



The Billboard

SEPTEMBER 8, 1951  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

Radio Spree Sells Records Via Mail Order Operations

40 Face Red Quiz on Coast; Eight Missing

Number Expected To Co-Operate in Un-American Probe

HOLLYWOOD, Sept. 1.—Approximately 40 persons here will be called to testify before the House Un-American Activities Committee when hearings probing Communism in Hollywood open here September 17. This is in addition to eight who remain unsevered. While the U. S. marshal's office refused to reveal the identity of those who have received summonses, names of the eight persons were made available for publication in the hope that they will learn they're being sought for subpoenas. Those unsevered who could not be located include Leon Becker, John Miller, Norville Crutcher, Paul Trivers, John Wesley, George Tyne, Paul Perlin and Joe Losey.

Rep. Donald L. Jackson (Calif.), who will preside, said he expects.

(Continued on page 40)

CNE Six-Day Count Tops Million Mark

TORONTO, Sept. 1.—Attendance at the Canadian National Exhibition here hopped well above the million mark Thursday (30) when 181,000 boosted the count for the first six days to 1,140,000. The total was 11,000 better than the 1,129,000 tabulation for the corresponding period a year ago.

Four days showed increased attendance, while two showed decreases. The Friday (24) opening pulled 105,000, down 2,000 from 1950, and Saturday (25) racked up a 274,000 total, compared to 267,000 for the day last year. Monday (27) was Children's Day and Warriors' Day, and a new record.

(Continued on page 54)

Sarnoff Heads Drive For Freedom Crusade

NEW YORK, Sept. 1.—Brig. Gen. David Sarnoff has been appointed chairman of the 1951 Crusade for Freedom for Greater New York. It was announced by Gen. Lucius D. Clay national chairman of the crusade.

General Sarnoff will head a fund-raising and membership drive here to support the operation of Radio-Free Europe, beamed at the Communist-enslaved people behind the Iron Curtain. A further objective is the attainment of funds to establish a Radio-Free Asia, to do the same work in the Far East.

\$467 PER MINUTE

That's WPIX Price For Garden Sports

NEW YORK, Sept. 1.—WPIX, here, is asking \$640,000 or more from clients from the sale of rights to the 117 Madison Square Garden sports events to be televised over that station beginning in October. Station is willing to peddle the package, time and talent, to one bankroller or to cut it up between 14 different clients at \$47,398 each for sponsorship of 28 half-hour segments.

WPIX would receive \$663,572, were 14 advertisers to make themselves available for the tan-

dem style sponsorship deal contemplated. Each of the 14 therefore would pay \$1,823 per half-hour show, or \$467 per commercial minute.

On the schedule are 35 Ranger hockey games, 22 Knickerbocker pro basketball contests, five nights of the rodeo, six nights of the horse show, two nights of the dog show, 18 Rover hockey games, 20 college basketball games, and nine post-season tournament clashes of top basketball quintets. They will be televised on Saturdays, Sundays, Tuesdays, Wednesdays and Thursdays, and an occasional Monday. This season, however, no track events will be shown. The decision of the Garden not to allow the televising of track is believed to be the result of the poor track gates last season.

WPIX is said to have paid substantially more than \$500,000 for the 117 Garden attractions. Last year, its two major sponsors of the events at the arena were the local Chevrolet dealers and Webster Cigars. These undoubtedly will be pitched the deal first.

Jimmy Powers will handle play-by-play and commentary on all the games, assisted by specialists for the horse show, dog show and rodeo. The station will maintain a special studio at Madison Square Garden for commercials and announcements.

"Time" Buys Jap Special

NEW YORK, Sept. 1.—Time, Inc., this week signed to bankroll a full hour dramatic one-shot documentary on *Your Stake in Japan*, which will treat with the significance of Japan's role in world affairs. The show is set to air with the conclusion of the Japanese peace treaty next week.

Business, which was placed thru Young & Rubicam, will air via the TV network of the American Broadcasting Company from 10 to 11 p.m. next Friday (7).

CBS Radio to Sell One-Shots On Big-Time Night Programs

NEW YORK, Sept. 1.—Advertisers will now be able to purchase network radio time on a one-shot basis over the Columbia Broadcasting System instead of

assuming the 13-week contract standards in broadcasting. The blueprint to create a new pattern of radio sales is expected to accomplish two things: Revitalize the peddling of AM time, and reach out and attract a new class of sponsor. It is the initial contribution, in his new post, to radio sales of Howard Meighan, newly designated president of CBS radio.

The web is using as its well-baited lure Red Skelton. The name comic can be purchased on the entire network, except for a few markets already bought by Norge, for \$23,500 per half-hour show, including time and talent. The prospective bankroller thus is assured, according to a CBS presentation, of 91.4 per cent coverage, a name, and a prime time, Wednesday 9-9:30 p.m., preceding Bing Crosby. Besides all this, CBS has agreed to throw the impressive forces of its sales promotion department completely behind any purchase of a half-hour segment. It is understood that Skelton will only be the first of the programs to be offered to advertisers, but

Films or TV, "It's Movies"

HOLLYWOOD, Sept. 1.—Sid Rogell, first major studio production exec to invade the TV film field (former RKO Pictures production chief now Jerry Fairbanks Productions, exec veepee), finds movie making the same whether for TV or the theater. According to Rogell, same techniques used in making theatrical films when applied to tele films will result in top drawer product. He feels that the same component parts that go together in making a good theatrical film must be present be-

(Continued on page 6)

WEATHER NEWS: RADIO INFORMS WEATHERMAN

SALT LAKE CITY, Sept. 1.

—A special letter of appreciation from the U. S. Weather Bureau was earned for KSL here by engineer Curt Neilson. When a sudden violent storm blew up in the vicinity of KSL's towers, Neilson phoned the Weather Bureau from the KSL transmitter, located on the edge of the great salt desert several miles west of the city on the heavily traveled east-west air route. The Weather Bureau was able to get out warnings to planes approaching the Salt Lake airport, and to various airfields in the vicinity where planes parked out-of-doors needed tie-down protection. The course of major storms are forecast accurately by the Bureau, but unpredictable squalls of considerable violence often come up in the mountain areas during the hot months.

Vaude Lives, Moves Uptown

NEW YORK, Sept. 1.—The RKO Colonial, uptown at 62d and Broadway, may be the next theater to get the Palace shows of 10 acts and pictures if current plans go thru. The idea is cur-

(Continued on page 42)

Publishers and Diskeries Eye Rapid Growth

Spots, Shows on Local Outlets Are Mainstays of Idea

NEW YORK, Sept. 1.—Sales of records via radio has mushroomed and is now being carefully watched by both the diskery and publishing facets of the music business. Volume of business being done is a closely-guarded secret, but is known to be heavy, a fact which is indicated by the quick growth of competitive operators. Leaders in the field are the Mail Order Network, the Tops Diskery and Galgano, Inc., the latter a Chicago distributor who is credited with starting this type of mail order business about one year ago. A number of smaller operators have been querying Harry Fox, publishers' agent and trustee, for information relative to rates on tunes used in the disk packages.

The leasing operators are all doing a legitimate business, with publishers thus far apparently satisfied with royalty returns. The Mail Order Network, Tops and Galgano offer a package of four disks containing a total of 16 top

(Continued on page 14)

Venders Move Mags, Books

By IS HOROWITZ

NEW YORK, Sept. 1.—With *Reader's Digest* sufficiently encouraged by preliminary tests to map heavy expansion of its vending program, other efforts to further the sale of printed matter by mechanical means have suffered setbacks.

Cowles, publisher of the bantam picture weekly, *Quick*, has just abandoned earlier plans to extend coin merchandising trails, it was learned this week.

Reader's Digest, on the other hand, has definitely committed itself to more elaborate trials. The magazine has ordered a new batch of equipment from the manufacturer, the International Mutoscope Corporation. And these are due to

(Continued on page 74)

25 RADIO-TV REVIEWS HERE

NEW YORK, Sept. 1.—More than 25 new returning radio and television shows, kicking off the '51-'52 season, are reviewed in this issue. Many of these reviews are nestled in a new feature called *Capsule Comment* in the television-radio review pages this week.

See the NEW AMI MODEL "D" on Pages 80-81

Billboard Backstage

By JOE CSIDA

Like everyone else I always get a little bit of an extra beat out of books when they're topped by friends. Tallied last week by columnist's notebook about Doc Schindler's Vocabulary Guide, and comes in this week a good solid, workmanlike job of outlining by a pair of pals, Dick Puck, program director for WNET, and Jo Hansen, director of publicity for WJMG and Metro-Goldwyn-Mayer Radio Attractions.

Dick and Jo have the latest edition of their "Opportunities in Television in the Studio now. It's one of the occasional guidance manuals series and covers the newcomer's chances (and how to develop and improve them) in all phases of video. Acting, writing, directing, engineering, production, engineering sales and promotion, research, agencies, special events and news programming, etc. are all covered. It sells for a buck and contains a thousand times' worth that hidden to any newcomer interested in crashing the top gates.

Another friend who recently hit a pretty fair jackpot with a book that got critical raves in abundance is Maurice Zolotow. He's currently being billed as the Backstage Bowdler, and it's a tag he's well earned. Following countless excellent pieces in such top consumer papers as the Saturday Evening Post, Collier's, Cosmo and

Lord knows where-all, Maurice's latest book, aptly titled "There's No Magic In It," is a people piece, a fabulously entertaining job of telling tales about Tallul, Fred Allen and many other starbuck names.

Some 10,000 years ago, Maurice started as a cub reporter in The Billboard's Music Department. And even then he had an enchanting way with a word. A classic yarn around this shop to this day is the rib we pulled on Maurice in his earliest days here, when he did a rap review on a band-leader playing at Brooklyn hotel. The gag revolved about this band-leader's plans to sue The Billboard for a million-dollar libel because of Maurice's review.

Another old friend who did a book a while back on whom we've wanted to comment for some time is George Hamid, the No. 1 man of outdoor show business. George and his son, George Jr., did a book called Circus, which tells the almost unbelievable tale of George Sr.'s magnificent career, sometimes rather sad struggle to the top of the show business heap. If you want to read a real story about a real guy, get a copy of Hamid's Circus.

Of course, one of the most active in this book collection is the well-known Radio Corporation of America's Orrin Dunlap. I can't even keep

track of all the times Orrin's turned out about radio, television and his readers. And they're all good, solid works, too.

Another RCA guy who did a recent book, and a fine one, is the company's director of artists and repertoire, George Marek. He has a biography of Paulini, and a pip. George's RCA job is a fulltime proposition with a salary of \$7,000 he still turns out one of the best monthly music pieces for Good Housekeeping, and managed to do the Paulini job. How these fellows get the energy to perform these prodigious feats is a matter of amazement and a little bit of envy to me.

When I was a youngster, some 15 years ago, while working for The Billboard in 30 evenings and four week-ends, I turned out a mystery novel myself. A little item called Crime Is of the Essence. Today, weary and exhausted at the end of a measly six or seven hundred word business, I wonder how I kept it up. And think how nice it would be to write another book, but a good one, the great American novel, of course, but Salinger and Woolf and Shaw have little to worry about. Every guy who ever wrote more than 10 sentences in a row is going to do, over any old kind of novel, let alone a great one.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 1.—Capital Hill is gapping over some of the plumb proposals drawn by Voice of America jobholders abroad. Senate appropriations subcommittee denounced a married couple's salary of \$34,000 a year from Uncle Sam. In another typical case, a belated servant with a ready base pay of \$7,600 was found drawing nearly \$00 a year from the Treasury as a result of a dirty bunch of extra "extras" worth \$2,190 for junketing around Europe at rate \$16 a day plus everything he was collecting. Another "extra" was a separation allowance of \$2,337 yearly, because the fellow's wife didn't accompany him. That's not all. Sen. Pat McCarran's police committee has taken the chairmen of the Senate appropriations subcommittee, asked for an explanation from Edward Barrett, assistant secretary of state for public affairs. Barrett replied good-humoredly: "As someone said, they never dreamed a man would get paid for getting away from his wife."

Congressional Looksee:

Sheel Must At Gilt . . .

Look for Congress to vote some mild changes this month in new

economic controls law. However, bulk of revisions recently urged by President Truman will be turned down. Among the rejects will be proposed repeal of current prohibition on advertising in radio and TV. These prices, which include TV-radio ad rates. . . There's an unpublished joker in Capital Hill's current plan to adjourn October 1. Commission on universal military training is due to submit a report to Congress by October 2 and Capitol Hill is pledged to act within 30 days on commission's recommendations. Library of Congress' collection of street music, the biggest in the world, just got an important addition from Jack H. Salzbill, movie producer, associated with Shubert-Manning-Productions. Hollywood Studio City gave the Library his private collection of several hundred pieces of sheet music dating from the 1880's.

These Horses Never Had It So Good . . .

Producers of Faith of Our Fathers, symphonic drama which is completing a successful season here, are chuckling over the contributions of two of the most fishy members of the cast of "The Pair," a couple of show horses

from Chicago, night after night drew some of the heartiest applause and laughs. They also drew some of the faintest pay. The hackney saying these chief chore was pulling George Washington's barouche across the stage, earned \$300 a week for themselves and their groom, compared with \$35 for the "average" walk-on trouper in the cast.

Maybe This Will Help To Save Some Guys . . .

Clerks at Federal Communications Commission are chewing their fingernails as bribe on TV allocations pour in. Since FCC requires 50 copies of each brief, the growing pile-up threatens to push the staff out the windows. Some of the briefs, including data and exhibits, are running to hundreds of pages. TV legalists and engineers, besides, in addition to the printing bills, in addition to the 50 copies required by FCC, at least 30 more are needed for distribution among the engineering fraternity. Wisecracked one engineer, leaning on a ceiling-high stack ready for distribution. "Now that I'm in the printing business, I wonder if FCC will let me sell ad for the back cover?"

Star Caravan To Roll, Tho Hadacol's Sold

Mightiest Medicine Show in History to Cover 46 Date Run

CHICAGO, Sept. 1.—The Sen. Dudley LeBlanc has sold his Hadacol vitamin formula firm to Maxwell Maltz, chief of the Tobey-Harris Foundation, New York. The Hadacol All-Star Caravan, currently in the midst of its 1951 run, will be a part of the firm's multi-million dollar promotion and ad campaign for 1952.

LeBlanc, who remains with Hadacol at \$100,000 per year as sales and promotion chief, was reported elated over the latest crowds seeing the mightiest medicine show in history. Reps of the new ownership, it was learned, also viewed the recent one-night stops on the current junket and feel this type of promotion will be continued. Because of the 1950 edition's success, LeBlanc and his aid, George Dupuis, went from a 20-date tour to 46 dates for the 1951 itinerary (The Billboard, August 4).

Thus far the '51 show has worked only three cities that were included in the 1950 route. At Lafayette, La., the show drew 40,000 for two shows in one day, while 27,000 saw one show this year. At Montgomery, Ala., 37,000 saw one show this year, while 24,000 turned out last year. At Macon, Ga., the crowd jumped from 7,000 last year to 17,000 this year.

The remaining dates played thus far this year and not in last year tour include New Iberia, La., 18,000; August 18; Thibodaux, La., 20,000 (18); New Orleans, 10,000 in a driving rain (17); Hammond, La., 15,000; Mobile, Ala., 18,000 (20); Columbus, Ga., 28,000 (22); Atlanta, 10,900 (23); Augusta, Ga., 7,100 (25); Columbus, S. C., 4,000 in a townshite auditorium (26).

The biggest dates on the tour, it's felt, will be in four larger cities where LeBlanc has hyped the house cast with performances by one headliner. He has linked Jimmy Dean, who will bring Bertie to do one each, while Bob Hope will do two cities (The Billboard, September 1).

Suit News on Martin-Lewis

HOLLYWOOD, Sept. 1.—Joe Rosa, attorney for the defendants in the current Screen Associates suit against a flock of persons including Jimmy Dean, Martin and Jerry Lewis films, will file a deposition September 10, prior to filing an answer to the \$10 million damage suit. Rosa, vice president and secretary for York Pictures, one of the defendants, was deposed this week by the plaintiff's attorney.

Suit resulted over an interpretation of a provision of the contract between SA and Wallis-Hazan whereby each claims rights to a forthcoming M&L flicker. "We've held nothing back," Rosa told The Billboard, "and this whole affair will undoubtedly straighten out when brought to light."

London Dispatch

By LEAH VANCE

LONDON, Sept. 1.—Brave man is actor Eric Elliott, putting up \$14,000 of his money to take Shakespeare to the big screen. The State-owned British Council sent Elliott on a reconnaissance tour in India, to spot possibilities, and paid out \$3,400 for his expenses.

Elliott, who acted with Elizabeth Bergree in The Boy David, came back full of ideas, but the BBC shelved his plan for a full-scale theatrical company to tour India. Instead they sent a small group to give revivals.

That, said Elliott, is pitting a flea in the field an elephant. He promptly put up his \$14,000 and formed his own company, which "is a gamble worth taking. If I go bust, then I go bust. But if you don't, that's a chance sometimes you never get anywhere."

Scenery and costumes were bought from the Donald Wolfitt Company here for \$4,500. They will be away one year, "unless the Indians ask for an early longer."

BBC Is Walking

Political Tightrope . . .

The BBC walks a tightrope over politics. It is up to its ears in trouble now, but it really took off seven Persian announcers broadcasting on the BBC overseas who had been bitterly attacked in the Persian press for "traitorism."

It came after the Persians had commented on what is known here as the "British Invasion" placed by Persian-speaking Britons. Now they are back.

Says the BBC: "We just didn't want trouble."

Beach Resorts Question

'Festival' Publicity . . .

Now does the Festival of Britain want trouble. But they get it all the same. The Association of Health and Pleasure Resorts formed of seaside and holiday towns charged the festival committee with "misconduct."

(Continued on page 45)

Paris Peek

By ANNE MICHAELS

PARIS, Sept. 1.—There are quite a few trends to get before Paris will be back again. This is still a tourist city and intends to continue as such at least until the end of this month. Plans for the future come trickling in, but no one is quite sure when and how things will change.

Around the middle of the month Paris' theaters begin to reopen, mainly with the plays that were there during the last session. The new arrivals are Felix's Henri Bernheim, at his own theater the Ambigu-Comique; a new production of the Bouffes-Parisiens; Les Femmes at the Edouard VII; La Femme Trouble, by Roger Feril, at the Theater Michel; and a new play of Andre Roussin at the Nouveaux called When the Child Comes, bringing to an end the run of Les Femmes at the Ambigu-Comique. This play had been in Paris for so many years it had, by now, to be looked upon as a permanent fixture.

Gordon Heath Closes

'Abbey' Until Fall . . .

Gordon Heath is closing the Abbey for a week while he takes a vacation. In its own way this club is a sort of phenomenon in Paris. Of all the clubs that were begun here by American management, the Abbey is about the only one that has succeeded in keeping open under its original owners.

Perhaps the success of the Abbey can be accounted for more by the two proprietors than by anything else. Leo Payant and Gordon Heath along from 1930 until 1 a.m. American, English and French folk songs, during which time not a whisper is allowed in the room. Their customers sit on the stairs, the floor, the bar, four usually there are more people than actual tables and chairs. Over the period of years that the two Americans have run their left-back club the clientele has become more and more like a family, drawn

(Continued on page 45)

Picture Business

By LEE ZITTO

HOLLYWOOD, Sept. 1.—Exhibitors, long quaking at the rapid development of TV, are now beginning to look at the home entertainment medium with new respect. This time the feeling is not one which a would-be victim harbors toward a formidable foe, but a realization that the power which once was feared now has to be constructive. Early in the game when exhibitors started to blame TV for the declining box office, industry execs advised, "If you can't fight 'em join 'em." Exhibitors in those days were too busy hissing the TV villain to ask for his help. To start the ball rolling, studios filmed trailers especially aimed at TV and started to place them in their towns to boost the turnout. But the exhibitors were still not convinced.

To help sell exhibitors on the potency of TV, studios staged experimental test drives. Resulting upsurge in the b.o. amazed even the producers. A noteworthy example of that was the blanket town-station campaign tried locally on behalf of 311 Ocean Drive by Columbia Pictures. Results were so extraordinary, that many exhibitors throughout the country decided to try it on their own. Other studios tried spot market, tests with TV trailers and reported

similar exciting results to exhibitors.

Theatermen are beginning to recognize today's power and are now eager to harness it for their own advantage. Each week brings new reports of tale's success in boosting their turnout.

TV Plugs for Oboler's

'Till' Ring Bell . . .

This week TV again rang the b.o. bell. United Artists theatermen and Fred Stein landed late for delivering a record turnout to the Four Star Theater where Arch Oboler's 'Till is currently on the screen. To stir public interest, Stein had KTTV cover the film's premiere, showing various film clips who turned out for the event as well as the big first-night crowd. In addition, the film was plugged on tele thru video appearances by Oboler prior to the premiere. As a result, the first night's crowd was second only to the latest one pulled by Harniel, and is continuing on a high level.

Studies that formerly banned play appearances on TV are gradually softening the rule, especially in cases where exploitation is badly needed. With some exceptions, studios are now okaying star guestshots on TV, realizing the tele plug will pay off at the b.o. Picture studios such as Paramount

and Universal-International are now servicing TV stations with promotional material, in an effort to reap plugs on the new medium.

Kelton Deal for 10

Films an Example . . .

Indicative of the closer affiliation between theaters and TV is the usual tie-in deal made for 10 Alexander Korda films by Theatrical Trust. As reported earlier by The Billboard (August 23), the letters are being offered the Korda films with a ready-made TV station tie-in. Inquiries as the films will be shown on TV after they've exhausted their first-run theater b.o. stations that will eventually get the Korda films in such market will plug the films prior and during the theater play dates. TV stations realize that the more impressive the theater b.o. on a given film, the more valuable the picture will be when it plays the tele station. In the meantime, exhibitors enjoy all-out co-operation with the TV station. In plugging the film, TV stations are now a hitherto untapped asset of theater co-operation.

Exhibitors were quick to protest the participation of film attractions in TV plugs. Today, the same exhibitors are clamoring for plugs that feature top tele talent

Index

Burlesque	43
Carnival	46
Circus	57
Classified Ads	86
Coin Machines	73
Fairs and Expos	54
Final Curtain	48
General Outdoor	47
House of Ills.	22
Legitimate	22
Letter List	63
Magic	43
Merchandise	71
Music	16
Music Charts	23
Musee Machines	70
Night Clubs	48
Parks and Pleasure	70
Places and Pitches	43
Rinks-Arenas	45
Roadshow-Rep	46
Routes	51
Saleboards	71
TV-Radio	42
Vanderville	42
Vending Machines	74

Ballroom Ops May Get That Tax Exemption

WASHINGTON, Sept. 7.—The Senate Finance Committee late yesterday agreed to three major House-passed tax exemptions for the amusement industry. These are cabaret admissions tax exemptions for ballrooms and theater admission tax exemptions for public-supported symphonies and operas.

The committee's action, the not final, is expected to stand. If the exemptions remain in the committee's final report, their enactment is assured. The exemption to ballroom admissions tax is particularly important, and has been a subject of a running controversy for years. Ballroom operators have insisted that the exemption was intended in Congress' original law setting up the cabinet tax. The exemption applies to ballrooms serving only "incidental refreshments."

In other actions affecting amusement enterprises, the committee agreed to a House-passed provision for a penny hike in the present 7-cent-a-pack cigarette tax. The increase would expire December 31, 1953.

The Senate committee also approved a House provision to raise the present 5% annual tax on coin-operated slot machines to 25%. This would raise about a million a year.

In addition, the committee voted to impose a 10 per cent excise tax on the retail price of slot machines, cigars and pipe lighters. On these items the House had voted a 20 per cent tax.

Set Sales Higher, Disks in Decline

WASHINGTON, Sept. 7.—Yields from federal amusement taxes for July were evenly divided between gains and losses, according to latest figures compiled by Bureau of Internal Revenue. Competition among the licensees for the phonograph disk tax yield, which showed the first downward trend in almost a year. Shows signs were registered also in the tax yields from July theater and concert admissions, alcohol and coin-operated devices. But collections from the tax on radio-TV and phonograph sets continued to show heavy gains, a trend which has been uninterrupted in nearly a year. Also on the plus side were returns from taxes on cabaret and roof garden admissions, musical instruments and tobacco.

The July yield from the excise on radio sets, TV sets, phonos and record players soared to a total \$1,854,870, a gain of \$1,897,540 over the previous July. Returns from this tax alone are running (Continued on page 13)

FARM AND PAT TO "EGG AND I"

NEW YORK, Sept. 7.—Television this week was responsible for a real life switch when actress Patricia Kirkland was forced to move from her father's 10 1/2 acre plot back Kirkland's Bucks County farm into an apartment in the city as the result of getting the featured female role in "The Columbia Broadcasting System's new TV soap opera, 'The Key and I'."

The story line of Betty MacDonald's former best seller deals with a couple who move back farm to get away from city life.

Berlin Report

BERLIN Sept. 7.—As a show town, Berlin has lost most of its former glory. Most of the big artists have not returned, except for brief engagements, and those not always successful. The reason is obvious.

Berlin is governed by four powers—the U. S. S. R., Britain, France and the U. S. S. R. There are two different currencies, the West mark and the East mark. The city is divided into four sectors. The so-called East Sector, governed by the Communists' magistrate backed by Russian occupation troops, is separated from the Western sectors in more than one way. All businesses, including restaurants, suffer from these conditions.

Many of the formerly best theaters are located in the Soviet sector. They are under communist management and are considered "Show us the Red started. West Berliners, for the most part, don't patronize them.

In the Western zones, many of the best showplaces were bombed out during the war. Despite decent gains, remaining theaters run at a loss. Shows are held, but they can hardly keep up with customary subsidies, without which the theaters cannot stand.

The Hebbel Theater in West Berlin has been closed since May, and the job of the director is still vacant. The many of the leading managers were offered good salaries and a free hand. Emil Rameau, returning after 18 years in Hollywood and London, is the new manager of this city-owned theater. He and the Schumannpark Theater in Stiglitz, U. S. S. R. sector. Until 1933, Rameau was deputy director of State theaters in Berlin. Almost all theaters are currently closed, and out due to open until next month.

85% Berlin Performers Are Unemployed

Approximately 85 per cent of Berlin's performers are still unemployed. Under the auspices of the West Berlin magistrate, popular price performances are occasionally held at various public parks for their aid. Since the New Scala dropped its slick-flesh policy (Continued on page 13)

Highlight Reviews

TELEVISION

There's Still No Show Like KFO, And Tillstrom Boy's a Genius—Oh!

By JOE CRIDA

This 1951-'52 kick-off for Kuke indicates something which cannot possibly come as a surprise to televiewers. This time it's a show like KFO. The same artful whiny charm, warmth and wholesome good fun which doomed Don Tillstrom's little people and Fran Allison to the top of the late heap was as abundantly evident as ever on "Kuke and Fran" whether it's Kuke and Ollie describing a mysterious lady in black whom they encountered in their European travels, and suspected of being Beulah Wych; or Ollie lazing up things by answering the phone at Tillstrom's secretary to say he (Ollie) doesn't know what's on TV at the moment because they don't have a TV set; or Fran taking a home Apat to curl with her two friends; or Ollie vocalizing a hilarious hillbilly adaptation based on the French phrase, *Cherchez la femme*, the half hour is a sheer delight.

It's hard to say about anybody, but that Tillstrom character is a genius. The battery of big-time advertisers picking up the heavy time tab on Kuke will all get their money's worth and, equally important, so will the viewers.

Joe Crida

TELEVISION—Reviewed Monday (7), 7-12:30 p.m. EDT. Sponsored (this segment) by RCA Victor thru J. Walter Thompson. (Other sponsors: Tuesdays, Procter & Gamble thru Beston & Boutwell and Compton; Wednesdays, National Biscuit Company thru McCormick-Brickman, Johnson & Johnson, Friday, Procter & Gamble, etc. absent.) Via WBNI and NBC-TV. Producer, Beulah Zachary, Director, Lewis Gomella. Designer, Joseph Lockwood. Musical director, Jack Farnham. Cost. Bert Tillstrom, voice for all puppets, Fran Allison.

LEGITIMATE

Ginger's Stage Bow Is Heavy-Footed Plodding Thru Labored 'Love' Opus

By SIDNEY GOLLY

It is unfortunate that Ginger Rogers had to check this particular vehicle for her debut as a legit actress, as the opus is a dull, over-wordy conversation piece, with the most obvious of plots. Miss Rogers is, one star who has hitched herself to a wagon.

The yarn concerns a great actress who loses her current beau to her sister (also played by Miss Rogers) and to save face books onto a French diplomat, who accepts her proposal of marriage as a gesture of chivalry. Since the diplomat's personal physician was the actress' girlhood sweetheart,

it isn't hard to figure out the final pair-off.

Altogether, the author takes three acts and five scenes to tell his tale. The dialog is extremely labored, the comedy brittle, and the situations unreal. In fact, not a single character is believable, and motivation is completely lacking.

'Farrell has given the show a lavish production, and direction, in the main, is good. Miss Rogers' clothes will make female hearts flutter for many months.

But one unfortunate fact must be faced—Ginger Rogers is far out of her depth in a conversation

piece. The lack of action and the necessary timing required by such proceedings are too much of a handicap for a musical comedy-trained performer. There was no cutting room to remove the awkward delivery, the stilted gesture and the misread lines. The impression remains of a handsome, beautifully dressed woman reading back lines that she had previously (Continued on page 14)

"Love and Let Love" reviewed at the Alhambra Theater, 8th Avenue, Conn., Monday, August 27.

RADIO

Dateline Korea, Courage by Marines, Savvy by Sgts., Broadcast by Mutual

By SAM CHASE

This documentary was developed largely from tape recordings actually made on the battlefields of Korea by Marine Radio Correspondents. The contents of these men, heard above the din of battle, indicate more clearly than dozens of printed news stories the compound of fear, guts and exhaustion which makes up modern warfare. In this context it was gripping listening sense the men, and grinning and poetic interpolations which usually go into the radio documentary.

The show opened with recollections of services to marine dead in a South Korean rest area some three weeks ago. This served to

the spirit of the show, with tributes to portions of the services. But the real flesh was the latest reports of the battlefield correspondents on the actual fighting scene with a rest of the Marine First Division.

Fighting Scenes These included one take from Marine Sgt. Gene Olson, riding atop a tank as it approached its objective, then a later take as the marine was lying behind a wall while the troops were audibly exchanging fire, panting from the exertion of his sudden drop to cover. "I'm lying as flat and close to the ground as I can get with-

out digging a hole," he said emotionally.

The report from Staff Sgt. Thomas Flanagan was perhaps even more dramatic. It was aired in a succession of takes as Flanagan and the men he was with labored and fought their way up a hill. Half way up they went past their supporting artillery, with the big guns booming a little while later Flanagan reported that "we're pretty close now." (Continued on page 12)

"Dateline Korea" reviewed via Mutual Broadcasting System, Sunday night, August 26.

VAUDEVILLE

Mitchum Jams 'Em in and Scores Solid in Songs Yet! Murray Assists

By BILL SMITH

This is a long-run show. It had the jammed-house shrieking opening day from the first act to the last one. The one-day start of Robert Mitchum paid off handsomely. When he came on, it was a bedlam, the stage floor was lavished all day with autograph hounds. If Mitchum does as well on other personas, he may well become a new box office name who can actually deliver.

Despite his lack of stage savvy, Mitchum did a real job. His chat with Jan Murray was only fair. It was Murray's help that got Mitchum over the verbal hurdles. But if the big guy didn't handle lines too well, he did a fine job with a couple of songs. Using almost a song talk style, Mitchum belted out four numbers in a blues

session, demonstrating musicianship and a voice that was surprisingly good. The house went wild.

Jan Murray, loped out in long-legged fashion and devoted his first 10 minutes to virtually new material. He started off with a special based on the Happy Go Lucky, then into some Lucky Strike gas, segueing into a movie test routine which drew some of the biggest yells heard here since Martin and Lewis broke it up. It was apparent that Murray's stunts have improved his draw. The customers welcomed Murray, yanked it up, when he was on and paid off with more bonuses when he wound up.

Toot Arden also was in there with her big voice getting four

numbers to gratifying applause. After an offstage into she came on with "You're Smiling," followed with "Too Young, So Sorry and then "Lover." The gal has good stage poise and a sock singing style. But selling on voice alone isn't enough. She ought learn how to move.

The show started with Prydy and Day, comedy jugglers, who use a lot of talk in their act. The boy-girl team did a lot of excellent tricks. This, plus their talk, made them one of the best sight and (Continued on page 46)

Robert Mitchum and Jan Murray reviewed at the Paramount Theater, New York, Wednesday, August 29.

The Billboard

The Amusement Industry's Leading Authority
Founded 1894 by W. M. Donohoe
Publisher
Joseph C. Smith, Editor
L. C. Stephens, Editor
L. C. Stephens, Editor
L. C. Stephens, Editor

Review Index

Record Reviews	36
Classical Reviews	28
Legit Reviews	44
Night Club Reviews	62
Radio Reviews	10
Television Reviews	10
Vaudeville Reviews	43

Managers and Distributors:
W. M. Donohoe, 150 Broadway, New York 1, N. Y.
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DANNY KAYE



RICHARD WIDMARK



BETTY DAVIS



KIRK DOUGLAS



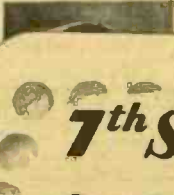
RAYMOND MASSEY



DOREE FOYE



HELEN HAYES



JANE WYATT



JOAN BENNETT



DONALD SINDEN



ELNORA CARNELL



KATHARINE CORNELL



JANE WYATT



GENE RAYMOND



GENE TIERNEY



REX HARRISON



DOROTHY MCGUIRE



BURGESS MEREDITH



CHARLES BOYER



JOSEPH COTTEN



VAN HEFLIN



ERIC POWELL



LISA PALMER



SARA RATHBONE



DOUGLAS FAIRBANKS, JR.



FRANCONI TONE



RAY INLAND



ELYSE POWELL

7th Season starts Sept. 9

U.S. STEEL HOUR

Theatre Guild on the Air

On September 9, another outstanding season of the U.S. Steel Hour gets under way. Among the top shows already scheduled are *The Glass Menagerie*, *Twentieth Century*, *The Sea Wolf*, *Pygmalion*, *Oliver Twist*, 1984.

The best plays... the best stars... for the best dramatic entertainment on radio. That's been standard since *Theatre Guild on the Air* began in 1945. No wonder the U. S. Steel Hour has become radio's most-honored show.

SUNDAYS 8:30 PM EDT.

NBC NETWORK

EDITORIAL

Catholic Plan No Threat

The National Council of Catholic Men is the latest group working toward building a system for classifying and rating television programming. This, from what could be learned of the plan via an article in the last issue of the organization's magazine, *Catholic Men*, would be developed, along the same lines as the Legion of Decency, which for years has rated motion pictures.

Movements of this type should give the industry little to worry about. If the industry itself sees good taste and judgment in its programming. The ribald kind of humor developed on some shows like the *Wagon My Line* episode last week, about the panel's effort to guess the occupation of a bad spring shaker; and many of the gory, tasteless bits on various third and blunder stanzas can give the industry a black eye. If the NCCM set-up, by its mere existence, helps eliminate some of the more laxest features of video programming, it will be a good thing for television.

Admen Scramble for Duane Jones Clients

NEW YORK, Sept. 8.—Advertising agencies here this week were in the midst of a concerted drive to wrest the remaining accounts away from the Duane Jones Agency which for the last few months has been split by internal dissension among its top personnel. Pierce's Proprietaries, Inc., already has selected a new agency, but has not announced its choice.

Three of the top account men at Duane Jones—Joseph Schneider, Joseph Beck and Paul Werner—have formed a new agency—Schrocker, Beck & Werner—and have taken Hudson Paper Towels, Manhattan Soap and Borden's Home and Instant Hot Chocolate with them. The C. F. Mueller Company, spaghetti and macaroni, also is expected to leave Duane Jones for the new agency.

Among the other accounts said to be considering new advertising affiliations are the Mennen Company, Martin Piremas and Hazel Blades, International Dairy, Klor-Patch, Tetter Tea, Pharmaco and Wescon Oil.

The story behind the schism in the agency is that for the last several years Duane Jones, chairman of the board, has played an increasingly inactive part in administering its business, also still retaining absolute control. Finally a group of top agency brass, many

of whom have since resigned or been discharged, came to him and offered to buy him out for about \$1,800,000.

The deal was considered set, but foundered when Jones asked that, in addition to the dough, he keep the reins of the agency by appointing a general manager with power to hire and fire. The explosive situation blew up when he returned, fired many of the contending factions, and named a new board of directors.

Urge Reopening Of FCC Probe in Richards Case

WASHINGTON, Sept. 8.—Legislators here this week (S) filed a memorandum and petition before Federal Communications Commission supporting the stand taken by FCC General Counsel Benedict Cottone against a trial examiner's disposing of the G. A. Richards case as closed because of the death of Richards. The memorandum urged the FCC to keep the record open on the case and determine on its merits the question of revocation of licenses of Richards' three stations—KMPG in Los Angeles, WJR in Detroit and WGAR in Cleveland.

The memorandum declared that abandonment of the proceeding now would leave the three stations in the hands of persons whose integrity and integrity have been, to say the least, seriously challenged.

WSNY FCC Case In New Phase On Nelson Plea

WASHINGTON, Sept. 8.—After the general counsel of the Federal Communications Commission has taken the position that Winslow P. Leighton is on evidence presented by the FCC, until he operates a legally legal procedure, General R. Nelson has asked FCC to permit Leighton to continue operating WSNY, Schenectady, N. Y. Nelson's plea was made during his appearance before FCC in his own behalf during proceedings on the case, and was based on his disclosure that he had agreed to a settlement with Leighton.

Nelson said he wished to withdraw his case and make a settlement despite his confidence in ultimate legal victory, because he could not extend the extended litigation which would cause the station to be sold. Nelson said that Leighton was utilizing a battery of attorneys at station expense, while he, Nelson, was unable to afford the time and money which would result from legal delays Leighton could institute.

The case is based on Nelson's contention that Leighton, his former partner at WSNY, acquired control of a majority of the outlet's stock while Nelson and his family were vacationing in Florida. Upon his return, Nelson said, he found he was without a position in what had been a jointly owned and operated venture. Legal proceedings also concern whether stock transfer necessitates FCC action, with Leighton's attorneys contending that Leighton control of the station. Leighton currently is operating WSNY under a temporary license.

CBS-TV Seeks Stafford Sub

NEW YORK, Sept. 8.—The attempt of the Columbia Broadcasting System's video programming department to build an hour daytime strip around Jo Stafford collapsed this week when the singer, deciding she would rather stay on the Coast CBS-TV, however, has not given up the search, and currently is looking at female prospects.

Program would be a variety stanza aimed at female viewers. CBS-TV's intention is to duplicate the success already garnered by the National Broadcasting Company with the Kate Smith show in the afternoons.

Swayze Quits, Gribbin Is In

NEW YORK, Sept. 8.—John Swayze, head of the radio and TV commercial department of Young & Rubicam, resigned this week. His position is being filled by George Gribbin, whose newly appointed assistant is William Colahan.

The Swayze resignation is an aftermath of the recent agency difficulty with several of its accounts whose TV shows didn't produce.

CBS Radio to Sell One-Shots On Big-Time Night Programs

Continued from page 1

project radio into serious competition with magazine advertisers' special appropriations. A one-page insert in *Life*, magazine, for example, costs more than the CBS charge. Prospective clients who run campaigns are expected to find the network offer especially inducive.

The scheme is instantly related to saturation advertising on radio first started by Ford in 1950. In conflict with the presentation of its new styles that year, the car manufacturer bought single shows on several different networks for several weeks. Wright

and General MTA, among others, later followed suit.

The National Broadcasting Company's tandem plan, which CBS only recently has copied, is another of the new sales departures in revive lagging radio sales. CBS, however, does not look with favor upon tandem because of its

cross-planning, a process NBC nevertheless found the idea met with advertiser approval, and thus CBS inaugurated its own multi-show selling plan. The American Broadcasting Company also followed the NBC example and calls its own tandem sales procedure a "pyramid" plan.

NBC Affiliate Brass Button Lips on Meet

NEW YORK, Sept. 8.—A prominent science bug in the program of this week's sessions at Washington's Country Club of the economic study group of National Broadcasting Company affiliates. The meetings, which wound up after a week-long wrestle with various problems of web-affiliate relationships, found the key excess who attended it tight-lipped and in anything but a jovial mood. It is understood that there was far from unanimity of opinion on many of the crucial questions, from which major policy moves are expected in the next couple of weeks.

Among those attending were C. Robert Thompson, of WBBM, Buffalo; Harry Bannister, of WJZ, Detroit; Ted Con, of WHBQ, New York; and Jack Harris, of KPBC, Houston, who chaired the proceedings.

ABC Signs Two Sponsors for "Stop Music"

NEW YORK, Sept. 8.—Within a couple of hours after Admiral Radio decided to drop its 30-minute portion of *Stop the Music*, the American Broadcasting Company had signed two new backbones to alternate in the TV period. Hazel Bishop lipstick and the Prom and White Hair divisions of Gillette ink are expected to take turn in the 8 to 8:30 p.m. slot Thursday.

Business for Prom and White Hair, which fell off November 7, was placed thru Fops, Cose & Beeding. Business for Hazel Bishop which starts December 8, came thru Raymond Specter.

Arnold May Drop 'Life Begins at 80'

NEW YORK, Sept. 8.—Arnold Bronck, which bankrolls *Life Begins at Eighty* part of the American Broadcasting Company video network, this week was reported on the verge of dropping the show.

Life airs at 9:30 p.m., Tuesdays.

Mutual Splurges on New Program Plan

NEW YORK, Sept. 8.—The Mutual Broadcasting System has earmarked a hefty amount of money for an ambitious programming schedule this fall, marking the first time the web has really splurged on a program project.

New programming format, designed by Mutual's Program Director, Joseph Feinschtrub, is based on MBS's TV-resistant mid-size-news-and-drama formula, plus a couple of special sales gimmicks. Later include a scheme to shape up co-op shows into nationally sponsored shows, and to possible multiple sales plan, similar to the tandem and pyramid set-ups of other networks.

In line with this, Mutual is moving a nighttime mid-size news-decision series, *Take a Number*, into the 10:30-10:45 a.m. time period October 1, and is making it available to its affiliates as a co-op program. Heretofore, networks have been wary of burning a network show into a co-op thought being that it would lessen chances of picking up a national sponsor.

However, Feinschtrub points out that Mutual's *Ladies Fair* program didn't rate nibble from sponsors until it was converted into a morning co-op. On the basis of new ratings and proven ability to pull mail returns, the web will do the show to Sterling Drug. In the last month, Mutual hopes *Take a Number* will develop into a similar price, via the co-op route, and has asked affiliates to try and transfer their local *Ladies Fair* advertisers over to the new audience participation series.

Mutual's multiple sales plan will only emerge as a reality this fall if the web works out a practical application of the idea. Although MBS has been working on the problem for two years now, the web's top execs are still searching for the best way to make it effective for advertisers on a regular basis.

More TV for Lotion Firm

NEW YORK, Sept. 8.—Celanese Sales Corporation this week decided to expand its TV sponsorship from alternate weeks in the 10 p.m. Thursday period to a weekly show, via the American Broadcasting Company. Program itself has not been selected as yet, but Blind Deter is being considered.

Adair is Sherwin R. Rodgers, of Chicago. Among products to be plugged is Pink Love hand lotion, either with or without fragrances.

GABBERS' SLUGFEST

Auditions Held for CBS-Pabst AM Fights

NEW YORK, Sept. 8.—Faced with an acute shortage of boxing sportscasters for radio, Pabst and the Columbia Broadcasting System have come up with a comedy system of auditions which may produce some new talent this fall. The sponsor and the network will put four different teams of sportscasters on four different boxing cards all during the month of September.

The blow-by-blow of the September 8 bouts from Detroit will be handled by Stewart MacPherson; Lester Bromberg will take

care of color, Bob Collins, of Birmingham, N. Y., will do blow-by-blow on the September 15 fights from Detroit with John Derr handling color. The sportscasters for the two other cards have not been selected. These fights will not be sponsored, but Pabst wants the sportscasters for its fall radio fight presentations over the web.

MacPherson, who is now with WCCO, Minneapolis, was the chief sports announcer for the British Broadcasting Corporation, and is rated something of a find.

rather than as a specialized saturation device. This problem is generally considered to have been a major factor in concluding the National Broadcasting Company's *Big Show* sales picture.

Studs Terzin's Feinschtrub has announced two symphony orchestras for fall, and is negotiating for a third. The Oklahoma City Symphony will be aired from 10 to 11 p.m. every Sunday starting in late October, and the Kansas City Philharmonic with Hans Schwiger is scheduled to start in October, during the week the same month. Unsuspected appeal of classical broadcasts was illustrated earlier this season when the Columbia Broadcasting System decided to resume its Sunday afternoon classical concerts, after dropping them last spring.

Mutual has interesting plans in the dramatic field, Feinschtrub is keeping the details under wraps for the present. However, he did say that the web will expand in this direction, utilizing both house-built productions and outside packages. Among them will be two documentaries, one of which will be produced by Mutual staffers.

'Deejay Toons' In 10 Days Sell 17 TV Markets

NEW YORK, Sept. 8.—The package of 15 films titled *TV Deejay Toons*, designed to be the visual accompaniment to a dozen platter shows, has been sold in 17 markets within 10 days of being peddled. The package, being sold by Screen Gems, subsidiary of Columbia Pictures, was sold to the Whitcomb Company on a six-week basis for airing in Los Angeles, Chicago, St. Louis, Minneapolis, Buffalo, Omaha, Dallas and Oklahoma City, thru Boston, Barton, Durrine & Osborn.

In addition, the Mail Order Network bought the package for New York, Newark, N. J., and Washington. Additional orders will be set by the mail order firm for Pittsburgh, Birmingham and Toledo if time can be cleared. Three stations themselves contracted for the films: WNNK, Cleveland; WCPQ-TV, Detroit; initial airings are scheduled for September 15 on all outlets, with Screen Gems using these six as a benchmark on existing production on others for a "library" type sale.

QUEEN, COWPOKE SET CROSSPLUGS

HOLLYWOOD, Sept. 8.—Two Mutual Broadcasting shows here, *Queen for a Day* and *Wild Bill Hickok*, have arranged a new cross-plug deal, via a merchandising gimmick.

In return for a Hickok pitch on the audience participation air, the lid series producers have agreed to fill the *Queen* with a complete Wild Bill outfit, including Hickok licensed hat, pistol, belt, gun and holster, shirt, waist and pajamas. Since show isn't televised, outfit is designated as gift for *Queen's* sons.

ABC-Paramount Problem Put in 1 FCC Package

WASHINGTON, Sept. 4.—The Federal Communications Commission, overriding a strongly worded dissent from Commissioner Robert Jones, this week ordered that applications for a proposed merger of United Paramount Theaters, Inc., and American Broadcasting Company be placed in a consolidated proceeding with license applications involving Paramount Pictures and related movie interests. The FCC is due to announce a date shortly for a hearing in the consolidated case.

The commission's action came as no surprise in view of its August 8 declaration of plans to examine all movie holdings in radio and TV in the light of any previous anti-trust violations.

FCC insiders generally believe that the consolidated proceedings

removes any threat of the ABC-Paramount merger bid being sidetracked by the commission's explorations into other movie interests in TV-radio. However, conjecture is that the consolidated proceeding may extend over several months, although a high FCC spokesman indicated that bringing the ABC-Paramount merger bid into the over-all movie case places the FCC under strong obligation to expedite action. For this reason, the spokesman's current guess is that the ABC-Paramount merger application may be acted upon by December at the latest "unless complications develop in connection with the upcoming hearing still to be scheduled." Original plans had been set for a September decision.

Commissioner Jones strongly opposed adoption of the consolidation order "because of the peculiar circumstances surrounding the hearing on the various applications for renewal of licenses, licenses and modification of contracts between United Paramount Pictures, Inc., or its subsidiaries."

"This peculiarity of circumstances" (Continued on page 13)

New WSB Rule Affects TV, Radio Wages

WASHINGTON, Sept. 1.—Wage Stabilization Board's newest control order will have a broad effect on TV, radio and other parts of the amusement industry. Key to the new order, covered by a new amendment to WSB Regulation No. 9, is that wage increases will be tied directly to changes in the cost of living as reported by the Bureau of Labor Statistics. The latest BLS report found living costs 2.15 per cent above the January 1951 base.

Wage increases may now be made without a WSB order if they are equal to the 2.15 cost of living hike. Such wage increases, however, are never mandatory.

A previous WSB order of February 27, 1951, permitting general wage increase of 10 per cent above the January 28 level, may still be reflected in wage hikes. For example, if an employee received less than a 10 per cent general increase since January 18, he may now be granted an increase, representing the unused balance of this 10 per cent in addition to an increase reflecting the rise in the cost of living.

WSB's order also spells out rules for wage hikes under labor contracts with escalator clauses (or increases). Such escalators must follow the downward as well as the upward trends in costs of living.

CBS Lines Up Vs. 'Big Show'

NEW YORK, Sept. 3.—The Columbia Broadcasting System is marshaling some of the strong programs in its line-up to battle the National Broadcasting Company's Big Show which is to be scheduled Sunday evenings 6:30-8:30 p.m.

Key to the CBS effort is the slotting of top presentations early on as to keep listeners with its solid roster of well-established entertainment. Arthur Godfrey's Digest probably will be slotting at 7:30, My Friend Irma at 8:00, Guy Mills Brooks at 8:30, Jack Benny at 9 p.m. and Awee! W! Andy at 7:30. Lester Gottleib is head of the programming department at the CBS radio division.

Don Lee Begins KH-TV Operations September 6

HOLLYWOOD, Sept. 1.—Don Lee formally takes possession of KFI-TV next week and kicks off operations Thursday (8) as KH-TV. Western member of the General Tire Company's broadcasting group has bought KFI-TV from owner Earle C. Anthony for \$2,500,000. According to Don Lee, Pretty Willett Brown, new station will throw full emphasis on sports, intends to build strong local shows and fill out with film fare. Large portion of KFI-TV's existing staff will be carried over by the new owners. Station will be headed by Brown, who will be assisted in administrative duties by Don Lee Base Vespee Ward Ingram, George

TV Code for Hearings Set by DC Crime Unit

WASHINGTON, Sept. 1.—TV networks and Capitol Hill give a generally favorable reaction to a proposal by the Senate crime committee yesterday for an overall code of procedure for commercially sponsored telecasts of congressional hearings. The committee's proposed code, contained in its final report submitted to Congress yesterday, set all-enclosed and detailed that TV networks immediately speculated that it might also serve as a pattern for TV operations at next year's national conventions and other major special events (see separate story on TV plans for GOP and Democratic conventions).

By affirming its belief in the importance of TV as result of its experience as the first congressional group to encounter TV on an extensive scale, the committee proposed the following major provisions in its recommended code:

1. No commercial announcements may be made from the hearing room.
2. Commercial sponsors must be approved after submission of their names in writing by a committee.
3. Station breaks are to be limited to 30 seconds.
4. No comment by commercial announcement should be made during testimony.
5. Commercial announcements at an intermission should be limited to a minute.
6. No interruption of network broadcasts or telecasts should be made for a commercial.
7. A network may at any time make a complete break from the broadcasting of the hearings to present other programs.
8. At the start or at the end of a broadcast of hearings, the network would announce this or the equivalent. These hearings are brought to you in co-operation with (name of the TV network).

Like Other Media
The committee report strongly defended the use of TV in its

Whitney, who recently resigned from KFI, will serve as vice president in charge of sales.

Station address time is still sans extra production personnel. Brown said "feasible" budgets will be made available for building local shows. KFI-TV's battle with Television Authority, whose strike against the station resulted in the outlet's great loss of bits and final sale, will be settled next week, ending an eight-month walkout. Brown said, he expects to ink TVA contract similar to those accepted by the area's six other stations. Facts will be closed prior to station's taking to the air on Thursday.

JAP VIPS TO VISIT MUTUAL

NEW YORK, Sept. 1.—Members of the Japanese Diet will visit Mutual Broadcasting System studios here September 29. Object of the tour is to familiarize foreign officials with cable and programming operations utilized by commercial broadcasters in the U. S.

Fox in Huddle With Producers

HOLLYWOOD, Sept. 1.—Marty Fox, who with David Stillman and Eliot Hyman recently formed Motion Pictures for Television, Inc., this week huddled with various TV film producers to take on tele distribution of six produced especially for video. Firm's catalog contains approximately 650 feature films acquired through consolidation of six owned by Flamingo Films and Television, Inc., which were absorbed by the Fox-Stillman-Hyman group.

hearings and commercial sponsorship of the program. It stated that if committee hearings are to be conducted in public, "obviously public access to the proceedings cannot be limited to those who are able to attend in person." It went on to say that an obvious objection is made to reporters, photographers and answer cameramen covering public hearings and "television is essentially another improved method of public communication."

The committee said it could not "discriminate" against television if the subject matter is of great public interest. Noting the witnesses' own rights must be respected, the committee said some may find the giving of testimony of any kind under any conditions to be "nerve-racking," but, it said, it is hardly an cooperative witness seldom objects.

The report pointed out that a hearing for the purpose of developing legislation should be not a trial—a congressional hearing is for the purpose of enlightening the public.

Politics Weigh Plan For Convention TV

WASHINGTON, Sept. 3.—A preliminary proposal for major telecasts of next year's regular national political conventions was submitted to the Republican National Committee yesterday (31) amid indications that the plan will be sweepingly overhauled before it gets final deliberation.

The plan, submitted as a rough beginner, was adopted by a committee representing the TV networks. It will be studied first by the GOP National Committee's publicity staff which, in turn, will take it up with the Democratic National Committee's publicity official representative to final deliberations by the heads of the national committees.

The plan proposes a pooled arrangement and heavy for commercial sponsorship similar to that which was successfully used at hearings of the Senate Special Committee Investigating Crime. The GOP National Committee has not made details of the plan, public because the blueprint is likely to be drastically revised and is serving only as a starting point for deliberations.

In TV circles belief was expressed that the bulk of the plan's suggestions on commercial spots may be relinquished in favor of provisions along the lines of the proposed TV code of procedure recommended in yesterday's (31) final report of the Senate Special Committee Investigating Crime (see separate story). Two high network spokesmen here said that they would strongly support a similar code for telecasts of the national conventions to be staged in Chicago next year.

Pros & Cons Line Up on Radio-TV "Advice" Plan

WASHINGTON, Sept. 4.—Sen. William Benton (D., Conn.) will lead a delegation of four Senate colleagues in a plea to a Senate Interstate and Foreign Commerce subcommittee at a hearing Wednesday (28) for approval of their proposed legislation to set up a national citizens' advisory committee on radio-TV.

Less than 48 hours after announcement of the hearing was made this week, Frank Harold E. Fellows, of the National Association of Radio and Television Broadcasters, sent a request to Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee, asking for permission to appear in opposition to the proposed legislation. A spokesman for the communications subcommittee, which is staging the hearing, said that "everyone on both sides of the question will be given a chance to testify." The hearing was scheduled at the request of Senator Benton, who wants a chance to explain his recently introduced amendments to his bill and resolution proposing the committee. His amendment specifies that the committee would be strictly "advisory" and would not conflict with Federal Communications Commission functions.

Benton will be bolstered by three senators who are co-sponsors of the legislation. They are Senators Lester C. Hunt (D., Wyo.), John W. Bricker (R., O.) and Leverett Saltonstall (R.,

Mass.). Senators Hopt and Caperton are members of the communications subcommittee which is headed by Sen. Ernest W. McFarland (D., Ariz.) and includes Senators Johnson, and Charles Tobey (R., N. H.). The hearing is slated for two days.

Benton's proposed resolution goes much further than the proposed bill. The resolution, besides proposing creation of a citizens advisory body, calls for encouragement of subscription TV and mandates a policy of one-year renewals for TV licenses.

ONE FOR RADIO

CBS Proves a Point; Finds New AM \$\$

NEW YORK, Sept. 1.—The Columbia Broadcasting System this summer has managed to come up with a quiet of sponsors who have never before bought radio. They include Kingan Foods, Bel-Tone, Bosak, Dr. Pepper and Morton Salt.

Whichever two of the five ad-verters have bought half-hour shows, Kingan and Bel-Tone, the fact remains according to trade informants, that CBS has proved that network radio can produce new clients to take the place of the multi-million dollar advertisers who have thrown their big appropriations into TV.

Coy Explains Mexican Deal

WASHINGTON, Sept. 1.—Federal Communications Chairman Wayne Coy this week assured San Diego educational interests that the assignment of TV channels under a U. S.-Mexican agreement "in no way indicates that the Commission is unmindful of the interests of educational television."

In a letter to Will C. Crawford, superintendent of schools in San Diego, Coy explained that while educational interests will have to relinquish a TV channel in San Diego in order to comply with a tentative agreement between Mexico and this country, the Commission will consider proposals to slot another San Diego channel for educational purposes. Coy explained that the agreement with Mexico was necessary in order to eliminate border interference between broadcasts in the two nations.

Lee Tracy in As 'Malone'

NEW YORK, Sept. 1.—Lee Tracy, this week was signed to play the lead role in the video version of The Amazing Mr. Malone via the American Broadcasting Company. Show is being sponsored by Seiberling Rubber Company in the 8 p.m. slot Mondays, starting September 24.

Bernie Scherbert is the package.

"IT'S ALL MOVIES"

Main Elements Same For Screen or Video

Continued from page 1

for an equally good tele film can be delivered.

TV films need quality writing, the same as regular movies. Without criticizing existing video picture, Rogell said the field in general is in need of greater emphasis on scripting. Rogell also feels that plays, who have established names and are identified with good performances in other media should be featured in the films. As in theatrical fare, audiences prefer to see those pictures which feature known stars. Again as in theatrical films, pictures need tight editing so that the story can deliver the punch its author and actors intend.

If regular movies sold TV films differ in anything it's in the need for lavish settings. These Rogell feels may dress up a theatrical film, but are only lost on the smaller screen. However, Rogell feels good settings are needed in TV films, along with greater utilization of process of shots. If a character in a teleplay plunges down a cliff, the homovisioner expects to see the scene of the fall, and will not be satisfied by mere reference to the incident. It's in matters of this kind that Rogell feels TV films must follow the established successful production patterns of the theatrical producers.

Your Lucky Strike Hit Parade returns this week!

ON RADIO THURSDAY

with



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 TV SATURDAY

with



SMOKEY LANSON

DOROTHY COLLINS

EILEEN WILSON

RAYMOND SCOTT

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

Your Lucky 7 Tunes that you would have heard last Saturday

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. BECAUSE OF YOU
2. COME ON-A MY HOUSE
3. SHANGHAI
4. TOO YOUNG
5. THE LOVELIEST NIGHT OF THE YEAR
6. MORNINGSIDE OF THE MOUNTAIN
7. SWEET VIOLETS

Look and listen and...
Be Happy - Go Lucky!



YOUR LUCKY STRIKE HIT PARADE

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

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United TV Sets Beckwith as Sales Manager

NEW YORK, Sept. 1.—Following hard on the heels of the Kling Studios deal consummated last week, Frank Gerald Kling of United Television Programs this week continued the firm's accelerated expansion program by appointing Aaron Beckwith as United's general sales manager. Beckwith resigned his post as commercial manager for Station WCAE, Inc., Syracuse (which post he's held since 1943) to join United.

United, following the Kling deal, has developed into one of TV-film's leading distributing organizations. Kling product, now exclusively distributed via United, includes 13 half-hour film shows in a series called Old American Bars Dance, featuring Bill Bailey (Cactus Jim), his ensembles and 24 other folk entertainers such as Tex Williams, Johnny Boyd, Patsy Montana, Kenny Roberts, Salty Holmes, Tom Corwin, etc. A second group of 13 films for this series is already in production at Kling.

The Bars Dance series has already been set in nine markets with American South sponsoring it in Atlanta, Birmingham, Nash-

'VOICE' SKEDS JAP PEACE MEET

WASHINGTON, Sept. 1.—Voice-of-America will carry broadcasts to all points of the world describing the Japanese treaty conference at San Francisco, the State Department announced yesterday. Simultaneous broadcasts of President Truman's opening speech will be beamed. Various delegations will be aired via tape recordings.

ville; Greensboro, N. C.; Norfolk, Memphis, and Richmond, Va., and Indian banking in Omaha and New Orleans.

Other Kling products now being aired exclusively by United is a 15-minute, twice-a-week series featuring band leader Vaughn Moore, and tagged Vaughn Moore's Wonderful Toy Shop; two five-minute serials, farcical, dramatic vignettes and File Factory household hints show. Kling also has several hundred Christian Comedy films, silent or with sound, which can be used in 15-minute or half-hour strips.

United is also reported ready to close with a major buyer for the Bing Crosby Enterprises series of half-hour dramatic shows, originally titled Cry of the City and since retitled Rebound. Crosby has sunk a hefty bank roll in these six, having completed a full set of 13.

United presents has nine seasons on the road, and Beckwith hopes to add more in the near future.

5½ Hours of Microwave Time Awarded to ABC

HOLLYWOOD, Sept. 1.—American Broadcasting Company this week became the first of the nets to have its coast-to-coast microwave time allotted with ABC getting a requested five and a half hours per week. Net starts using the phone company's transcontinental link Sunday, September 30, feeding a half-hour show from Hollywood, and ditto from Chicago and Philadelphia with the remainder of the weekly allotment coming from New York.

Bigelow Tries One-Shot Seg

HOLLYWOOD, Sept. 1.—Bigelow Theater, filmed thruout last season by Jerry Fairbanks, will try a one-shot filming elsewhere. Next week, series moves to the General Service lot where the Voglin Corporation will try its hand. Story, The Hot Welcome, will cast Gale Storm, Richard Deacon, Elizabeth Patterson and Tony Caruso. Irving Pichel will direct with Frank Woodruff supervising production.

THEATER PLOTS TV FIGHT SEATS

PHILADELPHIA, Sept. 1.—Warner's Stanley Theater, major downtown house offering large-screen television for the major prize fights, was seat-plotted for the first time in its history for the Turpin-Robinson fight telecast. Every one of the 2,800 chairs in the house will be sold at \$2.50 on a reserved-seat basis. The ticket sales get under way today with a regular theatrical box office man and a special box office set up at the theater for the advance sale. Previous telecasts were on a general admission basis with big increase in box office sales to \$1.10. The \$2.50 scale marks a new high for any movie-house in local cinema history.

Carlin Gets Palooka Rights

HOLLYWOOD, Sept. 1.—Roger Carlin secured TV film rights to the Joe Palooka comic strip in a participating deal with creator Ham Fisher and arrived here this week to discuss production plans with production associates, Bernie Lubor and Bob Maxwell. Latter are currently producing Superman. Carlin said Palooka production will start first of the year and be available for syndication by November 15, 1952.

Georgia Tech Charges Delay WSB-TV Sale

WASHINGTON, Sept. 1.—The Federal Communications Commission yesterday ruled that the effectiveness of its August 8 sanction of the sale of WSB-TV, Atlanta, will be postponed until September 14 in order to permit the study of charges filed by the Georgia Institute of Technology and Edward D. Rivers Jr., son of a former Georgia governor, that the sale involved "concealed ownership, and a possible violation" of commission rules. The Philadelphia, Pa. Hearings, which charges were filed by Georgia Tech, owner of WGST, Atlanta, declaring that representation made by Atlanta Newspapers, Inc., in selling WSB-TV and by Broadcasting, Inc., in buying the station "was not accurate."

Both Georgia Tech and Rivers, operator of Station WEAR, Decatur, Ga., had filed applications for one of the four TV channels in Atlanta. They sought the WSB channel when The Atlanta Constitution and The Atlanta Journal merged into Atlanta Newspapers, Inc., and as a result had to sell one of two TV stations it held. Atlanta newspaper's sale of WSB to Broadcasting, Inc., not only squeezed Rivers and Tech out of a channel, they declare, but according to the Georgia Tech charge, there are "circumstances which give rise to the 'strong inference' that Atlanta and Broadcasting had an undisclosed agreement for the sale of the station."

Tech Charge
The Georgia Tech charge was in the form of an answer to an Atlanta Newspapers' statement which Tech declared attempted to stave off the difficulties surrounding the case. Tech's answer, filed by Paul A. Porter, former FCC chairman, termed as startling a statement by Atlanta Newspapers that "unless and until the licensee of a radio station attempts to turn over its license or some right or responsibility under the license, it can have any number of agreements involving the station, disclosed or undisclosed, without violating any legal or moral principle."

Mutual Spurts, Radio Pays Off

NEW YORK, Sept. 1.—The Mutual Broadcasting System this week revealed that the web's January-through-July gross billing figures for 1951 were almost 7 per cent higher than those reported for the same period last year. The network hasn't released its August billing tabulations yet, but it is reported that, with August included, the increase will climb to 9 per cent. Mutual's total January-July gross sales for 1951 were \$10,272,743, as compared to \$9,536,844 in 1950. The average Mutual advertiser is buying 256 MBS stations this fall. Station average last year was 284. Increased emphasis on news programs resulted in the web scheduling 60 per cent more news items for 1951 than in 1950.

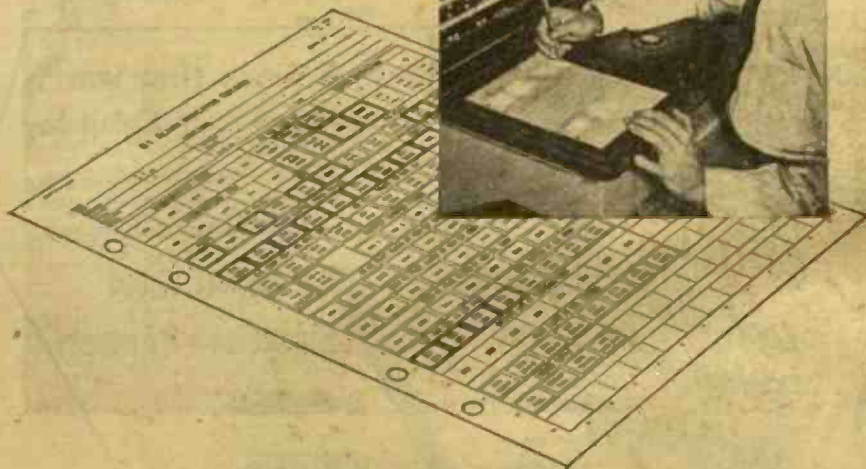
Commenting on the billing increase, Mutual exec Frank White termed the sales "indicative that the TV hysteria has abated to the point where the true value of radio as a merchandising medium is again receiving some measure of the recognition it deserves." The exec also said Mutual will "continue the same intensive promotion of AM radio," adding "if our own efforts along these lines are now supported by increased activity of the more or other, the result is bound to help all radio."

Morris Sponsors 'Against the Storm'

NEW YORK, Sept. 1.—Philly Morris, this week signed to bankroll the soap opera, Against the Storm, as a replacement for its Modern Romance serial which is being dropped. Show goes into the tobacco firm's 10:45 a.m. slot on the American Broadcasting Company, and will become part of the web's morning serial block. Effective date of the switch is October 1.



A pattern of lights on the chart gives this maintenance technician a complete report on the condition of control cable circuit. Chart is shown below.



HE CAN SEE HUNDREDS OF MILES!

Somewhere along a coastal cable route—it may be a state or two away—a fault threatens television transmission. A warning light flashes in a central control room. The maintenance technician places a focused sheet over a glass screen. Within seconds a pattern of light shows exactly where the wrong.

Many times the fault can be corrected by automatic apparatus operated from the control center. Or the maintenance chief can send messages directly to the spot. In many cases the trouble will be fixed without interfering with the program.

This and other automatic equipment keep

transmission flowing freely along more than 19,000 miles of television channels—both coaxial and radio relay. To the Bell System, maintenance of network television service is just as important as possible channels.

The coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes are valued at nearly \$85,000,000.

The cost for your use of this equipment? Bell's total network facility charges average about 10 cents a mile for a half hour of program time, including both video and audio channels.

BELL TELEPHONE SYSTEM



2 New Sponsors In Fall Parade With Du Mont

NEW YORK, Sept. 1.—Du Mont this week signed two new fall advertisers, beginning Sunday. Sponsor 16, Clovia Clubwear, will sponsor Rocky King, Crawford from 9 to 9:30 p.m. Crawford clothes is buying two Du Mont telecasts: *They Staid Accord* beginning Sunday (8) from 10 to 11 p.m., and *Public Prosecutor*, starting Thursday (10), 9:30 to 10 p.m.

Agents for Clovia is Dunper-Pfeiffer-Sampie, Inc. The Crawford deal was handled by Al Paul Lofton Company. At the same time, Corning Glass Company renewed its participation in Du Mont's *Kitchen Fare* program and *Boyle-Midway*, Inc. extended its current contract on the Monday night *Wrestling With Dennis Jones* show for four more weeks.

Cott Acts to Unify AM-TV At Top Level

NEW YORK, Sept. 1.—Appointment of Charles H. Phillips as assistant general manager of WNBC (AM and FM) and WNBC here, reaffirms WNBC Manager Ted Cott's contention that a radio-TV combination should not be split at the top-level.

Altho dual departments of WNBC and WNBC have been operating for some time now as separate entities (in the parent network), Cott opines that local stations across the country will make a big mistake if they apply this plan in the big time in local operations.

With an integrated radio-TV top set-up, said Cott, a station is able to distribute sales more evenly over radio and TV, via special merchandising and promotion pitches of TV advertisers. As an example, he noted the station's recent set-up deal with Robert Hall Clothes.

In return for a hefty radio-TV advertising buy, Hall is receiving special promotion which ties his product with practically every face of WNBC and WNBC.

Other activities benefiting from integrated management, said Cott, are public service and talent. With a total knowledge of the latter, of course, a manager can better utilize the same talent in both fields.

On the other hand, WNBC here has already indicated a complete split from the top down of its AM and TV operations, and several outlets across the country are expected to follow suit shortly. Phillips was formerly sales manager of WNBC for National Broadcasting Company.

Star Segs Air From H'wood

HOLLYWOOD, Sept. 1.—Hollywood will serve as starting point for a cycle of 13 Playhouse of Stars programs sponsored by Schickel, G. W. Tende, Young & Rubicam radio-TV veepee, flew to the Coast to arrange for the show's migration here. Reason for the move from the Coast is to give the show fresh performers available here and to escape cramped space conditions of Columbia Broadcasting System's New York.

Show kicks off for the first 13 weeks from New York October 5.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

QUICK, ARTHUR, THE ASPIRIN— ABC-TV FIGHTS

NEW YORK, Sept. 1.—Arthur Godfrey's hour-long Wednesday night show on the Columbia Broadcasting System appears headed for stiffer competition than ever this fall. Advent of *Four Star* here in the 8 to 9 hour on the National Broadcasting Company last year put a big dent in Godfrey's rating. With Kate Smith moving into the NBC slot, the American Broadcasting Company now is reportedly readying a major variety stance as competition, too.

Details of the ABC-TV show were not yet available at press time. But it's understood that a deal is all but set for its sponsorship, and it will be a big-time proposition in terms of talent and budget.

General Foods Renews 'News'

NEW YORK, Sept. 1.—As a result of its slick this summer, General Foods renewed its *News of Me* for another 13 weeks this fall. The low-budget show was selected to place-hill for *Who's Who* (the Monday night 9:30-10 time period) on the Columbia Broadcasting System's TV network, when the latter program was axed after one showing.

General Foods will, however, look over other properties during

BRIGHT INDEED

"Day" Sales Chalk Up 18% To Net Affils

NEW YORK, Sept. 1.—So far 15 per cent of the sales of Bright Day's new radio transcription series (packaged by the Ziv Company, have been to network affiliates.

Featuring time Duvine and Fred MacMurray, the situation comedy has already racked up 147 sales, 85 of which have been directly to stations. A tabulation shows that nine Columbia Broadcasting System affiliates, six American Broadcasting Company outlets, eight National Broadcasting Company affiliates, three Mutual Broadcasting System outlets and 10 indie stations have bought the program.

Other sales have been to local advertisers, regional sponsors and national sponsors for spot advertising purposes. All purchases have been on a firm 30-week basis. Ziv expects to mail down 630 clients by September 30, about the time the show will debut.

The news quiz show's second cycle. Among those program prospects splitting the client's attention is *Cleopatra*, owned by Carol Irwin, the package of *Men in the Hat* and House Division of General Foods.

SLIGHT ERROR ON STERN DEAL

NEW YORK, Sept. 1.—A typographical error in last week's issue of *The Billboard* worked in much the same fashion as the income tax man: It knocked 90 per cent off the potential earnings of Bill Stern. The story was supposed to say that Stern was being offered a new contract by the National Broadcasting Company, which is believed to run over a three year period, and guarantees Stern some \$250,000 for that time.

Unfortunately, the story as printed read \$25,000. We hereby tender unto Mr. Stern the other \$235,000, which is Mr. Stern's, with apologies.

Arrid Weighs 1/2 Hr. Tab on CBS "Songs"

NEW YORK, Sept. 1.—Arrid this week was considering increasing its 15-minute sponsorship of *Songs for Sale* to a half-hour. The client owns the initial 15 minutes of the Saturday 10-11 p.m. program on the Columbia Broadcasting System's radio and TV network. Sterling Drugs has bought the last half-hour of the program beginning this fall.

Strangely enough CBS had to reset the status to the broadcaster this week when Arrid decided that

Chi Stations Agree on TV Wage Scales

CHICAGO, Sept. 1.—Minimum scales for video director personnel were set this week by parties agreed upon by reps of WENR-TV, American Broadcasting Company outlet here, WMAQ National Broadcasting Company station here, and Alan M. Plathorn, agency, and Bud Wolfe, legal consultant of Radio and Television Directors Guild.

With reps and the union agreed to a two-year pact, retroactive to July 1, 1951. The following scales were agreed upon: Directors, up to six months, \$450 per month; 6-12 months, \$500; 12-24 months, \$550; associate directors, \$275, \$375, and \$480 for the same periods; experience; directorial assistants, \$250, \$275 and \$300; or a 10 per cent increase for all presently employed, whichever is greater.

The pact with WBEK local CBS outlet, was worked out two weeks ago.

It only wanted to sponsor the TV side of the show. CBS demurred and unveiled ratings to prove the strength of the property. Arrid was convinced in addition, the web contemplates revamping the form of *Songs for Sale* still more to make for greater audience impact.



"about Peter Platypus..."

With this and many other fascinating stories of childhood, Mrs. Paul Bowermaster of the Lancaster Free Public Library thrills thousands of children Thursday afternoon at 2:15. During this show, the library-book stories are enlivened by slides of illustrations taken from the books. Frequently, too, Librarian Ernest Doerschuch appears on the show to explain to children and adults how the Public Library can be used and enjoyed. The mail poll has been gratifying. In ad-

dition, another result has been the greatly increased attendance at the library-storytelling hour every Saturday morning, since the inception of the program.

With this, and other community service programs, WGAL-TV strives to broaden, enrich and enliven the daily lives of the people who live in the communities it serves.

WGAL-TV
LANCASTER, PENNA.
A STERLING STATION • Own & McCleary, Pres.



Represented by ROBERT MEEKER ASSOCIATES Chicago, St. Paul, St. Louis, New York, Los Angeles

The Gallery of Mme. Liu-Tsong

TELEVISION—Reviewed Monday (7), 9:30-10 p.m. EDT. Sponsored by the Du Mont network. Director, William Marzani. Writer, Ira Marzani. Cast, Anna May Wong, Natalie Stanley, CW Carpenter, John Stanley, Winifred Cushing, Ralph Stanley, Jean Ponsford.

Not excluding such choice 15-year-old mini-Bi picture films as "The Mad Monster" seen on the CBS Late Show a few nights previous, Madame Liu-Tsong in the worst television show by which this reviewer has ever been stunned. It is incredible that so capable a craftsman as Ira Marzani could turn up with a script as shoddy as this one. It featured the stolen tale, which brings the curse of death upon all and sundry, with a second ending, which was in fact, and generally a string of plot situations and dialog which could serve as a model for how not to write a dramatic scene. Satisfied with such miserable sides, it is almost unfair to comment upon the performance of the poor, brightened actors. But it is suspected that even if Miss Wong were given a second script she would still sound like an atrociously Oriental girl who has been thoroughly Americanized. Her voice and accent, which at necessity must be somewhat exotic-sounding and Chinese-flavored to give any meaning at all to the title role, comes across as a second ending, which good line actors would lose up the lead character. It is highly unlikely, too, that Miss Wong, in any role, will ever win any acting awards.

The direction kept pace with the hapless story and the inferior make-believing. It is possible that the basic idea for the show—an exotic, brilliant, and somewhat long-drawn-out art gallery gets involved with all types of sinister, high-level criminals—could be developed into a neat mystery-drama series. But in this case the pretentiousness of the art gallery and showing only heightened the woeful inadequacy of everything else about the show. The quicker Du Mont drops this and forgets it the better. Not only for Du Mont but for television.

Joe Casda

The Perry Como Show

TELEVISION—Reviewed Monday (7), 7:45-8 p.m. EDT. Sponsored by Chesterfield Cigarettes thru Cunningham & Welsh, Inc. WGBS and Columbia Broadcasting System TV. Producer, Lee Cooley. Musical director, Mitch Ayres. Cast: Perry Como, the Fratelli Sisters. Announcer, Dick Stark.

While other singers either can't get themselves lined up for regular radio shows, or fear to take on the job, Como continues to build as the outstanding warbler regularly appearing on the television today. And with the most pleasant performance he's been turning in, plus the surroundings in every department, it's probable no singing show will catch this Chesterfield quarter hour for a long time to come.

Looking completely refreshed after a summer lay-off, Como was better than ever. The new melody in the Cool Cool, Cool of the Evening Surprises, and Black Mountain with the masterful assurance and complete effectiveness viewers have come to expect of him.

She-Kids Too

Margie, Gert, and Leo, partners of music, are back with Perry and teamed up with him to good results on such items as Cool, plus contributing a solid bit on their own with a Gay, If My Heart's exuberant Come On-A My Little. The girls, too, looked better than ever.

Mitch Ayres and the Chesterfield ad, comprised some of the best music making in the business, doing their usual standard job of backing the warbling. Announcer Dick Stark sells the "no unpleasant aftermath" routine with quiet sincerity. And Producer Lee Cooley and his crew in all departments may take bows for keeping the show in the masterful process that's been established—just an easy 15 minutes that passes so quickly a viewer wishes it were longer. The show should have no trouble topping the 30-15 (Valedictoria) ratings it was reaching up last season.

Joe Casda

Pabst Blue Ribbon Fights, Gavilan-Graham

TELEVISION—Reviewed Wednesday (7), 10 p.m. EDT. Sponsored by Pabst Blue Ribbon Beer via Columbia Broadcasting System TV. Announcer, Russ Hodges.

Second in the Pabst series of 11 fall-festival fight telecasts, this one obviously couldn't miss. The prime ingredient, a good tussler, was there, with the outcome in doubt until the last judge's ballot was in. It would seem, however, that directors of video fights could begin to fool around with at least a few new techniques to heighten interest. The Gavilan-Graham pug, like most bouts, was shot almost in its entirety with the fighters showing from the knees up. To begin with, boxing fans would appreciate an occasional look at the footwork, particularly when a couple of able practitioners like the Kid and Graham are in there. The 7½ length, knees-up camera work, obviously, doesn't provide this.

Camera Yields

It would also seem possible to snatch a few meaningful close-ups of the fighters' faces at especially selected moments, even if only when the perceptors are busy in their corners. It is difficult for a reviewer, unfamiliar with the technical facilities and possible limitations created by same, to suggest other means for pointing up interest, but that Pabst showing and most other fights certainly suffer from unimaginative and not particularly fight-bep camera work and direction.

Russ Hodges, a vastly able sports commentator, has almost learned that a fight chatterer's best bet is to say as little as possible, and then to think carefully about what he's going to say. But not quite! Early in the tussle Hodges exclaimed that this bout would be Graham's footwork and left jab versus Gavilan's body punch. He evidently didn't check with the KJd, because the Cuban hardly threw his flashy, overused upper-cut all night long. Generally, however, Hodges' between-round chatter was fine, and his few comments while the fighters were in the ring were intelligent and authoritatively delivered.

Honest Appraisal

In whittling up interest in subsequent fights the scripters and Hodges can build a lot more confidence for themselves by being a little more honest about what's unfolding. Telling fight fan looker-inners that next week will feature a fight between two "great heavyweights, Archie Moore and Emmerich Davidoff" is not quite the best way to build confidence in Hodges' remarks. It's even possible viewers might figure that if Moore and Davidoff are great heavyweights, he doesn't know much about what's great and might fail to put full stock in his own remarks about the beer he's selling.

Pabst's "What'll you have?" commercials continue as in the past, easy to listen to and like.

Joe Casda

Cedric Adams

RADIO—Reviewed Monday (7) 3:35-4 p.m. across-the-board. Sponsored by Pillsbury, via the Columbia Broadcasting System. Writer-commentator, Cedric Adams.

Cedric Adams has a cheerful line of small talk and an unobtrusive, easy manner, both of which make this five-minute spot a pleasant moment in the dial, and Mr. Adams a nice man to have around the house.

The Minneapolis Star's Paul newspaper columnist's review of the old school strongly reminiscent in style of Will Rogers and Ernie Pyle. However, Adams doesn't mix heck in politics. On the show he has ambled thru a facility observation on rednecks ("take a glass of ice water before meals"), not arm-punch hangers (three of them in the U.S.), and how to make a pie crust. The latter item, of course, was a smoothly inserted plug for sponsor Pillsbury's pie crust mix.

Lately, interest was also sparked with a running bid for dollars to send in material for the show. Contributors received special Pillsbury gift packages.

June Bundy

Capstone Comment

Young Mr. Bobbin (TV). NBC-TV Monday (28), 7:30-8 p.m. EDT. As it develops and sharpens up, this one should have no trouble getting and holding Sunday night family audiences. (See full review this issue.)

"Big Story" (Radio). NBC-Radio Wednesday (29) 10:10-30 p.m. EDT. Series has built a steady listening audience, via dramatizations of real life yarns about newspaper reporters. Adroit scripting and careful albeit low budget production work make it acceptable quasi-documentary styled material. (See full review this issue.)

"The Bob Bale Show" (TV). WOR-TV, New York, Wednesday (28) 8:30-9:45 p.m. EDT. As a "personality development" advice show, this one doesn't bode much competition to Mr. Anthony and his ilk. However, it does serve to introduce Bob Bale (a polished Bob Burns with a comedy delivery reminiscent of the late Robert Benchley), whose own personality has in it the makings of a big time TV performer. (See full review in this issue.)

"Dancer" (TV). CBS, Tuesday (28), 10:10-11:30 p.m. EDT. This series usually takes its audience seriously. But scripting of the Mad Man of Milefile must have been turned over to the title character. It was plain nutty, reporting to such tricks as the corner falling out of the closet, Walter Serrall tried to show he was a competent actor, but couldn't overcome the environment. Dick Stark earned his admirably quiet, earnest selling job for AM-15.

"Club 137" (Radio). CBS, Monday (27), 9:30-9:45 p.m. EDT. Past pace, hot chatter and plenty of all around vitality on the part of Bob Crosby, Glacie MacKean, the Modernaires and Jerry Gray's orchestra—smart, probably insatiable 15-minute musical seg with the split-second timing of a libereed broadcast event. (See full review this issue.)

Suspense (TV). CBS-TV, Tuesday (28), 8:30-10 p.m. EDT. Second part of anti-consumption. This is Your Confession was pure hokum up to now. The red officials, either black-hearted or timid, leered or smirked, with edge lin. Sidney Blackmer; as the U. S. scientist; caught behind the Iron Curtain; had a preponderance of villainous lines. He went thru the role with a dotted look and a ruffled brow.

"Beulah" (Radio). CBS, Monday (27), 7:15-7:30 p.m. EDT. A slickly enacted but without inspired fall opener. In spite of Danie and her supporting cast turned in top drawer performances, delivering every so line with polish, taste and timing. (See full review this issue.)

"Jack Smith-Ginny Simms Show" (Radio). CBS, Monday (27), 7:15-7:30 p.m. EDT. Series led off at a listenable pace. Smith is still his original, quietly pacing provides enough balance to keep that "extra bounce" out of the booming class. Dinah Shore, who takes over the few vocal spot three nights out of the week, should prove equally soothing. See full review this issue.)

"Strike, II Rich" (Radio). CBS, Monday (27) 4:10-9 p.m. EDT. Getting away from the personal charity theme, the audience participation also featured a much more palatable gimmick on the show caught, via a third-party routine. Most of the visitors represented caddy class. One woman was soliciting for donations for French orphanage; another was raising funds to buy a TV set for a group of hospitalized vets. A woman was brought in on a "hot purse" racket, but she indignantly decried the emcee's inference that losing the loot in her bag left her destitute.

Beulah

RADIO—Reviewed Monday (27) 7:15-8 p.m. EDT, across-the-board. Sponsored by Pringle & Gentry, via the Columbia Broadcasting System. Producer-director, Tom McKnight. Writers: Sherman Schwartz; Arthur Julian, Howard Leeds. Cast: Hattie McDaniel, Ernest Whitman, Mary Jane Criss, Hugh Stubbaker, Henry Blair, Ruby Danbridge.

Beulah, CBS' across-the-board situation comedy series, returned to the air Monday (27) with a slickly enacted but without inspired opener.

Both "situation" and "comedy" revolved around the inadequate laugh premise of procrastination on the part of Beulah's boss Harry Henderson. It seems the family found the electricity and phone shut off when they arrived home from a summer vacation. The big hooker of the affair was that Henderson had forgotten to mail a letter notifying the utility outfit of his return.

None of this standard, particularly hilarious one-liner patter, but the studio audience howled gleefully through the 15-minute session, leading one to suspect all sorts of funny-but-rotten were going on out of mill range. At the close Beulah (Hattie McDaniel) dismayed her employer with the news that she had a date for a bonding her a six months old baby so care for, which led to Henderson's conclusion that they'd better go; the lights turned on immediately because "with a baby around here we'll have the washing machine going 24 hours a day"—hardly a sock Utah line.

Top Thumping

In spite of the sparse material, Hattie McDaniel and her supporting cast turned in top drawer performances, delivering every so line with polish, taste and timing. If the show's scripting was comparable in quality, the series might sound as funny as the air as it evidently does in the studio. The strip is sponsored by Procter & Gamble for Oxi-Del and Dri-Flo, a natural, of course, for a sudy over-the-athens-sink aped by Hattie McDaniel.

June Bundy

Lux Radio Theater

RADIO—Reviewed Monday (27), 9-10 p.m. Sponsored by Lester Brothers for Lux via the Columbia Broadcasting System. Sponsor, J. Walter Thompson, Inc. Avez Willard Kringsler, Director. Fred MacKaye, Assistant director. Carl Hirschfeld, Irene Dunne, Ned Corrie, Howard Hickes, Christopher Cook, Tudor Owen, Bill Johnston, Herb Butterfield, John Doherty and others. Announcer, John McEwen. Music, Music Conductor, Rudy Schragar.

Lux Radio Theater is now in its fifth year, purveying top tier talent and dramatic vehicles to the radio audience. Its hold is not likely to be broken, for the new fall series opened with a program layout looking little in cast, story and direction.

The yarn was *The Studier*, the touching tale of the urchin who, for the love of a Queen, broke into Windsor Palace in order to see the King ramified. All this is various and subtle, and best upon such matters of Empire as the British reform movement in the 19th century. Queen Victoria's policies with her subjects and Prime Minister Disraeli's carefree.

Such a story, in short, calls for much interplay of character over a broad field of action and inspiration, and it provided wonderful material for the talents of Irene Dunne as Queen Victoria and Sir Cedric Hardwicke as Disraeli. Chit-topher Cook as Whistler, the boy, and Tudor Owen as Brown, a domestic in Queen Victoria's menage, were wonderfully effective in re-creating a by-gone day, also not necessarily a by-gone state of mind. The music, conducted by Rudy Schragar, had fine atmospheric touches, registering with proper pomp and circumstance. As you may have guessed, the production was handled by the spirit of John of Gassat.

The commercials include the Lux ads of the week, information relative to being "luxuriously" and the advisability of washing your Lux-way. One gets the impression Hollywood is Lux-happy. We presume this is all right.

Fred Ackerman

Young Mr. Bobbin

TELEVISION—Reviewed Sunday (26) 7:30-8 p.m. EDT. Sponsored by Jell-O (General Foods) via the Yarns & Rubbing Agency. Via WABC and the NBC-TV network. Producer, Joe Schickel. Director, Norman Tokar and Ed Jurat. Cast: Jackie Koll, Nydia Westman, Jane Seymour, Laura Weber, Pat Haulley, Art Laguarda, Ben Edwards. Announcer, Toz Antioche.

Having done okay with *The Aldrich Family*, General Foods has had itself another show cast in the same old mold. In fact, however, as might be expected on a program hasn't quite jelled. The ingredients are there, and they are reasonably sure-fire. Jackie Koll's Homer was always a major factor in the Aldrich success saga. And Alexander Hasting's boob was a little more than Homer with a new modifier. The major failing of the program was the story. Writers Norman Tokar and Ed Jurat seem seemingly aren't aware of one of the prime requisites for the fast-moving boob: it has to be a gold mine. The book was the story of God and smart plotting, must emerge triumphant at story's end. The Clifford Goldsmith-Aldrich messes Henry and Homer worked themselves into turned out as right by the time the last commercial rolled around. The dilemma created by young Bobbin's boss at the bank, whose he's working on his first job, remained unresolved. Once the writers achieve this twist in the weekly teleno, the show will be immeasurably strengthened.

Bobbin's other asset, of course, is his cast. Koll, of course, is perfect. And Nydia Westman's feisty Aunt Bertie and Jane Seymour's wise, understanding Aunt Clara are tried and true family situation characters. Able excited, without being, Betty Pat Haulley as Nancy, the girl next door, and Laura Weber, her next sister do, well by their parts.

The sets are fine. Tokar's direction is a notch above his thus far demonstrated talent as a scripter. The Jell-O commercials get a starring role, by putting in the show's characters and story into the product, and featuring mouth-watering film of the gallery desert. As it develops and sharpens up this one should have no trouble getting and holding Sunday night family audiences.

Joe Casda

The Bob Bale Show

TELEVISION—Reviewed Wednesday (28), 8:30-9:45 p.m. EDT. Sponsored by Pillsbury, via the Columbia Broadcasting System. Producer, WGBS, Bergmans Productions. Host, Bob Bale.

As a "personality development" advice show, Bob Bale doesn't bode much competition to Mr. Anthony and his ilk. However, it does serve to introduce Bob Bale, whose own personality has in it the makings of a big time TV performer.

In appearance, Bale is appraised as being with a broad delivery reminiscent of the late Robert Benchley. He's billed as "nationally-known lecturer," but his general behavior in front of the camera leans toward not-so-gentle spoofing of the podium boys.

On show caught Bale was combed by two married couples. The first wanted advice on how to ask for a raise, and the second posed the problem of "a wife who can't say, 'no' in door-to-door sales pitches." In each case Bale demonstrated the "right" and "wrong" way to go about solving the situations via brief dramatizations.

It scored highest entertainment-wise, with the "wrong" way demonstrations. Bale's Benchley-like quality was particularly marked in an impersonation of an assistant manager of a firing department busting up his chance for a raise during an interview with the boss.

However, the actual value of this advice forum is debatable and it's doubtful if the clerks who reacted favorably in the case of the employee going on TV to best about his pay check. Incidentally, Bale's parting word to the white collar man was rather ominous: "never ask for a raise unless you're willing to quit if you don't get it."

If the series continues to emphasize the humorous aspects of the advice field (and it certainly shines in this regard), then it would be wise to stick to painless problems like the "what's my no" house frau. Rather than giving chances with 3's sugar's in this field.

June Bundy

The Big Story

RADIO—Reviewed Wednesday (23), 10-10:30 p.m. EDT. Sponsored by Pull, Mall, Cigarettes via the National Broadcasting Company, New York. Producer, Bernard Proctor.

Operating on the old truth-is-stranger-than-fiction theory, Big Story has built a steady listening audience via dramatizations of real-life yarns about newspaper reporters. Adroit scripting and careful editing of the material produced work make the series acceptable quasi-documentary styled material.

This yarn was based on an experience of Harry Neigher, of The Bridgeport Herald took place in 1948 when he was called to a series of true Connecticut crime stories. At that time, Neigher (Vinton Hayesworth) killed a story about a murderer serving time, when the prisoner's girl friend, a term reporter, begged him not to run the yarn because it might endanger a forthcoming parole. In exchange for the commission of a story about her seven-year fight to free the man, George Loomis, who had met and wooed her when she had interviewed him in jail.

However, once Loomis was free, he dropped out of the town completely and the girl asked Neigher to help her find him. They finally located the girl, but evidence showed he had jilted his original sweetie for a girl in New York. In a dramatic scene, the long-suffering Neigher talked her out of shooting the ingrate, and three days later to Canada. Tupper was that she had already taken revenge by burning him over to local police as a parole violator (these out-of-State trips to New York).

Acting jobs were competent and the scripter did a sharp job of writing this story down to a mid-level cast, with effective use of unaided phone conversations and narration. The Pull Mall Cigarettes feature the firm's catchy "Guard Against throat smog" jingle. June Bundy

Club 15

RADIO — Reviewed Monday (27), 7:30-7:45 p.m., EDT, across-the-board. Sponsored by Campbell Soup, via the Columbia Broadcasting System, Hollywood. Producer, Carroll Carroll. Director, Ace Orth. Writer, Carroll. Dances, Dorothy. Cast, Bob Crosby, Glade Knepper, Jerry Gray and Ann Sawyer, Del Sherbert.

Club 15 returned for its fifth season Monday (27) with its miniature music-hall format. The format—fast pace, hip chatter and plenty of all-round vitality on the part of Bob Crosby, Glade Knepper, the Modernaires and Jerry Gray's orchestra. Jo Stafford takes over Miss Washington's special spot on Tuesdays and Thursdays.

Bob Crosby, who's come a long way personality-wise, was in a way, affable, easy, and scored gracefully with a swingy Shamshel with the Modernaires. Miss MacKenzie, sometimes called the "Canadian Katy Smith," contributed a rich-voiced, sleeky "Thunder in the Top Yoo." And the entire company combined forces to spin a community-sing rendition of "On Top of Old Smoky."

All in all, the show was a smart, smoothly integrated 15-minute musical set, with the split-second timing of a thorough broadcast entry. The CBS commercials reflected the same technical awareness of sound entertainment values. June Bundy

Edward R. Murrow

RADIO — Reviewed Monday (27), 7:45-8:00 p.m., EDT, sponsored by the Columbia Broadcasting System of American Oil Company, New York. Host, Edward R. Murrow. Music, Thomas Hanna. Producer, Company, Inc. Monday, thru Friday.

Edward R. Murrow is one of the distinguished names in news-casting. Unlike many other newscasters and analysts who gained their primary experience on newspapers and publications, Murrow is largely a product of radio. He is to the top of his profession in the war years with his dramatic news series from London. Many of his fellow broadcast-ers of that era have dropped out of the picture completely or are now broadcasting on independent stations, but Murrow, perhaps because he is essentially radio-made, has remained fully integrated with his medium, has never lost his touch.

Typical Murrow program TV carefully edited, giving the listener a view of top developments on the international and national scenes. The style of presentation is conservative; the voice well-

Suspense

RADIO — Reviewed Monday (27), 8-8:30 p.m., EDT, sponsored by Electric Auto-Lite via the Columbia Broadcasting System Agency, Cecil & Prebrey, Producer-director, Elliott Lester. Writer, Richard Pedrial. Cast, William Holden, Jack Kruschen, Cathy Lewis, Jay Kearns, Eddie Firestone, Sam Edwards, Barbara Eller, Announcer, Harold Wilcox. Music director, Lud Gluskin.

Suspense, a standard CBS package for many years, returned to the air this week with a script titled Report on the Jolly Death Riders. This was by way of being an examination into some of the more sinister facets of the hot rod craze, current among many teenagers on the West Coast. William Holden, program's star, tracks down a boy of youngsters whose wild driving on open highway resulted in a fatal accident.

Suspense, thru the years, has gained an enviable reputation. It is regarded as one of the top thrillers in the air. It is full of production, know-how. The latter quality is very necessary, for the stories in Suspense are taken from life and in the case of the program caught—are fitted into a general pattern designed to produce suspense driving it all the way to the finish. The products plugged by the sponsor—automotive items (including for safer driving) Story line and the commercials, therefore, are effectively integrated.

Proper Plug. The commercials, too, are up to date. Those on this show stressed the idea of preparing your car for Labor Day traffic.

William Holden was very deft in his characterization of the cop who unravels the murder mystery. The writer, too, was wise in making the point that much of the enthusiasm which goes into the hot rod craze is completely healthy. It's a matter of diverting it into safe channels—that is, special race courses, etc. Paul Ackerman

Jack Smith-Ginny Simms Show

RADIO — Reviewed Monday (27), 7:15-7:30 p.m., EDT, across-the-board. Sponsored by Procter & Gamble via the Columbia Broadcasting System, Hollywood. Producer-director, Bill Brewster. Writer, Glenn Wheaton. Cast: Jack Smith, Ginny Simms, the Frank DeVall Trio. Announcer, John Jacobs.

Procter & Gamble should realize full value across-the-board on their radio dial (this fall). The show needs to grab attention, comedy dialers with brush at 7 p.m., followed by a quick pitch for the made-for-TV Jack Smith-Ginny Simms Show at 7:15 p.m. In addition, the latter series immediately precedes Campbell Soup's popular musical set, Club 15, and should pick up a sizable share of its audience.

Monday-noon, the series teed off at a listenable pace Monday (27), with Jack Smith smiling his way thru a lively I Feel a Song Comin' On and Come On-A My House.

Pro Ventr. On the creamier side of the vocal chord, Ginny Simms warbled Stormy Weather and a lyrical Wonder Why. She also scored by joining Smith for some pleasant, blending of "Just Sit Around—A He-and-She, Duet from the MGM flicks, "Yes, Young and Preppy. Frank DeVall's backing was lush as always.

Smith is, still the original personality boy, but Miss Simms' quieter pacing provides enough balance to keep that "extra bounce" out of the boomerang class Dinah Shore, who takes over the fern vocal spot three nights a week. The show proved equally effective. Commercials plug Tide, a Procter & Gamble detergent. June Bundy

typical Murrow program TV carefully edited, giving the listener a view of top developments on the international and national scenes. The style of presentation is conservative; the voice well-

The element of class is always there—for Murrow has never lost touch with the literary, albeit on his stand in the continuity of history. "Get-hate in making peace or war," he says, "is to be deplored." And he also points out "democratic" in effect. "All treaties... must be binding, and they come into conflict with the principle of existence." It's good dialogue. Paul Ackerman

Capsule Comment

"Dateline Korea" (Radio) MBS, Sunday (26), 9:30-9 p.m. EDT. This documentary was developed largely from tape-recordings—actually made on the battlefields of Korea by Marine radio correspondents. The comments of these men, heard above the din of battle, are more "hearty than dooms" of printed news stories, the compounds of fear, pain and exhaustion which makes up modern warfare in this context. (See full review this issue.)

"The Little Show" (TV), NBC-TV, Tuesday (26), 7:30-7:45 p.m. EDT. Two long plays for picture and beam keep the viewers aware of the sponsor's products, but of far entertainment value are concerned the results are sad. (See full review this issue.)

"Lux Radio Theater" (Radio), CBS, Monday (27), 9-10 p.m. EDT. In his 18th year, Lux Radio Theater's hold is not likely to be broken, for the new fall series opened with a program layout The studio lacking little to exist, story or direction. (See full review this issue.)

"Suspense" (Radio), CBS, Monday (27), 8-8:30 p.m. EDT. Returned with script titled Report on the Jolly Death Riders by way of being an examination into some of the more sinister facets of the "hot rod" craze, now current among many teenagers on the West Coast. One of the top thriller programs on the air. (See full review this issue.)

"Fireide Theater" (TV), NBC-TV, Tuesday (23), 9-9:30 p.m. EDT. A moderately amusing telefilm featured the fall return, Tom Powers was good and Sheila Bromley a standout as a mildly titillating couple in a comedy of domestic misunderstandings. (See full review this issue.)

"Codic Adams" (Radio) CBS, Monday (27), 3:55-4 p.m. EDT. The Minneapolis-St. Paul newspaper columnist has a cheerful line of small talk, and an unassuming mite manner, both of which make him a welcome addition to the pleasant interchange on the dial. Like Mr. Adams's nice-man to have, around the house. (See full review this issue.)

"Lux Video Theater" (TV), CBS-TV, Monday (27), 9-9:30 p.m. EDT. Celeste Holm teed off the Lux Video Theater's return after his summer layoff as a pert Quakeress in an item titled The Facing Goose. Televisive, the story came across as an inconsequential bit of fluff without much imagination in its staging. (See full review this issue.)

"The Bari Parks Show" (TV), NBC-TV, Monday, 3:30-4 p.m. EDT. There's enough diversified talent on this show to make it much better than it managed to be most of last season, and far superior to this '51-'52 return prem. Proper basic approach to the format and the sound utilization of talent available could make this video's early afternoon stand-out stars. (See full review this issue.)

"The Gallery of Madame Tchang" (TV), Du Mont, Monday (27), 8:30-9 p.m. EDT. Not excluding such choice 15-year-old, minus-B "quickie" films like "The Mad Men" seen on the CBS Late, Late Show a few nights previous, Madame Tchang to the worst television show by which this reviewer has ever been stunned. The quicker Du Mont drops this and forgets it the better—get only for Du Mont but for televisuals.

"Pebet Bim Ribbons Flights" (TV), CBS-TV, Wednesday (29), 10 p.m. EDT. It would seem that directors of video fight casts could begin to feel around with at least a few new techniques to brighten, interest. The Gulliver-Grandeur like most hours, was shot almost in its entirety with the fighters showing from the knees up. . . . Russ Hodges has almost learned that a fight chatter's best bet is to say as little as possible and then to think carefully about what he's better to say. (See full review this issue.)

Fireside Theater

TELEVISION—Reviewed Tuesday (26), 9-9:30 EDT. Sponsored by Procter & Gamble (Terry Scop) via National Broadcasting Company, Producer-director, Frank Webster. Writer, Brent Webster. Cast Tom Powers, Sheila Bromley, Lee McVeigh, Birolow Savre, Peggy Walker and Paul Marry.

A moderately amusing telefilm featured the fall return of Fireside Theater. The telefilm featured Tom Powers, who was good, and Sheila Bromley, who was "rotte a stand-out, as a mildly titillating couple in a comedy of domestic misunderstandings. Powers played a retired middle-aged, who shouldn't have quit an unexpected twist put him back on the beam after a somewhat tepid play for a neighboring widow. Action wound up with a somewhat return to his old self, straightening out his wife for a second and trailer-honeymoon.

Script Support. Sequences have been skillfully developed and put together by Frank Webster. The script was well written. Both players get solid support—particularly from Lee McVeigh and other—provided pleasant, realistic entertainment for half-hour.

The commercials were well pitched via film plug for personal-telivered Ivory Soap as a beauty buy. Considerable thought and management have gone into Fireside Theater's initial return effort. Bob Epstein

Life With Luigi

RADIO — Reviewed Tuesday (27), 9-9:30 p.m., EDT, sponsored by Wrigley's via the Columbia Broadcasting System, Producer, Cy Howard. Director, Mac Bennett. Writers, Lou Derman and Mac Bennett. Announcer, Bob Stephens. Music, Les Fishback. Cast: Luigi, Billie Allen, Lady Gilbert, Hank Conrad, Mary Shipp, Joe Foster.

Luigi Basco is back from his summer vacation and back at his night school, via the Columbia Broadcasting System. The show again humorously follows the career of the warm-hearted Italian immigrant, and again gets across its points on Americanism in painless fashion. If there is any criticism, it is that the casting is a mild let-down. Luigi and his friends have more good will per man than all the occupants of Madison Avenue and Radio City offices combined.

The fee-off status of the season detailed the woes of the high school class which found itself split among two teachers. By the end of the program, however, they proved that unity makes for strength and get themselves all placed under the tutelage of good old Miss Spaulding again. Thanks to a prize-winning essay on "My Country" by Luigi.

Book Help. The other stock characters from previous seasons, such as the precocious Fanny and his Colleen-weighted date, via the Columbia Broadcasting System. The show again humorously follows the career of the warm-hearted Italian immigrant, and again gets across its points on Americanism in painless fashion. If there is any criticism, it is that the casting is a mild let-down. Luigi and his friends have more good will per man than all the occupants of Madison Avenue and Radio City offices combined.

Martin Kane, Private Eye

TELEVISION — Reviewed Thursday (30), 10-10:30 p.m. EDT, sponsored by United States Tobacco Company, via NBC-TV Day. Producer-director, Don Sanford. Writer, Don Sanford and Henry Kane. Cast: Lloyd Nolan, Walter Kingsley, Nicholas Saunders and others.

Martin Kane starts his third season with Lloyd Nolan taking over the title role of the indomitable sleuth. Once more Walter Kingsley is his retired, portly captain pal, who runs a tobacco shop and thereby is enabled to plug rich U. S. Tobacco Company items like Old Blends, Dill's Best, Sans and Enzo's cigarettes—with all such pitches nicely integrated into each script. Continuing also as the somewhat dim-witted police sergeant is Nicholas Saunders. "As is usually the case, writers Don Sanford and Henry Kane have come up with an involved but generally acceptable script. In the crime-chasing trade it is a bit of a time it included a touch of body-ate-mating, with an overlay of stamatic money espionage. It was

Little Show

TELEVISION—Reviewed Tuesday (28), 7:30-7:45, EDT. Sponsored by Stokely-Van Camp via National Broadcasting Company, Producer-director, Charles Holden. Cast, McLean, Smith. Producer, Byron McKinnon. Director, Alan Newman. Cast: John Conte, Fisher and Carl. These three and a Prep.

The first of the bi-weekly sets, back after a summer lay-off, started pleasantly enough. It even had an ingenious opening. But once over the first few lines and opening gimmicks, it degenerated into a finished-out commercial for Van Camp's products. These over-long plugs for beans and pickles kept the viewers aware of the sponsor's products, but as far as entertainment values are concerned, the results are sad.

John Conte came thru prop rooms into "Studio 54" to be greeted by "anticipatory" attention backstage characters. Using his vocation as part of a running gag, Conte chatted and finally went into I Want to Be Happy. All in all he gave with four songs, ending with Stairway to the Stars. Taken individually the numbers were all good, well done. But collectively they suffered from lack of pacing.

Prepared Up. The Three Beans and a Prep contributed four-part voices on Mc-Kinnon, using a window frame for a prop. Fisher and Carl, ballet dancers, also used props, starting off with a baby's playpen which ended as a change for Scott. The second lady, in a commercial, then back to Conte for Scott's "You Own Back Yard, using a prop Radio City building.

For a "little" show, this one uses more props than others twice in every four times its length. Props, however, are hardly a substitute for writing and other talents. Bill Smith

Lux Video Theater

TELEVISION—Reviewed Monday (27), 9-9:30 p.m. EDT, sponsored by Lever Bros. via CBS-TV, thru J. Walter Thompson. Producer, Karl Kuhl. Director, Fielder Cook. Cast, Celeste Holm, Parker Fennelly, Thomas Coley and others.

Celeste Holm teed-off the Lux Video Theater's return after his summer lay-off as a pert Quakeress in an item titled The Facing Goose. Possibly, there was more to the original short story on which the script is based. However, televisive, it came across as an inconsequential bit of fluff without much imagination in its staging.

The yarn had to do with a farmer's wife who lifted glue and a farmer who didn't. Due to her husband's machinations, only one goose got out of a setting got hatched—and Samantha, who was either a pet or a post, according to whose side you were on—was the result. So Samantha got kidnapped by a neighbor and a court battle ensued over her custody. The farmer's wife charmed the judge and, in some way far from clear to this reporter, proved that Samantha was a "peeing goose" and therefore indisputably her own.

Miss Holm was pleasant to look at and seems to fit the Quakerish style and theme department. She received excellent support from Thomas Coley as her too-good-minded husband, Parker Fennelly likewise turned in a sharp character bit as a hired hand.

Play for Lux soap, as usual, was handled adequately. It seemed, however, to one reporter, that Lux Theater's "return opener" in a series of crime and bath-tub selection and production. Even the best of playing can't save unimaginative trips. Bob Francis.

directed competently by Frank Burns, who likewise knows his window formula. Nolan played Kane without any degree of impact, although he is obviously competent. In these days, when private eyes and crime investigators abound on the air waves, it seems doubly necessary for a star to develop a characterization peculiarly his own. Although Nolan will achieve this as the program continues. This low-in, however, was strictly run-of-the-mill, and needs plenty of thought to make the character stand up in a series of crime and bath-tub selection and production. Even the best of playing can't save unimaginative trips. Bob Francis.

Bert Parks Show

TELEVISION—Reviewed. Monday (21). 9:30-9 p.m. EDT. Sponsored by General Foods Corporation thru Young & Rubicam, Inc. A Louis G. Cowan production. Producer-director: G. O. and A. Markey. Writers: Bernice Gould and Paul Harrison. Cast: Bert Parks, Betty Ann Green, the Heatherettes, Jean Sweeny, Marianne McCormick, Mlle. Brent, Maryanne O'Connell, Bobby Sherwood and Quintin Sosa Segura.

There's enough diversified talent on this show to make it much better than it managed to be most of last season, and far superior to this fall's 1950-51 season. If Louis G. Cowan, Sherman Markey, the writers, and Parks would sit down and work out their contrasts (Parks' incredible offensiveness against Bobby Sherwood's relaxed and natural appeal, for example) they could come up with far more creative and amusing packages. They might also concentrate on having the various performers utilize their strongest points and skip areas in which one or another are somewhat deficient. Parks' nasal baritone could readily give way to the more delicate tones of new hires by Sherwood, who demonstrated on his own Columbia Broadcasting System stanza last season, that he can sell a tune with soft effectiveness. Parks' forte, of course, is the remarkable vitality and pizz- he can give to any show.

Vocational Fable

The Heatherettes are an attractive, able group of songwriters, and Betty Ann Green fills the fern warbling slot ably. The return preem was marred to begin with by the fact that the writers succumbed to what seems to be an inextinguishable temptation for many scribes—writing in a question-bill. This one, revolving around the cast members' bringing each other the same gift, a pine yellow, dragged interminably and stopped being funny after the first few seconds. It shouldn't be impossible to catch back on the air without dragging through a question-bill. The stanza in which the performers spent the summer.

Other comedy bits, such as this Good Day routine, and the Moonbeam (staghand) spot were better. On the musical side, a selection of more familiar songs would help some, too. Parks and Miss Green doing "Good Morning" and the quintet's wild jazz arrangement of "Nobody's Sweetheart" was solid, but a little strong for early afternoon. The Heatherettes did a poor song in "Couldn't Catch Me," and Parks' "Too Young" all but murdered the top ballad.

Gull Glay

Fortunately and obviously no three-a-week afternoon half hour is going to be made on its present show. And the foregoing criticism does not mean that the company will do all right for the General Foods items they push. It's just that the proper basic approach to the format, the soundest utilization of talent available could easily make this video's early afternoon stand-out stanza. Joe Cade

Dateline Korea

RADIO — Reviewed. Sunday (28). 8:30 to 9 p.m. EDT. Sustaining via the Mutual Broadcasting System. Producers: Arthur Feldman and Hollis Seay. Technical supervision: Spitz/Gene Coon and Thomas Flanagan.

Continued from page 3

"We'll see what happens when he gets to the top," the last interspersed with hard breathing from the climb. Next he was heard speaking in a whisper from between a tree, and then his trooper and was hiding, not knowing whether or not he was surrounded.

Flanagan whispered his fears as steps were heard approaching. Did they belong to friendly troops or not? It developed they were South Korean, and Flanagan's voice seemed, mightily relieved. Then a South Korean and heard screams in agony as he was wounded. Troops were heard, speaking in Korean, as they hauled him away. Flanagan said, "It's getting a little too close for me. This is the closest I've ever been. I must tell you I'm getting very nervous." He sounded it, too.

The portions of the service in church in the show were the chaplain's invocation, the diviner, commander's remarks and the chaplain's benediction. While in their own way they brought home some of the meaning of the war, they could not possibly speak as clearly or dramatically as the straight reporting job by the Marine Radio Correspondent.

Capsule Comment

Lorraine Cugat Show (TV). Tuesday, 9:30 p.m. KECA-TV, Hollywood.

If looks were talent, Lorraine Cugat would be among TV's outstanding performers. Unfortunately, it takes more than a sparkling eye and a whistle-worthy form to carry a tele show for an hour. (Full review in this issue.)

Big Story (TV). NBC-TV. Friday (31). 9-9:30 p.m. EDT.

Return features Nat Polen as an intrepid, racket-busting reporter. The yarn, as usual, was based on an actual case history. Bernard Procter's direction is uniformly good, highlighting the memo content of the script from failure to final success. (See full review in this issue.)

The Perry Como Show (TV). CBS-TV. Mon. Wed. Fri. 7:45-9 p.m. EDT.

This new of the night show is pleasantly enough executed, but Burdett has an annoying habit of preceeding each item with the word "well." Certainly a habit which a pro should be able to overcome. It gets pretty irritating and tiresome.

Edward W. Murrow (Radio). CBS. Monday (27). 7:45-9 p.m. EDT.

The new fall series seems a typical Murrow program. It's carefully edited, giving the listener a sense of top development in the international and national news. (See full review in this issue.)

Armstrong Theater of the Air (TV). CBS. Tuesday (28). 9-10:30 EDT.

What can be done for a simple, loaded story was emphasized by Ted Post's sensitive direction of the half-hour drama, Johnnie Pickup. Like a wise production proved that young, no-name, legit players, such as Anne Jackson and Arthur Keegan, can offer up TV performances to make high-priced luminaries look and sound judged.

Lite With Luigi (Radio). CBS. Tuesday (28). 9-9:30 p.m. EDT.

The show again follows humorously the career of the warm-hearted Italian immigrant, and again tries across his points on Americanism in pointed fashion. If there is any criticism, it is the casting, a mile too sugary. (See full review in this issue.)

Walter Winchell (Radio). ABC. Sunday (26). 9-11:15 p.m. EDT.

Bob Hope and Jo Stafford rounded out the big name guest list bubbling for Walter Winchell. The show was a top form and canny Stafford mixed with her paw found comedy sense and charm of manner. Both performers plugged their respective sponsors, and Winchell's name was spotted via several references by Hope, implying his "top" tonight up the time for W.W.'s implications, of course, were primarily gay style.

Loisella Parsons Show (Radio). ABC. Sunday (26). 9:15 p.m. EDT.

Loisella Parsons' producer, Douglas Harris, is handling the news section of the show now, due to the recent death of her mother's husband, Dr. Harry Martin. Daughter undoubtedly reads lines better than "Lilly," but she doesn't have the same warm, under-the-iriser gossip manner which makes her mother's breathless delivery so touching, readable and service audience-wise. The scribe was on at the finish in a pre-recorded coy interview session with Ginger Rogers, during which the actress mainly plugged her forthcoming Broadway legit show, Love and Liza Cole.

Kubla Fran & Ollie (TV). NBC-TV. Monday (27). 7-7:30 p.m. EDT.

There is no show like KFO. That Tiltstrom character is a genius. The battery of life-time advertisers picking up the heavy time tab on Kubla will all get money's worth, and equally important, so will the viewers. (See full review in this issue.)

The Big Story

TELEVISION—Reviewed. Friday (31). 9-9:30 p.m. EDT. Sponsored by American Cigarette & Cigar Company thru National Broadcasting Company TV. Thru Sullivan, Kaufman, Krass, Gold, and Lee. Producers: Bernard L. Procter, W. R. Winters, various. Cast: Nat Polen, others.

Return of Big Story to the living room screen features Nat Polen as an intrepid, racket-busting reporter. The yarn, as usual, was based on an actual case history. This time, it conveyed the saga of Ernie Wood, then cop reported-on The Alchemist (Calif.) Times-Star, who dunked his paper in a libel suit via a one-man anti-crime wave.

According to the story, a bedridden Burns had the town under the w. h. thumb. Witnesses kept silent and Wood was in a bad spot. However, with the help of Earl Warren, then district attorney, and now governor of the State, Wood dug up evidence which eventually won them their lawsuit.

Bernard Procter's direction is uniformly good, highlighting the memo content of the script from failure to final success.

Polen did well with the Wood characterization, and got adequate support from the rest of the cast.

The film commercials, feature top successful smoking-length and non-three-britannic qualities of Phil Mall cigarettes.

Bob Francis.

Luckies May Keep Manhunt

NEW YORK, Sept. 1.—Luckies Cigarettes this week was considering continuation of its summer replacement Assignment Manhunt, into the winter months as a part of its regular TV network programming. Its other war-weather substitute, Go Lucky, will be dropped shortly.

Client is interested in a mid-week time for the mystery stanza which has not a strong rating. Its other two TV shows—You Hit Parade and This Is Show Business—are programmed Saturday and Sunday, respectively. Batten, Barton, Durstine & Osborne is the agency.

Goodwill Name Gordon Gray

CLEVELAND, Sept. 1.—Gordon Gray was elected vice-president of the Goodwill Stations here Wednesday (28) at the week's quarterly board of directors meeting at WQAH. Gray, who will represent Goodwill's Eastern sales division, is opening New York offices this week.

Edward Petty & Company will continue to serve as agency for Goodwill's Detroit Station WJR and WGAR here, and H. R. Peck will still handle Goodwill's Hollywood Station KAMP with Gray's office supplementing activities of each agency. Gray was formerly assistant general manager of WIP, Philadelphia.

Dance King Buys WNBT Film Video

NEW YORK, Sept. 1.—Arho Arthur Murray has moved his local WNBT show over to the American Broadcasting Company's video network, the Terry King will continue to buy local time on WNBT here via a special film show.

Murray is negotiating to sponsor a weekly minute film series in the station's 11-to-midnight period. This time belongs to the network, but Murray is willing to sign the deal with a reciprocal clause in the past.

Kroger to Launch Big Spot Campaign

NEW YORK, Sept. 1.—The Kroger Company third largest food chain in U.S. is dropping its advertising on the Big Wealth for something different. Firm will launch what it terms "one of the biggest spot campaigns in the history of radio" the week of September 24.

Campaign will be placed by Ralph H. Jones Company, Cincinnati-New York, which also handles advertising for advertising. Huthaus & Han was agency on Shore the Wealth.

Another Look

Brief criticism and comment re TV shows previously reviewed in detail

Wayne King Show

Thursday (26). 9:30-10 p.m. EDT. 4th NBC Midwest Network.

Wayne King has returned for the fall with a new crop of hair, some good new singers and a polished, beautifully staged musical show that should gain him the high ratings he enjoyed last spring on the 10-station network in the area served by Standard Oil of Indiana.

His first show was a model of good production, lighting and camera work. King's featured soloists, Harry Hall and Gloria Van, are back. New soloist is Barbara Becker, who showed plenty of sparkle. The j.p.-style Don Lange, Chorus has been strengthened with some new male and female voices. King emceed the show, as he did last year. He wisely kept the talk to a minimum, and most of the musical numbers bleded into other, with no announcements. King's conversation sounds a great deal less bad, meaning satiric, and he deals heavily in schmalz, but he keeps it brief.

The show opened with the members of the cast and chorus singing individual introductions of themselves. They then sang into a solo. The setting for the first 20 minutes was a country fair and the NBC Chicago crew managed to squeeze into their compact studio settings for the band, a gas station for the commercial and a Tunnel of Love, midway shooting gallery and Frank Show. King is off to a fast start. Jack Mahaly.

Hi Ladies

Thursday (30). 11:30-Nono EDT. Via WGN-TV, Chicago.

Studio interview show, with giggling, dumpy ladies and effervescent emcee are probably an inevitable staple of daytime programming for television. Tommy Bartlett is an old master of coaxing the ladies' club and his element on this program.

Bartlett is an easy, pleasant fellow who tends the girls into spasms by wiggling his eyebrows at them. On this 30 minutes he had a group of church women as guests. He stood facing the women, who asked him for a group and conducted them thru one game, interview, talks with their children and the commercials.

The game was borrowed from Where My Line, with good results. Viewers saw the face and hands of a man, but not the person, a viewer's name and gave five clues to his occupation. When she failed, he gave five more to four members of the studio audience. When they failed, he identified the man as a fishing tackle tester and conducted an interesting interview with him.

Bartlett fell into a blatant taste in an interview with a woman who told him she had been a widow for two years. He then came up with the stock question, "Do married men live longer or do widows?"

Commercially of four participating sponsors were effective demonstrators of the products, with Bartlett wandering into the kitchen to sample the food. Jack Mahaly.

Lorraine Cugat Show

(Tuesdays) 10-11 p.m. KECA-TV, Hollywood.

If looks were talent, Lorraine Cugat would be among TV's outstanding performers. Unfortunately, it takes more than a sparkling eye and a whistle-worthy form to carry a tele show a full hour. With proper, intensive training, Lorraine could develop into good TV material. Her main difficulty is her own inability to inject native flavor into Spanish words. As ferociously a Latin lover in a town where the Spanish-speaking populace is second in the only to that of Mexico City, her Americanized Spanish surely grates the senses of viewers who have a more intimate association with the language.

To make matters worse, she's unable to read links-English lines, that is, in a convincing manner. She fails to throw personality into her work, nor is there a touch of sincerity in her speech or singing. And while she's taking lessons, vocal work should top the list of her studies, particularly concentrating on breath control. Her association with singing for air at the end of a line, she may also learn how to carry a tune.

and possibly with time, how to properly project it. Billed as her own's batoness, she should also learn how to properly give a down beat. Actually, Harry Geller conducts the studio orchestra and too often the estranged Mrs. Cugat and her lack are miles apart for the start-line band.

KECA-TV lenders offer little help in hiding the fact that she doesn't really lead the band by frequently bringing Geller's baton and occasionally his arm into camera range. Show is eye-opening, if not technically brilliant. Lorraine also should take dancing lessons and offer viewers a little selectivity in steps. Some wiggles gets boring. Terp training may add to her grace and poise, for without these beauty is an empty shell.

Her wardrobe is badly in need of expert attention. Frills and ruffles in abundance add little in setting off her physical appearance, but only confuse and distract the eye. Less gaudiness and more taste in clothes will add class. Until all these major points show improvement, this show remains in the unprofessional bracket. Show is sponsored by Vitamin Corporation of America. Film spot commercials are used. Leo Zhitko.

Colgate Must Jump or Duck On TV 'Irma'

NEW YORK, Sept. 1.—Colgate must decide shortly whether it wishes to exercise its option on the TV version of M'Fried's Friday starring Marie Wilson. Client already has bought Wednesday's 9-9:30 p.m. on the Columbia Broadcasting System's TV network, but is undecided as to what it will program.

Mitigating against Colgate's buying of Irma is the strong showing of Strike It Rich, now holding down the nighttime spot on CBS-TV. The latter program, however, may not be strong enough to do as well with winter telecasts.

Utah Schools Seek TV Use

SALT LAKE CITY, Sept. 1.—Three steps have toward obtaining television channels for educational purposes were taken last week by Utah educators, after some 24 district school superintendents and officials from institutions of higher learning reported favorably on possible video use.

Meeting in the office of the State Department of Public Instruction, the school officials recommended that their governing bodies write the Federal Communications Commission, opening a campaign to secure tentative channels set aside by the FCC for school use.

RADIO CLASSES TO AIR THRUOUT NORTHERN MICH.

DETROIT, Sept. 1.—Actual classroom radio will be brought to 29 sparsely-settled counties in the old lumber areas of Northern Michigan (Lower Peninsula) this fall by official arrangements of the county superintendents of schools involved. Originations will be at the University of Michigan at Ann Arbor, with broadcasting thru the Paul Bunyon Network. Arrangements were made by Waldo Abbot, university broadcasting chief, and Leo Niedermaier, not president. Participating stations include WTCM, Traverse City; WATT, Cadillac; WBNB, Petoskey; WATC, Gaylord; and WATZ, Alpena. Classroom programs will run a half hour daily, starting at 1:30, with a different type of class each day. Instructions will be handled primarily to the needs of the small remote rural schools, rather than primarily the town schools in the area.

BASKETTE OUT, BASKETT IS IN

WASHINGTON, Sept. 7.—When you read this remember there is nothing wrong with your eyes. Basket Moose has been elected to succeed Floyd W. Baskette, radio chairman of the division of radio at Northwestern School of Journalism, was elected chairman of the Council on Radio Journalism, Inc. at a meeting last Monday (7). It was announced by the National Association of Radio and Television Broadcasters. He succeeds Baskette, associate professor of journalism at University of Colorado.

FTC Suggests Stiff Code for TV Advertising

WASHINGTON, Sept. 7.—In a proposed draft of trade practice rules to be submitted to a three-day conference of the radio-TV industry here starting September 24, the Federal Trade Commission this week recommended strong safeguards against deceptive advertising of color TV sets, adapters and monochrome converters for dual-band TV. The proposed draft of trade practice rules, running to 18 closely printed pages, is tentatively in form and will get a three-day review at the upcoming conference preparatory to shaping of a second draft for later public hearing.

The proposed draft spells out 21 suggested rules on deceptive selling methods, the use of selling terms, rigid specifications for TV screen sizes, TV set capacities of bulb and reception pricing and commission schemes. The proposed rules specifically forbid advertisements implying that a television receiving set is a color television receiving set, or a color television receiving set when parts or accessories are added, "merely" unless the set is capable of such color reception in the manner represented. A similar provision forbids promotion that a color adapter is capable of producing color if that is not the case.

Another portion of the rules draft lays out detailed accuracy requirements in representing the size of TV screens. Unlike measuring devices of TV screens, and representations on the performance of screen projection and magnification are listed. Still another section describes proposed rules to follow in offering sets as "new," and as "discontinued" or "obsolete." "Deceptive pricing," is described as that which implies that the price is for a complete set, or includes installation, or a "free" game, or an "in" speaker, or a reduced price when that is not the case.

The draft also is regarded as an unfair trade practice the giving of an set to a merchant or dealer as "proof" of promoting one brand of radio or TV set ahead of another.

Emerson Eyes Small Agency

NEW YORK, Sept. 7.—The Coughlin & Richard agency this week was leading in the battle for the lucrative Emerson Corporation billings. The radio and TV manufacturing outfit recently hired staff of its Photo, Code & Printing Division.

A comparatively small agency, Coughlin & Richard has been handling sales promotion for Emerson. Should the advertising agency lose the account, it would project its into the big time Emerson's last large broadcasting campaign was in spot sales during the spring of 1951.

Glossy Professional 8x10 PHOTOS

The most genuine color and contrast ever... Our new process...
MULSON STUDIO
 1001 N. 10th St. PHOENIX 1, ARIZ.

Fair Practices Unit Deplores Navy TV Plans

WASHINGTON, Sept. 7.—Criticizing an exchange of correspondence with the U. S. Naval Academy, the Fair Television Practices Committee this week deplored Navy's plan for restrictive home telecasts and theater telecasts of some of its home football games next season, as out of line with the Academy's responsibilities as "a public institution." The FTPC warned that the Department of Justice is investigating restrictive TV plans for next season's intercollegiate sports.

FTPC Chairman Jerome W. Marks issued the warning in a reply to a letter from Vice Admiral H. W. Hill, Naval Academy superintendent, who in turn was replying to an earlier Marks query on Navy's TV plans (The Billboard, August 18). Vice Admiral Hill explained that the Navy Academy Athletic Association has entered into agreements to televise home football games between Navy and the following: Princeton, October 6; Notre Dame, November 3; and Maryland, December 10. Marks stated the admiral will be televised as follows:

Live (black-white).—What-ever game is elected by the National Collegiate Athletic Association Television Committee will be home televised. "Definite decision not yet made by sponsor."
 Live (color).—All of the home games will be televised in color by the Columbia Broadcasting System.

Post-game films.—Films taken of home games will be shown on Sunday afternoon following each game by CBS.

Theater network (live).—The home games, or game, as selected by a joint committee of college and theater representatives, will be televised in the theaters. Any game that is not placed on live television (under NCAA pact) will not be placed on the theater television network.

Highlight film.—Selected plays, or shots, of each game will be shown on a mid-week television show which will contain similar plays of other intercollegiate games.

Navy View
 The Navy Academy superintendent stated that the Academy's intercollegiate sports program is supported by public funds, with TV rights and the like coming from athletic association income. The Navy Academy's Athletic Association is a contributing member to NCAA. Vice Admiral Hill voiced belief that the Academy's TV program allows for wider viewing of games "that will be available from most other colleges and universities," and he stated that this permits disabled veterans to view games "to the maximum extent possible."

Marks replied this week (30) however that the Academy itself is publicly supported and that the restrictive TV program is a questionable practice not in keeping with "the special responsibilities" of a "public institution."

Marks' Statement
 "The list of television participations which you furnish," stated Marks, "impresses this Committee only in its length. Billed down it means that a single Navy game will be made available to the national television audience at the time the game is played. The telecasts in color are meaningless as far as the general public is concerned as sets to receive them are as yet not even on the market. Motion picture ads for the Navy games televised at a later date doubtless will have some merit, but the quality of excitement, which is the principal reason for watching sports events, will be lacking for anyone who knows the results but does not see them, and therefore, before that the policies the Naval Academy is following in regard to telecasting of Navy football games will be of much benefit to hospitalized members of the Armed Services and other hospitalized persons, to say nothing of the public in general."

Toni Deliberates 'Grand Central' Buy

NEW YORK, Sept. 7.—Toni this week was on the verge of buying Grand Central Station on the Columbia Broadcasting System radio network. Cluett would con-

LISTENER GETS TV WITHOUT SET

SALT LAKE CITY, Sept. 7.—The second freak radio-television phenomenon in less than two weeks was reported here in Salt Lake City last week. A puzzled radio-listener worried thru a strange-sounding horse opera Monday (30) vaguely aware something about the show was missing. It sounded odd — like I should be seeing something. The listener reported. When the show ended, the announcer cleared up the mystery when he announced the station as a television channel. Several weeks ago a television set romped around in the ether, bringing in a West Coast Voice of America broadcast on the speaker, and later two radio hams conversing in an oriental language.

WNBT, WWOL WPEN Cases in NLRB Decisions

WASHINGTON, Sept. 7.—National Labor Relations Board this week took action in three cases which clarified earlier NLRB orders concerning the National Broadcasting Company's Station WNBT in New York and the Greater Erie Broadcasting Company's Station WWOL in Lackawanna, N. Y. The third order reaffirms an earlier order concerning the William Penn Broadcasting Company's Station WPEN in Philadelphia.

NLRB ruled that any NBC employee, irrespective of job designation, who regularly spends more than 50 per cent of his time handling and placing TV rights, is in effect a stage electrician. The effect of the order is to permit certain engineers performing the duties of stage electricians to bargain with the latter group in union organizing rather than with all employees.

In the WWOL case NLRB ordered that WWOL employee Frank Sa) should be classed as a non-supervisory employee and that his ballot in an election conducted by the National Association of Broadcast Engineers and Technicians, CIO, should be opened and counted. This ruling overrides a challenge to Sa)'s ballot filed by Leon Westcott, representing WWOL. NLRB found that altho Sa)'s job was classified as supervisor, his duties did not in practice bear out that role, and his union membership was therefore valid.

NLRB also found that when the William Penn Broadcasting Company entered into a contract with the American Communications Association CIO for union bargaining purposes, it "unlawfully rendered support and assistance to ACA" during a period when a question still existed concerning the proper membership jurisdiction of ACA and its rival, the International Brotherhood of Electrical Workers, AFL. The broadcasting company had sought to set aside an earlier order by NLRB with the same finding by introducing further evidence to refute the charge of "unlawful" action, but NLRB ruled that the evidence was not sufficient.

TV on Docket for Educator Sessions

WASHINGTON, Sept. 7.—Educational TV will be a major topic slated for the American Council of Education conference to be held in New York September 27 and 28 at the Hotel Commodore. Educational institutions, nationwide educational organizations and interested women's groups will send more than 600 delegates.

Subjects topics will include "New Tools in Our Time: Education Through Radio and Motion Pictures," to be held September 27, and "Wanted: Women To Defend Democracy" on September 28.

cel Alice Jane Doe, now in the Saturday 1:30-2 p.m. period on that web, and take over the 12:30-1 p.m. period instead.

Grand Central Station was recently ag-ed by Pillsbury on CBS. Profile, Code & Billing is the Toni agency.

Kines Can Cop Money; Smart Slotting Does Trick, Sez Videodex

NEW YORK, Sept. 7.—Despite the still relatively poor quality of kinescopes, generally by advertisers are finding that intelligent placement and careful buying of spots and variations for lines of live shows is paying off in substantial audiences. The following Videodex study indicates that line showings can be particularly effective in single-channel markets. Chart indicates results (based on June, 1951, Videodex reports) in which kinescope recordings of shows achieved ratings in single channel cities, in excess of the same shows' 60-city network ratings.

City	Program	Videodex	
		City Rating	Network Rating—63 Cities
Buffalo	One Man's Family	NBC 22.7	17.2
	Teach of the Town	CBS 46.6	20.8
	Puller Price Playhouse	ABC 49.6	20.2
Milwaukee	Bigelow Theater	CBS 41.7	9.4
	Stony Hotel	NBC 24.4	17.7
	Hotel	ABC 32.1	9.0
Pittsburgh	Civic Theater	NBC 47.8	25.7
	Vaughn-Messner	NBC 19.3	14.6
	Wrestling—Chicago	De Mont 27.0	8.8
St. Louis	Teach of the Town	CBS 41.4	20.8
	Teach	CBS 36.3	27.4
	Ford Theater	CBS 44.7	14.0

Multi Channels
 While kines run up their highest ratings in single channel markets for obvious reasons, it is not unusual for the kinescopes to equal or top the 63 city national rating in certain multi-channel markets. Following table lists line versions of shows in multi-channel cities, which achieved just that.

Many factors, of course, determine effectiveness of line versions of live shows. Fuller study of Videodex reports reveals many of these. This brief study is merely intended to make the point that intelligent usage of the kines regardless of possible quality shortcomings, can still constitute a major force for an advertiser in reaching a maximum market.

City	Program	Videodex	
		City Rating	Network Rating—63 Cities
Arizona	One Man's Family	NBC 24.3	17.2
	Rocky King, Detective	De Mont 22.4	8.2
Baltimore	Arthur Murray Show	ABC 14.1	6.6
	Royal Playhouse	De Mont 21.3	8.3

ABC-Paramount Problem

Continued from page 8

stances," stated Jones, "arises from involvement in anti-trust violations by Paramount Pictures, Inc. its predecessor companies, and their various subsidiaries."

Jones contended that the government in its original anti-trust prosecution of Paramount Pictures, Inc. had charged all 21 officers and directors of the corporation as individual defendants and that, while subsequently the complaints against these individuals were dismissed "in the interest of economy and time" information nevertheless is available to the commission "purporting to show that these officers and directors of Paramount Pictures, Inc. all actively participated in the direction and management of the business affairs of Paramount Pictures, Inc." Jones declared that a dozen of these officers still held "key positions" with Paramount Pictures, Inc. at the end of 1949. He argued that the FCC staff should "make a thorough study, analysis and organization of the information available to it" about the key officers.

The dissenting commissioner contended that separation of the merger bid from the other proceedings ordered August 6 "would make more orderly and logical inasmuch as a decision involving Paramount Pictures, Inc. and its related holdings is as stable and complicated job."

"Even if Paramount Pictures, Inc. its subsidiaries, their officers and directors are found qualified under the act, new and complicated factors arise in the consolidation," stated Jones. "They will not be simple facts and if combined with the character problems in the August 6 order of the commission, they do not lend themselves to concurrent consideration."

Five Questions
 He argued that FCC will be dealing with (1) the applicability of business practices rejected by the courts as a violation of anti-trust laws in the movie business to the operation of radio facilities; (2) the concurrent operation of radio facilities and theater television in the same area; (3) effect of owning and operating movie theaters and facilities; (4) monopolistic effect in entertainment field on the operation of theater TV and broadcast facilities; and (5) whether the proposed merger violates the Clayton Anti-Trust Law. "None of these questions," stated Jones, "is simple."

The commission in its majority order (Commissioner Freda Henderson not voting) declared that consolidated proceeding will in-

- involve all applicants in FCC's determination "to obtain full information with respect to the participation of any of the applicants, their officers, directors, stockholders, employees or agents in any violations of either the federal or State anti-trust laws, the extent and character of such participation, and the results of any litigation flowing from such participation and more specifically to secure information as to:
- "A. Whether the violations committed were willful or inadvertent.
- "B. Whether the violations were committed over a long period of time or, in terms of time, were isolated events.
- "C. Whether the violations were recent.
- "D. Whether the violations also constituted violations of the Communications Act."

Cluett-Peabody Pacts Shriner

NEW YORK, Sept. 7.—Cluett-Peabody this week signed a bankroll with Shriner on the American Broadcasting Company in the 9 p.m. Thursday slot, but reports say it, that the bankroller, altho tying up the show, is unwilling to stand the gap alone. Result is that its agency, Young & Rubicam, and ABC-TV reportedly are going to beat the bushes for a non-competitive sponsor who will take an alternate week of the show off the hands of Cluett-Peabody.

The Shriner show fees off on October 11. It marks the latest success story of an Arthur Godfrey vacation sub Shriner drew heavy plaudits on his fill-in job, and his own show resulted. Also marked the steady work after stringing sub-stints for Godfrey were Robert Q. Lewis and Steve Allen.

Glossy Photos in 1 Day!

5¢ per photo (10¢ per 10)

Photo 125 per 1000. Contact Videodex, 30-40 12th St., New York 1, N.Y.

Made from your negative on photo. Unsurpassed in quality of any price. Under supervision of former report's development.

Color Art Also 125¢ per 1000. Contact Videodex, 30-40 12th St., New York 1, N.Y.

WE DELIVER WHAT WE ADVERTISE!

Disk Ventures Mushroom on Mail Order Sales Via Radio

Network, Tops, Galgano Lead Field, New Firms Quiz Fox on Operation

Continued from page 1

These specially-engineered 10" contain two tunes per side and are of micro-groove construction. The disks run about five minutes per side. The packages sell for \$2.98.

Network's Operation
Kiss of the Mail Order Network, regarded by many as the leader in the field, states that the firm buys time on about 75 stations throughout the country, using both spot announcements and programs. The latter are of five and 15-minute duration, and broadcast either three, five or six times weekly. Generally, however, any single campaign will be limited to between 30 and 35 stations. This firm's packages are the Oval Line disks, the label being handled by Erv Victor out of Chicago. Victor

NEW-TYPE PLEA

Don't Disk 'Kisses,' Begs Richmond

NEW YORK, Sept. 1.—Music publishers have been known to offer anything from speedboat rudders to a cent a copy to get recordings of their songs. It's rare, too, that a publisher makes an effort to dissuade a recording man from making his song. One of these rare occasions took place this week when publisher Horrie Richmond, apparently quite content with his one Weavers' etching of *Kisses Sweeter Than Wine* no. Decca, sent the following letter to recording men Charlie Green, Mitch Miller, Joe Carboni, Jimmy Hill and Dave Cavanaugh: "We're trying an experiment."

"Is it possible for a record to make the No. 1 best seller spot with one only version to the market? Feel it would be a great service to record companies if it can be proved that one record can step out as a hit and score a top sale."

"You can help in this experiment by not recording *Kisses Sweeter Than Wine*."

"Know the temptation to assign *Kisses* is big in view of the excellent showings on various charts, but any additional records on the song will only foul up our experiment."

"So please—try to stop this one—if you can."

Te Groen Seeks Tootler Ruling

HOLLYWOOD, Sept. 1.—John Te Groen, proxy of American Federation of Musicians, Local 47, told *The Billboard* he is planning to make his second campaign before union bigwigs in January in an effort to resurrect the ruling forbidding a newcomer tootler from taking a film studio job in his first year here. Restriction requirement was recently repealed by order of the union's international executive board. Group will meet in the East this January at which time Te Groen and/or Local 47 will present the order. Te Groen formerly made a plea to keep the restriction out last June's annual convocation.

Te Groen explained that his local was the only one in the AFM that had such an edict. When the state met September 13, Te Groen expressed the possibility that there would be an influx of transfer windbaggers to this city to capitalize on the edict and also gain up additional work in the recording field.

"Untold hardship will undoubtedly result to transfer windbaggers who are expecting to find employment," stated Te Groen, "as Local 47 already is overcrowded."

supplies the network with masters and stampers, takes care of the label and record sessions, etc. The Network guarantees Owl a sum of money for these expenses, plus publishers' royalties, excise taxes, etc.

For the past five weeks, the Mail Order Network has been working on the 15-tune package, but notes that that had been selling a 12-tune package. The package changes according to fluctuations in hit disks. Within a few days, a new package will be plugged on the air. In the New York area, the network uses WINS, WMGM, WOR, WPAT and WJAT.

The Mail Order Network executives stated that much competition is now arising. A quick check indicates this is true.

Huber Hoge & Sons, for instance, 10 days ago embarked on a heavy time-buying schedule in the interests of Tops. The agency states that it has used about 125 stations in key areas. Both spot and program time is purchased. An agency exec stated that re-

Low-Priced Pops Get Major Shot in Arm

Remington Sells for 35c, 3 for \$1; Hi-Tone Cuts Disks to 39c, Tax Included

NEW YORK, Sept. 1.—The low-priced pop record field received a major shot in the arm this week with the advent of a 35-cent, three-for-a-dollar disk under the Remington label. According to Don Gabor, Remington chief, disks were scheduled to be shipped this week. The first release will be 12 pop, 12 country and western, and 12 international polka hits. Disks will feature hit songs back-to-back. Disks are break resistant, 10-inch 78's.

Later in the week, Bob Thiele, Hi-Tone topper whose disks have been selling for 49 cents, announced a reduction to 39 cents, including tax.

Heading the Remington pop operation is maestro Enoch Light. During the past months Light has been auditioning talent and has acquired a stable of unknown professionals whose function will be to study pop hits and imitate their note for note. "Even our notes will be faithfully rendered," says Gabor. Remington will be in the market key, with the backing imitated instrument for instrument.

LP Line
Gabor previously entered the low-price field with the Remington LP line, the disks selling for \$2.10 for a 12-inch and \$1.60 for a 10-inch. A few months back, a 10-inch pop and standard LP retailed at 79 cents was introduced.

The 35-cent disk will be handled by Remington distributors, branches

"Music-in-Air" Rights to Victor

NEW YORK, Sept. 1.—RCA Victor Records this week acquired the original cast recording rights to the revival production of the Jerome Kern-Oscar Hammerstein II *Milk in the Park*. The opera, originally produced in 1932 when it ran for 144 performances, is slated to open at the Ziegfeld Theatre here on October 8. Heading the cast will be Charles Winniger, Jane Pickens, Dennis King and Henry Stephenson. Producer of the new production is Reginald Hammerstein. It will be directed by Oscar Hammerstein II.

The score originally carried 13 songs, of which 10 have developed into standards, *I've Told Every Little Star* and *The Song Is You*.

sales have been quite satisfactory, and that a station line-up of 700 to 800 is envisaged. "This is a revolutionary idea in merchandising records: it reaches people who are not regular customers," he stated.

On Sunday, over WOR, the *Swanee Serenade* program will plug another Top innovation. This is a 78 r.p.m. disk with three tunes on one side, or a total of six on the record. According to WOR, this will be sold over the air for \$3 and will be plugged as "a 35.36 value." The Huber Hoge Agency, however, stated this deal is a "very experimental" offer, and thus far has been disappointing.

Galgano, Chi distributor, has been offering 100, 16-tune package too. Eli Oberstein is producing the disks for Galgano. In addition to pop hits, it is understood that a Top 16-hillbilly package also is in the works. Plans are also crystallizing to make similar packages of 45's. Galgano has been using extensive radio time.

Various other types of packages (Continued on page 46)

and retail outlets, with standard discounts prevailing. A release of six a week is planned. A Canadian plant starts pressing Monday for distribution there.

Thus far, the low-priced distributors have had a tough struggle getting a footing in regular retail markets. Gabor will seek such markets, but is also counting heavily on trade with juke boxes (Continued on page 46)

Merc Bows Big Push With Stocking Plan

CHICAGO, Sept. 1.—Mercury Records, pioneer in merchandise bonus plans for record retailers, will see off its biggest promotional plans yet next week, when the Christmas Stocking plan is offered in disk shops here.

The Merc Christmas purchase plan allows a dealer a 100 per cent profit. If a merchant buys a minimum of \$100 worth of the over-300 package items listed in the plan on a one-time non-cancelable order, he will receive a 20 per cent bonus of free disks. Therefore, the \$100 worth of album items which he buys at his cost can be sold for \$160.00, which, when added to his \$20 bonus on the \$100 purchase, makes for \$200 in retail sales. The 20 per cent bonus will be pro-rated on orders above \$100.

The dealer, making the Christmas Stocking plan purchase before October 14, 1951, may use 25 per cent of the purchase to ob-

Col'bia Names Wexler Veepee

NEW YORK, Sept. 1.—Paul Wexler, national sales manager for Columbia Records, Inc., was appointed a vice-president of the company this week. Wexler joined the diskery in 1941 following his graduation from the University of Pennsylvania. (Continued on page 46)

RAIN BELTS BOWL RECORD

HOLLYWOOD, Sept. 1.—It took a steady drizzle, continuing through Tuesday night, (28) to postpone a Hollywood Bowl performance. This is the second time in 30 years a performance has been cancelled. Last time was in 1928. The concert skidded was put on Friday (31).

Bowl execs pushed back Thursday's (30) Jascha Heifetz performance until Tuesday (4), in order to put the Bowl into dryer conditions.

Shearing With Eckstine Tour; 57 Dates Set

NEW YORK, Sept. 1.—Plans for the Billy Eckstine-George Shearing Quintet concert tour have been finalized. The tour, originally scheduled for an early September start, now will kick off on October 12 in the Shrine Auditorium, Los Angeles, and run thru 57 dates to December 3. The concert trek was delayed by Eckstine's work schedule on his first movie, *Spirits Away*. The warbler, currently at the Apollo Theatre here, goes to the Coast at the end of that engagement to start the slick deal.

The Eckstine-Shearing tour is quite unusual in 1951 respects. It is one of the few instances in recent years when every date has been sold at a single price—\$3.500 per night per night against 60 per cent of the gross. Guarantees thus will total \$192,600. The price structure for the tour will extend to include concerts scheduled for four college dates. "College jobs usually are sold on flat guarantees."

An oddity, too, is the fact that Norman Grant, jazz at the Philharmonic impresario, will promote 72 of the dates and was largely responsible for the routing of the concert tour. Grant will be promoting the Eckstine-Shearing dates simultaneously with his own annual JATP concert tour, which is (Continued on page 36)

Schoen Quits Andrews Unit; Weighs Plans

NEW YORK, Sept. 1.—Vic Schoen this week left the Andrews Sisters after serving as musical director and arranger for the girls for 15 years. Schoen who flew back here early this week from London, broke with the trio in the midst of their current theater tour in England. Schoen said that the split had been brewing for several months and that he already had formulated tentative plans for himself.

At the moment he is negotiating a disk deal with one of the major waters. He holds an option deal as an artist with the Decca diskery but says that he would attempt to get out of that contract in favor of the new deal. Schoen also says that he has been offered picture work on a coming Danny Kaye movie and that he has been offered several conductor positions on TV shows.

Flanagan-RCA Gershwin Disk Gets Ira's OK

NEW YORK, Sept. 1.—Following a letter of clearance from Ira Gershwin for the George Gershwin estate, RCA Victor this week released Ralph Flanagan's disc "Gershwin's" of the main disc jockey from an American in Paris.

Herb Hendrix, Flanagan's p.m., had asked Herman Starr, head of the Warner music publishing group, for permission to cut a disc during one of these several months ago. Starr said that he would make no commitment, nor ask the Gershwins' estate for one, until he heard the recording. Flanagan cut the side in a two-hour session, and Starr got the okay, for permission to cut the selection be titled *The Blues From an American in Paris*.

London Sets Up Publishing Firm Venture

NEW YORK, Sept. 1.—London Records has set up a publishing affiliate. Late this week details were set as to how active the publishing venture would be. E. R. (Ted) Lewis, British Decca chief, left for England this week, having approved the publishing plans but not having had time to work out details with Harry Karpis and D. H. Toller. (Continued on page 36)

Lewis left without making any changes, personnel or otherwise, in the London diskery set-up, pending the final quietus on reports that the diskery would be sold or its operations sharply curtailed.

Oberstein To Guide King Pop Disk Line

NEW YORK, Sept. 1.—Eli Oberstein, a stalwart of the recording phase of the disk business since 1928, next week will join King Records to undermind a pop market push by that diskery, heretofore successful primarily in specialty fields. In taking on the pop recording assignment for the King label, Oberstein will not give up his activities in the low-priced record field, which currently focus on the Royale low-priced LP and 45 r.p.m. lines as well as an even lower-priced Varsity series.

Oberstein begins with King in charge of pop recording on Tuesday (4). King topper, Syd Nathan, says the Oberstein will have a free hand in running the pop operation for the firm. The diskery's pop approach will be based on a new talent policy; the firm will not go to grab currently estab-

lished talents. Nathan figures Oberstein can best produce in this sort of operation in view of his talent-building rep in the trade. Oberstein, who was with RCA Victor from 1928 to 1935 and from 1945 to 1948, is credited with the development of such artists as Perry Como, the Three Suns and Fats Waller.

Pop's Roster
The King label's pop roster at this point includes Kaye, Arnez, Bernice Mann's ork, Elton Lawrence's band, Larry Kneefe's crew, Bob Vincent, Baby Wright and a few others. The label generally is noted for its work in the country and Western and the rhythm and blues field. Oberstein, in King's Cincinnati office at this writing, said he (Continued on page 36)

NY To Get Trio Of Name Bands On Fall Dates

NEW YORK, Sept. 7.—The New York area next week will play host to a trio of name bands after going thru the most uneventful musical summer in recent years. Vaughn Monroe's aggregation leads the parade heading to town. He opens at the Waldorf-Astoria Hotel on Thursday (6). Russ Morgan will reopen the Cafe Rouge at the Hotel Statler on Friday (7). The room closed seven weeks ago for decorations, marking the first summer shuttering that the room went thru in many years. Buddy Morrow's band will reopen Frank DeBey's Meadowbrook the same night (7).

Later this month Gus Lombardo will return to his stand at the Grill in the Hotel Roosevelt. The only summer name band activity in town was at the Hotel Astor where Sammy Kaye's band played the fiddlers this season with Freddy Martin.

Monroe, incidentally, will bring a show into the Waldorf with his band. One of his acts will feature pianist Larry Green, who recently visited Joe T. Moore's Boston society to play the Waldorf date. Monroe also will feature dancer Joan Holloway, the Moon Maid, the Moon Men and a comic.

LAMSTER!

Bureau Seeks Prieto With Prado's 4G

HOLLYWOOD, Sept. 7.—Miss. burg Persons Bureau and Federal Bureau of Investigation are currently seeking Jose Prieto, business manager for Perez Prado, who allegedly has disappeared with approximately \$4,500 belonging to Prado, and \$1,300 of Minnie Deas agency commissions. Prado was investigated at the request of the agency, which was informed by the writer that Prieto had the money over both names.

Money from recent one-nighters was in a safety deposit box at the Hotel Hayward here, Earl Prieto told, according to M. D. Prado's lawyer, Jose T. Deas, who has taken the money from the box and has not been heard from since Prado told the agency he had not known Prieto too long, and expressed the belief that he may have returned to his native Mexico City. At the same time, Prado has paid the agency the commissions due.

Prieto's wife Tuesday (28) left for Mexico City to file charges with the banco department of the local police department.

CBOA Preps Voting Plans

HOLLYWOOD, Sept. 7.—Members of the California Ballroom Operators' Association will be notified next week of fall election, second balloting since the Smithson and Northern trip are scheduled. Voting plans are being laid by CBOA Pres. Marty Landau, Riverside Rancho op, and association attorney Ray Hampton. Officers and directors elected will serve one year.

Present op slate includes Kirk Hayes, first vicepres, Jack Lantz, second vicepres, Arlene Landau, secretary, Ben J. Bernstein, treasurer, directors, Landau, Dean Curtis, Lantz, Harry Renaud, A. V. Brennan, Vernon Myron, Southern branch; Arthur Holie, Ralph L. Martin, George Schomer, William Sweet and Hayes, Northern division.

Hostile among four Los Angeles ballroom ops over a \$500 in additional week of fall election, CBOA in charge of the Smithson, said the CBOA committee must be decided to take place months ago to solve the reported issue in temp patrons. Figueroa, Grand and Chateau dances have respectively okayed a hike in prices, while a Colonial Ballroom, a non-CBOA member, refuses to take the hike for

EGG INDUSTRY PLUGS SONG

NEW YORK, Sept. 7.—How Do You Like Your Eggs in the Morning is being used by the Poultry and Egg National Board in a coast-to-coast tie-in promotion. The board was set up by Norman Foley, professional manager of Field, Inc., publisher of the tune. The egg people have made visiting dealers in sections throughout the country, bearing gifts of fresh hen fruit; the bearer in the metropolitan area, for example, is a lass temporarily called Jersey Jill. After a tryout at the same agency, the board is also sending streamers to its distributors for dissemination to diners, ham-and-eggeries, etc. The streamers plug the Dan Martin-Hamlen O'Connell and Dan Hamlen platters of the tune.

AFM Extended Film Contract

NEW YORK, Sept. 7.—American Federation of Musicians' contract with the major film studios has been extended to January 15. The contract was due to expire yesterday (3). The same terms and conditions, of course, will apply to the new date.

Negotiations on a new paper will probably get under way in the fall and will include inlaying on the major film studios on the matter of television film. Adherence of majors to AFM's 1¢ per cent royalty plan is one of the greatest aims sought by James C. Petrillo, AFM chief.

AFM Knocks Out Two Resolutions

Petrillo, Board Set New Scales for Traveling Fair Band, Concert Orks

Continued from page 1

live music because of the additional burden that fell put on live music acts. The attorney stated that it would be impossible to "reopen a lost case under the provisions of the Taft-Hartley law," but the resolution suggested, because there never was such a case in TM law precedents.

Petrillo killed a resolution which would have expelled any AFM member who maintained membership in more than one local, all rights and privileges of all locals in which he has secured, on the basis of individual attention rather than on an basis on a general provision in the AFM constitution.

In lieu of two resolutions passed by the convention to hike the AFM scale for fairs, Petrillo and the executive board set a new traveling band scale for fairs which follows:

Six or seven days, per man \$125, with leader to get \$187.50.

Four days per man, \$87.50, leader, \$127.50.

Three days per man, \$67.50, leader, \$102.50.

Members of musical bands were upped to \$75 per week per man, with leader to receive \$160.25. The increases, which generally were 20 per cent above the old scale, become effective September 15.

Becker to Cap Sales Stable

HOLLYWOOD, Sept. 7.—Gene Becker, Capitol Records' branch manager, will join the diskery's AFM headquarter sales promotion staff. Becker will take over duties formerly held by Hal Cook, who since had been promoted to supervise the label's sales promotion - publicity - advertising department.

Cook will continue to report to Lloyd Dixon, deputy sales manager in charge of promotion and merchandising.

A LONG WAY FROM DEAD

Many Indies Turning Out Disks That Edge Into Top Seller Lists

NEW YORK, Sept. 7.—At a point when most disk traders were reading epitaphs for the small record companies, the trade has been confronted with an amazing rash of indie releases, a few of which have already gone beyond the talking stage and have grown into sizable items.

HE'S GONE!

A Hot Cat—Financially, Artistically

NEW YORK, Sept. 7.—Under the bono de plume of Nugette, Atlantic Records partner Ahmet Ertegun, has probably established some kind of record by having three of his tunes among the top 10 on the r. & b. seller lists of recent weeks. He wrote words and music for Don't You Know I Love You?, No. 4 on last week's retail r. & b. chart via the Clowns waxing with vocal Van Walk on classified Chain of Love, No. 1, on the chart with Joe Turner's disk, and with his partners, Herb Abramson, and Rudy Tomboa, wrote I Know, No. 7, via the Ruth Brown record.

Ertegun, who sings "gone" blues top which, strenuously denies having in the box several sides of himself singing his own compositions under the name Sweet Stavin Chain.

Such titles as Down Yonder, Oh How I Love You, It's No Sin, The Think Song, Way Out West in North Carolina, Sixty Minute Man, The Waiting List for You and a number of others have developed into strong pop contenders as the result of successful exposure on independent label waxings, several of these disceries actually of the local and obscure variety. Perhaps the funniest sleeper in the batch is Yonder, E plans recording of a 30-year-old song done by a fern keyboardist, Del Wood, on the Tennessee label. Tennessee's platters previously have benefited as territorial coverage items on country tunes in the hillbilly areas. The record

Decca Steps Up Use of English Wing

NEW YORK, Sept. 7.—The Decca diskery has been making a more extensive use of its British recording facilities of late than it has since the wing opened more than a year ago. Wally Moody, Decca's rep in London, last week did a date with the Andrew Sisters, who are there playing a Palladium Theater date as well as several theaters in the provinces. The girls are not due back here until late September and need a safe of sides to spell them: distance while over there.

Artie Shaw left for a European vacation this week and will also record in England prior to his return. He is due to slice a group of experimental instrumentals and standard songs. The diskery also has been getting a number of light standard orchestral slices via Moody, done with Peter York and his orchestra.

Nathan Sues on 'Huckleback'

NEW YORK, Sept. 7.—A summons and complaint was filed last week in the Supreme Court, New York County, by Sid Nathan, lawyer of King Records, charging that the composition, The Huckleback, was an infringement of an unpublished copyright written by himself, flooding House Blues. Suit named as defendants United States, which published Huckleback and other compositions which recorded the song including Columbia, Decca, London, Mercury and Savoy. Nathan is known in addition to his work as a recording man, as a songwriter having such credits as Blaming Father and De-Heard Fall Slice and Sweeter Than the Flowers.

DJ's No Longer to Get Jump on Victor Issues

NEW YORK, Sept. 7.—RCA Victor has moved up the date of shipment of deejay disks to the same date as bulk shipment of records to distributors. Still the switch, deejay platters had been shipped exactly a week ahead of the bulk shipments.

Basic reason for the change is twofold: to have records at the stores by the time air spins have created consumer demand, and to cut down a time lapse which enabled indie competitors to make rush waxings of tunes showing early hit symptoms on Victor. Smaller disceries have had to know to latch on to such a tune and beat the bigger company into the stores with mass consignment shipments. RCA is not interested in attempting to operate on this basis, hence will have the disks in the stores concomitant with any deejay news.

The company also is cutting down the time lapse between records to distributors, which had gone out as much as two and three weeks ahead. This again has resulted in deejays getting the records far in front of the retailers. However, records will go out a week ahead of bulk ship-

ments—all records shipping on Friday.

The diskery is shipping an early release the week of September 21, but is shipping 12 disks on the 15th, the 13 embracing pop, country, r. & b., etc.

clearance on the artists on the disks and shipment by the diskery. Included in the ensemble are groups headed by Kid Ory, Red Nichols, Pete Doby, Charlie La Vere and the Castle Jazz Band. A similar deal took place last year when Norman burned over sides of a 1949 Jazz concert to Modern Records. One, Helen Hunter's Million Dollar Secret, became a big rhythm and blues seller.

Xmas Plum To Neighbors

HOLLYWOOD, Sept. 7.—Paul Neighbors, who has been touring with his big act (13) for about two years, this week landed a Christmas plum when he was booked into the Sherwood Hotel, Houston, December 4 for a six-week stand. He gets a reported \$2,000 guarantee. Following the holiday booking, Neighbors heads Westward for an indefinite stint at the Claremont Hotel, Berkeley, Calif. Orkater's tour is being routed by Music Corporation of America.

Since he began his cross-country jaunting, Neighbors has played such top spots as Biltmore Hotel, Los Angeles; Claremont Hotel, Berkeley; Maple Hotel, Reno; Flamingo Hotel, Las Vegas; Balboa Hotel, Dallas; Balboa Room, Galveston; Chase Hotel, St. Louis; Royal Hotel, New Orleans, and Probaby Hotel, Memphis. Heater goes into Chicago's Aragon Ballroom, September 11.

Decca to Cut Dixie Album

HOLLYWOOD, Sept. 7.—Indecision this week over that Decca Records would release an album of four sides taken from Gene Moon and Frank Bull's 2d Annual Dixieland Jubilee in 1949. Sides contain the 38 windjammers who performed at the concert, playing Whine, Sorry Non, Panama, High Society and Hampson Street Parade. Album will probably be issued on all speeds.

Clearance on the artists on the disks and shipment by the diskery. Included in the ensemble are groups headed by Kid Ory, Red Nichols, Pete Doby, Charlie La Vere and the Castle Jazz Band. A similar deal took place last year when Norman burned over sides of a 1949 Jazz concert to Modern Records. One, Helen Hunter's Million Dollar Secret, became a big rhythm and blues seller.

Radio Set, TV, Phono Sales Up; Disks Dip

Continued from page 2

substantially ahead of the previous year's ever since an excise was added to TV sets.

Admissions in cabarets and roof gardens brought in a tax yield of \$2,086,250 last month, a gain of \$100,000 over the previous July. Collections from the tax on musical instruments totaled \$448,268, a gain of \$61,000 over the previous July.

Admissions to theaters and concerts brought in a tax yield of \$28,746,166 a decrease of \$641,220 below the previous July figure. The yield from the tax on phonograph records had month was \$709,511, which was \$111,337 below the previous July figure.

The disk last return was significant not only because it was the first decline in several months but also because it was the sharpest monthly decline in that period. However, phonograph collections during the previous fiscal and calendar years had set a stiff pace upward, and it is viewed as unusual that the starting figure in the new fiscal year may be only a temporary decline.

A \$4,126,357 yield from the tax on coin-operated devices fell \$388,368 behind the previous July, while the alcohol tax yield of \$178,067,861 declined \$55,974,718 and tobacco excise yield of \$12,000,152 gained \$8,873,668.

DECCA PHONOGRAPHS

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DP-40
-top for both

A practical, low priced entry phonograph, the DP-40 is made of virtually indestructible mastic and formed steel. The DP-40 is finished in bright green and yellow with Mother Geneva motif, and the extra-large, acoustical horn assures excellent reproduction. Also available as DP-41 (U. S. Approved).



DP-172
Portable phonograph—
equipped with push-in motor

Next rugged, handy, the DP-172 is delightful for dancing and budget-priced use! Its small size, handsome luggage-hand and moderate tone make it a great favorite with teenagers everywhere. 78 RPM only. Also available as DP-15 (U. S. Approved).



DP-53
3-speed portable radio phonograph
DP-100 play at home and away!

For smart good looks and all-around utility, it's the handy, lightweight DP-53! A happy combination of power-packed 6-tube radio and 3-speed phonograph that plays all records (78, 33 1/2 and 45 RPM), the DP-53 is ideal for school, vacation and home, yet costs little more than DP-3-speed phonograph alone.



P-809
45 rpm automatic record changer
attachment

Here's a handsome, compact 45-RPM completely automatic record changer that can be easily attached to your radio or TV set. The push-button P-809 plays up to 12 records automatically and is simple to operate. The cabinet, smartly styled in maroon plastic with gold-plated finish, the gold-finished tone arm and turntable with red reel gun (DP P-809) a distinctive and attractive presentation. U. S. Approved.



P-900
45 RPM auto motor
automatic 45 rpm phonograph

Here is a beautifully designed, color-featured model which has no equal in its field. The P-900 plays 12 records automatically, has separate tone and volume controls and silent saprophy pickup to guarantee the best in entertainment from every record. U. S. Approved.



"Cowboy" DP-119
3-speed changer's certain
phonograph

Western-minded youngsters (and their kids, too!) love "Cowboy" and for their colorful cowboy design of this fine portable phonograph "The Cowboy" plays all speed records, is lightweight, strong and reasonable. Study the many special features shown in adult phonograph. Also available as DP-120 (U. S. Approved).



DP-80
Portable 3-speed automatic
radio phonograph

For that fine-tuned look, for superior fidelity of performance, for rugged dependability and ease of use, the DP-80 is hard to beat! It's a 3-speed portable radio-phonograph that plays all styles, all speed records automatically, and has a 6-tube high-sensitivity radio to boot! Also available as DP-82 (U. S. Approved).



DP-18
78 RPM portable phonograph

The De Luxe DP-18 is an up-to-the-minute phonograph that combines an expensive looking look with top-notch performance. Its 3' priced for everybody's pocket! Separate tone and volume controls, group better total quality, more listening pleasure.



DP-73
3-speed portable phonograph

Attractive, compact, ruggedly constructed for long years of happy use, the De Luxe DP-73 plays all records of all speeds—faster than a portable typewriter (and lighter too), has fine adjustment knobs, separate tone and volume controls and excellent arm with finger that double ceases frequency play of 78, 33 1/2 and 45 RPM records. Also available as DP-72 (U. S. Approved).



P-903
45 RPM portable phonograph

Here's a neat and attractive, ruggedly constructed, compact portable phonograph that's just the thing for home and away! Beautifully styled and finished in modern plastic, the P-903 with its marvelous tone and superior technical performance, plays up to 12 records automatically. Top in lightweight portability, the P-903 is a great buy. U. S. Approved.



DP-43
78 rpm leather phonograph

For quality, value and hidden appeal the Frank Luther phonograph can't be equalled! Finished in four colors with eye illustrations of the country characters that have made Frank Luther the world's most popular children's entertainer, constructed of unbreakable formed steel and top-quality parts, the Frank Luther phonograph will give years of trouble-free service and enjoyment.



P-907
45 RPM automatic phonograph

The low price, smart appearance and excellence of tone and quality make the P-907 an attractive value. This compact automatic phonograph plays twelve records, has a permanent type pickup, precision engineered parts and a three-tube chassis, all designed to give maximum performance. U. S. Approved.



DP-34
6-speed record 3-speed portable
phonograph

Here, at an amazingly low price, is an amazingly portable phonograph with features ordinarily found only in larger and costlier machines. The new DP-34 plays all records in all speeds. Smart in appearance, rugged in construction, the DP-34 is designed to give years of trouble-free service.



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- Have Decca salesman call.
- Send information on product material available.

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DP-70
3-speed portable phonograph

Amazingly low-priced, the DP-70 is a handsome 3-speed portable phonograph. Decca designed to afford a maximum of listening pleasure, it plays 78, 33 1/2, and 45 RPM records with a gloriously clean sound of instruments, yet it costs little more than a single speed phonograph alone! Also available as DP-71 (U. S. Approved).



DECCA PHONOGRAPHS

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FORECAST

BLACK STRAP MOLASSES by Danny Kaye - Jimmy Durante Jane Wyman - Groucho Marx Decca 2756 (78 RPM) and 2776 (45 RPM)

DECCA DATA

YOUR WEEKLY RECORD GUIDE

FLASH!

60 MINUTE MAN by Harold Gougeon and Barbara Ley Decca 2623 (78 RPM) and 2-6235 (45 RPM)

AMERICA'S FASTEST SELLING RECORDS

BEST SELLERS

Your guide to today's top records based on actual sales

POPULAR

- Kisses Sweeter Than Wine 27678* When The Saints Go Marching In The Weavers Vanity 27618* Overcast Blue Don Cherry On Top Of Old Smoky 27657* Across The Wide Missouri The Weavers and Terry Gilkyson Peace In The Valley 14573* Where Could I Go But To The Lord Red Foley Sweet Violets 27665* Lonely Little Robin Jane Turley How Many Times 27700* Patsy Andrews and Tommy Dorsey I Used To Love You Andrews Sisters and Tommy Dorsey Ballin' The Jack 27597* On The Riviera Danny Kaye Because Of You 27686* Out O' Breath Gloria De Haven and Guy Lombardo In The Cool, Cool, Cool Of The Evening 27678* Bing Crosby and Jane Wyman Longing For You 27703* Augustine Ross Morgan Valentino Tango 27311* El Chacabuco The Castilians I Want To Be With You Always 27609* Astor And Lora Andrews Sisters and Red Foley I Love The Sunshine Of Your Smile 27695* Patsy Kenney Jerry Gray Come On - A My House 27680* Mimi Hammersmith Ella Fitzgerald Shanghai 27653* Eve Got To Put In Love Again Bing Crosby

COUNTRY

- I'm With A Crowd 46343* But So Alone Rose Of The Mountain Ernest Tubb Jesus And The Apostles 46357* The Weapon Of Prayer Red Foley Hey La La! 46338* Foolish Little Baby Ernest Tubb Romance Blues 46344* Lonecane Truck Drivers Blues Bill Monroe Steal Away 27630* Just A Chaser Walk With Thee Red Foley If A Beer Bottle Had A Nipple On It 46339* You're Getting Too Old Charlie Adams It Is No Secret 14566* We Bought My Soul At Calvary Andrew Sisters and Red Foley Peace In The Valley 46319* Old Soldiers Never Die Red Foley Fertilizer 46336* He's Gotting All Dolly Roots Now Lee Teel Hittity Hittity 46339* Lucky Leather Britches Spade Cooley

SEPIA

- Please Don't Leave Me Three Handed Woman 37894* Louis Jordan Sin Is To Blame 46230* I Thank God For My Song Sister Rosetta Tharpe If You're So Smart, How Come You Ain't Rich? 27648* How Blue Can You Get? Louis Jordan His Eye Is On The Sparrow 46227* Milky White Way Sister Rosetta Tharpe I Cry 27339* Satan's My Soul Buddy Johnson

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

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

THIS WEEK

Popular

- 1. Black Strap Molasses How D'Ya Do And Shake Hands Danny Kaye - Jimmy Durante Jane Wyman & Groucho Marx 27749* 2. Smooth Sailing Love You Madly Ella Fitzgerald 27693* 3. I Got Ideas A Man To Build A Dream On Louis Armstrong 27720* 4. Bang Bang Sing Get Those Summer Blues Again Jane Turley 27701* 5. While You Danced, Danced, Danced Everlasting Gordon Jenkins 27713* 6. Belle, Belle, My Liberty Belle Cara Cara Bella Bella Don Cherry and Sonny Burke 27717* 7. Sweetheart Of Yesterday Mary Kay Guy Lombardo 27719* 8. Whispering Song Of The Boys Gordon Jenkins 27586* 9. Hold Me - Hold Me - Hold Me I Walk I Walk Gloria De Haven and Guy Lombardo 27741* 10. Nobody Wants Me Home Spain Rats Morgan 27738* 11. I Don't Stand A Ghost Of A Chance With You Ever Ducky I Love You Ink Spots 27742* 12. Castle Rock But She's My Buddy's Chick Sy Oliver 27716* 13. Clarinet Polka Hot Guitar Polka George H. Roubicek 27706*

Country

- 1. Cock-A-Doody-Do Sugarfoot Rag Square Dance Red Foley 46348* 2. I'll Meet You In Church On Sunday Morning Get Down On Your Knees And Pray Bill Monroe 46351* 3. Memories Of Mocking Bird Hill Ball And Chain Boogie Mervia Slaughter 46343* 4. Cherokee Boogie I Wish I'd Never Seen Sunshine Jimmie Davis 46356* 5. Down Under Make That Boogie Spade Cooley 46355*

Sepia

- 1. My Expectations Every Day Every Hour Marie Knight 46233* 2. The Glory Of Love You And I The Skylarks 46241* 3. Cherokee Boogie Hobo Boogie Joey Thomas 46236*

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

NEW RELEASES

SINGLES

- I Will Never Change Decca Cherry and Maudie by Camarata The Sweetheart Waltz Decca 27715 and 9-27715 And So To Sleep Again Long Ago Decca Happiness with Victor Young Decca 27721 and 9-27721 Got Her Off My Mind (But Can't Get Her Off My Mind) I Ran All The Way Home Mimi Hammersmith Decca 27681 and 9-27681 This Is The Kiss I'm Gonna Be A Long Time Forgettin' You Evelyn Whittier Decca 27657 and 9-27657

- Will All This Could Be Carmen Cavallaro Heaven Upon Her Curtain Down Decca 27724 and 9-27724 Romantic Blues Neely Camarata Place Your About, Spin Your Eyes, And Fly Away Decca 27725 and 9-27725 Little Jumping Jack The Crosscutter Decca 27726 and 9-27726 Cool, Cold Heart Tennessee Blues Eileen Wilson Decca 27761 and 9-27761 Dimples Or Dimples My Baby Duchaux Len Phillips and Fred Anderson Decca 26351 and 9-26351

- I'll Find You Back Bob Dickerson Jim In Time To Be Too Late Decca 26335 and 9-26335 What's Mine Is Mine The Ray-O-Voice I Don't Love You, Baby The Ray-O-Voice Decca 26236 and 9-26236 The Lord's Prayer The Lord's Prayer Virginia Cooper Eyes Of Age Decca 26235 and 9-26235 Life Is A Barrel Of Fun Postalsena Express-Polka George's Taverna Band Decca 26142 and 9-26142 Barbera Polka Dakota Waltz Decca 26143 and 9-26143

- Swampy Polka Reindeer Roberts The Wolf, A Wolf And You Decca 26141 and 9-26141 Krakowka Krakowianka-Polka Whoo, Whoo, Polka And Krakowianka Decca 26142 and 9-26142

ALBUMS

- Elmer Towns POPULAR WALTZES DL 1537 \$3.15 4-579 \$3.15 BARBERSHOP GEMS Song By The Buffalo Bills 4-612 \$3.15 DL 1541 \$3.00

ELLA FITZGERALD sings SMOOTH SAILING

and LOVE YOU MADLY

Decca 27693 (78 RPM) and 9-27693 (45 RPM)



BREAKING FOR A SMASH!

FERGUSON PATTERN

Release Foods Don't Bother Memphis Shop

NEW YORK, Sept. 1.—The problem of overabundant record releases and overstocked inventories, posed frequently in recent months by many dealers, can be solved at the retailer level, according to one of the more alert of the country's record retailers, the Ferguson Record Shop.

The merchant's ideas were expressed in a letter to *The Billboard*. To wit, in excerpt, follows:

"Why so many complaints over too many releases? Sure, there are too many, but that's what buyers are to select those which he thinks best suited to his own particular trade. The buyer should know the top artists, he can read *The Billboard* to keep up with current plug times or most promising new releases. Then the buyer can select those selected few, best suited to his trade, and wait and see about the others. This system works. At least it does for us."

Experience Counts

"At the National Association of Music Merchants Convention's record session, apparel dealers asked how they should buy records. One lady wanted a training school established for record buying, etc. If I may stick my neck out, I would say that buying records correctly is a matter of learning from experience and not something that can be taught. By this, I mean it's largely a matter of knowing your own slice of trade and traffic, your customers' likes and dislikes, and then following the nature of these appraisals. Don't be ashamed of small orders. I once read where Macy's said they weren't ashamed to buy only two or three of the new LP's, necessary to five and then jump their orders if the record looked safe."

"A few examples may better illustrate what I mean. When LP's first hit the market, I stocked one of every number and kept that procedure up for the first year or so. Then I checked my stock carefully and found that I seldom sold chamber music on LP. I returned all that type music as soon as possible and didn't reorder chamber music. I also found generally that concertos, especially those for piano, don't fetch very good prices, so I concentrated on a little heavier. I also found that I seldom sold a complete opera; the highlight recordings sold well. Consequently, I discontinued complete operas altogether. In other words, my classical trade is a sort of top classic trade, so I concentrate on what Florenz has called the 'middle-brow classics'."

Lyons Settles 10G Law Suit

HOLLYWOOD, Sept. 1.—Arthur S. Lyons, theatrical agent who was sued last week by Mrs. Eva Kern Hyman, Mrs. Betty Kern Cummings and Virginia G. Connelley for collection on a note for \$10,264, told *The Billboard* that he has paid his financial obligation and the matter is cleared up. Money was for royalties from Columbia's *Coeur Gris*, which Gerstein and Kern had co-written.

Lyons admitted the "last due." Lyons contended, "but it is all paid now." Suit was reportedly begun by the Kern estate and later joined by Gerstein. The latter's share is close to \$4,000. Suit sought \$9,707, representing principal and interest at 6 per cent.

Lyons had allegedly signed the note last April and promised to pay the amount in installments before November 15, 1952. He paid only \$350, and then defaulted. The claim stated.

Mercury & Apollo Work 'Magic' Deal

NEW YORK, Sept. 1.—The deal between Mercury Records and Apollo Records is to clear the use of *The Old Black Magic*, Billy Daniels' theme number, as an album title and selection in the package to be issued by Mercury is moving along on an amicable basis.

Ben Bernman, topper of the Apollo library, and Joe Carlino, top of Mercury, see Joe Carlino attempting to complete the arrangement in the best interest of both firms.

what RCA Victor used to call its Four-Star list.

Papa Speaks

"In pop, you have to watch your artist closely and when you get several flops for the same artist, cut him out temporarily. I have had to do that in several instances with big names in recent months. Some time ago, I cut out Vaughn Monroe for almost a year because his records weren't moving at all. *Squad Off* brought him back. You can't keep an eye on top of your pop business by studying it from a desk, book or by sitting behind a tent. You've got to be in the sales floor, talk with customers, attend to their conversations, and in other ways attempt to find out what to buy or not buy certain artists or tunes. This knowledge you can apply to buying selectively."

"One more suggestion: when a promising new plug time is released, I try to get the selections in my several versions. If and when the time breaks, I find which is the leading version and stock that one and then eliminate the possibility of guessing wrong. If an individual customer wants one of the lesser versions of the one of the lesser versions of the one of the lesser versions, which occurs infrequently, I make a special order of it in the event I have disposed of the initial five or didn't stock it at all."

"To sum up, your own particular business should have a custom-tailored stock to function best. And to achieve this the buyer must learn from the experiences afforded him or her in his own store."

World Wide LP Firm Set

NEW YORK, Sept. 1.—With André Chabrier of Paris, Herman Lubinsky, Savoy Records topper, has set up the World Wide Recording Company, specializing in classical material on LP for lease to indie manufacturers. The firm has bought up small catalogs in 10 countries, and materials have already been leased to Telefunken in Germany, Melodisc in England and Radio Graphie in Argentina. Lubinsky's own record firm, here has released five standard classical works and a batch of *gyuz* fiddle tunes on 10-inch LP's retailing at \$3.

Lubinsky is leaving for Paris Wednesday (3) for further activity on behalf of the World Wide works.

Connelly Gets "Square" Score

LONDON, Sept. 1.—Campbell Connelly & Company, Ltd., has acquired the score of the light musical, Prince Littler's *Reliance Square*, with music by Robert Stolz and lyrics by Harry Purcell and Guy Bolton.

The tunes, according to publisher Reg Connelly, include *Mainbow Square*, *You're So Easy To Know*, *Who Knows, Wake Up*, and *White and The Show Must Go On*—the latter, described as a "Broadway hit."

Percy Faith's Latest Stint: Longhair DJ on WNEW Seg

NEW YORK, Sept. 1.—Percy Faith will enter still another phase of the music business when he launches a classical and semi-classical doozy show on WNEW beginning next Sunday (9). The versatile orchestra-conductor is a musical director and a staff member at Columbia Records, with whom he also has an artist's contract; as a songwriter he had one of the hits of the year with *My Heart Cries 'O You*, which he wrote with Carl Sigman. Currently he has his own music pubby, in which he is enjoying Sweetheart and Percy, which he also wrote with Sigman. He has also been a top-ranking radio conductor over the past few years.

The WNEW show will have the 3 o'clock slot on Sunday currently

PICTURE TELLS "LILI" STORY

NEW-YORK, Sept. 1.—RKO Radio Pictures has acquired distribution rights for this country to an English movie which tells the story of the composition and success of the war ballad, *Lili Marlene*. The song hit also is the title of the movie. This flick is being treated as an art movie and currently is beginning its first run in a number of top communities. RKO, to help hype the film, had the promotion with Coral Records on that diskery's newly christened version of *Marlene*, done with Marjua Tilton and the Lyn Murray ork and chorus.

GRAY'S DELIGHT

Berlin Hits Hot Stride in Ad-Lib Show

NEW YORK, Sept. 1.—Irving Berlin made a rare and impressive public appearance Wednesday (29) night on Harry Gray's WMCA disk jockey show from Chandler's Restaurant here. Berlin was on for an hour and a half, during which he regaled the audience, present and unseen, with the highlights of his career, sang some of his songs and closed by leading a community sing of *God Bless America*.

Marty Nevins, of the Three Suns, who was in the restaurant when the dean of crooners came on, sensed that an exciting show was in the making, and went home to get a small, portable piano he owns. Berlin accompanied himself on the piano, with an assist from Nevins' accordion.

Among the many calls the show drew was one from Sam Syber, pressy of American Federation of Musicians' Local 502, who assured Gray that the spontaneous entertainment would have the blessing of the union—just in case anyone had any worries on that score.

RCA Concludes Muzak Deal For Equipment

NEW YORK, Sept. 1.—RCA Victor this week has concluded a deal for the purchase of recording and studio equipment from the Muzak Corporation, and the rental of Muzak's 46 Street studio. Move marks Muzak's discontinuance of studio and pressing operations for outside customers and the termination of its lease on the studio.

RCA will utilize the new equipment in its custom manufacturing department. According to Custom Division Manager Jim Davis, the company will now be in a position to fill orders for vertical as well as lateral recording.

Muzak's wired music operations and the activities of Associated Program Service, transcription library affiliate, are in no way affected by the equipment sale, as stated in *The Billboard* last week. Muzak will retain its pressing plant at Elizabethtown, N.Y.

filled by Duke Ellington's deejay show. Ellington was the summer replacement for Benny Goodman, whose work as a classically-influenced jazz pianist was regarded as highly successful. Goodman will return to the radio on the air at WNEW at the end of October, broadcasting from 5-5.5. Faith's show will then shift to a Sunday evening slot.

The Goodman stint began as an experiment on the part of WNEW to latch on to the Sunday afternoon audience built up by the Columbia Broadcasting System symphony program, which was off the air last season. The CBS symphony will be back on this fall from 2:30-4 and Goodman has been moved up to the 4 o'clock slot to catch the post-symphony listeners.

TV-PHONO-MERCHANDISING

TV Set Makers Announce Bows of New Lines, Prices

NEW YORK, Sept. 1.—A spurt of activity occurred this week among manufacturers, with the introduction of new lines and low prices by RCA Victor, CBS-Columbia, Stinson-Carlson, Emerson, Sylvacons, and other companies.

J. D. Elliott, vice-president in charge of RCA consumer products, announced 10 new TV models, eight of which are "super-sets" with a complete new chassis and a wide variety of accessories. He actively and freedom from interference is claimed. Super-sets contain a tuning unit covering the very-high-frequency band. The super-sets are: Bristol, 17T153, table model, 17-inch picture tube, \$270.95 and \$299.95, depending on finish; Preston, 17T155, table model, wood cabinets, 17-inch, \$299.95 and \$309.95; Hampton, 17T160, console, 17-inch, wood, \$329.50; Kendall, 17T174, console, 17-inch, wood, \$389.50; Suffolk, 17T176, console, 21-inch, wood, \$423 and \$445; Fenley, 21T177, console, 21-inch, wood, \$450 and \$470; Rockingham, 21T178, console, 21-inch, wood, \$475; Clarendon, 21T179, console, 21-inch, tube, \$495. Other new RCA models are: Talbot, 16T152, table, metal, 16-inch, \$235 and \$249.95; T111, open-faced console, 17-inch, \$229.95 and \$249.95. RCA promotion is scheduled to break September 24 with a double page in *Life* and space in other magazines.

CBS-Columbia

D. H. Cogan, president of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System, announced new low prices on all CBS-Columbia TV receivers and at the same time introduced two new models. They are: 17M5, 17-inch tube, metal, with a suggested list price of \$189.95, and 20M1, 20-inch, metal,

with suggested list of \$279.95. New receivers are engineered both for color with the built-in color companion piece and for black and white. Over-all price of the line was reduced about 25 per cent. Cogan attributing this to increased production and resultant economies stemming from increased distribution and sales. The new prices range from \$199.95 to \$499.95.

Stinson-Carlson has introduced the Mandarin, 31"CM, 17-inch console, in African ribbon-striped mahogany. Model features intercarrier tuning, where-by sight and sound are tuned together. Price is \$445 and \$490, depending on finish.

Emerson

Emerson introduced two new radio-receivers. Model 702, table, at \$59.95, and a 703, three-speed phone-radio, at \$69.95.

Sylvania announced a general price reduction in its TV sets, the cuts ranging from \$30 to \$90 retail. John K. McDonough, general sales manager of Sylvania's radio and TV division, pointed out the price reduction apply to the company's golden jubilee line featuring the new *HighLight*, which was recently introduced. The firm's new suggested retail prices range from \$189.95 for the 14-inch table model to \$599.95 for the 20-inch console combination with *HiLight*.

Mindy Inked to Unique Pact By RCA Victor

NEW YORK, Sept. 1.—Mindy Carson was re-signed to a new two-year pact by RCA Victor this week. Deal was worked out between Tom Rockwell, General Artists' Corporation proxy representing Miss Carson, and Paul Markmeter, head of the RCA record division. It is unique in that it gives the diskery pay for arranging, copying and choral voices used on the thrush's dates, and if sales on any individual record pass a certain stipulated figure, the diskery also picks up the tab for musicians, conductor, etc.

Miss Carson is also in line for a three-a-week video show to kick off in late October or November.

An Ebbins "Find," Cinderella of TV Given the Works

NEW YORK, Sept. 1.—Barbara Ruck, an 18-year-old singer-actress and until this week an obscure TV performer, was signed to an MGM recording paper, an MGM movie contract, acquired an agency alignment, and inked a personal management contract—all within the span of the past 10 days.

She was "found" by personal manager Milton Ebbins, who also guides the destinies of Billy Eckstine, Hugo Winterhalter and Count Basie. Miss Ruck TV work a few months ago. Ebbins contacted her in three weeks ago, succeeded in getting her screen-tested at MGM. The success of the test resulted in her term contract with the movie company and its affiliate diskery. Subsequently, she made a seven-year contract with Ebbins for personal management, and so she went with the William Morris agency to act for her as booking representative.

Shorty Rogers' Crew Set for Coast Trek

HOLLYWOOD, Sept. 1.—Shorty Rogers' new crew goes into rehearsal next week in preparation for a series of local week-end bookings. Haid is being groomed for Coast dates, coinciding with the three week-end bookings. Associated Booking Corporation is setting up the band's itinerary.

Chief Kay Brown is expected to sign with Rogers as featured vocalist. However, it is reported she is having difficulty getting an affirmative answer from MGM with whom she has pie commitments.

Hub Music in Big Pub Bid

HOLLYWOOD, Sept. 1.—Indications were this week that an estimated 130,000 would be poured into the Hub Music Company by the six members, with an eye to bringing the group's operations on a full-scale publishing level. Hub would employ regular contact men and possibly incorporate. Setlist that comprises the Hub include Don Raye, Paul Francis Webster, Bob Russell, Gene De Paul, Harold Spina and Ben Oakland.

Ed Traubner, its manager for the firm, was "told" by New York today for New York. Upon his return financial matter will be taken up and the idea of incorporating discussed. A spokesman for Hub Friday (31) said that plans call for no additional members for the company. Disk exhibition will be hyped on both coasts. It was revealed.

Steel Pier Signs Morrow's Return

NEW YORK, Sept. 1.—The Buddy Morrow ork, which finished a week at Steel Pier, Allentown City, Thursday (30), has been engaged to return some time during the summer of 1952.

George A. Hamid, operator of the pier, wired Howard Sannott, of General Artists Corporation, asking for a date to be reserved, with the understanding that Morrow has "one of the best dance bands I have heard in a long time."

San Antonio's Opera Festival Feb. 9-16

SAN ANTONIO, Sept. 1.—The eighth annual opera festival, produced and sponsored by the San Antonio Symphony Society will be held here next February 9 to 16. Anthony L. Suvanello, New York City, stage director, and Peter Wolf, Dallas and New York, scenic designer, were here to confer with Victor Alessandro, musical director of the symphony and other officials of the symphony.

Just Boerling, Dorothy Kirshen, Jarmila Novotna and other Metropolitan opera stars are among those who will appear here. Casting is nearing completion.

IT'S A HIT!
IT'S A HIT!
IT'S A HIT!
IT'S A HIT!

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by sales and best selling, most played or most heard feature of the week.

OVER A BOTTLE OF WINE.....Tory MartinVictor 26-4222

Marked with * denote 45-grammed singles by RCA Victor. All other complete recordings.
* denotes performance of a single piece of material. For complete details see these listings and a full 1951-52-53. To read our complete story.



Tory
MARTIN'S

"OVER A BOTTLE OF WINE"

and
"YOU'LL KNOW"

the hit tune from "MIS-KIND OF WOMAN"
RCA Victor 20-4220—(147-4220)

RCA Victor Records

Woody Herman Pulls 8,672 In Week of Clary's Coney . . .

Woody Herman's orchestra pulled 8,672 people to Moonlight Gardens at Coney Island, Cincinnati, for the week ended last Friday (31), the biggest week's dance but the popular dance has enjoyed all seasons. Prices were tabbed at \$1.50 per head for the week-ends, with the tariff set at \$1 per disc in week nights. On Tuesday ladies-free night, the Herman crew tabbed 7,473. The biggest girls-free night of the season, Herman booking was made by Frank Hanover, of the Cincy General Artists Corporation, of five.

Victor to Issue Martin Marie Album . . .

RCA Victor Records will finance an album of songs done in the flicker "Two Tickets to Broadway" by Tony Martin. Flick is being granted for release by RKO radio and the flickery will work out in the promotion with the diskery on the album.

Alan Dale Cuts Two for Disk . . .

Two hits will issue a pair of new slices by warbler Alan Dale next week. The crooner, who left Columbia Records to seek another waxing deal, sliced a session for Tiele in a separate over-booking arrangement. Sides, "Sweet Jeanie Lee" and "Nina Nana," will be issued on the Advance label, Tiele's 89-cent line.



Another BMI Pin-Up Hit! I Love the Sunshine of Your Smile. Recorded by BROADCAST MUSIC, INC.

MUSIC BOORNE TO LIVE "Gimme a Little Kiss, Will Ya, Huh!" APRIL STEVENS

"THE GIRL IN THE WOOD" FRANKIE LAINE (COLUMBIA) TERRY GILKYSON-KATIE LEE (DECCA)

ON "SONGS FOR SALE" "A RING MADE OF GOLD AND A ROSE" PCCARDOLLY MUSIC CORP.

Stuart Hamblen

Opens Own Diskery . . .

Stuart Hamblen and his publishing firm, Stuart Hamblen-Music, has opened a record company, Arvada Records. Hamblen, who records for Columbia, apparently will not record for his own label. First two disks, issued by the firm were sliced by Gary Hamblen, the writer-warbler's wife. Diskery and the 'pubbery are represented for sales by Cowman Publications, Inc., a Los Angeles firm.

Young Breaks England Sheet Sales Record . . .

"Two Young," which has made No. 1 in England in less than a month after it was introduced there, last week broke an all-time record for weekly sheet music sales in Great Britain. Sales totaled 73,000 copies for the week, topping the previous mark of 66,000, achieved by "Now is the Hour," Francis Day & Hunter, who have the British and European rights, report that the King Cole diskery is doing the job there just as it did here. The firm paid Fred Evans a \$3,000 advance for the tune.

New York

Pubber Lou Levy was married to Claire Lee Sukin in London last week.

Bernie Albritt, formerly with Irving Berlin, has been signed Lion Music, as coplanet head professional manager Oscar Robbins. . . Jack Dunn, formerly with J. J. Robbins & Sons, Inc., will be contact man for Plymouth Music, the Cork O'Keefe-Meredith Wilson pubbery. . . Don Owens, New York deejay promotion rep for Capitol Records, will marry Dorothy Blau of New Rochelle Saturday (15). . . British warbler Steve Conway's English Columbia diskery, "Beside You," is being released here on American Columbia. The tune is handled here by Paul Pioneer, recently reactivated under professional manager Ted Black. Al Albarta, leader of the Four Aces Quartet, signed a booking paper with the Music Corporation of America for the group, currently in the limelight with their "You're a Wonderful Guy" (Capitol) thrush. Mary May, makes her nitery debut at the Ruban Bleu Wednesday (13) for a two-week engagement. . . Ben Selvin, general manager of Southern Music, has had his contract renewed. Deal was set last week by Ralph Peck, Southern music chief. . . Decca's pretty Milton Rackmil is making a brief West Coast trip. He left Monday (3) and will be back by the end of the week. . . Coral Records' recording veepee Jimmy Hilliard also went to the Coast, leaving Tuesday (4) for a two-week stay. Hilliard, incidentally, last week completed a recording deal with the Melodys, a harmonica duo, which recorded previously for MGM Records. . . The Coral diskery is rounding out a promotion schedule for its new "Liz and Mr. T" band. Neal Pettit with Francis Wayne, the couple last week began making the deejay rounds in this area and this week hit Eastern seaboard cities.

Publisher Bobby Melillo has closed his West Coast office. His Hollywood rep, Al Kavella, has set up his own publishing outfit in L. A. . . Melillo, incidentally, acquired the pubbing rights to a tune called "Whispering Shadows," recorded by the Tuneson on Sharp Records. . . Herman Lubinsky, Savoy topper, leased a portion of his disk catalog to Quality Records Ltd. of Canada for production and distribution in the Canadian territories. . . Canadian pianist Oscar Peterson, after several attempts, finally obtained a permanent working visa and will enter the States in time to join the "Jazz at the Philharmonic" troupe for its kick-off concert on September 12 at Hartford, Conn. . . Bobby Botwin, former, one-nighter assistant to Howard Sinnott at General Artists' Corporation, has joined the Willard Alexander Agency to do one-nighters and some location work. . . Maston Morgan will work a pair of theater dates in a package with Frankie Laine. She's set for the Loran's theaters in Buffalo and Pittsburgh, the former for the week of September 13

Music as Written

and the latter the week of September 2). . . Capitol Records' Eastern recording boss, Dave Cavanaugh, will leave for a one-week recording jaunt in the Midwest on Wednesday (15). He will cut Art Van Damme in Chicago and Splice Haskell in Madison, Minn. While on his trip, Cavanaugh will make a talent search.

The "Boss" show, a Capitol Records' package, has been picked up for a third week of New York City Loew Theater (app. Unit) will perform in 17 additional houses. It already has played before 15,000 kids on 24 dates. . . Decca Records' pop recording topper, Morty Palim, leaves for the Coast Wednesday (5) for his first trip to the Hollywood office since he took over the A.R. post.

Ray Charles' option was picked up by RCA Victor last week. . . Patty Andrews announced her engagement Friday (31) in Paris to Wally Wechsler, pianist for the Andrews Sisters, who are currently breaking it up abroad. . . Gay Mills will film this week at the Meadowbrook beginning Friday (7).

Hans Jorgen Pedersen, Danish music man, located at Kullsgatan 11, Copenhagen K, Denmark, is setting up a record label abroad and is contacting American composers for pop, jazz and religious material. . .

Chicago

Mercury Records came up with a new boy vocalist last week the hard way. Earlier, Art Talmadge got a call from jazz immortal, Muggsy Spanier, asking him to sign. Spanier has decided to do one year number on his session in the week Talmadge, busy at the time, told Spanier to get boy. Spanier walked into the studio for the date with a warbler, who did so well on the one-sided Talmadge asked him to do another. Following the second cutting, Talmadge asked the lad if he'd care to ink a Mercury pact. The lad turned to Muggsy and said, "Dad, should I take this deal? Dad is Bud Grek, pianist-vocalist, who inked a deal with Spanier's Gram. He has had his moniker changed to Buddy Charles and has inked a Mercury pact. He has been working local TV shows and lounge jobs up to now.

Cass Harrison, who left MCA three weeks ago with GAC, is returning to the MCA fold. The pianist-leader inked a pact with MCA last week. . . Ray Herbeck has inked with GAC and returns to business September 4 as the Trocadero, Henderson, Ky., for two weeks. . . Louis Jordan's 12-piece big band set some kind of a gross record for a dance date when the band did 11,000 people recently at \$175 net for promoter George Spence, vet. promoter who died recently. . . Justin McCarthy, rock London's Lewis' United Mine Workers' union has notified Dick Bradley that he and local chapters of the union will help promote "Black Gold," the recent Buddy Deville Tower diskery.

Philadelphia

The Tommaso Ferguson Trio has cut the first antislavery state breaks to be used of WCAU since the war. . . Croft, midtown musical spot, is planning a name band luck up with Charlie Barnes for the kick-off on October 1 with negotiations still going on for Artie Shaw. . . follows: American Federation of Musicians' new price listings went into effect September 3, but with fewer changes and increases than in recent years. . . Del Lucas' banderita at Big Bill's nitery, was inked to the King label. . . Former maestro Johnny Hain, who's made booker, will open a talent agency in this town in the fall.

William B. Richer will have his "She's Miss America" ditty introduced at the Miss America beauty pageant in Atlantic City, with maestro Joe Penning making the music. . . Milt Saunders, set to first-time in town, is unshoring in the new season at the Hotel Warwick on September 10. . . Saxus Felix Canale has taken over the operation of the suburban Bywood Inn. . . Flo Dreyer's all-girl band at Croft's became a mixed company temporarily. Her pianist was taken ill and maestro Flo quickly hired a man, Sandy Cavello, to fill in. . . Lon Chassy is set for the winter season at Hot Springs.

Vocal coach Art Singer will introduce his new "Voice of the 20th Century" via a radio recital on WPMN Sunday (16), with the band leaders and talent buyers giving a special listen. . . Canary Selma Schwede goes under the wing of maestro Harry Dobbs and his booking partner, Bill Stern. . . Don Nicholas takes over the band stand at Cincelli's, class supper room on the Jersey side. . . Manny Sherwin, former local songwriter who has been living and working in England the past 13 years, is in town visiting his folks.

Hollywood

Lionel Hampton drew upwards of 5,000 at the Oakland (Calif.) Auditorium Sunday (26), preceded by attendance of 1,600 at the Palomar Ballroom, San Jose. . . Southern California Music Trade Association named Lucille McQueen and Gordon MacLure top vocalists of the year. Eddie Bergman's Coconut Grove work was cited as top band. . . Connie Melnes is contemplating a September marriage. . . Patsy Prado last week took \$2,970.83 for a one-nighter at Sweet's Ballroom, Oakland. . . "Louisiana Hayride" will take Tyne Tynes Tyler on a three-week swing thru the Carolinas this month. . . A five-man committee comprised of Hollywood Bowl sock windupmers has been selected to work with the union and the Board of Supervisors on Bowl reorganization. The group are Henry Albert, Fredrick Meritt, Charles White, George Drexler and Sinclair Lott. . . Betty Robinson has planned a salute to Los Angeles, "Hall-o-Los Angeles." Song has been featured on city park concerts by the local symphony band. . . Emma Lou Welch has joined

Indies Hit Top

used this week for publication their hit "Alphabetical" by the group On How I Love You cropped up on Jimmy Martin's Sharp label, a Chicago outfit. Reports from the Chi-area indicate that this Gloria Hart waxing has taken a solid foothold there. Likewise this song is being edited by the major firm. . . "Buddy" also has a fine waiting just for you both are rhythm and blues etched originally by the Dominos for Federal and Lucky Millinder for King, respectively. Both cleaned up in the r&b market and are kicking up some small furs in the pop market, again attracting major diskery recording attention. Both have appeared on The Billboard's disk charts. . . Other sleeper items have been cropping up from the ranks of the majors as well. Top recent item, of course, was the Hazel Henne-Apti Stevens' hit in Love Again Platter. . . Johnny Hodges' Castle Rock, a jazz instrumental, has grown into a stable item with a little new addee to the tune and a number of pop diskings available on the song.

Shearing to Mr. E

got to kick off on September 12. Booking responsibility for the tour lies with Shaw Artists' Corporation, which will split commissions on the tour with the William Moran agency, representatives for Philadelphia. . . Shear also booked Shearing, who is being booked by Eckstein for the tour at a flat \$700 per week night.

Columbia Names

vania, working as a junior field man in New York, Louisiana, Mississippi and Alabama. He entered the service in 1942, was discharged as an Air Force captain in 1945 and returned to Columbia to fill a series of district sales posts, becoming district manager for the Middle Atlantic area in 1947. . . He was appointed national sales manager on October, 1950. Revitalizing the entire sales apparatus, Wecker spearheaded Columbia's merchandising push in the diskery's recent ascent to a dominant position in the pop and classical platter business.

the Carpenter's hand at Sherman's, San Diego. Moonmistors (8) and Jim McKinley round out the vocal quartet with the warbler. . . Rocky Sylvester, 12-year-old tenor, gave a concert last week (28) at a gathering of the Minstral Men of America. . . Marlon Brando sings "Karkovian," a Polish folk song, in WB's "A Streetcar for Madame." . . High Time Records is negotiating with a local ad agency to handle transcriptions. . . Zeddie Walters Trio now playing at the Del Mar Club, Santa Monica. . . The early life of Stephen Foster will be depicted in the screen by Republic Studios in "Song of Youth." . . Joe Stafford has been named No. 1 fem chirper in Australia, according to a recent Aussie disk jockey poll. . . Music Corporation of America did setting up a Western District for Mandelso Brothers and Rose. . . Pete Kelly's Blues combo, recording on Capitol, includes Dick Cahill, Matty Mallock, Elmer Schneider, Ray Sherman, George Van Eps, Morry Corb and Nick Pastool.

Oberstein Guides

would thoroughly study the production and distribution make-up of the company before he set a firm recording policy. At this point, he says, he believes the initial product he will turn out should be geared for the Midwestern and Southern markets, those points in which King is strongest. Oberstein claims that his deal with King will not be fully determined for several months, or until such time as an estimate of the company's pop potential can be figured. Trademark, quite surprised by Oberstein's move, believes that his deal will probably involve either stock or a piece of the King set-up. This the diskery reps denied, and the he did not deny it, he inferred that he had no such deal at the moment. Oberstein, incidentally, will work out of his own locale offices in Union, N. J., the King office in New York and his Manhattan home.

"RICH, YOUNG AND PRETTY" DARK IS THE NIGHT ICost Photo

LEO FEIST, INC. Bob Merrill's Latest Novelty "BELLE, BELLE MY LIBERTY BELLE" OXFORD MUSIC CORPORATION 1619 Broadway New York 19

ERNEST TUDD "PRECIOUS LITTLE BABY" Decca 46516

TANNEK MUSIC, INC. 146 Wood St. St. New York 19 "STAR OF HOPE" By Henry Paul and Ted Goodale Recorded by JO STAFFORD with Paul Weston's Orchestra Columbia IMPY WARD and MARGARET WHITING DON CHERRY and EILEEN WILSON TOBEY MUSIC CORP.

INTRODUCING... The NEW Mr. and Mrs. of Music



NEAL HEFTI
and His Orchestra



(I Wouldn't Be Where I Am)
IF YOU HADN'T GONE AWAY
with FRANCES WAYNE
and

CORAL REEF

Coral 60562 (78 RPM) and 9-60562 (45 RPM)



NEAL HEFTI
and His Orchestra with

FRANCES WAYNE
BING BONG BING

KISSIN' BUG BOOGIE

Coral 60567 (78 RPM) and 9-60567 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

SKEETS MCDONALD



CAPITOL'S
WRITING
AND
SINGING
SENSATION

Latest Releases...

"I'M HURTIN'"
"RIDIN' WITH THE BLUES"
Cop. 1771

"BLESS YOUR LITTLE OL' HEART" (You're Mine)
"TODAY I'M MOVING OUT"
Cop. 1570

"SCOOT, GIT AND BEGONE"
"BLUES IS BAD NEWS"
Cop. 1518



CENTRAL SONGS, INC.

4527 Sunset Blvd.
Hollywood 27, Calif.

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The numbers 10-19 below, THE HONOR ROLL OF HITS, is determined by the weekly tabulation of various degrees of each week's popularity as measured by "early barometer" of The Billboard's weekly Popularity Chart based on reports received August 29, 10 and 31.

- | Last Week | This Week | Title |
|-----------|-----------|--|
| 9 | 1 | 1. Because of You
By Arthur Mannington and Dudley Green-Published by Broadway Music (ASCAP)
RECORDS AVAILABLE: Decca Cap 4428 & Capitol Cap 3992; Big City Cap 3442; & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 2 | 2. Come On-A My House
By Vernon Green and Sam Henderson-Published by Decca (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 3 | 3. Too Young
By Leo Leacock and Steve Gray-Published by Decca (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 4 | 4. Sweet Violets
By O. Kahn and Clayton Green-Published by E. B. Marks (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 5 | 5. Loveliest Night of the Year
By Tom Frazer Webster and Irving Berlin-Published by Robbins (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 6 | 6. My Truly, Truly Fair
By Leo Leacock-Published by Decca (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 8 | 7. Shanghai
By Leo Leacock and Helen Gray-Published by Decca (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | 7 | 8. I Get Ideas
By Leacock and Helen Gray-Published by Decca (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | - | 9. Cold, Cold Heart
By Hank Williams-Published by Decca (ASCAP)
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |
| | - | 10. The World Is Waiting for the Sunrise
By Ernest Sage & Ernest Sobotka
RECORDS AVAILABLE: Decca Cap 4422, & the same & Capitol Cap 3992, & the same & Columbia, Cap 3740 & Decca 4520 3992 & Home, V 10-3470 & Warner Music 1443
ELECTRICAL TRANSCRIPTION LIBRARIES: Columbia Gram Co, Standard Chas. Yarnes, Long-World, Victor-Louis, Brunswick, Mundy-Carnot, Decca 4520 |

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45

- "KISSIN' BUG BOOGIE," "WOMAN IS A FIVE LETTER WORD"
Tennessee Ernie 1775 11775
- "I LIKE IT—I LIKE IT," "I'LL TELL A POLICEMAN ON YOU"
Burry Lewis 1740 11740
- "IVORY RAG," "DOWN YONDER" Joe "Fingers" Carr 1777 11777
- "TELLING ME YES, TELLING ME NO," "DON'T FAN THE FLAME"
Peggy Lee and Mel Tormé 1738 11738

HOT SELLERS!

POPULAR

- "THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING"
Les Paul and Mary Ford 1748 11748
- "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole 1449 11449
- "MAKE BELIEVE LAND," "I'LL ALWAYS REMEMBER YOU"
Nat "King" Cole 1747 11747
- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES"
Les Paul and Mary Ford 1451 11451
- "BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY"
Les Baxter 1760 11760
- "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE"
Les Paul and Mary Ford 1592 11592
- "COME ON A MY HOUSE," "HOLD ME, HOLD ME, HOLD ME"
Ray Stark 1710 11710
- "RUP FOR JOE," "LAURA" Stan Kenton 1704 11704
- "I'VE GOT YOU UNDER MY SKIN," "WHAT'S MY BOY"
Stan Freberg 1711 11711
- "THE GIPSY DIDN'T TELL ME YOUR NAME," "THE STRANGER"
Hespan Kaye 1757 11757
- "MR. AND MISSISSIPPI," "SHE'S MY BABY"
Tennessee Ernie 1571 11571

WESTERN & FOLK

- "LOVE THING," "HOW DO YOU FEEL" Hank Thompson 1745 11745
- "I'M A DO RIGHT DADDY," "TAKE YOUR TIME, MAMA"
Leon Chappell 1756 11756
- "MR. AND MISSISSIPPI," "SHE'S MY BABY"
Tennessee Ernie 1571 11571
- "RUBE BOB BOOGIE," "SARAH'S BLUES"
Rambler Jimmie Dolan 1720 11720
- "JUST JOHN BOOGIE," "LET'S SETTLE DOWN"
Marko Travis 1737 11737
- "LOVIN' COUNTRY STYLE," "HELP WANTED"
"Big Bill" Lester 1736 11736
- "B C COLA AND MOON PIE," "BEER DRINKING BLUES"
"Big Bill" Lester 1488 11488
- "I WANNA BE BEADY," "LISTEN TO THE BELLS"
The Statesmen Quartet 1582 11582
- "I'M NURTIN' "FREDIE" WITH THE BLUES"
Shorts McDonald 1771 11771

Week Ending
SEPTEMBER 8, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

together for the first time

**DINNING SISTERS
AND BOB CROSBY**

a combination that's great on

"OKLAHOMA HILLS" and "ASK ME"

78 rpm No. 1764
45 rpm No. F1766

COUNTRY AND FOLK



fastest tempo—fastest sales!

JIMMIE SKINNER

78 rpm No. 1764 7 45 rpm No. F1764

has a "Kentucky-flavored" hit in

KENTUCKY AND YOU — JOURNEY'S END

NEW RELEASES ON Capitol

TWEETY

A new Twenty Record Reader

the traditional top seller



Featuring
MEL BLANC

TWEETY'S PUDDY TAT TWOUBLE

		78 45
STAN KENTON <i>and His Orchestra</i>	FRANCESCA — NIGHT WATCH	1776 11776
PEGGY LEE <i>and Her Four Playmates</i>	WHILE WE'RE YOUNG — BIRMINGHAM SAIL	1776 11776
BOB CROSBY <i>and His Orchestra</i>	99 OUT OF A HUNDRED (WARRA DE LOVED) HORS D'OEUVRE	1777 11777
THE JUBALAIRES	LIVING A LIE AS SUMMER TURNS TO FALL	1770 11770
PETE KELLY'S BIG 7 <i>featuring BOB CATHCART, CORNEL and BOB QUINN JACKSON</i>	HE NEEDS ME TILL WE MEET AGAIN	1768 11768
DOTTIE B BRIGY	LOTUS FLOWER DON'T CRA COME A' KNOCKIN'	1761 11761
NICKIE KATZ <i>and Her Orchestra</i>	COME ON-A MY HOUSE — SOUND OFF	1768 11768
NELLIE LITVAK <i>and Her Orchestra</i>	THE BIRTH OF THE BLUES I WANT TO BE NEAR YOU (YOU'RE THE HEEL, THE SOLE)	1769 11769
LEON PAYNE	TEACH ME TO FORGET IT'S MANY A MILE BACK HOME	1767 11767
THE RITTER	TENNESSEE BLUES ROCK ALL THE BABIES TO SLEEP	1769 11769



THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received August 29, 30 and 31

Table with 5 columns: Position, Record Title, Artist, and Station. Includes records like 'Come On A My House', 'Because Of You', 'Too Young', 'World Is Waiting For The Sunrise', etc.

England's Top Twenty

Table with 5 columns: Position, Record Title, Artist, and Station. Includes records like 'Too Young', 'My Truly, Truly Fair', 'I'm In Love Again', etc.

VOX JOX

Premes

Ken Elliott, ex-WCMB, Waltham, Mass., is now spinning discs and adding news at WTAO, Cambridge, Mass. Ex-musician Frank White has just taken over as musical director of K.M.Y.R. Denver, Colo. along with his deejay chores and staff piano work. Tal Hood has been released from active duty with the Marine Corps and has joined WTAO, Cambridge, Mass., as host for "Hood's House."

Gimmix

Vern Coover, WTRY, Troy, N. Y., interviews chefs from various restaurants on his across-the-board "Cook's Tour." Pat Beard, manager of WSTP, Salisbury, N. C., has evolved a plan to make "one man night operations" more efficient. To avoid the usual hassle of telephone request shows with the announcer trying to "answer phones, write down requests, pull records, read spots and play ditties at same time, Beard has arranged for the announcer on duty at night to take requests from 10:30 p.m. only—paid music from 10:30 to 9 p.m. and play the music from 9 to 10 p.m. Listeners who call later are asked to call a little earlier the following night. "Top 9 to 10 p.m. Mutual Broadcasting System shows," says Beard, are taped for later playback, making for better programming of local level. The show is handled on a two night a week schedule by Beard, Russ McIntire and Jim Turner. Bill Bowick, WALB, Albany, Ga., suggests the following gimmick for a "happy birthday" salute to twin boys: "Play Moe's recording of 'Ugly Duck' Get Moe's permission first," adds Bill. Glen Dill, WTSF, St. Petersburg, Fla., pulled a "first" recently, via a broadcast of a local girl being administered the cash into the Women's Air Force, marking the first time known to WAF recruits that the ceremony has been broadcast.

Cap Bag

Dick Bondi, KSVL, Alexandria, La., thinks it "might be a good idea if more deejays would look around their own territory for" unfound talent, with which to stimulate show business. Bondi himself is plugging for Beets Randolph, a local singer and (fide) sax man, who "has a voice that sends local women into spasms whenever he sings—deep, rich and powerful." Alben Coburn, W P M, Fitchburg, Mass., writes "in connection with this station's promotion of the Bernardino Circus here, I interviewed the Silver Condors, one of the world's foremost aerial acts."

Best Selling Sheet Music

Based on reports received August 29, 30 and 31

Table with 5 columns: Position, Record Title, Artist, and Station. Includes records like 'Because Of You', 'Sweetest Night Of The Year', 'Sweet Violets', etc.

Songs With Greatest Radio Audiences (ACI)

Table with 5 columns: Position, Record Title, Artist, and Station. Includes records like 'Because Of You', 'Sweetest Night Of The Year', 'Sweet Violets', etc.

Songs With Most TV Performances (RH Tele-Log)

Table with 5 columns: Position, Record Title, Artist, and Station. Includes records like 'I'm In Love Again', 'My Truly, Truly Fair', 'I'm In Love Again', etc.

WHAT'S NEW (AND HOT) ON COLUMBIA

WEEKLY CHECK LIST FOR DEALERS, OPERATORS, JOCKEYS!

**JUST
OUT!**

**ROSEMARY
CLOONEY**

singing

"I WISH I WUZ"

and

"MIXED EMOTIONS"

78 rpm 39536

33 1/3 rpm 3-39536

45 rpm 4-39536



BEST SELLERS

**BECAUSE OF YOU
I WON'T CRY ANYMORE**

Tony Bennett
78 rpm 39362
33 1/3 rpm 3-39362
45 rpm 4-39362

**COLD, COLD HEART
WHILE WE'RE YOUNG**

Tony Bennett
78 rpm 39449
33 1/3 rpm 3-39449
45 rpm 4-39449

**COME ON & MY HOUSE
ROSE OF THE MOUNTAIN**

Rosemary Clooney
78 rpm 39467
33 1/3 rpm 3-39467
45 rpm 4-39467

**ALWAYS LATE
MOM AND DAD'S WALTZ**

Lafayette Feltsell
78 rpm 20837
33 1/3 rpm 3-20837
45 rpm 4-20837

**BELLE, BELLE, MY LIBERTY BELLE
SWEETHEART OF YESTERDAY**

Guy Mitchell
78 rpm 39512
33 1/3 rpm 3-39512
45 rpm 4-39512

**JEERIN'
ROSE, ROSE, I LOVE YOU**

Frankie Laine
78 rpm 39367
33 1/3 rpm 3-39367
45 rpm 4-39367

**MY TRULY, TRULY FAIR
WHO KNOWS LOVE**

Guy Mitchell
78 rpm 39415
33 1/3 rpm 3-39415
45 rpm 4-39415

**SHANGHAI
MY LIFE'S DESIRE**

Doris Day
78 rpm 39423
33 1/3 rpm 3-39423
45 rpm 4-39423

**I WANT TO BE WITH YOU ALWAYS
MY BABY'S JUST LIKE MONEY**

Lafayette Feltsell
78 rpm 20799
33 1/3 rpm 3-20799
45 rpm 4-20799

**GO! GO! GO!
PLENTY OF MONEY**

The Trambles
OKEM 78 rpm 6804
33 1/3 rpm 3-6804
45 rpm 4-6804

**THE MORNINGSIDE OF THE MOUNTAIN
WHAT WILL I TELL MY HEART**

Paul Weston and
his Orchestra
78 rpm 39424
33 1/3 rpm 3-39424
45 rpm 4-39424

**IF TEARDROPS WERE PENNIES
MR. MOON**

Carl Smith
78 rpm 20825
33 1/3 rpm 3-20825
45 rpm 4-20825

CLIMBING FAST!

Recent pressings on the way up—watch your stock!

**IF TEARDROPS WERE PENNIES
I'M WAITING JUST FOR YOU**

Rosemary Clooney
78 rpm 39535
33 1/3 rpm 3-39535
45 rpm 4-39535

**KISSIN' BUG DOOGIE
HAWAIIAN WAR CHANT**

Jo Stafford
78 rpm 39529
33 1/3 rpm 3-39529
45 rpm 4-39529

**CASTLE ROCK
DEEP NIGHT**

Frank Sinatra and
Henry James
78 rpm 39527
33 1/3 rpm 3-39527
45 rpm 4-39527

**GO! HIM OFF MY HANDS
KISS ME GOODBYE, LOVE**

Doris Day
78 rpm 39534
33 1/3 rpm 3-39534
45 rpm 4-39534

**WHEN THE SAINTS GO MARCHING, III
I WANT TO BE NEAR YOU**

Percy Faith
78 rpm 39528
33 1/3 rpm 3-39528
45 rpm 4-39528

**GOD BY BREATH
AFTER HOURS**

Sarah Vaughan
78 rpm 39494
33 1/3 rpm 3-39494
45 rpm 4-39494

**IT'S ALL IN THE GAME
BE BARE TONIGHT**

Swing and Sway
with Sammy Kaye
78 rpm 39531
33 1/3 rpm 3-39531
45 rpm 4-39531

**WHISKEY AND GIN
TELL THE LADY I SAID GOODBYE**

Johanna Ray
OKEM 78 rpm 6809
33 1/3 rpm 3-6809
45 rpm 4-6809

**BLUE YODEL NO. 6
TRAVELIN' BLUES**

Lafayette Feltsell
78 rpm 20842
33 1/3 rpm 3-20842
45 rpm 4-20842

**DOWN YONDER
WAY UP IN NORTH CAROLINA**

Champ Butler
78 rpm 39533
33 1/3 rpm 3-39533
45 rpm 4-39533

**I'LL HOLD YOU IN MY HEART
THE DAY ISN'T LONG ENOUGH**

Tom Arden
78 rpm 39525
33 1/3 rpm 3-39525
45 rpm 4-39525

**KEEP YOUR COTTON PICKIN' HANDS
OFF MY GAL**

Ten Tons to the Altar
Johanna Ray
78 rpm 20844
33 1/3 rpm 3-20844
45 rpm 4-20844

COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM TO YOU!

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received August 29, 30, and 31

Records listed are those selling best in the nation's top urban retail record stores. List is based upon the Billboard's weekly survey among the 1,400 largest stores, representing only approximately 50 percent of the country's weekly record sales. Records listed according to "A" chart only. Records listed according to "B" chart only. The "B" side of each record is also listed.

POSITIONS
When Last Listed
Weeks in Chart

12	2	1	BECAUSE OF YOU	T. Bennett	Capitol	1034-3032
10	1	2	COME ON MY HOUSE	P. Clooney	Capitol	1034-3032
22	3	3	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Capitol	1034-3032
15	6	4	I GET IDEAS	J. Martin	Capitol	1034-3032
4	7	5	WORLD IS WAITING FOR THE SUNSHINE	L. Paul & M. Ford	Capitol	1034-3032
10	5	6	SWEET VIOLETS	D. Sifers	Capitol	1034-3032
7	9	7	COLD, COLD HEART	T. Bennett	Capitol	1034-3032
22	3	8	TOO YOUNG	Nat. King Cole	Capitol	1034-3032
4	11	9	WHISPERING	L. Paul	Capitol	1034-3032
6	12	10	BECAUSE OF YOU	L. Baxter	Capitol	1034-3032
19	8	11	JAZZBELL	F. Laune	Capitol	1034-3032
15	10	12	MY TRINY, TRINY FAIR	G. Mitchell & Miller	Capitol	1034-3032
4	13	13	BELLE, BELLE, MY LIBERTY	G. Mitchell & Miller	Capitol	1034-3032
6	15	14	DETOUR	P. Page	Capitol	1034-3032
2	19	15	DOWN TOWN	Del Wood	Capitol	1034-3032
10	14	16	SHANGHAI	D. Durr P. Weston	Capitol	1034-3032
11	16	17	BECAUSE	M. Lanza	Capitol	1034-3032
24	17	18	NOW HIGH THE MOON	L. Paul & M. Ford	Capitol	1034-3032
4	24	19	KISSES SWEETER THAN WINE	W. Weavers	Capitol	1034-3032
10	20	20	JOSEPHINE	L. Paul	Capitol	1034-3032
5	22	21	VANITY	D. Cherry	Capitol	1034-3032
2	22	22	LONGING FOR YOU	V. Duxbury	Capitol	1034-3032
6	23	23	BECAUSE OF YOU	J. Pearce	Capitol	1034-3032
2	24	24	STORY MINUTE MAN	Dominoes	Capitol	1034-3032
14	18	25	I'M IN LOVE AGAIN	A. Stevens H. Reed	Capitol	1034-3032
11	23	26	I WON'T CRY ANYMORE	T. Bennett	Capitol	1034-3032
2	20	27	WHILE YOU DANCED, DANCED, DANCED	G. Gibbs	Capitol	1034-3032
6	25	27	COME ON MY HOUSE	K. Starr	Capitol	1034-3032
5	28	27	LAURA	S. Kenton	Capitol	1034-3032
2	28	27	I GET IDEAS	L. Armstrong	Capitol	1034-3032
2	27	27	WHAT IS A BOY?	J. Pearce	Capitol	1034-3032
1	27	27	BECAUSE OF YOU	G. Lombardo & DeLorenzo	Capitol	1034-3032
1	27	27	SMOOTH SAILING	E. Fitzgerald	Capitol	1034-3032

DEALER DOINGS

News and Chatter

Max Kreutz, of House of Music, Wichita Falls, Tex., voices a plaint which is in the minds of many. Says he: "I don't like large record shops in New York burning in on business with their ads in national magazines and local newspapers. They offer one-third off."

Virginia Sullivan, United Artist Record Shop, San Francisco, advises they are doing a terrific business on two Japanese dials, "Tokko Boogie" and "China Nights."

Herbert Gray, the Music Box, Hillside, N. J., pens that his customers like the new catalog devoted to one speed. He refers specifically to RCA Victor's 45 r.p.m. catalog and the 33 1/3 catalog published by Columbia and Capitol.

Buyers who would not normally touch a folk record are going heavily for The Weavers' "No One But You" and "Slow Poke," according to CBSford L. Barhart, Retail Record Sales, Deposit, N. Y.

Gripes

"It's a pity the way the public is so misinformed or does not listen to information about new players and records," says a correspondent of the Crawford Pelest Music Shop, Shreveport, La. "Often we have to explain to customers that their new purchase will play at three speeds. Then we have to tell so many people that there is no such thing as a lifetime needle."

Squawks alone distributes flourish Jo Givens, Melody Mart, Paducah, Ky., fills of the practice of some distributors to close down during the summer to take inventory without informing dealers. He also states: "It seems time that certain labels woke up to the fact that 45's are selling and should be pressed in sufficient numbers to keep up with demand." Particularly with regard to top artists. Too many releases and such troubles do not bother us, as we still buy only what we want. Our main complaint is that if we could get enough of the hits (both pop and hillbilly), at the time they are hits, most of our troubles would automatically cease. Perhaps the manufacturer trying to high pressure the distributor into taking large quantities initially of all wares makes the buyer a bit wary. All releases are not necessarily hits, even the so particular artist may have a high hit average.

The boys in Hanger Bros. Store, Lincoln, Ill., state: "If only the record companies would let us record get used to a number before they throw five others at us at the same time! Do you suppose I'm the only one who thinks this way?"

No, indeed, follows Al Meyer, Town & Country Music, Westwood, N. J., writes that "Something happened with the Capruso albums that has not happened in a long time. We sold the greatest number of this album on 78. People who have not bought an album in years must have come out of hiding."

Another voice on "Something happened" comes from Harvey Wilson, manager of the record department at Allen's, Schenectady, N. Y.: "The classical LP business is quiet compared to what I used to be. We're too close to New York. Customers have frankly told me that they're not going to pay list price for records when they can get them for up to 50 per cent off. I have got some good records from newspaper space plugging Remington and Pontiac LP's."

Pat James, town, N. Y., is making big news for his "Wonderland" which breaks in that territory soon. He's tying in with the dealer, arranging for free passes, and has a big window and floor display.

• Best Selling Children's Records

... Based on reports received August 29, 30 and 31

Records listed are those records selling best in the nation's retail record stores (children's), based on the Billboard's weekly chart survey. Records are listed according to "A" chart only.

POSITIONS
When Last Listed
Weeks in Chart

1	1	1	ALICE IN WONDERLAND ONE RECORD	Capitol	1034-3032
2	2	2	TWEETY PIE ONE RECORD	Capitol	1034-3032
3	3	3	CHERRY PIE ONE RECORD	Capitol	1034-3032
4	4	4	LOVE RANGER VOL. 1 ONE RECORD	Capitol	1034-3032
5	5	5	LOVE RANGER VOL. 2 ONE RECORD	Capitol	1034-3032
6	6	6	LOVE RANGER VOL. 3 ONE RECORD	Capitol	1034-3032
7	7	7	LOVE RANGER VOL. 4 ONE RECORD	Capitol	1034-3032
8	8	8	LOVE RANGER VOL. 5 ONE RECORD	Capitol	1034-3032
9	9	9	LOVE RANGER VOL. 6 ONE RECORD	Capitol	1034-3032
10	10	10	LOVE RANGER VOL. 7 ONE RECORD	Capitol	1034-3032
11	11	11	LOVE RANGER VOL. 8 ONE RECORD	Capitol	1034-3032
12	12	12	LOVE RANGER VOL. 9 ONE RECORD	Capitol	1034-3032
13	13	13	LOVE RANGER VOL. 10 ONE RECORD	Capitol	1034-3032
14	14	14	LOVE RANGER VOL. 11 ONE RECORD	Capitol	1034-3032
15	15	15	LOVE RANGER VOL. 12 ONE RECORD	Capitol	1034-3032
16	16	16	LOVE RANGER VOL. 13 ONE RECORD	Capitol	1034-3032
17	17	17	LOVE RANGER VOL. 14 ONE RECORD	Capitol	1034-3032
18	18	18	LOVE RANGER VOL. 15 ONE RECORD	Capitol	1034-3032
19	19	19	LOVE RANGER VOL. 16 ONE RECORD	Capitol	1034-3032
20	20	20	LOVE RANGER VOL. 17 ONE RECORD	Capitol	1034-3032
21	21	21	LOVE RANGER VOL. 18 ONE RECORD	Capitol	1034-3032
22	22	22	LOVE RANGER VOL. 19 ONE RECORD	Capitol	1034-3032
23	23	23	LOVE RANGER VOL. 20 ONE RECORD	Capitol	1034-3032

• Best Selling Pop Albums

... Based on reports received August 29, 30 and 31

Records listed are those albums selling best in the nation's retail record stores (pop), based on the Billboard's weekly chart survey. Records are listed according to "A" chart only.

POSITIONS
When Last Listed
Weeks in Chart

1	1	1	THE GREAT CAROUSEL	Capitol	1034-3032
2	2	2	THE GREAT CAROUSEL	Capitol	1034-3032
3	3	3	THE GREAT CAROUSEL	Capitol	1034-3032
4	4	4	THE GREAT CAROUSEL	Capitol	1034-3032
5	5	5	THE GREAT CAROUSEL	Capitol	1034-3032
6	6	6	THE GREAT CAROUSEL	Capitol	1034-3032
7	7	7	THE GREAT CAROUSEL	Capitol	1034-3032
8	8	8	THE GREAT CAROUSEL	Capitol	1034-3032
9	9	9	THE GREAT CAROUSEL	Capitol	1034-3032
10	10	10	THE GREAT CAROUSEL	Capitol	1034-3032
11	11	11	THE GREAT CAROUSEL	Capitol	1034-3032
12	12	12	THE GREAT CAROUSEL	Capitol	1034-3032
13	13	13	THE GREAT CAROUSEL	Capitol	1034-3032
14	14	14	THE GREAT CAROUSEL	Capitol	1034-3032
15	15	15	THE GREAT CAROUSEL	Capitol	1034-3032
16	16	16	THE GREAT CAROUSEL	Capitol	1034-3032
17	17	17	THE GREAT CAROUSEL	Capitol	1034-3032
18	18	18	THE GREAT CAROUSEL	Capitol	1034-3032
19	19	19	THE GREAT CAROUSEL	Capitol	1034-3032
20	20	20	THE GREAT CAROUSEL	Capitol	1034-3032

• Best Selling 45 R.P.M.

POSITIONS
When Last Listed
Weeks in Chart

1	1	1	THE GREAT CAROUSEL	Capitol	1034-3032
2	2	2	THE GREAT CAROUSEL	Capitol	1034-3032
3	3	3	THE GREAT CAROUSEL	Capitol	1034-3032
4	4	4	THE GREAT CAROUSEL	Capitol	1034-3032
5	5	5	THE GREAT CAROUSEL	Capitol	1034-3032
6	6	6	THE GREAT CAROUSEL	Capitol	1034-3032
7	7	7	THE GREAT CAROUSEL	Capitol	1034-3032
8	8	8	THE GREAT CAROUSEL	Capitol	1034-3032
9	9	9	THE GREAT CAROUSEL	Capitol	1034-3032
10	10	10	THE GREAT CAROUSEL	Capitol	1034-3032
11	11	11	THE GREAT CAROUSEL	Capitol	1034-3032
12	12	12	THE GREAT CAROUSEL	Capitol	1034-3032
13	13	13	THE GREAT CAROUSEL	Capitol	1034-3032
14	14	14	THE GREAT CAROUSEL	Capitol	1034-3032
15	15	15	THE GREAT CAROUSEL	Capitol	1034-3032
16	16	16	THE GREAT CAROUSEL	Capitol	1034-3032
17	17	17	THE GREAT CAROUSEL	Capitol	1034-3032
18	18	18	THE GREAT CAROUSEL	Capitol	1034-3032
19	19	19	THE GREAT CAROUSEL	Capitol	1034-3032
20	20	20	THE GREAT CAROUSEL	Capitol	1034-3032

• Classical Reviews

AMERICAN PRATT'S OUR MUSIC VOL. 72
Lionel Lincoln, conductor
Columbia 1330 CLPS-1000
The first in Columbia's new series devoted to American music is a program of songs, some by American composers, some by foreign composers, some by American composers. Four of the five volumes included by Aaron Copland and the other arranged by Charles Ives, was arranged by Aaron Copland. The other three were arranged by Aaron Copland and the other arranged by Aaron Copland.

ALAN BARBER'S DEBUT
Alan Barber's debut as a composer is heard in the new recording of his "Symphony No. 1" by the Columbia Symphony Orchestra. The work is a "concert suite" in the traditional sense, but it is a masterpiece of modern music. It is a masterpiece of modern music. It is a masterpiece of modern music.

RECORDED BY PHILIPPO
The new recording of the "Symphony No. 1" by the Columbia Symphony Orchestra is a masterpiece of modern music. It is a masterpiece of modern music. It is a masterpiece of modern music.

• Best Selling Classical Titles

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

1	1	1	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
2	2	2	Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
3	3	3	Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
4	4	4	Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000

Best Selling 45 R.P.M.

1	1	1	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
2	2	2	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
3	3	3	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
4	4	4	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000

• Advance Classical Releases

1	1	1	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
2	2	2	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
3	3	3	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000
4	4	4	The Great Caruso, 10 Records, RCA Victor 68, E. Condon, conductor, Columbia 1330 CLPS-1000

An All Star-Power packed pairing . . . both sides breaking for a hit!!!

Dinah Shore sings and plays the trumpet
 Betty Hutton sings and plays the piccolo
 Tony Martin sings and plays the trombone
 Phil Harris sings and plays the tuba



Betty Hutton
 Dinah Shore
 Phil Harris
 Tony Martin
 sing

HOW D'YE DO AND SHAKE HANDS

RCA Victor 20-4225—(47-4225)*

THE MUSICIANS

RCA Victor 20-4225—(47-4225)*

with instruments through the courtesy of Spike Jones

This week's

New Releases ...on RCA Victor

Release 24-28

Ships Coast to Coast, Week of September 9

POPULAR

PATRICE MUNSEL with Norman Leyden's Orchestra
 Bells Bimbo
 Look Ma, Over One
 20-4255—(47-4255)*

LUIS ARCAJAZ and his Orchestra
 Caravan—Swing
 Stormy Weather—Blues
 20-4256—(47-4256)*

BUDDY MORROW and his Orchestra
 Truly Lulu
 Oh, How I Love You
 20-4260—(47-4260)*

HUGO WINTERHALTER'S Orchestra and Chorus
 Red Leaves on the Campus Green
 The Touchdown, U.S.A.
 20-4261—(47-4261)*

FREDDY MARTIN and his Orchestra
 Downy Tender
 Take Her Up—Tender
 20-4267—(47-4267)*

COUNTRY—WESTERN

THE BEAVER VALLEY SWEETHEARTS
 Wooden Shoe Waltz
 Bill, Bark
 20-4263—(47-4263)*

THE BOYS and His Man of the West
 Hoogie Woogie Square Dance
 Texas Moon Waltz
 20-4263—(47-4263)*

SONS OF THE PIONEERS
 Heart Break Hill
 Wind
 20-4264—(47-4264)*

RHYTHM-BLUES

PIANO RED
 Diggin' the Single
 Let's Have a Good-Time Tonight
 20-4265—(47-4265)*

RED CALLENDER SEXTETTE
 Perdido
 Chico's (Boogie 20-4266—(47-4266)*

*45 r.p.m. cat. cov.

Going Strong...

- ⑤ Loveliest Night of the Year
 Mario Lanza 10-3300—(49-3300)*
- ⑤ I Got Ideas
 Tony Martin 20-4161—(47-4161)*
- ⑤ Because
 Mario Lanza 10-3207—(49-3207)*
- ⑤ Sweet Violets
 Dinah Shore 20-4176—(47-4176)*
- ⑤ I Wanna Play House With You/Something Old, Something New
 Eddy Arnold 21-0476—(48-0476)*
- ⑤ Unwanted Sign Upon My Heart
 Hank Snow 21-0498—(48-0498)*
- ⑤ Vesti La Giubba
 Mario Lanza 10-3223—(49-3223)*
- ⑤ Over a Bottle of Wine/You'll Know
 Tony Martin 20-4220—(47-4220)*
- ⑤ I'm in Love Again
 April Stevens with Henri Rene 20-4188—(47-4188)*
- ⑤ The Winky Dink/While We Danced, Danced, Danced
 Ralph Flanagan 20-4222—(47-4222)*
- ⑤ Castle Rock/Makin' Like a Train
 The Fontane Sisters 20-4213—(47-4213)*
- ⑤ Be My Love
 Mario Lanza 10-1561—(40-1561)*
- ⑤ Slow Poke
 Pee Wee King 21-0489—(48-0489)*
- ⑤ The Musicians/How D'ye Do and Shake Hands
 Dinah Shore, Tony Martin, Phil Harris, Betty Hutton 20-4225—(47-4225)*
- ⑤ Blow, Blow, Winds of the Sea
 Hugo Winterhalter 20-4212—(47-4212)*

\$ 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.

Coming Up...

- ★ Surpisen'
 Perry Como 20-4262—(47-4262)*
 @ The Retailer's Pick, Billboard, September 24 issue
- ★ Gimme a Little Kiss, Will You Huh?
 April Stevens with Henri Rene and His Orke 20-4268—(47-4268)*
 @ 15 Most Wanted, Disc, Jockey, Billboard, September 1st issue.
- ★ Jesus and the Atheist
 Eddy Arnold 21-0473—(48-0473)*
 Western One Jockey Pick, Billboard, September 1st issue.
- ★ Mary Rose
 Dinah Shore 20-4269—(47-4269)*
 @ 15 Most Wanted, Disc, Jockey, Billboard, August 27 issue.

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

TIPS

Watch for BELA BIMBA



THIS WEEK'S MAILBAG

We would like to take a few moments out to tell you about a few of the hits that will soon have RCA Victor blanketing all of the popularity charts. Here they are: THE MUSICIANS/HOW D'YE DO AND SHAKE HANDS—A happy, rollicking, fun laden tune with an all star cast including Dinah Shore, Betty Hutton, Phil Harris and Tony Martin.

TURN BACK THE HANDS OF TIME/I CAN'T GO ON WITHOUT YOU — Two great ballads by your boy, Eddie Fisher. Both are strong enough to "pop" in at the earliest moment.

AN AMERICAN IN PARIS/LOVE IS HERE TO STAY —Ralph Flanagan at his best with Ralph doing a full piano chorus for the first time on a dance version of the great Gerahwin classic.

TRULY LULU/OH, HOW I LOVE YOU —Buddy Morrow picked up a hit from Korea in TRULY LULU that all the trade will be jumping on. However, Buddy will have a big start.

SIN/DON'T BELIEVE IN TOMORROW — Savannah Churchill's how on RCA Victor is sensational with her sweeping competition aside with this big hit . . . ships September 4th.

COLD, COLD HEART/I GET THE BLUES WHEN IT RAINS — The Fontane Sisters, once again smash through with a truly great rendition of the up-and-coming tune . . . ships September 4th.

AND SO TO SLEEP AGAIN/AW G'MON—April Stevens gives the warmth that this song needs and sings out so well that we feel April will be firmly established in the top spot with this new hit!

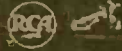
We hope that this will give you an idea of the great things that are coming your way soon.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





IT'S NO

"SIN"

DON'T MISS THIS
SMASH HIT!

EDDY HOWARD

AND HIS ORCHESTRA, TRIO AND CHORAL GROUP

Coupled with

"MY WIFE AND I" *Hot! this, it's different*

MERCURY 5711 • 5711X45



MERCURY RECORDS, CHICAGO, ILLINOIS MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

• 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, obtains best selling sales reports from
key dealers in the nation's largest record markets. After the number of sheets received in each market
has been determined, a tally is made of successful selling records. There are enough reports to make up the
table of the week's local picture being widely distributed by the report of a single state.

NEW YORK

1. BECAUSE OF YOU
T. Brown—Columbia
2. COLD, COLD, HEART
T. Brown—Columbia
3. COME ON-A MY HOUSE
M. Crosby—Columbia
4. I GET IDEAS
T. Brown—Victor
5. JAZZBO
D. Day P. Weston—Columbia
6. SWEET VIOLETS
T. Brown—Victor
7. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
8. TOO YOUNG
Sun. King—Capitol
9. JAZZBO
T. Brown—Columbia
10. BELLE, BELLE, MY LIBERTY BELL
L. Paul M. Ford—Capitol

CHICAGO

1. BECAUSE OF YOU
T. Brown—Columbia
2. I GET IDEAS
T. Brown—Victor
3. COME ON-A MY HOUSE
M. Crosby—Columbia
4. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
5. COLD, COLD, HEART
T. Brown—Victor
6. WHISPERS
L. Paul M. Ford—Capitol
7. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
8. TOO YOUNG
Sun. King—Capitol
9. SWEET VIOLETS
T. Brown—Victor
10. WOULD YOU DANCE, DANCED, DANCED
L. Paul M. Ford—Capitol

DALLAS FORT WORTH

1. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
2. COME ON-A MY HOUSE
M. Crosby—Columbia
3. I GET IDEAS
T. Brown—Victor
4. BECAUSE OF YOU
T. Brown—Columbia
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
6. SIXTY MINUTE MAN
Sun. King—Capitol
7. EDNA PEARCE
Sun. King—Capitol
8. TOO YOUNG
Sun. King—Capitol
9. I'M IN LOVE AGAIN
A. Brown—A. Brown—Victor
10. WHISPERS
L. Paul M. Ford—Capitol

LOS ANGELES

1. COME ON-A MY HOUSE
M. Crosby—Columbia
2. BECAUSE OF YOU
T. Brown—Columbia
3. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
4. I GET IDEAS
T. Brown—Victor
5. BELLE, BELLE, MY LIBERTY BELL
L. Paul M. Ford—Capitol
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
7. TOO YOUNG
Sun. King—Capitol
8. WHISPERS
L. Paul M. Ford—Capitol

ATLANTA

1. BECAUSE OF YOU
T. Brown—Columbia
2. I GET IDEAS
T. Brown—Victor
3. BECAUSE OF YOU
T. Brown—Columbia

4. COME ON-A MY HOUSE

5. SIXTY MINUTE MAN
Sun. King—Capitol
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
7. TOO YOUNG
Sun. King—Capitol
8. I'M BELIEVING JUST FOR YOU
L. Paul M. Ford—Capitol

NEW ORLEANS

1. BECAUSE OF YOU
T. Brown—Columbia
2. I GET IDEAS
T. Brown—Victor
3. SWEET VIOLETS
T. Brown—Victor
4. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
5. TOO YOUNG
Sun. King—Capitol
6. COME ON-A MY HOUSE
M. Crosby—Columbia
7. MY TROUBLE, TROUBLE, FARE
C. McPherson—Columbia
8. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol

DENVER

1. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
2. BECAUSE OF YOU
T. Brown—Columbia
3. COME ON-A MY HOUSE
M. Crosby—Columbia
4. SWEET VIOLETS
T. Brown—Victor
5. BECAUSE
M. Crosby—Columbia
6. WHISPERS
L. Paul M. Ford—Capitol

DETROIT

1. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
2. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
3. BECAUSE OF YOU
T. Brown—Columbia
4. BECAUSE
M. Crosby—Columbia
5. EDNA PEARCE
Sun. King—Capitol
6. SIXTY MINUTE MAN
Sun. King—Capitol
7. SWEET VIOLETS
T. Brown—Victor
8. WHISPERS
L. Paul M. Ford—Capitol
9. I GET IDEAS
T. Brown—Victor
10. SWEET VIOLETS
T. Brown—Victor

BOSTON

1. COLD, COLD, HEART
T. Brown—Columbia
2. BECAUSE OF YOU
T. Brown—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul M. Ford—Capitol
4. I GET IDEAS
T. Brown—Victor
5. COME ON-A MY HOUSE
M. Crosby—Columbia
6. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
7. JAZZBO
T. Brown—Columbia

SEATTLE

1. COME ON-A MY HOUSE
M. Crosby—Columbia
2. WHISPERS
L. Paul M. Ford—Capitol
3. BECAUSE OF YOU
T. Brown—Columbia
4. LOVELIEST NIGHT OF THE YEAR
M. Crosby—Columbia
5. SWEET VIOLETS
T. Brown—Victor

(Continued on page 29)

••• Let
••• Today's TOP TUNES

HELP YOU SELL!

The top 20 hits each week from The Billboard



The Billboard	Quantity	PRICE	Postage
2160 Posters 3x 5x, 12x 12x, 18x 18x	50
5000 Posters 3x 5x, 12x 12x, 18x 18x	250
10000 Posters 3x 5x, 12x 12x, 18x 18x	500
20000 Posters 3x 5x, 12x 12x, 18x 18x	1000
50000 Posters 3x 5x, 12x 12x, 18x 18x	2000
100000 Posters 3x 5x, 12x 12x, 18x 18x	5000
PLUS POSTAGE			

NAME

ADDRESS

CITY AND STATE

ORDERED BY

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received August 29, 30 and 31

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 1,500 operators in all sections of the country. (Based upon the list of each of our main juke box sections. Records of the other sections are listed in the charts under available sections of same listed are also to be found in the "New" list of the Music Popularity Charts, Part I.)

Rank	Weeks	Title	Artist	Label
10	1	3. COME ON A MY HOUSE	B. Clooney	Mercury 5698
11	4	2. BECAUSE OF YOU	T. Bennett	Mercury 5698
21	2	3. TOO YOUNG	Nat King Cole	Mercury 5698
10	3	4. SWEET VIOLETS	D. Shore	Mercury 5698
14	5	5. MY TRULY, TRULY FAIR	G. Mitchell & Miller	Mercury 5698
6	7	6. DETOUR	P. Page	Mercury 5698
17	6	7. REZEBEL	F. Laino	Mercury 5698
10	13	8. I GET IDEAS	I. Martin	Mercury 5698
3	13	9. WORLD IS WAITING FOR THE SUNRISE	L. Paul M. Ford	Mercury 5698
4	9	10. COLD, COLD HEART	T. Bennett	Mercury 5698
10	8	11. LOVELIEST NIGHT OF THE YEAR	M. Louie	Mercury 5698
7	11	11. SWEET VIOLETS	Terry	Mercury 5698
3	11	13. BELLE, BELLE, MY LIBERTY	G. Mitchell & Miller	Mercury 5698
11	10	14. SHANGHAI	B. Day P. Weston	Mercury 5698
3	20	15. WHISPERING	L. Paul	Mercury 5698
3	22	16. LONGING FOR YOU	S. Kaye	Mercury 5698
2	23	17. WONDERFUL WASTEFUL	F. Laino	Mercury 5698
23	13	18. ON TOP OF OLD SHOOTY	Worriers	Mercury 5698
5	19	18. LONGING FOR YOU	V. Damone	Mercury 5698
8	20	19. I WON'T CRY ANYMORE	T. Bennett	Mercury 5698
6	23	18. I'LL HOLD YOU IN MY HEART	E. P. Taylor	Mercury 5698
9	16	22. JOSEPHINE	L. Paul	Mercury 5698
1	22	23. SIXTY MINUTE MAN	Dominique	Mercury 5698
13	25	24. ROSE, ROSE, I LOVE YOU	F. Laino	Mercury 5698
3	24	24. HITSITY HOTSITY	L. Amos & Trace	Mercury 5698
9	24	24. TN IN LOVE AGAIN	A. Stevens & Trono	Mercury 5698
4	24	24. FM WAITING JUST FOR YOU	L. Mander	Mercury 5698
23	15	23. HOW HIGH THE MOON	L. Paul M. Ford	Mercury 5698
9	16	23. LONELY LITTLE PIGGY	J. Parnham	Mercury 5698
2	29	28. DOWN TOWNER	Daf Wood	Mercury 5698
1	28	28. BECAUSE OF YOU	M. Lombardo & DeLano	Mercury 5698
1	28	28. HAWAIIAN WAR CHANT	John Phillip	Mercury 5698



“CALLA CALLA”

(English Translation "The Bride, The Bride")

A SENSATIONAL NEW SMASH HIT BY

VIC DAMONE

Coupled with

“IT'S A LONG WAY FROM YOUR HOUSE TO MY HOUSE”

MERCURY 5698 • 5698X43



THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

Based on reports received August 29, 30 and 31

14	1	1.	DO NT YOU KNOW I LOVE YOU? <i>The Clowers</i> Atlanta 974
15	2	2.	60 MINUTE MAN Dominions Federal 3202-841
9	3	3.	CHARMS OF LOVE A. Turner Atlanta 977-801
12	4	4.	I'M WAITING JUST FOR YOU! <i>Judy Milder</i> Memphis 492-801
3	7	5.	CASTLE ROCK <i>Joey's Band</i> New York 492-801
4	—	6.	"T" 99 BLUES J. Nelson Memphis 492-801
3	5	7.	GLORY OF LOVE <i>Five Keys</i> Memphis 492-801
17	—	7.	ROCKET 88 <i>Jackie McLean</i> Memphis 492-801
7	9	9.	TEA LA LA! <i>K. Brown-Giffin Brothers</i> Memphis 492-801
3	9	10.	WILL YOU BE MINE! <i>Sweethearts</i> Memphis 492-801
3	—	10.	BLOODSHOT EYES <i>W. Harris</i> Memphis 492-801
1	—	10.	T-TOWN JUMP <i>R. Milton</i> Memphis 492-801

RHYTHM AND BLUES NOTES

Coral Records sub. recording topped Teddy Berg just completed etching deals with Jimmy Scott, Ace Harris and Eunice Davis. Scott formerly recorded for Royal and Regal and is a ballad stylist. Harris has been working as pianist and vocalist with the Ernie Hawkins band and Miss Davis is a blues singer.

The Dominions were presented on stage at the Apollo Theater, New York, Wednesday (29) by the Independent Press Service, which services Percy Mayfield will play one-nighters thru the first of the year. He is being booked for these dates by Universal Attractions, which picks up the singer's route beginning September 1 with a Biloxi, Miss., one nighter.

They Bradshaw's crew goes into the Savoy Ballroom in Harlem on September 7 for two weeks and will be followed into the Paradise Theater, Detroit, the week of October 2. Miss Washington, incidentally, will work two weeks at the Ill Note nite in Chicago beginning September 14.

The Tremors with Gene Gilbeaux, after a second summer season at the Ripside, Wildwood, N. J., make it the third return trip this year to Seaford, Philadelphia, to help dinner in the new season this week.

Guitarist Harry restaurant and singer Don Gardner came to a parting of the ways, with Don starting a musical unit of his own and Harry standing pat in a Philadelphia spot.

Met Segal, whose Keystone Theatrical Agency in Philadelphia brings in most of the 2 and 3 added another act to his booking list, the 421 Club Set Gray Crosse for kick-off of the new season this week.

Pianist Doris Knighton, formerly a single and with the Cats and Fiddle, has a combo of her own bowing Carrison on tenor, Eddie Ellis on bass and Phyllis Rankin on organ.

Johnny Lynch, the ex-Andy Kirk and Dixie Gillespie trumpeter, rounded out 40 weeks at the Town Tavern, Delair, N. J., with his own band and is set for a second season by proprietor Izzy Bushkoff.

Dixie Gillespie relights Lee Guber's Rendezvous in Philadelphia in mid-September.

James (Coatesville) Harris, former drummer with Louis Armstrong, whips together a new unit of his own to start off the new season at Philadelphia's Cafe Society.

Powellton Cafe, Philadelphia, relights for the new season with Jimmy Brown, trumpet-playing husband of torch singer Ruth Brown, and his Earl of Rhythm.

Roy Milton, following an Eastern tour, returns to the Coast this month.

Swing Time Records is seeking firm chapters to bolster their present pair, Mabel Scott and Frankie Fay Thomas.

Ben Walker Enterprises has inked Maceo Birch, ex-Count Basie sideman, Erskine Hawkins and Benny Molten.

Percy Mayfield is readying a package for a September tour.

• Most Played Juke Box Rhythm & Blues Records

Based on reports received August 29, 30 and 31

16	1	1.	60 MINUTE MAN Dominions Federal 3202-841
7	3	2.	CHARMS OF LOVE A. Turner Atlanta 977-801
11	2	3.	I'M WAITING JUST FOR YOU Judy Milder Memphis 492-801
18	4	4.	ROCKET 88 Jackie McLean Memphis 492-801
8	6	5.	DO NT YOU KNOW I LOVE YOU? <i>The Clowers</i> Atlanta 974
2	7	6.	BLOODSHOT EYES <i>W. Harris</i> Memphis 492-801
1	—	6.	SLEEP E. Boskin Memphis 492-801
12	—	8.	TEND TO YOUR BUSINESS J. Wayne Memphis 492-801
1	—	8.	HOPPIN' Griffin Brothers, I. Brown Memphis 492-801
6	5	10.	"T" 99 BLUES J. Nelson Memphis 492-801
5	8	10.	THRILL IS GONE R. Hawkins Memphis 492-801
1	—	10.	ALL NIGHT LONG A. Otis M. Walker Memphis 492-801
1	—	10.	TEA LA LA Griffin Brothers Memphis 492-801

Sonny Hill and Pee-wee Hunt, a sax dinkery, inked blues singer Andrew Tibbs and added a new act, old Sammy Goldberg. The latter of one time was associated with Johnny Moore's Three Blazers and is a noted writer of blues material.

Blues for a series of 22 one-nighters on the West Coast, most of them in California, as an aftermath of his hit Atlantic recording of "Chain of Love."

Millburn, Joe Turner and the Dominions, J. Peppermint Harris cut a batch of sides last week for Aladdin.

Gatesmouth Brown and the Dominions will work a date in Oakland in November.

Roy Milton and Camille Howard set for Detroit's Paradise Theater November 2.

Billy Mitchell has four new sides on Blue Records.

Dinkery's Johnny Taylor also out with a pair.

Modern Records did a session with Doc Graham and Johnny Ingram and His Rhythm Chorus. Gal's initial release is "Mr. T-99."

Red Callender and Chico Hamilton are backing Dorothy Donegan at the Tiffany Club.

TEMPO
A SPLENDID NEW
BEN LIGHT
"PUT YOUR ARMS AROUND ME, HONEY"
backed with
"I'M BOBBY'S SWEETHEART"
NEW
10 RPM 78 1200 45 RPM 75 0710

Canadian pianist Oscar Peterson, who was held in the United States for a series of personal appearances, still is being held up by immigration authorities and a number of dates have been canceled, including one at Birdland, New York last week.

The George Shearing Quintet replaced Peterson for the week.

Shearing, incidentally, received and has accepted a bid to play with the Eastman-Rochester Symphony Orchestra December 4.

TEMPO
RECORD CO. OF AMERICA
6191 Sunset Blvd., Hollywood 44, California

Hollywood

Modern Records exec Saul Bihari is sending a follow-up letter to Union Prexy James C. Petrillo, regarding the Modern-Chess battle over Jackie Brenston. Petrillo has not answered Bihari's initial query.

Branch Gospel Singers (B) have packed with Aladdin Records.

AN OVERNIGHT HIT!
"SAN ANTONIO ROSE"
and
"BULLY OF THE TOWN"
by JOHN MADDOX
457 W. 45th St., New York 19, N. Y.
PI 5001-45-15001

DOT RECORDS, INC.
Columbia, Tennessee
Phone 480-831

Confab between Ben Waller and Bee Bari has resulted in an agreement whereby Waller Enterprises will handle all talent west of San Antonio, with Universal Attractions routing acts east of the Texas city.

Universal's newest talent in rhythm and blues war, Jackie Brenston, who began a tour in the fall, Waller is readying a series of locations for Amos

New Arrivals—New Release!
STRANGE ANGEL
by AMOS EASTON
6410
Specialty rec. 1951

Orks Set for H'w'd Jubilee

HOLLYWOOD, Sept. 3—Local disk jockeys, Gene Norman and Frank Bull have lined up all but two orks for their 4th Annual Diskeled Jubilee, scheduled for the Shrine Auditorium, September 28.

Jocks will spend between \$82,000-\$18,000 for talent.

Inked to appear are Peg Dally, Pete Kelly's Dix Six, Eddie McCarg, Eddie Skrivaneh, the Banjo Kings, Firehouse Five Plus Two, Kid Ory and two other groups. Of the aforementioned, Dally is the only Dixie hotener who has worked all previous shows. Tickets are scaled from \$3.00-\$1.50.

BILLBOARD PICKS!
LITTLE SIDE CAR
and
HEY, LITTLE GIRL
by BOBBY SMITH and THE LARKS
Apollo 429
APOLLO RECORDS
457 W. 45th St., New York 19, N. Y.

R&B Records To Watch

In the opinion of the Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records recorded this week.

"I GOT LOADED"
Frank Hayward
Aladdin 3107

"IF YOU DON'T LOVE ME ANYMORE"
Cubie Bone
Al 3098

"I CAN'T STOP CRYING"
Trembling Four
Al 2100

"WHOO LATE"
SCORE 5032

The integrity and experience of
A SOLID NAME
plus
THE WORLD'S TOP ENGINEERS.
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custom record sales

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IMPERIAL RECORD NO. 5147

T-BONE WALKER
"YOU DON'T UNDERSTAND"
"WELCOME BLUES"

IMPERIAL RECORD NO. 5145

FATS DOMINO
"ROCKIN' CHAIR"
"CARELESS LOVE"

IMPERIAL RECORD CO., INC.
6425 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIFORNIA

LOADED—JUST LOADED!!!
ASK ANYBODY!!!
"Peppermint" HARRIS
"I GOT LOADED"
AL 3097

Watch for These NEW ONES...

"DO I LOVE YOU" Al 3101
Frank Hayward

"IF YOU DON'T LOVE ME ANYMORE" Al 3098
Cubie Bone

"I CAN'T STOP CRYING" Al 2100
Trembling Four

"WHOO LATE" SCORE 5032

Aladdin RECORDS

THE BILLBOARD Music Popularity Charts

Advance Rhythm & Blues Record Releases

Ray's on My Mind—Gene Harris (Capitol) V 30-4293
 Dream Blues—Ray Harris (Capitol) V 30-4290
 Green Light—Ray Harris (Capitol) V 30-4292
 Garden of Eden—Ray Harris (Capitol) V 30-4291
 I'm a Fool for You—Ray Harris (Capitol) V 30-4294
 I'm a Fool for You—Ray Harris (Capitol) V 30-4295
 I'm a Fool for You—Ray Harris (Capitol) V 30-4296
 I'm a Fool for You—Ray Harris (Capitol) V 30-4297
 I'm a Fool for You—Ray Harris (Capitol) V 30-4298
 I'm a Fool for You—Ray Harris (Capitol) V 30-4299
 I'm a Fool for You—Ray Harris (Capitol) V 30-4300

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.

ARTIST LABEL AND NO.	TUNES COMMENT	ATLANTA	MEMPHIS	CHICAGO	ST. LOUIS
RAY-O-VACS What's Mine Is Mine DECCA 4512	4212—A solid, hard-driving blues number with a strong, driving bass line.	74	74	73	75
I Still Love You, Baby Decca 4513	4513—A ballad with a strong, driving bass line.	77	80	74	76
PAULA WATSON Pretty Papa Blues Savoy 1464	1464—A blues number with a strong, driving bass line.	68	70	66	63
Nightmare Boogie Savoy 1465	1465—A blues number with a strong, driving bass line.	70	72	68	70
SMOKEY MOG She's the Girl I Need Savoy 1466	1466—A blues number with a strong, driving bass line.	68	70	66	67
Love's Money Blues Savoy 1467	1467—A blues number with a strong, driving bass line.	70	72	68	70
EDNA McGRIF Noble Droppin' Papa Savoy 1468	1468—A blues number with a strong, driving bass line.	64	66	62	64
Come Back Savoy 1469	1469—A blues number with a strong, driving bass line.	65	67	63	65
PEPPERMINT HARRIS I Always End Up Blue Savoy 1470	1470—A blues number with a strong, driving bass line.	79	80	78	79
I Screamed and I Cried Savoy 1471	1471—A blues number with a strong, driving bass line.	77	78	76	77
ORIGINS Up to the Top in Love Savoy 1472	1472—A blues number with a strong, driving bass line.	70	73	68	70
Hold Me, Separate Me Savoy 1473	1473—A blues number with a strong, driving bass line.	72	75	70	72
JOHNNY OTIS BEE Harlem Nocturne Savoy 1474	1474—A blues number with a strong, driving bass line.	72	74	70	72
Midnight in the Barbours Savoy 1475	1475—A blues number with a strong, driving bass line.	72	74	70	72
MAYNOR BROWN Blackjack Blues Savoy 1476	1476—A blues number with a strong, driving bass line.	70	73	68	70
Windy City Boogie Savoy 1477	1477—A blues number with a strong, driving bass line.	62	63	60	62
LEROY JOHNSON Home Town Woman Savoy 1478	1478—A blues number with a strong, driving bass line.	72	72	71	73
Unlucky Blues Savoy 1479	1479—A blues number with a strong, driving bass line.	68	69	68	69
THE LARKS Little Side Car Savoy 1480	1480—A blues number with a strong, driving bass line.	84	84	84	84
Hey, Little Girl Savoy 1481	1481—A blues number with a strong, driving bass line.	82	83	81	82
TEDDY REYNOLDS Said to Be Savoy 1482	1482—A blues number with a strong, driving bass line.	65	65	65	65
Waltin' at the Station Savoy 1483	1483—A blues number with a strong, driving bass line.	69	70	68	70
SONNY TIL My Prayer Savoy 1484	1484—A blues number with a strong, driving bass line.	73	74	72	73
I Never Knew Savoy 1485	1485—A blues number with a strong, driving bass line.	70	70	70	70
PAUL GAYTEN You Don't Know Savoy 1486	1486—A blues number with a strong, driving bass line.	65	65	65	65
Hey, Little Girl Savoy 1487	1487—A blues number with a strong, driving bass line.	75	75	74	77
LITTLE SYLVIA How Long Must I Be Blue? Savoy 1488	1488—A blues number with a strong, driving bass line.	84	85	84	84
Little Boy Savoy 1489	1489—A blues number with a strong, driving bass line.	83	84	82	83
JULIAN BASH SEXTET For the Moment Savoy 1490	1490—A blues number with a strong, driving bass line.	76	78	73	76
Cajunin' Boogie Savoy 1491	1491—A blues number with a strong, driving bass line.	70	70	68	73
WILLIE LOVE-HIS THREE ACES Little Car Blues Savoy 1492	1492—A blues number with a strong, driving bass line.	80	80	79	81
Take It Easy, Baby Savoy 1493	1493—A blues number with a strong, driving bass line.	69	70	67	70
MOOSE JACKSON Charleston Boogie Savoy 1494	1494—A blues number with a strong, driving bass line.	84	84	84	84
I'm Lucky I Have You Savoy 1495	1495—A blues number with a strong, driving bass line.	82	83	82	82

SAVOY DOES IT AGAIN!

BOTH RECORDS — BOTH SIDES — H-I-T-S

SAVOY 1816
LITTLE SYLVIA
 With a 3-Record HIT
"LITTLE BOY"
 backed by
"HOW LONG MUST I BE BLUE"

BOTH SIDES PICKED BY BILLBOARD — THE ORIGINAL! — NO SURFACE NOISE — CLEAR AS A BELL!

SAVOY 1817
"SIN (IT'S NO)"
 backed by
"HEART AND SOUL"
 by **THE FOUR BUDDIES**

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GONCO BOOGALOO
9435 and 45-4452
- WYNONE BARRIS**
BLOODHOT EYES
COMPRESSIN' THE BLUES
4461 and 45-4461
- TINY BRADSHAW**
WALKIN' THE CHALK LINE
BRADSHAW BOOGIE
4457 and 45-4457
- EARL BOSTIC**
SEPTEMBER SONIC
SLEEP
4444 and 45-4444
- ALWAYS**
HOW COULD I HAVE BEEN
YOU AND I
4454 and 45-4454

Federal

THE DOMINOKS
WHY MONTE MAN
CAN'T ESCAPE FROM YOU
12021 and 45-12021

DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001

DELUXE

- ROY BROWN**
TRAIN TIME BLUES
BIG TOWN
3318 and 45-3318
- BEAUTICIAN BLUES**
WRONG WOMAN BLUES
3319 and 45-3319

FOLK-WESTERN

- EDDIE SMITH and THE CHIEFS**
DOWN TOWN
SWEET BUNCH OF DAISIES
over the water melody
908 and 45-908
- MOON MULLIGAN**
CHOCOLATE BOOGIE
LOVE IS THE LIGHT THAT LEADS ME HOME
905 and 45-905
- HAWSHAW HAWKINS**
I'M WAITING JUST FOR YOU
A HEARTACHE TO REMEMBER
906 and 45-906
- COWBOY COPAS**
TENNESSEE PLAT CANTAR
I LOVE YOU, MY DARLING
I LOVE YOU!
944 and 45-944
- YORK BROTHERS**
WHY MONTE MAN
LOOKIN' FOR SOMEWHERE NEW
970 and 45-970

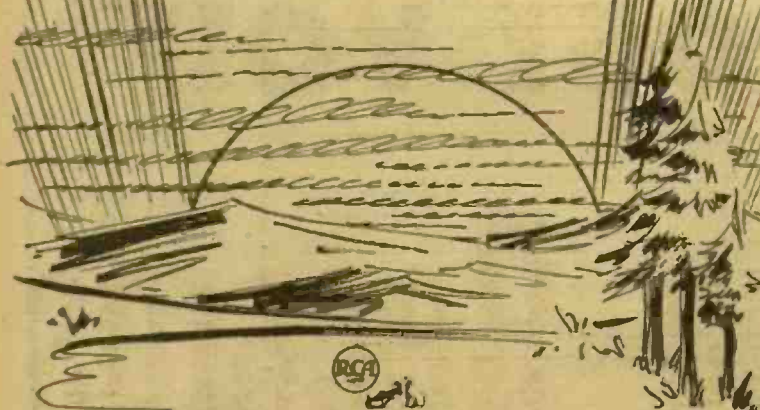
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I LOVE THE SUNSHINE OF YOUR SMILE



RCA VICTOR RECORDS

21-4181—(47-4181)

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received August 29, 30 and 31

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 600 disk jockeys specializing in Country and Western music.

POSITION	WEEKS IN THIS POSITION	ARTIST	TITLE	RECORD NO.	COMPANY
9	1	N. Williams	HEY, GOOD LOOKING	10147-1000	ARCADIA
6	2	Luffy Fritzell	ALWAYS LATE	4534-20837	ARCADIA
4	5	Luffy Fritzell	MOM AND DAD'S WALTZ	4534-20837	ARCADIA
12	3	E. Arnold	I WANT TO PLAY HOUSE WITH YOU	4534-20837	ARCADIA
22	3	L. Fritzell	I WANT TO BE WITH YOU ALWAYS	4534-20837	ARCADIA
5	6	Carl Smith	MR. MOON	4534-20837	ARCADIA
14	6	Carl Smith	LET'S LIVE A LITTLE	4534-20837	ARCADIA
7	10	R. Foley	PEACE IN THE VALLEY	4534-20837	ARCADIA
1	-	Del Wood	DOWN YONDER	4534-20837	ARCADIA
8	8	Johnnie & Jack	CRYIN' HEART BLUES	4534-20837	ARCADIA

Coming Up

1.	ROBATION BLUES	E. Britt	4534-20837	ARCADIA
2.	UNWANTED SIGN UPON YOUR HEART	Hank Snow	4534-20837	ARCADIA
3.	SLOW POKE	Pee Wee King	4534-20837	ARCADIA

Best Selling Retail Folk (Country & Western) Records

... Based on reports received August 29, 30 and 31

Records listed in Country and Western records plus retail best in stores according to The Billboard's special weekly survey among a selected group of retail stores. The majority of listed retailers purchase Country and Western records.

POSITION	WEEKS IN THIS POSITION	ARTIST	TITLE	RECORD NO.	COMPANY
11	2	E. Arnold	I WANT TO PLAY HOUSE WITH YOU	4534-20837	ARCADIA
5	1	Luffy Fritzell	ALWAYS LATE	4534-20837	ARCADIA
19	3	Luffy Fritzell	I WANT TO BE WITH YOU ALWAYS	4534-20837	ARCADIA
8	5	N. Williams	HEY, GOOD LOOKING	10147-1000	ARCADIA
2	6	L. Fritzell	MOM AND DAD'S WALTZ	4534-20837	ARCADIA
12	4	Carl Smith	LET'S LIVE A LITTLE	4534-20837	ARCADIA
4	9	R. Foley	PEACE IN THE VALLEY	4534-20837	ARCADIA
23	7	Hank Williams	COLD, COLD HEART	4534-20837	ARCADIA
4	9	Carl Smith	MR. MOON	4534-20837	ARCADIA
2	-	Johnnie & Jack	CRYIN' HEART BLUES	4534-20837	ARCADIA

Coming Up

1.	HEY LA LA	E. Cobb	4534-20837	ARCADIA
2.	DOWN YONDER	Del Wood	4534-20837	ARCADIA
3.	I'M WAITING JUST FOR YOU	M. Hawkins	4534-20837	ARCADIA

FOLK TALENT AND TUNES

By JOHNNY SIFFEL

Artists Activities

Hank Snow, who sustained a skull fracture and other injuries in an auto accident in Nashville August 22, is currently recuperating and will probably return to Grand Ole Opry in five weeks. Snow was forced to cancel several weeks of bookings when the accident occurred. Bill England, former personal manager for Hank Williams, is working as a time salesman for WSM, Nashville. Wesley Rose, of Acuff-Rose, is slated to go to France and England this fall to line up reciprocal publishing agreements for the Rose firm.

A report from Lewit Charles (Continued on page 55)

AN OVERNIGHT HIT!

"SAN ANTONIO ROSE"

By JOHN MADDOCK and The Appalachian

415001—45-11001

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Phonograph 880-681

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FLATT**
and ...
**EARL
SCRUGGS**
and the Foggy Mountain Boys
Singing ...

**“DON'T GET ABOVE
YOUR RAISIN”**

and

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coupled with

"LET YOUR CONSCIENCE BE YOUR GUIDE"

featuring

JOHNNIE and JACK
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and

"TWO ROADS"

coupled with

"MAKIN' LIKE A TRAIN"

featuring

PEE WEE KING
and his Golden West boys

20-4238
47-4238



RCA VICTOR Records



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Folk (Country & Western) Records

... Based on reports received August 29, 30 and 31

Records listed are Country and Western records most played in juke boxes, according to The Billboard's special weekly survey of selected group of juke box operators in their respective Country and Western records.

POSITION	Weeks (Last 10)	Rank	Title	Artist	Label
11	1	1.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	9178121-0476, 145148-0476-ASCAP
5	3	2.	ALWAYS LATE	Lefty Fritzell	Capitol 20837, 14514-20837
8	2	3.	HEY, GOOD LOOKIN'	Mark Williams	Capitol 20837-848
19	7	4.	I WANT TO BE WITH YOU ALWAYS	L. Fritzell	Capitol 20799, 14514-20799
13	5	5.	LET'S LIVE A LITTLE	Carl Smith	Capitol 20796, 14514-20796
2	6	6.	MOM AND DAD'S WALTZ	L. Fritzell	Capitol 20837, 14514-20837
6	7	7.	CRYIN' HEART BLUES	Johnnie & Jack	Capitol 20837, 145148-0476-ASCAP
12	-	8.	I CAN'T HELP IT	H. Williams	Capitol 20837, 14514-20837
4	9	9.	MR. MOON	Carl Smith	Capitol 20837, 14514-20837
9	4	10.	SOMETHING OLD, SOMETHING NEW	E. Arnold	Capitol 20837, 145148-0476-ASCAP
5	10	10.	PEACE IN THE VALLEY	Red Foley	Capitol 20837, 14514-20837

Coming Up

Records listed are generally approximately two weeks in advance of actual release date, but may be subject to change without notice. Only records of these manufacturers currently supplying information are listed.

1.	HEY LA LA	E. Todd
2.	60 MINUTE MAN	Rock Brothers
3.	LOVE THIEF	H. Thompson



JEB'S FIRST RELEASE

GOING

UP! UP! UP!

"Ida"

3001 "Darktown Strutters' Ball"

Keynotes with Pete Coniglaro

"Big Blue Eyes"

3002 "Pretty Little Bells"

Doc Bellor's Orki Sunday Smith—Vocal Four Music Makers

"Marmaduke the Spook"

3003 "Jazz Me Blues"

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THE BILLBOARD Music Popularity Charts

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. Add to each an indication in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- As Good as the Southern Belle—G. Bradley (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754

POPULAR ALBUMS

- Anniversary Album—Vol. 1 (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
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- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754
- Autumn Blues—E. Edwards (The Capitol) Cap 1754

CHILDREN

- Children's Album—(The Capitol) Cap 1754
- Children's Album—(The Capitol) Cap 1754
- Children's Album—(The Capitol) Cap 1754
- Children's Album—(The Capitol) Cap 1754
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- Children's Album—(The Capitol) Cap 1754

INTERNATIONAL

- International Album—(The Capitol) Cap 1754
- International Album—(The Capitol) Cap 1754
- International Album—(The Capitol) Cap 1754
- International Album—(The Capitol) Cap 1754
- International Album—(The Capitol) Cap 1754

10 BIG ONES!

SELLING! SELLING! SELLING!



- 929 **PRIMO SCALA**
45-929 **LOVE ME FOREVER**
WHISPER WHILE YOU WALTZ
Primo Scala and His Strings and Accordion Band Leads by The Krynones
- 1086 **TERESA BREWER**
45-1086 **LONGING FOR YOU**
JAZZ ME BLUES
Teresa Brewer with Jack Pines and The All Stars
- 1087 **ANNE SHELTON**
45-1087 **THE WORLD IS MINE TONIGHT**
LOVE TIME
Anne Shelton with vocal group and Orchestral Accompaniment
- 1088 **ANNE SHELTON**
45-1088 **BLOW BLOW WINDS OF THE SEA**
ALL IN THE GOLDEN AFTERNOON
Vocal with group
(From the film "Alice in Wonderland")
- TERESA BREWER** 1085
I WISH I WUZ 45-1085
IF YOU DON'T MARRY ME
Teresa Brewer with Jack Pines and The All Stars
- WINIFRED ATWELL** 1060
JEZEBEL
(Inst.)
THE CHOO-CHOO SAMBA
(Inst.)
Winifred Atwell and Her Piano
- WINIFRED ATWELL** 1132
SWANEE RIVER 45-1132
MARCH OF THE CARDS
(From "Alice in Wonderland")
Winifred Atwell and Piano with Herby's ensemble
- 1051 **VERA LYNN**
MY FRIEND THE ROBIN
DON'T MAKE A MEMORY OF ME
Vera Lynn with Bob Ferman and his Orchestra
- 1038 **WILLARD COLE**
PENNY WHISTLE BOOGIE
(Inst.)
PENNY WHISTLE BLUES
(Inst.)
Willard Cole playing the Flageolet
- 1055 **BENNY LEE**
PIANA ANNA
AROUND THE WORLD
Benny Lee with the Shergans and British All Stars conducted by Nat Temple
ABOVE RECORDS 89c EACH INCLUDING TAX

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City

Distributor

Territory

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Willard Cole

Teresa Brewer

Winifred Atwell

Willard Cole

Willard Cole

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Johnny DESMOND



I WANT TO BE NEAR YOU I WILL NEVER CHANGE

78 RPM—MGM 11027
45 RPM—MGM K11027

Billy ECKSTINE



ENCHANTED LAND (Song of India) I'VE GOT MY MIND ON YOU

78 RPM—MGM 11028
45 RPM—MGM K11028

Art LUND



I WISH I WUZ IN THE COOL, COOL, COOL OF THE EVENING

78 RPM—MGM 11029
45 RPM—MGM K11029

Robert Q. LEWIS



WHERE'S-A YOUR HOUSE THERE SHE GOES

78 RPM—MGM 11034
45 RPM—MGM K11034

Tommy EDWARDS



IT'S ALL IN THE GAME ALL OVER AGAIN

78 RPM—MGM 11033
45 RPM—MGM K11033

Hank WILLIAMS



COLD, COLD HEART DEAR JOHN

78 RPM—MGM 10904
45 RPM—MGM K10904

Just Out

LONESOME WHISTLE CRAZY HEART

78 RPM—MGM 11034
45 RPM—MGM K11034

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

The Billboard Picks

In the opinion of The Billboard chart 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.

- CALLA CALLA** Vic Damone Mercury 5638
Damone belts to five and may strike in a spirited and exciting George Bassens arrangement, setting a rousing pop standard of a "Freddy"-type song. A cool performance.
- IT'S MOK SIN** Four Aces Mercury 1081
This is a beautiful rendition of an old-time ballad which is growing out of the "chaper" class into a mainstay which could reach big.
- AND SO TO SLEEP AGAIN** Dick Haymes Decca 27731
Haymes hits just here for a warm, intimate reading of this beauty, especially one heard. Set to the music of the "Lonesome Whistle," the reading adds the four Aces and a "Hot" and Victor Young's strings for sparkling background. Coupling is a fine Wagner with music of a family era ballad, "Long Ago."
- THE TUMBLE SONG** Kay Armen Decca 14002
Mrs. Armen pushes out an infectious reading of her own composition. Expert performance and the happy 45's make a perfect pair with a "Tumbler."
- IT'S ALL IN THE GAME** Tommy Edwards MGM 11033
Dinah Shore Capitol 29-4213
A sweet new pop ballad, based on "Charlie Brown" melody, with a "Happy" Carl Sigman lyric, is interpreted with skill, taste and feeling by musician Edwards and veteran Shore.

The Disk Jockeys Pick

PIKES that have appeared on three consecutive weeks of three times within a six-week period are not repeated below. Based on a weekly survey among those who play the record selector's disk tomorrow's hits will be:

1. I'M WAITING JUST FOR YOU Johnny Desmond Mercury 11027
2. ENCHANTED LAND Billy Eckstine MGM 11028
3. WHERE'S-A YOUR HOUSE Robert Q. Lewis MGM 11034
4. I'VE GOT MY MIND ON YOU Billy Eckstine MGM 11028
5. I WANT TO BE NEAR YOU Johnny Desmond Mercury 11027
6. OVER A BOTTLE OF WINE Tony Martin Victor 20-4213
7. IT'S A LONG WAY TO YOUR HOUSE Fred Astaire Columbia 39-913
8. WAY UP IN NORTH CAROLINA The Billboards Mercury 5492

The Retailers Pick

PIKES that have appeared on three consecutive weeks of three times within a six-week period are not repeated below. Based on a weekly survey among those who play the record selector's disk tomorrow's hits will be:

1. THE MUSICIANS G. G. Brown, G. Brown, V. Brown, G. Brown
2. MISSING ONE SOUL Tony Martin Victor 20-4213
3. I'VE GOT MY MIND ON YOU Billy Eckstine MGM 11028
4. I'LL ALWAYS REMEMBER YOU King Cole Capitol 3747
5. WHERE'S-A YOUR HOUSE Robert Q. Lewis MGM 11034
6. DON'T FONDLE Leonard Cole Mercury 11027
7. I WANT TO BE NEAR YOU Johnny Desmond Mercury 11027
8. WHOLE WINE WORLD Sam Chertoff Decca 27731
9. WAY UP IN NORTH CAROLINA The Billboards Mercury 5492
10. WHILE YOU DANCED, DANCED, DANCED Gordon Jenkins, Bob Sherman, Bill Sherman

The Operators Pick

PIKES that have appeared on three consecutive weeks of three times within a six-week period are not repeated below. Based on a weekly survey among those who play the record selector's disk tomorrow's hits will be:

1. ENCHANTED LAND Billy Eckstine MGM 11028
2. WING BONG, BING Tony Martin Victor 20-4213
3. KISSING RUC BOONIE Tony Martin Victor 20-4213
4. SWEETHEART OF YESTERDAY Sam Chertoff Decca 27731
5. I'M WAITING JUST FOR YOU Johnny Desmond Mercury 11027
6. OVER A BOTTLE OF WINE Tony Martin Victor 20-4213
7. SMOOTH SAILING The Billboards Mercury 5492

The Country and Western Disk Jockeys Pick

PIKES that have appeared on three consecutive weeks of three times within a six-week period are not repeated below. Based on a weekly survey among those who play the record selector's disk tomorrow's hits will be:

1. UNWANTED MAN ON YOUR HEART Hank Snow Victor 25-594
2. TRAVELING BLUES Lefty Frizzell Columbia 39-913
3. WALKING BY THE CHURCH George Shearn Columbia 39-913
4. BUTTERFLY BLUES Elton Britt Victor 20-4213
5. LOST JOHN BOODIE Dixie Tarron Capitol 3747
6. WEEBAY LID TO ME George Shearn Columbia 39-913
7. MAGGIE The Aces Mercury 1081

THE BILLBOARD Music Popularity Charts

• Best Selling Pops by Territories

• Continued from page 28

PHILADELPHIA

1. BECAUSE OF YOU
L. Bennett—Columbia
2. COME ON-A MY HOUSE
B. Chasney—Columbia
3. WOULD'N'T YOU WAIT FOR THE SUNRISE
L. Pugh—Ford—Capitol
4. DETOUR
P. Page—Mercury
5. LOVELIEST NIGHT OF THE YEAR
W. Lingo—Victor
6. PUP PUP
M. Kay—Columbia
7. SIB
F. Kay—Mercury
8. BY TRULY, TRULY FAID
B. Chasney—Columbia

PITTSBURGH

1. COLD, COLD HEART
L. Bennett—Columbia
2. BECAUSE OF YOU
L. Bennett—Columbia
3. WOULD'N'T YOU WAIT FOR THE SUNRISE
L. Pugh—Ford—Capitol
4. DETOUR
P. Page—Mercury
5. COME ON-A MY HOUSE
B. Chasney—Columbia
6. I GET IDEAS
W. Lingo—Victor
7. WHISPERS
L. Pugh—Capitol

WASHINGTON, D. C.

1. COME ON-A MY HOUSE
B. Chasney—Columbia
2. BECAUSE OF YOU
L. Bennett—Columbia
3. WOULD'N'T YOU WAIT FOR THE SUNRISE
L. Pugh—Ford—Capitol
4. LOVELIEST NIGHT OF THE YEAR
W. Lingo—Victor
5. I GET IDEAS
W. Lingo—Victor
6. BY TRULY, TRULY FAID
B. Chasney—Columbia
7. YOU
M. Kay—Columbia
8. BELLE, BELLE, MY LIBERTY BELLS
L. Pugh—Capitol
9. SWEET SWEET
E. Page—Mercury

ST. LOUIS

1. BECAUSE OF YOU
L. Bennett—Columbia
2. DOWN TOWNS
B. Chasney—Columbia
3. COME ON-A MY HOUSE
B. Chasney—Columbia
4. LONGING FOR YOU
V. Bennett—Mercury
5. DETOUR
P. Page—Mercury
6. LAMA
E. Page—Mercury
7. LOVELIEST NIGHT OF THE YEAR
W. Lingo—Victor
8. WHISPERS
L. Pugh—Capitol
9. I GET IDEAS
W. Lingo—Victor

Mercury Bows Big Push

• Continued from page 16

with remainder due in 90 days after the purchase date.

In order to assist the dealer in promoting the Mercury Christmas stacking plan, Art Talmadge has assembled special 30 by 40-inch cardboard signs on easels, which will bear 12 outstanding three-color laminated title pages from Mercury's classical, pop and jazz albums. These, like other firms had been putting out metal display racks for holding all types of albums, decided upon the new easel cards because dealer checks indicated that dealers, who received 500 racks from various distributors were putting competing companies' albums into the racks. He also felt that the signs would give better display, in that all 12 album covers will be visible, while

on the racks, only the two or three albums which were open near the buyer were visible. Here will send out new easel cards every four months. Dealers also told Mercury that novice buyers were taking microgrooved platters from the display racks and were going into listening booths, where they forgot to use the special microgrooved needles on the LP's and 45's, thus hurting the groove structure of the disk.

To tie off the Mercury fall promotion plan, Talmadge has notified all distributors to start "Hall Week," September 10. During that week, distributors will offer merchandise prizes for every member of the family, if a retailer or jobber up visits the distrib point personally. Door prizes will be awarded.



COMING UP!

BOBBY WAYNE

"SWEETHEART OF YESTERDAY"

Coupled with

"BELLE, BELLE, MY LIBERTY BELLE"

MERCURY 5690 • 5690X45

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the better

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All Your Record Needs—All Speeds—All Sizes
3c ABOVE WHOLESALE

LP's—10" Pop & Classical —10c above wholesale
LP's—12" Pop & Classical —15c above wholesale
78 rpm & 45 rpm ALBUMS—3c Above Per Record

WE SHIP ANYWHERE
FASTER SERVICE THAN FROM DISTRIBUTORS
EXPORT ORDERS INVITED

All Shipments C.O.D.—Send \$10.00 Deposit With First Order

SPECIAL:

25¢ 50¢ Super, Novelties, 50¢ 75¢ \$1.00 \$1.25
Check Name and Address for List of Money-Saving 9 for \$1.00 Single Records

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Di. 57 6-2735



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MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA



FRAN WARREN

sings

The Boy Next Door

backed with

Tryin' Too Hard

on RCA VICTOR 20-4236 (47-4236)

RCA VICTOR Records

RCA-VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Continued from page 14

Disk Ventures

are being peddled via radio. WWII, Woodside, Queens, for instance, has been offering five spiritual disks, produced by Savoy, for \$3.24. A station exec pointed out that these disks are "all brand new." He added that the station has turned down nibbles to sell rejects and returned records. "Outfits in the Middle West," he stated, "have been selling junk merchandise, and have got into trouble for it." He added that some of these packages contain 15 and 20 disks.

In addition to the Mail Order Network, Huber Hoge for Topa, Galgano in CBI, other agencies are buying time to sell disks. Notable among these, it is stated, are Television Advertisers Associations in Baltimore, McNeill-Larson, Chicago, and Marlowe, New York.

According to Harry Fox's office, publishers' royalty rates on the 10-tune disk packages are generally 1 1/2 cents per tune, exclusive. This is admittedly a stiff rate, totaling 6 cents per record. But in view of the possible transitory nature of the radio deal, it is figured that the rate is justified. Fox is operating with the various firms on a 30-day accounting basis. He is constantly getting queries by local operators and by stations. The former seek a special rate, the latter are interested in whether it's all on the legal side. Fox's office also has received some queries regarding the selling methods used by some of the operators.

Is It Legal?

It is pointed out, for instance, that the station announcer or disk jockey will mention the fact that the package includes such hits as Come On-A My House, Sound Off, etc. But he will play the Rosemary Clooney and Vaughn Monroe versions. One Victor exec was riled by this, and asked Fox's office whether the packaged disks were disks or counterfeit. The answer was no.

At any event, the question at this point is, whether the spree will last, and what effect it will have on regular, over-the-counter selling. Both orthodox diskette and puba are intensely interested.

40 Face Red Quiz

Continued from page 1

on the basis of previous experience, that one out of seven appearing will co-operate with the committee. Length of time for the hearing is estimated at three weeks, but that will depend upon the extent of co-operation offered by witnesses. Congressman Feil's TV coverage of the hearings will not be permitted, inasmuch as the probing committee may be accused of theatricalism by loss of the probe.

During a TV interview (KECA-TV Press Conference), Jackson said drastic steps were now being considered to revoke passports of those individuals who fled south of the border to escape being summoned before the committee. Jackson also said there is a definite purpose in calling each individual, and that no one is called until his case is carefully screened to see if that person can contribute to the committee's over-all picture of Red infiltration in Hollywood.

Low-Priced Pops

Continued from page 14

operators, department stores and chains. He points out that the juke operator can purchase the disk for 21 cents.

Fifty disks are already out. Next month, all numbers will be available on 45 as well as 78, at the same price.

Hi-Tone Semi-Names

The Bob Thiele Hi-Tone operation will use semi-names. The price change will be introduced in the W. T. Grant chain. Ray Slick continues in the set-up as participating financially, and is active in the a. s. end. Slick will be geared via chains and promotions.

According to the office of Harry Fox, publisher's agent and trustee, the leading low-priced item in the pop field have been finding their way fairly well during the summer. With a better selling season coming on, some hope is held that they may find a permanent niche. The 35-cent and 39-cent disks, however, are the lowest yet, and will buck the 49-cent lines of Topa and Royale. The question of whether they can achieve an important part in the market via regular retail outlets remains to be seen.

RECORD DEALERS! Make Extra Dollars

in Record Sales

at Only 25c a Week!

1000 retail record stores from coast to coast use The Master Ball of His Master Service and find it a real asset for extra record sales and profits—and at a low cost of only 25c a week.

You get an eye-catching attention-getting, full color 16" x 22" display card, plus an attractive poster. List of America's top ten songs as published in The Billboard Music List of Hits for each week. Also you subscribe, all you do once a week is to supply the display card and you're ready for steady EXTRA PROFITS. Send them to your record dealer, or your customer address in your store outside a business that you do not wish to advertise.

Try The Master Ball of His Master Service right now! You'll find yourself selling more 100 record weekly. No 1000 customer addresses in your store outside a business that you do not wish to advertise.

USE THE COUPON TODAY

YERMIE STERN

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Please send my order for your weekly Master Ball of His Master Service. Enclosed is my \$1.00 which I understand covers the first week's supply. I will be billed thereafter on the 15th of the month. Please include for me a list of 25 per week records available for my store. I appreciate this the service.

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STORE

ADDRESS

CITY

STATE

Kenny Roberts

sings
"I'LL BE COMING DOWN THE CHIMNEY"

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Write for LATEST CATALOG NEW RECORDS

500 Different "Standards" and

1000 Tunes. 33 1/3, 45 & 78 rpm.

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(78 RPM)

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Recorded by

THE DINNING SISTERS

with JAN GARBER and Mo Orch.

on CAPITOL No. 1726

Shortly Available

BELL SONG PUBLISHING CO.

140 Broadway, New York 19, N. Y.

140 W. 5th St., New York 19, N. Y.

Watch for other records releases soon.

RESEARCHERS' CHOICE

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"OL' JAKE"

Recorded by

THE DINNING SISTERS

with JAN GARBER and Mo Orch.

on CAPITOL No. 1726

Shortly Available

BELL SONG PUBLISHING CO.

140 Broadway, New York 19, N. Y.

140 W. 5th St., New York 19, N. Y.

Watch for other records releases soon.

IF YOU HAVE TALENT

SELL IT ON RECORDS

Frankie, Artie, a new group, with

new material, special of 100 high cost

records of record labels, and

your label ready. We do the

QUINN RECORDING AND PROCESSING CO.

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Memphis, Tenn.

It's Bulging with
Features
and Lists
the Entire Music-Record
Industry will
Use...and Use...and Use

and it's
COMING
NEXT
WEEK!

/ Disk Jockeys as Key Public Service Broad-casters.

Jockeys with their vast local audiences and with their often intensely loyal local followings can and do make substantial contributions to all types of public service projects. This is the story of what they're already doing and are doing for the Great Fund, the Cancer Fund, Community Clubs, etc. and some suggestions from jockeys themselves concerning as yet unexplored areas, such as helping to evaluate the quality of the performances of the Community clubs.

/ Contents and Other Audience Building Gizmos.

Contents and other sheets conveniently outlined by jockeys to build their audience, and themselves as local personalities.

/ Chronological List of Recording Artists' Birthdays.

/ Spinning In Fame and Fortune.

Goat stories about their own from the jockey ranks to the status of on-air radio and/or TV names and personalities by Arthur Godfrey, Dave Gearty, Gene Allen, Robert Q. Lewis.

/ Theme Songs of Artists and Orchestras.

/ College Football Marching Songs.

/ I Don't Like.

A collection of grim names, record companies, distributors, artists, publishing, retailers, etc., most often expressed by disk jockeys.

/ Special Services for Discjockeys.

Free records, disk, artist and show data offered to jockeys by record manufacturers, distributors, publishers, artists, et al. A representative collection of services of this type.

/ Great Songwriters and Records of Their Greatest Songs.

/ How Discjockeys Work Effectively With Local Record Distributors.

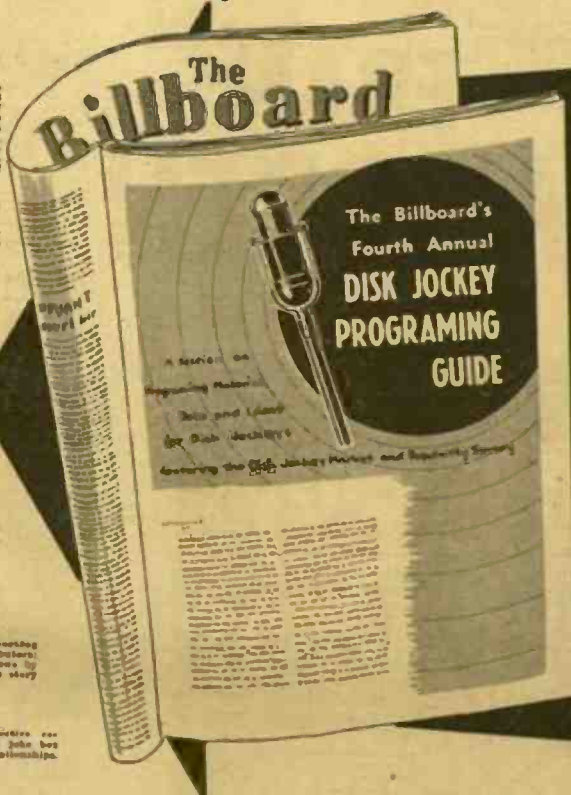
In many areas, disk jockeys have developed solid working relationships with record company local distributors; this applies not only to promoters of jockey shows by distributor, but to many other ways. This is the story of some of the more effective such tie-ups.

/ How the Disk Jockeys Can Work With Dealers and Juke Box Ops.

In many areas, jockeys have worked out effective co-operative working relationships with dealers and juke box operators. This article details some of these relationships.

/ Current Music Popularity Charts.

... and featuring the results of The Billboard's Annual



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SEPTEMBER
15th
ISSUE

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SEPTEMBER
11th

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Occupation

TAMIMENT IN THE POCONOS

Training Ground, Lab and Nursery For Talent—and They're Hot Now

By BILL SMITH

NEW YORK, Sept. 7.—The Catskills have long been considered as a proving ground for young talent, and it has not only been doing that lately, some far fancy though. But little is known about another recent area in the Poconos, particularly a spot known as Tamiment, just outside of Jimmie Hill, Pennsylvania.

Tamiment is distinctive for many things. For our purposes, it is a show business activities that make it a high spot. Unlike night resorts, Tamiment has 100 own resident company. This includes writers (special material and music), choreographer, director, producer and light men. It is out of Tamiment that Max Liebman got his ideas that subsequently developed into his Show of Shows.

COPA DEJAY

Club Plans WJZ Talker — But Who?

NEW YORK, Sept. 7.—The Copa is going into a big time disk jockey operation starting September 10 over WJZ, but it has yet to decide who the platter rider-talker will be.

The club is now declining with Wendell Berry, Frank Gallup, Elaine Barlow (plus a boy), Raye Emerson and three or four others. So far it's talk—no deal. The club, however, expects that Jimmy Dyanette will do a week-end at the mike which he gets into town for his TV show.

NY Vaudeville Punches 3496

NEW YORK, Sept. 7.—The final week of the summer with its influx of out-of-towners kept grosses of Stern combo houses in high gear with \$349,000.

Radio City Music Hall (\$200,000), average \$150,000) wrapped up with \$142,000 for the sixth week of Show Boat, plus the Myron and Marilyn Murphy. The fifth stanza's take was \$140,000.

Roxy 10,000 seats; average \$90,000) wound up its two-weekly with Milton Berle and Mimi M. After the Show for a substantial \$128,000 after a previous \$145,000. The new show has People Will Talk plus Frank Fontaine, the Harcourtians and the lot show.

Para (ings 57C) Paragonite, (2,854 seats; average \$85,000) wound up its four-week run of That's My Boy with \$87,000 to the bill. Incidentally this was the first four-week bill the house has had in over a year. The new show has Jan Murray, Tony Arden, the Elliot Lawrence band and His Klub of Women.

Palace (1,700 seats; average \$17,000) got one of its best weeks when it took in \$22,000 for a 10-act bill plus Guy Fawkes and The Current. Back is Original Lawyer and another 10-act show.

La Mitchum Heads E. Carroll Revue

HOLLYWOOD, Sept. 7.—Julie Mitchum, sister of actor Bob Mitchum, is expected to headline the upcoming Earl Carroll revue, Holiday for Love. Contracts are being drawn up and will be chafed when back to posted and minimum basic agreement papers are signed by producers of the show.

Featured in the extravaganza are Geraldine Wright, who appeared in such Greek Theater shows as Anything Goes and Music in the Air, Buck Young, Tony Craig, Bob Shepard, Mitchell and Mickey and others.

of Show. Liebman spent 12 years there running shows and training kids to double and triple; used writers and directors who subsequently moved up, and helped develop talent that later moved into the upper brackets.

The formula is still the same, except the personnel has changed. For the past two years, the producer-director has been Monroe Heck who, during his stay, has accumulated a catalog of material consisting of songs, dances, sketches and bits. Using his library as a base, Heck has formed a production unit and is currently being submitted to the networks to set up a TV show similar to Max Liebman's Show of Shows.

Heck's unit, consisting of Herb Ross, choreographer; Mill Green, music; Herb R. Green and Lee Colson, special material writers, have been signed by Music Corporation of America and is being handled by Silverstone and Rosenblatt, show biz attorneys. A. L. Lyons, a booker for Tamiment, is also in on the deal.

Last Sunday (25) MCA, National Broadcasting Company, Columbia Broadcasting System and Lee Shubert made the trip to the Poconos to take a look at the Heck package. While the deal was made at the spot, there was considerable interest shown.

New Hill Weekly Tamiment show-plan calls for a different review each week. The first one goes on Saturday. The second rolls Sunday, their final away and rehearsal starts Monday on the following week's show.

Show caught was distinctive for one ballet, based on Charles Addams' New Yorker sketch. The Herb Ross conception of the comic, amusing macabre overtones of the work is a shining example. The Leo Pokries music was extremely effective. A fast calypso, Trial in Trinidad, a "My Golden" creation, a reprise of Golden's Alice and Kicking, was another striking number.

Cast showed some good possibilities. David LeClerc, a short lad with a gift for comedy, showed good people on his. Pat Carroll, comedienne, was another solid looking prospect.

The money the kids get here isn't enough to set 'em up in any outside business. The children people get \$30 a week plus food and lodging; the principals fol-

Here's the Line-Up For Stem's Clubs

Some Big Dough to Be Spent, and There'll Be Work; "Kids" Face Kudos, Small Cash

NEW YORK, Sept. 7.—At least four new clubs will start action before the end of September, making it the first time in years that a post-Labor Day outlook for the city has been anything more than bleak.

The big baby will be Lou Walters-K. M. Loew's new Gilded Cage which bows September 30. Club will have a big line, heavy productions and among the principals will be Ben Blue, Edith Piaf, and Ernestine. Club is already committed to spend about \$100,000.

The China Doll, shuttered the past few months, will reopen with an all-Negro show for which the club will be renamed. Tom Ball will continue as the op. Show running in Atlantic City's Harlem Club.

La Martinique is being dickered for by Alan Gale, who now runs the Miami Beach Celebrity Club. The deal is cooking on the front burner and will probably be consummated in the immediate future. If Ball takes over, he'll probably work the same formula he's used in Florida: heckle impersonators, ball the ball.

The big mystery is the Diamond Horseshoe and Harry Steinman, ex-Latin Casino, Philadelphia. Steinman made a verbal deal for

feet up to \$50 a week. Deal is for 40 weeks with a two-week cancellation.

Comics who have little more than their regular acts are given lines and taught to act. Singers also are given lines. The writers, choreographers, musicians, etc., are encouraged to try out their new gimmicks. It's an experimental something-someone out of it.

Over the years it has brought out such names like Danny Kaye, Paul Muni, David Brooka, Vincent Sherman, Max Liebman, Jules Munshin, Don Hartman, Betty Garrett, Mita and Harj, Judy Holiday, Ingrida Coca, Jerome Robbins, Alfred Drake and a flock of others, among them the late Broadway director, Len Ward.

Hamid Brings 11G Claim Vs. Andrews Gals

NEW YORK, Sept. 7.—Charges have been brought against the Andrews Sisters by George Hamid, for failure to play a week date at the Atlantic City Pier which was to have started August 20. Claims for \$11,000 have been made with the American Guild of Variety Artists in Philadelphia branch, and a hearing has been set up before the union body.

Hamid claimed he made the deal with the Andrews Sisters, but gave them an out if they had a radio, picture or TV deal of 13 weeks or more and notified him they would be unable to play the date at least 30 days before August 20. Subsequently, the girls signed a slicker date with a French picture company. The Screen Actors' Guild authorized the contract and the producer put up \$10,000 as evidence of good faith. Hamid was subsequently notified that because of this picture deal the Andrews Sisters were asking out.

In the meantime, however, the girls opened at the London Palladium and did theater dates in Scotland. Hamid argued that if they were able to do that, they were able to work for him.

Here's the Line-Up For Stem's Clubs

Some Big Dough to Be Spent, and There'll Be Work; "Kids" Face Kudos, Small Cash

The Horseshoe and started talking deals with Mae West for an opening show. His original intention was to use the original tag complete — Billy Rose's Diamond Horseshoe. According to well informed sources, Rose was agreeable—far 5 per cent of the gross. Then Steinman started talking with Walters about buying into the Gilded Cage. According to last reports, both deals have chilled, and now Steinman is supposedly interested in the China Doll.

So far as spending for talent is concerned, it looks like there'll be more jobs, but not more dough. The major buyers will continue to be the Copa and the Olympia. The Latin Quarter will occasionally buy names. But where the names come high, it's a safe bet the monthly actors will be asked to take cuts.

The Chateau Madrid is planning to use a line for the immediate future. The Juke Angel, scheduled to start next week, will continue to run as always, so will the Ruban Bleu. The Versailles' new faces policy, expected to run for 12 weeks, will give a lot of kids work, even if the dough isn't anything to retire on. The hotels will continue with child names, mostly singles or two acts. And that, so far, is the picture for the fall and winter of 1951.

TRIUMPHANT

Al Morgan Is Hero in Big Pa. Welcome

VANDERGRIFT, Pa., Sept. 7.—Over 10,000 people in this small town of 9,000 turned out Wednesday (29) to pay homage to the TV record star, Al Morgan, who brought his own show to the Casino Theater here. Of the 500 shows put on Morgan played 100 dances in four, and doubled the existing hysteria and the sideline events that made this one of the most outstanding dates an artist has ever played in this area.

It started out with a noon luncheon thrown by the Chamber of Commerce, and a quick visit thru the town showed every member of the town cheering and chanting featuring an Al Morgan special. Typical was the Al Morgan parade which had a crowd in the middle of two slices of banana shooting upwards in the manner of Morgan's piano gimmick. At 6 p.m. after Morgan had played to two star houses, the London record star, who performed this week in Deera, was given the keys to the city by the chief of police who acted in place of the vacationing burgess. Herd Morgan made a quick but humorous speech to the crowd and then rode thru the town in a convertible, halting the crowds in typical MacArthur manner. Morgan got his biggest thrill on the parade route, as he saw the main street of Grant Avenue was renamed Morgan Drive for the occasion. Television cameras from WDTV, Pittsburgh, and most of the news services covered the event.

Lesser Seeking Agents' Group

HOLLYWOOD, Sept. 7.—Ted Lesser, proxy of the California Theatrical Agents' Association, is waiting for an answer from the Writers' Representatives' Association regarding the forming of a national agents' group, designed to present a united front with which agents can deal with other orgs in protecting clients. ARA advised Lesser that such a proposal would be discussed at the next board meet after Labor Day.

Need for a national agents' org has always been generally maintained. At present, various associations are situated in widespread areas, each functioning in more or less individual fashion.

Roxy to Get Nitory P'kge

NEW YORK, Sept. 7.—The entire current show at Bill Miller's Riviera, Fort Lee, N. J., nitory, will open at the Roxy here October 24. Miller completed the package deal this week for \$10,000. The Roxy will supply a star. The package includes the Will Martin Trio with Barney Davis, dancer Nijel Crompton, through Sherry Stevens and the complete musical production.

Philly Nitory Guys Turn Playwright

PHILADELPHIA, Sept. 7.—A nitory columnist and nitory press agent here have combined their talents to turn playwright. Frank Benckhouse, nitory press agent, and Sherry Stevens, nitory press agent, are looking for a play for their The Young Man From Yesterday.

It's based on a prize-winning short story written by Brockhouse prior that this some years ago.

Uptown Move Up For 62d Street RKO Theater

Colonial May Get Palace Line-Up as Stemmer Is Changed

Continued from page 1

rently being kicked around for a number of reasons by the RKO theater division.

The chief reason is that business at the Palace has picked up in the past few weeks, even though operation isn't as successful as first hoped. The second is to appease small agents and acts who feel that, with the Palace going into a two-a-day policy with big names, they'll be hurt badly. The big worry at present is what to put on with Judy Garland and what to follow. Sel Schwartz, RKO theater head, said that the Palace was reaching for the top but seemed to believe it'd come up with something strong enough to warrant the continuation of the new policy.

The major thought is to have something new, preferably something that has not appeared on television. Admittedly, said Schwartz, this will make the problem of getting top attractions still more difficult. To overcome that, the idea is to make combinations that may do the trick. For example talks are already in progress to get Jimmy Durante and Helen Traubel on the same bill—each to do an act and later to come on together.

Abc Lantford, William Morris tapper, recently handed back to the Coast for a week's handling with the office's top names in an effort to make deals. Among those he will almost certainly talk to will be Danny Kaye, Eddie Cash, and Denny Thomas.

Foreign Acts

A part of the plan is to have at least one foreign novelty act on each show; one never seen here before. Talks are already in progress between RKO and the Murphy office and RKO and Low and Leslie Grade, latter represented by Eddie Elliott. RKO already has agreed to make contracts for foreign acts which will put Radio City Music Hall on a spot. Later weeks at least one foreign novelty act each show, but novelty makes a contract until just before show day. To meet this new competition, Music Hall will probably now make pacts to protect itself.

The one act so far most likely to be on the Judy Garland show is Max Bygraves, an English comic, who has recently up sharply in the past few months. His British salary is about \$1,000. He's asking for around \$2,500 and fares. RKO is also writing on Mario Lanza, Jack Benny, Bea Lillie, but so far there's no deal except the Garland date.

Price policy is still tentative but is expected to be about \$1.00 to a \$4.00 top with two shows daily, three on Saturdays. RKO expects its cost to increase sharply. A net of around \$40,000 is the general expectation. If it gets the attractions, Palace thinks it can do \$45,000 to \$50,000.

The Garland deal was started two weeks ago. Last week-end it was off, and the Palace was due to close the end of September. Sunday (26) it was on again. Monday, RKO made an official statement to that effect.

Newspaper reports of Garland's opening promptly brought requests for tickets. So far each request is placed on a list and tickets will be mailed when a show is set and opening arranged. Schwartz said the Palace already has enough reservations to keep the Palace at capacity a full week.

The Garland date, a two-weeker will start October 10. And no pictures. All seats will be reserved. Show will run in two parts. First half will be with five or six acts. Second half will be all Garland. She's now working on an act that will call for dancing, dramatic bits, etc. to make her singing.

TOM McDERMOTT DUO



TOM McDERMOTT... CARLOS VACCARO... CONCEPTION... SENATE LOUNGE... SOCIETY ORCHESTRA TEXAS HOTEL... MUSIC CORP. OF AMERICA

Night Club-Vaude Reviews

Palace, New York

Capacity, 1,100. Price policy, 50 cents to \$2.50. Shows daily, five weeks-end. RKO Bookers, Dan Friedman, Producers, Dana Blakes. Show played by Don Albert's house ork.

Continuing the 10-week policy, the Palace's current show was, at best, only pleasant.

Ted and Flo Vallett, acro-dancing team, got fair results from their latest touring. They were followed by Dave and Doty Watkins, probably the brightest act in the show. The duo got rife tucks out of their glass rubbing and cow-bell staking, and Dave drew a few good yucks with his dead-pun com-inveals and rubber-head schizille.

The comedy act of Bobby Gillette and Shirley Richards almost stopped the show. A travelogue routine, with the gal coming out with a different prop at the mention of each country, got solid responses.

Betty Clark, the little blind girl singer discovered by Nick Kenny, did an Irving Berlin medley and a round of applause for appreciative applause. Mark Matting's vocal; Sharkey, was put thru a display of belching, clapping of fins and barking. Delano and Shirley, male duo, followed and looked good as ever thru out. The team worked just to oohs and ahs.

At the end of the show, the band seemed to be working too fast. The audience was by behind him too often. The Caribbeans, exotic dance trio, showed a well paced, good looking act. Their two turns were simple, but they got a nice hand waving out.

The comedy team of Tim Herbert and Don Saxon looked as good as ever and registered just as heavily.

The Del Mar, fellow and girl, finished the show with a series of loud acro turns in a hefty hand. Pic, Passage West.

Chicago, Chicago

Capacity, 1,200. Price Policy, \$1 cents to \$2.50. Shows daily, House Books, Harry Levine, and Nat Platt, Show-played by Carl Sander's house band.

Show, with Milton Berle headlining, is approximately the same as when Berle played the Roxy, New York (The Billboard, August 25) with the exception that the Christians are billed but don't appear. A theater rep said they were mollated when the show ran too long. It would seem that lugger, Bill Lester, Sue's trumpet bit or Falso Marco's overing vocal and keeping the acro act in would make for a better show.

Dogans got inconsistent responses, yielding laughs only when she announced a word. When she started on TV's Broadway House, she sported an off-beat inflection that rapped yucks. Somewhere along the line she's lost this effective gimmick and with it bits of laughs. Her only strong bit was the standard warbling of Embarras, You, while she embraced Millie. The troupe's service with some excellent throw-aways.

In fact, act played a bad second here to three shoppets, the Magic Typists, who were in the Digidine finale got with Berle and 300 Gary, nabbed the biggest returns of the show. The troupe's hand indicated that they should be given more time.

During this show Berle used about 130 eggs, of which this reviewer has heard 312 before. His enthusiasm and the apparent kick he got out of working in front of a live audience made even the oldest lines effective. The TV funder got the big hand thru out that his hard work warranted.

Jackie Heller's Carousel, Pittsburgh

Capacity 200. Shows at \$2.00 and \$2.50. Policy, 13 minimum. Owners-operators, Jackie Sol and Bill Hiller. Publicity, Joe Leiber, Estimated budget this show, \$2,000.

The foot-catch line-up of Divena, Phil Brito, Ned Wain and Betty Hill adds up to one of the best shows the room has seen in quite a while and, with the added draw of water content, it is giving the room one of its biggest weeks of business.

In the spot, Divena (in this unit) Diane Gray is Divena; there are 37-40 others on the road) packs in everything for a strong victory finish. Gal is in a big tick visible from all sides, lights play on her from all sides and, with some very sonorous music backing her, who does a big mill-crooking strip. Phil Brito's strong bary pipes brought him in a big winner after doing about eight-tunes. Requests for 1940's platens were heavy. Her water content, which held the show together nicely and, in his spot, had the room rocking with laughter and had to come back for two encores. Betty Hill, sock top turn, opened the show and got it away fast.

Herma Middleman's act (5) played for dancing and cut the hard music in the show in his usual fine fashion.

Cafe Golo, Hollywood (Sunday, August 26)

Capacity, 100. Price policy, \$2 minimum-torch days; \$2.50-Saturday. Continuous shows from 10.30. Owner-operator, Jim Dolan. Press, Jerry Riley. Estimated budget this show, \$1,000.

Dynamic Bobby Short, back after a long absence, sells his clever piano-vocal stylings with showmanship. He works with his opener, You Make Me Feel So Young. Combines a raspy delivery with loud, rhythmic hazy-bounding for big hands. His World of Gling is a show stopper. Begs off after over a half dozen offerings.

Short's charm is supplied by Portia Nelson, in after a lengthy stay at Gotham's Blue Angel, Gal's soprano pipes turn out sophisticated and melodious in a substantial manner. Score on Come Rain or Come Shine. She has a suggestive way of warbling that the audience enjoys.

Roxy, New York

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily, House Books, Sam Beach. Producer, Arthur Hays. Show played by Roxy-House ork.

The big stage is full of people again. It's production on top of production, and the show stopper. The credit is fast moving, flesher full of light and flash, one that apparently satisfied the audience.

The big billing went to ice skaters Carol Lyne and Arnold Shkelsky, from Eastman came, in ad special attraction, John Walsh, Harold Smith and the Harmoncats all got equal billing.

The show started with a Navy scene with everybody out as gods, including skaters, for a swiftly paced opera, Norwegian Smith, as a naval officer, and Smith to do a booming David and Bathsheba in macabre fashion. What connection there was between Bathsheba and the naval scene wasn't explained. Maybe it's because the skater by the name name is playing-acting, from the Roxy and a short coincidence it's a 20th-Fox pic and the Roxy is a 20th-Fox house. To make it still clearer the song is not in the picture. Catch! The next act were the Harmoncats, who started off with Tea for Two, went into Galloping Comedians, then the Harmoncats, and finished with their one-time hit, Pre' o' My Heart.

The last named had a great opening arrangement which brought a self uttered, the number 8-self got respectable hand.

On the Top: The ice cream next with Shoda, finished out in these characteristic flying acts ending with a series of dizzy spins. He also did a Sambo, ending it on the boards. The last few bars were a mad race between him and the bank. The band won.

Frank Fontaine, sporting blond hair, started out with an Arjant, Godfrey, then came in with Amos 'n Andy that can't be beat, remain undisturbed and finally a Winston Churchill, an F. D. R., Bing Crosby, Eddie Cantor, Frankie Laine and Morton Downey. The idea was to present Godfrey, almost show, and Fontaine was doing all these parts on this "talent hunt." The idea wasn't bad, and Fontaine's take-overs were surprisingly good. The F. D. R., however, slowed things to a crawl. But it was the lad's classic, Evergreen, Whiner that pushed him way up front. That one got the ballies and a big exit hit.

On Again: The next time back again, this time featuring Carol Lyne and John Walsh plus all the skaters and the regular line in the Blue Double number. It was a spectacular display calling for feathery effects in various colors spots.

Picture People Will Talk. Bill Smith.

Hocus Pocus

of Magic and Magic by BILL SAGINS

JOHN C. GREEN, believed to be the world's oldest active show magician, who for the last dozen years toured extensively thru Western Canada with his full-evening show, died August 26 at Vegreville, Alta., where his show was playing, shortly after suffering a heart attack. Green, who was 84, began his long road career with Harry L. Mounford's European Museum, a show show, where he did his magic and served as lecturer, being billed as "The Little Giant Orator." He later joined the Side Show on the John B. Davis Circus, a 40-car railroad show out of Frenchtown, N. J., where he doubled on-magic and lectures. After touring for a time in vaudeville, the veteran illusionist eventually became Ontario district manager for Famous Tario, district manager for Famous (Continued on page 46)

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JOLLY JOYCE

PAUL & PAULETTE

DANCE TAP

Be Funny for Less Money

ACTS WANTED

WANT SEVERAL CAPABLE CHOIRUS GIRLS

Burlesque Bits

By LIND DON RICH, former press relation with the WJZ, New York, is charting a build-up for stripper Betty Howard featured on the Hired Circuit that will embrace radio, television and newspapers. While appearing recently at the Globe, Atlantic City, Bill Howard had two radio spots on the Celebrity Show via WMFO from Monica Proser's La Vie en Rose nitery in that city. ...Follows, which opened the Hudson, Union City, N. J. last week, winding up September 1, included Peaches, Benny Moore, Harry Bentley, Wilbur Rance, Pandora Eda Donna Costello, Otto Sandoz, dance dancer, and the Betty Hill dancer, Bob Davis in house singer. ...Winnifred Carrol follows her current two-week engagement at the Gayety, Baltimore, with a two-week return date at the Casino, Boston. ...Betty Hill, veteran tabloid and burlesque owner and producer. (Continued on page 46)

Wanted Immediately Top-Night Club Act Artists

EXOTIC DANCERS WANTED FOR NIGHT CLUBS AND CLUB PARTIES

Jack Montgomery WANTS

PHOTOS BY MILLIONS

Cafe Golo, Hollywood (Sunday, August 26)

Dynamic Bobby Short, back after a long absence, sells his clever piano-vocal stylings with showmanship.

Short's charm is supplied by Portia Nelson, in after a lengthy stay at Gotham's Blue Angel, Gal's soprano pipes turn out sophisticated and melodious in a substantial manner.

MINSTRELS' COSTUMES & ACCESSORIES

GIVE TO THE RYUNTON CANCER FUND

Sides and Asides

The Metropolitan Opera's production of "Friederama" may go into Gaiety Theater, Washington, week of December 10...

Robert Whitehead, who last week accepted the post of director of this season's play series for the American National Theater and Academy...

Patriotic Spec, A D.C. Success, May Tour U.S.A.

WASHINGTON, Sept. 1.—Chalking up a successful 1951 season with total paid admissions of over 100,000 persons...

The show, which winds up its second season on Labor Day, had its biggest night Wednesday (719) when the standing-room-only sign was hung out at Gaiety Theater Amphitheater...

Paul Massmann, executive director of the National Symphony Orchestra, said he had only a slim chance of getting another season's run because of the relatively poor audience turnout in the 1950 opening season.

Longer '51 Run

The symphonic drama had a longer season this year with improved production, casting, script, direction and promotion...

NEWS REVIEW

Silo Houses Like Serious Drama Items

NEW YORK, Sept. 1.—A number of summer theater managers have taken particular exception to the title of the new play...

Besides the Albany, N. Y. and New York's Subway Circuit-Seligman productions, as well as a Yiddish version on 2d Avenue...

Strong audience reaction to Seligman at Mahopac on opening night (28) indicated that summer playgoers are not so different from their Broadway cousins...

A polished production is a requisite for success of such heavy fare, and Seligman is by no means easy for stock to handle...

Because of the extended tour of Seligman at the fall, general releases to straw-hat has been held up until next year...

Out-of-Town Reviews

ANNIE, GET YOUR GUN

Greek Theater, Griffith Park, Los Angeles

A musical comedy. Book by Robert and Dorothy Field. Music and lyrics by Irving Berlin. Presented by Gene Moran. Directed by Thomas Brown...

"LOVE AND LET LOVE"

Shubert Theater, New Haven

A new comedy by Louis Verneuil. Staged by the author. Written by Ralph Abner, George Jay Man Rogers...

Tom Holmer is the young doctor given a capable reading but is handicapped by indifferently written lines. He proves again that his forte is definitely light comedy...

Brokers Beef, But Okay Code

NEW YORK, Sept. 1.—While tabbing the revised ticket code as unfair to them, all 25 members of the New York Ticket Brokers' Inc. will sign the agreement which will be effective until August 31, 1952.

The revised code has been arrived at after months of deliberation between the Code Enforcement Authority, the League of New York Theaters and Actors Equity...

James Moss, attorney for NYTT, this week again stated his dissatisfaction with the final outcome, but said that his clients wanted the public to know that they were willing to back up their protestations of good faith with cash.

BROADWAY SHOWLOC

Table with columns for show name, location, and performance times.

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CONCERNING UP
Printed on September 2, 1951
Last of 1951 Publications - 9 - A - 91

Cincy Legit Left in Air By Shubert

CINCINNATI, Sept. 1.—Local followers of legit were left in the dark as to prospects for the coming season following a brief visit here Tuesday (28) of J. J. Shubert...

for a 10 per cent hike under contracts to follow on the expiring September 1. Union reps pointed out that scales have been unchanged for several years...

Last season Cincinnati had 12 Bill and Harold Roberts as Buffalo agent. Thayer Gordon as Chief Sittin' Bull turns in gold performances. Annie's moppets more than hold their own in this fast company.

The Final Curtain

Roadshow Rep

BILLY TERRILL—Final curtain for Billy Terrill, who died August 10 in Los Angeles, followed in Hollywood Magazine. Path Co. (Continued)

CHUBB—Edna Moore, who treated with her mother, virtually all her life, but returned to her family in 1924, she has been in Hollywood for 27 years. She was a member of the Actors Guild and a member of the Motion Picture Guild. She is married to a man who is a member of the Motion Picture Guild. She is a member of the Motion Picture Guild. She is a member of the Motion Picture Guild.

WALKER—Robert, 21, film lover and former husband of actress Jennifer Jones, August 13 in Los Angeles. He was a member of the Motion Picture Guild. He was a member of the Motion Picture Guild. He was a member of the Motion Picture Guild.

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BILLY TERRELL had Slim Williams and Chas. Davis, who are appearing with the picture they finished recently in Hollywood, as house guests at his home in Rowland, La., last week. Terrell says the picture is titled "Yes, Sir Mr. Bones," and adds that Williams, Davis and Cotton Wats are the whole picture. They are booked until next year. "The film here," followed the "The Roadshow," which was a 40-minute stage show that knocked them cold. They played the Columbia Theater, Hammond, La., the largest house in this territory, to packed business. Terrell, who has been ill for the past two years, is up and around again and on the (Calliope) Corbin, former reporter, worked the Harrisburg, O. Centennial with Byler-Bron. Shows following some successful early season stuff dates with Buck Steele's Cavalcade of Stars. Corbin also advertised the Woodfield, O., Fair with his callup and emceed the second night show at the annual, which was a dance revue and amateur show.

A. J. (ART) HIGGINS, whose obituary appeared in the Final Curtain in a recent issue, was widely known in tab and musical comedy circles, having operated his Art Higgins Polytown Mads Company for years. Art started his show business career with his father, Franklyn Higgins, who died in 1939, and with whom Art toured on the Healy and Bigelow Medicine Show. Art's last stage appearance was with the Gagnon and Pollock Rep Shows, of Paul E. Dolman, who died recently in the Veterans Hospital, Grand Island, Neb., was well known in the rep show field, having appeared with the Brunk shows and Harley Sadler. For the past 13 years he was with Chick Boys Players. In his youth he toured with the A. J. G. Barnes Circus for a number of years. While with the Boyce show, he met and married Ethel Fletcher after which they made their home in Habroa, Neb.

IN LOVING MEMORY OF OUR "MOTHER"

"MOTHER HUNTER"

Who passed away September 7, 1940.

Only God knows how we miss you every day.

Daughter—**MISS BADE HUNTER**

Son—**OUEL M. ADKINS**

WILSON—Frances H., 62, newly widowed, of the Monty Theater, recently in that city.

Hocus-Pocus

Players, and was one of the first to exhibit motion pictures in Canada. At present, he was a partner with Dick Jackson in the Jackson & Green Indoor Circus. Paul Hubbard portals from Crown Point, Ind., that he begins his school season in Ohio September 12 and that he will again remain in the States through the fall and winter. Vin and Winale Carey, Baltimore magic show operation, spent August 11-20 visiting the Campa, Hunt, Bailey, Rogers and King circuses in Pennsylvania and Maryland. J. C. Admire info that he has organized Gordon and Ward to do his guinea and carp with the new Landrus-Admire Magic Show slated to kick off the season September 10 at Terre Haute, Ind. Vippo Jehu, Danish manipulator, is one of the features of the new show "The Circus Theater" at Hamburg, Pa. Bob Nelson, of the Nelson Enterprises, is back at his Columbus, O., headquarters after a flying trip to Miami Beach, Fla., where he spent a 12-day vacation. Nelson just missed meeting up with his old friend, Rajah, during his 12-day trip to Miami Beach, Fla., where he spent a 12-day vacation. Nelson just missed meeting up with his old friend, Rajah, during his 12-day trip to Miami Beach, Fla., where he spent a 12-day vacation.

Drivin' 'Round the Drive-Ins

MIKE HOPKINS has been named manager of the Burnett Drive-In, Austin, Tex. He formerly managed the Austin Drive-In there. K. Stroud, formerly manager of the Burnett Drive-In, has been transferred to Corpus Christi, Tex., by Claude Ezell, Associate owner of the theater. The Long Theater Circuit has purchased a site at Cleveland, S. Saunders has enlarged to drive-in theater at Marshfield, P.E.I., from 200 to 300 cars.

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SOUTHERN VISUAL FILMS

424 Horton Bldg., Memphis, Tenn.

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Burlesque

who gave Bob Hope his first show job, in spite of rumors that have been making the rounds of burly haunts in recent months which had him pushing up daisies. Hurley is living in retirement at 216 R. Madison Street, Bellefonte, Pa. Fred Young, H. he's now in the business in Bellefonte, Pa. He humbers up one street and down the other. Conic Dick Kimball returned to Strip City, Los Angeles, last week. Joy Damon went into Eddie and Dorothy Eddy bowed at the Aloha, San Diego, Calif., last week, while Sheila Lind replaced him at the Red Feather. Smiling Billy Mason, formerly of the team of Carter and Mason, was a member of the committee that staged a day at the Polo Grounds, New York, September 2, in honor of Giant pitcher Larry Jansen. Billy also toured with the USO during World War II and was a member of the Student Price Company. Show business names on the committee included Pat Rooney, Talulah Bankhead and Lorraine Day. Joe Madden, with Mae West's Diamond Lil and recently replacing Vic and Clara, is now with Sen. J. Dudley L. Bland's Lincoln Cavalry, which winds up 10 weeks October 2 at Baton Rouge, La.

FOR SALE

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Due to enlargement of Show, for current and late fall season. Professional Colored Performers in all lines—young experienced light Chorus Girls, Comedians, Musicians, Specialty and Novelty Acts. Banners, changes, agitators not tolerated. If you cannot stand top test show salary paid daily and good treatment, do not answer. Wire, telephone or write (no collect wires or telephone calls accepted).

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Hotel Pines, Pine Bluff, Ark. Sept. 7-10; permanent address Port Gibson, Miss.

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Occupation

Parmount, New York (Wednesday, August 29)

Capacity 3,614. Price policy 15 cents-\$1.50. Four shows daily, five Saturdays. Bookers: Harry Levine. Show played by Elliot Lawrence etc.

Continued from page 3 vocal novelty acts caught here in a long time. The customers loved them. "My Malone" who came to the shanty via Broadway Open House (the featured in "Broadway Open House") came in with a real act on the tumbler side. Using his clever dancing as the frame, he talked, sang and did one long routine. In "Jelly and Hyde" (plus fright mask and wig) during which he dived around the stage and jumped into the audience, scaring half the kids to death. But it was quite a spectacle and earned him a big hand. Elliot Lawrence's outfit (16) cut the show in precise fashion. The act did only one tune on its own, "Sheep", with Eric results. "Pie, He's Kind of Blue" (17) Bill Smith.

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Occupation

Fall Festival Set at Resort Near Sandusky

SANDUSKY, O., Sept. 1.—Fourth annual Erie County Fall Festival at Cedar Point Resort Thursday thru Sunday (6-8) is expected to draw an estimated 50,000 persons.

All rides and concessions, most dining rooms and lunch stands and a wing of the Breakers Hotel at the resort will continue in operation for the festival. Spot closes its regular season Labor Day (3).

This will be the second time the event has been staged at Cedar Point. It moved to the resort from the high school stadium last year after it outgrew the original site. The county had not had a fair for 25 years before the festival was started.

Opening day will have a crowning of the queen, Tom Moore's Ladies Fair, Mutual Broadcasting System program, will be on Friday (7). Scheduled for Saturday (8) are a steer auction, horse-pulling contest and pet parade. Day show highlights Sunday (9) plans.

Cedar Point Coliseum will have nearly 100 commercial booths, and 25 more displays will be outside. Other buildings will house livestock, poultry and organizational exhibits.

CANADA 1-NIGHTER

Bingo Earns 55G, Gives 16G in Prizes

OTTAWA, Sept. 1.—The third in a series of fabulous bingo nights was staged at suburban Eastview Saturday night, August 18. An estimated 10,000 persons, who contributed a reported \$55,000 in advance ticket sales and purchases of cards on the grounds, voted to give \$16,000 in prizes, including 100 \$100 motor cars, and \$100,000 in other prizes, mostly consisting of major electrical household appliances, such as washing machines and refrigerators.

Event, held on a local school grounds, was jointly sponsored by the Richelieu Club and the Knights of Columbus. Roadside leading to the grounds, were jammed long before the 8:30 starting hour. Special buses were run from throughout Ottawa and adjacent Hull.

Jimmie Lynch Dies at 50; Thrill Show Op-Stunter

TEKARKANA, Tex., Sept. 1.—Jimmie Lynch Sr., 50, thrill show operator and former thrill show performer, died here early Friday morning (31). He had been suffering from kidney ailment for the past three years. Several weeks ago he was stricken, at his home here and was hospitalized, Thursday (30).

Lynch was a thrill show operator and performer since 1925. Prior to that he advertised automobiles by driving an automobile upon which was mounted a life-sized model of a horse. In 1933 he was identified with the late Barney Oldfeld at the Century of Progress, Chicago, and the following year with the late Lacey Teter and the latter's thrill show.

In 1933 after traveling with the Teter show in an advertising capacity, Lynch started his own thrill show, "The Jimmie Lynch Death Dodgers." The following year, when a member of his troupe was injured, he jumped in to do the automobile rollover. As a thrill show operator, he was noted for many years second to Teter. Unlike Teter, however, he set out several units under his title, which he changed to the Jimmie Lynch Death Dodgers 1938.

ANIMAL MAN POINTS WAY FOR P.R.'s

NEW YORK, Sept. 1.—Working press relations men could take lessons from smiling Henry Treflich, proprietor of the Treflich Bird & Animal Company, in this city, in the way he handled the case of a Malayan sun bear this week which arrived from the firm's farm in Virginia.

The bear and a group of other bears were confined to an animal farm in Connecticut and stopped off at the Treflich shop here. Upon unloading, the bottom of the bear's cage dropped off and away the animal went thru an adjacent florist's shop.

Minor panic reigned among clerks and customers, while the bear lingered briefly before entering a nearby building where it was recaptured. The entire event was related, in several local dailies, with each account mentioning the name and address of Treflich's company.

Midget Car Races Revived at Philly

PHILADELPHIA, Sept. 1.—Midget auto racing returned to this area for the first time in more than a year August 26, with 30 drivers on hand for action at the quarter-mile track of Langhorne Speedway. Competitors Irv Freed and Al Gerber signed a contract with the American Racing Drivers' Club to stage the program.

CROWDS JUMP 30%

Acts, Kochman Up CNE Matinee Gate

TORONTO, Sept. 1.—A 30 per cent increase in afternoon grandstand attendance at the Canadian National Exhibition (CNE) was reported today by show manager George A. Hamid as the circus-type offering completed the first half of a 13-day run. First appearance of the show, which includes a total of 28 acts plus daily appearances of Jack Kochman Hot Drivers, on Monday (27) brought an overflow crowd to the 24,000-seat model grandstand and the auxiliary seating at close of 30,000, a new record.

Afternoon talent also contributes an hour of entertainment to the 8:30 start of the mammoth night presentation featuring Jimmy Durston.

After the record kid's day turn-

POLITICS, UNION HASSLE THROW MCH. FOR LOSS

Fights Over Concession Policing, AFL-CIO Jurisdiction the Clinkers

DETROIT, Sept. 1.—Michigan State Fair, for years a political football, was booted twice here Friday (31) as it opened—or, to put it more accurately—tried to open.

Strike of the American Federation of Labor writers and waitresses' Union, in which eligibil-

ity, stagehands, teamsters, musicians and American Guild of Variety Artists performers joined, forced cancellation of the afternoon Coliseum program, headed by Bob Johns.

It wasn't until 6 p.m. that the strike, called by the AFL, which claimed jurisdiction over person-

nel staffing the stands of Yermor's Ginger Ale, ended. The strike terminated when the fair revoked the concession privileges of Yermor's Ginger Ale, which had about 20 girls working stands under permits from the Congress of Industrial Organization.

Meanwhile, games and concessions on the midway were idle for a different reason—a test to determine what law enforcement agency was entitled to police midway game concessions.

Wagner Convinced

To clarify the situation, Al Wagner, manager of the Cavalcade of Amusements, supplier of midway attractions and holder of the exclusive games concessions, obtained from Circuit Judge Robert M. Tomp an injunction restraining the Detroit Police Department and the county prosecutor's office from interfering.

The injunction, returnable September 10, the day after the fair's close, was granted at 1 p.m. Wagner asked the injunction as a victory for the show world. "We are in business and not concerned" (Continued on page 52)

CCE Execs Happy Despite Crowd Dip

All Concerned Make Money Despite Attendance Loss of 26,431 From 1950

OTTAWA, Sept. 1.—In the face of poor weather thru a good part of the run, officials of Central Canada Exhibition, staged here August 29-33, said the six-day event drew 425,326.

Comparative statistics for the last three editions follow:

	1949	1950	1951
Monday	67,647	118,820	65,000
Tuesday	51,977	67,372	65,972
Wednesday	56,759	63,514	66,000
Thursday	61,871	71,329	67,000
Friday	61,911	68,206	64,970
Saturday	61,977	64,247	65,970
Total	425,292	434,187	425,912

Big closing day at the Lang-

downe Park grounds still found this year's version 26,431 persons behind 1950 but 39,333 ahead of the 1949 run. Weather the last day was perfect and crowds spent heavily. A new cat-gateway staged closing night drew 10,000.

Handled WOM Show Big World of Miris Show, midway opened, enjoyed a solid week despite the weather. Two bingo games operated continuously thru the week. The George A. Hamid grandstand show played to capacity for the week-end.

H. H. McElroy, general manager of the exhibition, while formulating plans for next year's edition, explained that had it not been for rain Tuesday and inter-mittent showers two other days, 1950's record attendance may have been topped. It was believed that revenues from this year's event were higher than in 1950 despite the smaller throngs.

McElroy would like to establish a Ladies' Day at the exhibition and have women take a greater part in the annual. He will press the plan further at a meeting of the exhibition's directors within the next few weeks.

San Jose Okays Ringling Date Prior to Fair

SAN JOSE, Calif., Sept. 1.—Russell E. Probst, secretary-manager, has broadened the scope of San Jose County Fair's off-season activities by allowing the Ringling-Barnum circus to play the grounds just 13 days before the annual county event, September 10-16. R-B will play the park from 10 a.m. to 8 p.m. on Saturday and evening performances. Leasing of the grounds to the circus is one of many activities which Pettit has explored to open (Continued on page 52)

N. Y. Rodeo Tix Go at '50 Pace

NEW YORK, Sept. 1.—Advance sale for the World's Championship Rodeo to be staged at Madison Square Garden here September 26 thru October 31 opened Monday, August 27, and by week's end was reported as on a par with last year's take, although "nothing terrific."

Working against the event was a stretch of severely hot weather. No great concern was expressed since Garden officials never expect anything big during the first week. Ticket set-up for this year's event is the same as for 1950: first Friday and Saturday, \$1.50; \$2, \$3, \$4, \$5 and \$6 and, Sunday thru Thursday, \$1.75, \$2.50, \$3, \$4 and \$6.

Performance for the run total 42. The Lone Ranger is the feature attraction thru October 2, to be followed by Vaughn Monroe and his orchestra.

Pittera Slated To Pilot Expo At Providence

PROVIDENCE, Sept. 1.—Fred Pittera, of New York, who has been retained to stage and direct the Rhode Island Exposition of Progress and Home Show in Rhode Island Auditorium here, September 23-October 5. An announcement came from Laurence A. Pauline, president, Home Builders' Association of Rhode Island, event's sponsor.

Assisting Pittera, a veteran in the home show field, will be Dick Sullivan, Boston public relations man. Both handled the successful Greater Boston Home Show.

Yolande Belmore, Miss America, will appear at the exposition and all advertising media will be used to push the show. An array of spotlights has been obtained for use at the front of the auditorium during the run. A movie double contest, tabbed Gateway to Hollywood, will be a highlight, with film names scheduled to appear in connection with the presentation.

Revivalists, Shows Place Tent Orders

CHICAGO, Sept. 1.—Success of the New, Oral Roberts, Tulsa, Okla., evangelist, in using a 100-foot big top, apparently has prompted a number of other evangelists to plan for circus-type canvas chapels. Several large ranges in size from 20-foot to 120-foot rounds, plus middle pieces, have been received by the United States Tent & Awning Company here. A 150-foot round top was ordered last week.

The tent company also reported that an influx of circular orders coincided with opening of the fair season and that the plant now is working on a new big top for King Bros.' Circus. Other canvases are making plans for 1953 canvas, it was reported. George Johnson, of U. S. Tent, said that government demands for most types of canvas appear to be easing and that prices have shown signs of declining.

La Plata Home Show Set

La PLATA, Md., Sept. 1.—Southern Maryland Farm and Home Show will be held in the Helen Ross Tobacco Warehouse here September 13-14, under American Legion Post auspices. Jack Taylor is directing the event.

Spokane Rodeo Pulls 18,500

SPOKANE, Sept. 1.—Attendance at the second annual Spokane Stampede August 23-26, totaled 18,500, compared with 17,000 a year ago, according to Claude B. Blanchard, secretary of the sponsoring Sadir Khan trotto.

Friends, not yet announced, will go to the trotto's foundation for spastic and handicapped children. No all-around winner was named for the show; Deb Copenhaver, Creston, Wash., won saddle-break riding, honors, for the second year in a row, with 341 points for the four-day show.

out, daily audiences have ranged from 14,000 to 20,000 to provide the most successful matinee presentation in the history of the CNE. Attempts at building afternoon grandstand crowds have long fell below hopes and expectations until the current circus program kicked. Racing of horses and auto, sure-fire crowd gatherers at many other annuals, were discarded here after they failed to draw.

Extensive advertising of this year's afternoon show by the CNE is believed responsible for much of the increase in attendance. Presentation is labeled a "Circus" and large newspaper ads proclaiming the show have appeared through the provinces.

George A. Hamid supervised the program on the first two days after which Len Humphries, unit manager and emcee, assumed all managerial chores.

Talent listed Program presented here included Sylvia's Canine, Greater Sisters and Canines; Flying Otis, trapeze; Billy Ward Fibers; Tucker Troupe, trampoline; Bruce Brothers, trampolines; Robinson's Baby Elephant and Bobbie's Baby Elephant; Ira Sillette and Peggy; 110-foot combination trapeze; Ryan and Lynda, 60-foot aerial gymnastic and adagio routine; Oldfield and Ware, comedy pantomime and hand-to-hand balancing; LaFou (Continued on page 52)

At his peak he operated as many as four units. He gained widespread prominence in '39 and '40 when he appeared in the Goodrich exhibit at the New York World's Fair, where he stunted automobiles. He headed up the management of his own units until '48, when he leased the titles on a royalty basis to Jimmie Van Cise and Karl Newberry, who continued to put them on the road thru last year. Lynch in recent years personally did little stunting, but as late as last year made a few personal appearances as a stunter. Early this year he leased the title to Van Cise and devoted his attention to developing a property subdivision here. He is survived by three sons, Capt. Jimmie Lynch Jr., who flew from Korea to see at his father's bedside the night before his death, Lt. Robert T. Lynch, and Jackie Lynch; his widow, Virginia Lynch; two granddaughters, Karen Elizabeth Lynch and Kathleen Marie Lynch; daughters of Jimmie Lynch Jr., a brother, Ross Lynch, Corporal Christ, Tex., and a sister, Mrs. J. M. Oden, Tyler, Tex. Funeral services are to be held here today at the East Funeral Home.

The MIDGE-O-RACER

KIDDIE-KONTROLLED



The BIG STORY in Kiddie Rides goes to the high grossing performance of Everly's sensational Midge-O-Racer—the only positive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Everly development—designed to rapidly winning the top spot in Kiddie appeal and earnings.

Proven BEST by Performance TEST



A sturdy, sturdy, authentic miniature steel car with a new exclusive steering feature attraction.

Prove, who or write for additional details about this seasonal money winning ride.



Salem Oregon

Originators and manufacturers of the Octopus, Rotoplane, Flyplane, Peacoplane, Midge-O-Racer and many.

MULTNOMAH SETS RECORD ATTENDANCE

Midway Gross Up; West Coast Shows Signed for 1952

GRESHAM, Ore., Sept. 7.—Multnomah County Fair closed its most successful season in 45 years? Sunday (25), with the main gate clocking 117,848 admissions. Attendance each day topped the corresponding score last year, Miss Ella E. Wilson, manager, reported. It was the first time attendance topped 100,000.

West Coast Shows' day-by-day business was up. Sons of the Pioneers played to 12,000 turnaway crowds in a tent show, with the second performance selling out while lines formed for the first.

Midway Up

The midway take was reported 22 per cent above 1950's, and West Coast was contracted for 1952. Show won the contract this year in bidding against Martin Arthur's Imperial Exposition. Imperial had the first contract, but rebidding ordered by county commissioners put West Coast in the lead by \$1 per foot.

This was the first year for the fair under direct administration of the county commission as a result of action by the 1951 Legislature.

Attendance mark was set after both the fair and Ringling-Barnum circled had front-page publicity following the county's protest to the city of Portland against Ringling's coinciding date (21-22) in the area. The city decided against withdrawing the circus permit. All-time single day's attendance record was set Saturday (25) with 27,720 going thru turnstiles. Bargain matinee for kids helped.

Mary Lou Schaeffer, trapeze, presented her free act each afternoon and night during the Moor's County (N. J.) Fair run last week.

NEW KIDDIE RIDES!



- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO. • MT. CLEMENS, MICH.

The World's Greatest Amusement Rides Bear the Name ALLAN HERSHELL

MAJOR 1880th Centennial, Cornucopia, White Swan, Black Swan, Ocean Hurricane, Water Scooter, STODOLSKY the Fighting, Kiddie Group Ride, Kiddie Auto Ride, Kiddie Motor, Kiddie Car Ride, Kiddie Merry-Go-Round, etc. for two descriptive brochures.



ALLAN HERSHELL COMPANY, Inc. North Tonawanda, N. Y.

ARROW RIDES ARE STILL TOPS For Sturdness and Flash

Reports from across the country confirm our belief that there are no better quality rides made. FEATURING NOW: Kiddie Auto Ride—Kiddie and Adult Merry-Go-Rounds—Kiddie and Adult Car Races. Some used and second-hand Kiddie Rides.

With for information.

ARROW DEVELOPMENT CO., INC. 243 MOFFETT BLVD. MOUNTAIN VIEW, CALIF.

The TLT-A-WHIRL Ride

Prominently

- ★ Attractable
 - ★ Popular
 - ★ Profitable
 - ★ Enduring
 - ★ Practicable
 - ★ Modern
- SELLNER MFG. CO. Faribault, Minnesota



The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

WANT TO BUY Used Major and Kid Rides FOR SALE

No junk. Must be in good condition.

FOR SALE

Now Three-Abreast Merry-Go-Round (last one available); M.T. Train (like new); Kiddie Roller Coaster.

H. E. EWART CO.
707 E. GREENLEAF STREET COMPTON, CALIF.
Phone: NEMark 1-0808 — NEVada 6-1976

HIT THE DECK

Ideal for Driveways, Parks and Other Permanent Locations. Get your share of 1951 profits with our amazing new boat ride. Ideal for Driveways, Parks and other permanent locations.

Send for details today.

SMITH SMITH
101 SPANGLER NEW YORK

Also suitable for Adult and Kiddie Chairlifts, Ferris Wheels, Kiddie Airplane, Motor, Toylike Mounted Jeep and Fire Engine Rides.

To ALL OUTDOOR PERFORMERS the AMERICAN GUILD OF VARIETY ARTISTS

a Branch of the Associated Actors and Artists of America. Chartered by the American Federation of Labor. Announces

An Intensive Campaign to enroll Performers working in the Outdoor Field in AGVA as directed by the 1951 AGVA Convention and the AGVA National Board, with the following Objectives:

1. To establish fair and uniform conditions of work and pay for Outdoor Engagements and a Standard Form of Performer's Engagement contract.
2. To provide AGVA Accident Insurance protection to cover all performers during outdoor engagements and while traveling to and from such engagements—and the AGVA Death Benefit Insurance—all at no cost to the performer.
3. To give the Outdoor Performer a place and a voice in the affairs of AGVA so he will enjoy self-determination in the conduct of Outdoor affairs and the establishment of Outdoor Working Conditions.
4. To work for the creation of additional employment for Amgt. can performers, and to protect American performers from unfair alien competition.

Special Initiation Fee Concession During September and October

If you are now working in the Outdoor Field, or have an engagement contract to work in this field during the season of 1951, you may take advantage of the special concession in Initiation Fees for Outdoor Performers voted by the AGVA National Board at its Detroit meeting.

Principals \$25 Chorus \$10

The usual initiation fee for principals \$50 and chorus \$25, and on November 1, 1951, the initiation fee will be reduced to \$100 for principals and \$50 for chorus. AGVA dues, as of November 1, 1951, are principals \$36 and chorus \$24 per year. (There is a \$10 concession to which 25 old and new members are subject. You may take advantage of this concession whether you have never been an AGVA member before, or if you are a delinquent member of AGVA. To indicate your interest in membership, fill out and mail in the coupon below. Please do not send any money. You will receive full information by return mail.

CUT OUT — FILL IN — MAIL TO AGVA

Personal Outdoor Department
American Guild of Variety Artists
1407 Broadway
New York City 10, N. Y.

Date: _____

I hereby apply for membership in the American Guild of Variety Artists and designate the American Guild of Variety Artists as my exclusive beneficial representative in the Variety Field and agree, if accepted, to abide by the Constitution, By-Laws, Rules and Regulations of the American Guild of Variety Artists.

Signature: _____

Principal's Name: _____

Address: _____

I am a Variety Performer now working _____

ESTABLISHMENT OF THE SARASOTA BRANCH

By order of the 1951 AGVA Convention and the National Board, the Sarasota Branch in Sarasota, Florida, will be established on November 1, 1951, for the primary purpose of securing Outdoor Performers and giving them a Branch through which they may be represented in the Convention and in the National Board of AGVA and otherwise participate in Branch and National Affairs. All Outdoor Performers are invited to enroll in the Sarasota Branch at such other Branch as they may choose, or if already a member, you may transfer to the Sarasota Branch. The first meeting of the Sarasota Branch membership will be held in Sarasota in November of this year at a date and place to be announced.

NEGOTIATIONS FOR OUTDOOR CODE NOW IN PROGRESS

Negotiations with the Fair Booking Agents are already in progress. Adequate funds to insure the successful conduct of this program have been allotted by the AGVA National Board. Additional personnel, recruited directly from the Outdoor Field, has been employed to handle the organizing program.

FULFILLMENT OF CONVENTION PLEDGE

This program is the fulfillment of the pledge given by the AGVA Convention delegates and the National Board members to the representatives of the Outdoor Performers at the recent AGVA meeting in Detroit. AGVA is happy and proud that it is in the position to initiate and support this long deferred program of organization.

AMERICAN GUILD OF VARIETY ARTISTS

GUS VAN (President)

HENRY DUNN (Nat'l Adm Sec'y)

Eddie Cantor, Hamid Talent Set at Reading

READING, Pa., Sept. 1.—Eddie Cantor will be the name attraction at the Reading Fair, which opens Sunday (8) and closes Sunday (16), with Janet Davis and the Mariners, from Arthur Godfrey's television show, sharing the grandstand presentation.

Cantor will appear Monday night (10) and the latter group will show opening night. A George A. Hamid Talent line-up appearing nightly before the grandstand Saturday thru Saturday (11), will include Emmet Oldfield and Eddie Ware, the Great Telesco, Brick Brothers and Gloria, Kirk Adam Company, Billy Ward Flyers, the Madras, the Theatras, Johnny Wede's bear act, Lynn and Margie, the Flying Quilans and the Ezzytans.

New feature this year, will be a talent contest, for which 25 acts have been selected locally. Winners will be picked opening night, with the entertainment including "Shorty Long and the Santa Fe Rangers, local hillbilly group; The Jack Kockman auto thriller will show opening afternoon, and Jole Chidwood's auto show is booked for Saturday afternoon. Sam Munn will promote AAA-sponsored big-car races closing afternoon.

Cella & Wilson Shows again will occupy the midway, making the jump here from the Indiana State Fair, Monday thru Friday (14) the fair will offer Grand Circuit horse racing, with purses hitting \$70,100. The annual will stage a beauty contest in which \$3,000 in cash and \$2,000 in merchandise will be awarded.

Plymouth, N. H., Hikes Purse \$5

PLYMOUTH, N. H., Sept. 1.—Plymouth Fair here September 12-18, has increased its horse pulling purse to \$500 this year and also upped its horse racing prize. Irish Moran's auto thrill show will be one of the attractions.

Leslie Mitchell Hagen has been named superintendent of the fair. Officers include Hazen Skutevick, president; A. K. Reid, vice-president; Delbert Gray, secretary, and Kenneth Bartlett, treasurer. The last named replaces George Durkin, who left recently for the armed forces.

THEY'LL STILL HOP THE FENCE

HAMBURG, N. Y., Sept. 1.—J. F. (Irish) Moran is perpetuating his name and winning a host of friends for his Lucky Hill Drivers thrill show with his donkey trophies for showmanship given in connection with the exhibition of cattle by youngsters at all of the fairs on his schedule.

The award classification chosen by Irish is close to his heart and, he says, gives all kids, rich and poor alike, a shot at a worthwhile award. Awards can be made, when the occasion demands, by the thrillmaster's charming and picturesque frau, Lorraine, with show agent Bob Conto, or Irish himself, handling the contest, chosen with professional aplomb.

Dallas Midway Ops Organize

DALLAS, Sept. 1.—Ride owners and concessionaires at State Fair Park have formed an organization to help promote midway business and maintain high standards of entertainment and service to the public.

Group, known as Fair Park Amusement Owners' Association, has 21 active members, including every operator and concessionaire on the permanent midway. At present, the association has about 30 associate members, but expects to total at least 300, drawing from ranks of suppliers and others' for donations for associate membership. Dues for regular members is \$10. To be eligible for active membership, it is necessary to have a contract with State Fair of Texas, which means one has to own a ride or concession on a year-round basis at park.

Association was formed with approval and help of the State Fair of Texas, with which the group is affiliated. State Fair's midway superintendent, Fred Tenant Jr., says move is one of best things that has happened to midway in years, promoting ease.

McFalls Head Group
Fred M. McFalls Sr. was elected president. Other officers are vice-president, Joe Murphy; second vice-president, Sammie Hart; secretary-treasurer, Ed Meek; assistant secretary, T. O. Lindsay; recording secretary, Fred M. McFalls Jr.; sergeant at arms, Able Hirsch. Directors are Jack Feland, Babe Maxwell, Fred M. McFalls Jr., Ray Slinnett and Murphy. Association has a special Foods Committee headed by Louis (Frenchie) Roussel.

Group gets going on promotion Labor Day (3), with giveaway feature. Over \$2,500 in prizes, including a big television set, all donated by local merchants, will be given away on midway. Day is being plugged as Webster Webfoot, a dummy duck ventriloquized by Jimmy Weidman, will make (Continued on page 63)

Altamont, N. Y., Drops 3,000

ALTAMONT, N. Y., Sept. 1.—Tri-County Fair, which moved its opening about to August 20 and closed August 25 to avoid conflict with this State's blue laws, fell about 3,000 in attendance from last year, with bad weather hampering the early part of the run.

This year's crowds reached 33,368. Rain throughout the middle hours of Tuesday, Young America Day, hurt Coleman Bros' Shows on the midway, and a thunderstorm struck that night. American quality horse running being replaced harness events. An Albany-Schenectady-Greene County square dancing competition was introduced Thursday and drew well that night and Friday evening.

Col. Jim Eskew's JE Ranch Rodeo was the grandstand attraction for the third straight year. Big Junior Rodeo Day staged Friday included postponed kids' events from Tuesday and a pony giveaway. About 300 children paraded before the judges, who chose the most likely looking cowboy.

Arrangement of the grounds is under consideration for next year.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Please app for various acts where no dates are given. In some instances seasonal periods are noted.)
A-1 Am. Co. Midway, Mo.
A-2 Am. Co. Midway, Pa.
A-3 Am. Co. Midway, Pa.
A-4 Am. Co. Midway, Pa.
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A-100 Am. Co. Midway, Pa.

Circus Routes

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Beatty Sets Early Closing; Quarters Secured in Calif.

Michigan Business Holds Strong; Pat Graham Injured at Pontiac

PONTIAC, Mich., Sept. 1.—Clyde Beatty Circus rolled up more good business in Michigan this week as the outfit readied for fast moves southward and more openings.

Definite plans for wintering the show at El Monte, Calif., have been made. Show will close in California and at present the date is expected to be October 15. While official word was lacking, it was understood the early closing was scheduled in order to provide for winter television commitments by Beatty and to allow ample quarters time for possible paper changes in the show's physical layout.

Pat Graham, former Beatty trainmaster, and now front door caddie, was injured during the tear down here Monday (27). A workman, whose name was not learned, also was injured, and both were hospitalized here.

The workman caught a foot in a rope as the big top was being lowered and was pulled into the air. Graham climbed up to release him and while both were in the air a new employee cut the rope and both fell. Graham's injuries included a seriously mangled arm.

King Business Continues Big In N. Carolina

WILLIAMSTON, N. C., Sept. 1.—King Bros. Circus, sitting the tobacco belt only a few days after market opening, continued the big business week earlier in the season. Strong turnouts were registered all along the line.

Here Tuesday (28) the show had a three-quarter matinee and capacity night house, with police surprised to find in the morning cleared by show time.

Elizabeth City, N. C., gave a three-quarter matinee and a one-quarter night-house Monday (27), despite rain all day. Lions Club was the auspice.

Two straw houses were rolled up in Newport News, Va., Saturday (25), duplicating the two-straw score of the day before at Emporia, Va., where Lions club was auspice.

Braly Starts Fairs Season; Talent Listed

HOMENWALD, Tenn., Sept. 1.—E. K. Braly Enterprises, Inc., Lawrenceburg, Tenn., opened its circus unit here in Lewis County Fair this week.

The line-up includes the Poodler Hanzford Family, riding act; the Duttons, riding act; G. G. Kelly's Liberty horses, worked by Hazel King; Albert Flier's chimpanzees, Schmitz's chimpanzees, Wolcott's dogs and ponies, the Stating Carters, Eric Philmore, Irma and Rio, the Royal Rockets, the Great Pumper, the Aerial Skydive, the Jordans and the Merrill Troupe.

Clown alley lists Chick Dale, Billy Rice, Don Adams, John Toy and Jack Harrison. Princess Whitecloud is organist and William Nesbitt is in charge of props.

Dr. E. R. Braly is president of the corporation; Fred Goldsmith, general manager and secretary; treasurer; George Marquis, salesman.

(Continued on page 53)

North Views Acts in Europe

COPENHAGEN, Sept. 1.—John Ringling North arrived here Monday (27), from Stockholm, with his European representative, Umberto Schichtholz-Bedini, on their annual talent hunt.

North, Schichtholz-Bedini and seven star Gloria Drew occupied ring-side seats at the night performance of the Circus Schumann and paid a brief visit to the Circus Cantino where they were interviewed and photographed by local newsmen. North said he was in the market for about 50 acts for next season's program of the Ringling-Barnum circus.

Barnes-Cole Acts Play Zoo Aspices

PRAIRIE DU CHIEN, Wis., Sept. 1.—Barnes Bros. Circus unit, using several Cole Bros acts, played at the ball park here August 27, at the Rose Park Zoo Circus. Unit plays one-day stands between Barnes-Carruthers fair dates.

Acts included Eddie Rendicks, riders; Paul Jones, elephants; Ida Mae Kerley, contortion; Joe Geiger and Company, jugglers; John Smith, Liberty horses; Lew Kish, clown; Henry Crosswell, trapeze, and Barbara Jones, acrobat.

John Peltzer, owner of the Rose Park Zoo, sponsored the show. Admission was 50 cents for adults and 25 cents for children.

CIRCUSES

ANY OPEN TIME? CHECK ADRIAN

ADRIAN, Mich., Sept. 1.—If butchers were agents this town would turn up on a good many show routes. When Kelly-Miller played here Saturday (25) an amused butcher was given 10-cent tips by two customers. During, or perhaps because of his amusement, another patron returned 40 cents in excess change, tip had received from the butcher.

Joe Walsh has been placed in full charge of the Beatty case. He will direct cage crew and will do training and breaking.

Beatty's men already has come close to Kelly-Miller, Kelly-Morris, Polack Eastern and Biller Bros. Prospects of tangling with Rogers Bros. and Wallace's Clark loomed and chances of opposition with Ringling-Barnum have not been ruled out.

Saginaw, Mich. (25), gave the show a three-quarter matinee and better than half-house at night. Flint, Mich. (24) came thru with a straw house for the evening performance and a good half-house for the matinee.

In Port Huron, Mich. (25), the matinee was nearly full. Night was another strong half house. Mount Clemens, a Sunday (25) stand, gave a half-house for the matinee and a very light night turnout.

Dearborn, Monday (27), had a light matinee and three-quarter night crowd. Show leaves Michigan after Saturday (1) at Benion Harbor and makes several stands in Indiana. A few stops in Illinois and one in Missouri are scheduled en route to Arkansas.

Rogers Crowds Weak in Ohio; Heads for Ind.

WILMINGTON, O., Sept. 1.—Rogers Bros. Circus played to a handful at the matinee and only about 600 at night here Wednesday (29) under Junior Chamber of Commerce auspices. The wild animal act was out at the matinee because of a truck breakdown. Show came into the territory on the heels of several county fairs and while the State fair was under way, Kelly-Miller also played much Ohio territory earlier.

From here the show moved to Middletown, O. (30), and Richmond, Ind. (31), Lawrenceburg, Ind., was the Saturday (1) stand.

Earlier, it played to twin capacity houses at Graham, W. Va. (28), after a long haul from Kansas, W. Va. Matinee began at 4:30 p.m. Spec. Flags of All 600 tons, produced by Felix Morales, is getting attention at most spots.

R. M. Harvey Leaves Campa

NEW BERN, N. C., Sept. 1.—R. M. Harvey closed this week as general agent for Campa Bros. Circus. He announced he will visit several shows in the next few weeks.

B. G. Davenport, owner of the Campa show, has named J. A. Winters to the agent's post. Winters, formerly was in the concession department and recently filled in as legal adjuster during Joe Baker's absence.

Campa opened the season with Pete Lindemann as agent. Bertha Drane substituted on the advance before the time Lindemann left and Harvey came on.

BARY RAI ZOO PREEMS AT CNE

Novel Animal Presentation Wins Second Money on Opening Day

TORONTO, Sept. 1.—Howard Y. Early finally got his Africa Zoo, a three railroad car walk-thru, on the road in time to open here at the Canadian National Exhibition (CNE) August 24. The numerous delays and hardships involved in fraying the novel presentation, which Early says he accomplished entirely without the aid of partners or outside dough—appeared worth the effort. Despite an isolated setting far distant from J. W. (Patty) Conklin's extravaganza midway thru which Early booked here, the new unit, came up with second money on opening day.

Show is framed in three good railroad cars. First unit contains a stable display of Thelco products, with the remainder of the car and the next two containing assorted animals. Beasts include numerous monkeys, jungle birds, reptiles, four chimps, a baby hippo, baby camel and baby elephant with Cheerful Gardner handling the stock. Additional animals will be added as they become available, Early said.

Lecturer using a public address system contributes to the show's

interest. Audience gets a closer view of the beasts than is possible in the average zoo or circus. Difficultly might arise on big days in trying to avoid bottlenecks as some of the beasts, especially the cage full of monkeys and the chimpanzee, are almost sure to hypnotize the small fry and their elders.

Overseas Location Units were located on a railroad siding adjacent to the Dufferin Street gates. People entering the grounds at that spot had a good view of the cars but a tall hedge completely obscured the cars to patrons within the grounds. Despite the loss of flesh and the necessity of finding the cars thru a narrow gap in the hedge, attendance was good, as evidenced by the first day's gross; and patrons had no argument with the 50-cent price.

A number of portable refreshment bars, carrying packaged snacks and hot drinks, are part of the show's equipment.

Bary will tour the unit after the fashion of the whole shows, sitting on sidings adjacent to railroad stations, and relying on strong exploitation.

ANY OPEN TIME? CHECK ADRIAN

ADRIAN, Mich., Sept. 1.—If butchers were agents this town would turn up on a good many show routes. When Kelly-Miller played here Saturday (25) an amused butcher was given 10-cent tips by two customers. During, or perhaps because of his amusement, another patron returned 40 cents in excess change, tip had received from the butcher.

Mills Turnouts Fair to Good At Pa. Stands

LOCK HAVEN, Pa., Sept. 1.—Mills Bros. Circus played to generally light houses in Pennsylvania this week with the exception of Dillona, where the matinee was good, and Greensburg, where both shows drew well.

Half houses turned out here Wednesday (29) for the Mills show, under auspices of a fire company in Bradford, Pa., Monday (27), where the show was sponsored by the Lillian Lutzal Tent of the Circus Saints and Shiners, the matinee came close to three quarters and the night show attracted a half-house.

Leo Seaville, employee of the show, underwent an emergency appendectomy in Bradford. His condition was reported as fair.

Greensburg (26) was sponsored by a fire department band, and both houses were near-full, but not all of the seats were erected. Piped with the strong matinee at DuBois (31) was a three-quarter matinee. American Legion was the auspice.

Fred Stafford, press chief for the show, continued as acting general agent and has completed New England bookings.

Kelly-Miller Runs Up Big Mich. Score

THREE RIVERS, Mich., Sept. 1.—Four stands in Michigan give Al G. Kelly & Miller Bros. Circus five big turnouts and two more that gave no cause for complaint.

Here Tuesday (28), Kelly-Miller played to a three-quarter matinee and overflow night house. Kelly & Morris had made the town a week earlier.

An estimated 2,000 persons were on the lot in the morning at Sturgis, Mich., Monday (27) and the matinee drew a near-full house while the night show had a straw. Two trucks broke down en route, but others shuttled the animals and equipment to the lot in time for the show. The circus was five days behind Kelly-Morris there.

The Sunday (26) matinee only stand was Chelsea, Mich., where a near-capacity crowd caught the offering despite overcast weather.

Another stray house was tabbed at New Britain, Mich.'s Saturday (25). The matinee there had a three-quarter turnout.

No Movie Tie-In Set for Ringling Opener in L. A.

LOS ANGELES, Sept. 1.—Movie stars who are featured in The Greatest Show on Earth will not appear in the opening performance of the Ringling Bros. and Barnum & Bailey Circus when it debuts here for seven days Monday (10), a spokesman for Cecil B. DeMille, producer of the film, said.

The film people will, no doubt, attend the show during its run here but no plans have been announced for participation in the performance. Such a deal was pending but was ruled out.

While the circus is in the city, a number of parties are being planned. These, the studio representative declared, will be private affairs.

Oregon Stands Big for R-B; Stockton Off

Cucciola Tumbles; Show Starts Run At San Francisco

SAN JOSE, Calif. Sept. 1.—Ringling Bros. and Barnum & Bailey Circus, here Tuesday (28) before hopping into San Francisco for six days at the Cow Palace, played to a light matinee but near-capacity night house.

A low spot in the Western route was Stockton, the Monday (27) stand, where the turnouts added up to the smallest total since the aggregation came to the Coast.

Cucciola, midget comedian in the barback display fell from his pony at the matinee in San Jose and missed the night show. He had bumped his head but was not seriously injured.

Oregon Wind-Up For the wind-up in Oregon, Ringling had more top-notch business, Salem on Thursday (23) had a three-quarter matinee and a near-capacity night. Airport lot was used because State fairgrounds were unavailable on near the annual opening (1). Change forced longer haul from runs and brought traffic complications at the lot.

Seaside, Ore., was a strong stand Friday (24); with both houses coming close to the capacity mark. Eagle lodge footed bill for tickets used by youngsters from a hospital school.

Railroad move to Klamath Falls, Ore., for Saturday (25) was delayed, causing matinee to start two hours late. Both houses attracted three-quarter crowds.

TOP DAMAGED Biller Blows Cold Canada For Indiana

KENDALLVILLE, Ind., Sept. 1.—Biller Bros. Circus moved regularly into Indiana after widdling up to Canadian tour and played here Thursday (30) to a one-quarter matinee and a half house at night.

Show's return to the States followed several stands in Southern Ontario, including Brampton (21), where cold winds ripped the big top. Patching was completed the next day in Guelph in time for a slightly late matinee. Total attendance in Guelph was estimated at 1,300, with cold weather continuing.

Biller's move into Indiana put it in close proximity with Clyde Beatty, Al G. Kelly & Miller Bros. and Kelly & Morris routes, but all of the shows apparently avoided serious clashes in dates.

For Labor Day (3), Biller is scheduled to make Joliet, Ill., with other stands in the Chicago area to include Elgin, Ill.

Zallee Takes All-American Thru Ill., Ind.

CHICAGO, Sept. 1.—Paul Zallee's All-American Circus has been playing Indiana and Illinois territory to mediocre business. Show moves to five nights and uses top with one round-end and one dramatic end plus a 50-foot middle piece.

Performance has the Superford, trampolines, Ross' Indies, Lunsford punch; Zallee, juggling and clown numbers; Lungford's pointer; swinging ladders; and Lunsford and four Primario Liberty act. There are about 10 persons with the show. There have been about five persons in the agent's post this season. The show tramped last year as Zallee Bros. This season opened April 23.

FAIRS-EXPOSITIONS

CNE Six-Day Count Tops Million Mark; Monday Record Set

Attendance Beats '50 by 11,000; Spending, Midway Up Sharply

Continued from page 1

of 177,000 for the day was set. Tuesday's 168,000 compared with the 1950-day's total of 167,000. Wednesday's crowd numbered 217,000, which was 10,000 off from the 1950 score. Thursday was 2,000 ahead of the corresponding time in 1950.

Hot Weather Helps
Hot weather gave an assist to business, and exposition officials reported a sharp upturn in spending.

Midway, according to J. W. (Pat) Conklin, has shown an increase of 29 per cent over last year. While shows and rides have scored gains, food business has declined, he said.

Grandstand show, with Jimmy Durante and his partner, Eddie Jackson, as featured performers, continues to play to a T. A. About 5-per cent of the tickets are held out each morning to allow out-of-town visitors a chance at the supply.

Spinks Jones and His Musical Impassioned Revue in the Coliseum suffered because of the hot weather. The high temperature, while a tremendous aid in drawing heavy play for other attractions, was discouraging patrons from going to indoor performances. Spinks' opening for five performances coincided with opening of the exhibition and thus did not receive publicity comparable to that given the grandstand show.

ROCKY MOUNT SETS REWARD FOR REWARDS

ROCKY MOUNT, N. C., Sept. 1.—Norman Y. Chambliss, manager of the Rocky Mount Fair, which will be held Friday September 24-29, has figured out one way to make all on the annual's mailing list read the 1951 44-page premium booklet.

Plans are first given to an explanation that somewhere in the booklet an 11-letter word commencing with the letter "m" has been misspelled purposefully. To the first five persons in Edgecombe County and the first five in Nash County sending the answer to the puzzle, Chambliss will award five one-day passes to the fair and a pass for all rides and attractions of Lawrence-Creater Shows, midway occurrence.

Winners are required to be farmers of the two counties or members of an organized agricultural group.

Du Quoin Overcomes Rain, Eyes Record

Two All-Time Peak Days Offset Weather-Jolted First Two Days

DU QUOIN, Ill., Sept. 1.—First two days, Monday and Tuesday (27-28) of the Du Quoin State Fair here were marred by heavy rains, but both Wednesday and Thursday (29-30) yielded all-time records Wednesday and Thursday crowd to overcome the early loss and put the fair on its way to what looked like a new high for

attendance. Fair execs were confident that the fair would wind up Monday night (31) with a total gate count of \$50,000 if given good weather thru the remaining days. Existing record is 275,000, set two years ago.

Grand Circuit harness races, washed out Monday and Tuesday, were offered as a double program Wednesday and Thursday to capacity grandstands.

Whopping 16
On the midway, the Blue Grass Shows enjoyed whopping business Wednesday and Thursday after two rain-hit days.

Due to the covered grandstand stage, the night stand show did not miss a performance. Opening 2,700 after the all-day rain. Tuesday the grandstand attendance jumped to 6,000 and the following two nights the 10,000-capacity grandstand were sold out for 10,000 tickets priced from \$1.50 to \$3.00.

Night grandstand bill for the first six nights of the seven-day event is headed by Penny Singleton, "Blonde" for movie fame; Ben Blue, comic, and Lou Kabibba, trumpet-comic. On the same program are Stan Flinders, banjoist; Perry and Ann Janyce, ballet-tap; Hal Sands, Manhattan Rocket; Five White Guards, vocal chorus; Wimpy, table rock; Asia Boys, balancing-contortion; Marvellio, music-magic; the Three Glenns, acrobatic ballroom dancing; the Four Hurricanes, ballet-dance dancers; Sonny Moore and his Roustabouts, dog act; Marie Louise Charles, trapeze; and Lou Bruce and his band.

Dennis Day will head the grandstand show closing night, supported by other acts.

Three-day holiday week-end finale will offer a 100-mile AAA national championship big car race today and a 200-mile national championship race Labor Day, with AAA motorcycle races Sunday. Motor speed events are to be presented under the direction of Buck Kidd.

Gresham, Ore., Preps for '52

GRESHAM, Ore., Sept. 1.—Multnomah County Fair, with the best season in its 45-year history preparing a modernization program for the fairgrounds, designed to accommodate crowds that taxed facilities this year.

Ella S. Wilcox, manager, announced that the county committee, which administers the fair, had approved the program. Plans are under way to determine which buildings will be replaced and which removed to expand facilities.

Heat Wilts Iowa Early Days But New Highs Seen for Run

Week-End Crowds Expected To Lift 10-Day Gate Over 9-Day Record

DES MOINES, Sept. 1.—Iowa State Fair, which for many years has run nine days ending the Friday before Labor Day, this year is figured almost certain to get an all-time attendance high even though its gate thru the first six days was lagging considerably behind '50 for the corresponding period.

The gate count up to Friday morning was \$16,834, compared to \$18,192 at the same point last year. However, the first Friday of the '50 run was a full-scaled operational day and yielded a gate of \$7,275, whereas the same day this year was merely a make-ready day and yielded attendance of 7,874.

Actual opening of the current run was Saturday (25) and the attendance was jolted by rain in the out-State sections that ranged as much as seven inches and scared away many from rural areas. Only light rains fell on the grounds. The day's gate totaled 40,127 against 64,700 last year.

The weather since tee-off day

has been against the fair. High temperatures and maddening humidity took a heavy toll at the gate and also caused countless penetrations.

The heat-humidity became so high Thursday (30) that midway shows folded during most of the afternoon grandstand show, if not coming virtually close substantially higher in attendance than it did in '49, the previous peak year, when it pulled \$14,036 in six days.

Income should be up considerably, for the fair is operating with a 60-cent front gate, as against 50 cents last year, and some gate-to-gate seats were talked to \$1.50. Tabulation of grandstand grosses at the end of four days showed the total this year for that period to be \$102,000, compared to \$83,610 last year.

(Continued on page 55)

MILWAUKEE DRAWS RECORD 814,110

Tops Previous Peak by 90,000; Sets Income, Grandstand Highs

MILWAUKEE, Sept. 1.—The Wisconsin State Fair, under the management of Jack Reynolds, closed its nine-day run here Sunday (26) after registering a new all-time high attendance of 814,110, a new peak in cash receipts, a new record for night grandstand attendance and probably a record profit.

Final tabulation put the gate count up more than 90,000 over the previous record of 721,781, set in 1936. Receipts were up about \$100,000, a preliminary audit showed. And night grandstand attendance topped the previous high by approximately 13,000. A new one-day grandstand afternoon gross was also registered on the event's final day when 27,479 persons paid \$24,905 to witness the AAA-sanctioned 200-mile national

championship big car race. Spending generally throughout the grounds was up considerably from '36. Soft drink concessionaires were among the few reporting business down. Midway rides were up 17 per cent.

The record attendance was set despite comparatively light patronage from the rural areas. Fair execs pointed out that the fall fell during the best stretch of weather the farmers had all summer and that the farmers aimed upon it to catch up on long-deferred work in the fields and thus passed up the fair. Reynolds will continue with the fair here until the end of this year, then go to Springfield, Mass., to head up the Eastern States Exposition. He will be succeeded here by Bill Masterson, who has been his assistant.

436,062 PULL GIVES SEDALIA NEW HIGH

Grandstand Record Also Tumbles In Face of Four Days of Rain

SEDALIA, Mo., Sept. 1.—Even rain on four days failed to keep the Missouri State Fair from hitting a record 436,062 paid attendance here in its nine-day run which ended Sunday (26).

The gate total surpassed by more than 16,000 the previous record set last year. Then, the fair, which ran eight days, drew \$69,021. The added day this year—Saturday (18) yielded a gate of 39,493, with the remaining pick-up spread over the remaining days.

An even sharper increase in attendance would have been registered had the fair caught good weather in its stretch run. Rain, however, hit Friday (24), forcing a cancellation of the Grand Circuit harness races. An all-day rain pelted the fair Sunday (26), yet some 8,000 paid to see the stock car races, staged by the National Raceway (Al Jolley and Gaylord White) in the afternoon, even though the track was deep in mud. That evening Jolee Whitwood's Thrill Show played to about 5,000.

Big car races were the Saturday afternoon (25) attraction and were staged before about 10,000 paying customers.

Grandstand daytime attendance for the full run was up 40 per cent over last year, the night play doubled the total of '50. Given credit for the whopping jump at night was the Barnes-Carrubers revue, rated by fair execs the best to play the event in recent years.

Midway receipts were up sharply. The fair's end from the midway was \$21,000.51 as against \$16,947.25, an increase of \$4,153.26. The Corbin & Wilson Shows supplied the midway attractions for (Continued on page 55)

New Crowd Marks Set At Columbus

Lures 433,841 Despite Increased Admission; Heidt Show Big Click

COLUMBUS, O., Sept. 1.—Ohio State Fair closes its eight-day run here Friday (31) after smashing all attendance records and reaping grosses that will undoubtedly take the annual out of the red for the first time in years. A total of 433,841 patrons came thru the gate during the run, eclipsing the previous all-time high of 367,384 set in 1939.

While the fair was extended an extra day this year, this did little to break the records, adding only 16,129 to the total count. Weather was cool and record crowds came in despite increased front-gate admission. Adults paid 75 cents, including tax, this year, while a year ago the front gate was scaled at 50 cents plus tax, or a total of 60 cents.

Daily attendance figures were:	1951	1950
Friday (24) 2 p.m. - 81,129		
Saturday (25) ... 64,727	30,548	
Sunday (26) ... 105,899	91,590	
Monday (27) ... 41,739	36,139	
Tuesday (28) ... 50,682	54,682	
Wednesday (29) ... 70,250	53,403	
Thursday (30) ... 53,094	69,148	
Friday (31) ... 22,000	25,083	
Total (est.) ... 433,841	367,284	

Heidt Shows
The fair's main attraction, the Horace Heidt Youth Opportunity Program, was one of the main reasons for the bigger earnings. Show, which played 10 performances in front of the 9,000-seat grandstand, went on before either fall or three-quarter stands each time. Marking (Continued on page 55)

Heat Melts Indiana Gate First 2 Days

Crowds Off 14,329 But Cooler Weather Brightens Prospects; Day Show Suffers

INDIANAPOLIS, Sept. 1.—Indiana State Fair was slapped by scorching heat here this week that held down traffic at its first gate, and thru Friday (31), its second day, was off 11,329 from a year ago. A total of 45,552 came into the grounds the first two days against 59,882 a year ago.

Temperatures that soared to the high 90's on both days kept patrons at home, but with cooler weather today, fair executives are confident of making up most of the loss. Insurance on this count is the record advance sale of 250,000 front-gate tickets peddled this year at 40 cents.

Altho the gate suffered biggest losses to the skyrocketing temperatures in the Dennis Day show, featured night attractions in the non-

air-conditioned Coliseum. Crowds at Thursday and Friday night shows were meager, but with lower temperatures today, prospects are good for big turnout at the two remaining shows, tonight and Sunday afternoon. In on a \$20,000 guarantee plus a percentage, the Day aggregation is scaled at \$3 to \$1.80, including tax.

Supporting the singer-comedian are Sammy Davis Jr., Impassioned Stars, Stuart Morgan Danvers; Gene Sheldon, banjo, and the Skating Rites. Teddy Phillips and his orchestra, with vocals by Lynn Hoyt and Lee Stearns, cut the show.

The Irish Horn auto thrill show drew a good crowd into the open- (Continued on page 55)

Houston Event Books Moore

HOUSTON, Sept. 1.—Mutual Broadcasting System's Ladies Fair radio program, emceed by Tom Moore, has been signed by the Houston Fair and, in addition to five morning coast-to-coast broadcasts, will run on five night programs. Ira W. Caray, fair's manager, announced.

The annual, scheduled to open October 27 for 16 days, also will feature a Miss Industrial Houston contest.

Dallas Injects Glamor In Livestock Exhibits

DALLAS, Sept. 1.—Single Fair of Texas is using several gimmicks designed to make livestock shows a better draw for exhibitors and the general public. Fair will give away a \$1,000 Hereford bull in an essay contest for commercial cattlemen, as part of the Pan-American National Hereford Show. Fair also will cooperate with Sanger Bros. Department Store in giving away a Hereford calf on one of store's

television programs. Feature for dairy cattle exhibitors which will return to the fair this year after an auspicious debut last year is the McCormick Parlor Milker, expensive installation shows that milk can have prize cows milked. Milk is sold thru the co-operation of the Dallas Health Department and Campbell's Dairy, exec Ben Campbell also is chairman of fair's livestock committee. Last year several exhibitors made enough profit on milk sold to pay for stall space and entrance fees in fair livestock shows.

Attendance Up 20,000 at PNE After 7 Days

First Day Scores New High; Circus Plays to Sellouts

VANCOUVER, B. C., Sept. 7.—Pacific National Exhibition attendance was running 20,000 ahead of last year's figure thru the first seven operating days of the 11-day fair. August 22-September 3, Turfville count (15) Wednesday (28) was 379,350, compared to 359,223 for the 1950 period. Wednesday (23) brought 45,321 thru the gates for the biggest opening day in the annual's history. Saturday (25) gave a total of 28,692 paid admissions. Polack Bros. Circus, playing the full 11-day run for the first time this year, has been winning sellouts at all performances, and had an advance sale surpassing all previous years. Royal Canadian Shows and Reader Shows, combined for the PNE date, reported play on shows, rides and concessions, exceeds 1950 by 15 per cent.

Turf-Mutuels Score
Part-mutuel magnifies on the half-mile track, are racking up a high score, and interest in PNE exhibits is straining with the hobby showing ahead of other years in its draw. First rain in Vancouver in 20 days deluged the fairgrounds Monday (7), and knocked attendance for a day about 16,000 below the total for the corresponding day a year ago. The date was set as Children's Day, and because of the rain, PNE directors reset 25 midgets, three for Thursday (9), Polack Bros. 300s to give an extra matinee at noon that day as well as three performances Saturday (11) and Monday (13).

Somerset, Pa., Sets One-Day Mark

SOMERSET, Pa., Sept. 1.—Somerset County Fair pulled the biggest one-day crowd on record Wednesday (15), when 12,942 persons came thru the annually busy gate. Attendance at the Jole Caldwell thrill show performance that night also broke all records and a record show was held the following evening.

"SENSATIONAL"
Cinema-starring photo exhibition
DORIS and VERA Orton
A FLIRTATION in the SKY
Mr. Tolson says—this was the one
THE ACT WITH MOST APPEAL
Represented by AL BARNETT AGENCY
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Chicago Parade Attraction Expected to Pull Heavily in Fair's New \$125,000 Livestock Judging Pavilion is the Trade of Champaign, which will climax the Hereford Show.

Chicago Parade Attraction expected to pull heavily in fair's new \$125,000 livestock judging pavilion is the trade of Champaign, which will climax the Hereford Show. Charles R. Meeker Jr., manager of State Fair Auditorium and Impervario of fair's summer musicals, will produce the spectacle, where \$25,000 in premium money will be awarded to Hereford champions. Name bands will be booked and some top talent will be employed. Parade around the arena will include pretty girls carrying State flags, and State songs will be played. Big Powers agency are expected to participate. Arena seats 3,200.

Sanger Bros. Department Store will promote "Hereford Red" as color for the event, and will show, handbags, etc., during and before fair. Store also will use Hereford motif in gift wraps, with small plastic Hereford as part of wrap.

Hereford Promotions
Hereford blow-ups will be used in window displays of practically all big downtown stores during the fair. About 35 visitors will participate.

Plans for Hereford promotion were laid out in visit to Dallas Friday and Saturday (24-25) of Don McCarthy, public relations manager of American Hereford Association, who met with Chris Kelley, public relations director for Sanger's, and fair livestock and publicity boys.

On the final week-end of the livestock drawing hopes for fairgoers will center on cutting horse contests, with a world championship matched cutting horse contest decided for October 21, the final day.

Columbus Marks

the first time, a name attraction has appeared here, the link came in a \$35,000 guarantee, plus a sliding percentage scale, and went into the percentage Thursday night. In addition to presenting a solid show, which includes variety, the act booked thru Ben Cowell, Columbus booker, proved 12,000-dollar publicity-getter for the fair. Heald and his supporting cast got at least 100 publicity breaks in the newspaper, and appeared on as many as 10 radio shows per day of radio and television. Show was sealed at a \$2,100, \$125 for general admission and children at 75 cents, all including tax.

Talent Line-Up
In addition to the Heald orchestra, talent line-up included Lou Diamond, singer; "Ginger" Crowley, singer; Johnny Standley, comedy; Lita Jackson, songs; Russ Budd, dancer; Sheila Green, dancer; Richard Meiert, impersonations; Bud Mennies, comedy; Jack Rowley, ballad singer; Ben Wilkine, comedy; Ben Day, songs; Percy Knox, xylophone; Harold Parr, songs; Al Hill, trumpets; Jerry Singers, dancer; Conley Gramen, pianist; and Rudy and Lee, harmonica.

W.L.W.C. Revue Okay
Other professional attractions in the grandstand was the W.L.W.C. Revue, which lured a fair crowd opening night. Capacity crowds paid their way to see the five afternoon shows, which paid out a total purse of \$27,500.

Plans for next year may include the addition of three days on the last-end of the fair, to run thru Labor Day, according to H. S. Foust, fair manager and State director of agriculture. Plans for expansion of the fairgrounds are under way but will probably take several years. Two plots of land, the first 125 acres, and the second 50 acres, may be added by the present plan.

Fair Dates

The following corrections and additions in the list of Fair Dates were made by cutting the date added August 11.

The complete list of Fair Dates was printed in the last issue of July 28. A copy of that issue may be had by mailing 10 cents to the Circulation Department, The Billboard, 1160 Park Avenue Street, Cincinnati, 22, O. One year's issue of The Billboard for corrections and additions.

- GEORGIA**
Gwinnett—Worth Co. Fair Ann. Oct. 27-31
Cove B. Johnson.
- OREGON**
Wilson—Oregon State Fair Sept. 1-8 (Constitution)
Leo G. Hestonberg.
- SOUTHCAROLINA**
Charleston—Columbia Fair Sept. 1-10
W. H. H. H. H. H.
- TEXAS**
Dallas—Central Texas Fair Sept. 21-26
Barnes P. Gorman.

Trenton Cards WOM, Horan, Kochman Orgs

TRENTON, N. J., Sept. 1.—Jack Kochman and Irish Horan auto thrill shows have been set for appearances before the grandstand during the New Jersey State Fair, September 25-30, with the World of Mirth Shows again due to hold down the midway.

Kochman unit will give, and show on each of the first two days. The Horan unit will appear Saturday afternoon (28). Big car auto racing will be featured closing day.

Two Children's Days will be staged this year. The first will be held Monday (24) for school kids of Mercer County, with the second conducted for those outside of this county. The George A. Hamid Grandstand Show of 1951 will be offered nightly, and the Wilson six-horse Clydesdale hitch will perform before the grandstand. Aerial and vaudeville acts will be presented, and fireworks displays will be touched off Monday afternoon and Tuesday night (25).

5 Acts Booked For Timonium

TIMONIUM, Md., Sept. 1.—Five acts are included in the grandstand bill booked thru Frank Meville's New York office for the Maryland State Fair, which started the 10-day run here Wednesday (29).

Talent line-up in Stacy Haffjoo, dog; Four Grand Quartet, singers; Oris and Gravy, clown and dancer; Art Three Wells, aerialist; and George Moore, novelty juggler. William Koteling was at the Hammond organ.

Indiana Off

the grandstand Friday night and is set for another performance today on Sunday afternoon. Running record reviewed after an absence of 10 years pulled 3,300 on Friday afternoon and the harness race program got under way today with a capacity crowd that is expected to be duplicated for the first additional program next week.

The Barnes-Carruthers revue will open Sunday night for six shows at front of the grandstand, and the horse show will take over the Coliseum tomorrow night for six nights.

This week's record heat, which kept patrons out of the exhibits halls and away from livestock barns, worked in favor of Corbin & Wilson Shows, whose midway takes the first two days were almost 20 per cent ahead of last year. The fair's new \$354,000 Conservatory Building, dedicated on Thursday, was creating much interest, and large crowds poured thru the Indiana limestone structure daily.

Also a record this year is the premium money offered, totaling \$352,377, including \$177,000 in horse race purses and \$35,000 for the horse show. Among early visitors here was Willard Masterson, who will take the record 50 acres, may be added by the present plan.

Minnesota Winning Despite Bad Break

Gate Shows Slight Lead Over Record 1950 Count First 6 Days

ST. PAUL, Sept. 1.—Minnesota's State Fair, its management now headed up by Doug Baldwin, this week demonstrated its sturdy pulling power. The heat by off weather and threat of storms, the expo thru Thursday (30), sixth day of its 10-day operation, finished a slight lead to that point over its record-breaking 1950 run when it topped up with a total gate of 205,372.

Going into Friday (31), the gate count stood at 504,374, up 3,024 over the same point last year. Most of that increase was piled up on Sunday (28), when furnished tickets off 164,708 admissions, an all-time Sunday high that eclipsed the previous peak by almost 2,000. Previous high Sunday was 144,874, chalked up in 1948.

Sunday (28) was the only day of the first six to get perfect weather. Big washed out opening day's (Saturday 25) auto races, then halted only to break down again about 3 p.m. First two weeks of the fair were marred slightly by rain or storm threats. As Minnesota recently suffered some severe storms, many of the natives cut short their stay at this fair and others postponed attendance.

Sunday (28) was a whopper. Not only did the gate hit a record high, but parking, too, hit an all-time record with a total of 22,600 cars parked inside the grounds, a jump of 2,600 over the previous high. Thousands of automobiles, moreover, were turned away.

Grandstand business that day—for AAA auto races in the afternoon and a Barnes-Carruthers revue in the night—was to capacity. Grandstand patronage thru the first six days held about on a par with '50, according to Ray Speck, fair publicity chief, despite the fact that the stand was faced with stronger competition than in recent years.

The new 6,300 capacity Coliseum, which offers a horse show six nights and two matinees, comprises that competition. The horse show has been playing to either bursting or good crowds. Of the first seven performances, in some instances, the oldest, three-quarter horses.

RAS About Even
On the midway, the Royal American Shows reported ride and show grosses for the first six days almost even with 1950. Concessionaires generally reported good business, but many operators noted lower per capita spending.

From an exhibit standpoint the fair is stronger than any previous edition. Harry Frost, concessionaire supervisor, reported a sell-out of commercial exhibit space and also an all-time high in the ratio of space to concessionaire.

Entries in virtually all departments are up sharply from last year. Women's department has 1,300 exhibitors as against 1,040 last year. Increases in other departments ranged up to 60 per cent.

Night grandstand bill consists of the Barnes-Carruthers revue with the same acts that played Wisconsin State Fair, plus the Edmond Zeebich, cannon act and the Zeebich flying act. Fireworks are by Theirs-Duffield Fireworks, Chicago.

Captain Hayer and his horse are an added feature of the horse show.

Track attractions in the afternoon consist entirely of auto racing, motorcycle racing and thrill shows. Sam Nigala staged the Sunday and Monday (27) auto races and Frank Winkey the thrill show Wednesday and stock car races Thursday and Friday. Motorcycle races are scheduled for this afternoon and big car races tomorrow and Labor Day, with these three programs also to be presented by Winkey.

Heat Wilts Low

Continued from page 54
Fair cracked the wire services strongly twice in its early days, Tuesday when the State's Democratic public patronage charged the "muddy" was running riot on the grounds and Thursday when ex-President Herbert Hoover delivered his annual birthday speech from in front of the grandstand.

The charge of muddy on the grounds faded patronage at the midway girl shows, particularly at the one featuring Evelyn West, the gal with the "\$34,000 bonus." Hoover's appearance, plus a performance by Joe Chalmers' thrill show provided a 17,390 grandstand harvest.

The programming of grandstand attractions was shifted for the 10-day run, with stock car races opening Saturday, big cars Sunday. Aut Swenson's Thrillside Tuesday, and harness horse races Wednesday and Thursday. Sulky races were returned after a lapse of a year and drew well, with grandstand crowds averaging 10,000 for each day. Motor speed events, staged by National Speedway (AT Swenson and Gaylord White) drew customarily big crowds. Aut Swenson's Thrillside scored heavily at night thru Thursday, crisscrossing with the race include Johnny Mack, Bob Barnett, Nita and Pepp, the Viking, Ashton Duo, Rex Ramer, Martels and Mignon, Genthiers and her dogs, Mustafa, the Mustangs, Adrienne and Charley; Low; Mike and Stanley; Wanda Collins; Willie West and McGilly; Terling and Eric, Aaron and Brudrick, and the Ortons.

Fireworks are by Theirs-Duffield Fireworks Company, rigged by Frank Duffield and Art Brice.

Sedalia Scores

Continued from page 34
the first time here and their line-up carried more earning power than the organization they played the fair in '50. The appeal show, headed by Sally Rand, was the top-money getter, playing to 24,322 paid customers.

Fair was the best under the management of 35-year-old Bill Preston.

BUDGETS ARE IMPORTANT—
But... Value Comes First!
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MECKLENBURG COUNTY FAIR

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CAN FIND JEWELRY WORKS (GEMSTONES AND PEARLS) AND BATTERY CONNECTIONS IN OUR STORE. LIST IN OUR STORE. WE HAVE THE BEST PLACE ON THE INTERSTATE HIGHWAY. ADDRESS ALL MAIL TO: MECKLENBURG COUNTY, Secretary, 1000 South Park Road, S. B. See 72421, Charlotteville, Va.

PALISADES SLATES CRABBE AQUA UNIT

Boomerang, Chairplane, Third Device To Be Eliminated; Second Show Sought

NEW YORK, Sept. 1.—Boomerang and Chairplane rides plus another device still undecided will be eliminated from Palisades (N. Y.) Park next season...

Mardi Gras At Rockaways Gathers Steam

NEW YORK, Sept. 1.—Plans were set this week for the Mardi Gras to be staged at Rockaways here Tuesday (4) thru Saturday (8)...

Residents of the area have been voting for the past several weeks on a king, queen and honorary mayor for the Mardi Gras. Park management reported that about \$6,000 had been collected...

next week with park superintendent, Joe McKee. While there they will keep their eyes peeled for a second offering that will be a substitute for the rides.

Thursday (30) was the first of three days in an arrangement between Palisades, makers of Bund Bread, Hopalong Cassidy Enterprises and local department stores...

Business over last week-end, August 25-26, was reported as good, despite Saturday rain. The Leona's Cuban Boyz orchestra played the park this week...

Large newspaper ads publicized the day and were angled to draw youngsters for "one more outing" before "school starts."

George M. Haron, park owner, first tried the promotion here last season after noting its success at Coney Island, Connecticut.

At Westview's ballroom, Vaughn Monroe pulled 2,500 Friday night (24) compared to his record here of 2,672, according to Jack Stoll, general manager...

Elephant Party Draws 2,000 at Salt Lake Zoo

SALT LAKE CITY, Sept. 1.—An estimated 2,000 turned out Saturday (25) for the observance at Hogle Zoological Gardens of an elephant's birthday.

The elephant, Alice, was said to be 80 years old. Zoo Caretaker Steve Southall put the animal thru part of its old circus routine.

Miss America Event Swells A. C. Crowds

ATLANTIC CITY, Sept. 1.—Robert's Miss America Pageant, which gets under way Monday (30) promises to be the largest and best of its kind in the 30-year history of the attraction.

Numerically, the 31 contestants equals last year, but in point of preparation, elaborateness, cost and talent it will exceed all previous events of this kind.

This year, more than 150,000 persons are expected to witness different pageant events, including some 30,000 who will watch the final selection and crowning of Miss America in the main auditorium of Convention Hall...

HELPING HAND N. Y. Fairyland Sets Rides-for-Toys Deal

NEW YORK, Sept. 1.—Toys for Tots Around the World campaign launched by Fairyland Park, kiddie spot in this city's suburbs, which aims to collect toys for children in war-hill lands...

Idea is the brainchild of Sid Schoenman, war-tender press director for Fairyland. The drive was launched last week and Bernard Berkley, operator of the grounds...

Plan will give every child donating a toy to the effort a free ride at Fairyland, with such Tuesday from September 18 thru October 15 to be set aside for the purpose.

Not Days Poor A new operator in the outdoor field, Berkley said that the summer months have taught him that his best business falls during spring and fall.

New front 30 by 40 feet bearing the legend "Fairyland Park, Queens' Largest Playground for Children" was set up recently, and much of the large parking area was asphalted.

Jantzen Manager Sees '51 As Best Season in 5 Years

PORTLAND, Ore., Sept. 1.—Jantzen Beach Park this week heard the end of this season with business in all departments the best of the last five years, according to Manager Earle G. Swanson.

For the fourth consecutive week the park turned customers away from parking lots Sunday (25). Attractions were Republican parade featuring Sen. Joseph McCarthy of Wisconsin and Jantzen show in arena for the Pal Club...

Riverside Registers 30% Hike Over '50

AGAWAM, Mass., Sept. 1.—With Sunday (9) set as closing day, Riverside Park here is heading for a business increase of 30 per cent above last year's mark.

Despite heavy rainfall during June and August in the New England area, Riverside squeezed thru the season with the loss of only two Saturday nights.

Woodside Sets Bargain Days

PHILADELPHIA, Sept. 1.—Monday and Tuesday bargain days at Woodside Park, instituted two weeks ago by Managing Director Norman S. Alexander, will last thru the end of the season.

Willow Grove Park is the latest in the area to capitalize on the popularity of string bands, setting a jamboree of 15 of the groups for Sunday (9), with comic floats and fancy dress units.

SKEE-BALL America's Favorite SHU Game

Reg. U. S. Pat. Office America's Favorite SHU Game for Parks, Resorts or Location. Capacity 80 Games Per Hour.

FOR SALE Arcade Equipment and Games, also 15 Skee Ball Machines. Write or phone PL 9819. GLEN AMUSEMENT CORP.

FOR SALE SKOOTER 6-IDE, 1950 model, 10 speed, recommended motor, dual carburetors, 1000 cc. engine, 1950 model, 1950 make, excellent condition. Write to: 1800 E. 10th St., Lincoln, N. D. 58004. ABE PETSCH writes.

FOR SALE DONKEY BALL GAME 5 PARTS WITH LOCATION. Write to: 1800 E. 10th St., Lincoln, N. D. 58004. ABE PETSCH writes.

MERRY-GO-ROUND 40 Feet, complete, a beauty. In first class condition. WANTS PERMANENT LOCATION. Write to: 1800 E. 10th St., Lincoln, N. D. 58004. G. W. WATSON, Box 125, Put-in-Bay, Ohio.

WANTED KIDDIE RIDES Good location after Labor Day for ten full and complete first class rides. Write to: 1800 E. 10th St., Lincoln, N. D. 58004. PARNELL PARK, P. O. Box 1257, Richmond, Va.

ANY SIZE ANY CAPACITY MINIATURE TRAIN CO. RENNELAER, INDIANA

High Quality KIDDIE RIDES ROTO WHIP — SPEED BOATS — PONY CARTS GALLOPING HORSE CARROUSEL W. F. MANGELS CO., Coney Island 24, N. Y.

For Sale BIG BARGAIN For Sale Two Bikes—One Leaping Loon and one Whitehead Whitehead two years old. Write me to see in operation any time up to September 9. All in top condition. A. H. BORNKESSEL, 604 Beacon, N. Y. (Three miles from Rochester)

EXCEPTIONAL OPPORTUNITY New York State Lakeside Amusement Park and Pinner Club. No competition. Low starting cost. Large pool, walkway, etc. Write to: 1800 E. 10th St., Lincoln, N. D. 58004.

FOR SALE Beautiful Amusement Park, located in Central Pennsylvania. 80 acres, full sized roller coaster, big kiddie rides, etc. Write to: 1800 E. 10th St., Lincoln, N. D. 58004.

Conklin 29% Ahead On CNE Midway \$\$, Aims at 500G Goal

Velaire Wheel Gets Upped Price; Rides Display Power; Shows Weak

TORONTO, Sept. 1.—J. W. (Patty) Conklin's operation on the midway at Canadian National Exhibition showed signs of topping its record gross as it moved 29 per cent ahead of last year's score for the first three days.

Lighter Midway At PNE Scores Greater Gross

VANCOUVER, B. C., Sept. 1.—Fewer rides and shows are in operation on the midway at Pacific National Exhibition here but, operation on hand reported play up as much as 15 and 20 per cent.

Royal Canadian Show and Rink Shows, a Washington Staff unit, have combined for the date, August 22-September 2. They have 7 Merry-Go-Rounds, 3 Ferris Wheels and 5 other rides. Kiddieland has Morris & Shepley's Shows on the lot with eight rides and Don George's marionette show. Also in on the play are units of Happyland Park, located in Hastings Park which adjoins the PNE midway.

Midway shows include Motordrome, Jungleland, Alberta Stom and Old Western Show, Dr. Drakini's Chamber of Horror, Denise Darrell Dancers and Leopard and Kette, and Stars of Harlem. Wrangles between operators of the 70 game concession, fair officials and city police marked opening night. Dispute centered on interpretation of which cash payouts are legal. Settlement called for a 60-cent maximum on cash play.

Catlett Hits Road On Mo., Kan. Fairs

BONNER SPRINGS, Kan., Sept. 1.—After putting in the season to date at Lakewood Park here, the Catlett Greater Shows have taken to the road to play a number of fairs in Missouri and Kansas. Charley Klauter has joined with the rides. He is also serving as insurance agent and general manager. Henry and Helen Patterson show in Harrison, Kan., with a large, cookhouse and several concessions.

C&W Gross Up 25% At Ind. State Fair

INDIANAPOLIS, Sept. 1.—Conklin & Wilson Shows took advantage of a record heat wave the first two days of Indiana State Fair this week to rack up top topping grosses as fair-goers stayed away from the annual's indoor exhibits and kept rides and shows going at a good clip. Going into today, the fair's third day, midway grosses were running 25 per cent ahead of the

HANNUM GETS KUTZTOWN, '52

KUTZTOWN, Pa., Sept. 1.—Morris Hannum Shows, midway attraction at the Kutztown Fair, August 20-25, which enjoyed a highly successful run, have been awarded the contract for the 1952 fair. Decision was made at a meeting of the fair committee closing night and marked the sixth straight year for the Hannum shows of this kind.

Conklin was shooting at \$560,000 goal. His record, set in 1947, was \$432,000.

Gross business on rides, shows and concessions on opening day, Friday (24) was \$2,500 ahead of the corresponding day a year ago. Saturday (25) was \$9,000 ahead, and Monday (27), Children's Day grossed about \$2,750 more than the 1950 day.

Warm weather has helped business considerably, he said. Rides are doing the big business, while concessions are down but shows are not much higher. Top money rides were, Auto Scooter and the Velaire Brothers' Sky Wheel, running neck and neck. Among shows, Alfie Phillips' Water Show and Pete Korczyk's Slide Show were in the lead, with Harry Reiber's Girl Show not far behind.

Sky Wheel Upped
The Sky Wheel is going for 25 cents, compared to 25 cents in 1950, and Elmer and Curtis Velaire reported they expect to roll up a total of \$20,000 during this date.

Daily grosses for the Sky Wheel were running between \$500 and \$800. At the end of the second day, the total had reached \$2,744, compared to \$1,834 a year ago. The capacity of the ride is figured at 3275, per hour.

The Velaire's broke all single-ride records at the Illinois State Fair two weeks ago. From here they go to the Tennessee State Fair, Nashville, and the State Fair of Texas at Dallas, the same route they followed last year. Tele Fun Bank, installed at CNE grounds last year, is going over better this season than last.

RAS GRABBING IT AT MINN. ANNUAL

Grossing Pace About Even With 1950 For First Six Days Despite Weather

ST. PAUL, Sept. 1.—Ride and show grosses close to 1950's good levels were registered by the Royal American Shows thru Thursday (30), sixth day of the 10-day Minnesota State Fair here, altho the weather has been anything but with it. Rain pelted the fair Saturday night (23), the opener, at 10:00 p.m. Each of the first three weeks

days were marred either by some rain or the threat of rain. Minimal of recent severe storms in the State, wary Minnesotans scurried off the grounds two nights when the skies threatened storm threats. However, the fair's attendance thru the first six days was up slightly over last year. Lower per capita spending, tho, was reported by many games and food-and-drink concessionaires, who pointed out that hasty rain-swepters was good, tho down 30.

Running second among shows was Leon Miller's Minnie Rogers. (Continued on page 52)

Leon Claxton's Harlem in Helena paced the midway's back-end in earnings the first six days. Always a potent draw here, the Claxton production was on the receiving end of rave notices by members of the Twin Cities top-flight showmen and that served to up the show's business.

Co-owners Gittlin and Wilson hosted 180 at its annual preview party Wednesday night, guests including Gov. Henry B. Schrickler, U. S. Gov. John A. Wiggins, members of the fair board and press and radio reps. Following a cocktail party to the C&W hospitality, tent, supper was served in the Haymell show top and entertainment followed by the Raymell Girl Show. (Continued on page 60)

HEAT-HUMIDITY HITS

Weather Hurts D. Moines Midway; Politician Hypos Bosom Gal Take

DES-MOINES, Sept. 1.—The ex-Herzies show, now the Amusement Company of America, got a hard slap from the weather man and an unexpected helping hand from a politico here this week at the Iowa State Fair.

The weatherman's slap was in the form of a heat-humidity combination that reduced daytime midway crowds and thinned evening night turnouts in the 70-zone.

Frank Morehead, the 75-year-old veteran Democratic State publicity director for the Democratic party, was the politician who gave the midway a sturdy helping hand.

Morehead, who is adept at putting one-cupped after another to make good trading, charged that nudity ran riot on the fairgrounds. Since the fair management is Republican, Morehead's charges made good fuel for the political fires and excellent hot weather copy for the public prints.

In his charges, Morehead said that he had spent \$3.20 going to

three Girl Shows. He didn't name the shows but the local papers aplashed Evelyn West, the gal with the much-publicized "\$50,500 bosom," over front pages.

Wire services hopped on to the story. Evelyn, who, like Morehead knows how to put one word after another to make interesting quotes, did her bit.

That was "Tuesday" (28). The best day, she "thanked" the fair, enjoyed a thousand business, the day's take being reported at \$5,000, which was said to equal the shows gross for its previous four days at the fair. And, ever since the show has been enjoying good business.

Humidity Hops
Rain out-state hit the fair's attendance opening day, Saturday (25), and then heat and high humidity moved in. The combination became so severe that on Thursday (30) some of the midway shows folded during most of the day. In his charges, Morehead said that he had spent \$3.20 going to

tractions were numerous, and show trailers were hard pushed to fill the folks on going in under the canvas.

Midway grosses naturally suffered and were lagging behind at the fair entered the three-day week-end holiday. However, the holiday week-end is new to the fair here, and it was expected to make the fair and midway to finish strong.

Strates Ready For Big One At Syracuse

SYRACUSE, Sept. 1.—James R. Strates Shows, with five days of preparation, presented a sparkling appearance here as it awaited today's opening of the New York State Fair. (By trained in here after a highly successful stint at the Madison (N. Y.) Fair.)

Owner Strates decided on the five-day lay-off rather than attempt to squeeze in a two-day will date and try to make it here for today's opening. Additional days and good weather here reported in 1951 units being put in good condition.

Enlightenment this year appears less than a year ago despite the prospect of record crowds because of the cancellation of the State's Sunday Ride laws which had prevented in the operation of shows here during the week. It is likely that this could well be able to operate.

Buck Scores At Rhinebeck

RHINEBECK, N. Y., Sept. 1.—As of Saturday (21), Oscar Block, owner of the O. C. Buck Show, Inc., in an annual record of \$14 take at the Dutchess County Fair, held here this year August 23 thru today.

Weather for the date was hot and clear. A Children's Day was staged opening day and weather was ideal for riding. Buck said that the record here had given a spending check well ahead of that contemplated at other carnivals played this season.

Show follows up Buck, N. Y. at the Bach Fair, Midway (2) here Saturday (22).

WOM Gross Soars At Essex Junction

Perfect Weather Brings Big Crowds; Bergen Awarded 1952 Midway Pact

ESSEX JUNCTION, Vt., Sept. 1.—Perfect weather this year sent the gross of Frank Bergen's World of Mirth Shows on the midway at the Champlain Valley Exposition skyrocketing ahead of last year. A year ago the first two days were almost totally lost to rain, so it was expected that all show units would pick up on their earnings with reasonably good weather prevailing. By mid-week

fair officials had awarded the World of Mirth the midway contract for 1952.

Last week at the Central Canada Exhibition, where the shows also were awarded a contract for 1952, the midway gross topped 1949, by about 15 per cent as the over-all handle approached record proportions. Gates at this event were notable in that inclement weather affected at least half of the opening days. On opening day, despite a late start and a drop of 4,000 in gate attendance, midway earnings stood 18 per cent.

All units brought big money and there wasn't a dead spot on the midway. With daily attendance rising from a low of 91,477 to a closing day high of 87,577 the multiple World of Mirth units, 24 rides and 24 shows, were frequently taken to capacity with block-long lines in front of the most popular mechanical devices and only good weather to fill the most spacious tent.

Revenue List
Midway closed down at 3 am Sunday in an event with local heat. Considerable revenue was (Continued on page 60)

Gooding Gross Up 20% At Columbus

COLUMBUS, O., Sept. 1.—Taking the crest of a record-breaking streak at Ohio State Fair, Gooding Attractions Company wound up its eight-day stand here Friday (25) with grosses surpassing last year by 20 per cent. In addition, per capita spending on the fairgrounds was up almost 30 per cent. Fred R. Gooding, owner, announced.

Taking advantage of the excellent weather all week, rides and shows kept busy far into the night. Record crowds Saturday and Sunday (25-26) pushed earnings well ahead of the same days last year and last nights later in the week kept patrons on the midway until a late hour.

The Gooding No. 1 and 4 units were combined to fill this date and a total of 23 rides and six shows shared in the excellent takes. Midway was flashed by the Gooding tradition, with plenty of light towers, well-painted rides and attractive show fronts.

His Blasts, Good
Grosses here were a continuation of the past set at still dates and fair since July according to Gooding. Taken early in the sea-

son was on a par with last year, he said, but since the end of June earnings have jumped both at the well seats and early fairs played by the units.

Shows booked here included Norman Smith's Crazy House, Al Tomline's Big Turtle, Rex Barnes' Alligator and Hinkley units, Wally's Wood Carving, Rivers Family, with Globe of Death and a Gooding-owned Funhouse.

Major rides on the midway will be confided for several weeks. (Continued on page 60)

Wallace Suffers Heart Attack

FULTON, Mo., Sept. 1.—Jack Wallace, manager of Mound City Shows No. 2, is in Calloway Hospital here after suffering a heart attack on the midway at Calloway County Fair. He is expected to be confined for several weeks. Meanwhile the show closed its season at Pleasant Hills, Ill. and Charles Oliver will complete the fair's route of Arizona this time. Mrs. Jack Wallace and son, Jack Jr., will remain here until Wallace is released from the hospital.

Midway Confab

Barbara LeMay has put her Girl Show in charge in favor of joining Eddie Grasso as his featured dancer on Capital City Shows. . . . George Fallon purchased a Funhouse recently and booked it on Pioneer Shows. Craft ride personnel still includes Heavy Carr, Frank Lynch, Mike Kelly, Art Phillips, John Lepore, Duke, Bill, Pat and Harry Hydask.

Following 21 weeks on the Clyde Beatty Circus, Robert Elin Curcio, skeleton talker, joined Bill Kennedy's Side Show on 24th Century Shows at Minot, N. D. . . . Ray Ellis, concessionaire, at his Detroit home after undergoing two operations. He'll be off the road for the remainder of the season. He says that he received numerous letters and cards from friends during his hospitalization. . . . While playing Madison, Wis. Swanette, artistic attraction, visited friends on the Ringling-Barnum show.

Claire Priddy, formerly of Revere Beach, Mass. before joining World of Mirh Shows, left her spot working the front of the Lido Show for a week's rest due to nervous strain last week. She plans to rejoin at Essex Junction, Vt.

The Robison Family, former concessionaire, say on their run of State-fairs and a season of still dates with the Royal Crown Shows. At the Wisconsin State Fair the Robison daughters, Helen and Alice, on two occasions did a seven-minute selection along over WTMJ. The Milwaukee Journal station, during which they did their novelty turn of tossing ice cream into the air and catching it in a cone, and finally presenting it to the public gratis.

Jimmy Malos left Crescent Shows recently and headed for Pacific National Exhibition, Vancouver, which he will work several of his concessions. . . . Henry Meyerhoff, former owner of Canadian Grand Shows, and Mrs. Meyerhoff, left Vancouver recently on the Dutch liner, S. S. Diemerdyk, for a European tour via the Panama Canal.

Mr. and Mrs. Blue Moore are now with the Hockett-Reno combine on American Eagle Shows. Mrs. Dorothy Hockett's kiddie rides are sporting a new coat of paint and new red and white frond arch. . . . Monroe Brax's Circus Side Show topped Gold Medal Shows' midway at the Davenport, Ia. Fair, with Jackie Lynn's amuse-attraction a close second. Visitors to the midway included Mr. and Mrs. Doc Thomas, Loma Jean and Tommy Bushness. . . . Mrs. John Port-

ment of Johnny's United Shows, was rushed to an Evansville, Ind., hospital, August 31 after a stroke.

While Prell's Broadway Shows played Cumberland (Md.) Fair, a birthday party was staged for Agnes Ross, with Jack Gallupo as emcee and singer. Joe Ross assisted. Pat Flinnerty and Sam Prell, aided by Jack Russell, also chimed in with vocals. Guests included Newell Layler, Maity Madori, Ben. Joe and Carl Prell, Mr. and Mrs. Abe Prell, Mrs. Ed Finnerty, Rod Russell, Mr. and Mrs. Bill Sylvester, Mr. and Mrs. Harry Paugh, Joe Corfan, Mrs. Jack Russell, Sococis Goldberg and John Hoffman.

Mr. and Mrs. Bill Handler, formerly with Lee's United Shows, have held open house in their new trailer all summer. They have the pop corn, caramel corn and candy apple stands on Baker United Shows' this year. Their guest list includes Mr. and Mrs. Duval Bierly Jr. and children, Mr. and Mrs. Frank Handler and children; Mr. and Mrs. A. J. Clovese and daughter, Arpa Mae; Mrs. Sunshine Lewis, Betty Siskins; Mr. and Mrs. Bill Porter and son, Billy; William L. Scott and Mr. and Mrs. H. L. Crabbe. Mrs. Lyriss is the widow of Harry (Stretch) Lewis. She, accompanied by Mrs. Lillian Siskins and daughter, Betty, and Mrs. Millie Beatty visited Bee's Old Reliable, C. A. Stephens Interstate, Johnny's United and Baker United shows.

During Virginia Greater Show, stand at Columbus, Md. last week Mr. and Mrs. Vito Corrono had her mother, from Baltimore, off their rest for a few days. Carroll Miller, also of the shows, was under a doctor's care for two days during the date.

Max Cohen, secretary of the American Carnival Association, disclosed in Chicago last week that his law firm, Cohen & Gould, Rochester, N. Y., had been designated special counsel for the New Jersey veterans living in Western New York. . . . Fred McGuinness, who handled press for the Royal American Shows during its Western-Canadian tour, was a recent Chicago visitor, coming in from Winnipeg, his home town. McGuinness planned to catch the closing day at the Canadian National Exhibition, Toronto.

Edward and Stewart Teik, who formerly operated in the Philippine Islands, left Los Angeles for an extensive trip. Stewart visited friends in San Francisco for the signing of the Japanese Peace Treaty. Edward continued to Salt Lake City and to the South with stops in Denver and Memphis.

CANADA ORGS SQUARE OFF Lynch and Model Shows Day-Date at St. John

SAINT JOHN, N. B., Sept. 1.—Two Canadian shows have adopted the circus techniques of day-dating and fighting over the same territory, with Bill Lynch Shows and Model Shows the parties involved.

Both orgs played here this week, with the former under auspices of the 2nd Heavy Anti-Aircraft Regiment on Barrack Green and the

latter sponsored by the Lancaster Jaycees in the Western part of the city.

Word of contention probably in the Fredericton Exhibition date, Monday (3) thru Saturday (8), Lynch had the midway in 1950 but was in disagreement with the directors over general admission rates. Lynch last year to 75 cents from a bare 50 cents. Last winter Joe Horrie's Model Shows clinched the midway contract for this year.

In midsummer (July 18-21) Lynch showed Fredericton under the local branch of the Canadian Legion, bringing in one of the most strongly equipped shows yet mastered by New Brunswick's capital. The date was followed by a week at Moncton, last Woodstock Old Heine route. Lynch started his fall route at Charlottetown, Prince Edward Island, August 19-18, with St. John's, Nfld., Brunswick, next. Model Shows moves into the Maritime Provinces for a few still dates in advance of the Fredericton Exhibition. They played New Castle, New Brunswick, August 25-26, under auspices of Miramichi Hospital. This might be regarded an opposition territory, since Lynch is contracted for the Miramichi Agricultural Exhibition in nearby Chatham, Monday, (8) thru-Saturday (8).

Alaska Fair For Crescent

KETCHIKAN, Alaska, Sept. 1.—Crescent Shows opened here Thursday (30) at the annual Klondike Days celebration after getting only fair business on their Alaskan jaunt which wound up here August 12. Stand runs thru September 10.

Org has been overhauling rides and equipment since and following the event here will move back to British Columbia to play Prince Rupert for a week before going into the New Westminster, B.C., winter quarters. During the lay-off here, Frank Carroline made a business trip to Seattle.

W. R. GEREM Presents

MIGHTY HOOSIER STATE SHOWS

Indiana's Most Modern Midway

Want to join at once—Caterpillar Foreman who can get ride up and down. Salary, \$75, and sure every week. Also Second Man for same. Must drive Semi and stay sober. Agitators, no room for you on this show. Want for Gas City on the Main Streets all this week and for Columbus, Indiana, Sept. 10th thru Sept. 15th. Audiences Optimist Club at 10th and Wilson Sts. Right downtown with Five more Big Celebrations to follow. Heaky Punks that will throw stock. Will book all Shows with own equipment. Very low percentage. Remember, we know the money spots in Indiana and we catch all paydays. All replies: Wire

BILL GEREM
c/o Western Union, Gas City, Ind. all this week.

WETH Shows

WANT FOR THE FOLLOWING FAIRS

LEBANON, TENN., WEEK SEPT. 16TH	MONROE, GA., WEEK OCT. 8TH
MARHETTA, GA., WEEK SEPT. 17TH	COVINGTON, GA., WEEK OCT. 15TH
CARTERSVILLE, GA., WEEK SEPT. 24TH	CORDELE, GA., WEEK OCT. 22ND
CARROLLTON, GA., WEEK OCT. 15T	DUBLIN, GA., WEEK OCT. 29TH

BROWDIDGE, ALABAMA, WEEK NOV. 5TH

SHOWS: SIDE SHOW WITH OWN OUTFIT (Mrs. Sator, owned), ANY GRAND SHOW NOT CONFLICTING.
HELP MAN TO OPERATE GLASS HOUSE. ALSO MAN FOR FUN HOUSE. BOTH MUST DRIVE SEMI TRAILER.
SECOND MEN ON RIDES THAT ARE SEMI TRAILER DRIVERS. HARRY CLARE WANTS COLORED MUSICALS.
CHORDS GIBBS AND PERFORMERS. FLOYD WETH WANTS SIX CATS AGENTS THAT CAN WORK FOR STOCK.
CONCESSIONS: CANDY APPLE-FRENCH FREE ARCADE.

ALL REPLIES: JAMESTOWN, TENN., NOW, LEBANON, TENN., NEXT WEEK.

WALLACE BROS. SHOWS

SOUTHERN ROUTE
DELTA FAIR LIVESTOCK SHOW
GREENVILLE, MISS., SEPTEMBER 16 AND

MONROE CO. FAIR, ABERDEEN, MISS.	YAZOO CO. FAIR, YAZOO CITY, MISS.
MISSISSIPPI STATE NEGRO FAIR, JACKSON, MISS.	HARRISON CO. FAIR, GULFPORT, MISS.
AMERICAN UNION FAIR, CLARKSBURG, MISS.	JACKSON CO. FAIR, PASCAGOULA, MISS.

SHOWS—Fun House, Monkey, 10-in-1, Gumbo, Old Shows, Posing Shows, HAVE TOPS.
RIDES—Octopus, Caterpillar, Loop, Toy Motor Ride.
CONCESSIONS—Any Stock Concessions. Fairly to Grand Shows.
HELP—Men on Spools, Heavy Go-Bound, Tilt-a-Whirl, Little Dipper, Kid Bikes, Job at core or
Chairs, Greenville, Miss., Sept. 15.
AGENTS—Barbata, Paul Glenn, Bob Gannon, Healy Park Agents, wire E. M. Hoyer at Gooe Cain.
Want to buy DODGEM or SCOOTER with or without COIN. Contact at once, writing full particulars—will pay cash.

All replies E. E. FARROW, Mgr. Wire, phone—Fairgrounds, Beaver Dam, Wis., Sept. 5-9; Greenville, Miss., next Sept. 16-22.

DON FRANKLIN SHOWS

WANT FOR TEXARKANA FOUR STATES FAIR
9 BIG DAYS AND NIGHTS, SEPTEMBER 14 THRU 22
FOLLOWED BY WHARTON, ROSENBERG, ANGLETON, BRYAN, BEEVILLE, REFUGIO AND AIKE.
ALL PROVEN TEXAS FAIRS

PLACE RIDES: Shows and Concessions for entire Fair season. Back two major rides, Octopus, Fire-Flare, Rock-Flores, Loop, Ditch Rider, book two Kid Bikes, Autos, Trains, Drybrush, WALT WORTH WHITE SHOWS in keeping with any midway. 10-in-1, Mercedes, Davison, Snake, Mechanical Fresh Animal, Midway Cattle, Glass House, Wild Operators for Fun House. CONCESSIONS: One additional Concession (Kid Loop) with Gallery for Texas time only. Want for entire route—Candy, Chocolate Dip, Photos, Fish Pond, Fish Bowl, Pitch, Over 12, Heart-Pick, Wench-Like, Hoop-La, Cash Gallery, Bill Games, Heaky Punks of all kinds, pretzels, Texas time, \$7.50 per ft. all other Fairs \$35.00. BONE HELP: A Caterpillar Foreman \$50.00 weekly. Saddle Flippers, \$25.00 weekly job at once. Slim Tomlin, cashier. Second Man who drives semi. all Ride Operator for Fun House, Tether Ballers.

Recor'ded Texas Fairgrounds this week will be at Texas time Fairgrounds, starting Monday, Sept. 9.

DON FRANKLIN, Mgr.; GUY TUCKER, Asst. Mgr.

UNITED STATES SHOWS

Want Coke Bottles, Jewelry, Photos, Slum Spinners, Set Concessions and Hunky Panks of all kinds. Need Snake Show, Monkey, Ten-in-One, Mechanical City. Good proposition for set of Kiddie Rides. Want for Yachin County Fair at East Bend, N. C., Pan Game and PC Tables.

All phone calls to **L. P. BRADY**

Camp Caesar, Webster Springs, N. C., this week; then North Wilkesboro, N. C., September 11-16. P.S.—Want **SOBER Merry-Go-Round Foreman**.

A.M.P. SHOWS

WANT FOR CLINTWOOD, VA., FAIR

Six Big Days and Nights — September 10-15

FEATURING HOSE RACING AND PEST ACTS

CONCESSIONS: Water Games, Photos, String Game, Buckets, Card Race, Set Concessions, High Bridge, Jewelry, Rat Game, Mini Game and Concessions of all kinds. SHOWS: Car Show, Mechanical, Side Show, Animal, Mechanical, Snails, Urquon or any show of merit. Want Ferris Wheel Foreman, and Best Help who drives same. Want Foreman.

Address **A. M. Podolsinski**

A. M. R. Show, Coahoma, Va., this week; then Clintwood, Va., fair.

RUMBLE GREATER

Want Shows, Concessions and Rides that don't conflict for **TERRE HAUTE, INDIANA, FALL FESTIVAL**, September 10-15, on the Streets under the Twelve Points Merchants' Association. **DENVER RUMBLE**, Providence, Ky., this week.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Will open for Madison County Fair, Covington, Tenn., Sept. 10-15; Union Club Celebration, Lexington, Va., Sept. 17-22; Carroll County Fair, Washington, Tenn., Sept. 18-23; Lenoir County County Fair, Albion, N.C., Oct. 1-6; Johnson County Fair, Smithfield, Ala., Oct. 1-6.

Concessions: Mounted, Pottery, Dipped, Custard, Short Range and Hunky Panks and everything. SHOWS: Penny Arcade and Fun House. All replies to

John Portemont, Johnny's United Shows
PO BOX 1707, THIS WEEK.

DALE BARRON WANTS

Sheet Writers. Must be legitimate. Not money artists will not last. In vicinity, write

IRENE BURTON WILD LIFE

Prett's Broadway Show, Ebensburg, Pa. Others with Lawrence Shows, the Great State Fair of Virginia at Staunton. Call me, Stoenwall Jackson Hotel, Staunton.

GEM CITY SHOWS

WANT FOR LAWRENCEBURG, TENN., DISTRICT FAIR, WITH NORTH ALABAMA STATE FAIR, FLORENCE, ALA., TO FOLLOW.

CONCESSIONS OF ALL TYPES. WOULD HELP WHO DRIVES SHOWS. SHOWS OF ALL TYPES.

Address **THOMAS D. HICKEY, Owner-Mgr.**

ATLANTA, ALA. (FAIR), THIS WEEK; LAWRENCEBURG, TENN., TO FOLLOW.

TIVOLI EXPOSITION SHOWS

WANT FOR 7 BIG FAIRS IN ARKANSAS

STARTING AT PINEBLUFF, ARK., DISTRICT LIVE STOCK SHOW, SEPT. 30-15.

CONCESSIONS: Can place several Hunky Panks, including Short Range, Custard and Mechanical. Manager and Best Help in any other non-conducting show. Joe Richardson wants Father and Grand Father for 10-in-1 Side Show. RIDES: Can place Penny Race, Fresh Bids, Snails, Card Race or any other non-conducting major Ride.

Contact **H. V. PETERSON**

Pocahontas, Ark., this week; Pine Bluff, Arkansas Sept. to follow.

BUFF HOTTLE SHOWS

WANT WANT

Want to book **Huggy Co.** Round to start week of September 10 and for balance of season. Can place a few more Stock Concessions, starting Tallodons, La. Fair week Sept. 17. Will book Shows that do not conflict. Can place reliable Ride Men who can drive same; top wages if you can stay sober.

Address **H. W. HOTTLE, Mgr.**
Trenton, Tenn. (Fair); this week.

SOUTHERN VALLEY SHOWS

Want to book Hunky Panks of all kinds. All shows open. Want to book Outdoors, Snails, Chairmen, Can and Ride Help and mounted Show Pans. Double, additional, funny book artists. Can and apply to you want? Write.

Contact **EDDIE MORAN, Mgr.**

Melrose, Ark. (FAIR); Ardmore, Ark. (Fair), next week; from London, Ark.

Talent Topics

Continued from page 50

In New York's Madison Square Garden this year and will remain with the aggregation thru its 12-day Boston run. . . Fredie Walthing, unicyclist juggler, left Chicago Wednesday (28) for a television show in Louisville. All White and Blue, side-balancing act, was also set for the program.

Jerry D. Martin and his Fearless Stars, high act, recently wound up a 10-week stint as the free act on the Granite State Show. Fair dates for the act include Manchester, N. H., Shaghticoke, N. Y., Taylorville and Lemor, N. C. Aggregation winds

up its season at Dothan, Ala., Fair November 3. . . Capt. Roy Simms, away pole, is in Canada playing dates for the Gus Son office. Simms info that he visited the Jay Gould Circus recently and business was good. He has four more fairs to go this season but expects to sign for some additional annuals.

Acts at Alexandria, Minn., Fair included Low, Hite and Stanley, Whitson Bros., Glenn Martin and Company, Harris/Nelson and the Shava. . . Johnny Harriott is working the Cole Liberty box act formerly worked by Paul Nelson.

ATTENTION, FAIR SECRETARIES

IN GEORGIA AND NORTH OR SOUTH CAROLINA

Due to polo causing postponement of the greater Elberton White Fair, for which Interstate Shows holds exclusive contracts with the fair manager, L. V. Hulme, since November 10, 1950, we have week of September 17 open. Can furnish 12 Rides, 10 Shows, 50 Concessions. Free Acts. Fireworks.

If your fair is worth while you are invited to inspect our show at the Northeast Georgia Fair, Gainesville, at our expense.

Replies to **H. B. ROSEN, Mgr.**
Sevier County Fair, Sevierville, Tenn.

Lawrence Greater Shows

WANT FOR ELIZABETH CITY AND MOUNT AIRY, NORTH CAROLINA

CONCESSIONS—Want legitimate Concessions of all kinds: Derby Race, Photos, Ball Games, Game-Your-Age, Glass Pitch, Eating and Drinking Stands; all Concessions open; Max Sharp wants Grind Store Agents.

RIDES—Want to book Little Dipper.

SHOWS—Shows of all kinds with own equipment.

MAX SHARP and **TOMMY CARSON**, Business Managers.
Address, Staunton, Va., this week.

INTERSTATE SHOWS

CAN PLACE FOR NORTHEAST GEORGIA FAIR, GAINESVILLE, SEPT. 10-15, WITH 9 MORE FAIRS TO FOLLOW

SHOWS: Due to disappointment can place Side Show for balance of season. Will furnish 20x120 ft. top 140 ft. banner line if you have something to put inside. Want Girl Show, must have not less than three Girls and no set. Will furnish new 20x40 top with panel front. Will book Glass House, Fun House, Penny Arcade, any worth-while Grind Shows. Need one more Rider for Motorhome, Man or Lady, (Red Marion and Billie Milton, get in touch with "Bull" Martin).

RIDE HELP: Want Foremen for Twin Wheels, Chairplane, Foremen for four Kiddie Rides, Second Men on all rides.

CONCESSIONS: Will book all Eating and Drinking Stands, Hunky Panks of all kinds. Good opening for Short Range Gallery, Long Range Gallery. Guess Your Age, High Striker, Noggin, Jewelry.

Reply to **H. B. ROSEN**
Sevier County Fair, Sevierville, Tenn.

FOLK CELEBRATION SHOWS

Want for Ray County Free Fair, Richmond, Mo., Sept. 11 to 15 inclusive

And a long string of celebrations. Going South into Texas and New Mexico.

CELEBRATION AND FAIR COMMITTEES, WRITE US IF YOU NEED A SHOW

Can place good Cookhouse and Bingo. Can place Shooting Gallery, Photos, Ball Games, Bowling Alley, String Game, Frozen Custard and other Hunky Panks and Concessions. Write.

RIDES: Can place Auto Ride, Little Dipper, Miniature Train, Boat Ride, and Sky Rides.

SHOWS: May one 48 ft. front on semi trailer with pit 5 ft. wide and 75 ft. long. Will furnish to party having good acts for same. Can place good Shows with own outfit.

RIDE HELP: Want good Ride Superintendent, Everett Morris, answer; also capable Ride Foreman and Second Men; write. This show will stay out late and open early in February. Will be in quarters about four weeks.

FOLK CELEBRATION SHOWS, Clinton, Mo., this week.

Lawrence Greater Shows

HELP—WANTED—HELP

WANT FLY-PLANE FOREMAN and CATERPILLAR FOREMAN, \$45.00 WEEK AND PERCENTAGE. PAY EVERY WEEK. SECOND MEN ON ALL RIDES, \$40.00 WEEK. MUST DRIVE. CAN ALSO PLACE CANYASHER. NO BOOGERS TOLERATED. ADDRESS: STAUNTON, VA., THIS WEEK.

AGENTS WANTED

FOR SKILLO, ROLLDOWN, RAZZLE

Frankie Burgess, Bill Kimball, Hill McLaughlin, Ralph Gibby

Yank (Sheriff), constant Carolina Boyd for Covington, Va. Jennie O'Brien, Hester Ellis, Bennie Cole, get in touch.

BEN BRAUNSTEIN, Dist. Mgr.
Winston Bros., Cabined Shows, Leesville, N. C., next week. Covington, Va., next week.

HELP WANTED

A) Wheel Foreman. Second Man on TUL. Second Man on Merry-Go-Round. Roll-a-Whirl Operator. Foreman for two Big Rides. Must be good drivers. If you don't don't come here. Again for office-owned Concessions. Ticket Sellers. Can use Custard, Cool House, clean Shows. Few Hunky Panks open. No quit or replace. All address:

LEO LANE SHOWS

Allendale, S. C., Sept. 10 to 15; Wadley, Ga., 17 to 22.

Greater Midway Shows

WANT WANT WANT

Agents for Coast State and Harlan Shows, all newly cleaned, very few Concessions on show. This show plays everywhere in heart of tobacco market. Thousands of dollars in tobacco bought and every day. If you want six weeks work in heart of tobacco market, contact me at once. Fully set up trucks, good drivers, good help. Write to Leo Lane, Clifton Farms, contact me at once. **WILLIAMS, GREATER MIDWAY SHOWS**, Clifton, N. C.

Due to disappointment

AT LIBERTY

BUSINESS MANAGER AND LEGAL ADJUSTER

Capable, dependable, sober. Best references. Join on site or phone.

Mark Curley Graham

Robert E. Lee Hotel
Winston-Salem, N. C.

D. S. Dudley Shows

WANT PEOPLE

To take charge of Monkey Show, have complete show. Will book any Hunky Pank. Will book Snails, Ball or Roller, Humble, Texas, Sept. 3 to 8. Contact
D. S. DUDLEY

WANTED FOR

TOMBALL, TEX. FAIR, SEPT. 10-15

Write Mark Curley Graham, at Liberty, for complete list of all kinds. Come on this place.

Brewer's United Shows

E. Fred & M. Main, Houston, Texas

FRANK ASCHY WANTS AGENTS

For high Paid, Mouse Game and 1st and Miss, Curley Mechanical and Rac Track, open.

MODEL SHOWS

Merilla, Iowa, this week; Benton Springs, Kans., next.

THE MOZLEYS

WANT

High Act Shows, Kiddie Shows, Best Show, and other Shows. All Agents wanted. Contact Mozleys, 1000 N. Main, Benton, Ark. and write. All replies to **FRANK ASCHY**, Care Texas Road, Booth, Benton, Tenn. Booth, Tenn.

HAGENSKICK'S RIDES

Will place for Little River County Fair, Ark., Sept. 15-18, and balance of season. Fully equipped at Benton, Ark. (FAIR), this week; Benton, Ark. (FAIR), this week; Benton, Ark. (FAIR), this week.

C. E. HAGENSKICK, Mgr.
Benton, Ark., September 15, 18.

WANTED

A smart, well-carried fair manager. Fully equipped at Benton, Ark. (FAIR), this week; Benton, Ark. (FAIR), this week; Benton, Ark. (FAIR), this week.

MARION NEWMAN

O.P.S. 1, Box 10, Clinton, S. C., or see me at S. J. Conroy's Store of Columbia, S. C.

JACK LANCE WANTS

Two or three men that are capable to open straight Shows, also help in same. Contact me at once. **JACK LANCE**, Lawrence Greater Shows, Benton, Va. C.

TEMPLE EXCLUSIVES ARE THE TALK OF THE NATION!
 The BENRUS WATCH COMPANY
 Has Designed for Our Exclusive Use
BENRUS WATCHES and SETS
 SPECIALLY PACKAGED FOR THE PREMIUM TRADE



A TEMPLE EXCLUSIVE

BENRUS "LORD WINSTON" SET

Typical of the many fine Temple exclusive Benrus men's and ladies watches and sets. Lord Winston is an outstanding combination. Hand-wound woman's wrist watch. Ruby* (*simulated) and rhinestones set. Raised crystal. Expansion band. Key chain, tie bar, collar clip and cuff links to match. Stunning box. Carries a \$62.50 retail price tag and worth it. Benrus Guarantees.

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 Write for the
UNUSUALLY LOW TEMPLE PRICE

Look in on the Tremendous Demand Created for Benrus Products by Extensive National Advertising Promotion. Write for Our "Special Premium Dealers' Confidential Price List" and Illustrated Circular.

IMMEDIATE DELIVERY

DEFINITELY! ANOTHER WINNER

TEMPLE
SWEETHEART
 4-Piece—Dual Purpose
JEWELRY SET



ONLY \$2.50
 12 DOZ.
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Federal Tax Additional if Paid for Receipts. 25% Deposit, Balance C.O.D.
 P.O. Philadelphia, Pa. C.B. 's on Order, Order \$1.00.
DROP IN TO SEE US WITHIN 24 HOURS OF PHILADELPHIA
 WE ARE NOW IN NEW AND LARGER QUARTERS

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IDENTIFICATION BRACELETS

Identical design, beautiful color, non-toxic, identification bracelets. Yes you see your name on this bracelet. Heavy strong link chain—shock proof cord.



\$5.00 \$3.50 Doz. \$50.1 \$ 2.50 Doz.
 25% deposit required—money order or cash.
 24.00 Cr. This is \$24.00 + \$7.00.
HARRIS NOVELTY COMPANY
 1102 ACH ST. Phone: MA 7-0628—WA 3-6710 PHILADELPHIA 4, PA.

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Send now 1951 model watch for girls and ladies. Rabbit movement, guaranteed 3 1/2 year. Gold plated stretch band, 95¢ each. 5 Pearl's Watch Co. Expansion Combination. \$1.49 each. A Leatherette Wrist Band, 75¢ each. 25% deposit with order, balance C.O.D. (Cash Advance) to RFD Benrus.
MIDWEST WATCH CO.
 5 E. Wabash Ave. Chicago 3, Ill.

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A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
 All Classified Advertisements must be accompanied by remittance in full.
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 FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Jefferson St., Cincinnati 21, early in the week.

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BIG BOOK OF PARODIES—THE KIND
 that is! Includes Ten Famous Legends, most others listed in index, free, including Publisher's Preface. 150¢. New York, N.Y. **WAGNER'S**—CONVULSIONS
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 in 100 copies and orders, also full size and color. Write for price list. Atlantic Coast, 1000 Broadway, N.Y. **60¢**
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ANIMALS, BIRDS, PETS

ALWAYS THE LARGEST VARIETY AND
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DANGER!!!



TO INFLATION

THE HOTTEST BUY IN RINGS
 Massive heavy Mexican metal skull and Crossbones ring—Handcrafted by Mexican silversmiths. . . Sim. ruby eyes. An eye catcher that makes you a profit getter.

\$9.00 Doz. \$90.00 Gr.

2 samples sent postpaid \$2.00. 50% your business, Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only. Free catalog on request.

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 100% Pure Cotton. 100% Pure Cotton. 100% Pure Cotton.

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LADIES' JEWELLED WATCH
New \$7.00 Each



Small and Velvety gold-plated case. Cord bracelet. Beautifully jeweled with set in royal blue top of case, which they

BRAND NEW - NOT RECOMMENDED - WRIST WATCHES



25% with order, balance C.O.D.

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311 N. 7th St. - St. Louis 1, Mo.

FAIR SPECIALS

50¢ High Hat
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FEATHER DOLLS TIMBERED

3 inch \$1.00
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The Original In-Place OVERHAND-EXPANSION MASSIVE IDENT. BRACKET

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55% PROFIT ON ULTRA BOLD STOCK SHOES

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ABOUT ALL MAKES PORTYON MACHINES available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

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A BRAND NEW CATALOG — MIND-READING, MAGIC, MIND-CONTROL available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

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WINDOW CARDS—1000 AND UP available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

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AD MATCHES—SEE AMAZING DESIGN available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

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NIDEAN CARNIVAL CIRCUS BANNERS available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

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TATTOOING SUPPLIES available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

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WANTED TO BUY—MEXICAN available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

TEXAS LONGHORN

TEXAS LONGHORN available from Bill Candy Corp. 100 W. Madison St., Chicago, Ill.

A NATURAL FOR COUNTRY FARMS



FOR SALE—ORGAN WRITERS, ETC.

5 in 1 SCREWDRIVER KIT!



EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one

Sells On Sight!

PRECISION MADE FROM HARDENED TOOL STEEL

COMES COMPLETE WITH PLASTIC POUCH

HAS A BLADE FOR EVERY SIZE AND TYPE OF SCREW

VIC-GRIP RUBBER LATCH BRINGS SECURITY TO PLACE

CASH IN NOW!

25% Deposit with order, Bal. C.O.D., F.O.B. Detroit.

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CREW HATS \$58.00 GROSS

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#4 Dart Balloons 50c Gr.

EXTRA SPECIAL!

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JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 700 W. ADAMS STREET CHICAGO 6, ILLINOIS

TERRIFIC! NEW! EXPLODING PENS



Looks like Ball Point Pen Works With Any Type Cap... NEW NOVELTY CO.

Merchandise Topics

Wright-Buggers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column.

New York

Plastic Mother Goose toy dishes, accompanied by Mother Goose rhymes on each box, have been introduced by Ideal Toy Corporation.

ster sets and cuffs are being supplied by All Metal Products Company... Hammers Tool & Die Company has introduced a line of toys that includes a battle tank, amphibian catapult plane carrier and military police car with steam-friction motor to retail at \$1.19 to \$2.50.

Flashes Toys, Inc. is going strong with its Merry Mitt and Buzzzy Bee toys. The Merry Mitt toy, retailing at 75 cents, is a dog mounted on a wheeled vehicle.

A-Z Candy Manufacturing Company is preparing a method packaging set-up for its entire line, and is readying a new promotional campaign. Featured will be Big Sucker, a giant lollipop over six inches in diameter, which is reportedly proving a big seller.

Pittsburgh

Innocent Novelty Company is doing well with a line of carnival and park merchandise that includes statuettes, boxes, Charlie McCarthy and Louis Langer... John Robinson Company offers "the biggest bear in town," a plush 36 inch toy in brown and tan, at \$7.95.

From All Around

Strathmore Company's magic blackboard is especially exciting sales records as a fast-selling toy. Plastic binding holds two-color activity charts for creative educational fun with the writing stylus.

Braly at Fairs

manager, and Tommy Thompson, sound engineer.

The show works as a grandstand attraction for fairs... The first step was in pushing its Zorro and Zorroary guns, priced to retail from 20 to 50 cents.

SENSATIONAL PROFITS EVERY DAY!!

Advertisement for jewelry featuring a ring and a watch. Text includes 'No. 077 A Real Hoop Hoop Maker \$4.50' and 'No. 300 AN EYE CATCHER \$7.90'.

Advertisement for a pin-up pencil. Text: 'What a girl looks up to! That every man has seen and done (and boy)! A pencil made mechanical pencil, complete with eraser and ballpoint pen... \$5.75'

Advertisement for H. Fishlove & Co. Text: 'All Extra Heavy Mountings... \$7.95... \$19.75'

Advertisement for Des Moines Ring Co. Text: 'DES MOINES RING CO. 252 70th Street, Des Moines, Iowa'

Advertisement for perfumes. Text: '60¢... EXCLUSIVE IMPORTS, Des Moines, Iowa'

LOW PRICES!! Attention, Concession Men

- List of items and prices: 1000 Plastic Plates \$1.20, 1000 Plastic Cups \$1.20, 1000 Plastic Spoons \$1.20, 1000 Plastic Forks \$1.20, 1000 Plastic Knives \$1.20, 1000 Plastic Teaspoons \$1.20, 1000 Plastic Straws \$1.20, 1000 Plastic Napkins \$1.20, 1000 Plastic Paper Plates \$1.20, 1000 Plastic Paper Cups \$1.20, 1000 Plastic Paper Spoons \$1.20, 1000 Plastic Paper Forks \$1.20, 1000 Plastic Paper Knives \$1.20, 1000 Plastic Paper Teaspoons \$1.20, 1000 Plastic Paper Straws \$1.20, 1000 Plastic Paper Napkins \$1.20

ROOM NOVELTY COMPANY

211 Park St. Boston 22, U.S.A.

Advertisement for BINGO SUPPLIES and EQUIPMENT. Text: 'BINGO SUPPLIES and EQUIPMENT IMMEDIATE DELIVERY! Electric Push Search Electric Bingo Boards Wire or Write for Catalogue'

WATCH SPECIALS!

Advertisement for watch specials. Text: '14 K. GOLD-PLATED JEWEL WATCHES... BURTON SALES CO. 642 W. Madison St., Chicago 6, Ill.'

GET INTO a Big Pay Business

Advertisement for Christmas capers. Text: 'CHRISTMAS CAPERS!... CHRISTMAS CAPERS!... CHRISTMAS CAPERS!'

CHRISTMAS CAPERS!

Advertisement for Christmas capers. Text: 'CHRISTMAS CAPERS!... CHRISTMAS CAPERS!... CHRISTMAS CAPERS!'

HARRIS TOPS THE FIELD

Advertisement for Harris Novelty Co. featuring a field top. Text: 'HARRIS NOVELTY CO. 1101 Arch St. Philadelphia 7, Pa. Phone: MA 7-9640 WA 2-9776'

Advertisement for direct from manufacturer. Text: 'DIRECT FROM MANUFACTURER... A. LEONARD COMPANY, 51 Belmont St., Providence 5, R.I.'

SENSATIONAL TIE & HOSE VALUES

Advertisement for tie and hose values. Text: 'BUY DIRECT FROM MANUFACTURER... L. WOLFEKAMP, Dept. 123, 923 Regent St., Chicago 4, Illinois'

BOHEM PERFUME

Advertisement for Bohem perfume. Text: 'BOHEM PERFUME... BOHEM PERFUME... BOHEM PERFUME'

COLOR TV

Advertisement for color TV. Text: 'COLOR TV... COLOR TV... COLOR TV'

CONFEDERATE FLAGS

Advertisement for Confederate flags. Text: 'CONFEDERATE FLAGS... CONFEDERATE FLAGS... CONFEDERATE FLAGS'

Subscribe Now!

Advertisement for The Billboard magazine. Text: 'The Billboard... ONE YEAR \$10... 52 BIG ISSUES... THE BILLBOARD 2100 Patterson St., Cincinnati 21, Ohio'

SAVE PLENTY OF MONEY DEAL WITH EMPIRE

FINEST & MOST COMPLETE LINE OF PUNCHBOARDS AT LOW LOW Prices

WRITE TODAY TO: **EMPIRE PRESS, INC.**

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WE ALSO CARRY A COMPLETE LINE OF **PUSH CARDS** 10 holes to 100 holes

PUSH CARDS

Over 175 different sizes and styles available from stock. Orders shipped immediately. Write for 1951 catalog and confidential price list 10491

Designed, Manufactured by **RAY MERTZ & CO.** 121 S. Dearborn St., Chicago 5

ATTRACTIVE-UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for 1951 catalog and confidential price list 10491

Designed, Manufactured by **RAY MERTZ & CO.** 121 S. Dearborn St., Chicago 5

JAR DEALS and PUNCHBOARDS

Write for Circular

Galentine Novelty Co. South Bend 24, Ind.

OPERATORS-DEALERS-JOBBERS JACKPOT TIP BOARDS

100 Numbers \$14.00 Gross
25 Numbers \$4.00 Gross
50 Numbers \$7.00 Gross

Write for circular

New Manufacturing Co. Dept. 250 817 Main St. St. Louis 12, Missouri

SALESBOARDS—JAR TICKETS

NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Model	Play	Description	Price	Net
1000	100	LUCKY SEVEN	\$14.00	\$9.00
1000	25	LUCKY SEVEN	\$4.00	\$2.50
1000	50	LUCKY SEVEN	\$7.00	\$4.50
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SEPTEMBER 8, 1951

New Gottlieb Game Features Western Theme

CHICAGO, Sept. 1.—A new five-ball novelty skill game based on the currently popular Western theme will be debuted to the trade next week by D. Gottlieb & Company as its first offering of the fall season. Called Wild West, the game offers wide open playfield action and high scoring up to eight million points.

Wild West features an animated Indian figure which "bites the dust" when the framing target is hit, thus building up special points. Non-sequence rollers lighting up letters in the game title which, when all lit, offer increased scoring values. A variety of ways to earn replays including building up the points and lighting up the letters in the name, and four super high-score "pop" bumpers and flippers.

Games has a gate at the bottom of the playfield which keeps balls in the action until a point, when contacted by a ball, disengages the gate, thus allowing the ball to fall into the out-hole. However, side flippers can keep the ball going even after the gate is released, and it is possible, by contacting another roller when lit, to again raise the gate.

Ore. Tourist Travel Brings Cops Added \$\$

PORTLAND, Ore., Sept. 1.—Game and juke box fun in recent towns along the Oregon coast shared in the recent trend of tourist dollars this summer. Traffic counts at the California-Oregon line revealed travel this season was 26.6 per cent above that of a year ago. At the other end of the State, Astoria ferry crossings over the Columbia River were 16 per cent higher, half of which were by out-of-State cars.

Sheel Coley, helping to pull these spenders were numerous community celebrations benefiting from widespread publicity. Improvements in accommodations and facilities added to the lure. Typical attractions thru the summer was the

Wolf Roberts Sells Denver Firm, Retires

DENVER, Sept. 1.—After spending 30 years as an operator and distributor in the coin and arcade industry, Wolf Roberts, head of Wolf Distributing Company here and president of the Colorado Music Guild, this week announced his retirement and the sale of his firm to his son-in-law, Peter George Lutter, a Denver, Colo., resident. The Colorado area, visited Grand Rapids, Mich., and Chicago with Roberts last week, and reported present distributing commitments with AMI, Chicago Coin, United Manufacturing and other firms will continue under his new set-up.

Roberts, in announcing this retirement, stated the move was prompted by his wife's health, who doctors advising her to leave the high altitude because of a serious heart condition. The couple, as soon as arrangements are completed, will move to San Francisco where the two Roberts were also located in the turn-of-the-century.

Celebrates Anniversary
Roberts celebrated his golden anniversary in the coin machine field in July of this year. He entered the field in 1901 as an operator and has, in the succeeding half century, operated and distributed all types of coin-operated equipment. Several years ago, under his leadership, operators in Colorado banded together to form their own association. The group named Roberts president and re-elected him to that post again this year. In recognition of his service as

FEDERAL CM TAX YIELD DECLINES

WASHINGTON, Sept. 1.—Uncle Sam's collection from the tax on coin-operated devices in July was \$6,131,357, a decline of \$368,568 below the previous July figure, Bureau of Internal Revenue "reveals" this week.

A fall was registered, too, in the federal tax yield on tobacco. Last month's return was \$122,001,152, an increase of \$2,773,053 above the previous July yield.

Bells, Boards Draw Heavier Montana Play

LIVINGSTON, Mont., Sept. 1.—According to Attorney General Arnold Olsen, Montana citizens will spend \$26,000,000 in bell machines during 1951. He made the prediction during an address before the Montana County Attorneys' Association.

Olsen also announced the State punchboard tax receipts were running double the amount of last year, when \$248,154 was collected. Comparative figures based on the first seven months this year indicate punchboards will return at least \$460,000 in taxes, or 3 per cent of the value of the boards licensed, he said.

New Bally Game Features Extra Plays Gimmick

CHICAGO, Sept. 1.—Bally Manufacturing Company will offer the post-Labor Day season with a new five-ball free-play game called Coey Island which reverts the "buy-back" feature of early model games. George Jenkins, vice-president and director of sales, said that while players do not actually buy back balls in playing Coey Island, an "extra ball" feature offers the patron an opportunity to "shoot from one to three extra balls to build up to a winning score.

An in-line scoring game, players after shooting their first five balls may deposit extra coins to play for extra balls. Later are released on a "mystery flash" basis. If "lit" lights up, under the extra ball feature on the backboard, player receives extra shot, with progressive light-ups to three extra balls. Actually, it is possible for a player to get any of the combinations on his first extra coin insertion.

After the first extra ball is shot, player may again deposit a coin for a second, or second and third extra play-and, if only one additional play is upcoming, he may place a third extra coin in the chute for the last-third ball.

Location tests revealed, Jenkins noted, that because of the nature of in-line scoring, most players automatically add coins for three balls in order to complete a winning combination of three, four or five numbers in a row.

Extra coins inserted for the extra balls are in addition to coins played at the start of each game, when players may deposit one, two or three coins to select the corresponding number of score-combinations.

Coey Island will be on display at Bally distributors' showrooms next week.

Subway Venders Reach New Income Peak, \$3.7 Million

Cup Units Show Biggest Gain In New York Transit Locations

NEW YORK, Sept. 1.—Almost 25 per cent of all concession income in this city's transit system last fiscal year was shared by coin-operated vending and service equipment for a record machine gross after sales taxes of \$3,746,281.84.

Figures extracted from Board of Transportation records for the 12-month period ending last June 30 showed gains for most machine categories, with cup vendors rack-

Defense Contracts Channel Millions Into Coin Field

Manufacturers Hope to Continue Civvie Items; More Pacts Coming

CHICAGO, Sept. 1.—In the next 12 months millions of dollars for defense will be channeled into the coin machine industry, a survey of manufacturers revealed this week. But with this tremendous government program, the firms who buy out made machines, games and vending machines will do everything possible to continue production of these items, even tho that output may be drastically reduced.

The range of products to be manufactured for the government by the coin machine industry is a wide one, including small nuts and bolts for prime and secondary contractors for bombights, jet engines and teletype machines. In some instances the firms will turn out a completed product—in others they will produce only a portion of the end product. But initial

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contracts already in progress production in the millions and the surface has only been scratched.

Among those firms which are now involved with defense work are such major producers of coin machine equipment as the Rudolph Wurlitzer Company, which now holds some \$18,000,000 in defense contracts; J. P. Seeburg Corporation; AMI and Rock-Ola, all music machine manufacturers; Stoner, Keeney, Mills and Vande, vending machine producers, and Chicago Coin, Bally, United, Gottlieb and Williams, game makers.

While the material situation is one of much concern to manufacturers, most are hoping to continue production of their regular lines—and some have even announced new models (AMI and Rock-Ola both have new photographs). The best units available in the government departments have been working day and night. It was found, to come up with substitute materials which can be used to continue this production.

Jeske, Strong Quit Jennings

CHICAGO, Sept. 1.—Harold E. Jeske, vice-president and Henry Strong, general sales manager, of the O. D. Jennings Company have resigned.

Jeske, who was with Jennings approximately four years, becomes production manager for the Green Vatch Company, Cincinnati. Strong said he will announce a new connection within a few weeks, probably with a firm outside the coin machine industry. Strong had been with Jennings some four and one-half years.

Prior to joining Jennings, Jeske had been a vice-president of Maytag, Inc., washing machine producer, and an executive with Hot Point, Inc. Strong previously worked with the Lumberman's Y-Club House and McLaughlin's Manor House Canteen.

NPA Urges Small Biz, Field Offices Co-Op

WASHINGTON, Sept. 1.—The National Production Authority this week issued an announcement urging more than 18,000 small businesses who have submitted fourth-quarter CMP applications to Department of Commerce field offices to refer all queries about their applications to the same field office, rather than to NPA in Washington.

NPA said its Washington office, which has received 30,023 applications for allotments from larger companies, is flooded with queries from small users which could be handled more expeditiously in the field offices. NPA said its field staffs are "thoroughly qualified to process applications for small

and plants move into their war work, the industry is taking on an atmosphere similar to that of the last war. Identification tags and orders appear in order, and because of secret work being handled by some factories, visits thru the production facilities "are either discontinued or drastically restricted.

Report Detroit Solons KO Some Game Equipment

DETROIT, Sept. 1.—The local coin machine business was contacted this week by publication of a brief item in Wednesday's Detroit Times that "minuteman bowling alleys" were ruled illegal in the city. The ruling apparently referred to games of the bowling table type, one of which was recently exhibited before the city council, in an effort to secure formal approval.

At that time, the Detroit Shuffleboard Association formally opposed legislation of the new games. Minuteman bowling, known in the city in the form of Sixball Alley and related games, will apparently not be affected by the projected new ruling.

The newspaper story indicated legislation was made by the corporation council, but inquiry by industry sources and by The Billboard at the office of Nathaniel H. Goldstick indicated no knowledge of any official ruling to date. Goldstick, who has long been the city's legal authority on coin and amusement devices, was out of town.

Issue Safe Catalog

HAMILTON, O., Sept. 1.—Herrington-Hall-Marvin Safe Company has issued a new catalog of 26 horizontal and vertical steel money chests. Models include types for various uses, with smaller units especially designed for small businesses.

GAMES, BANKS SWALLOW PEAK PENNY MINTAGE

PHILADELPHIA, Sept. 1.—Altho the Philadelphia Mint is stamping out about 300,000 pennies a day, it was admitted by Edward Dremel, director of the mint, the banks along the Eastern seaboard are begging for more copper.

While Dremel couldn't be sure why pennies are in such great demand, he did state the popularity of the penny games at resorts is requiring a lot of the coin, along with hoarding in piggy banks.

"I'm not an economist," said Dremel, "but it seems to me people are putting too many pennies in piggy banks. Also a lot more people are playing penny games at vacation resorts this summer."

placement in shops and warehouses inaccessible to train passengers.

Chief Chart
American Cliche Company, exclusive operator of all city-product merchandisers in subway and elevated stations, accounted for almost two-thirds of all vendor income. Ten several thousand machines operated under a sub-contract by Interborough Bus Con-

(Continued on page 72)

Reader's Digest Takes In Mag Vending; Others Lag

Quick Test Tapers; Avon, Reports Op Data With Mutoscope Machine

the placed in a wide variety of locations at an early date.

High Dangler, Digest circulation executive, declined, however, to disclose further details of its vending project this week.

No information was made available on when the ordered machines would be delivered, where they would be placed, and who would operate them. Two Digest machines, one holding 50 copies and the other 75, have been on continuous trial in New York and Chicago air terminals since last January.

Before reaching its decision to go ahead with machine distribution, the magazine is known to have weighed carefully the probable cost of operation, against unbalanced circulation increases (The Billboard, June 19).

While this problem has also hampered the Cosmopolitan management, Quick, apparently, has been unable to come up with the right solution. Almer Slesman, Cosmopolitan circulation chief, expressed doubt this week that any further steps to promote magazine vending will be taken by the publishing firm.

The equipment works fine mechanically, he said, but the economics of machine selling for Quick, at least, would leave little profit for operators, were it shown open to route placement. And, it was indicated, there would be little potential for restricting placement to newsstands for after-hour sales.

Quick has been vended experimentally thru 10 machines built by the Weston Manufacturing Company, Lawrence, Mass. They will probably remain on location,

Sidevan self but no further production is planned.

"Life," "Time"

Life's move into vending, expected to have reached the location-test stage by this time (The Billboard, June 18), is still in its preliminary phase. A pilot machine, commissioned by the publisher from Glanock Bros., Muncie, Ind., was returned last spring to the manufacturer for redesign. The modified venter has not yet been received by the publisher. It is expected within the next 20 days, according to Ralph Lindley, circulation executive.

Meanwhile, Life's sister newsweekly, Time, is moving ahead on an allied project of its own—the sale of magazine subscriptions via vending machines. Time was vending its own message on six specially adapted insurance machines, preparatory to test placement. Three will go into military camps and three into colleges, said Don Horton, of the circulation department. There will be time department.

(Continued on page 87)

EDITORIAL

Charms Dangerous?

In these columns last week The Billboard published a news story describing efforts of Federal Pure Food and Drug Act officials to prohibit the use of charms in bulk venders. The pure food lawyers contended that the use of charms adulterated the food (candy or gum) contained in the machines.

The United States Circuit Court of Appeals for Virginia, however, in a recent government suit pointed out the absurdity of the pure food lawyers' arguments.

The court flatly denied that charms adulterated the food products contained in the venders.

Aside from the court case, and the decision against them, pure food publicity men warned in a press release that charms in venders were dangerous because youngsters might swallow them.

Apparently these publicity men had forgotten what it's like to be a kid with epilepsy. Unlike the average American youngster, they recently never indulged in the traditionally American sport of collecting—everything from new pennies, spotted rocks and toys of every kind and description. Among the toys youngsters keep and collect are what the government lawyers called the "trinkets" bulk vending machines sell.

Ask a youngster if he can imagine any one silly enough to eat a toy pistol or any one of many other laugh-offer charms. He'd probably fix you with that cold look only an indignant youngster can command and tell you: "Don't be a creep."

Canadian Firm Readies Cig Vender Production

NEW YORK, Sept. 8.—A new cigarette vender, manually actuated and offered to Canadian operators at a competitive price, will soon go into production in Montreal. It was described here this week.

Maurice Nault, general manager of Maple Leaf Cigarettes, said his firm has already completed location tests of 10 pilot machines and has fabricated the necessary tools and dies for production-line output.

The Maple Leaf vender has four cigarette columns for a total capacity of 750 packs. It is fitted for 50-cent operation to allow for

rising cigarette prices in the Canadian province. Two quarters must be inserted for each transaction. The proper change is delivered with the pack. The machine will be made available with or without stand.

Nault, here to line up sources of vender accessories, said Canadian operators are currently plagued by a serious shortage of popular cigarette brands. The plants of major producers have been strike-bound for several weeks, and distributors have been rationing operators as well as other retailers.

Maple Leaf is located at 4630 Merivale Avenue, in Montreal.

FAIR FARE

Minn. Visitors Quench Thirst Via 15 Venders

ST. PAUL, Sept. 1.—Thirsty visitors at the 10-day Minnesota State Fair, which closes September 7, were able for the second season to wet their throats with cold drinks from vending machines.

Fifteen three-selective cup drink machines were installed on the fairgrounds this season by Northwest Vending Supply Company, sales offices in Minnesota and North and South Dakota for Spearhead Northwest Vending, which also handles the Bert Mills coffee venders, Acorn bulk machines and the Sugarfree candy unit, designed by August J. Grant.

Grant's company installed the machines thru the Barney M. Davis company, which held most of the concession rights for the fair.

Davis guaranteed Northwest a \$600 profit on each machine on each cup served in return for the equipment, supplies and services the vending machine company supplied.

Northwest Vending has had two men on the fairgrounds full-time to make certain the drink machines were kept full, and clean. Largest bulk of machines was a group of 100 placed at the entrance to the conservation hall; other machines were spotted in front of the grandstand, exhibitors' building, women's pavilion and the horse arena.

Control of Arctic Vendor Sales Goes Back to G. Haase

Second Stock Sale This Summer Gives President Full Control

MENASHA, Wis., Sept. 1.—Gordon Haase, president of Arctic Vendor Sales Company, builders of hot cream bar vending equipment, has bought out the stock interests of Meriv Zuehlke, treasurer, and Lloyd Meril, vice-president, to gain control of 90 per cent of the company's common stock.

Haase and Meril, who had been active in both the operation and sale of vending machine equipment in Milwaukee, purchased a stable interest in Arctic from Theodore Utzich (The Billboard, August 6). Haase and Utzich until Zuehlke concluded his deal, held the controlling stock in Arctic.

At the time, it was understood Zuehlke likewise acquired a voting trust involving the minority stock

of Meril. This point, however, was never clarified.

Sold Control of Operation

Meanwhile, Zuehlke and a business associate, Herb Westphal, sold controlling interest in Milwaukee's Fountain Company to Herb Getzer and George Automatic Sales, Milwaukee (The Billboard, September 1). Fountain operates exclusively in the Allis-Chalmers plant in West Allis, Wis.

Announcing the sale of Fountain control, Zuehlke said he and Westphal would continue to act as sales representatives for a number of vending machine manufacturers, including Spornor, Inc. and Best Mfg. Machines trade trips.

(Continued on page 87)

SMOKE ON CIG TAX HORIZON

Weymouth Notes Plus-Levies Will Hurt Industry, Gov't

LOS ANGELES, Sept. 1.—Taking the fact that "there is as much anti-tax talk aimed at cigarettes as there are taxes on the smokers," Al Weymouth, head of Weymouth Service Company, decided to take the more positive position of putting his remarks in a paper.

In a letter sent to all members of the Senate Finance Committee last week, he stressed the ill effects plus taxation will have not only on all phases of the cigarette industry itself, but on the government's tax revenue.

Weymouth's letter, addressed to Robert A. Taft of the Senate committee, urged action against any increase in federal levies on cigarettes. "Tobacco, tobacco products and particularly cigarettes are today no much a part of every day living that they can be taxed with food and drink as essential to the well being of a very large percentage of our total population."

They are "definitely out of living horns," Weymouth declared.

He pointed out the original cigarette tax was applied during World War I as an emergency measure since fuel rationing after the emergency. Either the premium was forgiven or the emergency was never retroactive.

Weymouth said that additional taxation would price cigarettes out of the market for some people. "It even a small 20 per cent of savings decided to reduce their consumption by half. It will cost the government well over \$100 million at today's figures," he declared. "It would result in a 10 per cent loss in volume for the average cigarette retailer."

An alternative in the form of a federal sales tax could raise needed revenue and apply equitably to every industry, Weymouth suggested.

Appoint Dobson Sparky Distrib

NEW YORK, Sept. 1.—Spearhead, Inc., has appointed the Dobson Distributing Company to handle sales of its four-flavor cup vender in Eastern Arkansas, Louisiana, Mississippi and parts of Texas, according to an announcement by H. J. (Pete) Foster, vice-president and sales manager.

The outlet, located at 4301 Maple Avenue, Dallas, is headed by Joseph and James Dobson. James Hoesler, former Spearhead representative for the territory, is now affiliated with the Dobson organization. The firm also will distribute the Bert Mills Coffee Dis-

CHICAGO, Sept. 1.—William Wrigley Jr. Company announced arrangements have been made for final disposition of its special-ty engineered and operated nickel-park gum venders. An earlier decision to sell the units' outright had been reconsigned, and the first renovated machines will be offered operators this month.

Move sets the pattern under which permanent operation of the equipment will be carried on. Previous uncertainty as to how the venders would be ultimately operated and placed (The Billboard, June 9) was clarified by the Wrigley decision.

The model to be offered operators is Wrigley's five-column manual unit, of which 1,000 were produced. However, up to last

week no decision had been reached on the price. The gum manufacturer's five-column electric model, originally introduced in the fall of 1949 and sold with 500 units, was to be ultimately withdrawn from operation. A third model, introduced with the four-column manual machine during the 1949 National Automatic Merchandising Association convention, was a two-column manual machine. This was only built in 20 test units and is not a factor in the sale of Wrigley venders.

Revolution Program

Following its decision to offer the enamel gum machines for outright sale, Wrigley initiated a recall program designed to bring

Minn. Dairy Intros Outdoor Milk Vender

MINNEAPOLIS, Sept. 1.—An outdoor-type milk vender, stocked for take-home sales, was unveiled at the Minnesota State Fair Wednesday (29) by its co-developers, Lant O'Leary Creameries, Inc. and Refrigeration Engineering Corporation. Following a three-month trial of a pilot model at the dairy plant, it was announced initial production of one of two units a day will be started at Refrigeration Engineering's manufacturing plant in Montgomery, Minn.

firm, stated the unit would be distributed by the dairy. He said the vender would be made available to the entire Dairy Industry. Bonnie declared his firm will locate first production models in the rural market areas here, will set up units in the Twin Cities if other dairies use the machine.

Vender Yields

Lant O'Leary claims that one route-man can service 10 of the (Continued on page 87)

Doyle Resigns As Coan Mfr. Sales Manager

MADISON, Wis., Sept. 1.—Frank C. Doyle, general sales manager of Coan Manufacturing Company here, resigned August 31 to take on a new assignment in the vending machine business.

W. C. Coan, president of the company, said this week he was not ready to announce who would replace Doyle as head of the sales department. Coan announced that Fred Pierson, who joined the firm previously as head of the service department, is no longer associated with the firm.

Pierson, formerly with the Vendo Company, Kansas City, Mo., has been in Kansas City at Missouri C-Products.

Doyle did not elaborate on his plans for the future, except to comment he was moving to Chicago and soon would have an announcement to make concerning new equipment.

In all of the four-column machines for complete renovation. This is being done on a contract basis by venter-experienced firms in Chicago as of the year.

A quick sale of the 1,000 four-column venders may pave the way for resumption of this model's production by other venter manufacturers, according to Wrigley spokesmen. Letter declared such manufacturers of the unit by outside interests would be permitted on a royalty basis.

During the approximately year-and-a-half test of the manual and electric models by established operators in various parts of the country (which was instrumental in designing the vender with the aid of Fred Kaup of the refrigeration

(Continued on page 88)

Supplies in Brief

Tobacco Output

WASHINGTON, Sept. 1.—Production of cigars, cigarettes, and other tobacco products rose during July from a year ago but fell off some from June of this year. The Federal Reserve System's seasonally adjusted figures on industrial production of tobacco products show that to be 161 for July, 1951, with 190 used as a base representing the 1933-39 average. Production for July, 1950, was 154, June, 1951, production was 171. Cigarette production took the biggest climb with July's total reaching 225 as compared to 212 in July, 1950. June, 1951, cigarette production was 223. Cigar production of 98 during July, with 100 used again as a base representing the 1935-39 average. This compares to cigar production of 96 during July, 1950, and 115 during June, 1951.

Bottle Supply

WASHINGTON, Sept. 1.—Shipments of returnable beverage bottles totaled 538,111 in July, a heavy dip from the previous month's total of 847,756, but one which improved over July, 1950, total of 523,226. Commerce Department announced. These figures cover soft drink beverage containers only. Production of returnable beverage bottles last month ran at 504,167, compared with 537,567 in June. Stocks at the end of July totaled 559,084, compared with 599,846 the previous month.

Meanwhile, concerns reported that electric power manufacturers' industry advisory committee, in a meeting with National Production Authority recommended adoption of conservation measures in all industries using aluminum. The committee explained a critical shortage of aluminum now exists because of the limited quantity produced is used not only by glass manufacturers, but also by the producers of stainless steel, rubber, ceramic, and electronic and equipment.

Aluminum is used for glass container manufacturers to produce a transparent glass neck as is found in various kinds of food and beverage containers. Aluminum is used to remove the green color from glass.

Plenty Peanuts

WASHINGTON, Sept. 1.—Supplies of peanuts, farmers' stock equivalent, are the biggest this summer than any year since 1946, and holdings of farmers' stock peanuts are three times larger than those on hand last year. The Department of Agriculture reported. Supplies held in commercial position July 31 totaled 22 million pounds, farmers' stock equivalent, as compared to 187 million pounds July 31, 1950. Holdings of farmers' stock peanuts rose 125 million pounds July 31 as compared to only 45 million pounds at that date a year ago. Farmers' stock peanuts milled through July 31 totaled 1,610 million pounds as compared to 1,555 million pounds milled by this date

last year. This is a 4 per cent rise in millings. Altho the bulk of this year's crop has gone thru shelling plants, crushing of farmers' stock peanuts, more than twice that of the 1949-50 season when 25 million pounds were crushed. From September, 1950 to July, 1951, total disappearance of shelled peanuts for crushing and export was 297 million pounds, compared to 293 million pounds for the same period the year before.

The quantity of shelled peanuts used in candy is down 6 per cent from last year while that used for salted peanuts is up 13 per cent. Eight per cent more peanuts were used for peanut butter this year as compared to a year ago.

Filbert Proposal

WASHINGTON, Sept. 1.—The U.S. Agriculture Department has announced a proposal to fix the salable percentage for merchantable in-shell filbert at 85 per cent and the surplus at 15 per cent for the year starting August 1. The Filbert Control Board, administrative agency which operates the marketing agreement and order regulating the handling of filberts grown in Oregon and Washington, met in Portland, Ore., recently and furnished the department with its recommendations on salable and surplus percentages together with supporting data. This recommendation is the basis for the proposal.

Sked NAMA Op Co-Op for Red Feather Drive

CHICAGO, Sept. 1.—Arch C. Riddell, chairman of the public relations committee of National Automobile Merchandising Association, this week announced plans for co-operation of NAMA operator members with 1951 community chest of Red Feather program in 1,100 cities through the nation.

Riddell pointed out this will be the second year that vending machines have been enlisted in the promotion of the Red Feather cause. Last year 350 NAMA vendor operators in 223 cities were active in the campaign, when approximately 168,000 machines of coffee, cigarettes, candy, gum, milk, beverage, biscuit, coffee, milk, ice cream, etc., carried the special Red Feather stickers.

Plans for operator participation in the 1951 drive are similar to the schedule last year, Riddell said. Beverage and cigarette operators will have available caps and matches with the Red Feather message, and in addition, seals, posters and service stamps will be used on letterheads, envelopes and other communications.

Pa. Post-Tax Bev Pegs Cause Hassle

Claim Retail Prices Same as Under Levy; Legislature to Reconsider Tax

PHILADELPHIA, Sept. 1.—A stir was created here last week by the Philadelphia Inquirer which charged, following a survey by the newspaper's staff, that altho the State tax on soft drinks was ended by the Legislature May 31, people are still paying as much for their soft drinks as they did when the tax was in effect.

The newspaper has been frantically disseminating the result that members of the Legislature have publicly stated the soft drink tax will be re-examined when the law-making body resumes sessions September 17. At the same time Paul B. Hartenstein, district director of the Office of Price Stabilization, ordered a check into soft drink prices. He said his office had received numerous complaints that retailers and vending machines didn't lower prices after the State soft drink tax expired.

When the tax was first imposed two years ago, the nickel bottle went up to 6 cents. With the elimination of the tax, the surveys showed, many stores failed to reduce the price in many sections the price of pop in 6 or 7 cents a bottle. Hartenstein said the amount of possible over-calling charges may be small, but enough to warrant an investigation.

Target Ops

The two principal targets in the probe are the retailers who are selling soda at prices above the ceiling of 6 cents a bottle set by OPS, and the vending machine operators who are charging 10 cents a cup for drinks no larger than those sold for 3 or 6 cents elsewhere. In dealing with the vending machine operators, OPS said it would cite them as violators if they did not provide larger drinks in cases where they have been charging higher prices. Also up for charging was the question of whether the vending machines charging 10 cents did go before the OPS set general price ceiling last January.

Just what would constitute a violation, however, remained problematical. The test appeared to be that if a bottled soft drink, whether counter sold or dispensed by a vendor, must reflect

the 1-cent reduction caused by the removal of the State tax in all cases where the retailer was charging more than 6 cents during the tax period.

Cap Vendors
In case of the self-mixing vending machine, operators will be permitted to continue a 6-cent price per drink if they are paying more for their cup than they did before July 23. If the cost of syrup for such machines has remained the same since that date, the price is supposed to return to 5 cents.

Similarly, vending machines which have been selling soft drinks at 10 cents would be required to reduce the price to 9 cents. However, this is being pointed out by operators, if a complicated and conservative process.

The beverage price publicity this past week could result in the return of the soft drink tax in Pennsylvania, industry officials said. The newspaper cited the price of a cup of soda as an example of revenue-producers which Governor Pine could utilize to balance the State budget. Instead of a State income tax which he has been pushing with little success thus far.

SMOKESHOP '612'

The NATION'S FINEST CIGARETTE VENDOR

See Our Ad and Call This Ad For Details

AUTOMATIC PRODUCTS CO.

2508 W. 37th St., New York 19, N. Y.
Phone 7-3123

WRITE FOR CATALOG

See Best Vending Merchandise

COPPER CHARMS

Large Size, new imported, 1.00 \$2.50
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"New Cut" Delux, 1.00 \$1.50

STANDS

All sizes, aluminum, metal, etc. for all vending machines, stands, etc. See our catalog for details.

\$2.25 each

One Third Deposit on All Orders

PARKWAY MACHINE CORP.

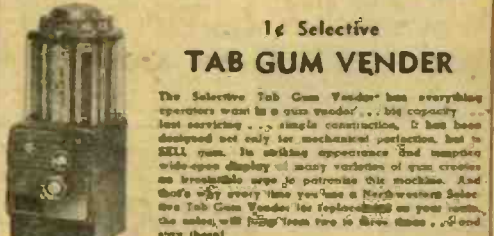
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Profit-Making Combination For Wide-Awake Operators

MODEL 49

1c-5c-10c

The record breaking earnings have reported by operators using Model 49 have never before been approached by any bulk vendor. It makes no difference what product you use since about up in locations as soon as a 49 is installed, and they stay there. What sales appeal eye-catching beauty... (omitting bookkeeping display), clean, sanitary clothes... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



1c Selective

TAB GUM VENDER

The Selective Tab Gum Vender has everything operators want in a gum vender... big capacity... fast servicing... simple construction. It has been designed not only for mechanical perfection, but to sell gum. Its striking appearance and modern wide-open display of many varieties of gum creates an irresistible urge to patronize the machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for promotional or your own use, the sales will bring you from two to three times as good any other!

FREE! You'll enjoy reading "The Northwestern," which contains much photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

THE NORTHWESTERN CORPORATION

707 Armstrong Street Morris, Illinois

Subway Venders Reach New Peak

Continued from page 73

pany, grossed \$2,398,193.01 after deductions for sales taxes. Revenue breakdown is as follows:

Machine	Gross	% Contn.	to City
1c Gum	\$1,298,514.79	29	29
5c Gum	126,530.28	28	28
1c Candy	344,880.81	28	28
5c-10c Candy	294,001.16	20	20
1c Cigarette	43,303.60	20	20
1c Peanut	232,762.39	30	30
1c Tissue	11,278.56	10	10
1c Scales	1,682.52	10	10
1c Cashbox	157.30	20	20

CHARMING NEWS

Working short of Diamonds will put peanuts faster than TORR's new ads.

Assortment of over 500 different items from 5 leading factories.

To make more money and save more money, write for prices and details.

ROY TORR LANDSOWNE, PA.

1c Gum	1,298,514.79	15
Cigarette	429,233.74	7.46
TOTAL	\$3,398,193.01	

Combined Gross

divided among three operating companies, their combined gross for the fiscal year totaled \$1,169,344.62 after taxes. Contract holders, each assigned a separate subway division, are ABC Vending, Automatic Canteen and Chick's Vending. All return the city 30 per cent of gross revenue. Statement of income for the year follows:

Operator	Gross
ABC	\$316,321.88
Castle	\$21,727.73
Chick's	\$29,204.74

TOTAL \$1,169,344.62

A check this week disclosed 432 cup vendors of all types working the underground locations. Since the beginning of the year 37 machines have been added.

Milk vendors, installed only recently by Interborough News under a separate contract with the

city, grossed \$3,107.90 for the year. Over the same stretch, parcel lockers, operated by the American Lockbox Company, took in \$138,364.10 (40 per cent commission returned to the city), and pay toilets, operated by the Hill-Clock Company, grossed \$31,749.81 (commission rate 75 per cent).

W. Va. Cig Tax

CHARLESTON, W. Va., Sept. 1.—State Revenue Department reported this week that West Virginia's higher cigarette taxes produced revenue of \$424,484.31 in July, the first month the boost from 1 to 4 cents per pack was in effect. Department attaches said the receipts compared with \$99,019.86 in July, 1950.

Sweets' Net Declines

HOBOKEN, N. J., Sept. 1.—Sweets Company of America reported a net profit of \$132,250 for the six months ended June 30. For same period in 1950, firm netted \$100,812.

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern

Outstanding

MODEL 49

1c-5c-10c
100 CANS
LESS THAN 100
100 CANS
100 CANS
100 CANS

Successful

TAB GUM

LESS THAN 100
100 CANS
100 CANS
100 CANS

Complete Line of PARTS, SUPPLIES, STANDS, GUMS, BRACKETS, CHARMS, Etc.

1000 PAYMENT PLAN AVAILABLE TRADE-IN ACCEPTED

1000 DEPOT, GREENE C.B.D.

NORTHWESTERN

SALES AND SERVICE COMPANY

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4105 16th AVENUE, BROOKLYN, N. Y. • (Glenhurst 3-3290)

AMI Bows "D" With Choice Of Speeds, 40-80 Records

Distributor Shows Sept. 5-15; Radical Change in Size, Design

GRAND RAPIDS, Mich., Sept. 1.—A new model phonograph, available in either 40 or 80 selections to play 78 and 45 r.p.m. records respectively, will be unveiled by AMI distributors in nationwide showing set to start September 5 and continue thru September 15.

Designated the Model D, the phonograph is a radical departure in design from previous AMI juke boxes, and incorporates a number of innovations designed to help the operator merchandise music on his locations.

During the showings, AMI president, John Haddock, said, the D-40 will be offered for immediate delivery. Delivery on the D-80 will begin in October.

The D-40 plays standard 78 r.p.m. disks, but may be converted

to play 7-inch 45's as well. The D-80 plays 7-inch 45's exclusively. Both are housed in identical cabinets, the apparent difference being in the selector panel.

List price for the 40-selection juke is \$199, the same price at which the previous AMI model listed. The larger selection juke box lists at \$225. The D is the fourth new model AMI has brought out since 1945. In size alone, the new model is considerably different from the firm's previous models. Its height has been lowered to slightly more than 5 feet, and it occupies 5 square feet of floor space.

"Five-Layer" Selection
Among its new features are "five-layer" tape strips and selector buttons located on a sloping bank above the visible record changer.

An edge-lighted plastic panel, in which the colored illumination continually changes, runs the width of the machine atop the selector bank. The panel bears the message, "Music For You By AMI" and was designed to call attention to the phonograph.

A curved plastic window exposes the complete record changer (Continued on page 82)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General Music, and other departments up front on this issue of The Billboard are:

LOW-PRICED POPS GET SHOT IN ARM. Remington, Hi-Tone put out cheaper disks, aim at juke trade (Music Department).

INDE DISKS EDGE TOP HITS. Sleepers stall trade's splashiest small commodity (Music Dept. article).

SET SALES HIGHER, DISKS IN DECLINE. Radio, TV and phone sales show increase in tax report; coin machines, platters off (General Music departments).

ORNSTEIN TO GUIDE KINO POP LINE. Disk business stalwart will mastermind the diskery's big pop push (Music Department).

And other informative news stories, as well as the Honor Roll of Hits and pop charts.

VIDEO NO HEX

Cuban Juke Box Biz Healthy, Rep Reports

MIAMI, Sept. 1.—The 360 phonographs imported from the United States by Cuba in 1950 placed its first among Latin-American nations, Leon Shapirochuk, sales manager of International Distributing Company, Havana, said here this week. Venezuela is in the runner-up spot.

Shapirochuk, exclusive Wurlitzer distributor in the island, has a working agreement with Hush Distributing Company, Miami, and was in town on business. He reported that although volume is down from the postwar peak for both distributors and operators, the industry is nevertheless healthy, and thriving. Pig games are not permitted in Cuba.

Television, which came to Havana less than a year ago, has made no inroads on juke box business up to this point, said Shapirochuk. As a matter of fact, he explained, extremely cordial relations exist between his company and the leading Station CMO, which frequently calls upon Shapirochuk to furnish it juke box cases, as well as hours of a favor or night job locale. In such cases, his company is given a seven credit.

Seasonal Biz

Best business period of the year, Shapirochuk stated, is from January to May when the sugar cane crop is harvested, and employment is at its highest level. Other industries such as tobacco are also seasonal in scope.

Tasters of juke box patrons run 80 per cent to Cuban records, with the remaining 20 per cent split among American, Spanish and Mexican tunes.

The nickel, dime and quarter-type machines is used through the island with the nickel-tune the standard offering. Increasing the price to more than a nickel isn't even being contemplated, Shapirochuk explained. "The customers just wouldn't stand for it."

A native of Poland, the 32-year-old Shapirochuk came to Cuba with his parents in 1924. He has been in the music box business since 1946.

State Fairs Become Juke Box Showcase

CHICAGO, Sept. 1.—Major State fairs, some of which have formerly been showcases for various types of coin-operated equipment, will, in the future, become a major promotion point for music machines. Just as the Cincinnati National Exposition in Toledo and the Florida State Fair in Tampa normally feature a wide range of coin equipment, so other fairs will now include among their exhibit juke boxes.

Initial tests of the fair showings were held in the past few weeks by two firms. Restaurant, manufacturer of a counter-model, 12-selection 45 r.p.m. phonograph, thru its distributor, displayed at three such events in Escanaba, Mich., Lansing, Mich., and the Wisconsin State Fair in St. Paul. (The Billboard, September 1.)

Wurlitzer, thru its Milwaukee representative, United, Inc., last weekend an exhibit in the Commerce Building at the Wisconsin State Fair, with several models on display. Harry Jacobs Jr., United exec, said the showing had been successful, and the program would be repeated again next year.

Draco Named Wurlitzer Salt Lake City Rep

NORTH TONAWANDA, N. Y., Sept. 1.—The Rudolph Wurlitzer Company this week named Draco Sales Company to handle its juke box and auxiliary equipment in the Salt Lake City area. Ed R. Wurlitzer, general sales manager of the phonograph division, said Draco will take over the showings and facilities of the Knowledge Music Company, former Wurlitzer representative, and will operate the office as a branch of its Utah high headquarters in Denver.

Named to head the Salt Lake City branch as manager was Frank Negri. He has been a Wurlitzer representative. A complete sales and service set-up will be maintained in Salt Lake City, and road sales and service personnel will cover Utah from that office.

Draco execs, in addition to Frank Negri, are Howard Hold, M. J. Savoia and Leo Negri. Firm has been associated with Wurlitzer since 1949, and is also handling the music line in the Denver area.

Distrib Skeds Phono Showing

CHICAGO, Sept. 1.—First Distributors, now completing a remodeling and expansion program, will feature a special showing of the Chicago Coin Hit Parade, quarter-model selective juke box, at its office open house celebration in two weeks. Joe Kline and Wally Pinko, co-owners of the firm, stated one window of its new office would be devoted to a display of the 45 r.p.m. juke, and a special section of the main show-room will be set aside for display and demonstration of the juke box.

In addition to the display and showing at the headquarters, Kline and Pinko are holding a series of showings of the juke thru the three-State area in which First acts as factory distributor for the phonograph. These showings will be started after the main headquarters are opened.

MARITIMES GET MUSICAL HOCKEY VIA JUKE BOXES

ST. JOHN, N. B., Sept. 1.—Lebanon Reid, Moncton, N. B., distributor, is going to combine business with pleasure this fall, and he hopes to have both ends of the combo turn out profitably.

Reid last winter purchased the Moncton Hawks, competing in the Maritime Hockey League, and spent much of the latter part of the season traveling thru the provinces with the team. This winter, with new players and a leading coach, the Hawks are expected to draw heavy crowds thru the loop.

Not only will Reid travel with the team on its playing dates, but he has built a storage space in the rear of the bus carrying the players. This space will be used to transport several juke boxes, which will be set up in each city where the team plays. Jukes will be available at the rink for several hours in game time, so that patrons can entertain themselves before settling to watch the game, and also will be available between playing periods and after the game.

Grant Patents For Juke-Video Control Device

WASHINGTON, Sept. 1.—Six patent claims by David J. Peters, Castle Shannon, Pa., for a juke box and television control device which would make possible the simultaneous operation of both units in a public location, has been granted by the U. S. Patent Office here. Original application for the claims was filed April 19, 1949.

Thru Peters' device, it would be possible for a patron to insert a coin in a juke box with the television set in operation. Upon activation of the juke box, the amplifier would be turned off on the video set, but the image on the screen would continue. The record selected by the patron would play thru its cycle, with that music amplified so that the customer in a location would be able to hear the music, and still watch television.

At the conclusion of the playing of the selected record, when the disk is returned to the rest position, the video amplifier would again be activated, thus bringing the sound back to the tele. Patent number is 2,565,921.

Guarantee Tops Dime Play in Conn. Spots

HARTFORD, Conn., Sept. 1.—So far, reaction to the increasing of charges on juke boxes from 5 to 10 cents has not been too good, according to Abe Fish, owner of General Amusement Casino and president of the Connecticut State Coin Association.

"A lot of operators," said Fish, "will report their locations are having trouble getting 10 instead of 5 cents in juke box play. We've found that in most months, the better arrangement is to have a 10-cent play in night clubs, private clubs, and locations where we know the spending is easier than in smaller spots like restaurants."

Two for 3 Dime

"However, in the smaller locations, where coin play is more or less dependent upon customer appeal, we have discovered the juke do a better trade with a charge for two plays for 10 cents, say for 25 cents."

"The solution?" We should keep as many locations in the 5-cent bracket as possible. This is the bracket in which most of our customers are familiar. This is the bracket in which more change seems to flow more easily into the coin chutes.

unit, or 50 record unit, \$10, or \$15 minimum."

"The location owners realize that the coin machines bring added revenue to their locations and usually they don't complain over having to pay this front money. It's an equitable situation, and has made for better business practice, at least in Connecticut."

Music Exhibs, Biz Sessions Highlight MCMC Omaha Meet

OMAHA, Sept. 1.—While the Midwest Coin Machine Convention here October 15-16 will be all-inclusive as far as exhibits and business discussions are concerned, music machines will hold the spotlight during a healthy portion of the two-day meet.

At the exhibiting level, practically all types of music equipment will be on display, according to present plans, with manufacturers and distributors combining to display their latest models. Supplementing the equipment exhibits will be booths sponsored by all major record labels, many indie lines and several suppliers, including Permatone. Personal appearances by recording artists are being set by the various labels, and these same performers will also partici-

pate in the entertainment which will be the convention Tuesday night (16).

National copyright legislation, and dime play are two of the major subjects on the agenda for the business meetings. Both are prominently in the news and are expected to be given more prominent by the time the convention convenes.

Set Committees

To handle the various business sessions, entertainments, banquet and other facets of the meetings, Howard Ellis and Mike Imig, co-convention chairmen, and Harold Klein, publicity chairman, this week were completing committees which will be officially appointed immediately after Labor

Day, and will begin functioning as soon as they are named.

George A. Miller, president of the Music Operators of America, who will deliver the major convention address at the banquet, is also scheduled to participate in the business sessions. He has been active in both the legislative and the OPS via dime play picture, and will report on both situations to the operators in attendance.

Other MOA execs scheduled to participate in the meetings are Dick Blumberg, New Jersey, and Hirsch De La Vex, Washington, D.C. The entire executive board of MOA will attend the MCMC. (Continued on page 82)

AMI Distribs Sked "D" Day Juke Showing

CHICAGO, Sept. 1.—AMI distributors this week began preparations for "D" Day showings of the firm's new line (see separate story) and were completing the details prior to showing them to the holiday week-end. Plans some were set to start off the new week with their showings, others planned to stagger the open-house events thru September 15 by which-time most ops. will have returned from late vacations.

Already set with "D" Day showings by the following: American Phonograph Distributing Company, Chicago, Tuesday (4) from 12 noon thru 8 p.m. at its headquarters.

Turan Distributing will start

(Continued on page 82)

WPOA to Hold Brodhead Meet

BRODHEAD, Wis., Sept. 1.—Wisconsin Phonograph Operators' Association will be hosted at its September 10 meeting here by its president, Clinton Pierce, who is also mayor of Brodhead. The business session will be held at city hall.

On the agenda for the meeting are discussions of state and national legal matters, dime play and the Office of Price Administration, and the Midwest coin machine convention in Omaha October 15-16. WPOA is one of the six sponsoring associations for the MCMC, and Pierce, who also is a member of the Music Operators of America. (Continued on page 82)

● **Record Reviews**

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	TOP 100	TOP 40	TOP 20
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● Continued from page 37

POPULAR

VICTOR YOUNG ORK <i>Sirango's Alarm</i> DECCA 37707—Instrumental original written by Young, produced by a heavy, slow, ballad-like melody featuring a rhythmic driving bass and piano. Performed by G. G. Brown.		71--74--71--67			
<i>Twilight Nocturne</i> This is a pleasant piano covering an adaptation, with suggestions of G. G. Brown and G. G. Brown's style, but in this case, without a chorus.		712-74--71-67			
DUY LOMBARDO ORK <i>Mary Rose</i> DECCA 37729—Heavy ballad and the greatest, for a string quartet on the Sinatra style, with a ballad ending.		86--86--86--86			
<i>Sweetheart of Yesterday</i> The vocal performance offers a perfect reading of the song with a strong, direct, slight variation should be of interest to the fans measure up.		87--87--87--87			
GENE RAYBURN; DEE FINCH <i>Way Up in North Carolina</i> DECCA 37729—The vocalists have been in a standing ovation for their songs now half of their careers. The song ends with a strong and piano ballad, with a strong melody.		80--78--80--82			
<i>Dry Bones</i> They offer a special, piano, with a strong, off-beat melody. This one doesn't have the same as the other of the.		68--66--68--70			
GENE KRUPA ORK <i>Sheik of Araby, The</i> This is a lively, dance reading of the standard with a strong, ballad-like melody with the Grand Operating, somewhat piano, a ballad, but not too.		73--75--70--73			
<i>Oh and On</i> The vocalists have been in a standing ovation for their songs now half of their careers. The song ends with a strong and piano ballad, with a strong melody.		69--73--67--67			
DINAH SHORE <i>Stay Awhile</i> DECCA 37729—Credited to the vocalists, with a strong, ballad-like melody, somewhat piano, a ballad, but not too.		81--82--80--82			
<i>It's All in the Game</i> The vocalists have been in a standing ovation for their songs now half of their careers. The song ends with a strong and piano ballad, with a strong melody.		86--87--86--85			
IAN PIERCE <i>Rock & Roll, The</i> DECCA 37729—The vocalists have been in a standing ovation for their songs now half of their careers. The song ends with a strong and piano ballad, with a strong melody.		82--84--82--81			
<i>What is a Guy?</i> Pierce has been in a standing ovation for their songs now half of their careers. The song ends with a strong and piano ballad, with a strong melody.		83--85--85--78			

(Continued on page 82)

**Distrib Sets
Op Showings**

CHICAGO, Sept. 1. — World Wide Distributing this week reports it will hold an operator

showing of the Rock-Ola Super-Rocket '52-50 in mid-September at its local headquarters. Operators in the territory covered by the firm will be invited to attend the Chicago showing. Al Stern, firm head, said. There will be no other official showings held in this territory. In addition to Stern, Monty

West, sales manager, and Len Mico, office manager, will host the event. Recording stars will appear, Stern stated, and refreshments will be served throughout the day and evening.

Move is in line with most Rock-Ola distributors' policy to hold-up showings of the new unit until after the Labor Day holiday.

*Now
Featuring*



*On Display
in Our Showrooms.
Immediate Delivery*

Wolf Distributing Company

2854 Champa Street

Phone: Alpine 3405

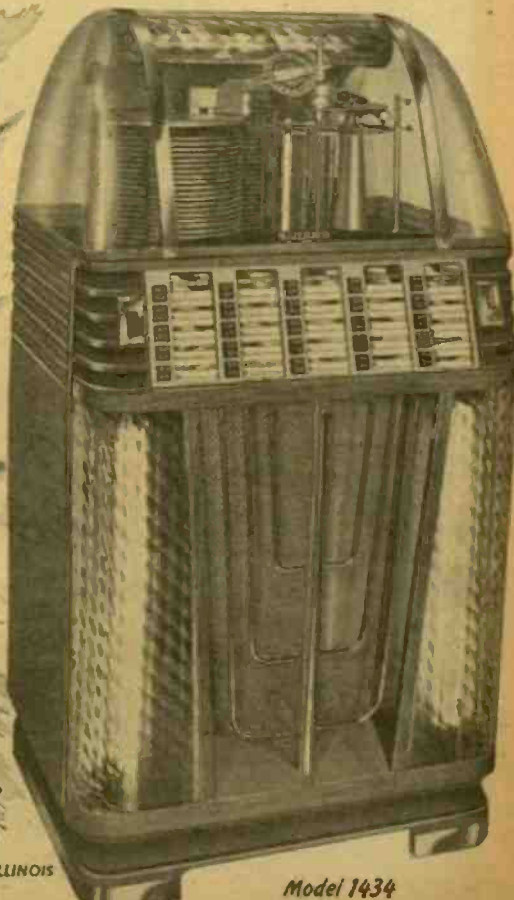
Denver, Colorado

*The Outstanding
Achievement
of the Coin-Operated
Phonograph Industry*



- TRouble-FREE 50 SELECTION MECHANISM
- WORLD'S MOST BEAUTIFUL CABINET
- CRYSTAL-CLEAR PLASTIC DOME
- GREATER OPERATING ECONOMY
- STRAIGHT-LINE SINGLE, INDIVIDUAL-BUTTON SELECTOR

To help you make more money—off phonographs are set by the factory for 10¢ per play for 25¢ per play and a 7¢ commission desired.

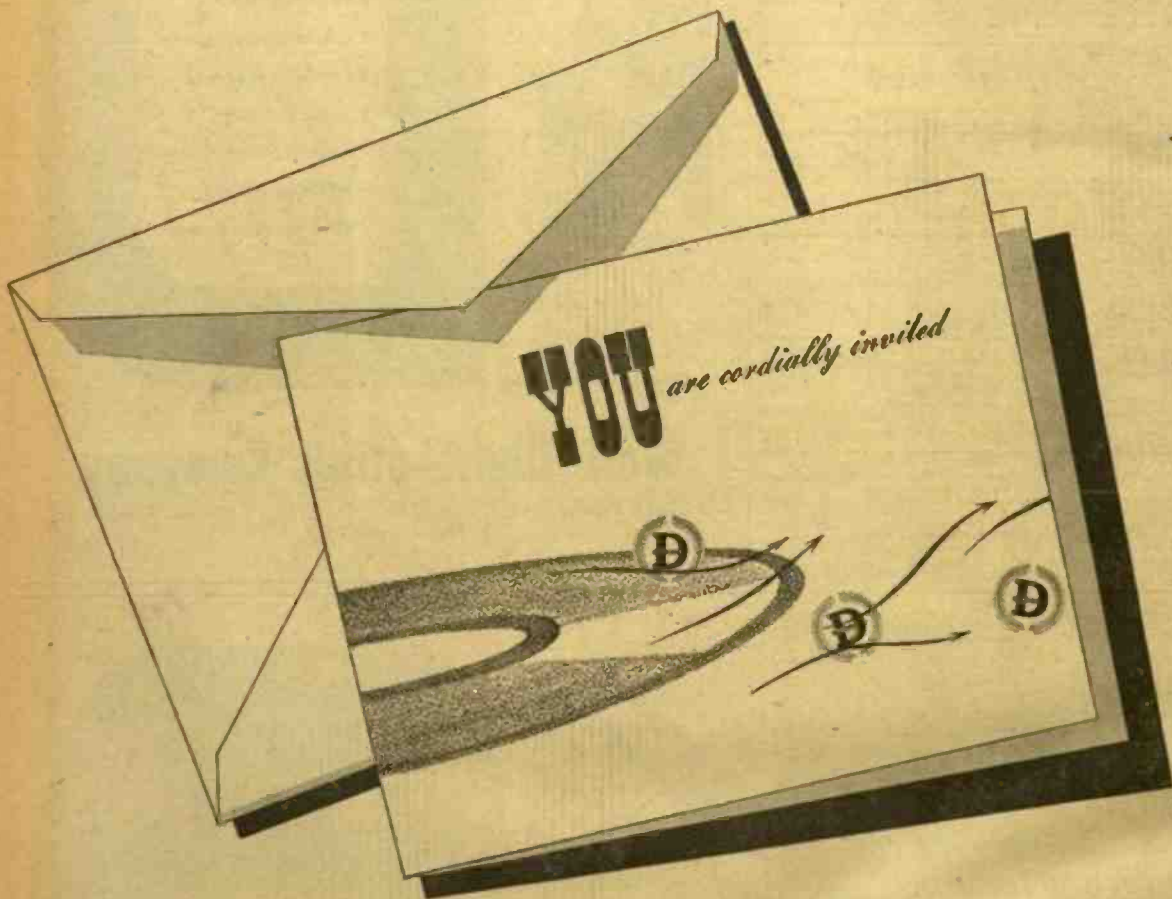


Model 1434

ROCK-OLA MANUFACTURING CORPORATION

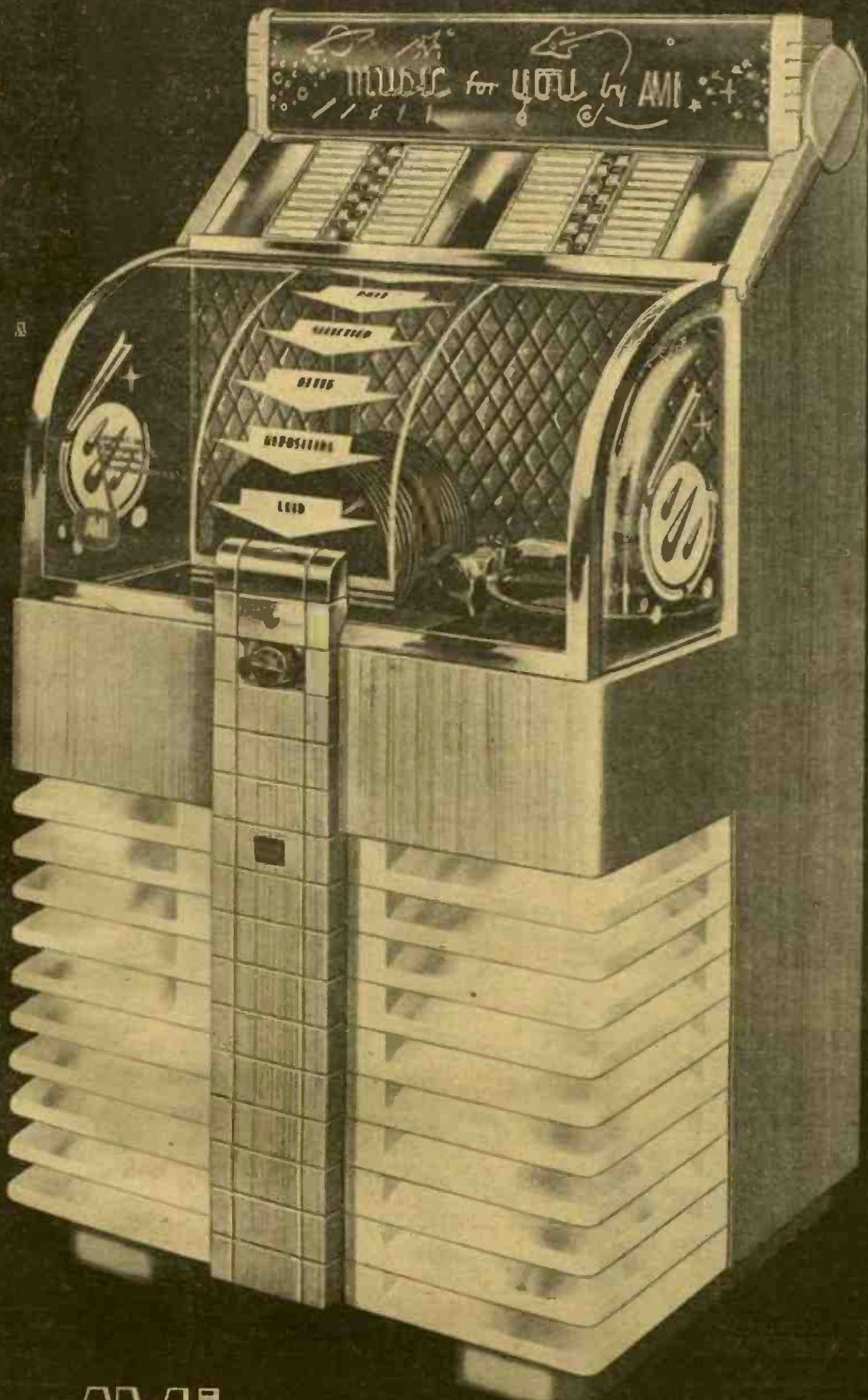
300 N. KEDZIE AVE., CHICAGO 31, ILLINOIS

Now . . .



See the "D"
 at your **AMI** distributor





AMi Incorporated

GENERAL OFFICES AND FACTORY: 1504 UNION AVENUE S.E., GRAND RAPIDS 9, MICHIGAN

AMI Distribs

Continued from page 78

showing the new line next week at its headquarters in Miami, and is planning additional shows in West Palm Beach, Tampa, Jacksonville, Havana and Puerto Rico.

Runyon Sales, New York, will hold its show next week.

Southern Automatic Music Company will hold showings in Louisville, Cincinnati, Indianapolis, Fort Wayne, Ind., and Lexington, Ky., offices, Saturday and Sunday (8-9). Operators from Southern Ohio, Indiana and Kentucky will be invited to attend the two-day event.

Roberts Sells

Continued from page 77

efforts to soldiers in Korea and had been active in raising funds for civic and religious organizations.

His sons, who formerly were in the distributing end of the coin machine business in San Francisco, sold their firm a year ago and entered the furniture business. Both are permanently located in that city.

Roberts said his complete distribution set-up here would be taken over by Geritz, and the firm's present headquarters at 2834 Champo Street would be retained. Firm will also continue under the name of Wolf Distributing.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard times at indicated dates. 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, it is in the case of both vendors; only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for brand names (ARBORN, AMI, FIROSH, EMILS, PACIARD, RESTAURAT, ROCK-OLA, SEIBERG, WURLITZER) and rows for various models with their respective prices.

AMI Bows "D"

Continued from page 78

mechanism; at the sides as well as from the front. The window is hinged, swings upward for access to the changer, tone motor, slug selector, color bolt, and switches. The visible interior is finished in embossed vinylite which simulates the appearance of leather but may be wiped clean with a damp cloth.

The D cabinet, hand-rubbed wood, will be available in both blond and mahogany finishes. Ribbed, white and plastic levers at the front and sides of the bottom of the cabinet swing open to give access to the changer, vinylite color wheels and in the front center which are hidden by steel kick plates. Louvers and hardware of the bottom doors are interchangeable to either side of the box.

New Sound System Both the 40 and 80-selection phonographs incorporate a new sound system—a new amplifier with several other changes. The number of tubes has been cut by 3, of three types. And there is manual bias and probe as well as volume control.

The 40-selection juke box weighs 228 pounds, the 80-selection somewhat more. Both have a smooth rear panel and expanded strip bar for readability. One section of the back is removable for access to the amplifier, speaker and junction box.

In the 40-selection juke box, the selector panel is separated by three cutters. In the D-80, title strips and buttons occupy all the available space across the face of the cabinet. Title strip holders are somewhat shorter than they were in the previous model, but are still of sufficient length to accommodate standard title strips. Plastic title strip holders are held in by spring clips, may be quickly lifted out for changes or for cleaning.

Play Price Cards Large directional arrow, hinged onto the plastic selector, call attention to the coin chute. The top arrow lists the price per play and is interchangeable. AMI is marketing the arrow available in all sizes and play combinations.

An example of some of the service innovations made in the phonograph is the location of the slug selector directly above a greatly enlarged coin box. The selector is mounted on a rod so that it may be raised and swung out for easy servicing. The coin return eye is recessed to prevent mishandling.

Speed Conversion With the cabinet and sound system in both the D-40 and D-80 identical, the phonograph can be converted from 78's to 45's by interchangeably exchanging mechanisms (the cabinet is drilled for new studs) and putting on a new selector base.

To keep heat in the cabinet at a minimum the five-tube amplifier (two 616's, two 6SN7's and one 6X4's) is shielded from the changer mechanism and total wattage of the machine's illumination, from three fluorescent tubes, is 50 watts.

Altho the box weighs less than previous AMI models, the cabinet of the D is made of thicker material—3/8-inch laminated plywood.

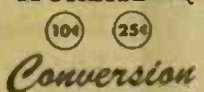
WPOA Meet

Continued from page 74

will be on hand for the latter group's board meeting which follows the regional convention. Decisions on the date of the October meet will be made at the September 10 meet. A plan to hold the October session in conjunction with the WPOA's 40th anniversary.

A luncheon will precede the business session.

WURLITZER



Conversion See your Wurlitzer Distributor for information and parts in time-quarter conversion of all Wurlitzer post-war equipment.

GIVE TO THE RUNYON CANCER FUND

MUSIC SYSTEMS, INC. MIDSUMMER SPECIALS. SEEBURG 146S \$139, SEEBURG 146M \$159, SEEBURG 147S-\$169, SEEBURG 147M-\$189, WALLBOXES SEEBURG 3-WIRE, S. Pasture \$20.00 WIRELESS \$4.00, WURLITZER 101S-\$195, WURLITZER 1250-\$450, AMI MODEL A \$325.00. WRITE-WIRE PHONE, IMMEDIATE DELIVERY.

Where you HEAR THIS... crystal-brilliant, rich, true to life Constellation Tone Reproduction... You'll SEE THIS... more play all day—more money in the collections... and You Can DEPEND ON THIS... Constellation's trouble-free performance backs the play to create and maintain profitable operating! EVANS' 20 RECORD, 40 REVELATION CONSTELLATION. The Phonograph Built with Evans' Patent in Mind! H. C. EVANS & CO. 1886 W. Carroll Avenue, Chicago 2, Illinois.



Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

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

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDED	RELEASED	HITS	RATED
MEL TORME My Buddy Capitol 3763-7 Tormé has a sparkling, intimate quality of tone essential to the style of the classic songs.				76-78-75-73	
Take My Heart Another top grade solo by Tormé in a polished, sophisticated style.				74-75-73-73	
GLORIA DE HAVIN-GUY LOMBARDO ORK Hold Me-Hold Me-Hold Me Columbia 2711-1 Lombardo's easy, swinging sound is just the "fun" for the "day" party with the Lombardo crew playing the "old" swing dance component.				78-79-77-77	
I Wish I Was Miss No. 1, the "Lombardo" trio and have just had a shiny new sound of a swinging "swing" style - a "swing" style.				85-85-84-85	
EVELYN KNIGHT I've Come So Long Time forgetting You Decca 2713-1 A very attractive ballad to a lady with a "swing" style. Fine performance!				75-78-75-72	
This Is the Kiss A very pretty new ballad, this one is really a "swing" style. Beautiful by Miss Knight in a "swing" style.				70-72-70-68	
PATTI PAGE One Sweet Letter Decca 2713-1 Patti's "One Sweet Letter" is a "swing" style. Patti's "One Sweet Letter" is a "swing" style. Patti's "One Sweet Letter" is a "swing" style.				88-85-81-83	
And So to Sleep Again The "swing" style has a "swing" style. Patti's "One Sweet Letter" is a "swing" style. Patti's "One Sweet Letter" is a "swing" style.				91-92-90-90	

(Continued on page 91)

MCMC Meet Highlights

Continued from page 78

and will hold their own mid-year meeting immediately after the MCMC adjourns. It is expected that the final decision on whether or not a 1952 MOA convention will be held will be determined at the October session.

Game Exhibits

To date, most of the game man-

ufacturers have made no decision on exhibiting at the regional meeting, but most report their districts will probably handle any such exhibits.

Shuffleboard will be represented by Purveyor Shuffleboard, Chicago, and American Shuffleboard, New Jersey. A wide variety of premium manufacturers will be

represented at the show by First Distributors, with Purveyor also considering showing merchandise items.

Kleig said the October 1 deadline on space is still in effect and that, according to present signed contracts and reservations on hand, all space should be accounted for long before the deadline.

LOCATION
TESTED
and
APPROVED!

Finest Return
per Investment
in the Music
Field today!



RISTAUCRAT \$45

Here's the winner for hundreds of locations that can't pay out on a large juke box! The smart eye-catching \$45 is LOCATION PROVEN. It's making profits, right now for smart operators in spots like taverns, restaurants, drug stores, hot dog stands and hundreds of similar locations.

Contact
Your
Local
Distributor

Still making the 2 for \$100 selective 45



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

every day is
payday
with the new
"D"
by AMI

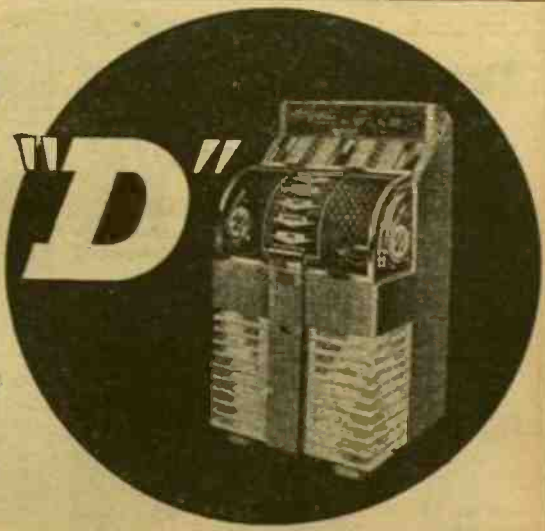
Come in and let us show you the host of brand new features on this great new juke box that makes more money for you.

H. W. Dolph
Distributing
Co.

712 S. Whoozag, Tulsa, Okla.
Phone: 3-9025

Depend
on the "D"

AMI's New
Juke Box
Designed
for Today's
Operating



Come in now! See and hear this great

new AMI juke box. The "D" is packed with new features that persuade patrons to play more music.

Steel Music Company

218 EAST PARRISH ST., DURNHAM, N. C.

Phone: N-6281

PARTS SPECIAL

ACE COIN CHUTES

52.35

WRITE FOR FULL PARTS CATALOG

Scott-Crosbe Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

Montana City Okays Games

ANACONDA, Mont., Sept. 3.—City Council, by unanimous vote of its 11 members, this week adapted an ordinance to license "flat top" coin machines and pin games.

Fees set in the new ordinance call for \$25 for each chute on a "flat top" unit; \$15 for one-ball machines; and \$10 for five-ball games.

The ordinance also carries a provision banning minors from playing the equipment.

Hershey Sales Up, Net Earnings Drop

HERSHEY, Pa., Sept. 1.—Hershey Chocolate Corporation reported that while sales rose \$9,407,246 during the January-June period this year, compared to the same period in 1950, earnings declined \$3,051,800. Net profit was \$3,770,258, against \$4,827,248 a year ago.

Total sales for the six-month 1951 period were \$73,841,280, a 14.6 per cent gain over the \$62,172,834 in the comparable year-earlier period.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in the Billboard Index as indicated below. All advertised coin machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time of location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine names and prices for four different dates: Sept 1, August 25, August 18, and August 11. Lists various machines like Amusement Game, Pin Game, etc.

FORTIFY YOUR ROUTES Streamline Your Profits



SEE THE NEW AMI MODEL "D"

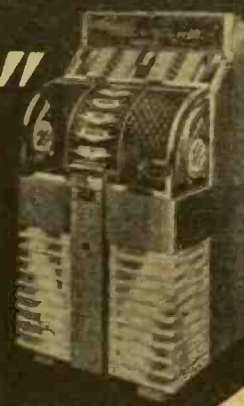
ON DISPLAY AT

Danis Distributing Company

906 W. Second Ave. Spokane, Wash.

Phone: Main-9161

Depend on the



AMI's New Juke Box

Designed for Today's Operating

Come in now! See and hear this great

new AMI juke box. The "D" is packed with new features

that persuade patrons to play more music.

Hermitage Music Company

422 BROAD ST., NASHVILLE, TENN.

Phone 6-5666

Calendar for Coinmen

- September 4-11—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- September 6—Oregon Music Association, special meeting, 827 S.W. 13th Avenue, Portland, Ore.
- September 10—Wisconsin Phonograph Owners' Association, monthly meeting, City Hall, Wausau, Wis.
- September 11-25—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- September 11—California Music Guild, monthly meeting, 311 Club, Oakland, Calif.
- September 11—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- September 12-16—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- September 13-27—Connecticut State Coin Association, semi-monthly meeting, Hotel Bond, Hartford.
- September 13—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Michigan Building, Detroit.
- September 19—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
- September 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- September 23—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- September 25—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- September 27—Michigan Self-Service Laundry Association, monthly discussion meeting, Detroit-Leland Hotel, Detroit.
- September 27—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.
- October 1—Illinois Amusement Association, monthly meeting, 206 North Madison Street, Rockford, Ill.
- October 11—Oregon Music Association, bi-monthly meeting, 827 S.W. 13th Avenue, Portland, Ore.
- October 14-15-16—Midwest Coin Machine Convention, annual meeting and exhibit, Paxton Hotel, Omaha.
- November 12-13—National Association of Coin Vendors, first annual convention, Hollenden Hotel, Cleveland.
- November 12-15—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.

Digest in Lead

two types, one mechanical and the other electrical.

Patrons will insert the proper number of quarters, write out their order and tear off a receipt. The rate will be \$1.25 in military installations and \$1 in colleges for a four-month subscription. Up to now, some delay has been experienced in procuring suitable printed forms for machine application. However, indicated, but the units are expected to be in operation by this fall.

As for books, Book vending, a phase of coin-operated dissemination of the printed word that showed high promise several years ago, has shown little progress over the past year. Manufacturers, two of which engaged in intensive activity within the last year, have achieved further production efforts pending resolution of the current Korean crisis.

International Musicoparc turned out some 120 machines on order of Avon Books, publisher of pocket-size quarter-sellers. These are now in operation in New York, Maryland, Massachusetts, Arizona and other territories, according to Maurice Diamond, vice-president, and return a fair sales volume.

Avon owns the vendors and leases them, without fee, to several franchise operators. These are now books from the publisher on consignment, paying only for the number they actually sell. Average weekly volume per machine is 75-100, titles, said Diamond.

Among the best locations are air terminals, he has found, and other spots where the traffic is heavy. But this traffic must be transient, he remarked. If the same people return again and again to the location, volume drops. Thus, heavily patronized supermarkets do poorly, while movie lounges, oddly enough, have done well.

Diamond viewed this book vending business, as now set up, as attractive financially only to operators with substantial facilities of diversified equipment. Sales presently stack up poorly against the overhead required to run a specialized book vending route, it was suggested.

Automatic Book Vending, the other manufacturer which produced a number of sample machines and once had a scheduled test under Pocket Book sponsorship, is apparently inactive at the present time. Its principals are now engaged in another enterprise, and recent attempts to elicit information on plans for reviving their vending business have proved unavailing.

World Wide Your Exclusive Distributor for KEENEY, WILLIAMS, ROCK-OLA, EXHIBIT

SHUFFLE GAMES

- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225

ROCK-OLA

Super Rocker
\$2.50 PHONOGRAPH
Complete Set: Cabinet, motor, tonearm, amplifier, speaker, 10 records and 100 records. Available in 15 or 20 inch size. Price \$12.50. 30 day trial. No money down. No obligation. Write for price list and literature.

WILLIAMS HAYBURNERS

A really fast and fun game. Complete set including the cabinet, motor, tonearm, amplifier, speaker, 10 records and 100 records. Price \$12.50. 30 day trial. No money down. No obligation. Write for price list and literature.

WILLIAMS MUSIC MITE

Has 45 R. P. M. 10 selection phone 50 or 100 slip. Patent pending. Comes with 10 records. Price \$12.50. 30 day trial. No money down. No obligation. Write for price list and literature.

EQUIPMENT

- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225

Choice Selection of 5 BALL GAMES

- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225

- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225
- WILLIAMS SHUFFLE BOARD \$225

OUTSTANDING MUSIC VALUE SEEBURG M-100 100 Record Phonograph A Specialty WRITE

Keeneey's LITE-A-LINE New type ball game with 100 records. Available in 15 or 20 inch size. Price \$12.50. 30 day trial. No money down. No obligation. Write for price list and literature.

ROCK-OLA SHUFFLE BOARD

Patent Pending. Complete set including the cabinet, motor, tonearm, amplifier, speaker, 10 records and 100 records. Price \$12.50. 30 day trial. No money down. No obligation. Write for price list and literature.



first showing

AMI Model D

this week

MILLER-NEWMARK DISTRIBUTING CO.

5743 GRAND RIVER AVE., DETROIT, MICH.
Phone: Tyler 8-2230

42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH.
Phone: 9-8632

Now Featuring

- ★ 5 ft. high
- ★ edge lighting
- ★ dramatized coin drop
- ★ eye-high program
- ★ extra visibility
- ★ new amplifier
- ★ inspiring cabinet
- ★ ultra-modern design

On Display in Our Showrooms. Immediate Delivery

Toronto Trading Post Limited

736 Yonge Street Toronto, Ontario
Phone: Kingsdale 0156

LONDON'S Got 'Em for You!

A Truly GREAT Selection of Fine Equipment, BIG in Quality, Priced Low for Top VALUES!

POST-WAR PHONOGRAPHS

Seaburg 104 DC Special	124.50	Perkins Model P	79.50
Seaburg 104 DC Special	124.50	Perkins Model P	79.50
Seaburg 1100	124.50	Perkins Model P	79.50

PRE-WAR PHONOGRAPHS

Seaburg 104	49.50	Whitford 200	179.50
Seaburg 104	49.50	Whitford 200	179.50
Seaburg 104	49.50	Whitford 200	179.50

ACCESSORIES

W.L.M. Wireless Seaburg in Case	572.50
Seaburg 104	79.50
Seaburg 104	79.50

SHUFFLE GAMES

Shuffle Game	569.50
Shuffle Game	569.50
Shuffle Game	569.50

CIGARETTE MACHINES

Whitford Model W	149.50
Whitford Model W	149.50

3 COMPLETE NOBESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Take Your Choice **\$34.50 EACH**

FIVE-BALLS

Whitford	79.50	Whitford	79.50
Whitford	79.50	Whitford	79.50
Whitford	79.50	Whitford	79.50

Exclusive Distributors SEIBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.

2130 WEST LISBON AVENUE MILWAUKEE 8, WIS. DIVISION 3-3220

2605-7 MENNIPPEE AVENUE MINNEAPOLIS 8, MINN. KENWOOD 8412

BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION

\$39.50

SCOREBOARDS

M & T SALES CO.

1805 FULLERTON AVE. CHICAGO 9, ILL. DIVISION 5-3224

Now Featuring



- ★ 5 ft. high
- ★ edge lighting
- ★ dramatized coin drop
- ★ eye-high program
- ★ extra visibility
- ★ new amplifier
- ★ inspiring cabinet
- ★ ultra-modern design

On Display in Our Showrooms. Immediate Delivery

Wallace Distributing Company

205 Northeast First Ave. Mineral Wells, Tex. Phone: 216

Minn. Dairy Bows

Continued from page 74

milk venders, which stock 1,000 quart cartons each, per day against only about 500 quarts distributed annually under present home-delivery methods.

The venders, four feet square and six feet tall, dispense half-gallons at 30 cents and quarts at 15 cents. A conveyor chain carries the cartons to a reach-in tray and offers five-second delivery. Outside mounted coin mechanism is on right front of machine, with delivery made thru a hip height aperture on the left side.

Bonds said the vendor has been approved by the Twin Cities and University of Minnesota health authorities.

Free Value

Eastler moves to woo the housewife with milk venders included the apartment house program set up by City Milk Company, Inc., New York, late in August, 1949. A five-month test operation indicated that vended milk had a competitive edge over home delivery and store sales. City Milk operated equipment manufactured under license by Bows Manufacturing Company. Operations expanded to placements by Bows subsidiaries in Boston, Pittsburgh and Northern New Jersey. Machine capacity is 154 quart cartons.

Set Outright Sale

Continued from page 74

units, rights to operators for location placement while retaining ownership of the equipment itself, average sales of 30 boxes of gum per month per machine were reported in some top high-traffic spots this figure was upped to 60 boxes per machine per month.

- Top Locations**
- The test turned up some other location findings. Prime high-traffic spots favorable by nickel-patch gum vending were discovered to be:
1. Transitory public sites (railroad stations, other high concentration transportation terminals).
 2. Military camps.
 3. Theaters.
 4. Commercial establishments (large retail stores, office buildings, hotel lobbies, similar businesses catering to the public).
 5. Hospitals (for visitors and staff).
 6. Schools (all types excepting grade).

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard from a indicated below. All advertised used machine and price are listed. Where more than one bid followed the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as is the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the usual machine advertisements in this issue.

Machine	Price of Item	Price of Item	Price of Item	Price of Item
ABC Shuffle (Chicago)	129.50	125.00	67.50	165.00
ABC Shuffle (Chicago)	129.50	125.00	67.50	165.00
ABC Shuffle (Chicago)	129.50	125.00	67.50	165.00

• Cigarette Machines

Machine	Price of Item	Price of Item	Price of Item	Price of Item
ABC Cigarette (Chicago)	129.50	125.00	67.50	165.00
ABC Cigarette (Chicago)	129.50	125.00	67.50	165.00
ABC Cigarette (Chicago)	129.50	125.00	67.50	165.00

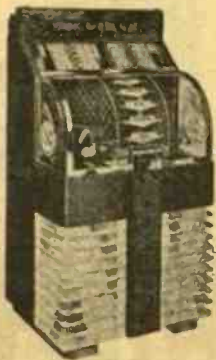
COBRA CARTRIDGES SERVICED

ORIGINAL TONER & PERFORMANCE GUARANTEED OR MONEY RETURNED

OVER 1,000 CARTRIDGES SERVICED WITHOUT ONE COMPLAINT

ELECTRONIC INDUSTRIES PHOENIX, ARIZONA

GIVE TO DAMON RUNYON CANCER FUND



every day is
payday
with the new
"D"

by AMI

Come in and let us show you the host of brand new features on this great new juke box that makes more money for you.

Atlas Distributors

1024 Commonwealth Ave., Boston 15, Mass.
Phone: Boston 2-3870

first showing

AMI Model **D**

this week

Southern Automatic Music Company

- 735 South Brook St., Louisville, Ky. Phone: Wabash 5094
- 1000 Broadway, Cincinnati 2, Ohio Phone: Main 3362
- 129 West North St., Indianapolis, Ind. Phone: Plaza 5571
- 301 1/2 East Mainway Ave., Fort Wayne 4, Ind. Phone: Eastbrook 3487
- 240 North Jefferson, Lexington 2, Ky. Phone: 3-2955

Automatic Has Service Center

NEW YORK, Sept. 1.—Automatic Products Company will open a customer service center here next week to provide a central source for vendor accessories. Sam Kresberg, executive vice-president, named Dan Sabersky, service engineer, manager of the new facility.

Located at 12 West End Avenue, center also will provide additional warehouse space for the storage and cigarette machine manufacturer. It will carry a complete stock of such accessories as cups, waste-cup containers and rubber mats, made available at special operator prices, Kresberg said. Operators also will be invited to make use of the center's facilities in solving special technical problems, he added.

It also was announced that Dan Gould, until now associated with Kresberg in another enterprise, has joined Automatic Products as sales engineer.

Mass. Solons Hit Tax Talk

BOSTON, Sept. 1.—A storm of indignant protest greeted proposals by Tax Commissioner Henry F. Long that Massachusetts balance its budget by imposing new taxes on candy, soft drinks and cosmetics. Proposal was made August 28 at the State House in Boston.

In submitting his recommendations to the State ways and means committee, Long estimated a 3 per cent tax on candy would produce \$7,000,000 and that a 1-cent tax on each 12 fluid ounces of soft drinks would raise \$4,000,000, while a 3 per cent tax on cosmetics would yield \$4,000,000.

Runzel

PUSHBACK WIRE
18 OR 20 STRANDED

NOW AVAILABLE IN

90

COLOR COMBINATIONS

This wide variety of color combinations meets the requirement of using tapered boxes in the coin and vending machine industry. Low production costs. Eliminates wiring diagrams. Facilitates field repairs. Insures positive operation. Saves time.

Service organizations and distributors are invited to write for complete information or to buy their own better service than can be furnished them with RUNZEL quality wire.

MANUFACTURERS our facilities for building wiring harness to meet your exacting requirements is unequaled here in the world's largest manufacturer of coin and vending machines are our customers. We also employ an expert staff of engineers and design engineers for hand ready to your specifications and specializations.

We specialize in telephone cords, wire and cable, inter-coin cable, post-assembly methods.

RUNZEL
Cord and Wire Co.
4725 W. MONTROSE AVE.
CHICAGO 41, ILL.

ATTENTION

Exporting Companies and Foreign Buyers

300 New and Reconditioned Mills & Machines for sale. Write for expert literature. 31 East, Wild Street, New York 10, N.Y.

T & L DISTRIBUTING CO.
1121 CENTRAL PARKWAY
CINCINNATI 14, OHIO
PHONES MAIN 0677 & 1751

new

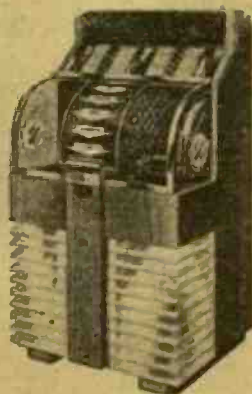
- NEW CABINET DESIGN
- NEW EYE-HIGH PROGRAM
- NEW SIMPLIFIED AMPLIFIER
- NEW TREBLE & BASS CONTROL
- NEW LO-TEMP OPERATION

See the **NEW AMI Model "D"** at

North American Music Company, S.A.

CARDENAS Y ARSENAL, HAVANA, CUBA

TELE: A-4959



Record Reviews

50-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RECORDS	RECORDS	RECORDS
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Continued from page 83

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RECORDS	RECORDS	RECORDS
CHAMP BUTLER Down Under Columbia 39977	Butler with his characteristic vocal style and his unique voice is full of the changing pace sound when singing this song to life on the "lucerne" bar stool. Excellent coverage.	84--85--82--84			
JOY ROGERS Punky Punkin' Columbia 39978	ROGERS' 20-22-27--Rogers of the pop group who has the right vocal sound. It's a sturdy little hit with a "punky" and "punky" sound on a "punky" note in the vocal.	77--78--78--75			
KEVIN (KEE-WE) BIRD, The Kissin' Bug Boogie Columbia 39979	Kevin's song, now and then, has a good deal of the vocal sound.	69--70--70--68			
NEAL MEYER ORK, FRANCES WAYNE Kissin' Bug Boogie Columbia 39980	NEAL MEYER ORK and FRANCES WAYNE have a good deal of the vocal sound and a good deal of the vocal sound.	82--85--80--87			
Sing Song Sing Columbia 39981	Sing Song Sing is a good deal of the vocal sound and a good deal of the vocal sound.	82--85--80--82			
OWEN BRADLEY Aboard the Sentimental Train Columbia 39982	BRADLEY's sentimental song of love is a good deal of the vocal sound and a good deal of the vocal sound.	78--78--77--78			
Tennessee Blues Columbia 39983	Tennessee Blues is a good deal of the vocal sound and a good deal of the vocal sound.	81--82--80--81			
VIC DAMONE (George Barnes Ork-Chorus) Calla, Calla Columbia 39984	DAMONE's 19-24-32--Vic's 19-24-32 and Barnes' 19-24-32 are a good deal of the vocal sound and a good deal of the vocal sound.	88--89--88--88			
It's a Long Way From Your House Columbia 39985	It's a Long Way From Your House is a good deal of the vocal sound and a good deal of the vocal sound.	81--82--80--81			

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULAR	RECORDS	RECORDS	RECORDS
DICK HAYMES Long Ago Columbia 39986	HAYMES' 27-31-36--Dick's 27-31-36 and his vocal sound is a good deal of the vocal sound and a good deal of the vocal sound.	83--84--82--82				
And So (I) Sleep Again Columbia 39987	And So (I) Sleep Again is a good deal of the vocal sound and a good deal of the vocal sound.	88--88--87--88				
EDDIE FISHER (HUGO WINTERHALTER ORK-CHORUS) I Can't Go On Without You Columbia 39988	FISHER's 20-25-27--Eddie's 20-25-27 and his vocal sound is a good deal of the vocal sound and a good deal of the vocal sound.	87--88--87--87				
John Back the Hands of Time Columbia 39989	John Back the Hands of Time is a good deal of the vocal sound and a good deal of the vocal sound.	85--85--85--85				

COMPLETE ARCADE OUTFITTERS
DOMESTIC-EXPOC

Amusement Machines	100.00
Billboards	150.00
Chairs	120.00
Tables	100.00
Lighting	150.00
Sound	100.00
Decor	100.00
Signs	100.00
Other	100.00
Total	1000.00

Page 14 Page 100 Mus. Caries

RIKE MUNVES
GIVE TO DAMON RUNYON CANCER FUND

D's unveiled

this week

at our

headquarters!

new operating features
new play appeal
new design

Every dollar invested with us in AMI music comes back to you in multiple measure.

Visit us now... Inspect the "D",
The Juke Box That Prompts More Play

David Rosen, Inc.

855 North Broad St., Philadelphia 23, Pa.
Phone: Stevenson 2-2903

NEW! NEW! NEW! NEW!

Buckley... RACE HORSE

Amusement Game

... FREE PLAY ... REMOTE CONTROL ...

Buckley CRISS-CROSS
Automatic Payout
Jackpot Belle
5¢ - 10¢ - 25¢ - 50¢ - \$1

WALL & BAR BOX
20-24-32 Records
5¢ or 10¢ Play

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST., CHICAGO 24, ILL.

117 E. FOURTH ST., CARO, NEVADA
P. CICCARELLI, 50 LA CENESIERE, MARMELLE, FRANCE
14. CARSON ST., LAS VEGAS, NEVADA

Coinmen You Know

"IN WORKING ORDER" IS NOT THE SAME AS "COMPLETELY RECONDITIONED"

54-106-154 READING UNIT	WHEELER 1150	\$495.00
Quartz Wristed	A.M.L.T.	475.00
SEWING 146	A.M.L.T.	345.00
WHEELER 1615	A.M.L.T. NEW	WRITE
MILLS (INSTALLATION) 11000		

Completely Reconditioned, Refinished and Thoroughly Tested
ATLAS MUSIC COMPANY
1202 N. WESTERN AVE. CHICAGO 42, ILLINOIS Phone: AS 4-8493

FIVE BALL SALE (WHILE THEY LAST)

WIFE & BURN	170.00	LAPOINTE	154.00
THE SCORE	100.00	BALLY	99.00
TOP & GO	100.00	LOFFMANN	99.00
THE TRING	75.00	LOUIS BELL	99.00
LUCY SHIRING	65.00	MURPHY SHIRING	99.00
EL PAC	65.00	MAHONEY	99.00
DALLAS	50.00	EMERSON	99.00
BUTTONS & BOWS	50.00	WAGNER	99.00
FIRST 11	45.00	MONTGOMERY	99.00
PUDDINGHEAD	45.00	OF SCOTLAND	99.00

1-2 Dealers With Every Branch C.O.U.
IMMEDIATE DELIVERY Every New
Model Same Game with One Ball Pedestal

Distributing Co. 277-23 Central Parkway PHONES: 3-1111
Chicago, Illinois MA 8731

CONTRIBUTOR TO DAMON RUNYON CANCER FUND

Chicago

Benjamin Cardenas Del Rio, who represents the Fermo and Fidelione lines in Mexico, and his wife, Conchita, were visitors at the manufacturer's headquarters last week, meeting with Sherman Pais, president, Gail S. Carter, vice-president and director of sales, and Jack Baker. The Del Rio's drove to Chicago from their home in Mexico, and plan to visit Washington and New York before heading back. Del Rio works closely with coin machine operators in this country, and filed in the home office with the latest news on the industry south of the border.

World Wide's headquarters were crammed last week, as sales on the new Rock-Ola Super-Rocket phonograph kept Al Stern, Len Micon and Monty West busy get-

ting the orders out. Williams' Payburners and practically all used equipment were also in demand, Micon reported. Export business is also excellent, with the firm shipping daily to this market. Stern reported a record shipment overseas last week, with 54 pieces of equipment involved in a single deal. Firm will hold a local showing of the Rocket in two weeks, with West now readying invitations to ops for the event.

Indianapolis

Business here is holding its own, according to distributors. There is nothing outstanding or unusual in the way of sales but many operators are coming in each week to buy equipment and parts.

Clarence Homan, manager of the James Music Company, was judge at the Tipton, Ind., dancing and roller skating contest which climaxed Tipton's summer recreation program. John Calouette, president, and Lowell Mathews, vice-president of Calin-Calouette, Inc., Memphis, were

visitors at the office here on Wednesday in-concord with Richard (Dick) Wagner, manager.

The Sicking Company, Inc., reports an improvement in sales and an increase in the number of visiting operators looking for new equipment for the coming fall and winter business. Edward Shaffer, president of the Shaffer Music Company, Columbus, O., was a visitor at the local branch of the company. While in the city he and manager Joe Tinn made a trip to Anderson, Ind.

W. R. Sinclair, Indiana chairman of the United Negro College Fund, received a \$1,000 check from Norman Miller, vice-president of the American Playground Device Company, Anderson, Ind. The company is one of the outstanding contributors to the fund which supplies operating funds for 30 Negro colleges and universities.

Los Angeles

Fred McKee, Western representative of the International Microscope Company, leaves soon

Here's the new MOVING target that stops 'em cold!

GENCO'S Shuffle TARGET

Nothing like it in shuffle tables

- Single scoring with first 5 shots
- Double scoring with second 5 shots
- Triple scoring with third 5 shots
- Quadruple scoring with fourth 5 shots

SHUFFLE TARGET
is new, fast, dynamic! For 1 or 2 players. Attract a crowd, keeps things humming, shuffles profits into "target" at terrific pace!

NEW PUCK REBOUND
for fast, smooth performance. Adjustable target wheel can be raised or lowered for any location. All operating equipment in back of target.

GENCO
7621 NORTH ASHLAND AVE. · CHICAGO 14, ILL.

CALL, WIRE, WRITE YOUR DISTRIBUTOR NOW!

THE WORK BENCH

One Sure Cure for Residual Magnetism

H. HOWARD P. SCHLEY

When relays and solenoids stick for no apparent reason, the cause is invariably residual magnetism. The relays and solenoids seem to remain magnetized even when the current no longer flows thru their coil. Often it is an intermittent trouble—a relay may work perfectly for most of the time, then for no apparent reason start sticking.

Every coin machine mechanic, with much experience, has run into this trouble, and until doubtfully many have their favorite way of correcting it. Mechanics use everything from friction tape to copper filings. One mechanic even used a Baroid-Aid plastered between the coil and the armature plate.

Resistor Heat Energy
Most of these methods work with varying degrees of success. After trying them all, however, the use of resistors seems to offer the best and simplest solution. By this method a small amount of current is fed thru the coil at all times, thru a resistor. This current prevents the coil from becoming magnetized.

The resistor usually is soldered into the circuit, across the switch that operates the coil giving the trouble. Sometimes, where a re-

lay is operated by several switches in series, it may be necessary to run a length of wire, just as the completed job gives a continuous flow of current thru the resistor to the coil.

For small relays, which customarily give the most trouble, a 1/2-watt resistor, which costs approximately 1/2 cent, will cure the trouble permanently. Here's a handy table for small relays:

Coil Voltage	Resistor Value—Ohms
6 v.	47
10 v.	1000
24 v.	1000
50 v.	4700
117 v.	10,000

The 1/2-watt resistors are not heavy enough for solenoids and coils which draw more current than is indicated above. Large solenoids may require a 10-watt resistor to do the job without overheating. Nor does the above chart hold true when the coil draws considerable amperage. The value of the resistor, in ohms, must go lower as the size of the coil increases.

Make It Hum
The resistor should pass just enough current to make the relay hum slightly when the armature plate is depressed by hand.

If the operating coil will remain in ohm value, the relay will remain magnetized at all times or will tend to stick worse than it did before. If the value is too high, the residual magnetism will not be affected and sticking will continue.

It should be clear to the mechanic that a sticking relay is not one that is merely operated at the wrong time, if a switch fails to open and current continues to flow to the relay coil, no amount of resistors will help. But where the relay's armature plate stays attracted to the coil after the current no longer flows, the resistor method is the answer.

Installing Resistor
To install the resistor, the circuit which operates the relay must first be found. This resistor may be wired to another relay, or any place in the machine, but it should be a switch which, when closed, will always operate the relay.

In every case take care to get the right resistor value. The table above is simply illustrative and experimentation may be needed to get the right value. The unknown factor here is the amount of current needed to pass thru the relay coil to prevent it magnetizing.

This trouble seems to be on the wane, since many late model machines have been wired to prevent it happening. But residual magnetism still does crop up and the resistor method is the best way of handling it.

(Next Week's Focus is on coin machines and safety valves on steam engines—Steam most common cause of blow outs.)

new

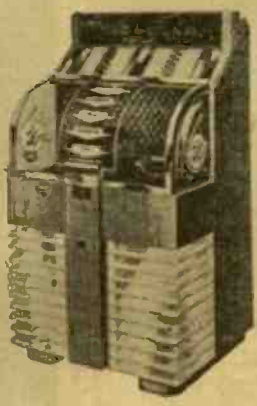
- NEW CABINET DESIGN
- NEW EYE-HIGH PROGRAM
- NEW SIMPLIFIED AMPLIFIER
- NEW TREBLE & BASS CONTROL
- NEW LO-TEMP OPERATION

See the NEW AMI Model "D" at

Taran Distributing, Inc.

90 RIVERSIDE AVE., JACKSONVILLE, FLA.
2820 N. W. SEVENTH AVE., MIAMI, FLA.

PHONE: 6-1557
PHONE: 3-7648



to a trip into the Northwest. He recently returned from a trip thru the Mountain States. McKee has been associated with Myoscope for the past 18 years with the exception of a brief interim with the Auto-Photo Company, a post he left recently to return to the employ of the Long Island-City

Group... Frank Butterfield, coin machine serviceman and formerly with M. S. Wolf Distributing Company here, is now associated with the Club House in Southwestern Los Angeles.

Stan Rousseau, Western repre-

sentative of the Storer Manufacturing Company, is back at his desk following a combined pleasure and business trip into the Northwest... Others returning from vacations include Jack Leonard, head of the parts department at Badger Sales, and Ed Wilkes, of the Paul Laymon Company. Leonard visited Chicago for two weeks. Wilkes spent a week at the beach in Laguna and a week in the mountains.

Bob Griggs of the sales department of the Weymouth Service Company here is in the Northwest. He handles sales on the Electro cigarette machine, which the firm sells in the 11 Western States, Alaska and Hawaiian

Islands... Park Hammer is adding more bulk merchandise vendors to his staff.

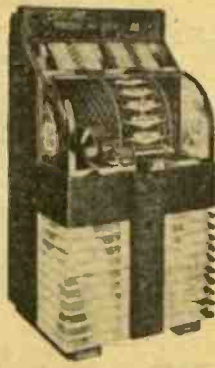
Talley Cigarette Service Company of Long Beach has issued its first copies of "Tally-No," a four-page brochure of news and jokes. The publication goes to the location owners and people interested in the firm and vending. Another firm in this area issues a monthly publication, "Smoke Rings," by Harmony Cigarette Service of Pasadena with Arch C. Riddell Sr., doing the editing.

Jim Killian, representative of Circus Foods, makers of circus peanuts, is back at his desk here following a swing thru the territory... Fred Gaunt, of Germany... (Continued on page 94)

GUARANTEED USED ONE BALLS

AT LOWEST PRICES
 CHAMPION \$99.50
 PHOTO FUMBI 99.50
 CINATION 74.50
 GOLD CUP 64.50
 MOOREY SPECIAL 54.50

148 NORTH 4TH ST. CHICAGO
SICKING, INC.
 America's Oldest Distributor
 Established 1895
 1401 Central Plwy.,
 Cincinnati 14, O.



every day is
 payday
 with the new
"D"
 by AMI

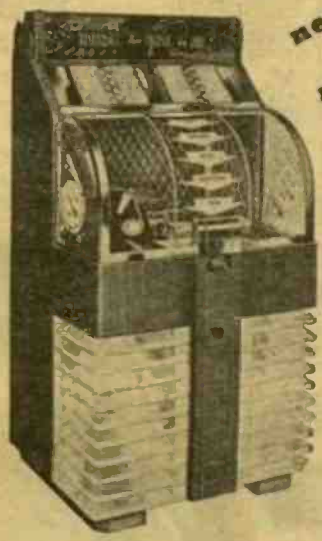
Come in and let us show you the host of brand new features on this great new juke box that makes more money for you.

Birmingham Vending Company

540 Second Ave., North, Birmingham 4, Ala.
 Phone: 547526

**D's unveiled
 this week
 at our
 headquarters!**

*new operating features
 new play appeal
 new design*



Every dollar
 invested with us
 in AMI music
 comes back to you
 in multiple measure.

Visit us now... Inspect the "D",
 The Juke Box That Prompts More Play

Dixie Coin Machine Co.

122 North Broad St., New Orleans, La. Phone: MAgnolia 3931

United Novelty Co., Inc.
 111 W. Davidson Street, Miss.

United Dixie Co., Inc.
 106 Minerva St., Jackson, Miss.

UNIV. TWIN DOWNER \$129.50 PLYING PINS For Condition	WHL. DOUBLE \$149.50 READER Lot: 1000 Piles Complete
18 20-22" FT. ROCK-OLA SHUFFLEBOARDS \$119.50 Good Condition	

SHUFFLE GAMES New One Shuffle 9.00 ea Long One 10.00 ea C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00 C.R. Club Trophy 149.00	CAMERA OUTFIT Steel mounted 35mm Leica camera, 50mm f/3.5, carrying handle, Complanar with flash attachment, battery, 4 flash bulbs, roll of 120 film and more essential Leica accessories ready to assemble complete outfit box Leica 125.00 Box \$7.75 ea.	SHUFFLEBOARD SUPPLIES Pool table, case 121 5.00 Puck 121 of 25 12.00 Square Board, 10 pads 7.50 Leather game cloth color 197 3.00 Replacement Lights 12.50 Cue 121 12.00 Used Wall-Type Shuffleboards 28.50 Promotional Video for Leica
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PURVEYOR SHUFFLEBOARD CO. 433 N. Western Ave Chicago 12, Ill. (UNIQUE 1017)

NEW—WHITE—NEW

Chicago Street Shop	Billy Cash Island
Grand Shopping Target	Arch. Hardware
Billy Shuffle Lamp	Country Linn & Linn
United No Player	Outback Water 200 Ltd

RECONDITIONED

C.C. Bowling Alley 115.00	Billy Cash Island 104.00
C.C. Bowling Alley 115.00	U.S. Bands R.A. Robinson 110.00
C.C. Bowling Alley 115.00	Ed. Hammer P.M. 100.00
C.C. Bowling Alley 115.00	U.S. Town Suburban 100.00
C.C. Bowling Alley 115.00	Kenney Photo Pines 100.00
C.C. Bowling Alley 115.00	Kenney Photo Pines 100.00
C.C. Bowling Alley 115.00	Kenney Photo Pines 100.00

WRITE FOR LIST OF CLOSEOUTS—ALSO RECONDITIONED EQUIPMENT

City Branch **MONARCH COIN MACHINE, Inc.** Chertsey Plant
 2237-39 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: LINcoln 7-3956-7-8

Coinmen You Know

Continued from page 93

eral Music Company, returned from a visit with his brother, Walter, in 29 Plains.

Louisville

The executives and sales staff of the Southern Automatic Music Company were all in attendance at the AMI distrib meeting in Grand Rapids last week. The local headquarters of the firm sent Leo Weinberger, Morton Weinberger, Bernard Radford, Ed Zoeller, and James Cheek to the confab. Other offices of the firm

with reps at the meet were Cincinnati, Joe Weinberger, Paul Mimborg and Matty Maloy; Indianapolis, Sam Weinberger and George Burch; Fort Wayne, Ind., Sam Dieter, John Stockdale and Fred Allan; and Lexington, Ky., Homer Sharp.

Detroit

Ray F. Arnold is establishing the Nationwide Vending Company here with offices in the Briggs Hotel. Maurice J. Feldman, head of the Central Coin Machine Exchange, returned from a three-week vacation in Northern Michigan and Wisconsin full of energy for an active fall promotional season.

Eddie Clemens, head of Music Service Company, is waiting out the hot weather by reorganizing his stock and system for fall business. Fred Zenko, of Ann Arbor, Mich., was in town on a buying trip, Leo Nemath of Music System, Seaburg distributors, reports.

S. W. Duncan, head of Slick-Shaw, Inc., is returning next week from a business trip and plans to start immediate promotion of his product, a special small shaving set to be sold thru vending machines at a quarter.

Grand Rapids

AMI distributors were in town last week getting a look at their new Model D, available in 40 or 80 selections to play 7 1/2 or 4 1/2.

After business sessions, the distributors and factory executives found time to relax. In a heated softball contest, between East and West, the Eastern outfit, under Jack Mitnick, noosed out the Western, under Ed Batajack, 43 to 42.

The game was tied up until the last inning when infielders Leo Weinberger, Kentucky, and Barney Sogerman, New York, made quick putouts that caught Allen Wallace, Texas, and Mike Spagnola, Chicago, on third and second. Tony Kugel, St. Louis, and Sudge Wright, Portland, picked off the high ones for the West.

At the end of the game both teams unanimously awarded a pair of binoculars to umpire Louis Blast, Boston. Sam Tarns was on hand with the golf clubs he manufactures in addition to his distributing business. The clubs have interchangeable heads.

London

Exporting of coin machines reported picking up here. One of those who is active in this phase is F. W. Matthews, who heads General Automatic Machines Equipment Service of Wood Green. This firm has been shipping various types of coin-operated equipment to Belgium and France.

Philip Sheffris, Ltd., has a new piece of equipment which it is now offering to local operators.

Chicago Automatic Supply Company has a large stock of equipment on hand to service its operator customers. Included are some Mills Jackpot machines, and other units manufactured by Jennings, Walling and Pace.

New York

Barney Sogerman, Abe Green and Morris Hood, of Iturion Sales, will introduce the new AMI line to New York and Jersey ops next week. The new boxes will feature several important innovations, they promise.

The next meeting of the AAMONY board of directors will be devoted largely to planning the event.

Al Simon, Chicago Coin factory agent, expects to have a new coin game for trial by local ops shortly after Labor Day. Meanwhile, he reports, sales of Sheffield-Horseshoes continue at a satisfactory rate. Al Cole, head of Cole Products, Chicago, is spending much of his time here these days supervising the reorganization of the manufacturer's local office.

Charles (Brinky) Brinkman, former vice-president, as chairman of the National Automatic Merchandising Association dinner next Monday (10) for metropolitan, last-year vending ops, predicts attendance of more than 150 at the event.

Matty Forbes, chief of the Cigarette Merchandisers Association, returned last week from a three-week trip to Europe. J. Joe Charnick, local game operator and AAMONY board member, reports considerable success with coin-operated ponies; he has recently placed in supermarkets and other retail locations.

Murray Nabris, former division manager for Cole Products in New York, leaves this week on a big trip to South America.

Jack Halman, ex-mechanic for local game operators, is now in the television repair business in the Bronx.

Yankton, S. D.

Commuting to Omaha on a weekly basis, Mike Imig, who heads the South Dakota Photograph Association and is acting co-chairman of the Midwest Coin Machine Convention, reports business in this State showing an upward in the last few weeks. Imig is in the market for a serviceman to work on his route. He reports the rural picture in South Dakota is the brightest in years and this means a good fall and winter for operators.

Baseball fever has hit the State, with many of the operators in this area planning to visit the World Series before jumping to Omaha in October for the convention. Imig will head the delegation of coinmen, and Norman Coffey, South Falls, and Harold Scott, Mount Airy, hope to be absent, business permitting.

Also reporting excellent business last week was Empire Coin, where Gil Kitz, firm topper, Howie Freer and Stanley Levin were all kept busy handling the vending ops. Firm celebrated its 10th anniversary on Saturday (18) but the celebration was a quiet one, with just the staffers involved. Levin, who has been held close to home base in recent weeks filling in for vacationers, hit the road again after Labor Day. Empire's air-conditioning unit was stepped up last week because of the terrific heat, and visitors lingered after closing their purchases to cool off before braving the boiling pavement.

George Jenkins, vice-president and director of sales at Bill

"Central Ohio Coin Quality Buy"

Used 3-4-5 Universal 4-6-7 Universal 5 STAR LIFE-LINE SUNNY LIGHTS	SHUFFLE ALLEYS NEW Ch. Coin—HORSESHOES Batted—PLAYED Batted—LIFE ALLEY SUNNY—SHUFFLE TARGET	ONE BALLS TWIN RINGS WINDERS PHOTO FINISH CREATIONS CHAMPIONS GOLD CUPS
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Manufacturing, was enthused last week after reading the field reports on the firm's newest game coin, Coney Island. A five-ball free play game featuring in-line scoring is a unit reviewed in the "back" feature as popular a few years ago. Jack Nelson reported he had been enthusiastic about the new game after testing, and the orders now coming in "although the unit will not actually be on line at all distrib. headquarters until next week, indicate a long run is in order for the unit.

Hartford, Conn.

The first annual family day being slated for August 28 by the Connecticut State Coin Association (CSCA) was postponed until September 9. In charge of the event are Abe Fish and Ken Jarrett, Waterbury. The party, featuring refreshments, games, etc., will be held in the vicinity of Waterbury.

Youngsters and elders rejoice for much of the population increase experienced by Connecticut between 1940 and 1950, the Census Bureau reported. The bureau added that the total population of the state increased to 2,313,031 (from 1,707,242, to 2,007,280), or 17.4 per cent, during the decade, the number of children under 5 years of age increased by 25.36 or 79.1 per cent, and number of persons 65 years old and over increased by 48,376, or 37.4 per cent.

Abe Fish, of General Amusements Game and the CSCA, took off for a week-end along the Connecticut shore with Mrs. Fish. "We'll like to head for Los Angeles and that vacation trip," adds Abe. "But the question right now is just when we'll be able to do it."

Philadelphia

New vending machine cooperation set up here in the granting of a charter of incorporation to the Penn-Jersey Cigarette Service, Inc., represented by Ralph Schwartz, attorney, whose petition stated that the new firm was organized to engage in the "leasing, renting, selling and servicing of cigarette vending machines and to sell all retail cigarettes, cigars, tobacco and candy." Parcel post window service at many sub-stations would now be mechanized with the installation of postage meter machines installed by P&G, 207-Bowen, Inc.

Martin H. Verbit, president of the Marnel Distributing Company, president of a firm which recently merged with Scott-Crosby coin machine distributing firm, died suddenly last week at the age of 30 following a heart attack.

Doris Vending Company trying to its candy items with the "Live In Wonderland" movie to make for added sales. Martin Vending Company organized here by Melvin Goldsmith and Frank J. Schulman, legal matters handled by Oscar S. Bortner. . . . Highway Vending Corporation is another new vending machine operation organized here.

Pittsburgh

The Penny King Company is having construction work done in front of its building. . . . Sidney Reinwasser of Pittsburgh Coin Machine Exchange was in Toledo for a few days due to the death of an aunt. . . . Lester D. Wynick, partner, Coin Mail Agency, will go water skiing in Florida this winter.

M. J. Abelson general sales manager, Oak Manufacturing Company, says many people are migrating to the suburbs of Los Angeles and large home developments are under way.

Harry Rosen of Milk Vending Service Company is planning to order still another line of vending machines in the future. . . . Jack W. Young Company, 2114 E. Edle Shore if Atlas Novelty Company says music sales are up.

Herbert Cohen of Confection Specialties Company mounts his white enameled vendors on a metal standard with large base which supports the machine and which drug stores proprietors are using as a method of keeping the doors open in hot weather. . . . Sidney Weinstein, partner, Sigmor Vending Company says it's false economy not to replace a high-priced gear wheel when it shows signs of breaking.

Miami

Doc Eason, Sarasota, Fla., formerly sales manager of AMI, dropped in to see Willie Blatt. E. E. Roy is the new route manager at Vending Corporation of America, replacing Earl Sears who joined the Navy. . . . John F. Saxon, president of the Ace-Saxon Co., is now a member of the legislative committee of the National Automatic Merchandising Association.

Ken Willis, Bush Distributing Company, is on a selling trip thru South Georgia, while the Company's president, Ted Bush, is spending a week at the firm's Jacksonville branch which has just been air-conditioned. Ossie Trueman is holding down the fort here.

Birthday congratulations went out from "The Ace-Saxon Family" to M. L. Spratlan Jr., son of Ace-Saxon's sales manager, and Nancy Miller, daughter of route-man Robert Miller.

Samuel Wolberg, Chicago Coin executive, spent a few days in Miami visiting his mother who lives here, and dropped in to see officials at Bush Distributing Company.

President Sam Taran of Taran Distributing, attended the AMI distributor meeting in Grand Rapids, Mich., at which the new Model D music machine was unveiled. Later, at a golf tournament held for the visiting executives, Taran capped first prize, using his own Trija golf club. A suitably inscribed plaque will be sent to him.

Ace-Saxon is in the midst of a remodeling program. Firm has taken over several stores adjoining its main offices, which it uses

as headquarters for its candy operation, Florida Vendors, and into which it has moved its shop fixtures. Ace-Saxon's stock room has been moved from the first to the second floor and a new conveyor system has been installed.

Cincinnati

Charles Kanter, president of Automatic Photograph Owners' Association, who has spent the past six weeks in Miami Beach, Fla., returns in mid-September.

Net Bartfield, who is associated with the E. W. Novesty Company, has returned from a three-week vacation in the Catskill Mountains. His wife and two children accompanied him.

Abe Salzman, who operates Globe Games Company; his wife and daughter have returned from a vacation in Miami Beach, Fla.

Mr. and Mrs. Ray Bigner have returned from a two-week motor trip thru New York and Canada. Bigner owns and operates Bigner Company, Inc.

Bill Harris, associated with Ohio Specialty Company, and his family are vacationing in Wilmington, Del., visiting Mrs. Harris' relatives. Ella Lantry, also with Ohio Specialty, has returned from her vacation spent in Chicago and Kansas City, Mo.

Vital Statistics Deaths

Martin H. Verbit, 30, president of Marnel Distributing Company, Philadelphia record rep, following a heart attack last week.

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ONE BALL CLOSURE'S	RECONDITIONED S-BALLS	EXTRA CORDARY BARGAINS
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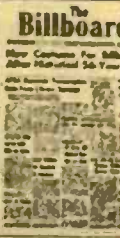
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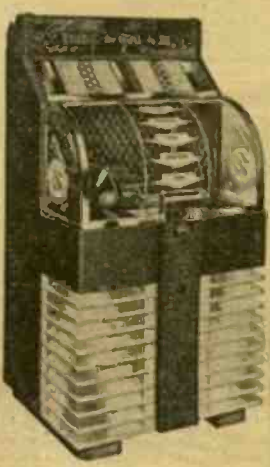
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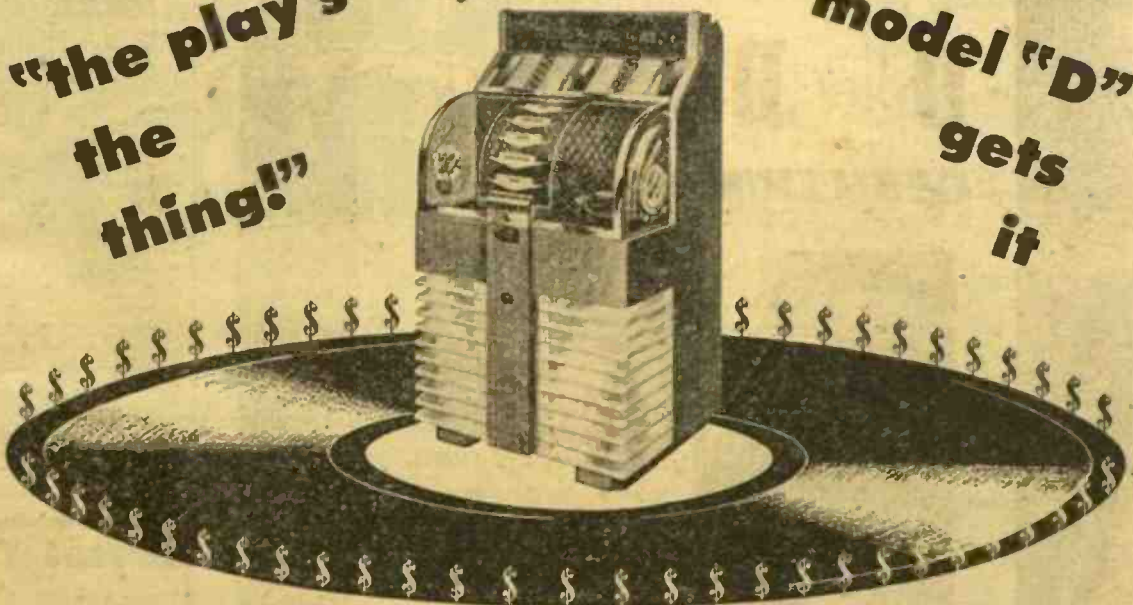
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gets
it



CHRIS NOVELTY COMPANY

806-808 ST. PAUL STREET

BALTIMORE 2, MD.

PHONE: MULBERRY 3167

6 POINT DAVIS GUARANTEE

**BUY RELIABILITY
BUY PHONOGRAPHS**

with the "FAMOUS DAVIS" & Point Operators

- MECHANISM OVENHAULED
- WORK PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKERS INSPECTED
- TONEHEAD BENEVED
- CABINET REFINISHED PROFESSIONALLY

1250	WULFIZER	5000
1500	WULFIZER	5000
1000	BOCK-OLA	325
1015C	AMI	195
"A"	AMI	5030
"B"	AMI	310
100	AIRBON	1150
1030	BOCK-OLA	1170

Phonographs Listed Below Available for Complete and Good Working Order at Low Prices Quoted—Or With Davis & Point Operators for \$25 Additional Per Machine.

SEIBURG	WULFIZER	ROCK-OLA
404 B.C. Special \$79	150 750 75	152 PolyMaster \$120
Country \$59	250 850 75	Commodore \$120
College \$59	350 950 75	Empire \$120
College \$59	450 1050 75	Empire \$120
College \$59	550 1150 75	Empire \$120
College \$59	650 1250 75	Empire \$120
College \$59	750 1350 75	Empire \$120
College \$59	850 1450 75	Empire \$120
College \$59	950 1550 75	Empire \$120

WALL BOX SPECIALS

Seaburg 8510-12 5c 3 Wm	3 50
Seaburg 8510-12 5c 3 Wm	3 50
Seaburg 8510-12 5c 3 Wm	3 50
Seaburg 8510-12 5c 3 Wm	3 50
Seaburg 8510-12 5c 3 Wm	3 50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

730 ERIE BLVD. EAST SYRACUSE, N.Y. PHONE 5-3194

Seaburg Factory Distributors

Reconditioned 5 Ball Pinballs

RECONDITIONED 5 BALL PINBALLS	
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50

REAL BUYS at the RIGHT PRICE!

All come off one standard checked and ready for action. You know you can buy with confidence!

JOE ASH

Comet \$10.00	Starliner \$10.00
Starliner \$10.00	Starliner \$10.00
Starliner \$10.00	Starliner \$10.00
Starliner \$10.00	Starliner \$10.00
Starliner \$10.00	Starliner \$10.00

SPECIAL

WITH NO CALL FOR PRICE

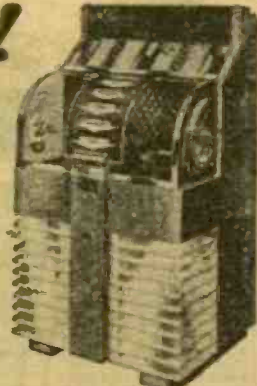
ACTIVE AMUSEMENT MACHINES CO.

444 N. Broad Street, Philadelphia 20, Pa.

"You can't afford to miss Active—ALL WAYS"

new!

- NEW cabinet design
- NEW eye-high program
- NEW simplified amplifier
- NEW lo-temp operation
- NEW treble & bass control



See the New AMI Model "D" at

WESTERN STATES DISTRIBUTORS

156 EAST THIRD SOUTH ST. SALT LAKE CITY, UTAH Phone 5 9-0222

IT'S TOPS IN SHUFFLE GAMES!

Chicago Coin's

"HORSE-SHOES"

- 10c OR 20c PLAY • 1 OR 2 PLAYERS
- CAN BE OPERATED IN ALL 48 STATES
- EASY SERVICE FEATURES • PLAYER APPEAL

CLOSE-OUT

Brand New, in Original Cases	
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50
5 BALL PINBALL	\$1.50



GOTTLIEB'S

WILD WEST



**W-I-D-E
OPEN
ACTION!**

ANIMATED INDIAN TARGET

"bites the dust" when hit . . . scores points.

Non-Sequence "WILD" HOLES and "WEST" ROLL OVERS increase VALUES.

**4 SUPER-HIGH SCORE
"POP" BUMPERS • FLIPPERS**

ORDER FROM YOUR
DISTRIBUTOR
NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

OPERATORS WAKE UP!

Here's your chance to bring back to life your coin operated games! Just like old times, bring smiles to your waiting customers. Here are sensational repeat business deals that make YOU HAPPY, YOUR LOCATION HAPPY and there all make the CUSTOMER HAPPY because you get a useful piece of valuable merchandise. ALL DEALS HAVE BEEN TESTED AND PROVEN ON LOCATIONS TO INCREASE PLAY UP TO 50%. SO YOU CAN'T MISS WITH MITCHELL'S NEW PREMIUM DEALS - CHECK THESE DEALS OVER CAREFULLY. THERE'S A DEAL DESIGNED FOR YOUR PARTICULAR LOCATION. . . ORDER YOURS TODAY! DELAY, MEANS LOSS!

**NO SLUM!
NO JUNK!**

ALL PRICES QUALITY MERCHANDISE

FOR A LIMITED TIME ONLY!

We will accept all orders of \$5 or more. Money REFUNDABLE when full merchandise is received and used.

OUR POLICY

All deals are guaranteed to satisfy operator and location. If not - return for full refund.

3 SMASH HITS BY MITCHELL

SMASH HIT #1

TICKET DEAL - TESTED AND PROVEN ON LOCATIONS TO INCREASE PLAY UP TO 50%.

These deals consist of thirty (30) different prizes which appeal to men and women. Many have been tested. They are available in many sizes. 100 or more or you can get your own special custom made prizes. Each prize is individually tagged with a number. 70 prizes with 2000 tickets \$39.50
2000 tickets \$29.50
20 prizes with 1000 tickets \$29.50

SMASH HIT #2

EXACT SCORE DEAL - HAS BEEN PROVEN APPROVED BY MANY TERRITORIES!

- This game money value on a hot and new game and very good for repeat trade - GET THE EXACT SCORE AND WIN! . . . Best thought, the hand is divided into 4 groups:
- (1) Hit score of 233 and win
 - (2) Hit score of 243 and win
 - (3) Hit score of 253 and win
 - (4) Hit score of 277 and win

THE HIGHER THE SCORE THE BETTER \$22.50 THE MERCHANTS - Usually a game of skill and in many cases leads to many complete with experience. It's All that!

SMASH HIT #3

PROFIT SHARING COUPON POINT DEAL

PROVE PROFITS! with every play of Queen of Hearts Game, and 20 special plays in many territories. This deal works similar to the famous 5 & 10 known to the well known Gold Band Game. The player receives 1 point every ten every game played. The 100 points are set up for example 100 to 225 receives 5 points, 200 to 275 receives 10 points, 275 to 300 receives 15 points. Merchants deal set up with this profit sharing system for 100 points prizes on his merchandise. It is included in the machine price or added \$100 price.

\$45.00

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

\$35.50

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

Complete with 1000 tickets and 1000 tickets. Also includes a . . .

ORIGINATORS and CREATORS of PRIZE PAD DEALS for Shuffle Bowlers and other games!



USE THIS HANDY ORDER FORM

1. Name of Shop _____
2. Address _____
3. Phone _____
4. Name of Operator _____
5. Name of Location _____
6. Location Address _____
7. Location Phone _____
8. Location City _____
9. Location State _____
10. Location Zip _____

The MITCHELL COMPANY 122 North La Salle Street
Chicago, Illinois

ORDER NOW!



Might as well give up, girls!

THEY'RE PLAYING

Williams

HAYBURNERS

HAS MORE ACTION



LOUIE II Sez:

Competition doesn't bother me! Everybody goes for HAYBURNERS!

ORDER NOW FROM YOUR DISTRIBUTOR



CREATORS OF DEPENDABLE PLAY APPEAL!

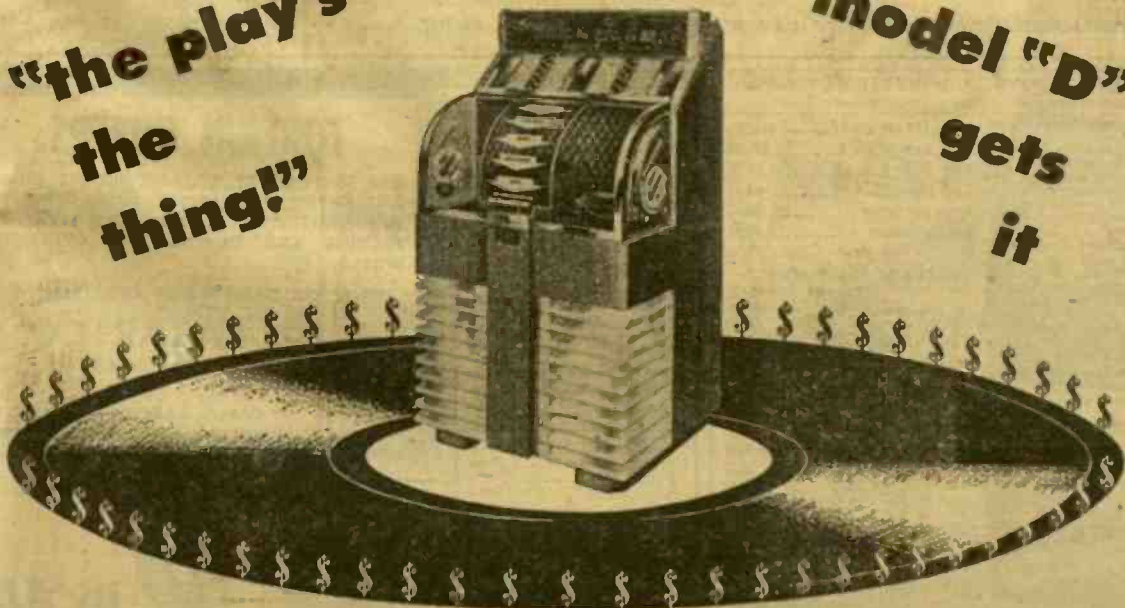
4343 W. FULLMORE STREET,

CHICAGO 34, ILLINOIS

"the play's the thing!"

AMI NEW MODEL "D"

model "D" gets it



WESTERN DISTRIBUTORS

3126 ELLIOT AVE., SEATTLE, WASH.

PHONE: GARFIELD 3585

1226 S. W. 16TH AVE., PORTLAND 5, OREGON

PHONE: ATWATER 7565

SOUTHERN AUTOMATIC MUSIC CO.

Proudly Presents

The NEW AMI
MODEL D

**SATURDAY and SUNDAY, SEE IT!
SEPTEMBER HEAR IT!
8th and 9th**

TO THE THOUSANDS OF
OPERATORS IN OUR
TERRITORY, WE EXTEND
AN INVITATION TO
VISIT US ON
SEPT. 8th and 9th

REFRESHMENTS SERVED

*Attend Showing at NEAREST
SOUTHERN AUTOMATIC OFFICE*

Special Note:

OPERATORS OF COLUMBUS, OHIO, AND
SURROUNDING TERRITORY, SEE THE NEW
MODEL D AT OUR CINCINNATI OFFICE,
SATURDAY AND SUNDAY, SEPT. 8th & 9th.

THE
SENSATIONAL
NEW
AMI
**MODEL
D**

Exclusive **AMI** Distributor in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923

735 S. Brook St.
Louisville 5, Ky.

1000 Broadway
Cincinnati, Ohio

240 Jefferson St.
Lexington 2, Ky.

3011 E. Maumee Ave.
Fl. Wbyno 4, Ind.

129 W. North St., Indianapolis, Ind.

NEW "EXTRA-BALLS" IDEA

INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

Bally CONEY ISLAND



FAMOUS "IN-LINE" SCORES

Popular 3-in-line, 4-in-line, 5-in-line score system attracts busy play . . . and takes in up to 3 coins for first 3 balls, as players select 1, 2 or 3 score sections. Player scores only in selected sections, but scores light up in all sections to tantalize and insure repeat play and plenty of triple-section play.

NEW "EXTRA BALLS" IDEA

After shooting first 3 balls, player may deposit extra coins to play for 1, 2 or 3 extra balls. Extra balls are released on mystery flash basis . . . 1, 2 or 3 balls. Player may play as many coins as desired for extra balls, but only a total of 3 extra balls are released. Location checks prove players average 2 to 3 extra coins per game to turn near-winners into winners.

FUTURITY

all the profit-proved play-appeal of Turl King

PLUS NEW

FUTURE-PLAY

SHUFFLE-LINE

SHUFFLE-BOWLING ACTION
PLUS "IN-LINE" SCORING

CONEY ISLAND combines the profit-proved play-appeal and earning-power of BRIGHT LIGHTS with the fascinating new Extra-Balls! Feature that insures plenty of extra coins every game. Because every game played is either a winner or a near-winner, players can't pass up the opportunity to clinch a winner with extra balls. Try CONEY ISLAND today. You'll be mighty glad!

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

IT'S HERE!

**UNITED'S
NEW, FAST
REPLAY GAME**

3-4-5

THE FIRST DELUXE
(SINGLE COIN)



FIVE-BALL GAME

**ITS VERY APPEARANCE
COMMANDS DIME PLAY**



- ✓ **AUTOMATIC BALL LIFT**
- ✓ **ILLUMINATED PLAYFIELD**
- ✓ **NEW FLOOR MODEL DESIGN**

APPROX. SIZE
2 FT. BY 4 FT.

WRITE
FOR YOUR FREE
UNITED PARTS
CATALOG

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



100



SELECTIONS!

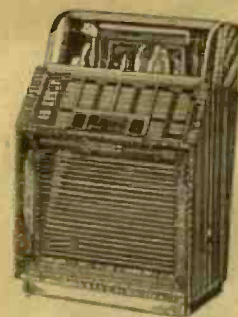
at 78 rpm



AT 78 RPM

The world's only 100 selection music system designed for the playing of both 10 and 12 inch 78 RPM records.

at 45 rpm



AT 45 RPM

The world's only 100 selection music system, designed exclusively for the playing of 7 inch 45 RPM records.

SEEBURG *Selectomatic* MUSIC SYSTEMS
ARE SETTING NEW STANDARDS
OF COMPARISON IN TENS OF THOUSANDS
OF LOCATIONS... SEE YOUR
SEEBURG DISTRIBUTOR



Walloomatic

Brings the same 100 selections... programmed for fast reference and easy selection... right to the finger tips of guests.

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
1500 N. Dayton Street
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*America's Finest and
Most Complete Music Systems*