added

A total of 11 new seven-inch Little Golden Records are being added to the 25-cent line. Topping these is "White Christmas." This marks the first time that Berlin has given a special rate on any of his tunes. It is not known what kind of royalty deal was worked out with Berlin, but in the past the kiddie firm has been successful in gaining a quarter of a cent rate with other publishers. Pressing plans call for an initial run of 800,000 "White Christmas" disks. Two albums of four seven-inch disks each are slated for introduction. Selling for \$1 each, these albums will consist of Christmas songs and carols.

In addition to the 25- and 98-cent line, the diskery is introducing a \$1.25 line this fall. These will be called Big Golden Record Specials and will be kicked off with a Bert Parks disk of "Christmas Mule Train" and "The Night Before Christmas" and a record of songs from the movie "Hans Christian Andersen" which stars Danny Kaye.

With these new items, the Golden Record catalog numbers 80 entries.

# NAMM Exec Committee Set

CHICAGO, Aug. 23.—The new president of the National Association of Music Merchants, Harry E. Callaway, this week completed his executive committee and set a meeting of the group for September 19-20 at Hotel Colorado, Glenwood Springs, Colo. Named by Callaway to the committee were Ray S. Erlanson, NAMM board chairman; Russell B. Wells, vice-president; Ben F. Duvall, secretary, and Parker M. Harris, treasurer.

Included on the agenda for the September session are the setting of the site for the mid-year NAMM board meeting in February, membership promotion and maintenance, appointment of new committees and the chairmen for same.

The executive committee also will look over preliminary results of a survey made among exhibitors at the 1952 trade show to decide whether the 1955 show will be returned to New York and also whether the convention should be held in mid-June or mid-July. The 1953 and 1954 conventions are already set for the Palmer House, Chicago, weeks of July 13 and July 12 respectively. Final action of the 1955 meet will be taken at the February meet when the full board will meet.

# NPA TO LIFT SULPHUR BAN

WASHINGTON, Aug. 23.—National Production Authority moved a step closer this week toward lifting controls on sulphur used in making phono disks. It issued two orders liberalizing both the distribution and output of the material.

Because of the greater availability of above-ground stocks of sulphur, users were allowed to increase their inventories from a 25-day supply NPA also lifted distribution controls on sulfuric acid with the statement that "supply and demand of sulfuric acid appear to be in approximate balance." The new 60-day limitation will allow most users to bring sulphur in by conventional shipping methods.

# Merged Exec Clubs Choose New Officers

NEW YORK, Aug. 23.—Robert W. Sarnoff, film division head of the National Broadcasting Company, will be the president of the newly formed association resulting from the merger of the Radio Executives Club of New York and the American Television Society.

The nominating committee presented its slate this week. Others named were: first vice-president, Fritz Snyder, Columbia Broadcasting System; second vice-president, W. Johnstone, National Association of Manufacturers; secretary, Claude Barrere, program rep; treasurer, S. R. Dean, CBS.

Picked for the board of directors were Robert L. Coe, DuMont; William Fineshrber, Mutual Broadcasting System; Ernest Janhke, American Broadcasting Company; Don McClure, McCann-Erickson; Bruce Robertson, Broadcasting, Elliott Sanger, WQXR; Robert Saudet, Ford Foundation; Eugenie Schuebel, Wvatt & Schuebel; George Shupert, Peerless Television Productions; Eugene Thomas, George P. Hollingbery Company.

# Ben Selvin's Pact Renewed

NEW YORK, Aug. 23.—Ben Selvin, general manager of the Peer International-Southern Music publishing firms, had his contract with the firm renewed last week. Ralph S. Peer, president of the company handled the Selvin re-pact.

Selvin has been with Peer-Southern for the past two years, during which time the firm has had such hits as "Mockin' Bird Hill" and "Down Yonder." Current hit on the Southern list is "It Wasn't God Who Made Honky Tonk Angels," which is riding for Decca Records via a Kitty Wells c&w disk. Tune has recently been cut by Sammy Kaye on Columbia, and by Jane Turzy on Decca.

# Det. Gardens Fair With New Policy

DETROIT, Aug. 23.—A switch to a two-day operating policy was made this week by the management of Edgewater Gardens, mammoth new West Side ballroom, with an inauspicious opening as the result of adverse weather. A combination of the Lyle Carlyle orchestra and Ella Mae Morse proved on a draw, hampered by a cloudburst on Friday night, followed by heavy rain the early part of Saturday. Absence of a name orchestra after the headliners that have played the spot so far this season, plus the short booking, combined to keep business down.

The Gardens is to operate on two days a week until early in the fall, when a switch to one-night operation, on Saturdays only, will be made for the winter. It is expected that name bands will be brought in for the one-nighters, offering real competition to the established close-in

# PLUGGERS ON THE GREEN

# Contact Men's 17th Annual Golf Shindig Huge Success

NEW YORK, Aug. 23.—The Music Publishers' Contact Employees 17th annual golf tournament, held Thursday (21) at the Alder-Cross Country Club, Alpine, N. J., was the biggest and possibly the best to date. About 70 members of the song pluggers' union and 50 guests attended the shindig, largest crowd in the history of the affair. Guests included comic Phil Silvers and Nick Kenny. Altho this was the first time that rain fell during any of the MPCE outings, the showers arrived late enough in the afternoon to allow many of the golfing music men to finish a full round.

All golfers who completed 18 holes received a prize, no matter what their score or handicap. There were two door prizes; winners of these were Mickey Addy and Harold Wald.

Winners of the golf tournament in other divisions were as follows: The winner in the MPCE members division was Harry Weinstein, who had an 84 less a 14 handicap, for a 70. This is the second time Weinstein has won

the member's cup, having come thru back in 1949. If the cup is won three times it is retired. Joe Gold took second place and George Faxton the low gross for the day. In the guest tournament, Doc Belline came in first with a 79 less a six handicap, for a 73. Irwin Garr took second slot and Mitch Ayres placed third.

Contests were also held for putting, driving and accuracy "bests," among the members and guests. In the "nearest to the pin" contest, MPCE member Warren Brown won, and guest Lou Dreyer took a first. The putting contest was won by music man Marvin Fisher and guest Harold Glazier, both of whom sank 30-foot putts. MPCE member Jack Spina finished first in the driving contest with a 271-yard wallop, and Tutti Camerata took a first with a 274-yard smack, the longest drive in the guest division.

Members and guests attending the MPCE outing were quite pleased with the attention, courtesy and fine food served up at the affair, as well as the smooth way in which the tourney was run. Members of the committee who managed the day for MPCE were Harold Weinstein, chairman, Mickey Addy, Murray Luth and Bob Miller.

# AFM's Merger Attempt Snags

HOLLYWOOD, Aug. 23.—The attempt to weld Local 767, the Negro org, and Local 47, the AFM's white chapter, into one org via inter-group negotiations has hit its biggest snag in a series of talks which have continued six months. Following the receipt of a letter by a committee of Local 767 members, attempting to link the two groups from the board of directors of Local 47, the Negro union committee is preparing to secure a general referendum of the white local's membership.

Reps of the Negro committee, when contacted, were chagrined by two of the Local 47 counter-proposals, which held that transfers from 767 to 47 lose their life membership and tenure in 767 would not apply to 47 membership, and that transfers would have to pay \$51 initiation fee for membership in 47. The local 47 letter stated that it could not accept any assets of 767, in that attorneys had advised that such a move would make 47 liable to suits from members of 767.

A rep of local 767 said that his group has sent Local 47 a letter, stating that they cannot agree to the program set forth by the white local. It's understood that a group of 40 members of Local 47 recently petitioned their brass to amalgamate with Local 767. Report is that at a general membership meeting Monday (25) this same group will ask for a referendum vote on the proposed merger.

Within the past six weeks a group, calling themselves "Musicians for Amalgamation," have circulated a printed brochure outlining the advantages of a merger to members of Local 47.

# 6-Week Tour For Cornell

NEW YORK, Aug. 23.—A six-week, one-nighter tour thru New England, Canada, Pennsylvania and the South is being prepped for Coral chanter Doc Cornell, now winding up a five-week engagement at the Paramount Theater here. Package will include the lot of Lawrence Ark.

Dates are being set by Mannie Greenfield, Cornell's manager; Lou Weiss, of William Morris, and Bob Bundy of the Glaser Agency. The package is asking upwards of \$1,500 against 60 per cent a night.

# MGM Issuing 1st 12-In. LP

NEW YORK, Aug. 23.—MGM Records will release its first 12-inch LP disk next week. Waxing will contain works by Greig, including the "Peer Gynt Suite" and the "Norwegian Dances."

Starting September the firm will have regularly scheduled classical releases of four or five LP's per month, including 10-inch

# Devine Cuts Teen Nights

MILWAUKEE, Aug. 23.—Cancellation of regular Wednesday evening Teen-Age Dance Nights at George Devine's Million-Dollar Ballroom followed rioting among patrons recently. The fracas precipitated police action and considerably unfavorable publicity for the hall. Thirteen teenagers were arrested following a 30-minute donnybrook.

Teen-age sessions had been in almost continuous operation since 1943 and attendance had been averaging around 400 during the series. To comply with city laws governing minors, the bar service had been limited on those nights to soft drinks, and the teen-age program had been highly lauded by all youth agencies in town.

In place of the teen-age dance nights, Devine has plans to fill in with a "Smilin' Singin' n' Dancin' Club," limited to people 27 years of age and over.

Week-ends still feature name bands, with Russ Morgan, Harry James, Ralph Flanagan, Ray Anthony and Billy May orks slated to make late summer and early fall appearances.

**VIC DAMONE**  
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DEAN MARTIN  
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Another BMI Pin-Up Hit!  
**"ADIOS"**  
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Andrew Sisters (Decca)  
Glen Miller (Re-issue) (Victor)  
Sammy Black (London)  
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**HOWIE RICHMOND**  
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AND NO MAYBE ABOUT IT!  
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3 GREAT SONGS!  
"TAKE MY HEART"  
"STRANGE SENSATION"  
"MAKE IT SOON"  
SANTLY-JOY, INC.  
1619 Broadway, New York 19, N.Y.

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

# Music Publishers' Record Scoreboard

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

## • Sides in Current Release

Week Ending August 16

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

| PUBLISHER                        | TUNE                                  | ARTIST AND LABEL                     |
|----------------------------------|---------------------------------------|--------------------------------------|
| <b>SIDES IN CURRENT RELEASES</b> |                                       |                                      |
| ACUFF-ROSE GROUP                 |                                       |                                      |
| —ACUFF-ROSE                      | Jambalaya                             | Titus Turner, Col (P)                |
|                                  | Jambalaya                             | Camaria, Dec (P)                     |
| ARDMORE GROUP                    |                                       |                                      |
| —STECHWOOD                       | Last Call                             | Julia Lee, Cap (P)                   |
| BABB                             | We Are Shipping Out Tonight           | Don Gilmore, Col (P)                 |
| JIM BECK                         | Blunt Blues                           | The Callahan Bros., Col (P)          |
| MARTIN BLOCK                     | Meantime Trumpet                      | Harry James, Col (P)                 |
| BREWER, VOCCO, CORN              | Over Somebody Else's Shoulder         | Johnny Holiday, Cap (P)              |
| CAESAR                           | Cover To Chicago Blues                | Julia Lee, Cap (P)                   |
| —CARAWAY GROUP                   | Me and My Piano                       | Eddie (Piano) Miller, RCA (P)        |
| —BARK LAKE                       | You Could Make Me Smile Again         | Sunny Gale, RCA (P)                  |
| CASE                             | Blam Bam Baby                         | Heaven Gayle, Cap (P)                |
| CENTURY                          | Capitola Jim                          | Harry Hadden, RCA (P)                |
| CHAPPELL GROUP                   |                                       |                                      |
| —DE SYLVA, BROWN & HENDERSON     | Stay as Sweet as You Are              | Beryl Booker Trio, Mer (P)           |
| CHOICE                           | Sil Sil Sil                           | Paulette Sisters, Col (P)            |
| CORNELL                          | Sendme In Kiss Your Tears Away        | Dick Todd, Dec (P)                   |
| CRESTWOOD                        | Please Baby Please                    | Tony Turner, Col (P)                 |
| JOHN CURRIE INC.                 | Life Passed Me By                     | Texas Jim Robertson, RCA (P)         |
| REDD EVANS                       | When It's Just About September        | Lo-Jam Simms, Col (P)                |
| FAIRWAY GROUP                    |                                       |                                      |
| —MALABAR                         | Lovesome Rebecca                      | Red Callender Sextette, RCA (P)      |
|                                  | Blues for J. T.                       | Red Callender Sextette, RCA (P)      |
| CARL FISHER                      | Black Hawk Waltz                      | Harry Hadden, RCA (P)                |
| FORREST                          | Don't Send No More Roses              | Goldie Hill, Dec (P)                 |
| HILL & HUNCE GROUP               |                                       |                                      |
| —ALAMO                           | Over-Woman Man                        | Geo. Morgan, Col (P)                 |
| —HILL & HUNCE                    | The Boogie Woogie Flying Cloud        | Hank Snow, RCA (P)                   |
| —ST. LOUIS A'ZIE                 | I Want to Your Wedding                | Hank Snow, RCA (P)                   |
|                                  | Bury My Love                          | Melvin Smith, RCA (P)                |
|                                  | I'm Out of My Mind                    | Merita Smith, RCA (P)                |
|                                  | I Went to Your Wedding                | Johnny Bond, Col (P)                 |
| LEEDS GROUP                      |                                       |                                      |
| —LEEDS                           | Meet Mr. Callaghan                    | Mich. Miller, Col (P)                |
|                                  | Meet Mr. Callaghan                    | Carren Callahan, Dec (P)             |
| LOS                              | Pep's Love                            | Lo Ann Simms, Col (P)                |
| LARGELY                          | I Come From Jamaica                   | Chris Powell, Col (P)                |
|                                  | Blaze Boy                             | Chris Powell, Col (P)                |
| E. H. MORRIS GROUP               |                                       |                                      |
| —E. H. MORRIS                    | The Glow Worm                         | Paulette Sisters, Col (P)            |
| MELVIN GRUBB                     | Some Folks Do                         | June Christy, Cap (P)                |
| —ALCOQUIN                        | Blue Bird Blues                       | Texas Jim Robertson, RCA (P)         |
| BOB MILLER                       | Low in the Thigh                      | Beryl Booker Trio, Mer (P)           |
| MILLS GROUP                      |                                       |                                      |
| —MILLS                           | Maitlandville                         | Camaria, Dec (P)                     |
| —E. H. MORRIS                    | Tossin' and Turnin'                   | Sunny Gale, RCA (P)                  |
|                                  | Tossin' and Turnin'                   | Joe Barber, Cap (P)                  |
| MUSIC PUB. HOLDING CORP. GROUP   |                                       |                                      |
| —HARMS                           | Bill Me Bill Do School                | June Christy, Col (P)                |
| —OLD CHARTER                     | Back Street Affair                    | Billy Walker, Col (P)                |
| —PEER ENT. GROUP                 |                                       |                                      |
| —PEER                            | Our Love Isn't Real                   | Johnny Bond, Mer (P)                 |
|                                  | Every Little Thing Belief Into One    | Geo. Morgan, Col (P)                 |
|                                  | You Can Tell Me Out of Anything       | Billy Walker, Col (P)                |
|                                  | Over the Hill to the Poor House       | Lester Flatt & Earl Scruggs, Col (P) |
|                                  | My Darling's Last Goodbye             | Lester Flatt & Earl Scruggs, Col (P) |
|                                  | No Shoulder to Cry On                 | Don Gibson, Col (P)                  |
|                                  | It Wasn't God Who Made Money Talk     | Jack Torry, Dec (P)                  |
|                                  | Why Talk to My Heart                  | Golden Hill, Dec (P)                 |
|                                  | It Wasn't God Who Made Money Talk     | Johnny Bond, Mer (P)                 |
|                                  | California                            | Chuck Willis, Col (P)                |
|                                  | Trying                                | Ella Fitzgerald, Dec (P)             |
|                                  | Tennessee Warbler                     | Joe Torry, Dec (P)                   |
| PREVIEW                          |                                       |                                      |
| RANDY SMITH                      | You Belong to Me                      | Joe Barber, Cap (P)                  |
| REVERE                           |                                       |                                      |
| RIDGEWAY GROUP                   |                                       |                                      |
| —RIDGEWAY                        | Runnin' Wild Boogie                   | Carren Callahan, Dec (P)             |
| ROBBINS GROUP                    |                                       |                                      |
| —LED FEIST                       | They Go Wild Simply Wild              | Joe Barber, Cap (P)                  |
| ROBBINS                          | My Story                              | C. Jack Willis, Col (P)              |
| RUSH                             | I Keep Her Picture Hanging Uphide 'em | Jerry Lewis, Cap (P)                 |
| BOB STEPHENS                     | You're More Like Your Mother's Every  | Dick Todd, Dec (P)                   |
| LEO TALENT                       | Some of These Days                    | Sophie Tucker, Mer (P)               |
| JERRY VOCCA                      | Goin' Home                            | Harry James, Col (P)                 |
| WESS BARRY                       | That Old Fashioned Rag                | Eddie (Piano) Miller, RCA (P)        |
| WHITE WAY MUSIC                  | If We Should Never Meet Again         | Johnny Holiday, Cap (P)              |
| WORLD GROUP                      | How Strange                           | Mich. Miller, Col (P)                |
| VICTOR YOUNG                     |                                       |                                      |

## Tunes Sold By Canadian BMI

TORONTO, Aug. 23. — BMI Canada, Inc., has sold a number of tunes in the last week, the most in its history, according to Harold Moon, its Canadian head. First major sale was that of the rights to "Timber," which have been purchased by Hill and Range Songs, Hollywood. "Timber" is a musical comedy written for The Theater Under the Stars, an outdoor theater.

The rights to "Bonanza," owned by BMI, the story of the oil boom in Canada, is still in the midst of hectic negotiations. Moon says it seems he has to fight off the number of comers for this show.

A tune "If I Ever Get Rich, Mom," has been purchased by Box and Cox of England as a No. 1 plug tune. This tune in the States has been picked up by Lonnen Music.

The rights for the English-speaking world for "I Heard the Bluebirds Sing" have been picked up by Peer International. This excludes Canada, which BMI continues to hold. Rod Farris, the composer, and the Ray Little orchestra have prepared a recording of this tune.

## • Total Sides for Week Released by Each Label

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

Week Ending August 22

| LABEL    | POPULAR               | FOLK | RHYTHM & BLUES |
|----------|-----------------------|------|----------------|
| CAPITOL  | 12                    | —    | —              |
| COLUMBIA | 8                     | 11   | 6              |
| DECCA    | 9                     | 2    | —              |
| MERCURY  | 1                     | —    | 2              |
| MGM      | NO RELEASES THIS WEEK |      |                |
| RCA      | 6                     | 4    | 4              |

## • Total Number of Sides Released by Each Label

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

January 1, 1952, to Date

| LABEL    | POPULAR | FOLK | RHYTHM & BLUES |
|----------|---------|------|----------------|
| CAPITOL  | 387     | 126  | —              |
| COLUMBIA | 213     | 136  | 73             |
| DECCA    | 452     | 114  | 56             |
| MERCURY  | 214     | 63   | 60             |
| MGM      | 257     | 87   | 10             |
| RCA      | 330     | 137  | 101            |

# Music as Written

### MGM VETOS HUGE PROFIT ON PLANT

Frank Walker, head of MGM Records, turned down an offer last week for the MGM Record pressing plant in Bloomfield, N. J., which would have netted Loew's Inc., owners of the factory, a profit of \$1,750,000. The prospective purchaser wanted the pressing plant for a large-scale manufacturing operation.

### WEBSTER SALES RISE BY 50 PER CENT

Webster-Chicago's sales of phonographs in July were 50 per cent higher than in the same month last year, according to Norman C. Owen, general sales manager.

### JOHN ARCESI WAXES FOR CAPITOL NOW

Capitol Records added to its talent stable with the pacting of John Arcesi this week. Singer's first wax, supervised by A&R exec Lee Gillette, will be released September 1. Arcesi is being handled by General Artists Corporation. This makes the third new singer signed by the diskery this summer. Other recent additions have been Al Martino and Georgia Carr.

### MUSART MOVES. EXPANDS LABEL.

Musart, LP distributing firm headquartered in New York, moves September 1 to 760 Tenth Avenue. The company, headed by Wes Smith, has added Bill Grauer Productions to the list of labels it handles.

### DECCA RELEASES COLLEGE SONGS

Decca Records will release next week an LP platter of college "fight" songs. The set will comprise 32 ditties arranged in eight medleys. Disks will also be available on 78 and 45 r.p.m. Tommy Iron will be added at colleges.

### GARLOCK, SCHERER FORM FIRM.

Mickey Garlock and Bernie Scherer have formed a new music firm, Garlock-Scherer Music. Garlock was formerly with Bregman, Vocco and Coma, while Scherer was with St. Nicholas Music. The new publishing company is located in the Brill Building.

### FLICK-TIED TUNES RUSHED BY DECCA

Decca is rushing out an LP album of songs by Blossom Seely and Benny Fields in time for the opening of the "Somebody Loves Me" pic in Chicago, September 5. The etchings will also be available as 45 and 78 r.p.m. singles.

### ST. LOUISAN SUES MELLIN MUSIC

A suit has been started against Mellin Music claiming the publisher's ditty, "Here in My Heart," infringes on an earlier copyright. Action was started by St. Louis attorney Alfred W. Petchaft.

### ASCAP PUTS OUT COPYRIGHT PAPERS

The American Society of Composers, Authors and Publishers has published its fourth Copyright law Symposium, a collection of prize-winning papers on copyright matters by law students. Chosen for publication were essays by Melville B. Nimmer, of Harvard; Clinton R. Ashford, University of Michigan; Arthur S. Katz, New York University; and Charles O. Whitley, Wake Forest.

### DECCA RELEASING 5 KID ALBUMS

Decca Records will release five kiddie albums next week as the opener in an ambitious program slated to pick up speed in the fall. Artists featured on the disks are Burl Ives, Frank Luther, Martial Singher and Sam Hinton.

### New York

Society ork leader Ben Cutler's tune "All America Rose" has been chosen by the All America Rise selection committee as its song for the coming year. Henry Okun and Lige McCalvy have dissolved their deejay promotion partnership amicably. Bibi Johns, Victor chirp, has returned from a trip visiting deejays.

Estaban Rodriguez, head of Peer International music company's Cuban office, is in New York for a few days this week to confer with company exec. Bernie Wayne in Beth-El Hospital in New York for a back ailment. Norman Greene was signed by MGM Records this week. Album set conducted by Greene has been released by the diskery.

### Chicago

Benny Goodman closes a record run at the Blue Note August 28, then travels to Toronto where he opens at the Colonial September 1. The Don Cornell-Elliott Lawrence package will interrupt its series of one-nighters October 8 for a five-day stand at the Grand Theater, Evansville, Ind. Teddy Phillips in town last week to cut some new sides for King before opening a five-week stay at the Aragon Ballroom Tuesday (26). King also has a new side by Steve Lawrence, who does the title song from the new Joan Crawford starrer, "Sudden Fear."

Duke Ellington into Town Casino, Cleveland, September 12 for a week. Estelle Loring set for the Jefferson Hotel, St. Louis, for four weeks starting October 1.

The Ronalds Brothers, instrumental, singing and dancing trio, into the Cairo here after a run at the Loop Playweg, will return to that spot after closing their present stand. Zany trio is also inked for several TV spots during their Windy City stay. Bill Bailey heads for the West Coast for a week's vacation in September. Bailey and Perry Como were toppers in the National Celebrity Benefit for the Caddies Golf Tourney at Columbus, O., last week.

The Lind Brothers, who opened a boys' store here in addition to their showbiz activities, last week opened a second outlet, with practically the entire city participating. Guy Madison and Andy Devine flew in from Hollywood to help launch the new venture, which will also include an indoor Kiddieland, the first location of this type in the city.

## Union Scores Club Violation

MIAMI, Aug. 23.—A drive is on by the Miami Federation of Musicians to force all night spots and hotels to adhere to a regulation which insures a minimum number of musicians, depending on what musical activities are being conducted at each club or hostelry.

Big Miami Beach hotels are the main target of the drive, since most Greater Miami night clubs have already fallen under the regulation of the union. Paul Wolf, president of the federation, said there is no minimum at any hotel now, but that many of them are presenting full-scale night club st.

## ASCAP INDEXES 700,000 WORKS

NEW YORK, Aug. 23.—Copyright data on some 100,000 musical works are included in the 1952 index of the American Society of Composers, Authors and Publishers, published for the use of licensees. The two-volume work is said to be the largest collection of its kind ever prepared by a performing rights society. Included are the repertoires of two dozen foreign societies with which ASCAP has affiliations.

## Horne a Hit In Copenhagen

COPENHAGEN, Aug. 23.—Lena Horne scored a big hit here with her two shows at the big K. B. Hall on Thursday (14) night, but drew disappointing gates. First show was played to a three-quarter house, while second show drew less than half a house. K. B. Hall seats 5,000, plus standing room. Prices ranged from 57 cents to \$1.29 per seat, while standees were nicked for 35 cents.

K. B. Hall draws largely local patronage, as it is located away from mid-town and off the usual beat of tourists. None but rabid jazz fans would dish out \$1.29 for a pop concert running only a trifle over one hour, as they can see a big, full-length show for less money. Example of this is provided by Blicher-Hansen, who handled the Lena Horne concert. Today (23) he is staging one of his Humor Parades, at the K. B. Hall, with prices ranging from 25 cents to \$1.15, but this show will present at least four good vaude acts, two complete revues and at least 10 additional revue, film and radio stars. Show will run close to three hours.

Appearing with Lena Horne were ork leader Lennie Hayton,

pianist Arnold Ross and Jack Parnell and his (18) Music Makers, from England. All clicked solidly and were lauded by local critics. The entire unit continued its tour with four concerts in Stockholm and two appearances in Gothenburg, Sweden.

## Granz Suit

Continued from page 29

these points the Court of Appeals this week concurred. Judge McGoey's decision added, however, that nothing had been deleted in the shorter disks, other than sounds of the audience's reaction.

In this regard the higher court disagreed. They found eight minutes of music missing from the 10-inchers, including saxophone, guitar and piano solos.

Just previous to the first court decision, Harris did include a credit line for Granz on the 10-inch album set. Judge Swan said that the evidence was not clear as to whether Granz had waived his right to prevent the issuance of 10-inch "Jazz at Philharmonic" platters, in a conversation with Harris, and thus sent the case back to the lower court. Granz's attorney was Joseph Calderon of the firm of Bergerman and Horowitz.


# THREE HIGHFLYING DISCS

Arranger • Composer • Conductor

**DICK FREITAS**  
Plays a Smash Instrumental

**FIDDLESTICKS**  
B/W

**THAT WONDERFUL LOVE**  
(Vocal by Frank Campana)  
JUBILEE #6013




America's Newest Heart Throb

**TAD BRUCE**  
Singing

**WHEN YOU KNOW YOU'RE NOT FORGOTTEN**  
(By the One You Can't Forget)  
B/W

**LOVE LETTERS IN THE SAND**  
JUBILEE #6016



CRASHING THRU FOR A HIT

**LOU BARI** Sings  
The Original

**TWO FACED CLOCK**  
JUBILEE #6012



**Jubilee RECORD CO. INC.**  
315 W. 47TH ST., NEW YORK, N. Y.

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received August 20, 21, 22.

Last Week | This Week

#### 1. 1. Auf Wiederseh'n Sweetheart

By Parsons & Storch—Published by BMI & Banjo (BMI)  
RECORDS AVAILABLE: Ames Brothers, Coral 60773; S. Ballard, Gramabel 803; L. Baxter, Cap 2143; Champ Butler-P. Faith, Col 34976; DeMarco Sisters, MGM 11275; Rex Griffin, Col; E. Howard, Mercury 5821; G. Lombardo, Dec 20273; V. Lynn, London 1227; Sheik & Band, Cap; B. Sheppard, Waterbury, V 20-4777.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Julian Gould, Long-Worth; George Sirois, Associated.

#### 3. 2. Botch-A-Me

By Eddie V. Slatley, R. Morehill, L. Astor—Published by Mollis (BMI)  
RECORDS AVAILABLE: R. Clooney, Col 3 767  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus.

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

By Harold Rome—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: A. Cassidy, V 14-0017; P. Come and E. Fisher, V 20-4830; J. Freeman, Cap 2154; G. Lombardo, Dec 7030B; F. Warren, MGM 11270.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenay Herman, Long-Worth; Earl Sheldon, Associated.

#### 4. 4. Walkin' My Baby Back Home

By Ray Turk & Fire Antlers—Published by De Silva, Brown & Henderson (ASCAP)  
RECORDS AVAILABLE: Hal (Helo) Dale & B. May, Cap 2150; S. Lombardo, Dec 20277; D. Martin Acosta 308R; F. Nympha's Ode; Top-Ten "B-13"; J. Roy, Col 30750; C. Scriab, London 1091; J. Stafford, Cap P-905.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ode, Standard Radio; Henry Busse, Long-Worth; Earl Sheldon, Associated.

#### 2. 5. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)  
RECORDS AVAILABLE: S. Ballard, Gramabel 804; R. Clooney, Col 30710; G. Lombardo, Dec 20273; K. Martin, Mercury 534; C. Williams, Dec 20870; H. Williams, MGM 11202.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Leon Payne, Long-Worth; Earl Sheldon, Associated.

#### 5. 6. Here in My Heart

By Glenn Lawrence Borrelli—Published by Mifflin (BMI)  
RECORDS AVAILABLE: T. Bennett, Col 19745; W. Brown, Mercury 5870; A. Dale, Ode 6074b; V. Danone, Mercury 5850; V. Dillard, Savoy 851; B. Haynes-Andrews Sisters, Dec 23213; W. Jackson, Atlantic 9077; A. Martin, RDS 101; B. Pracek, King 9543.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Crosby, Standard Radio; Dolly Dawn, Thesaurus; Julian Gould, Long-Worth; J. Sheldon, Associated.

#### - 7. You Belong to Me

By Pee Wee King, R. Stewart and J. Prior—Published by Rodeo (BMI)  
RECORDS AVAILABLE: E. Barton-B. Croco-Playtopers, Coral 60753; J. Garber, Cap 2158; Joni James, MGM 11295; T. Martin, V 20-4819; P. Page, Mercury 9244; S. Thompson, Mercury 6407.

#### 9. 8. Maybe

By Alvin Elyan & Frank Madden—Published by Rubin (ASCAP)  
RECORDS AVAILABLE: P. Come-E. Fisher, V 20-4734; I. M. Speltz, Dec 23634  
ELECTRICAL TRANSCRIPTION LIBRARIES: Ralph Hamon

#### 10. 9. Blue Tango

By Larry Anderson—Published by Mills Music (ASCAP)  
RECORDS AVAILABLE: L. Anderson, Dec 23787; T. Barker, V 20-4878; L. Baxter, Cap 2104b; F. Carter, V 20 1813 C; C. Caldwell, Dec 21001; E. Carter, Mercury 5613; M. Davis, Bluebird 3182; D. Hayman, Mercury 5740; G. Lombardo, Dec 20843; J. Thomas, Mercury 8268; H. W. "Hittler" V 20-4830.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Freddy Martin, Thesaurus; Leo Reisman Ode, Billy Hill Ode, Standard Radio; Dave Terry, Associated.

#### 8. 10. I'm Yours

By Robert Mellin—Published by Fjordale (BMI)  
RECORDS AVAILABLE: J. Arden, Col 34937; L. Baxter, Cap 2103 O; Corbett Coral 60640; J. Crawford, Dec 20234; V. Dillard, Savoy 851; E. Fisher-M. Winterhalter Ode, V 20-4840; F. Flanagan, V 20-4709; Four Aces, Dec 28102; B. Holiday, Coral 753-B; Howers and Jethro, V 20-2770; R. Mulvihill, 5832.  
ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirois, Associated; Henry Jerome, Long-Worth.

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# VERA LYNN



picked by... <sup>The</sup> **Billboard**

## "WHEN SWALLOWS SAY GOODBYE"

Vera Lynn with a chorus of 70 soldiers, sailors & airmen  
backed by

"THE HOMING WALTZ"  
No. 1249 & 45-1249

WITH **ffrr** SOUND

# LONDON

RECORDS

# THE BILLBOARD Music Popularity Charts

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

## Records Most Played by Disk Jockeys

Based on reports received August 20, 21 and 22

Records listed here as numerical order are played over the greatest amount of record time. List is based on reports from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of RHM, Music Popularity Chart, Part 1. (F) Indicates tune is from a film. (M) Indicates "I" is from a legit musical.

| POSITION | Weeks Last 13 Weeks | Title                           | Artist                    | Label                                |
|----------|---------------------|---------------------------------|---------------------------|--------------------------------------|
| 11       | 1                   | 1. AUF WIEDERSEHN, SWEET HEART  | V. Lynn                   | London 7-1222; (451) 39710-BM1       |
| 17       | 2                   | 2. HALF AS MUCH                 | R. Clooney                | Capitol 78139710; (4514) 39710-BM1   |
| 11       | 3                   | 3. BOTCH-A-ME                   | R. Clooney                | Capitol 78139767; (4514) 39767-BM1   |
| 6        | 4                   | 4. WISH YOU WERE HERE           | E. Fisher-H. Winterhalter | V78120-4830; (4514) 4830-ASCAP       |
| 4        | 9                   | 5. YOU BELONG TO ME             | J. Stafford               | Capitol 78139811; (4514) 39811       |
| 10       | 6                   | 6. AUF WIEDERSEHN, SWEET HEART  | E. Howard                 | Mercury 78139767; (4513) 9767-BM1    |
| 15       | 5                   | 7. HERE IN MY HEART             | A. Marina                 | BBS 781101; (4514) 101-BM1           |
| 12       | 8                   | 7. MAYBE                        | P. Como-E. Fisher         | V78120-4744; (4514) 4744-ASCAP       |
| 9        | 12                  | 9. WALKIN' MY BABY BACK HOME    | Nat (King) Cole           | Capitol 7812130; (4514) 2130-ASCAP   |
| 13       | 10                  | 10. SOMEWHERE ALONG THE WAY     | Nat (King) Cole           | Capitol 7812069; (4514) 2069-ASCAP   |
| 15       | 7                   | 11. WALKIN' MY BABY BACK HOME   | J. Ray                    | Capitol 7810135; (4514) 10135-ASCAP  |
| 2        | 23                  | 12. DOODLETOWN FIFERS           | Sauter-Finegan            | Capitol 7814866; (4514) 4866         |
| 11       | 12                  | 13. VANESSA                     | H. Winterhalter           | V78120-4691; (4514) 4691-ASCAP       |
| 4        | -                   | 14. JUST ONE OF THOSE THINGS    | P. Lee-G. Jenkins         | Decca 7812813; (4514) 2813-ASCAP     |
| 1        | -                   | 15. TOO OLD TO CUT THE MUSTARD  | A. Dietrich-R. Clooney    | Capitol 78139812; (4514) 39812-BM1   |
| 2        | -                   | 16. TRYING                      | Milltoppers               | Capitol 7815018; (4514) 15018-ASCAP  |
| 1        | -                   | 17. JAMBALAYA                   | J. Stafford               | Capitol 78139830; (4514) 39830-BM1   |
| 18       | 11                  | 18. DELICADO                    | P. Faith                  | Capitol 78139708; (4514) 39708-ASCAP |
| 3        | 16                  | 19. SHOULD I?                   | Four Aces                 | Decca 7812832; (4514) 2832-ASCAP     |
| 3        | 26                  | 19. HIGH NOON                   | F. Laine                  | Capitol 78139770; (4514) 39770-ASCAP |
| 19       | 18                  | 21. KISS OF FIRE                | G. Gibbs                  | Mercury 7818223; (4514) 8223-BM1     |
| 1        | -                   | 22. FOOL, FOOL, FOOL            | K. Storr                  | Capitol 7812131; (4514) 2131         |
| 3        | -                   | 22. ONCE IN A WHILE             | P. Page                   | Mercury 7815067; (4514) 5067-ASCAP   |
| 3        | -                   | 22. ZING A LITTLE ZONG          | J. Wyman-Bing Crosby      | Capitol 7812825; (4514) 2825-ASCAP   |
| 5        | 20                  | 25. AUF WIEDERSEHN, SWEET HEART | L. Baxter                 | Capitol 7812143; (4514) 2143-BM1     |
| 1        | -                   | 25. MEET MR. CALLAGHAN          | L. Paul                   | Capitol 7815019; (4514) 15019-ASCAP  |
| 17       | 17                  | 27. I'M YOURS                   | E. Fisher-H. Winterhalter | V78120-4680; (4514) 4680-BM1         |
| 3        | 28                  | 28. AUF WIEDERSEHN, SWEET HEART | Ames Brothers             | Capitol 7816273; (4514) 6273-BM1     |
| 13       | 15                  | 29. LOVER                       | P. Lee-G. Jenkins         | Decca 7812815; (4514) 2815-ASCAP     |
| 3        | -                   | 30. TAKE MY HEART               | V. Damone                 | Mercury 7815877; (4514) 5877-ASCAP   |

## VOX JOX

By GENE PLOTNIK

### Chatter

Edmond McKenzie (Jack the Bellboy) had Vanessa Brown in for a guest show Monday (18) on his WXYZ, Detroit, show.

Fran Pattay, formerly of WJR, Detroit, has switched to WKMH in suburban Dearborn, Mich. Paul Melanson, WJSW, Altoona, Pa. will have Philip Morris' Johnny on his "Tella Test" show, September 10. Joe Ryan, WALL, Middletown, N. Y., has changed the title of his "Joe's Jamboree" afternoon platter show to "The Joe Ryan Show." (pick up earlier copy)

Beverly of the show, "Revelle with Beverly," formerly on KIST, Santa Barbara, Calif., has switched to KDB in the same city with three shows daily. She's also having a show syndicated to KXOB, Stockton, Calif., and KXOC, Chico, Calif. All three stations are owned by Lincoln Deller. George Westcott, of KXOB, writes that he's promoting name bands appearing at the Stockton Civic Auditorium. They have Ray Anthony and Billy May coming up. Westcott also works for out-of-town promoters on their Stockton dates. He'd like to hear from other deejays who do outside promotion and how they fare.

Bill Silbert says that after having Dick Lee, vocalist on the Essex label, do a guest show on his show via WABD, New York flagship of the Du Mont TV network, over 750 cards and letters were received requesting Lee's picture.

Irwin Feldman is now running "Spinner Sanctum" on WBIP, Booneville, Miss., from 5 to 6 p.m. weekdays. Ed Hurst of WEPN, Philadelphia, and flack Jim McCarthy handled Al Owen's two-hour platter show over WMID, Atlantic City, while Owen was serving as emcee for the "Miss New Jersey" beauty pageant recently. The two lads just happened to be in town on vacation at the time. Bob E. Lloyd, who has been doing a record show a day from WHTH, Hartford, Conn., has added a third, a two-hour wake-up show on WSPR, Springfield, Mass., 26 miles away from his other two jobs.

Dick Alliger, in addition to his shows on WBUX, Doylestown, Pa., starts a 3 1/2-hour all-request show on Saturday afternoon via WTNJ, Trenton, N. J. Dick Fennel, WRDW, Augusta, Ga., is now running a Monday-thru-Saturday session from the Revel Room of the Shirley Hotel with two quarter-hours sponsored.

Peanuts Faircloth, also of WRDW, has a new hour-long hillbilly record show Friday nights. Johnny Morris and Frank Buelet are taking over the disk shows formerly handled by Jack Thayer on WLWL, Minneapolis. Vern Cook of WTRY, Troy, N. Y., was the only radio man to get an interview with Aly Khan during his stay at Saratoga Springs. Cook did it by avoiding any mention of Rita Hayworth.

### Grips and Opinions

Johnny Palmer, program director at WRCS, Ashokic, N. C., says three cheers for Columbia Records and Mitch Miller, but, he goes on, "can't we get some new Columbia disks for our hungry turntables? If no can send free wax, willing to buy same." Gerry Grainger of KOS, Odessa, Tex., also likes Columbia. "Those tunes by Rosemary Clooney," he says, "are on our number one list for all time." Chester Kiser, WWIN, Baltimore, is impressed with the sound of the new Sauter-Finegan ork on RCA Victor. "On the basis of their first releases, they should be one of the big commercial successes of the future," thinks Kiser. Lucy Len Ross of KRUX, Phoenix, Ariz., says the Sauter-Finegan aggregation is out of this hemisphere. Ross thinks the popularity of (Continued on page 40)

## Best Selling Sheet Music

Based on reports received August 20, 21 and 22

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of units. (F) indicates tune is from a film. (M) indicates tune is from a legit musical. (R) indicates tune is available on records.

| POSITION | Weeks Last 13 Weeks | Title                             | Artist                     |
|----------|---------------------|-----------------------------------|----------------------------|
| 9        | 1                   | 1. AUF WIEDERSEHN, SWEETHEART (R) | Hill & Range               |
| 24       | 3                   | 2. BLUE TANGO (R)                 | Mill                       |
| 11       | 4                   | 3. HALF AS MUCH (R)               | Acuff-Rose                 |
| 10       | 2                   | 4. WALKIN' MY BABY BACK HOME (R)  | DeSylva, Brown & Henderson |
| 16       | 6                   | 5. I'M YOURS (R)                  | Algonquin                  |
| 5        | 8                   | 6. WISH YOU WERE HERE (R) (F)     | Chappell                   |
| 6        | 5                   | 7. BOTCH-A-ME (R)                 | Holl                       |
| 8        | 12                  | 8. SOMEWHERE ALONG THE WAY (R)    | Unit                       |
| 13       | 9                   | 9. DELICADO (R)                   | Remick                     |
| 14       | 7                   | 10. HERE IN MY HEART (R)          | Mell                       |
| 18       | 9                   | 11. KISS OF FIRE (R)              | Duches                     |
| 1        | -                   | 12. YOU BELONG TO ME (R)          | Ridgway                    |
| 6        | 13                  | 13. MAYBE (R)                     | Robbin                     |
| 19       | 11                  | 14. I'LL WALK ALONE (R) (F)       | Mayfo                      |
| 1        | -                   | 15. HIGH NOON (R) (F)             | Feil                       |

## Songs With Greatest Radio Audiences (ACI)

Tunes listed are the greatest audiences of programs from all stations in New York, Chicago and Los Angeles. List is based on reports received each week from the Radio Audience Counting Service in New York, Radio Audience Counting Service in Chicago, Radio Audience Counting Service in Los Angeles. List is for top 30 tunes in the category.

(F) indicates tune from a film. (M) indicates tune from a legitimate musical. (R) indicates tune is available on records. In case reference the following source: (M) indicates tune is from a film. (M) indicates tune is available on records.

| POSITION | Weeks Last 13 Weeks | Title                              | Artist                     |
|----------|---------------------|------------------------------------|----------------------------|
| 1        | 1                   | 1. Auf Wiederseh'n, Sweetheart (R) | Hill & Range               |
| 2        | 1                   | 2. Blue Tango (R)                  | Mill                       |
| 3        | 1                   | 3. Botch-A-Me (R)                  | Holl                       |
| 4        | 1                   | 4. Delicado (R)                    | Remick                     |
| 5        | 1                   | 5. Give (R)                        | Capitol                    |
| 6        | 1                   | 6. Coon, Coon (F)                  | DeSylva, Brown & Henderson |
| 7        | 1                   | 7. Half as Much (R)                | Acuff-Rose                 |
| 8        | 1                   | 8. Here Comes That Good (R)        | Unit                       |
| 9        | 1                   | 9. Here in My Heart (R)            | Mell                       |
| 10       | 1                   | 10. How Clean (R)                  | Unit                       |
| 11       | 1                   | 11. I'll Forget You (R)            | Whitcomb                   |
| 12       | 1                   | 12. I'll See Ya in Bunko (R)       | Unit                       |
| 13       | 1                   | 13. Kiss of Fire (R)               | Unit                       |
| 14       | 1                   | 14. Lovely to Look At (R)          | Unit                       |
| 15       | 1                   | 15. Love (R)                       | Unit                       |
| 16       | 1                   | 16. Love Me (R)                    | Unit                       |
| 17       | 1                   | 17. Love Me (R)                    | Unit                       |
| 18       | 1                   | 18. My Love and Devotion (R)       | Unit                       |
| 19       | 1                   | 19. Poogie (R)                     | Unit                       |
| 20       | 1                   | 20. Rags of Velvet (R)             | Unit                       |
| 21       | 1                   | 21. Singin' in the Rain (R)        | Unit                       |
| 22       | 1                   | 22. Smoke Rings (R)                | Unit                       |
| 23       | 1                   | 23. So Many in Love (R)            | Unit                       |
| 24       | 1                   | 24. Somewhere Along the Way (R)    | Unit                       |
| 25       | 1                   | 25. Sweetest Words in French (R)   | Unit                       |
| 26       | 1                   | 26. Where's My Baby (R)            | Unit                       |
| 27       | 1                   | 27. Where I Fall in Love (R)       | Unit                       |
| 28       | 1                   | 28. Wish You Were Here (R)         | Unit                       |
| 29       | 1                   | 29. You Introduce Me (R)           | Unit                       |
| 30       | 1                   | 30. Zing a Little Zong (R)         | Unit                       |

### Top 10 in Television

| POSITION | Weeks Last 13 Weeks | Title                              | Artist       |
|----------|---------------------|------------------------------------|--------------|
| 1        | 1                   | 1. Auf Wiederseh'n, Sweetheart (R) | Hill & Range |
| 2        | 1                   | 2. Blue Tango (R)                  | Mill         |
| 3        | 1                   | 3. Give (R)                        | Capitol      |
| 4        | 1                   | 4. Half as Much (R)                | Acuff-Rose   |
| 5        | 1                   | 5. Here in My Heart (R)            | Mell         |
| 6        | 1                   | 6. I Hear the Blue Bird Sing (R)   | Unit         |
| 7        | 1                   | 7. I'll Walk Alone (R)             | Unit         |
| 8        | 1                   | 8. Love (R)                        | Unit         |
| 9        | 1                   | 9. Should I? (R)                   | Unit         |
| 10       | 1                   | 10. Wish You Were (R)              | Unit         |

## England's Top Twenty

| POSITION | Weeks Last 13 Weeks | Title  | Artist       |
|----------|---------------------|--|--------------|
| 1        | 1                   | 1. AUF WIEDERSEHN, SWEETHEART                        | Hill & Range |
| 2        | 1                   | 2. HOMING WALTZ                                      | Unit         |
| 3        | 1                   | 3. BLUE TANGO  | Mill         |
| 4        | 1                   | 4. HIGH NOON   | Unit         |
| 5        | 1                   | 5. KISS OF FIRE                                      | Unit         |
| 6        | 1                   | 6. NEVER   | Unit         |
| 7        | 1                   | 7. I'M YOURS   | Unit         |
| 8        | 1                   | 8. BLACKSMITH BLUES                                  | Unit         |
| 9        | 1                   | 9. WALKIN' MY BABY                                   | Unit         |
| 10       | 1                   | 10. PITTSBURGH, PENNSYLVANIA                         | Unit         |
| 11       | 1                   | 11. FROM THE TIME YOU SAY GOODBYE (The Parting Song) | Unit         |
| 12       | 1                   | 12. DAY OF JUBILO                                    | Unit         |
| 13       | 1                   | 13. BE ANYTHING (But Be Mine)                        | Unit         |
| 14       | 1                   | 14. I'VE WON'T LIVE IN A CASTLE                      | Unit         |
| 15       | 1                   | 15. TRUST IN ME                                      | Unit         |
| 16       | 1                   | 16. TELL ME WHY                                      | Unit         |
| 17       | 1                   | 17. AROUND THE CORNER                                | Unit         |
| 18       | 1                   | 18. GANDY DANCERS                                    | Unit         |
| 19       | 1                   | 19. SOME HERE ALONG THE WAY                          | Unit         |
| 20       | 1                   | 20. MEET MR. CALLAGHAN                               | Unit         |

Come along with..

**MITCH MILLER**


on... **COLUMBIA RECORDS**

and...

# 'MEET MISTER CALLAGHAN'

b/w  
**"HOW STRANGE"**  
78 rpm 39851 • 45 rpm 4-39851

keep your eye on this  
big new **COLUMBIA** smash!

**COLUMBIA**  **RECORDS**

# THE BILLBOARD Music Popularity Charts

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

## Best Selling Pop Singles

Based on reports received August 20, 21 and 22

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

| POSITION | Weeks (Last This to date/Week) | Title                           | Artist                    | Label   |
|----------|--------------------------------|---------------------------------|---------------------------|---------|
| 11       | 1                              | 1. AUF WIEDERSEHN, SWEET-HEART  | V. Lynn                   | Capitol |
| 15       | 3                              | 2. HALF AS MUCH                 | R. Clooney                | Capitol |
| 7        | 4                              | 3. WISH YOU WERE HERE           | E. Fisher-H. Winterhalter | Capitol |
| 10       | 2                              | 4. BOTCH-A-ME                   | R. Clooney                | Capitol |
| 4        | 8                              | 5. YOU BELONG TO ME             | J. Stafford               | Capitol |
| 8        | 6                              | 6. HIGH NOON                    | F. Laine                  | Capitol |
| 16       | 7                              | 7. HERE IN MY HEART             | A. Martino                | Capitol |
| 13       | 12                             | 8. SOMEWHERE ALONG THE WAY      | Nat (King) Cole           | Capitol |
| 20       | 5                              | 9. DELICADO                     | P. Faith-S. Freeman       | Capitol |
| 14       | 9                              | 10. WALKIN' MY BABY BACK HOME   | J. Roy                    | Capitol |
| 12       | 10                             | 11. MAYBE                       | P. Como-E. Fisher         | Capitol |
| 8        | 13                             | 12. VANESSA                     | H. Winterhalter           | Capitol |
| 1        | -                              | 13. JAMBALAYA                   | J. Stafford               | Capitol |
| 34       | 16                             | 14. BLUE TANGO                  | I. Anderson               | Capitol |
| 9        | 11                             | 15. SUGARBUSH                   | Doris Day-F. Laine        | Capitol |
| 8        | 19                             | 16. AUF WIEDERSEHN, SWEET-HEART | E. Howard                 | Capitol |
| 6        | 16                             | 17. INDIAN LOVE CALL            | Slim Whitman              | Capitol |
| 1        | -                              | 17. I WENT TO YOUR WEDDING      | P. Page                   | Mercury |
| 8        | 14                             | 19. WALKIN' MY BABY BACK HOME   | Nat (King) Cole           | Capitol |
| 1        | -                              | 20. YOU BELONG TO ME            | P. Page                   | Mercury |
| 1        | -                              | 21. MEET MR. CALLAGHAN          | L. Paul                   | Capitol |
| 2        | 22                             | 22. TOO OLD TO CUT THE MUSTARD  | M. Dietrich-R. Clooney    | Capitol |
| 18       | 15                             | 23. I'M YOURS                   | E. Fisher-H. Winterhalter | Capitol |
| 4        | 20                             | 24. SHOULD I?                   | Four Aces                 | Decca   |
| 1        | -                              | 25. TRYING                      | Hilltoppers               | Decca   |
| 2        | 30                             | 26. LUNA ROSSA                  | A. Dean                   | MGM     |
| 4        | 22                             | 27. FOOL, FOOL, FOOL            | K. Starr                  | Capitol |
| 2        | 24                             | 28. FEET UP                     | G. Mitchell-M. Miller     | Capitol |
| 19       | 18                             | 29. KISS OF FIRE                | G. Gibbs                  | Mercury |
| 7        | -                              | 30. SMOKE RINGS                 | L. Paul & M. Ford         | Capitol |

## Best Selling Classical Albums

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

|   |    |  |             |
|---|----|--|-------------|
| 1 | 1. | Puccini: La Boheme, L. Albanese, J. Penco, A. Toscanini, conductor   | V333LM-1006 |
| 2 | 2. | Rachmaninoff: Concerto for Piano & Orchestra, No. 2; A. B. B. Schumann, piano; NBC Symphony Orchestra, V. Golschmann | V333LM-1005 |
| 3 | 3. | De Falla: Three Corunna Matins; Leo Sayer, soprano; NBC Symphony Orchestra, V. Golschmann                            | V333LM-1002 |
| 4 | 4. | Debussy: Prelude: Book I & II; W. Gieseking, piano   | V333LM-1002 |
| 5 | 5. | Mozart: Piano; NBC Symphony Orchestra; Sir Adrian Boult, conductor   | V333LM-1002 |

Best Selling 45 R.P.M.

|   |    |  |             |
|---|----|--|-------------|
| 1 | 1. | Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Orchestra, V. Golschmann, conductor      | V45WDM-1028 |
| 2 | 2. | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Orchestra, P. Monteux, conductor     | V45WDM-1028 |
| 3 | 3. | Tchaikovsky: Nutcracker Suite; E. Ormandy, conductor, Philadelphia Orchestra               | V45WDM-1028 |
| 4 | 4. | Stravinsky: Music of Johann Strauss; Minneapolis Symphony Orchestra, E. Ormandy, conductor | V45WDM-212  |
| 5 | 5. | Bouvier: William Tell Overture; NBC Symphony Orchestra, A. Toscanini, conductor            | V45WDM-605  |

## DEALER DOINGS

### News and Views

Al Meyer of Town & Country Music, Westwood, N. J., looks "for a great upturn in LP business if the Fair Trade Act can be made to stick. I'm adopting a wait-and-see attitude," he writes. "If it works, I shall immediately re-stock on the LP's which I have not bothered to replace for the last six months. From the Henry Upham Piano Company, Malden, Mass., comes the report of renewed interest in harmonic records, also not too many are currently available. "Why doesn't somebody play the harmonica?" asks the outlet. "Music dealers could use it to stimulate harmonic sales." Upham suggests the same be done with an instruction disk on guitar. "Summer business is very good this year," writes White's Record Shop of Livingston, Mont. "It's up about 28 per cent over a year ago." White's also has some kind words to say about their Mercury distributor. "He's new, but he gives us the service. With the others would do as well." Kind words have also been received about Charles Henschel, new assistant manager of Decca's Milwaukee branch. Bay Music Center of Whitefish Bay, Wis., states Henschel is "doing a very fine job helping the dealers in this area." And here's another. Jim Pence, manager of The Record Shop Little Rock, writes: "Red branch of Glenn Allen Company, Capitol distributor in Memphis has more enthusiasm than any other record salesman on us.

### Gripes

Magee & Son of Rockville, Md., asks, "Why don't wholesalers order adequate stocks?" In a similar vein is a complaint from Liberal Radio Service, which states, "All the record companies have been plugging 45's, yet when I order new releases they all back-order." Barbara Horn of McKenzie's, La Junta, Colo., registers a beef about the Columbia distributor in Denver. "Haven't received any Columbia orders in two months. Some average!" A note from Berkeley Music, Worcester, Mass., reads: "Some salemen don't believe in calling on a dealer unless they can get a large order. At least they could come in and let you know what the new releases are. We appreciate courtesy calls."

### More on O.C.'s

In spite of everything," writes The Music Bar, of Natick, Mass., "we still like the Capitol optional centers. It's no job to punch them out if not needed. But there should be a law against 3-speed machines with only one needle. Every week several customers return records that 'won't play' on these machines. I'm only 45's, but some 33's. The records are okay, but it is always the same story — phonographs with one needle for all three speeds. Does anyone else have this to contend with?" asks the outlet. Birmingham Furniture, of New Britain, Conn., reports, "I find I sell more 45's when they come equipped with optional centers." Birmingham also declares that the "record business is slowly picking up. Think this fall and Christmas will be the biggest yet." On the other side of the controversy is Patrick Radio Supply, of Laurel, Miss. The outlet wants to know, "Why are Capitol and Columbia so stubborn about the optional centers? We will order just as few of them as we possibly can until they have been removed. We spend hours of our good time punching out o.c.'s. We could come out better giving customers free plugs, because only 1 per cent ever ask for the small centers."

## Best Selling Children's Records

Based on reports received August 20, 21 and 22

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

| POSITION | Weeks (Last This to date/Week) | Title   | Artist                               | Label   |
|----------|--------------------------------|---|--------------------------------------|---------|
| 133      | 1                              | 1. CINDEPILLA (Two Records)                                     | L. Woods and Others                  | Capitol |
| 3        | 2                              | 2. NOBLY MOOD (Two Records)                                     | R. May-E. Palau-B. Wynn-E. Watkins   | Capitol |
| 66       | 2                              | 3. LONE RANGER VOL. I (He Becomes the Lone Ranger) (One Record) | E. Trenkle                           | Decca   |
| 88       | 4                              | 3. TWEETY PIE (One Record)                                      | M. Blue-B. May                       | Capitol |
| 50       | 3                              | 5. SNOW WHITE AND THE SEVEN DWARFS (Two Records)                | Decca                                | Decca   |
| 45       | 6                              | 6. HENRY HAWK (One Record)                                      | Blane                                | Capitol |
| 106      | 11                             | 7. LITTLE FOOT (One Record)                                     | Decca                                | Decca   |
| 189      | 9                              | 8. BOB AT THE CIRCUS (Two Records)                              | Alex Livingston-Edna Price Grogg     | Capitol |
| 56       | 10                             | 8. ALICE IN WONDERLAND (One Record)                             | R. Braumel-E. Wynn                   | Capitol |
| 92       | 7                              | 10. BOB ON THE FARM (Two Records)                               | P. Colvig-B. May                     | Capitol |
| 65       | 8                              | 10. PETER AND THE WOLF (Two Records)                            | Sterling Holman                      | Capitol |
| 4        | 14                             | 12. CARBON THE COPY CAT (One Record)                            | T. Risher                            | Capitol |
| 70       | 11                             | 13. LITTLE ENGINE THAT COULD (Two Records)                      | P. Wynn                              | Capitol |
| 41       | -                              | 13. TWEETY'S PUDDY TAT TROUBLE (Two Records)                    | M. Blue                              | Capitol |
| 44       | 11                             | 15. LONE RANGER VOL. II (He Finds Silver) (One Record)          | E. Trenkle                           | Decca   |
| 62       | -                              | 15. BAMB! (One Record)  | S. Temple-Chares, P. Smith, Director | Capitol |

## Best Selling Pop Albums

Based on reports received August 20, 21 and 22

Because all 45's are not listed on all weeks it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

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

|    |     |                         |   |             |
|----|-----|-------------------------|---|-------------|
| 1  | 1.  | WITH A SONG IN MY HEART | J. Freeman                                  | Capitol     |
| 2  | 2.  | LOVELY TO LOOK AT       | Original Cast                               | MGM         |
| 3  | 3.  | BIG BAND BASH           | B. May                                      | Capitol     |
| 4  | 4.  | SINGIN' IN THE RAIN     | Original Cast                               | MGM         |
| 5  | 5.  | JOHNNIE RAY             | J. Ray-Four Ladies-Cole Quinlan             | Capitol     |
| 6  | 6.  | DANCE TO THE TOP POPS   | E. Fisher                                   | V333LM-3025 |
| 10 | 7.  | EDDIE FISHER SINGS      | E. Fisher                                   | V333LM-3025 |
| 6  | 8.  | SHOW BOAT               | Original Cast-R. Grayson-A. Goddard-M. Keel | MGM         |
| 9  | 9.  | TOP POPS                | F. Carl                                     | Capitol     |
| 8  | 10. | BAWD IS BORN            | B. May                                      | Capitol     |

Best Selling 45 R.P.M.

|    |     |  |   |             |
|----|-----|--|---|-------------|
| 1  | 1.  | WITH A SONG IN MY HEART (Four Records) | J. Freeman                                  | Capitol     |
| 2  | 2.  | LOVELY TO LOOK AT (Four Records)       | Original Cast                               | MGM         |
| 3  | 3.  | BIG BAND BASH (Three Records)          | B. May                                      | Capitol     |
| 5  | 4.  | SINGIN' IN THE RAIN (Four Records)     | Original Cast                               | MGM         |
| 6  | 5.  | EDDIE FISHER SINGS (Four Records)      | E. Fisher                                   | V333LM-3025 |
| 4  | 6.  | JOHNNIE RAY (Four Records)             | J. Ray-Four Ladies-Cole Quinlan             | Capitol     |
| 7  | 7.  | DANCE TO THE TOP POPS (Four Records)   | R. Grayson                                  | V45WDM-3084 |
| 9  | 8.  | AN AMERICAN IN PARIS (Four Records)    | S. Kelly-G. Gershaw-J. Green                | MGM         |
| 8  | 9.  | SHOW BOAT (Four Records)               | Original Cast-R. Grayson-A. Goddard-M. Keel | MGM         |
| 10 | 10. | TOP POPS (Four Records)                | F. Carl                                     | V333LM-3024 |

**Cancer strikes one in five**

**STRIKE BACK**

**Give to Conquer Cancer!**

**AMERICAN CANCER SOCIETY**

The New Lisa

LISA KIRK



20-4869  
47-4869

'HOW COME YOU DO ME LIKE YOU DO'

'IF YOUR HEART IS BREAKING'

and

This week's

New Releases  
... on RCA Victor

Release 52-25

Sings Coast to Coast, Sept. 1

POPULAR

- HARRY BE A'ONTE**  
Man Next (Woman Smarter)  
Jerry 20-4892—(47-4892)\*
- SUNNY GALE**  
Takin' and Turnin'  
You Could Make Me Smile Again  
20-4901—(47-4901)\*
- EDDIE "PIANO" McLER**  
Mr. and My Piano  
That Old Fashioned Rag 20-4905—(47-4905)\*
- HARRY HARDEN AND HIS ORCHESTRA**  
Black Swan Waltz  
Captain Jim 20-4905—(47-4905)\*

SACRED

- BLACKWOOD BROTHERS QUARTET**  
The Key to the Kingdom  
Angels Watch Over Me 20-4906—(47-4906)\*

COUNTRY — WESTERN

- ELLIS AND BILL, THE GREEN MOUNTAIN BOYS**  
My Little Bear in West Virginia  
Sleepy-eyed Joe 20-4905—(47-4905)\*
- TEXA JIM ROBERTSON**  
Blue-eyed Killa  
Life Passed Me By 20-4906—(47-4906)\*
- HANK SNOW**  
I Went to Your Wedding  
The Boogie Woogie Flying Cloud 20-4906—(47-4906)\*

RHYTHM-BLUES

- MELVIN SMITH**  
Baby, I'll Be There  
I'm Out of My Mind 20-4907—(47-4907)\*
- RED CALLENDER SEXTETTE**  
Lemonade Saboteur  
Blues for J. T. 20-4908—(47-4908)\*

CHILDREN'S

- EDDY ARNO, D. THE TENNESSEE PLOX BOY**  
Smoky the Bear  
Horace the Horse (On the Merry-Go-Round)  
Y-510—(WY-510)\*

RED SEAL SPECIAL

- BOSTON POPS ORCHESTRA**  
Delicate  
Fragrance 14-3019—(40-3019)\*

50 C.P.M. and over

Going Strong...

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

- Wish You Were Here/The Hand of Fate**  
Eddie Fisher 20-4830—(47-4830)\*
- I Went to Your Wedding**  
Steve Gilman and The Red Caps 20-4835—(47-4835)\*
- Because You're Mine**  
Mario Lanza 10-3914—(49-3914)
- Sweethearts Holiday/My Love and Devotion**  
Perry Como 20-4877—(47-4877)\*
- Vanessa/Somewhere Along the Way**  
Hugo Winterhalter 20-4691—(47-4691)\*
- I Laughed at Love/Father Time**  
Sunny Gal 20-4789—(47-4789)\*
- Got You On My Mind/One Mint Julep**  
Buddy Morrow 20-4868—(47-4868)\*
- A Full Time Job/Shepherd of My Heart**  
Eddy Arnold 20-4787—(47-4787)\*
- I Went to Your Wedding/The Boogie Woogie Flying Cloud**  
Hank Snow 20-4909—(47-4909)\*
- Maybe/Watermelon Weather**  
Perry Como and Eddie Fisher 20-4744—(47-4744)\*
- A Mighty Pretty Waltz/Two-Faced Clock**  
Pee Wee King 20-4883—(47-4883)\*
- I'm Yours/Just a Little Lovin'**  
Eddie Fisher 20-4680—(47-4680)\*
- Hesitation/Tic-Tac-Toe**  
Helen Winterhalter 20-4851—(47-4851)\*
- Night Train**  
Buddy Morrow 20-4608—(47-4608)\*
- Lady's Man/Married by the Bible, Divorced by the Law**  
Hank Snow 20-4733—(47-4733)\*

Coming Up...

indicates records which have enjoyed better than average (and) commercial success and stand an excellent chance of being the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- MY LOVE AND DEVOTION**  
Perry Como 20-4879—(47-4879)\*  
The Billboard Pick, August 23rd issue
- HESITATION**  
Hugo Winterhalter and His Orchestra 20-4851—(47-4851)\*  
The Disk Jockey Pick, The Retailer's Pick, Billboard, August 23rd issue.

- TIPS** Two terrific new records on **A MIGHTY PRETTY WALTZ**  
Henri Rene with Lou Dinning 20-4886—(47-4886)\*  
Pee Wee King with Redd Stewart 20-4883—(47-4883)\*

THIS WEEK'S MAILBAG

L \* A \* N \* Z \* A \*  
IS  
BACK!!

Mario Lanza is back at the top of the best sellers lists with his sensational new dinking of two hits from his latest motion picture. The songs are BECAUSE YOU'RE MINE and THE SONG THE ANGELS SING.

We have long felt that there was a shortage of adjectives when it came to describing the impact of Mario Lanza on show business in general, and the record industry in particular. But we think that all we really have to say is that

LANZA IS BACK!

Mario Lanza's new MGM motion picture is BECAUSE YOU'RE MINE, and we hear the film is as good as the title tune which has been recorded by Mario for RCA Victor.

BECAUSE YOU'RE MINE is the type of dramatic love song that Mario does best. It is done in the style that made the Mario Lanza recording of BE MY LOVE one of the greatest sellers in the history of the record business.

The coupling, THE SONG THE ANGELS SING, was adapted from a composition by Johannes Brahms. The list of pop hits that owe a heavy debt to the classics is a long one, and we think THE SONG THE ANGELS SING will be an important member of that list.

So here we have two tremendous tunes with a hit motion picture to give them national prominence, delivered to you by one of the all-time greats of the record business—MARIO LANZA.

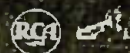
Tell all your music-loving friends: LANZA IS BACK!!!

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# RHYTHM and BLUES



HEADING FOR THE TOP

## "MY SONG"

AND

"HALF AS MUCH"

### DINAH WASHINGTON

MERCURY 8294 • 8294X45



## "CALL OPERATOR 210"

### JOHNNY OTIS

WITH VOCAL BY MEL WALKER

MERCURY 8289 • 8289X45



## "Rock Me All Night Long"

AND

"ONE SWEET LETTER"

### THE RAVENS

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# THE BILLBOARD Music Popularity Charts

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

## • Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last-minute sales reports from top dealers in the nation's largest record markets. The number of items quoted in each market does not necessarily constitute a scientific survey sample, there are enough records to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

- NEW YORK**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. BOTCH-A-ME—R. Clooney—Columbia
  3. WISH YOU WERE HERE—E. Fisher—M. Winterhalter—Victor
  4. HALF AS MUCH—R. Clooney—Columbia
  5. HERE IN MY HEART—A. Martin—BBS
  6. DELICADO—P. Faith—Columbia
  7. HIGH NOON—F. LaRo—Columbia
  8. YOU BELONG TO ME—J. Stafford—Columbia
  9. I LAUGHED AT LOVE—S. Gale—Victor
  10. JAMBALAYA—J. Stafford—Columbia

- BOSTON**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  3. HIGH NOON—F. LaRo—Columbia
  4. WISH YOU WERE HERE—E. Fisher—M. Winterhalter—Victor
  5. BLUE TANG—L. Anderson—Decca
  6. LUNA ROSSA—A. Deza—MGM
  7. INDIAN LOVE CALL—Slim Whitman—Capitol
  8. I WENT TO YOUR WEDDING—P. Page—Mercury
  9. JAMBALAYA—J. Stafford—Columbia
  10. HAVE A GOOD TIME—T. Brown—Columbia

- CHICAGO**
1. HIGH NOON—F. LaRo—Columbia
  2. BOTCH-A-ME—R. Clooney—Columbia
  3. WISH YOU WERE HERE—E. Fisher—M. Winterhalter—Victor
  4. YOU BELONG TO ME—J. Stafford—Columbia
  5. SUGARBUSH—Dag F. LaRo—Columbia
  6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  7. HALF AS MUCH—R. Clooney—Columbia
  8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  9. VANESSA—H. Winterhalter—Victor
  10. MEET MR. CALLAGHAN—L. Paul—Capitol

- LOS ANGELES**
1. BOTCH-A-ME—R. Clooney—Columbia
  2. HALF AS MUCH—R. Clooney—Columbia
  3. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  5. TOO OLD TO CUT THE MUSTARD—M. Dietrich, R. Clooney—Columbia
  6. HERE IN MY HEART—A. Martin—BBS
  7. WISH YOU WERE HERE—E. Fisher—Victor
  8. AUF WIEDERSEHN, SWEETHEART—E. Fisher—Mercury
  9. SLAUGHTER ON 10TH AVENUE—R. Anthony—Capitol
  10. FEET UP—G. Mitchell—Columbia

- PHILADELPHIA**
1. YOU BELONG TO ME—J. Stafford—Columbia
  2. WISH YOU WERE HERE—E. Fisher—Victor
  3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  4. I WENT TO YOUR WEDDING—P. Page—Mercury
  5. HALF AS MUCH—R. Clooney—Mercury
  6. BOTCH-A-ME—R. Clooney—Capitol
  7. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  8. SUGARBUSH—D. Dag F. LaRo—Columbia

- DETROIT**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. YOU BELONG TO ME—J. Stafford—Columbia
  3. HALF AS MUCH—R. Clooney—Mercury
  4. JAMBALAYA—J. Stafford—Columbia
  5. HERE IN MY HEART—A. Martin—BBS
  6. WISH YOU WERE HERE—E. Fisher—Victor
  7. SHOULD I—Four Aces—Decca

- WASHINGTON**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  2. HALF AS MUCH—R. Clooney—Columbia
  3. WISH YOU WERE HERE—E. Fisher—M. Winterhalter—Victor
  4. YOU BELONG TO ME—J. Stafford—Columbia
  5. DELICADO—P. Faith—Columbia
  6. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  7. HERE IN MY HEART—A. Martin—BBS
  8. BLUE TANG—L. Anderson—Decca

- ATLANTA**
1. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
  2. YOU BELONG TO ME—J. Stafford—Columbia
  3. WALKIN' TO MISSOURI—S. Kay—Dot
  4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  5. WALKIN' MY BABY BACK HOME—L. Page—Columbia
  6. VANESSA—H. Winterhalter—Victor
  7. WISH YOU WERE HERE—E. Fisher—M. Winterhalter—Victor

- DENVER**
1. HALF AS MUCH—R. Clooney—Columbia
  2. DELICADO—P. Faith—Columbia
  3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
  4. HIGH NOON—F. LaRo—Capitol
  5. BOTCH-A-ME—R. Clooney—Columbia
- (Continued on page 40)*

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B/W

**THESE TRIFLIN' WOMEN**


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*Red* **ALLEN**

**JAMBALAYA**

B/W **TWO FACED CLOCK**

DECCA 28341



**THE BILLBOARD Music Popularity Charts**

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

**• Most Played Juke Box Records**

Based on reports received August 20, 21 and 22

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unlabeled shows in this chart other available records of tunes listed here will be found in the House of Music Popularity Chart, Part II.

| POSITION | WEEKS IN LIST | TITLE                             | ARTIST                    | RECORDING INFO  |
|----------|---------------|-----------------------------------|---------------------------|---|
| 10       | 1             | 1. AUF WIEDERSEH'N, SWEET. HEART  | V. Lynn                   | London 7811227; 145145-1227—BMI   |
| 14       | 2             | 2. HALF AS MUCH                   | R. Clooney                | Capitol 78136710; 14514-39710—BMI   |
| 8        | 3             | 3. BOTCH-A-ME                     | R. Clooney                | Capitol 78139767; 14514-39767—BMI   |
| 14       | 4             | 4. WALKIN' MY BABY BACK HOME      | J. Ray                    | Capitol 78139750; 14514-39750—ASCAP   |
| 4        | 8             | 5. WISH YOU WERE HERE             | E. Fisher-H. Winterhalter | V78120 4830; 145147-4830—ASCAP  |
| 12       | 5             | 6. MAYBE                          | P. Como-E. Fisher         | V78120 4744; 145147-4744—ASCAP  |
| 9        | 9             | 7. SUGARBUSH                      | Doris Day-F. Laine        | Capitol 78139693; 14514-39693—ASCAP   |
| 8        | 7             | 8. AUF WIEDERSEH'N, SWEET. HEART  | E. Howard                 | Mercury 7815871; 1451871-145—BMI  |
| 3        | 16            | 9. YOU BELONG TO ME               | J. Stafford               | Capitol 78139811; 14514-39811   |
| 15       | 6             | 10. HERE IN MY HEART              | A. Martino                | BBS 781101; 145145-101—BMI  |
| 1        | -             | 10. HIGH NOON                     | F. Laine                  | 14514-39770—ASCAP<br>(Bill. Maves: MGM 11266; Lita Roza, London 1232; P. Ritter, Cap. 2120; Billy Keith, King 15194)  |
| 17       | 13            | 12. I'M YOURS                     | E. Fisher-H. Winterhalter | V78120 4680; 145147-4680—BMI  |
| 10       | 9             | 13. ONCE IN A WHILE               | P. Page                   | Mercury 7815867; 1451586-7845—ASCAP   |
| 1        | -             | 14. TRYING                        | Hilltoppers               | 1478115018; 145145-15018—ASCAP<br>(Bill. Fitzgerald, Bobby Dreyer, Trini Lopez, Ace, King 4556)   |
| 3        | 13            | 15. AUF WIEDERSEH'N, SWEET. HEART | Ames Brothers             | Capitol 78140773; 14514-40773—BMI   |
| 1        | -             | 15. I WENT TO YOUR WEDDING        | P. Page                   | Mercury 7815294; 1451924-9485—BMI   |
| 2        | 22            | 15. FOOL, FOOL, FOOL              | K. Starr                  | Capitol 7812151; 1451F-2151   |
| 16       | 9             | 18. DELICADO                      | P. Faith                  | Capitol 78139708; 14514-39708—ASCAP   |
| 5        | 22            | 18. SOMEWHERE ALONG THE WAY       | Not (King) Cole           | Capitol 7812049; 1451F-2049—ASCAP<br>(Bill. Bennett-P. Faith, Columbia 39092; A. Gray, Decca 28277; H. Williams, Victor 20-48032; G. Ammons, Decca 28277)   |
| 2        | 28            | 20. INDIAN LOVE CALL              | Slim Whitman              | Imperial 7818136; 145145-8136—ASCAP   |
| 1        | -             | 20. JAMBALAYA                     | J. Stafford               | Capitol 78139830; 145139830—BMI<br>(Music by Comarata, Decca 28347; Moon Mullican, King 1106; Rex Allen, Nashville, Decca 28341; Neal Hefti-Franco Wayne, Decca 60816; Hank Williams, MGM 11283)  |
| 5        | 12            | 22. ALL OF ME                     | J. Ray                    | Capitol 78139780; 14514-39780—ASCAP<br>(L. Jordan, Decca 28335; E. Laine, Mercury 5892)   |
| 5        | 13            | 22. AUF WIEDERSEH'N, SWEET. HEART | G. Lombardo               | Decca 78128271; 14514-28271—BMI   |
| 2        | 22            | 22. FEET UP                       | G. Mitchell-M. Miller     | Capitol 78139823; 14514-39822—ASCAP   |
| 19       | 16            | 25. KISS OF FIRE                  | G. Gibbs                  | Mercury 7815803; 14513823-848—BMI<br>(L. Brown, Decca 60748; L. Armstrong, Decca 28177; I. Quebec, Kansas Fields Quartet, King 1406; L. Baxter-D. Brown, Capitol 2102; T. Arden, Columbia 39737; G. Lombardo, Decca 28379; T. Martin, Victor 20-4673; B. Eastline, MGM 11225; J. Crawford, Decca 28134) |
| 3        | -             | 25. TILL THE END OF THE WORLD     | Bing Crosby-G. Martin     | Decca 7812823; 14514-2823—ASCAP<br>(L. Baxter, Decca, Capitol 2205; The Pinetoppers, Capitol 60813)   |
| 4        | 16            | 27. SHOULD I?                     | Four Aces                 | Decca 78128323; 14514-28323—ASCAP<br>(E. Moran, MacGregor 1032)   |
| 1        | -             | 27. LUNA ROSSA                    | T. Martin                 | V78120 4836; 145147-4836<br>(Alma Dean, MGM 11269; Lee Lawrence, London 1229; Voices of Walter Schumann, Capitol 2148; Frank Sinatra, Columbia 39787)   |
| 1        | -             | 27. NIGHT TRAIN                   | B. Morrow                 | V78120 4693; 145147-4693—ASCAP<br>(Berry Maize's Harmonica, Mercury 5895; The Matadors, Decca 28139; Jimmy Forrest, United 1101)  |
| 1        | -             | 27. WALKIN' TO MISSOURI           | S. Kaye                   | Capitol 78139754; 14514-39754—ASCAP<br>(Bill. Moray, Decca 28351)   |



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# THE BILLBOARD Music Popularity Charts

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

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## • Most Played Juke Box Folk (Country & Western) Records

Based on reports received August 20, 21 and 22

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

| POSITION | Weeks Last   This to date | Title                                      | Artist                              |
|----------|---------------------------|--|-------------------------------------|
| 20       | 1                         | 1. WILD SIDE OF LIFE                       | Hank Thompson                       |
|          |                           |  | Cap: 78-1942; (45)F-1942-BMI        |
| 4        | 7                         | 2. IT WASNT GOD WHO MADE HONKY TONK ANGELS | K. Wells                            |
|          |                           |  | Dec: 78-2832; (45)F-2832            |
| 15       | 2                         | 3. ARE YOU TEASING ME                      | Carl Smith                          |
|          |                           |  | Cap: 78-2092; (45)F-2092-BMI        |
| 13       | 3                         | 4. WAITING IN THE LOBBY OF YOUR HEART      | Hank Thompson                       |
|          |                           |  | Cap: 78-2063; (45)F-2063-BMI        |
| 4        | -                         | 4. FULL TIME JOB                           | E. Arnold                           |
|          |                           |  | V: 78-20-4787; (45)F-4787-BMI       |
| 13       | 3                         | 6. ALMOST                                  | G. Morgan                           |
|          |                           |  | Cap: 78-2096; (45)F-2096-BMI        |
| 15       | 5                         | 7. HALF AS MUCH                            | Hank Williams                       |
|          |                           |  | MGM: 78-11202; (45)F-11202-BMI      |
| 6        | 5                         | 8. LADY'S MAN                              | Hank Snow                           |
|          |                           |  | V: 78-20-4733; (45)F-4733-BMI       |
| 3        | 8                         | 8. INDIAN LOVE CALL                        | Slim Whitman                        |
|          |                           |  | Imperial: 78-8156; (45)F-8156-ASCAP |
| 6        | 9                         | 10. THAT HEART BELONGS TO ME               | W. Pierce                           |
|          |                           |  | Dec: 78-28091; (45)F-28091-BMI      |
| 1        | -                         | 10. TILL THE END OF THE WORLD              | G. Martin-Bing Crosby               |
|          |                           |  | Dec: 78-28265; (45)F-28265-ASCAP    |

## FOLK TALENT AND TUNES

By JOHNNY SIPPET

### Artists' Activities

**Bill Martin**, Atlanta, reports that a hillbilly wedding took place August 9 at Joe Cotton's Rhythm Ranch when Dapper Dan, d.j. from WTJH, East Point, Ga., married Ola Mae Meadows. Best man was Herman (Horse Hair) Buss Fussa, comedian with the Peachtree Cowboys, unit on WSB-TV, Atlanta. Event drew 1,000 yeehaws at a regular dance session.

**Jim Stanton**, of the new amalgamated Acme and Rich-R-Tone records, Campbellsville, Ky., reports that PeeWee Lambert, formerly with the Stanley Brothers (Columbia), has formed his own

Rutherford, Miami, also has been linked by Acme and Rich-R-Tone.

**Chubby Chuck Roe** is currently at the Chez Paree, Chicago, with a h.b. band supporting the Milton Berle show. Roe has added Texas Jeanie Valli, who records for Folk-art label, to his Anson, d.j. at KFWB, Hollywood. Roe is linked with International Sacred to do spiritual disks. **Tim Spencer**, who resigned his post as p.m. of the Sons of the Pioneers to take up religious work, is now touring as director with the Harmony Chorus, a 60-voice choir working the Coast. **A. V. Bamford**, Nashville promoter, played the Atlanta ball park with an all-star cast August 3 and the Norfolk ball park August 22 with another star-studded show, including Hank Snow, Carl Smith, Faron Young, George Morgan, Minnie Pearl, Johnnie and Jack, Kitty Wells, Del Wood, Autry Laman and Jerry Byrd. Cowboy Copas is working 17 fair dates in August for Bamford. **Faron Young** (Capitol) reports that a person, falsely representing himself as Faron Young, is making d.j. stops in the South. The impostor also is allegedly passing bad checks in the area. Young says his first tour of the Coast under the aegis of Col. Tom Parker, starting September 26. His big show includes the Willis Brothers and their Oklahoma Wranglers, Jamup and Honey, the Dickens Sisters, Roy Wiggins and Hank (Sugarfoot) Garland. **Walt Pierce** may leave KWKH, Shreveport, to take a berth with WSM, Nashville. Deal is cooking for Hank Williams, who has parted with WSM, Nashville, to go with KWKH, Nashville, to go with the Shreveport station. **Idaho**, of Idaho and Boobis (Capitol), is confined to the St. Bernardino (Calif.) Hospital with a collapsed lung. **Doc Cassidy**, of the Kentucky State Fair, Louisville, reports that the exposition will hold its annual fiddle championship September 10. Prizes range from \$50 to \$150.

### C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and western records received this week:

BY THE WATERS OF MINNETONKA  
Slim Whitman.....Imperial 8163

group, the Pine Ridge Boys, at WTN, Huntington, W. Va., managed by d.j. Ray Anderson. Group has inked for five years with Stanton. Jim Eanes, formerly with Capitol, has inked with the new firms. **Dave (Little David)**

HITTING BIG!

# "A MIGHTY PRETTY WALTZ"

RFD MUSIC PUB. CO., INC.  
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The DICKENS SISTERS  
Singing Trio

Speedy (Old Joe) Clark, formerly with the Renfro Valley Folks and the Red Foley band, has started his own barn dance at Rogersville, Tenn. He is being assisted by Jack Johnson, former d.j. at Farmville, Va. **Dewey Moushon**, manager of Little Jimmy Dickens, reports that the Columbia warbler recently won "The Mr. Personality" award given by Shorly Long, owner of

Tom Diskin  
5550 Fletcher Chicago 45, Ill.

## • Best Selling Retail Folk (Country & Western) Records

Based on reports received August 20, 21 and 22

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

| POSITION | Weeks Last   This to date | Title                                      | Artist                              |
|----------|---------------------------|--|-------------------------------------|
| 6        | 1                         | 1. IT WASNT GOD WHO MADE HONKY TONK ANGELS | K. Wells                            |
|          |                           |  | Dec: 78-28232; (45)F-28232          |
| 21       | 2                         | 2. WILD SIDE OF LIFE                       | Hank Thompson                       |
|          |                           |  | Cap: 78-1942; (45)F-1942-BMI        |
| 6        | 3                         | 3. FULL TIME JOB                           | E. Arnold                           |
|          |                           |  | V: 78-20-4787; (45)F-4787-BMI       |
| 9        | 4                         | 4. LADY'S MAN                              | Hank Snow                           |
|          |                           |  | V: 78-20-4733; (45)F-4733-BMI       |
| 2        | 7                         | 5. JAMBALAYA                               | Hank Williams                       |
|          |                           |  | MGM: 78-11203; (45)F-11203-BMI      |
| 5        | 7                         | 6. INDIAN LOVE CALL                        | Slim Whitman                        |
|          |                           |  | Imperial: 78-8156; (45)F-8156-ASCAP |
| 18       | 6                         | 7. ALMOST                                  | G. Morgan                           |
|          |                           |  | Cap: 78-2096; (45)F-2096-BMI        |
| 10       | 9                         | 8. WAITING IN THE LOBBY OF YOUR HEART      | Hank Thompson                       |
|          |                           |  | Cap: 78-2063; (45)F-2063-BMI        |
| 15       | 5                         | 9. ARE YOU TEASING ME?                     | Carl Smith                          |
|          |                           |  | Cap: 78-2092; (45)F-2092-BMI        |
| 1        | -                         | 10. WILD SIDE OF LIFE                      | B. Ives                             |
|          |                           |  | Dec: 78-28055; (45)F-28055-BMI      |

## • Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received August 20, 21 and 22

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a selected list of 60 over 400 disk jockeys specializing in Country and Western tunes.

| POSITION | Weeks Last   This to date | Title                                      | Artist                              |
|----------|---------------------------|--|-------------------------------------|
| 7        | 1                         | 1. FULL TIME JOB                           | E. Arnold                           |
|          |                           |  | V: 78-20-4787; (45)F-4787-BMI       |
| 3        | 6                         | 2. JAMBALAYA                               | Hank Williams                       |
|          |                           |  | MGM: 78-11203; (45)F-11203-BMI      |
| 7        | 4                         | 3. IT WASNT GOD WHO MADE HONKY TONK ANGELS | K. Wells                            |
|          |                           |  | Dec: 78-28232; (45)F-28232          |
| 13       | 2                         | 4. THAT HEART BELONGS TO ME                | W. Pierce                           |
|          |                           |  | Dec: 78-28091; (45)F-28091-BMI      |
| 25       | 5                         | 5. ARE YOU TEASING ME?                     | Carl Smith                          |
|          |                           |  | Cap: 78-2092; (45)F-2092-BMI        |
| 4        | 7                         | 6. WILD SIDE OF LIFE                       | H. Thompson                         |
|          |                           |  | Cap: 78-1942; (45)F-1942-BMI        |
| 11       | 9                         | 7. INDIAN LOVE CALL                        | Slim Whitman                        |
|          |                           |  | Imperial: 78-8156; (45)F-8156-ASCAP |
| 8        | 10                        | 8. LADY'S MAN                              | Hank Snow                           |
|          |                           |  | V: 78-20-4733; (45)F-4733-BMI       |
| 20       | 8                         | 10. ALMOST                                 | G. Morgan                           |
|          |                           |  | Cap: 78-2096; (45)F-2096-BMI        |

## • Country & Western (Folk) Record Reviews

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

### FOLK Record Reviews

**EDDIE SMITH**  
SANDY DEER.....79-80-75-83  
RING 1015—Smith's hardy-look piano tune goes traditional dirty for first-rate comic-sounding instrumental. The tenor banjo adds to the unusual hi-tube sound.

**THE PREACHER AND THE DEAR**.....78-79-74-81  
More of the same as last time, tho' the tempo is a bit faster. Could make some noise in the pop juke boxes, too.

**ROME JOHNSON**  
MY HEART IS AN OPEN BOOK 76-76-76-76  
RING 1046—Typical love ballad from the Johnson pen is sung with feeling.

**FULLER ME FOR LOVING YOU**.....76-76-76-76  
Johnson gets some excellent accompaniment from a male vocal group and the string band in another ballad effort. Good wad.

**JOE WHEELER**  
SHUT MY MOUTH WIDE OPEN 73-75-70-73  
RING 1046—Wheeler chants the story of a boy who can't stop eatin' them needles. Light-weight, the attractive, item this.

**AIN'T THAT JUST LIKE A WOMAN**.....69-70-66-71  
Folking country bouncer is neatly done by Wheeler.

### FOLK Record Reviews

**LORE PINE AND HIS MOUNTAINEERS**  
I HEARD THE BLUEBIRDS  
SING.....72-75-70-72  
V 20-4874—The Canadian country group come thru with another good effort on the joyful duetting of Lore Pine and Betty Cody.

**YES I DO, NO I DON'T**.....72-73-70-72  
Disk sales off with a promise that's never quite fulfilled because the lyric leads nowhere. It's still a mighty cute performance.

**FRANK THE WEST VIRGINIA MOUNTAIN BOY**  
NICKELS, DIMES AND COPPER PENNIES.....72-72-70-73  
4 STAR 1615—Frank warbles out the merry sound on a duet with his gal. It's set to a lively beat that should catch some juke coin.

**STILL CRYIN'**.....68-68-68-68  
Slim weeper is reworked memorably by the singer with dinky backing.

**BEALE TRAVIS**  
NINE ROUND HAMMER.....73-72-70-70  
CAPITOL 2374—Travis does a fine job in handling the traditional coal miner's folk ditty.

**I AM A PILGRIM**.....69-69-69-69  
Material is based on a camp meeting song. Recall it by name.

(Continued on page 40)

# THE BILLBOARD Music Popularity Charts

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

## • Best Selling Retail Rhythm & Blues Records

Based on reports received August 20, 21 and 22

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

| POSITION | Weeks Last | Title                     | Artist         | Label                          |
|----------|------------|---------------------------|----------------|--------------------------------|
| 14       | 1          | 1. LAWDY, MISS CLAWDY     | Lloyd Price    | Mercury 428-BM1                |
| 15       | 2          | 2. HAVE MERCY, BABY       | Dominos        | Federal 12068 (45145-12068)    |
| 6        | 3          | 3. TING A LING            | Clovers        | Atlantic 969-BM1               |
| 4        | 5          | 4. MY SONG                | J. Ace         | Dore 102                       |
| 7        | 6          | 5. MARY JO                | Four Blazers   | United 114                     |
| 6        | 4          | 6. CALL OPERATOR 210      | F. Dixon       | Ataddin 3135                   |
| 5        | 7          | 7. MY HEART'S DESIRE      | Jimmie Lee     | Modern 870                     |
| 17       | 9          | 8. GOIN' HOME             | Fats Domino    | Imperial 7815180 (45145-5180)  |
| 5        | 10         | 9. I'LL DROWN IN MY TEARS | Sonny Thompson | King 17814527 (45145-4527-BM1) |
| 3        | 10         | 10. BESIDE YOU            | Swallows       | King 7814525 (45145-4525)      |

## • Most Played Juke Box Rhythm & Blues Records

Based on reports received August 20, 21 and 22

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

| POSITION | Weeks Last | Title                   | Artist            | Label                         |
|----------|------------|-------------------------|-------------------|-------------------------------|
| 7        | 1          | 1. MARY JO              | Four Blazers      | United 114                    |
| 14       | 2          | 2. HAVE MERCY, BABY     | Dominos           | Federal 12068 (45145-12068)   |
| 15       | 4          | 3. MOODY MOOD FOR LOVE  | King Pleasure     | Prester 781924 (45145-924)    |
| 16       | 3          | 4. LAWDY, MISS CLAWDY   | Lloyd Price       | Mercury 428                   |
| 2        | 6          | 5. CALL OPERATOR 210    | F. Dixon          | Ataddin 3135                  |
| 2        | 5          | 6. CALL OPERATOR 210    | J. Otis-M. Walker | Mercury 7818208 (4518208X45)  |
| 6        | 5          | 7. TING A LING          | Clovers           | Atlantic 969-BM1              |
| 18       | 7          | 8. GOIN' HOME           | Fats Domino       | Imperial 7815180 (45145-5180) |
| 3        | 10         | 9. EASY, EASY, BABY     | V. Dillard        | Savoy 847-BM1                 |
| 1        | 10         | 10. LET'S CALL IT A DAY | J. Thompson       | King 7814541 (45145-4541-BM1) |

## • Rhythm & Blues Record Reviews

### RHYTHM & BLUES Record Reviews

**J. & LEVON COMBO** PEOPLE ARE MIDDLING... 78-71-70-70  
A.O.B. 112—Levon combo sets a standard blues background for an easy vocal by an excellent singer.

**LET'S ROLL**... 75-76-75-75  
A boogie piano and organistic guitar set a driving pace for a fine vocal effort in the trough.

**TODD RHODES "R&R TRYING"**... 75-76-75-74  
RING 4556—The Rhodes ark builds a moody base for an excellent torchy vocal by Levern Rhodes.

**SHUFF DIPPER**... 80-81-78-81  
The one leaves off on a wild instrumental ride. Sax notes stand out; it builds rapidly and holds all the way to the final fade-out.

**SOLDIER BOY HOUSTON MUG ME BABY**... 77-78-75-78  
ATLANTIC 973—The singer leans on the sax with a powerful performance of a Southern blues dirge that is made very striking by the sax effect, and his good ballad work. A good disc for the South.

**WESTERN RIDER BLUES**... 72-73-72-71  
Roulette 7488—This bluesy instrumental receives a review of all the facts about himself out west.

**RUTH BROWN** BUDY DADY... 81-81-81-81  
ATLANTIC 973—The "75-10-75" sound! Though "an another sax solo" warning here that should pick up a big bundle of love. The through stage, this solid blues with feeling and lots of warmth, all the parts are all into the tune. The sax solos are a real treat for the rhythm. Looks like another winner for Ruth Brown.

**HAVE A GOOD TIME**... 82-83-78-85  
Here is another mighty strong side by the through. She sets the ballad with much more ease at the bottom. It takes a real effort, backed by the chorus and orchestra. This side too could be a coin.

**RED KERN** KNOCK OUT THE LIGHTS AND CALL THE LAW... 70-69-69-72  
MERCURY 6409—String band sets a jumpy rhythmic pattern for an easy vocal by Kern.

**CARELESS MIND**... 73-74-72-73  
Kern puts a lot of heart into the answer when the string band strums away in the background.

**GENE AMMONS ORK** ONCE IN AWHILE... 74-80-75-73  
CHESS 1235—The lovely emotion is given a beautiful play by the highly interpretative tenor sax. The breathy quality he achieves dovetails nicely with the sweet and dreamy ark backing. Fine program music for 45 as well as 78. 50c.


**RENO RIVERS**... 80-81-81-81  
Ork gives this instrumental a pleasant 45. Ammons sax leads way.

**AL FATS THOMAS ORK** OOG DAYS... 70-71-69-70  
CHECKER 858—Instrumental is set to a jumpy rhythm by the Thomas ork.

**BEAT PLEASE NO NO**... 78-79-78-77  
Playing tune is set to a jumpy drum drum beat. Vocal by Thomas is full of heart. Quiet humming in the background by sax members adds to the effect. An interesting disc.

**RECORD REVIEWS — R&B — A&S —**...  
**SONNY BOY WILLIAMSON** STOP NOW BABY... 73-73-72-74  
TRUMPET 148—This side has a Southern blues flavor, a big beat and an effective vocal by Williamson, plus a lot of nice guitar work.

IT'S A HIT  
IT'S DIFFERENT  
IT ROCKS BOTH SIDES  
"WINE COOLER"  
b/w  
"BACK BITER"  
#857  
by  
**T. J. FOWLER**  
HIS PIANO AND ORCHESTRA  
**SAVOY RECORD CO., INC.**  
58 Madison St.  
Newark, N. J.



THESE RED HOT SELLERS NOW AVAILABLE  
**MY LADY BUTCHER #134**  
**VACCINATING DOCTOR #135**  
**MAMA'S LOLLIPOP #136**  
• STEADY SALES • EASY PROFITS •

**BLUE RECORDS**  
9112 So. Central Avenue, Los Angeles, Calif.

A Definite Hit  
**Night and Day**  
(I MISS YOU SO)  
by **ROY MILTON**  
#438  
**Specialty Records**  
6300 Sunset Blvd., Hollywood 45, Calif.

Write for LATEST CATALOG  
**NEW RECORDS**  
500 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.  
**\$10.00 per 100**  
(78 RPM)  
1/2 with order, balance C.O.D. L.P.'s UP TO 75% OFF.  
45 RPM 60% OFF  
Over 1,000 Satisfied Customers  
**VEDEX COMPANY**  
77 1/2 W. Ave., Home Park 10, N.Y.  
PLaza T-0636  
Complete Inventories Bought

"When I Look at You"  
b/w  
"YOUNG GIRLS, YOUNG GIRLS"  
by  
**THE INCORPS**  
Checker #760  
•  
**CHECKER RECORDS**  
6528 So. Cottage Grove Ave.  
Chicago, Illinois

CLIMBING FAST  
**"BALD HEAD WOMAN"**  
by  
**JOE MORRIS & ORK**  
featuring Billy Mitchell  
Atlantic 974  
**Atlantic RECORDING CORP.**

## RHYTHM & BLUES NOTES

By BOB ROLOZTZ

The Music Inn at Lenox, Mass., is holding its fourth "Roundtable on Jazz" this week, August 17 to 24. About 30 musicians and jazz

scholars are taking part in the program which has as its theme "Jazz and American Popular Culture." Among those at the clamor-bake are Rex Stewart, Bob Greene, Albert Mins and Leon James. Savoy Ballroom dance champions Willis James of Spellman College, Ga., authority on primitive shouts, calls and songs; Tom Glazer, Billy Taylor, Rudi Blech, jazz historian, and Sterling Brown of Howard University, authority on folk music and blues. Under the direction of Marshall Stearns, the roundtable discussions are covering modern jazz, Afro-Cuban jazz, blues, dance, Dixieland, primitive jazz, gospel and spirituals.

**BIG HIT of 1952!**  
**SMILEY LEWIS**  
5194 "THE BELLS ARE RINGING"  
45x5194  
"LILLIE MAE"  
**IMPERIAL RECORDS**  
6425 Hollywood Blvd  
Hollywood 28 Calif.

June Eckstine, wife of the singer has written a number of ballads which will soon be published by a new music firm. Al Sears is leaving the Johnny Hodges ork on October 14 to start out on his own. Ruth Brown opens with Frankie Laine at the Earle Theater, Philadelphia, on October 30 for one week. The Earl Theater has been closed this summer but opens again for the fall season early in September.

**A BRAND NEW HIT!**  
**FATS DOMINO**  
5197 "POOR, POOR ME"  
45x5197 "TRUST IN ME"  
**IMPERIAL RECORDS**  
6425 Hollywood Blvd  
Hollywood 28 Calif.

Shaw Artists have named Ellen Taylor, blues singer from Buffalo, Lowell Fulson and Joe Turner will go out as a package starting Labor Day in Augusta, Ga. The

**A SWASH HIT!**  
**PINEY "KOKOMO" BROWN**  
**"YOU MADE ME THIS WAY"**  
b/w  
"I'm Talkin' 'Bout You"  
ATLAS #1023A  
**A JUKE BOX NATURAL**  
and Bill Going Strong  
**JIMMY "Chickie" HORN'S**  
**"HONEYSCUCLE ROSE"**  
b/w  
"HELLO, LITTLE GIRL"  
ATLAS #1007  
**THE ATLAS RECORD CO.** 27 1/2 W. 27th St., N.Y.

### R&B Records to Watch

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


**COURAGE TO LIVE**  
Five Royals... Apollo 441  
unit will play 13 dates thru Florida after the Augusta one-nighter. Rainbow Records will release the first wax this week of the Five Crowns, new group signed by the diskery last month. First RCA Victor diskings will be Billy Ford and Mr. Sadhead will be issued the week of September 18.

**CHANCE Records**  
**"FARMER'S BLUES"**  
b/w  
**"LONESOME OLE TRAIN"**  
**JAMES WILLIAMSON**  
and His Trio  
CHANCE #1121  
1151 E. 47th St. Chicago, Illinois  
Phone: Kenwood 8-4813

Ernie (Mr. Blues) Campbell first in to return the musical policy to the Cafe Society, Philadelphia. Charlie Parker takes over the stand on August 25 for two weeks at Philadelphia's Blue Note. King (Solomon) Jenkins brings his Hammond organ and trio to Spider Kelly's, Philadelphia, with Tommy Sims bowing out. Blinky Frands draws a month's holdover ticket at the Ridge Cotton Club in Philadelphia. Rita Butler takes over the song chores with Coatesville (James) Harris, finishing out the summer season at Herkman's Cafe, Atlantic City. She takes the place of Dottie Smith, who left to join Louis Jordan's band.

**RECORD REVIEWS — R&B — A&S —**...  
**SONNY BOY WILLIAMSON** STOP NOW BABY... 73-73-72-74  
TRUMPET 148—This side has a Southern blues flavor, a big beat and an effective vocal by Williamson, plus a lot of nice guitar work.

THE ORIGINAL . . .  
THE ONLY . . .  
THE BEST . . .



# HANK WILLIAMS SINGS JAMBALAYA

and **WINDOW SHOPPING** MGM 11283 78 rpm; K11283 45 rpm

## MGM'S TOP TEN

**BILLY ECKSTINE**  
STRANGE SENSATION

and  
HAVE A GOOD TIME  
MGM 11291 78 rpm; K11291 45 rpm

**ART MOONEY & HIS ORCHESTRA**  
YOU'RE THE ONE I CARE FOR

and  
HESITATION  
MGM 11306 78 rpm; K11306 45 rpm

**BILL HAYES**  
HIGH NOON  
and  
PADAM-PADAM  
MGM 11266 78 rpm; K11266 45 rpm

**PETER TODD & HIS ORCHESTRA**  
MEET MISTER CALLAGHAN

and  
WHISTLEWOOD  
MGM 30640 78 rpm; K30640 45 rpm

**JONI JAMES**  
YOU BELONG TO ME  
and  
YES, YES, YES  
MGM 11295 78 rpm; K11295 45 rpm

**TOMMY EDWARDS**  
THE GREATEST SINNER  
OF THEM ALL

AND  
EASY TO SAY  
MGM 11268 78 rpm; K11268 45 rpm

**ALAN DEAN**  
LUNA ROSSA

and  
I'LL FORGET YOU  
MGM 11269 78 rpm; K11269 45 rpm


**DAVID ROSE & HIS ORCHESTRA**  
VANESSA  
and  
ALL THE THINGS YOU ARE  
MGM 30619 78 rpm; K30619 45 rpm

**THE FOUR HORSEMEN**  
INDIAN LOVE CALL

and  
SAN ANTONIO ROSE  
MGM 11300 78 rpm; K11300 45 rpm

**ACQUAVIVA & HIS ORCHESTRA**  
TILLIE'S TANGO  
and  
BEYOND THE NEXT HILL  
MGM 30614 78 rpm; K30614 45 rpm

THE FELLA  
EVERYONE FOLLOWS



# HANK WILLIAMS SINGS JAMBALAYA

and  
**WINDOW SHOPPING**  
MGM 11283 78 rpm  
K11283 45 rpm



KEEP MGM-MINDED—IT'S GOOD FOR YOUR BUSINESS

## THE BILLBOARD Music Popularity Charts

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

### • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

#### IT WASN'T GOD WHO MADE HONKY

TONK ANGELS . . . . . Sammy Kaye Ork. . . . .  
Columbia 39956

The hit C.&W. ditty riding high via the Decca Kitty Wells' diskings receives a wonderfully catchy performance from the Sammy Kaye only, spiced by a fine vocal from a warbler and the fresh-sounding chorus. Another strong candidate of the week is the Jane Terry version of Decca.

#### SOME FOLKS DO AND SOME FOLKS

DONT . . . . . Eileen Barton . . . . .  
Coral (No number available)

Eileen Barton turns in a sack-rantlike of a striking, phonic novelty, backed by a weird and enchantment. Platter could grab some quick sales.

### • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune their jockeys think tomorrow's hits will be:

1. I WENT TO YOUR WEDDING . . . . . Patti Page . . . . . Mercury 9244
2. TAKE ME IN YOUR ARMS AND HOLD ME . . . . . Les Paul-Mary Ford . . . . . Capitol 2193
3. MALE CALL . . . . . Ella Mae Morse . . . . . Capitol 2196
4. HESITATION . . . . . Hugo Winterhalter Ork. . . . . Victor 20-4851
5. YOU BELONG TO ME . . . . . Patti Page . . . . . Mercury 9244

### • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. MY LOVE AND DEVOTION . . . . . Perry Como . . . . . Victor 20-4877
2. TAKE ME IN YOUR ARMS AND HOLD ME . . . . . Les Paul-Mary Ford . . . . . Capitol 2193
3. I WENT TO YOUR WEDDING . . . . . Steve Gibson and the Red Caps . . . . . Victor 20-4835
4. MY HEART BELONGS TO ONLY YOU . . . . . Britta Melba . . . . . Decca
5. DOODLETOWN FIFERS . . . . . Sauter-Finegan Ork. . . . . Victor 20-4866

### • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. ADIOS . . . . . Givelle MacKevell . . . . . Capitol 2156
2. MEET MR. CALLAGHAN . . . . . Les Paul . . . . . Capitol 2193

### • The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. CHINA DOLL . . . . . Slim Whitman . . . . . Imperial 8156
2. A MIGHTY PRETTY WALTZ . . . . . Pee Wee King . . . . . Victor 20-4883
3. TWO-FACED CLOCK . . . . . Pee Wee King . . . . . Victor 20-4883
4. WOMAN DRIVER . . . . . The Carlisles . . . . . Mercury 5403
5. WHY TALK TO MY HEART . . . . . G. Hill . . . . . Decca 20355

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# COLUMBIA'S PATTERN OF HITS!

## New Pop Singles

MEET MISTER CALLAGHAN MITCH MILLER 39851, 4-39851  
 HOW STRANGE  
 THE MELANCHOLY TRUMPET HARRY JAMES 39846, 4-39846  
 (with TONI HARPER)  
 GOIN' HOME THE PAULETTE SISTERS 39840, 4-39840  
 SUI SIN FA with Larry Clinton  
 THE GLOW-WORM LU ANN SIMMS 39841, 4-39841  
 (with Dick Style) with Percy Faith  
 WHEN IT'S JUST ABOUT SEPTEMBER PUPPY LOVE

## New Folk Music Singles

ONE-WOMAN MAN GEORGE MORGAN 21006, 4-21006  
 EVERY LITTLE THING ROLLED INTO ONE  
 I WENT TO YOUR WEDDING JOHNNY BOND 21007, 4-21007  
 (with Helen Carter)  
 OUR LOVE ISN'T LEGAL BILLY WALKER 21003, 4-21003  
 BACK STREET AFFAIR DON GIBSON 20999, 4-20999  
 YOU CAN TALK ME OUT OF ANYTHING  
 WE'RE STEPPIN' OUT TONITE  
 NO SHOULDER TO CRY ON LESTER FLATT, EARL SCRUGGS 21002, 4-21002  
 OVER THE HILLS TO THE POORHOUSE  
 MY DARLING'S LAST GOODBYE THE CALLAHAN BROTHERS 21001, 4-21001  
 I HAVE SHIFTED GEARS BLUEST BLUES  
 MY LORD'S GONNA SHAKE MY HAND  
 WILL THE LORD LET YOU IN WILMA LEE and STONEY COOPER 21000-S, 4-21000-S

## New Okeh Singles

PLEASE, BABY JAMBALAYA I COME FROM JAMAICA BLUE BOY CALDONIA MY STORY CAN'T DO WRONG COME UNTO ME  
 TITUS TURNER 6907, 4-6907  
 CHRIS POWELL 6900, 4-6900  
 CHUCK WILLIS 6905, 4-6905  
 JACKSON GOSPEL SINGERS 6906, 4-6906

## New Popular Albums

RAINBOW 'ROUND MY SHOULDER FRANKIE LAINE 45 B-302, 78 C-302  
 songs from his new movie  
 THIS IS MY BEST Doris Day, Arthur Godfrey, Harry James, Duke Ellington, Sammy Kaye, Guy Mitchell, Benny Goodman and Frank Sinatra "Lp" CL 6212, 45 B-301  
 HARMONY ENCORES fourteen favorite barbershop numbers THE CHORDETTES "Lp" CL 6718, 45 B-307, 78 C-309  
 LISTEN TO LEFTY eight great Frizzell hits LEFTY FRIZZELL "Lp" ML 9021, 45 H-4-17, 78 H-17  
 LEE WILEY SINGS VINCENT YOUMANS eight favorite Youmans songs with Stan Freeman and Cy Walter "Lp" CL 6215, 45 B-306  
 LEE WILEY SINGS IRVING BERLIN eight immortal Berlin melodies with Stan Freeman and Cy Walter "Lp" CL 6216, 45 B-307  
 GOSPEL GEMS beloved country hymns CHUCK WAGON GANG "Lp" ML 9022, 45 H-4-12, 78 H-18  
 ECSTASY OTTO CESANA "Lp" CL 1003, 45 G-4-13  
 LOS PANCHOS FAVORITES TRIO LOS PANCHOS "Lp" FL 9516, 45 F-4-12  
 CANTORIAL JEWELS RICHARD TUCKER "Lp" FL 9502, 45 F-4-3  
 PARIS IN NEW YORK Edith Piaf, Jean Sablon, Lucienne Boyer, Charles Trenet, Suzy Solidor, Tino Rossi, Georges Guetary, Les Compagnons de la Chanson "Lp" FL 9513, 45 F-4-13

## Best Sellers

HALF AS MUCH POOR WHIP-POOR-WILL ROSEMARY CLOONEY 39710, 4-39710  
 YOU BELONG TO ME PRETTY BOY JO STAFFORD 39811, 4-39811  
 JAMBALAYA EARLY AUTUMN JO STAFFORD 39838, 4-39838  
 BOTCH-A-ME ON THE FIRST WARM DAY ROSEMARY CLOONEY 39767, 4-39767  
 HIGH NOON ROCK OF GIBRALTAR FRANKIE LAINE 39770, 4-39770  
 TOO OLD TO CUT THE MUSTARD GOOD FOR NOTHIN' MARLENE DIETRICH ROSEMARY CLOONEY 39812, 4-39812  
 SUGARBUSH HOW LOVELY COOKS THE MEAT DORIS DAY, FRANKIE LAINE 39693, 4-39693  
 WALKIN' MY BABY BACK HOME GIVE ME TIME JOHNNIE RAY 39750, 4-39750  
 FEET UP JENNY KISSED ME GUY MITCHELL 39822, 4-39822  
 DELICADO FESTIVAL PERCY FAITH 39708, 4-39708  
 HAVE A GOOD TIME PLEASE, MY LOVE TONY BENNETT 39764, 4-39764  
 WALKIN' TO MISSOURI ONE FOR THE WONDER SAMMY KAYE 39769, 4-39769  
 WHEN I FALL IN LOVE TAKE ME IN YOUR ARMS DORIS DAY 39786, 4-39786  
 DOWN BY THE O-HI-O WHAT DO YOU MEAN BY LOVING SOMEBODY ELSE ART LOWRY 39821, 4-39821  
 ALL OF ME A SINNER AM I JOHNNIE RAY 39788, 4-39788

# COLUMBIA 50 RECORDS





LADDER OF  
**Best Sellers**  
FROM  
**King**  
AND  
**Federal**  
**RECORDS**  
Popular

**STEVE LAWRENCE**  
MINE AND MINE ALONE  
ALL MY LOVE BELONGS  
TO YOU  
15190 and 45-15190  
SUDDEN FEAR  
ALWAYS LOVE ME  
15199 and 45-15199

**ROY GOODRICH**  
JUNGLE DRUMS  
TO YOU  
15197 and 45-15197

**MARY SMALL**  
EVERYTHING YOU SAID  
CAME TRUE  
IMMEDIATELY  
15197 and 45-15197

**Folk/Western**

**MOON MULICAN**  
JAMBALAYA  
A MIGHTY PRETTY  
WALTZ  
1106 and 45-1106

**EDDIE SMITH**  
THE BREAKER AND THE  
BEAR  
SNOW DEAR  
1095 and 45-1095

**YORK BROS.**  
2 SIDES TO EVERY STORY  
TWIRLY WHIRLY  
1002 and 45-1002

**WAYNE RANEY**  
I'M REALLY NEEDIN' YOU  
BEATIN' ROUND THE  
BUSH  
1087 and 45-1087

**DELMORE BROS.**  
MUDDY WATER  
GOT NO WAY OF  
KNOWING  
1084 and 45-1084

**Rhythm/Blues**

**SONNY THOMPSON**  
I'LL DROWN IN MY TEARS  
CLANG-CLANG-CLANG  
4527 and 45-4527  
LET'S CALL IT A DAY  
BLUES WAMBO  
4541 and 45-4541

**THE SWALLOWS**  
BEHIDE YOU  
YOU LEFT ME  
4525 and 45-4525

**EARL BOSTIC**  
MOON GLOW  
AIN'T MISBEHAVIN'  
4550 and 45-4550

**TODD RHODES**  
ROCKIN' 69  
POSSESSED  
4528 and 45-4528

**TRYING**  
SMUFF DIPPER  
4556 and 45-4556

**Federal**

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

**THE ROYALS**  
MOONRISE  
FIFTH STREET BLUES  
12084 and 45-12084

**LITTLE ESTHER**  
RAMBLIN' BLUES  
SOMEBODY NEW  
12090 and 45-12090

**JIMMY WITHERSPOON**  
FOLKISH PRAYER  
TWO LITTLE GIRLS  
12095 and 45-12095

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**Rhythm & Blues Record Reviews**

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

Continued from page 35

**RHYTHM & BLUES**  
Record Reviews

**THE CARDINALS**  
THE GUMP ..... 82-82-79-85  
ATLANTIC 977—The Cardinals, with a new sound, do a top-flight job on this new slow blues with an appealing melody. A strong side that should grab hold for the boys.  
SHE ROCKS ..... 79-79-75-84  
The title is an apt description of this boogie tune, sung with spirit and drive by the group. Another good one for the juke.

**LITTLE WALTER**  
SOLDIER BOY HOUSTON-888  
JUKE ..... 75-75-74-76  
CHECKER 758—Little Walter flashes some nice harmonica work in fronting a fast instrumental. The Right Cats back him solidly.  
CAN'T HOLD ON MUCH  
LONGER ..... 73-73-72-73  
Southern type blues is sung and played by Little Walter and the Right Cats. Harmonica and guitar line deliveries.

**JOE HOUSTON DRK**  
BOOGIE WOOGIE WOMAN ..... 73-73-70-76  
MODERN 879—A jump boogie gets a solid go from the ark and Lala Butler gets it along with her vocal. Material is not impressive.  
DIG IT ..... 72-73-72-71  
The ark enjoys itself jamming away on this riff tune with lots of solo work featured throughout. Tune builds a bit, but not as much as it could. Jazz fanciers may like.

**BONNIE AND IKE TURNER**  
LOOKING FOR MY BABY ..... 72-73-71-72  
RPM 362—The singers have a driving line here, with help from the ark. Somehow the disk doesn't come off.  
MY HEART BELONGS TO YOU ..... 69-69-69-69  
Bonnie and Ike Turner team up on a slow ballad, singing it in a slow, easy beat. Singers are adequate, one lacking is more impressive.

**LESTER WILLIAMS DRK**  
SWEET LOVIN' DADDY ..... 72-72-70-74  
SPECIALTY 437—The ark furnishes a strong lead and an appealing leading style. Williams sings it well. The material, however, is also lost. Gal ..... 69-69-69-69  
Unimpaired effort that doesn't live up to its title, receives an easy vocal from the warbler and some interesting sounds from the ark.

**HARMONICA FRANK**  
SWAMP ROOT ..... 69-75-60-65  
GNESS 1975—Zany ditty with endless variety in song and strummed by Harmonica Frank Jokers, a new line in pop. It might spin it for kids.  
GOING AWAY WALKIN' ..... 68-68-68-68  
Artist alternately sings and blows the harmonica on this blues form. He comes off with some weird sounds.

**PAPPA TRETOP**  
NAGGIN' WOMAN BLUES ..... 68-68-68-68  
APT 200—Title is self-explanatory. Played at a slow beat it's given a blues performance by Tretop.  
COME BACK TO ME, BABY ..... 65-65-65-65  
Routine blues is set to a slow beat by the ark. Tretop shows his way thru the lyrics. Overall effect is unimpressive.

**VOX JOX**

Continued from page 26

the big bands is on the upswing. **Bill Mahoney**, **WNCC**, Barnsboro, Pa., recently interviewed **Stan Kenton** and finds he's now got a more exciting band than ever. His new vocalist, **Kay Brown**, is sure to go places, says Mahoney. **Roger Clark**, **WNOR**, Norfolk, remarks about the similarity in sound between the Sauter-Finegan band and the records of a couple of years ago by **Buddy Williams** and his **Golden Echo** Musik.

**RHYTHM & BLUES**  
Record Reviews

**CURRENT RECORD REVIEWS** — H. J. — H. J. Jr.  
**CHARLIE PARKER** ..... 79-80-78-80  
LOVER  
MERCURY 1108—Charlie Parker, with a lush string band behind him, turns in some exciting and interesting sax stylings on this well-orchestrated instrumental arrangement of the title, which also features some good piano and trumpet work. Parker's fans will want this platter.  
STELL BY STARLIGHT ..... 76-78-75-75  
The sax stunner comes out with some very pretty work on this smooth, lush ending of the evergreen, which stresses ensemble work and Parker's bright solos. For collectors.

**FOLK TALENT AND TUNES**

Continued from page 34

**Santa Fe Ranch**, Reading, Pa. **Jimmy** is playing outdoor dates thru the summer.

**Disk Jockey Doings**

**Sleepy-Eyed John Lepley** is doing five hours of country spinning at **WHHM**, Memphis. **Horace Logan**, program director of **KWKH**, Shreveport, reports that **Zake Clements** is doing a d.j. show daily over **WDSU**, New Orleans, and a TV-er over **WDSU**. **Tommy Cutler**, who suffered the loss of a leg in an auto accident recently, is back d.j.ing at **KCTJ**, Shreveport. **Ann Jones**, **KVAN**, Vancouver, Wash., is organizing her band for personals.

**Eddie Zack**, **WHIM**, Providence, reports that **Ray Smith** (**Coral**) is airing over **WCOP**, Boston. **Larry Woodward**, **WVJS**, Owensboro, Ky., reports that **Boyd Bennett**, of his station, now has three daily d.j. slots. **Tex Clark**, **WDBK**, Cleveland, is confined to his home after injuries sustained in an auto accident. **Glen Campbell** is replacing him. **Foreman Bill** is reported confined to a San Jose, Calif., hospital. **Bill** is a veteran d.j. and the writer of "The Gods Were Angry With Me."

**Frank Page**, **KWKH**, Shreveport, reports that **Don Mohan** (**Victor**), is now on the Louisiana Hayride. **Sheriff Tex Davis** finds that **Jimmy Swan's** trumpet cutting of "I Had a Dream" is his top request. **Sonny Cook**, **WGAA**, Cedarstown, Ga., is doing two and a half hours daily on three different shows. **George Morgan** has cut a tune by **Cliff Rogers**, **WHKK**, Akron, d.j. **John Woolen**, **WIRK**, West Palm Beach, Fla., is rebuilding his barn dance for fall shows.

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Address .....  
City ..... Zone ..... State .....  
Occupation .....

**Best Selling Pops by Territories**

Continued from page 30

**NEW ORLEANS**  
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn (London)  
2. WISH YOU WERE HERE—E. Fisher—H. Winhaber—Victor  
3. HERE IN MY HEART—A. Martin—WB  
4. LUNA ROSSA—T. Martin—Victor  
5. HIGH MOON—F. Lane—Columbia  
6. BOYCH-A-ME—D. Cleary—Columbia  
7. HALF AS MUCH—R. Cleary—Columbia  
8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia  
9. ADIOS—F. MacKenzie—Capitol  
10. JAMBALAYA—J. Stafford—Columbia

**ST. LOUIS**  
1. YOU BELONG TO ME—J. Stafford—Columbia  
2. WISH YOU WERE HERE—E. Fisher—H. Winhaber—Victor  
3. HIGH MOON—F. Lane—Columbia  
4. VANESSA—H. Whitehall—Victor  
5. FOOT, FOOT, FRYTLE, STAR—Katie May—Heart Belongs To Only You  
6. McLaughlin—Derby  
7. AUF WIEDERSEHN, SWEETHEART—V. Lynn (London)  
8. BLUE TANGO—L. Anderson—Decca  
9. MEET MR. CALLAGHAN—L. Paul—Capitol

**PROMOTERS**  
See our Mailings List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas we can refer inquiries from your territory to you. Please state the date and type of event or event series which you have promoted in the past, specify whether or not you were financially responsible or otherwise responsible for the event. Write Arena-Auditorium Dept., The Billboard 168 W. Randolph St., Chicago 3, Ill.

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3. HALF AS MUCH—R. Cleary—Columbia  
4. ONE MINT JULEP—Cleary—Atlantic  
5. JAMBALAYA—A. Stafford—Columbia  
6. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol  
7. HAND OF FATE—E. Fisher—Victor.

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52 CONSECUTIVE insertions, per word ..... \$ .08  
Minimum call.





# Burlesque Bits

By UNO

Freddie Fulton has been commissioned to supply the talent for a mixed Fashion Revue Contest to be held under the auspices of the Parson Social and Athletic Club in the Capitol Hotel, New York, October 17, when an added attraction will be the presentation of an award to Sam Taub, sports commentator, by Jack Dempsey and Joe Louis. Models will comprise Edith Mae, Martha Gretz, Mary Mills, Phyllis Steinberg, Cissy Sparber, Iris Brown, Lynn Bucholz, Odessa Ottwell, Kay Jubin, Pearl Klieger, Ann Kearny, Lorraine Lawrence and four-year-old Jean Steele. . . . Troc, Philadelphia, in re-opening for the new season, eliminated the Sunday midnights and of-

fers, instead, a late Friday evening bill starting at 11:30 p.m. The new policy has the shows opening at the Monday matinee instead of the Sunday midnight hour. The opening bill is headed by Bill Hagen, Flash O'Farrell and Charlie Goldie. . . . Sammy Price, Betty Jo Morgan and Mark wound up three weeks at the Silver Dollar nitery, Albuquerque, N. M., and opened August 27 at the Alvin, Minneapolis, the start of a circuit tour. . . . Tommy Brice, concession operator for Oscar Markovich at the Gayety, Toledo, was given a surprise birthday party August 13 by the entire Gayety company including Billy Hitt, Queenie Buckner, Kay Starr, Sammy Gaye, Jimmy Matthews, Tommy Brice, Betty Jo Morgan, Walt Collins, Buddy O'Day, Dotie Deane, The Karl Spaulding Trio, manager Ed Rubens, Al Raffi and champ light-heavy-weight fighter Joey Maxim.

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# Set Reopening Of Crescendo

HOLLYWOOD, Aug. 23.—The Crescendo, which shuttered early in August when op Harold Steinman failed to come up with the loot to cover a number of overdue salaries, will reopen in mid-September.

Bill Dorr, who holds the building lease, plans to reopen the downstairs Crescendo with a medium budget show featuring a small band and a boy and girl singer, while the second-floor interlude will feature Angel Court, gal harpist. Dorr is renovating the first floor room, which will use a no cover or minimum policy.

# Revue a Wow In Milwaukee

MILWAUKEE, Aug. 23.—Jewel Box Revue, with east of 30 female impersonators, has emerged as the top money-making attraction for Al Tusa's Tic-Toc since the appearance of Sophie Tucker here last winter. Taking a flyer on a two-week booking with options, Tusa wound up holding the show over for a total of six weeks, working to packed houses every night.

Next name attraction to come to the Tic-Toc will be Myron Cohen, opening September 12.

# London Palladium

Continued from page 17

jerking out of his mouth with a whoop of joy, which he climaxes with a snap of frustrated fingers. This is quite a performance.

So was his whole act. Most Palladium first-timers admit to feeling nervous. But there was nothing like that about Laine. All the way thru his 40-minute stretch he had them, usually bawling out such titles as "High Noon," "Jealousy," "Jezebel" and "When You're in Love," seconds ahead of his portrayal of them. The name the now familiar fro-faced frenzy which kept them to a pitch of near-hysteria thru all the choruses, until the last when they let go everything and had hysteria.

There were some smart operators in the supporting bill too. Here was the whirling weather-vane, Nanci Crompton, held over from the last show — and quite rightly too. There was Arthur Blake, running the gamut of Hollywood emotion from familiar fro-faced frenzy which kept them to a pitch of near-hysteria thru all the choruses, until the last when they let go everything and had hysteria.

# Roxy, N. Y.

Continued from page 17

gates. Reed's sense of the ridiculous gave it body that drew big returns.

Tom and Jerry, this time in sailor suits, did a lot more talk than usual, but turned in a solid job on their portable parallel bar prop. The boys won a lot of chuckles and applause for their acro balancing act.

The ice show, tied into the rest of the productions, came off as smoothly as usual. Betty Atkinson, in her first date here, looked very graceful and precise as she went thru standard glides on beat, tossing batons at the same time. Her walk-overs were particularly well received. Arnold Shoda's skatwork is too familiar to need additional description. His spins and whirrs got their customary big hand.

# Charley Foy's

Continued from page 17

tle for a Little Later On" got excellent response. For her closer she does an excellent mimicry of the queen of the night clubs, crediting the numbers to la Tucker.

Charley Foy has an excellent foil in Sammy Wolf. Lad works the floor, shouting at Foy on the stage. They should work up a 10-minute routine, for this byplay with the customers is great for warming up a house. Nicolai, the Greek waiter, should be worked into the bit as an integral part.

# Hocus-Pocus

By BILL SACHS

CARD MONDOR, who closed his spooker, "Den of Living Nightmares," at the United Artists Theater, Los Angeles, last Halloween to pilot the Great Virgil on his present tour of New Zealand and Australia, reports that Virgil is currently playing thru North-eastern Australia before opening at the 2,700-seat Empire Theater in Sydney for a month's run opening September 8. Mondor went to Australia in advance of the Virgil show last December. Virgil and his troupe followed soon after the first of the year. The Virgil company opened in New Zealand in February and made a 16-week tour that panned out highly successful, according to Mondor. He put in July at His Majesty's Theater in Brisbane before embarking on his present bookings. Following its month's stay in Sydney, the Virgil show moves to the Princess Theater in Melbourne to remain until Christmas. The Great Virgil has about six months of playing time following Melbourne before the show moves to the Orient. Mondor and his wife will make a quick flying trip thru the Far East before sailing from Japan for the States in November. They will look after some other interest in this country while the Virgil show plays out some of its margin. Virgil, Mondor reports, is carrying eight tons of equipment and scenery in 158 trunks and crates, and is doing a two-and-a-half-hour show called "Magiana" in 25 scenes. Troupe carries eight girls, five male assistants and a band of 12. The Popular West Coast pro, Bob Fenlon, is stage manager. Mondor writes that there are only two native name illusionists left in Australia, Les Levante and Rooklyn. Levante has just completed a tour and is slated to take his show, "How's Tricks," to London in October. Rooklyn goes to London after the first of the year. Business is good in Australia, Mondor says, if one can land a first-class theater, but there are 10 shows for every theater, and competition is keen.

AL DELAGE and Shirley, after five years of club dates in and around New York, have hit the road again, and are currently on tour with Milton Berle, who this week winds up a fortnight's stand at the Chez Paree, Chicago. They have a string of one-nighters with Berle to follow Chicago, after which they strike out for New York to resume their club bookings. Of the latter, they say their book is filling in solid for the coming season. . . . Al Sharpe reports from Chicago that he has purchased Joe Berg's Magic Studio there, replacing Joe as general manager. Owing a farm, a magic store and a toothbrush company is enough work for one person, Sharpe typewrites, not to mention his other activities as personnel manager for two actors plus studying for the bar examination. . . . Frank Garcia and Jack Flosso have partnered to open a magic and novelty shop in the Hotel McAlpin, New York. . . . George Schindler, funnyman-magician, is back in his native Brooklyn after a stand at the Wagon Wheel, Bridgeport, Conn., and several Long Island spots. He is now working thru a new agent, Paul Kalot. George has been putting in his spare time recently teaching a bit of vent to comic Bobby Bell, who is adding a hoke magic novelty to his act. . . . Becker the Magician (William F. Becker) infos from his Aurora, Ill.,

# Las Vegas Clubs

Continued from page 18

former in a long time. So far Bolger has turned it down.

The Sands is also in there pitching for attractions, but so far has not come up with anything of the stature that will permit it to compete successfully against the other big rooms on the strip.

The use of package shows, it is admitted, is a stop gap. A lot of girls is always commercial. But sops fear that girls alone without top names to lure them in, so they can stop off at the tables and lose (or make) a couple of bucks, isn't enough.

h. headquarters that he begins school and lycum season at gona, Ia. September 8. He's on the road since 1907. Becke recently enjoyed a visit from the eran Augustus Rapp, who is associated with the Percy Am magic plant in Colon, Mich. Led by Charles (Goodlife) W. English in a g i c i a n s. Grant Adams, Tom Harris, Don Cromble and Francis Haxton rived in New York August from London via Trans W Airlines bound for the Percy bott magic get-together held Colon, Mich., Wednesday Saturday of last week (20-23) route to Colon, the group stop off at Chicago, Detroit and B Creek, Mich., giving shows in two last-named cities.

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## Roadshow Rep

**DOT AND JESS SUN**, currently in their 12th week playing Iowa spots, report that business has been good. **Buddy Manley** will replace **Bud Ennis**, who returns to college in September. **George and Phoebe Roberson** were among recent visitors during the Sun date in Lennox, Ia. They closed recently with the Brooks-Roberson Company, which concluded its season following an auto accident in which three members of the org were injured. The Robersons report that **Wendell Poe**, most seriously injured of the trio, is recovering and expects to be released from the hospital soon. Org closes its season in Indianola, Ia., in October when the Suns' open their winter circle.

**J. L. Griffith** writes from Eugene, Ore., that he has worked his way up to that neck of the woods since opening with his puppet show late in May at Wengler, Calif. He and his wife carry a trailer with a special hook-up for the puppets. They also have a number of merchandising lines and plan to spend September and October in Idaho before they move back into California.

**W. H. ROCKFORD** plans to make an East-to-West jaunt with his lecture musical show, his seventh in recent seasons. He opens in Sheffield, Mass., about September 10. **Creel's Show**, family unit, has been playing around Sturgeon, Wis., to successful business. **Danver's Swiss Bell Ringers** are playing New England territory.

**T. (Ted) Dannels** writes from Sarita, Tex., that he has made a number of celebration and fair dates with a platform show and that he'll move up into Central Texas, playing engagements on his own. He also played a few indoor eating spots.

**Fremond Turgeon** has recovered from a lengthy illness and will open his hall show the middle of September, working East into New England.

**Les M. Brady** will try schools with his science hypnotic show. He'll open about the middle of December near Hooker, Okla.

**H. M. Stoddard** will concern himself with amateur show productions in New England beginning October 1. He recently concluded two months of camp dates in Vermont.

**LAWRENCE WEBBER**, one-time rep and roadshow performer and agent, writes from Cotulla, Tex., that he is operating on the stroller type and playing dates as they come along. He plans to move West and spend the winter in Texas where he will pick up some school dates.

"Does anyone remember the Dixie Stock Company which played Untontown, Pa., when Dad

Hall was manager?" queries **Harry Kellogg** from Miami. "Edwin Weaver was leading man, and I wonder if he's still active."

**T. L. Regan** is in Atlantic City mulling a long winter tour with a solo lecture show. Regan has had shows of this type for the past 10 years along with a merchandising tie-up. This year he plans to stick to entertainment only.

In answer to a recent query in this corner concerning the name of the wife of **H. Price Webber**, **H. C. Nomas** advises that it was **Edwina Gray**.

**Donald Norman**, who has been playing celebrations and fairs around Vicksburg, Miss., will take to schools and other indoor dates about the middle of September. He again will handle some amateur shows and promotions at spots where he has appeared in the past.

**A. N. GAILEY** has been presenting his **Punch and Judy** and vent show at a few fairs and celebrations around Terrill, Tex., to good business. He is mapping a route to West Texas for the fall after which he goes into California. Gailey says that he met **Chesley (Chick) Myers** at Waco, Tex., when he was doing well with a platform unit in connection with a merchant's giveaway program. Gailey is awaiting delivery on a new trailer.

**Arthur L. Griffin**, who has been working indoor eating spots in the resort sector of New York, reports from Lake George, N. Y., that all the spots he made were off. He will move into Ontario soon to take up some established territory that he has played the past several winters.

Hot weather hurt **Freel's Show** activities in Lewiston, Idaho, during July and August. Following a brief lay-off, the org will move to Bemidje, Minn., before making an Eastern jaunt thru Canada.

**E. W. Gifford**, who has been making towns around Knoxville, with his outdoor show, reports that Tennessee is loaded with small units that are pinning away, because the natives have been sold out and they are staying away.

**NICK HYMAN** is booking dates for a new type amateur promotion idea. He's headquartered in Perth Amboy, N. J., but will open his season in Connecticut.

**Butler's Show** has been around Salt Lake City where it encountered poor weather and business. Trick will make its way East gradually.

**G. C. Sawyer** will open with a three-act roadshow near North Adams, Mass., shortly after September 1. Sawyer was in advance of the Chestnut Hill Players on a New England tour this summer.

**Ruff Doble** writes from Topeka, Kan., that he will have a school show in Central Missouri this season.

**Harold and Jo Anne**, with headquarters in Rochester, N. Y., recently broke in their new fall show at the Salvation Army Camp near there, and the following day Jo Anne left for Minneapolis where she was called because of the serious illness of her father, **Oscar Dybrink**.

**ALPITCAITHLEY**, widely known among rep and tent showfolk, is still program director of **KAVE**, Carlsbad, N. M. His wife, the former **Lynne Townsend**, continues to do well with a pre-school kindergarten when she started four years ago in that city. This year the Pitcaithleys spent their vacation in Beatrice, Neb., Al's home town, visiting his folks. While there they saw **Chick and Florence Boyes**, who came over from Hebron, Neb., for a chat. "Chick is not out this year," Al infos, "but plans to make some fair dates later. We also saw **Valda Lee Warren**, former rep leading woman, who is making her home with her mother in Beatrice. While en route here we had a long layover in Wichita, which we killed by taking **Dwight and Sandra** to Joyland Park and later learned my old friends, **Bob and Pearl LaThey**, were in the city with a mad show, not 10 blocks away. It was a great disappointment

## LONELY QUEST

### Rink Romance Buds at Oaks Sans Blossoms

**PORTLAND, Ore., Aug. 23.**—Management of Oaks Park Roller Rink this week was seeking to bring a happy ending to a romance that budded at the rink in 1944 but never blossomed. **Darold Allen**, Box 152, Walnut, Ill., where he is a barber, is seeking whereabouts of **Kathryn Boyle**, with whom he skated at the Oaks while a seaman in the Navy.

Allen wrote a local newspaper that "she may be married now but I wish I could find out where she is and if she's still single."

The newspaper turned the case over to The Billboard's Portland reporter who took the quest to **Dean Songer**, Oaks rink manager. "We may be able to trace her," said Songer. "We'll check thru our wartime records on the chance we may have her name among our

## San Antonio Club Parade Runs 4 Days

**SAN ANTONIO, Aug. 23.**—Members of the San Antonio Ice Skate Club presented "Ice Parade of 1952" at the San Pedro Iceland here this week. Dale closes tomorrow (24).

A group of 150 amateur ice skaters participated in the show. One of the highlights was a Texas Square Dance, complete with caller on ice skates.

Comedy routines, solos, duets and large production numbers included "Alice in Wonderland" also were presented.

Show was under direction of **Gordon Casey**, a former member of the **Sonja Henie Troupe**. He has been here since last November. He appeared on the program along with two skaters from the Dallas Ice Club, Dallas. Group presented their first show last spring, entitled "Fiesta on Ice."

Allen's letter explained that three years ago he wrote to Miss Boyle at a Vancouver, Wash., address but the letter was returned unclaimed.

## Drivin' 'Round the Drive-Ins

IT WAS open season at San Antonio drive-in theaters Thursday (14). Burglars took \$40 in cash from a money box at the Loop 13 Drive-In, operated by the Statewide Drive-In Theaters. The Fleeta Drive-In sustained \$100 in damages when a car went out of control, smashed thru the entrance gate and hit two other cars. A 17-year-old youth was booked for reckless driving and for intoxication. The third burglary of the Fleeta Theater in the last two weeks was also reported.

**S. K. Barry**, the manager, told police that the concession stand had been broken into and candy and cigarettes valued at \$60 were taken.

The Park Drive-In at Abilene, Tex., is undergoing extensive improvements, according to **James Sharp**, manager. Three new ramps are being installed to increase the parking space from 456 to 70 cars. New sound equipment also will be added.

The Sunset Drive-In has been opened at Earth, Tex., by **E. Ted Borum**. The theater has a 252-car capacity.

**Ben Darby** has been named manager of the Village outdoor theater at Palmer, Tex.

**livan; secretary, Milton LeRoy;** treasurer, **Peter LeRoy**, and business consultant, **Michael J. Daly**.

**Michael Diakun** has been named concessions manager at Fike Drive-In Theater, Newington, Conn., succeeding **Norman Turgeon**, who enlisted in the Army. **Mr. and Mrs. Roy D. Brown** have opened their newly constructed 400-car capacity **Richard Drive-In** theater at Richford, Vt.

**NEIL HELLMAN**, of Hellman Theaters, New York, has obtained a plot of land for the erection of a new drive-in to service the new Levittown community being set up in Eastern Pennsylvania. The new drive-in will be located on U. S. No. 1 between Langhorne, Pa., and Morrisville, Pa. **Leon M. Einhorn**, of Albany, N. Y., is starting to work on the plans which will accommodate 800 cars and will be built at an estimated cost of \$150,000. Grading and construction will be started as soon as plans and bids are available. The operator is expected to be ready in time for a spring opening in 1953.

**South Carolina's Secretary of State** has issued a charter to **Outdoor Theaters, Inc.**, Spartanburg, which proposes to construct and operate drive-in motion picture theaters. Authorized capital stock is \$25,000. **Irvin B. Malinow** is president. **Frank Lundy**, who owns and operates the Dane Theater, Denmark, S. C., opened his Viking Drive-In Theater there.

## Garden Rodeo Ducat Sale On

**NEW YORK, Aug. 23.**—Tickets for the 27th annual World Championship Rodeo at Madison Square Garden go on sale at the Garden box office Monday (25). **Roy Rogers**; his horse, **Trigger**, and **Rogers' wife**, **Dale Evans** will be featured.

**Rogers** will appear at all shows from September 2 thru October 19. The rodeo will run nightly, with matinees Wednesdays, Fridays, Saturdays, Sundays and Columbus Day, October 13. Some 43 performances are scheduled.

Tickets range from \$1.50 to \$6, with children admitted at half price to Wednesday and Friday matinees.

**Rogers** last starred in the Garden in 1945.

not to have seen them because we were on the Schaffner Show many years ago and it has been over 10 years since our last meeting. Recently in my office I happened to hear the name, **Lulu Methaway**, Oakland, Calif., on the program, "It Happens Every Day." I hadn't heard of her in ages. She was a well-known Mid-west stock and rep woman. Her name brings up many others like (Continued on page 44)

## SKATERS GO RUSTIC AT MICH. FAIR

**DETROIT, Aug. 23.**—Square dancing on skates will be an innovation at the Michigan State Fair for 10 days, opening August 29. **Harper and Minnie Spencer**, of Flint, Mich., are entering several teams of skaters, especially trained for the novelty square dance routine.

Event, which replaces the convention square dances which proved popular for the past three years, will be held daily in the Old Turners Grove stage, with skaters in Western costume.

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Business People, Specialties preferred.  
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tember. Address:  
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# The Fial Curtain

**ADAMS—Lionel.**  
88, veteran American actor who supported William Gillette in "Secret Service" and Julia Marlowe in "Barbara Fritchley." August 10 in New York. A long list of stage credits includes "The Man of the Hour," "Paid in Full," "Lightning" and "The Panning of the Third Floor Back." Two sisters survive.

**BELZHEIMER—David T.**  
82, former vocalist, August 18 in University Hospital, Philadelphia. He was concert master of the University of Pennsylvania Orchestra and in earlier years helped to organize various orchestras. He was also formerly concert master of the U. S. Customs House Orchestra. His wife, Sarah P., and two daughters survive. Burial August 20 in Philadelphia, with burial three.

**IN MEMORY OF MY BELOVED Nephew RAY BRUMLEY Who Passed Away July 7, 1952 I Miss You So Much, Darling, JENNY BRUMLEY**

**BRODER—Aaron.**  
August 11 in Detroit, two weeks after the death of his wife, Esther Broder. Deceased was the partner of Jack Broder, president of Reelart Pictures and Broder Productions, and head of the Van Houtt Theatre Circuit in Detroit. Paul Broder, owner of the Times Square Theater, Detroit, and Al Broder, associated with his brother Jack, a daughter, Mrs. Max Conway, also survive.

**CLAIBORN—John.**  
owner of Club 24, Milwaukee, suddenly in that city August 4. Survived by widow, Esther. Burial in Wanderer's Rest Cemetery, Milwaukee.

**DOMINGER—Fred L. (Jae).**  
82, formerly with the Guy Brod' Minstrels and other roadshows of a heart attack August 15 in a Charleston, W. Va., hotel room. He was a native of Fairmont, W. Va. Born in Boston, he located in Fairmont after the death of show business and has been a member of the West Virginia House of Delegates from Marion County for seven years. He was a scout for the Pittsburgh Pirates and prior to that served in a similar capacity for the Boston Braves. Burial in Woodlawn Cemetery, Fairmont. Surviving are his widow, a daughter, a brother and three sisters.

## Births

**BARSKY—**  
A son to Mr. and Mrs. Ed Barsky August 16 in Presbyterian Hospital, Philadelphia. Father is proprietor of MOM Records in the Philadelphia area.

**LEPPK—**  
To Mr. and Mrs. Robert Doppke, a daughter, August 18 in Detroit. Father is photographer for Jam Handy Motion Picture Studios, Detroit, and the mother, the former Irene Wright, before her marriage was a Warner Bros.' staff member in Detroit.

**HEHR—**  
A son, Thomas Henry Jr., August 8 in Chicago to Mr. and Mrs. Tom Henry. Father is a salesman in the Mutual Broadcasting System Central Division.

**MACKEN—**  
A son, Kevin Michael, to Mr. and Mrs. Robert Macken August 16 in Royal Hospital, Bronx, New York. Father works in amusement area in New York for the board of education.

**PETRICH—**  
A daughter to Mr. and Mrs. Lee Petrich recently to San Antonio. Father is a member of the staff of Station KONO, that city.

**ROSE—**  
A daughter, Patricia Joy, August 18 at Michael Reese Hospital, Chicago, 80 Mr. and Mrs. Hilby Rose. Mother is a dental chair, CHI Radio address.

**STARK—**  
A son, Patrick Norris, to Mr. and Mrs. Wilbur Stark August 18 in New York. Father is the radio and TV producer, and Mrs. Stark is Kathi Norris, TV star.

**THIRNEY—**  
A son, Richard Norman, August 17 at Wesley Memorial Hospital, Chicago, to Mr. and Mrs. Richard Thirney. Father is an announcer at WGN.

**TREADWELL—**  
A daughter to Mr. and Mrs. Oscar Treadwell August 18 in Philadelphia. Father is disk jockey on WDAE.

**WILEY—**  
A daughter, Paula Maureen, August 9 in St. Louis. Father has been staff announcer and performer at KMOX there for 20 years.

**WATZ—**  
A daughter to Mr. and Mrs. Ed Watz August 12 in Philadelphia. Father is cameraman with WPIL-TV that city.

## Legit Line-Up

• Continued from page 2  
preem of Emlyn Williams' "Wind of Heaven." . . . New solo tryouts for Broadway next week include the Howard Richardson-Frances Gotsch "The Cat in the Cage" at Atlantic City's Quarterback Theater, and Warren Munsell Jr.'s "Coming Thro' the Rye," Olney (Md.) Theater. . . . The Manstee (Mich.) Summer Theater celebrates the Golden Anniversary of its old Ramsdell Theater with a production of "Angel Street."

**EDWARDS—Mrs. Mianah.**  
79, mother of Ralph Edwards, radio and television name known best for his "This or That" column, died August 18 in Oakland, Calif.

**KISSEMAN—Beret E.**  
83, Bridgeport, Conn. August 11 after a short illness. He was a member of the Bridgeport Symphony Orchestra for many years. Survived by a son, Richard, and a sister, Ethel, both of Bridgeport. Burial August 13 in Walnut Cemetery, Watton, N. Y.

**FOSTER—Helen DeLaud.**  
92, former actress, August 18 in Sea Cliff, L. I. Her husband, William O. Foster, survives.

**FURBY—Philip.**  
80, New York theatrical ticket agent, August 16 in Los Angeles. His widow, two daughters and a brother survive.

**GARCIA—Philip.**  
80, recognized as the father of Trinidad Caipiso August 16 in Port of Spain, Trinidad. He was a well-known singer under the title of Lord Exorciser made him popular throughout the West Indies.

**LEVINE—Theodore.**  
founder of the Irving Studio for the Theater, August 18 in New York. He was a member of many theater societies, was a founder of the Drama League of New York and author of "A Pronouncing Dictionary of Shakespearean Names." He founded his school in 1908. Funeral in Detroit later, Minn.

**IVORY—Henry Stanley.**  
88, blind Negro musician, August 4 in a crash over Waco, Tex., which took 28 lives. He was not identified until August 19. He was well known in the Dallas area.

**MITCHELL—Blair.**  
2, son of Barney and Dany Mitchell, of C. B. Ripley Shows, August 23 in Bluefield, W. Va. A brother also survives. Burial in Bluefield.

**MOORE—Robert Sr.**  
82, owner and operator of the hotel-alley bearing his name, August 19 in North Woodlawn, N. J. Two sons and two daughters survive.

**PERMONT—Isa (Mom).**  
58, member of Johnny's United Shows, August 14 of a cerebral hemorrhage following a recent stroke, she died three years. She is survived by her husband, John; two sons, John Jr. and Billy; and three daughters, Kathleen, Betty and Mary.

**RENNIE—John O. D.**  
77, former star of silent movies known as Henry Mortimer, August 20 in White, Ont. He was one of Canada's best known actors at the turn of the century.

**ROGERS—Ma.**  
theatrical looking agent, August 17 in Flushing, L. I., N. Y. He booked many well-known divas and theaters during the 1890's. He had been retired many years.

**SEELY—Ethel.**  
84, known to vaude with her sister, Irene Seely Perry, as the Seely Sisters, August 18 in New York. She also founded, with the assistance of her mother, the Hungarian Folk Dance and Character Dance groups, which appeared at the New York World's Fair and elsewhere. In private life Miss Seely was the widow of Alex. Drummond, founder of the Brunner Art Galleries, New York. Two sons, two brothers and two sisters survive.

**TAYLOR—Joy Cady.**  
95, former operatic singer, August 15 at Ann Arbor, Mich. He was formerly with

**DAVIS-FREEMAN—**  
Ous Davis, drummer with dance bands in Philadelphia, and Owerding Freeman, son of Ous, August 18 in Philadelphia.

**LEVY-NEELAN—**  
Blas Levy, formerly drummer with Stan Keaton's band, and Angria Neylan, nonpare, August 10 in Atlantic City.

**MATSON-MIXARD—**  
James Matson, radio control engineer for station WOAI, San Antonio, to Dee Mixard recently in San Antonio.

**OLIVER-DIACOPI—**  
John Charles Oliver, soprano, and Winona Diacopi, member of the Diacopis, bicycle riding act and songwriter, August 18 in Beroda, Calif.

**GOLDEN—**  
Nellie W. (Raymond) Golden, Girl Show operator on the Celia & Wilson Shows, former George A. Golden, theatrical concession manager and legal adviser, in Tampa August 14.

**OLIVER-DIACOPI—**  
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Nellie W. (Raymond) Golden, Girl Show operator on the Celia & Wilson Shows, former George A. Golden, theatrical concession manager and legal adviser, in Tampa August 14.

## Divorces

**GOLDEN—**  
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Nellie W. (Raymond) Golden, Girl Show operator on the Celia & Wilson Shows, former George A. Golden, theatrical concession manager and legal adviser, in Tampa August 14.

the featured fem vocalist "mama-san." The emphasis should be on pretty gals and comedy. The more big names, the better, but talent doesn't need a name tag to sell itself here. G.I. cheers and whistles stem from fast-paced comedy backed up by a hand-some character in a well-filled sweater. Over the wars, G.I. last hasn't changed much—Korea is no exception.

the Andrews Opera Company, Chicago, and the Templeton, Carleton and McCandless companies in New York, starting about six years ago. Entertainment in Ann Arbor.

**WESTWELL—Levada.**  
76, author, playwright and possessor of one of the most extensive collections of manuscripts, August 18 in Great Neck, L. I., N. Y. In connection with the Lind collection, he also amassed a vast collection of plays, as "Sweet Revenge" and "Made for Each Other." As a biographer Westwell compiled an eight-volume edition entitled "The Life of P. T. Barnum." His widow survives.

**VAN-BILLY.**  
agent, William Abiding Theatrical Productions, New York, the past 10 years, August 18 in Portland, Ore. Survives August 21 at Glendon's Mortuary, Washington. Survivors are his widow, Ida, and three daughters.

**WOODS—Harri L.**  
87, booking agent, August 13 in Boston. A Decca Records artist and former survivor. Burial was in Salem, Mass.

**ZIEGFELD—Helen.**  
85, former one of the nation's leading theatrical poster artists, Thursday 21 in New York. She did posters for Broadway shows until her retirement in 1933. He was a second cousin of Morton Ziegfeld, founder of the "Ziegfeld Follies."

**JEZEBEL'S HUSBAND**  
(Opened Monday, August 18)  
County Playhouse, Framingham, Mass.

A comedy in two acts and four scenes by Robert M. Grant and Robert M. Marks. Setting by Theodore Barstrom. Lighting by Eliot Duver. Press representative, Frank Cross, and directed by Lee Park in association with Al Capp.

|           |       |                 |
|-----------|-------|-----------------|
| Asa       | ..... | Ossie Davis     |
| Maude     | ..... | Bob Hays        |
| Michael   | ..... | Ben Cassara     |
| Jezebel   | ..... | Carmen Matthews |
| Jonah     | ..... | Glenn Anders    |
| Pinet     | ..... | Robert Emhardt  |
| Rebecca   | ..... | Ruth McDevitt   |
| Miriam    | ..... | Edith Parrish   |
| Elizabeth | ..... | Claudia Morgan  |
| Colonel   | ..... | Bill Leonard    |
| Tiphat    | ..... | Robert Galt Jr. |

• Continued from page 3

home comes Jonah's first love, Judith, who evokes memories of simpler days in the desert. In addition to the romantic conflict involved, the other theme is concerned with whether or not the prophet shall lure the people of Israel into a false sense of security from the Assyrians on the borders.

It is a study of shifting relationships of Jonah with his wife and Judith; Jonah with the hawk-eyed prophet, Micah; Jonah and the Col. Blimpish Prince Azariah, but mostly of Jonah with himself and God.

**Shortcomings**  
Before the play reaches Broadway it will have to define its line between comedy and tragedy more distinctly. Several moments of affectionate comedy threatened to become pathos. And swatches of comedy occasionally had a more serious intent. It will have to rise to a more powerful climax. The final curtain is the result of destiny rather than any change in Jonah. The plot of the play neatly, it smacks more of the author's cleverness than the action of the play.

The thesping could hardly be improved upon. Claude Rains in the lead makes Jonah an actor's creation in itself—the wise air of weary serenity, the gesture and nuance are superb. Equally fine is Carmen Matthews' social-climbing Jezebel. Claudia Morgan's wistful Judith and Judith Parrish's swivel-hipped Miriam. The set and lighting are superior to the customary summer stock standard. The whole achievement makes the stage once more a place for adults, an effective form for tantalizing ideas, not without their modern parallel nor a haunting poetic beauty.

**MORGAN AND ROBBINS RECEIVED WELL**  
Two Americans new to Scotland have attracted enthusiastic notice here this week. One is Jane Morgan, appearing in vaudeville in Edinburgh. The other, Archie Robbins, is currently in Glasgow. Miss Morgan, who emanates a crisp brand of sensuality and sings pleasantly, has apparently done most of her recent work in Paris and London. abarets. Archie Robbins was in films long enough ago to be getting fan mail now from kids who are seeing his movies on American TV.

Interesting move in the music business is the recently arranged tie-up between the old and small Scottish publishing house of Kerr's, with the Leeds Music Corporation. Kerr's has got off to a good start in the new set-up by acquiring the rights of a thing called "The Parking Song" (titled in America "From the Time You Say Goodbye"). This number has not yet proved itself on its own merits, but it may well do that, but it has the good fortune to be coupled with the Vera Lynn recording of "Auf Wiedersehen," and shares in the respectable earnings of that number.

**Roadshow Rep**  
The canvas crew. Show will remain on the road until New Year's Day when it goes into Miami for a two-week vacation. Following the lay-off, when the org will be revamped, painted and re-equipped it will return to the road. Aaron Gates is producer, with Sporty Johnson as emcee. Comedy teams include Skeeter Brock, Billy Cornell, Geechie Jones and Sugarfoot Lumpkins. Band, under direction of Bill May, includes Eugene McCormick, Nathan Bailes and Robert Brown, saxophones; William Leroy, drums; and Kelly. In advance are Harry S. Palmer, Jack Rogers and Bob Anderson, Romie Johnson is in charge of

**Hazel M. Cass, Oscar V. Howland, George Roberson and Christy Obrecht and one wonders where they are."**

**AUSTIN JOHNSON'S** Sugar Foot Green Minstrels which opened their season in Grenada, Miss., to good business have matched those results in subsequent dates along their route, Johnson reports. His assistants are Leroy Fields and Kelly. In advance are Harry S. Palmer, Jack Rogers and Bob Anderson, Romie Johnson is in charge of

# London Dispatch

• Continued from page 3

maximum of 750 words in review of the really big acts. In most papers the Dolores Gray show was wound up in under 500—which leaves little space for dealing with the supporting bill.

On September 15, Peter Daubeny will present a season of Italian Opera at the Stoll. The repertoire will include "La Boheme," "Tosca," "Madame Butterfly" and "The Barber of Seville." Daubeny will also present Sacha Guitry in an unnamed play, and star Hermione Gingold in a revue written by Alan Melville.

## BADDELEY TO STAR IN LACY PLAY

Hermione Baddeley to star in Franklyn Lacy's "Pagan in the Parlour." No theat' is fixed as yet. The censor is dicker over certain scenes in Howard Lindsay and Russell Crouse's "Remains to Be Seen." Michael Denison and Dulcie Gray are to star in "Sweet Peril"—a comedy by Mary Orr and her husband, Reginald Denham. "Affairs of State," starring Coral Browne, Hugh Williams, Basil Radford and Wilfred Hyde-White opens at the Cambridge this week.

Jose Ferrer, now making "Moulin Rouge" with John Hous' n, is planning to stage "Stalag 17" and "The Shirke" in London, but not act in either himself.

The Associated British Pictures here are screening Cliff Gordon's "Choir Practice"—a Welsh choral drama which was a big hit both on radio and TV.

## Glasgow Gleanings

**Extra Added**  
out of the funeral business. Or is this a peculiarly Scottish turn of humor?

**MORGAN AND ROBBINS RECEIVED WELL**  
Two Americans new to Scotland have attracted enthusiastic notice here this week. One is Jane Morgan, appearing in vaudeville in Edinburgh. The other, Archie Robbins, is currently in Glasgow. Miss Morgan, who emanates a crisp brand of sensuality and sings pleasantly, has apparently done most of her recent work in Paris and London. abarets. Archie Robbins was in films long enough ago to be getting fan mail now from kids who are seeing his movies on American TV.

Interesting move in the music business is the recently arranged tie-up between the old and small Scottish publishing house of Kerr's, with the Leeds Music Corporation. Kerr's has got off to a good start in the new set-up by acquiring the rights of a thing called "The Parking Song" (titled in America "From the Time You Say Goodbye"). This number has not yet proved itself on its own merits, but it may well do that, but it has the good fortune to be coupled with the Vera Lynn recording of "Auf Wiedersehen," and shares in the respectable earnings of that number.

**Roadshow Rep**  
The canvas crew. Show will remain on the road until New Year's Day when it goes into Miami for a two-week vacation. Following the lay-off, when the org will be revamped, painted and re-equipped it will return to the road. Aaron Gates is producer, with Sporty Johnson as emcee. Comedy teams include Skeeter Brock, Billy Cornell, Geechie Jones and Sugarfoot Lumpkins. Band, under direction of Bill May, includes Eugene McCormick, Nathan Bailes and Robert Brown, saxophones; William Leroy, drums; and Kelly. In advance are Harry S. Palmer, Jack Rogers and Bob Anderson, Romie Johnson is in charge of

**Hazel M. Cass, Oscar V. Howland, George Roberson and Christy Obrecht and one wonders where they are."**

**AUSTIN JOHNSON'S** Sugar Foot Green Minstrels which opened their season in Grenada, Miss., to good business have matched those results in subsequent dates along their route, Johnson reports. His assistants are Leroy Fields and Kelly. In advance are Harry S. Palmer, Jack Rogers and Bob Anderson, Romie Johnson is in charge of

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# Paris Peek

• Continued from page 2

Theater Follie of Cannes. Part of the blame is the fault of the cork which just didn't seem to have any idea of what the music was all about. Dunham herself didn't seem to do any great amount of work, limiting herself to a few time-worn shimmies and shakes, and letting a large none-too-good company carry the major burden. The singing chorus, however, was excellent. The performance consisted of the usual Dunham repertoire, which has done none too well in France this year.

Another top star who has done rather badly down here was the much touted appearance of Bob Hope at the Monte Carlo Casino Theater. Hope again had trouble with the cork, who seemed to be completely blank as to what the song numbers were that he wanted. His gags fell flat, owing mainly to the fact that no one knew to much about what he was talking about. Jokes about Eisenhower and Stevenson are just not topical down here, and most of the French as well as the Riviera Americans just sat and looked.

## OF HUROK, COWARD AND LAMOUREUX

Sol Hurok down in Cannes after definitely signing the Barbra Streisand company for a North American tour hitting Canada in October and into New York in November. Hurok's first time in Cannes has turned into love at first sight and, after a quick business trip to London and Paris, he returns on September 5. . . . Noel Coward leading a recuperative solitary existence in Cannes while his new play tries out at Edinburgh this summer. . . . Dany Dauberson singing at the Casino, Cannes. . . . Buvoril and Robert Lamoureux latest into the Ettoile.

## New York

The next show at the Riviera in addition to Sinatra, will be, Joey Bishop and the Szoons. . . . A performer who just returned from London told ship news reporters how successful the engagement had been. Actually, the performer did so poorly and created such ill feeling that the British may not issue the act any more labor permits. If the performer wants to come back to London, it will be as a tourist, not as a performer.

Harry Adler who had a piece of the coat room concession at Leon and Eddie's, is out of the picture. . . . Lou Walters just got back from Lake Tahoe and is now planning to London. . . . Tommy Russell and Tom Lyman are doing a double at the 500 in Atlantic City. . . . Queens Terrace, Long Island is going back to a full week talent policy starting September 19, featuring rumba bands. Tito Rodriguez goes in September 19; Ralph Camp, October 3, and Pupi Campo, October 19. Jimmy Lyman is still at the Montmartre on East side.

The Roxy said that Tony Bennett brought in more fem biz (not bobbysox) than it has seen in a long time. A performer getting \$4,000 a week invited a party as his guests then asked the op to split the check.

Buster Keaton was bought by Jerome Medrano for his Cirque Medrano, Paris, to open for three weeks, starting September 29. The deal calls for round trip fares on the Ile de France. . . . Cori and Elsa will open the season at Cirque Medrano September 5. . . . Jimmy Casanova, now with Mike Todd's "Night in Venice" has signed with Nick Agosta.

**Miami**  
Henry Youngman picked up an extra week at the Nautibus Hotel. . . . Arthur Blake, now in England, booked for a return at the Sans Souci October 17. . . . Hillbilly outfits will have a field day here this coming winter when Henry Cobbs' Country Store opens. It's patterned after the Los Angeles Farmers' Market, and will feature corball entertainment. . . . Vagabonds Club shutters on the 30th for three months.

## Grosses Up 20%, Ottawa Shoots for 450,000 Turnout

One-Day Rain Poses No Problem;  
Hamid and WOM Picking 'Em In

OTTAWA, Aug. 23.—Every year one need on another is broken at Central Canada Exhibition, and the 1952 edition, August 18-23, should prove no exception as an all-time high attendance of 450,000 is expected.

Monday (18) saw 67,677 people, many of them in line at 7 a. m., storm the gates to top the 1951 opener by exactly 30 admissions, but fell short of the 1950 mark by about 7 per cent. That year 73,289 were clocked during the first day.

Monday's gross was \$46,000, according to H. H. McElroy, general manager, who also said that combined gross for the first three days was ahead of last year by \$1,800, or about 20 per cent. Heavy rains which fell on Lansdowne Park Thursday morning (21), were expected to clear off by nightfall. No appreciable dip in attendance that evening was anticipated.

Graced with near-perfect weather Monday thru Wednesday,

World of Mirth Shows and Barnes Bros. Circus racked up healthy takes, probably 15 to 20 per cent more than garnered for a like period last year, according to Frank Bergen, WOM's Kiddleland was doing a land office business and had two Miniature Trains going full blast.

Concessions also snagged a hefty share of the coin spent by the estimated 200,000 folks who jammed the park during the first half of the week. Bergen said the 1953 contract for WOM probably would be awarded Saturday (23).

The only major attractions which dipped slightly in the revenue department were the annual horse show and the dance pavilion. The former gave two performances daily for five days, while the latter ran daily from 9 p. m. to midnight.

### New Equipment

Decked out for the event, the WOM received its new Merry-Go-Round top and concession department canvas in plenty of time for the opener. The ride men all wore new suits, and the rides themselves were sporting newly delivered bally cloths. Thousands watched the show unload, and as an extra ballyhoop effort, seven elephants were lined up at the main entrance when the gates first opened.

George A. Hamid's Grandstand Follies of 1952 rang up a solid first day gross of \$30,000, and continued to pack 'em in at every succeeding performance. More than 60,000 will have seen the Follies, and the number is that small only because the grandstand, even

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## Farmers' Cash Tops '51 by 2%, Ag Dept. Says

WASHINGTON, Aug. 23.—The nation's farmers have more money to spend at fairs and carnivals, according to the latest Agriculture report which set farmers' cash receipts from marketings the first seven months of the year at around \$15,700,000,000, or 2 per cent more than for the corresponding period last year.

Around 5 per cent more goods were marketed than last year, but prices averaged somewhat lower. July cash receipts totaled around \$2,500,000,000 the department reported, 10 per cent above those of June, but slightly less than for July of last year.

Receipts from livestock and products for the first seven months were around \$10,400,000,000, 4 per cent below last year, while income from the sale of meat animals, poultry and eggs were down about 5 per cent because of generally lower prices, the department said. Dairy product receipts went up about 2 per cent, however, with rising milk and butterfat prices. Crop receipts of \$5,300,000,000 for the first seven months were 18 per cent above last year's totals, mainly because of larger marketings.

## Political Intervention Cuts CNE Show's Quality, Pull

• Continued from page 3

is inferior to the Leonidoff product.

Into the show was injected a nationalistic pitch, built around "Don't Sell Canada Short." No one is judging by the rise in the nation's economy. The pitch probably is merely whistling in the dark by those involved that the home-grown talent would stand up in comparison with the imported talent of the past.

The Canadian politicians had to concede on some points, principally that the show required some U. S. names. But they insisted that less money be put out than previously for headliners such as Olsen and Johnson, Danny Kaye and Jimmy Durante. The answer was Tony Martin and Comic Harvey Stone.

Martin is the first singer ever to head a show in front of the king-sized grandstand. He pleases with his rendition of some of his recordings. But he works under a heavy handicap, for the stage,

as well as the stand, is massively scaled. That combination calls for a slight act—or the antics such as characterizes Olsen and Johnson, Kaye and Durante—to register solidly. As for Stone his style, while highly effective in the intimacy of theaters, misses for this reason.

Biggest crowd-pleaser on opening night was not an act or show number but the famed musical ride of 24 Royal Canadian Mounted Police in their traditional annual appearance. Of the acts, the Seven Ashtons scored strongest in their fast-moving Risley routine.

Sets and costumes are up to the usual high CNE standards. The first number, "Happy Harvest," is particularly impressive from a scenery and costuming standpoint. Blanche and Allan Lund, who did the choreography for this one, also are featured in the dancing. The Keppo Fam-

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## Cetlin & Wilson Flattened By Twister at Sedalia, Mo.

One Dead, Many Hurt; Loss 250G;  
Rush Clean-Up for Indianapolis

• Continued from page 1

remains in a critical condition in a local hospital.

The twister, followed by a storm which brought 3.74 inches of rain in two hours, flattened out the Cetlin & Wilson carnival from stem to stern, with Jack Wilson, co-owner of the show with Izzy Cetlin, estimated damage to rides, shows and equipment at \$100,000 plus \$50,000 in the concession department. An-

other estimated \$100,000 was lost by individuals on the show in the way of ruined trailers, equipment and personal belongings.

Others on the show injured in the big blow and rushed to local hospitals were Mr. and Mrs. Howard McKinley, operators of the cotton candy concession; Lash LaRue, cowboy star, featured in his own show on the C. & W. midway; Linford D. Waugh, of Chat-

manville, W. Va., ride man; William C. Goldey, Speedway, Ind., ride man, and the following concessionaires: Henry Lindendaum, James L. Laughlin, Albert William Slaughter, Levi Taylor, Elizabeth Jane Copple, Ray J. Byrd, William Boland and Curtis Glenn. None of the above was seriously injured and were released from the hospital after treatment. Overall damage in the Sedalia sector was estimated at nearly \$500,000, with 10 local citizens also injured in the blow.

### Ferris Wheels Go Down

Every piece of canvas on the show was ripped to ribbons or blown away, six rides were turned over and badly damaged, and the three Ferris Wheels were blown over and extensively damaged. All of the show's towers went down, some falling on the various rides, causing further damage. The midway itself was littered with broken glass, downed wires and debris from the show fronts and rides.

The entire midway section, from the early morning hours until 5 p. m. Thursday, was patrolled by police to permit the carnival folk to put their rides, shows and equipment back into working order.

(Continued on page 54)

## Gate Off, Takes Up At Wis. State Fair

Attendance Dips 27,000 First 7 Days;  
Revue, Races Draw Strong Turnouts

MILWAUKEE, Aug. 23.—Going into its next to last day here today, Wisconsin State Fair was off 27,000 admissions at its outside gate although topping last year financially. According to Willard (Bill) Masterson, who is serving his first year as manager, spending is up at the grandstand and midway areas and \$30,000 to \$35,000 can be added to the overall take by the elimination of the federal amusement tax on the outside gate.

Another factor in the increased spending has been the free Army morning show that is bringing people to the grounds earlier than usual, he said. This attraction, which is staged by an Army engineer combat battalion is ex-

pected to draw a total of 150,000 by the end of the fair, Masterson said.

Thru Friday night (22) a total of 577,869 people had paid their way onto the big grounds here, compared with 604,255 a year ago during a record-breaking run. Total attendance for last year's nine-day run was 814,110.

Attendance at the night grandstand show, produced by Barnes-Caruthers Theatrical Enterprises, Chicago, has matched last year. Thru Friday night, its seventh performance, the show was viewed by 45,974 fairgoers.

Auto racing, a strong drawing card here, is up in most cases. Turnouts for the AAA 100-mile stock car race Thursday (21) was 6,000 ahead of the corresponding day in 1951. The program, which ran before a total of 23,257, was marred by the death of Albert Christensen, 35, of Racine, Wis., who was killed during the time trials prior to the race. AAA mid-gate auto races, the afternoon program Sunday (17), pulled 15,681. And the three days of harness racing drew 9,391, a decline from last year's crowds. The final day's

(Continued on page 56)

## CNE First Two Days On Par With 1951

TORONTO, Aug. 23.—Canadian National Exhibition tonight wound up the second day of its 14-day run with attendance for its first two days estimated as almost the same as for the corresponding period last year.

Opening day's gate was 101,500, down 2,800 from last year, with cool afternoon and cold night weather blamed for the dip. Perfect weather prevailed today for Warrior's Day, always one of the Exhibition's biggest, and, while official figures were lacking, execs estimated the count would

hit and possibly top last year's big 274,000 mark.

The grandstand show tonight was to a capacity 25,000 crowd, in contrast to last night when the big spec was given before an estimated 14,000 persons. Execs attributed the capacity stand to night to enthusiastic notices given by the local press.

Exhibition officials were heartened by the first two days' attendance and tonight's capacity grandstand. They had been worried that the charges to which the exhibition management had been subjected by politicians during the past year would be harmful.

The event opened with the biggest income in its history assured from the sale of commercial exhibit space. The tent formerly used for dancing this year was turned over for use as exhibit space, with the top used to house a showing of foreign-made automobiles.

A highlight of the CNE's first two days was the appearance of the 3,000-voice Indiana Home Demonstrators Chorus, consisting entirely of women, most of them mothers or grandmothers.

## Wausau, Wis., Cracks Record

WAUSAU, Wis., Aug. 23.—Wisconsin Valley Fair drew the curtain on its '52 run here after racking up a new record at its outside gate and establishing sharp gains on its grandstand turnouts. C. J. McAlvey, new secretary, announced.

Opening day, Wednesday (13), normally a slow point in the run, registered a tremendous gain, with the White Horse Troupe pulling

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## Santa Ana Pulls Record 106,223 Gate

SANTA ANA, Calif., Aug. 23.—The 1952 Orange County Fair beat its previous year's attendance mark by nearly 10,000, pulling 106,223, compared with 97,523 in the five-day run ending Sunday (17). R. M. C. Fullenwider, secretary-manager, said. For the second straight year, ostrich races were featured during the horse show with a zebra-donkey polo game being added.

Frank W. Babcock's United Shows were on the midway with 6 major and 8 kiddie rides and 50 concessions. The show used 16 light towers, four of them being 40 feet high. Larry Ferris, manager, used the U. P. Miniature Train, made by the All American Company, for the second time on this date. Estelle and Elmer Hanson joined on the date, with Mrs. Hanson operating a watch-and-Hanson serving as office representative. John Dietrich is secretary-treasurer of the organization.

In addition to the horse show held four nights and with matinees on Saturday and Sunday, the event featured a free performance in the amphitheater. Booked by Newton (Carolina) Brunson of the Hollywood (Calif.) Theatrical Agency, acts included Louis Velarde, bounding rope; Princess Musetta, traps; Joan Redding, acrobatic specialties.

(Continued on page 56)

## Gate Rises 10%, Gross Same at Kutztown, Pa.

KUTZTOWN, Pa., Aug. 23.—Fairgoers are spending less money this year than they did in 1951, according to Elmer Kline, manager of the Kutztown Fair, which ends its six-day run here today (23). Weather has been excellent.

Daily crowds have been averaging about 8,000 paid, about 10 per cent more than in 1951, but the gross has been running about the same as last year. Gate admission, which includes admission to the platform show, is 50 cents, with children admitted free at all times.

Morris Hannum Shows on the midway reported excellent business. On Monday (18), the Girl Show was closed by local officials, but was permitted to reopen an hour later.

Fair officials said that business was poor at the concessions. A platform show, booked thru Joe Nunemaker, Reading, Pa., included band and hillbilly acts.

## Walter B. Fox Named Aid at Robertsdale

ROBERTSDALE, Ala., Aug. 23.—Walter B. Fox, former carnival and circus executive, will assist in the promotion of Baldwin County Fair here November 3-8. James A. Hendrix, fair secretary, said this week. Sponsored by the Baldwin County Chamber of Commerce, the event already has contracted Eddie Young's Sterling Crown Shows for the midway thru Fox's assistance.

Hendrix, who also is secretary of the Chamber of Commerce, said that this year is the fourth for the event which is located in the heart of the largest potato and soy bean growing county in the State. Current plans call for the fair to augment its exhibits and premium lists.

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**MINIATURE TRAIN CO. RENNELAER, INDIANA**

**Talent Topics**  
 By CHARLIE BYRNES and JIM McHUGH

The Glen Henry Family, en route to Winston-Salem, N. C., last week, visited Art and Marie Henry at Shade Gap, Pa. while the latter presented their circus revue at the Soldiers' and Sailors' Reunion. They also visited other acts on the bill including Spot Matthews, Flying Romans and Great Arturo and Nicky.

Olympic Park's free show, starting Monday (25) features the Flying Romans; Lenny and Margie Ross, punching bag champs; Shirley Luvall, contortionist, and the Texas Duo, hand-balancers.

Blair J. Heimbach, former principal of the "Ice Capades" show, taking basic training at Camp Pickett, Va. He's in a medical unit.

Among the acts that played the Cicero, Ind. Street Fair, August 14-16, were the Great Mustafa, juggling and hand balancing; Leo Francia, whiteface musical clown; the Malinos, rolly-poly, and Daffy Dan, song and dance man.

Hopp Green, Milwaukee clown, is working Wisconsin fairs for the Ernie Young office, and will work the Waterloo, Ia., Stock Show for Barnes-Carruthers. He is set with the Binks Circus August 30-31 and Labor Day. Green recently worked five Army camps for USO.

Capt. Eugene Christy, who recently concluded a two-week return engagement at Lake Lansing Amusement Park, Lansing, Mich., last week appeared at the Clinton County Fair, Frankfort, Ind., for the Clinton County Implement Dealers' Association.

Lottie Meyer's "Disappearing Water Ballet," currently at Atlantic City's Steel Pier, comes in for a big publicity break in the Sunday (24) magazine section of The New York Daily Mirror. The feature story, complete with photos, covers two parts and traces the history of the attraction. It also explains the workings of the disappearing girls and includes a biography of Lottie and her husband, Ken Wazfield.

Libera, pianist, has been signed as a name attraction for the Los Angeles County Fair, Pomona, Calif., and will perform the first nine days in front of the grandstand. Barnes-Carruthers' revue will follow him in the last eight days of the expo. Libera's brother, George, also is on the bill, along with a full orchestra. The pianist will do his TV September 17.

Pete Hox, blind whip artist, returned to Hollywood recently to make a video appearance on the show "You Asked for It," Hox, who has been touring veteran hospitals for the past three years, recently completed a tour of Canada and Mexico with his wife, White Dove, and stepson.

Acts, band and stage hands on one of the Gertrude and Randolph Avery revues were recently treated to an unscheduled air lift when the troupe's bus broke down near Charleston, Ill., en route to play Fowlerville, Mich. Randolph Avery, who headed up the unit, immediately chartered five airplanes, which got them to their destination 30 minutes before show time.

Talent set to play as added attractions with the Sonje Henie ice show this year include Willie West and McGinty, comedy; Leon de Rousseau, high diver; Seven Ashtons, Risley-acro, and the Amin Brothers, acro. Jimmy Evans, foot juggler, who played the Escanaba, Mich., fair last week, plans to spend the winter playing clubs and theaters.

Cherie Diane Valentine, 3 1/2-year-old-daughter of George and Lorraine Valentine, of the flying act, made her showbiz debut recently at the Berns, Ind., celebration. Following the Valentine Sisters trapeze stunt, little Cherie came out for her routine of trap tricks and stole the show. Miss Luxem, sway pole, also was a featured act on the program.

Henry (Hank) Hansen, ski jumper from Waconia, Minn., made his fair debut last week at the Upper Peninsula Fair, Escanaba, Mich., Hansen, who appeared twice daily there, made a straight jump from a dry ski platform and also a somersault.

Toscanelli, juggler, reports from Escanaba that he will winter in and around Chicago following the outdoor season for Barnes-Carruthers.

Bob Butler, top man in the Amazing Monahans, trampoline, trapeze and Risley act, writes they are keeping busy for J. C. Michaels Attractions, working Missouri, Kansas and Nebraska fairs. Before trekking outdoors the Monahans worked four TV shows on the West Coast. After a visit to Los Angeles this fall they plan to winter in the Midwest.

Aida Walkmir, who performs as the Girl in the Moon, was the subject of a feature story in the Pittsburgh (Pa.) Press, during her engagement at Kennwood Park there. Her act, along with Ladd Lyon, acro, was held over for a third week. Suicide Simon, the human bomb, played West View Park, Pittsburgh, recently.

The Aerial Alcides, Edna, Louie and Wilfred, opened their fall season at Rehoboth, Mass., August 11.

On the grandstand show at the recent Ozark Empire District Fair, Springfield, Mo., were the Four Merrills, Miss Ruby's Dogs, Leo Couture, Mr. Arthur and Company, the Fullers, the Great Grellonas, Soronado, musical comedians; Billy Ray and Company, Haag's Elephant, the Kenneth Waite Troupe, the Lang Troupe, and Ricardo and Gracie Orion.

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 Adv. Display Posters, size 8 1/2 x 11, \$1.00  
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Wap for Board, 3 pieces layout for Thin, Transparent Plastic Markers, Brown, \$1.00, Per M \$1.00  
 Featherweight Thin Plastic Sheets, size 8 1/2 x 11, very large numbers, 3 colors, loose, \$1.00, \$1.25  
 Round white N.J. Cardboard Markers, size 1/2" card diam. 1000 to 10, later size, \$1.00  
 1000 to 10, either size, \$1.00  
 Cardboard Ring Markers, No. 100, size, complete with 75 numbered Fine Point Calling Cards, \$1.00  
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**Gresham, Ore., Races Ahead Of Record Run**

GRESHAM, Ore., Aug. 23.—Multnomah County Fair was racing ahead of all past records at its outside gate this week and also was well on its way towards establishing a new pari-mutuel mark.

Annual opened its seven-day run here Monday (18) and total attendance for the first three days was 58,068, a new high mark. First day's turnout totaled 16,390, some 50 per cent ahead of last year. Race handle that day was \$56,556, an increase of 61 per cent over the corresponding day last year. Fair closes Sunday (24).

Tuesday (19) attendance was 21,688, which topped a year ago by 8,500 and grandstand turnouts for the first two days totaled 38,078, a sharp increase over '51. West Coast Shows, holding down the fun zone here, reported grosses up 18 per cent for the first three days.

A big drawing card has been the five-act free show presented twice daily. Acts include Lane and Lindell, comedy dance; Kay Sisters, trampoline and unicycle; Johnny Matson, vocals and instrumental; Val Valentine, acro, and Frency Manning, tight wire.

Fair is operating with a tight outside gate this year and has eliminated all but necessary passes. Admission is 50 cents with children free. Parking, greatly expanded this year, goes for a 50-cent tab.

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 Plastic Markers, Red, Green, Yellow, Blue, \$1.00  
 Round or square 1/2" diameter, \$1.50  
 Squared Edge, Green only, \$2.00  
 Smaller King, \$1.00, Red or Green Plastic, \$1.00  
 Adv. Display Posters, size 8 1/2 x 11, \$1.00  
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Wap for Board, 3 pieces layout for Thin, Transparent Plastic Markers, Brown, \$1.00, Per M \$1.00  
 Featherweight Thin Plastic Sheets, size 8 1/2 x 11, very large numbers, 3 colors, loose, \$1.00, \$1.25  
 Round white N.J. Cardboard Markers, size 1/2" card diam. 1000 to 10, later size, \$1.00  
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## 20,000 Attend Opening Day At Marshfield

MARSHFIELD, Mass., Aug. 23.—Marshfield Fair, which ends its seven-day run today, may chalk its best run in 10 years, according to Charles Langlie, general manager.

Sunday (17) was one of the strongest opening days in the fair's history, as 12,000 adults and 8,000 children attended Monday (18), more than 11,000 paid admissions were recorded, while Tuesday (19) drew an estimated 18,000 paid and 12,000 children. Sunday and Tuesday were children's days.

**Paid Attendance**

Langlie predicted that total paid attendance this year would be between 105,000 and 110,000. Last year a paid attendance of 90,000 was recorded.

Wednesday (20) was Politicians' Day, as both Democratic and Republican candidates for State offices presented their cases.

Concessionaires said that Sunday's business was the biggest in 10 years. Much of the business came from participants at the New England Drum and Bugle Competitions which were held at the fair.

As in previous years, E. W. Burr's Playtime Shows were on the midway and reported business as the hottest in years.

The grandstand show was booked thru Al Martin, Boston, and consisted of 12 circus acts, headlined by the Albanias, perch act.

Some \$28,000 was bet at the opening day of pari-mutuel harness racing Monday as against \$23,000 on opening day in 1951.

## CIRCUS OWNER, 12, INVOLVED IN TAX CASE

WASHINGTON, Aug. 23.—The plight of a young circus owner has officials at the Bureau of Internal Revenue here scratching their heads.

The 12-year-old tycoon, Larry Aikens of Terre Haute, Ind., saw a Ringling Bros. and Barnum & Bailey circus performance and decided to put on a show of his own in his back yard.

It drew 22 persons at 5 cents a crack. His father, a government employee, told Larry about the 20 per cent amusement tax, and Larry, being a law-abiding businessman, promptly sent the government a money order for 22 cents. However, a government spokesman said that Larry may get some of his 22 cents back, as some of the paying customers may have been under 12, and thus exempt from the amusement tax. The government will have to write Larry to find out.

## HEAVY SLATE

### Entertainment Budget Strong At Barrington

GREAT BARRINGTON, Mass., Aug. 23.—Accent will be on popular entertainment as well as the traditional fair events when the Barrington Fair opens its week run here September 7. A heavy budget has been allocated to cover amusement features, with Q. C. Buck Exposition on the midway.

Sunday, opening day, features includes B. Ward Beam World Championship Auto Daredevil, with performances at 2:30 and 8 p.m.

Buck's shows will arrive a few days prior to opening and set up rides, a Kiddieland and Side Shows.

#### Horse Racing

Pari-mutuel horse racing gets under way Monday, with six afternoons scheduled. About 300 horses will be on hand, with nine races daily.

Monday night will bring the opening performance of the Barrington Fair Frolies. Show will be presented six nights, with acts appearing on the track on the portable stage across from the grandstand, and high acts in the infield. A circus band will play every show.

Feature acts include Speedy Babbs' Globe of Death, Schaller Brothers; Barrett Brothers, high act; the Briants, hobo comedy team; the Albanias, acrobats; Landon's Midgets; Johnny Liddle and his Canine Revue; Chai and Somy, acrobats, and Roland and Janis, wire and unicycle.

Jimmy Joyce, of Boston, will emcee, with Chet Nelson, band director, and Al Martin, stage director.

Wednesday's feature will be horse draw events, with a \$500 Grand Sweepstakes set for Thursday. On Friday a special follies show will be presented to children at 11 a.m.

Over \$10,000 in cash awards is being planned for exhibitors in the various cattle, agricultural, domestic and other arts and crafts.

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**Jobber Equipment Co.**  
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## Personnel Is Named for Trenton Fair

TRENTON, N. J., Aug. 23.—Personnel for New Jersey State Fair, to be held here September 21-25, was announced this week by Norman L. Marshall, secretary-manager.

Harry M. Sterling has been named superintendent of the Poultry Department, succeeding his father, the late Harry W. Sterling. The latter had held the post for 30 years.

The State Building again will be in charge of Fred G. Fainsett, of the New Jersey Department of Institutions and Agencies; the Grange Building and the two Flower Shows under William C. Lynn, of New Jersey's Department of Agriculture; livestock under William C. Nulton and George Vandernoot, of the State College of Agriculture; Hollyn P. Winters, State 4-H Club director, again will have charge of the 4-H Club building, while Mrs. Helen Larzelere, Trenton, continues as head of the Domestic Arts Department.

World of Mirth Shows will provide the midway, while George A. Hamid's "Ice Revue" will hold forth at the grandstand.

## Entertainment Set for York

YORK, Pa., Aug. 23.—Samuel S. Lewis, general manager of York Interstate Fair, to be held here September 9-13, this week announced that the grandstand show "Broadway Bandwagon" booked thru Frank Wirth, will consist of five production numbers with special moving scenery.

Featured will be Will Mahoney, comic; the Bernadette Phalen, adagio dancers; Johnny Woods, emcee; Aida, the Lady in the Moon; Billy Barton, cloud swing; Capt. William Hever and Starless Night; the Five Antaeiks, perch act; the Hoffmans, novelty plate spinning; Marcus Family, jugglers and Trampolones, with their bounding bed.

Fred Waring and his 70-person television show will appear September 10, with the Ink Spots as guests starts the following day, and the Andrews Sisters guesting the day after that.

## Casper, Wyo., Gate Count Up 10 Per Cent

CASPER, Wyo., Aug. 23.—Central Wyoming Fair, despite a pared run of four nights and three days, came to a close here Saturday (16) with a 10 per cent bulge in attendance. Bob Latta, manager, announced in '51 the fair operated six nights and five days.

Night parades and show, which included a rodeo produced by Leo Crmer, Big Timber, Mont., plus the Sons of the Pioneers and other circus type acts, did strong business all week. Each night drew capacity or near capacity. Most of the crowds would have been overflows on the basis of last year's seating accommodations, but new Safeway steel bleachers provided 1,500 additional seats this year.

Surprising development of the week was "Kids' Day. Total grosses by all departments of the fair topped the traditionally big Casper Day. For the and Don's rides and shows sold over 15,000 ride tickets at 9 cents and the over-midway gross was 40 per cent over last year. In addition, the carnival, the kids were treated to a special movie show by the Sons of the Pioneers.

Heat cre somewhat into afternoon grandstand business all week, according to Latta. Attractions included Jo Chitwood auto thrill show, an amateur roundup and big car auto races.

## Steel Strikes Dip Troy Gate

TROY, Pa., Aug. 23.—Good weather at the Troy Fair was overshadowed by steel strikes in surrounding areas, but the four-day stand (20-23) registered better than 20,000 admissions, according to H. B. Holcombe, director. Nearly 4,000 were on hand opening day.

Pioneer Shows were on the midway and played to good business. A grandstand show Wednesday (20) featured Madame Malukova's high wire thrill act as well as several others. There were pyro displays nightly. Grandstand prices were 50 cents and \$1. Gate admissions were 60 cents for adults, 30 cents for children under 14.

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## Lewisburg Attendance Rises 10% Over '51; Crowds Good

LEWISBURG, W. Va., Aug. 23.—Attendance at the West Virginia State Fair here this week ran about 10 per cent ahead of 1951 totals, with the gross maintaining the same pace, according to C. T. Sydenstricker, fair manager. The annual opened Monday (18) and closes today.

## Big Jon Arthur, Sparkie Set for Calif. Annual

CINCINNATI, Aug. 23.—Big Jon Arthur and Sparkie, stars of the two ABC Network shows, "No School Today" and "Big Jon and Sparkie" leave here next Wednesday (27) for the West Coast where they will appear at the California State Fair, Sacramento, September 1-6. On the way to the Coast they will stop off at Coffeyville, Kan., to make several appearances at the Interstate Fair in behalf of the sponsors in that city.

At the California State Fair, Big Jon and Sparkie will do two shows a day. After their run there they will spend a few days in Hollywood and do one or two appearances in San Diego. They will return to Cincinnati September 11.

Big Jon and Sparkie will be accompanied by Mrs. Arthur; William Mahoney, technical director; Donald Poynter, staff manager; and Margaret Mau, promotion director for Arthur-Sampson Enterprises, Inc.

## Rains Swamp Cambridge

CAMBRIDGE, Md., Aug. 23.—Eastern Shore Fair, which closed its five-day run here August 2, was off 92 per cent at its front gate, according to final figures released this week. Seven and one-half inches of rain in five nights turned the fairgrounds into a quagmire and kept patrons away.

Opening night saw a good turnout but the skies opened the next day and a four-inch downpour washed out the day. Rains persisted every night thereafter.

Vienna Bros. Shows were on the midway with the Great Telesco and Glen Thompson's Hillbillies as the free acts. American Fireworks Company presented nightly pyro displays.

## COMING EVENTS

- California**  
El Cajon—All-Western Days Sept. 8-7.  
E. S. Richards—Fair Festival, Sept. 10-21. C. B. Jackson
- Illinois**  
Akinwood—Fall Festival, Sept. 12-13. G. C. Hale.  
Hoopland—National Sweetcorn Festival, Sept. 11-12. Tommy Sacco.  
Hoopland—Annual National Sweetcorn Festival, Sept. 11-13. Tommy Sacco.  
Lawrenceville—Fall Festival, Sept. 25-27. R. O. Mills, Merchants Assn.  
Lexington—K. of P. Home-Coming, Aug. 26-28. T. M. Patton.  
Moneau—Centennial Oct. 2-4. W. B. Krans.  
Prairie City—Home-Coming, Aug. 29-30. J. W. McConce.  
Windsor—Harvest Festival, Aug. 29-30. Ralph Reed.
- Indiana**  
Bluffton—Street Fair, Sept. 23-27. Curtis D. Ellis.  
East Chicago—Elin Trades Council Labor Day Celebration, Aug. 30-Sept. 1. Raymond C. Ding Ent., 704 145th St. Ellettsville—Fall Festival, Sept. 11-12. Mrs. Troy Kelley.  
Lowell—Lowell Centennial, Aug. 28-Sept. 2. W. M. Menninger.  
Maneche—St. Marys Church Festival, Sept. 11-14. Harry Dunkle, 2621 W. Adams St.  
Terra Haute—Street Celebration, Sept. 15-20. Frank Oberhauser, 1277 Phillips Ave.
- Kentucky**  
Corbin—Corbin Golden Anniversary, Sept. 21-27. Martin Kriger, Chamber of Commerce.  
Park City—Community Fair, Sept. 1-4. E. L. Arrington.
- Michigan**  
Wadon—Harvest Festival, Sept. 1. G. M. Bassett.  
Mason—Wolf Lake Home-Coming, Aug. 28-Sept. 1. Rowley W. Wade.  
Rumour—Michigan Peach Festival, Aug. 31-Sept. 2. Lenze Meeker.
- Minnesota**  
Cloquet—Celebration, Aug. 30-Sept. 1. Central Lake Union.
- Missouri**  
Bloomfield—Annual Homecomings, Sept. 4-11. Charles R. Corbin.

## Carnival Routes

- Send to  
2160 Patterson St.  
Cincinnati 22, O.
- (Routes are for current week when no dates are given. Possible mailings points are listed.)
- Alamo: Balboa, Kan.; (Fair) Dodge City, Sept. 1-8.  
All Fair: (Fair) Arcadia, Tex.  
American Beauty: (Fair) Coffeyville, Kan. 26-Sept. 1; (Fair) Mottville, Mo. 3-5.  
American Eagle: Windsor, Ill.; Ripley, Tenn., Sept. 1-6.  
American Midway: (Fair) Richardson, Tex. 8, 14-15; (Fair) Raleigh, N. C. Va. 25-26-Sept. 1; New Castle, Va. 2-6.  
Bancroft United: (Fair) Bemet, Calif. 27-Sept. 1; (Fair) Lancaster 4-7.  
Bardonia: (Fair) Bardonia, Wis. 25-26.  
B. & C.: (Fair) Bernice, N. Y. 27-30; (Fair) Brookfield, Sept. 1-5.  
Bora: Fulton, Ky. 9.  
Becht, Lee: (Fair) Lebanon, O. 10-16; (Fair) East & Linn, Cincinnati, Sept. 1-5.  
Beck's Old Time: (Fair) Harrison, Ky. (Fair) Greenburg, Sept. 1-8.  
Bill Form: (Fair) West Port, N. Y. 27-30.  
Berndt: (Fair) Barry, N. C. 28-31; (Fair) Searles, Ont. 28-31; Windsor, Sept. 1-4.  
Bernard & Barry, N. C. 28-31; (Fair) Dresden, Ont. Can. 28-31; (Fair) Welland, Sept. 1-3.  
B. & M.: Johnstonville, S. C. 1-6; Latta, Sept. 1-6.  
Big Four Amuse: Dixon, Ill. 25-27; Rockford 28-30-Sept. 1.  
Blair: Lockhart, Tex.  
Blair Grass: Du Quoin, Ill. 24-Sept. 1; Clarksville, Tenn. 3-5.  
Bliss: (Fair) Meriden, W.Va. 26-Sept. 1; Marshalltown, Ia. 4-8.  
Bob's Modern: (Fair) Harpersburg, Tenn. 29-30; (Fair) Vinton, Sept. 1; Perry 4-6.  
Borden Land: (Fair) Kentucky, 25-26-Sept. 1.  
Brewer United: (Fair) Hartsville, S. C. 28-30.  
Brookbeck & Schradler: Garden City, Kan.; Rocky Ford, Col. Sept. 2-5.  
Brook-Wallace: (Fair) Johnson, Tenn. 28-30.  
Burke, Harry: (Fair) Bremen Bridge, Ia. 25-Sept. 1; (Fair) Morgan City 2-4.  
Burlington Midway: (Fair) Hartsville, S. C. 28-30; (Fair) Spencer, N. C. 28-Sept. 1; (Fair) Redfield 2-4.  
Capital City: (Fair) Maryville, Tenn.; Dalton, Ga., Sept. 1-6.  
Carlin, Jack: Junction City, O. 21-26.  
Casper: (Fair) Wood County, O. 27-31.  
Casey, E. J.: (Fair) Lake Out, 25-26; (Fair) Dryden 27-28; (Fair) Lakeside 29-30; (Fair) Keweenaw 29-30.  
Carolina: Williston, S. C.  
Cascade of Amusements: Hartmann, Tenn. Columbia, Tenn. 4.  
Cavalade of Fun: Rockford, Ill. 26-Sept. 1; (Fair) Cherry Valley 4-8.

## Circus Routes

- Send to  
2160 Patterson St.  
Cincinnati 22, O.
- Burpee Bros.: Ottumwa, Ia. 24-27.  
Beatty, Clyde: (Fair) Antrim, Minn. 25; (Fair) Chicago, Ia. 26; (Fair) Des Moines, Ia. 27; (Fair) Des Moines, Ia. 28; (Fair) Des Moines, Ia. 29; (Fair) Des Moines, Ia. 30; (Fair) Des Moines, Ia. 31; (Fair) Des Moines, Ia. 1-3; (Fair) Des Moines, Ia. 4-6; (Fair) Des Moines, Ia. 7-9; (Fair) Des Moines, Ia. 10-12; (Fair) Des Moines, Ia. 13-15; (Fair) Des Moines, Ia. 16-18; (Fair) Des Moines, Ia. 19-21; (Fair) Des Moines, Ia. 22-24; (Fair) Des Moines, Ia. 25-27; (Fair) Des Moines, Ia. 28-30; (Fair) Des Moines, Ia. 31-1; (Fair) Des Moines, Ia. 2-4; (Fair) Des Moines, Ia. 5-7; (Fair) Des Moines, Ia. 8-10; (Fair) Des Moines, Ia. 11-13; (Fair) Des Moines, Ia. 14-16; (Fair) Des Moines, Ia. 17-19; (Fair) Des Moines, Ia. 20-22; (Fair) Des Moines, Ia. 23-25; (Fair) Des Moines, Ia. 26-28; (Fair) Des Moines, Ia. 29-31; (Fair) Des Moines, Ia. 1-3; (Fair) Des Moines, Ia. 4-6; (Fair) Des Moines, Ia. 7-9; (Fair) Des Moines, Ia. 10-12; (Fair) Des Moines, Ia. 13-15; (Fair) Des Moines, Ia. 16-18; (Fair) Des Moines, Ia. 19-21; 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## LOVE THOSE FREE SHOWS!

### Week-Ends Only, But Those Venezuela Parks Are Full

MARACIABO, Venezuela, Aug. 23.—A new amusement park opened here a short time ago by Samuel Bakerman and J. A. Borges Villegas, who also operate Coney Island Park in Caracas, is enjoying brisk business chiefly because of the free shows presented and the fact that it operates only on week-ends and holidays throughout the year.

"The average person here has only so much money to spend," the ops say, "and a park open for a full week, every week, would not only become tiresome to them but would also put a crimp in their pocketbooks. With the limited schedule, patrons have something to look forward to, and usually arrive in a spending mood."

According to Bakerman, its the

free shows that really get them, however. The variety bills, usually an hour long, include top acts brought in from the United States and Europe. Performers give two shows on Saturday, three on Sunday.

#### TV In the Office

There's no telling what will happen when television comes to Venezuela this winter, Bakerman says, but the possibilities of our trying-in with it should prove interesting if not profitable. He and his partner plan to televise parts of the free shows directly from the park in much the same way as many American funspots do.

The operators don't see the new medium as a threat to their business at all. "The people still like the week-ends at the parks," they feel, "and from what we've heard it could be that TV will make even more friends for us!"

**SKEE-BALL**  
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### 125,000 Jams Danish Funspot

COPENHAGEN, Aug. 23.—Tivoli amusement park, largest funspot in Denmark, last week observed its 109th anniversary with special events and an elaborate fireworks display. The three-day celebration drew close to 125,000 paid admissions, with Sunday (17) snaring better than 75,000 patrons. Park buildings were festooned with balloons and flowers, and streamers of blue and gold electric light bulbs were strung thru the trees which border the park's huge lake.

Features of the gala event were concerts by the funspot's own symphony orchestra, conducted by H. C. Lumbye, one of Denmark's most popular composers; and programs presented by Tivoli's two concert bands.

Rides, shows and concessions all did solid business, and were not even bothered by a mid-day downpour on Sunday.

### KID TAKES 140 RIDES—\$12.60

RYE, N. Y., Aug. 23.—Harry Traver, veteran amusement device manufacturer and operator, is claiming the human endurance record for his Jeep cars which he runs at Playland here. Traver said a four-year-old, Bobby Babcock, of Westwood, N. J., took 140 consecutive rides last week, 116 in the afternoon and 24 more at night. The pint-sized Barney Oldfield took time out so that Traver could have dinner. Little Bobby consumed nearly four hours in driving the battery-operated cars, not to mention the patience and \$12.60 contributed by his over-lovin' dad.

### Sitter Switches Parks Aboard Portable Pole

PORTLAND, Ore., Aug. 23.—A portable pole has been introduced into the fangpole sitting business. W. L. (Happy) Horvath began his sitting session at Wagonwheel Park, Camas, Wash., 60 days ago. Then he moved to Oaks Park here.

So the first 60 days could be counted in his total. Howard made the move between parks aboard a portable pole mounted on a truck. Stunt featured a haircut and shave en route, which netted additional publicity for the parks.

At Oaks, the promotion is drawing good crowds and is sponsored by the Portland Lions Club. Howard said he plans to stay aloft until Christ-mas.

### Zoo R.R. Runs 21 Years

DETROIT, Aug. 23.—The Detroit Zoo's Miniature Railroad recently completed 21 years of operation during which an estimated 40 million passenger-miles was racked up. With three trains in operation, the system has a daily capacity of 10,000 riders.

## Old Sol Smiles Sunday For Eastern Park Ops

NEW YORK, Aug. 23.—The cards seemed to be stacked against Eastern park operators this year as week after week the weather pattern seems to be a hot, steamy Monday thru Friday and a wet Saturday and Sunday. When week-end weather was good, as it was during July, the ops ran way ahead of last year's totals, but good week-ends have been few and far between.

Sunday (17), however, proved to be an exception, and local ops cashed in as Old Sol was kind to them. Irving Rosenthal, at Pallsades (N. J.) Park, said that 90,000 persons were at his funspot Sunday and that business was "about as good as it was on July 4." He added that business is running about 12 per cent ahead of last year, with food and drink concessions up about 14 per cent.

Olympic Park  
At Olympic (N. J.) Park, Henry Guenther Jr. reported a good Sunday attendance of 25,000. At the end of July, Olympic was running about 5 per cent ahead of 1951 totals, but August rains have erased that increase. Brightest spot in the Olympic picture is the swimming pool, which is 10 per cent ahead of 1951.

At Rye (N. Y.) Playland, a hefty crowd of 35,000 was present Sunday. Rye was slightly ahead of last year at the end of July, but now is slightly behind last year.

Coney Island reports that business is 5 per cent ahead of last year's totals, with a 850,000 crowd reported in the area Sunday.

Indian Point  
Indian Point Park in Peekskill, N. Y., reports business about 12 per cent ahead of 1951, with a good crowd of 15,000 in attendance Sunday.

Despite a good Sunday, Rockaway's Playland in Queens, N. Y., is still slightly behind 1951, but Dick Geist believes that a good

Labor Day will put 'him about even with last year.

Saturday (16) saw rains kill park business here as Olympic Park was rained out completely; other parks did only a token business, and only Indian Point reported a fair crowd—10,000.

## Auto Picnics Hype Detroit Wk.-End Take

DETROIT, Aug. 23.—Local parks enjoyed an unexpectedly satisfactory week-end after a deluge on Friday night (15), and heavy rain until about 1 p.m. Saturday (16). Grounds remained soaked, with water still standing two days later. However, at Jefferson Beach, crowds started coming within an hour after the rain stopped.

Attendance there was spurred by a major picnic held by the Chevrolet gear and axle plant. It saved the day for the park by bringing out about 3,000 persons.

Sunday was less satisfactory at Jefferson Beach, with the scheduled Ford Motor Company picnic postponed four weeks because of the steel strike. This event, expected to draw about 50,000 people, will be on the final day of the park season.

At Edgewater Park, Sunday proved a good day, with the Cadillac Motor picnic booked for the day. Attendance and play on all attractions were reported good. Edgewater plans to close the week-end following Labor Day unless weather and business conditions justify an "Indian summer" run.

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TWO PONY SHELTERS AND FEED AND SADDLE BUILDING. The entire amusement area is fenced with 2" chain link fence and pasture has farm-type fence. Other equipment includes benches, new sign, new tires on kiddy, movie trailers, spare parts, etc. All equipment is in excellent condition and except Merry-Go-Round is less than 2 years old. This park is the only kiddie land in or around Houston that has shown a considerable increase in business this year. Have an attractive long term lease with renewal option. 22 week operation is desired. Priced at \$49,500.00. Can arrange more terms. Park must be seen to be appreciated, but if you are a qualified buyer, write for any additional information.

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## Coney Island, N. Y.

Rain Saturday (16) and sunshine Sunday (17), a repetition of last week-end, continued to make it an unsatisfactory season for business.

The four girls shows continue to operate, pending a postponement of hearings in the License Commissioner's office as the result of a police invasion recently. Tiram's Wine Bath case was heard Tuesday (18), and the other three, Sindell's, Carmen's and Garto's Thursday (20). The Chamber of Commerce is being blamed by two show ops for their predicament, asserting that body should have advised them to make whatever changes were necessary before the city investigators made visits. The chamber, they say, did as much in behalf of the photo galleries, ball games and guess-young-ages. Another beef by the ops was the lack of protection on the part of the chamber for its own members, which, as a consequence, brought about the resignation of Stanley Reiben, ex-priest, last week.

Rides and their mechanics, tenanted by Kyrimes big ride park on the Bowery, include the Hurricane, engineered by Andy Dalton; Gyro-Globe, Jack Beskin; Looper Plane, William Lewis, and Virginia Reel, Jack Gallagher, with George Kyrimes Jr. supervising; Whip, Paul Ennis; Scooter, George E. Kyrimes; J.J. Looper, Frank Boston, and Boomarang, Joe Rojko. Platform men are Mike Delafama, Cliff Hutchinsin, Pat Lomascio, John Monahan, Eddie Whitworth, Tom Burger, Mike Romano and Albert Kent. Ticket sellers include Jake Rothman, Connie Rohr, Toby Spender, Al Fiorelli, Arsen Kamboli, Dominick Mirco, Nick Kambolis and William Milton. Maintenance men are James Phillips, John Gallagher, Ralph Petri and

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# KING-CRISTIANI HIT BY VA. RAINS

Show Averages One Big Crowd Daily; Charlottesville Gives 2 Strong Ones

FARMVILLE, Va., Aug. 23.—King Bros. & Cristiani Circus was averaging one big house a day as it played thru Virginia this week on its way to the Deep South. Results of the second shows varied widely. Rain was blamed for some of the smaller turnouts.

In Lebanon, Pa. (12) before the Southern moves started, rain held the matinee to a half house, but the night crowd nearly filled the top. At Frederick, Md. (14) the parade attracted an unusually large turnout but apprehensive parents kept their children home in the afternoon because of polio, and the circus had a one-quarter crowd. Night house was three-quarters filled.

Culpeper, Va., on Saturday (16), produced a near-capacity matinee, but rain trimmed night attendance to about three-quarters. American Legion was

the auspices. Parade had a big attendance and, since the show was the first comparable outfit to make the town in about 25 years, larger attendance was expected at the show. Rain during the afternoon and evening probably was to blame for the lighter night take.

A high spot was Charlottesville, Va., on Tuesday (18). The matinee was near full and the night house was capacity. Local sources described it as an unusually good turnout for a circus. Exchange Club was the auspices. National Guard Military Police were called to aid local police in handling the traffic.

In Farmville on Wednesday (19), King-Cristiani won another enthusiastic reception at parade time and at night, but rain kept the folks home in the afternoon. The matinee was half filled. The night performance had a capacity crowd. Daytime attendance also was cut by the absence of busy farmers. Lions Club was the auspices.

# PORTER RAPS TAX BURDEN; H-W FILLS TOP

One State Claims 40% of Gross; TV, Strikes Trim Take

MONTGOMERY, Ala., Aug. 23.—Hagan-Wallace garnered three near-capacity houses and a half house in a two-day stand, Tuesday and Wednesday (19-20), here under Exchange Club auspices. The half house came for the first matinee.

A complaint that taxes and television were killing the business for small shows was voiced here by Al Porter, business manager for the Hagan-Wallace show. He charged that in one Eastern State the various taxing agencies claimed a total of 40 per cent of the show's gross.

He said Hagan-Wallace did well between the time it opened at Deland, Fla., in March and the time it reached the Great Lakes region "other than the effects of the steel strike set in," he noted. Porter said that if the taxes might be reduced in the future, the competition of television was likely to increase.

# Hunt Plays to Straw Houses On Long Island

WASHINGTON, N. J., Aug. 23.—Playing to a series of capacity and near-capacity houses, Hunt Bros. Circus recently concluded a tour of Long Island with Glen Cove the closer. The show had several straw houses, and had only two towns below average—Amityville and Glen Cove—the latter played in an all-day down-pour.

Heavy rains and high winds struck just as the night show ended at Rocky Point, Wednesday (13). All tops held, however, and the capacity crowd was ushered out with no difficulty of any kind. Bill English, Side Show manager, reported a good annex business, with Easthampton a banner day. English says the show is rapidly becoming a showcase for New York talent agents seeking circus-type acts for TV shows. Boots Serocco, freerater, made the Ed Sullivan video show Sunday (17).

Now in New Jersey, the circus plays Point Pleasant (27), Beach Haven (28), Wildwood (29), and Ocean City (30)

# CIRCUSES

## WHAT PRICE FAME? ASKS JOHN R. NORTH

STOCKHOLM, Aug. 23.—

John Ringling North, together with his European rep. Umberto Schieffholz-Bedini, and Gloria Drews, film starlet, arrived here from Hamburg, Germany, to visit circuses. The big paper in the city ran a three-column photo and story of the circus magnate and capped the thing by referring to him as Francesco Ringling. Let's see, what was the name of that other fellow—oh, yes, Luigi Barnum!

After the laughter died out, North proceeded to sign several ads for the 1953 season, including the Three Helianus antipodists, currently with the Circus Louis, Victor Julian's clever canine act also received an offer but Victor turned it down as he is booked thru next year.

North and his party also caught the Circus Scott, which had a line-up including the 12 Wazzans, Arab tumblers, Traver Bale's animals, Baby Misting xylophonist, and the Five Boxinos (former R-B act), tumblers.

# R-B Opens Strong On New Chicago Lot

Full House Friday; Detroit Has Slow Start, Big Sunday for 3-Day Run

CHICAGO, Aug. 23.—Ringling Bros., breaking in a new lot on the West Side, scored well for the first day of its three-day Chicago stand. The Friday (22) matinee pulled a strong half-house, termed better than the show would have had on the lakefront. At night the crowd was straggled in the blues and only a small number of top-priced seats were unoccupied.

Saturday and Sunday (24) will complete show's shortest Chicago stand. The new lot, at Roosevelt and Cicero, gave plenty of space, a good location and a short haul from the runs. Stand is sponsored by a group of churches which support Villa Scalabrini, home for the aged.

Chicago, as elsewhere, was billed lightly by comparison with other years. Lithographs were almost entirely half-sheets. Some three-sheet boards and larger dubs were used. Newspaper ads were smaller than usual, but several good publicity pictures were run.

In Jackson, Mich., on Monday (18), Ringling-Barnum played to a near-capacity crowd of just under 8,000 at night, but the matinee was a light 40 per cent. A new school ground lot was used and it proved good for the show and for parking. Auspices was

the Junior Chamber of Commerce.

The show's Detroit run of three days closed Sunday (17) with an attendance estimate for the six performances set at 25,000. It was reported that the show gave the Lions Clubs, co-sponsors a check for \$750 and that the clubs also cleared about \$4,500 by operating a parking lot.

The Motor City run opened Friday (15) with a one-third matinee and a half house at night. Humidity and showers were hindrances. Cloudburst during the night show hampered the performers.

Saturday (16) brought a half house in the afternoon and a three-quarter score at night. Again rain interfered, the Saturday shower lasting until matinee time. On Sunday the matinee drew a big turnout, just short of capacity, and the final performance had about 90 per cent of capacity.

A new Detroit lot, in suburban Highland Park, proved satisfactory.

# Jacobsen Show Moves Offices To Des Moines

DES MOINES, Aug. 23.—Charles and H. W. Jacobsen have opened a headquarters here for their Hollywood Circus Corporation, it was announced this week. The office replaces its West Coast base, which it closed following a decision not to play California dates this season.

Charles Jacobsen, general agent, said the Coast will be skipped because of higher costs and the number of telephone promotions there.

He announced advance sale for the indoor show's Manitowoc, Wis., Kiwanis date was more than twice as big as last year's and that the Mouse date at Appleton was 30 per cent better than last year. Hastings, Neb., however, was about 20 per cent under the 1951 score. The show has contracted for appearances under the La Crosse, Wis., Optimist Club and the Eau Claire, Wis., Jaycees, Jacobsen reported.

# Polack Routes List 82 Dates Under Shrines

CHICAGO, Aug. 23.—A total of 82 Shrines and Shrine clubs are included in a list of auspices being played this season by the two units of Polack Bros. Circus. General Agent T. Dwight Pepple, of the Western unit, said here this week that his show would play for 19 Shrines, 22 Shrine clubs, two other Masonic organizations, two Air Force bases and one firemen's organization.

The Eastern unit by season's end will have played under auspices of 20 Shrines, 21 Shrine clubs, four other Masonic groups, three Kiwanis clubs, one Rotary club, an Army post, a theater, one police organization and an additional civic group. Sam Polack is agent for the Eastern unit.

# Zoo Train Stays In Western Canada

REGINA, Sask., Aug. 23.—Howard Y. Rury's Africa Zoo Train continues its lengthy stay in Western Canada. After playing dates: Neepawa, Man., August 13; Minnedosa, Man., August 14, and Yorkton, Sask., August 15 and 16, all under Rotary Club auspices.

# Border Crossing Cuts Beatty Crew

Show Returns to U. S.; Train Moves Delayed; Roiler Trails Kelly-Miller

MINNETONKA, Minn., Aug. 23.—Clyde Beatty Circus, back in the States after a seven-year Canadian tour, was moving slowly because of a shortage of labor and was winning some near-capacity houses this week.

Final stand in Canada was Rainy River, Ont., Friday (15), where matinee was near full and the night use was three-quarters full. Custom inspection, which followed, took most of the night. Canadian laborers were not permitted to enter this country. Also the show was unable to ring horsemeat for the cats across the border because of U. S. Department of Agriculture quarantine against cat and mouth disease. The show reportedly was unable to acquire a full order of the meat at International Falls, Minn., the first of a side stand.

At International Falls, Beatty was the first rail show in 18 years and a large crowd was on hand to watch the unloading. However, Kelly-Miller had played the town a week earlier, taking the edge off attendance. Beatty drew a half house for the matinee and a three-quarter score for the night

try. A light rain also hampered Stan's sponsored by the VFW.

Bemidji, Minn., was a matinee-only stand for Sunday (17). The show drew a near-capacity afternoon crowd. Kelly-Miller had played the town Friday (8) and the Beltrami County Fair was August 11-13.

Hopping to Minnetonka for Monday (19), Beatty's train was late in arriving and the matinee was two hours late. Train pulled in at 11:40 a.m. The show followed the State fair by two weeks.

## Wallace in Circle

CIRCLE, Mont., Aug. 23.—Wallace Bros. Circus had a three-quarter night house here Friday (15). Matinee was light since farmers were busy with the harvest season.

# ALL-AMERICAN IN CLEAR; ACTS RECEIVE REFUNDS

LOS ANGELES, Aug. 23.—With the payment of approximately \$3,000, the remaining stock and equipment of the impounded All American Circus was released by the Java Pacific Line this week. Some of the animals and props had been claimed earlier by individual owners who paid their transportation charges. Show had played in Japan and the Philippines since early April for E. K. Fernandez.

The only equipment that was not cleared, a Java Pacific Line's representative said, was that of Tim and Tiny Twist. They allegedly bolted the Dutch freighter Sarangan when it landed at the harbor on August 9. Before the steamship company can release the shipment, it will be necessary for the owners to clear with the customs officials. Russell Williams, assistant collector of customs, said that every opportunity was being given this act to appear and properly process the shipment. He also said that the case was in the hands of John Mullen, customs agent. Mullen refused to sign a warrant for arrest had been issued.

The \$3,000 payment represented a remaining 31 per cent of the total of \$10,500 for the shipping and wharfage charges. About 35 per cent was paid on the shipment after it left Manila on July 15 and another 34 per cent was paid from unused airplane tickets which Bob McDearmon, of Pico Novelty, cashed in for Fernandez.

The Java Pacific Line began releasing the stock and equipment to its individual owners about August 11, after consent for delivery had been given by Fernandez' sister in Honolulu. Shipment was consigned to All American Circus here. As there was no show by that name in existence, it was imperative that release be authorized by the Hawaiian showman.

The remaining 31 per cent was paid in Honolulu, a spokesman at the shipping company revealed. With the entire amount now paid, refund checks have been ordered sent to the individuals who had paid transportation charges for their stock and equipment. Dolly Jacobs had been given her elephants upon payment of \$1,850.05 or 31 per cent of the total \$5,351.76. Si Otis redeemed his mule at the World Jungle Compound in Thousand Oaks, where it had been impounded by paying \$208.25. Otis was high in his praise of Fernandez and was confident that "someone" had slipped up on the deal.

Meanwhile, the last eight members of the All American personnel arrived in San Francisco Monday (18) from Manila. In the group were Nellie Dutton Bausman; Mildred Welbes; Eddie and Helene Hendricks and their daughter, Linda; Benny Gibson, and the Riggs Brothers.

Fernandez was on a business trip to Hong Kong and Tokyo before heading for Los Angeles and then returning to his Honolulu home.

# Mills Draws Good Crowds Of Yankees

GREENFIELD, Mass., Aug. 23.—Mill Bros. Circus, making its second annual late-season trek thru New England, was pulling fair to good crowds at most places. Pittsfield, the Frid. (15) stand, gave full houses with Grotto auspices. Weather was good and no other shows were scheduled.

Greenfield on Monday (18) for the Kiwanis Club, Mills played to twin three-quarter crowds. Advance sale was reported.

# Suez to Launch Clyde on Oct. 20

ATOKA, Okla., Aug. 23.—Howard Suez will open his indoor show, Clyde Bros., on October 20. It was announced on his Hagen Bros. Circus here this week. New wardrobe and clown costumes are being readied. The agent is contracting indoor stands. Business for Hagen Bros. has been satisfactory despite hot weather. Suez, who normally is ahead of the outdoor unit, and his family visited on the show this week.

# Dressing Room Gossip

## Clyde Beatty

Dores Miller, co-owner of the Kelly-Miller show, and purgaree other K-M people visited at Bemidji. Clyde Beatty sprained an ankle during his act in Minot, N. D., and was out of the show for a few days. The knock-out funny game in the men's dressing room is going full blast, with Len Keeler as president. Clowns Rube Simonds and Eddie Dullum gave brief talks before the Kiwanis Club luncheon at Devils Lake, N. D.

Jim Carey, second cook in George Davis' cookhouse, was hospitalized at Minot. Marie Cooper was nursemaid to three colgar cubs for several weeks. Clyde Beatty later gave them to the Calgary zoo. Dog days are here again. Two of Dorothy Hebert's Chihuahua dogs gave birth to 11 pups. Edward (Shakey Legs) Murphy is down with a mild case of flu. Boss Prop Man Hammerhead O'Dwyer and his crew are really doing a good job in getting props and rigging up and down in time.

Mr. and Mrs. Charles Porter, relatives of Colleen Alpaugh, ballet girl, visited in Winnipeg. Porter is boss man of the Hudson's Bay Company advertising department. Glen Meagher of Grand Forks, N. D., visited with Clown Gene Warnke. — EDDIE DULLUM.

## Mills Bros.

Entering Massachusetts at Pittsfield, this show is making its first Bay State tour since 1941. We all got a look at mountain scenery over the Mohawk Trail. Schenectady, Glens Falls and Troy wound up our New York tramping for the present. Harry Ruster, the Kentons and elowns visited the crippled children's hospital at Schenectady, and Jack LaPearl was guest on a TV show. Mr. and Mrs. Norman Piccus and two of their children, Cleveland relatives of the Millises, came on at Glens Falls for a week's stay. Ned and George Chalmers, father and brother of Bob Chalmers, former 24-hour man now an Air Force captain, visited at Glens Falls and Pittsfield. Bob's nephew and niece, Tom and Patty Porter, rode bulls in the spec and Tommy joined clown alley for a day.

Fans John Clark and Gordon Cutler motored from Rutland, Vt., to Glens Falls to catch the show. Fans Francis Meeker, Bill Gardner and Don Guertin greeted us at Troy, where we played the Menards lot. Kathleen O'Reilly, of the Wallabies, celebrated her birthday there. Most of the performers took advantage of Albany's proximity to do some shopping and sight-seeing. Bulls Jenny and Burma made downtown C.P. appearances at Troy and Pittsfield. Mr. and Mrs. Jim Hoyer, Hartford fans, were on the lot at Pittsfield, as were Robert Bertini and family and John Pendergast. Ray Friesel, Pittsburgh fan, is vacationing with us and proving a popular clown alley guest. Charley Elwell of Brimington; Bob Manion of the North Adams Transcript and fancions Stan Woodward, Ex. Editor, Bill Donhaue, Steve Hill and Steve Jr., were North Adams visitors.

Besides his riding, roping and sharpshooting talents, Billy Hammond also is an excellent tailor, producing much of his elegant Western wardrobe. His concerts have been drawing Grade-A crowds. — JACK LA PEARL.

## Palack Western

Gus and Betty Bell, Jack and Martha Joyce, Carl and Carla Wallenda, Justus Edwards and Harry Dann were guests of the Seattle Pro Club at a reception. The Ward-Bell Flyers are building a new triple width net for their act. Al and Judy Spiller are breaking in a new seal for their act. The seal was a birthday present to Judy.

Chester Sherman upset the elowns' dressing room with an extensive program of interpretative dancing. Francis Brunn has a new wardrobe. All the show dogs held a convention at a local vet's to get their rabies shots for the coming V-couver date.

Bill Mack, formerly with the Marq. and Marquette team, visited Curly and Babe Wiczner, renewing friendship that began in Europe. Joe Lemke added more height to the high unicycle used by his chimp, Susy, while the himp wasn't looking. Bob Gibson keeps Lemke's equipment in top condition. Carl Wallenda had a new motor installed in one of his trucks. Bee Carney has added the new set "Tenderly" to music for the Wallenda high wire act.

Visitors have included Earl Peck, Dr. David Reid and family, Mr. and Mrs. Fran Wallace, Bob Clark, Harry Sowdon, Dr. Hurley and family, George and Fern Clace, Wallace Winters, Rudy and Eleanor Koener and Richard Koener, Bill Mack, Joe Daniels, Charles C. Mirroy and Joe Sherman. — HARRY DANN.

## Palack Eastern

Hotel accommodations were at a premium at Dubuque, Ia., and because the train was late many of the gang found themselves without reservations. Clyde Harrison and his crew handled the promotion. The high school stadium proved a good setting for the show.

Red Carter's wife came on for a few days before returning to Sioux City, Ia. Al (Ironhead) Perry came over from Iowa City for a visit. He's going to Texas soon. Sam Ward surprised us with a visit.

Lani Harrison and Richard Vigo surprised everyone by getting married at Dubuque instead of Iowa City. Mr. and Mrs. Robert Harrison held a reception for the couple. Ruggera Zoppe Karl Goetschl has announced their engagement.

Visitors included Mr. and Mrs. Earl Barr, Mr. and Mrs. Lee Eyles, Roy Cairnes, Ethel Robinson, Nellie Vaughn, Dwight Pepple, Ben F. Yearly, Trav C. Bentley, Fred Brown, Dr. Edgar Evans, James Mac Elvee, Tunis Kyles, C. D. Curtis, Kathryn McAdams and Carl Hall.

The Zoppe Troupe has been busy with new wardrobe. Harold Conn closed in Minnesota and now is in the bakery business at Lansing, Mich. Clyde Harrison will handle Eau Claire, Wis., and Henry Barrett goes to Toledo for the date there. — BOB LORRAINE.

## Rogers Bros.

We had two full houses at Orange, our first stand in Virginia, where we were only 28 miles from the King-Cristiani show. There was much visiting between the two shows. The program is moving rapidly and the show is down and loaded by 11:45 p. m.

Jim Harshman, Charles Miles and Carroll Baechtel, CPA members from Hagerstown, Md., visited at Waynesboro, Va. Daily Spanish lessons are a popular pastime around here. R. K. Spidel, motored over from Chambersburg, Pa., for a day's visit. — BUCK LEAHEY.

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Boumi Shrine Temple  
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## Ringling-Bornum

After a good two-day stand in Toledo, we moved to Detroit for a three-day stand and business was good, with the Sunday matinee our best house. Friday night in Detroit gave us a downpour half way through the show, but the rest of the weather was okay. Lot in Detroit was a new one. We loaded right on the lot and all sections were spotted there. Pop Haussman, Lansing, visited and showed his movies of rehearsal in Sarasin and of the show in the Garden. He set up his equipment at the trains after the show Saturday night.

During our stand in Kalamazoo, the Otto Greibling-Freddie Freeman Tent of the Circus Fans of Battle Creek visited in a group and sat in the show during the evening performance with a big banner to let everyone know they were proud of their tent. While in Detroit, T. D. Burrell gave a party for a number of his friends. Billy Ward celebrated his birthday this past week.

Visitors: Rosie and Clarry Bruce, Mr. Wright, Joe Short, Diana Lovett and daughters; Mr. and Mrs. Tomer of Boston; Ralph and Thelma Hunter and children; Rose Romig, Mr. Duff and family; Freddie Freeman's son and family; Don Ravecraft, Dr. Berce and family; Mr. Piercey, Bob Baupfer, Kitty Clark's grandmother; Mrs. Nelson, Rosenna Brown, Mr. and Mrs. Don Smith, Mr. and Mrs. Freddy Dubsky, Alvin Dobberteon, John Walker, Mr. and Mrs. C. W. Chapman, Mr. and Mrs. Earl Gustke, Mr. and Mrs. Robert Sargeant and daughter; Mr. and Mrs. Leroy Hart and daughter, Mr. and Mrs. Kenneth Hebel and daughters; Barbara and Mary Jane; Mr. and Mrs. Henry Schriam, Mr. and Mrs. Arthur Kilpatrick, Art Mitchell, Mr. and Mrs. James DeYoung, Donna Tulstra, Mr. and Mrs. John Seif and Dorothy Durbin's relatives. — MARY JANE MILLER.

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The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1953.  
A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on September 24, 1952, at 10:00 a.m., at which time, and this one time only, all producers will be given an opportunity to present their proposals.  
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Cowboys, Grls, Indians, Clowns, Rodeo, Wild West Performers with or without stock, Thrill Acts to enlarge show for Junior Chamber of Commerce Bldg., Paducah, Ky., Sept. 5, 6, 7; Yellville, Ark., Fair, Sept. 12-13-14; Vincennes, Indiana, Sept. 16-17-18; Monette, Ark., Fair, Sept. 21-22-23; Newport, Ark., Fair, Sept. 24 thru 28; Donaldsonville, La., Fair, Oct. 2-3-4; other fairs to follow. All Rangers join Paducah. Wire Old Ranger or come.  
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## Tornado-Slugged Sedalia Rallies

Hopes for Half-Million Attendance Mark; Annual Reaches 90% Operation After Blow

By FRANK B. JOERLING

SEDALIA, Mo., Aug. 23.—With attendance at the Golden Anniversary Missouri State Fair thru Thursday (21) hitting 278,131, fair officials were keeping their fingers crossed and a keen eye on the turnstiles in the hope of seeing the annual's crowd figures run over the half-million mark for the first time in its history. Attendance in 1951 hit 436,062.

Given a weather break today and tomorrow, they feel that the half-million mark is attainable despite the fact that the fairgrounds were slashed by a tornado Thursday (21) at 1:20 a.m., which did an estimated \$500,000 damage. This was followed by 3.74 inches of rainfall within a two-hour period which resulted in a flash flood of the grounds.

Practically every permanent building was damaged and some were demolished by the terrific winds and downpour. Roofs on almost every building were razed, while some were blown away completely. Rain did further damage to their interiors. Of the 160 tents housing exhibits, overflow livestock, eating and drinking stands, novelty booths and sundry other attractions, only six escaped serious damage. Most of the tents were ripped to ribbons and blown

away. The majority of them were leased from Mahaffey Bros. Tent & Awning Company, Memphis. Several barns housing race horses were demolished in the blow, but only a few of the speedsters were injured.

All gates to the grounds were closed following the tornado, but were reopened to the public that day at 4 o'clock. The night grandstand show, a Barnes-Carruthers Revue under management of Billy Senior, was presented on schedule. Show ends its run when the fair closes Sunday night (24). The scenery which was tossed over a quarter-mile radius of the fairgrounds track and infield was repaired as completely as possible and other backdrops were erected so that the night shows could proceed on schedule.

### Races Off

The Grand Circuit Harness Races were called off Thursday and Friday afternoons, but the

(Continued on page 67)

## Escanaba Tops '51 Attendance With Free Gate

Revue, Auto Races Beat Last Year; Midway Take Soars

ESCANABA, Mich., Aug. 23.—Upper Peninsula State Fair, operating this year with a free gate for the first time, was running well ahead of last year attendance-wise, according to John MacInnis, secretary. No figures were available on traffic, business at the grandstand, midway and independent concessions was running ahead of last year. Annual opened Tuesday (19) and runs thru Sunday (24).

The Gertrude and Randolph Avery revue pulled strong crowds to its four night performances, which wound up Friday night (22). Show received good notices all week. Big car auto races, staged Wednesday afternoon (20) by Al Sweeney of National Speedways, Inc., were run before stands that were slightly below capacity.

### Staples' Rodeo Pulls

Pop Staples' rodeo played to a good crowd in its one performance and a Tuesday afternoon kids show, featuring Bobbie Benson, Western singer, played to a full stand. White Horse Troupe, managed by Sunny Bernet, is in for a Saturday night show and the fair will wind up Sunday with hot rod races in the afternoon and a musical variety show that evening.

Bodart's Blue Ribbon Shows, here for its first time, was reported to be doubling in size grossing of last year, when another truck organization played here.

Acts in the night revue included Willie West and McGinty; Adaros, Toscanelli, Lady Barbara's Circus, Aerial Huestreix, Jimmy Evans, Honeytones and Hernandez Duo, 16-gal line with Randolph Avery as emcee.

## Berea, O., Crowds Fall Below 1951

PERA, O., Aug. 23.—Cuyahoga County Fair wound up its five-day run here Sunday (17) after pulling a total of 66,542 people thru its front gate, 17,695 short of last year's figures. Final day's throng was the biggest of the week, totaling 19,413.

## Maryland Twister Hits Beam's Shows; 1 Dead

GAITHERSBURG, Md., Aug. 23.—The Montgomery County Fair, August 19-23, with Beam's Attractions on the midway, had played to good opening business when a freak twister, following on the heels of a heavy rainstorm, hit the grounds Wednesday (20) at 5 o'clock in the morning. Revenue and equipment loss was not immediately estimated. The accidental truck death of a ride man was reported. The victim was

Pete Marino, Splitfire operator, who died Wednesday of injuries received the day before.

Considering the pre-storm rains which nearly inundated the lot in six to seven inches of water, admissions of 35,000 on Tuesday (19) were good, said Merle A. Beam, owner of the show. Beam, in describing the twister, said "it cut a snake-like path almost down the middle of the grounds, leveling the Motordrome and Side Show, ripping up the Merry-Go-Round and Airplane tops, and leaving tattered canvas on many other rides, shows and concessions."

Temporary, on-the-spot repairs permitted the show to reopen during the night of the blowdown, and gave Beam cause to hope for a good week-end.

The show worked to just fair crowds the week before at Ellicott City, Md., but looks forward to a big one at Front Royal, Va., this week.

## Gate Up 40% At Cumberland; Crowds Spend

CUMBERLAND, Md., Aug. 23.—Clear weather gave the 27th annual Cumberland Fair a 40 per cent increase in paid attendance during the first three nights of its August 18-23 run. The average was 4,500 paid each night, as compared with 2,500 each for the first three nights of the 1951 event, according to Edgar Reynolds, manager.

Prell's Broadway Shows, playing the midway for the sixth consecutive year, racked up good grosses. Nightly pyro displays proved popular with the good spending crowds. The fair had no horse racing this year.

The grandstand show, booked by the Hamid office, included Diana, high act; the Shanghai Twins, hand-balancing; Johnny Welde's Bears; Ferdinand and Jerry, acrobats, and the Three Honey Girls, knockabout comedy. Wednesday (20) was designated as School Day and all kiddies were admitted free. General admission was 75 cents.

## Olds, Alta., Pulls 3,000

OLDS, Alta., Aug. 23.—The 52nd annual Olds Fair, a two-day event sponsored by the Olds Agricultural Society, drew attendance of better than 3,000. Entries were one-third higher than last year. The short-horn and Hereford Livestock Associations supplemented prizes given by the agricultural org.

Features included chuck wagon races, a tractor rodeo, a baby tournament and livestock competitions. Bob Di Paolo, of Calgary, provided the grandstand show and Gayland Shows were on the midway. Orville Strandquist, of Stettin, Alta., was winner of the chuck wagon race.

## Mason City, Ia., Sets All-Time Gate Record

Attendance Tops 100,000 Level; Grandstand Down

MASON CITY, Ia., Aug. 23.—North Iowa Fair swung its big gates closed here Sunday (17) after breaking all records to top the 100,000 attendance mark for the first time in its history. M. C. Lawson, secretary, announced that total was 100,091, compared with 90,418 last year.

Total grandstand business was off about \$2,000, according to Lawson, but midway business, where Jack Robinson's Model Shows held forth, was well above a year ago.

Five Vagues of '52' night grandstand attraction, played to strong turnouts all week. Afternoon attractions went off to good crowds all week. Aut Swenson's Thrillcade (Continued on page 68)

## PNE SETS RECORD FOR FIRST-DAY GATE

Advance Tickets Sold Out; Second Day Top 1951; Circus, Midway Doing Okay

VANCOUVER, B. C., Aug. 23.—Pacific National Exhibition opened here Wednesday (20), with the turnstiles clicking for 45,845 paid admissions, 524 more than last year's record. Advance sale of 375,000 tickets for the run was a sellout. An estimated 120,000 jammed the five-mile route of the annual parade opening day.

The Thursday (21) gate was 43,812, or 252 better than last year, despite the first rain in a month here. Midway and outdoor theater were closed by rain and the Gregg Cannon Act was canceled. On opening night, the human cannon ball drew such a crowd that it jammed against a Merry-Go-Round and put the ride out of

commission. Friday there was more rain but grounds and buildings were crowded.

Polack Bros.' Circus, playing under joint PNE-Shrine auspices, opened with a three-quarter matinee and full night show. Thursday and Friday matinees were stronger and night performances pulled full houses. Advance sale was on a par with other seasons.

Midway business has about equaled 1951 despite strikes and shut-outs which have plagued the building and logging industries. On the midway were Roy Canadian Shows, a Crawshaw organization, and Bob Schoopover's Cavalcade of the West Shows. These have 11 major rides and three shows. Two fair-booked shows, "Stars of Harlem" and "French Follies," have had the biggest draw. Morris and Steppney's kiddieland has 14 rides. The two major shows have 80 concessions between them and the fair has booked an additional 161.

All space for concessions, livestock and industrial displays has been taken.

## Morris County Tops '51 Gate By 45,000

TROY HILLS, N. J., Aug. 23.—Morris County Fair, which closed today after a five-day run, was said to be the most successful of all its predecessors, cracking last year's total attendance of 103,000 by nearly 45,000. Good weather contributed to the increased gate. The Atomic Energy Commission's exhibit was also given much credit for the turnout.

On the midway, the I. T. Shows were doing excellent business, as were the numerous concessions. The carnival was a bit late in arriving Tuesday (19) and, consequently, did not get up all rides before the gates opened. Little business was lost because of this, however, since opening-day confusion was prevalent over the entire grounds. More than 10,000 kiddies roamed the lot that day.

A daily grandstand show featured Clarabell, TV clown; trained horse acts, and high wire artists. Prices for this presentation were scaled at 30 cents. Midget auto racing was the nightly feature, with prices upped to 60 cents and \$1.20.

## Billings, Mont., Winds Up Ahead Of 1951 Pace

BILLINGS, Mont., Aug. 23.—Midland Empire Fair and Rodeo shuttered its plant here this week after a six-day run Saturday (16) that saw '51-topping attendance all week. Fair chafed up this end despite bucking several doses of bad weather.

Rain fell Monday (11), opening day, until noon and thinned attendance for the remainder of the day. The skies broke loose late Thursday afternoon (14), traditionally the big day of the fair, and the rain did not abate until about 8 p.m.

Gate count was up an estimated 8 per cent nevertheless, according to Harry Fitton, veteran secretary, and grandstand business was up about the same.

### Fun Zone Off

Fun zone grosses were off an estimated 10 per cent due in part to Thursday's rain. Heaviest part of the downpour that day came between the break in the afternoon grandstand show and the night revue and kept the midway clear of patrons.

Pari-mutuel betting came up with the biggest surprise of the week with the totes showing an amazing 24 per cent rise over last year's figures. Seven harness races were run each afternoon, plus acts from the night show and rodeo events staged by Leo Cremer of Big Timber, Mont.

The night show, a revue with circus acts, was produced by Barnes-Carruthers with Fred H. Kressmann on hand for the firm. Art Briese repped Theatre-Duffield Fireworks, who handled the nightly pyro display.

## Weymouth Net Is Up 30% Despite Heavy Rain

WEYMOUTH, Mass., Aug. 23.—Altho the Weymouth Fair here opened in pouring rains August 10 and closed in intermittent rains August 16, the other five days were sunny and the attendance rose 4,000 over last year, according to Milton Danziger, fair manager.

The tally sheet shows that 1952 attendance was 132,000, against 128,000 for last year, with a net running 30 per cent ahead of 1951. Night attendance was up 52 per cent over last year.

As an experiment this year, the fair substituted bargain days for free days. On Tuesday (12), Children were admitted for 10 cents, while Wednesday (13), women were admitted for 10 cents. Fair officials said that more children attended on the women's day than on the children's day, and that the average child who paid 10 cents for admission spent \$1 at the fair.

### 1953 Plans

Plans call for these days to be repeated in 1953, as fair officials believe they are able to select and control the crowds better, and that a bargain crowd spends more than a free crowd.

Despite the fact that rain Saturday (16) cut attendance an estimated 40 per cent, and Saturday is the best racing day, the take from pari-mutuel horse racing was \$362,545 this year compared with \$359,884 for 1951.

While no figures are available, the LaGasse Amusement Company, operators of the midway

shows, said that business was brisk and somewhat ahead of last year.

### Night Show

The night show, "The Horse and Buggy Frolics of 1952," was produced locally, with talent booked thru George A. Hamid. Talent included Mike Monroe, trampoliner; Hal Sayers, comedy, and Snuffy Pole, the Silver Sage trio, and Aunt Miranda and the Texas Dollies, hillbilly turns.

Gate admission was 75 cents, with no extra charges for the grandstand or night shows. Some 25 per cent more concessions were on the midway, with concessionaires reporting from 15 to 18 per cent more business than in 1951.

## North Carolina Fairs See Big Year Despite Crop Failures

ROCKY MOUNT, N. C., Aug. 23.—Predicting a "great year" regardless of crop damage in this State, Norman Y. Chambliss Sr., veteran fair manager, this week opened offices here and in Greenville and Elizabeth City, where Pitt County and Seven County fairs, respectively, are held. Now in his 35th year as manager of the Rocky Mount event, Chambliss also owns the fair.

Model Shows will be on the midway here September 28-October 4, and at Greenville, October 6-11. Kochman's Thrill Show

will be the grandstand attraction at the former.

Virginia Greater Shows will be on the Elizabeth City lot, October 13-18, with Irish Horan's Lucky Hill Drivers the feature there as well as at Greenville. George A. Hamid & Son is furnishing the grandstand units and the Atlas Fireworks Display Company, Dayton, O., the pyro program. Harness and horse racing also will be part of the fair attractions, said Chambliss, who will be assisted by his son, Norman Jr., Vernon James, for the third year, will be resident manager at Elizabeth City.

# Springfield, Mo., Gate Off; Grandstand and Midway Down

SPRINGFIELD, Mo., Aug. 23.—Despite threatening weather for seven straight days, the 1952 edition of Ozark Empire Fair, August 9-15, was the second most successful in the exposition's 16-year history, Secretary Manager Glen Boyd announced.

An unofficial total of more than 180,000 persons—a drop of about 12,000 from last year's record-breaking mark—attended the fair, Boyd said.

An unusual combination of drought, which had ravaged the area for two months before the fair, and the threatening weather during the actual fair week was blamed for the drop in attendance.

But only one grandstand performance was rained out. The Monday night (11) performance of Wonder Bros. Circus was forced to cancel its program because of showers. The circus, however, played to near-capacity crowds its other two nights (10 and 12).

### 10% Decrease

Royal Crown Shows reported a 10 per cent decrease in business during the week and the independent midway was off about the same. The grandstand reported a drop of about 15 per cent.

Use of a temporary grandstand, necessitated by the destruction of the old grandstand by fire June 2, also caused attendance to fall off. Capacity was about 1,000 lower than in previous years.

Biggest gross came on Sunday afternoon (10) when an overflow crowd of more than 6,000 persons saw Frank Winkley's big car races on the half-mile dirt track. A Friday (15) big car racing program also attracted an excellent crowd.

Also drawing well were auto thrill show performances by Joe Chitwood's troupe on Saturday (9) and Aut Swenson's Thrillcade on Thursday (14).

### Races Pull Crowds

The running horse races (10, 11,

12) attracted fair crowds while the grandstand was packed for the annual fair horse show on Wednesday night (12).

Two new attendance records for the outside gate were established during the week. Tuesday's (12) total of 22,450 and Friday's mark of 21,800 were new all-time highs for those days.

Other attendance during the (Continued on page 67)

# Cedar Rapids Tabs 161,322 For New Mark

## Seven Injured When Wind, Rainstorm Sloughs Grounds

CEDAR RAPIDS, Ia., Aug. 23.—The 17th annual All-Iowa Fair drew to a close here Sunday (18) after racking up a new all-time attendance record. Total for the eight days was announced by Secretary Andy Hanson as 161,322, some 11,000 above the previous record of 150,270 set at the '50 run.

Of the total, 94,473 were adult paid admissions or others actually counted at the gate. Remaining 66,849 constituted free children's admissions and season tickets.

A total of 8,290 customers paid to see the AAA big car races Sunday afternoon run under the Sam Nunnis regis. The event was marred when driver Troy Rutman, overshot the first turn and crashed, suffering a fractured skull, a broken right arm and cuts and bruises.

A windstorm, accompanied by heavy rain struck at 6:30 p.m. Friday, "blowing down seven large tents. One of them housed a rabbit exhibit, another radio station. WMT's exhibit and another was being used as a beer garden. Seven persons were injured, none seriously. Rain, which came a little later, halted the night's performance of the Barnes-Carrithers' revue in the middle of the show. Prior, and after that evening, the night show played to big crowds, several of them sellouts.

Swenson Thrillcade did well at its Sunday (10) stint, altho the gross was slightly below that of a year earlier. Midway auto races on Monday (11) were delayed until nearly 5 p.m. by rains but held the crowd and got the events off. Jole Chitwood thrill show did well at its Saturday (16) performance and the evening event pulled a good crowd. The latter was a name attraction show including Martha Tilton, Curt Massey and Frank Fontaine.

Johnny Denton's Gold Medal Shows did a thriving business on the midway. Total grosses were well ahead of last year altho earning power this year was considerable above the '51 midway. Acts in the Barnes night show included Adriana and Charly, trampoline; Nita and Peppi, acro; Johnny Mack, dancing, and the Van De Velde, acro and finger stand.

# Merced, Calif., Beats Record; Pulls 67,911

MERCED, Calif., Aug. 23.—Merced County Fair rolled up a five-day attendance of 67,911 to beat its 1951 and even surpasses its 1949 six-day record of 67,638. The event closed Sunday (17).

W. G. Woxberg, secretary-manager, said that the event beat last year's attendance by 11,000. Grandstand show was supplied by Neal Abel of the Hollywood office of Pancho - Marco, Spande Cooley and his Western Gang played the opening night (13) show and for a dance following. Opening on Thursday (14) were Del O'Dell, Charles Carrer, Nelson and Knight, Kermit Dart, and The Roguettes. All played the

# Sioux Falls Gate Count Up 10 Per Cent

## Auto Races, Revue, Do Strong Business; Midway Takes Grow

SIoux FALLS, S. D., Aug. 23.—Sioux Empire Fair, aided by nearly ideal weather thru Friday (22), was racing 10 per cent ahead of its '51 predecessor, attendance-wise. A light rain Tuesday evening (19) was the only bad wether of the week, but this did no harm to any planned attraction.

Grandstand business is keeping pace with the outside gate, according to Al Halvorson, fair secretary. An estimated 10,000 persons crowded into the big stand on Thursday afternoon (21) to see the 100-mile stock-car race staged by Frank Winkley. This total fell just a few hundred short of the fair's all-time record set in 1949. Sprint stocks on Tuesday (19), also produced by Winkley, topped the corresponding '51 crowd and a large turnout came to Winkley big-car races Friday. He will stage another big-car program on Sunday.

The Ernie Young night revue, which is in for all seven nights of the fair, is doing strong busi- (Continued on page 67)

# Attendance Off, Earnings Climb At Superior

SUPERIOR, Wis., Aug. 23.—Altho attendance at the Tri-State Fair here last week failed to match its '51 pace, gross takes by the Royal American Shows, grandstand attractions and independent concessions were up sharply. Segar Swanson, secretary, announced.

Fair, which closed its six-day run here Sunday (17), did 8 per cent better at the grandstand night show, 10 per cent up on its two programs of stock car racing and the fun zone takes were 10 per cent ahead of '51. Total attendance this year was 65,151, compared with last year's 68,000. The results were amazing to showmen here, considering the fact that Superior and Duluth dock and railroad workers had their first payday Friday (15) following the 52-day steel strike.

# Wildwood Loans Trains and Busses To Eastern States

WILDWOOD, N. J., Aug. 23.—The resort's Boardwalk Tram Cars and Sightseeing Busses, operated by S. B. Ramagosa, will be used at the Eastern States Exposition at Springfield, Mass., for the September 14 week. Arrangements for the use of the special trams were made with C. E. Rittenhouse, Ramagosa's representative. Arrangements are being sought to fly the tram trains to Springfield from the Cape May County Airport near by. Eight of the women now operating the Boardwalk sightseeing busses will accompany the equipment, with two drivers from the local railway company.

remaining four days with the exception of the Roguettes, featured only on the one day. Premiums offered amounted to \$37,000, which was about \$2,000 over last year.

A rodeo was held on Friday and Saturday. Officials included: Judges—Perry Ivory, Frank Mendes; clowns—Joaquin Sanchez, Shorty Crabtree; livestock contractor—Cuff Burrell; timers—Royce Ivory, L. Jespersen; contracts—Buss Carson, Family Troup; Art Moser, announcer; Bill Walker, and secretary, Cecil Jones. Crafts Shows played the midway. Publicity was handled by Dick Washburne & Associates, Los Angeles, with Jack Pepper directing.

# Hamburg in the Black; Looks for Big Gross

HAMBURG, N. Y., Aug. 23.—A threat of rain hung over the Monday (18) opening of the 11th annual Hamburg Fair, but never materialized. Treasurer George Sipprell reported. Over 12,000 kiddies were on the lot by 2 p.m. Children's Day.

Last year's gross of \$160,000, which represented paid admissions, will be equalled if not bettered this year, says Sipprell, if the weather holds up. He credits the excellent co-operation of newspapers and local merchants for the reams of publicity and good will received, and notes a much better spirit on the part of everyone concerned. He hopes that 100,000 paid admissions would be clocked.

James E. Strates Shows on the midway were said to be generating good business and, barring rain, would garner nice grosses.

Grandstand shows will feature six Hamid-booked acts and Ward Bean's and Irish Horan's thrill shows. Closing day, Saturday (23), will have big-car racing as the attraction. Harness racing, a horse show and a livestock parade also are scheduled. Prizes totaling \$33,000 will be awarded.

A strike of suburban bus drivers went into effect opening day, but was not expected to do any appreciable damage to the fair since city busses were operating on full schedules. "If anything hurts us it will be rain—not busses," Sipprell observed.

Gate admissions are pegged at 75 cents, plus 25 cents for parking, and all children up to 16 are admitted to the grounds free, thus eliminating the necessity for mopet tickets. Full-week tickets, which entitle a person to park his car and enter the grounds at will, are being sold for \$2.75. The 150-acre fair site has been refurbished and a new entrance gate (the fourth) has been erected to accommodate the crowds.

"Two years ago the fair had debts of nearly \$50,000," Sipprell said, "but today, we have shaved that figure down to only \$10,000."

Before the year is out we fully expect to be operating solidly in the black."

The management is already completing plans for the construction of several new buildings to house additional industrial and agricultural exhibits. The grounds now boast 55 buildings, including a grandstand clubhouse.

# SHOW PRINTING

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## AMMON-GAYER FUN ZONE SCORES

### Four Shows Hit, Pace Excellent Biz at Wisconsin State Fair

MILWAUKEE, Aug. 23.—Ralph Ammon, former manager of the Wisconsin State Fair, and Archie Gayer, veteran midway show operator, have their fun zone clicking solidly at the State Fair here.

The Ammon-Gayer combination established the new midway show area last year, the first of a 10-year term for which they contracted. In its first year of operation, the zone was considerably less than a success. Only one of the shows hit in the maiden run and concessions did only weak to light business.

#### Concessions Win, Too

But this week—in marked contrast—the area has been luring good throngs. The shows, paced by four topnotchers, have been pulling 'em in, then dumping them into the heart of a revamped concession area, where they have spent freely for eats, drinks and to play games.

Ammon and Gayer have the eat-and-drink concessions, with another group, with Hank Shelby in charge, operating the games.

There are seven shows in the

Ammon-Gayer line-up and of them the Dagwood and Blondie Show, starring Arthur Lake and also offering Preston Foster, another flicker name, has been the top money-getter. It has played to consistently good crowds, and on Sunday (17), its biggest day, ground out 11 performances.

#### Builds Crowds

A show tagged "Gay Nineties," offering a beef trust line of four gal heavyweights, has been the second biggest money-garner.

The show, bought outright from Tommy Sacco, Chicago booker, packs plenty of laughs and is a solid crowd-pleaser. It has sparked plenty of talk in the Milwaukee area, and thus has served to hike attendance in the Ammon-Gayer fun zone.

The Renfro Valley Show, hill-billies with a potent radio build-up behind it, has sustained good attendance daily, and is in the No. 3 spot as a money-getter. A

(Continued on page 58)

## WOM Racks Up 15% Better Gross This Yr. at Ottawa

### Good Weather Brings in Record-Breaking Crowds; 1953 Assured

OTTAWA, Aug. 23.—Frank Bergen's World of Mirth Shows bettered 1951 opening day grosses by \$1,800 as the Central Canada Exhibition got off to a fast start Monday (18). Ideal weather during the first three days saw nearly 200,000 people swarm into Lansdowne Park, a near-record crowd of 67,677 attending the first day. The 1953 midway contract was to be awarded to WOM today, the closer.

A three-day gross earned the

show better than a 15 per cent increase over last year, Bergen reported.

#### Midway Enlarged

More than 34 major and kiddie rides dotted the midway, including two miniature trains which got exceptionally heavy play. Two Merry-Go-Rounds were also kept busy until closing every night, and the shows and concessions also did excellent business. Barnes Bros.' Circus had nearly capacity houses at almost every performance.

The show was well dressed, with new concession canvas and a Merry-Go-Round top arriving from the O. Henry Tent Company in time for the opening. Smartly bally cloths on all rides and new suits for the ride men were also delivered and added much color to the midway. As an extra promotional stunt, the show had seven elephants lined up at the entrance to the park on opening day. Thousands watched while the show unloaded and set up.

Last week the show played the Beauharnois Fair, Valleyfield, Que., and registered only fair grosses. After this current stand, WOM plays the Burlington, Vt., fair.

Attractions presented here included Wild Life, Side Show, Posing Show, Bug House, Snake Show, Alligator Show and Monkey Circus. Among the rides featured were two Merry-Go-Rounds, two miniature trains, four Ferris Wheels, Spitfire, Scooter, Octopus, Silver Streak, Caterpillar, Rolloplane, Little Dipper, Dark Ride, Kiddie Airplane, Tilt-a-Whirl, live pony ride, Chairplane, Sky Fighter, and Kiddie Merry-Go-Round, Auto, Whip and Ferris Wheel.

Mrs. Frank Bergen had the Exhibition directors as her lunch guests at the Chateau Laurier Tuesday (19). The show was visited by Howard Singmaster, president of the Allentown (Pa.) Fair.

## Harry J. Grimet Killed by Auto

LITCHFIELD, Ill., Aug. 23.—Harry J. Grimet, 34, reportedly a worker for Royal American Shows, was killed near here Monday (18) when a car involved in a collision struck him as he stood at a highway intersection. State police said Grimet was apparently trying to hitch a ride when he was hit by the automobile. The police said papers found on the body listed two home addresses for Grimet, one in Anderson, Ind., the other in Charleston, W. Va.

## Gresham Fair Up 18 Per Cent For West Coast

GRESHAM, Ore., Aug. 23.—West Coast Shows, thru Thursday (21), were racking up business that topped last year by 18 per cent here at the Multnomah County Fair. Record-breaking attendance was given as the reason for the bulge as per capita spending was off, according to Bobby Cohn, org's general representative.

Show's No. 1 unit, boasting 19 rides and shows is here and making lines for most of the attractions were long, particularly in the evenings. Fair's policy of a free gate for children is working well and the kiddie rides are getting a big play.

Cohn attributed the tighter spending to the high cost of living but the increased attendance helped to more than offset this trend.

## Conklin Kidland Is CNE Highlight

TORONTO, Aug. 23.—Twenty-three kiddie rides, comprising the largest Kiddieland ever to play any fair, are in operation at the Canadian National Exhibition here, and today, the second day of the 14-day CNE, all of them were carrying solid loads.

The Kiddieland is part of the midway operation of the brothers Conklin, Patty and Frank, with the former on hand directing the activity. Besides the huge set-up for the small fry, the Conklins have close to 20 major riding devices and 11 shows in action, plus their usual array of games and eat and drink concessions.

#### New Rides in Line-Up

The expansion and improvements to the Kiddieland are the highlight of this year's midway operation. New to the ride line-up are two Rodeo rides, manufactured by Norman Bartlett, and a Commando ride, the latter the product of the Allan Herschell Company, North Tonawanda, N. Y.

The Rodeo ride consists of 12 plywood horses mounted like the planes on a Skyfire. As the ride revolves the horses move up and down in the manner of horses on a Merry-Go-Round. Chained to each horse is a pistol, and the small fry aim at targets consisting of Indian cutouts or a stagecoach. If they hit, their shooting is rewarded with the ringing of a bell and the lighting of a por-

tion of the target, as the guns operate on the electric-eye principle.

The Commando ride consists of eight two-seated tanks which are lifted slightly off the circular platform upon which the tanks rest when not in action. Each tank is equipped with machine gun-

(Continued on page 58)

## Tinsley Org Hits Winners In Ga., S. C.

SENECA, S. C., Aug. 23.—Johnny T. Tinsley Shows got off to a strong start here this week. Crowds during the first three nights indicated the show would have its second good stand in a row. Show was ready to go Monday night (18) and drew good turnouts which were doubled the following night and were even bigger on Wednesday.

Show trucked here from Gainesville, Ga., where ideal weather and co-operation from all public media helped to build much local interest. Weather threatened Saturday night (18) but no rain fell until shortly after closing.

Dave Fineman's bingo is doing good business and is sporting a new top. New faces along the front end include Jack and Leslie Cole; i. p. tos; E. W. Paul, four hanky panks; Mack McMinn, short range; Albert Rivers, root beer, and B. W. Selmar, three hanky panks.

Owner Johnny Tinsley has taken delivery on several new tops and pieces of show equipment. All gear is being refurbished for their first fair which opens September 8 at Elberton, Ga.

Recent visitors included Mr. (Continued on page 58)

## 20th Century Up 18 Per Cent At Owatonna

FARGO, N. D., Aug. 23.—Al Martin and E. D. McCrary's 20th Century Shows made a circus jump here this week from the Steele County Fair, Owatonna, Minn., closing there Sunday night and opening here at 2:30 p.m. on Monday (18). Business at the Owatonna stand was up 18 per cent, according to Martin.

A Thursday night preview of the midway there drew a big turnout that topped the same night last year. Saturday night (16), normally the high point at Owatonna was hurt by rain but sunny skies on Sunday and big car auto races in front of the grandstand pulled strong crowds and resulted in good business on the fun zone.

Joe Scortino's gal show, with Red Rodgers handling the front, is the top money winner on the show. A Hammond organ was recently added. Herb Elrod's Motordrome is running the Girl Show a close second and Bill Kennedy's Side Show is only slightly behind.

## Twister Flattens C. & W. at Sedalia

(Continued from page 4)

The fairgrounds reopened at 4 p.m. Thursday and by 7 p.m. nearly all of the Cetlin & Wilson shows and most of the rides were in operation, altho some of the shows were forced to work behind sidewalk only. The Monkey Circus, Wild Life Exhibit, Glass House, Fun House and Posing Show were the only attractions unable to get going by Thursday evening.

#### Full Show for Indianapolis

Owners Jack Wilson and Izzy Cetlin expressed their gratefulness to their executive staff, workmen and many outsiders that came to their aid in time of distress and who thru a herculean effort put the show in shape to finish out the week. Manager Wilson announced that the show will open with all of its regular attractions, rides and concessions in tip-top shape, at the Indiana State Fair, Indianapolis, next Thursday (28).

In addition to their regular lineup of rides, all of which will be in operation at Indianapolis, Wilson says he has booked another Tilt-a-Whirl, Flying Scooter, Kiddie Roller Coaster and another Rolloplane. The two Ferris Wheels damaged beyond immediate repair will be replaced by others to augment the one salvaged to give the show the usual complement of three big wheels for the Indianapolis stand, Wilson reports. In addition, Cetlin & Wilson has booked the Penguin Exhibit, a giant sea turtle attraction, a Wild

West Show and a Midget Show to augment its regular features for the Indiana State Fair date. Following Indianapolis, the show will play all its fairs as scheduled in the East and Southwest, Wilson states.

#### Many Offer Aid

Over 100 phone calls and approximately 250 telegrams from showmen, friends and fair executives were received by Cetlin and Wilson Thursday offering to help in one manner or another. Local organizations and citizens also offered their aid. Local residents opened their homes to show people who lost their house trailers, giving them living quarters and food without charge. The J. C. Penney Company donated \$100 in clothing to each man, woman and child who lost his belongings in the tornado. The American Red Cross and Salvation Army served food and coffee to the show people and volunteer workmen. Several trucking firms furnished trucks and laborers to help clean up the debris and straighten up the midway. The Missouri Highway Patrol worked unrelentingly for 24 hours, with some 15 men constantly on duty, to aid the showfolk in putting their equipment back into shape. The police worked under the direction of Lieutenant Oliver.

George Johnston, of the U. S. Tent & Awning Company, Chicago, flew in with several canvasmen and all canvas which could be repaired was rushed to Chicago for repairs. Those tops which could not be salvaged will be replaced with new tops in time for the Indianapolis stand, Johnston said. Ben Roodhouse, of the Eli Bridge Company, Jacksonville, Ill., answered the SOS from Messrs. Cetlin and Wilson, bringing several factory men with him. They were able to salvage one of the three Ferris Wheels. This wheel was in operation Thursday night, along with the Merry-Go-Round, Tilt-a-Whirl, Caterpillar, Looper, Loop-o-plane, Rocket, Scooter and kid rides.

Bill Moore, concession manager, had 80 per cent of his concessions open Thursday night, using old concession tops, sidewalk and makeshift frame-ups in his concession line-up. All of the concession tops, which were new this spring, were ruined, and 90 per cent of the stock and merchandise damaged. The bingo layout operated by Al Dorso was destroyed and all stock ruined. He has ordered a new top and bingo stand to be ready in time for Indianapolis.



LOOKING EAST from the northern edge of the midway, part of the damage wrought by the roaring tornado which struck the Cetlin & Wilson Shows on the Missouri State Fair grounds at Sedalia, Mo., last Thursday (21) is shown. Show employees' task of mopping up the midway and revamping and renovating their equipment was an enormous one.

## Midway Confab

Mrs. Harry Rubin has returned to Penn Premier Shows after being home for two months because of the illness and death of her aunt. Her daughter, Mrs. Frank Harbin and Mrs. Joe Pontico celebrated their birthdays with a dinner party in the Blue Room of the Penn Hunt Hotel, Huntingdon, Pa. Three tables were reserved for the event and guests included Mrs. Rubin and her husband, Mr. and Mrs. McColligan, W. Karakle, Mr. and Mrs. Ben Genzusa, Mr. and Mrs. James Harris, and Mr. and Mrs. John Jones. While Mrs. Rubin was at home she visited Eddie Young's Sterling Crown Shows at Henderson, Ky., and also stopped over in Evansville, Ind., and had dinner with Al and Hattie Wagner.

Donald and Pauline Conrad had their two cat concessions at the Upper Peninsula State Fair, Escanaba, Mich., last week where they enjoyed good business most of the run. Mrs. Conrad reported, however, that their business at the Ionia (Mich.) Free Fair, was off close to 50 per cent from that of a year ago. The duo will confine their operations to Michigan fairs this season.

The 'lover brothers, who have the pony ride on the Amusement Company of America midway, put their new kid Roller Coaster into operation at the Illinois State Fair, Springfield. The ride, built by the two brothers, did excellent business and they plan to stay with ACA for the balance of the season.

Harry (Irish) Gaughan, concessions manager on Sterling Crown Shows, was guest of honor at a surprise birthday party Wednesday (13) given by Mrs. E. L. Young, wife of the show's owner. No report was received on the number of candles atop the big birthday cake.

K. E. Simmons was a visitor on the Crafts midway at the Merced County Fair, Merced, Calif.

M. G. (Mal) Dodson, former owner of Dodson Shows, and C. W. (Chick) Franklin have signed contracts with Harold Schwartz of the Powers Picture Corp., Dallas, to handle distribution of their religious road show picture, "Thine Is the Kingdom," for the entire Southwest. Dodson and Franklin have been showing the picture for the past month thru the State of Texas. Schwartz

has ordered seven more prints of the film for distribution.

Chit Wilson, owner-operator of Snake Shows and mirror mazes, was a visitor at the Wisconsin State Fair, Milwaukee.

John Cargan, Don Wish and Tommy (Paddles) Reisner, of Summit Beach Park, Akron, were recent visitors to their hometown of Detroit. Arthur J. Frayne and his wife, Belle, and daughter, Penny, returned to Detroit recently after vacationing in the Thumb area of Michigan.

Benny Haberman visited Alex Freedman at the Orange County Fair in Santa Ana, Calif. Freedman had the novelties fence-to-fence at the event. The Freedmans, Olivia and Alex, are retiring from the novelty field with Mrs. Freedman's brother, Morley Levy, taking over. Patty Rawlings became a novelty hustler at the age of 10 when she turned in many sales at the stands of the Freedman Concessions. Despite her youth, Patty learned all of the prices and could hand out any of the merchandise like a veteran.

Charlotte Cohen was at the Orange County Fair in Santa Ana, Calif., with her dart stand. She said that it was the second spot she had played in 20 years. However, she's active in the Ladies Auxiliary of the PCSA and visits her friends on lots in the Los Angeles area at every opportunity.

Charles Bromfield, of the A. D. McCollins State Fair Shows, reports that Kent Buchanan, Rolloplane foreman on the show, was married August 14 at the Wasatch County Fair, Heber, Utah, to the ticket seller on the show's Ferris Wheel, Reverend Rogers, with the show all season, performed the ceremony in front of the big wheel. Bromfield failed to give the bride's name.

Binger and Ann McKord, still operating their photo machine on the Rocky Mountain Empire State Shows, recently took delivery on a new house trailer while playing Denver. Upon their return to Texas this fall, the McKords will play the cotton country with their concessions until December, when they will again open a store until spring.

A wedding reception was held for Mr. and Mrs. Charles Gartry on the Royal Crown Shows at Springfield, Mo., recently. Those attending were Mr. and Mrs. Bob Purvis, Mr. and Mrs. Chuck Aleksina, Mr. and Mrs. R. E. Shadwill, Mr. and Mrs. Chuck Shochan, Mr. and Mrs. Tony Barco, Madeline McCoy, Marie Allen, Sandra Lee, Lloyd Gluckin, Joe Hoff, Bill Hultman, Andrew Nelson, Alvin Cube, Don Heckler, Tony Bishop, Ernie Ricciardi, Carl Espy, Bill Anderson, Louie Weiss and Johnny Orouke.

Al (Whitey) Hunt, of boxing fame, has joined the Charles Hodge Side Show as pilot on the No. 1 ticket box and to serve as chauffeur to Billy Logsdon. Panky Pepper, while showing the Trumbull County Fair, Warren, O., took delivery on a new 27-foot Lighthouse living trailer.

James (Blackie) Grip, familiarly known in carnival circles as Outlaw Blackie, returned recently to Mobile, Ala., after serving 18 months in the Far East with the Navy Seabees. He is now engaged in announcing stock car races in Northern Florida and Southern Alabama, with headquarters at the Motor Speedway at Fort Walton, Fla. L. R. Lewis and Harry Fisher made their first fair of the season with the J. A. Gentsch Shows at Philadelphia, Miss., recently, and reported a bang-up run with their clothespin concession. Fisher recently took delivery on a new 41-foot house trailer, and Lewis is piloting a new benzine buggy.

Joseph Lehr, spot worker, pens from Philadelphia that Charles Roth, concessionaire on King Reid Shows, last week called Lehr to bring his spot store to the fair in Malone, N. Y. Roth, Lehr says, had four good weeks with his concessions in Canada with the Reid org. Tom A. Mehl, former manager of the Festival of Fun Shows, joined Paul Robinson's Ideal Rides as concession manager at Arcadia, Ind.

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Can place at once Ferris Wheel Foreman, Second Men for Wheel, also Second Men on all other Rides. Good salary with bonus.

**SHOWS**  
Want Snake Show, Arcade, Wild Life or Bottle Show. Andy Zamp can use 2 Dancing Girls. Long season and good salary with bonus. Earl Meyer can place Tinker and Ticket Seller, also Working Acts.

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Can place for our long string of Fairs, Dipper, Spitfire, Caterpillar or Fly-o-Plane.

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**SHOWS**—Umbren, War Show, Clit Show, Fun House, Glass House, Wild Life, Mr. Steel, get in touch. Hawaiian Show, Grind Shows with music.

**RIDES**—Kiddie Rides, Octopus, Fly-o-Plane, Spitfire, Dark Ride. Will book or lease.

**RIDE HELP** of all kinds; all our old help, reply. Long winter's work. Professor Valdeffe wants Performers and Musicians. Louis and Fred Hood, Trombone Wally and one good Trumpet Player.

Dale Barron, get in touch. John Barre wants Girl Rider. Annie Sharp, snow, also Men Riders; must drive.

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## Southern Valley Shows

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**CONCESSIONS**  
Want at once—Cookhouse, Custard, Foot-Long Hot Dogs, Ice Cream, French Fries, Bumper, Balloon Darts, High Striker, Cake Baities, String Game, Mucky Back, Pitch-Till-You-Win, Hoop-La, Watch-La, Ball Game, Basket Ball, Whiskey Bottles, American Palmistry, Jewelry Spindle, Age and Weight, Devil's Bowling Alley, Long Range, Carl Gallery, Plug-Pang, Arcades, Rat Game, Nickel Roll-Down, Derby Race, Arcade. Want Manager for Short Range Callery.

**SHOWS**  
Dutch Wilson wants Agents for Count Stars, Blower, Pin Stars.

**RIDES**  
Wild Life, Menedrama, Monkey, Big Scales, Fat Midget, 10-in-1, Ig Show, Mechanical, or what have you? Must have own equipment. Also, the Arkansas show girl producer, wants Guts for Girl Show.

Will book Octopus and Rock-a-Plane, none over our route for four years.

**All replies to EDDIE MORAN, MGR., SHERIDAN, ARK., THIS WEEK.**

# THOMAS JOYLAND SHOWS

CAN PLACE FOR KENTLAND, IND., FAIR NEXT WEEK AND BALANCE OF SEASON—ALL FAIR DATES, INCLUDING KINGWOOD, ELKINS, W. VA., ETC.

**SHOWS**—Girl Shows, Monkey, Wild Life, Arcade, Illusion, Fat and Midget.

**CONCESSIONS**—Hi-Striker, Pitch Games, Long Range Gallery, Balloons, Novelties, Custard, Fish Bowl, Ducks, Penny Pitch, Over 12, Can place Peanuts, Popcorn, Taffy, Floss, Apples for Parade of Hills Celebration, Nelsonville, Ohio, Sept. 8-13. Also French Fries.

**HELP**—Can place Ride Help on all Rides. Must drive.

**WANT FOREMAN FOR LITTLE DIPPER AND FOREMAN FOR FERRIS WHEEL**

Sidney Thomas wants Readers for Camp.  
**FOR SALE**—Spitfire, reasonable, good condition.

**All wire: L. I. THOMAS, Mgr.**  
Lexington, Ill. this week; then Kentland, Ind. (Fair), next week.

## HANKY PANKS

• CAT—Two-Toned Ceramic Bows \$15.00 ea.  
• CAT—Pony Der Stallion \$15.00 ea.  
Wood saw in all around... 12.00 ea.  
Penny Pitch \$6.00 ea.  
MUCKLEY BUCK BEEB \$6.00 ea.  
SPONGE RUBBER DART \$6.00 ea.  
Sawed-A-Gett! Sidewalk game—A real winner... 20.00 ea.  
• BALLS AND CHICKS... 10.00 ea.  
• BUCKETS... 10.00 ea.  
All above games ready for immediate delivery. We know you need 'em! Vesterline.

**WANTS FOR CATALOG**

**RAY OAKES & SONS**  
7737 OGDEN AVE. LYONS, ILL.  
Day Phone: LYons 1-1221  
Nite Phone: BROokfield 8840

America's Finest Show Concessions

**TENTS—SIDESHOW BANNERS**  
**CONCESSION TENTS**  
Immediate Delivery  
**FLAMEFOIL FABRIC**  
Available in all colors  
All dyed colors also available  
Bernie Mendelson—Charles Drives

**O. Henry Tent & Awning Co.**  
400 W. CLARE ST. CHICAGO 40

## WHEELS DOUBLE WHEELS

• HORN WHEELS  
• PADDLE WHEELS  
• BIG SIZES  
• HORSE WHEELS  
• DEBOBELL AND CIGARETTE WHEELS  
• LAYDOWNS AND PENNY PITCHES

**CARDINAL MFG. CORP.**  
619 East Street Brooklyne, N. Y.  
EVergreen 7-9937

# BUFF HOTTELE SHOWS

**Want for 13 more outstanding Fairs and Celebrations starting at**

Jackson, Missouri, Homecoming on the Street, Sept. 1-5  
 Kennett, Missouri, Fall Festival, Sept. 8-13  
 2 units—Clay County Fair, West Point, Miss., Sept. 15-20  
 St. Mary Parish Fair, Franklin, La., Sept. 18-21  
 3 units—St. Tammany Parish Fair, Covington, La., Sept. 25-29  
 Allen Parish Fair, Oberlin, La., Sept. 24-27  
 La Fourche Parish Fair, Thibodaux, La., Sept. 25-28  
**SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, LA., Oct. 1-5**  
**WASHINGTON PARISH FREE FAIR, FRANKLINTON, LA., Oct. 7-11**  
 2 units—Livingston Parish Fair, Livingston, La., Oct. 14-18  
 West Carroll Parish Fair, Oak Grove, La., Oct. 14-18  
 2 units—East Feliciana Parish Fair, Clinton, La., Oct. 22-25  
 Calcasieu-Cameron Parish Fair, Sulphur, La., Oct. 21-25

**BUFF HOTTELE, Gen. Mgr. OBLONG, ILL.**

# BLUE RIBBON SHOWS

**WANT FOR PARAGOULD, ARK., SEPT. 10-13; BLYTHEVILLE, ARK., SEPT. 17-20**

**SHOWS AND CONCESSIONS. Must be legitimate. No flats or gypsies.**

**CAN use good-size Corn Game.**

**HAVE opening for one or two good Ride Foremen.**

**MENOMINEE, WIS., AUG. 28 THRU SEPT. 1**  
**MARSHALLTOWN, IA., SEPT. 4 THRU 8**

# CETLIN & WILSON SHOWS

Indiana State Fair, Aug. 27 to Sept. 5 inclusive, Indianapolis, Indiana.

Also Great Reading Fair, Sept. 8 to 14 inclusive, Reading, Pa.

Want to book to join immediately three #5 Ferris Wheels, Spitfire, Fly-a-Plane, Little Dipper, Roll-a-Plane and Chairplane.

Can use to join immediately Working Men in all departments. Need a Show Carpenter, Show Painter and two Mule Drivers. Also, Earl Chambers wants a Man to handle animals in Wild Life Show. All address

**CETLIN & WILSON SHOWS**  
 Now—Indianapolis, Ind.

# BEAM'S Attractions

**GOOCHLAND-POWHATAN 2 COUNTY FAIR, GOOCHLAND, VA. OPENS LABOR DAY—FOR FULL WEEK**

Can book Shows and Hanky Panks, Sell X on Custard. Want Couple for Candy Apples and Floss. Man to handle Kiddie Rides; top wages. Second Man for Caterpillar, Steve Decker wants Concession Agents.

Show has such outstanding fairs as Farmville, Bedford, Amherst, Abington and Brookneal Finemen's Fair, all in Virginia. Close Nov. 1. Capable Show People always welcome. Write or wire

**BEAM'S ATTRACTIONS**  
 Front Royal, Virginia, this week.

# DIGGERS AND CANDY FLOSS WANTED

For Labor Day Celebration, Dayton, Iowa, Aug. 29-Sept. 1 and balance of season—all fairs

Stock Concessions wanted. Will trade A-1 Motor Drome complete for super Roloplanes; immediate delivery.

**JOHN ROBINSON, MODEL SHOWS**  
 Elkader, Iowa, until Friday; then Dayton and Merville, Iowa, next.

# BIG, WELL-KNOWN LABOR DAY SPOT AND STREET CELEBRATIONS

In Illinois and Indiana ending Sept. 27. Then 8 Good Fairs in Mississippi.

Hanky Pank Concessions wanted, especially Photos, Photo Pond, Coke Bottle and Novelty. Agents for Stock Concessions, Ride Foreman, Big a week. Men to take care of 3 Kiddie Rides, good bus to sleep in.

Bismarck, Illinois, August 25-28; Ashmun, Ill., Aug. 26-Sept. 1.

**IDEAL RIDES**  
 PAUL T. ROBERTSON, Owner TOM MENL, Concession Mgr.

# WANT LEGITIMATE CONCESSIONS

**ANNUAL HOMECOMING**  
**UTICA, OHIO**  
**OCTOBER 2-3-4**

Can place limited amount of legitimate Concessions of all kinds. Gooding Rides booked.

—ALSO WANT—  
**HIGH-CLASS FREE ACTS**  
 Stewart Anderson, Mgr.  
 29 E. FIFTH ST. LONDON, OHIO

# FOR SALE

DELIVERY AFTER LABOR DAY

**#5 ELI WHEEL**

Good condition; Smith & Smith Kiddie Chairplane; very good condition. Both can be seen in operation on Million Dollar Pier, Atlantic City, N. J.

**Coastal Amusement Co.**  
 Million Dollar Pier, Atlantic City, N. J.

# WOLF GREATER SHOWS

**WANT**

Ride Help on all Rides. Prefer those with chauffeur's income. Also Help on Fun House and Monkey Show. Can place a few more choice Concessions. Going south in the cotton—watch for next ad.

—ALL CONTACT—  
**STANLEY WARWICK**  
 Caledonia, Minn., Aug. 27-30; Winona, Aug. 31-Sept. 1; Redwood Falls, Sept. 2-7; the Big One—Stromberg, 11-16.

# Dyer's Greater Shows

Waver, Ill., Strawn, Aug. 25-27; Winona, Minn., Aug. 28-31; Redwood Falls, Sept. 2-7; the Big One—Stromberg, 11-16.

Want Pony Rides, Shows with pony equipment. Cook Houses, 50¢ Custard, Shooting Galleries and Hanky Panks. (Sweet and Salt) no candy table here. Ride Foremen, Second Men, Riders, Show Chauffeurs. Licenses preferred. TUFFY REVIEWS can place All these Shows. For Sale—18 car Caterpillar for cash. I will deliver and erect.

# THOMAS G. PAITY

Please contact

**E. RAY MYERS**  
 Trailer Village  
 Tampa, Fla.

# MARVEL SHOWS

Want Concessions of all kinds. Shows. Want Ride Help. Ride Help—must drive. Rio, Ill., Aug. 26-27; then Roanoke, Ill., Big Labor Day Celebration, Aug. 30th, 31st and Sept. 1st; Golden, Ill., Sept. 4th, 5th and 6th.

**LEW REESE, Owner & Manager**

# Ottawa Shoots for 450,000

• Continued from page 45

with its new seats, just won't hold any more people. Hamid's gross for the week figures to be up 30 per cent over that of last year, exhibition officials said, continued good weather being the proviso, of course.

Featured in the revue are the Orientals, bar act; Gonzales Sisters and trained dogs; Flying Olaris, high act; Clark's Beasts; Mrs. Claude Valois, equestrienne; Brockway's, comedy bicycles; Captain Tiebort's Seals; George Keller's wild animals; Allan and Company, motordrome high act; Harold Barnes, high wire; Pedro and Durand, acro-comedy; Gautier's canines; Bobby Whaling and Yvette, comedy bicycle; Gaudsmith Bros. canine act; Jim Wong Troupe, contortionists, and Vic up 30 per cent over that of last year, exhibition officials said, continued good weather being the proviso, of course.

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# Wis. Takes Up

• Continued from page 45

program, Sunday (24), normally one of the strongest days of the fair will present the popular AAA 200-mile Championship Big Car Race and Aut Swenson's Thrill-ace will close the show with his auto thrill troupe that night. Thearle-Duffield Fireworks have topped each evening's show during the week.

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The horse show, which is presented in the coliseum the final four nights of the run, has been getting good crowds and in addition an exceptional turnout of horse flesh.

Return of the farm machinery show this year proved popular with rural and city folk alike and Masterson is of the opinion that this one factor has helped pull a larger turnout from this State and Northern Illinois.

Newspaper, radio and television coverage of the fair has been bigger than ever before. The Milwaukee Journal and its affiliate WTM-TV are leading in this department, and the daily telecasts from the fairgrounds are credited with doing a big job of pulling patrons.

Not only the midway and exhibits have been enlarged and improved, the grounds and buildings have also undergone a major face-lifting. For the first time the front of Lansdowne Park is floodlit with high-mounted, vari-colored lights. Inside the fence are tall pennant pylons, carrying lights and brightly painted collars which hang from 12-foot banners. Colored lights also have been concealed in shrubbery throughout the grounds and main drives. Other major improvements include eight giant suction fans in the Coliseum, new earth and peat moss-covered floor in the Arena, and the installation of air-conditioning and public-address systems in the assembly hall.

# Wausau Record

• Continued from page 45

a capacity night crowd. The troupe's afternoon show played to a light stand. Thursday afternoon's crowd was also ahead of a year ago as big car races staged by National Speedways, pulled their usual large throng. A 100-mile National Speedways stock car race on closing day coupled with Staples Rodeo at night, drew a front-gate attendance of 25,000. The latter attraction played to a full grandstand.

# FOR SALE

complete. TANK four months old. Reason for selling, have two of these rides. Write

**Thompson Bros.**  
 2906 4th Ave. Altonna, Pa.

Fun Farm, where four shows are being operated by Ralph Ammon, former manager of the State fair, and Archie Gayer, veteran outdoor showman, is running well ahead of last year percentage-wise. The concessions in the Fun Farm also are beating 1951, according to Hank Shelby, manager.

P.S.: WANT Shows that cater to children and adults for Laurelton, Pa., West End Fair, Sept. 3-4-5-6.

# Wausau Record

• Continued from page 45

night for three nights had good turnouts and appreciative audiences. Running races and chariot races on Friday and Saturday afternoon went off to satisfactory crowds with rain cutting into attendance on Friday.

# FOR SALE

**SHOOTING GALLERY**

Due to illness will sell beautiful Gallery mounted on 2000 Truck. low mileage. Cost nearly \$10,000. 10 miles, airplane targets, positioners, equipment running up Breech, low noise of shot birds. "Big Ben" bull targets, various other targets too numerous to mention. Also has new canvas top. If you want the best portable on the road, this is it. Can be seen in operation at Indiana State Fair, August 28 to Sept. 2.

**BILL CORBETT**  
 c/o Fair Grounds Post Office, Indiana State Fair, Indianapolis, Ind., Aug. 28 Sept. 2.

# Santa Ana Big

• Continued from page 45

and Virginia Lee, knockabout. Ida Sedlov appeared at the organ. A second free show was offered on the midway by the Santa Ana Hudson Company, Inc., and featured the Hawaiian group gave three shows daily.

# WANTED

Concessions that work for stock. Rides that do not conflict for the following Fairs and Celebrations: Morley Homecoming, Aug. 28-Sept. 1; Manitowish Labor Day, Aug. 28-Sept. 1; Illinois Street Fair, Sept. 4-6; Brown City Fair, Sept. 11-15; all Midland. Girl Show wanted for Manitowish.

**Robert Lewis, Mgr.**  
**Mosher Amusement Co.**

# Wausau Record

• Continued from page 45

Preparations for the opening of the event included the moving and remodeling of 15 buildings; formerly used for the Santa Ana Air Force base. The new administration building, housing the official offices and that of the publicity department was opened for the occasion. In addition to the permanent installations, two large big tops were used for the commercial and feature exhibits, which were up 41 per cent. Tops were supplied by United Tent & Awning Company, Los Angeles.

# WANTED

Carnival to furnish large top and banners for Trained Lion Show on percentage for Fairs, 6 Lion.

**GLADYS GILLEN**  
 Ft. Weazoo Game Farm  
 Pigeon Forge, Tenn.

# Wausau Record

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# WANTED

To OPERATE INDOOR KIDDLAND October 1st in Chicago. Offer purchase deal. Must be mechanically able. If you have Kiddie Rides, can use them if not conflicting. Write giving details.

**TOMMY SACCO**  
 302 N. Wabash Ave. Chicago, Ill.

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• Continued from page 45

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 302 N. Wabash Ave. Chicago, Ill.



# Bodart Org Reaps Big Gains At Escanaba, Mich., Fair

ESCANABA, Mich., Aug. 23—E. A. Bodart's Blue Ribbon Shows are setting a pace here at the Upper Peninsula State Fair that will be hard to beat. Thru Thursday (21), the fair's third day, rides and shows, helped by a free gate for the first time, were reported to be 100 per cent above last year.

Much of this phenomenal hike in grosses was attributed to the free outside gate but fair officials also said the show was loaded with earning power.

Org, which is out this year for the first time under the Blue Ribbon banner, moved here from the Marathon County Fair, Wausau, Wis., where new attendance marks were racked up and midway business was 20 per cent ahead of last year.

Owner Bodart said the fairs played thus far this season had all drawn big crowds but per capita spending was slightly off. Wisconsin fairs played included those at Tomah, Janesville, Rhinelander and Wausau.

The Bodarts will go south this year for the first time. Org will play fairs at Marshalltown, Ia., and Blytheville, Ark., and a trek

# Tobacco Spots Prove Okay For Peppers

MACON Ga., Aug. 23—Frank Peppers' All-States Shows opened to big biz for their first week on Macon lots. Local date followed three good weeks at Georgia tobacco marts and Owner Peppers said season shows a definite up-grade after a poor beginning.

Org opened at East Macon lot at Maynard and Mitchell streets and the first three nights the lot was crowded, with rides and concessions grossing fair-time receipts. Octopus, new to the lots, topped ride grosses, with Ferris Wheel second. P. C. concessions were top money getters with hanky panks reporting fair takes. No gate is used.

Peppers said his tobacco spots were above expectations. Douglas was originally booked for one week and was so good a second week was played. Last week, Moultrie was also a good winner. Org jumped into Macon from Moultrie. Stay here is indefinite and may be extended until after Labor Day. Peppers has a string of fairs starting in mid-September.

Before going to the tobacco belt, Peppers said his Georgia experiences had been poor, a week in Cordele being far below expectations and Fitzgerald only a little better.

Peppers will return to his favorite Alabama territory in late fall and again plans to winter in Mobile.

into Texas is being considered. The elder Bodart is assisted by his son, Reg, and his son-in-law, Lynn Lucia.

Ride line-up here consists of 15 major and kid devices with 12 back-end shows, including Speedy Palmer's Motordrome and the Alter Bros.' Side Show.

# Crafts Preps For Sacramento

SACRAMENTO, Aug. 23—Orville N. Crafts, owner of three carnival units, began moving his rides and equipment into the grounds of the California State Fair here Wednesday (20) in preparation for the August 28 opening. Crafts is combining his trio of shows for the 11-day run.

First to come in was the Crafts' Fiesta shows, managed by Leo Haggerty. Outhit did not play during the week in order to make the jump from Southern California.

The No. 1 and No. 2 units, Crafts 20 Big Shows and Crafts Exposition Shows, are due here early next week. Twenty Big, managed by Frank Warren, closes in Reedley tomorrow (24) and Exposition, under the direction of Roy Warren, winds up the week at the Butte County Fair in Gridley. Both Reedley and Gridley are about 50 miles from here.

Crafts dispatched Roy Farrow, lot superintendent, from the North Hollywood headquarters early in the week to make arrangements for ticket sellers and to plan the layout. Crafts himself is due here Monday (25) to personally direct the run.

# Ernie Farrow Starts Strong At Manitowoc

MANITOWOC, Wis., Aug. 23—Ernie Farrow's Wallace Bros' Shows opened their stand at the Manitowoc County Fair here Tuesday night (19) to strong crowds. Thousands of city folk took advantage of a free outside gate at the fairgrounds and swarmed over the midway area.

As late as 10 p.m., lines still appeared and the rides and concessions were kept busy. Show moved here this week from a still date at Wisconsin Rapids, Wis., which Farrow termed as satisfactory from a gross standpoint.

Mrs. Farrow, and their 10-months-old daughter, who have been traveling with the show, were scheduled to fly back to the Farrow's Jackson, Miss., home on Tuesday (28).

# GEORGE CLYDE SMITH shows

NORTHERN NECK AGRICULTURAL FAIR, Warsaw, Va., Week of Sept. 8;  
AMERICAN LEGION FAIR, Rockymount, Va., Week of Sept. 15;  
WARREN COUNTY FAIR, Warrenton, N. C., Week of Sept. 22;  
VANCE COUNTY COLORED FAIR, Henderson, N. C., Week of October 13;  
TIDEWATER COLORED FAIR, Suffolk, Va., Week of October 20

WANTED—Ball Games, Grab, Candy Floss, Snow Cones, Penny Pitch, High Striker, Pitch-Till-You-Win, Darts, Guess Your Age, Scales, Hoop-La, Six Cats, Buckets, Swinger, Slum Spindle, Fish Pond, Duck Pond, Cork Gallery, Spot the Spot, Bumper, Long and Short Lead Gallery, Set Spindle, String Game, Novelties, Pop Corn, Candy Apples, Photos.

WILL BOOK Tilt and Octopus.

WANTED—Wheel Foremen and Second Men on all Rides, General Ride Help, Truck-Tractor Drivers.

Girl Show, Monkey Show, Snake Show, Motor Drome.

Agents for office Hanky Panks. All replies to

**GEORGE CLYDE SMITH SHOWS**  
Saxton, Pa., till September 4; then Warsaw, Va.

# HAPPYLAND SHOWS

THIS IS THE BIG ONE! Allegan Fair Centennial, Allegan, Michigan, Sept. 8-13. The 100th Anniversary of this event has been exploited for months and will be a golden harvest. A great Fair normally. This year it will hit an all-time high.

CAN PLACE for this big Centennial a few more shows: especially want Motordrome and Monkey Show or Monkey Drome; Fat Show, Wax Show and Dork Ride. Eddie Miller wants Girls for Revue—\$100 a week if you have it.

Have space for a few more Stock Concessions. Have for sale Caterpillar Ride in A-1 shape, with or without seat. Can be seen in operation on our midway. Want Second Men for Twin Ferris Wheel. Top salary, good treatment.

All address:  
**JOHN F. REID, HAPPYLAND SHOWS**

Traverse City, Mich., this week; Northern District Fair, Cadillac, Mich., next week; then the big one at Allegan.

# 120TH CENTURY SHOWS

WANT FOR THESE PROVEN DATES

|                                   |  |                                    |                                  |  |
|-----------------------------------|--|------------------------------------|----------------------------------|--|
| SOUTH DAKOTA STATE FAIR<br>MIDORI | GREAT CLAY COUNTY FAIR<br>SPENCER, IA. | KEOKUK STREET FAIR<br>KEOKUK, IOWA | TULSA STATE FAIR<br>TULSA, OKLA. | OTHER SOUTHERN DATES<br>OUT UNTIL NOV. |
|-----------------------------------|--|------------------------------------|----------------------------------|--|

ONE MAJOR RIDE NOT COLLECTING—Prefer Flying Scooter, Fly-O-Plane, Rock-O-Plane or Looper.  
ONE KID RIDE—Sky Fighter, Kiddie Whip, Etc.  
SHOWS—ANY GRIND SHOW OF MERIT—War Crimes, Deep Sea, Monkey, Animals, Dog & Pony.  
WIRE: 20TH CENTURY SHOWS Fargo, N. D. This Week: Then Per Route

## TENNESSEE STATE FAIR

NASHVILLE, TENN., SEPT. 13 TO 20

"ALL FAIRS UNTIL NOVEMBER"

Can place Little Train Ride, Sky Fighter, Bully or any Kiddie Rides. This is a great fair for Kiddie Rides. (Dark Ride Stan Baker, if interested, write me at once.) Can also place Rock-O-Plane, Screw Ball or any new, novel riding devices. Can place a few more Shows. Especially want Monkey, Drome, Wild Life. Must be neatly fanned. Also place one Flying Show and any Grind Show. Have some space for Hanky Panks, space limited. Can place one Custard for this date. This is an outstanding Fair for Custard.

Address **AL WAGNER, Mgr.**  
Hannibal, Tenn., this week; Columbia, Tenn., Fair next week.

## LEO LANE SHOWS

"The South's Finest"

WANTED

For 9 Southern Fairs starting Atlanta, S. C., Sept. 6; 2 Saturdays. Then all Georgia Fairs.

Will sell X on the following: Cookhouse, Bingo, Custard, Popcorn and Apples, Long and Short Range, High Striker and Novelties. All Hanky Panks open. No flats or spools. Atlanta for Cotton Candy, Pop Fuel, Ball Game and Penny Pitch. Manager for two Glass Blowers, Wax Show, No. 1. Foremen for late model FIS-O-Plane and Wheel. Foremen for Kiddie-Plane and Chairplane. Want Second Men on 7 Major Rides and 2 Kid Rides who can drive. Write Leo Lane, 1000 So. 1st St., Memphis, Tenn. 38103. If you don't say where you are, I can't write. Want outstanding Fire Art starting Sept. 23 at Clayton, Ga. SHOWS—Want experienced inside Man for Monkey Motordrome or experienced Master Operator for new Fun House. Have some space for Hanky Panks, space limited. Can place one Custard for this date. This is an outstanding Fair for Custard.

LEO LANE, LEBANON, OHIO, THIS WEEK.

P.S.: Want to buy Mirrors for Fun House.

## CONCESSIONS WANTED

FOR MOTHERS' CLUB CELEBRATION, LINCOLN CENTER PLAYGROUNDS, GEST AND LOWN STS., CINCINNATI, OHIO, SEPT. 1-7; SHUM PARKWAY 9772

We have Water Games, Glass Pitch, Cakes, Bottles, Slum Spindle sold. Any other legitimate Stock Concession open. Must work for 15¢ and 25¢. Only one of a kind booked. No spools, please. Privilege, \$37.50.

**LEE BECHT AMUSEMENTS**  
WARREN COUNTY FAIR, LEBANON, OHIO, THIS WEEK.

## W.G. WADE SHOWS

Now Playing the  
**103d MICHIGAN STATE FAIR**  
DETROIT  
AUG. 27 TO SEPT. 7

**JOE COOK**  
(Formerly of Memphis, Tenn.)  
OR ANYONE KNOWING HIS WHERE ABOUTS PLEASE CONTACT  
**OLIVER R. KRAEHE**  
14 Lorenz Lane, Ludow 25, Mo.  
(Phone: Wydown 878)

**FOR SALE FERRIS WHEEL**

88 ft. now operating in Chicago Ill. For information write  
**MOSCA OUTDOOR AMUSEMENT**  
1888 Meuron St., Chicago, Ill.

## PAGE AMUSEMENT CO.

NOW BOOKING FOR THE RIVER FAIR, SPRUCE PINE, N. C., SEPT. 1-6;  
TWELVE MORE OUTSTANDING COUNTY FAIRS TO FOLLOW.

CONCESSIONS—Everything open. Eating and Drinking Stands, Hanky Panks, Whores and all kinds of Concessions.

RIDES—Tilt, Spill-Ho, Comet or any Ride not conflicting.

SHOWS—Penny Arcade, Snake, Fat, Wild Life, Ten-in-One and others not conflicting.

HELP—Ride Help on all Rides. Wheel Foreman and Chairplane Foreman. Salary no object to reliable man.

O. C. Oakleaf wants help for Photos, Candy Floss and Kiddie Rides. Want Agents for office-owned Concessions. All replies to

**ROLAND PAGE, Kings Mountain, N. C.**

## ROSS MANNING SHOWS

ASHEBORO, N. C., FAIR, SEPT. 1-6; MARTINSVILLE, VA., TO FOLLOW

Can place Custard, Eats, Drinks, Ball Games, Swinger, Duck Pond, French Fries, Pop Corn, Hanky Panks, Glass Pitch, Age and Weight, Shows: Wild Life, Grind Shows, Motordrome, Rides: Kid Ride, Tilt, Beckett, answer this. Write or wire

**ROSS MANNING**  
WOODSTOCK HOTEL, WOODSTOCK, VIRGINIA

### THE SHOW MUST GO ON!

This is what happened to us:

We never missed a day, thanks to our workmen, staff and all members of this great show.

We also wish to extend thanks for the telegraphed and telephoned messages of sympathy and offers of help coming from:

- President Truman**  
 John W. Snyder, Secretary of the Treasury  
 Bob Thorburn, Secretary of Agriculture, Missouri  
 Governor Smith of Missouri  
 Governor Battle of Virginia  
 Senator Byrd of Virginia  
 Mike Benton, Atlanta  
 Francis Overstreet, Indianapolis  
 Carl Tyson, Indianapolis  
 T. K. Hudson Jr. & Paul Black, Sportsburg, S. C.  
 Frank Bergen and Bucky Allen  
 The Showmen's League of America  
 The Central Canvas Co.  
 The United States Tent & Awning Co.

- |                   |                       |                  |
|-------------------|-----------------------|------------------|
| Splinter Royal    | Bernie Paul           | Med Torti        |
| Tommy Carson      | Ray Mark Swidon       | Buck Hettie      |
| Al Wagner         | Edgar G. Hart         | Adolph East      |
| Irving E. Strates | C. A. Vernon          | Bernie Mendelson |
| Paul Gibson       | Charles McCarthy      | Monte Hevare     |
| Harry Moore       | Edie Irmswiler        | Sid Jessop       |
|                   | E. C. McCarter        | Dolly Young      |
|                   | and many, many others |                  |

### CETLIN AND WILSON SHOWS

Now, Indiana State Fair, Indianapolis, Indiana

### WEST VIRGINIA A & I FAIR

CHARLESTON, W. VA., AUG. 30 TO SEPT. 7 INCLUSIVE

NOTE—This is the Last Call. Opens this Saturday. HAVE location for one more Grand or Bally Show. CONCESSIONS—Have limited amount of space for stock and straight sale Concessions. HAVE choice location for Iron Lung or Last Supper at Charleston. Wonderful opportunity for legitimate Amusements. Time is short everybody please.

### JAMES H. DREW SHOWS

Fairgrounds, Pennsboro, W. Va., until Friday P.M., August 29; then Fairgrounds, Charleston, W. Va.

### DAN-LOUIS SHOWS

Want for Six More Fairs in Kentucky, Concessions of All Kinds for Our Fairs. Hardinsburg, Ky.; Brandenburg, Ky.; Calhoun, Ky.; Maysville, Ky.; Leitchfield, Ky., Fair This Week and We Hold Over and Play Sunday and Monday—Labor Day.

Have opening on these Fair dates for Hi-Striker, Ball Games or what have you. Can use Ferris Wheel Foreman not too old to cut the mustard and must be sober. Other Rides Help on all Rides. Salaries are the highest and sure. Concessionaries—Fair opens Leitchfield, August 28th; come on in we will place you.

LOUIS T. RILEY, Gen. Mgr.

LEITCHFIELD, KY., THIS WEEK.

P.S.: W. T. "Bill" Hopkins joined Show last week.

### WANT WHEEL FOREMAN WANT

Experienced Ferris Wheel Foreman for Twin Wheels. Also want First and Second Men on all Rides. Top salaries and bonus. If you can't cut it, don't answer.

Contact: C. C. GROSCURTH, Mgr.

Blue Grass Shows, Du Quoin, Ill., this week.

### HOWARD BROS.' SHOWS

WANT FOR AMERICAN LEGION FESTIVAL, SPENCER, W. VA., WEEK SEPT. 8  
 Want Coin Game, Ball Games, Darts, Jewelry, Pitch-Till-You-Blanket, Basketball, Cook or Grab Stand.  
 Week Aug. 23, Fair, Caldwell, Ohio; September 1-3 (Fair), Marietta, Ohio, Sept. 4-6, St. Clairsville, (Fair).

### WANT FOR DUNKIRK, N. Y., LABOR DAY WEEK

Concessions, Shows and Lots of all kinds. Join now for 9 of the best middle class Southern Fairs. All kinds of Concessions working for stock, also any Grand or Side Shows. Rides—Octopus, Tilt, Caterpillar or Roll-a-Plane. Johnnie Canuso and Curly Graham, contact me. Red Book, when can you join us?

CARL D. FERRIS, per route

### MOUND CITY SHOWS

Want legitimate Concessions of all kinds. Also Ride Men on all Rides. For St. Charles, Mo. (Fair); Palmyra, Mo.; Fayette, Mo.; and Four Big Southern spots.

Address: SHELBYNA, MO., THIS WEEK.

Used Everywhere for Over 35 Years.

### ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$2.50 per 100,000.

|         |              |
|---------|--------------|
| 100,000 | \$29.50      |
| 10,000  | ... \$ 9.50  |
| 20,000  | ... \$ 20.00 |
| 50,000  | ... \$ 18.50 |

### Conklin Kidland CNE Topper

Continued from page 54

like weapons and they give out with rat-tat-tat fire.

#### Ranch Set-Up

Also new to the Kiddieland line-up is a Roy Rogers Ranch equipped with 18 Roy Rogers Mechanical Horses manufactured by Exhibit Supply Company, Chicago. Ranch-like set-up is a sure-fire lure in the moppets, with the battery of machines adding greatly to their yen to ride.

Charlie Cooper's well-flashed Roller Coaster adds much to the appearance of the kids' zone. The Coaster is bedecked with bright pennants, and the entrance canopy of vivid, striped canvas contributes further to the ride's arresting qualities.

#### New Arch Added

A new Kiddieland entrance arch brightens the area at night. The entrance is a rabbit one, reworked from the former arch of the Johnny J. Jones Exposition. Impressive for a full-scaled show, it's doubly so for a moppet's layout.

The veteran Patty Conklin, an old hand at injecting selling flash to midway fronts, has scored again this year. The Jones Siamese Twins, who failed to draw up to expectations in most spots in the States, are scoring big here, thanks to a well-flashed, interest-compelling front. The Twins placed third among the top money grossers on opening day. In top spot opening day was the Girl Show operated by Harry Scher. West Coast showman, with Glen Porter's Side Show, the second biggest money getter.

#### Fronts Powerful

All of the back-end units have powerful selling fronts. One visiting showman in with his unit and its regular front was surprised when Patty Conklin observed the front wouldn't do, that a stronger front would have to be rushed thru. On short notice one was, and it packs a potent come-in lure that gave the show's operator bumper business.

Besides the shows already mentioned, other units in operation are Alfie Phillips' Water Show.

### Tinsley Org

Continued from page 54

and Mrs. J. Edgar (Boots) Dillard, secretary of the Seneca fair; Mr. and Mrs. I. V. Hulme, Elberton, Ga.; fair; Mr. and Mrs. Bernie Shapiro, Southern Poster Printing Company; Judge Woolfolk and family from Atlanta; Mr. and Mrs. Raleigh Harrison, Harrison Electric Company; Judge Gillespie, Wallhalla, S. C., and members of the Mad Cody Fleming Shows.

### Due to Disappointment

### BINGO

AT LIBERTY

A credit to any Midway. What have you to offer? Write, wire or phone.

### LEO OR HARRY MAMAS

Stearns Hotel, Ludington, Mich.

### FOR SALE

Complete Show—4 Rides, Octopus, No. 3 Ball Game, 200' Ferris Wheel, Merry-Go-Round and two Kid Rides. One 30' by 40' Tent, one 30' by 30' and one 30' by 40' seven Trucks. 31 Ironwood Trailer House 30 ft. long. Will sell all of best-price Rides in Pittsburgh; can be seen at any time.

### COUNTY FAIR SHOWS

EARL D. JOHNSON

### FOR SALE

"ANDERSON" PLASTIC BOAT RIDE  
 Excellent condition. Equipped for electric or gasoline. New Car Motor and Tank, used 2 weeks. 17 ft. all-steel special 2-Wheel Trailer. Ride weighs less than two thousand pounds. Cost \$2,000.00. Price \$1,500.00. Booked on Prell Show.

### MOE EBERSTEIN

c/o Prell's Shows  
 Indiana, Pa. (Fair), this week; Ebensburg, Pa. (Fair), next week.

### WANTED

Show Mechanic with tools immediately to handle large Motorized Show. Good salary and board. Contact  
 LLOYD D. SERFASS  
 PENN PREMIER SHOWS  
 Mansfield, Pa., this week

a Torture Show operated by G. Burns, J. Hurd's Big Turtle, Mrs. E. Meyers' War Show, W. Turner's Mummy Show, R. Marleau's Monkeydrome, Julius Kuchnel's Tangle Hike and Jungle Animal Show, and Sander's Animal Show, operated by A. Findlay.

First day's ride and show gross was of \$358 from 1951. The take, however, was considered good as the weather was cool in the late afternoon, and cold at night, with the CNE's attendance for the day down 3,500 from its 103,690 gate count last year.

Today's weather was excellent, and Warrior's Day, traditionally one of the biggest of the exhibition, pulled a whopping crowd, with every segment of the midway enjoying thumping business.

### Ammon-Gayer Zone

Continued from page 54

Side A, owned and operated by the veteran Pete Kortez, is holding down fourth spot and enjoyed good business as the first such unit to play the fair here in several years.

Other shows are Bill Dusin's Big Snake, Charlie Hodges Funhouse, and Capt. Walsh's Marine Exhibit.

#### Widen Streets

Vastly increased strength of the shows has been the No. 1 reason for the sharply higher business scored by the area. A big factor also has been the widening of the streets, plus more effective lighting. Crowds at the wind-up of the shows are funnelled into the center of the concession area, and as the show crowds have been big the heaviest concession play has been made inside, rather than on the fringes of the show area.

The Ammon-Gayer operation is one of two midways on the grounds, the other being the permanent installation of Charlie Rose, operator of the State Fair Park. Rose's layout does not have any shows but an abundance of the best rides, plus concessions, and these, too, have registered excellent business since the fair's opening Saturday (16).

### JIMMIE CHANOS SHOWS

Want for New London, O., Annual Labor Day Celebration

Legitimate Concessions of all kinds. I have four Street Celebrations to follow. Ride Help for Ferris Wheel, Rollacane or any Ride Men, but must draw some. All replies to

JIMMIE CHANOS

New London, O.

### GIRLS, GUIN, GIRLS

LAST CALL!  
 We can place a few more Dancing Girls for our Girl Show. We supply living quarters, transportation and wardrobe. Our salary 600 guaranteed out of office every week. We have a long season, some South, then Florida for the winter. Time is short, write, don't write.

### ANDY ZANE

Williams Grove Park  
 Mechanicsburg, Pa., until Labor Day, then at Park Premier Shows, Park Premier, Pa.

### AGENTS WANTED

For Six Cats and 501 Sprindles

Write, come on

S. B. WEINTRAUB

c/o Grand American Show

Crump, Iowa, this week; Unionville, Missouri, next week; then south.

### RIDES WANTED

Prefer Merry-Go-Round, Ferris Wheel and Kid Rides for Annual Belle Fair, Sept. 11-13-15, Belle, Missouri. Contact

R. E. WILLIAMS

Belle, Missouri (Phone: 711)

### FOR SALE

A complete Barstoks Gun Concession mounted on a 14-ft. Fairhaul Van on a 1949 Chev. Truck, with complete new motor. Consisting of five (5) guns and two air compressors. All in good shape. Sickness reason for selling. Contact

### WILBUR POTTS

c/o Grebeck & Schrader Show  
 Garden City, Kan., this week, then per route.

### SHOOTING GALLERIES

#### FOR SALE

One on 4-wheel trailer, \$1,000.00; one on 2-wheel trailer, \$1,000.00; one on truck, \$2,000.00. See at Minnesota State Fair or write

### SIG SIGNOR

1445 Leagon Ave., Minneapolis, Minn.

### RIDE HELP WANTED

First and Second Men for all Rides. Extra mileage money for driving seats. Can use a few Women Ticket Sellers. Apply ROY SHEPHERD, Ride Supt., California State Fairgrounds, Sacramento, Calif., Wednesday, August 20. Other Fairs to follow until November 20.

### CRAFTS 20 BIG SHOWS

7283 Bellaire North Hollywood, Calif  
 Telephone SUmer 2-3131

### WANTED

Concessions of all kinds. Pop Corn, Floss, Candy Apples, Snow Cones, Bingo, Ball Games.  
 Groveport, Ohio, Aug. 27-Sept. 1; Coshocton, Ohio, Aug. 31-Sept. 3; Newark, Ohio, Labor Day; on Streets; McConnelsville, Ohio, Fair, Sept. 3-6.

### POWELSON AMUSEMENTS

BOX 125 Phone 108884 COSHOCTON, OHIO

### WANTED! WANTED!

Freaks for South American tour with reliable organization for ten weeks or more, possibly all winter. Send full particulars to

BOX #793, BILLBOARD

1564 Broadway New York 19, N. Y.

### GRAND AMERICAN SHOWS

Want Shows with own equipment. Joe Richardson wants Snake Show, Grinder and Cielis for Girl Show, Want Arcade, Photo, Want CONCESSIONS—Grand Shows and Henry Parks that work for stock. Will book Bingo for absence of season. WANT RIDE HELP: Wheel Foreman and Second Help who drive seats.

L. O. WEAVER, Mgr.

Crane, Iowa, Aug. 27 thru Sept. 1; Unionville, Mo., Sept. 3 thru 6; Carrollton, Mo., Sept. 10 thru 12, then as per route.

### WANT FOR FAIRS AND CELEBRATIONS

Starting Woodland, N. C., Labor Day, followed by Livingston, Va., Apple Festival. You All Know This One.

SHOWS: Any Show with own equipment, low percentage. CONCESSIONS of all kinds, and small Cook House, Beer, French Fries, Ball Game, Sander's Range, Six Cats, Cork Gallery, Ace, Weight and all Stock Concessions. Want Merry-Go-Round of any Ride not conflicting with what we have. Write now.  
 WEB PRICE, JOE LYTIME SHOWS, WOODLAND, N. C.  
 P.S.: Lucky Manchester, get in touch with Ken Henry.

# MODEL SHOWS 1952

*America's Smartest Railroad Show*

## ALL FAIRS UNTIL NOVEMBER

Want Foremen for Ferris Wheels, Dipper, Octopus. Good proposition for Scooter Foreman. Can also place Tractor Drivers, Train Hands, Polers; come on. All top salaries. Can place Talkers, Grinders for Girl Show. Also Girls for revue; office paid. Want Man to handle Dark Ride or will book same. Also Motordrome Operator. Legitimate Concessions all open.

Address **DAVID B. ENDY, Mgr.**  
Richmond, Va., this week; Alexander, Va., next week.

# WADE GREATER SHOWS

**ALPENA COUNTY FREE FAIR**  
AUG. 31 TO SEPT. 3  
ALPENA, MICHIGAN

**PINCONNING STREET FAIR**  
SEPT. 5-6  
PINCONNING, MICHIGAN

**CAN PLACE LEGITIMATE CONCESSIONS**  
Particularly Hunky Panks of all kinds for these two excellent fairs. Mechanical, Snake, Monkey and other good Grind Shows will do well on this route. Contact Wade Greater Shows, Marne (Berlin Fair), Michigan, all this week.

# WOLFE AMUSEMENTS

*The Show that gets up on Sunday*

**MARTINSVILLE, VA., BIG ANNUAL FOUR-COUNTY FAIR, SEPT. 1 TO 6**

Want organized Colored Minstrel Show for Martinsville and balance of season. Hunky Panks of all kinds; Glass Pitches, Hoop-La, Mitt Camps. Seven more Fairs to follow.  
Buena Vista, Va., this week.

# BILL HAMES SHOWS

**WANT TO BOOK FOR THE BALANCE OF SEASON**  
Including 9 OF THE BIGGEST FAIRS IN TEXAS

Want Motordrome to join immediately. Will also book any Show of merit not conflicting. Can place capable Ride Help on all Rides.

Address **BILL HAMES, Mgr.**  
Paris, Tex., this week; Gainesville, Tex., next week.

# DUMONT SHOWS

**Elkton, Md., Aug. 25 to 30; Richmond, Va., Sept. 2 to 6, Church Hill Lot.**

WANT Girl Shows with or without own equipment. Frenchy Moore would like to hear from Johnnie Cambreno, have Show and Concession open for you. WANT Rocket Foreman and Second Man who drive same. Want Colored Girl Show or Minstrel Show with own equipment. Want Hunky Panks of all kinds, also Six Cat and Swingers. Want Cook House or Sit Down Grab for rest of season.

All address Lou Riley, as per route

## TIVOLI EXPOSITION SHOWS

Want for the cream of Arkansas fairs, starting Labor Day at the Live Stock Show and Fair, Camden, Ark., followed by 7 more big Fairs ending November 1

Want Hunky Panks of all kinds. Boots Cutler wants Wheel Man with crew. Also first-class Girl Show with or without equipment to join at once.

B. V. Briggs, sorry we didn't get in touch with you, please try to call us again. Contact **H. V. PETERSEN, Mgr., or HOOTS CUTLER**  
Curdson, Ark., this week; then the big one at Arkansas Fairs.

## FAIRS FAIRS FAIRS

# PAGE BROS.' SHOWS

WANT FOR WARREN COUNTY FAIR, McMinnville, Tenn., next week and SIX MORE FAIRS TO FOLLOW

CUSTARD, Jewelry, Arcade, Lead Gallery, Popcorn, Soda Floss, Ice Cream, Pitchmen, Hunky Panks of all kinds.  
Side Show, we have all equipment. Girls for Girl Show, Top salary.  
Ride Help, Foreman for Train Wheels and Merry-Go-Round. Second Man on 10 Rides.  
Jim Finnell wants Count and Pin Store Agents.  
Clinton, Tenn. Fair, near McMinnville, Tenn., Fair next week.

# GOLDEN RULE SHOW

**AUDUBON PARK, N. J., SEPT. 8 TO 13; DUPONT'S COMMUNITY FAIR, SEPT. 17, 18, 19, 20, PENNSGROVE, N. J.**

Want legitimate Concessions. Will be at St. Vincent's Hospital, 89th and Woodland Ave., Philadelphia, Pa., till Sept. 8.

**AL L. BLACKMAN**

|  |   |  |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
|--|---|--|-------|-------|------|-------|-------|-------|--------|-------|-------|--------|-------|--------|--------|-------|--------|---------|-------|--------|---------|-------|----------|-----------|-------|--------|
| <p><b>STOCK TICKETS</b></p> <p>One Ball ..... \$ 1.50<br/>Five Balls ..... 6.50<br/>Ten Balls ..... 12.00<br/>200 Balls ..... 100.00</p> <p><b>BOLLS 1,000 EACH</b></p> <p>Double Coupons<br/>Double Prices<br/>No C.O.D. Orders<br/>Send Stamp 10c, 10c</p> | <p>We Manufacture</p> <h2>TICKETS</h2> <p>of every description</p> <p><b>THE TOLEDO TICKET CO.</b><br/>2965 Catawba St.<br/>Toledo 12, Ohio</p> | <p><b>SPECIAL PRINTED</b></p> <p>Cash with Order. Price</p> <table border="1"> <tr><td>1,000</td><td>.....</td><td>8.50</td></tr> <tr><td>5,000</td><td>.....</td><td>40.00</td></tr> <tr><td>10,000</td><td>.....</td><td>75.00</td></tr> <tr><td>25,000</td><td>.....</td><td>150.00</td></tr> <tr><td>50,000</td><td>.....</td><td>300.00</td></tr> <tr><td>100,000</td><td>.....</td><td>600.00</td></tr> <tr><td>200,000</td><td>.....</td><td>1,200.00</td></tr> <tr><td>4,000,000</td><td>.....</td><td>200.00</td></tr> </table> <p>Mail to: Machine<br/>Bill of Machine</p> | 1,000 | ..... | 8.50 | 5,000 | ..... | 40.00 | 10,000 | ..... | 75.00 | 25,000 | ..... | 150.00 | 50,000 | ..... | 300.00 | 100,000 | ..... | 600.00 | 200,000 | ..... | 1,200.00 | 4,000,000 | ..... | 200.00 |
| 1,000  | .....   | 8.50   |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 5,000  | .....   | 40.00  |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 10,000   | .....   | 75.00  |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 25,000   | .....   | 150.00   |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 50,000   | .....   | 300.00   |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 100,000  | .....   | 600.00   |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 200,000  | .....   | 1,200.00   |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |
| 4,000,000  | .....   | 200.00   |       |       |      |       |       |       |        |       |       |        |       |        |        |       |        |         |       |        |         |       |          |           |       |        |

# DON FRANKLIN SHOWS

## WANT FOR NORTHWEST MISSOURI STATE FAIR

**BETHANY, MO., SUNDAY, AUGUST 31 THRU SEPTEMBER 6.**

FOLLOWED BY TEXARKANA STATE FAIR, NINE BIG DAYS, SEPT. 12 THRU SEPT. 20, AND SOLID ROUTE OF TEXAS FAIRS THRU NOVEMBER 3

- SHOWS** Want Motordrome, Funhouse, Glass House, Mechanical, Midget or any Show not conflicting.
- CONCESSIONS** Stock Concessions of all kinds.
- RIDES** Want Pony Ride for Bethany. Also place two Major Rides not conflicting. Ride Help who drive same.

Bill Chalkias wants Acts for Side Show.

All replies to Creston, Iowa, thru Wednesday, Aug. 27. Will be on Fairgrounds at Bethany starting Thursday afternoon, Aug. 28.

**DON FRANKLIN, Mgr.**

# JOHNNY'S UNITED SHOWS

WANT FOR HARTFORD, KY., OHIO COUNTY FAIR; SPENCER, TENN., VAN BUREN COUNTY FAIR; CENTERTVILLE, TENN., HICKMAN COUNTY FAIR; LEXINGTON, TENN., FAIR; JACKSON, TENN., COLORED FAIR; HUNTINGDON, TENN., CARROLL COUNTY FAIR, AND SOLID ROUTE OF FAIRS UNTIL NOVEMBER.

### JOIN NOW FOR SPECIAL PRIVILEGES

**CONCESSIONS**—Grab, small Cookhouse, Scales and Age, Floss, Photos, Pronto Pups, French Fries, Ice Cream, Novelties, Custard, Ball Games, Hit & Miss, Colored Concessions, Kelly Pool, Buckets, Fish Pond, Balloon Darts, Cork Galleries. Wire what you have.

**SHOWS**—Manager for office-owned wagon front Girl Show. Must furnish girls and drive truck. Will book Monkey Show, Glass House, Fun House, Wild Life and Illusion.

**HELP**—Wheel Foreman, useful Ride Help in all departments. Must drive. Side Show Help wanted. Joe Salendro wants Lulu to come home. Also Man and Wife to handle Bowling Alley.

All replies to **JOHN PORTEMONT, Gallatin, Tenn.**

# INTERSTATE SHOWS

Want for the 97th ANNUAL GIBSON COUNTY FAIR, Trenton, Tenn., Sept. 1-6; TIPTON COUNTY FAIR, Covington, Tenn., Sept. 8-13, to follow. 11 Fairs to go.

**Concessions:** All Concessions open. Photo Gallery, Novelties, Jewelry, Cigars, Glass Pitches, Ball Games, Darts, String Games or any Hunky Panks; Frozen Custard, Ice Cream, French Fries, Foot-Long Hot Dogs. Can place one or two Mitt Camps.

**Shows:** Will book one or two Girl Shows with own equipment or will furnish 20x40 top with panel front. Want to book Wild Life, Fat, Monkey, Illusion, Mechanical or any worthwhile Grind Shows at small percentage.

**Rides:** Due to accident will lease Merry-Go-Round for the balance of the season or book for small percentage to offer with 8 cars. Has been shown at Great Point for 4 seasons. First \$600.00 taken. Must have present side for a new show. Also for sale a North Tawanda Passenger Organ, in perfect condition, 7 ft. x 4 in. high by 8 feet wide.

**Ride Help:** Want Foreman and Second Men on all Rides, top salary, pay day every Wednesday; good treatment, bonus at end of season.

**Helps:** Want the following to join on wire: Show Builder, Scenic Artist, Electrician. Want Countermen for large up-to-date deluxe Bingo to join on wire.

Replies to **E. H. BROOME, Business Manager, Clay County Fair, Moss, Tennessee**

# WANT ELBERTON 9 COUNTY FAIR

**ELBERTON, GA., SEPTEMBER 8-13**

and a route of the best county Fairs in Georgia and Alabama through Armistice Week.

Boat Ride, Streamlined Train, Coaster, Sky Fighter, Scooter, Dark Ride, Fun House. Will book complete set of Kiddie Rides.

## CONCESSIONS

Cook House, Crab, Long Range Galleries, Novelties, Hunky Panks of all kinds. Address

# JOHNNY T. TINSLEY SHOWS

22-A E. Court Street, Greenville, S. C. (until Sept. 6). (Staffell Wild Life, contact us at once)

## FOR SALE

Complete Portable Monkey Speedway with Trunk, triple tracks, with banners and cars, including a Loop-the-Loop with 8 cars. Has been shown at Great Point for 4 seasons. First \$600.00 taken. Must have present side for a new show. Also for sale a North Tawanda Passenger Organ, in perfect condition, 7 ft. x 4 in. high by 8 feet wide.

**R. J. ZOULARY**  
Cedar Point, Sandusky, Ohio

# A.M.P. SHOWS

**CONCESSIONS**—Blue Joint, Hit-Striker, Penny Pitch, Pitch-Till-You-Win, String Game and other Hunky Panks. Can place one or two Live Lion who drive same. See Wee Jones, call Lester McGee about Clothes Pin Pitch. Can place Agents for Slum Battle, Pin Store and Boulders. Only three Concessions on midway. Ride Base wants Female Impersonators and Girls for Girl Show. Good openings for Wild Life, Animal Show, Monkey Show and other Grind Shows. All replies to **A. M. FODDIBINSKI, East Baltimore, Md., Va., this week** thru Labor Day; followed by New Castle, Va., Fair; Kure, N. C., Fair; and then South Carolina.

**ATTENTION—SHOOTING GALLERY OPERATORS!**  
**IF YOU NEED GALLERIES ACT NOW!**

Due to untested conditions and present contracts we cannot guarantee availability on Events Galleries later this year. This is the time to get set for the long haul. Do as many successful operators do. Assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG** Parts and Targets also available. Write Today

**H. C. EVANS & CO.**  
 1556 W. CARROLL AVE.  
 CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES**

**GALLERY "A"—18 ft. high, 18 ft. wide.** One of the best small units. Good assortment built-in, moving and stationary targets. Separate Walk or without motor and belt.

**GALLERY "B"—18 ft. high, 12 ft. wide.** One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt.

**WE WILL RENT**

Ferris Wheels, Merry-Go-Rounds and other Rides in your own territory on flat rental—three, seven or ten days. Money assured. Also Animal and Personal Acts. Equipment owners in Syracuse, Buffalo, Schenectady, Wisconsin, Maryland, write or wire immediately. Send description, pictures if possible and state price.

**Box 795, Billboard**  
 1564 Broadway, N. Y. C. 19

**BARNEY TASSELL**

**UNIT SHOWS**

Alexandria, Va., AMERICAN LEGION CELEBRATION WEEK SEPTEMBER 8

The Spot of the Year. First Show in Five Years. Right in Town. Can place Independent Rides. Shows of all kinds. (No Girl Shows). Legitimate Concessions of all kinds. Everything open except Girls and Percentage. Join "The Big Little Show". Can place Foremen on all Rides.

Shows and Rides contact: **CLIFF KNIGHT**  
 4501 Madison St. Shennock American Legion Committee Alexandria, Va.

**FOR SALE**

3 Allan Herschell 3 abreast Merry-Go-Rounds, '47, '48, '49; 3 Big EN Wheels, '47, '48, '49; 1 Allan Herschell Kiddy Awa Ride, 1 Kiddy Jet Plane, 1 Overland Kiddy Fire Engine.

**ALSO**

Miscellaneous Carnival Equipment, Booths and Games. To see on location, Call Frontier 6-5320, Chicago, Ill.

**UNITED STATES SHOWS WANT**

Hanky Pank Concessions, Pan Game, Color Game for Labor Day Celebration, September 1-6, Webster County Fair, Webster Springs, W. Va. All replies

**L. P. BRADY**  
 Sutton, W. Va., this week.

**WANTED SCOOTER HELP**

TO JOIN AT ONCE. TOP SALARIES.

**DOLLY YOUNG, Mgr. ROYAL CROWN SHOWS**  
 BELLEVILLE, KANSAS. THIS WEEK.

**GIRLS GIRLS**

**FOR GIRL SHOW—\$100 A WEEK**

Rhumba, Hula, Strip, Fan, etc. Want two Girl Show Talkers. Want Candy Pitchmen, Freddy Brockelman, wire. Want Ticket Sellers and Grinders, must drive semi.

**F. W. MILLER**  
 c/o Wade Shows, Michigan State Fairgrounds, Detroit, Mich. Aug. 26-Sept. 6; Saginaw, Mich. Fair, Sept. 7-13.

**Amusement Company**

DIXIE'S OWN AMUSEMENTS • YOUR SATISFACTION OUR SUCCESS

**WANTS FOR NO. 1 AND NO. 2 UNITS**

Playing Best Proven Fairs in Eastern Carolina

Want Bingo for both units. Can place Cookhouse for No. 2 unit. Want Hanky Panks all kind. No Ex. Can place with or without own outfit.

We have new show tops for Minstrel, Girl and Colored Girl and others.

Can place Ride Help. Also useful Show People in all departments. All contact

**SHERMAN HUSTED or HAROLD RALEY for No. 1 Unit and FRANK DICKERSON for No. 2**  
 Hertford, N. C., Fair this week; Weldon, N. C., Fair, Sept. 1-8, with 22 more spots to follow in 11 weeks.

**BILL CHALKIAS SID CRANE WANTS**

Side Show Acts, Freaks, Novelty Acts, Sword Swallower, Bally Girls and Ticket Seller, Jim McFarland, have good proposition for you. Send Siles, wire at once. Long season in Florida. Top salaries paid and you get it each week. Wire, no time to lose. c/o Dan Franklin Shows, Creston, Iowa, this week; Barkan, Mo., next week; then the big one, Topeka, Kan., Tex. P.S.: Also can use Cookhouse Help.

**SUNSHINE SHOWS**

WANT FOR BIG LABOR DAY CELEBRATION OPENING VALDOSTA, GA., AUG. 29 THRU SEPT. 6. CATCHING PAY DAY FOR LARGE ARMY CAMP. WE HAVE SOME OF THE BEST FAIRS IN GEORGIA AND FLORIDA. OUT ALL WINTER. NEED CONCESSIONS—Shooting Gallery, Bingo, Novelties, all kinds of Hanky Pank SHOWS—Millbilly Show, we have 100; Snake Show, Side Show, Ig Show, we have top RIDES—Can place Scooter, Little Cartier, Octopus, Rolloping. What have you? Need good help in all departments for Cookhouse, Man and Wife for Popcorn, Candy Floss and Sno Cone, all on nice aluminum trailer. Couple for Monkey Show, real flash on real truck. Plenty of animals. Contact Cecil Hendrix, per route. COMMITTEES, if you have the spot we have the show. Plenty of Rides, Shows and Concessions for the largest State Fair units for small ones. If you're disappointed, write, wire or phone.

**Sam Holman, 2105 East Chelsea St., Tampa, Fla.**

**Eddie Young's**

**STERLING CROWN Shows**

WANT FOR HAYWOOD COUNTY FAIR, BROWNSVILLE, TENN., SEPT. 1 THRU 6

Concessions—Grab, Floss, Snow, Popcorn, Scales, Age, Custard and Short Range Gallery, Class Pitch, Ball Games and Hanky Panks. Concession Agents, Caller and Counter Men for Bingo, Agent for Short Range; also Agents for Peck, Count and 6 Cats. Shows and Rides—Girl Show and any Grind Show. Tilt and Kid Rides. Ride Help—Foreman and Second Men for Merry-Go-Round and Chaitolane, also Second Men for Wheel and other Rides; top salaries; must drive truck. All replies to

**E. L. YOUNG, Manager**  
 POLK HOTEL, MURFREESBORO, TENN., THIS WEEK.

ANYONE KNOWING WHEREABOUTS of address of **MR AND MRS. WALTER D. PARRY**

Call collect 2-2813, Tampa, Florida, and **MISS ROBERTSON**  
 This is very urgent; emergency.

**MIGHTY MIDWEST SHOWS**

WANT FOR MICHIGAN'S BIGGEST LABOR DAY CELEBRATION, CLIMAX, MICH., AUG. 29 SEPT. 1. TENTH ANNIVERSARY CELEBRATION. FOLIO DAYS. PARADES, FIREWORKS, PRIZES.

WANT Popcorn, Apple, Candy, Soda, Raisin, H-Striker, Glass Pitch, Hoop La, Jewelry, Cork Gallery, Pan Game, Rat Game, Six Cats, Spring Game, Fish Pond, Hanky Pank and American Fairmaky. WANT Shows of all kinds. Committee money. WANT Ride Help, Foreman and second Men on Octopus and Wheel, semi drivers. Long season south.

All replies to **D. M. Murphy, Mighty Midwest Shows**  
 CLIMAX, MICH., ALL THIS WEEK.

**Marion Greater Shows**

It Proud To Announce the Finest Fair Route in the South

All Fairs as follows: Dillon County Fair, Dillon, S. C., Sept. 8 through 13; Kingstree, S. C.; Bennettsville, S. C.; Shelby, M. C.; Colored Fair; York, S. C.; Chester, S. C.; McCormick, S. C.; Monks Corther, S. C.; Camden, S. C.; Charaw, S. C.; Aiken, S. C. Last Fair will be ten days.

Want outstanding Free Act for eleven weeks; price must be right. Attention. Showmen will book outstanding show. Attention. Ride Owners: What do you have to offer? Attention, Concessionaires! Will book legitimate Concessions of every description. Eat and Drinks open. All replies:

**MARION GREATER SHOWS**  
 CHERAW, S. C.

**SINGLE-O GIRL SHOW Available**

Work to orders. Midwest territory. Wire **EDYTHE YOUNGER**  
 c/o Western Union Sedalia, Mo.

**WANT — FOR GASTONIA, N. C. — WANT SPINDLE-CENTER AGRICULTURAL FAIR**

6 DAYS, STARTING SEPTEMBER 22

Will book on THE INDEPENDENT MIDWAY—Hats, Games and Age, High Striker, Class Pitches, Fish Pond, Balloon Darts, Juice and Grab Stands, Ice Cream, French Fries, Popcorn and Candy Apples or any other legitimate Concession.

CONTACT **HOWARD ROBBINS, SEC-MGR.** GASTONIA, N. C.  
 Phone: Central 5-1501.

**TWIN CITY SHOWS**

Want Skillo and Count Store Agents Jimmie Moran no longer connected with show. Due to disappointment will book Dinero Caller. Attention: Best Miller; call collect; important.

**SAM WELLS or BOB BELLES**  
 Lockwood, Mo., Street Celebration this week; Newfield, Mo., Sept. 3-4.

**E & B AMUSEMENTS**

Want Foreman for Caterpillar, walking Plane and Ferris Wheel. No second men and want Caterpillar Mechanic and General Ride foreman. Will book Novelties and Lac. Men with sewing Machine. Concession

**JOHN J. HANSON**  
 45-04 UNION FURNIPK BELLEVILLE LONG ISLAND N. Y.  
 Phone: Fieldston, 0-0457 Between 8 and 9 A.M. or Between 12 and 4 P.M.

**Want—J. & B. SHOWS—Want**

for Gordonsville, Va., Sept. 1 to 6, Big Labor Day Celebration

Firemen's Parade and Car Given Away.

Want for Sept. 10 to 13, Chesterfield, Va., County Fair 10 miles south of Richmond, Va.

Can place Rides of all kinds and Shows that are clean. All Concessions open that work for stock. Can place Ferris Wheel Foreman at once. \$65.00 per week. "Butch," answer please. All replies

**J. & B. SHOWS, Madison, Va.**

**FOR SALE**

One 1940 Fish Pond, one 1940 Heart Pitch, one Devil's Boat, one 1947 New Truck, closed body, with fairs and woman, bellies, two Percentage Tables and other equipment. All equipment perfect. **D. L. BIELBY**, New Holland, Ohio. Phone 2-2307.

**GOLD MEDAL**

Want Ride Help. Have opening for Octopus Foreman and Second Men. Want Foreman and Second Men for Caterpillar, Second Men on Ferris Wheel. Must be semi-drivers. If you drink, don't waste my time. Call or wire

**JOHNNY J. DENTON**  
 OLNEY, ILL. ALL THIS WEEK

**RIDE MEN WANTED**

Want Foreman for 21 ft. No. 3, Foreman for Merry-Go-Round, Foreman for 8-Stub Octopus, also Second Men on all Rides who drive. Best wages. Long season south.

**JOHN HANSON**  
 4054 N. Kedzie Ave. Chicago, Illinois  
 Phone: Independence 3-9495

**PIERCE GREATER SHOWS**

Dandridge, Tenn., Aug. 25-30; Marysville, Tenn., Union County Fair, Sept. 1-4.

Can place Concessions—Ball Game, Age and Scale, Balloon Drop, Ringer Game, Pan Game, Six Cats, Buckets, Photo, Cork Gallery, one Ball Camp; all Hanky Pank concessions—will place any. Shows—Ride Show, Ten in One Snake Cook or any Grind Show with own equipment and transportation. Committee money only. Help—Foreman for Merry-Go-Round, Fish Pond, Ball Game, Second Men on all Rides. Want Man and Wife to take away set of Kiddie Rides. Can place Legal Adjudger, Bill Purper, contact We don't close—open year round. Address: Dandridge, Tenn. and wires to

**R. M. PIERCE**

**WANT GENERAL AGENT**

With practice and good spots, with or without Concessions, at once for South-eastern territory. Ride Rides, new motorized show. Answer to

**D. M. MURPHY**  
 Nights Midwest Shows  
 Climax, Mich., all this week

**MIGHTY PAGE SHOWS**

WANT FOR SOLID ROUTE OF BEST FAIRS IN THE EAST

Ride Show Operator with set, or will book Side Show with own equipment. Also want Operator for two off-the-owned Girl Shows. Must be capable Operator with rifle and wardrobe. Will also book Girl Show with own equipment. All replies to

**BILL PAGE, Martinsville, Va., Fairgrounds**  
 P.B. McGary and Lew Alters, contact immediately.

**SUNSET AMUSEMENT COMPANY**

**SOUTHEAST MISSOURI DISTRICT FAIR**  
 CAPE GIRARDEAU, MO.—4 DAYS—SEPT. 8 TO 13

Want—Lung, Side Show, Mechanical, Wild Life, Animal, Fun House or Glass House, Arcade. Can use Six Cats, Buckets with other concessions that work for stock. Place Pan Game, Rat Game, Opening for Fish Pond, Stum Bowling, Hoops, Cork Gallery, Long Range, Custard, Scales, Age and any Hanky Pank or Ball Game.

Washington, Iowa, Fair, Aug. 25 to 28; Postville, Iowa, Fair, Aug. 23 to Sept. 1; Warren, Durg. Mo., Fair, Sept. 3 to 6. P.S.: Want Ride Men who drive.

**\$50.00 REWARD EMILE (LARRY) LAMIER**

Will be paid to anyone furnishing information as to his present address or whereabouts. Contact

**310 LENO**  
 109 N. 9th St. Lincoln, Neb.  
 (Phone: 2-8979)

**MOUND CITY SHOWS**

WANTED FOR FIVE FAIRS

BLOOMFIELD, MALDEN, WARRELL, NEW MADRID, LILBOURNI, ALL MISSOURI. Want Bingo and other Concessions not conflicting. Can place clean Shows of all kinds.

Address **CHARLES OLIVER, Mgr.**  
 SHELBY, MO. THIS WEEK.

**AGENTS WANTED**

One Bowling Alley Agent, one Clothes Pin Agent. Only Two Concessions on Show. Nine days to go. Will work in all Fairs. Replies to

**(Onie) Earl L. Dixon**  
 c/o Dan-Louis Shows  
 Litchfield, Ky., this week

**CNE's Show**  
 • Continued from page 43

ly, father and two young daughters, in a hand-balancing tumbling routine, and the Do-Si-Ettes, 24 children in square dancing, work in this with Eric Christmas as a hayseed clown.

An original ballet to Mendelssohn's "Midsummer Night's Dream," created by Celia Franca, who dances in it with David Adams and Lois Smith, delighted the first night's audience, with the cast and scenery getting much credit.

The final production number, "Toronto, 1860," is a musical production of things to come, the set depicting the two-level subway now under construction in Toronto. It isn't this number only that the 60-gal line offers precision routines. Evelyn Gould, a Canadian soprano, pleases in a featured spot, as does Lou Willis Jr., American, featured in the dancing. Max Ferguson, Canadian radio announcer, known for his characterization of Rowhide, emcees.

**JOHNNY DENTON'S**

# GOLD MEDAL shows

**WANT FOR THE FOLLOWING SOUTHERN FAIRS:**

**DYER COUNTY FAIR, DYERSBURG, TENN., SEPT. 3-6**  
**WEST TENNESSEE DISTRICT FAIR, JACKSON, TENN.**

**GASTONIA, N. C.; CHEROKEE INDIAN FAIR, CHEROKEE, N. C.; DOTHAN, ALA.**  
**CHAMBER OF COMMERCE FAIR; MARIANNA, FLA.; PANAMA CITY, FLA.**

**WANT** **WANT**

**CONCESSIONS**—Hat Outfit, Scales and Age, Glass Pitches, High Striker, Fish Pond, Balloon Darts, Juice and Grab Stands, Ice Cream, French Fries, Popcorn and Candy Apples or any other legitimate Concession.

**WILL BOOK FLASHY PENNY ARCADE**

**RIDES**—Will book Rock-o-Plane, Fly-o-Plane, Pretzel or any other major Ride not conflicting with what we have.

**HELP**—Want Octopus Foreman, also Second Men on all Rides.

**SHOWS**—Will place two or three Grand Shows of merit.

**Have Opening for Minstrel Show With Own Equipment**  
**Will Book for Committee Money Only**

**All answers to JOHNNY J. DENTON, Gen. Mgr., Olney, Ill., thru Labor Day; then per route.**

**LAWRENCE Greater Shows**

**AMERICA'S MOST PROGRESSIVE CARNIVAL**

**WANT FOR LYNCHBURG, VA. FAIR, FOLLOWED BY LINCOLN, N. C. FAIR AND ALL FAIRS TO FOLLOW**

**CONCESSIONS:** Open midway, Age and Scales, Eating and Drinking, Legitimate concessions of all kinds, Can place 1 Wheel and 1 Blower, Want Agents for Balloon Darts and Buckets, Can use PC Concessions with Monkey Panks, Everything open for all our Fairs.

**SHOWS:** Snake Show and organized Side Show, Lew Alters, get in touch. Also Motorcrome and Wild Life.

**RIDES:** Want Octopus and Little Dipper.

**HELP:** FERRIS WHEEL FOREMAN, CATERPILLAR FOREMAN AND USEFUL HELP IN ALL DEPARTMENTS, COME ON.

Top salary and bonus. Can use Show Carpenter and Scenic Painter. All winter's work. Also Mechanics with own tools who understand International Trucks.

**All address SHIRLEY LEVY, LAWRENCE GREATER SHOWS, CHARLOTTESVILLE, VA., THIS WEEK**

**LION ACT**

**AT LIBERTY SEPTEMBER 1**

8 Lions, worked by world's foremost lady lion trainer. Free Act. Consider partner or show turning out top and bonnars for Trained Wild Animal Show for Foize. Good drawing card.

**GLADYS GILLEM**

Fl. Wears Game Park  
 Pigeon Forge, Tenn.

**Percell's PIONEER SHOWS**

*high class midway attractions*

**MILTON, PA., FREE FAIR, Labor Day Week, Sept. 1 to 6;**  
 then McClure Bean Soup Fair; then Southern Fairs.

Want Shows of all kinds, Arcade, Concessions of all kinds, Eating and Drinking Stands, Custard, Ice Cream all open, also P.C. What have you? Help—Bingo Clerks, Ride Help, Merry-Go-Round Foreman, Second Men all rides, "Stretch" Rice wants Agents for Cat Rack, Hazzle, P.C. Come on or reply to

**MICKEY PERCELL, Mgr.**  
 McConnellsburg, Pa.

**VIVONA BROS. Combined SHOWS**

Want for the Great Lehighon Fair, Lehighon, Pa. Opens Labor Day and Montgomery County Fair, Christiansburg, Va., to follow.

Concessions—Open midway, no exclusives, Hunky Panks of every description, Photos, Novelties, Hi-Striker, High, Eating and Drinking Stands. Will give exclusive to Long and Short Range Callioles, American Palms, Pank, Ball Games, Agents for Bill Pool and Pan Game, Shows—Have good proposition for Motor Drome, Speedy and Curly Sayes, contact, Midget, Far, Unicorn, Wild Life or any well-framed Grand Show. Operate with performers needed for completely framed Minstrel Show to open Labor Day, Professor Victoria, contact, Rides—Flyo-plane, Comet, Spitfire, Little Dipper, Tilt, Caterpillar, All Howard, contact, Help—Second Men for all Rides, Roll-o-Plane Foreman.

**THIS WEEK, EASTON, PENNA.**

**Defiance, Ohio, Firemen's Fall Festival**

**SEPT. 3 TO 6**

Can place Pop Corn, Camel Corn, Lunch, Racks, Ball and Bunk Panks that work for stock.

**Anderson Amusement**

**GERALD R. ANDERSON**

1484 South Ave., Toledo, O. or Dundee, Mich., Labor Day.

P.S.: Wish to buy Rides, any kind, any shape. James McBride no longer with this show.

**J. A. GENTSCH SHOWS**

Want for following Fairs: Louisville, Cleveland, McComb, Kowiusko, Waynesboro, Natchez, Meadville and Indianola. Wanted for twelve of Mississippi's very best, biggest Fairs. All kinds of stock Hunky Pank, Bingo, Scales, Novelties. Rides Wanted—Caterpillar, Pretzel, Fly-o-Plane, Spitfire or any Ride not conflicting. Shows—Side Show, Mechanical City, Unicorn Show, Illusion, Fun House or Glass House. J. B. Myers and Telegram Slim want all kinds of Concession Help. Address All Mail Hattiesburg, Miss.

**FOR SALE**

**D. REX BARNES MONKEYLAND SHOW**

You must see this Show in operation to appreciate it, also to see its earning power. This show is without a doubt the most outstanding midway attraction on the road today. Has been booked with Gooding Amusement 12 years. Show can be seen at following Fairs: Jackson, Mich., Aug. 25-29; Dayton, O., Aug. 31-Sept. 4; Saginaw, Mich., Sept. 7-12. Buyer can have possession close of August Fair, Mr. Murphy, Ringmaster, will stay with show until new owner can take over. Show is booked solid until November. Priced at \$5000.00, this includes truck, saw top, 18 fine working monkeys, one baby baboon, wardrobe for all. This show is complete in every respect and will pay for itself on four spots.

**OPEN DATES FROM SEPT. 20**

Have 6 Rides, committee percentage, Grab and Bingo. Have 10 Hunky Panks. Committees from Va., N. C., S. C. and Georgia, Easton, Md., this week; Pitts-ville, Md., Sept. 2.

**JOHN KEELER**

**MODERNISTIC SHOWS**

**MID-SOUTH FAIR**

**MEMPHIS, TENN., SEPT. 18 TO SEPT. 27 INCLUSIVE**

Space available for legitimate Merchandise and Catering Concessions.

Want Scales, Glass Pitches, Guess Your Age, Ice Cream, Cat Rack, Ball Games and Hunky Panks of all kinds.

**Contact: C. C. GROSCURTH**  
 P. O. Box 621, Owensboro, Ky., or per route of the Blue Grass Shows.

**SOUTHERN STATES SHOWS WANT**

**RISE HELP IN ALL DEPARTMENTS, TRUCK DRIVERS WITH LICENSE GIVEN PREFERENCE. CONCESSIONAIRES, we have opening for a few Stock Concessions. Shows—If you have something high class and want to make a change, contact us. FREE ACT—One High class Free Act. No time to dicker, state lowest. Great Fuser, contact if available. BINGO, MIGHTY GOOD FALL SEASON FOR YOU. (No jack pots). Can use Concession Operator for office-owned Concessions.**

**All address JOHN B. DAVIS, Mgr.**  
 Panama City, Fla., until Sept. 18th; then as per route.

**Phonemen and Phonewomen**

Books, 25%, pay daily, 250,000 drawings. Five weeks' work. Deal just starting. Call

**HOWARD E. (DUKE) SHAW**  
 Whiting, Ind. Phone Whiting 1687-J

**DRESDEN, TENNESSEE, AMERICAN LEGION POST**

Want top-notch Carnival for its **7th ANNUAL FAIR**

Desiring location on Court House Square. Must be between September 22 and October 17 for all week. Contact **COMMANDER HAROLD L. WINSTEAD** Dresden, Tenn.

**PORTSMOUTH, VIRGINIA BI-CENTENNIAL CELEBRATION**

**6 DAYS—SEPTEMBER 29 TO OCTOBER 5 ON THE STREETS, DOWNTOWN**

Want 8 Major Rides. Concessions—Scales and Age, Ball Games, Hi-Striker, Glass Pitch, Fish Pond, Hat or any other legitimate Concession, Novelties, Jewelry and Food. No games—no gambling. Parades—B. Rogers Spectacle. Special events through each day and night on streets downtown. Contact

**PAUL HAAGEN**  
 Portsmouth Bi-Centennial Headquarters, 510 Dixwell Street, Tel.: 90269

**CUMBERLAND VALLEY SHOWS**

Want for the Remaining Fairs: Crossville, Cookeville, Sparta, Manchester, Winchester, Tenn.; Dalton, Ga., and Summerville, Ga. These are all Best Fide Fairs.

**SHOWS:** Want Motorcrome, Glass House, Snake Show or any other Show of merit. No Girl Shows. Percentage 25% to the office.

**CONCESSIONS:** Have opening for legitimate Concessions.

**RISE HELP:** Need A-1 Merry-Go-Round Man, Second Man for Tilt and Roll-o-Plane. Drunkards, stay where you are.

**Address all mail and wires to ELLIS WINTON, Crossville, Tenn.**

**LUCKY**

Please call my Mother in Lakeland Phone 4-5741, collect

Must locate you

**JACKIE**

**WANTED**

Kidie Rides of various types Write or Wire

**Samuel Berkerman**  
 Round Lake Monroe, N. Y. Monroe 3-8201

**NOTICE**

**PEASY HOFFMAN**

**CALL ME AT ONCE, IMPORTANT**

**DOLLY YOUNG, Mgr.**

Royal Crown Shows  
 Belleville, Kansas, this week

**WANT FOR NEBRASKA STATE FAIR, LINCOLN, NEB.**

**CONCESSIONS:** Age and Scales, Basher Ball, Ball Games, Sit-Down Grab, Sno Cones, any kind of "Free-Every-Time" Concessions.

**SHOWS:** Wild Life, Monkey Show and Penny Arcade.

**DOLLY YOUNG, MGR., ROYAL CROWN SHOWS**

North Kansas Free State Fair, Belleville, Kansas, this week; Lincoln, Neb., next week. P.S.: Mrs. Wm. Tocker wants capable Percentage Help, Jimmy Finn, please answer.

**FAIR—COLUMBIA, TENN., SEPT. 1-6—FAIR**

**JUNIOR CHAMBER OF COMMERCE**

**NEW FAIRGROUNDS AND PROPERLY ADVERTISED AND PROMOTED.**

Want Foreman for Fly-o-Plane. Can place Concessions of all kinds for balance of season, all still rates. Have opening for Custard, Photos, Chocolate Dips and all Hunky Panks. Want Man to handle office-owned Fice Machines, Hats and Novelties for Columbia office.

**Address AL WAGNER, Mgr.**  
 Nantmon, Tenn., this week; Columbia, Tenn., fair, next week.

**WANT FREE ACT**

**FOR WARREN COUNTY FAIR**

Warrenton, N. C., week of Sept. 22.

**ALL replies to**

**GEORGE CLYDE SMITH SHOWS**  
 Sarton, Penna., till Sept. 4th; then Warsaw, Va.

**Mighty Hommontree Midway FAIRS**

**FAIRS** **FAIRS** **FAIRS**

Want for WALKER COUNTY FAIR, LA PAVETTE, GA., Sept. 8 thru 12, and Fairs straight thru to Nov. 1

**CONCESSIONS**—Want legitimate Concessions of all kinds. Open midway. Want Eat and Drink, Pop Corn, Candy Apples, Snow Balls, Floss Candy, Frozen Custard, Hi Striker, etc. P.—Want Foreman for Detonite. Want Truck Mechanic with own tools.

**FREE ACT WANTED**—Want a sensational Free Act for the above date. Prefer High Role or Trainers. All wires and replies to

**WILLIAM O. HAMMONTREE** or **HERVEY WILSON**  
 General Manager, Greenville, Tenn., Fair, this week. Business Manager

SIDE SHOW ACTS

WANT TO JOIN AT ONCE—Fun Ester, Sweet Swallow, Pinocchio, Tarsused Man or Woman; other Working Acts strong enough to feature. Place one attractive girl for Hebeisms; also Man and Wife Team, Girl to do Hots or Rhumba. Man to play Card or Accordion. Want only capable people with wardrobe and showmanship. Salary paid out of office; month and sleeper berth furnished. No set-up or tear-down work. Wire.

BILL ENGLISH, SIDE SHOW MANAGER. HUNT BROS.' CIRCUS. Aug. 27, Point Pleasant, N. J.; 28, Beach Haven, N. J.; 29, Wildwood, N. J.; 30, Ocean City, N. J.

COMING EVENTS

Continued from page 48

Bloomfield—Homecoming, Sept. 4-13. Charles E. Corbin. Chaffee-VFW Labor Day Celebration, Aug. 31-Sept. 1, Lee Asell. Derogator—Labor & Harvest Picnic, Sept. 25. Dr. C. R. Townsend. Lithuania—Fall Festival, Sept. 28-Oct. 4. Fire Dept. & Elks Club. Paris—Fall Festival, Sept. 6-8. Lawrence Hempel. National Soybean Festival, Sept. 6-11. Joe DeLillo. Warsaw—Royal Club Carnival, Sept. 22-23. Layman L. Dillard.

New York. Akron—Labor Day Carnival, Aug. 30-Sept. 1. Robert J. Richards. Green—FWO Post #1, 25th Anniversary, Sept. 18-21.

North Dakota. Dacey—Annual Banquet, Sept. 10-11. R. Upgaard.

Ohio. Andover—Val. Fire Dept. Street Fair, Sept. 3-8. George R. Safford. Anderson—Homecoming Street Fair, Sept. 4-1, P. S. Rockefeller. Canal Winchester—Fall Festival, Sept. 17-22. Paul C. Miller Jr.

South Dakota. Cedar Point—Fall Festival, Sept. 3-6. Karl W. Knize. Sandusky, O. Jacksonville—Labor Day Celebration, Aug. 30-Sept. 1. Seaman—Fall Festival, Sept. 17-20. H. M. Satterfield.

Pennsylvania. Columbia—Community Fair, Sept. 25-Oct. 1. James K. Reine. Shanes—Celebration, Aug. 27-Sept. 1. John R. Lewis.

South Dakota. Leeds—Celebration, Sept. 1. Neesh—Chamber of Commerce Celebration, Sept. 1. Parkton—Community Days, Sept. 1-2. Stout Falls—Tupper Days, Sept. 30-31. Warsaw—Celebration, Sept. 1. Winner—Celebration, Sept. 1.

Tennessee. Chattanooga—Home Show, Sept. 10-14. John Owen Electric Power, Bids. Pigeon Forge—Labor Day Celebration, Sept. 1-8. Rev. J. D. Hutson.

Texas. Dallas—Dallas Gift Show, Aug. 31-Sept. 2. Fred Sands 3108 S. Joplin St., Tulsa, Okla. Dallas—Parade of Homes, Sept. 14-22. W. E. Van Horn, Birmingham Hotel.

Utah. Brigham City—Fiesta Days, Sept. 17-19. D. Murray Mason.

Virginia. Roanoke—Home Show, Sept. 22-25. Charles W. Moore, 410 Mt. Trust Bldg.

West Virginia. New Martinsville—Regatta, Sept. 28. Magnolia, 15-20. Newport, 21-28. Magnolia, 15-20. Newport, 21-28. Magnolia, 15-20. Newport, 21-28.

Wisconsin. Appleton—Labor Day Celebration, Aug. 30-Sept. 1. Harold Kramer, 121 E. Brewster St. Mount Hesper—Chamber of Commerce Fall Picnic, Sept. 11-15. Jergen M. Hae.

McCullin Plans 2d Unit in Spring

LOGAN, Utah, Aug. 23.—R. D. Mac McCullin, owner of the State Fair shows, announced here this week that he plans to launch a No. 2 unit next spring to be operated by his two sons, Dick, recently discharged from the Air Force, and Max, who will be discharged from service in November. The second unit will carry the title of State Fair Shows of Utah.

GAYLAND AMUSEMENT WANTS

Legitimate Concessions of all kinds. Want popcorn for balance of season. No gyration or racket. Can place experienced Wheel Foreman. Top salary, \$50.00 if qualified. No drinks or chasers. Can place rides of all kinds. Need Second Man on all rides. Garret, Ind., August 25-30. Big Labor Day unit, Union City, Ohio under Fee Dept.

JAY GOULD CIRCUS WANTS

FOR VERMONT, MO. FAIR, SEPT. 3-4-5-6

Rides of all kinds. Can place Side Show. Want legitimate Concessions of all kinds.

Dallas City, Ill., Aug. 27-30; Fairfield, Iowa, Sept. 1; Versailles, Mo., Sept. 3-6.

STATE FAIR SHOWS WANT

For Five Fairs, one Street Celebration, all Shows, Rides, Concessions, Including Bingo.

Wire C. A. GOREE, Apache, Oklahoma

STATE FAIR SHOWS WANT

Handy Pairs of all kinds for Lincoln, Tenn. Fair and balance of season. All Fairs.

BOB'S MODERN SHOWS WANT

Handy Pairs of all kinds for Lincoln, Tenn. Fair and balance of season. All Fairs.

BOB LEEDY, Waverly, Tenn. this week.

Carnival Routes

Continued from page 48

Cavaladee of the West, Moorhead, Wash. Central Am. Co. (Fair) Norfolk, N. C. (Fair) Weldon, Sept. 1-8.

Central States (Fair) Wakeney, Kan., 25-29; Winona, Minn., 30-34. Collins & Wheeler (Fair) Indianapolis, Ind., 28-Sept. 5; (Fair) Reading, Pa., 8-14.

Chano, Jimmie, New London, O. Cherokee Amuse. Burlington, Kan.; Pittsburg, Sept. 1.

Colman Bros., Ballston Spa, N. Y. Collins, Wm. T. (Fair) Rittit, Ia., 24-27; (Fair) Marshallfield, Wis., 30-Sept. 3; (Fair) Bird Island, Minn., 8-15.

Conklin, Toronto, Ont., Can., 28-Sept. 3; Continental, Chatham, N. Y., 20-Sept. 1; County Fair, Chambers, Neb., 26-29; Johnson 30-Sept. 1.

Crafts Expo. (Fair) Sacramento, Calif., 28-Sept. 1; Crafts 20 Big (Fair) Sacramento, Calif., 28-Sept. 1; Cumberland Valley (Fair) Crossville, Tenn., (Fair) Cookeville, Sept. 1-8.

Dobson's United, Luxembourg, Wis., 20-Sept. 1.

Down River Amuse. (Fair) Crossville, Mich., 27-30; Gibson, Sept. 1-8.

Drew, James H. (Fair) Pennington, W. Va., 25-29; (Fair) Charleston, 30-Sept. 3.

Dyrenat, Elston, Md.; Richmond, Va., Sept. 2-5.

Eaton Greater, Hanover, Ill., 15-17; Mineral Point, Wis., 20-Sept. 1.

Eastern Amuse. Big, Me. Eastern Amuse. Big, Me. Eastern Amuse. Big, Me.

Emshoff, Appleton, Wis., 30-Sept. 1.

Florida, Carl D., Little Valley, N. Y. Fleming, Mad. Co., Knoxville, Ga.

Franklin, Don, N. C.; Creston, Ia., 25-27; Bethany, Mo., 31-Sept. 3.

Frontier, Monte Vista, Colo. G. & H. Rides, Columbus, 20-Sept. 1; (Fair) Wadestown, W. Va., 3-6.

Gem City, Quincy, Ill., 24-Sept. 1.

Geopich, J. A., Westfield, Mass. Georgia Amuse., Moultrie, Ga. Gladstone Expo. (Fair) Rodenville, Ky.; (Fair) Bismarck, N. D., 1-7.

Gold Bonds (Fair) Plymouth, Wis., 27-Sept. 1.

Good Metal (Fair) Olney, Ill.; (Fair) Dyersburg, Tenn., Sept. 1-8.

Gooding Amuse. Co., No. 3; (Fair) Columbus, Ind. Gooding Greater (Fair) Jackson, Mich. Grand American (Fair) Cresco, Ia., 20-Sept. 1; Unionville, Mo., 2-4; Carrollton, 10-12.

Greater Midwest, South Rotunda-East Alton, Ill., 29-Sept. 3.

Greater Midwest, West, N. D. Grueser Greater, Welsh, La. (Fair) Jena, Sept. 1-13.

Hamrick Bros., Shelbyville, Mo., 28-34. Harwood (Fair) Springfield, Col. Hawk, L. J., (Fair) Dickson, Tenn.; (Fair) Onida, Sept. 1-8.

Hawthorn Michigan Center, Mich., 28-Sept. 1; Astoria, O. Hix's Greater, Miles City, Mont.; Olavog, Sept. 1-8.

Huckle Bull, (Fair) Oshkosh, Ill.; (Fair) Justice, Sept. 1-8.

Howard Bros. (Fair) Caldwell, O. Jacksonville, 30-Sept. 1; Marietta, 2-3.

Island Empire (Fair) Spokane, Wash., 28-Sept. 1.

Intervale Moss, Tenn. J. & B. Madison, N. J., 25-Sept. 1; (Fair) Mineola, N. Y., 3-13; J. & B. Madison, Va.; Gordonsville, Tenn.

Johnny's United (Fair) Ocala, Fla., Sept. 1-8; Spencer, 8-13.

Keop-Pop, (Fair) Tusculum, Pa.; (Fair) Meville, Sept. 1-8.

Keystone Attractions (Fair) Parkville, Pa.; Strawn, Sept. 1-8.

Keystone Expo., Greenville, Ia. L. & K. Flore, O.; Greenwood, Ark., Sept. 1-8.

Lakeview Amuse. Co. (Fair) Lancaster, N. H., 28-Sept. 1; (Fair) Northampton, Mass., 31-Sept. 6; (Fair) Union, Conn., 4-8.

Langford, Fair, Allendale, S. C., Sept. 4-13.

Lee Becht Amusements, Lebanon, Ohio, Aug. 24-30; Gett and Linn Sts., Cincinnati, O., Sept. 1-4.

Lake & Wemy, Elizabeton, Mo., 28-30. Lawnside Greater (Fair) Charlottesville, Va. Lee United (Fair) Oneonta, Mich. Lewis, Dan, Leitchfield, Ky. Maddox Bros., Newton, Kan., 26-29. Manhattan Amuse. (Fair) Batesville, Pa., 25-28.

Manning, Russ (Fair) Woodstock, Va.; (Fair) Ashboro, N. C., Sept. 1-8.

Marla, John K., (Fair) Rockwell, Va.; (Fair) Lynchburg, Sept. 1-8; (Fair) Burlington, N. C., 8-13.

Marion Greater, Charway, S. C. Martin's United (Fair) San Fernando, Calif., 23-Sept. 1.

Marshall, Ill., 24-27; Roscoe, 30-Sept. 1; Golden, 4-8.

Merriman Midway, Columbus, Neb., 24-29. Meyer, J. (Fair) Goshute, Mich., 25-28.

Merriland (Fair) Atlanta, Mich., 25-27; (Fair) Gladwin, 3-8.

Midway of Mirch, Stonefort, Ill. Midwest; Evanson, Wyo., 28-Sept. 1.

Mighty Hammer, Midway (Fair) Greenville, Tenn.

Mighty Hooper State (Fair) Denver, Ind.; Gas City, Sept. 1-6.

Mighty Midwest, Chama, Mich. Mighty Page, Marietta, Va.

Minger, Ralph R.; Evanson, Wyo. Model, Ind.; Okader, Ia.; Dayton, 20-Sept. 1.

Model, Richmond, Va.; Alexander, Sept. 1-8.

Moore's Mothers, Pana, Ill., 25-Sept. 1. Morado, 3-8.

Mosher Amuse., Maple, Mich., 26-27. Munster, 28-Sept. 1.

Motor State (Fair) Port Jefferson, O., 28-Sept. 1.

Mound City, Shelby, Mo.; Palmyra, Pa., Sept. 1-6.

Nelson, George W. (Fair) Parker, S. D., 28-27; Moran Lake, Minn., 29-30; Oringer, Mo., Sept. 1-6.

Newsday Greater, Grayville, Ill., 25-28; (Fair) Lewis, Ark., 4-8.

Northwestern Expo., Sidney, Mont., 25-27. O'Connell, 30-Sept. 1.

Oakhampton, (Fair) Mountain View, Okla., 25-27; (Fair) Tipton, Sept. 1-8.

Oak Empire, Marshall, Mo., 27-30. Page Amuse., Kings Mountain, N. C. Page Bros. (Fair) Clinton, Tenn.; (Fair) McMinnville, Sept. 1-8.

Palmer, Chatham, Ill. Para., (Fair) Garnett, Kan.; (Fair) West Mineral, Sept. 3-8.

Parade, (Fair) Westfield, Mass. (Fair) Port Royal, Sept. 1-8.

Parade, (Fair) Westfield, Mass. (Fair) Port Royal, Sept. 1-8.

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"MISSOURI'S CLEANEST MIDWAY"

Want to book Merry-Go-Round for St. Genevieve, Mo. Fair, Aug. 30-31; Farmington, Mo. Fair, Sept. 4-5-6; Sullivan, Mo. Fair, Sept. 10-13. Also want Grand Stand for Farmington only. Contact.

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St. Genevieve, Mo. this week.

THANK YOU M. S. (SARGE) SUBER

Concessionaire. Sorry for the delay and thanking you for your new Buick Roadmaster purchase. Best of luck.

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Can place Union Shows, Join immediately. Also want Perama for Tilt and Hole-in-One. Can place two Caravans. Address.

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AT LIBERTY SEPTEMBER 8 BINGO CALLER

Would like to book new Sunshine Train with own transportation.

T. L. HASKINN, Route 2, Elizabethton, N. C.

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(La. Mich., Aug. 30 to Sept. 1) Dundee, Mich., Aug. 30 to Sept. 1, or per route. Can take good Ride Help on all departments. Contact me. Details furnished.

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LITTLE DIPPER FOREMAN

Want experienced Man take over new Ride. Top salary. Report at once. Wire.

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EARL ANDERSON, P. O. Box 344, Danville, Ill.

JOHNSON COUNTY FAIR WARRENSBURG, MO., Sept. 3 to 6

Can place Custer, Scenic, Age, Long Range, Bowling Alley, Fish Pond, Cork Game, Hoop-La, Ball Games and Handly Parity. No room for more than one drive. Can place Ride Men new who drive.

Morgan County Free Fair

West Liberty, Ky. Independent Midway—Sept. 15-20. WANT Concessions, Shows and Attractions of all kinds except Rides. Here is ground floor opportunity—will sell Exhibitors on Popcorn, Apple, Peach, Cone, Custard, Crab, Bingo, Scales and Age, and Skill Games of all kinds that work for stock. Make special deal. Large attendance. Show Monkey or Animal Show. All organizations and county schools cooperating. No Carnival here in two years—Large attendance assured. Address.

Chairman Frank Griffin, 6805 Russell Ave., Huntington, W. Va.

JOE SCIORTINO WANTS

TICKET SELLERS with experience on canvas Must drive semi. CANDY PITCHMEN must be experienced and sober. Our best fairs are coming up and this is all good territory for Candy GIRLS for Girl Show and Posing Show. Wardrobe furnished and top salaries paid every Wednesday. All answers.

JOE SCIORTINO 20TH CENTURY SHOWS

Fargo, N. D.; Duluth, Minn.; Huron, S. D.; Spencer, Iowa; Brookus, Iowa; Tulsa, Okla. To follow. Write time for letter, wire or come on.

Nessler's Greater Shows

Want for the following fairs: Lonoke, Ark., Sept. 4-6; Star City, Ark., 8-13; Magnolia, 15-20; Newport, 21-28, with more to follow. We hold exclusive of all fairs.

RIDES: Kiddie Rides, Spiffie, Octopus, Chasteline, or any Ride not conflicting SHOWS: Any kind with own equipment. Low P.C.

HELP: Foreman and Second Man on all Rides. Must drive. Want Agents for Pan Game, Pee Pool, Over and Under, Coke Bottles, Floss, 6-Cap, Buckets and Fall Games. FOR SALE: 5 kw. Light Plant, \$50. Also 4 Gas Cars cheap.

Wire phone or write Graybill, Ill., Aug. 25-Sept. 1.

WANT RIDE HELP

For Wheel, Tilt, Jenny and Kid Rides. Must be sober and drive. Good treatment and pay day every Monday, not just promises. Contact.

J. W. MAHAFFEY Cherokee Amusement Show Burlington, Kansas

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Men and Women. Also Talkers, over Ticket Seller. Andy Doucet, please contact.

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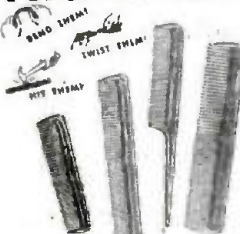
14-kt. gold-plated or white-silver plated. Two 14-kt. stone eyes that sparkle.

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Actual Size  
Big Tail

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## Pipes for Pitchmen

By BILL BAKER

**JIMMY LOBAUGH**... is reported to be working Montana fairs with Svergal decks to good business.

**TYLER WARD**... and Big Al Wilson got their share of the geedus with mice and combs in Springfield, Ill., last week.

Indifference is a counterpart of indecision.

**BOB ROACH**... is still working in the Oak Forest, Ill., sanitarium but expects to be released late this fall. He's still in Bed 21, Ward 3 and would like to read letters from friends.

**J. B. CLARK**... and wife are still purveying their white mice and cards at Ohio spots to reported good returns.

**HERB CASPER**... is still working his old stand-by fairs in Illinois with kitchen gadgets and jewelry to lucrative results.

A neat appearance unlocks the door to your tip.

**D. N. KIDD**... owner-operator of Kidd Sales Agency, Roanoke, Va., is working kitchen gadgets and towels in the South, where he has been active for the past several years. He's planning to set up a new layout with which he hopes to spring soon.

**BEN (HORSEBACK) MEYERS**... who is making spots in Iowa to reported good business, would like to read pipes here from workers on the West Coast, Swartz Brothers; Levy, the tailor; Ben Haberman and Lefty Shapiro.

**LANDRUS**... the magician, who is well known to members of the triples and keister profession, is with the Zarrington Players currently making dates in Texas.

Most pitchmen fall over their own bluff.

**BILLY AND VERA MORING**... veteran med show troupers, are doing their Lem and Lizzie rube act at fairs and celebrations to successful returns. They recently concluded a nine-week jaunt for Dodge Motors and are currently playing the Kyowa Fair, Hunting, W. Va., for Jimmy Hetzer. They report that only three pitch-folk were on hand for the event. One worked intensifiers, another had gadgets and the third purveyed corn punk. "None seemed to be getting big money," Billy writes, "but all looked prosperous. We have five more weeks to go before returning home to Pittsburgh for the winter." Billy opens November 2 in Kaufman's Department Store in the Steel City to begin his second year as Kiddland clown. He says that he ran into Chet Wedge and Mike Sullivan recently and would like to read pipes here from Joe and Bea Bennett, the Shrimplins, CHN Foust and Doc Joe Abbott.

"WHERE IS... Tom Kennedy and his two characters, Doctor Lushwell and Count Seldom Scoff?" queries Ralph Gardner from Franklin, Pa. "Come on, Tom, give us the lowdown. I'm still on the sheet and doing okay."

Enthusiasm for his work results in an enterprising pitchman.

**JACK (BOTTLES) STOVER**... and Little Ashby Smith have returned to Elton, Va., following a whirlwind tour of the Eastern shoreland of Maryland, Delaware and Virginia. Little Ashby says make "his the hills and valleys of Virginia."

"WE'RE REALLY... gone thru the mill since our last pipe," letters Mrs. Robert Noell, secretary-treasurer of Noell's Ark Gorilla Show, Inc., from Baltimore. "We put our chimp, Joe the Boxer, into Ocean View Park, Norfolk, for a week in a boxing exhibition in which he met all comers. The idea went over well there. Then we tried another week with Joe at Carlin's Park here

Inclement weather and lack of advertising resulted in a slow engagement. From there we moved to Brooklyn, Baltimore suburb, and the Firmen's Carnival and business and the weather took a definite turn for the better. It was during this engagement that Joe scored a knockout over Robert Campos and business began to skyrocket. Visitors in Norfolk included Karl Cartwright, Dr. Frischhorn, Harry, Irene and Dolly Rutter, Dub Duggan." When we arrived in Norfolk we looked up Earl Annon."

"WE WERE... pleasantly surprised with a visit from Cliff Faust, Millionaire Tramp Magician, at the Sesqui Centennial at Westfield, N. Y. last week" pen Betty and Lorin (Red) Wilcox from Bemus Point, N. Y. "We talked for hours over the days we spent on Noell's Ark Gorilla Show. We are getting ready to start our fairs up here and in another month we'll be starting south to play the tobacco country. Cliff got a big kick out of Bamboo, our wrestling chimp."

If long since has been established the ignorance is more expensive than education.

**GEORGE MANEY**... former ace gadget worker, has quit the pitch profession and is engaged in a private enterprise.

"I ENJOY... the writings of Dave Rose and Tom Kennedy immensely," cards Henry H. Varner from Akron. "Let's have some more articles on the physical and mental uplift of everyone."

**JACK (BOTTLES) STOVER**... and his wife visited Lawrence Greater Shows in Luray, Va., accompanied by Roy and Sadie Evans, while playing a still date in Harrisonburg, Va. Jack says they cut up plenty jackpots with Ed Shiftlett at Julius' Lunch Bar.

## Sedalia Eyes Half Million

Continued from page 52

horse show was presented Thursday and Friday nights as originally scheduled. Replacing the harness racers was Tom Moore's Ladies Fair Show, which gave an extra performance Thursday about 6 o'clock before the grandstand revue got under way and an extra performance Friday afternoon.

**90% Capacity**  
Buildings were temporarily repaired as their former damage and lumber, shredder, canvas, iron and debris was piled on various open spots so that the fair could operate at almost 90 per cent capacity for the final three days. Big car auto races, presented by Al Sweeney and Gaylord White, were held this afternoon and stock car races were scheduled for tomorrow afternoon. Night grandstand shows were presented on schedule Friday night and tonight and wind-up Sunday night. Rollo Singleton, who took over the secretary-manager's post here last April, said that immediately after the fair closes all buildings will be fully repaired. Some will be replaced, however, he said. When the fair gates were reopened Thursday night, a total of 21,119 paid their way onto the grounds.

**Sunday Record**  
Sunday (17), second day of the nine-day run, broke all previous marks for that day when 85,128 patrons turned out under the annual "everybody pays" policy. The previous high of 83,710 was set in 1951. Admission to the fair is set at 30 cents per person, with an additional 30 cents tacked on for parking privileges.

Because of a Statewide quarantine, there was no swine exhibit at this year's fair for the first time in its 50-year history. On Saturday (16) opening day, Aut Swenson's Thrillade played to a packed grandstand. Fair's attendance on the day topped by 5,000 last year's opening mark of 20,493. Thearle-Duffield presented fireworks nightly, with Art Brise on hand to supervise the displays.

**Big Car Mark**  
On Sunday afternoon (17) the Sweeney-White combo presented big car auto races to the largest crowd ever to witness an event in the grandstand. The Joe Chitwood Auto Dare Devils, with Leo

## Sioux Falls Up

Continued from page 53

ness. Good crowds came out the first three nights. Thursday evening was a sellout and, according to Halvorson, capacity stands are expected for the balance of the performances.

**Horses Top '51**  
Attendance at the Wednesday afternoon (20) horse show topped last year and a record number of entries were on hand. AMA-sponsored motorcycle races were set for this afternoon (Saturday).

William T. Collins Shows, here for the first time, were running slightly ahead of last year so far as gross figures were concerned.

All departments of the fair are bigger than a year ago, Halvorson said. While swine are out due to a State ban, beef and dairy cattle entries are considerably larger than ever before. Quality of the cattle was demonstrated Tuesday (19) when the International grand champion shorthorn had to be content with second place in the judging.

Exhibit space is at a premium, with a record number of firms and companies represented here. Interest in the women's department is high and individual entries are 28 per cent ahead of 1951.

## Springfield Off

Continued from page 53

week: Saturday (9), 19,288; Sunday (10), 35,190; Monday (11), rain all day, 14,687; Wednesday (13), 19,058 and Thursday (14), 23,346.

Livestock exhibits were off slightly (all hog shows in Missouri have been cancelled because of a swine disease) but most cattle divisions reported increases. The Missouri State Guernsey and Jersey shows both attracted record entry lists.

Advance ticket sales for the outside gate went better than ever before and Boyd estimated a 'good 25,000' were sold before the fair opened.

Overland and Earl Newberry in charge, played to a packed house Monday night (18). Bush-Laube Concession Company, Kansas City, Mo., again had all the eating and drink concessions in the grandstand and on the grounds. DeSplinter Bros. operated the novelty stands.

**Big Plug**  
Don Cooper, newly appointed publicity director of the annual, obtained much publicity in newspapers over the State, as well as on radio and TV stations in St. Louis and Kansas City. For the first time in the fair's history shuttle buses made the rounds of the grounds at 10 cents per ride. They did terrific business all thru the run. Warren E. Polander, concession superintendent, said that about 15 per cent more concession space was sold than ever before. Livestock exhibits exceeded in number those of any previous annual.

Cetlin & Wilson Shows on the midway were running about 12 per cent ahead of last year's business up to Thursday when the tornado struck. (See story in General Outdoor Department).

**PANTHER TV LAMP**  
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REGULAR \$1.00 SELLER. COST 32¢ PER PKC.  
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## Calendar for Coinmen

September 8—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 August 27—Central States Phonograph Operators' Association, annual summer banquet, Jefferson Hotel, Peoria, Ill.  
 September 11-13—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.  
 September 11—Music Operators of Northern Illinois monthly meeting. Site to be announced.  
 September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.  
 September 15-16—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.  
 September 30—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

## STRIKE WAS ROUGH

### Detroit Ops Note 1st Biz Comeback

DETROIT, Aug. 23.—Early signs of a pickup in the coin machine field were reported by operators this week, with the

### National Slug Opens Atlanta Branch Office

ST. LOUIS, Aug. 23.—National Receptors, Inc., producers of coin control devices, has opened a new branch office at 685 West Peachtree Street, N. E., Atlanta.

In addition to its offices and factory here, National maintains full service facilities in New York, Chicago and Los Angeles. The Southeast territory will be handled out of Atlanta, making for speedier service to operators in that area, it was announced by Ray Gottfried, vice-president.

### Deliver Genco Upright Game

CHICAGO, Aug. 23.—Genco has started quantity deliveries on its new type upright game, the 400. It is 24 inches wide, 17 inches deep and 64 inches high and requires but one-third the location space of conventional amusement games.

The Genco game offers players a wide variety of winning replay combinations. It is possible to make up to 20 replays by achieving either of two 1-6 scoring combinations and 120 replays by making both combinations on a single coin. In addition, the player may purchase up to 12 extra balls at his option. Players making a perfect score, tally a bonus of 400 replays. In all, it is possible to score a maximum of 540 replays during a single game. Playing time on 400 is less than a minute.

## NOW HEAR THIS

### Michigan Op Garners 3d Boat Classic

DETROIT, Aug. 23.—Bill Magel Jr., son of Bill Magel, Jackson, Mich., operator, won first place in the Class C competition of the annual Michigan Outboard Motor Marathon.

Magel's victory, the third in the past four years, was made under trying circumstances after his boat had lost a fin. The course was 87 miles via various rivers and lakes from Indian River to Cheboygan and back over an equally difficult route. It was covered by a field of 199 boats this year.

Bill Sr., who has a diversified route of machines in Central Michigan, was the oldest contestant in the race, providing a father and son competition.

improvement concentrated in the industrial type locations—factories, shops, and, to a lesser extent, taverns in factory and working class neighborhoods. Tho the improvement started recently could not be called a trend, the increase in business gave operators ground for optimism.

Reports indicated that over 100,000 men have gone back to work here in the past two weeks. How serious the slump had been, especially in vending, was indicated by Norman P. Nowak, Variety vendors, who reported this was "the worst summer in 74 years" of the bot weather naturally helped candy venders but other types of equipment seem to be sharing in the gen up-swing.

### Elect Rowell Guardian Pres.

CHICAGO, Aug. 23.—Guardian Electric Company last week announced the election of Frank Rowell Jr. to the presidency. He succeeds his father, who passed away July 20 (The Billboard, August 2).

Rowell with his father founded the firm in 1931 and in the past two decades built up Guardian from a comparatively modest company to one of the largest suppliers of electrical controls for military as well as civilian use. Many of the controls employed in games, venders and music machines were originated by Guardian.

## NEW RECORD EXPORT YEAR

### Foreign Sales \$2,747,283 Thru May; 16% Above '51

WASHINGTON, Aug. 23.—Coin machine export figures for May, just released by U. S. Department of Commerce, show foreign coinmen purchased 4,225 new and used games, venders and music boxes for \$592,106, one of the highest monthly dollar totals in history. Thru the first five months of this year, 20,096 units with an aggregate sales price of \$2,747,283, were exported, compared with 15,630 units, valued at \$2,386,199, in a like period in 1951 when the all time high was recorded.

The big business in May was accounted for by coinmen in 31 nations, two more than in April. Of the over-all total, \$319,857 was spent on music equipment, \$65,345 went for venders and games were sold for a surprising,ly high \$206,904, a record itself.

Four countries bought all three types of equipment. They were Canada (2,674 units—\$219,760), Venezuela (269—\$93,641), Mexico (203—\$82,112) and Cuba (112—\$22,280).

#### Juke Shipments

May, operators and distributors in 24 countries were shipped juke boxes and related accessories. The volume customers included coinmen in Mexico (\$71—\$77,314), Venezuela (127—\$74,994), Canada (217—\$66,203) and Belgium (4—\$30,100). The newcomers in May were firms in Norway and Liberia. Despite the unusual high export dollar figure in May, juke box sales were below the average for 1951 for the third consecutive month, tho up 8 per cent from April, 1952.

Vending activity was carried on by operators in nine countries, one under the previous month and sales dropped from \$87,632 in April to \$348. Countries receiving vendor shipments in May were Canada, Venezuela, Mexico, Cuba, Bermuda, Honduras, The Bahamas and Argentina. Canada,

### First Distribs Sets Rotation Shows in Sept.

CHICAGO, Aug. 23.—First Distributors, factory representatives of the Exhibit Supply Company in most of Illinois and parts of Indiana, Iowa and Michigan, has scheduled two showings of the Super Twin Rotation games for Illinois and Iowa operators.

The initial one will be held September 22-23 at the Fort Armstrong Hotel, Rock Island, Ill., and is expected to draw operators from the Tri-Cities area. The showing will be from 10 a. m. to 9 p. m. on Monday (22) and from 10 a. m. to 6 p. m. Tuesday (23).

The other event will open at 10 a. m. September 24 at the Jefferson Hotel, Peoria, and a large gathering of Central Illinois operators, servicemen and their wives are expected. The showing the following day will be from 10 a. m. to 4 p. m.

Joe Kline, who with Wally Finke is co-owner of First, will head the firm's delegation at both showings. With him will be Ben Michaels, Irving Kleiman and a leading staffer from the Exhibit Supply factory.

### HORSE SENSE BIG FACTOR AT KING PIN

DETROIT, Aug. 23.—When J. R. Pieters, head of King Pin Distributing Company, Kalamazoo, Mich., goes into a business enterprise it's an all-out effort.

Distributor of the Bally mechanical horse, The Champion, in this territory, Pieters also owns a string of harness horses which he races under the silks of the King Pin Stables. Currently the sulkies are competing at the Wolverine track here.

Jack Nelson, general sales manager of Bally, in town here last week to discuss the mechanical horse business with Pieters and his right hand man, Joe Auton, soon discovered Pieters' enthusiasm for The Champion was equaled only by his interest in Lea Primrose, one of his prize animals. After completing his mechanical horse business, Nelson was Pieters' guest at the Wolverine track Friday (15) night. Lea Primrose proved a champion again, winning the opener.

as usual, was the biggest buyer and received 1,635 automatic merchandisers in exchange for \$44,194.

For the second straight month, the games division was the highlight of the export picture. Tho but 15 countries, one less than the previous month, imported U. S.-built games in May, their aggregate purchases amounted to \$206,904, compared with the April total of \$205,827.

### Michigan Movie Set Up in New Headquarters

DETROIT, Aug. 23.—Headquarters for the new firm of Michigan Midget Movies, Inc., have been established at 4737 Hamilton Avenue with Joseph Auton, formerly manager of the King Pin Distributing Company here, as manager. The firm is headed by John R. Pieters of Kalamazoo, who operates the King Pin Company there, and Leo Willent, Capital Projector Company, New York.

Michigan Midget Movies operates movie machines and Bally horses in Neisner stores and other locations. Auton, who has been commuting here from up State for a few days a week, has purchased a home in suburban Dearborn. The King-Pin operation, which he formerly headed here, closed its Detroit branch several months ago.

### United Fetes Staff, Holds Annual Picnic

CHICAGO, Aug. 23.—United Manufacturing Company played host to over 1,500 staffers and their families at its annual picnic Saturday (16) at the Village Inn Grove here.

With United officials—Lyn Durant, Mel Binks, Herb Oettinger, Billy DeSelm, Ray Riehl and Johnny Casola—heading the welcoming committee, the picnic started at 10 a. m. and lasted thru 11 p. m. Among the highlights were favors, races for the kids, and a wide assortment of food, soft drinks and confections. During the day a clown band kept the large crowd in a gay mood and the evening program included dancing.

### COIN FIRMS AID ORPHAN PICNIC

CHICAGO, Aug. 23.—The 48th annual Orphan's Automobile Day Association played host to over 3,000 orphans and handicapped children in Lincoln Park here Thursday (21). A day in advance of the event First Distributors turned over their warehouse and related facilities for the wrapping of foods, confections and gifts for the youngsters.

The day was a memorable one for the sponsors as well as the orphans. The association was organized in 1904 with 50 active members and the group has been held down to that number ever since. There has always been a waiting sponsor list down thru the years but only the death of a member leaves room for a newcomer. The membership is made of business and professional men and includes several coin machine personalities. This year Milton Berle was the entertainer for the kids.

## Coin Machine Exports

May, 1952

| Country               | Phonographs |                  | Venders      |                 | Amusement Games |                  | Total        |                  |
|-----------------------|-------------|------------------|--------------|-----------------|-----------------|------------------|--------------|------------------|
|                       | No.         | Value            | No.          | Value           | No.             | Value            | No.          | Value            |
| Canada                | 217         | \$ 66,203        | 1,635        | \$44,194        | 824             | \$109,363        | 2,674        | \$219,760        |
| Venezuela             | 127         | 74,994           | 129          | 10,935          | 13              | 4,711            | 269          | 73,641           |
| Mexico                | 171         | 77,314           | 21           | 3,538           | 11              | 1,260            | 203          | 82,112           |
| Belgium               | 4           | 30,100           | .....        | .....           | 197             | 15,588           | 271          | 15,688           |
| Japan                 | 6           | 4,373            | .....        | .....           | 85              | 25,241           | 31           | 29,614           |
| Switzerland           | 19          | 23,386           | .....        | .....           | 42              | 4,516            | 61           | 27,902           |
| Cuba                  | 76          | 17,733           | 16           | 2,097           | 20              | 2,450            | 112          | 22,280           |
| France                | 4           | 1,550            | .....        | .....           | 274             | 19,948           | 278          | 31,498           |
| Union of South Africa | 9           | 4,929            | .....        | .....           | .....           | .....            | 9            | 4,929            |
| Netherlands           | .....       | .....            | .....        | .....           | 3               | 438              | 8            | 4,539            |
| Antilles              | 8           | 3,101            | .....        | .....           | .....           | .....            | 8            | 4,305            |
| Salvador              | 6           | 4,305            | .....        | .....           | .....           | .....            | .....        | .....            |
| Dominican Republic    | 4           | 2,445            | .....        | .....           | 6               | 1,020            | 10           | 3,466            |
| Guatemala             | 4           | 3,030            | .....        | .....           | 3               | 1,603            | 7            | 2,788            |
| Bermuda               | .....       | .....            | 4            | 1,185           | .....           | .....            | 4            | 1,725            |
| Honduras              | 1           | 525              | 5            | 1,200           | .....           | .....            | 4            | 1,704            |
| Lebanon               | .....       | .....            | 3            | 1,704           | .....           | .....            | 1            | 1,100            |
| Norway                | 1           | 1,100            | .....        | .....           | .....           | .....            | .....        | .....            |
| West Germany          | 19          | 570              | .....        | .....           | .....           | .....            | 19           | 570              |
| Peru                  | 3           | 527              | .....        | .....           | .....           | .....            | 3            | 525              |
| Chile                 | 2           | 314              | .....        | .....           | 4               | 123              | 6            | 437              |
| Australia             | .....       | .....            | .....        | .....           | 6               | 395              | 6            | 395              |
| Costa Rica            | 2           | 340              | .....        | .....           | .....           | .....            | 2            | 380              |
| Liberia               | .....       | .....            | .....        | .....           | 5               | 368              | 5            | 368              |
| Egypt                 | 1           | 45               | .....        | .....           | .....           | .....            | 1            | 345              |
| Bahamas               | .....       | .....            | 3            | 341             | .....           | .....            | 3            | 541              |
| Philippine Republic   | 1           | 322              | .....        | .....           | .....           | .....            | 1            | 322              |
| Nicaragua             | 2           | 300              | .....        | .....           | .....           | .....            | 2            | 300              |
| New Zealand           | 1           | 165              | .....        | .....           | .....           | .....            | 1            | 165              |
| Ecuador               | .....       | .....            | .....        | .....           | 2               | 150              | 2            | 150              |
| Argentina             | .....       | .....            | 8            | 150             | .....           | .....            | 6            | 150              |
| Ireland               | 2           | 100              | .....        | .....           | .....           | .....            | 2            | 100              |
| <b>TOTALS</b>         | <b>780</b>  | <b>\$319,857</b> | <b>1,821</b> | <b>\$65,345</b> | <b>1,644</b>    | <b>\$206,904</b> | <b>4,225</b> | <b>\$592,106</b> |

## Predict NAMA's 1952 Meet To Break All Past Records

### Program Will Cover Wide Variety Of Problems in Route Management

CHICAGO, Aug. 30.—With approximately 125 exhibitors signed to display their lines, officials of National Automatic Merchandising Association predicted the 1952 convention and exhibit at the Palmer House September 14-17 would be the best attended event the group has sponsored in the six years it has held industry-wide national meetings.

Starting Sunday morning, September 14, and each morning of the following three days, convention-goers will have an opportunity to check their own

experience with other operators from every part of the country.

#### Gen. Groves Keynoter

Keynote speaker for the four-day event is Gen. Leslie Groves, U. S. A., retired. Groves, who was head of the nation's atomic energy program from its inception until 1947, now is vice-president in charge of development for Remington Rand, Inc. He will speak on "Another Industrial Revolution?"

Principal speaker the second day will be Svend A. Bruun of A-S Wittenborgs Automatafabrik, Copenhagen. Wittenborgs is one of the world's oldest and largest manufacturers of automatic merchandising equipment. Bruun will tell the convention of the growth of merchandising vending in other parts of the world and compare that growth with the strides made in this country.

Bruun's company recently opened Automatique, Inc. in New York, to act as U. S. sales agent for the all-purpose venders it manufactures.

#### Houston On Distribution

The same day, the convention will hear from I. H. Houston, president of Spacarb and vice-president of NAMA, on "Vending's Role in Distribution." Houston will briefly sketch the

development of vending, then turn to some predictions of things to come in the next five years.

Tuesday's major speaker will be Robert Z. Greene, president of Rowe and past president of NAMA, who will speak on "The Road Ahead."

The final day's major address, "The Thin Blue Line," will be delivered by William H. Parker, lawyer, sociologist and chief of police of Los Angeles.

Accepting the program committee's invitation to speak, Parker wrote: "Experience indicates that control of the vending machine industry has long been the aim of syndicated crime. Just how critical is the present danger is not realized by many manufacturers and operators. Their only weapon with which to combat this menace is pure unvarnished facts. I accept the challenge to strengthen this weapon September 17 in Chicago."

General theme of this year's convention program is "Be an Automatic Merchandising Specialist." Other portions of the business sessions will cover a wide range of topics from employer-employee relations to the presentation of a model set of on-the-route books adaptable to all types of vending machine operations.

## Set Four More Firms to Show At NAMA Meet

### Exhibit Chairman Mill Announces 125 Firms Signed

CHICAGO, Aug. 23.—Four more firms signed this week to display their products at the annual convention and exhibit of the National Automatic Merchandising Association September 14-17 at the Palmer House.

They are: Liggett & Myers, New York, manufacturers of Chesterfields; Airline Foods Corporation, Linden, N. J., producers of a coffee-soda beverage for cup vendors; Snively Groves, Inc., Winterhaven, Fla., which will display a juice vender and a machine to dispense soup, and Tux Handkerchief and Vending Machine Company, Rock Island, Ill., with a packaged handkerchief and vender.

Significantly this marks the first time Chesterfields have been present at a NAMA show. Presumably the decision was influenced by the company's recent introduction of king-size Chesterfields.

John Mill, vice-president of Rowe and chairman of the exhibit committee, said this week that there would be approximately 125 firms showing machines, merchandise and allied supplies. The exhibit will occupy the fourth floor of the Palmer House.

In line with NAMA policy at previous annual conclaves, exhibit hours will be limited to the afternoons and one evening, thus freeing the morning for business sessions.

## Cole Gets Sales Rights to Andico

CHICAGO, Aug. 23.—Cole Products Corporation this week acquired exclusive sales rights to the American National Dispensing Company's coffee vending machine line, and will shortly market the coffee dispensers under its own trade name.

The deal was closed in New

## Fry Bar Weights To Be Increased

NEW YORK, Aug. 23.—Officials of Cadbury-Fry America, Inc., this week said that sizes in the Fry line sold to venders would be increased, with no hike in the basic price.

The bar, which vends for 10 cents, will be 2 1/2 ounces; it is now 1 1/2 ounces. The bar, which vends for 5 cents, will be 1 1/2 ounces. It is now 3/4 ounce. Weights on other Cadbury-Fry lines will remain the same.

## Vending Industry Reps, Ad Men Mull Drive Against Bogus Classifieds

NEW YORK, Aug. 23.—In an effort to eliminate bogus vending machine advertising from the classified sections of daily newspapers, members of the vending machine industry met here recently with representatives of the Association of Better Business Bureaus, Inc., and of the American National Classified Advertising Managers.

Representing the vending industry were C. S. Darling, executive secretary of the National Automatic Merchandising Association; I. H. Houston, president of Spacarb, and John Mill, vice-president of Rowe Manufacturing Company.

Highlight of the meeting was a report on "Exorcism of Better Business Bureaus in the Field of Automatic Merchandising," based on a study of 60 cities. Some 9,000 inquiries or complaints were received by the 60 Better Business Bureaus.

The report dealt with the purchase of merchandising thru vending machines by the public and the advertising, promotion and sales of vending machines to the

public. While the number of complaints on the former were negligible, here is a complaint list of the latter, in the order of their frequency:

#### Complaint List

Misrepresented profits, poor earning conditions, misleading ads, failure of companies to place machines, machines do not operate, not sole distributor in area, machines break down, machines difficult to replace, company does not back salesmen, machines not serviced as promised, long wait for machines, lack of interest after sale, poor quality merchandise, misleading salesman, manufacturer refuses responsibility, merchandise hard to get, look money—no machines, overcharged, machines not new, missing parts.

Other complaints included "inferior machines than ordered," "no coin returned when machine is empty," "promise of profits, but no statement of time and expense involved" and "oversold on candy and nuts which turned rancid."

Classified advertising managers

## New 10c Bars Set by Mason; Use Roto Wrap

NEW YORK, Aug. 23.—Three new chocolate-covered candy bars to retail at 10 cents, will be introduced next week by Mason, Au & Megenheimer Confectionery Company, Inc., Mineola, L. I.

According to Fred Megenheimer, a new two-piece pecan fudge bar will have a rotogravure wrapper, illustrating a cross-section of the product. Megenheimer believes this is the first time a printing process has been used on a candy wrapper.

"The full-color roto," he said, "enables us to 'picture' the bar, thus making it stand out better when alongside others. Too, it gives the customer an opportunity to see what he is buying before even opening the wrapper."

Two other bars, one a marshmallow and the other a pecan coconut, are also being readied. The latter, formerly a one-piece bar, will now be produced in two segments.

## OREGON FIRMS GO SLOW ON "KING" TREND

PORTLAND, Ore., Aug. 23.—King-size Chesterfields have hit the Portland retail market, but a spot-check of the cigarette operators here this week indicated vending firms are shying away from the new packs.

Operators apparently intend holding off handling the new pack until they have time to watch the counter sales pictures.

The expense of changing over machines to handle the pack has operators concerned, but some of the operating fraternity here expects Liggett & Myers may drop the regular size pack eventually in favor of the king-size.

## Victor Bows Two New Bulk Vender Units

CHICAGO, Aug. 23.—The Victor Vending Corporation this week introduced two new model bulk vending machines—the Topper Deluxe and the Topper Half-Cabinet.

Both venders will be sold to operators at \$56.00 per case of four, with a minimum purchase order of one case.

The Topper Half-Cabinet has a clear lucite front for full display of the product.

## Snively Vender Plugs Florida Juice at Shows

### An Estimated Five Million Persons Will See the Units

NEW YORK, Aug. 23.—An intensive promotion to expand that State's fruit juice industry is currently being waged by the Florida Citrus Mutual, whose membership includes a majority of the packers and growers there.

Co-operating with the citrus group is Snively Groves, Inc., Winter Haven, Fla., manufacturer of the Dispens-O-Lator beverage vender. This company also will exhibit its machine at some of the largest fairs and trade shows in the United States and Canada.

Current itinerary for the showings includes the Canadian National Exhibition, Toronto, August 22-September 16; Nassau County Fair, Mineola, N. Y., September 9-10; Eastern States Exposition, Springfield, Mass., September 14-21; Danbury Fair, Danbury, Conn., September 29-October 7; Canadian Food Exhibition, Montreal, October 15-19; supermarket displays at Montpelier, Vt., and Concord, Mass., October 21-22 and 24-25; another at Portland, Me., October 27-28; and the Women's International Exposition, New York City, November 3-9.

An estimated 5,500,000 persons will see the combined plug for the Florida juice industry and the Snively vender.

The Dispens-O-Lator uses a patented method of automatically opening 28 46-ounce cans of pure, non-carbonated juice and serving it in a paper cup. By inserting a simple heating element, the same unit vends brand-name soups, including Campbell's, Diplomat and Heinz.

Weighing approximately 650 pounds, each vender has a stainless steel cabinet interior, and all parts which contact the juice or soup are also of this metal. The units feature slush receptacles and built-in coin changers which take nickels, dimes and quarters and return the proper change as each drink is served. They also are equipped with Copeland refrigeration units. Dimensions are 23 by 31 by 75 inches.

were told to use their common sense in accepting questionable copy. For example, one manager failed in this respect when he accepted the following ad in a Midwest newspaper:

"\$200 monthly spare time" for "refilling and collecting nickels from our 5-cent nut machine." The ad went on to promise "excellent future possibilities of operating full time with much larger income."

An ad in a West Coast newspaper offers "Earning power unlimited" (Continued on page 73)

## GET DEPOSITS BACK

## Drop Charges After Promoter Returns \$\$

MILWAUKEE, Aug. 23.—Criminal charges against William McHugh, promotional vending machine salesman, were dismissed Thursday (21) in District Court after the judge was informed the salesman had made restitution to the 10 Milwaukee residents who gave him money.

McHugh was alleged to have taken a total of \$15,000 for non-existent peanut routes. The 10 persons who claimed they were bilked were represented by Attorney B. L. Chernov who informed the court that the promoter had returned approximately 70 per cent of the money.

#### Involve Legion

The deals were first publicized several months ago when angry investors contacted the police and Better Business Bureau with complaints they had been victimized by promoters who operated under the guise of official American Legion sanction.

Buyers said they had been promised lucrative routes in major industrial outlets. They said they had been told the Legion would supply profitable locations for them in return for a percentage of the gross, which money would be used to support various veterans' projects.

Legion officials denied any official responsibility, but implicated Harold Raymond, treasurer of the Milwaukee County council of the veteran's organization. Raymond subsequently left the treasurer's post, admitted he had received

\$1,600 from McHugh for his work in contacting the prospects who had responded to newspaper "business opportunity" ads.

In the windup, Raymond returned the \$1,600 and McHugh came up with enough cash to cover repayments on a total of 380 machines.

## Runyon Fund To Benefit by Mason Sales

MINEOLA, L. I., N. Y., Aug. 23.—Mason Mints, in an effort to spur greater sales and at the same time help the fight against cancer, have evolved a \$30,000 prize contest.

The Billboard last week inadvertently implied that the candy manufacturer would contribute a percentage of sales to both the American Cancer Society and the Damon Runyon Cancer Fund. Actually, Mason Mints will work in co-operation solely with the Runyon fund on this campaign, company officials declared.

Contestants may enter the contest by sending in three foil wrappers from the Mint candy and completing a "fight cancer" sentence. Winners will share in such prizes as a furnished six-room house and pedigreed puppies. There are to be 1,168 prizes in all, the company points out.

# it's a BLUE RIBBON SHOW



**PALMER HOUSE • CHICAGO**  
**Sept. 14-15-16-17, 1952**

• Keep Pace with Automatic Merchandising . . .  
AMERICA'S FASTEST GROWING METHOD OF RETAIL DISTRIBUTION  
Plan Now to Attend •  
Far Information Contact Bernie Osmond  
**NATIONAL AUTOMATIC MERCHANDISING ASSN.**  
7 S. Dearborn Street Chicago, Illinois  
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the new photo studio...  
**AUTO-PHOTO**  
Complete in 1 unit! Coin operated!  
Portable for easy location!  
700% gross profit with the photo machine that offers 4 poses for 25¢—at less than 2¢ cost per print. Completely automatic—commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure—“Picture Yourself in the Money.”  
4 Poses 25¢  
• Attractive and Durable Studio  
• Nationally Recognized and Used  
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Contact Auto Photo Co. for distributor nearest you  
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**LOOK BABY GRANDS**  
or  
**TIME PAYMENT**  
In lots of 8 or more  
8 Baby Grands ..... \$104.00  
50 Lbs. Child Treats ..... 22.50  
Finance Charges—50¢ Per Machine ..... 4.00  
\$130.50  
1/4 down—balance in 20 weekly payments.  
Write for details and credit application.  
**ROY TORR-LANSLOWNE, PA.**

## Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

### Vender Crops Rise

Production of some crops used in vending machine products—such as tobacco and sugarcane—is expected to rise well above average this year, while other crops like peanuts and sugar beets are expected to fall off, according to this month's Agriculture Department crop report. Production of all tobaccos in 1952 is placed at 2,040,000,000 pounds, which is about 8 per cent below last month's forecast and compares with 2,328,000,000 pounds produced last year. The forecast is well above the 10-year average of 1,842,000,000, however. Dry weather in much of the South last month lowered prospects of tobacco grown there, although recent rains brought some relief, the department reported.

Sugarcane production is expected to hit 7,571,000 tons this year, compared with last year's crop of 6,120,000 tons and the 10-year average production of 6,216,000 tons and the 10-year average production of 6,216,000 tons. Sugar beet prospects of 9,939,000 tons this year are below last year's crop of 10,485,000 tons and the 10-year average of 10,913,000 tons. Although the overall sugar beet crop is expected to fall below average, the department reported July conditions were "excellent for the growth of sugar beets" and above average yields of 14.7 tons per acre are now expected in most States. The 10-year average sugar beet yield per acre is 13.2 tons. Louisiana is expected to harvest one of the best sugarcane crops in several years, with rainfall plentiful since mid-July.

### Cuban Sugar Study

The question of whether Cuban sugarcane growers are justified in their demands for a 55 per cent share in industry proceeds, rather than their present 48 per cent share is being studied by the Cuban government, the Commerce Department reported this week. Data was said to have been obtained from 116 of the 161 operating mills in Cuba.

The Cuban Agriculture Ministry also was reported studying costs of warehousing, handling and other facilities necessary to move sugar from mill warehouses to within reach of the ships' tackle at each of the Cuban sugar ports to get accurate data for establishment of a yearly general average sugar price at each port. The department said as two investigations are the first comprehensive effort to develop reliable cost data on the Cuban sugar industry since the investigation made by the United States Tariff Commission in 1931-'33.

### Florida's Nickel Cigarette Stamps Pay Big Dividend

MIAMI, Aug. 23.—Cigarette vending machines played a big part in bringing the city of Miami a check for \$171,003 in tax revenue for June.

The State beverage department at Tallahassee announced this week that Miami received the largest bite of the \$171,003 in nickel-a-pack revenue taken in all over the State during the month.

Other municipalities in the Greater Miami area got checks as follows: Miami, \$40,138; Coral Gables, \$15,175; Hialeah, \$13,089; North Miami, \$9,299; West Miami, \$5,368; South Miami, \$4,345; Miami Springs, \$3,950; Miami Shores, \$2,854; Opa Locka, \$2,783; Bal Harbour Village, \$2,131; Bay Harbor Islands, \$14; Hialeah Gardens, \$36; Pensacola, \$39 and Sweetwater, \$151.

### Amer. Tobacco Earnings

NEW YORK, Aug. 23.—American Tobacco Company earned a net income of \$14,482,000 for the first six months of 1952, compared with \$15,139,000 for the comparable 1951 period.

For the 1952 quarter ended June 30, net income was \$8,085,000; for the like quarter last year, income was \$8,112,000.

### Vender Distribution

Techniques for the distribution of vending machine products will be emphasized by a new section of the Commerce Department devoted especially to "distribution," Commerce Secretary Charles Sawyer announced this week. In its desire to stimulate production as a method of raising the standard of living and meeting inflation problems, Sawyer said the department has neglected distribution. "American industry must put forth as much effort in connection with distribution techniques as it has with production techniques," he declared.

Sawyer said the new program will be worked out by a reorganization of the Department's Foreign and Domestic Commerce Bureau, without any additional expense. Department economists, working with the Committee for Economic Development, expect to produce by the first of the year a study of markets prospectively available when present defense production levels off. An advisory committee of leading economists throughout the country will be set up in connection with the study.

### Dividend Payments Drop

Food, beverage and tobacco industry cash dividend payments for July totaled \$36,100,000, around \$1,800,000 below those of the previous July, according to a Commerce Department report released this week.

Cash dividends for the first seven months of the year, also fell below those for the same period last year, reaching \$231,900,000, as compared with \$243,200,000 last year.

### Aussies Mull Coin-Operated Gas Pumps

SYDNEY, Aug. 23.—Coin-operated gasoline pumps are expected to hit the market here soon. A major Australian oil company has placed an order for 200 of the pumps.

An Australian service station operator recently invented the pump. At present, service stations close at 5 p.m., Mondays thru Fridays, and at noon on Saturdays and Sundays. A coin-operated set-up would enable the stations to remain open day and night.

### Less Paper Work In Metal Quotas Starting in '53

WASHINGTON, Aug. 23.—Manufacturers of vending machines will save time, money and paperwork, according to the National Production Authority, under a new automatic allotment procedure allowing small producers to calculate their own allotments of critical materials in 1953. The automatic allotment procedure will eliminate the processing of some 10,000 applications by NPA officials, and the agency said it was made necessary by Congressional budget cuts, which will result in the loss of about 25 per cent of NPA personnel.

NPA Administrator Henry Fowler said automatic allotments of copper and aluminum are tentatively set at 100 per cent of third quarter 1952 allotments—up to 40,000 pounds of copper and 60,000 pounds of aluminum. Producers will be told how to calculate their own allotments, if they did not receive more than the following amounts for their third quarter, 1952 allotments: 500 tons of carbon steel, 90 tons of alloy steel, 10,000 pounds nickel-bearing stainless steel, 40,000 pounds of copper and copper products, and 60,000 pounds of aluminum.

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\$125.00 CUT TO \$89.95"  
Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to pay cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale price.  
All prices are f.o.b. Spartan and we will ship to you by express or freight.  
A scale rated weighs 100 pounds. Get in touch with us for a Scale Dept.  
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ATTRACTIVE OUTSTANDING Built to last for years. Perfect coin detection mechanism closes when empty. Easy loading. Reliable performance. Cuban tried.  
2 Cal. Vendor 125.00 (not included) \$22.50 ea.  
1 Cal. Vendor \$32.50 ea.  
STAMP FOLDERS Very Low Prices  
175 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
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## IN STOCK VICTOR'S



New BABY GRAND CHILIC TREETS VENDOR also JUMBO 100 ORDER TODAY  
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**CHARMS**  
Direct From Manufacturer! Sensational New Easy-Spin BASEBALL TOP, silver-plated, \$6 per M Plastic ..... \$3.25 per M  
SARENS, bright red plastic with metal insert \$4.50 Gr. WHISTLES, 3 tones, colored plastic, each length ..... \$1.00 per M  
All prices F.O.B. N.Y.C.  
**PAUL A. PRICE CO.**  
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**TOPPER DELUXE**  
globe style



**SUPERIOR SUPER-SALESMEN**  
The Big 3 by Victor

**TOPPER DELUXE**  
globe style

**BABY GRAND**

**TOPPER DELUXE**  
half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170- & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case. Wholesale prices to operators on Topper DeLuxe globe or half-cabinet:

1 to 5 cases at \$56.80 per case of 4  
F.O.B. Factory  
6 to 11 cases at \$56.00 per case of 4  
F.O.B. Factory  
12 to 24 cases at \$55.00 per case of 4  
F.O.B. Factory  
25 or more cases at \$52.80 per case of 4  
F.O.B. Factory

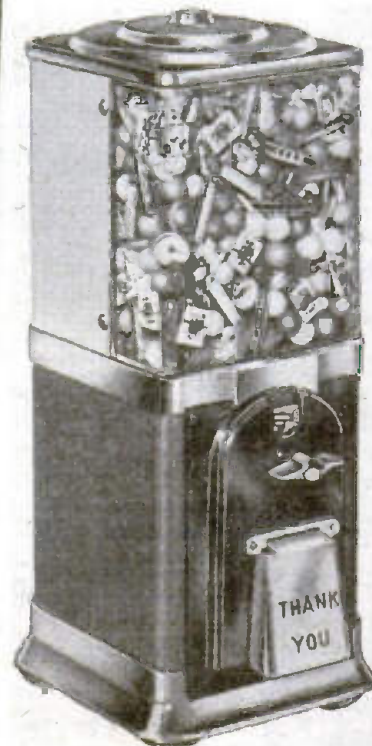
All orders must specify whether "FOR BALL-GUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

**BABY GRAND**

Victor's Baby Grand. Chicle Treetts and Chloro Treetts, the right combination for greater profits and steadier income. Vends Chicle Treetts 2 for 1c, 300 count per pound, or Chloro Treetts, 336 per pound. Or Chloro Treetts 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5 1/2 lbs. of Treetts. Baby Grand is packed and sold 4 machines to the case.



**TOPPER DELUXE**  
half-cabinet style



Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case. One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, American's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

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"612"  
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The NATION'S FINEST CIGARETTE VENDOR

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**AUTOMATIC PRODUCTS CO.**  
230 W. West 57th St., New York 19, N.Y.  
PLaza 7-3123

**Five Distributors Bow 400 Game**

CHICAGO, Aug. 23.—Five key distributors of Genco have started operating showings of the firm's 400 upright game.

They are:  
Advance Automatic Sales, headed by Lou Wolcher, San Francisco; Empire Coin Machine Exchange, owned by Gil Kitt, Chicago; General Vending Sales, headed by Harry Hoffman, George Goldman and Irv Blumfeld, Baltimore; Southern Automatic, owned by the Weinberger Brothers, Louisville, and Dave Bond's Trimount Coin Machine Company, Boston.

**Eppy to Show New Charms At NABV Meet**

NEW YORK, Aug. 23.—Samuel Eppy & Company, Inc., Jamaica, L. I., manufacturers of plastic charms, toys and novelties, will be among the many firms exhibiting at the National Association of Bulk Venders convention, September 14-17 at the Morrison Hotel, Chicago.

"This year," says Samuel Eppy, "we will bring to Chicago a complete new line of charms for the vending trade." The company has been at work preparing for the show since February, with sculptors, and model-makers, machinists and toolmakers working on a near round-the-clock basis. The company will exhibit in Room 740.

**Cole Spa Show May Hit N. Y. In November**

NEW YORK, Aug. 23.—Officials of the Cole Products Corporation this week hinted that "Cole Spa Star Time," which made its debut over video station WBKB, Chicago, August 7, may appear on a New York TV outlet in November. The half-hour program is designed to uncover locations for the firm's cup beverage venders in the Chicago area. Prizes are given to viewers who suggest good locations.

A New York official of the firm explained that the Chicago series will run for 13 weeks, after which there is a good possibility that a New York outlet, and perhaps a network set-up, will be added.

He pointed out that the expansion of the show depends on the Chicago results, and the first week's results were excellent.

**New Idis Nickel Bar**

BROOKLYN, Aug. 23 — Idis Chocolate Corporation will introduce a companion nickel bar to Milk Chocolate Nut & Fruit item during the NAMA convention next month. Called the Idis Bittersweet Chocolate Nut & Fruit Bar, it will be priced at \$3.30 per 120 count.

**NEWER CHARMS**

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards  
Cups  
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Compasses  
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Ours is the finest and most complete line in the country. Immediate delivery! Send \$5 for complete samples for low, low, low prices.

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2518 Mission Street  
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**KING SIZE CHANGEOVERS**

FOR  
**NATIONAL 930 and 950**

9 COLUMN ALL KING SIZE RACKS

**\$25.00 EACH**

Replace your old racks with new.

Write for quantity prices.

**DELIVERIES START SEPTEMBER 1**

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UNIVERSITY COIN MACHINE EXCHANGE

854 NORTH HIGH ST. COLUMBUS 8, OHIO  
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**Charter 5 New Calif. Firms**

SACRAMENTO, Aug. 23.—Five firms were granted State charters here this week.

Atlas Ice Inc. was granted a charter to manufacture, sell and distribute all types of dispensing devices in Los Angeles County. Incorporation papers were filed by Kopald & Mark, 247 S. Beverly Drive, Beverly Hills. Directors are Albert H. Jenett, 247 S. Beverly Drive, Beverly Hills; Leon Bilmes, 200 S. Westlake, and Sanford A. Dietz, 909 S. Mansfield, Los Angeles.

Mercury International Sales & Service Company was authorized to distribute, equip and service and deal in insurance dispensing machines. Capital stock was listed at 4000 shares of no par value.

Directors are L. H. Miller and W. R. May, 24463 S. Hawthorne Boulevard, Watteria, and Donald Murchison, 118 S. Beverly Drive, Beverly Hills.

Coffee Bean Corporation was chartered to buy, sell and distribute coffee vending machines and coffee products in Los Angeles County. Authorized capital was given as \$25,000. Incorporation papers were filed by Nathan M. Dicker, Suite 228 Mann-Dicker Building, 208 S. Beverly Drive, Beverly Hills. Directors are Harold Shirr and Nathan M. Dicker, 208 S. Beverly Drive, Beverly Hills, and Donald Strong, 2210 W. 12th Street, Los Angeles.

Essay, Incorporated, was chartered to buy, sell and lease vending machines in San Diego County. Authorized capital was listed at \$20,000. Incorporation papers were filed by George Bogis, Room 723, Bank of America Building, San Diego. Directors are George Bogis, 2165 E. Erie Street, A. M. Heck, 4290 Hormosa Way, and J. E. Diehl, 3048 C Street, all San Diego.

Gramot Corporation received a charter to manufacture, sell and license the use of mechanical devices in Los Angeles County. Authorized capital was listed at \$50,000. Incorporation papers were filed by Davis & Davis, 233 S. Beverly Drive, Beverly Hills. Directors are W. Philip Davis, 10901 Ambazac Way, and G. W. Vaughan, 408 N. Maple Drive, Los Angeles, and Dorothy K. Davis, 1600 Summit Ridge, Beverly Hills.

**Uneda Seeks Larger Building**

NEW YORK, Aug. 23.—Nat Hockman, president of Uneda Vending Service, Brooklyn, is searching for a new building large enough to house the company's expanding operations.

The firm's present location, a four-story building, has 15,000 square feet of floor space but this is not adequate enough, Hockman says, especially as the plant is being flooded with orders for converting venders to handle the new King-size cigarettes.

"Out-of-town orders have increased to the point where a night shift will probably have to be put on," the executive said.

Hockman and his partner, Harry Ebbin, made the decision to seek larger quarters Tuesday (19), after a series of consultations with architects proved this move to be the only logical solution to the problem.

To date, the search has been confined to the Brooklyn borough, but the possibility of moving the company to Manhattan is an imminent one, according to Hockman.

**GET READY FOR KING SIZE!**

Convert your old equipment to King Size with completely new cigarette magazines capable of holding regular or King Size in each and EVERY column. Now available for the following types of machines:

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We have kits to convert any Dugrenier Champion that is now partially King Size to ALL King Size. King Size magazines are not new to us. We've been making them for years—your guarantee of superior performance and satisfaction.

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We have King Size conversions for all ROWE, DU GRENIER, U-NEED-A-PAK AND NATIONAL machines. Prices very, so please advise your requirements and we'll make immediate delivery at lowest possible price.

**SPECIAL!**  
ROWE TAS CUM  
3 Cols., 16, 600  
Cap. .... \$17.50  
Mounting Bracket \$1.50 Extra

**SPECIAL!**  
DUGRENIER  
Champion  
1-11 cols. (incl. 9 size cols.), 250 pack cap. ... \$97.50

**SPECIAL!**  
ROWE  
Beverly Hills  
8 Cols., 120 Pks., 10 Cols., 400 Pks. \$95.00

Our Points are VENDERIZED Prevents Peeking, Flaking & Rusting.

**SUMMER SPECIALS ON CANDY MACHINES**  
Counter or wall models—\$69.95  
DUO, Candyman, 72 Cpl. ... \$87.50  
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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.

**J. H. KEENEY & CO., INC.** 2600 W. 50th St. Chicago 32, Ill.

**Canada Dry's Disk Pitch to Ops Clicks**

NEW YORK, Aug. 23.—Canada Dry's disk pitch to vending operators is now being done on a national scale, according to Al Glazebrook of the firm's sales offices here.

The promotion began last May, when Canada Dry sent out 65 tear sheets of a two-page spread it ran in Vend, together with a record directed to the personal attention of the operator. The record carried a sales pitch to the op, explaining why it would be profitable for him to use Canada Dry sirups. Disks were sent to customers and potential customers, with the name of the individual operator appearing on each disk.

The first disk effort was made in the New York area, and other disks were sent to Canada Dry field offices for comment.

**Vending Machines Account for 4.8% Of National Sales**

NEW YORK, Aug. 23.—The American public spent \$77,780,000 in vending machines during 1951 for candy and confectionery products, according to a report issued this week from the Market Research Division of the National Association of Tobacco Distributors.

Confectionery sales thru vending machines accounted for 4.8 per cent of the national total of \$1.62 billion.

Theaters and amusement places accounted for 9.2 per cent of the national sales. This figure does not include vending machine sales in these places. Some 17,500 theaters sold candy over the counter.

**Venders Topic At Arena Meet**

MIAMI BEACH, Fla., Aug. 23.—Vending machines will not replace personal sales at concession booths in auditoriums and arenas, according to H. H. Niebrugge, manager of the Atlanta Municipal Auditorium. He spoke at the International Association of Auditorium Managers' convention here.

Niebrugge claimed that bottle machines dispense too slowly to compete with manual sales and that "drink temperature problems make machines inadequate for auditoriums." Cup vending also is too slow, he said. He stressed that auditorium sales usually must be completed in a brief time before a show or during short intermissions.

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## MOA Reports Heavy Advance Registration for Conclave

OAKLAND, Calif., Aug. 23.—With approximately three weeks to go before its convention and exhibit opens, the Music Operators of America announced this week advance registrations from operators were coming in from such widely separated areas as Texas, New York, Utah, Nebraska, California, Montana and New Mexico.

Members of the various arrangements committees will arrive in Chicago between September 3 and 5 to polish off the pro-

gram and the exhibit agenda.

Meantime, George A. Miller, MOA president, issued a formal statement thanking the members of the Phonograph Manufacturers' Association for their recent financial contribution to the operator group.

Miller said Reuben Roling, president of the PMA and of the Rudolph Wurlitzer Company, told him "that the manufacturers of automatic phonographs were proud and willing to assist the Music Operators of America with their coming convention and that if there was anything further the manufacturers could do, it would be done for the asking."

### Support Shows Approval

Miller pointed out that it had long been the policy of the PMA members not to display their line at conventions, and that they were showing their approval thru their financial support.

"The manufacturers will fight side by side with the music operators' association," Miller declared, "against any and all legislation detrimental to our industry and especially against the change in copyright laws as was proposed in the Bryson Bill. It is understood another such bill is in the

making for the next session of Congress.

"MOA members and officers are highly appreciative of the financial assistance which has been rendered by the manufacturers' association," Miller concluded, "and feel that with the understanding which now exists between MOA and the manufacturers, nothing but good can come for all parties concerned."

### Trade Experiences

From Newark, N. J., MOA's national secretary, D. M. Steinberg, urged operators to attend this year's convention and to take advantage of the opportunity to exchange ideas and experiences. "Executives of all the major record manufacturing companies, as well as the smaller ones, will be present to meet and talk with music operators," Steinberg said. "They want to better understand and to better serve the needs of this great promotional medium of the music industry. The MOA convention gives them, and the operators, a meeting place on a personal basis which results in mutual benefits. This is of prime importance as the operator is selling and the public is buying—music."

## Calif. Music Guild Seeks Price Relief

Submits Petition Asking OPS Okay For 10-Cent Play

WASHINGTON, Aug. 23.—The Office of Price Stabilization received a lengthy appeal from the California Music Guild asking that juke box play prices be decontrolled on the grounds they are a non-essential, voluntary type of entertainment.

The petition was the fourth submitted by the Guild. The previous petitions limited their decontrol request to California operators, but the latest one asks decontrol for the entire nation. Copies of the petition were directed to OPS Chief Ellis Arnall and his assistant, Mrs. Chase Going Woodhouse.

George Miller, Guild president, commented that "the representatives of the California Music Guild are at a loss to know why decontrol has not been extended to this industry long before now when many essentials have skyrocketed in price and no noticeable action has been taken."

"When food and essential commodities have increased to the highest point of all time," Miller continued, "it is a little hard to

(Continued on page 78)

## Miller Opens 2d Illinois Needle Plant

LIBERTYVILLE, Ill., Aug. 23.—M. A. Miller Manufacturing Company, producers of a variety of needles for juke boxes and home record players, announced the completion of its new factory at 4th and Church Streets here. The firm also has a plant at 1165-69 E. 43rd Street, Chicago.

Miller officials stated the new factory, which is larger than its Chicago unit, is equipped for modern streamlined production equipment and will permit the company to offer even faster service of its long-life replacement needles and Carillon conventional needles.

The firm also has introduced a sales aid to speed up the proper selection of phonograph needles by dealer sales personnel. This involves a new type front end label for the Miller counter dispenser which has illustrations of leading needle designs and are arranged according to cartridge manufacturers.

## Thieves, Vandals Active in Canada

ST. JOHN, N. B., Aug. 23.—Thieves and vandals have been plaguing juke box operators in this Maritime province. Coin boxes have been rifled, and where the amount of money was slight the thieves did extensive damage to the cabinets. Most of the looting has been

## ON-OFF PICKET BACK IN COURT

Akron Judge Pulls Juke Union's Picket Off; Sets Second Hearing

AKRON, Aug. 23.—That on-again-off-again juke box picket at the New Crystal Restaurant here is off again.

He is off this time because of a temporary restraining order issued by Judge Walter B. Wana-maker in Common Pleas Court, banning picketing by Local 410, Vending Machine Service Employees' Union.

The activity here has been watched for nearly six months by juke box unions thruout the nation and by associations whose membership is entirely unionized.

The picket was yanked off last spring when the courts granted a temporary injunction. Then Judge Ray B. Waters decided the union was within its rights to picket a location where non-union workers service juke boxes, provided the picket sign stated the picket was for juke boxes only.

### New Owners

Now there are three new owners of the restaurant—Chris A. Phillos, John S. Gogan and Sam Karamello. They asked that the picket be restrained and the resultant order by Judge Wana-maker followed. The injunction will be in effect until such time as a hearing is held.

The New Crystal restaurant had been picketed by the union since August 8. The new owners

## Paster Sells Omaha Office

OMAHA, Aug. 23.—Paster Distributing Company closed its Omaha office this week and sold the property to Central Distributing Company, Wurlitzer distributor.

Paster, AMI distributor, was covering Iowa and Nebraska from the Omaha branch. That territory hereafter will be covered out of Paster's main offices in St. Paul. Paster said the move would enable him to maintain more efficient service. The company has a large staff of travelling representatives.

done in eating places between midnight and dawn. The rear door of the Blue Puttee restaurant at nearby Rawlins Cross was forced and both the phonograph and games in the establishment were broken open.

contended the picketing was a secondary boycott because other union delivery men would not cross the line to bring in supplies.

### Date Not Set

Judge Wana-maker's order placed the union and its business agent, J. C. Palmer, under \$500 bond to comply with the order. A date for a hearing on the request for a permanent order was not set.

The restaurant's petition charged the picketing was for the benefit of the Summit Automatic Music Operators' Association, and that the picketing was intended to coerce all independent juke box operators into becoming members of that organization. The New Crystal's juke box, the petition stated, is serviced by an independent.

## NO SCOWL OR FROWN

### Good Will Means More Profits in Juke Box

MIAMI, Aug. 23.—Selling yourself to the location is every bit as important as keeping top equipment and supplying good music, says Morris Marder, M & M Service Company, Miami. "No matter how bad things are going, I walk into all of my stops with a smile," Marder declares. "The location owner has his problems too and a scowl or a frown from the 'music man' only tends to associate him with bad news."

Marder's operation, which consists of about 80 per cent Negro and 20 per cent white locations, goes out of the way to keep customers happy. He does not wait too long to obsolete equipment (the AMOA of Miami has launched a co-operative obsolescing program designed to speed up this process), he provides a coin changing service for location owners who need it, and in a pinch even makes bank deposits for storekeepers.

"All these things," says Marder, "build good will and solidify my relationship with my customers. They appreciate the little things I do for them and show it by promoting juke box play whenever they can."

In addition to the spirit of friendliness, Marder gives this

## UNITED, RECORD HASSLE GOES ON

MILWAUKEE, Aug. 23.—The current hassle concerning United, Inc., Wurlitzer distributor, and the record supply houses is at a standstill, with the one-stop still minus the waxings of Capitol, Mercury and Decca on their shelves.

United head, Harry Jacobs Jr., reported that his firm was still determined to continue with the one-stop plan and he felt confident that it was only a matter of time before the disk distributors would begin supplying records for his counters. Jacobs said he had held conferences this week with the managers of the record firms here, sounding out their positions, as well as continuing contacts with the home offices of the labels.

## Musical Sales Remodels for 10th Anniversary

BALTIMORE, Aug. 23.—A modernistic front and complete air conditioning are the outward signs of the growth of Music Sales Company, Seeburg distributor here. The firm is celebrating its tenth anniversary as a phonograph distributor.

Musical Sales was formed in 1942 by M. B. Lesnick, one of the larger music operators in this area. Ten years ago, Lesnick began disposing of his routes and building up a repair and sales organization. Shortly afterward, the firm opened a record department for operators managed by Sam Rinzler. The repair department was under the supervision of Dave Adler.

In 1945, the firm became a Seeburg distributor for Maryland, Virginia and the District of Columbia.

### Organization

Indicative of the kind of organization Lesnick has built is the fact most of his key men have been associated with the firm since its start. Some of these and their years of service follows: Hy Lesnick, general manager, 10 years; Charles Cabrera, sales manager, 6; Bill Reed, Washington salesman, 8; Bill Snow, sales and service, Virginia, 6; Bob Neslund, sales and service, Virginia, 6; Sam Rinzler, record department manager, 10; Dave

(Continued on page 78)

## Interest Lags In OPS Action Vs. Dime Play

Second Hearing May Set Pattern For Entire Trade

LOS ANGELES, Aug. 23.—Suit of the Office of Price Stabilization against two local juke box operators scheduled here for a second hearing Monday (25) is arousing little interest in the trade. Although the outcome of the trial may affect dime play thruout the nation, operators do not seem to realize the importance of the decision.

Hawley Distributing Company and Phono Music Company have been charged with violating OPS Regulation 34. The defense, thru its counsel, Harrison W. Call of Sacramento, filed a motion for dismissal. Federal Judge Pierson Hall heard the case August 11 and granted additional time for the preparation of arguments.

John R. Hawley, of the Hawley Distributing Company, told The Billboard that the case had already cost him several times more than the \$200 he could have paid in settlement. Although attorney fees, and other legal expenses have been kept at a minimum, only seven operators have aided the defendants financially.

### Financial Interest

Hawley declared he was only financially interested in a juke box route, having quit the business about 18 months ago to devote his full time to his premium merchandise company. At the time OPS filed its charge, Hawley said he contested it because he did not believe music machine operation came under the regulation. The route in which he was interested worked its phonographs on a dime for only five weeks, returning them to a nickel when the OPS charge was made.

The OPS' attorney has contended that the unprofitable nickel operation is not an issue. An assistant U. S. attorney, answering the dismissal petition, said the point to be argued was whether music machine operation comes under Regulation 34. The defense had argued that operators' inability to charge 10 cents per play forced them to operate an unprofitable business.

## Westchester Ops Resume Meetings

PORT CHESTER, N. Y., Aug. 23.—Regular meetings of the Westchester Operators Guild, Inc., held the third Monday of each month, will be resumed September 15, according to Seymour Pollak, secretary. Due to the excessive heat, the August meeting was called off, he said. The operators meet at the American Legion Hall, 57 Mitchell Place, in White Plains.

Besides Pollak, Guild officers are Carl Pavese, president, Max Klein, vice-president, and Lou Tartaglia, treasurer. The board of directors is composed of Ed DeMuro, Arone Goldberg, Rosenberg and James A. Malcolm Wein is counting the group.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up to this issue of The Billboard are:

**NEW BUSINESS CAUSES MGM TO ADD SHIFT.** Records as a result of a healthy upswing in business added a Saturday shift at its Bloomfield, N. J. pressing plant to handle current disk orders.

**CETRA HOLDS WITH FAIR TRADE, DESPITE C.** Pending disposition of the suit brought against Cetra Records by Sam Goody, the LP diskery has stepped up trade program.

**CORAL AND DECCA RUSH OUT SLEEPER.** The "Some Folks Do and Some Folks Don't," published by Music.

**RCA VICTOR REVEALS PLANS.** All 45 r.p.m. 7" bums will be released exclusively on EP beginning Sep. 1. Disks will sell for \$1.40, plus tax.

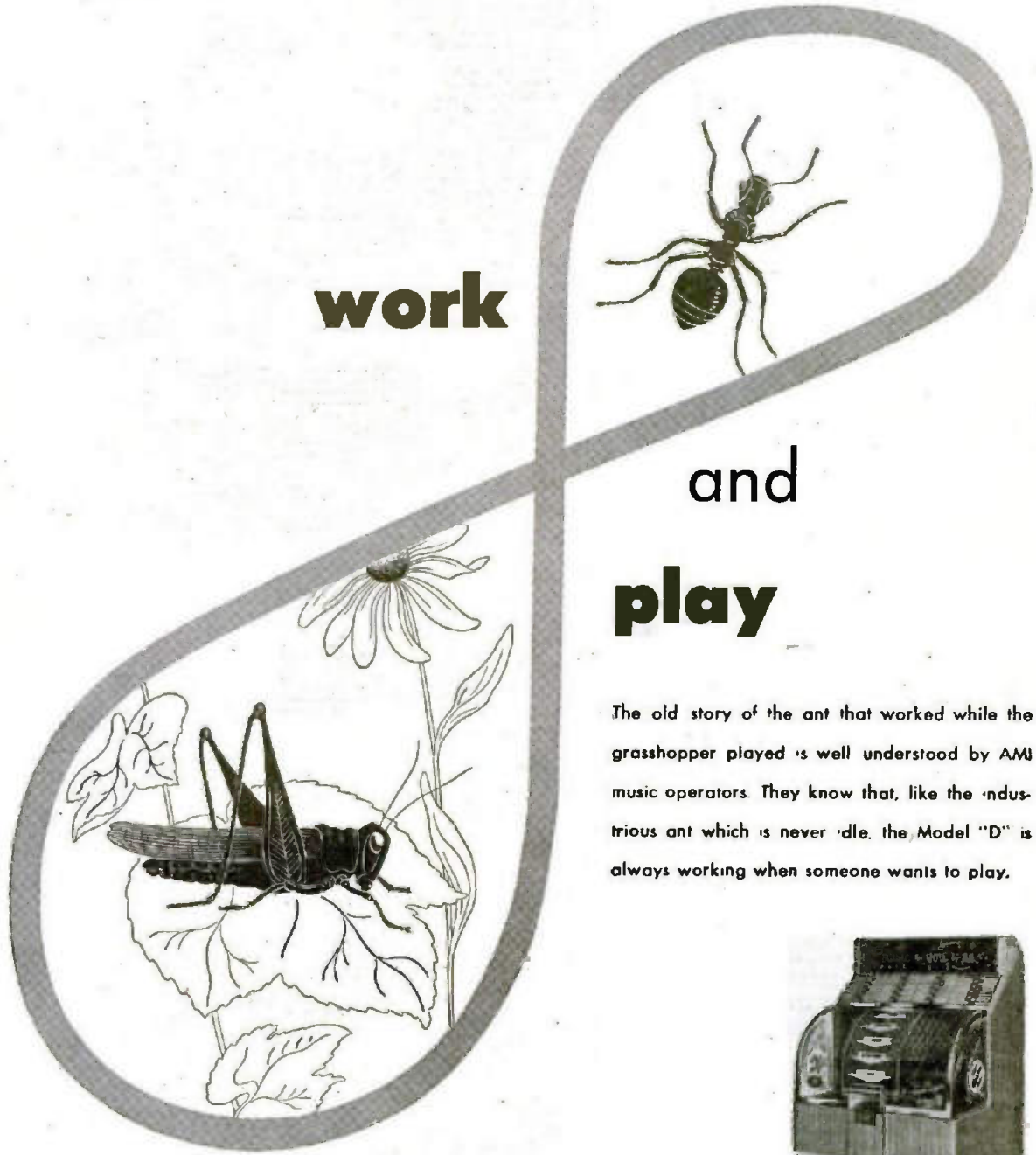
And other informative news stories as well as the Roll of Hits and pop charts.

**work**

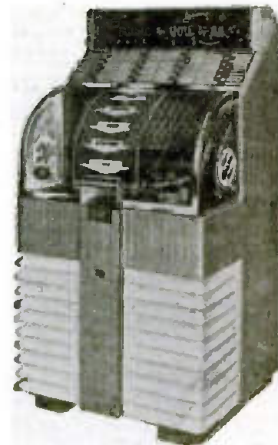


and

**play**



The old story of the ant that worked while the grasshopper played is well understood by AMI music operators. They know that, like the industrious ant which is never idle, the Model "D" is always working when someone wants to play.



**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

**COME TO THE MOA CONVENTION, SEPTEMBER 11, 12, 13, CHICAGO**

### Coin Radio, TV Firm Ups Line

DETROIT, Aug. 23.—Wittick Moore, Inc., distributors of coin-operated radio and television sets in several surrounding States, has added the Whisper Tone radio to its line. The firm has handled the Co-Radio models for some time and its locations include the Milner Hotel chain. The deal for Whisper Tone was consummated with the National Hospital Radio Service and includes models with under the pillow speakers.

### LEGISLATIVE THREAT

## MOA Meet to Unify Trade, Says Pierce

BRODHEAD, Wis., Aug. 23.—National legislative matters will make this year's convention of Music Operators of America "the most important ever held," according to C. S. Pierce, president of the Wisconsin Phonograph Operators' Association. Pierce, who also is third vice-president of MOA, pointed out that the group "was founded

mainly for the purpose of making a national stand against legislation harmful to automatic phonograph operators."

"I think every operator is well informed of the Bryson Bill and most of them realize what they would have been confronted with if this bill had been passed," Pierce said. "The great effort of operators, distributors, manufacturers, operators' associations and the MOA all working together is what it took to stop action by the committee on the passage of the Bryson Bill."

After pointing out that credit for the temporary defeat was due the 60-odd operators who testified against the bill, Pierce continued:

"We have been told that ASCAP will put up a strong fight in 1953 for the revision of the copyright laws and weekly revenue from each coin-operated phonograph.

"If the entire industry backs this year's MOA convention this should tend to create a closer understanding between operators, distributors and manufacturers, which is important for the defeat of harmful national legislation.

"The meetings which will be held every morning of the MOA convention will explain why we must have associations and what we must do as operators to stay in business."

MOA's annual convention and exhibit will be held at the Congress Hotel, Chicago, Sept. 11-13.

### California Guild

Continued from page 76

understand why the automatic phonograph industry is still under control."

Miller pointed out that prices in certain types of vending machines had increased from a nickel to a dime "and nothing had happened in that particular industry."

"It is quite noticeable that juke box operators are being penalized and charged with over charges for increasing their play from 5 to 10 cents," he declared.

(Editor's Note: Miller is in error on one point. Automatic coin-changing machine operators have generally followed OPS regulations, but a number of them—particularly in the cigarette field—have been cited for alleged violations of ceiling prices. Thus, something has "happened" where vending companies, in the opinion of OPS, violated ceilings.)

### Musical Sales

Continued from page 76

Adler, service manager, 10; Irv Hollander, parts manager, 10; C. Howard, paint department, 10; H. Blake, shop foreman, 10; C. White, shipping department, 10; J. Cosentino, shop, 6; C. Steining, shop, 5; R. Slatkoff, shop, 2; A. Wartfield, bookkeeper, 1; D. Harwitz, secretary, 2, and M. Dubansky, secretary, 3.

### WANT CASH?

SELL US YOUR RECORDS  
45 R.P.M.  
NATIONAL NOVELTY CO.  
175-181 Merrick Rd., Merrick, L. I., N. Y.  
Tel: FReeport 8-8720

# THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues on indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

## Music Machines

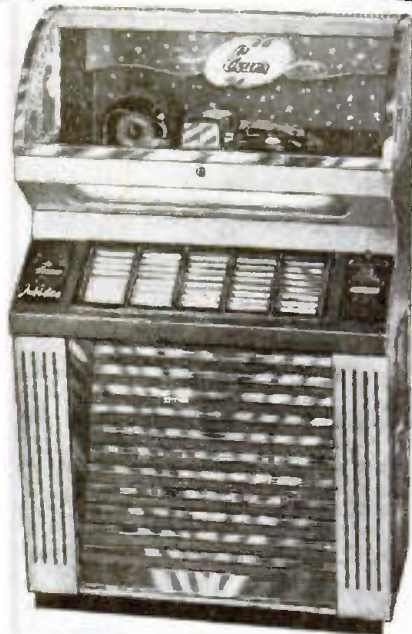
| AIREON                     | Issue of August 23 \$50.00 | Issue of August 16 | Issue of Aug. 9 '9 | Issue of August 7 |
|----------------------------|----------------------------|--------------------|--------------------|-------------------|
| Firsta .....               |                            |                    |                    |                   |
| AMI Model A .....          | 269.00 350.00              | \$269.00 275.00    | \$269.00 350.00    | \$269.00 294.50   |
| Model B .....              | 450.00                     | 389.50 450.00      | 450.00             | 450.00            |
| Model C .....              | 475.00                     | 449.00 450.00      | 475.00             | 475.00            |
| FILBEN Hideaway .....      |                            |                    | 125.00             |                   |
| PACKARD Manhattan 76 ..... | 89.00                      | 89.00              | 89.00(2)           | 89.00(2)          |
| ROCK-OLA Coronader .....   | 39.00                      |                    |                    | 39.00             |
| 49 & 50 .....              | 295.00                     | 295.00             | 295.00             | 295.00            |
| 1422 .....                 | 94.50 99.00(2)             | 99.00 150.00       | 99.00 150.00       | 99.00 150.00      |
| 1426 .....                 | 150.00                     |                    |                    |                   |
| 1432 .....                 | 139.00 135.00              | 119.00 135.00      | 129.00 175.00      | 129.00 175.00     |
| 1434 .....                 | 175.00                     |                    |                    |                   |
| 1436 .....                 | 475.00                     |                    |                    | 495.00            |
| SEEBURG Classic .....      | 49.00                      | 49.00              | 49.00              | 49.00             |
| Classic RC .....           |                            |                    | 48.50              |                   |
| Concert Grand .....        |                            |                    | 34.50              |                   |
| Emory .....                | 49.00                      | 49.00              | 59.00              | 59.00             |
| H-146 M Hideaway .....     | 139.00                     | 139.00             | 119.00 139.00      | 119.00 139.00     |
| H-147 M Hideaway .....     | 110.00                     | 110.00             | 149.00             | 149.00            |
| H-148 M Hideaway .....     | 229.00                     | 229.00             | 229.00             | 229.00            |
| H-246 M Hideaway .....     | 99.00                      | 99.00 129.50       | 139.00             | 139.00            |
| Hideaway .....             | 49.00                      | 49.00              | 59.00              | 59.00             |
| Wilson E. C. .....         |                            |                    |                    | 55.00             |
| Wilson R. C. .....         |                            |                    |                    | 55.00             |
| W-100-a 78 RPM .....       | 599.50 625.00              | 599.50 649.50      | 599.50 675.00      | 599.50 725.00     |
| Maya .....                 | 675.00(2)                  | 675.00 725.00      |                    |                   |
| 695.00 .....               |                            |                    |                    |                   |
| 69.00 .....                |                            | 69.00              | 69.00              | 69.00             |
| 39.00 .....                |                            | 39.00              | 41.00              | 69.00             |
| 46 Hideaway .....          |                            | 99.50              | 99.50              | 99.50             |
| 47 .....                   |                            |                    | 119.50             |                   |
| 48 Hideaway .....          | 139.50                     | 139.00             | 139.50             | 139.50            |
| 145 .....                  |                            | 149.50(2)          |                    |                   |
| 147 .....                  | 180.00                     | 175.50             |                    |                   |
| 148 M .....                | 130.00 129.00              | 99.50 110.00       | 99.50 129.00       | 125.00 129.00     |
| 146 S .....                |                            | 129.00             |                    |                   |
| 147 M .....                | 110.00 129.00              | 110.00 129.00      | 129.00             | 129.00            |
| 147 S .....                | 135.00 149.00              | 135.00 149.00      | 149.00             | 149.00            |
| 148 .....                  | 135.00                     |                    |                    |                   |
| 148 Blonde .....           | 275.00                     | 260.00 275.00      | 275.00             | 275.00            |
| 148 M .....                | 240.00                     | 240.00             | 265.00             |                   |
| 148 S .....                | 240.00                     | 240.00             | 249.00             | 249.00            |
| 148-M Blonde .....         | 250.00                     |                    |                    |                   |
| 1941 Hideaway .....        | 49.00                      | 49.00              |                    |                   |
| 1941 RC Special .....      |                            |                    | 59.00              | 59.00             |
| 2500 La-Tone RC .....      |                            |                    | 94.50              |                   |
| 2800 RC .....              |                            |                    | 44.50 54.50(2)     |                   |
| WILLIAMS Victor Blue ..... |                            | 99.50              | 99.50              | 79.50 99.50       |
| WURLITZER 500 .....        | 49.00                      |                    | 44.50 48.00        | 49.00             |
| 500 .....                  |                            |                    | 46.50 49.00        | 49.00             |
| 750 .....                  | 49.50 69.00                | 69.00              | 49.50 59.50        | 69.00             |
| 780 .....                  |                            | 69.00              | 69.00              | 69.00             |
| 800 .....                  |                            |                    | 49.50 99.50        |                   |
| 800 .....                  |                            |                    | 59.00              | 59.00             |
| 950 .....                  | 59.00                      | 59.00              | 59.00              | 59.00             |
| 1015 .....                 | 125.00 139.50              | 125.00 175.50      | 129.50 139.00      | 119.50 139.00     |
| 1080 .....                 | 139.00 140.00              | 139.00 165.00      | 169.00 175.00      | 149.50 169.50     |
| 1080A .....                | 165.00 175.00              | 175.00             |                    | 175.00            |
| 1100 .....                 | 125.00                     | 125.00             | 159.00             | 99.50 159.00      |
| 1100 .....                 | 169.50                     | 169.50             | 169.50             |                   |
| 1227 Hideaway .....        | 295.00 324.00              | 289.50 305.00      | 279.50 305.00      | 299.50 325.00     |
| 1250 .....                 | 325.00                     | 324.00 325.00      | 359.00             | 390.00 399.00     |
| 1250 .....                 | 229.50                     | 229.50             |                    | 269.50            |
| 1250 .....                 | 399.00 425.00              | 399.00 425.00      | 425.00 429.00      | 425.00 429.00     |

## YOU'RE IN... SOLID!

Once you've placed Jubilee Phonographs on your locations, you're set—for as long as you wish! Popular with locations for dependable, trouble-free performance and colorful new beauty... accepted by players for rich, true-to-life Tone reproduction and simple selection, Jubilees make a firm foundation for a solidly profitable operation!

**EVANS' JUBILEE 40/45**  
20 Records—40 Selections  
45 RPM

**EVANS' JUBILEE 40/78**  
20 Records—40 Selections  
78 RPM



Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more records, more profitable operating!

WATCH FOR IT!

**EVANS' CENTURY 100/45**  
50 RECORDS—100 SELECTIONS—45 RPM

EXPORT INQUIRIES INVITED

**H. C. EVANS & CO.**

1536 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

**ROCK-OLA**  
Rocket

**PLAYS WHILE YOU PLAY  
WORKS WHILE YOU SLEEP**  
For you, and every operator who wants big collections and trouble-free performance, the answer—now as always—  
**ROCK-OLA SUPER ROCKET**

ROCK-OLA MFG. CORPORATION  
800 North Kedzie Avenue  
Chicago 51, Ill.

# MUSIC SYSTEMS

BEST BUYS OF THE MONTH

Write, wire, phone. 1/3 deposit, balance C.O.D.

## SEEBURG

148SL ..... \$219.00  
147M ..... 149.00  
146M or S ..... 129.00

### Hideaways

H148M ... \$229.00  
H146M ... 139.00

### Wall Boxes

3W7-L56 ..... \$39.50  
(5-10-25¢ 3 wire)  
3W2-L56 ..... 17.50  
(5¢ 3 wire)  
W1-L56 ..... 5.00  
(5¢ wireless)

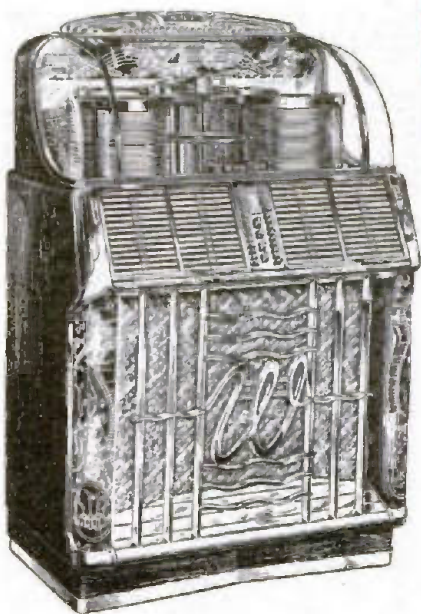
AMI Model A ..... \$269  
WURLITZER 1015 ..... 139  
PACKARD Manhattan ..... \$89  
ROCK-OLA 1422 ..... 99  
Export inquiries invited—50 cycle motors available

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD  
CLEVELAND, OHIO—2600 EUCLED  
LANSING, MICH.—1224 TURNER  
TOLEDO, OHIO—1302 JACKSON



# head and shoulders above the rest in



**ENGINEERING ADVANCEMENTS** that mark this model ten years ahead of its time.

**QUALITY CONSTRUCTION** cabinetry that has always been the envy of the industry.

**EXCLUSIVE FEATURES** 104 selections from 45 and 78 RPM records intermixed. Twin low-inertia tone arms with Zenith Cobra Stylus.

**SERVICE ACCESSIBILITY** Quick-as-a-flash replacement units save service time—reduce service costs.

**EARNING POWER** that makes it your best dollar for dollar investment.

SEE YOUR WURLITZER DISTRIBUTOR



COLORFUL COMPANION MODEL TO THE SERIES FIFTEEN HUNDRED

The Wurlitzer 48-Selection Fourteen Hundred —another magnificent Wurlitzer Model with an Envious Earning Record.

THE

*Wurlitzer*  
FIFTEEN HUNDRED

The Rudolph Wurlitzer Company, North Tonawanda, New York

THE MARKET PLACE For the COIN MACHINE INDUSTRY

The National Exchange for Coin Machines Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Coinmen You Know

Business Opportunities

Coin radios and television: buy direct from manufacturer and save! sleek cabinet, modern design, coin resistor. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Pin Ball Mechanic wanted: good pay and good working conditions; must be sober. Write Box 547, Billboard, 188 W. Randolph St., Chicago 1, Ill.

Parts, Supplies & Services

Receipt for Vending Machines: exactly designs, low price; write for folder. Grand, 2306B 52nd, Kenosha, Wis.

Health Drop Chute and Switch, 5d, 10c or 25c play; Health feather-touch push-pull type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Health Distributing Co., 234 Third St., Macon, Ga.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vecco Sales Co., 2124 Market St., Philadelphia 3, Pa. LDCut 2-1448.

USED 1c-5c CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED. All Parts, Coin Venders, Coin Counters, Tab Gum, Panned Candies, Cast Iron Stands, Top Plates for 2 Venders, Top Plates for 3 Venders, Ball Gum, 210, 170, 140, 24d per lb. in case lots (25 lbs.), Jumbo Size Ball Gum, 25c per lb. in case lots (25 lbs.) Chlorophyll Ball Gum, 210, 170, 140, 45c per lb. in case lots (25 lbs.), Chiclet Trees, 300 count, 45c per lb. in case lots (25 lbs.). All prices f.a.b. factory; by dep. bal. c.d. KING & CO.

Distributors of Northwestern Model 49 and Tab Gum Venders, Chicago 12, Illinois 2700 W. Lake St.

Routes for Sale

Old established, large Pin and Matic Routes, Philadelphia area; \$50,000 cash required. Box 552, The Billboard, Chicago 1, Ill.

Big Grande Valley, Texas—50 Photographs, 25 Bowlers and Cars, about \$25,000; yearly take, \$10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

Western Michigan; established 22 years; approx. 400 pct. phones, pins, alloys, Thee Way Crigs, never on location, \$22.50 T. O. Thomas Co., 1572 Jefferson St., Paducah, Ky. Phone 2131.

40 Photographs, Amusement Machines, models 1, 20 varieties, no competitors, \$9,500; terms, Box 553, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Pack, 2952 Milwaukee Ave., Chicago, Ill.

Attention, Texas Operators—United Shoe Ales, \$25; United Shuffleclades, \$75; Winners, reconditioned, \$95; cutting \$7.50 extra; deposit with order. Balance C.O.D. Central Distributors, 2315 Olive St., St. Louis 3, Mo. Phone: Geneva 0972-3-4.

Close Out—8 International Ticket Scales, Model A, with tickets, \$125 each; 10 International Ticket Scales, Model S, with tickets, \$140 each; 3 Kirk Cussner Scales, \$90 each; 2 Waring Morsecope Scales, \$100 each; 1 Waring Cussner Scale, \$90; 1 Jennings Junior Scale, \$75; 10 Mills Moderne Scales, \$70 each (trading charges extra); FOB here. Adair Co., 6925 W. Roosevelt Rd., Oak Park, Ill.

Evans Confections, all in perfect condition, \$495; deposit required. Stapleton Music Co., Box 1444, Springfield, Mo.

For Sale—53 Vecco Ice Cream Machines; in operation on location. Ice Cream Vending Service, 4716 W. Madison, Chicago.

For Sale—Mills, Jennings, Pace, Waring Bells, Double Ups, Super Bonus, Single-Twines, beautifully reconditioned. Races, \$100; new Bally Clover Bells, General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. Walnut 2-4378.

For Sale—1 Post-War Microscope Recorder, \$275; 1 Microscope Mocker Game, \$175; Cuerte Pool Game, \$95; 2 Mills Drop Picture Machines, \$15 ea.; 1 Chicago Coin Machine Band Box, \$110; 1 Grand Seeburg 1488, \$235; 1 Richard Manhattan Photograph, \$70; 1 Seeburg Envoy Photograph, \$45; 2 Waring Gussar Wagon Scales, \$67.50 ea.; 3 Waring Tom Thumb Scales, \$62.50; 1/2 deposit, balance C.O.D. Weritz Music Supply Co., 1013 E. Cary St., Richmond, Va.

For Sale—Perfect condition, like new; Candy Islands, latest improved models with 5 contacts, \$375; Leaders, \$325; Hot Rods, \$60; Clitons, \$35; various late Flipper Pins, write 1/2 dep. bal. C.O.D. W. E. Kenney Mfg. Co., 5229 S. Kedzie Ave., Chicago. Phone: Hemlock 4-3884.

Good Post-War Photograph, \$650; sacrifice several good Shuffleclades; two coin-operated Hornes like new; real sacrifice! Burke Matthews, Star Route A, Austin, Tex. Phone 6-0976.

Like New—Advance, Columbus, Northwestern, Master Ball Gum Machine with 3,500 balls ball 5c, gum only \$15. Peanut Machines with 25¢ @ 1/2 called Spanish peanuts, \$15; Imps. \$10; Coltrab latest model Three Way Crigs, never on location, \$22.50 T. O. Thomas Co., 1572 Jefferson St., Paducah, Ky. Phone 2131.

Sacrifice 100 Radios with Telen Speakers, made for hospitals; key operated, can be converted to coin. Hospital Radio Ser. Co., 64 E. Lake, Chicago.

Three AMI Model C Photographs, perfect condition, price \$4.00 each. Verne Hamah, Kinsey, Kan.

Wanted—Used Bingo Games, new Silver King Hunter Guns, Solitaire, Selective Boxes and Hideaways; send price and condition of equipment. Box 555, The Billboard, Chicago 1, Ill.

Will trade Top Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

4 Trigidinals, good operating condition; spare parts, stainless water tanks, electric signs, make offer. Box 794, Billboard, 1564 Broadway, NYC 16.

35 Hospital Radios with Telen; pillow speakers. All State Finance Corp., 6340 Blackstone, Box 108, Chicago.

Wanted to Buy

Wanted to Buy—Advance 4-Column Cigarette Machines; how many, what price? T. O. Thomas Co., Paducah, Ky.

Wanted—Bar-Room Pinnes of all types; need not be working; also parts, rolls. Art Sanders, Oremboro, N. Y.

Writings 800's and 1015's; all you have and receive in the future. Laredo Exporting, Laredo, Tex.

Miami

Betty Klein is the new manager of the record department at Taran. Betty says juke box operators are going for "My Heart's Desire" on the Modern label and "Call Operator 210" put out by Aladdin. Jack Lipsiner is now managing a route for Dixie Music Company and also doing free-lance service work as Coin Operated Service.

Mary Lieber is filling in as sales manager at Taran who is on vacation. Mary and his wife, the former Geri Lois Taran, are expecting an addition to the family any day. Wylene Brown, firm secretary, was feted by the office gang on her birthday.

Joe Mangone, All-Coin Amusements, and his wife Eloise attended the wedding of Judith Rosen in New York on Aug. 17. Miss Rosen, who became the bride of Harlan Sanford Singer in a ceremony at Woodmere, N. Y., is the daughter of Harry Rosen, Seeburg distributor in New York. Among the guests were Nate and Sol Gottlieb, of D. Gottlieb and Company.

Milly Green and his wife spent about a week in Miami before leaving for New York. Green owns Supam Distributing here and makes frequent trips to Florida to oversee his business. Tommy Yashick, mechanic at Taran Distributing, and his wife are receiving congratulations on the birth of their second child, a daughter named Diane Louise.

Ozzie Truppman, Bush Distributing, is proud as punch of his spanking new Chrysler automobile which arrived too late for Ozzie's vacation. He spent a couple of weeks vacationing in Minnesota, then filed in at the Jacksonville branch for one week and spent another week traveling the west coast of Florida on business.

Game operators in the area are well pleased with the comeback in business in the past month or two. June was a slow month but, lately, the pin and shuffle games are whirring with activity. A usually pessimistic lot, the game operators admit it hasn't been a bad summer at all.

Maxine Bondy, Taran receptionist, and her husband celebrated their second wedding anniversary. Jean Payne has joined the firm as a bookkeeper. Modern Vendricks is showing steady progress in the number and type of cup-drink locations it serves. The firm has acquired many high-traffic spots under Leon Hersh's policy of giving the customer what he wants, keeping machines in perfect working condition and stressing cleanliness.

If the local coin machine gentry ever need a master of ceremonies, they need look no further than Sammy Barnett, Barnett's Service. Sammy keeps up a steady stream of wisecracks and witty sayings, and never lets anything worry him.

"Auf Wiederseh'n, Sweetheart" is proving the top draw in the juke route of Mangone and Mangone, with "Rhode Island Red" and "Should I" moving up fast. United's Star Shuffle Alley and Gottlieb's Happy Days are two games that are doing so well, according to Mary Lieber.

New members admitted to the AMOA at the organization's last meeting are: B & B Vending Company, Miami Beach; Capitol Vending Company, Miami Beach; and George MacLean, owner of Fun Arcade, Miami. Harry Goldberg, H & V Vending Company, is off on a two-week fishing trip to North Florida.

The servicemen's center at the Miami Beach auditorium is the latest recipient of a free reconditioned juke box from the AMOA. The box was donated by Maury Horwitz, Bishop Amusement Company, and will be maintained without charge by Harry and Phil Zimand, Acme Music Company. Judy Ann Ross, daughter of Eli Ross, celebrated her first birthday.

Vera Sevornis, Taran bookkeeper, will take over the office managerial duties from Max Shaw in a few weeks when Shaw begins dividing his time among the company's offices in Miami,

Jacksonville and Havana, Cuba, supervising all the bookkeepers in the firm's employ.

Violet Pagan has replaced Bernice Handler as stenographer at Bush. Mrs. Handler moved to New York with her husband who is a medical student. Repeat orders are coming in steadily for Chicago Coin's Match Bowler, says Ossie Truppman.

Frank Salerno, who formerly operated an Arcade in downtown Miami, was in town purchasing equipment for his Arcades in Cuba. Anne Williams, secretary at Supam Distributing, is spending her vacation visiting her folks in Wheeling, W. Va.

Willie Levey will get his gasoline at wholesale now. The music and shuffleboard operator has purchased an interest in a Miami Beach filling station. Ken Williams, export manager at Bush Distributing, and his wife Evelyn, who works in the office, have embarked on a vacation trip to Canada.

Milton Adler, a newcomer to the ranks of Miami coinmen, purchased a 60-piece shuffleboard route from the Bishop Service Company. Miami Ops are reminded that the annual city license renewal date is September 30, with a 10 per cent discount on permits obtained before October 10. The deadline is October 31.

Eli Ross, sales manager at Taran Distributing, has returned from his vacation. Ditto Willie Blatt at Supreme Distributors. Betty Klein, Pan American Distributing, says juke box operators are enthusiastic about "Trying," made by the Hilltoppers on the Dot label.

Ronnie Shapiro wrote his mother and dad, Doris and Raoul Shapiro, Supreme Distributors, that he is anxious to see Miami again. Ronnie is with the Blue Grass Shows, which this week was in Princeton, Ind., and heading south as the carnival season wanes.

Washington

Sid Lotenberg, head of Westway Vending, has installed two ice cream machines, three candy machines and one soft drink vender at the new Hebrew Academy. Lotenberg also is demonstrating a new coffee machine that he hopes will go over well in the area.

Mrs. G. L. Sinclair, of Northern Virginia Music, reports collections good. She recently added Charles Reighard to the staff. George Cervantes, Southern Wholesalers, local Viktor records distributor, plans to address a fall sales meeting at the Willard Hotel. New products and sales methods will be the topic.

Jim Schwarz, of Schwartz Bros. local Mercury Records distributor, reports that more dealers are stocking up on the Patti Page recording of "I Went to Your Wedding" than any other Mercury disk. Schwarz says business is on the upswing.

Victor Ruben, Allied Beverage, reports that even the one of the

I feel like a Heel. In our town, registration is over—and I got. So now I can't vote in that big, exciting election coming up Nov. 4. I feel like a hee!... You folks are lucky you still have time to register to be sure you can have your say on Election Day! (To find out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House.)

NEXT TIME TRY A DISPLAY-CLASSIFIED AD

This sized ad will cost you only \$28 for 1 insertion. One half this size will only cost you \$14! For complete information see the Handy Order Blank.

DO IT TODAY! Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicates in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under: Agents and Distributors Wanted, Help Wanted, Parts, Supplies and Services, Positions Wanted, Routes for Sale, Used Coin-Operated Equipment, Want to Buy. 3: Then check here to see whether you want B to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch! 4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard!

ADVERTISING RATES. REGULAR-CLASSIFIED: 10 words, first line set in 6 pt. bold, balance 6 pt. lead, per word .50. 5 or more CONSECUTIVE or 26 insertions, per word .18. 57 CONSECUTIVE insertions, per word .16. Minimum \$3. DISPLAY-CLASSIFIED: Any advertisement using display make-up or white space. Figure space between copy and rules. If rate borders permitted only on ads of 30 lines or more. Per inch of space, per word .75. 3 or more CONSECUTIVE or 26 insertions, per space line .45. 57 CONSECUTIVE insertions, per space line .40. 1 inch equals 10 text lines.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



company's trucks burned and the stock was destroyed, the firm is enjoying the best business in its history. Ruben also announced that the Maryland Paper Cup Company would introduce a new hot drink cup that should be a boon to the industry.

**Milwaukee**

Crowds thronging to the Wisconsin State Fair this week were boosting the coin box takes in all West Allis locations. Juke Box business in taverns and restaurants was rosy.

Boston Store management reports satisfaction over the acceptance by the public of the Bally Champion mechanical horse machine. The store has one of the devices spotted in the mopping departments out east of their four outlets and is thinking of adding more. Other operators who recently added Bally horses to their coin machine holdings are Mike Young, of Soldier's Grove, and Red Barnett, of Novelty Games, Racine.

The Krambo Stores, state-wide supermarket chain, have been successful with their operations of Exhibit Big Broncos in the front entrances of a large number of their stores. Sam Cooper, manager of the Paster office here, has been spending all of his available spare time this week moving his furnishings into his newly acquired home. Meanwhile, B. Veberg, service manager, is on a two-week vacation. Just back from her respite in the vacationlands of Rhineland, is office major-domo Arline Hackbarth.

The past week saw vending machine receipts rebound to a near normal take, according to Erich Rakow, bossman of the Canteen Company. Canteen, like all vending firms with a larger percentage of their equipment in industrial plants, was hurt by the steel strike.

John W. Eber, newcomer in the coin machine field, joined the United, Inc., staff this week. Eber will handle promotional activities for the firm in Milwaukee and throughout the rest of the State. United, Inc., service manager, Don Jacobs, and Syl Kinder are heading for the W-4 City week to attend the Wurzlizer training course.

The hottest time to come along at the Hastings Distributing firm in a long time, according to head man Sam Hastings, is the Minut-Bun-Bar-B-Q. Operator customers are queuing for their opportunities to accept deliveries, according to Sam, and over half of the State has been franchised. The list of ops holding franchises are E. H. Farnstead, of Donstad's Music, Mount Horeb, six counties in Southern and Central Wisconsin; or Tetling and Glen Ledig, Waukesha County, and Donald Delke, Fond du Lac County.

Grand opening due for the newly built addition to the Hastings warehouse and showrooms has been put off until the latter part of September, due to the press of work.

Nick Stacy, Stacy Vending Company, is spending several weeks visiting in Washington, D. C., area. He'll be back on the job shortly after Labor Day. Harold Rohde and Hank Eckert, Hastings' routeman and maintenance personnel, have been sending in glowing reports of their fishing trip.

Mitchell Novelty brass, Erv and Joe Beck, have been sounding out the wishes of their crew as to whether they would like to enter a team in some bowling league this coming season. So far it looks like there is not a great deal of enthusiasm prevailing among the Mitchell men. Vic Manhardt reports his volume at a low ebb in recent months, with the books filled with a backlog of orders for the long awaited new Evans Constellation music box. "When the new model comes out, we'll really spring to life," he says.

New salesman in the Milwaukee area for Major Distributors line of Mercury Records, is Bob Markwardt. Bossman Johnny O'Brien promoted Markwardt to the sales department following a year's apprenticeship in the firm's stockroom. Back from a short vacation at Lake Denoom, Metro Music's disk buyer, Dorothy Fomas, claims that the top money makers on their music machines

this past week, were: Sammy Kaye's "Walking to Missouri," and "One for the Wonder."

**Chicago**

There was plenty of optimism in the trade this week. Most operators, distributors and manufacturers were agreed that this was one of the best summers since World War II. There was a growing feeling also that trade would hold up throughout the warm season and even increase in the fall. Most of the new games have proven to be strong play attractors.

Over at United, the big office and production staff was turning out the Stars and Stripes Shuffle Alley games bright and early Monday (18) morning despite a picnic Saturday (16). It started early and included a bit of everything. The crowd was conservatively estimated at 1,500 but the amount of food and related picnic items consumed indicated the 5th Army must have also been in the area. Billy DeSelm and Johnny Casola were extra busy handling local and out-of-town requests for the new United products.

John Haddock, president of AMI, was a visitor at The Billboard this week. He was full of pep and looked like his old self, still recovering from injuries sustained several months ago. Interest in the automatic pitching machines continues to mount. Apparently word has gotten around the coin-operated road pitchers have been taking in big money the past two months.

Jack Nelson, Bally general sales manager, returned from a road trip which included a visit with J. R. Pieters, head of King Pin, Kalamazoo, Mich. Pieters handles the Bally horse, The Champion. Actually the visit took place in Detroit where Pieters and his assistant, Joe Auton, have just opened his Michigan midget movie office. Pieters also owns a string of harness horses (see separate story). Two of Bally's regional district managers were in to speed up orders and factory conferences. Phil Weinberg, of the Southwest region, was in from his Dallas headquarters and Art Garvey, New England region, was in from Maine.

There was a general air of contentment at First Distributors Tuesday (19). Owners Joe Klime and Wally Finke had a good crowd of visiting operators in for new and used equipment. But the main reason for the contentment was the activity going on in the firm's warehouse where volunteer women were putting up little packages of presents and food for the annual Orphan's Automobile Day Association picnic.

Len Micon returned from his vacation Saturday (23). The World Wide sales executive spent a week in Michigan with his family. Monty West was in downstate on game and music business all week. Meanwhile, Al Stern and Fred Skor held the home front and got steady action on Formica replacement tops. (Continued on page 82)

IT'S NEW... IT'S DIFFERENT...  
It's THE Coin Machine of Tomorrow!

GENCO'S  
400'S  
UPRIGHT CONSOLE  
BINGO GAME

EXCLUSIVE ORIGINAL DESIGN  
UP TO 540 RELAYS!  
DOZENS OF WINNING COMBINATIONS!  
ABSOLUTELY TROUBLE-FREE  
PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS!  
SPECIAL SKILL CONTROL  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!  
FASTEST-PLAYING, BIGGEST PAYING  
GAME IN COIN MACHINE HISTORY

B. D. Lazar Company  
1655 Fifth Avenue  
Pittsburgh, Pennsylvania  
Telephone Grant 1-7818

SPACE-SAVING DESIGN  
Takes only 1 1/2 the space of conventional games. 24" wide, 17" deep, 66" high.  
Write: B. D. Lazar, Detroit

TV IS ALL OF SHOWBUSINESS  
ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!



YOUR AD SELLS AT JUST THE RIGHT TIME

YOUR AD DELIVERS EXTRA SALES POWER

AD FORMS CLOSE SEPTEMBER 3. ACT TODAY

The Billboard FALL COIN MACHINE SPECIAL  
(SEPTEMBER 13, 1952) A BONUS - PACKED ADVERTISING VALUE FOR COIN MEN

**WHOM DOES IT SERVE?**—The Billboard Fall Coin Machine Special is published especially for the operators of all types of coin-operated equipment. It is specifically timed to coincide with the increasing and increasing activities normally associated with the beginning of the fall season. The 1952 edition will also serve the complete attendance at both the NAMA (National Automatic Merchandising Association) Convention, Palmer House, Chicago, September 18-22, and at the MOA (Music Operators of America) Convention, Congress Hotel, Chicago, September 21-22. It is also of special value to the jobbers, distributors and manufacturers to whom the operators look for their new and used equipment, parts and supplies.

**CIRCULATION**—The Billboard is a member of the Audit Bureau of Circulations. Average weekly ABC net paid circulation for the month period ending 12/31/51, 50,774. The Billboard's Seventh Annual Reader Survey (net ABC) reveals the following breakdown of weekly operator readers according to type of equipment operated:  
5,508 operators of amusement games  
6,761 operators of juke boxes  
2,874 operators of vending machines  
549 operators of service machines  
718 operators of slotbores  
2,138 operators of shuffleboards  
2,426 operators of arcades  
744 operators of other types of equipment

**EXTRA CIRCULATION**—A minimum extra 5,000-copy distribution is assured. Additional distribution to all attending the NAMA and MOA conventions (estimated at 5,000 based on previous years' attendance). New subscribers and extra restand readers, obtained by a powerful 8-week promotional campaign and based on 1951 Fall Coin Machine Special circulation figures, is conservatively estimated at 2,000.

**ADVERTISING RATES**—Same as for any weekly issue of The Billboard. See inside pages for most popular sizes and costs. Chart below illustrates a representative range of sizes and rates:

| No. of inches      | On 1 Column                | On 2 Columns | On 3 Columns | On 4 Columns | On 5 Columns |
|--------------------|----------------------------|--------------|--------------|--------------|--------------|
| 3                  | MINIMUM SPACE \$ 75.00     |              |              |              |              |
| 4                  | \$ 75.00                   | 100.00       | \$112.00     |              |              |
| 5                  | 84.00                      | 110.00       | 140.00       | \$157.50     |              |
| 6                  | 100.00                     | 126.00       | 157.20       | 189.00       |              |
| 7                  | 110.00                     | 147.00       | 176.40       | 220.50       |              |
| 8                  | \$ 75.00                   | 112.00       | 151.20       | 201.60       | 252.00       |
| 9                  | 75.00                      | 126.00       | 170.10       | 226.80       | 283.50       |
| 10                 | 84.00                      | 140.00       | 189.00       | 252.00       | 315.00       |
| 11                 | 92.40                      | 148.50       | 207.90       | 277.20       | 346.50       |
| 12                 | 100.80                     | 157.20       | 226.80       | 302.40       | 378.00       |
| 13-14-15           | CHARGED AT FULL DEPTH RATE |              |              |              |              |
| Full Depth 15 1/2" | 110.00                     | 198.00       | 297.00       | 396.00       | 495.00       |

**EDITORIAL CONTENT**—The editorial content of the Fall Coin Machine Special has been planned and written with one specific objective: to serve as a valuable buying and operating manual for operators of all types of coin machines.

Planned features and facts as follows:  
—Complete Directory of Manufacturers of Coin-Operated Amusement and Music Machines, listing name and address, personnel, trade group affiliations, manufacturing facilities, selling methods, equipment in production, prices of equipment and financing plans available.  
—List of Coin Machine Distributors.  
—Juke Box Operator Survey.  
—Complete Convention Guide and Exhibitor's list of both the MOA and NAMA.  
—Plus other special buying and operating features covering every type of equipment available.

**PROMOTION**—Powerful, large-volume promotion will be directed to coin machine operators in all classifications for a 60-day period. The promotion campaign is designed to develop peer leadership and top reader interest and attitude thru the following:  
—100,000-piece direct-mail campaign aimed primarily at coin men, and reaching many of them not just once, but as many as four times!  
—A special 5,000-piece direct-mail campaign aimed specifically at juke box operators.  
—A special "Sweet" campaign of trade messages right in the Billboard itself, delivering almost 10,000 individual printed advertisements to column-readers.

**MECHANICAL SPECIFICATIONS**—Column width, 2 inches; column height, 6 inches; three-column, 6 1/2 inches; four column, 8 1/2 inches; cap width (5 columns), 10 1/2 inches. Half-page cut, 6 1/2 inches.

YOUR AD SELLS LONGER AND STRONGER

YOUR AD IS SURE TO BE SEEN AND READ

YOUR AD DELIVERS ALL THIS EXTRA SALES POWER AT NO EXTRA COST

NEW YORK CHICAGO CINCINNATI ST. LOUIS DETROIT HOLLYWOOD

The Billboard

Colmen You Know

Continued from page 81

Williams Long Beach and used juke box equipment.

Coin-O Manufacturing, headed by Harry Katz and Frank Roelke, appears to be making steady strides with its Pitch-O-Mat unit. The automatic pitching machine is slated for delivery in a few weeks. Both Katz and Roelke feel it will prove one of the best on the market.

At Gottlieb's big plant Happy Days continues to be a steady repeat business unit. Dave Gottlieb, president, was back early this week from his Eagle River, Wis., retreat looking fit for a fall campaign. Nate and Sol Gottlieb were back from their trip to New York where they attended the Rosen-Singer wedding.

Jack Rosenfeld, head of the St. Louis distributing firm, postcard-coupon in Chicago. He was in Los Angeles. Jack is spending a month taking it easy, following recent surgery. He is expected to pop up in the Northwest any day now. Ralph Nicholson was on a trip thru Indiana for Bally. Among his stops was Bisco Sales, Fort Wayne, Ind., where he held a conference with Harry Blinn, the owner.

Herb Perkins, Purveyor Shuffleboard executive, is making plans to remodel the upstairs part of his building. He probably will set up additional showroom and warehouse facilities. The firm has been getting steady action on new and used games and really expects a rush for Bank-Shot games in two weeks.

Vacations are over at Allied Coin Machine Company. The firm's showrooms are being remodeled to make more space for games soon to be displayed. Julian Crum reports Vic Weiss and Billy Knapp have been extra busy. Weiss is handling office sales and Knapp has been sending in a steady stream of orders from the road.

Pittsburgh

George Terzic, Victory Vending, has a new sandwich shop location downtown. Herbert Rosenthal, sales manager, Banner Specialty, reports the competitive angle of six people playing against each other instead of one or two persons as formerly, makes 6-player shuffle games interesting.

A staffer of Automatic Catering has been in the vending business for 20 years. Elmer Willats, sales manager, short cuts deliveries for the Jack W. Young Company by getting started early. Sidney Reinwasser is planning a 10-day vacation-business trip with his wife and son to Atlantic City, then to New York City for a week.

L. B. Bernstein, of Stedford's, may make some merchandising machine shifts at his East Ohio Street set-up. He is well pleased with the machine he is getting there. Mrs. Art Munio, mechanic for Al Klodall, has the flu. The National Record Mart is moving next store to 320 Diamond Street. Marlin Gluckow, who has an extensive ice cream route at East Liverpool, O., purchased some time back from Kramer Brothers was in town (10) to attend a family reunion picnic in Schenley Park.

Danny O'Neill finds a study of adult and child theater ticket totals a good way of judging theater vending sales.

Coin Machine Agency now is handling nuts, ball gum and charms. Morris Moskowitz, partner in Sidman Vending, and his family recently had a week's vacation at Bedford, Pa., and the new Shawnee State Park.

Sidney Weinstein, after a stop in Atlantic City, is in New York City on a business trip. Operators report that the business has not picked up since the steel strike. In some places, they add, it is worse, due to the fact that people are not spending money like they did during the idle period.

M. J. Abelson, general sales manager, Oak Manufacturing, reports operators are making re-

(Continued on page 83)

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, frequently with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine names and four price columns (Issue of August 23, Issue of August 16, Issue of August 9, Issue of August 2). Includes entries like ABC (United), Adams-Bell (General), Alice in Wonderland (Gottlieb), etc.

Table with columns for machine names and four price columns (Issue of August 23, Issue of August 16, Issue of August 9, Issue of August 2). Includes entries like Gin Rummy (Gottlieb), Circus (Williams), Gold Cup (Bally), etc.

# Coinmen You Know

Continued from page 82

peat orders on the new Silver Streak. . . James Ferice Jr. and Sr., New Castle, Pa., are virtually Pittsburgh commuters. . . Empire Distributors takes in many good machines, says Victor Abelson, in recounting how the firm name was chosen.

Max Kleckner, stopping in Atlantic City on vacation, noticed the Hotel Traymore had a big game room where adults and children could play shuffleboard. . . Elmer Willatts reports 'you have to do everything you can these days to improve service on records; get records on boxes the day they come in.'

Jim Thompson, Thompson Music, has been hoping he might get a day or two off to get up to Lake Erie on a brief vacation. . . William F. Hamal, division sales manager, Cole Products, finds a good vending market in outdoor theaters. . . Herbert Cohen, president, Confection Specialties Company, says the summer has been good to him, business-wise. . . Leon Paschalada, of Capitol Vending, believes the cigarette machine field offers more of a challenge than music.

### Detroit

Frank Stark, founder of the Lincoln Park Amusement Company, is back on the job working the route regularly, following a long siege of illness. His wife,

Justine, who took care of operations during his illness, remains active with the firm, handling office and shop activities. She has been made a partner in the business, which now has headquarters in suburban Lincoln Park. The Staffes operate a diversified route of juke boxes, shuffleboards, and pin games.

Anthony Swarga, of Nu-Way Popcorn Sales, is planning to join his family in Northern Michigan for a few week-end fishing expeditions. . . Jack Nelson, sales manager of the Bally Manufacturing Company, was a Detroit visitor for several days, calling on the trade and locations with Joseph Auton, manager of Michigan Midget Movies.

The Colonial Vending Company, formerly on Highland Avenue, Highland Park, has moved to 2577 Monterey Avenue, and is now owned by Morris Richman, who was formerly a partner in the Triangle Vending Company. The Colonial Company was established two years ago under the direction of the Colonial Trust Company of Pittsburgh to operate the diversified route established years ago by Triangle.

Ruby Aiken reports business showing a nice pickup for D & P Service, shuffleboard service organization, here. Jake Dunler Ypsilanti, has taken over as sole

owner following the death of his partner, William K. Palmer. James Campbell, Bay City, formerly with the Bally Manufacturing Company, has joined the organization as shop foreman.

Henry Montague, manager of the vending machine division of the Fred B. Prophet Company, industrial operators, left Monday for a two weeks' vacation. . . Earl Poppenger, manager of F & W Products Corporation, is looking forward to a pickup in local vending sales, following the active resumption of volume production in automobile plants.

### New York

Les Boyd Sr., of Ace Distributing Company, is spending a month boating at Greensport. He will then go up to Watch Hill, R. I. Les Jr. flew up the past week-end to help celebrate his mother's birthday.

Ray Knoss, of Arrow Music, is vacationing in the Pocono Mountains. During his absence, Saul Happpoport is in charge. . . Joe Schutosky, of the D. J. Automatic Music Company, is spending week-ends with his family in Woodbridge, N. Y.

Carl Netter taking things easy now, after selling his route to B. & Music. His ex-partner, Jerry Korcak, has opened a TV store in the Bronx. . . Louis Levy, of Dover Music, has moved into his new home in Brooklyn. . . Harold Henry, of Local 788, is vacationing in the Poconos.

Harry (Atlantic-New York) Rosen's brother, Dr. Abraham Rosen, died Monday (18), the day after Harry's daughter was married. . . Dave Lowy reports that a backlog of orders is piling up on the company's Match-Me conversion unit. Just can't make 'em fast enough. . . Dave Rosen, Philadelphia distributor, paying a visit to Albert Simon, just returned from a European trip. . . Operators visiting Murray Kofe at Atlantic-New York, were Michael Giordano, of Beacon, N. Y.; Joe Decristofaro, Southampton, L. I. and D. J. Ambros, of Fatchogue, N. Y. Murray reports plenty of stock coming in now that the factory vacation period is over.

Al Cole, president of Cole Products, Chicago, in town for a week's business trip. . . Nat Cohn, Const sales prexy, in Philadelphia Friday (22) visiting at Nasco Manufacturing Company, which makes his new Atomic Jet Rocket Ship ride.

Out-of-town visitors at Runyon Sales included Sam Gally, Kingston, N. Y.; Elmer Rowe, Troy, N. Y.; Saul Taube, Manchester, N. H.; Hank Gazer, Shelton, Conn., and Harold Seidel, Kingston, N. Y.

### Bridgeport, Conn.

Charles Sparrow, for many years owner and operator of the United Cigarette Vending, Inc., on Waterview Avenue, has sold his business and bought a home in Littleton, N. H. His son, who was associated with him for many years, is now practicing law in Boston.

# Shaffer Specials

## in better quality buys

| AMI                   |          |
|-----------------------|----------|
| Model "C" . . . . .   | \$445.00 |
| Model "A" . . . . .   | 249.50   |
| St Wall Box . . . . . | 17.50    |
| Stepper . . . . .     | 29.50    |

| WURLITZER                     |          |
|-------------------------------|----------|
| 1250 . . . . .                | \$439.50 |
| 1217 (48) Hide-away . . . . . | 249.50   |
| 750 . . . . .                 | 49.50    |
| 219 Stepper . . . . .         | 25.00    |

| WALL BOXES                    |         |
|-------------------------------|---------|
| Wurlitzer 3020 (74) . . . . . | \$29.50 |
| Wurlitzer 3020 (48) . . . . . | 39.50   |
| Seeburg 3WZ-156 . . . . .     | 17.50   |
| Packard Salin . . . . .       | 3.00    |

| CIGARETTE VENDORS           |          |
|-----------------------------|----------|
| 25c Coin Head King Size     |          |
| Uneda Monarch . . . . .     | \$ 79.50 |
| National 930 . . . . .      | 99.50    |
| National Electric . . . . . | 125.00   |

ROCK-OLA 1422 . . . . . \$ 99.50  
SEEBURG SHOOT THE BEAR . . . . . 229.50

Write for Complete List of Late Model Phonographs  
Terms: 25% Deposit, Balance C.O.D.

# Shaffer Music Co.

Columbus, Ohio 606 S. High St. Main 5563  
Cincinnati, Ohio 1200 Walnut St. Main 6310  
Indianapolis, Ind. 1327 Capital Ave. Lincoln 3571

New Cincinnati Office Now Open

IT'S NEW . . . IT'S DIFFERENT . . .

It's THE Coin Machine of Tomorrow!



GENCO'S  
**400**  
UPRIGHT CONSOLE  
BINGO GAME

EXCLUSIVE ORIGINAL DESIGN  
UP TO 540 RELAYS!  
DOZENS OF WINNING COMBINATIONS!  
ABSOLUTELY TROUBLE-FREE  
PROVED BY 3 MONTHS ON ACTUAL TEST LOCATIONS!  
SPECIAL SKILL CONTROL  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!  
FASTEST-PLAYING, BIGGEST PAYING  
GAME IN COIN MACHINE HISTORY

General Vending Sales Corp.  
245 West Middle Street  
Baltimore 1, Maryland

|                               | Issue of August 23 | Issue of August 26 | Issue of August 9 | Issue of August 2 |
|-------------------------------|--------------------|--------------------|-------------------|-------------------|
| Super Hockey (Chicago Col.)   | 54.50 69.50        | 64.50 69.50        | 64.50 69.50       | 64.50 69.50       |
| Super World Series (Williams) | 195.00 275.00      | 225.00 275.00      | 225.00 275.00     | 225.00 275.00     |
| Swanee (Rehnbil)              | 54.50 59.50        | 54.50 59.50        | 54.50 59.50       | 54.50 59.50       |
| Swanee (Williams)             | 75.00 99.50        | 75.00 99.50        | 75.00 99.50       | 75.00 99.50       |
| Levi (Chicago Col.)           | 90.00 99.50        | 94.50 99.50        | 60.50 94.50       | 94.50 99.50       |
| Empire (Rehnbil)              | 84.50 90.00        | 84.50 89.50        | 74.50 89.50       | 69.00 84.50       |
| Empire (Chicago Col.)         | 59.50              |                    |                   |                   |
| Empire (Gallie)               | 49.50 54.50        | 49.50 54.50        | 49.50 54.50       | 49.50 54.50       |
| Empire (Williams)             | 79.50              | 79.50              | 79.50             | 79.50             |
| Empire (Rehnbil)              | 29.50              | 29.50              | 29.50             | 29.50             |
| Empire (Keeney)               | 49.00 50.00        | 49.50 50.00        | 49.00 50.00       | 49.00 50.00       |
| Empire (Chicago Col.)         | 39.50 40.00        | 49.50 49.50        | 49.50 49.50       | 49.50 49.50       |
| Empire (Chicago Col.)         | 79.00 109.50       | 79.00 109.50       | 79.00 109.50      | 79.00 109.50      |
| Empire (Chicago Col.)         | 69.50 73.00        | 69.50 73.00        | 69.50 73.00       | 69.50 73.00       |
| Empire (Chicago Col.)         | 240.00 250.00      | 245.00 250.00      | 245.00 250.00     | 250.00 255.00     |
| Empire (Chicago Col.)         | 25.00 54.50        | 77.50 54.50        | 27.50 54.50       | 27.50 54.50       |
| Empire (Chicago Col.)         | 40.00              | 39.50 41.00        | 39.50(2) 41.00    | 39.50(2) 41.00    |
| Empire (Chicago Col.)         | 275.00             | 245.00 285.00      | 245.00 285.00     | 245.00 285.00     |
| Empire (Chicago Col.)         | 39.50 49.50        | 39.50 49.50        | 39.50 49.50       | 39.50 49.50       |
| Empire (Chicago Col.)         | 110.00 135.00      | 110.00             | 135.00            | 125.00 135.00     |
| Empire (Chicago Col.)         | 49.00              |                    |                   |                   |
| Empire (Chicago Col.)         | 29.50 49.50        | 29.50              | 29.50             | 29.50             |
| Empire (Chicago Col.)         | 65.00(2) 89.00     | 65.00 94.50        | 50.00 94.50       | 75.00(2) 89.00    |
| Empire (Chicago Col.)         | 90.00 109.50       | 89.00 109.50       | 89.00 109.50      | 89.00 109.50      |
| Empire (Chicago Col.)         | 69.50 73.00        | 69.50              | 69.50             | 69.50 69.50       |
| Empire (Chicago Col.)         | 85.00(2) 94.50     | 85.00 94.50        | 85.00 94.50       | 85.00 94.50       |
| Empire (Chicago Col.)         | 119.50 125.00      | 125.00 139.50      | 114.50 139.50     | 95.00 150.00      |
| Empire (Chicago Col.)         | 135.00 145.00      | 149.50(2)          | 124.50 125.00     | 154.50 159.50     |
| Empire (Chicago Col.)         | 149.50(2)          | 150.00 165.00      | 139.50 149.50     | 165.00 195.00     |
| Empire (Chicago Col.)         | 150.00 145.00      | 175.00 195.00      | 150.00 185.00     | 195.00 275.00     |
| Empire (Chicago Col.)         | 275.00(2)          | 275.00             | 275.00            | 275.00            |
| Empire (Chicago Col.)         | 79.00 84.50        | 89.50              | 79.00 89.50       | 69.50 79.00       |
| Empire (Chicago Col.)         | 29.50              | 29.50              | 29.50             | 29.50             |
| Empire (Chicago Col.)         | 85.00 110.00       | 125.00 129.50      | 155.00            | 119.50 139.00     |
| Empire (Chicago Col.)         | 125.00 129.50      | 145.00             |                   | 155.00            |
| Empire (Chicago Col.)         | 145.00             |                    |                   | 175.00            |
| Empire (Chicago Col.)         | 75.00 85.00        | 80.00 85.00        | 69.50 75.00       | 89.50 95.00       |
| Empire (Chicago Col.)         | 89.50 95.00        | 89.50 95.00        | 85.00 95.00       | 100.00 150.00     |
| Empire (Chicago Col.)         | 100.00 195.00      | 100.00 195.00      | 95.00 100.00      | 195.00(2)         |
| Empire (Chicago Col.)         | 17.50 30.00        | 34.50 39.50        | 34.50 39.50       | 34.50 39.50       |
| Empire (Chicago Col.)         | 39.50 39.50        | 39.50              | 39.50             | 39.50             |
| Empire (Chicago Col.)         | 73.00              | 75.00              | 75.00             | 75.00             |
| Empire (Chicago Col.)         | 17.50              | 49.50              | 49.50             | 49.00             |
| Empire (Chicago Col.)         | 110.00             |                    | 215.00 300.00     | 300.00            |

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
135 S. Brook St., Louisville 9, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 801 E. Main Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

DON'T BUY SUBSTITUTE ALUMINUM DISCS  
ORDER DIRECT FROM MANUFACTURER  
MAKE SURE YOUR  
**METAL TYPER MACHINES**  
EARN TOP MONEY  
Original Parts and Supplies  
WRITE FOR PRICE

**STANDARD METAL TYPER CO.**  
1319 N. Western Ave. Chicago 22, Ill.

**SPECIAL!**  
"POP" CORN SET  
10c VENDORS  
RECONDITIONED  
LIKE NEW!  
WRITE

**SPECIAL-PANORAMS**  
Guaranteed Reconditioned  
WRITE

**NEW ROCK-OLA SHUFFLEBOARD TOPS** \$125  
NEW-WRITE  
United States  
United States  
Star Shuffle Alley  
Chicago Coin  
Bright Spot  
Cover Island  
Lover

**RECONDITIONED EQUIPMENT**  
Bright Spot \$245  
Cover Island \$245  
Lover \$245

**SPECIAL!**  
WRITE FOR COMPLETE LIST  
CLAY MEMORIO © CHARLEY PIERI  
**MONARCH COIN MACHINE, INC.**  
2287-89 N. Lincoln Ave., Chicago 14, Ill.  
Phone: Lincoln 9-2994-7-8

**PRICED TO SELL! ALL GUARANTEED**

**USED MACHINES**  
STEEPLECHASE  
BALLY SHUFFLELINE  
BALLY SHUFFLE CHAMP  
BALLY BASEBALL  
GENCO SHUFFLE TARGET  
WILLIAMS DOUBLE HEADER

**BINGO**  
ATLANTIC CITY  
SPOTLITE  
CONY ISLAND  
BRIGHT SPOT  
BRIGHT LIGHTS

**NEW MACHINES**  
BALLY PALM BEACH  
BALLY CHAMPION HORSE  
AMI O-80 and D-40  
UNITED STAR 6-PLAYER

**EXHIBIT SUPER TWIN ROTATION**  
EXHIBIT BIG BRONCO KEENEY ELECTRIC CIGARETTE MACHINE  
KEENEY HI-SCORE BOWLER

**WRITE-WIRE-CALL**  
**REDD DISTRIBUTING CO., INC.**  
208 LINCOLN STREET  
ALLSTON 24, MASS. AL 4-0440  
BALLY-UNITED KEENEY-EXHIBIT

FIRST PRIZE!

Exhibit's SUPER TWIN ROTATION

Exclusive for Exhibit in N. Illinois, eastern Iowa and N. W. Indiana.

SHUFFLE GAMES NEW KEENEY SUPER DELUXE LEAGUE BOWLER HIGH SCORE LEAGUE BOWLER

"First-Conditioned" & Restored

Genuine Famous Toys Installed on Limited & Keeneey Games—\$15.00 Extra.

UNIVERSAL DELUXE 4 PLAYER \$339 3 PLAYER \$299 2 PLAYER \$269

SHUFFLE CHAMP \$79 SHUFFLE BOWLER \$79 SHUFFLE SLUGGER \$79 SHUFFLE EXPRESS \$69 SHUFFLE ALLEY \$79

BALLY SHUFFLE LINE \$115 SHUFFLE CHAMP \$79 SPEED BOWLER \$79 SHUFFLE BOWLER \$79

UNIVERSAL MI SCORE BOWLER \$145 SUPER TWIN BOWLER \$49 TWIN BOWLER \$49

KEENEY DE LUXE LEAGUE BOWLER \$296 LEAGUE BOWLER \$149

CHICAGO COIN SIX PLAYER \$295 HOUR BASEBALL \$39

WILLIAMS DE LUXE BOWLER \$69 TWIN SHUFFLES \$69

PREMIUMS WRITE FOR OUR NEW WHOLESALE GIFT CATALOG 100 Pages in Color



CATCH THOSE BIG LOCATIONS WITH CHOICE NEW AND RECONDITIONED GAMES FROM FIRST DISTRIBUTORS!

BINGO 5 BALLS

NEW Bally PALM BEACH United States

"First-Conditioned" BALLY ATLANTIC CITY \$485 SPOT LIGHT \$395 4 Player LEAGUE BOWLER \$295 CONEY ISLAND BRIGHT LIGHTS \$395

UNITED BOLERO \$315 ASC \$195

KEENEY "LITE-A-LINE" \$175

ARCADE

Exhibit's Double Horse BIG BRONCO

"First-Conditioned" CHI COIN 4 PLAYER DERRY \$1,500

SEABURG SHOOT THE BEAR \$375 EXHIBIT SIX SHOOTER \$199

TELUGUE \$199 KEENEY AIR RAIDER \$195 CHI COIN PISTOL \$118

CHICKEN SHAM \$146 TEAM HOCKEY \$76

C. COIN GOALS \$76 E. DALE GUN \$65

W. DALE GUN \$65 R. DALE GUN \$65 CHI. COIN HOCKEY \$69

KEENEY LEAGUER \$49 EXHIBIT HI BALL \$45

OP GLIDER \$39 KICKER & KATCHER \$249

ABY TARGET \$119 COMBIE CRIBBER \$19 BLUE BONNET \$15

CIRCUS FLIPPER \$15

ONE BALLS TURP KING \$175

CHAMPION \$86

CITATION \$75

GOLD CUP \$65

JOCKEY SPECIAL \$45

SPECIAL ENTRY \$31

CONVERSIONS

KEENEY SHUFFLE BOARD ATTACHMENTS 4 Player LEAGUE BOWLER \$295 3 Player BOWLING CHAMP \$95

CLOSE OUT! 50% OFF!

5" James PIN CONVERTOR 1000 Marv. TWIN BOWLER. Originally \$295. Now \$14.75 Limited Quantities

SPECIAL OF THE WEEK

Williams DOUBLE HEADER Recently \$75 Now \$35 Completely Reconditioned

ONE WEEK ONLY

Offer expires Sept. 8

VENDING

Keeneey's Electric CIGARET MACHINE

"The Pack You Don't Buy" MINTY POP. Watch Candy King. \$145

WANTED

Chi. Coin BOWLING ALLEYS Blue or green cabinets—original models with original glass.

Any Quantity MIDGE MOVIES original model

FIRST DISTRIBUTORS Joe Klina & Wally Fiske 3250 W. North Avenue Chicago 22, Illinois Dickens 2-0500

Record Reviews

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

Continued from page 39

HOT JAZZ Record Reviews

FLIP PHILLIPS SEXTET WHAT IS THIS THING CALLED LOVE 80-82-80-78

IF I HAD YOU 80-82-80-78 Dixie songs with Keeneey's Super Sound

THE WILES DAVIS SEXTET DEAR OLD STOCKHOLM 71-73-71-71

ILLINOIS JACQUET ORK SWINGING HOME 75-80-72-74

ROY EDLBRIDGE ORK THE RHYTHM OF THE ELEPHANT 67-70-65-67

MARK SNOW-THE JORDANAIRENS JESUS WEPT 83-83-83-85

SONS OF CALVARY SHINE ON ME 78-78-78-78

THE HARMONIERS QUARTET SOON WE'LL BE GOING 77-77-77-77

JAMES AND MARTHA CARSON HE WILL SET YOUR FIELDS ON FIRE 73-73-73-73

THE SOUTHERN RAMBLERS LITTLE CABIN DOOR 45-45-45-45

ARCADIE and Location Equipment Electronic Sensation SUPER TWIN ROTATION

SET-SHOT BASKETBALL Fertuno Talking and Coin-Feeding Machines

HIRE MURVEY 577 Tenth Ave. (at 42nd St.) New York 10, N.Y. Blument 9-6677

COBRA CARTRIDGES Original and Restored, 75¢ each

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 0-39 POOR

READY FOR LOCATION!

BRIGHT SPOT \$340.00 NIGHT LIGHT 269.50 SPOT-LIGHT 369.50

NEW Palm Beach-Long Beach-Big Hit-Super Twin Rotation-Shipman Stamp Vender-Musical Bookies.

ACME-INTERNATIONAL DISTRIBUTORS Phone: WMHakal 3-0813, Ivy Over 2027 N. Halsted St. Chicago 14, Ill.

GENCO'S "400" UPRIGHT CONSOLE BINGO GAME EXCLUSIVE ORIGINAL DESIGN UP TO 540 RELAYS! ABSOLUTELY TROUBLE-FREE

MAKE YOUR SELECTION FROM DAVIS GUARANTEED RELIABLE PHONOGRAPHS

Phonographs listed below are complete and in good working order at the low prices listed below. They may also be purchased reconditioned and refinished with \*Davis 6 Point Guarantee for \$35 additional per machine.

Table with columns for SEEBURG, WURLITZER, and ROCK-OLA models and prices.

\* Davis 6 Point Guarantee 1. Mechanism Overhauled 2. Worn Parts Replaced

WALL BOX SPECIALS Wurlitzer 3020, Sc. 10c, 25c. Reconditioned \$29.50

DAVIS DISTRIBUTING CORP. SEEBURG Factory Distributors 738 ERIE BLVD. EAST-SYRACUSE, N.Y. PHONE 5-5194

ELECTRIC SCOREBOARDS Two-faced—adjustable for all boards. Chrome tube supports.

PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUMPER 8-9814 CHICAGO 18, ILL.

FALL BARGAINS AT PURVEYOR

SHUFFLEBOARDS SPECIAL WRITE SHUFFLE GAMES CHICAGO COIN \$285.00

PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUMPER 8-9814 CHICAGO 18, ILL.

A NEW EVANS' PROFIT STIMULATING COUNTER GAME!

JUNIBO PIN GAME WIN Place Show WIN Place Show

JUMBO SWEEPSTAKES NOT COIN OPERATED TAX FREE NO LICENSE REQUIRED



BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

BETTER BUY from BANNER

NEW UNITED STARS

IMMEDIATE DELIVERY WRITE-WIRE-PHONE

USED

ARCANE EQUIPMENT NEW

Auto Photo Write Seal Pool (Coin Operated) 100

Exhibit BIG BRONCO Write

USED

Auto Photo Write Ball-A-Score 5190

PIN GAMES

Blue Stars 40 Bowling Champs 60

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

NEW

BANNER'S Original Match-A-Score (Novelty Play) \$170

UNITED Star Shuffle Alley Immediate Delivery Write

BANNER'S ORIGINAL MATCH-A-SCORE Novelty Play \$170

VENDING

Bradley Carbonated DRINK VENDOR 2-Flavor, 1000 Cup Capacity \$490

MUSIC

AMI DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

BANNER SPECIALTY COMPANY

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700

Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

Endorsing only the very best since 1917

WATCH for IMPORTANT ANNOUNCEMENT on the

greatest MATCHING CONVERSION UNIT for your SHUFFLE ALLEYS

We are now in production on a Shuffle Alley Conversion Unit which all tests prove the best on the market.

Terrific Play Stimulator

Installed in Minutes On Location

For advance details phone-wire-write KINGS AMUSEMENT COMPANY

1505 Coney Island Ave., Brooklyn 30, N. Y. ESplanade 7-0787

WANTED FOR CASH

20 AMI MODEL A—IMMEDIATELY Speedy Mechanical Condition and Appearance

PHONOGRAPHS Rock-Ola 1422 \$140.00

RECONDITIONED ARCADE EQUIPMENT Seaburg Shoot the Bear \$265.00

NEW GAMES IMMEDIATE SHIPMENT Cottlieb Happy Days

NATIONAL COIN MACHINE EXCHANGE 4111-13 DIVERSEY BLVD. Phone: Buckingham 1-5466 CHICAGO 14

GIVE to Conquer CANCER AMERICAN CANCER SOCIETY

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.

Table with columns: Issue of August 23, Issue of August 16, Issue of August 9, Issue of August 2. Rows include various machine models like Bowling Alley, Shuffle Alley, etc.

All the news of your industry every week in The Billboard . . .

SUBSCRIBE TODAY . . . see page 3 for rates

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Sorry, we are completely sold out on

**HAPPY DAYS**

Too little and too late . . . we couldn't make enough . . . and if you missed this winner . . . you were definitely too late! Order early to assure delivery on our next game.



1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

**LET YOUR POCKETBOOK AND YOUR "PROFIT-BOOK" TELL YOU WHY IT'S SMART TO DO BUSINESS with LONDON!**

|                            |              |                              |            |
|----------------------------|--------------|------------------------------|------------|
| <b>SHUFFLE GAMES</b>       |              | <b>TAKE YOUR CHOICE</b>      |            |
| Shuffle Express            | \$49.50 EACH | Ten Pin                      | \$24.50 EA |
| Chicago Coin Bowling Alley |              | Shuffle Alley Bowling League |            |
| Universal Twin Bowling     |              | Pin Ball                     |            |
| Deluxe Bowler              |              | Shuffle Bowler               |            |
| Speed Bowler               |              | Twin Shuffle                 |            |
| <b>USED</b>                |              | <b>NEW GAME SPECIALS</b>     |            |
| Oslo Gun                   | \$49.50      | Tractors                     | WB15E      |
| All Star Baseball          | 19.50        | Shoe 'N' Be                  |            |
| <b>NEW LOW PRICES!</b>     |              | <b>FIVE-BALLS</b>            |            |
| Cinderella                 | \$29.50      | Monterrey                    | \$39.50    |
| Black Gate                 | \$9.50       | Summerama                    | \$9.50     |
| Samurai                    | \$9.50       | Virginia                     | \$9.50     |
| Wisconsin                  | \$9.50       | Tennessee                    | \$9.50     |
| Triple Action              | \$9.50       | Dallas                       | \$9.50     |
| Merry Widow                | \$9.50       | Maryland                     | \$9.50     |
| Screw Ball                 | \$9.50       | Lucky Timing                 | \$9.50     |
| Trade Winds                | \$9.50       | Rondavyde                    | \$9.50     |
| Spin Ball                  | \$9.50       | Major League Base            | \$9.50     |
| Crazy Ball                 | \$9.50       | Ball                         | \$9.50     |
| Catalina                   | \$9.50       | Mean Glow                    | \$9.50     |
| Sherry                     | \$9.50       | Arkansas                     | \$9.50     |
| Dev-Wa-Ditty               | \$9.50       | El Paso                      | \$9.50     |
|                            |              | <b>NEW LOW PRICES!</b>       |            |
|                            |              | Camel Caravan                | \$49.50    |
|                            |              | Three Feathers               | \$9.50     |
|                            |              | Fighting Power               | \$9.50     |
|                            |              | Champion                     | \$9.50     |
|                            |              | Samba                        | \$9.50     |
|                            |              | Mercato                      | \$9.50     |
|                            |              | Swanee                       | \$9.50     |
|                            |              | Alfie in Wonderland          | \$9.50     |
|                            |              | Land                         | \$9.50     |
|                            |              | Lady Robin Hood              | \$9.50     |
|                            |              | Mummy Dumpty                 | \$9.50     |
|                            |              | Telecard                     | \$9.50     |
|                            |              | HW Parade                    | \$9.50     |

TERMS: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

**S. L. London Music Co., Inc.**  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
2605-7 MENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

**CLOSEOUT**  
Seeburg '46 ..... \$ 99.50  
Seeburg '47 ..... 139.50  
Rock-Ola '49 and '50 ..... 295.00  
(Like New)  
Seeburg Wall Boxes ..... 22.50  
(Brand New)  
Packard Wall Boxes ..... 5.95  
1/3 with order, balance C.O.D.  
**WIRE•PHONE•WRITE**

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Co. Pa.  
855' N. BROAD STREET PHILA. 27, PA.  
PHONE: STEVENSON 2-2903

**CLOSEOUT!**  
**UNIVERSAL WINNER**  
Brand New Original case \$225  
Lots of 5, \$200 each  
**LATE 5-BALLS**  
Thoroughly Reconditioned.  
Grossroads \$219.50 | Olympia \$195.00  
Hit & Run 199.50 | Slugfest .. 185.00  
1/3 Cash With Order, Balance C.O.D.  
Write for Complete Price List.  
**GENERAL VENDING SALES CORP.**  
237-245 W. Biddle St., Baltimore 1, Md.

IT'S NEW... IT'S DIFFERENT...  
**It's THE Coin Machine of Tomorrow!**  
GENCO'S  
**"400"**  
**UPRIGHT CONSOLE BINGO GAME**  
NOTHING LIKE IT FOR FLASH JOE CLASS - FOR EXTRA TAKE!  
**EXCLUSIVE ORIGINAL DESIGN**  
UP TO 540 RELAYS!  
DOZENS OF WINNING COMBINATIONS!  
**ABSOLUTELY TROUBLE-FREE**  
PROVED BY 3 MONTHS ON ACTUAL TEST LOCATIONS!  
**SPECIAL SKILL CONTROL**  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!  
FASTEST-PLAYING, BIGGEST PAYING GAME IN COIN MACHINE HISTORY  
**Southern Automatic Music Co.**  
735 S. BROOK STREET LOUISVILLE 3 KENTUCKY  
**SPACE-SAVING DESIGN**  
Takes only 1/3 the space of conventional game, 24" wide, 17" deep, 64" high. Price-Write-Phone-Telex!

WHAT'S NEW IN COIN MACHINES?  
WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.  
Yes! Please send me The Billboard for one year at \$10.  
Check here for trial subscription of 12 weeks at \$3.  
Foreign rates upon request.

Name ..... 621  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**BRIGHT LIGHT** ..... \$274.50  
**BRIGHT SPOT** ..... 339.50  
**ONEY ISLAND** ..... 549.50  
**SPOT LIGHT** ..... 539.50  
**TURF KINGS** ..... 119.50  
1/3 Cash, Balance Slight Draft.  
**KRAVIER DIST. CO.**  
729 Camp St. New Orleans, La.  
Tel: Tulane 8750

**LOOK!**

|                            |          |
|----------------------------|----------|
| AMI Model A                | \$274.50 |
| Kesney 4 Player For You    | 174.50   |
| United Single Player Super | 33.00    |
| Wm. Double Header          | 51.50    |
| Wilton-Gay Records         | 99.50    |
| 225 Wier Wall Boxes        | 23.50    |
| Chico 4 Player Derby       | 299.50   |
| Dr. Silver Bullets         | 714.50   |
| Billy My Roll              | 29.50    |

1/3 deposit with order.  
**GILSHEN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

**Brand New!**  
**Buckley CRISS-CROSS JACKPOT BELLS**  
5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

**BUCKLEY WALL AND BAR MUSIC BOXES** ..... 5c or 10c Play

**Buckley Manufacturing Co.**  
6323 W. Lake St. Chicago 26, Ill.

GIVE TO DAMON RUNYON CANCER FUND







**Terrific APPEAL = Great DEMAND = FULL PRODUCTION ON THE 2 TOP BOWLING GAMES TODAY!**



**6**

**PLAYER**

*Chicago Coin's*  
**10<sup>th</sup> FRAME BOWLER**

NOW **YOU** CAN  
**"TURKEY OUT"**

**"JUST LIKE" REGULATION BOWLING**



A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.  
A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

**NO MORE "ONE-SIDED" SCORES**

SIZE 8 FT. x 2 FT. GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

- Features*
- HIGH SCORE OF THE WEEK
  - INDIVIDUAL SCORE DRUMS
  - 7-10 SPLIT PICKUP
  - JUMBO "FLY-AWAY" PINS
  - FORMICA PLAYFIELD
  - REBOUND 20-30 SCORING

*Chicago Coin's*  
**6 PLAYER MATCH BOWLER**

*Sensational "2-WAY" MATCHING FEATURE*

- 1. MATCH A NUMBER
- 2. MATCH A STAR

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

**for better buys buy McGinnis**

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

|                       |                        |                        |
|-----------------------|------------------------|------------------------|
| Camel Caravan \$65.00 | Golden Gloves \$100.00 | Knockouts \$100.00     |
| Thrill \$35.00        | Puncher \$80.00        | Harvest Time \$80.00   |
| Cyclone \$35.00       | Winners \$80.00        | Oliver \$115.00        |
| Champion (CC) \$75.00 | Life-A-Lines \$100.00  | Pinky \$100.00         |
| Citizens \$65.00      | Wife & Buns \$100.00   | Sharpsniper \$90.00    |
| Champion \$75.00      | Canada \$50.00         | Sharpsniper \$90.00    |
| Bowling Champ \$75.00 | Romber \$90.00         | Double shuffle \$90.00 |

**BOWLING GAMES**

Keeney League Bowler \$150.00    Keeney Big League Bowler \$190.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

Keeney Electric Cigarette Vender  
Keeney Refrigerated Sandwich Machine  
Keeney Deluxe 6-Way Bowler    Keeney 6-Way Bowler  
Keeney 4-Way McGinnis Bowler    Keeney Television  
KEENEY FLYING BULLETS    Palm Beach—Stars—Big MB

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1300

**MANUFACTURER WANTED "CHICKIE-PIN"**

The newly patented Bowling Alley—nothing like it has ever been in the market. The only mechanism is its Coin-Control—18x36 inches in size. Inventor

**JOS. L. HAUFLEIRE**  
919 W. 68th St., Chicago 21, Ill.

**MECHANIC WANTED**

Music and Bingo Machines mostly. Top wages. Married men preferred.

**BOX D-238**  
The Billboard, Cincinnati 22, Ohio

|   |  |                             |
|---|--|-----------------------------|
| <b>SHUFFLEBOARDS, ETC.</b>                | <b>NEW 22" SHUFFLEBOARD,</b>               | <b>C.C. Sally</b> \$99.00   |
| Electric Scoreboards Overhead, 15-21 pins | Maple Top, Complete, Crated ..... \$169.50 | Keeney 6-Way Bowler \$99.00 |
| Harvest Time \$125.00                     |  | C.C. Casino \$99.00         |
| 10-31-66 pins \$125.00                    |  | Winn. Rainbow \$75.00       |
| and 18-31 \$95.00 ea. 90 pins             |  | Ex. Swerve \$65.00          |
|   |  | Ex. Canada \$75.00          |
|   |  | Genie Mercury \$65.00       |
|   |  | Genie Big Top \$65.00       |
|   |  | Genie 1-2-3 \$65.00         |
|   |  |                             |
|   |  | <b>BINGO GAMES</b>          |
|   |  | 3 Star \$159.00             |
|   |  | Leader \$75.00              |
|   |  | Bright Lights \$90.00       |
|   |  | Bright Spot \$65.00         |
|   |  | Genie \$65.00               |

**MID-STATE COMPANY**  
1249 Milwaukee Ave. Tel: Dickens 2-3666 Chicago 47, Ill.

Your ticket to **SALES RESULTS—**  
the advertising columns of **THE BILLBOARD!**

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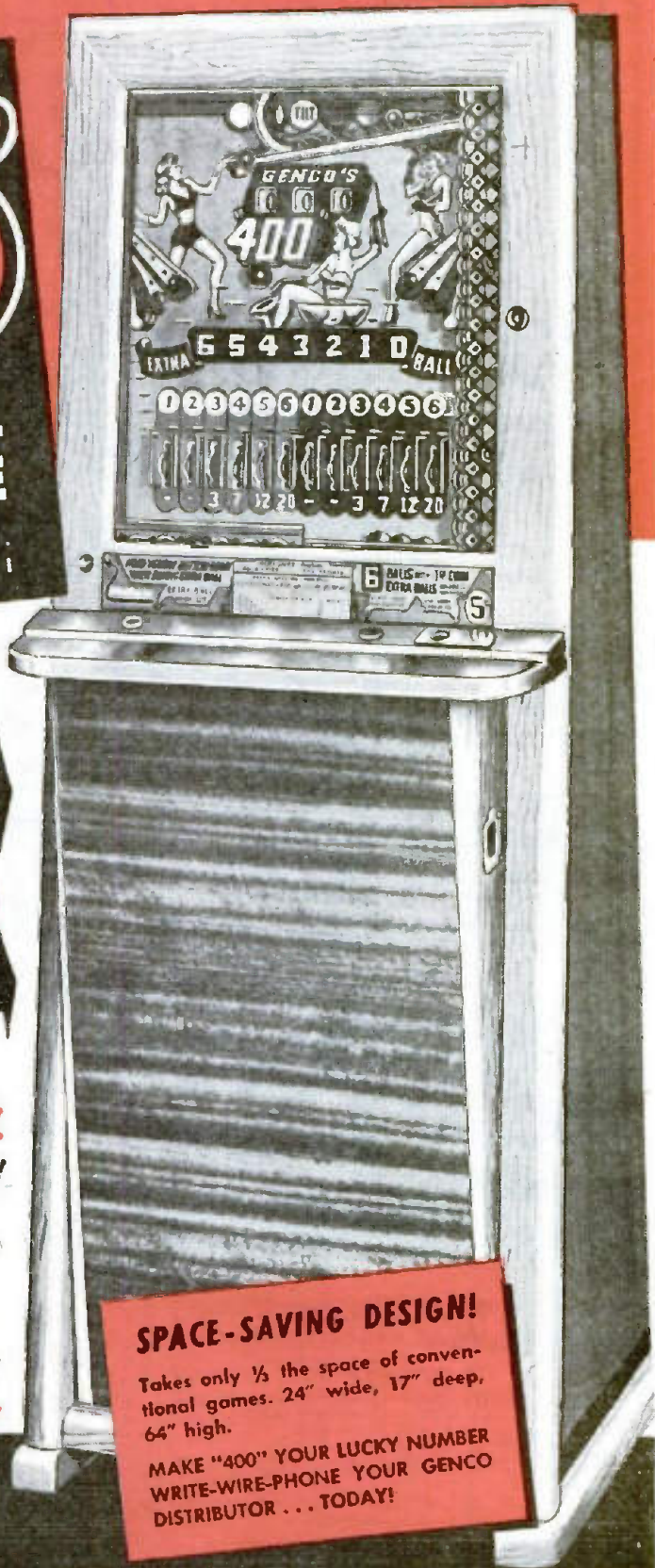
IT'S NEW . . . IT'S DIFFERENT . . . IT'S  
**THE Coin Machine of Tomorrow!**

GENCO'S FLASHY,  
 FANCY, FASCINATING

# 400

**UPRIGHT CONSOLE  
 BINGO GAME**

NOTHING LIKE IT FOR FLASH . . .  
 FOR CLASS . . . FOR EXTRA TAKE!



**EXCLUSIVE ORIGINAL DESIGN**

**UP TO 540 REPLAYS!**  
 DOZENS OF WINNING COMBINATIONS!

**ABSOLUTELY TROUBLE-FREE!**  
 PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS!

**FASTEST-PLAYING, BIGGEST-PAYING**  
 GAME IN COIN MACHINE HISTORY

**SPECIAL SKILL CONTROL**  
 KEEPS 'EM PLAYING! KEEPS 'EM PAYING!

- UP TO 20 REPLAYS for 1 to 6 combinations
- 120 REPLAYS for 1 to 6 in line combination with first coin
- EXTRA BALL for Each EXTRA COIN
- 700 BONUS REPLAYS for perfect game
- UP TO 12 BALLS PER GAME—6 balls on first coin—6 extra balls for 6 EXTRA COINS

**ADDS TO THE PLAY—ADDS TO YOUR PAY**

# GENCO

2621 NORTH ASHLAND AVE. · CHICAGO 14, ILL.

**SPACE-SAVING DESIGN!**  
 Takes only 1/3 the space of conventional games. 24" wide, 17" deep, 64" high.  
 MAKE "400" YOUR LUCKY NUMBER  
 WRITE-WIRE-PHONE YOUR GENCO  
 DISTRIBUTOR . . . TODAY!

# Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally  
GREATEST MONEY-MAKER

IN THE

ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢  
A RIDE

## RETRACTABLE CASTERS

FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE

110 VOLT  
A. C.

RIDE THE CHAMPION 10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cowgirls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH  
See Page 88

**THE GAME THAT'S CHANGING AN INDUSTRY!**

# "Super TWIN ROTATION"

**THE ELECTRONIC SENSATION!**



**IMPRESSIVE! FUN! PROFITABLE!  
MYSTERIOUS! REALISTIC!**

If you have not yet ordered yours, do so at once! **TO-DAY!** Start getting your share of the profits from

**"SUPER TWIN ROTATION"**

the Electronic Sensation

**SEE HOW REALLY SENSATIONAL "SUPER TWIN ROTATION" IS! PLAY IT AT YOUR DISTRIBUTORS**

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

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1350 Howard St., San Francisco 3, Calif.  
**ALBERTA VENDING MACHINES, LTD.**  
109 Seventh Ave., E., Calgary, Alberta, Canada  
**ATLAS MUSIC CO.**  
221 Ninth St., Des Moines, Iowa  
**BANNER SPECIALTY CO.**  
1508 Fifth Ave., Pittsburgh, Pa.  
**BIRMINGHAM VENDING CO.**  
540 Second Ave., No., Birmingham Ala.  
**BORDER SUNSHINE NOVELTY CO.**  
2919 N. Fourth St., Albuquerque, N. M.  
**LYN BROWN CO.**  
1909 W. Pico Blvd., Los Angeles, Calif.  
**BUSH DISTRIBUTING CO.**  
285 N. W. 29th St., Miami, Fla.  
**BUSH DISTRIBUTING CO.**  
50 Riverside Ave., Jacksonville, Fla.

**CLEVELAND COIN MACHINE EXCH.**  
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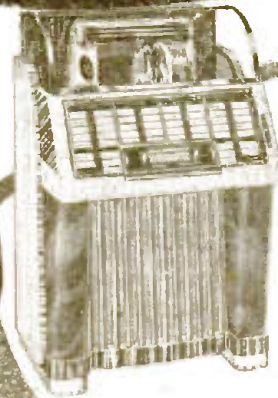
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