



# The Billboard

SEPTEMBER 26, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

## UHF Dilemma: No Sets, No Shows; No Shows, No Sets

### FILM HOUSES, STATIONS WED

CHICAGO, Sept. 19.—A new tie-in between theaters and broadcasting was formulated in Chicago this week with an agreement between ABC's o. and o. stations here, WBKB and WENR, and the Balaban and Katz Theaters whereby 40 movie houses in the Chicago area will run 30-second film trailers advertising the stations. In return the stations will run B. & K. institutional announcements. The B. & K. Theaters are a unit of United Paramount Theaters, which merged with ABC.

### Hutton Palace Repeat Talked

NEW YORK, Sept. 19.—Betty Hutton will play a return date at the Palace in mid-October, if a deal now on the fire comes to a boil.

Talks for Miss Hutton's repeat were started after it was evident that Jack Benny, whom the house tried to get, was reluctant to play the date.

Tentative opening, set for either October 14 or October 16, will probably be decided before the end of the week.

### Good Business Due For Coin Machines

CHICAGO, Sept. 19.—Maybe there will be a general business decline during the next six months, as some economists predict, but the coin machine industry anticipates as good or better fall or winter as it enjoyed last year.

That fact stood out clearly this week when The Billboard surveyed eight key market areas, asked sales managers of major coin machine manufacturing companies how they viewed the future.

### TV Film Section

Begins on Page 7

THIS WEEK'S SPOTLIGHT FEATURE:

TV Film Distribution, Sales & Marketing

PLUS

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

### Video Stations Launch Tough ASCAP Fight

56 Outlets to Battle Society's Motion on Licensing of Music

NEW YORK, Sept. 19.—A major move in the complex TV music licensing picture was taken this week when the Brener Broadcasting Company, owner of WATV, Newark, N. J., on Monday (14) filed papers asking permission to intervene and oppose the motion of the American Society of Composers, Authors and Publishers to amend the Consent Decree.

The WATV affidavit, drawn up by former Judge Simon H. Rifkind, of Paul, Weiss, Rifkind, Wharton & Garrison, in conjunction with Stuart Sprague, of Sprague & Peck, sets October 6 as the date on which the attorneys will appear in the United States Court House, Foley Square, New York, to take the first step in their attempt to block the strategy of ASCAP.

ASCAP has pending a motion seeking to amend the decree in

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### PICKS WINNERS SIGHT UNSEEN

YORK, Pa., Sept. 19.—Sam Lewis, president of the York (Pa.) Interstate Fair and one of the biggest buyers of name talent in the fair business, has a sure-fire formula for picking winners. Only weeks before he spends some \$50,000 for five days of fair talent, Lewis quizzes the operator of a local record shop. The 79-year-old fairman and ex-lieutenant-governor admits that he hardly ever heard of some of the talent he finally buys. This year's prize suggestion from the record emporium—Les Paul and Mary Ford—filled the 11,000-seat grandstand to overflowing on their fair appearance Thursday night (8).

### RCA Pushes Miller Album

NEW YORK, Sept. 19.—Thirteen RCA Victor sales executives were on the road this week as part of the large-scale promotional effort the record company is putting behind its "Limited Edition" Glenn Miller band album which will retail for \$24.95 in both the 14-record EP and five-record LP packages.

The album contains 59 band performances, including four medleys. Most of the material was never before issued in any form by the Miller band. A good portion of the material was taken from air checks of the band's remote wire broadcasts from 1939 to 1942.

Among the artists featured on the disks are vocalist Kay Starr, guitarist Bobby Hackett, Hal McIntyre, Tex Beneke and Al Mastren.

Victor expects to move out about 80,000 albums, which

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### New LP Merchandise Slants Answer Growing Competition

By IS HOROWITZ

NEW YORK, Sept. 19.—The growing competition among LP record companies for a profitable chunk of the consumer dollar is forcing record companies to explore new techniques of merchandising. As catalogs become burdened with heavy duplications of standard works, the more enterprising and ingenious among the companies are able to gain a significant jump over their rivals. The lead, tho it may be held for only a short time, gives the independent firms, at least, a tempo-

rary layer of fat which enables them to experiment further.

The trend is many-faceted. It makes itself evident on the repertoire, packaging and quality levels, in addition to having a profound effect on sales techniques and the increased drive for foreign representation. All companies, large and small, are participating in the battle.

The most apparent trend facet is that of packaging. This is the one that hits the consumer first, presents new possibilities of store display, and often awards the dressed-up entry an unbeatable

### Stations Use Free Air as Double Lure

Need Big Sponsor Programs as Listener Builder, Try Pay-as-See, Show Sharing

NEW YORK, Sept. 19.—The dilemma of the ultra high frequency television station operator in smaller markets, struggling to build audiences thru set conversions was highlighted this week by several new developments: First, and most important, a number of UHF stations, many of them smaller ABC-TV affiliates, have resorted to giving away their time to national advertisers as bonuses. Secondly, in an effort to save program costs, there is an attempt by many of them to pick each other's shows off the air from one overlap area to another. And thirdly, a group of UHF stations in New Jersey and Pennsylvania are banding together to foster the growth of pay-as-you-see TV, which could possibly be another source of much needed revenue to them.

The free time deal offered to sponsors is obviously made to get the kind of programing that will build audiences. As is now done by bonus stations of radio networks, the TV outlets will also be

able to sell time around the nationally-sponsored shows they accept. But the offer is for a limited time only, said to be four months, by the end of which the

(Continued on page 3)

### \$86,000 for 'Hippodrome'

MONTREAL, Sept. 19.—Harold Steinman's "Hippodrome of 1953" which opened to 10,000 people and thereafter played to standing room only, will wind up its week's run at the Forum here tomorrow afternoon with an estimated \$86,000 net. The best advance sale ever chalked up here for a Steinman venture assured the date of success before the opening.

"Hippodrome," featuring a new arena format, scored big in its preem date last week at the Quebec Provincial Coliseum.

### NBC VERSUS NBC

### Trademarks Snarl Web's Store Plan

By JUNE BUNDY

NEW YORK, Sept. 19.—NBC's merchandising program for food product manufacturers may be in serious jeopardy if its long-simmering litigation stew with Nabisco (National Biscuit Company) over the rights to the NBC trademark comes to a boil this month.

The latter outfit first questioned the network's patent rights in 1949. However, the two companies were reportedly working out an amicable agreement until Nabisco took exception to the web's stepped-up merchandising program in local grocery stores this year, specifically the "NBC Quality Store" promotion launched by WNBC and WNBT here.

In line with this, the station's merchandising chief, Max Buck; staffer William Rich, and vicepee Ted Cott (station manager until last month), gave depositions this

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By BEN ATLAS

Billboard Backstage

By BILL SACHS

Dick Schreiber's treatise here last week anent the old-time showboats kindled fond memories of the days, more than a quarter of a century ago, when we used to traipse aboard every floating theater that tied up at Constance, Ky., just across the Ohio River from the Western end of Cincinnati.

tions, tip sheets and a little black book which I found later contained the code to his latest secret to beat the bang-tails. I was to learn still later that Vic could cook up a system at the slightest provocation. He even had systems to beat systems.

Vic was strictly the lone-wolf type. He lived simply, dressed simply, and women held no attraction for him. He'd take a nip occasionally but never to the extent to interfere with his work or his hobby—beating the ponies. Vic didn't make friends easily and it was only after someone had told him that I was a 50-cent better of no mean tact and ability that we really became bosom pals.

From Bill Leicht's tab, Vic shifted to other shows on the Gus Sun Circuit, and around about 1930 joined Capt. J. W. Menke's Golden Rod Showboat for an extended stay in Pittsburgh. A bit later he shifted to the Bryant Showboat, piloted by Capt. Billy Bryant, and for the years up to the beginning of World War II, Vic divided most of his time between the two boats.

ever he went into a financial tailspin, he always came up with a new system that put him back into the running. At one time he succeeded in amassing something like \$940, and he already had visions of applying for a passport, when something happened to the system to wipe him out. But he never gave up.

It was while Vic was with the Bryant boat around 1940 that we spent many hours together at the book shop. I had fixed entre for him at a bookie emporium just across the street from The Billboard's old quarters on Opera Place in Cincinnati, and he could be seen there any afternoon in quest of his travel money. But he never reached his goal.

Suddenly, one day, Vic left the Bryant Showboat and disappeared to parts unknown. I never heard from him again. A few months later came word that old Vic had passed on.

One day shortly after that, as I strolled into the bookie parlor, the latter hailed me and, pulling open a drawer, heaped a pile of cheap jewelry upon the desk, and inquired what had become of the old showboat. He had taken the jewelry piecemeal from Vic for small wagers after the latter had run out of ready cash.

Little did he know that with a new start and his new system working, Vic might still have parlayed that pile of antiques into a ducat to Australia.

WASHINGTON, Sept. 19.—The \$15,000-a-year plum which has been dangling at the Federal Communications Commission since Paul A. Walker's retirement last June 30 is finally ready to drop. Altho President Eisenhower has taken longer than any other new chief executive in finding a nominee for the job, the delay hasn't otherwise set a record.

president of National Association of Radio and Television Broadcasters.

ADMISH TAX BOUT WILL BE FREE ...

President Eisenhower and Chairman Daniel Reed (D., N. Y.), of the House Ways and Means Committee, are headed for another fiscal clash—this time, on the fate of the federal admissions tax. Reed, who last session yielded to the President's demand for extension of the excess profits tax, is gunning to eliminate the federal admissions tax as well as some other excises next session.

New Arts Bill Wins Support

WASHINGTON, Sept. 19.—Some of the most powerful organizations of the show world and elsewhere have thrown their support behind a move to broaden the Federal Fine Arts Commission's representation to music, drama, ballet, film, opera, TV and radio (The Billboard, September 5, 12, 19). More than a thousand communications have poured into the office of Rep. Charles R. Howell (D., N. J.), who is spearheading the drive on Capitol Hill.

KINDA CROWDED IN HILL'S LOBBIES ...

You can expect a big spurt in the number of registered lobbyists from the amusement world when Congress returns in January. One big reason is that the upcoming session will forge major issues for next year's important congressional elections. National Association of Radio and Television Broadcasters has already increased its registrants to a record total of seven (The Billboard, September 19). Among others expected to follow the trend are Motion Picture Association of America and American Federation of Musicians.

CHRISTMAS GIFT FROM FTC ...

The Federal Trade Commission will give a final go-ahead before Christmas on fair practices for advertising and merchandising TV and radio sets. A forthcoming October 10 hearing will be the last step in deliberations which began nearly two years ago. An upcoming FCC report will show 1952 network revenues from radio just about equal to and maybe above the 1951 level. That's higher than FCC's April prediction.

Legit Line-Up

By BOB FRANCIS

Altho pre-Broadway mortality is high with silo tryouts of new plays, at least three which were tested this summer at the Westport (Conn.) Country Playhouse will reach the Stem this season. The Theater Guild and Fred Coe will co-sponsor Horton Foote's "The Trip to Bountiful," a short edition of which has already been aired on TV.

are set for mid-October for a projected December unveiling under the banner of a new producing firm, Jerome Mayer and Irl Mowery. Al Goldin will manage Michael Abbott's production of "Late Love," which stars Arlene Francis, Lucile Watson and Neil Hamilton. Irving Cooper will be company manager and Ward Bishop stage manager.

Professor Moriarty in Bill Doll's up-coming production of "Sherlock Holmes." Mary Orr, who gave up acting a dozen years since in favor of stage and screen scripting, has signed to play his ever-faithful secretary.

'FLAG' DROPS AT HELLINGER ...

Shuttering of "Hazel Flagg" tonight leaves the Hellinger Theater without a tenant. Reports have the house to be re-lighted by Edwin Lester's musical version of "Kismet" in late October. Arnold Horwitz will do the lyrics for Albert Hague's tunes for the Joe Stein-Will Glickman show, "Plain and Fancy," which producers Richard Kollmar and James Gardiner plan to unveil in December. A new season entry is a comedy by Joel Hammill, tentatively labeled "The Bad Angel." Gala Eben has optioned the script, which will get a testing by Arena Stage in Washington next month.

'MISALLIANCE' TO TOUR ... The hinterlands are about to get a look at Shaw's "Misalliance." Albert Marre's revival of which received critical hat-tossings last year. Vet Savoyard, Martyyn Green, who replaced Barry Jones in the comedy last spring, will be starred. In the supporting cast are Katharine Sergava, Edith King and Jan Ferrand.

which Cheryl Crawford is producing in association with Anderson Lawler. Others set for stints are Jo Ann Sayers, Anne Jackson and Patricia Benoit. Practice sessions sked to start in October under Chodorov's direction. Paul Muni is reported choice for starring role in Russo and Ellis' tryout of the R. C. Sherriff play, "Home at Seven," which will have a two-week run at the Astor Theater in Syracuse, starting November 10.

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 19.—Sam Goldwyn returned to the U. S. a couple of weeks ago following a five-month stay in Europe. He was asked to comment on the President's veto of a bill aimed at lifting the 20 per cent admission tax on movies. Would this cause more theaters to close? Goldwyn sided with President Eisenhower. He favored the veto and said that if more theaters closed it should not be blamed on the President's veto but rather on that there are too many theaters.

wyn's reply to Snaper's attack presents a penetrating analysis of the picture business and deserves repeating here:

"I believe in facing facts instead of ignoring them. Two years ago I said it seemed inevitable that a great many theaters, perhaps five or six thousand, might go out of business. About the same time, Mr. Charles Skouras predicted that approximately 40 per cent of existing theaters would soon close, but I did not observe Mr. Snaper rushing into print to attack him.

but by the competition of TV, greater discrimination on the part of the public, loss of the 'movie-going habit' brought about by inferior pictures, in some instances by failure to keep theaters up to modern standards, lack of aggressive showmanship and management and similar factors.

"Producers have gone out of business, too, for most of the same reasons that theaters have been affected, but they have not been weeping and wailing about it or calling regional meetings to blame anyone. Instead, those who remain are tending to their own business and are harder at work than ever.

"It is not I who have condemned thousands of theaters but the hard facts of economic competition and (Continued on page 59)

BROADWAY SHOWLOG

Performances Thru September 19, 1953

Table with columns for DRAMAS, MUSICALS, CLOSED, and COMING UP, listing show titles and performance dates.

Billboard The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson. Publishers: Roger S. Littleford Jr., William D. Littleford. Editors: R. S. Littleford Jr., Editor in Chief, New York; C. R. Schreiber, Coin Machine Editor, Chicago.

Advertisement information including circulation department details, subscription rates, and contact information for advertising managers.

## FCC Okays 3 Bidders for 1 TV Station

WASHINGTON, Sept. 19.—In the first case of its kind, Federal Communications Commission this week waived its rules and allowed three competing applicants for Channel 12, Shreveport, La., to form a new corporation and carry on interim operation of a new TV station. Commissioner Robert T. Bartley, altho agreeing to the action, warned the Commission in another case against "the growth of sharing time propositions," and urged the other commissioners to start letting competitive AM stations own the same TV station.

In its unprecedented action permitting the merger of Southland Television Company, Radio Station KRMD and Shreveport Television Company to form the new Interim Television Corporation, FCC explained that three applicants will share equally in construction and operation of the new station. The one who is successful in a later hearing on the competing applications "will purchase, at cost, the losing parties interest and reimburse them for their actual expenses in connection with Interim," FCC explained. Commissioner Frieda B. Henneck dissented.

Five other CP's issued this week bring total authorizations to 568, including 440 post-freeze grants, of which 20 are for non-commercial, educational operation.

Recipients of CP's include: KOWL Broadcasting Co., Corona, Calif., Channel 52; Georgia-Carolina Broadcasting Co., Augusta, Ga., Channel 6; Radio Augusta, Inc., Augusta, Ga., Channel 12; Paducah Television Corp., Paducah, Ky., Channel 43, and Orange Belt Telecaster, San Bernardino, Calif., Channel 30.

## Robert Q. Lewis Bows Off Show; 6G Budget Low

NEW YORK, Sept. 19.—Robert Q. Lewis this week bowed off the local Chevrolet dealers' variety show, which is to be programed Fridays, 10-11 p.m., on WABC-TV. No emcee has been selected to replace him but the Peter Lind Hayes-Mary Healy team and Dean Murphy both have been mentioned.

Reports are that Lewis felt that the budget wasn't sufficiently high to do the show. It is estimated the talent nut is about \$6,000 a week, high for a local show, but low for a network program of the caliber Lewis usually emcees on. The stanza may go network, when and if Chevrolet dealers in other cities buy in.

## ABC-Para, Inc., Declares Dividend

NEW YORK, Sept. 19.—ABC-Paramount Theaters, Inc., this week declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation. Both dividends are payable October 20 to holders of record on September 25.

## ASPIRIN BY THE TON

### \$465,000 Headache Is Poser for ABC-TV

NEW YORK, Sept. 19.—ABC-TV is faced with a \$465,000 programming problem this season. The network estimates that it would cost about that sum to sustain its hour-long "Album" to alternate with United States Steel's "Theater Guild" on TV, unless it can find a sponsor.

The web has just about exhausted its sponsorship prospects, with Dow Chemical the latest to bow out of the picture via several buys on NBC-TV. Current Number One Prospect is Oldsmobile, but this sponsor still has substan-

## R. E. SHERWOOD SCRIPT READY

NEW YORK, Sept. 19.—Playwright Robert E. Sherwood has completed two of his hour-long dramatic scripts, which will be aired via NBC-TV this season, and they are in the polishing stage. A third script already is in the works. The shows will be done in the Milton Berle-Bob Hope Tuesday 8-9 p.m. time.

The initial stanza, a comedy-satire on quiz shows, titled "The Backbone of America," is slated to be aired December 29. NBC veepee Bud Barry is handling the sales end of the Sherwood project, with a single bankroller likely to ink for all his dramas.

## RUBE MAKES TV

### Goldberg's Gimmix Basis Of Wynn Seg

HOLLYWOOD, Sept. 19.—Rube Goldberg inventions will serve as the basis of an Ed Wynn TV audience participation show soon to be auditioned by CBS. Net has concluded a deal with Goldberg for a regular weekly supply of his comical contraptions. These will be sent to the Coast where they will be constructed into realities for Wynn to try out on members of the audience.

Audition is set for next week and according to CBS Programing Veepee Harry Ackerman, format will give TV something never tried before. Ackerman this week concluded an audition of "The Jimmy Boyd Show," a musical audience participation series aimed at kids. Show is skedded for a Saturday or Sunday early afternoon time slot. Bill Brennan produces the latter series.

## Ekco Products Buys 4 ABC TV Stanzas

CHICAGO, Sept. 19.—One of the biggest program sales in television history was consummated here Thursday (17) when Ekco Products Company of Chicago purchased on an alternating week basis four ABC network programs.

The shows are "Quick as a Flash," the "George Jessel Show," "Jamie" and "Comeback." The company will showcase 2,000 houseware products. Previously, they had sponsored the "Frank Sinatra Show," "The Goldbergs" and "Welcome Travelers." The firm was sold on TV's effectiveness more than three years ago, when a local announcement on a feature film show on WBKB drew more than 5,000 responses.

The Ekco saturation program will reach into 100 markets, with each market carrying at least one show. The firm also figures to catch a diversity of tastes, with

tial demands that remain to be satisfied.

The ABC-TV naturally does not want to sustain "Album," it has no alternative; the U.S. Steel purchase is dependent upon having a strong show alternating with its property. The web also is playing around with "Critic's Choice," another hour dramatic property, for submission to clients. At this late stage of the game, chances are it would use any hour dramatic property wanted by an advertiser in place of its own package. But no sponsor yet has appeared, so "Album" seems ticketed for the slot.

## UHF Dilemma: No Sets, No Shows; No Shows, No Sets

• Continued from page 1

operators obviously believe they will have large enough viewing acceptance in their cities to charge for their time.

Among the stations reportedly accepting such gratuitous network programs are WTAC-TV, Flint, Mich.; WKLO-TV, Louisville; WAKR-TV, Akron; WTOB-TV, Winston-Salem, N. C.; WOSH-TV, Oshkosh, Wis.; WIRK-TV, Palm Beach, Fla.; WLTV, Easton, Pa., and WTAP-TV, Parkersburg, W. Va. A very high frequency station, faced with the same problem, KSWB-TV, Roswell, N. M., is also reportedly doing the same thing. And WOKY, Milwaukee, another UHF which is competing with Walter Damm's entrenched VHF, WTMJ-TV, and WCAN, a strong UHF CBS-TV primary, is said to be

solving a similar difficulty. For every hour an advertiser buys on the station, priced at \$300, he gets another hour free. The deal gives sponsors a year's protection.

**Show Picking**  
The attempt by the UHF stations to pick up each other's shows would, if successful, save program costs via the elimination of the use of AT&T facilities, and would enable the outlets to share talent costs. Another switch on this idea was tried recently when the Bellingham, Wash., UHF outlet reportedly tried to swing a similar deal with a Seattle VHF, which was not consummated. Similarly, UHF stations have also approached some TV film distributors for permission to carry their shows free or at token cost, via mass buying, if they could be

picked up off the air from each other or from a neighboring over-lap VHF station. The advantage of such a deal obviously is the strong film programing it would provide at low cost. Sam Booth's Chambersburg, Pa., outlet, WCHA-TV, is said to be a leader in this movement.

**Pay-as-See**  
Paul McNamara, veepee of International Telemeter, sparked a conference of TV broadcasters held at WIP, Philadelphia, this week by telling them what pay-as-you-see TV could do for them. He proposed a wedding of UHF broadcasters with motion picture exhibitors at two levels: either the theater operator to contract for station time, or the station to team with the exhibitor on a percentage basis for the pay-as-you-see screenings. Also suggested by McNamara were film rental deals, with picture distributors to become independent movie exhibitors by acting in the role of pay-as-you-see merchants. The conference wound up with the formation of a Broadcasters Committee for Subscription TV to exert pressure on the Federal Communications Commission for an early okay for the system.

On a smaller scale, two Oklahoma UHF outlets, which are opening simultaneously, are teaming up to take joint ads to announce this fact and plug UHF. One of these stations also gives its sponsors free conversion of their TV sets to UHF.

## TANDEM JR.

### NBC Offers Big Buy on New '3' Plan

NEW YORK, Sept. 19.—A junior version of its Tandem sales plan, to be called the "Three" plan, was set up for the NBC radio web this week by AM toppe Bill Fineshriber. The plan permits purchase of participations in any or all of three separate 15 minute strips, which air in the morning, afternoon and evening respectively. The shows are "Second Chance," 11:45 a.m. to noon; "It Pays to Be Married," 5:45-6 p.m.; and "Fibber McGee and Molly," 10-10:15 p.m.

Purpose of the plan is to permit smaller and medium sized sponsors to get mass exposure for limited cost. Fineshriber believes this will encourage bankroller with annual ad budgets of between \$500,000 and \$1,000,000 to use web radio, whereas last year of \$116 millions spent by such sponsors, half went into news papers, about one-fourth into magazines and supplements, and only about 8 per cent to web radio.

The cost for one participation weekly in each of the three show involved will be \$7,475 for time and talent. Three on "Fibber" alone will be \$8,750; three on "Second Chance" will cost \$6,750 and three on "Married" will total \$8,075 weekly. The plan provides that the minimum purchase be three participations weekly, in any combination of the shows, for a minimum of four weeks. While an advertiser spending \$225,000 annually would be able to buy eight color pages in Life for that sum, the same amount will give him three plugs weekly on "Fibber" for 26 weeks.

Another new NBC radio plan calls for sale of the two-hour "Preview" and "Weekend" show on Saturday and Sunday, respectively, on a participation basis. Former will sell at \$2,000 per spot, and latter at \$2,250, with a minimum on number of participations a sponsor must buy.

TWA. Its president, Hector Chivigny, has resigned, as have three other members of the Executive Council, Ira Marion, Bruce Marc and Norman Ober.

## UTOPIA ON THE ROCKS

### CBS Affil to TV, But Net Suffers

NEW YORK, Sept. 19.—The touchy one-station market network affiliation problem this week flared up anew in a totally unexpected spot—Providence. WJAR-TV, there, this week gave a number of CBS-TV advertisers, including Pabst beer, notice that it would not carry their show shortly, after WPRO, the current Providence CBS Radio affiliate, which recently got a grant to build a video station, announced that it intended to carry that network's line-up of sponsors and programs.

WJAR-TV evidently felt that it would not be to its interests to continue carrying CBS-TV shows when the network's future at the

station was clearly limited. But the WPRO-TV announcement was unusually premature, because the station has only now ordered its TV equipment and, with the best of luck, will not be telecasting for a couple of months. If WPRO-TV should encounter some unexpected difficulties, the probability is that half the season will be gone before it can start servicing clients.

Both CBS-TV and Pabst are now trying to pacify the WJAR-TV management and straighten out the situation. Similar situations that CBS-TV recently had to contend with were at WDAF-TV, Kansas City, and at Walter Damm's WTMJ-TV, Milwaukee. Those stations were faced with the fact that UHF competitive outlets with CBS-TV affiliations were coming into their markets, so they dumped the CBS-TV programs unceremoniously.

But in both cases, CBS-TV had alternative stations on which it could place its properties. Should WJAR-TV refuse to play ball, however, it could mean that CBS-TV advertisers would not be in the Providence market until WPRO-TV started programing. The probability, nevertheless, is that WJAR-TV will bow to advertiser pressure and revise its anti-CBS-TV dictum.

## Writers Tiff Over Unions, Talks Stalled

NEW YORK, Sept. 20.—The Television Writers of America this week filed a claim with the National Labor Relations Board here, disputing the right of the Radio Writers' Guild to represent staff scripters at five of the six network shops here. TWA claims NBC Radio news, ABC Radio and TV news and continuity, and CBS Radio news and continuity. Unclaimed is NBC Radio continuity.

Unless the Authors' League disputes the TWA claim, an election will be held within 30 days. The networks, however, were negotiating yesterday (26) with the RWG for a new contract to cover staff writers in these shops and stopped when they heard of the TWA action. TWA, nevertheless, has urged that the webs continue negotiations, even with the RWG, until the claim is settled.

This marks the latest step of the TWA to win jurisdiction over all radio and TV scripters from the AL and its sister unions. Several months ago, TWA won the right to represent free-lance TV scripters here, and is going into negotiations with the video webs on Thursday (24).

The RWG meanwhile is split by factional strife over the question of whether it should join

## Bergen Deal Jells at CBS

NEW YORK, Sept. 19.—Consolidated Cosmetic this week purchased alternating weeks of Edgar Bergen. The program is tentatively ticketed for the 9:30-10 Sunday night slot on CBS-Radio, if one major problem can be resolved. CBS must persuade Wrigley to rebroadcast Gene Autry in a time period other than 9:30 EDT in several sections of the country so that a full network can be cleared.

Meanwhile, CBS has another sponsor interested in picking up the open alternate week half of Bergen. In the event this deal does not go thru, CBS-Columbia, the network's set-making subsidiary, will buy alternate weeks of Bergen for the rest of the year.

# NBC IS AMERICA

1. NETWORK COVERAGE

2. HOMES DELIVERED

3. TOP PROGRAMS

4. ADVERTISER ACCEPTANCE

5. BIGGER AUDIENCE LEAD

6. COST PER 1,000

7. HOURLY RATINGS

8. PROGRAM TYPES

9. NIGHTLY ADVANTAGE

10. MERCHANDISING SERVICE

# 11. NEW BUSINESS

12

# 'S NO. 1 NETWORK

➔ 11

## NBC-TV signs \$90,000,000 worth of business in 8 months

The simplest proof of a television network's effectiveness lies in its acceptance by advertisers.

In the eight months of 1953, advertisers have signed for \$90,000,000 worth of NBC Television time. In the last three months alone, NBC time bookings have reached \$31,000,000. Much of it is new business, but \$24,000,000 of it is renewed business, which points a particular moral:

*NBC's advertisers get results.*

The tremendous advertising investment made by American business in NBC Television is dramatic testimony that  
**NBC is America's No. 1 Network.**

Next week . . . further proof.

**NBC's Audience Advantage is to Your Advantage . . . Use It.**

**NBC TELEVISION**

*a service of Radio Corporation of America*

This One



2FPU-PKZ-6F1D

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## NBC RADIO AFFILIATES ENTHUSE ON PLANS

Sarnoff Details 28 Show Data at Chi Meet, Raps Rater, Regrets 'Deals'

CHICAGO, Sept. 19. — The recently organized NBC Affiliates Committee was "unanimous in our enthusiastic reception" of the new NBC radio program and sales plans, Robert Swezey, chairman of the group, said at the wind-up of the meeting here yesterday. He also announced the committee's intention to remain a permanent organization, with the present subcommittee continuing to serve as the liaison between the stations and network brass.

The network's new plans, which include 28 shows to debut the week of October 4, and flexible sales schemes, were detailed in speeches by a full roster of NBC execs headed by Brig. Gen. David Sarnoff.

Discussing the future of the medium, Gen. Sarnoff said: "I do not see the picture in radio as one of unrelieved gloom. Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject." He added that changing conditions point to the new directions that radio must follow, and

declared that, far from being a victim, radio is a beneficiary of technical progress. He pointed out that the vest-pocket and wrist radios that will be made possible by transistors will create an enlarged radio audience and call for new types of personal entertainment.

Gen. Sarnoff took a whack at ratings as a sole means of evaluating radio. He said radio ratings have lost touch with the realities of the medium by not adequately covering the millions of public, portable and auto sets in use.

Regarding deals and concessions, he said that NBC did not start them and cannot alone put an end to them. But, he said, the new sales plans outlined at the meeting were a move against these practices, since they provide low cost opportunities for advertisers without rate cutting.

Gen. Sarnoff pointed out that, as network billings declined since 1948, the network, and not the affiliates, were hit hardest. Despite this, he said, "We have chosen to increase our costs substantially for new programming and for a separate radio organization." He added: "This we have done because we are convinced that it offers the best chance of meeting the problems we mutually face."

## 6½ Mil Peak Hit by NBC's Spot Sale Div.

NEW YORK, Sept. 19. — The NBC Spot Sales division this week chalked up two more new sales records, with gross sales made from September 14 thru 18 topping the \$2,000,000 mark, and radio and TV billings for the past five weeks totaling \$6,500,000 in new and renewed business. At the writing, more than half of the radio and TV stations on the web's spot schedule were near the sold-out point, according to the network's spot chief, Tom McFadden. Sales, ranging from \$300 to a peak \$300,000, made during the last five weeks include Lucky Strike, the Babbitt Company, Miles Labs., General Motors, Procter & Gamble, Kellogg and Colgate-Palmolive-Peet.

In line with its continual upswing in business, NBC Spot Sales will open a new branch office in the Penabscot Building in Detroit, October 15. TV sales will be handled by Allen Kerr, formerly with H-R Reps and WCBS, New York, while Robert Miller moves over from NBC Spot Sales' Cleveland office to handle radio sales. Temporary Detroit headquarters are in the Hotel Statler. The web's Spot Sales division now has branch offices in eight major cities—San Francisco; Chicago; Atlanta; Charlotte, N. C.; Los Angeles; Cleveland; Washington, and Detroit.

## NBC VERSUS NBC

# Trademarks Snarl Web's Store Plan

Continued from page 1

week to Nabisco's legal representatives. A similar deposition session between NBC's legal brass and Nabisco execs is scheduled for next week.

The Nabisco complaint, filed here in June, specifically referred to the "NBC Quality Store" seals, which have been displayed by independent grocers in and around Manhattan, along with a cookbook giveaway promotion. The seal, said Nabisco, closely approximated Nabisco's registered trademark—a red and blue bull's eye design with the initials NBC, and thus by implication linked Nabisco with the promotion as a sponsor. The firm also objected to the use of a photo of its cracker product (inscribed with the letters NBC) in the premium cook books, blow-ups of which it claimed were used on radio and TV in close association with competitive food product commercials.

### New Seals

Meanwhile, in an effort to placate Nabisco, also not conceding rights to the trademark, NBC voluntarily has abandoned its use of the "NBC Quality Store" seals, and replaced them with a new model which reads "WNBC-

WNBT Quality Store." A picture of grocery products was also left off the new trademark. The new seals were put up in more than 8,000 stores here in June, and the cookbook stunt was shelved when the offer expired in July.

### Not Satisfied

However, Nabisco is still not satisfied, because its complaint asked that the network be restrained from using the letters NBC "alone or together with any other letters" in association with food products, which the web feels would destroy any value of the "WNBT-WNBT Quality Store" plan.

This clause is looked upon with considerable suspicion by the web, since it conceivably could be construed to mean that NBC and its flagships WNBC here, and KNBC, San Francisco, would be barred from using their call letters in association with food sponsors on radio and TV. It also, of course, would block them off from merchandising activities with grocers, since it would not make much sense to go along

(Continued on page 17)

## NBC-TV Near S.R.O. Status

NEW YORK, Sept. 19.—A series of sales this week brought NBC-TV virtually to s.r.o. status in the evening hours, with the exception of the Robert E. Sherwood hour-long dramas which will air sporadically in the 8-9 p.m. Tuesday slot.

Dow Chemical, for the new Seran-Wrap, made its web TV bow by buying 10 minutes on alternate weeks in "Show of Shows," 15 minutes weekly in the Kate Smith show, and three participations weekly on "Today." Two other "Show of Shows" sales closed out that stanza, with Lewis Howe for Tums and Adolph's, Ltd., for its meat tenderizer each buying into the final half hour on alternate weeks.

## NEWS CAPSULES—COAST TO COAST

### ANA Notes TV Impact on Sales, Dealer Co-Op; BAB Plugs Radio

CHICAGO, Sept. 22. — TV's dynamic impact on sales and help toward getting dealer cooperation in broadcasting were among the subjects outlined today at the 44th annual meeting of the Association of National Advertisers, held here at the Drake Hotel. The achievements of "Mis-

ter Peepers" for its sponsor, Reynolds Aluminum, were elaborated on by John H. Boyle, director of radio and TV for the company. He stated that the show has quadrupled the sale of one of the Reynolds products this year, which last year had several million dollars in sales, doubled the sale of another of its branded products and is responsible for increasing the sale of another of its newer branded products seven times. Bob Stolz, advertising manager of the Brown Company, told how the company got its dealers into TV and radio. The company got the power of 1,200 radio stations and 150 TV stations behind it by sending them brochures so they could contact Buster Brown dealers. The dealers, of course, were provided with free tapings of the radio show and free films of the TV show. Their only contribution was time cost on the local station. At the end of the drive, time on 203 radio stations and 24 TV stations was purchased by dealers. The advertising exec also told how a radio network in 1951 blueprinted a special network of stations which would exclude TV markets, so that the Smilin' Ed McConnell show could be carried.

NOW . . . 110,000,000. SAYS BAB . . .

NEW YORK — Broadcast Advertising Bureau is distributing an eight-page, four-color presentation to its members next week entitled "Now . . . 110,000,000 Places to Listen." The display states that during 1952 4,700,000 radios were sold for new places to listen and another 6,321,000 were sold as replacements. During the same time the number of radio homes increased 2,000,000.

DU M O&O TO HIKE CLASS A . . .

NEW YORK — Du Mont will hike the Class A network rate on two of its owned and operated stations October 1. WABD here will have its hour rate on network buys raised from \$2,200 to \$3,200. And WTTG, Washington, will go from \$850 to \$950. The last such increase on WABD was February, 1951, and on WTTG it was October, 1951. Local rates for the two stations remain unchanged.

FTC IN SWITCH ON "FREE" GIMMICK . . .

WASHINGTON. — In a new statement of policy affecting advertising on TV-radio, the Federal Trade Commission yesterday (18) ruled that goods given without cost upon the purchase of other merchandise may be described by

the advertiser as "free," but the term must be used "honestly" and not as a "device for deceiving the public." In permitting use of the word "free" to describe gifts contingent on the purchase of other merchandise, the commission reversed a policy in effect nearly six years.

FCC OK'S STATION USE AS RELAY . . .

WASHINGTON. — Federal Communications Commission last week issued a special temporary authorization to New England Telephone & Telegraph Company to operate its experimental TV pick-up station in Boston as a radio relay providing TV network service to WTAO-TV, Woburn, Mass.

WGN-TV CLASS A RATE UPPED 10 PER CENT . . .

CHICAGO.—A 10 per cent rate boost, which will hike the Class A time rate from \$1,200 to \$1,320 an hour, will be put into effect by WGN-TV October 1. The increase is the first in 18 months. It coincides with the station's 300 per cent power increase.

OTHER NEWS IN BRIEF . . .

KNXT, Hollywood, increased its Class A hour rate from \$1,500 to \$1,750. Most other rates will be similarly advanced in the new rate card. . . . WBBM, Chicago, (Continued on page 59)

## Philip Morris 'Pentagon' Out

NEW YORK, Sept. 19.—Philip Morris this week prevailed over CBS-TV in its bid to substitute another show for "Pentagon U.S.A." in the Thursday night 10-10:30 p.m. time period on which it alternates with Remington-Rand. The latter is also dropping the spy drama and will replace it with as yet an unnamed stanza. Philip Morris will slot a TV version of its "Playhouse" temporarily in the alternating time period. Meanwhile, the Biow agency is looking at packages for its client.

The Philip Morris was contractually obligated to continue programming "Pentagon," the network finally agreed with its contention that the program did not have a future when the ratings showed a continuing decline.

## NBC Shows to Hit West by Hot Kine

NEW YORK, Sept. 19.—Henceforth, all NBC-TV shows will air on the West Coast via hot kine at the same time, locally, in which they air in New York. This will apply to all shows except actuality pick-ups of news and sports events. At the same time, the web reduced the circuit charges on East to West link-ups from \$1,000 per hour to \$200, and on West to East airings from \$2,000 hourly to \$500.

NEW  
big sales prospect

# WLEV-TV

Bethlehem • Allentown • Easton

Pre-planned coverage reaches the homes — the people — in this rich market. Write for information.

Steinman Station

Sales Representative



**MEEKER TV, Incorporated**

New York • Chicago • Los Angeles • San Francisco

## ATTENTION

ALL RADIO & TV STATIONS:

CURRENTLY  
PAYING \$2.40 P.I.

ON A \$5.98 SALE

GUARANTEED, TESTED APPLIANCE ITEM.

ARE YOU INTERESTED ON A P. I. BASIS?

If so, phone collect at once to the Mail Order Dept., Delaware 7-7080, Chicago. We are D&B rated or will mail advance deposits.

DU M O&O TO HIKE CLASS A . . .

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Time for sales  
**WDEL-TV**  
Wilmington, Delaware

Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.

Channel 12

W D E L  
AM TV FM  
Steinman Station Sales Representative **MEEKER**

New York  
Chicago  
Los Angeles  
San Francisco

THIS WEEK'S SPOTLIGHT FEATURE

Distribution, Sales & Marketing

TV Film Series Near Direct Competition With Theatricals

MCA-TV Experiment May Kick Off Concerted Pitch; Others to Follow

By SAM CHASE

NEW YORK, Sept. 19.—The TV film distribution business seems on the threshold of a period in which groups of TV film dramatic series may be sold in direct competition with theatrical films.

The MCA-TV pitch, however, is the one most nearly going directly to the point of openly bucking the theatricals. Involved are over 200 separate 30-minute editions of its "Famous Playhouse" group, with the likelihood that dramatic films taken from other MCA series may be added to the group in the future, if it is decided to continue pushing this sales approach.

Three Buys

Three outlets have bought versions of the deal thus far, and each is using its buy in a different test fashion. When some results are in from all three, MCA will have grist for its sales mill; meanwhile, it is holding conversations with additional selected stations on deals.

High in the minds of MCA officials, such as veepee David Sutton, as well as with rival distributor brass, is the relative scarcity of new feature films, and the logic of selling re-run series in bulk at a price competitive with available features.

Half Hours

An early proponent of the theory of bucking features with 30-minute shows is Mort Watters of WCPO-TV, Cincinnati, whose station's rating history took an upward turn against the competition when such a tactic was used.

MCA-TV Move

The fact is that with MCA-TV's move virtually every distributor with sufficient product now is offering a library or anthology deal of some kind, and with MCA now setting a new sales pattern, the others may be expected to follow suit where they are able. How-

ever, they are faced with certain restrictions. First, the type of series which lends itself best to this use, particularly in across-the-board slotting, is that in which each individual drama is an entity in itself, and not part of a group featuring a running central character; second, no other distributor, thus far, has a sufficient number of such series of high calibre to match MCA's collection in terms of sheer quantity.

However, Consolidated Television Sales has some 34 separate "Hollywood Half Hour" films which are sold in various combinations. One such use is as part of Consolidated's Station Starter Plan, which includes a total of 78 half-hour films. Screen Gems has 39 of "Your All-Star Theater." Bernard Prockter has 26 half-hour films. United Television Programs has "Counterpoint" and "Royal Playhouse" films. NBC-TV has "The Visitor" and "Captured." CBS-TV has the "Gloria Swanson Theater" films.

Ziv-TV has a backlog of about 240 episodes on "Boston Blackie" and about 260 on "Cisco Kid," each of which has an identifiable lead character. There are 52 completed on "Favorite Story," which are separate film dramas, and more being shot for the second year of this series. "Unexpected," also, is in its second year of production, with 52 in the can. Ziv now has no plans to package all these films for mass sale, but is in a position to do so should they so desire.

Properties

The MCA-TV "Famous Playhouse," which forms the bulk of its offering, consists of individual dramas which in their original runs were parts of "Gruen Playhouse," Armour's "Stars Over Hollywood" and Standard Oil of California's "Chevron Theater," among others. Other MCA-TV properties, however, may be sprinkled in, according to the individual deals being negotiated, which may add some newer product to the group. In at least some negotiations to date, MCA-TV offers a library of these films—ranging from 135 up—for four plays per film over a one-year period, for a flat sum. The stations then can utilize the film according to local needs.

Union Deals

One reason MCA can make such an offer is that, because of the vast number of films involved, it reportedly has no trouble coming to terms with the unions which have contractual interests in re-runs, such as the Screen Actors Guild, Screen Directors Guild and Authors League. The SAG formula, for example, calls for two plays per film for the original fee, with thespians getting extra payment for

each additional play thereafter. Once the MCA films have been played off in one area, the firm then clears it off in others—or else finds it possible to absorb the extra costs in view of the bulk nature of the deal. However, proponents of feature film note that virtually all feature products on the TV market now require no additional payment to talent for re-runs.

From the station point of view, MCA believes its package supplies a fluidity of programing which enables the outlets to tailor the film to their particular needs. In any event, whatever the magnitude of the threat deals of this sort offer to the theatrical market, they seem certain to continue until or unless new theatricals find their way to television soon.

'Liz Life' Sold In 12 Markets

NEW YORK, Sept. 19.—Guild Films began syndication sales of "Life With Elizabeth," half-hour comedy series, this week, and had racked up sales in a dozen markets by the week's end. For the New York market, the show was taken by Piel's Beer thru Young & Rubicam, with the station still undetermined. Other markets in which the new show was sold include Washington, Baltimore, Detroit and Seattle.

Meanwhile, Guild was up to sale Number 96 on the Liberate show. The two sales completed this week on Liberate were to WHBQ, Memphis, where it will be co-sponsored by the National Bank of Commerce and the Union Biscuit Company, and to WKNX, Saginaw, Mich., where it will be sponsored by Morley Bros. Hardware.

Guild also sold its sports library this week to WCNT, Greenville, N. C., on a year's contract. The Guild sports library consists of 500 subjects running five to 45 minutes each, and is priced at the rate of \$75 per month.

St. Louis Agency Renews 'Armchair'

NEW YORK, Sept. 19.—Hirsch, Tamm & Ullman Agency, St. Louis, which winds up a 52-week contract on Sterling Television's film series "Armchair Adventure" this month, has renewed the show for an indefinite period. The 15-minute flicker series (104 episodes in all) has been sold in 49 markets to date.

Hayward to Vidpix Via Lone Wolf Skein

HOLLYWOOD, Sept. 19.—Louis Hayward becomes the latest screen celeb to take the telepix plunge by starring in the \$2,730,000 budgeted "Lone Wolf" series produced by Gross-Krasne for syndicated sale. United Television Programs, Inc. will syndicate the series for regional and local sponsorship. UTP, Gross-Krasne and Hayward comprise a three-way partnership in its production. Gross-Krasne arranged basic financing of the series thru Chemical Bank & Trust Company, New York, thus marking one of the rare times that a major bank has put up coin for a telepix series.

According to Jack Gross, "Lone Wolf" series will number 78 half-hour films, each produced at an average cost of \$35,000. Gross said production will start in the immediate future at California

studios, with the initial brace of films to be ready for sale by January 1.

"Lone Wolf" films will be based on the Louis Vance stories with telepix adaptation by William Kozlenko. Series marks Hayward's initial regular TV venture. Deal with Gross-Krasne was concluded for him by Donald Hyde, who represents him for films. As a partner in the production, Hayward retains part ownership in the series, thereby cashing in for a share of its earnings. Gross-Krasne recently completed four test films for Lever Brothers "Lux Video Theater," and is currently rounding out its second year as producers of "Big Town." Latter series is reissued by UTP in subsequent release as "Heart of the City."

The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly.

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



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

'LARGEST TV NET'

That's What Ziv Has For New 'Three Lives'

NEW YORK, Sept. 19.—Ziv TV Programs, Inc.'s new film series, "I Led Three Lives," this week already had been pre-sold on 94 stations, the largest commercial network ever built before the start of a new TV show.

The show, which dramatizes the adventures of Herbert Phillips as an undercover agent for the F.B.I. in the Communist Party, tees off over WNBT here Sunday, September 27, at 10:30 p.m., under the joint sponsorship on an alternate basis of United States Tobacco Company and Ronzoni Macaroni Company.

Other major sponsors lined up for the series include Phillips Petroleum Company over 25 Midwest stations; Adelph Coore Brewing Company over 10 Rocky Mountain area stations; Golden State Dairies over eight Western cities; Wiedemann Brewing Company over four Midwest cities; Rainier Brewing Company over four Northwest cities; National Premium Beer over three Central Atlantic cities; Procter & Gamble; Cleveland Illuminating Company

and Marine Trust Company of Buffalo.

According to M. J. Rifkin, Ziv's TV sales veepee, the new series will be backed by the most complete merchandising and promotion campaign in Ziv's TV history. The show's advertising budget is Ziv's largest to date.

Documentary Series Will Star McCoy

NEW YORK, Sept. 19.—Old time cowboy star Tim McCoy has completed the pilot of a new 15-minute series which is said to combine the values of a Western with those of a historical documentary.

The title of the first segment, which is being pitched to ad agencies here by Arthur Sachson, former sales manager of Arrow Productions, is "The Guns That Won the West." The show traces the development of firearms from the flintlock musket thru the Winchester. McCoy appears as narrator in cowboy costume.

The name of McCoy's production firm is Mercury International TV Company. The pilot was produced by Buzz Ellsworth. McCoy himself has been appearing live on KTTV, Los Angeles, for some time.

WCBS Film Strip Hangs Out S.R.O.

NEW YORK, Sept. 19.—WCBS-TV this week hung out the s.r.o. sign on its "Late Show" feature airings. The station has sold 70 participations, all that are available, in its feature film seven-day-a-week strip.

Among the last sponsors to buy participations are Motorola, Fatima, Uncle Ben's Rice, and Kounty-Kist Corn. The program runs an hour and a half each night, starting some nights at 11:15 and others at 11:30.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3.00 over single copy rates). Foreign rate \$20.

Payment enclosed Bill me

Name
Occupation or Title
Company
Address
City Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

# Film-Live Combo Is Tops in Programing

By ROBERT H. O'BRIEN  
Executive Vice-President  
American Broadcasting Co.

There is no longer the sharp division in television programming circles between which is better—live or film programs. Experience has shown that each has its place, and often a combination of the two is needed to obtain the greatest dramatic impact. Most viewers neither know nor care whether their favorite program is produced in the studio live or recorded on film weeks or months prior to the telecast. They want to be entertained or instructed, and if the program fulfills that one requirement, they are happy.

Realizing this, ABC is building its program schedule by making the greatest possible use of both live and filmed shows. We feel the end result—what appears on the home television set—is all important, and that only by taking advantage of every possible programing device will we be able to attract and hold an audience.

## Great Strides

Films for television have come a long way in a very short period of time. From a few feeble, yet costly, attempts to make television films which would catch on with sponsors and audiences have finally emerged such great audience builders as "I Love Lucy," "Dragnet," "Racket Squad," "The Schlitz Playhouse of Stars," "Ozzie and Harriet" and many others. And much to the surprise of those few diehards who still look down their noses at film, filmed television shows not only consistently take top honors in most rating reports, but often constitute better than 50 per cent of the top 15 programs.

This does not surprise the film people very much, because they realize that it takes a lot of second guessing to make a good show. The audience will never know how much of the film finds its way to the cutting room floor before the final result is deemed acceptable to go on the air. The sponsor is becoming more and more aware of just how much this offers him, both in protection against really embarrassing mistakes and in keeping his costs under control—and he likes it.

Then there are the many advantages that a well conceived and executed film series offers to the network advertiser. Time clearances being what they are today, and probably will remain for some time, films can solve some very knotty program problems. If a delayed broadcast is necessary, a clear, sharp print of a film made especially for television is far superior to the best kinescope of a live show.

But it is in the syndicate field where films really come into their own. They offer the local and regional advertiser an opportunity to sponsor a top quality show at only a small fraction of its production costs.

They supply the local station with quality programs tailored to the needs and pocketbooks of its local advertisers—programs that can be carried in a can under the salesman's arm and auditioned exactly as they will appear on the air. (Did you ever try to sell a program from a script alone in competition with a well-produced program in film?)

# Tele-Pix Leases Its Library for Keeps

NEW YORK, Sept. 19.—Tele-Pictures, Inc., the Lippert TV subsidiary, this week set a new sales policy on its stock-shot library that is unique, in that the library will be leased to stations in perpetuity for a flat price. At the same time, following the firm's sales meeting in Chicago last week, a sales plan was set for the musical-short library that Tele-Pictures recently acquired from McConkey Artists.

Tele-Pictures will begin its sales drive on the stock library December 1. For the past year approximately the library has been distributed by Guild Films with no marked success. Tele-Pictures has now set a minimum price of \$1,200 on the library, for

ABC has recently established a Film Syndication department as the fifth major division of the network. We are in the process of obtaining several top-rated filmed programs which have had their first runs on a limited network basis. We feel that a well established film series with an excellent rating history will, in many instances, be more attractive to local and regional advertisers, than will a first run that has not proved its pulling power. These programs will be priced realistically within the budgets of local advertisers.

We also plan to offer one or two programs made especially for television on a first-run basis for those local advertisers who prefer this type of program. These will be available to all television stations and advertisers.

ABC has great faith in the future of films for television. We feel that these films will contribute greatly to the achievement of top quality programs both for our network and on a local level. We also realize that film alone cannot do the job, and we will use every facility—film, live or a combination of both—together with the best talent available, to provide high caliber programing.

TV Film  
Guest of the Week



ROBERT H. O'BRIEN

Robert H. O'Brien became executive vice-president of the radio and television division of American Broadcasting-Paramount Theaters, Inc., last May, when the merger was officially approved by the Federal Communications Commission. He retains his title of secretary and financial manager vice-president of United Paramount Theaters, Inc., and is a member of the board of directors. O'Brien joined Paramount Pictures, Inc., in January, 1945, as assistant to the president, and assumed his present title under the reorganization of Paramount's studio and theater interests.

# NBC Vidfilms Unveil All-Embracing Merchandising Plan for Salesmen

'Treasure Chest' Features Services To Local and Regional Show Sponsors

NEW YORK, Sept. 19.—At the first of three regional sales conferences, held here this week, the NBC film division unveiled to its Eastern regional sales staff plans for what it believes is the most elaborate merchandising operation yet to be set up by a vidfilm syndicator. The plan setting up the web's film division in a merchandising operation is, in a sense, an emulation of the network's own heavy and successful accent on merchandising.

The plan is the outgrowth of the combined efforts of the film division and the Grey advertising agency, of which the division is a client. Jack Cron, national sales manager of the division, made the presentation of the plan, mechanics of which were worked out by Jay Smolen, advertising-promotion manager of the division, and two Grey execs: Ted Kaufman, the account supervisor, and Harold Newman, the account exec. Al Hollander, Grey radio-TV chief, also participated.

The key feature of the presentation is what is called the "treasure chest," and consists of 11 separate merchandising services to be presented by the NBC film division to local and regional sponsorship to distributors and/shows. The 11 points are:

## Items in Chest

A brochure by which local bankrollers may announce their sponsorship to distributors and/or dealers.

Hanging tags, which retail salesmen may wear in stores, showing the program and channel of the show sponsored.

Stickers plugging the show,

which may be placed on the sponsor's products.

Cardboard bottle-toppers, plugging the show, which may be used atop bottles in retail displays, if the sponsor's product is sold in bottled form.

Shelf strips, giving details of the show's airings, which can be slid onto the edges of shelves in supermarkets.

Window posters.  
Window streamers.

Delivery truck bumper signs in Da-Glo process, for use on trucks of the sponsor or his distributor.

# Prominent Role Of Film in \$1 1/2 Mil Coast Buy

HOLLYWOOD, Sept. 19.—One of Southern California's largest program and time buys amounting to approximately \$1,500,000 on all seven local TV stations with 10 out of 11 shows sponsored on film was announced here yesterday (18) by Arthur Guyer, general sales manager of Brew 102.

The schedule will feature the programs seven nights a week and is considered one of the most intensive beverage promotions in TV history. First telecast in the new schedule will be an invitational premiere of "Douglas Fairbanks Presents" on KNBH next Thursday (24).

Only live telecast in the sponsorship campaign is the Roller Derby to be aired on KTLA. Filmed shows and stations included in the sale are "Douglas Fairbanks Presents," KNBH; "Orient Express," KECA-TV; "Theater Time," KLAC-TV; "Premium Playhouse," KTLA; "Heart of the City," KTV; "Affairs of China Smith," KECA-TV; "102 Theater," KHJ-TV; "Dangerous Assignment," KNBH, and "Star-Time Theater," KNXT.

# Ziv Programs Double Sales

NEW YORK, Sept. 19.—Gross sales for Ziv TV Programs, Inc., during the first eight months of 1953 were more than double those chalked up by the TV film outfit over the same period last year. Ziv's record sale for that period was made on Adolph Menjou's "Favorite Story," which has been sold in 122 markets since it was launched last January.

# Plugs and Premiums

By GENE PLOTNIK

This is the first installment of a monthly column for The Billboard's TV film department. "Plugs and Premiums" will be devoted to the broad field of promotion, exploitation and merchandising in connection with TV film programs. It is intended to be a random survey of this field, and for the most part will give individual case histories.

The first one concerns a lullaby played by a Polish pianist.

Several sponsors of the Liberace show have pinned down staggering ad results with a recording of Liberace made especially for this purpose by Columbia Records. Most of those using the record are banks, indeed, almost half of Liberace's sponsors are banks.

## Draws Accounts

These banks generally offer the record as a free premium to anyone opening a savings account of \$10 or more. The surprising thing is that the accounts some of the banks have had opened in this way average over \$500. And a few accounts of over \$10,000 reportedly have resulted from the record promotion.

The record gimmick started in Los Angeles last year with the Citizen's National Trust & Savings Bank, which at that time was sponsoring Liberace live on KLAC-TV. New depositors were

offered Liberace's recording of "September Song," on only three shows. The bank reported that the offer brought in 2,500 new accounts totaling \$500,000 and averaging \$200 per account.

Guild Films, which produces and distributes the filmed Liberace show, is now plugging a special recording with "Dark Eyes" on one side and Brahms' "Lullaby" vocalized by the pianist on the flip side. The records, available in seven-inch or 10-inch standard, comes with a handsome blue label, with the sponsor's name printed just below Liberace's signature.

The price on the seven-inch is 23 cents each in lots up to 24,999, and 21 cents each in lots over 25,000. The price on the 10-inch is 24 cents each up to 4,999 and then 23 cents. A minimum order is 1,000.

## Arizona Boom

After carrying the show for a few weeks in Phoenix and Tucson, Ariz., the Valley National Bank made the usual offer on this record for seven weeks.

Valley National has given out over 8,000 records to date and attributes over \$2,000,000 in new accounts to the offer.

Banks are not only ones using the record. Breast-o'-Chicken Tuna, which sponsors Liberace in five markets, is using it as a self-liquidating premium. They offer the disk, which would retail for 89 cents if it were available commercially, for 35 cents and two can labels. The fish firm has sold 15,000 copies of the recording to date. But more important is the fact that it thus upped its demand in Chicago to the point that it was able to break into the A&P supermarkets, where it had up to then been blocked out by competing brands.

An estimated 50,000 special Liberace records have been handed out to date. Guild Films passes orders on to Gil McKean, of the special products division of Columbia Records, which gets the disks back to the sponsors within four weeks.

## Denver Bank

In the past month, the Denver National Bank has started the Liberace record promotion for customers opening new checking accounts. And the Bowman Biscuit Company, which sponsors Liberace in five markets in the Southwest, is following Breast-o'-Chicken's lead in offering it on a self-liquidating basis. Other banks that have ordered the record recently are the Louisville Citizens Fidelity; U. S. National of Portland, Ore.; First Federal Savings and Loan of Rochester, N. Y.; Republic National Bank of Dallas, and the State National Bank of El Paso, Tex.

# Kaltenborn, Film Spieler

NEW YORK, Sept. 19.—The Blue Cross will sponsor a half-hour news film show featuring H. V. Kaltenborn over WNBT on Thursday nights from 7 to 7:30 p.m., beginning September 24. The series, tagged "It Happened Yesterday," will be built around old news clips culled from NBC's film library, with selection determined by letter-requests.

The Kaltenborn show will be part of WNBT program director Dick Pack's new plan to air a film strip in Class A time this fall. Line-up now includes "Victory at Sea," Tuesday, "The Visitor," Wednesday, and "Your All Star Theater," Friday.

# Princess Signs Martel as Producer

NEW YORK, Sept. 19.—Princess Pictures this week signed Gene Martel as executive producer on the rest of the 26 feature films it is producing for TV. He has already handled the production reins on the first in the series, "Checkmate."

Martel has an extensive background in show business. His last post was with Paramount Pictures as a director of shorts. The Princess features will be distributed by Vitapix.

Academy Award winner Arthur Horman wrote the screen plays and acted as dialog director. Each of the new films was photographed in both color and black and white. Release has been set for next January.

# Three More Films On Life of Jesus Shot by Cathedral

HOLLYWOOD, Sept. 19.—Cathedral Films this week completed shooting three additional half-hour films in a series of 13 depicting the life of Jesus, bringing to five the total number already filmed. Series when completed, will be made available to TV after first being shown in churches thruout the country.

Films, titled "The Living Christ Series," is being produced by the Rev. James K. Friedrich, Cathedral president. Series deals with different phases in the life of Jesus and are being shot in episodic form. One of the first in the series, a 55-minute "I Beheld His Glory," was telecast last Easter season over 131 TV stations under sponsorship of the National Council of Churches. Its critical acclaim and public reception prompted Dr. Friedrich to complete the series.

Titles completed this week are "Escape to Egypt," "Boyhood and Baptism," and "Men of the Wilderness." Others previously finished are "I Beheld His Glory" and "Holy Night," the Nativity story.

John Coyle directed and



*and now...* a major coast-to-coast organization devoted exclusively to the production and distribution of films for television.



TPA is not a subsidiary or division of a corporation whose major interests lie in other fields. There is nothing to keep it from pursuing and concentrating on its basic objectives: the best films for television advertisers... the most efficient distribution of independently produced TV film programs.

**who is TPA?**

Behind TPA are three men whose backgrounds and experience are assurance of the high place TPA will occupy in TV films:

**Edward Small**, Chairman of the Board, is an outstanding independent producer whose motion pictures have grossed well over \$100,000,000. He is the showmanship arm of the company. Mr. Small has

a tremendous (and well earned) reputation for being able to recognize the commercial potential of a script or pilot film. He will use this rare talent to make sure that TPA properties are good programs, of high mass appeal.

**Milton Gordon**, President, is the financial arm of the group. He is a recognized authority in the financing of motion picture and TV films. Mr. Gordon is a guarantee of the financial soundness of TPA operations.

**Michael (Mickey) Sillerman**, Executive Vice-President, is the sales arm of TPA. In both radio, and more recently in the field of film distribution, he has built an unmatched sales record on the sound premise that a sale is not complete until it does a job for the advertiser.

**TPA properties**

TPA has already acquired a group of successful film programs, announcement of which will shortly be released. These and other TPA properties will be recognized by their ability to deliver mass audiences to advertisers at realistic costs... by the complete follow-through sales-aids which are part of every TPA package... by the list of advertisers in many different fields across the country who are profitably sponsoring them.

Look for the man from TPA who will be calling on you soon with these TPA properties.

**television Programs of America, inc.**

729 Seventh Avenue, New York 19, New York  
1041 N. Formosa Avenue, Hollywood 46, California



Series Name Length in Minutes No. Releases Available
Monterey, New York, Philadelphia... The Vienna Philharmonic...

Mystery
Boston Blackie... CBS Television Productions... Case of Eddie Drake...

City Detective... CBS-TV... CBS Television Film Sales... Files of Jeffrey Jones...

Front Page Detective... Consolidated Television Sales... Going Places... Headlines on Parade...

Heart of the City... United Television Programs... Hollywood Offbeat... I'm the Law...

Meet the Victim... Sterling Television Company... Public Prosecutor... Scotland Yard...

News

Close-Up... Daily News Report... NBC Weekly News Review... Young America...

Teletown Daily... Teletown Weekly Review... UP MovieLine News... Quiz...

Going Places... Headlines on Parade... Look Photoquiz... Movie Quick Quiz...

Professor Yes 'n' No... Three Guesses... Bible Readings... National Televispers...

You Do Believe... All-American Game... Adventures in Sports... American Sports...

Beat the Experts... Sports

Religious

Sports

SOLD TO: Albuquerque, Buffalo, Dallas-Fort Worth... Big Playoff... Big Playback... Double Play With... Durocher and Day...

Famous Fights From Madison Square Garden... Go in Places With Gadabout... Grandland Rice's Sportlights... Kingside With the Basslers...

Sports Spotlight... Sports on Parade... Sportsman's Club... Sports Scholar...

Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

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Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

Stout City, Sioux Falls, South Bend... Hopalong Cassidy... Famous Fights From Madison Square Garden...

Go in Places With Gadabout... Kingside With the Basslers... Sports on Parade... Sportsman's Club...

Sports Spotlight... Sports on Parade... Sportsman's Club... Sports Scholar...

Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

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Wrestling From Hollywood... Cisco Kid... Cowboy G-Men... The Gene Anny Show...

Facsimile Use By TV Outlets Marks Upbeat

UP, AP Prepare Services, 11 Have INS Installations

NEW YORK, Sept. 19.—The use of facsimile by TV stations appeared to be heading for an upswing this week. Both United Press and the Associated Press were reported to be preparing facsimile systems...

Installing Delays
The INS fax requires the installation of special lines by the American Telephone & Telegraph Company...

The INS service is currently operating 16 hours a day. Reid said in many instances the service is delivering a series of six or more pictures of the same subject...

INS fax scored a beat Wednesday (16) on the American Airlines crash in Albany, N. Y. The crash occurred around 9:30 a.m., and INS had pictures of it coming off the wire by noon.

'Ford' Preps Film Trailer

NEW YORK, Sept. 19.—Screen Gems this week was shooting a special trailer film for use on the fall preem of "Ford Theater," of October 1, via NBC-TV, 9:30-11 p.m. The trailer will feature plugs for many of the name thespians who will appear during the coming season.

Among those who are working in films for the series are Paulette Goddard, Richard Conte, Charles Coburn, Claire Trevor, Pat O'Brien, Sylvia Sydney, Ida Lupino, Angela Lansbury, Marjorie Stevens, Wanda Hendrix, Ronald Reagan, William Lundigan, John Derek, Ward Bond, Ellen Drew, Howard Duff and Teresa Wright. Initial stanza features Patricia Medina and Scott Brady. Among the directors to be used on the series will be Ted Post, Laszlo Benedek, James Neilson and Frederick Stephani. Jules Brick is the producer.

Women's

Feminine Touch... For the Ladies... The Lilli Palmer Show...

Feminine Touch... For the Ladies... The Lilli Palmer Show...

Feminine Touch... For the Ladies... The Lilli Palmer Show...

Feminine Touch... For the Ladies... The Lilli Palmer Show...

Feminine Touch... For the Ladies... The Lilli Palmer Show...

Western

Cowboy G-Men... The Gene Anny Show...

Speedy Sked

Fulton Lewis Vidfilm Sets A Fast Pace

NEW YORK, Sept. 19.—The Fulton Lewis TV show will feature special high-speed processing and rapid delivery service to stations carrying it...

Lewis' radio show has 252 sponsors and is carried on 520 Mutual stations. United Television Programs, the film distributor, will contact each of the radio sponsors so as to give them first refusal...

'Howdy' Emphasizes Pubservice Angles

NEW YORK, Sept. 19.—In answer to many parents' requests, NBC-TV's "Howdy Doody" has been bearing down harder on the public service gimmicks via special film sequences and health and safety campaigns...

Anthology Films Stabilize at Low \$37.50 Per 30 Min.

NEW YORK, Sept. 19.—Reports are that half-hour anthology film series have stabilized their price at a minimum of \$37.50 per half-hour. These shows, of course, are only offered at that price to smaller and newer UHF stations...

The only distributor holding out against that price is said to be Ziv, which asks between \$50 and \$60 per half hour. Opinion in the trade, however, is that even will have to reduce its price to meet competition.

# SYNDICATED TV HAS

**Stature—Sound Business Practice—  
and Quality—have been brought  
to this new industry by the  
**NBC FILM DIVISION****



**BADGE 714** which as "Dragnet" has been consistently one of the four top-ranking TV shows on the air. It's also proved itself one of the most effective selling tools in the industry. Ready!

Through the medium of syndicated TV Films, every sponsor, every station can offer local audiences programs equal to the best network quality. This great new industry, capable of raising the quality of television programming throughout the nation, is worthy of the best programs, the best services, the best practices known.

With this objective, the NBC FILM DIVISION functions as a completely separate operating division of the National Broadcasting Company . . . at the service of every advertiser . . . every television station.

## NBC FILM DIVISION LEADERSHIP IN THE GREAT TRADITION OF NBC

The NBC FILM DIVISION has brought leadership to Syndicated TV just as the NBC networks brought leadership to radio, television, and color.

The basic commodity of the NBC FILM DIVISION is the finest show you can buy, for exclusive local sponsorship at a local price. From this one great source, you have available outstanding half-hour and quarter-hour film series, feature pictures, your pick of 18,000,000 feet of library footage, completely cross-indexed. Each program is backed by the excellent service, the resources and the reputation of the NBC FILM DIVISION.

So for top production, for show-businesslike results, for quality in every aspect, it will pay you to deal with the foremost organization of its kind . . . the NBC FILM DIVISION . . . to be assured of

- ① Widest choice of high-rating hits in the industry.
- ② Million-Dollar production for exclusive local sponsorship at local budgets.
- ③ Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION service.

# NBC FILM DIVISION

**SERVING ALL SPONSORS . . . SERVING ALL STATIONS**

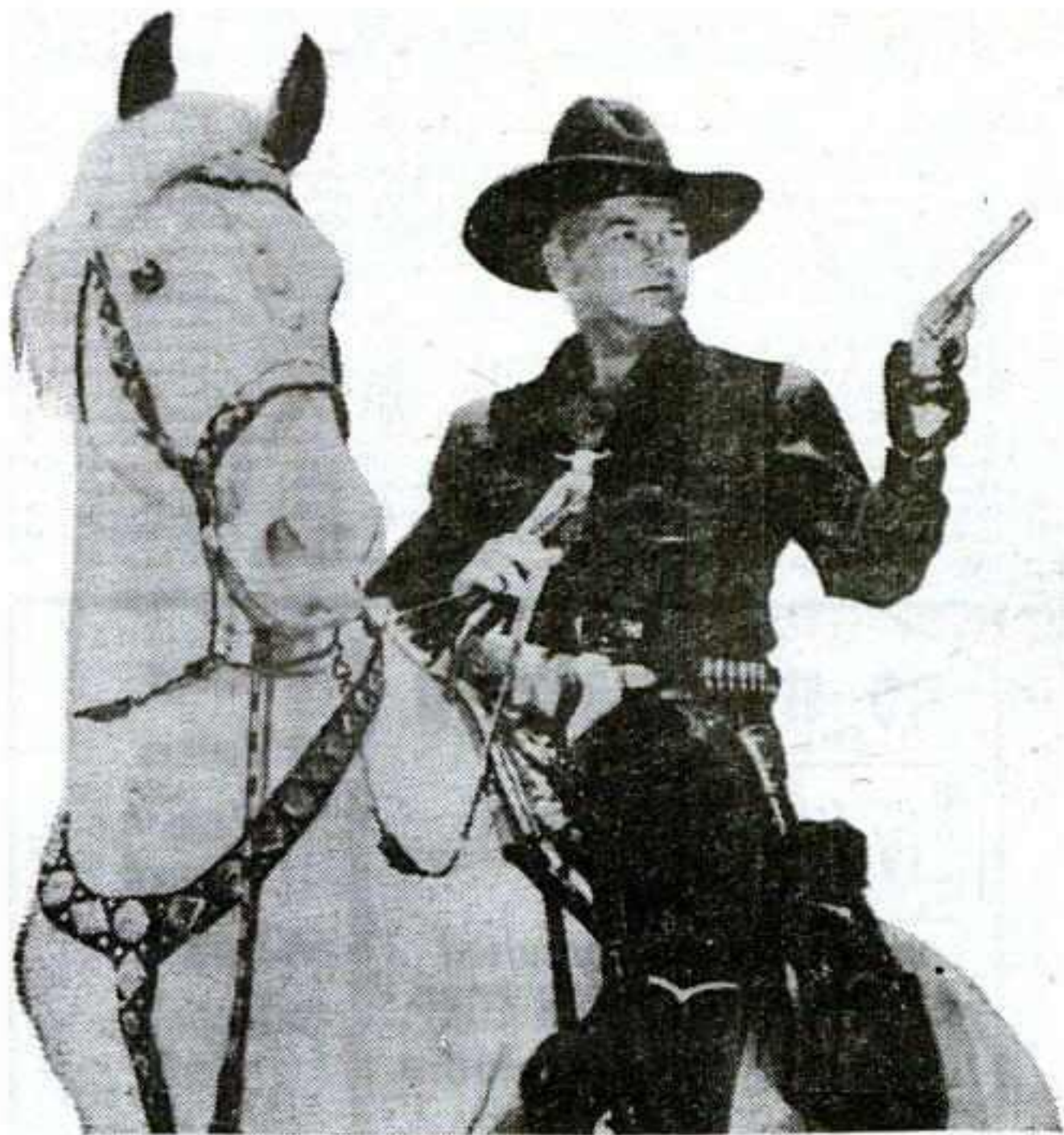
# FOUND LEADERSHIP!



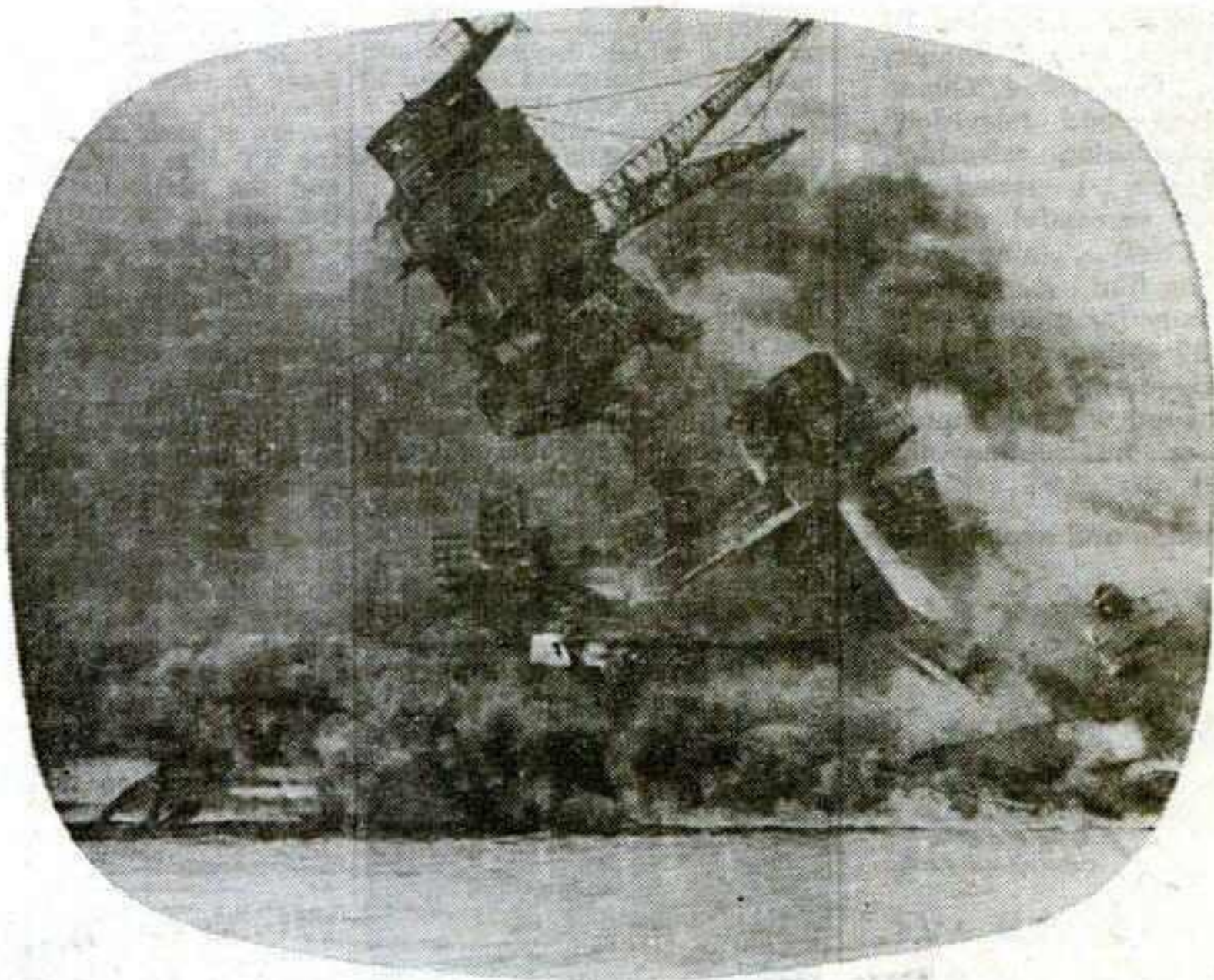
**DOUGLAS FAIRBANKS, Jr. PRESENTS** which has proved itself one of the finest dramatic shows of all TV. And one which can move mountains of merchandise for smart local or regional sponsors!



**INNER SANCTUM** which has been radio's smash-hit thriller for 12 record-breaking, sales-pushing years. Now on film—ready for alert local or regional sponsors! Yes, NBC offers you by far the industry's finest programs.



**HOPALONG CASSIDY** which has been—is—and will continue to be one of the outstanding sales-getters in TV history. It has a tremendous and loyal following—ready to buy *your* product!



**VICTORY AT SEA**—the greatest prestige entertainment program ever put on the air—and one which virtually guarantees any local or regional sponsor one of the highest ratings in TV history.

**OTHER HIGH-RATING NBC FILM DIVISION SHOWS:**

Dangerous Assignment • Lilli Palmer Show • The Visitor • Weekly News Review • Watch the World • Captured • The Life of Riley • 26 First-Run Feature Films

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week.

THEATRICAL

Table listing theatrical films such as 'Bonnie Scotland', 'The Crystal Ball', 'Merrily We Live', 'Baron of Arizona', etc., with their respective stations and air dates.

Non-Theatrical Free Films

Table listing non-theatrical free films such as 'Educational Seizure', 'Assignment Tomorrow', 'Front Line Air Force Chaplain', etc.

'JUNGLE' CLEARING

'Ramar' on Way to 100% Distribution

NEW YORK, Sept. 19.—Michael Sillerman, exec veepee of Television Programs of America, Inc., had his sales force closeted at a meeting in the Taft Hotel here this week, preparatory to launching a concentrated sales drive on "Ramar of the Jungle."

approximately 26 pictures includes "My Son, My Son" and "The Count of Monte Cristo." Ad Gimmick TPA ran a nine-inch-on-three-column institutional ad in business section of The New York Times on Tuesday (15), the first known instance of a TV film distributor advertising in the consumer press in this way.

Sillerman disclosed that TPA is currently blueprinting its second property, which, he said, would be \$1,365,000 budgeted series of 39 segments. He said it would be a dramatic show with name stars, but further details were still undetermined.

The meeting at the Taft this week was actually a sales clinic of the type Sillerman had previously run for Ziv TV Programs. The clinic is, in effect, a thorough review of basic selling techniques, the TV film market in general, and the particular product that the firm is currently pushing.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

ZIV-TV logo and text: FAVORITE STORY I LED 3 LIVES, BOSTON BLACKIE CISCO KID, STORY THEATRE YOUR TV THEATRE, TIMES SQUARE PLAYHOUSE

1529 Madison Road • Cincinnati 6, Ohio NEW YORK HOLLYWOOD

DUBBING Studios and years of experience for dubbing foreign pictures to English. International Dubbing Co. Capitol Theater Bldg. 1639 Broadway, New York, N. Y. JU 2-0284

WGN-TV Sells 11 1/2 Hours of TV Film

CHICAGO, Sept. 19.—WGN-TV, already boasting the heaviest film line-up of any of the four Chicago stations, this week sold 12 hours and 50 minutes of weekly time. Of this total, 11 1/2 hours were film. The sales included two one-hour features and a half-hour wrestling film to the Studebaker Sales Company of Chicago. Six other weekly feature films also were sold. These are in addition to the station's 10 p.m. film seven nights a week, which is sold solid.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the first week of August in one-third of the cities surveyed individually by ARB. The complete study, listing all cities surveyed, is published over a three-week period.

For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart, which appears once every four weeks following this cycle.

For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4; 516 Fifth Avenue, New York; P. O. Box 6934, Los Angeles 22.

Table for ATLANTA 3 STATIONS showing titles of shows, categories, stations, days, times, and ARB ratings.

Table for BALTIMORE 3 STATIONS showing titles of shows, categories, stations, days, times, and ARB ratings.

Table for BOSTON 2 STATIONS showing titles of shows, categories, stations, days, times, and ARB ratings.

Table for CHICAGO 4 STATIONS showing titles of shows, categories, stations, days, times, and ARB ratings.

do not make a tv-film move... until you have consulted your ATLAS TELEVISION CORP. representative. Features: Westerns, TV-Ette Library, Shorts, Children's Shows, Grantland Rice Show, Comedies, Half-Hour Westerns, Carnivals.

EXCITING!... HUMAN!... LOVEABLE!...



Life with Elizabeth

FOR LOCAL AND REGIONAL SPONSORSHIP

LIFE WITH ELIZABETH is 30 minutes of the gayest, funniest and most heart-warming comedy to capture the hearts of television audiences... starring TV Academy Award winner, Betty White, voted "Queen of Hollywood television" and featuring refreshing Del Moore... tested and proved successful on the West Coast... now available on film... your opportunity for greater sales... 39 episodes—half-hour weekly—sponsor's commercials cued without impairing or interrupting the show!

Promotion and exploitation aids.

Guild Films COMPANY INC.

510 MADISON AVE. NEW YORK 22, N. Y. MURRAY HILL 8-5365

HOLLYWOOD • PORTLAND KANSAS CITY • CHICAGO CLEVELAND

IN CANADA S. W. CALDWELL LTD. TORONTO

Persian Room, Hotel Plaza, New York (Thursday, September 17)

Capacity, 280. Price policy \$2-\$2.50 cover. Shows at 9:30 and 12:15. Own rs, Hilton Hotel chain. Booking, Merriel Abbott. Publicity, Ed Seay. Estimated talent cost, \$3,500.

The Champions, with a hefty assist from Ted Straeter's band, drew the largest opening night business room has seen in years. The Champions were superb in a class by themselves.

If there's any doubt that the Champions do business, it was removed before their opening night here. Room was sold out a week before. The preem was bedlam. Outer lobby was jammed, spilling out from the Persian ante-room, usually large enough to hold standees. Maitre d'Fred took it all in stride, suavely arranging for extra tables. Waiters had a time getting between tables.

The Champions, Marge and Gower, were never better. They have lifted choreography to new heights, using story lines, backed by wonderful music, for effects that pulled down the house time and again. Team opened via a segue intro from the Cheerleaders, a five-person singing group (three boys; two girls) the team carries with it. In their opener, "Let's Dance," the Champions immediately demonstrated a bubbling drive and a bouncy effervescence that didn't leave them all thru their 40-minute act. That the kids are actors besides being top-flight terpers was also shown in the "Beneath the Clock" and the "County Fair" numbers. They showed soft moods, graceful lines and excitement that gradually arose to palm splitting proportions. There were no lags in their act. Even their breathers were set for laughs. When they finally finished with "There's Gonna Be a Great Day," with the Cheerleaders making it a revival meeting, they must have been the despair of every dance team in (Continued on page 56)

The London Palladium (Monday, September 14)

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

Bob Hope was stronger than ever on his second date here. Working with Gloria DeHaven and Jerry Desmonde, Hope fractured them for his entire 50-minute act.

Bob Hope's second date at the Palladium, his third in Britain in the past three years, was greater than ever. He worked with Gloria DeHaven, and Jerry Desmonde, plus his own spots. A thread of sex runs thru the whole performance, but sex with a smile, not a smirk.

In the 50-minute act at the show caught Hope ducked the usual Palladium pattern, strolled on in the middle of his cue music without Woolf Phillips' usual build-up, picked up right where he left the house last year—in a yock. Stand-up comedy is perhaps Hope's smoothest presentation, the chuckling set-up, the gag, and the snapper, and the audience's reaction is then shyly observed from a slab-fronted face without expression until the next gag is set up.

And as always, the topicality: "It's nice of Frankie Laine to let me use his summer home"—reference to Laine's return visit for a further week after Hope closes. There was less about the Old Groaner this year and more about Gloria DeHaven, who climaxed the first half of the show in her own act.

Hope took his usual wolf's teeth to her, joined her in a double-entendre duet, and finished the act as a girl-hungry G.I. lured by the gal fronting as a glamorous spy.

Desmonde Straightman

Jerry Desmonde—the late Sid Field's straightman who feeds Hope every year—had a little more to do this time, perhaps in honor of his promotion since Hope's last visit to the "What's My Line?" BBC-TV panel. Gloria DeHaven gave Hope all the glamour he needed and carried the house to a big hand for herself in a solo collection of oldies and pops, charmingly presented in a 15-minute appearance earlier.

The supporting bill was stronger than Hope usually gets—as Parnell normally seems to work on a basis that the top names pull in the audience all by themselves and don't need padding.

Eddie Arnold was back again, being groomed for a position in British vaudeville which Max Bygraves forfeited for lack of new material. There were yocks, right from the Rosinas, whose aerial turn opened, thru Gaston Palmer's juggling and Paul and Peta Page's puppets, to the close. A fine bill. Leigh Vance.

# Night Club-Vaude Reviews

## St. Regis Maisonette, New York

(Thursday, September 17)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2.50 cover. Operator, Hotel St. Regis. Booking, non-exclusive. Publicity, Timmie Richards. Estimated budget this show, \$1,000.

Constance Moore brought in a new routine and pleasantly delivered her roundelays of specials to a posh crowd. The gal knows enough to get off when she's ahead.

Re-opening of the fall season for the carriage trade saw Constance Moore in a repeat date. Looking exceptionally smart in a pink job, the gal started slowly, gradually picking up until she had them in her palm. She demonstrated her poise when a male customer crossed the floor, by giving him her gloves to hold. The incident paid off to her advantage. A minor fault is the canary's blasting. Her voice is strong enough to permit her to step away from the mike, or turn the volume down. Her material was a combo of standards with special lyrics, a current pop, "You, You, You," and some excellent full specials that go so well here. Her "Make Your Own Mistakes" was wonderful. Lyrics were adult, and the music was catchy. Her bow to Charles Adams, macabre cartoonist, as a prelude to her parody on "All of a Sudden My Heart Sings" set it up beautifully. The gal finally wound it up with a rousing "How Could You Believe Me?" to spreading yocks. She went off way ahead.

Miss Moore gave credit to Milt Shaw's band backing in the middle of the act, instead of the customary ending, getting the maestro special attention and a juicy mitting. Bill Smith.

## Chez Paree, Chicago

(Friday, September 11)

Capacity, 650. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9:30 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive.

Helen Traubel a smash hit in her first cafe date. Blended long-hair with standards and novelties for show-stopping results.

Opera singer Helen Traubel added a new media to her collection and the Chez added a new star to the nitery orbit with this production. Miss Traubel came thru with a peppy club-style act and scored a genuine ovation. She entered to big applause, earned more with each number and went off to the tune of table-thumping and cheers after scoring a clear-cut show-stopper. The big moment came when she announced a folk song from her native village—and it turned out to be a rocking, rhythmic "St. Louis Blues" that was unforgettable.

Traubel had them begging for more, too, when she did Durante's "Real Piano Player" and segued to Eddie Jackson's "Bill Bailey," complete with the strutting. The act demonstrated the Traubel theory that great music is still being written. Her warm manner and the fact that she is a true vocal artist combined to move tunes toward the classical realm. "I Believe," "Song of Norway" medley and "No Other Love" were among those she elevated.

This appearance was a gain for the Met as well as for the Chez and Miss Traubel in that she popularized the opera institution. Her pop repertoire has been chosen carefully. With each piece she retained justified dignity and transmitted it to the song as well. At the same time she dropped whatever stuffiness is attributed to opera singers.

Nor did she by-pass opera. An opening medley was classical and another was comprised of well-selected familiar operatic pieces. In the same class was her version of Brahms' "Lullaby."

The act is not out of its element in a nitery and club clientele went for it. The switch may also bring some new faces to the tables.

Comic Joey Bishop fitted easily into this show and carried off a good line of steady laugh material, spiced for the occasion with opera gags. The Mayor Brothers opened the show with their pleasing duo dance routine. Tom Parkinson.

## Alan Gale's Celebrity Club, New York

(Wednesday, September 16)

Capacity, 350. Price policy, \$6 minimum. Show at 9 p.m. (two shows Saturdays and Sundays). Operator, Alan Gale. Booking, non-exclusive. Publicity, Ed Weiner. Estimated talent cost, \$1,200.

Big attraction and basic show is still Alan Gale. Guy works on end off for almost an hour, and alone is worth the price of admission. Rest of the bill is Freddie Stewart, Larry Foster and James and Jardine Williams.

The fall re-opening of the Celebrity Club at a new high for local minimums—\$6—hasn't affected the attendance. When Alan Gale's on, almost anything goes, even tho its only one show a night. Slim, wispy Gale is a phenomenon of energy. His material has been heard time and again, but his timing, his ability to set up a gag (using customers for straightmen) is uncanny. The studied informality of his delivery gives the club an intimate atmosphere that means repeat business. Gale was great when he worked for other operators. He's superb working in his own joint.

Freddie Stewart's chief charm is his ability to trade lines with his boss Alan Gale. Stewart's contrived meekness bouncing off Gale's equally contrived pomposities are hilarious. In the singing department Stewart seems to have stepped back a little but his salesmanship is still in the top 10.

Foster Also Clicks

Larry Foster, also a Gale regular, again displayed a robust pair of pipes as he delivered current pops and quickie take-offs of name singers. The well-warmed-up audience loved him.

James and Jardine Williams, man and wife hoofing team, new here, did a pleasantly competent job in the change-of-pace slot. Couple looked good, showed class and worked faultlessly.

Teddy King's ork cut the show in skillful fashion. Bill Smith.

## Le Ruban Bleu, New York

(Wednesday, September 16)

Capacity, 130. Price policy, \$3.75-\$4.75 minimum. Show policy, continuous performance from 10 p.m. Operators, Tony and Al Meis. Booking, non-exclusive. Publicity, Mal Braveman. Estimated talent cost, \$1,750.

A fair show for an opener highlighted by the Three Riffs, and Ross and West. Greek canary Rita Dimitri and piano-voice Bud McCreery give assists.

A jammed room for the kick-off could be a harbinger of future business. But if the activity is to continue, the room will have to come up with a stronger show.

The Three Riffs, practically a standard in the chi-chi spots, were as fine as ever. Their almost sotto voce material, all special, delivered in fine style, drew yocks practically all the way. Running them a close second was comedy team of Ross and West. Two boys, excellent actors, can read lines, do takes and work well. Their chief trouble is not enough strong material. A movie take-off opener got them off big. From then on it was an effort to sustain. Given the material, boys should make it. They already have the basic equipment.

Bud McCreery, on the other hand, showed some excellent material but lack of showbiz savvy of what to do with it. Boy uses a song-talk style (plays own piano) as he wanders thru a series of double and semi-double entendres. McCreery has a rep as a writer. His acting ability is yet to be established.

Rita Dimitri, a tall, fair-skinned, dark-haired canary, is a good performer. It was obvious from her opener that she knew what to do with her hands and how to move. Unfortunately her material, a collection of semi-specials, pops and novelties, some bi-lingual, failed to make much of an impact. A short recitation, describing the ages of woman, held them, indicating her ability to read lines, but outside of that it was a struggle. Bill Smith.

## Beverly Hills Country Club, Newport, Ky.

(Thursday, September 10)

Capacity, 700. Price policy, no cover; \$3 minimum weekdays; \$4 Saturdays and holiday eves. Shows at 8:30 and 11:30: Saturdays, 8, 11 and 1:30. Room manager, Frank Sommers; act buyer, Mitch Meyer; maitre de, John Stoffel; publicity, Silverstein and White. Booked exclusively by the Frank Sennes Agency. Estimated budget previous show, \$7,200.

This Lou Walters' trick built around a Gay '90's theme packs a fair share of talent, is nicely garbed, but the too-familiar material stunts the entertainment value. Needs a shot in the arm on pacing, too.

Labeled "Gaslight Follies" or the "Girl in the Gilded Cage," this Lou Walters' unit packs a fair measure of talent and is handsomely garbed, but the over-all entertainment strength isn't such that it'll want to make customers bust down the doors to get in.

As the name implies, it's a Gay '90's theme embellished with the familiar wardrobe, songs, dances and gestures. The thing kicks off in sprightly fashion, with the handsome, strapping Bob Hannon, the Footnotes, mixed foursome; the Three Fleetwoods, male hoofers and an attractive six-girl line cavorting to such period ditties as "While Strolling Thru the Park," "When You Wore a Tulip" and "Wait Till the Sun Shines, Nellie."

Pacing continues at a brisk pace until about midway, when the players indulge in a so-called two-act melodrama reminiscent of "The Drunkard." Here the vehicle hits a lethargic pace that lingers on to the finish. The business itself is too familiar to register much more than mild laughter. An audience-participation sing, led by Hannon, follows, but does nothing to pick up the action.

Brightest items in the layout are the harmonizing and sprightly footwork of the Footnotes, and a pair of specialties by Rowena Rollins, willowy, blonde comedienne. Footnotes contribute a soft-shoe routine, and wind up with a modern jazz item that wins them the biggest hand of the evening. Miss Rollins is at her best in her take-off of a burly stripper in politics and a carbon of Eleanor Roosevelt. Her home economics demonstration near the wind-up won big laughs, altho she needs a slicker finish to the bit. The Three Fleetwoods, handsome lads, show off well in their hot taps replete with splits and fancy stuff.

Caroline Wood, shapely and attractive blonde, works as the heroine and adds zest to the proceedings with her capable warbling and dance work. Others working in the meller, and turning in a capable job as far as the lines permit, are Bob Hannon, as the hero; Miss Rollins, fem heavy; Ernest Sarracino, villain; Clara Sedrano, mother, and Mack Pearson. Natalie K. Amerova is dance director and producer, and musical arrangements are by G. Kameroff.

Gardner Benedict's ork (11) plays the show and dance music in their usual able fashion, with the Jimmy Wilbur Trio handling the intermission chores in like manner. Bill Sachs.

## Palace, New York

(Friday, September 18)

Capacity, 1,650. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Played by Jo Lombardi's house ork.

Bill of fare hits high and low. However, Johnny Morgan, Wyse and Mann and Sharkey the Seal, plus some good support, are enough to offset a couple of dull acts for a solid draw.

Current bill runs from high to low. Johnny Morgan is back in his regular monolog groove for a solid click in next-to-closing. Being a sucker for a sea lion, this reporter again can't say good enough things about Marl: Huling's eumetopias jubata — Sharkey's (Continued on page 56)

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## BLOCK BOOKING BASKS IN CAFES

### Bistro Owners Line Up Big Disk Names; Ops, Talent Like Deals

NEW YORK, Sept. 19.—Block booking, once a practice in the motion picture field, has started in the cafe business. It works to the advantage of performers who get long bookings, and operators who can buy at a price.

Plan was instituted by Theater Restaurant Owners of America, involving mostly record names. Using The Billboard charts as a guide, the first deal involved the Lancers, a four-boy singing group who did "Sweet Momma" on the Trend label. Act was picked up in Vegas by Kaye Starr for her London Palladium date. It then went to the Tiffany Club, Hollywood. Working thru Irv Siders, the Lancers manager, TROA offered the group a deal of eight weeks minimum, with a possibility of 14, at \$750, provided options for two years at \$1,250 were included. Original submission was \$600 with no options, and it was turned down. Group will start in Erie, N. Y., goes to Spa Athletic Club, Washington, the Copa, Pittsburgh, then to Cleveland, Detroit, Akron, Trenton, Rochester, etc.

Another block deal involved George Shaw who made "Rags to Riches" for Decca. Boy, signed to General Artists Corporation, was originally submitted for \$350 with no options, and met only a few takers. TROA offered him a route at \$250 with two annual options, and was booked for the circuit. Pat Terry, who recorded "Love Me Again" for Jubilee, was another lad who was picked up by TROA for \$250 plus a series of options.

The outstanding example, however, was Darrell Glenn, whose father wrote "Crying in the Chapel." Young Glenn recorded the tune for Valley Record. It subsequently made the charts when the major labels covered the tune. The kid was wanted for cafes but, because he was a Sunday school teacher, no deal was made. Last week, Glenn was signed by Charlie Yates and submitted to TROA. A tour was set up for \$1,000 a week. It is very unlikely that any method of block booking will attract the big names. But where record singers are breaking out in a small fashion, seek work and exposure, and where the operator seeks some protection in case the

performer hits, the deal apparently works to a mutual advantage.

### ROXY PEACE

## Petrillo Gets \$ Settlement, Pickets Melt

NEW YORK, Sept. 19.—Strike by musicians against the Roxy was called off late Thursday after a meeting between Charles Skouras, president of the company which owns the theater, and James C. Petrillo, president of the American Federation of Musicians.

Under the agreement reached, Local 802 will get a sum of money to be distributed among the musicians formerly employed by the Roxy. Sidemen will go on a rehiring list to get their jobs back if the Roxy goes back to flesh. The amount of money agreed upon was not disclosed. AFM claimed that, under its con-

(Continued on page 56)

## NY Nabe Spots Pitch For Big Name Talent

NEW YORK, Sept. 19.—A new market for name acts in the metropolitan area developed in the past week when two outlying clubs started bidding for attractions.

Ben Maksik's Country Club, near Coney Island, and Abe Goldstein's Boulevard, in Queens, raise their ante sharply to get the big ones. Maksik's made a deal for the Will Mastin Trio to play three week-ends for \$5,000. The Boulevard has offers out for Guy Mitchell.

Both rooms, operating in heav-

### A ONE-MAN OPERATION

NEW YORK, Sept. 19.—Gale's Celebrity Club does only one show a night. The boss is the headliner of the show. "I do only one show," said Gale. "It gives me more time to louse up the books."

## See Early End To AGVA War With Chi Group

NEW YORK, Sept. 19.—An early end to the war between the American Guild of Variety Artists on one side and Chicago agents, clubs and actors on the other side was forecast by Jack Irving, AGVA head. Irving said that he had a series of phone conversations with Chicago people and a meeting was to be held at a neutral point to discuss peace terms.

As part of the talks, Chicago agents, clubs and acts have agreed to withdraw their civil action against the union, said Irving. Preliminary talks will be held between AGVA and the agent's lawyers prior to a full-dress round table talk.

The war started when AGVA demanded that club date bookers pay \$1 per person per show to its welfare fund; night clubs pay \$2.50 per person per week. When

(Continued on page 56)

### TRIP TO TAMIMENT

## Scouts Find Good New Talent in Pa.

NEW YORK, Sept. 19.—The hunt for talent took a group of scouts to the Delaware Water Gap country of Pennsylvania last Saturday (12) night to see what Tamiment's director - producer, Monroe Hack, had cooked up at the end of the summer season.

A driving rainstorm didn't cut attendance, tho a few of the network execs couldn't make it. Still, most of the webs had reps on tap, plus the Shuberts, Merriell Abbott, a Hilton hotel booker, Morris office biggies and a few of the smaller agents.

The show, "Sugar and Spice," a fast moving revue spectacle, had its moments of excitement. Highlighted were Pat Carroll, Dick Shawn, Elaine Dunn and Arte E. Johnson. Miss Carroll, a short, chunky redhead, was with the Red Buttons TV show last season. Here she showed ability and talent that far exceeded anything she has done in a supporting role. She has a flair for comedy, can do takes, moves beautifully, dances and does lines with an expertness that is little short of amazing. In fact, if it weren't for Miss Carroll many of the actors' working with her wouldn't have looked so good.

Dick Shawn, a handsome, round-faced, dark-haired lad, was another standout. Formerly a Catskill comic, he spent the season here to learn how to do lines, work in sketches, etc. Shawn has most of the attributes which make a good comic, tho he still has to learn many things. He has a feel for comedy, looks good, sings and knows the rudiments of timing. As a single he was funny. But it was as a double with Miss Carroll that he really looked good.

Elaine Dunn, formerly caught as a straight novelty dancer at the Copa, has improved amazingly. She now sings and does lines like a trouper. Her singing, tho, isn't going to make any record company break its neck to get her to sign, but as a dancer she has acquired new graces. She generates excitement and intensity that projects all the way.

Arte E. Johnson, a short, tow-haired lad, didn't get much chance in the earlier portion of the two-hour revue. But in his

last bit, working with Elaine Dunn in a number called "Gotta Make Time," he came across authoritatively.

Good Buy  
TV and cafe talent buyers looking for package ideas could well consider one using Pat Carroll, Dick Shawn, Elaine Dunn and Arte Johnson.

With the possible exception of Dick Shawn, now being carefully groomed by the William Morris office, there isn't one person in this projected unit that so far means anything at the box office. But they all have that indefinable something that attracts.

The rest of the show was adequate. Moe Hack's production showed imagination, even tho his direction was static. Lee Sherman's choreography seemed trite. Frank Voegel's sets and costumes were genuinely exciting.

Bill Smith.

## AGVA, Niteries Snag on Pact

NEW YORK, Sept. 19.—Is an actor an employee or an independent contractor? That is the chief problem now holding up negotiations between local night clubs and the American Guild of Variety Artists.

At a meeting held last week, cafe ops agreed to go along with most of AGVA's demands, i.e., minimum basic agreement; welfare fund contributions, scales, etc., but objected to the "Employee-employer" classification.

AGVA has repeatedly said it considers its members employees. Performers, however, sign their contracts as independent contractors. As employees, they would be subject to various deductions and the operator would be subject to various contributions.

Jack Irving, AGVA head, admitted that some kind of an interpretation suitable to both parties would have to be made. In the meantime, the mass call-out of performers scheduled for September 27 from clubs which had not signed with AGVA had been postponed by Irving.

### VENEZUELAN NIGHT LIFE

## U. S. Group Has Goldmine In Swank Caracas Nitery

CARACAS, Venezuela, Sept. 19.—A trio of Americans owns the only luxurious night club in this boom city and are raking in a pile of Venezuelan bolivars not only from covers but from outside activities.

The 420-seat Club Skippy, which opened May 30, is located in a swank section of the city and comparable in decor to Ciro's Miami Beach. The owner-operators are Milton Lehr, Florion Heater concessionaire; Danny Sepler, a Miami attorney, and Skippy Hetzer, a blonde dancer around whom the hour-long show built. There are 26 performers the cast.

Lehr and Sepler formed this producing company, simultaneously with the purchase of Club Skippy, after a successful tour with a troupe thruout Latin America. Skippy, as the star of the traveling show, took Caracas to perform, so deal for permanent was made.

Budget \$2,850  
Show budget, excluding two ads, is \$2,850 (U. S.) weekly. It includes a French jitterbug team, a French Arlette; Spanish vocalists, Argentine terpsichorists, and two

in Miami and the Sans Souci in Havana, handles the choreography. Juan Louis Barry is musical director.

Extra-curricular activities of this group is widespread. The whole show makes a weekly appearance on Televisa, the sole commercial TV outlet in Venezuela, and the club is responsible for two radio shows. One is "Millionaire for a Day," an audience-participation show from the club itself, and the other is a Saturday night disk jockey program from the club, with Skippy as emcee.

### No Union Trouble

Lehr, who is slowly planning to cut back his theater-concession interest in the States to devote full-time to South American TV and night club show production, says he has no union troubles in Venezuela, a reverse situation from that in Cuba.

"The musicians' union in Caracas," he said, "is strong, making American unions seem like a vacation." But, he added, they are always ready to co-operate. Scale is \$16 per man per day in the niteries, and \$22 per man per day for TV.

"On the other hand, the artists' union is weak and provides very little protection to the performers," he said, adding that the law is less restricted.

Both rooms, operating in heav-

ily-populated areas, have large capacities. Maksik's has about 825; Boulevard about 900. Based on capacity and local markets, spots feel they can attract names without competing with each other or the big clubs in Manhattan. What they'll have to overcome is the lack of prestige that a Copa date, for example, carries with it. Idea, however, is to pay enough more for the big ones to offset the lack of prestige.

Boulevard is already dickering for Tony Martin, and is willing to pay 25 per cent more than he got at the Riviera. Maksik's is nibbling for the big ones on a full week basis, tho so far, outside of the Will Mastin Trio, it hasn't come up with anything.

If the Boulevard and Maksik's come up with names, it is quite probable that Gene Seville's Casa

(Continued on page 56)

## Only One Club Open in Miami

MIAMI, Sept. 19.—Only one conventional night club, Jack Goldman's Clover Club, is operating at present in this entire South Florida area. Hotels, cocktail lounges and stripperies are holding on until the winter season ambles along.

The Clover Club, with a low-budget operation, has local comedian George Hopkins, warbler Peggy Greer and tenor Ted Lawrie, plus a line of Selma Marlowe girls. Business is only fair, a situation that exists in night spots on both sides of Biscayne Bay.

Along hotel row, three ocean-front spots are running full-week shows in the cafes. They are the Sans Souci, with Teddy & Phyllis Rodriguez shining in their ball-roomology; the Nautilus, with singer Bob Carroll, and the Saxony, with Latin crooner Carlos Valadez. Other hotels are mostly on a club-date basis.

About eight or 10 stripperies are running at as full blast as the law will allow. Spots within city limits are somewhat curtailed by renewed law enforcement, but pool palaces located in county are less restricted.

### ROYAL LADY—ROYAL FLUSH

## Soph Tucker Given Friars' Crown at Nostalgic 'Stag'

By Bill Smith

NEW YORK, Sept. 19.—Sophie Tucker has had many a dinner thrown for her, and will have another big one next month by the Jewish Theatrical Guild, celebrating her 50th anniversary in showbiz. But it is doubtful if she'll ever have anything better than the luncheon—a stag affair—given her by the Friars, Thursday (17).

It started off with Georgie Jessel making like a movie producer throwing ribs and jabs in Soph's direction. Then came Frank Sinatra with a song dedicated in her honor; a straight lyric with a snapper that can't be repeated here. Smith and Dale did a sketch, two angels in heaven discussing showbiz in general and Tucker in particular; Joe Phillips as the "rabbi" who officiated at Tucker's first wedding; Al Kelly as the "lawyer" who handled Tucker's first divorce; Jerry Bergen as her "new husband," etc.

Most of the lines thrown around glibly, the word battle between Milton Berle and Jack E. Leonard—the ad libs—if "nobody has nothing to say I'd like to say something about Al Lackey (one of Tucker's husbands)," etc., fractured the all-male audience—about 350.

When it came for Soph to talk, she got up slowly and looked around.

"It's the first time in my life," she said, "I've ever been in a

room with so many men. The trouble is, it comes too late." Then, donning a pair of cheaters, she began from a prepared script. She interrupted herself to add "I know all about you songwriters here and all about your rhymes for Soph..."

Then came the serious part. Referring to Bing Crosby's book, "Call Me Lucky," she attributed what success she had to luck and the All Powerful One—the Big Stage Manager upstairs.

It was a successful lunch. It jammed the room. It brought on a Sophie Tucker that few of the invited guests, those not in showbiz, knew about.

If it took on a stag smoker tinge, it was in good spirit. Tucker stood up there, or rather sat, and gave as good as she got. Myron Cohen's sally about the heartburn, Alan Gale's dignified but humble speech, and the vocal tributes by the others, including Ted Shapiro, who's been 33 years with Soph—"You can call her Soph or Sophie—to me she's my boss, I call her Miss Tucker"—all helped make it a solid Tucker affair.

"I've contributed plenty to the Friars," said Sophie. "I see it in the endorsements on my alimony checks I send Lackey. There were lots of things he could do, but card playing wasn't one of them."

Maybe Lackey couldn't play cards. But Tucker could. She ended up with a Royal Flush.



## Jack Mills Back From European Expansion Trip

NEW YORK, Sept. 19.—Jack Mills, just back from a three-month business trip to Europe, has furthered plans for extending the influence of Mills Music in foreign countries. The company set-up in England has been strengthened, with new executives named. A move to larger London quarters is in the works, and blueprints for establishing company affiliates in France, Italy and Copenhagen, the latter to serve the Scandinavian countries, have been advanced. Mills now has branch operations in Belgium and South Africa, in addition to England.

Much of Mills' efforts during his trip centered on promoting the use of his catalog of standard and educational music abroad. The firm has been notably successful here and in Canada in converting educators to the use of standard ditties arranged as teaching material, in place of the more traditional methods. To further such use in England, Mills has hired an exec who will spend most of his time on this project alone. Fred Jackson has been named business manager of the London office, with Cyril Shane appointed professional manager.

During his stay abroad Mills renewed the firm's pact with English publisher Francis, Day & Hunter. He also negotiated a number of other deals for catalog representation here which are due to be finalized soon.

## 'Moulin Rouge' A World Click

NEW YORK, Sept. 19.—"The Song From Moulin Rouge," Broadcast Music, Inc.'s, smash copyright which is now selling past the 700,000 mark in sheet music and has racked over 2,500,000 disk sales, has the foreign rights sold in more than 20 European and South American countries, in addition to England and Australia.

The countries include Israel, Argentina, Cuba, Mexico, Venezuela, Colombia, Brazil, Germany, Denmark, France, Switzerland, Monaco, French colonies, Benelux countries, Scandinavian countries. A deal for Italy is currently being closed.

### 'LIMITED EDITION'

## RCA Execs on Road to Push Glenn Miller Band Album

● Continued from page 1

would make for a total retail business of \$2,000,000 on the Miller album. The packages are being released in simulated white leather covers and are cellophane wrapped. Dealers are being supplied with a special highlights disk for demonstration purposes.

A complete promotional kit, including window streamers, a complete window display unit, the demo record, a mailing piece of a condensation of a Glenn Miller story appearing in Downbeat Magazine and ad mats, is being supplied to dealers.

The diskery's sales execs meeting with distributor sales personnel are pointing up the potential market for the album and taking orders for immediate shipment. Making the trips are Howard L. Letts, assistant general manager; Roy McClay, plant manager; Larry Kanaga, general sales manager; Bill Alexander, advertising manager; Frank Amaru, international sales manager; Bill Bullock, sales planning manager; Jack Burgess, field sales manager; Bob McCluskey, c.&w. sales manager; Bernie Miller, pop promotion manager; Ben Rosner, advertising services manager; Irwin Tarr, coin operator and syndicate store sales manager; Dick Weddell, classical promotion manager; and Bob Yorke, merchandising manager.

### Special Presentations

The program handed the dis-

## Cetra Issue Of Cap. Pops Big in Rome

ROME, Sept. 19.—The first group of 78 r.p.m. Capitol records published by Cetra in Italy is enjoying an excellent sales response, according to several of Rome's leading music shops. Newspaper and magazine critics, too, who ordinarily by-pass American disks, have commented favorably on the quality of the Capitol platters, 40 of which have hit the market here since June.

Due to the language barrier, the majority of the first Capitol disks selected for publication has featured band and instrumental music. Cetra's initial Capitol catalog features over 20 famous names, including Benny Goodman, Ray Anthony, Pee Wee Hunt, Bob Crosby, Charlie Barnett, Stan Kenton, Eddie Miller and Bobby Sherwood.

Edgaro Trinelli of Cetra, obviously pleased with the warm welcome Capitol disks are getting from Italian fans, has announced that his company will hereafter issue Capitol 78's and 33's on a monthly basis.

## Jones Grosses 123G in Tour

HOLLYWOOD, Sept. 19.—Spike Jones' recent string of 25 consecutive one nighters racked up a gross of \$122,718 playing dates thruout Washington, Oregon, British Columbia and California.

Figures above do not include (Continued on page 54)

## Ballroom Ops to Pack Heavy Agenda at Meet

CHICAGO, Sept. 19.—Methods to hype the box office receipts and increase concessions will feature the three-day program of the National Ballroom Operators convention to be held at the LaSalle Hotel, here, September 28, 29, 30.

Television, as a medium of swelling the gate, will receive the attention of the operators, with Joe Malec, owner of Peony Park at Omaha, Neb., to describe his one-hour weekly TV show televised directly from the park over WOW-TV at Omaha. Other op-

erators will describe their experiences in using TV commercials.

The operators will dig into the problem of getting the teen-agers dance conscious, with Kenneth W. Moore, Aragon and Trianon, Chicago, making a report to the convention on a special nationwide school dance survey. The survey made thru the operators will show how schools use dance classes and school dances to help the industry. Some of the best methods will be described so that operators in other cities may adopt them.

The admission tax will receive much attention as the operators are expected to set up their strategy for the next session of Congress, and one of the questions will be whether to ask for the entire repeal of the 20 per cent tax or establish plans for asking repeal of only the 10 per cent wartime portion of the tax.

The convention program has been extended from two to three days this year in order to overcome the crowded program that has existed in previous years. Also, for the first time, the association will have exhibits, with manufacturers and distributors (Continued on page 54)

tributor included plans for special presentations of the album to disk jockeys to insure maximum air play, a plan to devote two full weeks of dedicated selling to the package, immediate delivery availability, since the disks have been pressed all thru the summer months, handling of dealer selling aids and publicity and advertising programs.

The plans are not yet formulated, it is expected that the diskery will eventually break up the massive album into a series of individual EP and LP releases. However, such a move would not take effect for at least another six months and may be held off for a full year.

Disk jockeys are receiving complete kits containing biographies, list of selections with playing times and clearances, and side-lights on the production of the album and scripts. The Glenn Miller voice and crowd noises are integrated with the band's selections.

Additional promotion plans call for a Glenn Miller memorial week beginning October 5, a series of Glenn Miller Memorial Dances supported by the National Ballroom Operators' Association set for November 8 and 9, and a major tie-in with the Glenn Miller film biography due for national releases by Universal-International films in January and February, 1954.

## Swift, New Merchandising Angles Hype LP Diskeries

### Competition Increases Pace, Altering Techniques on Repertory, Packing, Art

● Continued from page 1

Practically every active company can point to several such entries, and there are more on the way.

### Art Work

Closely related to the super disk package is the constant attention paid to the art work on conventional LP covers. Here the trend continues toward the more elaborate and colorful, and it is no longer unusual for the cost of the cover to equal the recording

nut. One company estimates that a good cover can attract anywhere up to 5,000 additional sales of an LP than might be expected otherwise.

What might be termed as the "library" type edition is also becoming a more common industry phenomenon. Some years back, Columbia surprised the competition with its heavy sales of the Pablo Casals "Perpignan Festi-

val." Since then, many others have been released, with almost all companies trying their hand. A current example is Decca's four-disk edition of the complete Handel Concerto Grossi. Upcoming is the Vanguard Anthology of Polish Music, and Columbia's set of Mozart's "Haydn Quartets," among many others.

### Hi-Fi Old Hat

The high-fidelity phase of diskery competition shows no signs of slackening and is fast reaching a point where the term "hi-fi" itself is being abandoned as too common. Reaching beyond garden-type hi-fi are such new tags as Vox's "Ultra High Fidelity," Urania's "50 to 15,000 Cycle" series and Vanguard's new "Quality Control" series.

Indie LP firms, hard put to buck the giants, have within the past year climbed aboard their version of the pop business as an added source of income. Practically all active indies now have one or more pop series, largely of light concert music or Continental pops that have general appeal. They have also rediscovered the Gypsy, and Tzigane disks are now offered in quantity. More are on the way, and those firms already in the field are stepping up releases in this category. These firms have found that they can sell twice as many 10-inch "pop" LP's as they can of standard serious works, in many cases. In addition to the added volume, it gives them entree into stores which otherwise wouldn't carry their product. EP's have served the same function for many indie LP diskeries.

The limited edition-subscriber operation is also fast gaining ground. The American Recording Society showed this could be a profitable operation some time ago, and now companies which do most of their volume thru dealers are also joining in.

Concert Hall's "Musical Masterworks Society," which has just completed its first year, reports a membership of 35,000 who have collectively purchased almost 600,000 LP's from among 35 releases this past year. Period is readying a similar program involving subscriber-only disks.

### Foreign Sales Up

One phase of diskery operation that is intimately tied in with domestic competition is the stepped-up attempt by all indies to increase their foreign distribution. The more they can sell abroad, the less they have to sell here and still show a profit. This enables them to undertake recording projects that would otherwise be economically impracticable. Vox now sells its product in many countries of Europe, either directly or thru co-operating firms; Westminster has just moved to boost its distribution abroad (see separate story); Period is expanding abroad, with Germany to be serviced soon, and Vanguard, now distributed in some countries by French Decca, will soon open its own office in England and is negotiating deals for coverage in Australia, Japan and Brazil.

A significant factor in this competitive battle is the resilience and staying power of the average indie label. It had been generally believed that many smaller companies would give up the battle once the flood of releases from the majors filled most of the catalog crannies. This hasn't yet happened and it appears less likely all the time as the indies twist and turn to exploit an area within which they can operate profitably.

They can be expected to show new ingenuity as the competition increases. And increase it will, with the Angel and Epic lines poised for a quick dive into the competitive swim. Epic's first release will hit the market within a week or two. Angel, first skedded for a debut this month, will hold back until late in October. Reason for the delay is a new plush package being worked on by the firm.

## ASCAP Revising Logging System

NEW YORK, Sept. 19.—The American Society of Composers, Authors and Publishers is currently working out a revision of its logging system. The job is being blueprinted in conjunction with Dr. John Peatman's Office of Research. Details are not yet set, but a high ASCAP spokesman this week admitted that the logging system sample would be measurably broadened.

The Society heretofore has been logging in a limited number of key markets. Under the new set-up, the ASCAP spokesman stated,

there would be listening posts set up in virtually all of the 48 States, so as to give a sample which, when projected, could be considered as being truly representative of the entire country. The sampling would be done on a rotating basis, that is, different areas of the country would be periodically covered. The number of stations would vary, city by city.

The ASCAP exec stated that it was hoped that the new logging method would be 100 per cent operative by the end of this year.

### Result of Pressures

Revision of the Society's logging methods is the result of several pressures and factors. Firstly, revisions of the publishers and writer distributions has placed increasing emphasis on performances in the publisher and writer payoffs. With this in mind, members have, in increasing number sought a more accurate count on performances.

Another factor motivating the Society to revise the logging method is the desire on the part of Society stalwarts to stop the trek of many writers and publishers to Broadcast Music, Inc. It has long been felt, for instance, that BMI's logging and payoff methods offered much more to country writers and cleffers—leaving ASCAP with a dearth of this type of talent. In the pop field, younger music men, both writers and publishers, have often felt the BMI logging of records and performances all over the country offered a better immediate financial break.

ASCAP for a long time resisted efforts to revise its logging system, claiming that it was adequate and that a more elaborate system entailed allocating funds which rightfully should go to the members.

## Capitol Hi-Fi Album Release

HOLLYWOOD, Sept. 19.—Capitol Records has added to its growing catalog of disks aimed at the high fidelity market with the scheduled release of a special album package designed to "demonstrate to audiophiles the full range and capabilities of sound reproducing systems."

The album, called "Full Dimensional Sound—A Study in High Fidelity," has been specifically designed for the hi-fi market and is one of the most lavish products yet produced by the firm. It marks the first time that a recording company has encased a platter in a polyethylene or plastic sleeve, fully sealing the platter against shock, static, dust particles, etc.

Technically engineered and reproduced with an eye toward hi-fi fans, the disk offers a wide variety of musical sources—classical and popular—and includes a multitude of instrumental sounds. Disk features seven classical and pop selections on each side of the record, with Ray Anthony, Hal Rees, Dick Stabile, Les Paul, June Hutton with Axel Stordahl (Continued on page 54)

## Westminster Gets Europe Deal

NEW YORK, Sept. 19.—In a move toward making available the Westminster line thruout Europe, the LP diskery has joined with two English firms in the creation of the Pacific Record Company, Ltd., to press and market the Westminster line in the British Commonwealth. The other companies concerned in the new enterprise are Rye-Murphy, a television and electronics house, and Caledonia Company, Ltd.

Also, Dr. Michael Naida, Westminster exec, left last week for a six-week European trip, during which he will explore the possibilities of setting up new foreign distribution deals on the Continent. Westminster disks are already distributed in France and the Benelux countries via the french firm, Thomson-Houston.

# 56 Stations Launch Tough Fight on ASCAP's TV Front

## Oppose Amendment of Consent Decree; Web's Blanket License Talks Skedded

Continued from page 1

two ways: (1) It wishes relief from the necessity of offering a per-program license to stations which hold a Broadcast Music, Inc., license, and (2) the Society wishes to be allowed to impose a per-program tax on spot announcements which, altho containing no ASCAP music in themselves, are adjacent to programs containing ASCAP music.

The ASCAP motion has not yet been argued, but it is expected that it will be heard sometime in the next few weeks.

In the WATV brief—which has been sent to the Attorney General of the United States at Washington; to Herman Finkelstein; Schwartz & Frohlich, of ASCAP, and to Davis, Polk, Wardwell, Sunderland & Kiendl, attorneys who have been working with ASCAP on TV and other matters—it is pointed out that the move to oppose the ASCAP motion is taken not only on behalf of WATV, but also in the interests of some 55 telecasters who, in concert, petitioned the United States District Court "to fix reasonable rates for the broadcasting of ASCAP music." The brief points out that the right to bring such a rate-fixing proceeding is conferred on the petitioners by the Consent Decree.

### Complications

The ASCAP-TV checkerboard is further complicated in this way: an informal committee representing the television networks is holding a series of meetings with ASCAP in an attempt to reach agreement on a blanket television license. This type of license is now held by the net-operated stations, and some indies. The blanket license expires at the end of December of this year. The next meeting between the negotiating parties takes place on Tuesday (22).

It is known that, with regard to the blanket license, the networks and the Society have not progressed very far. The networks like the type of license—that is, they are satisfied with the TV rights which ASCAP obtained from its membership and which

it grants in the license—but the networks feel that a reduction in the rate is warranted. The present rate is the radio rate plus 10 per cent.

The picture is complicated by still another factor. It was learned this week that, altho the networks feel very strongly about the necessity for a reduction in the blanket license rate, and despite the joining of the battle on the per-program, indie station level, attempts are still being made to organize a committee representing the entire telecasting industry which would seek with ASCAP an amicable settlement on both the per-program and blanket license contracts.

"Such a committee is still a possibility," it was stated on very good authority.

### WATV's Points

Rifkind and Sprague, representing the 56 indie telecasters, make note of the following points in their WATV brief opposing ASCAP's move to amend the decree:

As soon as the rate-fixing proceeding was begun, ASCAP countered by moving to amend the Amended Final Judgment so as to change and sharply limit the types and terms of licenses which the Amended Final Judgment makes available to stations.

The ASCAP attempt to amend the decree is described as de-

priving stations of their rights under the Amended Final Judgment. They (the stations) would all like to be heard by this court in opposition to ASCAP's motion . . . but so many appearances would severely burden this court and unduly complicate the record. . . But they have designated the present movant (WATV) to represent them all and make this motion to intervene in this action for the limited purpose of opposing ASCAP's motion to amend the Amended Final Judgment.

The WATV brief recapitulates early radio-music history leading to the March 4, 1941, Consent Decree, wherein ASCAP was restrained from offering broadcasters only a blanket license. The brief subsequently reaches Paragraph 9 of the 1950 Amended Decree wherein it is pointed out that, should ASCAP and a station fail to agree on rates, the prospective licensee could petition this court to set a reasonable rate for the license it sought and could freely broadcast ASCAP music while the decision was pending."

### Puzzlement

The brief also makes note of the fact that, in the telecasters' view, the petitioning of the court to set fees does not only apply to the per-program license, but also the blanket license. ASCAP has [\(Continued on page 55\)](#)

# Hope to Complete Juke Bill Hearing in Day

WASHINGTON, Sept. 19.—Planning to resume a hearing October 26 on the McCarran juke box copyright bill, the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks is hopeful that the proceeding can be wound up in a single day. This would make it possible for the Subcommittee to act on the legislation preparatory to the new term of Congress which starts in January.

With proponents of the McCarran Bill having already stated their case for the record in a streamlined session last July 15, Subcommittee officials expect that the October 26 hearing will follow a similar pattern. It is expected that only a few major witnesses will read statements into the record and answer questions, with the bulk of other witnesses filing their statements for the record without oral discussion. This was the way in which Sen. William E. Jenner (R., Ind.) expedited proceedings in presiding as a one-man subcommittee.

# Benson Opens Coast Office

HOLLYWOOD, Sept. 19.—Fred Benson, manager of the Ray Anthony ork, has opened offices here to "adequately handle the growing volume of business."

Benson will continue with New York headquarters and has named Betty Rosenthal to represent the firm here. Growing roster of artists now handled by the Benson management includes the Ray Anthony ork, the Four Freshmen, Georgia Carr, Nelson Riddle, Bill Farrell, Jackie Paris, and Lee Roy, recently signed to a Columbia recording pact.

# Gleason Sets Song Smiths

NEW YORK, Sept. 19.—Comic and sometime orkster Jackie Gleason has formed a new publishing firm, Song Smiths, Inc., which, together with his Jaglea Music, will be operated as an active publishing enterprise. Leo Talent has been named general manager of the firms.

Prome copyright now held by the company is "Melancholy Serenade," a Gleason original. Talent plans to add new tunes to the catalogs rapidly.

In all likelihood, only a single member of the Subcommittee will be on hand for the upcoming hearing, inasmuch as Congress is out of session. The chances are that Senator Jenner will again preside unless Sen. Alexander Wiley (R., Wis.), committee chairman, decides to return for the hearing. Notices sent to participants for the upcoming hearing were signed by Wiley instead of, as previously, by the Subcommittee clerk. The sole other member of the Subcommittee is Sen. James O. Eastland (D., Miss.).

Chief witness for Automatic Operators' Association, Inc., will [\(Continued on page 100\)](#)

# JD Eye on Per-Seg TV Licensing Rate Hearing

WASHINGTON, Sept. 19.—The Justice Department intends to keep a close watch on the October 6 Federal Court hearing in New York on per-program TV licensing rates. It was indicated here that at least one Justice operative will attend the proceedings which may produce a flare-up between the American Society of Composers, Authors and Publishers and Broadcast Music, Inc.

A spokesman at Justice Department said that there would be a strong propriety for the agency to be represented at the hearing inasmuch as it will involve the question of further revising the ASCAP consent decree. The last revised consent decree was drafted by Justice Department's Judgments and Enforcement Section Justice Department's Antitrust Division, it was pointed out, would have an interest in the proceedings if, as expected, BMI and TV get into a wrangle. ASCAP has insisted that the demand by telecasters for a program license formula is discriminatory to ASCAP inasmuch as BMI offers only blanket licenses. ASCAP in a complaint to the Justice Department last year portrayed BMI as a music licensing group closely tied with the broadcasting industry thru interlocking directorships and other executive posts as well as thru an affinity of aims.

The performing rights society has asked the Federal Court for a further amendment to the consent decree which would safeguard the Society from being obliged to offer a per-program license to any sta-

# Mich. Fair's Music Show Draws 73G

DETROIT, Sept. 19.—The all-music show at the Michigan State Fair Coliseum (reviewed in last week's issue) did 20 per cent better than the corresponding show a year ago during the fair, which closed Sunday (13). The current bill took in a total of \$72,872.36, compared to \$60,000 a year ago, with admission increased only a nickel—from \$1.20 to \$1.25.

Eddie Fisher, in for the final two days of the seven-day bill, played to 27,740 people. His top day, Sunday (13), drew 15,497 people—barely under the high of 15,568 the Sunday before, with Charlie Ventura headlining. Aside from one name attraction, the entire bill, which included Teresa Brewer, the Four Freshmen, the Harmonicats and Louis Armstrong, remained for the full stand. Ventura bowed out after the Monday show, with the Coliseum being devoted to non-entertainment uses for three days. On Friday, Rusty Draper, in for one day, drew 5,192 people, with Fisher following. A policy of "continuous entertainment" was followed.

# Cap 'St. George' Sales Soaring

HOLLYWOOD, Sept. 19.—Capitol Records' comedy take-off by Stan Freberg of the highly popular "Dragnet" TV show "is the fastest selling platter bar none" in the 11-year history of the platter.

So said national sales manager Hal Cook, here this week for a series of high echelon confabs with Cap-brass.

Fredberg's etching, which had an advance pressing of 225,000 records in the hands of Cap distributors and dealers prior to disk jockey release, has caused enough furor in the disk biz to warrant "covering" by Spike Jones on RCA Victor and Grady Martin's Slew Foot Five on Decca.

Both Jones and Martin platters are original comedy routines and differ from the Freberg etching in presentation.

Cook disclosed that records on Freberg's etching, called "St. George and the Dragon-Net" and "Little Blue Riding Hood" totaled 40,000 in one day, and has necessitated Capitol's addition of outside pressing facilities to meet the demand.

tions holding a license to perform BMI music.

With the Justice Department looking on, the upcoming Federal Court hearing in New York cannot help but extend beyond the per-program rates issue and become a general sounding board for ASCAP's grievances.

Justice Department, in conformity with its customary practice, has declined to comment officially on the ASCAP complaint. Justice Department's interest, it was pointed out, could also involve any discussions which would indicate how ASCAP has been operating under its amended consent decree.

# Jenkins Plugs Newest Album

NEW YORK, Sept. 19.—Gordon Jenkins, whose "Manhattan Tower" clicked heavily some years back, is currently in the midst of an unusual promotion junket to introduce his newest Decca album, "Seven Dreams," due out next month. The 51-minute package, to be offered on LP and EP, is being auditioned for dealers by Jenkins himself in major markets across the country. Hearings have already been held in Chicago, Milwaukee, Cleveland, Detroit and New York. In the next few weeks the orkster-composer will cover Philadelphia, Pittsburgh and St. Louis.

## NEWS REVIEW

# S-F's a Crazy Mixed Up Ork In N. Y. Debut

NEW YORK, Sept. 19. — The Sauter-Finegan ork, with its two leaders, close to two dozen sidemen, kettledrum, tympani, harp, chimes, Chinese gong, tamborine, bells, Indian flutes, bongo drum and sound engineer, opened at the Bandbox here Tuesday (15) for its first New York engagement. And the best thing to say about the first double-headed ork since the days of Hudson-DeLange is that this is a crazy mixed-up band!

There is little question that the ork is made up of fine musicians, and that the aggregation has a unique sound. The only question is, now that they've got [\(Continued on page 38\)](#)

# Victor Pops Hit the Tops: 750,000 in Day

NEW YORK, Sept. 19. — RCA Victor Records racked up the biggest pop record week in the company's history this week, when the diskery shipped over 750,000 pop disks from its pressing plants to its distributors. Thursday (17) was the biggest single pop record day in the history of the company, according to Manie Sacks, the diskery's general manager. Thursday shipments were slightly under 200,000 disks for the day.

On Thursday, the diskery shipped 26,000 Perry Como "Papaya Mama" disks, and about 25,000 Eddie Fisher "Many Times" platters. In addition, the label has been somewhat hard pressed to fill orders on Fisher, Como, Ames Brothers and Eartha Kitt disks released several weeks ago, and the more recent Ames Brothers and Kitt disks.

# Shaw to Unveil Gramercy Five

NEW YORK, Sept. 19. — Artie Shaw will unveil his new Gramercy Five at the Hi-Hat in Boston on September 25 for a week's break-in date before bowing at the Embers here for a month's engagement starting October 5. The Boston engagement, which was booked last week by the Shaw Agency, will mark the orkster's first return to the music business, outside of a few weeks with a pick-up ork this summer, since he left the business a few years back.

Shaw has lined up the following top musicians for the Gramercy Five: Joe Roland, vibes; Tal Farlow, guitar; Deniz Best, drums; Hank Jones, piano, and Tommy Potter, Bass.

### From Original

The Five will play tunes made famous by the original Gramercy Five, such as "Summit Ridge Drive," and are now rehearsing the old book.

Shaw's return to the business was sparked by Ralph Watkins of the Embers. Dick Breach is the road manager for the crew, [\(Continued on page 38\)](#)

# Don Pierce Exits McCall's Four-Star

HOLLYWOOD, Sept. 19.—Don Pierce, assistant to Prexy Bill McCall, of Four Star Records and their BMI affiliate, Four Star Sales Company, has resigned his position with the firm after a six-year association.

Pierce gave no reasons for leaving Four Star, altho he did disclose that he was dickering with several music publishers and recording companies and expected to announce his plans shortly.

The Four Star organization recently attracted nation-wide attention via their click "Don't Let the Stars Get in Your Eyes" etching by Slim Willett.

# Kudos Pile On Anthony For 'Dragnet'

NEW YORK, Sept. 19. — The Ray Anthony office is being deluged with calls from publishers who believe they have the "perfect" follow-up to "Dragnet." All the excitement has been engendered by the ork's Capitol waxing of the ditty, which has now passed the 500,000 mark in sales, and has caused a number of satires on the theme, the radio-TV show, etc.

The combination of the hit disk and the ork's summer appearance on the Chesterfield TV seg, have made the band a hot piece of property. Publishers who have brushed off the band for years are now trying to get a tune waxed with the ork, according to Fred Benson, manager of the Anthony organization. The "Dragnet" disk also helped get the ork a spread in Life and Newsweek. The Anthony crew is now at the Palladium in Los Angeles.

# Norman Chase Quits Urania

NEW YORK, Sept. 19. — Norman Chase has resigned his post as vice-president of Urania Records, effective October 15. He has been acting chief of the LP diskery for the past two years. The leave-taking was arranged under amicable conditions, and Chase expects to announce his future plans in the record business soon. Tho no announcement of Chase's successor has yet been made, it is believed likely that Werner Koppl, son of the company's founder and president, Rudolph Koppl, will assume the post.

# TWO GREAT TUNES EVERYBODY KNOWS

*...get the BIG  
treatment now  
— with the  
inimitable drive  
and beat of*



# KEY STAR



**"When My Dreamboat  
Comes Home"**

AND  
**"Swamp-fire"**

**DAVE  
CAVANAUGH'S  
MUSIC**

on Capitol Record  
No. 2595

# Music as Written

## NORMAN GIMBEL SCORES SIX . . .

Cleffer Norman Gimbel is setting a mark that a lot of writers might envy. Over the past few weeks six ditties on which he is the co-writer have been released on wax, adding up to a total of 16 records with his tunes. His personal pin-up list runs as follows: co-writer of words and music on "Pa-Paya Mama," co-writer of words and music on "Ricochet," lyric writer on "Tennessee Wig Walk," "Long Black Rifle," "Fury" and "Transfer." Diskeries that have waxed his tunes include Capitol, RCA Victor, Mercury, Coral and King.

## JAULUS QUILTS AS GAC P.A. . . .

Paul Jaulus, publicity director of General Artists Corporation for the past three years, left the agency yesterday (18) to join the Johnnie Ray office. The publicity post at GAC will be filled by Ira Okun who moves over from the agency's cocktail booking department. It is understood that Jaulus will be a general assistant to Bernie Lang, Ray's manager.

## MARILU ISSUES FIRST LONGPLAY . . .

Marilu Records, a label produced by disk exporter Antonio Contreras, has put out its first LP. The package features a collection of guarachas played by Billo's Caracas Boys, a popular Venezuelan ork. The set will be made available on EP later and other disk packages are skedded by the firm.

## SELVIN LEAVES FOR NASHVILLE . . .

Ben Selvin, recording chief for RCA's Thesaurus and Camden label, leaves for Nashville next week to wax Hank Snow and the Statesmen Quartet for Thesaurus. This will be Selvin's first road trip since joining Victor. He will be out of New York for one week.

## REMINGTON SIGNS TEMPLETON . . .

Pianist-humorist Alec Templeton has been signed by Remington Records for several LP sides. His first effort on the label will be a set of improvisations on Johann Strauss and Offenbach material. The disk will be released next month.

## TEXAS FIRM ELECTS WELLS . . .

E. S. (Ike) Wells has been elected executive vice-president and general manager of the San Antonio (Tex.) Music Company and its operating subsidiaries, Bledsoe Music, of Austin, Corpus Christi and Harlingen. Wells has directed the activities of the Hammond Organ and Chimes Division since 1937, when the Hammond was first introduced.

## DON COSSACK CHORUS SIGNED . . .

Concert Hall Society has signed the Don Cossack Chorus for several LP disks of religious material. One record will be released before Christmas, with the other scheduled for Easter.

## PROGRESSIVE TO ISSUE ROLAND, WAYNE DISKS . . .

Progressive Jazz Records, headed by Gus Grant, has pacted vibist Joe Roland to a waxing contract. Roland just joined the new Artie Shaw Gramercy Five. Diskery will release some of the sides Roland cut a few years ago for his own label, as well as new sides by the Joe Roland Trio. The diskery has also set the release of a new album by guitarist Chuck Wayne, the second album package of Wayne's to be issued by the firm.

## 'GREATEST BOOK' WAX FOR BIBLE WEEK . . .

Columbia Transcriptions, the custom division of Columbia Records, has completed the waxing of the new tune "The Greatest Book I Ever Read" in conjunction with the 13th annual observance of National Bible Week, October 19 to 25. The tune was penned by George Graff and Geoffrey O'Hara, and is sung by Mack

Morgan. It will be sent to deejays thruout the country by Herman W. Steinkraus, national chairman of National Bible Week, at his own expense.

## JATP TOUR OPENS IN HARTFORD . . .

Capacity audience at Hartford's (Conn.) 3,300-seat Bushnell Memorial viewed last Friday night (11) the opening program of Norman Granz' "Jazz at the Philharmonic" national tour, at \$4 top.

## New York

Herbert Liebeck, Southern representative for Decca Records, with headquarters in Cincinnati, departs Wednesday (23) for a month's tour of the East Coast and South.

The Woody Herman ork is not being booked thru General Artists Corporation as recently reported in The Billboard, but thru Abe Turchin, ork manager. . . . Seena Starr, formerly with United Music, is now working for the record promotion department of Chappell Music, Inc. . . . Tune recently waxed by Vic Damone on Mercury, "If I Could Make You Mine," has been taken over by George Paxton Music. . . . Thrush Lee Ferebee, recently signed by Decca to a record contract, has signed an exclusive songwriting contract with Robbins Music Corporation. Her first Decca release contains two songs penned by the thrush, "Headlines of My Heart" and "I'm Gonna End Up Loving You." . . . Irma Fields has been upped to sales and promotion manager at Derby Records. . . . Hoedown Artists, Inc., a new agency for country artists, was formed this month in Houston, Tex. Agency execs are Ken Grant, prexy, Biff Collie, veepee, and Gene Hengst, secretary. . . . Murray Sporn, of American Music became the father of a boy, Richard Andrews, Tuesday, September 1. . . . Dave Miller, of Essex Records leaves for Europe on September 28. He'll be gone three weeks.

The Ernie Rudy ork opens at the Hotel New Yorker for an indefinite stay beginning October 8. . . . Steve Sholes Victor country and western recording chief on a three-week recording trip to Nashville, Memphis and Shreveport. . . . DeeJay Lou Barile, WKAL, Rome, N. Y., in town this week on a vacation trip during which he taped dozens of interviews with show business personalities. . . . Chirp Helene Dixon is quitting the Steve Allen WNBT-TV show and may be replaced by Coral Records' Eydie Gorme. . . . M-G-M Records signed the Tommy Reed novelty combo and country singer George McCormick. . . . Jo Ann Tolley opens a one-week date at the Spa Athletic Club, Erie, Pa., September 28. . . . M-G-M Records' recording topper Harry Myerson returns to town today (19) from Chicago where he cut an album with Joni James and several sides for Fran Warren.

Kay Starr and her manager, Hal Stanley, returned from Europe this week. . . . Pat Terry opened at the Three River's club, Syracuse, yesterday (18) then moves to the 500 Club, Atlantic City, on September 25 and into the Copa, Pittsburgh, on October 5. . . . Guy Mitchell opens a one-week stand at the Three Rivers, Syracuse, on September 24. . . . Mindy Carson opens at the Paramount Theater here on Wednesday (23); this is her first theater appearance in New York in three years, and the first personal appearance for the thrush since she had her second child five weeks ago. . . . Ken Remo and his manager, Maggie Fisher, back in town after a three-month tour of 400 cities. In addition to a Paramount Pictures screen test for the M-G-M Records chanter, the pair visited deejays, juke box operators, TV stations and record dealers. . . . Marfree Advertising's Harry Friedenberg reports that his firm will be back in the mail order disk business this season and will be offering eight tunes on one disk for \$1. Friedenberg had been quoted in The Billboard as saying that the mail order disk business would be good this year. He now says that it will be terrific.

## Chicago

Al Morgan, who just closed a 10-day appearance at the Preview, broke a two-year attendance record for the club. Morgan cut four sides last week at Universal Recording Studios for a mid-October release. He has signed to do a network TV show beginning this fall, but first goes into a week of one-nighters followed by a week's stand at Chubby's, Camden, N. J., and then to Cafe Society, New York.

Jerry Colonna around town with Earl (Madman) Muntz plugging his latest Decca waxings "Hey, Barmaid" and "I'm-a Love-a You." He was also accompanied by Al Chapman, Shim Weiner, and Larry Green, of Decca.

The Ames Brothers, Monica Lewis and Florian Zabach closed at the Chicago Theater last week and were followed by Karen Chandler, Coral songstress, and the Gaylords, Mercury singing team. . . . Currently heading the show at the Preview is Bill Haley and His Comets, Essex recording combo. Just out for them is a new waxing, "Live It Up" and "Farewell, So Long, Goodbye." Also at the Preview is the recording Dixieland combo of Jimmy Ille.

George Shaw, Decca artist, in town making the deejay circuit plugging his latest waxing of "Rags to Riches" and "Let Me Go, Devil" . . . Jimmy Nuzzo and his band into the Brass Rail for an indefinite stay. . . . Ginny Scott in town on a deejay tour with Jerry Ferber, of Frumpkin Sales. . . . Larry Norrett, of B. Marks Music, plugging Art Lowry's version of "The Girl Without a Name," on the deejay rounds.

Jim Ameche, local deejay on WJJD, will invite high school students to all his Saturday morning shows thruout the school year. . . . Crystal Records is releasing a tune written, composed and recorded by Dorothy Olsen, Chicago pianist. Tune, "I'm in Love With You," is published by Gold Coast Music. . . . Capitol Records has located Si Paul in the Chicago branch as record promotion man.

BMI's Julie Stearns and Jimmy Cairns held a cocktail party Tuesday (15) at the Ambassador East Hotel. Most of Chicago's deejays turned out, as well as Rocky Rolf and Bob Nossett, of RCA Victor; Percy Faith, Felicia Sanders and Pete Hanley, Columbia artists. Caesar Petrillo, head of the musicians union, was also on hand.

Ralph Marterie's newly appointed personal manager, Don Forman, in town for a short business trip and then back to Detroit where Marterie is performing. . . . David Carroll, who has been doing much of the instrumental backing for Mercury Records, is now recording single sides for the label with his studio orchestra. Move was prompted by recent success of lush instrumentals. . . . Patti Page, Mercury artist, just recorded "Milwaukee Polka" for Mercury. She is the only woman to receive the key to the city of Milwaukee, which is her adopted hometown, and the home of her manager, Jack Rael. The dog used in her personal appearances on "Doggie in the Window" is now the official mascot of the Milwaukee Braves.

## Philadelphia

Songwriter Harry Filler is looking for his collaborator, Joe Murphy, on "Reunion" — of That Old Gang of Mine, now that Dave Appell's unit has recorded it for the new Major label. With the Mills Brothers and the Ames Brothers set to cut the song, he needs Murphy's name on the contracts. . . . Art Manas gets the bandstand call for the re-opening of Ciro's nitery, alternating with Charlie Valero's rumba unit. . . . The Palladium dancery reopens for the new season with Art Wendell back on the bandstand. . . . Louis Prima, current at Sciolla's, will play the first annual Columbus Day dance at the Armory in near-by Vineland, N. J., on October 10. . . . Harry Fink resigned as promotion manager of the record division of the Raymond Rosen distributing firm, handling the RCA Victor line, to become general manager for the locally or-

ganized Wakeman Corporation, new personal management firm. Singer Jimmy Burrill is the new firm's first property. . . . Pat Dennis has been signed for the show and dance chores at the Club Shagure across the river in Camden, N. J. . . . Clarence Fuhrman ushers in the fall dancing season at Wagner's Ballroom. . . . Charlie Ventura is back at his Open House Club at near-by Lindenwood, N. J., for the fall opener, with featured spots for Jackie Cain and Ray Kral, while brother Ben Ventura serves as house band. . . . The Bellevue-Stratford Hotel returns dancing for the diners, with Lou Chaiken back on the bandstand.

## Denver

Beatrice Kay packed the Talisman Room of Denver's Wolhurst Club during her brief stay, while Eddie Garson and Los Barrancos drew good crowds into Denver's Top of the Park. . . . Billy May and his aggregation preceded the Dorsey Brothers into Lakeside's El Patio to fill the gap between Labor Day and the park's closing a week later. Both bands pulled good box offices as Elitch Gardens closed on Labor Day, with Dick Jurgens ending the season. (Continued on page 55)

Best Bet . . . could build like "I Believe" — Variety



**Doris DAY**

**THIS TOO SHALL PASS AWAY**

by Ervin Drake, Irvin Graham and Jimmy Shirl

on COLUMBIA RECORDS

DARTMOUTH MUSIC, INC.

**"GIGI"**

Recorded by . . .

LES BAXTER—Capitol  
GUY LOMBARDO—Decca  
PAUL WESTON—Columbia

**The Terry Theme**

from "LIMELIGHT" —instrumental—

**"Eternally"**

from "LIMELIGHT" —vocal—

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*We asked the country's top DJ's--*

Which is the "A" side of Perry Como's new record?

We like 'em both—but there are more of you dj's than there are of us. To help us plan our promotions, will you please check your preference below and shoot this card back to me.

Cordially,  
Bernie Miller  
RCA VICTOR RECORDS

you alone papaya mama

Printed in U.S.A. P-312

*See next week's RCA Victor ad in Billboard for the results of this poll!*

**ANOTHER BMI "PIN-UP" HIT**

**OH, MIS'RABLE LOVE**

Recorded by Bobby Wayne (Mercury), Charlie Gore (King), Jackie Fontaine with The Starlighters (Crystalette), George Shaw (Decca)

Published by GODY MUSIC, INC.



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BONNIE LOU—KING  
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LEO FEIST, INC.



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Recorded by SONNY CURTIS  
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(RECORDED AT TED HEATH'S 89th LONDON PALLADIUM SUNDAY CONCERT) APRIL 12, 1953

LL 802 1-12"

THE CHAMP (Gillespie)

ELOQUENCE (Keating)

DO NOTHIN' TILL YOU HEAR FROM ME (Ellington, Russell)

PICK YOURSELF UP (Kerns, Fields)

BLUES FOR MODERNS (Reg Owen)

FOURTH DIMENSION (Dollimore)

ETROSPECT (Horrox)

DARK EYES (Traditional)

SOLITUDE (Lange, Mills, Ellington)

THE HAWK TALKS (Belson)

I GOT IT BAD (Ellington, Webster)

RHAPSODY FOR DRUMS (Dollimore, Verrell)

PERSONNEL

Saxes: Les Gilbert, Roy Willox, Henry McKenzie, Danny Moss, George Hunter

Trumpets: Bobby Pratt, Duncan Campbell, Stan Reynolds, Ronnie Hughes

Trombones: Wally Smith, Jimmy Coombes, Dan Lusher, Ric Kennedy

Rhythm: Ronnie Verrell (drums); Johnny Hawksworth (bass); Frank Horrox (piano); Ernie Shear (guitar)

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JUBILEE-5127 (45-5127)

The Billboard Music Popularity Charts

## HONOR ROLL OF HITS

Trade Mark Reg.

### The Nation's Ten Top Tunes

... for Week Ending September 19

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

- | This Week   | Last Week | Weeks on Chart |
|---|-----------|----------------|
| <b>1. Vaya Con Dios</b>   | <b>1</b>  | <b>14</b>      |
| By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)<br>BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: G. Lombardo, Dec 28780; B. London, Crystaletta 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.   |           |                |
| <b>2. You, You, You</b>   | <b>3</b>  | <b>12</b>      |
| By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMD)<br>BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; K. Remo, M-G-M 11512.   |           |                |
| <b>3. Crying in the Chapel</b>  | <b>2</b>  | <b>10</b>      |
| By Darrell Glenn—Published by Valley (BMI)<br>BEST SELLING RECORDS: J. Valli, V 20-5368; Orioles, Jubilee 5122; R. Allen, Dec 28758; D. Glenn, Valley 105. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; K. Griffin, Col 40062; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosella Tharpe, Dec 48302; W. Tuttle, Cap 2545. |           |                |
| <b>4. Oh</b>  | <b>5</b>  | <b>11</b>      |
| By Bryan Gay-Arnold Johnson—Published by Feist (ASCAP)<br>BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; K. Griffin, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.<br>TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.  |           |                |
| <b>5. No Other Love (M)</b>   | <b>4</b>  | <b>15</b>      |
| By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)<br>BEST SELLING RECORD: P. Como, V 20-5317. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.<br>TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.   |           |                |
| <b>6. P.S.: I Love You</b>  | <b>6</b>  | <b>14</b>      |
| By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)<br>BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 2717; C. Stapleton, London 282; S. Stitt, Prestige 757.<br>TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus.   |           |                |
| <b>7. Dragnet</b>   | <b>8</b>  | <b>5</b>       |
| By Walter Schumann—Published by Alamo (ASCAP)<br>BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: B. Morrow, V 20-5398.  |           |                |
| <b>8. I'm Walking Behind You</b>  | <b>7</b>  | <b>20</b>      |
| By Billy Reid—Published by Leeds (ASCAP)<br>BEST SELLING RECORD: E. Fisher, V 20-5293. OTHER RECORDS: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314.   |           |                |
| <b>9. With These Hands</b>  | <b>9</b>  | <b>11</b>      |
| By Abner Silver-Benny Davis—Published by Ben Bloom (ASCAP)<br>BEST SELLING RECORD: E. Fisher, V 20-5365. OTHER RECORDS: G. Lombardo, Dec 28780; J. Ray, Col 40006; J. Stafford, Col 40034.<br>TRANSCRIPTIONS AVAILABLE: Eddie Fisher, Thesaurus.  |           |                |
| <b>10. Ebb Tide</b>   | <b>12</b> | <b>4</b>       |
| By Robert Maxwell—Published by Robbins (ASCAP)<br>BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: V. Damone, Mercury 70216; R. Maxwell, Mercury 70177.<br>TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.  |           |                |

### Second Ten

- |                                 |    |    |
|---------------------------------|----|----|
| 11. EH CUMPARI.....             | 16 | 2  |
| Published by Rosarch (BMI)      |    |    |
| 12. SONG FROM MOULIN ROUGE..... | 11 | 25 |
| Published by Broadcast (BMI)    |    |    |
| 12. HEY, JOE.....               | 16 | 4  |
| Published by Tannen (BMI)       |    |    |
| 14. C'EST SI BON.....           | 14 | 10 |
| Published by Leeds (ASCAP)      |    |    |
| 15. GAMBLER'S GUITAR.....       | 15 | 13 |
| Published by Frederick (BMI)    |    |    |
| 16. MY LOVE, MY LOVE.....       | 18 | 4  |
| Published by Meridian (BMD)     |    |    |
| 17. I BELIEVE.....              | 10 | 30 |
| Published by Cromwell (ASCAP)   |    |    |
| 18. RAGS TO RICHES.....         | —  | 1  |
| Published by Saunders (ASCAP)   |    |    |
| 19. APRIL IN PORTUGAL.....      | 13 | 25 |
| Published by Chappell (ASCAP)   |    |    |
| 19. DEAR JOHN LETTER.....       | 20 | 3  |
| Published by American (BMI)     |    |    |

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# Buyboard

**TOP SELLERS—**

**POPULAR**

Based on Actual Capitol Sales Reports

1. DRAGNET  
DANGING IN THE DARK..... R. Anthony .....2562
2. VAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME)..... L. Paul & M. Ford .....2486
3. OH!  
SAN..... P. Muni .....2442
4. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN GROW  
OLD WITHOUT YOU)..... J. Shepard & F. Huskey .....2502
5. FORGIVE ME JOHN  
MY WEDDING RING..... J. Shepard & F. Huskey .....2586
6. I LOVE PARIS  
GIGI..... L. Baxter .....2479
7. PROUD NEW FATHER  
CLAP YOUR HANDS..... J. Standley .....2469
8. JACK AND THE BEANSTALK  
SNOW WHITE AND THE SEVEN DWARFS..... J. Collins .....2580
9. FROM HERE TO ETERNITY  
ANYTIME—ANYWHERE..... F. Sinatra .....2560
10. WHEN MY DREAMBOAT COMES HOME  
SWAMP-FIRE..... K. Starr .....2595
11. A FOOL WAS I  
IF LOVE IS GOOD TO ME..... M. Cole .....2540
12. COLLEGIATE  
THE ONE CALLED REILLY..... J. Carr .....2581
13. ST. GEORGE AND THE DRAGONET  
LITTLE BLUE RIDING HOOD..... S. Freiberg .....2596
14. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN..... K. Starr .....2464
15. AFFAIR WITH A STRANGER KISS AND RUM  
RICOCHET..... V. Young .....2543
16. ELAINE  
CORNFLAKES..... L. Baxter .....2579
17. WALTZ TO THE BLUES  
C.O.D..... M. Whiting .....2550

**TOP SELLERS—**

**COUNTRY  
& HILLBILLY**

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN  
GROW OLD WITHOUT YOU)  
J. Shepard & F. Huskey.....2502
2. FORGIVE ME JOHN  
MY WEDDING RING  
J. Shepard & F. Huskey.....2586
3. YESTERDAY'S GIRL  
JOHN HENRY  
H. Thompson .....2553
4. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY  
H. Thompson .....2445
5. THAT'S WHAT I'D DO FOR YOU  
BABY MY HEART  
F. Young .....2570
6. THE HOUSE OF BLUE LIGHTS  
BELL BOTTOM BOOGIE  
M. Moore .....2574
7. I HAVE BUT ONE GOAL  
THE SINNER'S DREAM  
Smith Brothers .....2492
8. RE-ENLISTMENT BLUES  
DANCE OF THE GOLDEN ROD  
M. Travis .....2563
9. GAMBLER'S GUI'AR  
SHUT UP AND DRINK YOUR BEER  
M. Travis .....2544
10. I FORGOT MORE THAN YOU'LL  
EVER KNOW  
POOR BOY, RICH LOVIN'  
S. James .....2508

**BEST SELLING—**

**POPULAR  
ALBUMS**

Based on Actual Capitol Sales Reports

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

**BEST SELLING—**

**"1600"  
SERIES**

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG  
THE CHARLESTON  
P. Hunt .....1638
2. WHISPERING HOPE  
I'LL STRING ALONG WITH YOU  
J. Stafford & G. MacRae.....1642
3. NOLA  
JEALOUS  
L. Paul & M. Ford .....1621
4. SOUTH  
I WANT TO LINGER  
P. Daily .....1624
5. TENNESSEE WALTZ  
MOCKIN' BIRD HILL  
L. Paul & M. Ford .....1676
6. SEPTEMBER SONG  
LAURA  
S. Kenton .....1680
7. TENDERLY  
AUTUMN NOCTURNE  
R. Anthony .....1654
8. WHEEL OF FORTUNE  
ANGRY  
K. Starr .....1677
9. ONCE IN A WHILE  
BRAZIL  
Dinning Sisters .....1653
10. HARLEM NOCTURNE  
WHAT IS THIS THING  
CALLED LOVE!  
R. Anthony .....1664
11. I'LL REMEMBER APRIL  
GET HAPPY  
J. Christy .....1647
12. HOW HIGH THE MOON  
JOSEPHINE  
L. Paul & M. Ford .....1675
13. SLIPPING AROUND  
WEDDING BELLS  
M. Whiting & J. Wakely.....1634

**LATEST RELEASE**

No. 387

- WHEN MY DREAMBOAT COMES HOME  
SWAMP-FIRE..... Kay Starr .....2595
- SUGARPLUM KISSES AND VINEGAR TEARS  
WHY SHORE..... Dorothy Shay .....2597
- BOO-DAH  
GIVE ME THE RIGHT..... Duke Ellington .....2598
- I JUST LOVE YOU  
THE NIGHT HOLDS NO FEAR..... Margaret Whiting .....2599
- LONELY  
WASTED TEARS..... Georgia Carr .....2601

for the **REAL** Western flavor

it's **TEX RITTER**

singing

"Let Me Go, Devil"

and

"The Long Black Rifle"

Capital Record No. 2594

a scintillating single  
from her brand new album  
**THE PARK AVENUE  
HILLBILLIE**

**DOROTHY  
SHAY** sings

"Sugarplum  
Kisses and  
Vinegar Tears"

and

"Why  
Shore"

on Capitol Record  
No. 2597



**"KISS ME BIG"**

AND

**"CATFISH  
BOOGIE"**

... two delightful  
original songs by

**Tennessee  
Ernie**



with Cliffie Stone's Band

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Another **SMASH**

# THE HILLT

featuring The GREAT

# TO BE ALONE

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Twice !!

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Voice of JIMMY SACCA

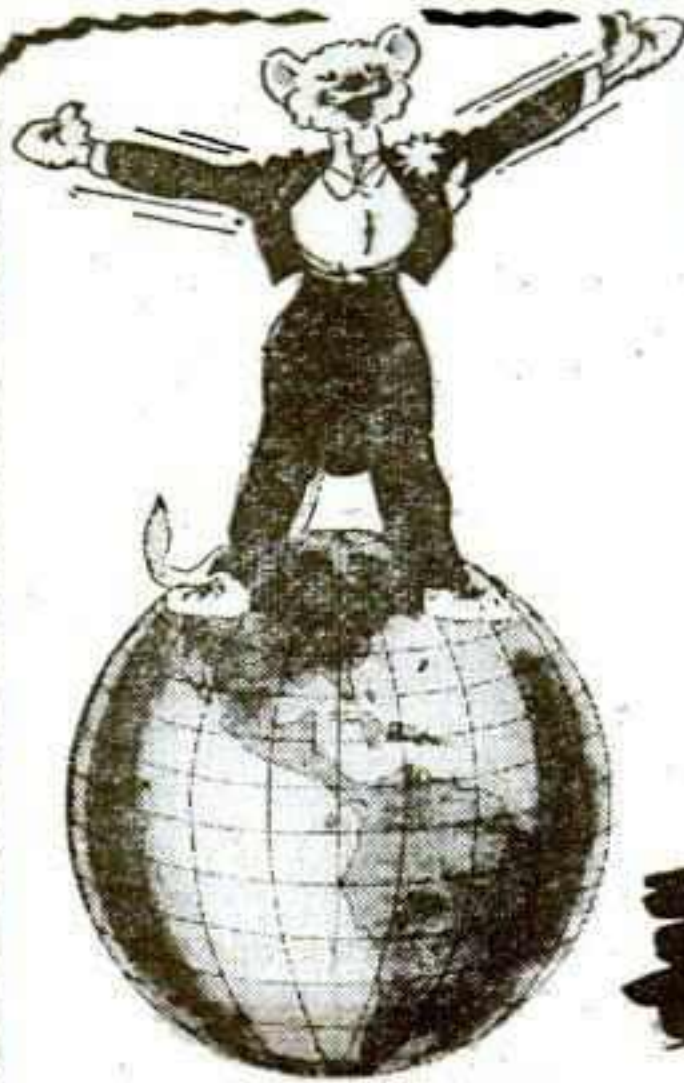
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**JONI JAMES**

MY LOVE MY LOVE

MGM 11543 78 rpm  
K 11543 45 rpm

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**BILLY ECKSTINE**

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with the METRONOME ALL STARS  
MGM 11573 78 rpm • K 11573 45 rpm

**FRAN WARREN**

SHAKE A HAND

MGM 11583 78 rpm • K 11583 45 rpm

THE ANGEL PASSED BY

**ALAN DEAN**

WHY DO YOU PRETEND

MGM 11578 78 rpm • K 11578 45 rpm

DON'T MAKE ME LOVE YOU

**CINDY LORD**

HAPPY HAPPY HEART

MGM 11575 78 rpm • K 11575 45 rpm

SOMEONE IS CRYING

**DAVID ROSE**  
and his Orchestra

NOSTALGIA SONG

MGM 30802 78 rpm • K 30802 45 rpm

**PAT O'DAY**  
and the Four Horsemen  
"A DEAR JOHN LETTER"  
NO STONE UNTURNED  
MGM 11566 78 rpm • K 11566 45 rpm

**TWIG WILSON and his Orch.**

WOMAN IS STRANGE

THE BIG BIG LIE

MGM 11577 78 rpm K 11577 45 rpm

**BOB SANTA MARIA**

IF YOU SAID GOODBYE  
(T'HO VOLUTO BENE)

THE NIGHT HOLDS NO FEAR

MGM 11564 78 rpm K 11564 45 rpm

**SHEB WOOLEY**

TEXAS TANGO

LOVE IS A MERRY-GO-ROUND

MGM 11580 78 rpm K 11580 45 rpm

**GINNY GIBSON**

DANSERO

NO MORE TEARS

MGM 11571 78 rpm K 11571 45 rpm

**HANK WILLIAMS**

WEARY BLUES FROM WAITIN'

I CAN'T ESCAPE FROM YOU

MGM 11574 78 rpm K 11574 45 rpm

**LITTLE RITA FAYE**

ALABAMA

JOHNNY'S GOT A SWEETHEART

MGM 11565 78 rpm K 11565 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT  
MAKE FRIENDS WITH RECORDS

The Billboard's Music Popularity Charts

**Favorite Tunes**

... For Week Ending September 19

**Best Selling Sheet Music**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1. CRYING IN THE CHAPEL (R)—Valley.....	1	9
2. VAYA CON DIOS (R)—Ardmore.....	2	13
3. YOU, YOU, YOU (R)—Mellin.....	3	10
4. I'M WALKING BEHIND YOU (R)—Leeds.....	4	20
5. I BELIEVE (R)—Cromwell.....	3	20
6. P. S.: I LOVE YOU (R)—La Salle.....	6	11
7. NO OTHER LOVE (R) (M)—Williamson.....	5	13
8. OH (R)—Feist.....	7	7
9. SONG FROM MOULIN ROUGE (R) (F)—Broadcast..	9	24
9. WITH THESE HANDS (R)—Bloom.....	11	9
11. DRAGNET (R)—Alamo.....	14	2
12. APRIL IN PORTUGAL (R)—Chappell.....	10	24
13. EBB TIDE (R)—Robbins.....	—	1
14. C'EST SI BON (R)—Leeds.....	—	1
15. GOD BLESS US ALL (R)—Brewster.....	—	4

**Tunes with Greatest Radio and Television Audiences**

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

**Top 30 in Radio**

Allez Vous En (R) (M)—Chappell—ASCAP	Just Another Polka (R)—Frank—ASCAP
April in Portugal (R)—Chappell—ASCAP	Mademoiselle De Patee (R)—Mills—ASCAP
Baby, Baby, Baby (R) (F)—Famous—ASCAP	Many Times (R)—Broadcast—BMI
Crying in the Chapel (R)—Southern—ASCAP	My Love, My Love (R)—Meridian—BMI
Cup of Joy (R)—Southern—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Oh! (R)—Feist—ASCAP
Gambler's Guitar (R)—Frederick—BMI	P. S.: I Love You (R)—La Salle—ASCAP
Granada (R)—Peer—BMI	Return to Paradise (R) (F)—Remick—ASCAP
Hi-Lili-Hi-Lo (R) (F)—Robbins—ASCAP	Sittin' in the Sun (R)—Berlin—ASCAP
I Believe (R)—Cromwell—ASCAP	Someone's Been Reading My Mail (R)—Witmark—ASCAP
I Guess It Was You All the Time (R)—Famous—ASCAP	Tell Me That You Love Me (R)—T. B. Harms—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Tennessee Wig Walk—Village—BMI
If Love Is Good to Me (R)—Red Evans—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	With These Hands (R)—Ben Bloom—ASCAP
Julie (R)—Miller—ASCAP	You, You, You (R)—Mellin—BMI

**Top 10 in Television**

Crazy, Man, Crazy (R)—Eastwick—BMI	My Love, My Love (R)—Meridian—BMI
Crying in the Chapel (R)—Valley—BMI	Oh! (R)—Feist—ASCAP
Everything That's Yours Is Mine (R)—Duet—ASCAP	P. S.: I Love You (R)—La Salle—ASCAP
I Am in Love (R)—Chappell—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	You, You, You (R)—Mellin—BMI

**England's Top Twenty**

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

1. Limelight (Terry's Theme)—Bourne (Bourne)	11. Let's Walk That-A-Way—Aberbach (Alamo)
2. Song From Moulin Rouge—Connelly (Broadcast)	12. Hot Toddy—Aberbach (Coachella-Alamo)
3. I Believe—Cinephonic (Cromwell)	13. Mother Nature and Father Time—Aberbach (Coachella-Alamo)
4. Seven Lonely Days—Feist (Jefferson)	14. Can't I?—Meridian (Harvard)
5. April in Portugal—Sterling (Chappell)	15. Hold Me, Thrill Me, Kiss Me—Mills (Mills)
6. Bridge of Sighs—Maurice (*)	16. Kiss—Feist (Miller)
7. I'm Walking Behind You—Peter Maurice (Leeds)	17. Is It Any Wonder?—Leeds (Midway)
8. Look at That Girl—Cinephonic (Oxford)	18. Poppa Piccolino—Sterling (Chappell)
9. Say You're Mine Again—Victoria (Blue River)	19. Pretend—Leeds (Brandom)
10. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)	20. Tell Me You're Mine—Chappell (Capri)



Mmmm-WHAT A RECORD!

Introducing

# Vicki Benét

(pronounced Ben-nay)

WHEN HE TAKES  
ME IN  
HIS ARMS  
Mmm---

TWO  
LOVERS

MGM 11581  
K 11581

**M-G-M RECORDS**  
THE GREATEST NAME  IN ENTERTAINMENT

The Billboard's Music Popularity Charts

... for Week Ending September 19

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

MONTY KELLY ORK
Three o'Clock in the Morning
ESSEX 328—In a smart moze, Essex has revived the beautiful evergreen in a shimmering string treatment by the large Kelly ork.

PERRY COMO
Pa-Paya Mama
V 20-5447—A ranchero with a novelty lyric is this latest Perry Como side.

THE FOUR LADS
Istanbul
COLUMBIA 40082—Here's a potent slicing by the Four Lads that has a chance to make it.

I Should Have Told You Long Ago
Here's another potent side by the Lads. They sing this pretty ballad with smoothness and taste over an infectious beat by the ork.

ROSEMARY CLOONEY
Shoo, Turkey, Shoo
COLUMBIA 40056—A bright and happy novelty receives a first-rate reading by Rosie, with a lot of support from a kids chorus and the ork.

THE LANCERS
Sweet Mama Tree Top Tall
TREND 63—The combo comes thru with a solid waxing in this happy reading of the cute ditty.

LU ANN SIMMS
I Won't Be Home No More
COLUMBIA 40084—This is a Hank Williams tune. On this pop version Miss Sims gives it a good lift with her vocal.

JOE MARINE
Masquerade of Broken Hearts
DECCA 28817—The real sad love ballad is warbled gently by Joe Marine.

MARAI & MIRANDA
Mailman, Any Mail?
COLUMBIA 40078—The well-known concert team departs from its normal folk style on this one.

DANNY KAYE
I'll Buy the Ring
DECCA 28815—Romantic oldie about the name of a guy's sweetie is sung

Jazz

KID ORY'S BAND
Original Dixieland One Step
GOOD TIME JAZZ 85—The Kid Ory crew was never brighter than it is on this wild New Orleans performance of the well-known jazz standard.

KID ORY'S BAND
Weary Blues
GOOD TIME JAZZ 84—New Orleans fans will get their kicks out of this foot-tapping instrumental reading of an old-time blues by the Kid Ory crew.

LOU STEIN TRIO
Poinciana
BRUNSWICK 80229—Lou Stein's fine piano technique is more than evident on this listenable slicing of the oldie.

Tenderly
Concert style piano work by Stein on the lovely tune is given a lovely performance until the second chorus when he and the rhythm up the tempo.

JOHNNY SMITH QUINTET
Vivia
ROYAL ROOST 573—Johnny Smith on guitar, Eddie Safranski on bass, Sanford Gold on piano and Don Lamond on drums help make this a smooth performance of the oldie.

Stars Fell on Alabama
Interesting instrumental performance of the oldie, made noteworthy only by Smith on guitar and Stan Getz' warm tenor.

SHELLY MANNE AND HIS MEN
You're My Thrill
CONTEMPORARY 356—The Shelly Manne combo, which believes in soft, albeit cool arrangements, shows off some fair ensemble work on this instrumental rendition of the oldie.

HELEN MERRILL
My Fanny Valentine
ROYAL ROOST 575—Miss Merrill awards the ballad an ethereal interpretation, slow and finely phrased.

PHINEAS NEWBORN JR.
How High the Moon
PROGRESSIVE 500—Newborn, the label's new jazz discovery, tackles the standard with enthusiasm and turns in some adequate, tho not overly stimulating, pianistics.

FRANKIE YANKOVIC
Valley Spring Polka
COLUMBIA 40075—Instrumental polka with Yankovic's accordion leading the way.

One More Dance
A very pleasant and danceable waltz with the Yankee Doodlers chiming in with a good group vocal.

Polka

Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ALADDIN, ARCADE, ATLANTIC, BRUNSWICK, CARNATION, COLUMBIA, CORAL, DECCA, ESSEX, HORIZON, IMPERIAL, KEM, KING, LLOYDS, MODERN, PEACOCK, RCA VICTOR, RPM, SPECIALTY, SUN, TAILOR, TREND and their corresponding release counts.

Country & Western

WEBB PIERCE
There Stands the Glass
DECCA 28834—Bold imagery marks this lyric. Webb Pierce has done well with this type of tune before and will probably merit plenty of action with this one.

HAWKSHAW HAWKINS
The Mark 'Round My Finger
V 20-5444—A good weeper with a new twist. Hawkins' relaxed style is a pleasure to listen to.

AUTRY INMAN
That's When I Need You the Most
DECCA 28778—Autry Inman's delivery of this weeper is individualistic and has a fine serious quality.

RUSTY WELLINGTON
Dog-Gone It Baby I'm in Love
ARCADE 116—Rusty Wellington reveals an infectious style in this likable reading of the cute opus.

LITTLE JIMMY DICKENS
Thick and This
COLUMBIA 21159—Cute and bouncy, this rhythmic ballad is waxed cheerfully.

LOUIS INNS
Suicide
KING 1260—Title can be misleading. It's a rhythm novelty with a fine

Continued on page 52

Spiritual

SISTER WYNONA CARR
The Ball Game
SPECIALTY 855—Sister Wynona Carr draws an analogy between baseball and the game of life.

THE ZION TRAVELERS
Tell Them That You Saw Me
SCORE 2147—The group comes thru with a powerful reading of the spiritual that mounts in excitement toward the close.

CHRISTIAN TRAVELERS
Make More Room for Jesus in Your Life
PEACOCK 1715—The Christian Travelers make a solid effort here, and they make the most of it.

THE FOUR INTERNES
Stepped in the Water
FEDERAL 12146—The boys come thru with a solid reading of a bright jubilee spiritual as they tell of Noah and the floods of the period.

BRO. CLEOPHUS ROBINSON
When I Can Read My Title Clear
PEACOCK 1719—The lovely spiritual is sold with sincerity by Robinson and with much warmth and emotion.

MYRTLE JACKSON
He Lifted Me
BRUNSWICK 84019—An okay rendition of a simple religious ballad penned by Myrtle Jackson.

STUART HAMBLEN
Partners With the Lord
COLUMBIA 21158—Stuart Hamblen does a fine job with a new sacred effort that he penned himself.

BLACKWOOD BROTHERS QUARTET
How Many Times
V 20-5443—Strong performance by the Blackwood Brothers on a fine sacred ditty, over happy piano backing.

THE SWALLOWS
Trust Me
KING 4656—The Swallows come thru with a warm reading of a slight new ballad, with a lead singer taking the tune thru, over a humming backing.

Rhythm & Blues

B. B. KING
Please Hurry Home
RPM 391—B. B. King has a good chance of coming up with another hit with this solid performance on a new jump blues. The material is not as strong as some of the tunes he has had on previous platters.

RAY CHARLES
Heartbreaker
ATLANTIC 1008—Charles has done some good work in the past, but on this waxing he has a chance to break thru.

BULL MOOSE JACKSON ORK
Hodge-Podge
KING 4655—Title suggests confusion, but don't let it be misleading. This is an instrumental with a lot of precision.

WILLIE MAE THORNTON
They Call Me Big Mama
PEACOCK 1621—Fast jump blues sung by Willie Mae Thornton has drive and beat.

ACE HARRIS
Please Don't Put Me Down
BRUNSWICK 84020—Harris warbles his appeal for continued romance with great persuasion.

JACK DUPREE
Ain't No Meat on de Bone
KING 4651—This strong item will merit plenty of juke box exposure.

JOE LIGGINS
The Big Dipper
Rhythmic opus describing a new dance is forcefully projected by Liggins and the ork.

RUFUS THOMAS JR.
Tiger Man
SUN 188—A novelty blues sung by Rufus Thomas Jr. Lyric does not make much sense, but will get some attention because of its weird quality.

THE SWALLOWS
Trust Me
KING 4656—The Swallows come thru with a warm reading of a slight new ballad, with a lead singer taking the tune thru, over a humming backing.

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

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

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

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

(Continued on page 53)

TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥

# BILL DARNEL

TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥

TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥

# "TONIGHT, LOVE"

*A Sings*



**MORT HARRIS**

Publicity East Coast

**PHIL BARRI**

Publicity West Coast

**MORRIS DIAMOND**

Record Promotion

**DICK LA PALM**

Record Promotion Chicago

**JOHNNY BROWN**

Personal Management

CBS Building

1697 Broadway, New York, N. Y.

DECCA 28706 • 9-28706



TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥ TONIGHT LOVE ♥

# THIS WEEK'S BEST BUYS

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

## Popular

- MANY TIMES (Broadcast, BMI)—Eddie Fisher** —RCA Victor 20-5453  
The strongest of this week's selections. Strong reports from Boston, New York, Philadelphia, Pittsburgh, St. Louis and Cleveland. Flip is "Just to Be With You" (Trinity, BMI). A previous "New Record to Watch."
- ST. GEORGE AND THE DRAGON NET (Alamo, ASCAP)**
- LITTLE BLUE HIDING HOOD (Alamo, ASCAP)—Stan Freberg—Capitol 2396**  
Potentially a very strong novelty. Boston, New York, Cleveland and two L. A. reports say the sales are strong. It's good in Cincinnati. Most reports are on the retail side but there are enough reports of operator action to justify it as a selection for juke boxes too. Most action on "St. George." A previous "New Record to Watch."
- LOVE WALKED IN (Chappell, ASCAP)**
- TO BE ALONE (Randy Smith, ASCAP)—Hilltoppers—Dot 15105**  
Record has just been received for review but already has shown enough sales strength to list as a "Best Buy" immediately.
- MY LOVE, MY LIFE, MY HAPPINESS (Triangle, ASCAP)**

**IF YOU WANT MY HEART (Hillcrest, ASCAP) —Ames Brothers—RCA Victor 20-5404**  
For a number of reasons this follow-up disk has taken a while getting started, but this week's reports showed a good pick-up in activity. Strong in Milwaukee, Philadelphia and good in St. Louis, Pittsburgh, Durham, Cleveland and Cincinnati. Most action on "My Love." A previous "New Record to Watch."

**CHOO CHOO TRAIN (Disney, ASCAP) THIS TOO SHALL PASS AWAY (Dartmouth, ASCAP)—Doris Day—Columbia 40063**  
This is showing a steadily increasing sales picture. Pittsburgh and St. Louis reported strong sales. Two L. A. reports said the same. New York, Philadelphia and Durham reported good activity. A previous "New Record to Watch."

Buy" immediately. Strong reports from Philadelphia, Cincinnati, Chicago, Cleveland and St. Louis. There's air play trouble reported but record is selling nevertheless. Most action on "TV."

**PLEASE HURRY HOME (Modern, BMI) — B. B. King—RPM 391**

Just out, the record has taken hold very fast. Strong reports from St. Louis, L. A. and Central Tennessee with Philadelphia and Pittsburgh adding good reports. Flip is "Neighborhood Affair" (Modern, BMI). A previous "New Record to Watch."

**I WISH YOUR PICTURE WAS YOU (Venice, BMI)**

**FROG LEGS (Venice, BMI) — Lloyd Price — Specialty 471**

Strong reports from Philadelphia, Cincinnati, Cleveland and Dallas. Showed greatly increased strength this week. Most action on "Wish." A previous "New Record to Watch."

**PERFECT WOMAN—Four Blazers—United 158**

Very good reports from St. Louis, L. A., Central Tennessee, Cleveland and Cincinnati. Strong in Chicago. Flip is "Ella Louise."

## Country & Western

No selections this week.

## Rhythm & Blues

**TV IS THE THING**

**FAT DADDY —Dinah Washington—Mercury 70214**  
Record just received but field reports are so strong it's being pushed thru as "Best

# NEW RECORDS TO WATCH

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

## Popular

- VIC DAMONE**  
Ebb Tide (Robbins, ASCAP) — Mercury 70216—The first vocal version of the Chacksfield instrumental hit, and it's Damone at his best. The melody has already been established and the new lyrics are powerful. But the real highlight here is the performance by Damone. It could be big. Flip is another warm ballad, "If I Could Make You Mine" (Paxton, ASCAP).
- BONNIE LOU**  
Pa-Paya Mama (Sheldon, BMI)  
Since You Said Goodbye (Comet, BMI)—This gal started in the country field and has sold consistently well. With each release she seems to be picking up more and more pop sales. This seems a natural for the country field but is listed in the pop category because it could be a real big one for her. "Mama" has already been cut by Como and "Goodbye" is a powerful ballad. Thrush really sings up a storm. Watch it.
- FELICIA SANDERS**  
Embrasse—Columbia 40085—A French import that could create a stir. Thrush's intimate and sexy handling is just right and could make a lot of spines tingle. Percy Faith adds a lush backing. Stacks up as a natural for heavy deejay play. Flip is "Melancolie" (Southern, ASCAP).

**JO STAFFORD-FRANKIE LAINE**  
New Orleans — Columbia CL 6268 — Two powerful names coupled for the first time on a disk that is very well programed and performed. Could be a big one. (See review in Packaged Record section.)

## Classical

**TOSCANINI-NBC SYMPHONY**  
Verdi: Otello—RCA Victor LM 6107—The long-awaited recording of the Verdi opera that Toscanini broadcast in 1947. Ramon Vinay sings the title role. (See review in Packaged Record section.)

## Country & Western

- CHARLIE ALDRICH**  
Kinsey's Book (Intro, BMI)—Intro 6083—Title alone should build interest here. It's a verse and chorus ditty with gang singing backing up Aldrich. Pop deejays could have some fun with this. Don't worry, it's playable. Flip is "Somebody Goofed" (Fairway, BMI).
- HAWKSHAW HAWKINS**  
The Mark 'Round My Finger (RFD, ASCAP)  
A Heap of Lovin' (Milene, ASCAP)—RCA Victor 20-5444—Hawk has a winning style and he's working on good material on this disk. Could stir a lot of activity.

## Sacred

**RED FOLEY**  
The Keys to the Kingdom (Hill & Range, BMI)  
The Last Mile of the Way (Kenny, BMI)—Decca 28796—Two fine pieces of material with Foley in topnotch form. 'Nuff said.

## Rhythm & Blues

- WILLIE MABON**  
You're a Fool (Terrific, BMI)—Chess 1548—Sales reports are already coming in on this one. Name of firm publishing tune could be indicative of its potential sales. Flip is "Monday Woman" (Goday, BMI).
- ORIOLES**  
In the Mission of St. Augustine (Republic, BMI)  
Write and Tell Me Why (Valley, BMI)—Jubilee 5217—Group again digs into other fields for material and comes up with a potential winning follow-up to "Crying in the Chapel." There are pop possibilities here.
- SISTER WYMONA CARR**  
The Ball Game (Venice, BMI)—Specialty 855—An allegorical piece of material which compares life's fight against sin with a baseball game. Sister Carr's performance is a rich and exciting one. Flip is "I Know by Faith" (Venice, BMI).

# COMING UP IN THE TRADE

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

(Listed Alphabetically)

## Popular

- DEAR JOHN LETTER**  
Pat O'Day—M-G-M 11566
- FROM HERE TO ETERNITY**  
Frank Sinatra—Capitol 2560
- I FORGOT MORE THAN YOU'LL EVER KNOW**  
Davis Sisters—RCA Victor 20-5345
- I LOVE PARIS**  
Les Baxter Ork—Capitol 2479
- I WANT TO BE EVIL**  
Eartha Kitt—RCA Victor 20-5442
- LOVE ME AGAIN**  
BEFORE IT'S TOO LATE  
Sunny Gale—RCA Victor 20-5424
- MISSION OF ST. AUGUSTINE**  
Sammy Kaye Ork—Columbia 40061

- OH MIS'RABLE LOVE**  
Bobby Wayne—Mercury 70211
- PROUD NEW FATHER**  
John Standley—Capitol 2569
- RICOCHET**  
Teresa Brewer—Coral 61043
- ST. LOUIS BLUES**  
Billy Eckstine—M-G-M 11573
- STORY OF THREE LOVES**  
Jerry Murad—Mercury 70202
- TONIGHT, LOVE**  
Bill Darnell—Decca 28706
- THE VELVET GLOVE**  
Henri Rene-Hugo Winterhalter—RCA Victor 20-5405

## Country & Western

- DON'T BRUSH THEM ON ME**  
MY WASTED PAST  
Ernest Tubb—Decca 28777
- FOR NOW AND ALWAYS**  
Hank Snow—RCA Victor 5380
- FORGIVE ME, JOHN**

- Jean Shepard-Ferlin Huskey—Capitol 2586
- GAMBLER'S GIT BOX**
- YOUR CLOBBERED HEART**  
Homer & Jethro—RCA Victor 20-5429
- HEY, JOE!**  
Kitty Wells—Decca 28797
- I CAN'T ESCAPE**
- WEARY BLUES FROM WAITIN'**  
Hank Williams—M-G-M 11574
- IF I NEVER GET TO HEAVEN MAMA, COME GET YOUR BABY BOY**  
Eddy Arnold—RCA Victor 20-5115
- JOHN'S REPLY**  
Pete Lane-Bernice Stabile—Imperial 8206
- MARRIAGE OF MEXICAN JOE**  
Carolyn Bradshaw—Abbott 141
- SHAKE A HAND**  
Red Foley—Decca 28839
- WHY DON'T YOU OPEN THE DOOR?**  
York Brothers—King 1248

## Rhythm & Blues

- THE COME BACK**  
Memphis Slim—United 156
- DRUNK**  
Jimmy Liggins—Specialty 470
- FEELIN' GOOD**  
Little Junior's Blue Flames—Sun 187
- I LOVE YOU SO GEE**  
Crows—Rama 5
- QUARTER TO TWELVE BLUES WITH A FEELING**  
Little Walter—Checker 780
- SHAKE A HAND**  
Savannah Churchill—Decca 28836
- SHE WANTS TO ROCK I HAD A LOVE**  
The Flairs—Flair 1012
- THE VERY THOUGHT OF YOU**  
Earl Bostic—King 4653

# CURRENT TOP RECORDS

See page 38 for the current top pop records.  
See page 50 for the current top c.&w. records.  
See page 53 for the current top r.&b. records.  
See page 48 for the current top packaged records.



HERE'S ONE  
EVERYBODY  
WANTS!

*Eddy*

*Howard*  
**'SKIRTS'**

AND

**"THE PRICE I PAID FOR YOU"**

MERCURY 70225 • 70225X45

JERRY, DID YOU TELL THEM ABOUT  
OUR BRAND NEW POP RECORD  
"A WOMAN IS STRANGE"

TELL 'EM!  
WAIT 'TIL THEY  
HEAR IT! MY  
TALENT FRIGHTENS  
ME!



**JUST OUT!**

**PAUL WINCHELL and JERRY MAHONEY**

"A Woman Is Strange"  
and "Friendly Polka"

Mercury 70229 • 70229X45



**"POP" PARADE**

**"GAMBLER'S GUITAR"  
RUSTY DRAPER**

Flip Side . . . "Free Home Demonstration"  
Mercury 70167 • 70167X45

**'Sweet Leilani'  
JERRY MURAD**

and RICHARD HAYMAN  
Mercury 70202 • 70202X45

**"OH, MIS'RABLE LOVE"  
BOBBY WAYNE**

Flip Side . . . "His Business Is Love"  
Mercury 70211 • 70211X45

**"LIGHTHOUSE"  
RUSTY DRAPER**

Flip Side . . . "I Love To Jump" . . . Mercury 70188 • 70188X45

**"EBB TIDE"  
VIC DAMONE**

Flip Side . . . "If I Could Make You Mine"  
Mercury 70216 • 70216X45

**"MOONLIGHT"  
RICHARD HAYES**

Flip Side . . . "Lonely" . . . Mercury 70215 • 70215X45

**"IS ZAT YOU MYRTLE"  
THE CARLISLES**

Flip Side . . . "Something Different"  
Mercury 70174 • 70174X45

**"SHAKE A HAND"  
AND "EMBRASSE"  
BERNICE PARKS**

Mercury 70224 • 70224X45

**"WARSAW CONCERTO"  
RALPH MARTERIE**

Flip Side . . . "Lazy River" . . . Mercury 70221 • 70221X45

**"TV IS THE THING"  
DINAH WASHINGTON**

Flip Side . . . "Fat Daddy" . . . Mercury 70214 • 70214X45

The Billboard's Music Popularity Charts

... for Week Ending September 19

TOP POPULAR RECORDS

Best Selling Singles

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists top 19 best-selling singles.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists top 20 most played records in juke boxes.

Most Played by Jockeys

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

Table with 3 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists top 20 most played records by jockeys.

VOX JOX

B. CHARLOTTE SUMMERS

Jox Trix

Bob Shaw, KSEO, Durant, Okla., is lining up listeners for his "Dishwasher's Serenade" show by offering membership in the "Sisters of the Suds" club...

modern music enthusiasts. McLellan will appear as host during the broadcast to such top artists as the George Shearing Quintet, Louis Armstrong, Josh White, etc. . . . Jerry Marshall, WNEW, New York, has a new gimmick on his "Saturday Music Hall Round-up."

Change of Theme

Jack Thayer, WCTN, Minneapolis, recently started a new TV deejay show for WCTN-TV. The show, called "Jack's Corner Drug," features 25 to 30 teen-agers, a soda fountain, juke box, prizes, dances and special guest stars. . . . Stan Cox, after 13 years as a hillbilly disk jockey on KONO, San Antonio, has resigned to join the technical staff of KEYL-TV, San Antonio. . . . After a year of being (Continued on page 44)

See PAGES 48 AND 49

for



Best Sellers in These Categories:

EXTENDED ORCHESTRAL WORKS

CHAMBER MUSIC

Packaged Record REVIEWS

S. F.'s Crazy Mixed-Up Ork

Continued from page 22

it: What are they going to do with it? At the present moment the ork appears to be a cross between the Boston Pops—in one of its light-hearted moods, and the old Fred Waring ork—without the glee club and without Poley. It is neither fish nor fowl as it now stands, tho it is loaded with new sounds, trick arrangements and gimmicks beyond compare.

For its New York debut the ork presented many of its RCA Victor wax items, including the tedious musical joke "EP Suite," the artistically perfect "April in Paris," "Mulberry Bush," "Midnight Sleigh Ride" and "Pale Moon." Thrush Sally Sweetland, a wonderful singer, provided a striking descant for the beautiful "April in Paris," and did a fine job with "Autumn Leaves." And guitarist Mundell Lowe with a trio turned in some fine work as well. The ork's often pretentious arrangements gave it a chance to show off its fabulous instrumentation.

Basically, the Sauter-Finegan ork appears to be trying to over-

lay or inlay pop tunes with much too much garnish, abhorring simplicity for the rococo. It seems a shame, too, because the S-F crew occasionally comes thru with the wonderful sound and beat that graced the great Benny Goodman crew in 1940-'41 when Eddie Sauter handled its arrangements.

The Sauter-Finegan ork has precision, drive and enthusiasm; and, with somewhat commercial arrangements, it could be a superb ork. But 'tis a pity to see the Sauter-Finegan crew lost in such a musical maze, with all the talent, money and records at its disposal. Bob Rolontz.

Show to Unveil

Continued from page 22

and Gus Grant lined up the personnel. According to those close to Shaw, he is not interested in a big band now, but wants to stay on the night club circuit with the Gramercy Five. However, if his reception is strong enough, it is possible that he will take out a large ork eventually.





# BUDDY MORROW

and his Orchestra  
playing . . .

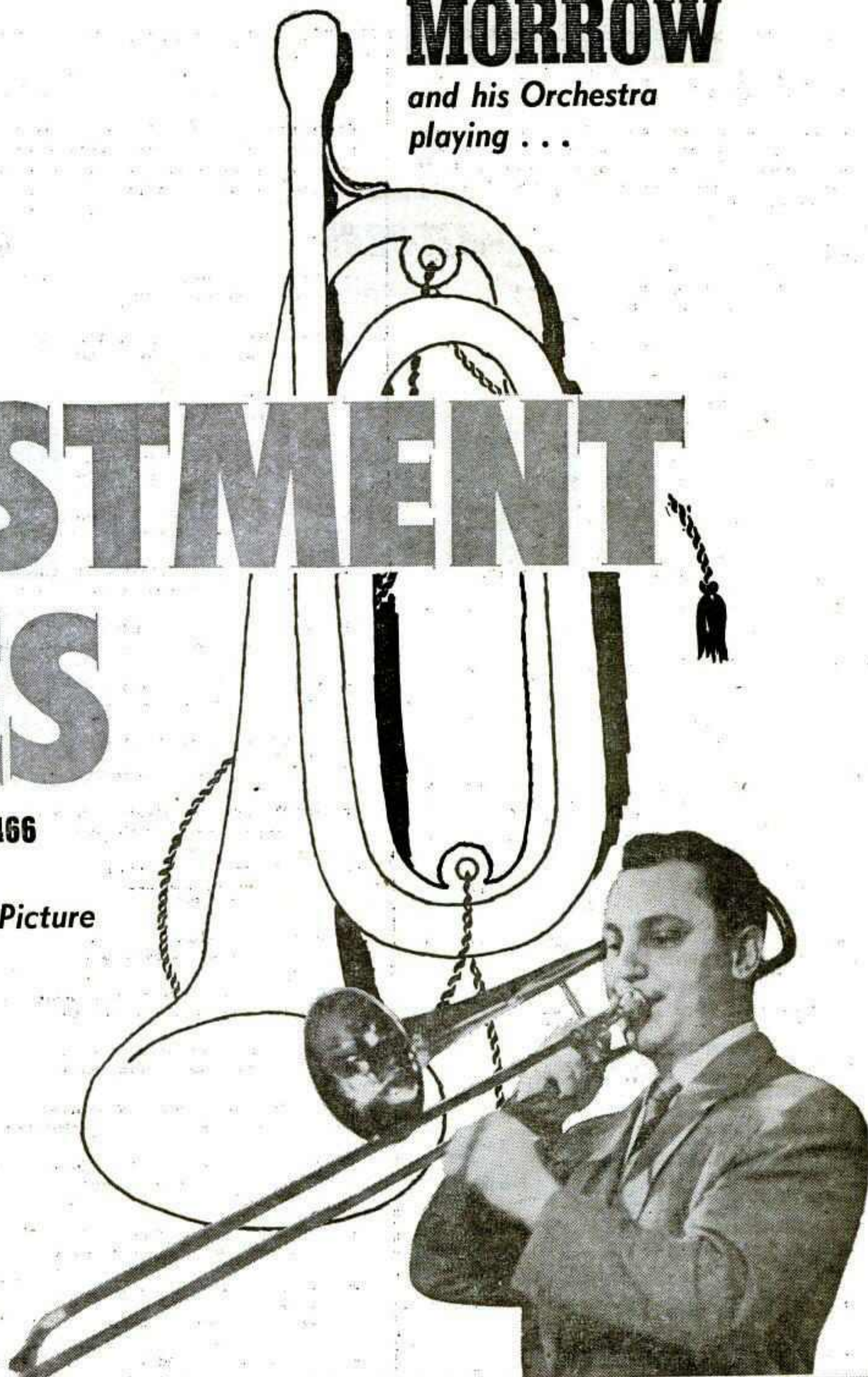
# RE-ENLISTMENT BLUES

c/w Quarter To Twelve 20/47-5466

The **BIG** Song from The **BIG** Picture

## "FROM HERE TO ETERNITY"

played as it's played  
in the movie!



SALES GROW  
WHEN YOU GO 45

### NEW RELEASES

RCA Victor—Release #53-39

#### POPULAR

**PA-PAYA MAMA  
YOU ALONE**  
(Solo Tu)

Perry Como with Hugo Winterhalter's  
Orch. and Chorus . . . 20-5447 (47-5447)\*

**HEARTBREAK OR HEAVEN**  
PHONOGRAPH RECORD

Dolores Martel with Orch.  
cond. by Henri Rene  
Vocal by Dolores Martel, Dolores  
Martel, Dolores Martel. 20-5455 (47-5455)\*

**ALL MAN AND ALL MINE  
FLY BIRD**  
(And Tell Him)

Lisa Kirk with Orch. under the  
direction of Harry Geller  
. . . . . 20-5457 (47-5457)\*

**RE-ENLISTMENT BLUES**

(from the Columbia film "From Here  
to Eternity")

**QUARTER TO TWELVE**

Buddy Morrow and his Orch.  
Vocal refrain by Frankie Lester  
. . . . . 20-5466 (47-5466)\*

**POLISH PIANO POLKA**

**ISABELLA AND MARIECHEN—Waltz**  
Lawrence Duchow and his Orch.  
. . . . . 20-5464 (47-5464)\*

**CUP OF JOY—Bolero**  
**TWO DREAMS—Bolero**  
(Dos Cruces)

Nora Morales and his Orch.  
with Danny Sutton . . . 20-5465 (47-5465)\*

#### SACRED

**I AM SO GLAD JESUS LIFTED ME  
IS HE SATISFIED!**

The Jordanaires . . . . . 20-5458 (47-5458)\*

#### COUNTRY/WESTERN

**WHERE'D JA GET SO MUCH OF  
I JUST DON'T LOVE YOU ANYMORE**

Curtis Gordon . . . . . 20-5461 (47-5461)\*

**I FOUND OUT MORE THAN YOU EVER KNEW  
DON'T BELIEVE EVERYTHING THAT YOU READ  
ABOUT LOVE**

Betty Cody . . . . . 20-5462 (47-5462)\*

#### SPIRITUAL

**I DREAMED OF A CITY CALLED HEAVEN  
YOU AIN'T GOT FAITH**

Bill Landford Quartet . . . 20-5459 (47-5459)\*

**POPULAR CATALOG OFFERING  
PEG O' MY HEART  
JEASOUS**

(From the MGM film "The Feminine Touch")  
The Three Suns . . . . . (47-5463)\*

#### ALBUM

**SEASONED GREETINGS from HOMER AND JETHRO**  
(All I Want for Christmas Is) My Upper Plate

• I Saw Mommy Smoochin' Santa Claus •  
Randolph the Flat-Nosed Reindeer • Frosty  
the De-Frosted Snow Man EPA-534\*

\*45 rpm cat. nos.

### BEST SELLERS

#### POPULAR

- Many Times/Just To Be With You  
Eddie Fisher . . . . . 20-5453 (47-5453)
- You, You, You/Once Upon a Tune  
Ames Brothers . . . . . 20-5325 (47-5325)
- My Love, My Life, My Happiness/If You Want My Heart  
Ames Brothers . . . . . 20-5404 (47-5404)
- I Want To Be Evil/Annie Doesn't Live Here Anymore  
Eartha Kitt . . . . . 20-5442 (47-5442)
- The Velvet Glove/Elsine  
Hugo Winterhalter-  
Henri Rene . . . . . 20-5405 (47-5405)
- No Other Love/Keep It Gay  
Perry Como . . . . . 20-5317 (47-5317)
- C'est Si Bon/African Lullaby  
Eartha Kitt . . . . . 20-5358 (47-5358)
- Love Me Again/Before It's Too Late  
Sunny Gale . . . . . 20-5424 (47-5424)
- Crying in the Chapel/Love Every Moment You Live  
June Valli . . . . . 20-5368 (47-5368)
- Don't Take Your Love From Me/Under Paris Skies  
The Three Suns . . . . . 20-5347 (47-5347)
- With These Hands/When I Was Young  
Eddie Fisher . . . . . 20-5365 (47-5365)
- I'm Walking Behind You/Just Another Polka  
Eddie Fisher . . . . . 20-5293 (47-5293)
- Gambler's Gil Box/Your Clobbered Heart  
Homer & Jethro . . . . . 20-5429 (47-5429)
- Eighteenth Variations/Introduction, Theme & Five  
Variations  
William Kapell . . . . . 10-4210 (49-4210)
- Relax/Caribbean  
Tony Martin . . . . . 20-5414 (47-5414)

#### COUNTRY/WESTERN

- I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie  
Davis Sisters . . . . . 20-5345 (47-5345)
- The Mark 'Round My Finger/A Heap of Lovin'  
Hawkshaw Hawkins . . . . 20-5444 (47-5444)
- Mama, Come Get Your Baby Boy/If I Never  
Get to Heaven  
Eddy Arnold . . . . . 20-5415 (47-5415)
- How's the World Treating You/Free Home Demonstration  
Eddy Arnold . . . . . 20-5305 (47-5305)
- I'm Casting My Lasso Towards the Sky/There's a  
Rainbow in Ev'ry Teardrop  
Slim Whitman . . . . . 20-5431 (47-5431)
- Honky Tonk Blues/Dirty Dishes Blues  
Lonesome Pine Fiddlers . . 20-5445 (47-5445)
- Maybe I Was Wrong/I Feel the Blues Comin' On  
Elton Britt . . . . . 20-5402 (47-5402)
- My Adobe Hacienda/Spanish Two-Step  
Pee Wee King . . . . . 20-4969 (47-4969)
- For Now and Always/A Message From the Trade Winds  
Hank Snow . . . . . 20-5380 (47-5380)
- Let Me Go Devil/Too Late To—  
Wade Roy . . . . . 20-5440 (47-5440)

#### RHYTHM/BLUES

- Somebody Work On My Baby's Mind/Whatever  
You're Doin'  
Du Droppers . . . . . 20-5425 (47-5425)
- Beginning to Miss You/Rhythm in the Breeze  
John Greer . . . . . 20-5370 (47-5370)
- There's No Other Way/Flat Foot Boogie  
Jackson Bros.' Orch. . . . . 20-5446 (47-5446)



# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending September 19

RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 • 4-40048
HEY, JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
IN THE MISSION OF ST. AUGUSTINE NO STONE UNTURNED	Sammy Kaye	40061 • 4-40061
I SEE THE MOON I JUST WANT YOU	The Mariners	40047 • 4-40047
I SHOULD HAVE TOLD YOU LONG AGO ISTANBUL	The Four Lads	40082 • 4-40082
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN	Doris Day	40063 • 4-40063
ELAINE ROSA MARIE	Percy Faith, Mitch Miller, Jerry Vale	40060 • 4-40060
MANY TIMES IN LOVE	Percy Faith	40076 • 4-40076
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
LINGER AWHILE TIME	Sarah Vaughan	40041 • 4-40041
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
TELL THE LADY I SAID GOODBYE ALL I DO IS DREAM OF YOU	Johnnie Ray	40046 • 4-40046
CHICKA-BOOM! CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending September 19

HEY, JOE! DARLIN', AM I THE ONE	Carl Smith	21129 • 4-21129
SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY	Marty Robbins	21145 • 4-21145
TRADEMARK DO I LIKE IT?	Carl Smith	21119 • 4-21119
I'M WORKIN' ON A ROAD HE TOOK YOUR PLACE	Lester Flatt and Earl Scruggs	21147-s • 4-21147-s
I'LL FURNISH THE SHOULDER YOU CRY ON THE LONESOME WALTZ	George Morgan	21151 • 4-21151
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
THE WRONG SIDE OF TOWN WHO STOLE THAT TRAIN	Ray Price	21149 • 4-21149
LET ME GO, DEVIL! WILDCAT BOOGIE	Johnny Bond	21160 • 4-21160
BEFORE YOU GO MAKE SURE YOU KNOW TWO FRIENDS OF MINE	Lefty Frizzell	21142 • 4-21142
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085

## CLIMBING FAST!

Elaine by Percy Faith & Mitch Miller  
Rosa Marie by Mitch Miller & Jerry Vale

78 RPM 40060 • 45 RPM 4-40060

### NEW POPULAR RELEASES

ARTHUR GODFREY WAIT TILL THE SUN SHINES NELLIE BLUES DON'T TELL ME THE SAME THINGS	40083 • 4-40083
PAUL WESTON YOU'RE THE RIGHT ONE PLANTERS PUNCH	40086 • 4-40086
KEN GRIFFIN EBB TIDE YAH DEAH!	40093 • 4-40093
LU ANN SIMMS FOR NOW AND ALWAYS BE PATIENT, MY DARLING	40087 • 4-40087
MITCH MILLER AUTUMN LEAVES THE SONG OF DELILAH	4-38971

### BEST SELLING POPULAR ALBUMS

NEW ORLEANS JO STAFFORD and FRANKIE LAINE "LP" Set C-344
ROMANCE FRANK PARKER and MARION MARLOWE "LP" CL 6267 • 45 Set B-1754 • 78 Set C-344
KEN GRIFFIN'S LATIN AMERICANA "LP" CL 6263
SUGAR AND SPICE OTTO CESANA "LP" CL 6261 • 45 Sets B-1712, B-1779
DREAM TIME MARTHA LOU HARP "LP" CL 6258 • 45 Set B-339

### NEW FOLK MUSIC RELEASES

JO STAFFORD and PAUL WESTON INVISIBLE HANDS I FOUND A FRIEND	21165-s • 4-21165-s
JOHNNY RAGSDALE WRONG SIDE OF THE FENCE COME RIGHT IN AND SET A SPELL	21163 • 4-21163
THE COLWELL BROTHERS NO DOWN PAYMENT—EASY TERMS MORGAN POISONED THE WATER HOLE	21164 • 4-21164

### NEW CHILDREN'S RELEASES

LU ANN SIMMS I DREAMT THAT I WAS SANTA CLAUS I JUST CAN'T WAIT 'TIL CHRISTMAS	J-170 • J 4-170
ARTHUR MALVIN SILENT NIGHT, HOLY NIGHT AULD LANG SYNE	388 WHITE CHRISTMAS (Two Parts) 389
SANTA CLAUS IS COMIN' TO TOWN UP ON THE HOUSETOP	390
SALLY SWEETLAND I SAW MOMMY KISSING SANTA CLAUS CHRISTMAS CHOPSTICKS	393
BOB HANNON PINOCCHIO, THE WOODEN PUPPET (Two Parts) THE UGLY DUCKLING (Two Parts)	398 399

Nothing like it!  
Both sides streaking  
for the top!

**FRANKIE LAINE**  
at his greatest

**ANSWER ME, LORD ABOVE**  
(Mutterlein)

Blowing Wild (The Ballad of Black Gold)  
from the United States Prod. "Blowing Wild."  
released thru Warner Bros.  
with Paul Weston, Mitch Miller,  
the Norman Luboff Choir,  
and Carl Fischer, piano  
78 rpm 40079 • 45 rpm 4-40079

**COLUMBIA  
RECORDS**

Trade Marks "Columbia," "Masterworks," "Entre" © Reg. U. S. Pat. Off. Marcus Registered

COLUMBIA RECORDS PROUDLY PRESENTS  
A MILLION DOLLAR PERSONALITY...



Lu  
Ann  
Simms

WITH PERCY FAITH and his orchestra...

singing-

WHAT A GAL!

WOTTA BAND!

WHAT A HIT!

WOTTA SONG!

WHAT A  
RECORD!

"I WON'T  
BE HOME  
NO MORE"

b/w

"YOU COULD BE MY LOVE"

Columbia 40084 (4-40084)



The Billboard's Music Popularity Charts

... For Week Ending September 19

# Territorial Best Sellers (Popular)



Our Thanks To  
Everyone For Making  
These "Hits" Possible...

**"I FORGOT  
MORE THAN  
YOU'LL EVER  
KNOW"**

- TONI ARDEN.....Columbia
- PATTY ANDREWS.....Decca
- DAVIS SISTERS.....Victor
- SONNY JAMES.....Capitol
- JOYCE PAUL.....Republic
- ED WILSON.....Intro

**"NORTH WIND"**

- SLIM WHITMAN.....Imperial

**"HAND ME  
DOWN HEART"**

- BONNIE LOU.....King
- LU ANN SIMMS.....Columbia

**FAIRWAY MUSIC CORP.**  
6365 Selma Ave.  
Hollywood 28, Calif.

**TEMPO**

The Stranger from the Sea

**JOE HANSEN**

plays traditional  
Irish, Scotch, English  
and early-American  
Folk Music

10" LP #TT2222

**TEMPO**  
RECORD CO. OF AMERICA  
4540 Sunset Blvd., Hollywood 46, California

As catchy as "DOWN YONDER"

**DEL WOOD'S**  
"RICKY-TIC PIANO"

vocal by DON ESTES

b/w "MOONLIGHT COCKTAIL"  
#705T

Sparkling, scintillating—  
DEL WOOD'S 2 Brilliant Albums.

**REPUBLIC** 714 Allison St.  
Nashville, Tenn.

**Essex**  
RECORDS

THE LABEL WITH  
A FUTURE...

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Philadelphia 42, Penna.

**PROMOTERS**

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 185 W. Randolph St., Chicago 1, Ill.

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

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

- Boston... **JUST A GIGOLO** J. P. Morgan, Derby 828  
**LOVE ME AGAIN** S. Gale, Victor 20-5424
- Chicago... **EIGHTEENTH VARIATION** W. Kappell, Victor 10-4210
- Detroit... **RICOCHET** T. Brewer, Coral 61043
- Los Angeles... **CRYING IN THE CHAPEL** E. Fitzgerald, Decca 28762
- Philadelphia... **JUST A GIGOLO** J. P. Morgan, Derby 828

## Territorial Best Sellers

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

### Atlanta

1. **Vaya Con Dios** L. Paul & M. Ford, Capitol
2. **No Other Love** P. Como, Victor
3. **You, You, You** Ames Brothers, Victor
4. **Dragnet** R. Anthony, Capitol
5. **Rags to Riches** T. Bennett, Columbia
6. **Crying in the Chapel** D. Glenn, Valley
7. **Crying in the Chapel** J. Valli, Victor
8. **Hey Joe** F. Laine, Columbia
9. **Oh** P. W. Hunt, Capitol
10. **Velvet Glove** H. Winterhalter, Victor

### Boston

1. **Rags to Riches** T. Bennett, Columbia
2. **Eh Cumpari** J. La Rosa, Cadence
3. **Ebb Tide** F. Chacksfield, London
4. **Vaya Con Dios** L. Paul & M. Ford, Capitol
5. **Story of Three Loves** J. Murad-R. Hayman, Mercury
6. **You, You, You** Ames Brothers, Victor
7. **Just a Gigolo** J. P. Morgan, Derby
8. **Love Me Again** S. Gale, Victor
9. **With These Hands** E. Fisher, Victor
10. **I'm Walking Behind You** E. Fisher, Victor

### Buffalo

1. **Oh** P. W. Hunt, Capitol
2. **Vaya Con Dios** L. Paul & M. Ford, Capitol
3. **You, You, You** Ames Brothers, Victor
4. **Eh Cumpari** J. La Rosa, Cadence
5. **No Other Love** P. Como, Victor
6. **Dragnet** R. Anthony, Capitol
7. **P. S.: I Love You** Hilltoppers, Dot
8. **You're Fooling Someone** J. James, M-G-M

### Chicago

1. **Eh Cumpari** J. La Rosa, Cadence
2. **Ebb Tide** F. Chacksfield, London
3. **Story of Three Loves** J. Murad-R. Hayman, Mercury
4. **Crying in the Chapel** J. Valli, Victor
5. **You, You, You** Ames Brothers, Victor
6. **Dragnet** R. Anthony, Capitol
7. **Don't Take Your Love From Me** Three Suns, Victor
8. **Vaya Con Dios** L. Paul & M. Ford, Capitol
9. **Eighteenth Variation** W. Kappell, Victor
10. **I Love Paris** L. Baxter, Capitol

### Cincinnati

1. **Vaya Con Dios** L. Paul & M. Ford, Capitol
2. **You, You, You** Ames Brothers, Victor
3. **No Other Love** P. Como, Victor
4. **Dragnet** R. Anthony, Capitol
5. **Oh** P. W. Hunt, Capitol
6. **Crying in the Chapel** J. Valli, Victor
7. **Ebb Tide** F. Chacksfield, London
8. **My Love, My Love** J. James, M-G-M
9. **I'm Walking Behind You** E. Fisher, Victor
10. **With These Hands** E. Fisher, Victor

### Cleveland

1. **Eh Cumpari** J. La Rosa, Cadence
2. **Rags to Riches** T. Bennett, Columbia
3. **I Love Paris** L. Baxter, Capitol
4. **Vaya Con Dios** L. Paul & M. Ford, Capitol
5. **Dragnet** R. Anthony, Capitol
6. **In the Mission of St. Augustine** S. Kaye, Columbia
7. **Velvet Glove** H. Winterhalter-H. Rene, Victor
8. **No Other Love** P. Como, Victor

### Dallas-Ft. Worth

1. **You, You, You** Ames Brothers, Victor
2. **Vaya Con Dios** L. Paul & M. Ford, Capitol
3. **Oh** P. W. Hunt, Capitol
4. **Dragnet** R. Anthony, Capitol
5. **No Other Love** P. Como, Victor
6. **P. S.: I Love You** Hilltoppers, Dot
7. **Ebb Tide** F. Chacksfield, London

### Denver

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

### Detroit

1. **My Love, My Love** J. James, M-G-M
2. **Dragnet** R. Anthony, Capitol
3. **Vaya Con Dios** L. Paul & M. Ford, Capitol
4. **You, You, You** Ames Brothers, Victor
5. **Ebb Tide** F. Chacksfield, London

6. **Eh Cumpari** J. La Rosa, Cadence
7. **Ricochet** T. Brewer, Coral
8. **P. S.: I Love You** Hilltoppers, Dot
9. **Velvet Glove** H. Winterhalter-H. Rene, Victor
10. **Tonight Love** B. Darnell, Decca

### Kansas City, Mo.

1. **Vaya Con Dios** L. Paul & M. Ford, Capitol
2. **You, You, You** Ames Brothers, Victor
3. **Dragnet** R. Anthony, Capitol
4. **Oh** P. W. Hunt, Capitol
5. **No Other Love** P. Como, Victor
6. **I'm Walking Behind You** E. Fisher, Victor
7. **P. S.: I Love You** Hilltoppers, Dot

### Los Angeles

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

### Milwaukee

1. **Crying in the Chapel** Rex Allen, Decca
2. **You, You, You** Ames Brothers, Victor
3. **Ebb Tide** F. Chacksfield, London
4. **Dragnet** R. Anthony, Capitol
5. **My Love, My Love** J. James, M-G-M

### New Orleans

1. **Vaya Con Dios** L. Paul & M. Ford, Capitol
2. **Oh** P. W. Hunt, Capitol
3. **With These Hands** E. Fisher, Victor
4. **No Other Love** P. Como, Victor
5. **Ebb Tide** F. Chacksfield, London
6. **I'm Walking Behind You** E. Fisher, Victor
7. **You, You, You** Ames Brothers, Victor

### New York

1. **Eh Cumpari** J. La Rosa, Cadence
2. **Vaya Con Dios** L. Paul & M. Ford, Capitol
3. **No Other Love** P. Como, Victor
4. **Crying in the Chapel** J. Valli, Victor
5. **I Love Paris** L. Baxter, Capitol
6. **You, You, You** Ames Brothers, Victor
7. **P. S.: I Love You** Hilltoppers, Dot
8. **Oh** P. W. Hunt, Capitol
9. **My Love, My Love** J. James, M-G-M
10. **Ebb Tide** F. Chacksfield, London

### Philadelphia

1. **Vaya Con Dios** L. Paul & M. Ford, Capitol
2. **You, You, You** Ames Brothers, Victor
3. **Oh** P. W. Hunt, Capitol

4. **Crying in the Chapel** D. Glenn, Valley
5. **No Other Love** P. Como, Victor
6. **Ebb Tide** F. Chacksfield, London
7. **P. S.: I Love You** Hilltoppers, Dot
8. **Dragnet** R. Anthony, Capitol
9. **Just a Gigolo** J. P. Morgan, Derby
10. **C'est Si Bon** E. Kitt, Victor

### Pittsburgh

1. **Rags to Riches** T. Bennett, Columbia
2. **Eh Cumpari** J. La Rosa, Cadence
3. **Hey Joe** F. Laine, Columbia
4. **Dear John Letter** J. Shepard-F. Huskey, Capitol
5. **Story of Three Loves** J. Murad-R. Hayman, Mercury
6. **Don't Take Your Love From Me** Three Suns, Victor
7. **You, You, You** Ames Brothers, Victor
8. **In the Mission of St. Augustine** S. Kaye, Columbia

### St. Louis

1. **Eh Cumpari** J. La Rosa, Cadence
2. **Ebb Tide** F. Chacksfield, London
3. **You, You, You** Ames Brothers, Victor
4. **Dragnet** R. Anthony, Capitol
5. **Hey Joe** F. Laine, Columbia
6. **Oh** P. W. Hunt, Capitol
7. **My Love, My Love** J. James, M-G-M
8. **Vaya Con Dios** L. Paul & M. Ford, Capitol

### San Francisco

1. **Vaya Con Dios** L. Paul & M. Ford, Capitol
2. **You, You, You** Ames Brothers, Victor
3. **Crying in the Chapel** J. Valli, Victor
4. **P. S.: I Love You** Hilltoppers, Dot
5. **No Other Love** P. Como, Victor
6. **Dragnet** R. Anthony, Capitol
7. **C'est Si Bon** E. Kitt, Victor
8. **Ebb Tide** F. Chacksfield, London

### Seattle

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

### Washington, D. C.

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

ONLY THE BEGINNING!

Best Selling Singles

8. EH CUMPARI—J. La Rosa..... 16 2  
Till They've All Gone Home—  
Cadence 1232—BMI

Most Played in Juke Boxes

18. EH CUMPARI—J. La Rosa..... — 1  
Till They've All Gone Home—  
Cadence 1232—BMI

Most Played by Jockeys

15. EH CUMPARI—J. La Rosa..... — 1  
Till They've All Gone Home—  
Cadence 1231—BMI

out **5** weeks  
and already  
on the  
**BEST SELLER**  
charts

THE BILLBOARD  
SEPTEMBER 19, 1953

*The Voice all America Loves...*

**JULIUS  
LA ROSA**

*singing*

**EH, CUMPARI**

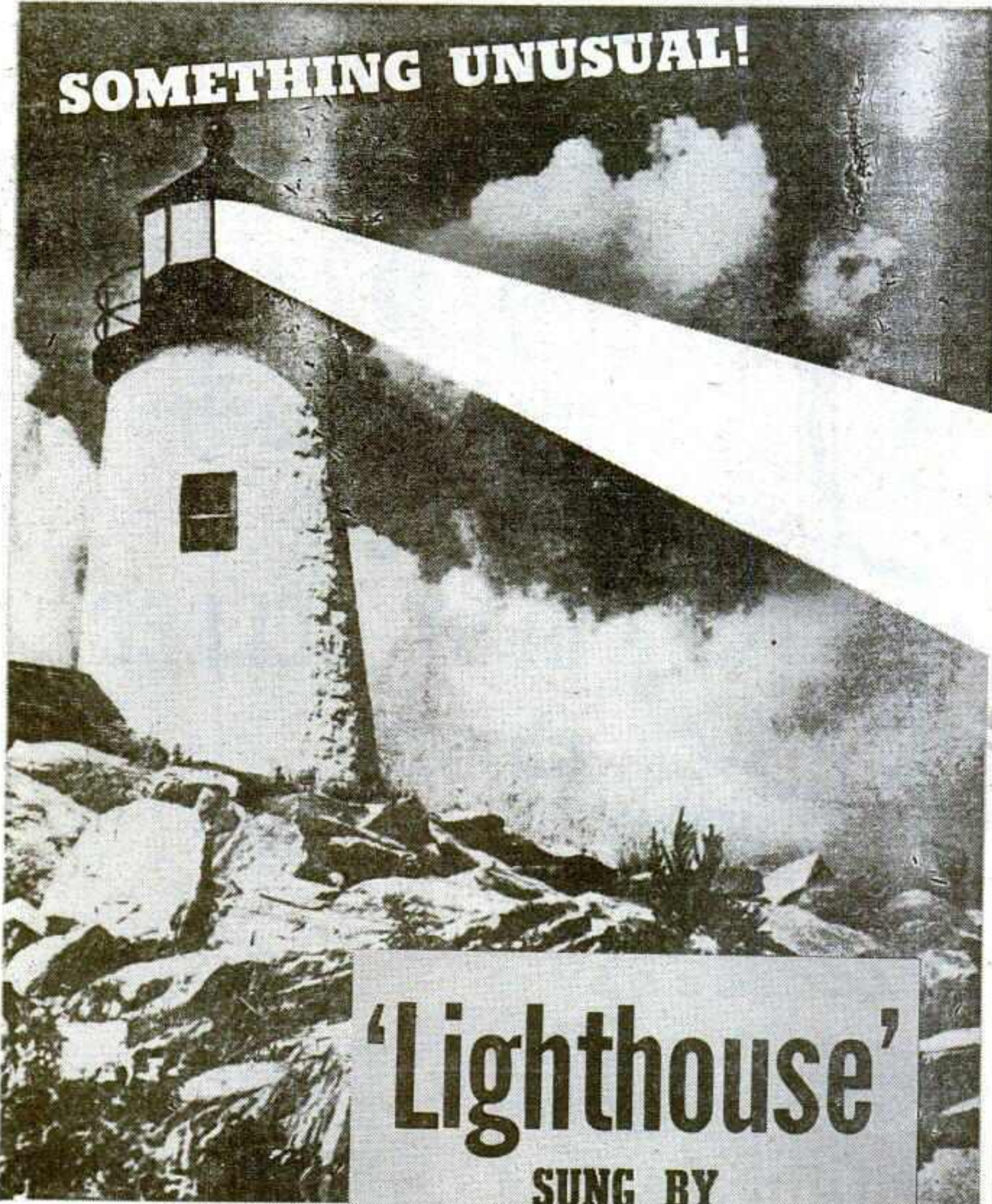
b/w

**TILL THEY'VE ALL GONE HOME**  
CADENCE 1232

*An Archie Bleyer Production*  
**Cadence RECORDS**

270 PARK AVENUE, NEW YORK, N. Y.

THE LABEL WITH THE PICTURE



**SOMETHING UNUSUAL!**

# 'Lighthouse'

SUNG BY

# Rusty Draper

COUPLED WITH

**"I LOVE TO JUMP"**

MERCURY 70188 • 70188X45



APPEARED  
**6**  
CONSECUTIVE  
WEEKS

IN BILLBOARD'S  
"RECORDS COMING  
UP IN THE TRADE"



PUBLISHED BY B AND F MUSIC • CHICAGO

Also Publishers of That Great Hit  
**"GAMBLERS GUITAR"**

## VOX JOX

Continued from page 38

off the air, "Diskin' with Dennis" resumes on WREN, Topeka, Kan., with **Dennis Murphy** in the jockey seat. . . . **Tom Shields**, WCPS, Tarboro, N. C., returns after a brief vacation in Virginia. . . . **Frank Allan**, formerly with WLEE, Richmond, Va., has joined KFEQ and KFEQ-TV, St. Joseph, Mo. . . . **Ted Court**, WCFV, Clifton Forge, Va., has moved to WSL5 AM and FM, Roanoke, Va. . . . **Eddie Hubbard**, WJJD, Chicago, left this week for his first vacation in five years. . . . **Ed Welch**, WMCA, New York, is home again after a vacation tour of the West Coast.

### Guestings

**Bob Bassett**, WPEP, Taunton Mass., is now convinced that appearances by artists on deejay shows result in popularity for their disks. Recently Bassett played host to **Dick Freitas** and **Lenny Forrest**. Forrest signed up 73 listeners for his fan club via telephone requests, and Bassett tells us that both records, Freitas' "Balerico" and Forrest's "Easy Come Love," jumped off to a real big start as a result of that p.a. . . . **Charlie Shaw**, WOLF, Syracuse, turned his spinning duties over to **June Valli** recently to select and play her favorite records on his early morning show. Miss Valli was appearing at a local nitery in Syracuse. . . . **Art Laboe**, KGFJ, Hollywood, who is celebrating his 10th year as a deejay, enjoyed a visit from **Richard Hayman**.

### This 'n' That

**Jack Simmons**, WHYL, Carlisle, Pa., would like Central Pennsylvania jocks to contact him for an organized jock gab session. . . . **Bud Brees**, formerly **Ari Mooney's** vocalist on M-G-M, has just completed his second year at WPEN, Philadelphia. In addition to personals, Brees has been running record hops in Magnolia, N. J., and tells us his new RCA record with **Hugo Winterhalter**, called "Lovers' Waltz," is moving nicely. . . . **Jim Fagan**, WBTA, Batavia, N. Y., likes **Gordon MacRae's** new slicing of "C'est Magnifique." He says it's by far the best thing he's ever done and the most commercial, too. . . . **Jim Narz**, KPOL, Los Angeles, thinks that **Pee Wee King**, **Red Stewart** and **Chilton Price** wrote their best song when they wrote, "Homin' Time." . . . Belated birthday greetings to **Jack Garrett**, WQBC, Vicksburg, Miss., ex-tenor and saxman from Philadelphia. . . . **Ted Booth**, WJVB, Jacksonville Beach, Fla., tells us he gets a much higher percentage of calls for **Red Buttons'** "Strange Things" than the flipside, "Ho Ho Song."

**Jerry Kay**, WVEZ, New Orleans, urges his fellow deejays to listen to the new song by the **Dukes of Dixieland** on Okeh Records, called "What's the Matter?" He says, "It is strictly good listening and has all the potentialities of becoming a big hit if all the jox will give it a push." . . . **Joe Deane**, WHEC Rochester, N. Y., writes, "The new **Doris Day** recording of 'Kiss Me Again, Stranger' should be the biggest smash ever for her. Could be another 'You Belong to Me'." . . . **Joe Ryan**, WALL, Middletown, N. Y., suspects that "Mr. Stork" has been added to the Capitol Records staff since "Proud New Father" arrived precisely at the moment a WALL announcer became a papa. . . . The September 14 issue of Time magazine carried a story in its Music department on the "Grimm's Fairy Tales" recording by **Al Collins**, WNEW, N. Y. . . . **Ernie Stone**, WMCA, New York, is readying three songs for an early recording.

## Set Makers to Start Disk Biz

LONDON, Sept. 19.—Mounting disk sales here have caused a scramble among firms in other branches of show business to get aboard the platter. First of the field to launch out in a big way is the \$17,000,000 television and radio set manufacturing firm of Pye.

At a company shareholders meeting this week Pye chief **Charles Stanley** announced the company was going into immediate production, pressing its own disks, which will feature American, Continental and British names. Stanley would not say whether the move would include raiding other catalogs for artists, but told shareholders the firm had been watching the growth of record sales in the United States and predicted the curve here would rise alongside TV. The firm believes the new venture will consolidate its position for many years to come.

## Deep River Boys Sign 7th Palladium Pact

LONDON, Sept. 19.—The Deep River Boys will make their seventh Palladium appearance in the theater's fall show which begins mid-October.

The team, **Harry Douglass**, **Vernon Gardner**, **Edward Ware** and pianist **Cam Williams**, has signed for nine weeks and will double in a late-night cabaret appearance at the Colony Restaurant.

We asked the country's top DJ's--

Which is the "A" side of Perry Como's new record?

We like 'em both—but there are more of you dj's than there are of us. To help us plan our promotions, will you please check your preference below and shoot this card back to me.

Cordially,  
**Bernie Miller**  
RCA VICTOR RECORDS

papaya mama   
you alone

Printed in U.S.A. P-311

See next week's RCA Victor ad in Billboard for the results of this poll!

# HERE'S REAL BLACK GOLD!

## A Great New Record



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 Lyrics by Paul Francis Webster

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"Blowing Wild"

*Starring* Gary Cooper and Barbara Stanwyck  
Released by Warner Bros.  
Produced by Milton Sperling

**Recorded by:**

# FRANKIE LAINE

with orchestra and chorus under the direction of

## MITCH MILLER

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on Columbia #40079

as sung in the picture

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TIDE"**

FIRST VERSION WITH LYRICS

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...One of his  
greatest  
records!



**Popular Record Reviews**

Continued from page 34

with plenty of the individual Danny Kaye charm. Should be a big seller in Britain, but many Kaye fans here will want it too. (Mills, ASCAP)  
**Hula Lou... 74**  
The Kaye humor peeps thru this warm and bluesy reading of the ballad. The kids may pass it by, but their elders should sample. (Advanced, ASCAP)

**IKE CARPENTER ORK**

**Tenzard... 74**  
DECCA 28853—What they've done here is twist the "Dragnet" theme backward and built it into an effective instrumental. A good rhythmic waltz, whose title should help it win initial exposure. (Navajo, BMI)  
**Walkin' Tune... 72**  
Another strong reading by the ork, which sets a solid beat behind the chanting of Andy Williams. Effort has a basic r.&r. flavor, which is all to the good in today's market. (Aladdin, BMI)

**DINNING SISTERS**

**Keep Your Promise, Willie Thomas... 74**  
DECCA 28833—Pleasant ditty about a romantic promise still unfulfilled is projected tenderly by the Dinning Sisters. Many should listen to it with pleasure, and the entry could attract plenty of spins. (Pickwick, ASCAP)  
**As Long as I'm Dreaming... 70**  
The gals handle this one gently, voicing its pretty sentiments charmingly. Tune is a dreamy waltz. (Vaughn Horton, ASCAP)

**LAWRENCE WELK ORK**

**Town and Country Polka... 74**  
CORAL 61003—Gene Pursell and Roberta Linn duet prettily as they chant the brisk polka. Fans of the dance form will enjoy this slicing. Many tavern jukes should do well with it. (E. H. Morris, ASCAP)  
**High Life Polka... 70**  
Spirited polka is handed a fluent reading by the ork. Roberta Linn is the able songstress. (Champagne, ASCAP)

**ERROLL GARNER**

**Frenesi... 71**  
COLUMBIA 40074 — Garner flashes his distinctive keyboard stylings with the aid of rhythm backing. The Garner coterie will want this. (Peer, BMI)  
**Mean to Me... 71**  
The Garner piano sparkles again on this oldie. It's a fine example of the imaginative improvisation he's capable of. Great album material. (De Sylva Brown & Henderson, ASCAP)

**PATTY ANDREWS**

**I Forgot More Than You'll Ever Know... 69**  
DECCA 28852—Miss Andrews doing a single is only fair with this torch item. (Fairway, BMI)  
**What Happened to You?... 69**  
Simple and affecting ballad, and Miss Andrews registers some emotion with it. (Masque Music, IND)

**LEE FEREBEE**

**I'm Gonna End Up Lovin' You... 69**  
DECCA 28823—Gal shows herself a better clefter than thrush in this so-so reading of a country-type ditty. (Pine Ridge, ASCAP)  
**The Headlines of My Heart... 68**  
Lee Ferebee warbles a sad, sad tale here, one of her own compositions. Its unabashed emotion would fit better in an all-out country treatment, rather than in this pop-country version. (Pine Ridge, ASCAP)

**GEORDIE HORMEL**

**Zinc Went the Strings of My Heart... 69**  
CORAL 61052—The old show tune still has its charms. This is a multi-dub recording job, with Geordie Hormel chanting to a rhythm accompaniment. It's pleasant. (Harms, ASCAP)  
**Elmer's Tune... 65**  
Another multi-dub side, but weaker than the flip. (Robbins, ASCAP)

**BERNIE KNEE**

**My Beautiful Baby Sharon... 68**  
CARNATION 501—Knee sings a sentimental item about a cute little gal with warmth. A listenable side.  
**I Wonder If the Moon Will Be Shining?... 65**  
Slight romantic ditty is delivered easily by the chanter to slim backing.

**LEE RICHARDSON**

**Don't Take Your Love From Me... 68**  
LLOYDS 104—Label's new chanter, with an Eckstine sound, turns in a slow, lazy-like rendition of the oldie, backed warmly by the ork. Richardson has a voice, and the side could get spins with exposure. (ASCAP)  
**I Had to Live and Learn... 60**  
Adequate performance by the warbler on a pretty ballad, over quiet ork support. (ASCAP)

**TABBY CALVIN**

**Inpinetaris... 68**  
KEM 2725—Novelty lyric, verging on the nonsense lyric type. Several ditties of this type in years gone by have caught on. The performance of warbler Tabby and the Chordials is precise. (Rich-Joy, BMI)  
**Whiffenpoof... 55**  
A great standard, but it's unlikely that the Chordials will get any action with it. (Miller, ASCAP)

The Billboard  
Dealers Nat'l  
Bri...

**Billboard Picks These**

**King AND Federal RECORDS**

**DEAR JOAN** Jack Cardwell  
YOU'RE LOOKING FOR SOMETHING KING 1269

**TENNESSEE WIG-WALK** Bonnie Lou  
HAND-ME-DOWN HEART KING 1237

**MEMORIES** EARL BOSTIC  
THE VERY THOUGHT OF YOU KING 4653

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- I'm Falling In Love With Someone
- Sweethearts 1309 & 45-1309
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- Gypsy Legend 1287 & 45-1287
- Blue Danube
- Roses From The South 1268 & 45-1268
- Tales From The Vienna Woods
- Morgenblatter 1270 & 45-1270
- Teddy Bear's Picnic
- The Whistling Boy 1253 & 45-1253
- Some Enchanted Evening
- Gypsy Love Waltz 1237 & 45-1237

## STANLEY BLACK

- Mexican Hat Dance
- Cielito Lindo 1311 & 45-1311
- Morocco
- Pianola 1206 & 45-1206

## ROBERT FARNON

- Dream Lover
- Kiss The Boys Goodbye 1241 & 45-1241

## EDMUNDO ROS

- Perfidia
- Carioca 1234 & 45-1234
- Lovers Tango
- You Too, You Too 1359 & 45-1359
- April In Portugal
- Valencia 1347 & 45-1347

## RALPH SHARON

- Garden In The Rain
- One Morning In May 1362 & 45-1362

## TED HEATH

- Allouette
- You Are My Hearts Delight 1344 & 45-1344
- La Mer
- On The Bridge 1305 & 45-1305
- Vanessa
- Early Autumn 1256 & 45-1256

# LONDON'S TOP 4

No. 9 best selling single  
in Billboard, Sept. 19

Frank Chacksfield

# EBB TIDE

1358 and 45-1358

Vera Lynn and Mantovani

# I'LL WAIT FOR YOU MY LIFE, MY LOVE, MY HAPPINESS

1317 and 45-1317

Dorothy Squires

# FROM YOUR LIPS TO THE EARS OF GOD SORRENTO AND YOU

1371 and 45-1371

Joan Regan

# TILL THEY'VE ALL GONE HOME

1353 and 45-1353

LONDON ffr

The Billboard Music Popularity Charts

# PACKAGED RECORD REVIEWS

## Packaged Record Review Ratings

### CLASSICAL LP'S

#### SYMPHONY

**BERLIOZ: ROMEO AND JULIET SYMPHONY (Complete)** (2-12") — Boston Symphony; C. Munch, Cond. RCA Victor LM 6011 ..... 75

#### COMPLETE OPERAS

**VERDI: OTELLO (Complete)** (2-12") — NBC Symphony, Chorus and Soloists; A. Toscanini, Cond. RCA Victor LM 6197 ..... 85

**MASCAGNI: CAVALLERIA RUSTICANA; LEONCAVALLO: I PAGLIACCI** (3-12") — Robert Shaw Chorale, RCA Victor Ork; R. Cellini, Cond. RCA Victor LM 6106 ..... 80

#### EXTENDED ORCHESTRAL WORKS

**PROKOFIEFF: PETER AND THE WOLF; SAINT-SAENS: CARNIVAL OF THE ANIMALS** (1-12") — Boston Pops; A. Fiedler, Cond., RCA Victor LM 1761 ..... 75

**HANDEL: THE TWELVE CONCERTI GROSSI, OP. 6** (4-12") — Bamberg Symphony; F. Lehman, Cond. Decca DX 126 ..... 72

#### INSTRUMENTAL

**BACH: SONATAS AND PARTITAS FOR UNACCOMPANIED VIOLIN (Complete)** (3-12") — Jascha Heifetz. RCA Victor LM 6105 ..... 75

#### DRAMATIC WORKS

**SHAKESPEARE'S MACBETH (Complete)** (2-12") — Old Vic Company. RCA Victor LM 6010 ..... 78

### POPULAR ALBUMS

#### DANCE BAND

**SOUVENIR ALBUM** (1-10") — Lawrence Welk Ork. Coral 56088 ..... 79

**TIN PAN ALLEY** (1-10") — Sammy Spear Ork. Mercury MG 25177 ..... 66

#### VOCALS

**NEW ORLEANS** (1-10") — Jo Stafford, Frankie Laine, Paul Weston Ork. Columbia CL 6268 ..... 85

**WILLARD ROBISON AND HIS DEEP RIVER MUSIC** (1-10") — Coral CRL 56096 ..... 70

**DEED I DO (1-EP)** — Lena Horne. M-G-M X 1027 ..... 64

#### CHILDREN'S RECORDS

**THE LITTLE BALLERINA** (1-10") — Leopold Stokowski Symphony Ork. RCA Victor LRY 8000 ..... 80

**TCHAIKOVSKY: THE NUTCRACKER SUITE; ROSSINI: WILLIAM TELL OVERTURE** (1-12") — NBC Symphony; A. Toscanini, Cond. RCA Victor LRY 9000 ..... 75

**SHLOIMY THE SUBWAY TRAIN; THE HAPPY HIPPO** (1-10") — (78 r.p.m.) Arnold Stang. Coral 1321 ..... 65

**OLD KING COLE; HUMPTY DUMPTY** (1-10") — (78 r.p.m.) Leon Janney. Coral 1318 ..... 60

#### COUNTRY & WESTERN

**PINETOPPERS ON PARADE** (1-10") — Coral CRL 56087 ..... 71

#### LATIN AMERICAN

**GUARACHAS FROM CARACAS** (1-10") — Billos Caracas Boys. Marilu LR 2004 ..... 68

#### INTERNATIONAL

**LE PETIT MONDE DE DON CAMILLO** (1-10") — Fernandel. Decca DL 7024 ..... 65

### New Boston Pops Disk Pairs Familiar Works

Two works that have long appealed to audiences both young and old—Peter and the Wolf and The Carnival of the Animals—have been effectively paired by RCA Victor. The choice of the Boston Pops under the baton of Arthur Fiedler was also a good

one since these are both such spritely selections.

Tho this is listed as a regular LM release, it could well have been included in the label's new series of classical music for children, since these are perennials on children's concert programs. Dealers would do well in pushing this disk to parents who are interested in their youngsters' musical development.

Orchestrally, both of these  
*(Continued on page 49)*

### EXPLAINING THE REVIEW RATINGS

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

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 50-59, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

### 'Big' Classics

## Bumper Packs Hold Promise For Retailers

If anything, the trend toward issuing complete sets of works, made practicable with the advent of LP, is continuing at an increased pace. For the dealer, this has often meant extra volume with but little extra sales effort. In many cases, it's only a bit more difficult to interest a buyer in a three or four-disk "library" edition than in a single-record coupling of one or two works.

Three packages among this week's new releases fit into this bumper category and each, in its own way, offers excellent promotional prospects. Certainly their suggestion as gift merchandise holds sales promise.

Decca has released an impressive package of the 12 Handel Concerti Grossi, Op. 6 in a handsomely illustrated box. Many of the concerti are familiar, both to concert-goers and disk collectors. Individually, they are almost all available on records in one or more versions. There is also an old Columbia package of entire set. Still, this latest entry, beautifully performed and recorded by Fritz Lehmann and the Bamberg Symphony, should move easily from dealers' shelves to collectors' homes. The latter will be impressed with the full, rounded sound captured on the disks.

The six Sonatas and Suites by Bach for unaccompanied violin comprise a musical meal that relatively few dedicated souls, violinists mostly, can't have enough of, but which most prefer not to savor. Among professional string players and students the initial response to the complete set, as performed by Jascha Heifetz, should be immediate and heavy. And most of these will be pleasantly surprised at the musical depth Heifetz brings to his reading.  
*(Continued on page 55)*

## Stafford, Laine In Hot Combo Set, Other LP's

Jo Stafford and Frankie Laine have joined forces on a new Columbia album, **New Orleans**, that could become one of the top-selling sets of the fall season. Stafford and Laine have been together before but this is the first LP set by the duo. And it is a fine one. Basically, it is a musical portrait of the first city of jazz, and includes such efforts as "Way Down Yonder in New Orleans," "Basin Street Blues" and a jumping rendition of "Floatin' Down to Cotton Town" by the pair. Miss Stafford stands out with three items previously released as singles, "Shrimp Boats," "Jambalaya" and "Raminay," and Laine socks over "New Orleans."  
*(Continued on page 49)*

### New Moppet Approach

## Stokowski & Toscanini Don Kiddie Togs in Strong Sets

Apparently convinced that children of elementary school age should be exposed to more than 3-D comics and Arthur Godfrey, RCA Victor has turned out two typical kiddie sets. On them the best in music is dished up by none other than Arturo Toscanini and Leopold Stokowski.

Compared to what is commonly known as a kiddie record, these items are definitely off-beat. Previously, the parent interested in the musical development of his youngster simply bought regular disks of the lighter classics. Now by the sleight-of-hand of creating a new catalog designator (RY: Red Seal—Children's) the records specifically become children's disks.

Of the two, the **Little Ballerina** is more obviously designed for the moppets. Naturally, a boy wouldn't be caught dead with it, but it should be sure-fire for the little girls, particularly in Suburbia, U.S.A., where ballet and other dance schools are thriving. The alert dealer will try to effect a tie-in with schools in his community so all proud mamas of budding premiere danseuses will know about the set. It's a cute story-book tale about a girl and a pair of magic ballet slippers. The musical story is coupled with a collection of three well-known ballet excerpts played by Stokowski and his orchestra.

The Toscanini LP (with the

NBC Symphony) pairs the venerable **Nutcracker Suite** with the **William Tell Overture** and the **Skaters' Waltz** (the 45 EP version has the Nutcracker alone). Actually, there's no reason why this disk cannot be sold to an adult as well, since it would be hard to imagine a better known pairing than the Maestro and the very familiar Tchaikovsky work.

The label deserves considerable credit for this evidence of a more sophisticated approach to kiddie records. Tho some would dispute it, the ages to which standard kiddie records appeal has been steadily dropping. Thus, a musical void has been developing for children over six, which has been filled mainly by television. Now that Victor has happily identified some good music designed for children as well as adults, some dealers will undoubtedly display and promote these sets for children and also suggest other comparable music.

On the more usual side of kiddie releases, and more for the tots, are two new Coral disks: **Shloimy the Subway Train** and **The Happy Hippo** with Arnold Stang, and **Old King Cole** and **Humpty Dumpty**. The Stang disk, at least, was previously available on another label. Both will probably find it rough going competing with what is already available in the children's catalog. One wonders particularly why Stang thinks it necessary to sing off-key.  
Nev Gekman.

### LP 'First'

## Old (RCA) Vic Cuts Macbeth

RCA Victor has made available the first LP waxing of **Macbeth**, as performed by the famed English **Old Vic Company**. The two-disk set, which was cut in England, features **Alex Guinness** as the Thane of Cawder and **Pamela Brown** as the redoubtable Lady Macbeth, plus a first-rate cast including Andrew Cruickshank as Banquo, Anthony Service as Malcolm, Robin Bailly as Macduff and John Bushelle as Duncan. Guinness and Miss Brown performed the Shakespeare tragedy in England last year for the Old Vic Company.

This new set should have a strong appeal among young dramatic students and practically every member of the acting fraternity. It is true that there will be varying opinions concerning Guinness' interpretation of the role, since he plays it sympathetically rather than forcefully, but such conflicts over the portrayal will only add to the sales appeal of the set. Pamela Brown's Lady Macbeth is superb, certainly a performance to be prized for many years. And the entire production—crowd sounds, musical entrances, etc.—and the recording are outstanding, in the best English tradition. This waxing of **Macbeth** is essentially the complete work.

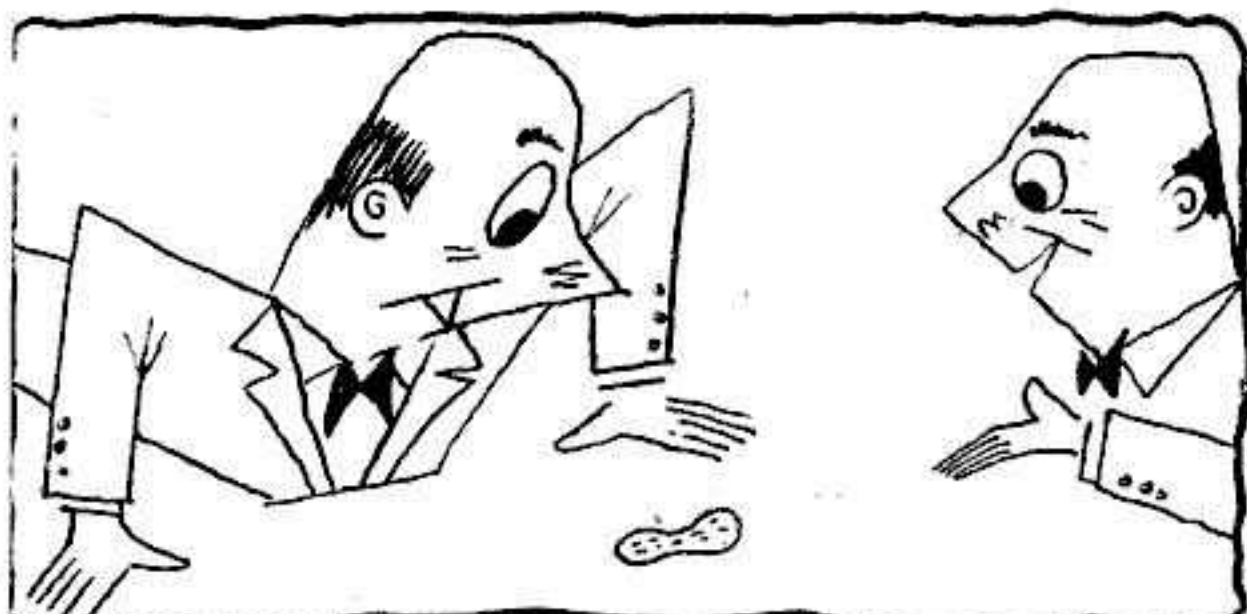
In addition to students and actors, Shakespeare fans, of whom there are more than is usually supposed, will be interested in this new set. Purchasers of Victor's "Hamlet" of last year will be natural for it, and this "Macbeth" can help sell other Shakespeare recordings such as "Othello," "Julius Caesar" and others now on the market. The diskery could have added sales strength by featuring the leading names on the cover, but Victor has enclosed in the package a leaflet with a history of the Old Vic Company and biographies of Guinness, Miss Brown and others. The cover, from a painting by Reynolds, makes the set an attractive one for window display.  
Bob Rolontz.

### Operas

## 'Otello' B'Cast Now on Vinyl; New 'Cav-Pag'

Dealers who look to their stock of opera recordings as an important part of total volume should welcome this month's RCA Victor release. First is the long-awaited **Otello** recording which was taped from Toscanini broadcasts back in 1947. There's much to recommend this set. The work has heretofore been somewhat overlooked in the LP catalog with only Urania having a complete version available, despite the fact that this is a very exciting dramatic score, considered by many as Verdi's finest. The performance by **Ramon Vinay** in the title role is outstanding and is ably backed by the other leads, all hand-picked by Toscanini. One other point to be considered is the sales success that both the previously released Toscanini-conducted operas—**Carmen** and **La Traviata**—have enjoyed. All this could presage important sales ahead for **Otello**.

A second opera set from the label pairs **Cavalleria Rusticana** and **I Pagliacci**, which coincidentally parallels the Columbia coupling of several months back. Earlier this year, RCA Victor transferred these two very popular operas from 78 r.p.m. to its LCT series, and the sets have sold well, based partially, at least, on historic interest of the artists involved. Based on performance and good sound, these new versions should also prove important sellers. Newly cut this year, the operas are New Orthophonic recordings and are replete with top names. Both feature **Jussi Bjoerling** and **Robert Merrill** together with the **Robert Shaw Chorale**. In addition, "Cav" features **Zinka Milanov** while "Pag" also stars **Victoria de Los Angeles** and **Leonard Warren**—a truly imposing line-up. The performances justify the billing.  
Nev Gekman.



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The Billboard Music Popularity Charts

# PACKAGED RECORD BUYING GUIDE

## Classical Recent Release Sellers

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

### EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- COPLAND: APPALACHIAN SPRING; PISTON: THE INCREDIBLE FLUTIST (Radio Berlin Orchestra-Rother) . . . . . Urania 7092
- DELIUS: EVENTYR; NORTH COUNTRY SKETCHES (Royal Philharmonic-Beecham) . . . . . Columbia ML-4637
- ELGAR: ENIGMA VARIATIONS; BRAHMS: VARIATIONS ON A THEME OF HAYDN (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1725
- GERSHWIN: PORGY AND BESS ORCHESTRAL SUITE; GOULD: SPIRITUALS FOR ORCHESTRA (Minneapolis Symphony-Dorati) . . . . . Mercury 50016
- RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) . . . . . Mercury 50020
- RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL; LE COQ D'OR SUITE (L'Orchestre de la Suisse Romande-Ansermet) . . . . . London LL 694
- RIMSKY-KORSAKOFF: SCHEHERAZADE (Philharmonia Orchestra-Stokowski) . . . . . RCA Victor LM 4732
- SMETANA: MY FATHERLAND ("MA VLAST") (Chicago-Kubelik) . . . . . Mercury OL 2-100
- STRAUSS, R.: DEATH AND TRANSFIGURATION; DON JUAN (N. Y. Philharmonic-Walter) . . . . . Columbia ML 4650
- WAGNER: SIEGFRIED'S RHINE JOURNEY AND FUNERAL MUSIC; ORCHESTRAL EXCERPTS FROM "TRISTAN" AND "TANNHAUSER" (Paris Conservatoire Orchestra-Weingartner) . . . . . Columbia ML 4680

### CHAMBER MUSIC

- BARTOK: CONTRASTS FOR VIOLIN, CLARINET AND PIANO (Szigeti, Goodman, Bartok); RHAPSODY NO. 1 (Szigeti, Bartok); PORTRAIT (Szigeti, Philharmonia Orchestra-Lambert) . . . . . Columbia ML 2213
- BARTOK: SONATA FOR TWO PIANOS AND PERCUSSION (Yessin, Viola, Jones, Howard); GOEB: SYMPHONY NO. 3 (Symphony Orchestra-Stokowski) . . . . . RCA Victor LM 1727
- BEETHOVEN: SONATA FOR CELLO AND PIANO NO. 3; VARIATIONS ON "BEI MAENNERN," OP. 158; REGER: CELLO SUITE IN G MAJOR (Feuermann, Hess) . . . . . Columbia ML 4678
- BRAHMS: PIANO QUARTET NO. 2 (Curzon, Members of Budapest String Quartet) . . . . . Columbia ML 4630
- DEBUSSY: QUARTET IN G MINOR, OP. 10; RAVEL: QUARTET IN F (Budapest String Quartet) . . . . . Columbia ML 4668
- HAYDN: TRIOS NOS. 1, 28 & 30 (Fournier, Janigro, Badura-Skoda) . . . . . Westminster 5202
- "ITALIAN BAROQUE MUSIC" (Societa Corelli) . . . . . RCA Victor LM 1767
- MOZART: DIVERTIMENTO IN E FLAT MAJOR, K. 563 (Pougnet, Riddle, Pini) . . . . . Westminster 5191
- SCHUBERT: TRIO NO. 1 IN B FLAT MAJOR, OP. 99 (Fournier, Janigro, Badura-Skoda) . . . . . Westminster 5188
- TCHAIKOVSKY: QUARTET NO. 1; BORODIN: QUARTET NO. 2 (Hollywood String Quartet) . . . . . Capitol P 8187

## CHART COMMENTS

### EXTENDED ORCHESTRAL WORKS

A comparison of the Extended Orchestral Works chart results in this issue with those published a few weeks ago shows substantially the same records. On the recent release chart (records out less than six months) the only newcomers are the Copland-Piston coupling, the Delius and Rimsky - Korsakoff's Capriccio Espagnol on London.

New to the all-important catalog chart are De Falla's Three-Cornered Hat, the Tchaikovsky Swan Lake and the Mercury version of Respighi's Pines and Fountains of Rome. This last one appeared on the recent release chart in the last survey but has now been on the market long enough to be included in the catalog section. It's too early as yet for reports on the Toscanini Section. The other two records have been consistently good sellers since release, the London "Three-Cornered Hat" being particularly well-received by hi-fi addicts.

The work that is probably most obvious by omission from the catalog chart is Scheherazade, which placed two versions on the

### Next Week

#### CLASSICAL

★ Short Symphonic Works

★ Vocal

#### POP ALBUMS

★ Vocal

chart in the last survey. Four versions were mentioned this time with the Victor (Monteux) and Mercury (Dorati) again out in front, but neither had quite enough strength this time to place on the chart. A more recent version on Victor (Stokowski), however, is among the top-selling recent releases.

## Classical Catalog Sellers

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

### EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1221
- DE FALLA: THREE-CORNERED HAT (Danco, L'Orchestre de la Suisse Romande-Ansermet) . . . . . London LL 598
- GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, N. Y. Philharmonic-Rodzinski) . . . . . Columbia ML 4026
- GREIG: PEER GYNT SUITE NO. 1; LISZT: HUNGARIAN RHAPSODIES NOS. 1 & 2 (Philadelphia Orchestra-Ormandy) . . . . . Columbia ML 4132
- GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1004
- MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) . . . . . Mercury 50000
- OFFENBACH: GAITE PARISIENNE; RUSSIAN MUSIC (Columbia Symphony-Kurtz) . . . . . Columbia ML 4233
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (Minneapolis Symphony-Dorati) . . . . . Mercury 50011
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (Vienna State Opera Orchestra-Quadri) . . . . . Westminster 5167
- TCHAIKOVSKY: SWAN LAKE BALLET (Kostelanetz Orchestra) . . . . . Columbia ML 4308

### CHAMBER MUSIC

(Listed Alphabetically)

- BACH: BRANDENBURG CONCERTOS NOS. 1, 2, & 3 (Prades Festival Orchestra-Casals) . . . . . Columbia ML 4345
- BACH: BRANDENBURG CONCERTOS NOS. 4 & 5 (Prades Festival Orchestra-Casals) . . . . . Columbia ML 4346
- BACH: BRANDENBURG CONCERTO NO. 6; MUSICAL OFFERING (Prades Festival Orchestra-Casals) . . . . . Columbia ML 4347
- BEETHOVEN: TRIO NO. 7 ("ARCHDUKE") (Heifetz, Rubinstein, Feuermann) . . . . . RCA Victor LCT 1020
- BRAHMS: CLARINET QUINTET IN B MINOR (Kell, Fine Arts Quartet) . . . . . Decca 9532
- FRANCK: VIOLIN AND PIANO SONATA IN A MAJOR; DEBUSSY: VIOLIN AND PIANO SONATA IN G MINOR (Francescatti, Casadesus) . . . . . Columbia ML 4178
- RAVEL: INTRODUCTION AND ALLEGRO FOR HARP AND STRINGS; DEBUSSY: DANSES SACREE ET PROFANE (Stockton and others) . . . . . Capitol L 8154
- SCHUBERT: PIANO QUINTET IN A MAJOR, OP. 114 ("TROUT") (Badura-Skoda, Quartet) . . . . . Westminster 5025
- TCHAIKOVSKY: TRIO IN A MAJOR, OP. 50 (Rubinstein, Heifetz, Piatigorsky) . . . . . RCA Victor LM 1120
- VIVALDI: THE SEASONS (Stuttgart Chamber Orchestra-Munchinger) . . . . . London LL 386

### CHAMBER MUSIC

This is the first time that this category has been surveyed so the results should be of more than passing interest. One particular point to note is the broad label representation in this category. On the recent release and catalog charts are records from Capitol, Columbia, Decca, London, RCA

Victor and Westminster. Columbia, RCA Victor and Westminster account for the strongest representation.

For dealers who number chamber music buyers among their customers this is a good list to use as an inventory check; for the dealer who has been reluctant to make the move into this field, the list provides a good jumping off point.

## Stafford, Laine

Continued from page 48

and the fine "Do You Know What It Means to Miss New Orleans?" Backing under Paul Weston's leadership includes top musicians Carl Fischer, Eddie Miller and Nick Fatool. This set is a sure bet for any dealer.

Lawrence Welk's many fans will be more than pleased with his latest Decca set, which includes tunes that have become identified with the entertaining ork. This Lawrence Welk *Souvenir Album* was waxed in the Aragon Ballroom in Los Angeles. . . . Decca has just issued a fine album by composer-singer Willard Robison, *Deep River Music*. Simply and nostalgically, the singer puts over such sentimental items as "Old Folks," "Guess I'll Go Back Home (This Summer)," and "Moonlight Mississippi." The older set might be interested in this release. . . . Sammy Spear has come up with a bright and happy new album, *Tin Pan Alley Favorites* on Mercury, featuring original ragtime tunes as played decades ago by the country's most popular ragtime bands. Spear announces all of the tunes, adding to the programming. Efforts include

"Whip and Spur," "King of Rags," "Sunshine of Your Smile," etc. Those with memories of vaudeville's bright days and the era of the minstrel show are potential customers for this one.

The Pinetoppers, who have made a name for themselves in the square dance field with their unusual electric mandolin sound, show what can be done with a combination of dancing and marching in their new Coral disk *Pinetoppers on Parade*. In polka tempo they play Sousa Marches and even "Parade of the Wooden Soldiers." . . . One of Venezuela's top orks, *Billo's Caracas Boys*, are now available for American fans of Latin-American music on the Marilu label. The ork plays jaleos, boleros, guarachas and mambos with a solid beat and excitement. . . . Fernandel fans who have seen the French comic in *The Little World of Don Camillo* may want the recently issued Decca set taken from the sound track of the film—if they can understand French, that is. It is a good item for students, however. . . . Four of Lena Horne's best sides are included on a new M-G-M EP, *Deed I Do*, which was recently issued by the firm. Thrush sings them pleasantly enough to interest her loyal followers. Bob Rolontz.

## "GUARACHAS FROM CARACAS"

An LP Record of Excellent Latin American Dance Music

by

**BILLO'S CARACAS BOYS**

The No. 1 Dance Orchestra of Venezuela, South America

**MARILU RECORDS**

225 W. 68th St., New York 23, N. Y.

Cables: ANTRERAS

## New Boston Pops

Continued from page 48

works are well performed. The narration of Peter and the Wolf, however, is something else. Alec Guinness, the English actor, dispatches his duties in a very prim and proper way, but almost completely devoid of any sense of humor. This is such a gay and delightful musical yarn that it misses its mark unless the narrator joins in the fun.

Neve Gehman.

## Manufacturer Hi-Fi Race Brings New Sound to Cash Registers

In a very real sense the player field has been undergoing a significant revolution in the past year. . . . And fortunately, it's a revolution that can add an estimated \$1 billion to the industry's income.

then M-G-M and RCA Victor have introduced self-contained players carrying the hi-fi label. Other majors are known to be experimenting with similar competitive equipment.

they are talking into an

## Vast Market Awaits Home Phono Seller

is a vast untapped market in home phono sales. . . . It is estimated that there are more than 13,000,000 phs which can handle records only. . . . Since the product-wise, the

**WANTED!**

20 Million Separate Phonographs of High Quality at Reasonable Cost

**REWARD!**

\$2 Billion in Retail Sales Volume

**SEE...**

## What Every Record Dealer MUST Know About TODAY'S Records and Phonographs

To sell the great new market for quality records and separate phonographs, record outlets must know and understand the basic factors about those products. This valuable article details the features and advantages of phonographs in each general price category, examines the component parts picture, provides a model-by-model review of the phonographs of all manufacturers and explains the terminology used in manufacturer's promotion of both records and phonographs.

"The Merchandising Revolution in Records and Phonographs"

A Special Section of The Billboard . . . October 24 Issue



The Billboard Music Popularity Charts

... for Week Ending September 19

# TOP COUNTRY & WESTERN RECORDS

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

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

- Dallas-Fort Worth... **POOR BOY, RICH LOVIN'** S. James, Capitol 2508  
**SHAKE A HAND** R. Foley, Decca 28839  
 Houston... **MAMA COME GET YOUR BABY BOY**  
 New Orleans E. Arnold, Victor 20-5115

## Territorial Best Sellers

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

### Cincinnati

1. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
2. Dear John Letter  
J. Shepard-F. Huskey, Capitol
3. Hey Joe  
C. Smith, Columbia
4. It's Been So Long  
W. Pierce, Decca
5. Carribean  
M. Torok, Abbott
6. Let Me Be the One  
H. Locklin, Four Star
7. Is Zat You Myrtle?  
Carlises, Mercury
8. Jealous Love  
Davis Sisters, Fortune
9. Oh Mis'erable Love  
C. Gore, King
10. Crying in the Chapel  
Rex Allen, Decca

### Dallas-Ft. Worth

1. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
2. Carribean  
M. Torok, Abbott
3. Hey Joe  
C. Smith, Columbia
4. Let Me Be the One  
H. Locklin, Four Star
5. Marriage of Mexican Joe  
C. Bradshaw, Abbott

## FOLK TALENT AND TUNES

### Nashville

Nashville recording facilities priming for busiest cutting season to date. With the rural music ever increasing in public interest and sales, more and more recording activity is being carried on from Nashville. Three studios are set for around-the-clock schedules if necessary, with the music capital boasting of enough top-rank musicians to keep them busy. Fall activities have been led off by Decca's Paul Cohen, who has been in town for a week, with sessions by Sue Workman (WRVA-Richmond, Va.), Jimmie Davis (Shreveport), Goldie Hill, Red Foley, Justir Tubb, Ernest Tubb and others. Capitol's Ken Nelson arrived last week for three weeks of recording activity with local and out-of-town names. RCA Victor's Steve Sholes is due in next week for two weeks of work with label's roster. Mercury's Dee Kilpatrick, only major label director operating locally, has held a more regular schedule, with recent sessions by Tibby Edwards, Chuck Reed, the Carlises and Johnny Horton. From Nashville it looks like the beginning of the biggest autumn season.

West Coast recording activities also showing increased attention. Fabor Robison's Abbott label has taken top spot among indies, with exclusive attention to the country field. C. E. Tebbetts' Eastman company planning expansion after a good beginning with a Jack Loyd disk. Intro has done well, with Walkin' Charlie Aldrich wax leading a number of other names, and plans increased promotion for current season. Capitol Records is doing increasingly well with West Coast country names and heads list in that section for oat biz.

RPM Enterprises, now in new headquarters opposite RKO Studios, set to handle indicated increase in c. & w. talent needs for the Hollywood area. Currently working on seven TV shows and five radio packages. RPM stands to handle bulk of guest appearances and other activity for more than two dozen ranking names in addition to the handling of regional and national tours for their own and other artists. With more and more film studios converting parts of their operation to TV film, RPM stands to capitalize heavily in this field.

Contrary to current rumor, Tillman Franks has no intention of leaving as manager of the Carlises, of KWKH, Shreveport, La., and Mercury Records. Having recently negotiated Americana tie-up for group, with half of coming year's bookings guaranteed, he has engaged Jimmy Fletcher and His Drifting Ranchhands, of San Angelo, Tex., to handle dance work on the Americana dates, thus making group most potent to tour for the agency. While in Nashville last week for Carlises' recording, Franks set group as "Grand Ole Opry" Prince Albert NBC guests for October 31. Group is currently set for next two Saturday nights to feature at Dallas' "Big D Jamboree."

WSM has shuffled the time on its "Mr. Deejay USA" show, beginning with October 9 seg. The record and spinner personality show takes a 9:30 half hour following station's "Friday Night Frolic" fletcher from early 7 spot. Shel Horton, of WHUN, Huntington, Pa., handled the show last week (18), with Dal Stallard, of KCMO, Kansas City, Mo., and Red Webb, of WLBG, Laurens, S. C., set for following two weeks. Bob

### Houston

1. Crying in the Chapel  
Rex Allen, Decca
2. Hey Joe  
C. Smith, Columbia
3. Don't Brush Them on Me  
E. Tubb, Decca
4. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
5. Hey Joe  
K. Wells, Decca
6. Mama Come Get Your Baby Boy  
E. Arnold, Victor
7. Shake a Hand  
R. Foley, Decca
8. Carribean  
M. Torok, Abbott
9. Let Me Be the One  
H. Locklin, Four Star
10. Red Rose  
S. Willet, Four Star

### Memphis

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

### Nashville

1. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
2. Hey Joe  
C. Smith, Columbia
3. Dear John Letter  
J. Shepard-F. Huskey, Capitol

(Continued on page 52)

## National Best Sellers

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

Week This	Record	Last Week	Weeks on Chart
1	DEAR JOHN LETTER—J. Shepard-F. Huskey I'd Rather Die Young—Cap 2502—BMI	2	9
2	HEY JOE—Carl Smith Darlin' Am I the One?—Col 21129—BMI	1	10
3	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters Rock-a-Bye Boogie—V 20-5345—BMI	3	7
4	IT'S BEEN SO LONG—W. Pierce Don't Throw Your Life Away—Dec 28725—BMI	4	13
5	CRYING IN THE CHAPEL—Rex Allen I Thank The Lord—Dec 28758—BMI	5	8
6	CARRIBEAN—M. Torok Weep Away—Abbott 140—BMI	6	6
7	DEAR JOAN—J. Cardwell You're Looking for Something—King 1269—BMI	—	1
8	RUB-A-DUB-DUB—H. Thompson I'll Sign My Heart Away—Cap 2445—BMI	10	18
9	GAMBLER'S GUITAR—R. Draper Free Home Demonstration—Mercury 70167—BMI	7	5
10	YESTERDAY'S GIRL—H. Thompson John Henry—Cap 2553—BMI	8	2

## Most Played by Jockeys

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

Week This	Record	Last Week	Weeks on Chart
1	HEY JOE—Carl Smith Col 21129—BMI	2	9
2	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI	1	13
2	DEAR JOHN LETTER—J. Shepard-F. Huskey Cap 2502—BMI	3	10
4	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters V 20-5345—BMI	4	5
5	CARRIBEAN—M. Torok Abbott 140—BMI	5	4
6	CRYING IN THE CHAPEL—Rex Allen Dec 28758—BMI	9	5
7	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI	6	9
8	LET ME BE THE ONE—H. Locklin Four Star 1641—BMI	7	4
9	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI	10	7
10	YESTERDAY'S GIRL—H. Thompson Cap 2553—BMI	—	1

## Most Played in Juke Boxes

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

Week This	Record	Last Week	Weeks on Chart
1	HEY JOE—Carl Smith Col 21129—BMI	1	9
2	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters V 20-5345—BMI	4	3
3	DEAR JOHN LETTER—J. Shepard Cap 2502—BMI	2	6
4	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI	6	17
5	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI	3	13
6	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI	8	6
6	GAMBLER'S GUITAR—R. Draper Mercury 70167—BMI	—	2
8	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI	7	9
8	CARRIBEAN—M. Torok Abbott 140—BMI	—	1
10	CRYING IN THE CHAPEL—Rex Allen Dec 28758—BMI	10	4

**Thanks**  
**BILLBOARD**  
 for your Sept. 12 review stating that  
**EASTMAN RECORDS**  
 debuts impressively, and that  
**JACK LOYD**  
 is a good singer, and that  
**DIVORCE GRANTED**  
 is a good tune, and that a "group of  
 good musicians back him neatly"  
 they were  
**NOEL BOGGS**  
 and his band, and thanks DJ's and  
 columnists for voting our record  
 good, and so many  
**EXCELLENT**  
 and thanks, distributors, for your  
 orders, and instead of "a few territories  
 open" we have "too many territories open"  
 for a company that has and will continue to  
 have records that prove themselves. We  
 predict major coverage in less than 30 days!  
 But Eastman will be the big one.  
**EASTMAN RECORDS**  
 11700 Olympic Blvd. L. A. 44, Calif.

**"RICOCHET" b/w "OH MISERABLE LOVE"**  
 RCA VICTOR #20-5454 (47-5454)  
 also  
**"MY ADOBE HACIENDA"**  
 RCA VICTOR #20-4969  
**Pee Wee King AND HIS BAND** ★ NBC SAT.

**WANTED**  
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# WEBB PIERCE



**DOES IT AGAIN**

*with*

## “THERE STANDS THE GLASS”

WRITTEN BY RUSS HULL, MARY JEAN SHURTZ and A. REISHAM

PUBLISHED BY COUNTRY MUSIC, INC.—CHICAGO

*and*

## “I’M WALKING THE DOG”

WRITTEN BY A. GRESHIM

PUBLISHED BY CEDARWOOD PUBLISHING CO.—NASHVILLE

**DECCA 28834**

IMMEDIATELY **BIG** IN THE  
COUNTRY FIELD

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# BREAKING IN POP

See Billboard’s  
**NEW RECORDS  
TO WATCH**  
Sept. 19, 1953, Issue

★ Featured Star of WSM  
GRAND OLE OPRY  
AND WSM-TV



# TOP COUNTRY & WESTERN RECORDS

## C & W Territorial Best Sellers

Continued from page 50

- 4. I'd Rather Die Young  
J. Shepard, Capitol
- 5. It's Been So Long  
W. Pierce, Decca
- 6. Hey Joe  
K. Wells, Decca
- 7. Don't Brush Them on Me  
E. Tubb, Decca
- 8. How's the World Treating You?  
E. Arnold, Victor
- 9. Carribean  
M. Torok, Abbott
- 10. Yesterday's Girl  
H. Thompson, Capitol

## New Orleans

- 1. Hey Joe  
C. Smith, Columbia
- 2. Dear John Letter  
J. Shepard-F. Huskey, Capitol
- 3. Mama Come Get Your Baby Boy  
E. Arnold, Victor
- 4. Carribean  
M. Torok, Abbott
- 5. Let Me Be the One  
H. Locklin, Four Star
- 6. Crying in the Chapel  
R. Allen, Decca
- 7. For Now and Always  
H. Snow, Victor
- 8. Trademark  
C. Smith, Columbia
- 9. Rub-a-Dub-Dub  
H. Thompson, Capitol
- 10. I Won't Be Home No More  
H. Williams, M-G-M

## C & W Record Reviews

Continued from page 34

beat. Innis sells it well, too. It should be a good one for boxes. (Mar-Kay, BMI)

**I Ain't Got a Pot...73**  
Another novelty, this one's a plaint about having spent all his money on his gal and now he has nothing left. Good instrumentation here. (Mar-Kay, BMI)

**JOHNNY BOND**  
**Let Me Go, Devil...74**  
COLUMBIA 21160 — The much recorded new ditty, which is getting some action in both the pop and country field, receives an adequate warble by the chanter. If the tune breaks, this version can cull some of the loot, tho most of the other country versions have more power. (Hill & Range, BMI)

**Wildcat Boogie...72**  
New boogie effort is sold quietly by Bond, who warbles the novelty lyrics with slight enthusiasm. However, the guitar backing is exciting and mighty striking musically. Jocks may spin. (Red River, BMI)

**WAYNE RANEY**  
**The Roosters Are Crowing...73**  
KING 1259—Maybe there are a lot of chores to be done, but Raney has better things to do. His gal is a-comin'. It's a verse and chorus ditty and packs considerable interest. (Lois, BMI)

**Adam...70**  
Raney calls on the original man to come to get his rib back because he (Raney) has had all he wants of women. Could do all right territorially. (Jay & Cee, BMI)

**VIN BRUCE**  
**Goodbye to a Sweetheart...72**  
COLUMBIA 21157 — A heart-rendering weeper receives a mournful warble from Bruce, who sings on this side of love unrequited. It's sorrowful enough to pull spins in the market. (Rocky Hill, BMI)

**I'm Gonna Steal My Baby Back...68**  
Adequate rendition by Vin Bruce of a serious country effort, in which he has made up his mind to win back the girl that left him for another. (Tannen, BMI)

**THE LONESOME PINE FIDDLERS**  
**Honky Tonk Blues...70**  
V 20-5445—A lot of fine fiddlin' and guitar picking goes on here. A gang vocal is thrown in, too. Great for such areas as West Virginia and parts of Tennessee.  
**Dirty Dishes Blues...67**  
Same comment here.

**MAY HAWKS**  
**No Tears, Little Darling...69**  
HORIZON 706—May Hawks does a good job on a country weeper with a reverse twist, with help from a chorus and rhythm backing. Could get spins. (ASCAP)

**I Ain't No Spring Chicken...68**  
The thrush tells of the troubles of a gal with a footloose guy, but she explains that she wasn't born yesterday. She sings it with brightness, and the piano backing jumps. (ASCAP)

**SCOTTY EVANS**  
**What's to Become of Me?...52**  
ARCADE 115—Scotty Evans tackles the mournful ballad courageously. (Arcade)  
**Three Times Seven...50**  
He's 21 and ready for lovin'. A casual effort all around. (Tannen, BMI)

**HARRY BOOHER**  
**I Am Not Coming Back...49**  
TAILOR 250—Booher's cleffing and chanting has an authentic folk flavor. While potential is limited, the side could do pretty well in the mountain country.  
**I Like to Hear a Boogie Too...45**  
Same comment.

## FOLK TALENT AND TUNES

Continued from page 50

Martin, of WMIL, Milwaukee, will be first to have new time (9)... Carl Smith headed the Prince Albert "Grand Ole Opry" NBC'er last week (19), with Capitol's Jean Shepard as featured guest. This week finds Ray Price heading the show, with Valley's Darrell Glen taking the top guest spot. Elton Britt takes the guest spot following week (3), with Webb Pierce handling emcee honors.

Carolina Cotton and Charles Coburn were the Hollywood names flown to Palo Alto, Calif., recently to head opening of John Rickey's \$3 million Studio Inn. The Northern California hostelry is featuring a wishing well in memory of Damon Runyon, with Owner Rickey matching all contributions for the Runyon fund... Ferlin Huskey and Jean Shepard set to return to West Coast dates by October 1 after completing their current tour booked by Johnny Hitt, of the Dallas MCA office. Their first October tour will be into the Northwest and Canada. Ferlin, formerly known as Terry Preston, recently moved into new North Hollywood home from Bakersfield, Calif... Smiley Burnette set for Dakota appearances last of September, following current Oklahoma and Texas dates. He's been elected honorary Chief of Police of Yankton, S. D., to head city's Free Pancake Days before going to Villa Grove, Ill., October 7... Johnny Bond clicking with Texas and Oklahoma dates in addition to his WFAA Dallas shows... "Town Hall Party," a regional NBC TV'er, from Compton, Calif.,

is longest c. & w. West Coast TV'er, with net plans in the works. Show is made up of Joe Maphis and Rose Lee, Tex Ritter, Jack Loyd, Tex Williams, Merle Travis, Freddie Hart and Wes Tuttle, with guests each show. Maphis is also on TV weekly from Crash Corrigan's Ranch... Fabor Robison has recently made a deal with Quality Records, of Canada, for Canadian distribution. Robison's Abbott releases will be on Quality label for Canada.

Doug Rains, of WACO, Waco, Tex., says his letter to publishers, record companies and distributors was misunderstood. Info was that WACO was changing exclusively to 45 r.p.m., and most of their record service stopped. They're using 78's, too, so 45's if possible, but 78's are welcome, too!... Ray Estes is the new country man at WETO, Gadsden, Ala., replacing Bill Giddeons... Hadley Barrett spins the country records at KODY, North Platte, Neb., along with live station work and p.a.'s in area. Station is located on the original Col. W. F. Cody ranch... Chuck Nichols, of KOWB, Laramie, Wyo., writes about annual square dance festival at the University of Wyoming campus September 12. He tied his "Chuckwagon" spinners with promotion, making it a highlight for whole area... Nig Honeycutt sings between the records he plays from WKAM, Warsaw, Ind... Sheriff Tex Davis, of WLOW, Norfolk, Va., working an alphabet contest with record dealers. He's asking for lists of country artists, A thru Z, with their full names and connections. Originality and neatness of entries counts and there are cash prizes for top three entries. Record dealers report their stores full of listeners following the contest... Buddy Starcher doing four hours daily with country disks at WESC, Greenville, S. C., along with general manager duties.

Gary Walker, one of the writers on "Trademark," now a private at Fort Leonard Wood, Mo... Joe Taylor and His Indiana Red Birds, of Fort Wayne, Ind., in Nashville recently guesting on Ernest Tubb's Saturday night record shop show. They're active at Buck Lake Ranch, Angola, Ind., during the summer... Webb Pierce set for Kate Smith's TV'er on NBC from New York September 24... Martha Carson's manager, X. Cosse, reports capacity houses of 2,500 to 6,000 on each of her recent appearances thru Texas and Oklahoma. Altho she has played both spots before, recent shows at Kingsport, Tenn., and Brewton, Ala., required second performances to handle the business. In addition to her "Grand Ole Opry" Saturday night appearances, they have October tours set up for Florida, Alabama, Georgia, Missouri and the Carolinas... Roy Acuff leaving this week for Korean tour, with Moon Mullican and Jerry Johnson added to his group.

Bill Martin, of Atlanta, reports that Red Garrett is on his way back from Alaskan tour, having played to capacity audiences in many spots that had never seen a country artist in person. Tour was a big success for the RCA Victor recorder... Earney Vandagriff, writer of "Guest Star in Heaven," has left his Flair recording connection, with a major label in mind... During recent Shriners' convention in Atlanta, local country artists played for most of festivities. Celebration seemed to center around the sound trucks using country records for the two-week get-together... Tom Gibson and Romeo Brinkley doing a new two-hour early-afternoon get-together record show from WATL, using artist's biographies and recording stories as format... WTJH, East Point, Ga., has Cliff Jenkins emceeing their Saturday Night Open House show when country artists are interviewed. Faron Young was a recent guest... Warren Roberts has given up his mike duties at WEAS, Decatur, Ga., to manage the station, with Texas Bill Stregth taking over the country deejay shows...

# 2 IMPORTANT ANSWERS... FOR THE PRICE OF 1

# BETTY CODY

Featured Star of WWVA Saturday Nite Jamboree singing



# I FOUND OUT MORE THAN YOU EVER KNEW

... the Answer to "I've Forgotten More Than You'll Ever Know"

# DON'T BELIEVE EVERYTHING THAT YOU READ ABOUT LOVE

... the answer to the "Kinsey Report"

RCA Victor 20/47-5462

## RCA VICTOR

FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

... for Week Ending September 19

# TOP RHYTHM & BLUES RECORDS

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

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

- |   |                            |
|---|----------------------------|
| Chicago... PERFECT WOMAN                                    | Four Blazers, United 158   |
| New Orleans... BLUES WITH A FEELING                         | Little Walter, Checker 780 |
| New York... DRUNK   | J. Liggins, Specialty 470  |
| Philadelphia... NO MORE IN LIFE                             | B. Doggett, King 4617      |
| Washington, D. C.-Baltimore... I WISH YOUR PICTURE WAS YOUR | L. Price, Specialty 471    |

## Territorial Best Sellers

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

### Atlanta

- Shake a Hand  
F. Adams, Herald
- Crying in the Chapel  
Orioles, Jubilee
- Good Lovin'  
Clovers, Atlantic
- Too Much Lovin'  
Five Royales, Apollo
- Feelin' Good  
Little Junior's Blue Flames, Sun
- Please Don't Leave Me  
Fats Domino, Imperial
- Honey Hush  
J. Turner, Atlantic
- Blues With a Feeling  
Little Walter, Checker
- Don't Deceive Me  
C. Willis, Okeh
- Clock  
J. Ace, Duke

### Charlotte

- Shake a Hand  
F. Adams, Herald
- Good Lovin'  
Clovers, Atlantic
- Crying in the Chapel  
Orioles, Jubilee
- One Scotch, One Bourbon,  
One Beer  
A. Milburn, Aladdin
- Mercy Mr. Percy  
V. Dillard, Savoy
- Don't Deceive Me  
C. Willis, Okeh

- Clock  
J. Ace, Duke
- Too Much Lovin'  
Five Royales, Apollo
- Please Love Me  
B. B. King, RPM
- Please Don't Leave Me  
Fats Domino, Imperial

### Chicago

- Shake a Hand  
F. Adams, Herald
- Good Lovin'  
Clovers, Atlantic
- Too Much Lovin'  
Five Royales, Apollo
- Baby It's You  
Spaniels, Chance
- Crying in the Chapel  
Orioles, Jubilee
- Don't Deceive Me  
C. Willis, Okeh
- One Scotch, One Bourbon,  
One Beer  
A. Milburn, Aladdin
- Perfect Woman  
Four Blazers, United
- Clock  
J. Ace, Duke
- Is It a Dream  
Vocaleers, Robin

### Cincinnati

- Shake a Hand  
F. Adams, Herald
- Good Lovin'  
Clovers, Atlantic
- Crying in the Chapel  
Orioles, Jubilee
- Get It  
Royals, Federal
- Please Love Me  
B. B. King, RPM
- Too Much Lovin'  
Five Royales, Apollo
- Clock  
J. Ace, Duke
- One Scotch, One Bourbon,  
One Beer  
A. Milburn, Aladdin
- Baby It's You  
Spaniels, Chance
- Don't Deceive Me  
C. Willis, Okeh

### Detroit

- Shake a Hand  
F. Adams, Herald
- Crying in the Chapel  
Orioles, Jubilee
- Good Lovin'  
Clovers, Atlantic
- Too Much Lovin'  
Five Royales, Apollo
- Please Love Me  
B. B. King, RPM
- Clock  
J. Ace, Duke

## Rhythm & Blues Record Reviews

Continued from page 34

### THE FIVE KEYS

**I'm So High**...74  
ALADDIN 3204—Relaxed chanting marks this item, which should prove of some attraction to jazz buyers, as well as strictly r.&b. trade. The lead voice of the Five Keys is backed by a rhythmic vocal arrangement. (Aladdin, BMI)  
**Teardrops in Your Eyes**...72  
Slow, tender ballad is rendered with gentle emotion by the Keys. (Aladdin, BMI)

### JIMMY DeBERRY

**Take a Little Chance**...74  
SUN 185—Bluesy item with an appealing sound, slow and infectious beat. Lyric has some novelty value. Jimmy DeBerry does right well with the vocal on this reminiscent ditty. (Delta, BMI)  
**Time Has Made a Change**...72  
Deep southern blues gets a sincere chanting delivery by Jimmy DeBerry to the accompaniment of typical guitar arrangement. (Delta, BMI)

### PERCY MAYFIELD

**How Deep Is the Well?**...73  
SPECIALTY 473—Here's a fine performance by Percy Mayfield as he explains that a well is the soul of man. Material is not up to the performance, however. (Venice, BMI)  
**The Bachelor Blues**...73  
Outstanding vocal by Mayfield on an old-fashioned and unexciting blues. If the singer ever gets the right material, he could be right on top again. (Venice, BMI)

### SMILEY LEWIS

**Little Fernandez**...73  
IMPERIAL 5252—Calypto-styled effort is sung with a lot of spirit by Lewis in the standard calypso accent, over a Latin beat by the ork. Listenable wax with a strong reading by the singer. (Commodore, BMI)  
**It's Music**...70  
It's music when the chanter hears his baby call his name. The material is undistinguished, but Lewis sings it well, and the beat is there. (Commodore, BMI)

### EDDIE TOWNES

**On the Bottom**...72  
MODERN 914—Now down and out, Townes chants of his misery and how things once used to be better. An effective performance by the singer and his ork. (Modern, BMI)  
**Trials and Tribulations**...72  
Another sad and mournful blues. Neither side of this platter is designed to lift anyone's spirit, but those who are miserable will find companionship here. (Modern, BMI)

### JACKSON BROTHERS ORK

**There's No Other Way**...72  
V 20-5446—A gang sing item which grows more frantic as it goes along. Lyric warbled by Billy Henderson is novelty stuff. (Malabar, BMI)  
**Flat Foot Boogie**...65  
An instrumental which features some good musicians, but as a disk this is not a strong side. (Malabar, BMI)

### EFFIE SMITH

**Dial That Telephone**...71  
ALADDIN 3202—This is a talk record, with the thrush confiding her problems over the telephone to a girl friend. She's fed up with her husband's staying away, but he returns before the end of the record and all is forgiven. Has a few good gimmicks and could cause a little stir. (Aladdin, BMI)  
**Don't Cha Love Me?**...66  
Thrush leads the Swingmen in a slow swaying vocal session. Over-all performance lacks distinction. (Aladdin, BMI)

### VICKIE NELSON

**I Belong to You**...67  
BRUNSWICK 84021—Thrush can really bend a note. She has a strong voice and turns in a good performance on this slow ballad. (Challenge, BMI)  
**Toys**...65  
Miss Nelson shows to advantage on this version of the tune disked previously by Eileen Barton for the pop field. It's mostly performance. (Santely-Joy, ASCAP)

### MAXWELL DAVIS

**No Other Love**...66  
ALADDIN 3201—Two saxes lead the ork in a slow instrumental take of the tune from the Broadway show "Me and Juliet" which is Perry Como's current hit. (Chappell, ASCAP)  
**Strange Sensation**...65  
This is better known as "La Cumparsita." It failed to cause much stir as a pop tune some time back, and this instrumental version featuring two saxes doesn't impress as being able to do much more. (Santely-Joy, ASCAP)

### LIL' SON JACKSON

**Confession**...65  
IMPERIAL 5248—Southern blues is wailed convincingly by Jackson. Gui-

## National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. SHAKE A HAND—F. Adams	1	6
I've Gotta Leave You—Herald 416—BMI		
2. CRYING IN THE CHAPEL—Orioles	2	9
Don't You Think I Ought to Know?—Jubilee 5122—BMI		
3. GOOD LOVIN'—Clovers	3	13
Here Goes a Fool—Atlantic 1000—BMI		
4. TOO MUCH LOVIN'—Five Royales	4	6
Laundromat Blues—Apollo 448—BMI		
5. CLOCK—J. Ace	5	13
Aces Wild—Duke 112—BMI		
6. PLEASE LOVE ME—B. B. King	6	14
Highway Bound—RPM 386—BMI		
7. PLEASE DON'T LEAVE ME—Fats Domino	9	10
Girl I Love—Imperial 5240—BMI		
8. ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn	—	1
What Can I Do—Aladdin 3197—BMI		
9. HONEY HUSH—J. Turner	—	1
Crawdada Hole—Atlantic 1001—BMI		
10. GET IT—Royals	8	7
No It Ain't—Federal 12133—BMI		

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. SHAKE A HAND—F. Adams	1	5
Herald 416—BMI		
2. CRYING IN THE CHAPEL—Orioles	2	9
Jubilee 5122—BMI		
3. GOOD LOVIN'—Clovers	4	8
Atlantic 1000—BMI		
4. PLEASE DON'T LEAVE ME—Fats Domino	3	9
Imperial 5240—BMI		
5. TOO MUCH LOVIN'—Five Royales	5	7
Apollo 448—BMI		
6. CLOCK—J. Ace	6	11
Duke 112—BMI		
7. HONEY HUSH—J. Turner	9	2
Atlantic 1001—BMI		
8. NADINE—Coronets	7	2
Chess 1549—BMI		
9. GET IT—Royals	—	4
Federal 12133—BMI		
10. BABY IT'S YOU—Spaniels	—	1
Chance 1141—BMI		

## RHYTHM AND BLUES NOTES

Clyde McPhatter and the Drifters signed with the Gale Agency this week. McPhatter is the former lead singer of the Dominoes, and the Drifters is his new vocal group. He is now waxing for Atlantic Records; his first disk for the firm was released last week. . . . Freddie Mitchell and his ork and thrush Laverne Baker are now in Europe on a one-nighter tour. The pair arrived in Europe in August for a three-month run thru Germany and Italy.

The Clovers played the Apollo Theater in New York this week with the Lucky Millinder ork. . . . Miriam Abramson, of Atlantic Records, is back in New York after visiting her husband, Lt. Herb Abramson, in Germany.

The new season finds a strong array of r.&b. talent lined up at the Philadelphia music rooms. Pep's Musical Bar offered Willie Mabon on Monday (21) as the kick-off attraction; Ida James and Fats Wright are back in town at Spider Kelly's; Club Chateau will bring in Doc Bagby and His Organ Trio; Cecil Young will get the spotlight at Club Bill and Lou; Buddy Lucas will make his first local stand at the Powelton Cafe; Bobby Meadows Trio will come to town to open the new Panther Lounge at Paul's Carnival Club; George Auld is set to follow Joe Loco on September 28 at the Blue Note, with Terry Gibbs set to take over the first week of October; Lynn Hope is back at the Show Boat with Sonny Stitt next; J. Mitchell returns his organ music to the Carver Bar in the Glenn Hotel; Eddie Heywood shares the stand with the Jackie Davis Trio at Emerson's Grille; Sarah McLawler, plus Richard Otto's violin, is in this week at Club Bill and Lou's; Bobby Walker is bringing his quintet into the Tropic Musical Bar.

tar sets the effective backing. (Commodore, BMI)

**Movin' to the Country**...61  
Jackson sings simply of his plan to abandon the city and his girl. Might sell some copies in Southern rural areas. (Commodore, BMI)



Last week's hot tip on States 125, featuring Jack Cooley, is turning out to be just that. A real hot tip. He does "Rain on My Window," backed with "Could, But I Ain't." The first is a blues tune and "Could" carries a solid beat. A real coin grabber. Bixie Crawford is the first female vocalist to record the old T-Bone Walker tune, "I'm Still in Love With You." Also on United 155 is "Never To Cry Again."

The Four Blazers and a Horn going smashes with their United 158 recording of "Perfect Woman" and "Ella Louise." Both sides get a terrific reading and will sell loads of records.

The Coronets' version of "Nadine," backed by "I'm All Alone," is still ringing the cash register bell at dealers' counters. This Chess 1549 waxing is grabbing oodles of coin in the juke boxes. Don't pass it up. Willie Mabon's Chess 1548 waxing of "You're a Fool," backed with "Monday Woman," also heading for a strong spot on the charts. Going strong in several areas with records piling up fast.

Checker 780, featuring Little Walter doing "Quarter to Twelve" and "Blues With a Feeling," has hit The Billboard's New Records To Watch Section. Potential here is tremendous. Watch it go.

Stirring a lot of action in the East is Saber 102, featuring a new group called The Five Echos. The platter features "Lonely Mood," backed with "Baby, Come Back to Me," and previous action has taken place in Chicago and Cleveland. Real great. JOB 1015, which features Little Hudson and the Red Devil Trio, getting big in the South. Both sides, "Rough Treatment" and "I'm Looking for a Woman," get tremendous readings. It'll go big.

"Baby, It's You" and "Bounce," by The Spaniels, on Chance 1141, breaking on the East Coast. Already on the North Charts and headed for big-time pay dirt.

Your dealer has these "picks" in stock. Call or see him today. (Adv.)

**A New Hit**  
**FATS DOMINO**  
"YOU SAID YOU LOVE ME"  
"ROSE MARY"  
#5251  
**Imperial Records**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

**VARETTA DOES IT AGAIN**  
#1107  
**"I LOVE YOU"**  
STILL GOING STRONG #897  
**"MERCY MR. PERCY"**  
2 Big Hits by Varetta Dillard

**SAVOY RECORD CO., INC.**  
58 Market St., Newark, N. J.

Picked by Billboard and Cash Box—and they're so right!  
**Like Money in the Bank!**  
**"MONEY HONEY"**  
Clyde McPhatter and The Drifters  
Atlantic #1006

**New Money Maker!**  
**THE BACHELOR BLUES**  
by **PERCY MAYFIELD**  
#473 #473-45  
**Specialty records**  
8508 Sunset Blvd. Hollywood 46, Calif.

**Heading for Hits!**

**"WHAT WOULD I DO"**

NO. 3066

flip "I'll Tell The World, I Love You"

**"ENJOY WHAT YOU'RE DOING"**

NO. 3067

flip "Gi-Gi-Gi-Gira Con Me"

vocals by

**JO ANN LEAR**

orchestrations by  
**STEVE MAIK**  
45 rpm  
78 rpm



DISTRIBUTORS—DEALERS—JUKE BOX OPERATORS

Write today for FREE Sample Records  
(state which speed)

GIRA RECORDS DIVISION

**GILIO PUBLICATIONS**

39 Park Avenue Rutherford, New Jersey

**WANTED  
UNUSED RECORDS**

**RCA VICTOR**

(any quantity — 78 rpm only)

**CAPITOL**

Purple Label only (any quantity — 78 rpm)

**COLUMBIA**

(any quantity — 78 rpm only)

Any titles or number acceptable  
Quote Prices F.O.B. our store

**SAM GOODY**

235 West 49th St., New York 19, N. Y., Circle 6-1710

**R & B Territorial Best Sellers**

Continued from page 53

7. Please Don't Leave Me  
Fats Domino, Imperial
8. The Come Back  
Memphis Slim, United
9. Help Me Somebody  
Five Royals, Apollo
10. Baby It's You  
Spaniels, Chance

6. Get It  
Royales, Federal
7. Nadine  
Coronets, Chess
8. Crying in the Chapel  
Orioles, Jubilee
9. Baby It's You  
Spaniels, Chance
10. Clock  
J. Ace, Duke

**Los Angeles**

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

**Washington - Baltimore**

1. Shake a Hand  
F. Adams, Herald
2. Crying in the Chapel  
Orioles, Jubilee
3. Good Lovin'  
Clovers, Atlantic
4. Too Much Lovin'  
Five Royals, Apollo
5. Get It  
Royals, Federal
6. C'Est Si Bon  
E. Kitt, Victor
7. I Wish Your Picture Was You  
L. Price, Specialty
8. Help Me Somebody  
Five Royals, Apollo
9. Get It  
Royals, Federal
10. These Foolish Things  
Dominoes, Federal

**New Orleans**

1. Shake a Hand  
F. Adams, Herald
2. Honey Hush  
J. Turner, Atlantic
3. Blues With a Feeling  
Little Walter, Checker
4. Please Love Me  
B. B. King, RPM
5. Please Don't Leave Me  
Fats Domino, Imperial
6. Feelin' Good  
Little Junior's Blue Flames,  
Sun
7. Good Lovin'  
Clovers, Atlantic
8. Too Much Lovin'  
Five Royals, Apollo
9. Third Degree  
E. Boyd, Chess
10. Goin' to the River  
Fats Domino, Imperial

**New York**

1. Shake a Hand  
F. Adams, Herald
2. Crying in the Chapel  
Orioles, Jubilee
3. C'Est Si Bon  
E. Kitt, Victor
4. One Scotch, One Bourbon,  
One Beer  
A. Milburn, Aladdin
5. Don't Deceive Me  
C. Willis, Okeh
6. Clock  
J. Ace, Duke
7. Drunk  
J. Liggins, Specialty
8. Good Lovin'  
Clovers, Atlantic
9. Too Much Lovin'  
Five Royals, Apollo
10. Goin' to the River  
Fats Domino, Imperial

**Philadelphia**

1. Shake a Hand  
F. Adams, Herald
2. Too Much Lovin'  
Five Royals, Apollo
3. Crying in the Chapel  
Orioles, Jubilee
4. Please Don't Leave Me  
Fats Domino, Imperial
5. Good Lovin'  
Clovers, Atlantic
6. Please Love Me  
B. B. King, RPM
7. No More in Life  
B. Doggett, King
8. Don't Deceive Me  
C. Willis, Okeh
9. Why Oh Why  
Kings, Jax
10. Early in the Morning  
R. Milton, Specialty

**St. Louis**

1. Shake a Hand  
F. Adams, Herald
2. Too Much Lovin'  
Five Royals, Apollo
3. Shake a Hand  
S. Churchill, Decca
4. Good Lovin'  
Clovers, Atlantic
5. The Come Back  
Memphis Slim, United

**Butera, Walton  
Signed by Victor**

HOLLYWOOD, Sept. 19.—Danny Kessler, of the RCA Victor rhythm and blues artist and repertoire department, added to the label's talent roster with the signing of tenor sax man Sam Butera and Square Walton.

Both have cut their first wax for the label, with platters scheduled for release during October.

**Capitol Hi-Fi**

Continued from page 21

Les Baxter and Stan Kenton performing on the pop side.

Selections from Glazounov, an additional demonstration of studies in percussion by Hal Rees, Ernest Bloch, Tchaikovsky, Villa-Lobos, Shostakovich and Aaron Copland are offered on the classical side.

Included in the package is a three-part commentary of the recording by Charles Fowler, editor of High-Fidelity magazine: (1) A discussion of the most significant aspects of fine music reproduction, (2) a commentary of the features of each track of the record, and (3) a review of engineering and manufacturing considerations relating to the record.

Disk will receive special handling by Cap's manufacturing and shipping personnel. Capitol engineers point out that the record is intended to be played on quality equipment. A 12-inch LP, the record has a total playing time of 37 minutes and will be marketed for \$6.45 plus tax.

**B. B. KING'S  
LATEST...**

Just Released  
"PLEASE HURRY HOME"  
"NEIGHBORHOOD AFFAIR"  
r. p. m. 391

Call or Wire  
Your Distributors  
RIGHT AWAY

**RPM  
RECORDS**

**Jones Grosses**

Continued from page 21

Jones' four weeks at the Flamingo in Las Vegas; two weeks at the Cal-Neva Lodge, Lake Tahoe, Calif., or a run at California State Fair, Sacramento.

Ralph Wonders, of Arena Stars, disclosed that the current one-nighter gross compares favorably with that of 1952, altho not topping it.

Jones and his orchestra will make their first screen appearance in five years in the forthcoming Universal-International Abbott and Costello comedy, "Fireman Save My Child."

We asked the country's  
top DJ's--

Which is the "A" side of  
Perry Como's new record?

We like 'em both—but there are more of you dj's than there are of us. To help us plan our promotions, will you please check your preference below and shoot this card back to me.

Cordially,  
Bernie Miller  
RCA VICTOR RECORDS

you alone  
papaya mama

See next week's RCA Victor ad in Billboard  
for the results of this poll!

... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!

John Gale Barker  
Barker Music Center  
McLellan's Store  
Tucson, Arizona.

**SUBSCRIPTION ORDER FORM**

The Billboard  
2160 Patterson St. Cincinnati 22, Ohio  
Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payments enclosed. 915

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

ADMEM OF EVERY KIND ENDORSE THE BILLBOARD AS A  
**TOP SELLING FORCE**



# 56 Stations Launch Fight

Continued from page 22

always regarded this contention with some puzzlement, inasmuch as the blanket license rates were agreed upon by ASCAP and a committee which ASCAP regarded as representing the telecasters. The situation is implicit in the following:

Before the 1950 Amended Final Judgment went into effect, ASCAP had signed license agreements with three of the four television networks and with a number of local stations. The majority of TV stations and the Du Mont network refused to sign what they considered exorbitant rates. A group known as the All Industry Local TV Music License Committee was formed to represent these broadcasters. . . . After further negotiations with ASCAP had failed, the owners of 56 local TV stations exercised the rights conferred on them by Paragraph 9 (of the Decree). In a petition filed July 18, 1951, they asked this court to set reasonable fees so that each station might choose the form of license which was better suited to its needs. . . . ASCAP answered the stations' petition on August 2, 1951, and preparation for hearing of the rate-fixing proceeding has gone on since that date. Simultaneously with service of its answer, however, ASCAP served notice of a motion to amend the 1950 Final Judgment. It is this motion which the present movant seeks leave to oppose on behalf of the petitioning TV stations. The motion has not yet been argued, but it is expected that it will be heard sometime in the next few weeks."

### 'Old Method'

The brief views the ASCAP motion as an attempt to return to the Society's old method of selling only blanket licenses, or, in the words of the brief: "selling its music on an all-or-nothing basis." The TV attorneys claim "ASCAP seeks this objective ingeniously. It does not ask that the requirement that it grant per-program licenses be eliminated. It asks only that the requirement be lifted whenever the would-be licensee has any sort of licensing agreement with BMI. But virtually every radio and TV station has a BMI license, and those licenses are non-terminable and do not expire until 1959. Thus, were

ASCAP's proposed amendment written into the Amended Final Judgment, the per-program requirement would be effectively written out until at least 1959. Moreover, unless a station has a license agreement of some sort with BMI, a per-program license from ASCAP is valueless, for BMI is the only alternative major source of music. If a station could not broadcast BMI music, it would have to obtain virtually all of its music requirements from ASCAP and so—in view of the higher rate which a per-program license entails—would have to take a blanket license from ASCAP."

The brief refers to the more-than-95-page document which ASCAP prepared in support of its motion to amend the decree. This document reportedly airs all of ASCAP's grievances against Broadcast Music and against TV stations. The WATV brief asks that the petitioners—the stations—be permitted to answer in court the accusations contained in the ASCAP document.

At this stage of the developments, it would appear likely that events are heading toward a general free-for-all among ASCAP, BMI and the stations. As indicated in this story, some attempts are still being made toward peaceful settlement. But a general airing of complaints in court seems more likely to be the outcome—and, if and when this occurs, the long pent antagonism between the rival licensing organizations will finally get a formal airing. The outcome of it all is problematical and intriguing.

## Music—As Written

Continued from page 26

Jurgens relinquished the stand at the Trocadero long enough for **Les Brown** to take over for a one-nighter. **Carmen Miranda** hung out the s.r.o. sign at the Broadmoor's Hawaiian Village during her four-day run in Colorado Springs, Colo., that ended the Broadmoor's biggest summer season. **Shcky Green** opens at the Wolhurst this week for a brief stay to be followed by the **Day, Dawn and Dusk Trio**, **Robert Peters**, **Lanny Ross**, **Lillian Shelby** and **Hugh Thompson**, along with **Jan Pearce**, are slated for fall and winter appearances here under the auspices of **Arthur M. Oberfelder**. Leading the parade of winter stars is **Dorothy Lamour** and her variety revue, slated by Oberfelder for October 7, with advance sales already showing up well. **Merv Griffin** was in town surrounded by teenagers who flocked to his plugging of his Warner Brothers hit, "So This Is Love." **Tex Beneke** packed Denver's Rainbow Ballroom last night for the first of a three-day run, marking the opening of Denver's winter dance season. Other name bands slated for **Joe Leher's** newly re-decorated ballroom include **Harry James**, opening next Tuesday for two nights, followed by **Sammy Kaye**, opening October 2.

### Detroit

**Steve Kisley** and his orchestra opened the fall season at the Hotel Statler Terrace Room Wednesday (16) in a return engagement. . . . **W. B. Doner** and Company, television agency, were hosts Monday at a cocktail party for **Vicki Benet**, M-G-M recording artist, and her personal manager, **Jack Elliott**, who is also the writer of her current hit, "When He Takes Me in His Arms."

## 'Pianorama' Series Readied by M-G-M

NEW YORK, Sept. 19.—M-G-M Records is prepping a new series of albums based on the ABC radio network show "Piano Playhouse." New series will be issued under the title "Pianorama" and will be available as two-pocket EP, a single 10-inch LP or four-record 78 r.p.m. packages. "Piano Playhouse" is produced by **Maggie Fisher**.

The diskery has been releasing similar material in the past under the "Piano Playhouse" title. First disk in the new series will feature two-piano team, **Ferrante and Teicher**. The disk will be heavily promoted for the upcoming "Piano Playhouse" tour which starts early in October.

## FREE PLUGS, FREE MEALS

NEW YORK, Sept. 19.—Armies travel on their stomachs, it is said, and now an attempt is being made to find out if deejays are similarly motivated to action. To plug the new **Tex Beneke** recording of "Danny's Hide-a-Way" on Coral, the title eatery here is sending out invites to 2,000 jocks around the country to feed cuffs at the spot on their next visit to town. Tune was penned by **Bobby Mellin** and **Sammy Stept**.

## Geo. Pincus On Own Now

NEW YORK, Sept. 19.—Vet professional manager **George Pincus** this week affiliated his newly formed pubbery, **George Pincus Music Corporation**, with the American Society of Composers, Authors and Publishers. Pincus went into business for himself a few weeks ago after leaving the **Shapiro-Bernstein** firm.

The new pubbery office will be located at 1650 Broadway. Pincus also this week named **Irwin Berke** as Chicago area rep.

## 'Big' Classics

Continued from page 48

ings. Tho not particularly known as a Bach player, he here reveals a logical approach to these works that is different and tied intimately with his prodigious technique. The power of the **Heifetz** name should sell at least as many sets as the repertoire. Dealers should be prepared to point out that the famous and much-arranged "Chaconne" can be heard in its original form as the principle movement of the "Partita No. 2." Perhaps the most effective demonstration excerpt is the brilliant "Preludio" from "Partita No. 3" (Side 6, Band 1).

Undoubtedly, what has until now kept a complete version of the **Berlioz Romeo and Juliet Symphony** from catalog listings is the size of the musical forces required. To the orchestra must be added a large chorus and several solo vocalists. Might as well do an opera. The most complete recent attempt has been the excellent **Mitropoulos** reading on Columbia. Now along comes the **Charles Munch-Boston Symphony** reading on RCA Victor and it's a profoundly moving one, in addition to being really complete. Consistent sales should be in store for this one over a long stretch. Is **Horowitz**.

## NEW TWIST

### '18th' Is Hit Despite Foley Effort to Kill

NEW YORK, Sept. 19.—Publisher **Charles Foley** is perhaps the only member of that fraternity who has done his best to kill a promising tune in his catalog. Still, despite valiant efforts, his "Eighteenth Variation" is shaping as a hit.

The opus is a fragment of **Rachmaninoff's** "Rhapsody on a Theme by Paganini," used as a theme in the movie "The Story of Three Loves." Under that title, a disk by harmonica player **Jerry Murad** is currently one of Mercury best sellers. **Foley**, however, who feels that such popularization of the music can do damage to the value of the **Rachmaninoff** copyright, has received assurances from Mercury that no more copies will be pressed.

Meanwhile, **RCA Victor's** straight version by pianist **William Kapell**, pulled out of a long-hair album, has taken off in a big way. **Decca** has put out a class treatment with **Jack Pleis** and **Tutti Camarata**, and **Columbia** is planning to cut "Eighteenth" with **Liberace**. Mercury, too, is known to be mulling a re-make along lines that **Foley** approves.

And now **Foley** has an arranger at work preparing a sheet music version of the opus for solo piano to fill a growing demand for copies.

## Nat'l to Sell Thru Jubilee

NEW YORK, Sept. 19.—In a deal concluded this week between **Jerry Blaine**, owner of **Jubilee**, and **Al Green**, of **National Records**, the **National** catalog will be marketed by **Blaine** thru his **Jubilee** distributors. The catalog includes over 600 sides, many of which have been previously unreleased.

In merchandising the **National** catalog, **Blaine** plans to concentrate on EP's and LP's as well as to turn out some previously unreleased sides as singles. The initial shipment, which is set for October 15, will include 16 EP's and six LP's. The **National** label will be used.

Some of the artists with masters in the **National** catalog include **Billy Eckstine**, **Eileen Barton**, the **Ames Brothers**, **Joe Turner**, **Tommy Edwards**, **Pete Johnson**, the **Ravens** and **Charlie Ventura**.

## Cap Artists Rule Roost On Sat. TV

NEW YORK, Sept. 19.—Capitol Records artists will come close to monopolizing network TV time on Saturday nights this fall. Between the hours of 8 and 11 p.m., the diskery's talent will be seen and heard almost every week on both the **NBC** and **CBS** networks. It works out like this:

**Jackie Gleason** will be on **CBS** from 8-9 p.m., **Nat (King) Cole** will do eight guest appearances on the **NBC "Show of Shows"** which is televised from 9-10:30 p.m., and **Gisele MacKenzie** will be seen regularly on **NBC's "Hit Parade"** from 10:30 to 11 p.m.

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# Hocus-Pocus

By BILL SACHS

TEXAS Association of Magicians' annual conclave held in Houston, September 4-7, was one of the liveliest settos ever held by the group, altho registration was off somewhat from last year, according to Logan Pritchett (Mr. Zuko), of Little Rock, who covered the event for us. Willard the Wizard, recently out of the hospital, made his first stage appearance at the Houston get-together since he last showed at the 1952 IBM convention, and received a standing ovation for his unbeatable thumtie. Five dealers showed their wares at the conclave and appeared on the dealers' show. They were Ed Watkins, Dallas; Merv Taylor, Hollywood; Al Sharpe, Chicago; Jim Killip, Philadelphia, and Gene DeBulle, Fort Worth. Killip also displayed his collection of miniature illusions. Many vents and jugglers attended, drawn by the first vent and juggling session ever presented by the Texas association. On the first night show, emceed by Max Endel, were Gene DeGene, Al and Val Sharpe, Happy Fenton, Mr. and Mrs. Royal Brin, Mr. Zuko, Cal Emmett, DeLora Whitney, Merv Taylor and Daddy Crofts. Chester LeRoy was in charge of the vent session. On the bill were Donald Smith, Bob Warden, Byron Boothe, Freddie Olson, Frank Clauder, Joe Donnelly, Joe Barnes, Mr. Zuko, Chester LeRoy and the Great Chesterfield. Bob Blau introduced the juggling jamboree. Second night's magic show was emceed by Harry McDaniel, with the following participating: Bob Blau, John Sesson, Earl Williams, Ed Watkins, Stubby Stubblefield and Seymour Davis. On the close-up show presented by Jim Bowling were Bobo, George Pearce, Al Sharpe and Ed Watkins. The third night show had Al Sharpe, emsee; Gus Niendorff, the Gartlands, DeLora Whitney and mother, Bobo and Lillian, Harvey Gattis, Willard and George Pearce. Mr. Zuko emceed the final show, which also included Byron Boothe, Freddie Olson, Harry McDaniel, Beverly Bergeron, Happy Fenton and Charles Radner. The Al Sharpe Trophy was won by Stubby Stubblefield, who'll have to win it again to gain permanent possession. Other awards went to Gus Niendorff, Harvey Gattis, Daddy Crofts and Royal Brin.

ARTHUR LEROY and partner, Peggy Bridge, reopen their season of "Matinees for Moppets" October 31. They will operate this season at the 1,200-seat Academy of Music, Brooklyn, under auspices of the Brooklyn Institute of Arts and Sciences. There will be a perpetually flowing stream of magic on the series, Leroy reports, and in addition to his own mysteries he already has booked Dick DuBois, Richard Himber and Norman Jensen to appear in the series. For the Easter holidays Leroy will bring in Hardeen Jr. in the "Houdini Mysteries," and Chang the Magician. Leroy hopes by the series to repopularize magic in New York. . . . Milbourne Christopher is the new president of the Parent Assembly, Society of American Magicians, New York. . . . Harry Blackstone was guest of honor of the Lambs' Club, New York, Wednesday (23), with Joe Dunninger, Al Flosso, Frank Clinton, Bruce Reynolds, Bob Dunn, Jarrow, Mack, Reneaux, Gray and other Gotham magi participating in the accompanying show. . . . Chang plays the Strand, Brooklyn, with his full-evening show October 7. . . . Paul Duke has been pulling some excellent mentions for his appearance in the "Anna Russell Little Show" on Broadway. . . . The Rev. Willard S. Smith, of Holden, Mass., national chaplain of the Society of American Magicians, was the subject of a full-page feature in the Sunday magazine section of The Boston Post Septemeb 13. The article, written by Paul Carey, was illustrated with a three-column photo showing Reverend Smith performing with the jumbo pasteboards. . . . Jim Killip, of Philadelphia, was in Cincinnati last Saturday (19) for his 12th in a series of two-hour lectures in conjunction with his extensive collection of 53 working miniature illusions. Ronald Haines, Norwood, O., magic dealer, sponsored Killip's Cincinnati appearance, with admission at \$5 per dip. . . . McDonald Birch and Company, with Mabel Sperry, will appear for the Lions' Club at the high school auditorium in Greenfield, O., Wednesday night (23).

## Palace, N. Y.

Continued from page 19

you. Sharkey is a sock act on any bill—particularly when he argues with Jo Lombardi about his orchestrations. Also on deck are Ross Wyse Jr. and June Mann, a standard comedy act that is vaude at its best.

Current program gets a good tee-off via a trio of Negro step-pers, The Tapateers, new to the Palace stage. The three lads are sharp on footwork and rate watching. Likewise making a Palace debut is a young war vet, Dick Martone. Lad has a pleasant selling approach and is a competent mime of singing personalities via half a dozen impressions. Best effort is a Pinza bit, but Johnny Ray and Jolson routine could be scrapped. Act has good possibilities but needs development via imagination.

Low pressure area of the bill spots two acts which are out-classed in current competition. The Manhattans (harmonizing quintet, four men and a gal) over-work horrendously and lengthily for a minimum of effect. Why an act like Wyse and Mann should be cut to a minimum for an overdose of this is something to ponder about. Similarly a terp team, Priest and Fosse, look anything but ready for "their first appearance in a Broadway theater."

The Del Raes, back in the house after a considerable interval, provide a solid acro wind-up. Duo are real toppers in their line.

Pic is "Mission Over Korea."

(This reporter deeply regrets his error in Palace review of September 11, in which he referred to harmonica virtuoso Billy Frye as "Billy Kaye." Bob Francis.

## See Early End

Continued from page 20

it was refused, AGVA placed agents and clubs on its unfair list and ordered its members not to work for them. Actors who did so were in turn placed on the unfair list.

### Running Battles

Since this started there have been running battles between AGVA and Chi sources with both sides taking legal potshots at each other. In most legal hassles AGVA came out on top. The National Labor Relations Board, called in by Chi lawyers, refused to rule claiming it had no jurisdiction. Chi lawyers followed this up by starting civil action against AGVA officers and the union, asking damages in the hundreds of thousands of dollars. Case is still in the courts.

If Chicago agents, most of them members of Entertainment Managers Association, formerly a part of Artists Representatives Association, come back to AGVA it will pose some problems. According to a high AGVA official, "EMA was recognized by us long before ARA was in existence."

When ARA made its deal with AGVA it agreed that if the union placed any ARA members on the unfair list, ARA would drop such agents from its membership. Whether these EMA people will go back to ARA is not known, but an AGVA topper said, "We can't make EMA people join ARA. If they refuse there's nothing we can do about it."

### Amnesty Considered

ARA officials said they had heard about Chi agents wanting to come back, but no official application had been made. "We dropped these people because our agreement with AGVA called for it," said an ARA officer.

If a final peace is declared, it was indicated by union officials that some sort of amnesty will be given AGVA members who worked for unfair agents and in unfair clubs. It was stressed that whatever action will be taken, however, would be dependent on AGVA's executive board.

## N. Y. Nabe Spots

Continued from page 20

Seville, out in Franklin Square, Long Island, with a capacity of 1,500, will also join the buying parade.

The Boulevard has already let agents know it was increasing its budget sharply. It will spend \$5,000 for a good name, and will go higher (it will have to) for the bigger ones. Maksik's has the same idea in mind.

These nabe places operate mainly on the same price policies as the big New York rooms. The Boulevard charges \$2.50-\$3.50 minimum; Maksik's range is from \$3.50 to \$5. If a big attraction comes in, the chances are that minimums may even be raised.

No competition is offered the Copa, the only remaining big name buyer in the local area, with the exit of the Riviera, it was stressed. The Latin Quarter may buy a name occasionally, but it does okay with the big productions. It was pointed out that names can work the suburban spots and also do the Copa, and still not draw on the same markets.

## Roxy Peace

Continued from page 20

tract with the Roxy, musicians were guaranteed work until Labor Day, 1954.

As a sidelight to the 802 picket line thrown around the Roxy when it started showing "The Robe," AFM is contemplating disciplinary action against cardholders who attended the premiere of the flick. Among those named, are Milton Berle, Sid Caesar, Morey Amsterdam and Milton DeLugg.

Jules Stein, head of Music Corporation of America, also an AFM card-holder, came to the theater but refused to cross the picket line, according to an MCA spokesman.

"The Robe" opened Wednesday night to a paper house. Its first day (17) of paid admissions, it took in close to \$36,000, a record for any single day's theater business "anywhere in the country," according to a Roxy official. Pic is expected to stay for three months. It was indicated, via the AFM deal, that thereafter the Roxy may return to flesh.

# Burlesque Bits

By UNO

Sally and her monkey broke all records at the New York State Fair in Syracuse and the York (Pa.) Fair with the James E. Strates' Shows . . . Joseph Elul, owner of the Empress, Detroit, left for Hollywood, Fla., where he will make his home until next spring. . . . A new burly theater, the Capitol, formerly a vaude house and dark since 1945, opened last week in Portland, Ore., in opposition to the Star. This addition makes quite a wheel on the Coast, along with the Rivoli, Seattle; El Ray, Oakland, Calif.; President-Follies, San Francisco; New Follies, Los Angeles, and Hollywood Follies, San Diego, seven stops in all to enable performers to work the year round without big jumps or long lay-offs. Policy at the Capitol is eight weeks for comics. In the other houses a comic is held indefinitely if he toes the mark. Openers at the Capitol are Hermie Rose, Will Hayes, Lee Stuart, Barbara Yung and Patti O'Hara. . . . Grand, St. Louis, reopened for its 14th season on September 10 with comics Eddie Innes and Happy Hyatt. Continuing as manager is Dick Zeisler; assistant manager and treasurer, Ralph Lea; assistant treasurer, Al Baker Jr.; producer, Billy Koud; house singer, Banny Melton; stage manager, George Bauer; orchestra leader, Mayor Reidelberger of Venice, Ill.; doorman, Joe Fritz, and concessionaire, Dick Libes. Chorines are Josephine Day, Mary Miller, Dottie Taraski, Betty Lomas, Mary Simpson, Angelo Ferroni, Betty McDaniel and Rosemary Falvy. . . . John G. Jermon is in receipt of the news of the death of comic Lou Devine in Indianapolis. . . . New at the Adams, Newark, N. J., September 18 are Yvette Dare, Solitaire and Frenchie LaVonne.

Jessica Rogers with Nita Tindall, while in Chicago recently, threw a shower for Louis W. Nathan, owner of the 606 Club, and his bride, Helen, in their Lincoln Park apartments. The guests included Linda Darling, Violet Perry, Jerri Wair, Karen Winters, Jeanne Delta, Peggy O'Connor, Boots Francis and Wesley. . . . Billy Foster, comic, is back on the Hirst circuit after five years on the Coast and in Alaska. His co-comic in the unit is Harry Savoy. . . . Bert Grant, former character-straight man on the big wheels, is now financially interested in a couple of taverns in Chicago, where he is living at the Norsted Hotel, 3750 Broadway, and where he would like to hear from old burly co-performers. . . . Artie Lloyd, comic, back

at the Gayety, Norfolk, for his second successive season, was given a birthday party last week. Attending were the entire house staff and cast, including Jimmie Pinto, Phil Seed, Mae Joyce, Texas Sheridan, Dolores Green, Pete Goodman, Rickey Love, Mary Jane Portes, concessionaire Nat Tash and Frankie Blue, the Gayety's owner. . . . The current cast at the President, San Francisco, has Marguirita, feature; Higgy King, in his 30th week; Joe Hammond; Marion; Lorena; Margie Sullivan; and Earl Street. Jack Mann and Syra will be newcomers September 25. . . . Dave A. Hoffman, former burly comic, is now operating the Grimes Music Publishers firm in Philadelphia. An American Society of Composers, Authors and Publishers member, Grimes is plugging the sale of a recording of the song "I Want You," by Linda Francis and The Overtones. . . . Because of illness Fifi LaVerne was unable to open with the Mickey Jones-Al Anger-Cliff Cochran unit at the Hudson, Union City, N. J. The replacement was Mila, the Peeler.

## Persian Room

Continued from page 19

the house—and the room was full of top-flight dance teams—those who could afford the Persian Room and who could get in.

In the straight dance field, calling for imaginative choreography and faultless interpretation, the Champions stand alone. And what is more important, they do business.

The Cheerleaders, five young, fresh, good looking people, look like Brywn Mawr and Princeton undergrads. Kids sing well and move like clockwork in and out to add sight as well as audio appeal for their set numbers. Their Fred Waring-ish "Foolish Things" sung a cappella was the only lag in their act. It was too long, and halted pacing to a crawl. Their faster numbers, e.g. "Carolina in the Morning" and the "Old Soft Show," were delightful. These permitted them to use their youthful bounce for full effects.

Richard Pribar, the Champions' musical frontier, did a fine job. His arrangements, conducting and pianistics were outstanding. Ted Saucier, a favorite in the East Side class rooms, was another added plus to a great show. Mark Monte's slick arrangements in the intermission slots wrapped it up probably one of the best shows the Persian Room had had in a long time. Bill Smith.

# Extra Added

## BOOZE LAW LIMITS FOR MISS LORD . . .

Cindy Lord, who will do a week at the Boston Blinstrub's, will do only one show a night. The kid is 17, and under Massachusetts laws she may not be employed after 10 p.m. in a room where liquor is sold.

## MATRIMONIAL WRIGGLES SHAKE UP OFFERS . . .

Nadja Ates, Oriental dancer, current at the Latin Quarter, has firm offers for around \$3,000. Her LQ salary is about a tenth of that. But her plugs about her proposed marriage to Shepherd King, the Texas lad who is not getting his marriage to Samia Gamal dissolved, has brought her so much publicity that price is 'way up. Last week, Miss Ates was interviewed by a Turkish newspaperman. She was asked why she was marrying. Her replies, if run in an American newspaper, would raise her salary still higher.

## LARUE BIDS STILL ON ROSEN ON INSIDE . . .

Gogi's Larue is now being bid for by Emil Coleman and Tony DeMarco. Deal may be set this week, but Phil Rosen, Chambord Restaurant owner, has the inside track.

## AGVA ORDERS MELCHIOR TO PAY . . .

Coast board of American Guild of Variety Artists has ordered Laurits Melchior to pay four weeks' wages to bass singer, Lee Whitney of the opera star's

troupe. Whitney presented his case to AGVA after Melchior had canceled him out of his stint at the Sahara, Las Vegas, opening Tuesday (22).

## New York

The Three Suns will come back to the Astor Hotel's Columbian Room September 24. . . . Walter Bloom, who handles Phil Napoleon, got him a guest spot on Kate Smith's TV show the same night the Napoleonic band opens at the new Basin Street nitery October 1. . . . D. I. Wolf is plugging here for a new ballet he has working for him in Belgium. It's a 24-person company called "Folklore and Aztec" ballet. He's asking \$4,000 nightly for American dates.

Frankie Laine will do the voice track for Gary Cooper's pic, "Blowin' Wild." . . . Joe E. Lewis will do three shows his opening night Thursday (24) at the Copa. Lewis requested the third show on account of fight night. . . . Norman Brooks will do a week at the Casino Theater, Toronto, September 24 and the Seville Theater, Montreal, the following week.

## Philadelphia

Eleanor Saret, Tony Allen, Jerry Costello and Nick Nichols make the opening line-up for the Club Shagure across the river in Camden, N. J. . . . Tony Cantore set for the season as house singer at Frank Palu's restaurant.

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## Caught Again

Continued from page 18

the great Miss Monroe selected him to be her leading man. The situation was brought off via a dream sequence that finally fated him to kiss his plump female neighbor and be rudely awakened. In between, there were two gag sketches with Rochester and Mr. Kitzel. Lucky Strike presented a clever commercial built around a Hawaiian ork and a hula dancer. The final Lucky plug was the Dorothy Collins film. Leon Morse.

**Ethel and Albert (TV), NBC-TV, Saturday (29), 7:30-8 p.m., EDT.**

"Ethel and Albert" had barley got started last season when it was time for its summer hiatus. This week the situation comedy returned to the slot it acquired last spring when Dunhill moved up a half hour. It is still the last word in naturalism. As in the lives of most ordinary people, nothing terribly momentous ever happens to Ethel and Albert. The crises are always small. The laughs are based on the very recognizable reactions of the two leading characters. The show holds the mirror up to a typical long-married couple, and the picture it shows is often embarrassing as well as funny.

The acting is of the grunt-and-groan school of naturalism. Someone involved in the production has apparently noticed that the conversation of ordinary people like Ethel and Albert is usually quite inarticulate. But this observation has been pushed too far. For a half hour the air is filled with nonsensical grunts, giggles and whines. A typical line of dialog would be something like "Ya, ya, ya, ya, ... ya ... ya. Ha, ha, Ohhh, hoo, Ha, ha, ha." The effect is fairly accurate to say the least. Ethel and Albert actually are forever poo-pooing each other, and much of the comedy results from the fact that neither takes the other seriously enough. But, at the same time, this incessant Mortimer Snerd affectation can be monotonous.

Gene Plotnik.

**Your Show of Shows (TV), NBC-TV, Saturday (12), 9:10-10 p.m., EDT.**

The Sid Caesar-Imogene Coca vehicle has returned with a new look, producer Max Liebman evidently having decided that the same talent (no matter how good) used on an almost weekly basis will exude an air of sameness, if only because styles remain constant. The current edition, therefore, has dropped some of the old regulars, and will use others on a very sparing basis. In their place is a new guest policy, involving some pretty fancy names. The tee-off show, reflecting this, had a distinct freshness in its flavor, but unfortunately, some of the individual guests did not show too well in at least some of their efforts.

Ballerina Tamara Toumanova, making her TV bow, participated in what came over as a fair commercial terp act, sparked only by a few random moments of virtuoso brilliance. Lily Pons, warbling an aria from "Mignon," started off quite shakily, but picked up at

the end; yet, the stereotyped number and setting actually seemed to be the object of mimicry in a take-off later in the show by Miss Coca on a classical thrush. Miss Pons' duet on "When Love Goes Wrong" with La Coca, however, was enthusiastic and amusing. Nat Cole rendered two numbers, the first, "I Am in Love," seeming on the weak side, but the second, "What a Fool Was I," coming over in sock fashion.

### The Regulars

The regulars seemed to have a bit less to do than in past seasons, which should help them last longer. Caesar and Miss Coca scored strongest with their take-off on the current film rave via skit titled "From Here to Obscurity." Carl Reiner gave his usual magnificent support, ably abetted by Howard Morris. Caesar's pantomime bit, the janitor-turned-dentist dream sequence, was rather weak and was not compensated for by being played too broadly. The Charlivels impressed with some spectacular acroterp work, but the show's new male warbler, Robert Monet, altho attractive in appearance, sounded quite ordinary with little projection or salesmanship in his rendition of "Love Never Went to College." Caesar and Reiner also did a reprise of the airport interview with Professor Spacebrain, an item which could well have been omitted.

In all, Liebman is starting the new season with the weekly task of having to integrate unfamiliar personnel into his former tight family affair. If the guests come thru strongly, the show will benefit both in longevity and audience interest by the switch.

Sam Chase.

## ICE FOLLIES OF 1954

(Thursday, Sept. 17)

### Pan-Pacific Auditorium, Los Angeles

Ice Revue produced by Shipstad and Johnson. Directors, Frances Claudet, Mary Jane and Stanley D. Kahn, Executive director, P. K. Von Egidy, Public relations, Wesley Givens, Company manager, R. J. Helm, Music director, George Hackett, Emcee and vocalist, Paul Gannon.

**PRINCIPALS:** Betty Schalow, Marie Crimmins, Florence Rae, Richard Dyer, Marlene Jackson, Harris Legg, Dick Norris, Phyllis Legg, Barry Gorman, Scotvoid Twins, Walter and Irene, Ole Ericson and Dick Mershon, Marlene Viller, Inga Brita, Frick, Dick Rasmussen, Ginger Clayton and Patty Hall, Sad Sacks and the Scarecrows.

**LINE:** Charlotte Altman, Frances Armstrong, Raynor Armstrong, Beatrice Biel, Greta Booker, Judi Boutin, Jack Boyle, Barbara Burbank, Carol Caverly, Barbara Chour, Carol Dossie, Patricia Fish, Terry Hall, Les Hamilton, Vivienne Lafayette, Diane Jacobsen, Carol Langhout, Irene Maguire, Shirley Matteson, Jody McDaniels, Doris Meyes, Kay Mongean, Nancy Morton, Beverly Richards, Annabel Ricks, Loretta Rocha, Bobbie Sell, Pat Shanahan, Phyllis Skrivaneck, Joan Thibert, Naomi Thompson, Pat Totaro, Kurt Trostorf, Constance Waring, Carol Wolf, La Yonna Young, Heidi Pluss, Patricia Ayasse, June Carruthers, Wilma Cunningham, Lorrie Demore, Jackie Duclos, Oscar Dussault, Kathleen Hill, Donna Jacques, Stephanie Kirby, Velma Lillierop, Joan McEachern, Wray Martin, Monique Metvier, Margaret Milne, Don Robinson, Trudi Rooney, Barbara Trostorf, Colin Beatty, Molly Beatty, Jean Jack, Harry Taylor, Walter Muehlbrunner, James Crimmins, William Jack.

Eddie and Roy Shipstad and Oscar Johnson's presentation of their 18th annual edition of "Ice Follies" is an impressive demonstration of superb blade work, superior imagination and general showbiz savvy.

Despite the fact that there's little that can be performed on a rink that hasn't been seen before, the dazzling display of costumes, matched in splendor by props, lighting and production sequences, make this a well-rounded and enjoyable performance.

Highlight of the show is an avid demonstration of the deep well

**LOS ANGELES** — Six major film studios and the Ford Motor Company will join forces in November to present a pageant reflecting progress in both the film and auto industries. Event will be at the Pan Pacific Auditorium here. Studios are Columbia, M-G-M, Republic, 20th Century-Fox, Universal-International and Warner Bros.

## Court Okays Cincy Garden Reorganization

CINCINNATI, Sept. 19.—U. S. District Court Judge John H. Druffel Monday (14) approved a financial reorganization plan of Cincinnati Garden, Inc., under which stockholders have the option of supplying new working capital for the operating company in proportion to their holdings. Under the plan, shareholders who wish to maintain their financial positions in the company will pay 10 cents on each dollar invested, or \$200,000.

Timothy Hogan, attorney for court-appointed trustees, told the court that holders of 60 per cent of the stock and creditors representing 86 per cent of total debts have approved the plan and have supplied \$134,000. The balance is guaranteed by Thomas E. Wood, second mortgage holder. Holder of the first mortgage, Western & Southern Life Insurance Company, Cincinnati has agreed to accept 2 1/4 per cent interest on its investment instead of 4 1/2 per cent.

This and other reductions amounting to between \$60,000 and \$70,000 annually, will put the Garden on a solid financial footing if it makes no more money than it made last year, Hogan told the court. Judge Druffel said that he would confirm the plan October 5, at which time the Garden will revert to private management.

Only objector to the proceedings was Emil Lavin, attorney for Arthur M. Wirth, president of the Chicago Stadium and a major shareholder in the Garden. Wirth owns \$125,000 of the original Garden stock. Lavin objected on the grounds that the plan protects only first and second mortgagees. Shareholders had until 10 a.m. Monday to declare themselves in favor of the plan, but the court extended the deadline a week in Wirth's case because of the objection and the possibility of misunderstanding in the case. If Wirth approves, he will get his new stock from Wood, who had guaranteed the balance of the \$200,000 not subscribed.

of limitless imagination that the Shipstads and Johnson have at their disposal in the solid "A Dream Comes True" number. Replete with skaters dressed in Teddy bear costumes, pink elephants, topnotch costuming amidst a deluge of colored bubbles, and a solo by Betty Schalow, the number drew enthusiastic cheers.

Equal approval was voiced for skating star Richard Dwyer in "Top Hat and Tails" and "Singin' in the Rain," in the latter assisted by Marlene Miller. Boy displayed a wealth of showmanship, skill and poise and was deserving of the throng's response.

The exciting acro and adagio work performed by Marie Crimmins as the street urchin in "Night of Splendor" and a duo with Dick Norris later in the show raised the roof. "Splendor" number featured a beautiful setting in Old Venice, with authentic gondolas expertly maneuvered about the rink, in addition to the pleasing line of Ice Follies.

Show is heavy on good comedy ably performed by Ole Ericson and Dick Mershon in "Kitten Antiks," the ever pleasing Frick (Werner Groebli) working this year without his veteran partner, Frack, in "Puttin' on the Ritz," the slapstick Scarecrows, and crowd pleasing Sad Sacks. Latter troupe rated top mitt in the chuckle department.

Ballet aura generated by "Enchanted Lake" is a fair vehicle for Marlene Jackson to display her blade terps. Florence Rae's skating in a "Day at Langchamps" with the setting in Gay Paree is pleasant enough as are the paces by Inga Brita in a solo rink demonstration, the "Dance Moods" by Walter and Irene and a "Space Commander" bit by Harris Legg, which closes with Legg leaping thru a whirling multi-bladed prop.

Production and costuming show real ingenuity and imagination thruout and drew constant applause.

George Hackett's band supported the two-and-one-half-hour bill in able fashion, with a good selection of background music thruout.

## Rodeo Sales Lag; TV Hypo Rolling

Sales Off 5%; Fix Spots For Autry, Range Rider

NEW YORK, Sept. 19.—Gene Autry arrived here this week and was immediately pitched into the TV whirlpool, as Madison Square Garden publicists intensified their rodeo drum-beating. Frank Moore, manager of the 28th annual World's Championship Rodeo, said Wednesday (16) that advance sales were running 5 per cent behind those for the comparable period last year, but predicted a quick up-swing. The show opens Wednesday (23).

Ken McKay, handling radio and TV for the event, has been scrambling among New York outlets, lining up appearances to boost the rodeo. Autry will be on the Ed Sullivan video show, "Toast of the Town," tomorrow, to entice interest among adults.

The moppet market in this area is rich with promotional possibilities, what with numerous TV kid shows. In town this week were Jack Mahoney who plays the Range Rider, and his side-kick, Dick West. They were spotted on Friday (18) evening's Ken Carson show on Du Mont, and this morning's "Tootsie Roll Hippodrome" on ABC.

### Indian Girls Ballying

McKay got things rolling TV-wise Monday (14) night when Indian girls Pat Murphy, advance gal, and Regina Pierre, trick roper, appeared on the Jimmy Powers WPIX show. Two days later the gals were on the Nancy Craig ABC spot.

McKay is virtually waiting at the airport, ready to hustle performers onto TV and radio shows as they arrive. The Range Rider and Dick West began their round of appearances Thursday (17) on the Ted Steele WPIX show. Yesterday, besides the Ken Carson show, they were on the Bob Dixon WNBT bit and tomorrow morning will begin a series of rodeo performer showings on the "Time for Adventure" WNBT moppet show. "Kovacs Unlimited" will have them Monday (21) on CBS television, and that night the pair will appear at a benefit in Saddle River, N. J.

## Reed Tells IAAM Interest in Plan For Booking Shows

ROCHESTER, Minn., Sept. 19.—Axel Reed, president of the International Association of Auditorium Managers, said here that the IAAM "will do all we can" to assist in the set-up of the auditorium-arena booking services being organized by Clarence Jacobson, New York. He pointed out that differences in regulations governing each auditorium manager made quick action impossible, but said he expected the project to develop.

## Dramatic & Musical Routes

- Borge, Victor: (Forrest) Philadelphia
- Daphne: (Wilbur) Boston
- Evening With Beatrice Lillie: (Shubert) Boston
- Good Night Ladies: Tacoma, Wash.
- Guys & Dolls: (Auditorium) Houston, Tex.
- Late Love: (Parsons) Hartford, Conn., 24-26
- Little Hut: (Plymouth) Boston
- New Faces: (Great Northern) Chicago
- Pal Joey: (Geary) San Francisco
- Paradise Question: (Locust) Philadelphia
- Seven Year Itch: (Erlander) Chicago
- South Pacific: (Royal Alexandra) Toronto
- Strong Are Lonely: (Walnut) Philadelphia
- Tea & Sympathy: (National) Washington
- Time of the Cuckoo: (Biltmore) Los Angeles
- Teahouse of the August Moon: (Shubert) New Haven, Conn.

### Arena Routes

- Hippodrome of 1954: (Eastern States Expo.) Springfield, Mass., 21-27; (Boston Garden) Boston, 28-Oct. 4
- Holiday on Ice of 1954: (Civic Center Auditorium) Butte, Mont., 22-28; (Memorial Coliseum) Fort Wayne, Ind., Oct. 2-9
- Ice Capades of 1954: (Gardens) Pittsburgh, 21-Oct. 3
- Ice Follies of 1954: Los Angeles, Calif., thru Oct. 11
- Night at Mardi Gras, with Jeanie Colburn: Rochester, Minn., 7; Sioux City, Ia., 8; Chicago, 9

Performances of rodeo people have been arranged for the Saturday morning ABC-TV Whitey Carson Show today, September 26 and October 3, in addition to which six to eight appearances will be made on the Ken Carson spot.

### Sales Pick-Up Seen

Moore was not concerned over the slight lag in advance ticket sales, and blamed it on a combination of the heat wave, a late Labor Day—the holiday occurred September 1 last year—and the pre-rodeo Ice Capades run. Garden officials, viewing the heavy TV, radio, newspaper and film publicity, were confident of sky-high grosses for the rodeo stand, to run thru October 18.

McKay pride and joy was the tie-in worked with the Skeuras theater chain. On September 12 a Gene Autry Day was held in 50 houses, during which Autry films were shown and 52,000 pictures of the cowboy star, autographed and plugging the rodeo, were handed out for the moppets to take home as reminders. Prior to the day, the theaters ran trailers plugging both the special day and also the rodeo.

All local newspapers played up the arrival of the rodeo's stars to New York, and a major bit of publicity was gotten when AP Newsfeatures serviced nationally a full page picture layout in mat form. Wide World Photos will also service a page picture layout mat shortly after the rodeo's opening.

### Emerson Show at Opener

Faye Emerson will devote her radio show to the rodeo opener on Wednesday (23), giving the performance from the Garden arena, and featuring the cowboys and cowgirls. The bit will be taped and broadcast Thursday (24)

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The Billboard, Cincinnati 22, Ohio

## Skating Tests Hike Standards in Utah

OGDEN, Utah, Sept. 19.—Roller skating standards in Utah have taken a sharp swing upward with completion of a series of proficiency tests at Berthana Roller Rink here on August 26.

Eighty skaters participated in 107 tests which included figure and free style skating and dance routines. The tests featured the preliminary bar test for the bar medal, the bronze medal test and the silver bar test. Skaters from Salt Lake City, Ogden and Bountiful, Utah, took part.

Only two of the 80 will have to retake the tests. Skaters from the Berthana and the Capitol and Normandie rinks in Salt Lake City participated.

Tests were climaxed with a dance contest in which 20 couples participated. There was elimination of four lights with five couples reaching the finals. The high

degree artistry in dance performances made judging difficult.

Winning first place in dancing were Bob Allison and Adele Hatch, Berthana Rink. Second were Dick and Erma Tonnensen, and third were Keith Folkman and Sandy Hattenbrook, all from Normandie.

The dance contests and proficiency tests have more than accomplished their purpose in raising the standards of skating in Utah. The tests attracted young and old alike. The youngest skater to pass tests held under rules of the RSROA was six-year-old Bonnie Strong, Salt Lake City.

Judging the tests were Margie Mace, Capitol Rink; Doraine Keller, Berthana, and Myrtle Keyes, Normandie.

Joe La Tella, Capitol operator and RSROA member, announced that another series of proficiency tests has been scheduled for the Normandie in October.

## Parking Area Used as Rink At Glassboro

GLASSBORO, N. J., Sept. 19.—Town fathers have lured kids off the streets for at least one night a week by opening a parking lot as a roller rink. However, demand for skates was so great that the town's hardware stores have sold out, so a lot of youngsters are skateless.

Mayor Frank Toughill considers this a tribute to the success of the program. Some of the immobilized youngsters solved the dilemma by splitting a pair—one skate to a kid. Other rummaged thru basements and came up with the rusty old pair mom or pop used a couple of decades ago.

The improvised rink was arranged and sponsored by the 50-odd members of Glassboro's active police reserves. With the aid of Municipal Judge Albert Miller and the mayor, the reserves contacted the Acme Store whose 100 by 200-foot paved parking lot was unused except on Friday nights.

The store approved the idea. One of its personnel comes around at dusk and turns on the flood lights so the kids can skate from 7 p.m. to 9:30 every Thursday night.

Once skating started, everybody wanted to get into the act. A nearby service station donated friction tape to keep the roller set going when clamps come loose. Another man parks his sound truck beside the lot so the skaters may have music. He also keeps a supply of spare units, bolts, etc., in his car for emergency repairs. A soda pop man sets up shop in a corner and does a booming business. The highway department sends a motor sweeper earlier in the day to clean the lot.

## Lex Pitches Inter-Rink Dance Meets

PITTSBURGH, Sept. 19.—H. D. Ruhlman's Lexington Skating Palace here is urging skaters to enter Pennsylvania inter-rink dance competitions which kick off in October at Carnot Roller Rink, Coraopolis, with the collegiate up for competition. At least eight rinks will compete in the contests. November contest will be held at Lexington with the Southland swing as the dance.

The contests are open to any skater, who has never placed in a Pennsylvania dance championship. Requirements are an amateur card and \$1 per couple entry fee. Points will be awarded each rink for every couple entered, and a challenge trophy will be awarded each month to the rink with the most points.

Lexington has resumed dance classes for adults, children and teen-agers, charging an enrollment fee of 50 cents a year and \$1.50 per month for classes. The rink is operating nightly except Mondays and Wednesdays, 8 to 11, with a 72-cent gate. Daily matinees, except Mondays, from 2 to 4:30, go for 40 cents, while a Saturday morning kiddie session, 11 to 1 p.m., goes for 25 cents. Tuesday and Friday afternoon practice sessions, 4:30 to 6:30, carry a 35-cent rate, while Sunday practice sessions, 5 to 7 p.m., go for 50 cents.

Ruhlman is making a strong pitch for party business, offering special rates to groups of 25 or more at regular evening sessions, and utilizing Monday and Wednesday nights at the rink for private affairs. He also offers the rink on Friday afternoons and on Friday nights, 11:15 to 1:30, to private groups. Resumed is a long-standing policy of a bargain rate for bulk ticket purchases, a 10-session ticket for \$6.20 being offered.

## Terry Expanding Rollery at Casper

DENVER, Sept. 19.—One of the largest rinks in the Rocky Mountain region will soon be open. Art Terry, operator of the Casper, Wyo., rink has announced a \$40,000 addition to the present rink.

Nearly 50,000 square feet of space will be added to the rink. Seating arrangements for spectators will be changed and alterations in lighting will be made, along with over-all improvements.

## Roadshow Rep

ALFRED CURTIS writes from Reno, Nev., that he has been busy with his stroller-type outdoor show and has some celebrations in mind for September. Curtis reports that money is tighter in that region than it was last year. . . . H. N. Harry has a wall tent show in the Shreveport, La., area and is doing some merchandising. He reports biz way off from what it was in 1952. . . .

Wally Gifford, stroller entertainer, writes from Roswell, N. M., that he has had a poor summer due to the weather. Gifford was with Bennet's Tent Show for four weeks until it folded. Since then he has been going it alone and taking on tonk and eating spot dates. He expects to play some fairs and celebrations soon. . . . E. M. Cahill will again be active with minstrel and other amateur productions the coming season in the Hazelton, Pa., area. . . . Writing from Hooker, Okla., D. S. (Cap) Fernell states that the current season has been the worst he has experienced in years. Fernell, who has an outdoor platform show and carries a Western museum trailer, blames his poor showing on the heat, draught and polio in the three areas he has worked. . . . From Cambelton, N. B., Oscar Lavery writes: "I am trying to work out of this sector, but it has been poor plugging. There is little in this area for a stroller such as myself. I have a few celebrations on the way back to Ontario, where I will rest a while before going west again. I have found that the farm and fishing areas are not the spots for a traveling troupe. . . . From Winnipeg, Arthur McLean asks that someone send in a roster of the old-time Crawford Players. "For years they played

Western Canada," says McLean. "The last time I saw them they were doing one-night stands with a bill called "A Man With a Purpose." . . . J. N. (Jigger) Morris writes from Vicksburg, Miss., that he will again be active with amateur minstrels the coming season.

T. H. LEWIS pens from Los Angeles: "The notes of the old-time 10-20-30, minstrel and rep shows are to my liking. I had 40 years of showbiz and have seen them all from the Broadway dolled up bills down to Price Webber's neat but inexpensive week-stand troupe. The best performers I have seen are those of hall rep. The best actor of the dramatic type in the roadshow field, in my opinion, was Thomas E. Shea. The best juvenile waif role I ever saw was played by Frankie Carpenter in A. B. Locke's 'M'Liss' from Bret Harte's story. The best all-round roadshow actress, and better than most from the big town, was Ullie Ackerstrom. The best minstrel show was Haverly's, and the funniest blackface comedian was Billy Rice, followed closely by Arthur Deming, who was of a different type. These two were so far above most later-day Rialto blackface artists that there was no comparison. The best tent show of the dramatic type I ever saw was Rockwell's Sunny South. Rockwell also had out one of the best Tom shows. The most versatile performers I ever saw were the Four Luciers when it came to music. The best all round 10-20-30 dramatic show to me was one that used only established royalty bills and paid fair wages to performers—the Bennett-Moulton units.

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## Flint Skatery Biz Rises 50%

FLINT, Mich., Sept. 19.—Business has shown a substantial increase, estimated at 50 per cent, during the past year at Flint Park Rink, operated by Mr. and Mrs. Harper Spencer under lease from the park.

Major reason for improvement is the general increase in business levels in Flint, reflecting high employment, compared to actual unemployment a year ago. The level of wages has gone up also, and the result is a general increase in amusement spending, according to Dr. L. H. Firestone, park manager.

## Sefferino's 40th Year

CINCINNATI, Sept. 19.—Sefferino Rollerdom opened its season Friday night (11), marking the 40th consecutive season owner William Sefferino has operated a rink in this city. During the past summer the floor was resurfaced and the rink renovated. The rink will be available to members of the rollerdom club nightly except Mondays and Saturday and Sunday afternoons.

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## Drivin' 'Round the Drive-Ins

PETER LeROY, of the Blue Hills Drive-In Theater Corporation, Bloomfield, Conn., and Mrs. LeRoy are noting their 33d wedding anniversary. . . . Arthur H. Lockwood, of the Lockwood & Gordon Theaters, operating a number of drive-ins in New England, has been on a cross-country motor tour. . . . Morris Keppner, Burnside Theater Corporation, East Hartford, Conn., and Louis Lipman, Hartford auto dealer, have started construction of a 700-car capacity drive-in at Mansfield, Conn. The project will be ready for operation by spring, 1954. . . . An armed bandit robbed the Pawnee Drive-In Theater, Wichita, Kan., recently of \$343 and kidnapped Manager Al C. McClure. McClure was later released unharmed. . . . The Westerner Drive-In, Colorado City, Tex., has been sold to West Texas Drive-In, Inc., by Mac Carnohan and H. R. Barker. . . . H. L. Handley has taken over as manager of Boulevard Drive-In, Corpus Christi, Tex. . . . East Texas Theaters, Inc., has purchased a 13-acre site at Nacogdoches, Tex., where it plans to

construct a new drive-in theater. The circuit owns the Main and Stone Fort theaters there. . . . Marlin Barrow has taken over operation of the Jaycee Theater, Johnson City, Tex., formerly operated by Joe Chamberlain. Barrow owns and operates the Joy Drive-In, Johnson City.

PLANS of Fred Quatrano, Waterbury, Conn., theater operator, to build a drive-in on Route 6, Watertown, Conn., have hit another snag, with the Watertown Planning Commission enacting an ordinance restricting business structures and advertising signs on the area north of Route 6. When asked if the ordinance would prevent construction of a drive-in, John V. Abbott, the commission chairman, commented: "That's for the lawyers to decide." The Connecticut State Police Department has scheduled a hearing on the long-pending Quatrano application for State police headquarters, Hartford, on September 21. . . . A 600-car capacity drive-in being built by Perakos Theater Associates, New Britain, Conn., at Plainville, Conn., will be ready for operation by spring, 1954, according to Sperie Perakos, general manager. The Perakos interests operate seven indoor theaters in Connecticut. . . . Connecticut's largest drive-in theater screen is planned for Blue Hills Drive-In, Bloomfield, by Milton LeRoy and his father, Peter, who have sound engineers working on plans to enlarge the surface area to approximately two and a half times its present size.

## Six Skateries Join RSROA

DETROIT, Sept. 19.—Headquarters of the Roller Skating Rink Operators' Association here has announced the addition of six rinks to the RSROA membership roll.

The operators and their rinks are E. L. Birdwell, Gulf Rink, Corpus Christi, Tex.; Garson and Leonard Minh, Stone Street Rink, Rochester, N. Y.; James W. Laster, Jim's Rink, North Little Rock, Ark.; Kelly R. Hannan, Hannan Rollarena, Lancaster, O.; Norman D. Groendyke, Normandie Rink, Salt Lake City, and Robert P. Pethia, Bowl, Inc., Cleveland.

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## Talent Topics

The **Four Sky-Devils**, high act, set some kind of a record for putting up and taking down their apparatus over the September 12-13 week-end in Chicago. The quartet, which is handled by the Ernie Young Agency, opened Friday night (11) at the Skokie, Ill., police celebration, moved their gear to Chicago for a Saturday (12) rehearsal of the "Super Circus" TV show, took it out to Skokie again for Saturday evening, returned to Chicago for the Sunday afternoon video show, then back to Skokie for their final Sunday night. They were then skedded to hop to Mitchell, S. D., for Corn Palace Week and then by air to Hawaii to fill a four-day engagement for **E. K. Fernandez**.

Other talent set for the Mitchell, S. D., date, September 20-26, included **Walker Dick** and His All-American Boys, **Judy Canova**, **Duke Ellington**, **Lancasters**, and **Ted and Flo Vallett**. **Joni Larabee**, of the Los Larabees whips and ropes act, writes that during the Du Quoin fair engagement, all the performers welcomed the invitation of the **Hayes** family to cool off in their swimming pool located on the Hayes estate. Temperatures were nudging 100 degrees during the early part of the run.

**Great Fussner**, spiral globe and aerial teeterboard performer, writes that after making a picture for **Art Baker's** TV program, "You Ask For It," he played five weeks of fairs on the West Coast for the **John Billsbury** agency, Hollywood. **Fussner** is next slated to

play New Mexico State Fair, Albuquerque, September 26-October 4. After the Albuquerque stand he will spend two weeks in Evansville, Ind., then head for a park at Havana for a four-week performance, booked by the **Voorhees** agency, Chicago.

**Mickey Sullivan's** band is keeping busy this summer. Following the Cobleskill, N. Y., Fair, the aggregation headed for the Eastern States Exposition, Springfield, Mass., to be followed by fairs at Shelby, N. C., Trenton, N. J., Frederick, Md., Winston-Salem, N. C., Columbia, S. C.

Vaudeville acts for the Bethlehem (Conn.) Fair, September 12-13, and the Brooklyn (Conn.) Fair, Saturday (19), are being provided by **Jack W. Gordon's** entertainment bureau in Hartford.

**Pedro and Durand** just closed the Canadian National Exhibition, Toronto, where they featured the long head-to-head walk from stage to grandstand, and back to the stage again. An added feature was **Pedro Jr.**, who took over the huge stage in a solo.

Dispersion of **George A. Hamid** grandstand acts at the close of the Fredericton Exhibition, September 7-12, was as follows: **Paul Kohler & Jini**, xylophonists, to Honesdale, Pa., later to the Horizon Room at the Airport in Pittsburgh; **Johnny Welde's** Bears to Cobleskill, N. Y.; the **Honey Sisters**, acrobats, to their home in Wycoff, N. J., before beginning indoor dates; the **Four Merrills**, acrobats, to Trumansburg, N. Y.; the **Bounding Bodos**, to club dates around Boston, then to Statesville, N. C.; **Winnie & Dollie**, high act, to their home in Panama City, Fla.; **Rudy Kempe**, master of ceremonies and soloist, to Monterey, S. C.; **Max Krullee**, leader of **George Ventre's** band at the Fredericton date, returns to the Boston area.

**Lynchen Pepping**, of the **Four Honey Sisters**, acrobats, was featured in a recent picture in The Daily Gleaner, Fredericton, N. B.

**Newton "Carolina" and Jo Brunson**, of the Hollywood Theatrical Agency, Hollywood, supplied the rides and show for the fifth annual Convair Recreation Association Circus Picnic held at the San Diego County Fairgrounds in Del Mar, Calif., Saturday and Sunday (12-13). An

estimated 50,000 people attended. The agency supplied 33 kid rides. Acts for the show in front of the grandstand included **Hawaiian Nights**, **Carlyle Nelson** and the **Beachcombers** (10); the **Rolling Robinsons**; **Jumbo Jr.**, baby elephant; **Shari Robinson**; **Royettes**, aerialists; **Hector and His Pals**; **Excellos**; **Fred Ketch**, vent; **Diola**, cloud swing; **Serenado II**, the wonder horse; **Hap Henry**, slack wire; **Bill Dedrick**, dogs and ponies; **Dee Ann** and **Margaret**, trampoline; **Sky Ballet**; **Jack Spot** unicycle comedian; **Vernon and Draper**, dancers; **Emil and Evelyn**, teeterboard, and the clowns, **Myron Kyle**, **Billy Curtis**, and **Miguel Angelo**.

**Alphonse Linon**, pantomimic clown, in an open week between fairs at Three Rivers, Quebec, and Fredericton, tried his hand at Atlantic salmon angling on the St. John River. Linon landed an 11-pound fish and **Mme. Linon** got some excellent color-and-sound sequences of the catch. After Fredericton he was off to Honesdale and Allentown, Pa.

**Paul Kohler**, xylophonist, tried his luck with the salmon at Hartt's Pool on the St. John River during the Fredericton date, but all he got was a sunburn.

**Buck Steele's** Frontier Days, booked by **Bob Shaw**, of the Gus Sun Booking Exchange, Springfield, O., was the grandstand feature at Carthage Fair Cincinnati, Tuesday thru Saturday of last week. With the Steele contingent, besides **Buck**, were **Chief Split Cloud** and **Tribe** (8), **Bobby Gordon**, horse roper; **Jim Redhawk**, horse and trick roper; **Doris Breckenridge**, trick rider; **Clarence Canary**, sharpshooter and trick rider; **Carol Hodgson**, roly-boly and juggling; **Red and June Breckenridge**, jumping horses and chariots; **Lavinia Gordon**, trick roper; **Buddy Breckenridge**, horse jump over auto; **DeBob**, comedy wire; **Rose Steele's** Dogtown Revue; **Gary Steele**, mechanical riding act; **Bucky Steele Jr.**, in charge of transportation and stock, and **Al Ross** and **Diane**, clowns. **Telesco**, on the high pole, was the closing feature each night. **Groves Lighting Equipment Company** furnished the lighting.

**Hub Hubbell**, top man in the **Shooting Hubbells**, infos that they have wound up a successful tour of dude rodeos in New York State and will be soon heading south for the Florida bronk-busting season. **Harold Barnes**, wire, was at the Flemington, N. J., fair recently where he also had his baby exhibit on the midway.

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## Kochman's Dogs Win; Car Unit Grosses Up 22%

### Buy's Kennel Farm; Hell Drivers Set Records in Canada

LONDON, Ont., Sept. 19.—Greyhound racing will soon become a fixture at fairs, if results of the Jack Kochman dogs are any criterion. Kochman, whose Hell Drivers broke their own 1952 record (15) for a Tuesday grandstand draw at the Western Fair, said his Greyhounds have proven so successful he has bought a 47-acre tract in Stuart, Fla., on which to kennel the animals.

His first year of dog racing has proven a huge success, Kochman said. He owns 137 of the animals and ran them twice a week thru the season at Indianapolis and Chicago. At Stuart, he plans to school more racers to perform at fair dates he expects to line up at the winter meetings.

The only fair at which the dogs have run was in Holmesdale, Pa., one of the only times this manner of grandstand attraction has been used. Kochman said the response was encouraging and that several fair officials have come out with bids for the greyhounds to appear at their plants next season.

### Monk Jockeys Go Over

Also popular at Honesdale was a race with monkeys as jockeys of the greyhounds.

Kochman's Hell Drivers, heading south after setting records at Ottawa, and Trois-Rivieres, Que., have finished winding up their midwestern dates and are 22 per cent ahead of last year's grosses. The units has 28 sedans, 4 convertibles, and 5 tractor trailers. Twenty-three men are employed with the show, plus four advance men and two bill posters.

## Record Falls As Salem, Ore., Draws 188,329

SALEM, Ore., Sept. 19. — A whopping closing day, Saturday (12), brought the eight-day attendance at the Oregon State Fair to 188,329, an all-time record. The '52 attendance, a record up to then, was 186,507.

Rainier Shows of Tacoma, Wash., found business tapering off toward the end of the fair to put them an estimated 10 per cent below a year ago, said Manager K. R. Anderson. Horse race handle set an all-time record of \$744,000, compared with \$647,268 a year ago. The grandstand night revue, staged by Henele Hughes of Hollywood, drew 28,568 patrons compared with 29,005 for the full run last year. The rodeo, with stock provided by Christensen Bros. of Eugene, Ore., pulled a total of 30,568 as against 26,522 in 1952.

## Huron Beats '52 at Gate, Grandstand

HURON, S. D., Sept. 19.—The South Dakota State Fair, provided with ideal weather this year, ran a healthy 5 per cent ahead of last year attendance-wise. The Barnes-Carruthers show, featured evening grandstand attraction, was a few percentage points above last year, Balgeman said. Stock car races, brought in by Frank Winkley on Labor Day afternoon, drew an overflow crowd and Winkley again almost filled the stand at his Tuesday big car program.

Thrill show performance of Aut Swenson's Thrillcade Wednesday afternoon was slightly off from last year, Balgeman said. Harness and running races, along with a

## COMING EVENTS

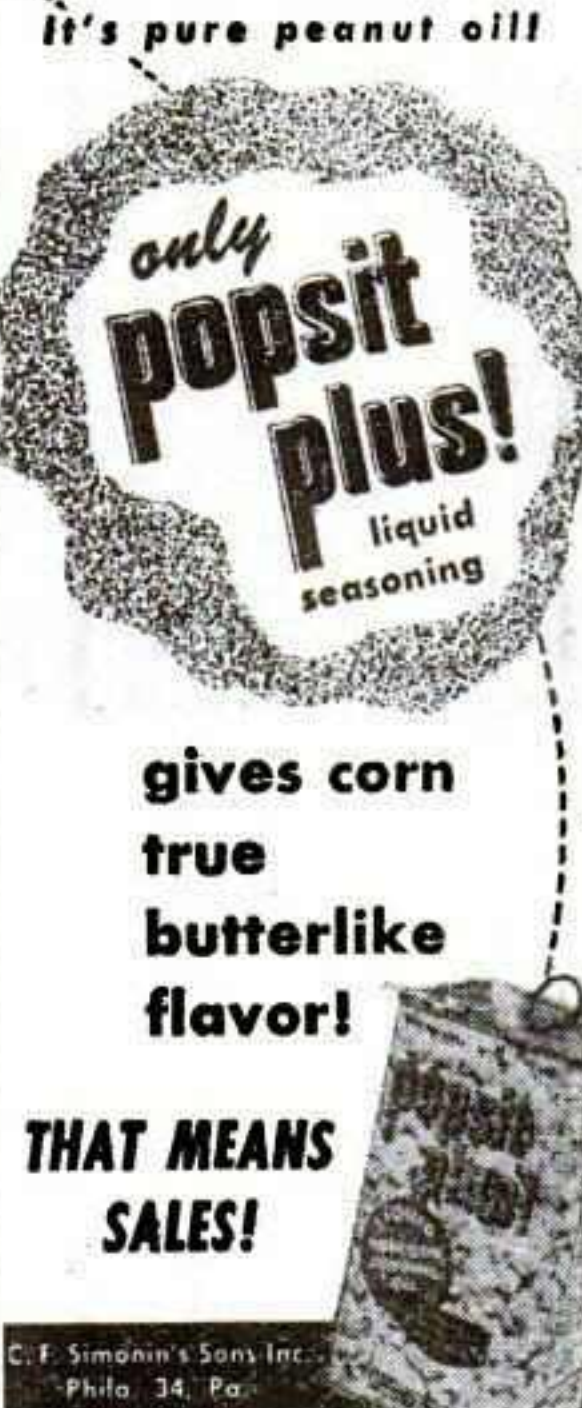
- Alabama**  
Birmingham—Sportsmen's Show, Oct. 22-24. Harry Walton, 2824 18th St. S.  
Dothan—National Peanut Festival, Oct. 19-24. Alvin W. Morland.  
Mobile—Home Show, Oct. 21-25. Douglas M. Brooks, c/o Jr. Chamber of Commerce.
- Arkansas**  
De Witt—Ark. Co. Livestock Show, Oct. 14-17. Harold Kendall.
- California**  
Hawthorne—Chamber of Commerce Celebration, Sept. 24-25.  
Long Beach—Garden Supply Trade Show in Municipal Auditorium, Oct. 27-29.  
San Francisco—Grand Nat'l Livestock Expo, Oct. 30-Nov. 2. Nye Wilson, Cow Palace.  
San Francisco—Home Show, Sept. 26-Oct. 4. Harold Phillips, 31 Geary St.
- Colorado**  
Denver—Air Base Celebration, Sept. 30-Oct. 4.  
Denver—Home Show, Oct. 25-Nov. 1. Paul Waters, 205 Tramway Bldg.
- Connecticut**  
Hartford—Industrial Progress Expo, State Armory, Oct. 6-18. B. Franklin Conner.
- Florida**  
Quincy—Tobacco Festival & Fair, Oct. 15-17. Fred Brinkman, Chamber of Commerce.
- Illinois**  
Chicago—International Dairy Show, Int'l Amphitheater, Oct. 9-17. Wm. Ogilvie.
- Indiana**  
Bluffton—Street Fair, Sept. 22-26. G. Robert Vens, 109 S. Johnson St.  
Roann—Booster Club Fair & Cent. Celebration, Sept. 23-26. Loren Tomlinson.  
South Bend—Home Show, Sept. 22-27. Dorothy Godfrey, National Bank Bldg.
- Kansas**  
Topeka—Home Show, Oct. 20-25. Paul Waters, c/o City Auditorium.
- Louisiana**  
Abbeville—La. Dairy Festival & Fair, Oct. 16-17. Roy R. Theriot.  
Baton Rouge—Home Show, Sept. 22-27. L. A. Gifford, 444 Florida St.  
Crowley—Internat'l Rice Festival, Oct. 21-22. Paul A. Jackson, City Hall.  
New Orleans—150th Anniversary of La. Purchase, Oct. 18-31. E. V. Richards Jr.  
New Orleans—Home Show, Sept. 26-Oct. 4. H. F. Van Horn, care Municipal Auditorium.  
Opelousas—Louisiana Yambilee, Oct. 6-8. Billy Smith, Chamber of Commerce.  
Winnfield—La. Forest Festival, Oct. 1-4. J. D. Holmes Jr.
- Maryland**  
Salisbury—Farm & Home Show, Oct. 1-3. Mrs. Kathryn Adkins, Hebron, Md.
- Michigan**  
Mesick—Mesick Agr. Expo, Sept. 25-26. Cecil F. Kerr.  
Scottville—Harvest Festival, Sept. 24-25. Wm. A. Pratt, 108 S. Main St.  
Wayland—Community Fair, Sept. 25-26. Donald Rice.
- Minnesota**  
South St. Paul—Junior Livestock Show, Oct. 5-8. Verlon Welch, 426 Commerce Bldg.
- Missouri**  
Concordia—Fall Festival, Sept. 23-26. Dr. F. G. Goemann.  
Portageville—National Soybean Festival, Sept. 22-26. Joseph A. DeLisle.  
Stover—Golden Jubilee, Sept. 24-26. J. E. Fry.  
Wardell—Cotton Carnival, Oct. 5-11. Thomas N. Suddarth.
- New York**  
New York—Nat'l Electrical Industries Show, Sept. 29-Oct. 2. Wm. S. Orkin and Harold R. Meyer, 8 W. 40th St.  
New York—New York Antiques Fair, Oct. 12-17. C. J. Nuttall, 600 Madison Ave.  
White Plains—Sports & Vacation Show, Sept. 30-Oct. 4.
- North Carolina**  
Newton—Soldiers Reunion, Oct. 5-11. Miss Willie Self, Box 406.
- North Dakota**  
Bismarck—Western Roundup Days, Oct. 1-3. A. J. Shriner, 215 Sixth St.
- Ohio**  
Bradford—Pumpkin Show, Oct. 13-17. P. C. Meek, Box 66.  
Circleville—Pumpkin Show, Oct. 21-24. Ned H. Dresbach.  
Hillsboro—Fall Festival, Oct. 12-17. Walter J. Hilton, 140 Catherine St.  
Kiser Lake—Mardi Gras, Oct. 1-4.  
Seaman—Fall Festival, Sept. 23-26. H. M. Satterfield.  
Toledo—Home Show, Oct. 24-Nov. 1. Paul Spor Jr.  
Utica—Home-Coming, Oct. 1-3. Stewart Anderson, 29 E. 5th St., London, O.
- Pennsylvania**  
Bellwood—Farm Show, Sept. 24-26. Mrs. Paul Kurtz.  
Perkasie—Farm Show, Sept. 28-30. Mrs. N. P. Nichols.
- South Dakota**  
Sioux Falls—Tepee Day, Oct. 2-4. Lloyd D. Fett, Sioux Falls College.  
Sioux Falls—Viking Days, Oct. 9-11.  
Sturgis—Diamond Jubilee, Oct. 11-17.  
Yankton—Free Pancake Days, Oct. 1-3.
- Texas**  
Alice—Livestock Show, Oct. 22-25. Mrs. Jean Dwell.  
Corsicana—Livestock Show & Rodeo, Sept. 29-Oct. 3. R. W. Knight, Box 426.  
Floresville—Peanut Festival, Sept. 25-26. Mrs. Palma Frick.  
Houston—Shrine Circus & Celebration, Oct. 29-Nov. 12.  
Lufkin—Texas Forest Festival, Sept. 22-27. Herman Brown, Box 1181.  
Tyler—Rose Festival, Oct. 1-4. Frank Bronaugh, 301 N. Broadway.
- Virginia**  
Lynchburg—Home Show, Sept. 22-26. Jack Craig, care Jr. Chamber of Commerce.
- West Virginia**  
Elkins—Forest Festival, Oct. 1-3. Nancy Morrison, 114 Henry Ave.  
Kingwood—Buckwheat Festival, Oct. 8-19. Eliene M. Hersman.
- Canada**  
Cobourg Ont.—Int'l. Plowing Match, Oct. 8-9.  
Ottawa, Ont.—Winter Fair, Oct. 27-31.  
Sherbrooke, Que.—Winter Fair, Oct. 12-15.  
Edmonton, Alta.—Home Show, Sept. 24-Oct. 3. John B. Scallan.  
Montreal, Que.—Gift Show, Sept. 26-Oct. 2.

## Pueblo, Colo., Pulls 180,000

PUEBLO, Colo., Sept. 19.—The Colorado State Fair brought its six-day run to a close here Friday (11) after establishing a new gate mark estimated at 180,000. Top crowd for any event was the Thursday (10) turnout for Leo Cremer's rodeo, which was an overflow throng. Spending was reportedly good along the midway.

Midway business, where 20th Century Shows held forth, was slightly down from last year and most reports were that spending on the grounds was slightly down.

cow horse cutting contest on Friday, were popular.



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Plastic Markers, Red or Green, round or square, 3/8" diameter, M	2.50
Scalloped Edge, Green only, M	2.00
Smaller Size, 3/8" diam., Red or Green, Plastics, M	1.50
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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Expo: Denton, Tex.; Nacogdoches 28-Oct. 3.  
All Valley: Floresville, Tex.  
American Beauty: (Fair) Neosho, Mo.; (Fair) Aurora 29-Oct. 3.  
American Eagle: (Fair) DeKalb, Miss.; Eupora 28-Oct. 3.  
Amusement Co. of America: (Fair) Chattanooga, Tenn.  
A. M. P.: Independence, Va.; King, N. C., 28-Oct. 3.  
Badger State: Montgomery, Minn., 25-27.  
Becht, Lee, Am.: (Centennial) Johnstown, O.  
Beam's Attrs.: Bedford, Va.; New Market 28-Oct. 3.  
Bee's Old Reliable: (Fair) Beattyville, Ky., season ends.  
Bell-Form: Bristol, Conn.; (Fair) Harwinton Oct. 2-4.  
Belle City: (S. 5th & National) Milwaukee, Wis.  
Bernard & Barry: Stratford, Ont., Can., 21-23; Galt 24-26; Kingston 28-Oct. 3.  
B. & H.: Holly Hill, S. C.; (Fair) St. George 28-Oct. 3.  
Big Four Am.: New Madrid, Mo.  
Big State: (Fair) Pond Creek, Okla.; Hollis 28-Oct. 3.  
Blue Grass: (Fair) Opelika, Ala.; (Fair) Thomaston, Ga., 28-Oct. 3.  
Bogle, F. C.: Stillwater, Okla.; Chickasha 28-Oct. 3.

(Continued on page 75)

**Circus Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Beatty, Clyde: Lexington, Ky., 22; Covington 23; Ashland 24; Huntington, W. Va., 25; Charleston 26-27; Covington, Va., 28; Lynchburg 29; Roanoke 30; Winston-Salem, N. C., Oct. 1; High Point 2; Burlington 3.  
Bucka, Edgar B.: Holland, Mo., 23; Kelsner, Ark., 24; Joiner 25; Tyrone 26.  
Hagen Bros.: Eldorado, Kan., 22; Newton 23; McPherson 24; Abilene 25; Junction City 26-27.  
Harris & Rowe Indoor: Decatur, Ala., 21-26; Jackson, Tenn., 28-Oct. 3.  
Hunt Bros.: Snowhill, Md., 21; Berlin 22; Dagsboro, Del., 23; Lewes 24; Dover 25; Middletown 26; season ends.  
King Bros & Christiani: Waycross, Ga., 22; Tifton 23; Albany 24; Dothan, Ala., 25.  
Kelly-Miller: South Pittsburg, Tenn., 22; Scottsboro, Ala., 23; Guntersville 24; Athens 25; Pulaski, Tenn., 26.  
Loyal-Repensky: San Salvador, thru September.  
Mills Bros.: Ponca City, Okla., 22; Cushing 23; Oklahoma City 24; El Reno 25; Chickasha 26; Shawnee 28; Okmulgee 29; Tulsa 30; Muskogee Oct. 1; Fort Smith, Ark., 2; Russellville 3.  
Polack Bros.: Eastern: (Stadium) Montgomery, Ala., 21-23; (Stadium) Mobile 28-30; (Armory) Jackson, Tenn., Oct. 2-3.  
Polack Bros.: Western: (Arena) Marysville, Calif., 22-23; (Auditorium) Denver, Colo., 28-Oct. 4.  
Ringling Bros. and Barnum & Bailey: San Luis Obispo, Calif., 22; Oxnard 23; Los Angeles 24-27; San Diego 28; Long Beach 29; Panorama City 30; Pasadena Oct. 1; Los Angeles 2-4.  
Ring Bros.: Waynesboro, Ga., 22; Sandersville 23; Monticello 24; Conyers 25; Villa Rica 26.  
Wallace Bros.: Elberton, Ga., 22; Royston 23; Commerce 24; Jasper 25; Calhoun 26; Summerville 28; La Fayette 29; Winchester, Tenn., Oct. 1; Columbia 2; Parsons-Decaturville 3.  
Wallace & Clark: Sutherlin, Ore., 25.

**Bridgeton Up  
15% Over 1952  
Opening Day**

BRIDGETON, N. J., Sept. 19.—Nearly 9,000 paid admissions were recorded as the six-day Cumberland County Fair opened Tuesday (15), plus 10,000 children who attended as county boards of education declared a special holiday. The opening figure topped last year's paid attendance by more than 15 per cent, and officials were hopeful the annual would crack the week's record of 42,000 set in '52.

A big boost was gotten from coverage the first two days by The New York Times, which devoted a full column and three photographs on the opening day's festivities, as well as driving instructions for those residing 130 miles away in the New York City area.

About a quarter of the grounds was occupied by Metropolitan Shows midway equipment, with the rest devoted almost entirely to agricultural displays, and showings of farm and military equipment. Harness racing was scheduled every afternoon. With bingo outlawed, several fire companies and religious groups were not represented.

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**Alfalfa Fete  
Tabs 48,000  
To Beat 1952**

LANCASTER, Calif., Sept. 19.—The four-day Antelope Valley Fair and Alfalfa Festival, which closed Sunday (13), pulled a total attendance of 48,000 to best last year's 45,000, A. G. Marquardt, secretary-manager, announced. Attendance at the horse show, a Salute from Lancaster, Calif., to Lancaster, England, pulled 10 per cent more than in 1952 and the gate for the "Rural Olympics" on Saturday afternoon was said to be up 15 per cent.

The "Rural Olympics," an event featuring tractor racing, truck rodeo, hay loading and tractor with sickle races was the feature. The races have created much enthusiasm in the valley with tractors being re-gearred for the races. Outstanding is the tractor with sickle races in which the devices measuring 14 feet from tip to tip move in and out of stakes set ten feet apart.

Frank Warren, manager, reported good business for Crafts 20 Big Shows, which were featured on the midway. Walter Gosco had the novelty concessions.

**Lincoln Misses  
Gate Peak,  
Pulls 276,000**

LINCOLN, Neb., Sept. 19.—Final check of attendance figures for the six-day Nebraska State Fair, which closed Friday (11), was 276,000, up from last year but below the record '51 run. Last year the fair pulled 267,000, whereas in peak '51, it attracted 285,270.

First four days of the recent event provided gates that topped those for the corresponding days in '51 but attendance the final days fell off.

**Free Shows Set  
For Danbury**

DANBURY, Conn., Sept. 19.—Performing animals will be featured in the free grandstand show at the 84th Danbury Fair, to be held from October 3-11, according to John W. Leahy, president and general manager. A highlight of the show, he said, will be TV's Marcia Hunt, with her performing elephant, Slowpoke.

New at the annual will be the animated Crazy Clock, containing 100,000 moving parts and which is making its first fair appearance after being exhibited at Steeplechase Park, Coney Island. A 16-passenger stagecoach of the Old West will also be displayed.

The New York, New Haven & Hartford Railroad will run excursion trains from Grand Central daily at 8:12 a.m. direct to the grounds, with stops en route. Irish Horan's Lucky Hell Drivers will perform, there will be stock car racing the final two days, and I-T Shows will supply the midway.

**1953 a Winner  
For Covington**

COVINGTON, Va., Sept. 19.—The success of this year's Alleghany County Fair has created hopes of erecting permanent buildings on the grounds in 1954, Secretary-Manager Harry C. Grafton says. The six-day run ended August 22.

Livestock, on exhibit the first time at the annual, was successful and there was a huge increase in the poultry entries. Commercial and exhibit department was packed to overflowing, Grafton says, with more than 2,000 items on display. Weather was excellent throughout the week.

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## Terrell Boost Gives Beatty Good Crowd

Owensboro Tabs Near-Full Night; Other Stands Produce Light Takes

CENTRAL CITY, Ky., Sept. 19.—Zack Terrell gave the Clyde Beatty Circus a boost which resulted in the one bright spot on the route this week. Playing Southern Indiana and Kentucky, the circus was going over well-played territory and consequently pulled only light turnouts at most places.

Terre Haute, Ind., was played Thursday (10), the day schools started there, and houses were at the one-quarter and one-half marks. Billing reported was late going up there.

Vincennes had a light matinee but a three-quarter night on Friday (11). School opening and football were factors. Both Terre Haute and Vincennes were under Eagles auspices.

Evansville was a two-day weekend stand, and Manager Frank Orman said the business was only fair.

### Stories, Photos Help

At Owensboro, Ky., Monday (14), under police auspices, Clyde Beatty and Orman called on

Terrell and this resulted in feature articles and photos in the afternoon papers. In the stories, Terrell boosted the show and showmen, and local sources said they believed this publicity accounted for the near-capacity at night.

The Owensboro matinee drew only a quarter house. Beatty's was the fourth show in town this season. Another factor was that the standard lot proved too small and the show was contracted for a more distant site at the last minute.

Playing Central City on Tuesday (15), the show had two light houses and it was the third in this year. Kelly-Morris made it a week earlier. Script for Beatty's forthcoming 3-D Technicolor movie, "Man Killer," was to be delivered to him by writers from Warner Bros. at Central City.

## MIDGETS PLAY MICKEY MOUSE FOR DISNEY

NEW YORK, Sept. 19.—The Walt Disney organization will use a midget to play Mickey Mouse in Macy's department store Saturday (26). Charley Bolender, former Ringling performer, will don the costume as the store inaugurates its toy fair.

This will be the second time a person has been allowed to portray the famed cartoon character. First was one of Hermine's Midgets of the World of Mirth Shows, as Filene's store in Boston opened a new children's department August 24.

The idea is the brainchild of H. G. "Pete" Smith of Disney Products, and is part of 1953's celebration of Mickey's 25th birthday. It is hoped the midget usage will be a continuing way of promoting Disney character products. Smith said, and arrangements are being worked out with other stores. Mickey greets kids, but his portrayer is cautioned to avoid speaking.

## Carolina Dates Pop For King-Cristiani

Extra Performances, Full Houses Mark Show's Route in Southeast

AUGUSTA, Ga., Sept. 19.—King Bros. & Cristiani Circus scored first-class business at most stops this week and gave extra performances at Columbia, S. C., and Augusta. Parade was drawing good crowds despite opening of schools.

At Goldsboro, N. C., Wednesday (9), the lot was changed late, but the matinee was near-full and night was capacity. Wallace Bros. was in the State

and Beatty is due in the area in October. Kinston, N. C., had a strong advance sale for the Thursday (10) stand and ran up a straw house at night after topping three-quarters in the afternoon. Fayetteville, N. C., had near-full and capacity houses on Friday (11).

Lumberton, N. C. (12), and Orangeburg, S. C., (15), were lighter.

Columbia came on Monday (14) after a smooth 142-mile Sunday run. Matinee was three-quarters filled. First night house was strawed and the extra performance drew a half house. Jaycees were the auspices.

At Augusta, King-Cristiani drew a Wednesday (13) matinee of about three-quarters of capacity. Advance sale had not indicated three-show crowds, but wagon sales at night accounted for a turnaway large enough to schedule the second run-thru.

## POLICE CIRCUS

### Sales Off as Union City Eyes Opener

UNION CITY, N. J., Sept. 19.—Good weather and a landslide of ticket buying were needed if the first Police Circus was to go over the top financially, advance sales going poorly for initial performances of the three-day event that began yesterday afternoon. The Frank Wirth agency is providing acts for the twice-a-day stand in Roosevelt Stadium here, which seats 10,000.

Wirth's line-up consists of Evelyn's Dog & Pony Circus; Mickey King, aerialist; Nana Wolford's Daschunds; Con Colleano, slack wire; Prince Elki Gordo & His Lions; Flying La Forms, fly and return; James M. Cole elephants; Les Hildalys, aerial cyclists; Torelli's Famous Liberty Horses; Great Drisco, high pole, and La Blonde Trio, aerial horizontal bars.

In clown alley are Al Florenz, Charles Young, Bert Turner, Slim Collins and Frank Parish. Music will be provided by the Mickey Sullivan band. Equestrian director is Ernie Anderson.

Frank Newman, of the Union City Police Benevolent Association, is in charge of the event, which is planned as an annual affair.

## Wallace-Clark Makes Wash.

SPRAGUE, Wash., Sept. 19.—Norman Anderson's Wallace & Clark Circus, back in the United States after an extensive tour of Canada, bucked fairs, horse shows and Ringling's Spokane stand to draw light houses here and a good night house at Deer Park.

Matinee at Sprague Saturday (12) drew 350 and the night house topped 1,600 for a total of about 2,000 in a community of 800 persons. Elephants made downtown bally.

The Deer Park matinee (10) was less than half, but the night show attracted 80 percent of capacity. Many persons in both towns had caught Ringling at Spokane on Labor Day.

## Fred DeWolfe, Ex R-B Auditor, Passes at 81

NEW YORK, Sept. 19.—Fred C. DeWolfe, 81, treasurer emeritus for Ringling Bros. and Barnum & Bailey Circus, died Thursday (17) at his home here. He was with the Barnum organization from 1901 until his retirement five years ago.

DeWolfe, widely known in the circus world, was a native of Marion, O., where he knew Warren Harding. DeWolfe called on him at the White House in 1922.

He moved to Barnum & Bailey after being associated with the Forepaugh-Sells Bros. Circus and others. Joining as assistant treasurer, he remained with Barnum & Bailey thru that show's merger with Ringling Bros. Since retiring, he made his home in New York.

Surviving are his widow, Bertha B. DeWolfe, and a sister, Mrs. Fannie DeWolfe Allen, Cleveland. Services will be conducted here Sunday (20) with burial at Ferncliff, N. Y.

## Bary Zoo Show Extends Run At Montreal

MONTREAL, Sept. 19.—Howard Y. Bary's British Africa Zoo Train has added another week to what began as a 10-day run in Montreal. Business men's club, auspices, extended the run thru Sunday (27).

The trainload of animals is spotted at the intersection of St. Catherine Street and Marlborough. Business opened strong at this location after the show had played a series of suburban stands.

City officials took part in the first-day activities, and television films were made in and around the train. The Montreal Star carried a review of the show Wednesday (9). It is day and dating the new Harold Steinman show, "Hippodrome of 1954."

## Hippo Surprises Det. City Fathers

DETROIT, Sept. 19.—Detroit's city council learned this week it had bought a hippopotamus without knowing it. Told that the Detroit Zoo was taking delivery on the \$15,000 animal, councilmen didn't recall giving the okay. A check-up showed that the purchase was made possible by transfer of \$24,000 to the animal purchase fund several months ago.

## CFA Convention Gets Underway At Wichita

WICHITA, Kan., Sept. 19.—Circus Fans Association members convened here Friday (18) for a convention which President A. Morton Smith reported would be one of the three biggest in CFA history. Host for the event is the Bette Leonard Tent, Wichita branch of the CFA. Sessions run thru Monday (21).

Early arrivals for the convention included William Montague, national publicity director, Hartford, Conn., and Mr. and Mrs. John Arter, Charleston, W. Va. Bette Leonard, for whom the tent is named, said those on hand early would go to Mulvane, Kan., Wednesday (16) to see Cole & Walters.

A major event on the agenda will be the fans' visit to Mills Bros. Circus on Saturday (19) and Monday (21) in Wichita. Convention headquarters is the Hotel Lassen.

## Strong Shows Upped Profits

LAS VEGAS, Nev., Sept. 19.—Following a successful tour of Idaho and Utah, John A. Strong One-Ring Circus is heading back to its home base in Hollywood. Strong, co-owner of the show with his wife Ruth, reported net profits up despite reduced attendance. He credited profit to flat-fee performance sales as the life saver.

Strong reported good business in Idaho for five weeks. Rigby called for four shows, and Malad was outstanding. In Salt Lake City, Strong day and dated Ringling Bros. and Barnum & Bailey Circus without any disastrous effects on the latter. Strong added that his Side Show was doing well but that concession business was off.

Mr. and Mrs. John A. Strong Sr., visited the show here. The circus is expected to return to Hollywood about October 1.

## K-M in Tenn., Ky.

GALLATIN, Tenn., Sept. 19.—Al G. Kelly & Miller Bros. Circus tabbed a full night house here Tuesday (15), while the matinee was half filled. At Elkton, Ky., the matinee-only Sunday (13) pulled three-quarters. Town is hit by a drought which has left it short of water and long on

## 4 HURT IN MILLS SLEEPER SMASH-UP

Mrs. Bektow Hospitalized, Others Treated; Business Off in Nebraska

EMPORIA, Kan., Sept. 19.—Four Mills Bros. performers were injured, one seriously, when a sleeper semi jack-knifed on a bridge en route here early Wednesday (16).

Mrs. Edith Bektow was hospitalized here for a deep cut on her forehead. Bandmaster Joe Rossi, horse trainer Sandor Bektow and Alex Gautier, 11, were treated for cuts and bruises and released to rejoin the show. Four other persons in the trailer were not injured.

An elephant and a large tow truck worked more than an hour to right the truck and trailer. A heavy steel hook was pulled straight in the effort to move the trailer and this threw the elephant, Burma, off balance. She fell on her trunk.

Meanwhile, the circus has been

drawing mediocre turnouts. At Council Bluffs, Ia., where it was two weeks behind Ringling, Mills had one-quarter and half houses Thursday (10). The show was one day behind the Nebraska State Fair at Lincoln and had two fractional houses on a poor lot. Emporia (16) had a one-quarter afternoon and three-quarter house at night.

## Polack to Play Philadelphia, Newark, Balt.

CHICAGO, Sept. 19.—Polack Bros. Circus will play Shrine dates at Baltimore and Philadelphia to wind up its current season. Both dates have frequently been the subject of spirited bidding by indoor shows.

In addition, the Eastern show will play Newark, N. J., new to its route this year, for the Shrine. Actually the Newark date will be at the armory at near-by Teaneck, N. J., October 14-18. Baltimore is to be November 2-7 and Philadelphia will be November 10-16, when the season ends.

## Hagen Sells Day

ENID, Okla., Sept. 19.—Hagen Bros. Circus was sold for an advance flat fee here and gave three performances Tuesday (15) under Chamber of Commerce auspices. No admission was charged. The show was located downtown as part of the observance of the 60th anniversary of the opening here of the Cherokee Strip to settlement.

## Suesz Closing Hagen Oct. 10; Sets Clyde Bow

EDMOND, Okla., Sept. 19.—Closing date for Hagen Bros. Circus is reported to be October 10, after which the outfit will come into its new winter quarters here.

The winter edition, Clyde Bros., will start its season on October 19. Owner Howard Suesz and Manager Harry Allen have indicated the second stanza of the indoor unit, starting after the holidays, will be their most ambitious undertaking to date.

## Miss Mara Falls From R-B Trap; Condition OK

TACOMA, Wash., Sept. 19.—Ringling-Barnum aerialist Mara Papadopaulo, 22, billed as Miss Mara, was reported in "good" condition at St. Joseph Hospital here following her fall from a trapeze during the show's night performance here Friday (11).

She apparently missed a heel catch. Her injuries included several fractures of the back, broken left elbow and wrist and broken right ankle. Doctors estimated it would be nine months before she could perform again.

Miss Mara also was injured in falls in 1948 and 1951. It was reported here that she fell a few days earlier at Helena, Mont., but was not injured then. Her husband is with the circus. They

## Ringling-Barnum Makes More Changes in Route

PORTLAND, Ore., Sept. 19.—Ringling Bros. and Barnum & Bailey Circus, looking for the way to spice up the turnouts, was juggling its route again this week, and latest decisions have not been revealed.

Show is skipping much of Texas and probably the Carolinas. This change from standard practice has resulted in several route changes in recent weeks, with the show moving from South and West Texas to Kansas, Missouri and Oklahoma. Changes

this week were in the Oklahoma area, where the show will be later this fall.

Meanwhile, the two-day stand at Portland brought a string of four three-quarter houses, Saturday and Sunday (12-13). At Tacoma, Wash., Friday (11), the circus played to a near-full night and half house in the afternoon. Weather was hot and humid, and competition came from two football games. After Portland, the show had two days en route for the jump of more than 700 miles to San Francisco.



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**Dressing Room Gossip**

**Hunt Bros.**

Sunday in Cambridge, Mass., the marquee was put up early to be used as the site for a stork shower for Mrs. Bill English. Ruth Conley Ratley directed a collection, and Kit was presented with a complete layette. Women of the Hunt family prepared the refreshments and Walter Long was kept busy distributing the punch. Claire Ratley has been busy making new cages for Lois and Bob Stanley's dog act. The Conleys had to double up recently, when their living bus was sent to the garage for repairs. Paul Kaye and Ray Sinclair have been helping the Conley children brush up on the three R's in preparation for school.

Millie Hunt is doing her roly-poly in center ring since Billy Barton left. Corky Eckerson's wife has joined him the remainder of the season. Tom MacDermott left the prop department to return to college. Bill Merrill has joined Bob Mills' band with drums. Edna Short is looking forward to a vacation at home upon closing. She has spent the season with her brother, Roy, of the band. Extra blankets have been the order since we entered the Eastern area. In St. Michaels, Md., we encountered a bad storm, but the big top was dropped in time to avoid damage. Toots Hadaway, formerly with circuses, and his family visited recently and presented each of the Hunt families with an assortment of canned goods. Carl Schober recently made a 160-mile jump to visit with Charlie and Mildred Hunt. Also visiting recently were Bill Brimsfield and family.—PAUL KAYE.

**King Bros.-Cristiani**

Lillian Sadowski is back from a vacation on her farm, near York, S. C. Jane Cristiani is spending a few days with her sister in York. Mrs. Red Dinger and Connie will stay in Augusta, Ga., a few days with her parents. Mr. and Mrs. Byrd rejoining show in Alabama. Doc Simpson is now in charge of the Wild Life exhibit. Teddy Porter, Side Show band leader, has enlarged his band to five men, made up of Sterling Hinton, trombone; Morris Goode, first trumpet; (Continued on page 84)

**Under the Marquee**

Tony Diano exhibited his circus animals in a three-day festival at his home town, Canton, O. Animals also paraded, with Rex Williams, formerly with Ben Davenport and Diano on Diano Bros.' Circus, in charge.

J. D. (Mac) McNeely, who recently left Diano Bros.' Circus in Wisconsin, visited the Clyde Beatty Circus when it played Louisville.

A. C. Wilkins, Fort Worth, writes that his feet got a little itchy when Hagen Bros.' Circus played his hometown recently. He says this is the first season he has missed with the shows in 45 years, and that he had a big time chatting with the old-timers on the Hagen show.

De Waldor International Circus & Revue recently finished playing 17 fairs in nine States. Among the show's personnel were Lee Slade, emcee; Frank Schalk, drummer; Bonnie Brooks, organ, and Capt. Eddie Kuhns, mixed wild animals.

Robert D. Good writes that Harold and Barbara Dunn, of Dunn Bros.' Miniature Circus, visited him recently. He also saw Joe Galasso (the Great Galasso, one finger stand), for many years a member of the Loyal Repensky equestrian family, at the Lehigh-ton (Pa.) Fair. Kelly & Morris Circus reports that it has not been playing dates under auspices' titles.

Joseph T. Bradbury, Atlanta fan, caught the Wallace Bros. show at Swainsboro on Labor Day. Marvin and Hazel Case have a Whip ride on the Hunt show. Marcia Hunt's elephant act will make the Danbury, Conn., fair. June Badger is in charge of the Hunt Bros. cage animals. Roy Barrett and Harold Conn joined clown alley on the Beatty show. Blinky Huffman and Duke Law closed.

Chief Eagleman and family, formerly with Kelly-Miller, have joined Hagen Bros., where another newcomer is clown Jack Dale. Mickey Sullivan had his band at the Presque Isle, Me., fair and was visited by the Elmer Michauds, Van Buren, Me., fans.

Hank Fraser, Ruston, La., fan, has it that King-Cristiani and Mills Bros. will make Monroe, La., a day apart in October. Gil Gray will take his show into the Louisiana State Fairgrounds Arena, Shreveport, for a Shrine date, October 6-11. Previously, he has played the date in the Shreveport municipal auditorium.

D. R. Miller, co-owner of the Kelly-Miller circus, left the show for Hugo, Okla., and now is reported in a veterans' hospital at Waco, Texas.

Merle Evans is the cover feature of Downbeat magazine's issue which comes out September 23. The Ringling-Barnum Bandmaster's photo is on the front, and a story tells of his big top career. Others mentioned include (Continued on page 82)

**Morris Finds Ky. Time Fair; Sets Nov. End**

OWENSBORO, Ky., Sept. 19.—Kelly-Morris Circus is working its way back to DeLand, Fla., and expects to go into winter quarters there in mid-November. The show has been getting fair business at unsponsored Kentucky stands, but drew better where the dates were under auspices.

Performance now includes Captain Engerer's Lions, Townsend aerial acts, and Tex Allen, who handles elephants and horses.

Matinee at Central City, Ky., was lost because of delays which included the upsetting of a truck at the lot gate. Night house was fair. At Owensboro, matinee was a half house, starting at 4 p.m., and night business hit three-quarters. Zack Terrell was a visitor here.

**Von Bros. Winters At Wapwallopen; Storm Shakes Tent**

SLATINGTON, Pa., Sept. 19.—Von Bros.' Circus again will winter at Wapwallopen, Pa., where Manager Henry Vanderheid owns a farm. Destinations include the Hart Family, Wolcottville, Ind.; Mervyn Ray Troupe, Temple, Pa.; Charlie Read, Indiana, and Zack Hale, New London, Conn., and Laredo, Texas.

The show had a half blowdown at Bath, Pa. (7), but Bill Hill and his crew had the top back up for the night show. In Slatington on Saturday (9) the matinee was cut because of approaching bad weather, but the storm bypassed the lot.

**POLACK JUMPS TOP 1,300 MILES**

LOS ANGELES, Sept. 19.—The fast-stepping Western unit of Polack Bros.' Circus has some more long jumps coming up. From San Antonio (October 12-18), the show hops to Los Angeles (October 22-26), a 1,378-mile run. From Los Angeles the unit moves 1,397 miles to Oklahoma City. Jump to Denver (September 28-October 4) is 1,265 miles and that to Harlingen, Tex. (October 8-10), is 1,341 miles. Change in time of the Los Angeles date forced some of the marathon moves.

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Producer of Super Circus

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P.S.: R. A. Miller and Lou, get in touch at once.

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# FAIRS-EXPOSITIONS

## York Gate Lagging But Revue Scores

### Grandstand Full for Name Talent; Attendance May Still Catch Up

By JIM McHUGH

YORK, Pa., Sept. 19.—The York Interstate Fair and its fabulous grandstand presentation were clicking merrily this week despite a small decline in paid attendance. While the gate had dipped a few thousand thru Thursday night (16) the appearance of Les Paul and Mary Ford as a one-day feature presented with the Frank Wirth revue had the grandstand packed to overflowing, with additional patrons seated on movable chairs on the race track.

The \$59,000 talent bill here will earn just about as much in profit since, it is estimated, the gross will top \$100,000. Other one-day features included a strong band on Tuesday, Vaughn Monroe backed by the Ray McKinley orchestra on Wednesday, and on Friday night Mickey Rooney and Carmen Miranda. Afternoon features included a performance by Ward Beam's Hell Drivers, harness and running racing, and automobile racing this afternoon.

### Kids' Turnout Huge

On the midway the James E. Strates Shows were also reported to have racked up a record gross on Tuesday (15), opening day devoted especially to the children. The crowd on this day was reported of record proportions.

As usual, the demand for concession space exceeded the supply. The grounds were jammed, with selling and food concessions making up a big percentage of the total.

The nights were cool and this might have cut into attendance. But, actually, here, as at other Eastern events where the gate has been off, there doesn't seem to be any one answer for the decline.

### Name Artists Galore

Samuel S. Lewis, fair director, was unperturbed, however, by any slight dip in the gate. The operating formula is well planned and proven. While others have bought names in the past to boost their gate and grandstand attendance, Lewis books them in bunches and makes them pay off handsomely.

## New Mark Set By Timonium With 223,078

TIMONIUM, Md., Sept. 19.—Failing by 2,000 to meet its goal of a quarter-million patrons, the 72d Maryland State Fair nevertheless set an attendance record of 223,078 for its 11 days, and was labeled a success by officials. Helping establish the mark was Saturday's (12) closing turnout of 18,868 which was 32 more paying visitors than on last year's final day. Previous mark of 221,850 was set last year.

Children were offered midway rides at half price on Saturday, during which only the midway and the flat races were operating.

Officials were pleased with the fair results, considering that the first days, September 2, 3, and 4, were among the year's hottest. Saturday and Sunday (5-6) brought rains which broke the heat wave but which also kept down the turnstiles count. All one-day records fell on Labor Day (7), when 71,104 persons jammed the grounds.

## Vinton, Ia., Gate Dips 15 Below '52

VINTON, Ia., Sept. 19.—The Benton County Fair, which operated here for four days in early August, missed matching its '52 attendance figure by a mere 15 persons, David H. Hibbs, president, announced.

Despite poor weather thruout, a total of 16,138 came thru the outside gate compared with 16,153 last year. Grandstand attendance

The grandstand presentation facilities here are unequalled. The massive, covered, all-weather stage, which makes possible the presentation of full performances in virtually all weather, together with the best in lighting, allows show booker Wirth and John Lonergan, producer, to make the best possible use of their talent.

Altho it is seemingly complete, Lewis already has plans for further embellishing the stage set-up. A carload of steel is already in the yards here awaiting the end of the fair, when work will immediately begin on enclosing the wings of the huge structure, cost of which is already well above the \$100,000 mark.

### Top Acts, Low Tag

Lewis cited his formula for a winning event here. He says it simply has to do with determining what prospective patrons will pay to see, and then going out and getting it for them. He might have added that cost is immaterial. There is a bargain element involved, too. For instance the night show with its headline talent goes for \$2,40 top. It's worth \$6.60 of anyone's money, judged by Broadway standards.

## 6-Day Rutland Draw: 108,000

RUTLAND, Vt., Sept. 19.—Final figures show a total attendance of 108,000 for the six-day Rutland Fair which closed Saturday (12). This is 4,000 below the 1952 mark. Gate for the final day was 20,000 as compared with 24,000 the year before.

Forenoon rain for the Labor Day opening made a dent in attendance which subsequent good weather days failed to erase.

## BARRINGTON MARK SEEN WITH USE OF EXTRA DAY

GREAT BARRINGTON, Mass., Sept. 19.—Barrington Fair, with a top-notch grandstand show lined up for its extra day tomorrow, had a record attendance mark in sight this week. The 112th edition which opened Sunday (13) is running eight days this year. Up thru Wednesday (16) daytime crowds were on a par with 1952's, but chilly nights cut slightly into after-dark turnouts. Despite a storm Saturday night (12) and damp grounds, 25,000 turned out opening day, chief attraction of which was the B. Ward Beam daredevil drivers.

The opening attendance parred last year's and was followed by 12,132 on Monday (14), 11,142 Tuesday, and 13,423 Wednesday. Heavy crowds were attending the flat races, and President Edward Carroll said the mutual handle thru Wednesday was a good 10 per cent over last year's, with a record in that department assured if the weather would hold up. New here is a photo finish camera at the track.

Before the grandstand for one day only, Sunday (30), will be an expensive package topped by singer Dorothy Collins and comic Frankie Fontaine, plus the Howdy Doody stars for moppet appeal. Also on the bill are the Morrison Sisters, xylophonists; Florida Trio, comics; Godsmith Bros., comics; Chai & Somai, contortionists; Budweiser Clydesdale

## Pittsburgh Has Strong Turnout

PITTSBURGH, Pa., Sept. 19.—The 16th Allegheny County Annual Free Fair pulled an estimated 1,500,000 to its five-day run here according to John L. Hernon, director. Weather was excellent. Dalton Bros. Texas Ranch Rodeo was the featured

## Yakima Cut 20% by Late Crops and Heat

### Pulls 135,000, Down 20% From '52; Midway Off 2%, Stand 10%

YAKIMA, Wash., Sept. 19.—Mid-day temperatures that ranged from 96 degrees to above 100 degrees slashed attendance at the five-day Central Washington Fair, which closed here Sunday (13). Total attendance was announced at 135,000, down 20 per cent, from 1952.

Besides the heat, the fair bucked a delayed harvest of the soft fruit crop, peaches and pears ripening during the event's run, two weeks behind normal schedule, causing many farmers to stay home to pick and pack fruit.

The gate was off 20 per cent, grandstand (actually bleacher) receipts were off but 10 per cent and midway receipts were down only 2 per cent from '52, according to F. Hugh King, fair secretary. Concessionaires generally reported satisfactory business.

Running horse races were run each afternoon in front of bleachers seating 5,100 which replaced the grandstand, lost to fire since last year's fair. Fireworks, staged by Thearle-Duffield Fireworks, Inc., Chicago, were offered the first two nights, with a horse show in the final three nights.

Acts working both afternoon and night were the Hawthorn Bears, Dwight Moore's Dogs and two aerial acts, the Gaskills and the Saturns, both of which were presented simultaneously, with each winding up with a swaypole number.

Midway attractions were provided by the Douglas Greater Shows, the Meeker Shows and by Bob Bollinger, Portland, Ore., ride operator.

Fair had one of the largest, if not the largest commercial exhibit shows in its history.

## Calif. State Misses New Record by 11,003

SACRAMENTO, Sept. 19.—Oppressive heat that hit the last four of the 11-day California State Fair forced the event to end up 11,003 behind its record 1952 when 778,256 attended. New records were set, however, in the number of entries, pari-mutuel betting, premiums offered exhibitors, and racing purposes.

The fair opened Thursday (3) with warm days and pleasant nights drawing crowds that exceeded each comparable time last year for seven days. At that time the current stand's attendance was 546,210 as compared with 512,016 in 1952. When the weatherman took the top off the thermometer Thursday (10) each day fell behind. The seven-day gain of 34,194 was overshadowed by a four-day loss of 45,197 and a total of 767,253 when the event closed Sunday night (13).

### Wickets Busy

A new total of \$3,934,783 was set in betting with fewer people attending the nine-day racing session. This year's wagering was approximately 2 per cent over 1952's \$3,849,035. Attendance at the track was 89,979 against 92,733 last season. Daily average betting increased to \$437,198 over the previous \$427,670 mark.

The night shows in front of the grandstand featuring Spike Jones and his "Musical Insanities of '54" the first five nights and Phil Harris for the final six, showed a total attendance of 88,287 against 87,434 a year ago. Jones' show featured his City Slickers with Dolores Gay, Helen Grayco, Jimmy Kennedy, Wayne-Marlin Trio, and George Rock. Harris' seg, in addition to himself, featured the Morro Landis Dancers (16), the Stewart Morgan Dancers, Jacqueline Fontaine, Chuck Brown and Rita, the Sportsmen Quartet, the Carsony Brothers and Harris with the Sportsmen. Harris' show is credited with drawing the bigger crowd, packing the 8,500 seater grandstand on several occasions.

### Lizza Pyro

An extravagant fireworks display was presented each night by the Golden State Fireworks Manufacturing Company of Redondo Beach. The firm, headed by Pat Lizza, has held the con-

## Cent. Wis. Event Tabs New Mark

MARSHFIELD, Wis., Sept. 19.—Central Wisconsin State Fair wound up its September 4-9 run here after chalking up a new attendance mark that topped the previous record set in '51. According to W. A. (Bill) Uthmeier, secretary-manager, an estimated 95,000 came thru the outside gate and 30,000 viewed the grandstand attractions.

Big turnouts saw the Swenson Thrillcade, 105 Ranch Rodeo, Tournament of Thrills and the Ernie Young variety show. Frank Winkley's 100-lap stock car race went off to a two-thirds filled stand.

Bodart's Blue Ribbon Shows, the midway attraction, did well in the afternoons but cool nights hurt the evening trade. Two kid days produced big grosses.

## Attendance Up 20%, Midway 15%, at Blackfoot

BLACKFOOT, Idaho, Sept. 19.—The Eastern Idaho State Fair, aided by ideal weather this week, was racing well ahead of its '52 pace at the gate, grandstand and on the midway. According to Ruth Hartkopf, secretary, attendance thru Friday (18), next to the final day of the five-day run, was up 20 per cent and grosses on the midway, where Siebrand Bros. Circus and Carnival held forth, was approximately 15 per cent ahead.

The Barnes-Carruthers night show pulled strong crowds its

first nights but Thursday's turnout was an overflow and part of the audience was seated on the track. Afternoon attraction during the first three days was a combination of running races, horse pulling and a 4-H talent show that drew well. Governor Len Jordan was on hand Thursday to present an award in the State's grassland contest.

Joie Chitwood thrill show was the scheduled attraction Friday and Saturday afternoon. Exhibits this year were well ahead of last year and in most classes, quality was higher, Mrs. Hartkopf said.

tract for more than 25 years. Lizza personally directed the pyrotechnics.

On the first Sunday (6) a circus type show was presented in front of the grandstand in lieu of racing. The second and closing Sunday (13) featured the Joie Chitwood Auto Daredevils.

Frank W. Babcock United Shows held the carnival midway contract, being the successful bidders at 13 cents per capita.

The exposition officials also blamed lack of facilities for the decreased attendance. "The evidence is pretty conclusive," said W. C. Wright, fair board president, "that the fair never can get bigger on this site." A move is underway to move the fairgrounds to a new and larger site.

## Mich. State Gate Up 22%; Pulls 475,798

### Wade Grosses 168G; Coliseum Record Show Takes 72G

DETROIT, Sept. 19.—The 104th Michigan State Fair—second under the management of James M. Hare—drew a total of 475,798 paid admissions to its 10-day run, which ended Sunday (13). Figure was an increase of 22 per cent and the highest since '50.

W. G. Wade Shows, the midway attraction, despite lighter spending, almost matched its '52 gross. The strong line-up of rides and shows took in \$168,575 against \$170,900 a year ago.

The all-music show in the Coliseum, which featured name record artists, took in a satisfactory \$72,872.36 in seven days, compared with \$50,000 from that source last year. Attendance was up sharply—72,862, compared with 51,729. The Val Campbell Circus, featured grandstand attraction, ran into cold weather which cut attendance so much that the final Saturday night show was dropped. In seven days the circus took in \$16,259.50.

### Races Click

Top grandstand money-winner was the 250-mile stock car races produced Sunday afternoon (13) by Radkey & Associates, Chicago. The speed event drew 13,287 and grossed \$28,321.45. Sunday night's Hillbilly Jamboree, produced by Campbell, pulled only 290 and grossed \$291. Total grandstand gross for 10 days was \$52,643.70, sharply below '52's \$76,069. Thearle-Duffield Fireworks, Inc., produced the pyro this year.

Total income for the 10-day run was approximately \$685,000 according to Cass Wasung, assistant manager. This was an increase of \$97,000 over last year and represents increased sales of exhibit and concession space. According to Wasung, this is expected to result in a book profit of between \$50,000 and \$60,000, in place of the loss that has resulted in recent years.

## Rain Slashes Fonda Turnout

FONDA, N. Y., Sept. 19.—Altho attendance at the Fonda Fair trailed last year's, officials of the five-day event which ended Wednesday (9) called it a success considering weather conditions. The rain bugaboo practically washed out the opening Saturday (5) and the following day only 1,100 persons passed thru the gates in the downpour. Labor Day drew 6,000 and about 3,000 were recorded for the final day.

Entertainment included the Irish Horan and Joie Chitwood daredevil drivers, and Coleman Bros. Shows midway.

# Syracuse Sets Record Of 423,472 for 8 Days

SYRACUSE, Sept. 19.—Altho rains on Saturday (12) cut severely into closing-day activities at the New York State Fair, the annual wound up with an eight-day total of 423,472 admissions, a new record by 6,106 over the 1952 mark. One-day records were set on Tuesday, Wednesday and Thursday (8, 9, 10). Totals for the run, compared with last year's, were as follows:

	1952	1953
Saturday	46,871	32,612
Sunday	62,020	61,119
Monday	80,353	93,848
Tuesday	37,776	40,749
Wednesday	45,750	46,104
Thursday	49,099	55,619
Friday	37,168	37,270
Saturday	58,329	56,151

TOTAL .....417,366 423,472

Weather was generally good during the week, altho a heavy downpour washed out all outdoor events planned for opening day. The closing day rain began early but ceased about 10:30, enabling the running of the 100-mile AAA race. The downpour continued at 4:30 p.m. and ruined the final night. Washed out were the Irish Horan Hell Drivers, and business along the Strates midway was sharply curtailed.

Entries in all departments were high, with the boys' and girls' department setting a new record with 2,200 exhibitors.

Plans to allow greater parking—5,000 cars more—hinge on aquisition of 14 acres of land west of the fairgrounds. Also intended to alleviate traffic congestion will be a new system for taking tickets. No tickets will be taken at

# Christiansburg Opener Flooded

CHRISTIANSBURG, Va., Sept. 19.—A storm leveled the big exhibit tent and drenched the grounds at the Montgomery County Fair here Monday (14), preventing the fourth annual event from getting under way until the following day. A larger number of exhibits and displays were used than ever before.

The grounds were jammed to capacity when the run finally started Tuesday (15), and a successful week was in the offing, depending on the weather.

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the gates in 1954. Instead, cars will be sped into the parking area, and visitors will walk to the turnstiles where admission fees will be collected.

Another parking area for 16,000 cars will be part of a proposed new highway development at the fairgrounds. With the new lots, a total of 40,000 cars would be accommodated, making it possible for the New York State Fair to increase overall attendance over the half-million mark within the next few years.

# Good Crowds, Weather Help Brockton Run

BROCKTON, Mass., Sept. 19.—The Brockton Fair, in its 80th edition, was rolling along in fine shape from its opening Saturday (12) thru Wednesday (16). Fair mid-week weather was helping, and all segments at the plant were grossing well. The run ends tonight.

The dollar admission fee was good for both turnstile entrance and the free grandstand show, headlined by comic Frank Fontaine. Kids under 12 passed in free all week.

Six days of harness racing are on the program, and Monday's (14) opening card drew \$18,951 at the mutuels, some \$3,146 less than last year, when harness steeds replaced the flat racers which had performed at the fair for 12 years. Handles the next two days were \$18,719 and \$21,616.

Attractions include the World of Mirth Shows midway, a junior rodeo, Emir the Talking Dog, horse and oxen pulling, wheelchair square dancing, House of Magic, Budweiser Clydesdale and Curtis Candy Horses, and Lithuanian dancing.

Altho there was some rain on Tuesday (15), 26,000 persons turned out, on children's day. Monday's turnout was 15,000 and Wednesday's 20,000.

# Peekskill Fair Falls Below Expectations

PEEKSKILL, N. Y., Sept. 19.—The signs of success with which the Westchester County Fair was so lavishly embellished in advance of opening disappeared like smoke rings before the seven-day event concluded Saturday (12) at Indian Point Park.

The crowds this year were judged to be less than half the attendance attracted to the initial event last year. The announced attendance was about 77,000.

The publicity-advertising campaign—one of the most extensive ever conducted by an event of this size—was assurance that the public was well aware of the staging of the event. The weather could not be blamed, despite the fact that heavy rains washed out  
(Continued on page 84)

# Huron Clicks in Face of Bad Weather, Competition

HURON, S. D., Sept. 19.—Threatening weather on the closing day, following an earlier period of near ideal conditions, applied brakes to an anticipated final attendance surge and left the 1953 annual's gross receipts slightly under record levels. Manager-Secretary Ken Balgeman announced gross receipts for the fair, which closed its six-day run Saturday (12), at \$139,835. This compared with last year's gross of \$140,360.12 and was about \$1,500 short of the 1951 record \$141,365.36.  
The 1953 fair encountered un-

# Knoxville Gate For First Four Days Hits Record

Open-Air Theater Doubles '52 Throngs; Midway Biz Off

KNOXVILLE, Tenn., Sept. 19.—The Tennessee Valley A. and I. Fair was romping to a new all-time attendance record here thru Thursday (17), the fourth day of its six-day run.

Each of the first four days turned in gate counts that exceeded those for the corresponding days last year. At the end of the four-day period attendance stood at 110,865, as compared to 95,240 in '52, and was the highest for that stretch than in any year since the fair first began to compile its attendance in 1947.

Attendance for the vaude-circus type show presented in the new 4,500-capacity open-air theater on a three-a-day basis meanwhile was running about twice as strong as last year. The theater has slightly more than double the capacity of last year, yet on two nights one of the two evening performances were presented to sell-outs. Talent for the show was booked thru the Ernie Young Agency, Chicago.

The attendance is up, midway receipts were off. The Amusement Company of America furnishes the rides and shows. The drop on the midway, however, was rated as only slight by Pat Kerr, the fair secretary.

In addition to the open-air theater, the fair opened with a new women's building.

# Fredericton Off As Rains Hurt Holiday Opener

FREDERICTON, N. B., Sept. 19.—Loss of Labor Day to rain for the third time in four years was the inauspicious opener for the Fredericton Exhibition, September 7-12. Business the remainder of the week was satisfactory but the loss of the holiday took away the margin the directors might otherwise have realized, Secretary - Manager Ray Crewdson states.

Opening ceremonies plus a band concert brought out a preview crowd of some 2,000 Saturday evening (5). A special package supplied by the Interstate Fireworks Company was shot by Joe Godin.

Attendance on the week was down from 1952. There were two days of harness racing. The  
(Continued on page 84)

# West Union, Ia., Event Pulls Record Turnout

WEST UNION, Ia., Sept. 19.—Attendance at the Fayette County centennial fair here established a new record with outside gate ticket sales totaling 13,384, compared to 9,217 in 1952 in 1952 and 9,556 in 1951. Gross receipts this year amounted to \$18,337 which was approximately 20 per cent higher than last year's figures, according to Reid Giese, treasurer of the fair board.

# Reading Crowds Off Despite OK Weather

Full Program, Good Publicity Fail To Stimulate, Sustain Attendance

READING, Pa., Sept. 19.—Attendance at the Reading Fair lagged thru mid-week and at that time officials acknowledged that there was no possibility of crowds zooming to record proportions. The possibility exists, however, that the gate can catch up with last year if banner crowds turn out today and tomorrow for the finale.

The weather has been mostly fair and so unblamed for the dwindling crowds. The publicity is excellent, as usual, with numerous radio and television tie-ins aiding in getting word of the event to the public.

The trotters set several records early in the week and the Grand Circuit program has rated mention in many of the nation's sports pages to call additional attention to the event. Lacking pari-mutuel betting, the races

drew fair crowds with the exception of Monday (14) when attendance was very sparse.

The night grandstand show, featuring a George A. Hamid revue and the water spectacle, Dancing Waters, drew good crowds but not the capacity hoped for and sought. In an effort to boost the night show business the name talent, which had been featured here in the past, was abandoned, and entirely different acts featured in the afternoon.

On the midway the Cetlin & (Continued on page 84)

# Bethany, Mo., Winds Up Big; Gate Up 11%

BETHANY, Mo., Sept. 19.—The Northwest Missouri State Fair brought its seven-day run to a finale here Friday (11) after chalking up an 11 per cent gain on attendance and upwards of 15 per cent on grandstand business.

Attendance was hyped by the noon shut-down of all business houses and schools for the seven days of the fair. And grandstand turnouts were aided by a new policy, put into effect by Les M. Maple, secretary, and T. R. Nickerson, attractions manager, which  
(Continued on page 84)

# Canton, O., Gets 58,000

CANTON, O., Sept. 19.—The Stark County Fair drew the curtain on its 104th run here Friday (11) after chalking up a new attendance record of 58,000, topping the previous mark of 50,000 set two years ago. Main attraction was Buck Steele's Western show Unit combined with Tony Diano's animal collection in a circus parade.

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NEW ORLEANS, LA., Sept. 26 thru Oct. 4, H. F. Van Horn, Director, c/o Municipal Auditorium  
SOUTH BEND, IND., Sept. 22 thru 27, Dorothy Godfrey, Director, 354 W. LaSalle St., Apt. 5  
LYNCHBURG, VA., Sept. 21 thru 24, Jack Craig, Director, c/o Junior Chamber of Commerce  
BATON ROUGE, LA., Sept. 22 thru 27, L. A. Gifford, Director, 444 Florida St.  
MOBILE, ALA., Oct. 21 thru 25, Douglas M. Brooks, Director, c/o Junior Chamber of Commerce  
DENVER, COLORADO, Oct. 2 thru Nov. 1, Paul Waters, Director, 265 Tramway Building  
ROANOKE, VA., Nov. 9 thru 15, Jack Craig, Director, P.O. Box No. 1163  
TOPEKA, KANSAS, Jan. 18 thru 24, Paul Waters, Director, c/o City Auditorium  
CANTON, OHIO, March 2 thru 7, Dorothy Godfrey, Director, 104 South Market Street  
EL PASO, TEXAS, March 17 thru 21, George Colours, Director, P.O. Box No. 3156  
DALLAS, TEXAS, April 3 thru 11, H. F. Van Horn, Director, 102 Walnut Hill Village  
JACKSONVILLE, FLA., April 6 thru 11, Edgar V. Smith, Director, 317 W. Forsyth Street  
WACO, TEXAS, May 4 thru May 9, Dorothy Godfrey, Director, c/o Heart-of-Texas Coliseum  
SAN ANTONIO, May 8 thru 16, Paul Waters, Director, 1411 Majestic Building  
CEDAR RAPIDS, IOWA, May 18 thru 23, Paul Waters, Director, c/o Memorial Coliseum  
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## BAD TIMING CONCEDED

### 'Sales Pitch' Denied In Press Statements

NEW YORK, Sept. 19.—Eastern seaboard park operators this week shrugged off the "sales pitch" charges leveled by Harry Batt, chairman of the NAAPPB legislative committee, printed in last week's issue of The Billboard. Batt said that in telling the Wall Street Journal their business was prospering, they were painting rosy pictures in order to more easily unload their properties.

"I have personally heard," he said, "that a few of those quoted are trying to sell."

Consensus of replies by operators quoted in the Journal article by reporter Stanley Kligfield, is that they merely told him the truth at last month's NAAPPB convention.

#### Batt Charges Denied

Here are some comments on the Batt statement:

William P. Donlon, Sylvan Beach Park near Utica: "We are truly ahead of 1952, which was our previous best year. Business is down elsewhere at this beach, and we are elated to have done so well."

Larry Stone, Paragon Park, Nantasket Beach, Mass.: "We've been in possession of this park for

35 years and have no intention of selling. Altho we had a good start in 1953, we slumped recently and just held our own, in comparison with last year's figures."

Edward Carroll, Riverside Park near Springfield, Mass.: "Outside of April, we have had our best weather in 14 years, which helped business considerably. I wish other spots had our weather."

Irving Rosenthal, Palisades Amusement Park, Cliffside, N. J.: "I told the writer that attendance was better than ever, and I meant it."

#### Bad Timing Conceded

All denied their parks are for sale, but agreed with Batt that their prosperity statements might have been ill-timed in view of the amusement industry's having been seeking tax relief in Washington at the very time of the convention.

A vigorous protest against part of the Wall Street Journal's coverage was registered last week by George A. Hamid, White City Park in Worcester, Mass., president of the NAAPPB. He wrote Kligfield and claimed he was misquoted.

"I stated to you emphatically that from my personal experience, business was spotty and we were considerably off in May and June due to inclement weather, and our own business was about 12 per cent off," Hamid said. Kligfield wrote that Hamid claimed the nationwide funspot industry's annual admissions were 12 per cent ahead of 1952.

"Possibly someone else gave you the information," Hamid said, "but it was not I."

## MICKY ROONEY FOR BUCK LAKE

ANGOLA, Ind., Sept. 19.—Film figure Mickey Rooney will make a personal appearance at Harry Smythe's Buck Lake Ranch here Sunday (20). Smythe said he was looking for a big day if weather is good. The day will wind up Buck Lake's season.

## Season Closes As Best of Four For Cedar Point

SANDUSKY, O., Sept. 19.—Cedar Point, Lake Erie resort, concluded its most successful season under the present management with a strong Labor Day weekend. Manager Dan Schneider said it topped his four-year score.

An estimated 15,000 persons were on hand for the United Labor Day Rally sponsored by four labor groups. Holiday weekend found all space taken at the Breakers Hotel. Willie Lamberti, high wire, completed the free-act schedule on Labor Day. Johnny Pecon's polka band was on hand for the rally.

Earlier, the Erie-co Junior Fair, which included displays in the resort coliseum and garages by 1,000 children, drew a light 15,000 in three days (2-4). Thirty commercial exhibits were included. A fourth attempt to swim Lake Erie failed Sunday (6), and two swimmers said they would try again next season.

## Sternbergh Heads PAPA; 50 Make Conneaut Meet

CONNEAUT LAKE PARK, Pa., Sept. 19.—More than 50 persons attended the annual meeting of the Pennsylvania Amusement Park Association here Thursday (10), at which David Sternbergh, of Playland Park, York, was elected president.

Other officers for the coming year are G. W. Bartels, Hershey Park, Hershey, first vice-president; H. DeH. Stoner, Willow Mill Park, Mechanicsburg, second vice-president; and W. J. Tarr, Conneaut Lake, re-elected secretary-treasurer. Terms of Bartels; H. P. Schmeck, Philadelphia, and F. W. A. Moeller, Erie, on the board of directors were extended thru 1956.

Host for the session was E. E. Freeland, owner of Conneaut Lake Park. Guests arriving on Wednesday (9) were entertained at Conneaut Lake Hotel. On Thursday, the program included a luncheon, annual meeting, sight-seeing cruise on Conneaut Lake, banquet at the Hotel, and entertainment and dancing. On a tour of the park, guests inspected a scale working model of the park. The 22 by 10 layout is adjacent to the kiddie train track. Visitors also tried out a new gallery target which was on

display. The target uses a motion picture of escaping convicts.

#### Registrants Named

Those attending included: Mr. and Mrs. Hartman Knoebel, Mr. and Mrs. J. C. Allen, Noel Jannotta, Stanley M. Shaw, Mr. and Mrs. C. Max Lee, R. M. Spangler, R. M. Spangler Jr., C. C. McDonald, Manny S. Hyatt, John L. Campbell, Joseph Barnes, Harry Battin, George Harton, Jack Stohl, Al Brevak, Allan Leonard, Mrs. Margaret Habel, Jack Welsler, Howard C. Howell, E. E. Preeland, Mr. and Mrs. W. J. Tarr, Mr. and Mrs. T. Darwin Kepner.

John Hickey, Jack Hickey, Joseph Volpe, E. E. Fochl, Brady McSwigan, Mr. and Mrs. Carl Henninger, William Muar, George Long, James Miller, Mr. and Mrs. F. W. A. Moeller, C. L. Barnes Jr., George F. Konold, Mr. and Mrs. John Yount, Mr. and Mrs. William Edmunds, Ray Adams, W. C. Glasgow, Howard Harned, Lauren McAdoo, C. C. McAdoo, Maxine Thompson, Mr. and Mrs. Paul H. Huedepohl, Harry J. Ellis, Walter L. Becker and A. W. Robertson.

## Flint Doubles '52 Business; Firestone Busy

FLINT, Mich., Sept. 19.—Flint Amusement Park is closing the season with a record of total business just about double that of 1952, according to Dr. L. H. Firestone, park manager. The park has had major picnics, mostly from factory and union organizations, booked every Saturday and Sunday except one.

General reason for the pickup was the improved business in Flint this summer. A year ago the park had to combat a steel strike, controls on automotive production, and polio.

For the first time in years, the park booked no free acts. Promotion budget was held at the 1952 level, and business increased. Influx of new workers coupled with the general increase in spending sent grosses soaring, according to Dr. Firestone.

Dr. Firestone himself has combined park operation with a busy extra-curricular season. In addition to serving as president of the Michigan Showmen's Association and a member of the board of managers of the Michigan State Fair, he was in charge of feeding victims of the Flint tornado thru the Red Cross, and also assisted in the distribution of clothing.

## Steeplechase To Shutter

NEW YORK, Sept. 19.—Steeplechase Park at Coney Island will shut next week-end (26-27), Jimmy Onorato reports, closing a successful year at the ocean-front resort. The spot ended daily operations on Labor Day (7), which capped three good days of the holiday week-end.

## Lakeside Wins Post-Holiday Denver Crowds

DENVER, Sept. 19.—Lakeside Park stayed open a week after Labor Day and drew excellent crowds for the midway, ballroom and race track. The city's other funspot, Elitch Garden, closed with the holiday.

Ben Krasner's Lakeside had the Dorsey Brothers' orchestra for final nights in the ballroom, and featured a nickel day on the 20 rides on the midway.

On Labor Day, the park had Eddie Allen's Dive of Death, double parachute jump, plus Joie Chitwood and Bill Ward auto thrill shows at the Lakeside grandstand. Additional final-week attractions were Billy May's orchestra, Merv Griffin and the Encores.

## Slusky Funspot in Big Season; Prepares Centennial Program

COUNCIL BLUFFS, Ia., Sept. 19.—Playland Park here tabbed a highly successful season in both midway and raceway operations, it was announced this week by Abe Slusky, president. He credited energetic promotion plus general improvements and innovations for the increase over 1952 attendance and per capita spending.

Bernie Kelly is track manager and Lee Barron is promotion manager, Slusky stated. New attractions this season included Ghost Train, Boat Rides, Octopus and Jet-O-Plane, installed by the park and J. W. Byers and D. M. Parker, concessionaires. Otis Cannon's custard and ice cream concessions, and William Skolnick's game concessions complete the line-up.

Slusky said that Labor Day concluded the funspot's regular season but that week-end operation will continue as long as

weather permits. The holiday week-end was marked by three days of midget and stock car races. Labor Day picnics brought crowds.

Shows and attractions now are being scheduled by the park to coincide with Omaha's centennial celebration thru out 1954. Slusky said that Playland will join in centennial activities. The Ringling-Barnum Circus recently appeared at the park.

## Alexandria, La., Okays Park Plan

ALEXANDRIA, La., Sept. 19.—Preliminary approval for establishment of an amusement center at a city park here has been granted by the city council. Plan calls for Jimmie Thompson, local promoter who has been active in the rodeo field, to build the center at a cost of between \$35,000 and \$50,000. Rides and other amusement equipment already in the park will be included.

## Palisades Ends Successful Run

CLIFFSIDE, N. J., Sept. 19.—More than 30,000 persons turned out at Palisades Amusement Park for the annual Bergen County GOP outing Saturday (12), making the final week-end a suitable topping for this year's fine season. Altho final figures are unavailable, it appeared the season's attendance might exceed the 3.5 million record set last year.

The award-winning Strawhatters TV series ended Wednesday night (16) and the entire cast and crew were treated to a dinner party by the management.

## Tivoli Nearing 4 Million Mark

COPENHAGEN, Denmark, Sept. 19.—Tivoli during the past week achieved a season attendance mark of over 3,750,000, which tops the park's record of 3,483,000 by more than 200,000. The past weekend was a big one, with special events on Saturday (5) drawing a big gate and Sunday, "Red Cross Day," bringing in over 50,000 cash patrons. Tivoli winds up its season on Sunday night (13) with the traditional midnight torchlight parade around the park by the 65-piece Tivoli Guards band.

## Keenan Checks Rocks' Coaster

NEW YORK, Sept. 19.—Rockaways' Amusement Park has engaged Vernon Keenan, of New Castle, Pa., who built its Roller Coaster in 1939, to inspect the ride during the off season. It will be painted aluminum for next year, owner A. Joseph Geist said, and white for 1955.

The spot ended daily operations last week-end, but will be the only one in the metropolitan area to remain open Saturdays, Sundays and holiday all winter long. Geist said that despite an overcast Labor Day (7), business over the holiday stretch was the best of any week-end in three years.

## Coney Island, N. Y.

By UNO

A touching incident in Coney's history brings to light and involves Louis Kessler, an armless and legless cripple thru illness, who has been a pencil venter despite his physical handicap. Louis, this season, with the money he has saved, has bought a Greyhound Racer which does biz outside the Bowery end of Pleasureland and turned the game over to his wife, Jean Kessler and asks this column to "please call it Jean's Greyhound Racer." . . . In an effort to stimulate attendance caused by the fare increase, Chamber of Commerce has sent a letter to the Transit Authority asking if there was a possibility for a reduction back to a dime ride for Coney visitors for just over the week-ends from 8 p.m. Friday to 2 a.m. Monday. . . . S. J. Cucchi is a new Jones Walk concessionaire this season with a Shoot-the-Light game. An Islander all his life, he has a son, Sebastian, op-

erating a Pitch Ball game in the Rockaways. Sebastian was formerly with Tic-Tac-Toe for the George Brothers on Coney. A brother-in-law, Dan Biafori, is with Seven Seas eatery on Surf. . . . Arthur (Butch) Ehrman, brother of Monroe Ehrman, Coney's publicity chief, is steward of Coney's Hebrew Association in its Surf Avenue club-rooms. Another brother, Sandy, manages Nat Faber's Fascination and is also the club's prey. . . . Two of Singer's midgets have quit show biz and gone commercial. One is Frieda Little, now employed in Planter's peanuts store in Times Square, and the other, Mattie Raia, is city defense worker. . . . Alfred Shaw was held up and robbed of \$1,100 as he stepped from his auto to enter his home at 2024 80th Street, Brooklyn, at 5:15 a.m., August 16. The thugs escaped on foot. The money represented (Continued on page 83)

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## Vivona Wins in Christiansburg And Lehighton

**Latter Date Makes All-Time Record; '54 Contract Landed**

CHRISTIANSBURG, Va., Sept. 19.—Altho heavy rain washed out the opener of the Montgomery County Fair here Monday (14), the following night on wet grounds the fair was jammed with patrons, and all segments of the Vivona Bros. midway did heavy business. On kiddie day Wednesday (16) about 6,000 moppets were on the grounds, and all with spending money. They started pouring in at 8 a.m.

Harry Wilson's Baby Award on Thursday night (17) turned the biggest crowd to that time, giving Vivona cause to predict this would be a record-breaking stand for this town. Also on Thursday, a jamboree was held, Phil Cook, secretary of the Miami Showmen's Association, officiating.

Rain also hit the opener of the Carbon County Fair at Lehighton, Pa., on Sunday (6), when there is no gate admission. But despite that, plus rain on the final day Saturday (12), all attendance records were shattered, and Vivona did its best business of all time. The fair board was pleased with the midway and awarded Vivona the 1954 contract on the spot.

The carnival management was also pleased, this being only the second time the org has played Lehighton. The midway featured 18 rides and 10 shows, while every inch of concession space was taken. Many concessionaires were turned away.

## Saginaw Fair Gives Gooding Big Ride Biz

SAGINAW, Mich., Sept. 19.—Gooding Amusement Company Unit No. 2 raked up good business at the Saginaw Fair here this week, and thru today, the final day, was a few percentage points ahead of last year on rides, altho back-end earnings were down.

Persistent rain here today cut into today's business. According to Gerald Frantz, manager of the rides and shows, the Monday (14) Kids' Day was the biggest one here in the 15 years he has made the fair. Schools were closed in 10 counties and the moppets flocked onto the grounds in bus loads to keep the rides busy from early morning until late in the evening.

Earning capacity of the well-laid-out midway was powerful. In addition to nine major and 10 kiddie rides, there were eight shows, including Charlie Hodges' Side Show, F. W. Miller's three gal units, Joe Stiy's Funhouse, Harvey Wilson's Glass House, Leonard Tracy's Snakes and McCaggert's Monkey Drome.

No games of chance operated on the independent midway, but games of skill were in abundance.

## 20th Century Pact Fairly, Signor for '54

SPENCER, Ia., Sept. 19.—Noble C. Fairly and Art Signor, general agent and assistant manager respectively of 20th Century Shows, have been re-contracted for the '54 season, E. C. McCrary, org's co-owner and general manager, announced.

McCrary reported here that the season to date has been a big winner with a series of good grosses at most of the show's repeat fairs.



NUMBER OF CANDIDATES for the title of Miss Outdoor Show Business of 1953, in the contest sponsored by the Showmen's League of America, jumped to 32 with the filing of five additional entries. Four of the five are shown above, with Annabelle Pogeman, 105 Ranch Rodeo, upper left; Betty Carroll, Veterans' United Shows, upper right; Ruby Hall Knippel, Wisconsin State Fair, Milwaukee, lower left, and Jewel Moore, Moore's Modern Shows, lower right. The other late entry is Patsy Hawk, the entry of the 20th Century Shows.

## Gooding-Louisville Gross 5% Under '52

**Hot Days, Cool Nights, Showery Close Make Inroads as Fair Hits Record Gate**

LOUISVILLE, Sept. 19.—Ride and show grosses for the Gooding Amusement Company (No. 3 unit) held to within 5 per cent less than last year at the nine-day Kentucky State Fair, which ended today, despite widely mixed weather that thinned midway crowds.

The fair itself actually pulled substantially more people than last year, but some extremely hot weather and some cold nights, combined with intermittent showers thru most of today, pruned midway crowds.

Fair's policy of throwing the grandstand free to all-comers was started last year but caught on solidly this year, and this held many persons in the stand who otherwise might have been on the midway. Grandstand show was stronger than last year and included a full-scaled revue, and this did not help the grosses of the revue, "Varieties of '53," managed by Bob and Joy Purvis, in the Gooding line-up.

Top money-getter in the Gooding line-up was the "Brown Skin

Models," produced and managed by Irving Miller. Other shows which operated were the Rievera Bros.' Globe of Death, Buttons Grantham's Monkey Show, the Stiles Family's Lobster Family, Gunn Bros.' Tropical Show, Dick Dillon's Mechanical Show, Lee Houston's Snake Show, Jewell Hopkins' Arcade, T. Zacchini's Witch Castle, a Glass House, and a Life Show and Two-Headed Calf Show, both operated by W. H. Brownell.

**Strong Ride Line-Up**

Gooding ride line-up, as usual, was strong and included a Hurricane. Unit is managed by Charles O'Brien, with Hap Berkshire, secretary; Hal Eifort, general representative; W. E. Jack, advertising agent; Frank Gray, electrician, and Mac McDougal, company electrician and Billboard agent.

Visitors to the midway here included Mike Benton, secretary of the Atlanta Fair; J. C. McCaffery, co-owner of the Amusement Company of America, and Morris Lipsky.

## I-T Spruces Up As Danbury & Mineola Near

NEW YORK, Sept. 19.—I-T Shows was laying over in the metropolitan area this week, sprucing up for their two biggest dates beginning October 3—the Danbury, Conn., and Mineola fairs. Isser said repainting and overhauling is going on at a busy clip as the date nears, this being the first time I-T is playing Danbury.

The Middletown Chamber of Commerce this week sent Isser, co-owner, a commendation for the organization's midway set up at the Orange County Fair, held August 10-16. I-T was complimented on having provided "a fine show."

Iz Trebish is handling refurbishing of the No. 1 Unit for Danbury.

## C-W Recouping On Lush Fair Stands

**Partners Happy as Only One Day Is Lost to Rain; Grosses Better**

By JIM McHUGH

READING, Pa., Sept. 19.—Issy Cetlin and Jack Wilson, co-owners of the shows bearing their names, are doing all right. They don't even have to tell you that and they might beg the question if asked, but the signs are indisputable.

The usual jovial Issy is even happier than usual. He is so happy that his conversation has to do with better wages and a consequent upgrading in carnival personnel. But, for the present, it has to be in the thinking stage, costs being what they are. The project could be started with the elimination of the 20 per cent federal tax and that also has to do with thinking—the wishful kind.

Partner Wilson is equally happy. It's easy to tell since Jack finds ample time to trace his career, which dates back to the time, and before, when George Hamid was a boy acrobat.

**Key Men Relaxed**

Actually, it is the lack of tension around the mammoth organization that best points up the success this season of the Cetlin & Wilson organization. The key personnel is relaxed. In the office Bill Hartzman can study his report sheets without groaning. On the front end Bill Moore and Claude Sechrist also reflect a pretty good year.

The show started off with a heavy nut to overcome—the cost of repairing the damage sustained in a tornado at Sedalia, Mo., just about a year ago. The equipment, acquired hurriedly at the time to make it possible for the show to continue its route of fairs, was costly and, for the most part, not much good. As a result the replacement units in turn had to be replaced, adding additional expense.

One of the most fortunate organizations in the country in terms of weather, Cetlin & Wilson have lost only one day thru-out the season to rain. There has been plenty of other rain but the elements kindly avoided hitting the organization during its working hours.

**Outlook Fine**

The show's fairs have been good and the outlook for the remainder of the season is excellent. As a result, confidence is apparent thru-out the organization. While the show has played its big ones in terms of grosses the remaining events can add importantly to the total.

One of the best experiences to date has been the way the show has added its earnings even though gate attendance has been down. At Indianapolis, where the crowds were reported off and other fair components suffered at the box office, Cetlin & Wilson increased its gross, tho slightly. Here at

Reading, with crowds also reported down, the show was grossing more money than a year ago. Even when a cloudburst washed out all activity on the grounds on Tuesday night (15) at 9:30 Hartzman's totals showed that the gross for the day was \$600 over the corresponding day a year ago, when fine weather prevailed.

The better grosses with fewer people to work to simply means that the show has more power than ever before. The top-flight Raynell girl show is bolstered this season by fan dancer Sally Rand, an astute performer and first-rate publicity aid.

The back end is further bolstered by Jerry Jackson and his High Steppers, Earl Chamber's Monkey Show, Dick Best's Side Show and Cal Lipes' Snake Show, all of which have ably demonstrated their earning capacity.

## Big Kid's Day Boosts Strates' Gross at York

**Fast Train Haul From Syracuse Aids Operation**

YORK, Pa., Sept. 19.—A banner turnout of youngsters at the York Interstate Fair Tuesday (15) gave the James E. Strates Shows a reported record gross for the day. While attendance thereafter was reported down slightly, the midway units were said to be holding their own.

The show train made its best time in several years coming in here from the New York State Fair, Syracuse, where a record gate gave the show top business, despite the loss of some working time to rain.

The Monday night arrival of the train made it possible to get all units up and in operation in time for the horde of youngsters who flocked to the grounds early Tuesday. It was necessary to work thru-out the night to put the show together.

As usual, this spot was jammed with show units of all kinds and the demand for independent space exceeded supply. While some of these operators reported earnings down from last year, many others seemed satisfied with the earnings being chalked up.

Bert Britt, veteran ride operator, is confined to Municipal Hospital, Tampa, where his condition is reported as serious.



LEON CLAXTON'S "HARLEM IN HAVANA," always a sock crowd-puller and pleaser, has been going stronger than ever this season. The unit has established a reputation over the Royal American Shows' route of giving out with sock entertainment. But the show doesn't rest on its reputation. It throws out a powerful bally before a well-flashed front, builds huge tips, such as the one above, and succeeds in getting a high percentage of persons thus attracted to take in the show.

# MIGHTY GEM CITY SHOWS

FAIRS CARUTHERSVILLE, MISSOURI FAIRS

LONG ESTABLISHED HARRY S. TRUMAN FAIR (HE WILL BE THERE)  
OPENING TUESDAY, SEPTEMBER 29

THEN ALBANY, GA., OCT. 12-17 THEN  
SOUTHWEST GEORGIA STATE FAIR

FREE ACTS—Can use one outstanding High Act and strong return or Animal Act rest of season.  
CONCESSIONS—Open midway. Will book Hanky Panks of all kinds. Catering privilege, all Cookhouses, Eating and Drinking  
Stands open. Will book Auction, Pitches, Basket Ball, African Dip and all types of legitimate Games. Also Mug Outfit, strong  
Mug Outfit territory.

## PENNY ARCADE

Have terrific proposition for a worthwhile, well flashed  
Arcade. 7 weeks work in arcade country.

## SIDE SHOW

Because of accident need Side Show for these big spots.  
Will book one with own outfit. 5% above committee.  
Keep all inside.

SHOWS—Monkey, War, Wax, small Grind Shows of all kinds, Big String. (George Vogsted, Hall & Leonard, etc., wire.)  
RIDES—Any Major Ride not conflicting. Can place useful Carnival Help in all departments.

CALL: THOMAS D. HICKEY  
FAIRGROUNDS, ATTALLA, ALA.

DON GRECO  
REICH HOTEL, GADSDEN, ALA.



ALEX FREEDMAN, J. G. Gilman and Morry Levy check over the novelty sales at the California State Fair, Sacramento. Freedman heads the concession firm that bears his name, and Levy is his manager. Gilman recently arrived on the Coast to serve as auditor for the firm.

## Midway Confab

Mrs. J. L. Keef, of Capital City Shows, was guest of honor at a recent birthday party given her by the ride boys and attended by almost everyone on the show. The festivities, which took place in the Vermus' bingo top, included presents, refreshments and bingo.

Cleo Renee is appearing as the annex attraction with the Linda Lopez Side Show on American Midway Shows. Renee planed in

land State Fair midway at Timonium were Ralph Endy, Mike Kane, Bennie Weiss, George Harms, Louis J. Kane, Ted Lewis, and Lyman Truesdale. . . Weiss had some trouble with local authorities at the Flemington (N. J.) Fair, but managed to get his bingo opened, and did well altho the stand was held during the terrific heat wave.

Jimmy Hurd was scheduled to take his three-legged man and gorilla show to the World of Mirth for the Trenton, N. J., and Allentown, Pa., fairs following his stint on the Conklin midway at London, Ont. Hurd will then head for Dallas to show his bear girl and two-faced boy.

Don Ray's bayonet-tossing bally of a posing show at the CNE was termed "unusual" by many midway veterans until Ray explained that the only props he and his wife took out of England were the bayonets. Following the Toronto fair, he and his wife, Honey Ray, and their son, were scheduled to fly to Chicago and San Francisco.

Mr. and Mrs. Buó Birchman and son, Jimmie, recently closed their season with Royal Midwest Shows and returned to their Findlay, O., home. . . Louis Rose, formerly with Wilson Famous and Bill Tatham shows, has joined the Midway of Mirth. . . Jim Stutz is back with the Morris Hannum Shows.

John T. Hutchens, owner of the museum bearing his name, reports that business thus far has



EDWARD J. JOHNSON, special agent of the Cetlin & Wilson Shows, and Al Dorso (right), bingo operator with that show, pause at the recent Indiana State Fair, Indianapolis.

from Miami to join the org at New Boston, Tex. Others in the show include Jake Myner, alligator boy; Cowboy Charley, magician; Jimmie Farmer, knives and swords; Ginger Keys, sword box, and Lilly De Rushe, snakes

Lillian La France Ossage, formerly of Motordrome note, now operator of a long range shooting gallery, is in Mercy Hospital, Sacramento, recuperating from injuries suffered in a recent auto and trailer crash.

Herb Pickard, Cetlin & Wilson press agent, is set for a big real estate promotion deal in Miami when his current season ends in November. Herb was recently joined by his wife, while their three-year-old daughter remains with her grandmother in Denver.

Visitors to the midway of the Pacific National Exhibition, Vancouver, B. C., included R. Greenhill, secretary of the Haney, B. C., fair; Clyde Cook and Pop Kirsch, of Western Shows; Bob Sybrant, of Sybrant Shows, and Bob Bolinger, Portland, Ore. Carl Taylor, manager of the Moon Rocket at the PNE, was hospitalized after a friend stuck a gun in his side in jest and pulled the trigger. The revolver was loaded with a blank but the force of the discharge caused a severe wound.

Members of Royal American Shows recently honored Uncle Joe Early, oldest member of the Tampa Showmen's Club, presenting him with a substantial check. He is 86. . . Sylvia Gregory has returned to her home in Charlotte, N. C.

Among the well-known independent showmen on the Mary-



DOUG WADE, general agent for W. G. Wade Shows, and Sailor Katzy (right), veteran Snake Show op, were smiling as the result of good grosses at the Michigan State Fair, Detroit.

been sharply below a year ago. Some of the Wisconsin fairs played by the show were on a par with '52 but recent hot weather killed off most daytime business. . . B. H. (Dave) Davidson is working his photo gallery in Southern Georgia to good returns since leaving the road following the 1945 season.

Walter Gosco, novelty concessionaire, reported good business at the San Fernando Valley Fair in Northridge, Calif., and the Antelope Valley Fair and Alfalfa Festival in Lancaster. At Northridge, the grab bag was ruled out, which cut the take slightly. Working with Gosco on both dates was Whitey Bahr. They moved from Lancaster to San Pedro for the Fishermen's Fiesta.

Peanuts Freeman Jr., son of the Diesel engineer on Siebrand Bros. Circus and Carnival, was guest of honor at a birthday party in Payette, Idaho, to celebrate his becoming 11 years old. Mrs. Lillian Freeman, Peanut's grandmother, and his mother, Ruby, prepared the party which was attended by most of the show's personnel.

Prof. Willie J. Bernard writes that he sold tickets on the Lawrence Carr rides during the Hop-



DICK AND JERRY CRAWSHAW (left to right), owners-operators of the Royal Canadian Shows, playing Western Canada, have enjoyed better business than last year, with total business thru the recent Pacific National Exhibition, Vancouver, up about 10 per cent over 1952.

C.C. (SPECKS) GROSURTH PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR UPSON COUNTY FAIR, THOMASTON, GA., SEPT. 28 THRU OCT. 3; FOLLOWED BY THE WASHINGTON COUNTY FAIR, SANDERSVILLE, GA.

**CONCESSIONS** Can place Prize-Every-Time Concessions of all kinds, High Striker, Ball Games, Duck and Fish Ponds, Balloon Darts, Glass Pitches, Custard, Wonderbar, Grab, Hot Dog on Stick, Novelties, Age and Scales, Derby Racer.

**SHOWS** Can place non-conflicting Shows of all kinds with own equipment.

**RIDES** Can place 2 Major Rides that do not conflict with what we have.

**HELP** Can place Tilt Foreman and Second Men on all rides. Can also place sober Mechanic with own tools who knows Chevrolet trucks.

All Address: C. C. GROSURTH, Opelika, Ala.

ALL BONA FIDE FAIRS UNTIL NOV. 14

# VIVONA BROS. Combined SHOWS

ALL BONA FIDE FAIRS UNTIL NOV. 14

WANT for Lee County Fair, Sanford, N. C., week Starting September 28. Beauty Queen Contest—3 Matinees—30,000 Free Tickets Distributed, and a strong Route of Top Notch Fairs including: CHARLESTON, S. C., COLORED FAIR, Week November 9-14.

Don't be misled—we positively have Harmon Field Fairgrounds—City License and Contract—Don't be misled.

SHOWS—Mechanical, Drome, Glass House, any good Grind Shows.

RIDES—Caterpillar, Tilt, Dark Ride or any flat Ride. DeWise Purdin wants Acts for Side Show. Monica Daye and Tony Masiello want Girls for Dancing Show. Robert Holt wants Colored Performers.

CONCESSIONS—Hanky Panks of all kinds, Short Range, Arcade, Cookhouse to join at once. Capable Ride Help; must drive.

Address: Asheboro, N. C., this week; then Sanford, N. C.

# BUFF HOTTLE SHOWS

UNIT #1 WANTS FOR SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, SEPT. 29-OCT. 4, AND WASHINGTON PARISH FREE FAIR, FRANKLINTON, OCT. 6-10.

Concessions that work for merchandise. Especially want Short Range, Long Range, High Striker, Mug, Strings, Derby, etc. Will sell "Ex" on two Custard locations and a few more Grab and Cookhouse locations. Shows—Will book well-framed Monkey Show. Rides—Want Rock-o-Plane, Coaster or Loop. Free gate at all our Louisiana Fairs.

## WANT FOR UNIT #2

Need a few more Hanky Panks and one Major Ride not conflicting.

All Replies for Unit #2 to: ROMEO DUNN, Covington, La., this week. All others to: BUFF HOTTLE, New Iberia, La., this week.

30 CAR RAILROAD SHOW ON TRUCKS

# 20<sup>TH</sup> CENTURY SHOWS

WANT FOR TULSA STATE FAIR, TULSA, OKLA., OCT. 3-9; WITH MONROE AND TALLULAH, LA., FAIRS TO FOLLOW.

**RIDES** Dark Ride, Jolly Jeep, Loop-o-Plane, Rock-o-Plane, Fly-o-Plane or any other Rides not conflicting.

**SHOWS** Monkey Show, Colored Minstrel Show and all kinds of Grind Shows.

**CONCESSIONS** Legitimate Concessions of all kinds.

All Address: E. D. McCRARY, Mgr.  
Kansas City, Kan., now and thru Sept. 29; then Tulsa, Okla.



M. H. (MUSH) ELLISON, his wife, Maxine, and Thomas Jefferson Maxwell pose in front of their Cork stand at the California State Fair, Sacramento.

kinton (N. H.) Fair recently. He'll do the same with the Playtime Shows for the rest of the season. . . . Col. and Mrs. Alter, of the "Can It Be Possible" show, held a surprise birthday party Friday night (11) for Bobbie Taylor. Guests included Sandy Lindfors, Georgie Spears Jr., Leopold Williams, Vernon Tripton, Louise Macy, Birdie Williams, Paulette Mays, Al Miller, Stella Mae Ethel Staley and Ruby Neal. Among the gifts received was a television set from Col. and Mrs. Alter and a new Chevrolet panel truck from her husband. . . . Mr. and Mrs. George Hartley, of the Cetlin & Wilson Shows, became the grandparents of a boy recently.

Turner Scott, Daytona Beach park op, shuttered his spot on Labor Day and now has four rides with Marion Greater Shows.

H. F. Moody pens that he will enter a TB hospital in Sanatorium, Tex., near San Angelo, soon. He hopes to be back in harness in six months. He would appreciate hearing from his friends.

Mrs. William (Betty) Bouillion traveled to Fall River, Mass., to attend the funeral of her brother, Pvt. Thomas Byron, who was drowned recently in a military training maneuver. She reports that a very elaborate floral piece was sent by the personnel of the John L. Robinson Shows.

Charley Kiddier, former building superintendent of the World of Mirth Shows and his wife, Maybelle, well known girl and illusion show operator, were the subjects of a lengthy, illustrated feature story in The Farmville (Va.) Herald recently. Charley and Maybelle retired to a farm in Pillkinton, Va., several years ago. Charley is again building and rebuilding show units under contract, an occupation that was interrupted last year by a long bout with illness.

Tom M. Allen, lot man for Johnny Denton's Gold Medal Shows, is confined to the Aston Park Hospital, Asheville, N. C. . . . A. Litvin, concessionaire on Alamo Exposition Shows, is in Alexian Brothers' Hospital, Chicago.

Jim Brown, clown-concessionaire, had his mouse circus at the Flemington, N. J. fair, where the heat killed off a number of his performers. . . . Mr. and Mrs. George W. Hartley, concession ops with Cetlin & Wilson Shows, recently became grandparents when a son was born to their daughter and son-in-law in Miami.

Personnel of Siebrand Bros. Circus and Carnival took time off Wednesday (9) at Payette, Idaho, for a barbecue. Featured on the menu was antelope, provided by nimrod Bill Siebrand, with Loel Jackson presiding in the kitchen department. Those attending included Mr. and Mrs. P. W. Siebrand, Mr. and Mrs. Hiko Siebrand, Mr. and Mrs. Peter Siebrand Jr. and their son, Peter III, Big Bill Siebrand, Little Bill Siebrand, William F. Jones, Princess Suileka, Cora and Lee Ritter, Mr. and Mrs. Harry Lucas, Inez and Jimmy Carroll, Mr. and Mrs. George Jackson, Mr. and Mrs. Joe Steinberg, Bud and Chubby Jewett, Ross Troutman, Martha Rogers and Shorty Bolton.

Joining Groves Greater Shows recently for Louisiana fairs were Mr. and Mrs. C. L. Arendell, Mr. and Mrs. Joe Spevis, Mr. and Mrs. F. C. Foster, Mr. and Mrs. Ralph Wyson, Babe Battaglia, Mr. and Mrs. W. T. Gawle, Mr. and Mrs. M. E. Slurfer and Jack Erick.

Line-up on Captain Jeffery's Congress of Oddities on Prell's Broadway Shows includes Jeffery, manager and sword swallower; Professor Huck, assistant manager and tattooer; Chief White Hawk, fire worshipper; Frances Lopez, pony girl; Dolly Joyce,

queen of electricity; Gargo, gorilla boy; Chief Nanya, one-man band; William Ross, alligator skin boy; Arizona Harry Price, knife thrower; Lucille Price, inside lecturer; Glenda Glenn, annex; Melvin Fairbrother, talker, and Josie Spaulding and Edna Strait, ticket sellers.

John J. Cousins, agent with the Gem City Shows, pens that he will close the season with that show soon and join the Ray Williams Shows in Mississippi. He'll handle press, radio and kids' day tie-ups, working 14 days ahead of the show. . . . Joseph Lehr, spot worker, reports that he is back in Philly after working Maryland State Fair, Limonium, with Spot Pinson Ault and Spot George Harris.

Concessionaires set for the Pugh-Lindsay-Murphy midway at Dallas include Fred McFalls, Ed Meeks, Mrs. Lillian Stinnett, Jack Pylon, Neil Fletcher, Sammy Burth, the Johnny Andersons, Pat Kelly and Bob Maxwell. Those signed for the trio's line-up at the Memphis fair will include Billy Wyatt, Grace Tinder, Edna Hacker, Floyd Wheeler, Ida Smith Paul Juhlin, Renee Gordon, Ann Summers and Mary Ellen Lierberman.

Ben Braunstein has left Gold Medal Shows and is playing fairs independently. . . . Louise Roberts, wife of the Gold Medal concession op, reports her broken leg is well on the mend and, altho the cast has been removed, she still needs a cane to get around. Alton Pierson is laying out the Gold Medal lot in the absence of Tom Allen, who is confined to an Asheville, N. C., hospital. Pierson, assisted by Mrs. Pierson, is also operating Allen's mouse concession.

Mrs. Johnny Denton, wife of the owner of Gold Medal Shows, was guest of honor at a birthday party given her recently by the ladies. In addition to many gifts and well wishes, a special steak supper and two birthday cakes were prepared by Bill Chalkias' cookhouse crew.

Sacramento Notes: Mr. and Mrs. Walter Prather, owners of the Ritz Bar, Vallejo, Calif., visited the Crafts midway and brought two home-made cakes to the personnel. Mr. and Mrs. Norman Prather also visited and Marion received gifts and best wishes on her birthday. Al Cecchini renewed acquaintances on the fairgrounds and Charlott Porter, of the Showfolks of America, San Francisco Chapter, signed up many new members. Others seen on the midway included Mr. and Mrs. O. N. Crafts, Frank Warren, Lee Brandon and Mr. and Mrs. Clarence Hileman. Nell Herring finished a successful tour of New Mexico and joined her uncle, Guy Wheeler, with her candy wagon.

E. W. Short, concessions manager on Crafts 20 Big Shows, cards from Lancaster, Calif., that he is doing well this year. His five-year-old son, Michea, is due to start school this fall. Following the close of 20 Big, Short will rejoin Crafts Exposition Shows at Fresno, Calif.

After closing with the Morris Hannum Shows at Ebensburg, Pa., with which he played six fairs to good biz, W. D. (Tiny) Cowan, giant, joined the Royal Exposition Shows at Milledgeville, Ga., September 16. en route to Royal Exposition, Cowan visited with Francis Jabolonski, partner of 10 years ago on the L. J. Heth Shows, who is now Side Show manager with the Dumont Shows. Making the trip south with Cowan were Mr. and Mrs. Amos Webb; Sam Carter, human pincushion; Rufus J. Waters Jr., fire act; Verna Loy, atomic girl; Mike Lafferty, alligator boy, and Mickey Domino, rag pictures.

# HILL'S GREATER SHOWS

**NOW CONTRACTING FOR SOUTHEASTERN NEW MEXICO STATE FAIR, ROSWELL, NEW MEXICO, OCTOBER 6-10**

**CONCESSIONS**  
Will book Ice Cream, Pronto Pups, Foot Longs, Candy Floss, Snow, Custard. Have two locations for Cookhouses. Will book Grind Stores that can work for 50c stock. Buckets, Six Cats, Swinger, Blower, Set Outfit. Also Hanky Panks, Jewelry Spindle, Hat Outfit, Scales, Age, Weight, Occupation, Mug Outfit, High Striker, Ball Games, Bottle Games, Fish Pond, Balloon Darts, Clothes Pins, Cork Gallery, Lead Gallery, Glass Pitch, Penny Pitch, Pan Game, 1 Block Cigarette Hoop-La, Watch-La, Mitt Camp. (Joe Williams, let me know how much space you want.) You can get your winter bank roll here. Space sold by the foot. Deposit required to hold space, balance when located.

Will book outstanding Side Show with own equipment. Also Snake Show, Fun House, Monkey Drome, Wild Life, Torture Show, Glass House, Midget Show or any outstanding Show of merit.

**SHOWS**

Will book Dipper, Boat Ride, Train, Sky Fighter, Baby Whip.

**MAJOR RIDES**

Dark Ride, Scooter, Spitfire, Fly-o-Plane, Rocket, Sea Cruise, any Ride not conflicting. (Booby Obadal, contact me.) Those contracted at Clovis will be given preference on space.

Want Foremen and Second Men for Scooter, Merry-Go-Round, Rolloplane and Ferris Wheel. Also Second Men for Tilt-a-Whirl.  
MIDLAND, TEXAS, SEPT. 21-26—CLOVIS, N. M., SEPT. 28-OCT. 3.  
All wires or calls to H. P. HILL, Mgr., per route. Will be on Fairgrounds at Roswell a week before Fair.

## BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**Rocky Mount,  
N. C.**  
SEPT. 28 to OCT. 3

To Follow

**WANT FOR  
GREAT FREDERICK  
FAIR  
FREDERICK, MD.  
OCT. 5-10**

To Follow

**GREENVILLE,  
N. C.**  
OCT. 12 to 17

CONCESSIONS—Cook House for balance of season, Eating, Drink Stand, Age and Scales, Novelties, Hanky Panks, Derby Racer, Mike Bosco, answer.  
RIDES—Octopus, Rocket, Dark Ride, Glass House, Fun House or any Ride not conflicting. Ride Help in all departments, Semi Drivers preferred. SHOWS—Wild Life, Fat Show, Midget Show.  
**All Answer—Sam Prell, Mount Airy, N. C.**

# GLADSTONE EXPO SHOWS

**5 More  
Mississippi Delta Fairs**

**Clarksdale, Miss.,  
AMERICAN LEGION FAIR,  
Sept. 28-Oct. 3**  
*Heart of the Delta*

**5 More  
Mississippi Delta Fairs**

To fulfill contract want one Girl Show with two or more Girls; must be neat and clean. Big week assured.  
Can place a few more Stock Concessions; no money games.  
Can place one major Ride not conflicting with Wheel, Jenny, Tilt, Chair, Comet.  
Ride Help on all Rides and other useful Show People come on.  
Concession Agents and Help wanted.  
Wire **F. O. POOLE** OWNER  
Charleston, Miss., all this week.  
Phone **J. OLIVER**  
BUS. AGENT, c/o HOTEL

# PAN AMERICAN SHOWS

Originators and Producers of Community Fairs

**NOW BOOKING ALL KINDS OF SHOWS AND LEGITIMATE CONCESSIONS FOR LOS ANGELES'**

**First FREE FAIR AND HOME SHOW**

Goodrich and Whittier Blvd., in East Los Angeles, Calif.  
**OCTOBER 21-25, INC.**

Contact: **Bill Overly, General Agent**  
18085 Karen Drive, Encino, Calif. Telephone: Dickens 3-6215

**CARNIVAL WANTED**  
OCT. 5 THRU 10, TRENTON, TENN.  
Address:  
MANAGER GIBSON COUNTY COLORED FAIR ASSN., Trenton, Tenn.

**DROME RIDERS WANTED**  
FOR DALLAS FAIR, OCT. 10-25  
Trick Rider, Girl Rider, also Boy and Girl that can do race. Also good Talker and Ticket Seller. (Snyder and T. C., contact me.)  
**SAMMY CALDWELL**  
c/o Fair Grounds, Iowa Park, Texas, Sept. 25 to Oct. 3; Dallas starting Oct. 4.

**YONKERS, N. Y., BIG CELEBRATION**  
**Mt. Vernon Centennial, Sept. 26 to Oct. 3**

Want Shows and Hanky Panks. Positively no Mitt Camps or any Games of chance. They will not work. First in since 1937. All replies to

**GILLETTE BROS.**  
60 Sheffield St., Pittsfield, Miss. Telephone 29471

# MINEOLA FAIR and INDUSTRIAL EXPOSITION

Westbury, Long Island October 10 to 18 inclusive  
Children admitted FREE every day

**COMBINED THIS YEAR FOR THE FIRST TIME**  
(The Industrial Exposition alone in the past drew over 350,000 in Westbury.)

★ **CONCESSIONS WANTED** MUST BE FINEST TYPE AND WORK STRICTLY FOR STOCK. Some not ready to open on the 10th can come in and set up on Monday the 12th as the big days are still to come.  
★ **SHOWS:** ANY GOOD NOVEL SHOW—MAMMOTH AND GOOD LOOKING

Wire, Write or Phone:

**PHIL ISSER**  
GEN. MGR.

1539 E. 29th St., Brooklyn, N. Y.  
Phone: NAvarre 8-8960



# INTERSTATE Shows

WANT FOR LAWRENCE COUNTY FAIR, MOULTON, ALA., SEPT. 28-OCT. 3; CRENSHAW COUNTY FAIR, LUVERNE, ALA., OCT. 5-10;  
DECATUR COUNTY FAIR, BAINBRIDGE, GA., OCT. 12-17. 5 MORE BONA FIDE FAIRS TO FOLLOW.

### WANT FOR UNIT #1

**RIDES:** Will give good proposition to Octopus, Roller Coaster, Spitfire, Looper, Caterpillar, any non-conflicting Rides.

**SHOWS:** Good opening for Snake Show. Frank Bambino, get in touch. Wild Life, Fat Show, Fun House, Glass House, Penny Arcade, any worthwhile Grind Shows. Lisa Del Mar wants Side Show People.

**CONCESSIONS:** All Concessions open. Hanky Panks of all kinds. Eating and Drinking Stands, Frozen Custard, Hats, Age and Weight, Long Range, Short Range.

**RIDE HELP:** Want Foreman for Wheel, Merry-Go-Round, Tilt. Second Men on all rides. Want Mechanic with tools for fleet of Chevrolet trucks to join on wire. Must be able to furnish reference.

Replies to H. V. ROSEN, Decatur County Fair, Parsons, Tenn.

### WANT FOR UNIT #2

for Haywood County Colored Fair, Brownsville, Tenn., best colored fair in the State. Ask those who have played it.

**RIDES:** Merry-Go-Round, Ferris Wheel, Kiddie Rides. Any flat Rides.

**SHOWS:** Will book 2 Colored Girl Shows, Minstrel Show with own equipment or will furnish props for same. Any worthwhile Grind Shows.

All Concessions open. All Eating and Drinking Stands open. Hanky Panks of all kinds. Hats, Novelties, High Striker, Age and Weight, Long Range, Short Range, Photos, Glass Pitches, Jewelry, Frozen Custard.

## RAS Scores 11% Increase At Topeka

### Miller, Claxton Shows Chalk Up Bumper Business

TOPEKA, Kan., Sept. 19.—The Royal American Shows chalked up another whopping gross at the Kansas Free Fair, which closed here Friday night (18).

While final figures were lacking it was expected that such tabulation would put the total ride and show take about 11 per cent higher than last year.

Midway line-up was revamped, with such fixtures among RAS shows as "Moulin Rouge" and "Harlem in Havana" holding down new locations. Major rides, too, were relocated, and the reshuffled line-up served to give the fun zone a new look.

Both "Moulin Rouge" and "Harlem in Havana" enjoyed bumper business. On Thursday (17) the Harlem unit, produced by Leon Claxton, gave two special rambles and had 'em standing in the aisles at both performances. Sunday (13) gave the Claxton show its biggest single-day gross it has ever registered here.

Visitors to the midway included Mrs. C. W. Parker, and son, Paul, of Leavenworth, Kan.; Moxie Handley and Harry Alt-schulter, of Kansas City; Mrs. Robert Lohmar; Senator James Lewis, of Denver; Kinky Wolfe and Mr. and Mrs. Frank Joerling.

## Crafts 20 Big Hits Winner

LANCASTER, Calif., Sept. 19.—Frank Warren, manager, reported good business for the Crafts 20 Big Shows on the midway here for the Antelope Valley Fair and Alfalfa Festival. The four-day event closed Sunday (13).

The show featured six major, five kiddie and a pony ride on the midway. Twelve light towers were used. There were EP concessions and no shows.

The org moved out of here for Florence, near Los Angeles, for a committee-sponsored date. The following week the show will play the Fiesta de Luna in Chula Vista, going into the barn in North Hollywood on September 28. However, some of its equipment will be sent to Fresno, where its sister unit, Crafts Exposition Shows, managed by Roger Warren, will be playing the nine-day Fresno District Fair. Some of the rides will also be used at the Arizona State Fair in Phoenix beginning November 6.

## Abraham Litvin Dies in Chicago

CHICAGO, Sept. 19.—Abraham Litvin, 45, veteran midway concessionaire, died here Friday (18) in Alexian Bros. Hospital. Litvin, who operated out of Omaha, was recently with Alamo Exposition Shows. Funeral was scheduled for Tuesday (22) with burial in the Showmen's League of America's Showmen's Rest.

## HANKY PANKS

**READY FOR IMMEDIATE DELIVERY**  
Punks for Punk Racks, Doz. .... \$36.00  
Polka-Dot Six Cats, Each ..... 12.00  
Cadillac Six Cats, wool trim, packed with hair made to last, Each ..... 15.00  
Aluminum Bottles, 1 1/2 pds. Ea. 2.00  
Aluminum Bottles, 3 pds. Ea. 3.50  
Dam Family Ball Game, this is a pull-up, Per Unit ..... 60.00  
Huckley Buck Kegs, Per Unit. 30.00  
Base Balls by the case, string type, save money, 15 dozen to case, Per Case ..... 40.00  
Covered Ball, 15 dozen to case, Per Case ..... 40.00  
\$3.00 per dozen in less than case lot.  
The Greatest Name in Hanky Panks.  
Send deposit with all orders for immediate shipment.

WRITE FOR CATALOG

**RAY OAKES & SONS**  
7731 OGDEN AVE. LYONS, ILL.  
Day Phone: Lyons 3-4632  
Nite Phone: Brookfield 8860

## CAN USE RIDES & SHOWS

### AT FOLLOWING FAIRS

GREAT MADISON CO. FAIR—HUNTSVILLE, ALA.  
September 28-October 2

MIDDLE TENN. DISTRICT FAIR—LAWRENCEBURG, TENN.—October 5-10

HOUSTON CO. FAIR—DOTHAN, ALA.  
October 12-17

ATHENS AGRICULTURAL FAIR—ATHENS, GA.  
October 19-24

Particularly interested in Roller Coaster, Rock-o-Plane, Caterpillar, Looper, Auto Scooters, Spitfire, Dark Ride and Kiddie Rides that do not conflict. Can use several good Shows, including Side Show, Wild Life, Minstrel Show, Fat Show, Freak Shows and others. No Girls. Address inquiries

**GOODING AMUSEMENT CO.**  
1300 Norton Ave., Columbus, Ohio. Tel.: University 1193

## CONCESSIONS WANTED

LONDON, OHIO, SESQUICENTENNIAL  
MAIN STS. OCT. 7-8-9-10

Shooting Gallery, Ball Games, Basketball, Cane Rack, Jewelry, High Striker, Age and Weight Scales, other Legitimate Concessions.

IRONTON, OHIO, SESQUICENTENNIAL  
MAIN STS. OCT. 14-15-16-17

Legitimate Concessions of all kinds, including Eats and Drinks.

TIPTON, IND., CORN PICKERS' FESTIVAL  
OCT. 9-10

Great Event—Over 50,000 People Last Year  
Concessions of all kinds, except Eats and Drinks, Custard, Novelties.

BEECHWOLD MERCHANTS' FALL FESTIVAL  
NORTH HIGH ST., COLUMBUS, O., Oct. 12-17  
Out Right Sales Only, such as Apples, Floss, Popcorn, French Fries, Hats, Novelties, Lunch Stands, etc. Address inquiries

**GOODING AMUSEMENT CO.**  
1300 Norton Ave., Columbus, Ohio. Tel.: University 1193

## Ray Williams Shows Want

For ITAWAMBA FAIR AND LIVE STOCK SHOW, Fulton, Miss., Sept. 28-Oct. 3, and other good Fairs to follow

**RIDES:** Tilt, Spitfire, other Rides not conflicting. **SHOWS:** Any worthwhile Show with own equipment. **CONCESSIONS:** Photo Gallery, String Game, Fish Pond, Basketball, Pitch-Till-You-Win, Short Range, etc. Ride Help on all Rides. Preference given Semi Drivers. Good treatment, long season.

Athens, Ala., this week; then per route.

**EARL KELLY, Mgr. RAY WILLIAMS, Owner**

## C. A. STEPHENS SHOWS

### WANT

Maynardville, Tenn., Fair, Sept. 21-26; Rockdale County Fair, Conyers, Ga., follows  
**CONCESSIONS:** Duck Pond, Fish Pond, Roly Poly, Custard, String Game, Blower, High Striker, Nail and Bucket Store Agents, Countermen for Cookhouse. **RIDES:** Place Octopus Flying Scooter or Roll-o-Plane. Need Foreman on Swings, Crew for Tilt. Second Men who drive. **SHOWS:** Place neatly framed Grind Shows. Bob Randi needs Side Show Help. Canvasman for Girl Show.

## CORSICANA FAIR AND EXPOSITION

CORSICANA, TEXAS, SEPTEMBER 23-OCTOBER 3

CAN PLACE HIGH-CLASS SHOWS, ALSO ONE FLAT RIDE. CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK CAN PLACE FREE ACT FOR THIS AND OTHER SPOTS.

Answer **WHITIE LUTZ**  
COVINGTON, TEXAS, this week; then Corsicana.

## PALMETTO EXPOSITION SHOWS

**FAIRS FAIRS FAIRS**  
Want Eating Stands and Hanky Panks of all kinds. Open midway but won't overdo. Will give a long season's work in south, Georgia and Alabama, beginning next week. Moneks Corner, S. C., Fair, Sept. 28-Oct. 3; Springfield, Ga., Fair, Oct. 5-10; Pembroke, Ga., Fair, Oct. 12-17; Sardis, Ga., Fair, Oct. 19-24; Waycross, Ga., Colored Fair, Oct. 26-31.

All replies to **MILTON McNEACE**

TURBEVILLE, S. C. Wire, write or come on.

P.S.: Sam Holman, contact me about your Florida dates.

**W For EVANS COUNTY FAIR, September 28 W**  
**A CLAXTON, GEORGIA A**  
**N HANKY PANKS, DEMONSTRATORS AND PITCHMEN. N**  
**T RIDE HELP WHO DRIVE. T**  
**HOLLY AMUSEMENT COMPANY**  
This week, Wadley, Georgia



**GASTONIA, N. C.**  
SPINDLE CENTER FAIR  
SEPT. 28-OCT. 3

**TUPELO, MISS.**  
MISS.-ALA. FAIR & DAIRY SHOW  
OCT. 6-OCT. 10

**MERIDIAN, MISS.**  
NEW MERIDIAN FAIR  
OCT. 12-OCT. 17

**DOTHAN, ALA.**  
NATL. PEANUT FESTIVAL  
OCT. 19-OCT. 24

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ A CONTINUOUS ROUTE OF MAJOR FAIRS UNTIL NOV. 15 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**RIDES**

FLY-O-PLANE  
ROCKET  
ROCK-O-PLANE  
COASTER  
FLYING SCOOTER  
COMET  
ROLL-O-PLANE  
SPITFIRE  
LITTLE DIPPER  
WHIP

**SHOWS**

ILLUSION  
HILLBILLY  
WATER SHOW  
MECHANICAL  
GRIND SHOWS

EXCEPTIONAL OPENING FOR  
HIGH CLASS

**MINSTREL SHOW**

We will furnish completely new outfit to capable operator with organized show.

**CONCESSIONS**

NOVELTIES  
DERBY  
HANKY PANKS  
PHOTOS  
EATS AND DRINKS  
PITCHES  
WATER GAMES  
LONG RANGE  
BALL GAMES  
STRAIGHT SALES

**HELP**

WE CAN PLACE  
CAPABLE, SOBER FOREMEN  
AND SECOND MEN ON RIDES;  
LICENSED SEMI DRIVERS  
GIVEN PREFERENCE.

CAPABLE SWINGER AGENTS,  
HANKY PANK AGENTS,  
CONTACT FINGERS.

BILL CHALKIAS WANTS  
FEATURE FREAK—ACTS—  
INSIDE MAN FOR SIDE SHOW.

ADDRESS  
**JOHNNY J. DENTON**  
OR **ART FRAZIER**

**GOLD MEDAL**  
shows

**CHEROKEE INDIAN FAIR**  
CHEROKEE, N. C.  
SEPT. 19-24

**SOUTHEASTERN FAIR-A-GANZA**

2 SATURDAYS 2 SUNDAYS

ATLANTA, GA., OCT. 1-11 INCL.

2 CHILDREN'S DAYS, BOTH ALL-DAY SCHOOL HOLIDAYS

SPACE AVAILABLE FOR LEGITIMATE MERCHANDISE CONCESSIONS, DERBY RACER, LONG RANGE AND CENTER LOCATIONS.

Contact: **MORRIS LIPSKY**

Care Gooding Amusement Co., Inc., Florence, Ala., this week.

**WANT FOR**  
Utica, O., Homecoming  
on the Streets  
October 1-2-3

High-class Free Acts and Concessions of all kinds, Photo Gallery, Bingo, etc.; games must be legitimate. Also Penny Arcade and Shows.

Gooding Rides contracted.

Write—Wire—Phone

**STEWART ANDERSON**  
29 E. 5th St. London, Ohio  
Phone: 668

**RALEY BROS.' EXPOSITION**

BREAKING ALL RECORDS FOR COMMITTEES

Seaboard, N. C., this week; then 14th Annual Firemen's Fair, Jackson, N. C., week of Sept. 28; American Legion Fair, Smithfield, N. C., week of Oct. 5. Need Street Decorator for 33d Annual Armistice Celebration, Warsaw, N. C.

Place flashy Bingo at once, percentage only. No grift tolerated at any time. All others are welcome, but will not overload. No phone call expected this week. wire

**HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt.**

**TRI-STATE SHOWS WANT QUICK**

Cookhouse or Sit Down Grab, privilege in tickets; flashy Photo Outfit, any Hanky Pank not conflicting. We carry only one of a kind. Need sober Foreman for No. 5 Eli. Second Men who drive. Walker Osborn wants Agents for Count. Pin and Nails, must work as told. Larry Nolan needs one Six Cat Agent. Wife for Glass Pitch. Two spots every week. Going into New Mexico and Arizona; out until Thanksgiving. All wire or air mail, don't phone.

**FRED STUMBO, Owner; LARRY NOLAN, Gen. Agt.; WALKER OSBORNE, Concession Mgr.**  
P. O. BOX 2015, DENVER, COLO.

P.S.: Will buy, book or lease Two-Abreast Jenny with or without transportation. Can place neat Girl Show with own equipment. Ernie McWilliams, wire Nolan.

*O. C. Buck - Model Shows,*

America's Finest Railroad Show

WANT FOR HICKORY, NORTH CAROLINA, AND SEVEN MORE FAIRS

Eating and Drinking Stands, Hats, Novelties, Scales and Age balance of season. Can place Monkey Show, Wild Life, Unborn, Dark Ride, Want Foremen for Scooter, Caterpillar, Whip and Octopus, General Show Help, Canvasman; top salaries. Can place two more Chorus Girls for big revue; top salaries, office paid. Want Man to dip and who can handle Custard outfit. All answer.

**O. C. BUCK-MODEL SHOWS, INC.**  
CLINTON, NORTH CAROLINA, THIS WEEK.

**Central**  
Amusement Company  
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANT FOR AMERICAN LEGION FAIR, WELDON, N. C., WEEK OF  
SEPT. 28 AND BALANCE SEASON OF SEVEN MORE FAIRS

Hanky Panks all open. Can place Photos, Grab, Shooting Gallery, etc. Want Bingo Counter Men, Ride Help who drive. Want organized Minstrel Show, we have beautiful outfit complete. Can place other Shows. What have you? All contact

**SHERMAN HUSTED, Manager**

Murfreesboro, N. C., Lions' Fair, this week; Weldon Fair, Sept. 28-Oct. 3; then as per route.

**NOLAN AMUSEMENT COMPANY**

Wants for Yanceburg, Ky., Fair, Sept. 30-Oct. 1, 2, 3;  
Owingsville, Ky., Fair, Oct. 6, 7, 8, 9, 10.

Concessions, Shows, Ride Help. Want Bingo, Mitt Camp, Six Cat, Buckets, Floss, Photo, Novelties, Age, Glass Pitch, Ball Games, Coke Bottle and Concessions of all kinds. Rides: Live Ponies and Rides not conflicting.

**FRED NOLAN**

MOXHALA PARK Phone 28-252—2-7671 SOUTH ZANESVILLE, OHIO

**WANT—TRUCK MECHANIC—WANT**

One who can keep fleet in shape and moving, as well as ride motors. If you are sober, have tools and know your business, wire at once. Long season, top salary to man who can cut it.

**E. L. YOUNG, Mgr., Sterling Crown Shows**  
New Albany, Miss., this week.

**DUMONT SHOWS**

ZEBULON, N. C., FAIR—SEPT. 28 TO OCT. 3  
LITTLETON, N. C., FAIR—OCT. 5 TO 10  
GREENSBORO, N. C., COLORED FAIR—OCT. 12 TO 17

WANT HIGH FREE ACT FOR ZEBULON AND LITTLETON, N. C.  
CONCESSIONS—Want Custard, Ice Cream, Cotton Candy, French Fries, Hoop-La, Ball Games, Coke Bottles, Buckets, Swingers, Razzle.

HELP—Can place sober Ride Help who drive. Also want Girls for Girl Shows.

FOR SALE—Moon Rocket and Super Roll-o-Planes. Can be seen on show.

All Address: **LOU RILEY, Mgr., Per Route**

**CASSIDY'S GLASS PITCHES**

Want Up-and-Down Men and Stock Men for

KANSAS STATE FAIR, HUTCHISON LA. STATE FAIR, SHREVEPORT  
NEW MEX. STATE FAIR, ALBUQUERQUE ARIZONA STATE FAIR, PHOENIX  
ALA. STATE FAIR, BIRMINGHAM OKLA. STATE FAIR, TULSA  
and 21 other Fairs before we close. Need driver for East Coast.

Wire MRS. CASSIDY, Siebrand Shows, Albuquerque, N. M.; MR. CASSIDY, Strader Shows, Hutchison, Kans.; MRS. PORCH, 20th Century Shows, Kansas City, Kans.; or MRS. PIPPIN, Amusement Corp. of America, Chattanooga, Tenn. Those joining now have all winter's work. Have 3 units out all winter. Bill Stolberg, Clifford Peterson, Jimmie Newman, also Ben Goldfine from Philadelphia Drive-In Theatre, get in touch.

FOLLOW THE WOLFE ARROW

**WOLFE** Amusement  
THE SHOW THAT GETS UP ON SUNDAY

All Fairs—No Still Dates  
For Beaufort, N. C., Sept. 28 thru Oct. 3, Big Marine pay day, 200,000 Marines with their wives and children camping here. This will be one of the biggest Fairs of the year. Can place any Show on 25%. I have Big Snake, need Operator.  
CONCESSIONS: Fish Pond, Bowling Alley, Coke Bottles and all Hanky Panks open, Candy Floss and Custard, 3 big Children's Days. Ask any concessionaire who played this Fair last year.  
Will book Rolloplane and Tilt-A-Whirl on small percentage. We have six more bona fide Fairs to go. All mail and wires to  
**BEN WOLFE**  
Spring Hope, North Carolina, Fair all this week.

**WANTED—WANTED—WANTED**

Hanky Panks that work for Stock—Photo, Long Range, Ball Games, Bingo. SHOWS—Fun House and Mechanical Show. Will book Octopus Ride.

**BIG FOUR AMUSEMENTS**

New Madrid, Missouri, Sept. 22-26; then per route.

**RAINES AMUSEMENT CO.**

Want for the two big ONES—Danville, Ark., week Sept. 28; Ringgold, La., week Oct. 5. Flat Ride that does not conflict, Pony Ride. All Shows open. Stock Concessions of all kind, Popcorn, Snow, Crab, Floss, Engraving all open. Contact

**A. E. RAINES**, Nowata, Okla., through September 24; then Danville.

**FOR SALE**

1947 STREAMLINED CATERPILLAR RIDE  
in A-1 mechanical condition.  
1947 RENSSELAER TRAIN  
overhauled at factory this spring.

If you are interested, these Rides can be bought right, with or without transportation. They have been taken care of and are not junk. Can be seen in operation at Eureka, Ill., Pumpkin Festival, Sept. 24-25-26.

**Wilson Famous Shows**

**WANT  
ELI WHEEL FOREMAN**

for work in Ohio

Must be first-class, experienced man, able to up and down. No Second Men. No drunks. Top salary. Write or phone

P. O. Box 927 Phone: Riverside 6-6289  
Youngstown, Ohio

**NOTICE**

Reward for Information of Whereabouts of One

**PAUL (AL) GILBERT**

Truck Mechanic and Diesel Electrician. Drives International panel truck. Employed by Sterling Crown Shows from April until Sept. 14.

**E. L. YOUNG, MGR.**  
Sterling Crown Shows  
New Albany, Miss., this week

**Midway of Mirth Shows  
WANT**

FOR FAIRS AT HARRISBURG, ARK., WEEK  
SEPT. 28; MARKED TREE, ARK., AND  
McRRORY, ARK.

SHOWS AND CONCESSIONS.  
Especially want Blower, Clothes Pin  
Pitch, Bumper, Stock Stores.  
Address Per Route.

**FLY-O-PLANE  
FOR SALE**

With or without transportation. Can remain booked with show or removed end of season. Ride and equipment A-1 mechanical condition. Only reason for selling: Wife's health and other business. THIS IS NO JUNK BUT A BARGAIN FOR CASH. Write—no collect wires.  
CHAS. T. GOSS, c/o Cettin & Wilson Shows, Richmond, Va., Sept. 24-Oct. 3; Anderson, S. C., Oct. 5-10; Spartanburg, S. C., Oct. 12-17.

**Earl C. Chamberlain**

Please contact

**KENNETH R. BUMGARDNER**  
or **R. C. BRYAN**

608 Tampa St., Tampa, Fla.

**JOHNNY'S UNITED SHOWS**  
**"HONESTY IS OUR POLICY"**  
 Last Call for Jackson, Tenn., A. M. & I. Fair; Jackson County Fair, Scotsboro, Ala.; Randolph County Fair, Roanoke, Ala.  
 Can place Cockhouse, Grab, Short Range, Snow Cone, Long Range, Arcade, Ball Games, Scale and Age, Atom Dart, Bumper, Cork Gallery, Six Cats and Balloon Darts. SHOWS: Monkey, Snake, Fat or any clean, neat appearing Grind Show. Side Show Acts of all kinds wanted. HELP: Tilt, Merry-Go-Round, Wheel and Spitfire Second Men. Must drive. Free Attraction wanted for Scotsboro and Roanoke, Ala. Bill Shafer, contact. All replies  
 JOHN PORTEMONT, Huntington, Tenn. Phone 9950.

**VOLENS, VA., Sept. 28 Oct. 3**  
 IN THE HEART OF TOBACCO LAND—4 MILES FROM BROOKNEAL  
 Big Drawing Center and Plenty of Money  
 Yanceyville, N. C., Nov. 5-10, Annual Veterans' Tobacco Festival  
 Don't let size of towns fool you  
**CONCESSIONS:** Will place Hanky Panks of all kinds, Scale and Age, Fish Ponds, Ball Games, Hoop-La, Balloon Darts, Short or Long Range Gallery, Photos, Snow Balls, Floss, Custard, Popcorn, etc. **HELP:** Want Foreman for Merry-Go-Round and Eli Ferris Wheel. Want Second Men on all Rides, Semi Drivers preferred. Now heading south toward Florida. Get on the band wagon now for your winter bank roll.  
**BARNEY TASSELL UNIT SHOWS**  
 This week, Victoria, Virginia.

**MARION GREATER SHOWS**  
 All Fairs. Want for Chesterfield County Fair, Pageland, S. C., week Sept. 28 thru Oct. 3; Shelby Negro Fair, Shelby, N. C., Oct. 5-10.  
 Legitimate Concessions of all kinds. Glass Pitches, High Striker, Ball Games, etc. Attention, Showmen: Arthur Austin, looking for you in Shelby or sooner. Shows of all kinds. Attention, Ride Owners: Will book Dark Rides, Wheel, etc. Attention, Minstrel Show Troupe: We have complete front, top, etc. Want an organized Minstrel Troupe. Attention, Ride Help: Can use Ride Help of all kinds, high salaries.  
 All replies to  
**MARION GREATER SHOWS**  
 MARION H. SPILLERS, Owner, or F. B. SPAIN, Dillon, S. C., this week.  
 P.S.: Jimmy Ackley wants Agents.

**F. C. BOGLE SHOWS**  
 Wants for Cotton Route, best crop in years.  
 Hanky Panks of all kinds. Winter privilege. Shows with own equipment. Extremely low P.C. Octopus Foreman to join at once, must drive. Wire  
**F. C. BOGLE SHOWS**  
 Stillwater, Okla., now; Chickasha, Okla., Sept. 28-Oct. 3.

**FESTIVAL OF FUN SHOWS**  
 Want for Crenshaw, Miss., Fair, Sept. 28-Oct. 3; Marks, Miss., Fair, Oct. 5-10  
 Get your winter bankroll in these spots  
**CONCESSIONS:** Good Cookhouse, Popcorn, Snow, Custard, Jewelry, High Striker, Hanky Panks of all kinds. American Palmist, Swinger, Buckets, Six Cats, African Dip, Fish Pond, Balloon Darts—percentage. SHOWS: Side Show, Wild Life, Drome, Girl, Animal—any good Show. Good proposition at fair dates for flashy Shows. HELP: Ride Help who drive semis, all departments. Mechanic wanted for 15 trucks. Place good Agents and General Carnival People all departments. Agents for Roll Down, Skillo. Long season.  
 Replies to CONCESSION MGR. Come on. Will place you.

**VICTORY EXPOSITION SHOWS**  
**WANT FOR TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS, SIX DAYS AND NIGHTS—SEPT. 28 THRU OCT. 3—PAYDAY FOR 35,000 AIRMEN AT SHEPPARD FIELD.**

<b>CONCESSIONS</b>	Photos, Long and Short Range, Cookhouse, Novelties, Jewelry, Arcade, Hanky Panks of all kinds.
<b>SHOWS</b>	Wild Life, Fun House, Monkey Show, Mechanical City, or any worthwhile Shows.
<b>RIDES</b>	Looper, Spitfire, Rock-o-Plane and Dark Ride.

All Address: ALVIN VANDIKE, Mgr., Fair Grounds, IOWA PARK, TEXAS

**PENN PREMIER SHOWS**  
 worlds \* cleanest \* midway

<b>DAVIDSON COUNTY FAIR</b> LEXINGTON, N. C. SEPT. 28-OCT. 3	<b>GOLDEN BELT FAIR</b> HENDERSON, N. C. OCT. 5-10	<b>MECKLENBURG COUNTY FAIR</b> CHASE CITY, VA. OCT. 12-17
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These are the 3 Greatest Fairs in North Carolina and Virginia with 4 more to follow

**CONCESSIONS** Can place all kinds of legitimate Concessions, French Fries, Eats, Drinks, Glass Pitch, Age, Scales, Derby Racer, Novelties, Jewelry, Palmistry, Short Range or any other Concessions. Can place one Coupon Store if you have Hanky Panks in keeping with policy of this show. Contact HARRY (BUSTER) WESTBROOK, Bus. Mgr., Washington Duke Hotel, Durham, N. C.  
**SHOWS** Can place Wild Life, Arcade, Fun House, Midget, Jig Show or any Shows not conflicting. (Will pay reward for information as to whereabouts of Mickey Donahue, Motordrome operator. Call fairgrounds collect.)  
**RIDES** Can place Little Dipper, Caterpillar, Flyplane or Rockoplane. No other Rides needed. These are big ride spots with two kiddie days.  
**HELP** Can always place good, sober, reliable Ride Help on all Rides. Must drive semis, tractors and trailers. No drunks or funny book readers. Agitators, stay away. We always carry two full crews on all rides. Dennis Burlingame, get in touch with me. Important.

Address all mail and wires to **LLOYD G. SERFASS**  
 General Delivery, Durham, N. C. All phone calls to Fairgrounds.  
 P.S.: Next week, Lexington, N. C.

**MIKE KREKOS ORGS OKAY AFTER ORE. BLOW-DOWN**  
 SAN JOSE, Calif., Sept. 19.—Mike Krekos, general manager, combined the equipment of his two shows to play the Santa Clara County Fair here for the seventh year. He reported that West Coast Shows was in fine shape following the storm that hit the fairgrounds where the unit was playing in Medford, Ore.  
 The show was hit by wind, hail and rain about 7 p.m. Saturday night (5). While the storm damaged the Medford Power Company, leaving the city without lights, the show operated with its own power.  
 The portable front entrance of the show was badly damaged and five light towers collapsed, destroying the fixtures. Also hit were the Motordrome, all show tents and several concessions. The fish pond concession

**SUMPTUOUS**  
**Weiss Builds 20G Office On Trailer**  
 YORK, Pa., Sept. 19.—Bingo operator Ben Weiss is conducting his business and social affairs from a new \$20,000 custom-built office wagon these days.  
 The unit, a 35-foot Fruehauf trailer pulled by an International tractor, is completely finished in mahogany paneling and contains office space, a combination living and social room, a bar, a completely equipped kitchenette with hot and cold water, and an electric stove and refrigerator, a full-size bath and shower and airplane lavatory and cedar wardrobes for Bennie and wife, Martha.  
 A 5,000-watt generator provides complete power for the unit when needed. The vehicle is air conditioned thruout.  
 The presence of Bennie's son, Jackie, who will shortly be discharged from the Marines, assured the bingo magnet of much leisure time this week in which to enjoy his wheeled palace.  
 A second family bingo unit was being operated concurrently at the Reading (Pa.) Fair by Martha.  
 To avoid giving visitors the impression that they are in the reception room of a brokerage house, Bennie has liberally decorated the walls with pictures of his beloved horses and bingo units.

**of Jessie Gomez was a total loss and Wally O'Connors' jewelry stand was badly damaged.**  
 Several West Coast employees narrowly escaped injury. Damage to the unit was set at \$5,000.  
 When the gale subsided, the personnel pitched in to get the show back together. It opened that night about 9 with the only lights in the city drawing a good crowd.

**Suffolk Final Still Date for Va. Greater**  
 WEST POINT, Va., Sept. 19.—Virginia Greater Shows moved in here Monday (14) for its first fair of the season, the Tidewater Fair, after a still date at its winter quarters city, Suffolk. Altho business was slack the first three days in Suffolk due to a cold snap, things picked up the last three days.  
 Local friends and show people fraternized constantly during the run, visitors including Larry Briggs, Sam Stallings, Harry P. Taylor; Dr. L. C. Holland, dentist and circus clown; Deputy Sheriff Frank Culpepper Jr., and Jack Nurney.  
 The Snow Hill, Md., date ending September 5, wound up the Eastern shore stands and altho remunerative, the gross was a little off from 1952, due in part to blazing hot weather. Sponsoring American Legion was very cooperative as were city officials.  
 General Manager Rocco Masucci spent several days at West Point, lining up locations, and General Agent Bill Murray was away for a few days, looking after the North Carolina dates.

**Pan American Inks Los Angeles Home Exposition**  
 LOS ANGELES, Sept. 19.—Upon its return from dates as far north as San Francisco, Pan American Amusement Company will play the Greater East Los Angeles Home Show at the corner of Goodrich and Whittier Boulevards in East Los Angeles, Bill Overly, general agent, said. The free home show is to open October 21 for five days.  
 The home show is being sponsored by the University Religious Conference. However, Pan American will produce with Overly personally managing the show.  
 Pan American is supplying the big top for the displays. On the stage there, cowboy and Latin talent will be featured, Overly declared. Presentations will be given nightly.  
 The show will bring in between 12 and 15 rides and approximately 30 concessions.  
 Pan American, which specializes in community fairs, is currently on its out-of-town trek in the vicinity of Oakland. The eight week tour ends about October 18 with the show returning to this area for the Home Show and other sponsored events.

**Linda Lopez Dies in Crash**  
 BOWIE, Tex., Sept. 19.—David Logsdon, 33, who for years has operated back-end shows under the name of Linda Lopez, died here Sunday (13) from injuries received in an automobile crash.  
 Logsdon was en route from Hutz, Tex., to Bowie with American Midway Shows. Survivors include a sister, Thelma J. Faust, and a brother, Billie Logsdon.

**Hold Services for Mrs. Garman**  
 FORRESTON, Ill., Sept. 19.—Funeral services were held here today for Mrs. Minnie Garman, 82, mother of Ken Garman, owner of the Sunset Amusement Company, who passed away here Wednesday (16). Garman came here this week from the Cape Girardeau, Mo., fair to attend the final rites.

**Coast Clubs Receive \$408 From Benefit**  
 SACRAMENTO, Calif. Sept. 19.—The Regular Associated Troupers and the San Francisco chapter of Showfolks of America will share in \$408 raised at a Friday night (11) benefit show held here on the midway of the California State Fair.  
 The show was a joint project of Frank W. Babcock United Shows and Crafts Exposition Shows. Roger Warren, Crafts manager, supplied the top and sound equipment. Sylvia Graham donated a hand-made purse and tie as door prize. Those supplying food included Mr. and Mrs. Warren, McManus, Ethel Krug, Orange Julius, Rex Boyd, Roger Warren, Krauss Meat Company, Crystal Dairy, Langendorf Bakery and Sunbeam Bakery.  
 Committee included Larry Nathan, Ed Butler, Al Freedman, Boston Kennedy and Vincent Kuropatwa and Charlott Porter. Jack Richardson, president of Showfolks, was unable to attend but sent a donation.

**Joe Pontico, Cookhouse Op, Dies at 65**  
 TAMPA, Sept. 19.—Joseph Pontico, veteran cookhouse and pie car operator, the last several years with the Royal American Shows, died here Friday (11) after ailing from a heart condition over a long period. His illness had forced him to leave Royal American during its recent tour of Western Canada and he returned to his home here.  
 Before joining Royal American, he was connected with the Ringling-Barnum Circus concession department and prior to that was with the old Barnum and Bailey Circus.  
 He was a member of the Greater Tampa Showmen's Association.  
 Survivors are his wife, Florence, and a daughter, Louise.  
 Burial was in this city.

**Groves Wins At La. Fair**  
 MANY, La., Sept. 19.—Groves Greater Shows trucked here this week after chalking up a big winner at its first Louisiana fair at Jena last week. Perfect weather, a new location and big crowds helped to swell the gross takes for the run.  
 Carl Anstead, manager, said the ride take on kid's day was up 40 per cent with Negro kid day also coming up with a substantial increase over last year. Opening day pulled the biggest crowd on record at the three-year-old fair.  
 Concessions did well in most cases, altho this year's line-up was not as strong as in '52.

**Wis. Okay For Schafer**  
 ARDMORE, Okla., Sept. 19.—Schafer's Just for Fun Shows, heading South after its first invasion of Wisconsin fair territory, reported business in the Badger State as more than satisfactory. Show played the Northern Wisconsin Fair Circuit among other fairs in that State.  
 The org's kiddieland was a winner thruout the northern trek. Show carried a total of 14 rides, six to eight shows and upwards of 40 concessions. New this year were a Skyfighter, Kiddie Ferris Wheel mounted on a trailer, and autos.

**SKOOTER FOREMAN WANTED**  
 Must be able to handle men and understand motor. Must furnish references. SALARY \$125.00 WEEKLY. Address: **AL WAGNER**  
 Fair Grounds, Nashville, Tenn. (Phone: 5-9212)

# Club Activities

## Lone Star Show Women's Club of Texas

DALLAS, Sept. 19.—Vice-President Edna Hacker presided at the September 14 meeting in the absence of President Milly Hudspeth. She was assisted by Pearl Vaught, treasurer, and Grace Tinder, secretary. Corine Greer baked a birthday cake, and closed with a surprise party for Mrs. Tinder.

Honorary Member T. C. Sands was named "Dad of the Year" and received an award for outstanding civic work among South Dallas schools. Skip Fletcher, son of Neil Fletchers, left to attend a California college. Kathy and Red Kearns concluded a series of TV programs. Eddie Vaughn was presented with a life membership in the Elks Dallas Lodge No. 711 and was honored with a buffet supper on his 77th birthday.

Newlyweds are Mr. and Mrs. Ralph Ray, of Corpus Christi, and Mr. and Mrs. Douglas Conners. Babies were born to Millie Cepak's daughter and son-in-law, and to Jordan and Helen Ross' daughter and son-in-law.

Nettie Williams and Ada Bishop, wife of Brownie Bishop, are both critically ill. Harriet Kohl and Louie Cherminsky suffered heart attacks. Recovering from car injuries are Allie Meisterman and daughter, Betty. Mrs. Leta Kemp, wife of Bill Kemp, is hospitalized at Gaston Avenue Hospital, Dallas. Bob Hammons will soon discard the brace on his back. Also ill are Helen Rees and Earl Malone's mother.

## Showmen's League of America

Ladies Auxiliary, Hotel Sherman

First fall meeting will be Thursday (1) in the Sherman Hotel, Chicago.

Sick list includes Margaret Filograsso, Marie Brown, Alice Hill and Frances Berger. Hattie Wagner, past-president, made a trip to Freeport, Ill., where her brother was ill. Myrtle Hutt's father, 84 years old, is doing nicely after a third operation in Faro, N. D.

Nan Hawkins, with the Happyland Shows, will visit her son Bob in Arlington Heights before returning to her Florida home. Marie Brown's sister, Hilda, is visiting from Los Angeles.

## From the Lots

### Ray Williams

SHELBYVILLE, Miss., Sept. 19.—The recent five Michigan fairs were the best ever played by the show. Everything went into operation at 10 a.m., and it was a solid grind until past midnight. Show made the 900-mile jump from Alpena, Mich., to Shelbyville without serious mishap. En route a new motor had to be installed in one of the vehicles. Three days were required to make the hop, with layovers at Fort Wayne, Ind., and Elizabethtown, Ky.

The show opened here Saturday night (12) on schedule, playing to about 2,200 on the midway. Monday night 1,754 adults passed thru the gate. Shelbyville is a still date and carried a 20-cent admission.

Among visitors here were Fitzie Brown, Brown and Wallace Shows; Alex Winston, Valley Shows; John Portmont, Johnny's Shows, and Fred Backer, general agent of the Blue Grass Shows. Dave Picard joined here as legal adjuster. LeRoy Crandel joined with bingo and four concessions.

In the line-up here are a Caterpillar, Swing, Rolloplane, Merry-Go-Round, Octopus, Ferris Wheel, Spitfire, Train, Boat Ride, Kiddie Cars, pony ride, Snake Show, two girl shows, Minstrel Show, two ding shows and about 35 concessions.—D. D. FROST.

### WANT AGENTS

For Skills, Count Stores, Swinger, Outside Man for Skills. Only Skills on show. Clay County Fair, Piggott, Ark., this week. Plenty cotton money. Call

### BILL HARRIS

ROYAL MIDWEST SHOWS  
Dalton Court Motel, Piggott, Ark.

## Canadian Showmen's Association, Inc.

1157 St. Catherine St., East Montreal

MONTREAL, Sept. 19.—The clubrooms are now open for the winter season and members and visitors are welcome. Next general meeting will be held October 11 at 2 p.m.

The seventh annual banquet and convention will be held in the Spanish Hall of the Queen's Hotel on November 10. Members are urged to make early reservations. Tickets are \$5 each. Tables will be available for parties of four people up to 10.

## Carnival Routes

Continued from page 63

- Bohn & Sons: Lockhart, Tex.
- Brewer's United: Sealy, Tex.
- Brodbeck & Schrader: Hutchinson, Kan.
- Brown & Wallace: (Fair) Boaz, Ala.; (Fair) Kosciusko, Miss., 28-Oct. 3.
- Buck, O. C.-Model: (Fair) Clinton, N. C.
- Burdick's Greater: (Fair) Clifton, Tex.
- Burke, Harry: New Iberia, La.; (Fair) Amite 28-Oct. 3.
- Burkhart: Paris, Ark.
- Byers Bros.: Dexter, Mo.
- Capital City: (Fair) Hartwell, Ga.
- Caravelia Am.: (Fair) Gratz, Pa.
- Cavalcade of Amusements: (State Fair) Nashville, Tenn.
- Central Am. Co.: (Fair) Murfreesboro, N. C.; Weldon 28-Oct. 3.
- Cetlin & Wilson: (Fair) Richmond, Va., 24-Oct. 3.
- Cherokee Am. Co.: Shawnee, Okla.; Parsons, Kan., 28-Oct. 1.
- Chanos, Jimmie: Winchester, Ind.
- Coleman Bros.: (Fair) Rochester, N. H.
- Collins, Wm. T., No. 1: Hutchinson, Kan.
- Coukila: Lindsay, Ont., Can.; Chatham 28-Oct. 3.
- Crafts Expo.: (Fair) Oakdale, Calif., 24-27.
- Crafts 20 Big: Chula Vista, Calif.
- Cumberland Valley: (Fair) Cedartown, Ga.; (Fair) Dalton 28-Oct. 3.
- Dan-Louis: Hardinsburg, Ky.
- Desbro: (Fair) Vernon, N. Y., 26-29.
- Drew, James H.: (Fair) Newport, Tenn.; (Fair) Lavonia, Ga., 28-Oct. 3.
- Dumont: (Fair) Roanoke Rapids, N. C.; (Fair) Zebulon 28-Oct. 3.
- Dyer's Greater: Forrest City, Ark.
- Empire State: (Fair) Columbiana, Ala.; (Fair) Fort Payne 28-Oct. 3.
- Ferris, Carl D.: Warrenton, N. C.; (Fair) Reidsville 28-Oct. 3.
- Fleming, Mad Cody: (Fair) Fayetteville, Ga.; (Fair) McDonough 28-Oct. 3.
- Frame's Greater: Stony Creek, Va.
- Franklin, Don, No. 1: (Fair) Wharton, Tex.; (Fair) Rosenberg 30-Oct. 3.
- Franklin, Don, No. 2: Waco, Tex., 26-Oct. 4.
- Gem City: (Fair) Atsala, Ala.; (Fair) Caruthersville, Mo., 28-Oct. 4.
- Gench, J. A.: McComb, Miss.
- Georgia Am. Co.: (Fair) Franklin, Ga.; (Fair) Jackson 28-Oct. 3.
- Gladstone Expo.: (Fair) Charleston, Miss.; (Fair) Clarksdale 28-Oct. 3.
- Gold Medal: (Fair) Cherokee, N. C.; (Fair) Gastonia 29-Oct. 3.
- Gooding Am. Co., No. 1: (Fair) Delaware, O.
- Gooding Am. Co., No. 2: (Fair) Adrian, Mich.
- Gooding Am. Co., No. 3: (Fair) Evansville, Ind.
- Gooding Am. Co., No. 4: Jackson, O.
- Gooding Am. Co., No. 5: (Fair) Centreville, Mich.
- Gooding Am. Co., No. 6: (Fair) Bluffton, Ind.
- Gooding Am. Co., No. 7: (Fair) Florence, Ala.
- Gooding Am. Co., No. 8: (Fair) Logan, O.
- Goree, C. A.: (Fair) Bristow, Okla., 21-25.
- Grand American: (Fair) Monroe City, Mo.
- Great Sutton: Perryville, Ark.
- Greater Dixieland: (Fair) Dumas, Ark.; (Fair) Winnfield, La., 28-Oct. 3.
- Groves Greater: (Fair) Jonesboro, La.; (Fair) Erath 28-Oct. 3.
- Hale's Shows of Tomorrow: Plattsmouth, Neb.
- Hames, Bill: Amarillo, Tex.; Lubbock 28-Oct. 3.
- Hammond, Bob.: (Fair) New Braunfels, Tex., 26-Oct. 3.
- Hannum, Morris: Ephrata, Pa.
- Happy Attrs.: Dover, O.; Ashland 29-Oct. 3.
- Helman United: (Colored Fair) Prairieville, La.
- Heth, L. J.: (Fair) Griffin, Ga.; (Fair) Carrollton 28-Oct. 3.
- Hill's Greater: (Rodeo) Midland, Tex.; Clovis, N. M., 28-Oct. 3.
- Holly Am. Co.: (Fair) Wadley, Ga.; (Fair) Claxton 28-Oct. 3.
- Hottle, Buff, No. 1: New Iberia, La.
- Hottle, Buff, No. 2: Covington, La.
- Howard Bros.: (Fair Festival) St. Paris, O.; (Fair) Old Washington 28-Oct. 3.
- Hugo's Expo.: (Fair) Stover, Mo., 24-26.
- Ideal Rides: Nashville, Ind.
- Interstate: (Fair) Parsons, Tenn.; (Fair) Moulton, Ala., 28-Oct. 3.
- Johnny's United: (Fair) Huntington, Tenn.
- Keystone Attrs: Hyndman, Pa.; Mt. Savage, Md., 28-Oct. 3.
- Keystone Expo.: Pamphico, S. C.; Elloree 28-Oct. 3.
- Kille, Floyd O., No. 1: Mt. Ida, Ark.
- Kille, Floyd O., No. 2: Hampton, Ark.
- Lamb, Leo: Allendale, S. C.; (Fair) Thomaston, Ga., 28-Oct. 3.
- Lee Am. Co.: Decatur, Ga.
- Majestic Greater: Atlanta, Ga., 25-Oct. 3.
- Manning, Ross: (Fair) High Point, N. C.; (Fair) Madison 28-Oct. 3.
- Marion Greater: (Fair) Dillon, S. C.; (Fair) Pageland 28-Oct. 3.
- Marks, John H.: (Fair) Statesville, N. C.; (Fair) Fayetteville 28-Oct. 3.
- Merit: Farmington, Me.
- Merriam's Midway: Cozad, Neb., 23-24.
- Merry Midway: (Fair) Pontotoc, Miss.; (Fair) Greenfield, Tenn., 29-Oct. 3.
- Metropolitan: (Fair) Hagerstown, Md.
- Midway of Mirth: (Fair) Marvel, Ark.; (Fair) Harrisburg 28-Oct. 3.
- Mighty Hoosier State: Versailles, Ind.; (Fair) Aurora Oct. 1-3.
- Mighty Page: (Fair) Dunn, N. C.; Snow Hill 28-Oct. 3.
- Moore's Modern: (Fair) Jonesboro, Ark.; Searcy 28-Oct. 3.
- Nolan Am. Co.: Somerset, O.; (Fair) Vanceburg, Ky., Oct. 1-3.
- Page Bros.: (Care Cavalcade of Amusements) Nashville, Tenn.; (Fair) Dresden 28-Oct. 3.
- Palmetto Expo.: Turbeville, S. C.; (Fair) Moncks Corner 28-Oct. 3.
- Pan American Am. Corp.: (Fair) San 30-Oct. 4.

## HON. MEMBER OF SLA 20 YRS. IS UP FOR CARD

TORONTO, Sept. 19.—An honorary member of the Showmen's League of America since birth 20 years ago, Jimmy Conklin is now up for full-fledged membership. His father, J. W. (Patty) Conklin, Canadian midway biggie, is sponsoring his membership application. Jimmy was made an honorary member of the league shortly after his birth in 1933 by Chester (Zebbie) Fisher, then president of the league. During the past summer and at the CNE he worked a concession for his dad.

## C&W Again Signs Bockus

NEW YORK, Sept. 19.—Curtis L. Bockus this week announced that he had signed to continue as general agent of the Cetlin & Wilson Shows in 1954. Bockus joined the show as agent in the latter part of 1952 after severing with the James E. Strates Shows in a similar capacity. His experience includes the owning and operating of his own units.

Bockus came east after the Indiana Sate Fair, Indianapolis, played by C&W. He is en route to Jacksonville, Fla., where he will again stage the Jacksonville Fair.

## Blackstone, Mass., Draws Record 12,000

BLACKSTONE, Mass., Sept. 19.—The two-day East Blackstone Fair, held here Saturday and Sunday (12-13), topped all previous runs with a gate count of over 12,000, Jesse E. Deacon, secretary, announced. James M. Cole Elephants were the free act both days. Arthur J. April's United Amusement Shows reported healthy business, despite threatening weather on Saturday.

- Park Am. Co.: Monetta, Ark.
- Penn Premier: (Fair) Durham, N. C.; (Fair) Lexington 28-Oct. 3.
- Peppers All States: (Fair) Childersburg, Ala.
- Powell Greater: Seamon, O.; Williamsport 30-Oct. 3.
- Prel's Broadway: (Fair) Mt. Airy, N. C.; Carlos, Calif., 23-27; (Fair) Palo Alto (Fair) Rocky Mount 28-Oct. 1.
- Raines Am. Co.: (Fair) Nowata, Okla., 21-24; (Fair) Danville, Ark., 28-Oct. 3.
- Raley Bros. Expo.: Seaboard, N. C.; (Fair) Jackson 28-Oct. 3.
- Red Ribbon: (Fair) Newton, Miss.
- Reid, King: (Fair) Bloomsburg, Pa.
- Robinson, John L.: (Fair) Enid, Okla.
- Rockwell, Mike: Ada, Okla.
- Rose City Rides: Sikeston, Mo., 24-26.
- Royal American: Joplin, Mo., 21-24; (State Fair) Oklahoma City, Okla., 26-Oct. 3.
- Royal Expo.: (Fair) Vidalia, Ga.; Augusta Oct. 1-10.
- Royal Midwest: (Fair) Piggott, Ark.
- Royal United: Dubuque, Ia.; Independence 28-30; Waterloo 3-10.
- Rubin Greater: Lawrenceville, Ill., 24-26.
- Schafer's Just for Fun: (Fair) Ardmore, Okla.; (Fair) Longview, Tex., 28-Oct. 3.
- Shan Bros.: (Fair) Cartersville, Ga.
- Shiebrand Bros.: (State Fair) Albuquerque, N. M., 23-Oct. 4.
- Smith, George Clyde: (Fair) Farmville, Va.; (Fair) Durham, N. C., 28-Oct. 3.
- Snapp Greater: Fayetteville, Ark.
- Southern Valley: (Fair) Couthatta, La.; (Fair) DeRidder 28-Oct. 3.
- Star Am. Co.: (Fair) Prescott, Ark.; (Fair) Stamps 28-Oct. 3.
- State Expo.: (Fair) Anadarko, Okla.; Vernon, Tex., 28-Oct. 3.
- Stephens, C. A.: (Fair) Maynardville, Tenn.; (Fair) Conyers, Ga., 28-Oct. 3.
- Stirling Crown: New Albany, Miss.; (Fair) Corinth 28-Oct. 3.
- Strates, James E.: (Fair) Shelby, N. C.; (Fair) Danville, Va., 29-Oct. 3.
- Sunset Am. Co.: (Fair) Portageville, Mo.
- Superior: (Fair) Pomona, Calif., thru Oct. 4.
- Tassell, Barney: Victoria, Va.; Volens 28-Oct. 3.
- Thomas, Art B.: Mitchell, S. D., 22-28.
- Thomas Joyland: Parsons, W. Va.; Elkins 28-Oct. 3.
- Tinsley, Johnny T.: (Fair) Newnan, Ga.
- Tip Top: Blair, Wis., 26-28.
- Tivoli Expo.: (Fair) Camden, Ark.; (Fair) Hot Springs 28-Oct. 3.
- Tri-State: Gilcrest, Colo., 21-23; Johnson 24-26.
- 20th Century: Kansas City, Kan.; (Fair) Tulsa, Okla., 3-9.
- United Expo.: Blytheville, Ark.; (Fair) Hope 28-Oct. 3.
- Victory Expo.: (Fair) Iowa Park, Tex.
- Virginia Greater: (Fair) Aoshkie, N. C.; (Fair) Hertford 28-Oct. 3.
- Vivona Bros.: Asheville, N. C.; Sanford 28-Oct. 3.
- Wade, W. G.: (Fair) Memphis, Tenn., 24-Oct. 3.
- Wallace Bros.: (Fair) Lindsay, Ont., Can.; (Fair) Chatham 27-Oct. 3.
- Wallace Bros.: Eldorado, Ark.
- West Coast: (Fair) Madera, Calif., 24-27; (Fair) Bakersfield 28-Oct. 4.
- Williams, Ray: Athena, Ala.; (Fair) Fulton, Miss., 28-Oct. 3.
- Wilson Famous: Eureka, Ill., 24-26; Astoria Oct. 1-3.
- Wilson Greater: Coolidge, Ariz.
- Wolf Greater: (Fair) Newport, Ark.; (Fair) Sparkman 28-Oct. 3.
- Wolfe Am. Co.: (Fair) Spring Hope, N. C.; (Fair) Beaufort 28-Oct. 3.
- World of Mirth: (Fair) Allentown, Pa.
- World of Today: (Free State Fair) Muskogee, Okla.; (Fair) Fort Smith, Ark., 28-Oct. 5.

## Dayton, O., Tops 1952

DAYTON, O., Sept. 19.—While not a record-breaker, the Montgomery County Fair wound up its four-day run here Thursday (10) after playing to 65,375 patrons, an increase of 3,000 over '52. Despite opposition from the National Air Show on Labor Day, the annual came thru with a total of 29,236 paid admissions against 24,142 last year. Attractions included a night grandstand variety show, with Gooding Amusement Company on the Midway. Goldie V. Scheible, secretary, managed for the third year.

DETROIT, Sept. 19.—Arthur J. Hannah, of Grand Rapids, and John J. MacInnis, of Sault Ste. Marie, were named to the Michigan Agriculture Commission for six-year terms by Gov. G. Mennen Williams. Hannah is a brother of John A. Hannah, now Assistant Secretary of War, and MacInnis was for over a decade on the board of the Upper Peninsula State Fair, Escanaba. The commission has a general supervision over State and local fair activities.

## Cool Weather Cuts Crowd at Hemet, Calif.

HEMET, Calif., Sept. 19.—The seventh Farmers' Fair of Riverside County pulled a total attendance of 24,456 for its five-day run ending Sunday night (30), Harry Hofmann, secretary-manager, said.

While the event beat past records for the same time, it fell short of its six-day run last year when 26,693 attended. Cool nights were blamed for holding the turnstiles down. Setting the run 10 days ahead this year, it was pointed out, too, may have had some effect.

## Stocks Racing In Bridgeport

BRIDGEPORT, Conn. Sept. 19.—The Fall stock car racing season, which will continue until mid-November if weather permits, opened at Candlelight Stadium here this week. Carl J. Brunetto is general manager.

**NORTHWEST ALABAMA FAIR**  
JASPER, ALA.  
OCT. 5-10

**COVINGTON CO. FAIR**  
ANDALUSIA, ALA.  
OCT. 12-17

Can Place for the Above Fairs, Shows and Concessions

Games of all types—Corn Game open, Ball Games, Balloon Darts, Hoopla, Devil's Bowling Alley, String Game, Buckets, 6-Cats, etc. Wire what you have.

Also outright sales privileges—Popcorn, French Fries, Taffy, Root Beer, Grab, Snow Cone, Floss, Novelties, Hats, Photos, etc.

Space available for 2 or 3 good Bally and Grind Shows. Can use 1 excellent Posing Show. Must be high class, plenty of girls, flashy and money-getting.

Can use 1 non-conflicting major Ride.



Mid-South Fair, Memphis, Tenn., now through Oct. 3. Wire or ask for telephone at fairgrounds.



Your Dollar is King

when you order used outdoor show equipment from the outstanding, money-saving end-of-season values advertised in The Billboard during October and November.

CHECK THE ADVERTISEMENTS in each and every issue of The Billboard for

That's the time outdoor showmen take stock and advertise excellent equipment for which they have no further need.

THE BEST BUYS IN USED OUTDOOR SHOW EQUIPMENT



## METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for Washington, D. C.; Petersburg, Va., to follow.

**CONCESSIONS** Eats and Drinks and Glass Pitches open. Cassidy, get in touch. Open Midway for rest of season. CAN PLACE ORGANIZED MINSTREL SHOW, guarantee and percentage. Also can use Train Help. Also have complete Monkey Show for good, reliable man. **HELP WANTED:** Foreman Caterpillar, Ferris Wheel, Ride-O or Whip, Salary \$100 per week and percentage. All answer Hagerstown, Md., this week; Washington, D. C., to follow.

## A.M.P. SHOWS

Bookings Penny Pitch, Duck Pond, String Game, Dart Store and others not conflicting. Want Pin Store Agent. Want Help who drive. FLORIDA and GEORGIA FAIRS, note: Have two (2) open weeks late October. Shows of all kinds. This week, Independence, Virginia; next week, King, North Carolina.

## Inviting our friends to visit us and thanking—

W. P. Jones, Silas Green Show; S. H. Dudley, Silas Green Show; Rod Brasfield, WSM Grand Ole Opry; Wally Vernon, Motion Picture & Night Clubs; John J. Cousins, Gem City Shows; E. A. "Hoppy" Chapman, Kelly-Morris Circus; Mrs. Earl Bocker, Blue Grass Shows; Bernard J. Sabia, Song Publisher Field.

for their purchase of a house trailer

### FULTON TRAILER SALES

SPARTAN & MID-STATES DEALER  
NASHVILLE, TENN.

C. STANLEY FULTON (29 years Advance Agt. for Circuses and Hall Shows)  
MAI COOK FULTON (Formerly 18 years with Hatch Show Print)

## BEAMS Attractions

CIVIL AIR PATROL FAIR—NEW MARKET, VA., SEPT. 28-OCT. 3;  
BROOKNEAL FIREMEN'S FAIR—BROOKNEAL, VA., OCT. 5-10;  
CAMPBELL CO. FAIR—RUSTBURG, VA., OCT. 12-17.

Want Custard, Novelties and other legitimate concessions for these outstanding events.

Help wanted for rides, also Bingo countermen

Contact STEVE DECKER  
FAIRGROUNDS, BEDFORD, VIRGINIA, THIS WEEK

### FOR SALE CONCESSIONS FOR SALE

ROLLDOWN, WHEELS, PIN STORE, SLUM SKILLO, RAZZLE (all are 16x10' with 9'6" walls), 12x12' PAN GAME, 18x21' SIX-CATS. All are complete in every detail. Anchor royal blue canvas thruout, plush backgrounds, excellent frames. EVANS SPINDLE AND TABLE, EVANS TRACK, BUCKETS, HOPPERS, P. C. TABLES, PLENTY OF CHOICE MERCHANDISE. 1950 G.M.C. TRACTOR AND 26 FT. CARTER TRAILER. (Side doors, frame racks, 18,000 actual miles. Never used for anything except to haul above equipment. Looks and runs like new.) THIS IS ALL A-1 EQUIPMENT AND WILL INVOICE AT \$12,000.00. WILL SACRIFICE FOR \$5,000.00 IF SOLD AT ONCE. (Sorry, no deals.)

VINCE McCABE, c/o Southern Valley Shows  
Coushatta, La., this week; De Ridder, La., next week.

### WANTED

Competent Tilt Foreman, top salary if you produce. Also can place first-class Mechanic with own tools for Chevrolet fleet. Address

C. C. GROSCURTH

### BLUE GRASS SHOWS

Opelika, Ala.

### ROYAL EXPOSITION SHOWS

WANT FOR FIRST ANNUAL COLORED ELKS' FAIR, AUGUSTA, GA., 9 DAYS,  
OCTOBER 1 TO 10.

Concessions of all kinds except Cookhouse, Popcorn and Apples, Glass Pitch and Flats. Can use several Kiddie Rides, Octopus, Caterpillar and Dark Ride. Also a big worthwhile Minstrel Show with own outfit and transportation, Colored Revue with plenty of flash, Funhouse, Glass House and Motordrome. Burke County Fair at Waynesboro, Ga., follows. Pay your own wires, we pay ours. No telephone calls will be answered.

THIS WEEK VIDALIA, GA., FAIR.

### CONCESSION SPACE

Due to readjustment of the Midway at Bloomsburg Fair next week we can offer 250 feet of extra Concession Space at \$5.00 per foot. Wire immediately.

KING REID  
BLOOMSBURG, PENNA.

### CARL D. FERRIS SHOWS

WANT FOR REIDSVILLE, N. C., FAIR, SEPT. 28-OCT. 3

CONCESSIONS of all kinds. SHOWS—Wild Life, Side Shows, Penny Arcade, Motor Drome, any Grind Show, Unborn. All answers to

CARL D. FERRIS, Warrenton, N. C.

### B. & H. AMUSEMENT CO. WANTS

For Dorchester County Fair, Sept. 28 thru Oct. 3; Orangeburg County Colored Fair, Oct. 5 thru 10. Six weeks of Fairs and Celebrations to follow. Want Free Act, High Pole, Act preferred; wire at once. Want Ferris Wheel to dual with my Wheel, also Fly-o-Plane, Octopus, Tilt or any Major Ride not conflicting. Want Kiddie Rides except Train. Shows—10-in-1, Jungle Show or Animals. Concessions all open except Popcorn, Candy Apples and Glass Pitch. Want Frozen Custard. No time for writing, join on wire.

W. E. HOBBS, Mgr., B. & H. Amusement Co.  
THIS WEEK, HOLLY HILL, S. C.  
P.S.: Mrs. Williams, please contact

### FLOYD O. KILE SHOWS

Want Grab, Popcorn, Snow, Eats of all kind, Place Bingo, Ball Games, Set (Rose, come on), Fish Pond, Cork, Hoop-La. Anything that works for stock. Place all at Hampton, Ark., Sept. 22. This is Unit No. 2, everything open. Both units play Farmerville, La., Oct. 6-10 and all Fairs till Nov. 22. Contact or come on. As per route.

### Louisville Gate

Continued from page 60

of that department, and he not only brought back some of his time-tested ones but added a couple. Included among those presented were contests for fiddlers, square dancers, baton-twirlers, fly-casters and young automobile drivers, plus such features as a demonstration by the Armed Forces.

Always a big crowd-puller in this horse-minded State, the horse show did whopping business eight nights and two matinees in the 6,400-capacity Coliseum. Interest was so high that a brisk advance ticket sale was made of standing room for the last two night performances.

#### Weather Hurts Midway

Commercial and educational exhibits were the best in the memory of veteran observers. The large merchants and manufacturers building was sold out two months before the opening for the first time in the history of the fair. Notable among the exhibits were the many by Kentucky colleges and schools, a reflection of the emphasis placed upon youth activities by Baldwin and the fair board's members.

The fair was given clear weather the first eight days but the closing day was marred by intermittent showers until late afternoon. The mercury bounded to 101 degrees Friday (18).

The segment of the fair hardest hit by the mixed weather was the midway. Yet, the Gooding Amusement Company held to within 5 per cent of its ride and show gross of last year. Games concessions again were conducted exclusively by Kentucky service clubs.

### Weisner-Rapp

Continued from page 60

Sarah Wendler, widow of William Wendler, who sold the firm, to Weisner-Rapp.

Miss Wendler said that the new organization plans to continue Allan-Herschell policies and to build for the future in the same manner as in the past.

#### Expresses Thanks

"We wish to express our gratitude to the many business friends of the Allan Herschell Company for their support thru the years and particularly during the period since the deaths of John and William Wendler," Miss Wendler said.

"I am sure the new organization will deserve the same kind of support and co-operation."

Edwin F. Rapp, vice-president of the Weisner-Rapp Company, and a director of the new company, said last week that the new management expects to continue Allan-Herschell policies and that almost all of the present Allan-Herschell personnel has indicated it will remain with the firm.

### Topeka Strong

Continued from page 60

reserved seats and boxes (some 3,400 seats in all) were sold, the 11,000-capacity stand not only sold out but overflowed onto the infield to such an extent that Fager halted the sale of further standing room tickets in the infield. The grandstand turnout that day was the highest for any one day in the fair's history.

On the previous day, when stock car sprint races were presented, the grandstand had also sold out and the crowd had pressed into the infield until further ticket sales were halted.

#### Races Click

National Speedways (Al Sweeney and Gaylord White) provided the racing both those days and came back Wednesday (16) with another big car program that yielded a considerably better grandstand crowd than on the corresponding day last year. And on Thursday, the Sweeney-White combo staged a 100-mile stock car race that jammed the grandstand even tho the temperature hit 103 degrees.

Other day time attractions were Aut Swenson's thrill show, in Monday and Tuesday afternoons, and it played to total attendance about even with '52, and running horses, presented here for the first time in 15 years, in on Friday.

Night grandstand bill was the No. 1 revue produced by Barnes-Carruthers Theatrical Enterprises Chicago. New feature was a horse-pulling contest, offered each morning in a special enclosure. It proved so popular

that fair officials are mulling plans to present it next year each morning in front of the grandstand.

Considerable improvements to the fair's physical plant was made prior to opening. A new air-conditioned office was completed a few days before the tee-off day. With the completion of this building, the fair will discontinue its downtown offices and use the new structure the year-round as its headquarters.

Facilities in livestock and other buildings were modernized in line with suggestions made at the invitation of Fager to livestock and other exhibitors. Results was that fair had the biggest livestock and poultry show in its history.

### WHEEL MAN

One experienced Wheel Man, top wages.

Join at once. Contact

STEVE DECKER  
BEAM'S ATTRACTIONS  
Fairgrounds, Bedford, Virginia

### 1953 BUICK

\$1,000 Saving

Roadmaster, air conditioned, used only by myself. New car warranty. Will be at Allentown. Leave message at Sideshow.

JOHNNY CANOLE  
Allentown, Pa.  
Phone 9347 or 3-0043

GIVE TO THE  
RUNYON CANCER FUND

### LAST CALL LAST CALL TRI-STATE FAIR—CORINTH, MISS.

SEPTEMBER 28 THRU OCTOBER 3

FOLLOWED WITH WAYNE COUNTY FAIR, WAYNESBORO, MISS.

WEEK OCTOBER 5

#### CONCESSIONS

Bingo, Cookhouse, Grab, Jewelry, Novelties and Merchandise Concessions of all kinds.

#### RIDES

Octopus, one more Eli Wheel, Caterpillar, Dark Ride and Kid Rides not conflicting.

#### SHOWS

Jig Show (have top and front for same) or Colored Girl Show, Drome and any well-framed Show not conflicting.

#### RIDE HELP

Can use good, sober Ride Men for office Rides. Must drive.

All replies to E. L. YOUNG, Gen. Mgr.

STERLING CROWN SHOWS

NEW ALBANY, MISS., THIS WEEK.

### Durham County Colored Fair

Durham, N. C., Sept. 28-Oct. 3

Wanted: Ball Games, Fish Pond, Duck Pond, Penny Pitch, Balloon Darts, Cork Gallery, Hoop-La, Photos, Guess Your Age, Scales, Buckets, Six Cats, Swinger, Slum Spindle, Pop Corn, Candy Apples, Pitch Till You Win, Jingle Board, Grab. Wanted: Colored Girl Show, Wild Life, Monkey Show, Side Show. Wanted: Spiifire Foreman, Chairplane Foreman, Wheel Foreman, General Ride Help in all departments. Truck and Tractor Drivers, Ticket Sellers, Agents. Wanted: Free Act for week Sept. 28, Durham, N. C., and Enfield, N. C., week Oct. 5, for office-owned Hanky Panks. All replies to

GEORGE CLYDE SMITH SHOWS

Farmville, Va., this week; Durham, N. C., next week.

### Can Place All Kinds of Merchandise Concessions

For Huntsville, Ala., Fair, Sept. 28-Oct. 3, followed by Middle Tennessee District Fair, Lawrenceburg, Tenn., and Athens, Ga. Exclusives on Custard and Chocolate Dip open at Lawrenceburg and Athens.

Good opening for Glass Pitch, Long and Short Ranges, French Fries, etc. Gooding's State Fair Shows playing all fairs. Replies to

JOHN GALLAGAN

c/o Gooding Shows, Fair Grounds, Florence, Ala., this week; Huntsville, Ala., follows.

### Want for HILLSBORO, OHIO, October 12-17

Sesquicentennial and Fall Festival on the main streets

Want legitimate Concessions of all kinds, must work for 15¢ and 25¢ only: Ball Games, High Striker, Age and Weight, Darts, Novelties, Jewelry, Waffles, French Fries, Cookhouse, Fish Fry, Custard, Carmel Corn, etc. Concessions must be clean and meet approval of Centennial Committee. Limited number being sold. GET IN EARLY. No graft, flats or gypsies wanted. Can use Ride Help on all Rides.

All replies to LEE BECHT AMUSEMENTS

JOHNSTOWN, OHIO, SEPT. 21-26, or

WALTER J. HILTON

140 CATHERINE ST., HILLSBORO, OHIO  
Permanent Address: P. O. BOX 92, MT. HEALTHY, OHIO

### WANT FOR MERIDIAN, MISS., FAIR, SEPT. 28-OCT. 3, AND FAIRS AT COLUMBUS, MISS.; ROME, GA., AND TUSCALOOSA, ALA., TO FOLLOW

CONCESSIONS OF ALL KINDS. OPEN MIDWAYS. NO EXCLUSIVES. Long Range Gallery, Scales and Age and Hanky Panks of all kinds open. WANT FOREMAN FOR FLY-O-PLANE IMMEDIATELY.

Address AL WAGNER

c/o FAIR GROUNDS, NASHVILLE, TENN. (PHONE: 5-9212)

### LEO LANE SHOWS

THE SOUTH'S FINEST

Wanted for Jenkins County Fair, Millen, Ga., week Sept. 28, followed by McDuffie County Fair, Thomson, Ga., and 6 others, closing at Belle Glade, Fla., Bean Festival. Our spring fairs start Jan. 18, 1954.  
CONCESSIONS: Hanky Panks of all kinds, Short Range, Age and Weight, Custard and Novelties. Want Shows of merit. HELP: Merry-Go-Round Foreman, year round work, with top pay to reliable, sober man. Want Rolloplane Foreman, Second Men on all rides. Must drive semis.

All address LEO LANE SHOWS

ALLENDALE, S. C., THIS WEEK

### EMPIRE STATE SHOWS

Want for Fort Payne, Fair next week and Fairs until December in Alabama, Florida and Georgia. Out all winter.

Want Stock Concessions of all kinds, Long and Short Range Galleries, Mitt Camp, Ice Cream, Frozen Custard, Jewelry. SHOWS—Want Girl Show, Sideshow and any other Shows that don't conflict. Want Ride Foremen for Wheel, Octopus, Chairplane. Good Ride Help who drive trucks for all rides. No drunks.

COLUMBIANA, ALA., FAIR, THIS WEEK.

### "NOTICE, NOTICE"—TO WHOM IT MAY CONCERN!

Have fence-to-fence contract for Florida Citrus Exposition at Winter Haven, Florida, 1954, contrary to unethical reports and idle gossip. Don't have any partners and my show hasn't been sold as reported by would-be showmen with malicious intent.

DOLLY YOUNG

### ATTENTION— SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES  
**ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Evans—the Gallery built to last.

Complete details in our  
**FREE CATALOG**  
Parts and Targets also available  
Write Today

**H. C. EVANS  
& CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

**GALLERY "L"**—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.

**GALLERY "E"**—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and bell!

### SHOW T-E-N-T-S

Concession—Circus—Carnival  
**AMERICAN  
TENT &  
AWNING CORP.**  
132-4 W. Main St. Norfolk 10, Va.  
**BILL SANDERS**

#### EXHIBITORS and CONCESSIONS CHRISTMAS VILLAGE

Sponsoring a Dealer-Distr. Mfr. Show at the Civic Auditorium in Toledo Nov. 5 to 13, inclusive. Show includes Stage Show with famous entertainers, Miniature Circus, Santa Claus Workshop, etc. If you have a good item for Xmas that needs promotion, this is the ideal time to feature this item. From all indications this should be the best show to be presented in Toledo.

For information write  
**Christmas Village**  
2144 Madison Ave., Toledo, Ohio, or  
call FU 2571

**BOOK NOW—SEASON'S GREATEST  
FRESNO DISTRICT FAIR**  
FRESNO, CALIF. OCT. 2 THRU 11

**ARIZONA STATE FAIR**  
PHOENIX, ARIZ. NOV. 6 THRU 15

NOW BOOKING **SHOWS & CONCESSIONS**  
PHONE, WRITE OR WIRE  
**CRAFTS EXPOSITION SHOWS**  
7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.  
PHONE: POplar 5-0909

## WALLACE BROS. SHOWS INC.

**WANT WANT WANT**

**SHOWS:** Will book Girl Show, Fun House, Wild Life, Monkey Show.

**CONCESSIONS:** Can place Custard, Grab, Hanky Panks of all kinds.

**HELP:** Want Foremen and Second Men on Merry-Go-Round, Tilt, Dipper, Dodgem, Spitfire and Light Towers.

**All Replies to: E. E. FARROW, MGR.**  
El Dorado, Ark. (Fairgrounds), This Week; Yazoo City, Miss., Next Week.

## JOHN H. MARKS SHOWS

MILE  
LONG  
PLEASURE  
TRAIL

CAN PLACE for the Following Fairs: CUMBERLAND COUNTY FAIR, Fayetteville, N. C., week of Sept. 28; STANLEY COUNTY FAIR, Albemarle, N. C., week of Oct. 5; WILSON COUNTY FAIR, Wilson, N. C., week of Oct. 12, and all Fairs until the middle of November.

**CONCESSIONS**—Legitimate Merchandise Concessions of all kinds. Will sell X on Frozen Custard to reliable party.

**SHOWS**—Wildlife, Unborn, Snake or any other money-getting Grind Show.

**RIDES**—Have opening for Dark Ride. All replies to  
**JOHN H. MARKS**  
This week Statesville, N. C.; next week Fayetteville, N. C.

### NEW SNAKE SHOW FOR SALE A REAL SACRIFICE

Brand new, complete Snake Show; strong flash, new top 20x40, poles and stakes . . . 70 foot banner line, 16 foot high, steel tubing . . . 7 STRONG FLASHY banners, metal mesh bottom spreaders, complete with stakes . . . complete pit with solid floor . . . 3 glass snake cases (large) with snakes, all in top shape, free feeders . . . REGAL PYTHON, BOA Constrictors, KING COBRAS, Rattlers and many non-poisonous snakes . . . a fine display . . . two speakers with amplifier, Webster record repeat player and plenty records with strong grind for bally, all new . . . ticket boxes, complete electric equipment and lead cables . . . breeder mice for feed, live boxes for bigger feed.

**SHOW BOOKED FOR SEASON on Hennies Bros.' Show . . . BUY NOW and get your money back this season.**

**WILL TAKE ONLY \$2,000.00** for complete outfit. Show can be seen and had now for the balance of season . . . See John Jacoby, Manager of the show, care Hennies Bros., Shows, Chattanooga, Tenn., week of Sept. 20; Laurel, Miss., week of Sept. 27; Birmingham, Ala., week of Oct. 4. Or contact Nat D. Rodgers, ROYAL AMERICAN SHOWS, En Route.

### DORSO AND GOODMAN WANT

Bingo Counter Men and 3 Callers for Large Fairs

**ALSO FIRST CLASS ARCADE MECHANIC**

All address Dorso and Goodman, c/o Cetlin & Wilson Shows,  
Richmond, Va., Fair, September 21 to October 3.



*Just About Everybody...*

Look for the used outdoor show equipment you need. You're sure to find it in The Billboard beginning now and

. . . who knows anything about outdoor showbusiness will make it a special point to check the ads in each and every issue of The Billboard for the best in end-of-season used show equipment values.

Now, and right on thru November, is the time when showmen everywhere take stock and make available

**OUTSTANDING USED EQUIPMENT  
AT REALLY LOW COST!**

**In Every Issue  
During October  
and November**

#### PRYOR'S RIDES

Want for Picayune, Miss., County Fair and Horse Show, September 29th to October 3rd.

Concessions all open except Lead Gallery, Eats and Drinks. Will place you, come on. All Slum Stores \$31.00. Address all replies to  
**JACOB PRYOR**  
Rt. 3, Box 75-B Biloxi, Miss.

#### FOR SALE ANCHOR TOP

36x40 ft., green, used 24 weeks, put up but one time. Complete with poles and stakes. 7 ft. wall. Make me an offer.

**WILL BUY MOON ROCKET, MUST BE IN GOOD SHAPE.**

**HARRY BEACH**  
Myrtle Beach, S. C.

#### SIDNEY KIRK

Contact  
**Milton F. Kaufman**  
540 South Main Street, Canandaigua, N.Y.  
Phone: 1732 or 1556

#### WANTED

6 Cat and Bucket Agents for National Dairy Cattle Congress, Waterloo, Iowa, Oct. 3 to 10. Contact  
**AL BROWN**  
c/o Royal United Shows, Dubuque, Iowa, this week; Independence, Sept. 28-29-30.

#### FOR SALE—SNAKE SHOW

On 1948 Chevrolet Truck. New motor, panel front, 14-ft. body. 2 big Snakes, 15-ft. Regal Python, 11-ft. South American Boa. Extra good feeders. Can be seen in operation.

**JOE RICHARDSON**  
c/o American Beauty Shows  
Neosho, Mo., this week

#### CARNIVALS—SHOWS

Acree for rent across the street from Dog Race Track in Jacksonville, Fla.

**R. McNEILL**  
31 Perry Ave. Greenville, S. C.  
Phone: 3-0956

#### WANT TO LEASE

With option to buy, set of Rides for 1954. Ferris Wheel, 2 or more Kiddie Rides with transportation for all Rides. Will come and look at Rides within 100 miles of Boston, Mass.

**PAUL J. HOGAN**  
36 Cosgrove St. Lowell, Mass.

#### SCALE AGENT WANTED

Big Concession, good route. Bill Reese, come on.

**TOM GAITHER**  
c/o Snapp's Greater Shows  
Fayetteville, Ark., this week

#### WANTED

Assistant Manager for Bingo at permanent park for 1954 season. Must be capable and know merchandise.

**BOX D-73, c/o Billboard**  
2160 Patterson St. Cincinnati 22, Ohio

### NEXT WEEK BLOOMSBURG FAIR

SEPTEMBER 29 TO OCTOBER 3

*"Finest Ride and Show Spot in the East"*

CAN PLACE a few more high caliber Shows with real earning power on the Mighty King Reid Midway. Big Revue, Minstrel, Wax, Unborn, Trained Animal, please wire, Charlie Hodges, please contact us at once.

CAN PLACE a few more legitimate Concessions. Space almost exhausted.

CAN PLACE Scooter, Roll-o-Plane, Whip, Live Pony Ride.

#### KING REID SHOWS


Fair Grounds, Bloomsburg, Pa.

## ALAMO EXPOSITION SHOWS

NOW BOOKING FOR FIVE FAIRS—WANT THE FOLLOWING:

**SHOWS**—Side Show, Motordrome, Snake Show, Illusion. Joe Murphy needs talent for Hawaiian and French Casino. **RIDES**—Want capable Foreman for Ridee-O; top salary to right party. Also Ride Help who can drive semis. **CONCESSIONS**—Custard, Scales and Age, Short Range Gallery, Ice Cream and Root Beer. Hanky Panks not conflicting. Also need Blower and Bowling Alley. This show plays Charro Days Celebration, Brownsville, Texas, Feb. 19, 1954. Those joining now will have preference. Also Battle of Flowers at San Antonio, Texas.

**Contact JACK RUBACK**  
Southern Hotel, Denton, Texas, this week; then Nacodoches Fair, Texas.



# GEORGIA AMUSEMENT CO.

Will book Concessions of all kind that work strictly stock. Sell Ex on Photos, Scale and Age, Cotton Candy, Bingo, Custard, Pronto Pups. Shows—Will book anything except Girl Show. Book Funhouse, Motordrome and Shows, 15%, at Jackson, Ga. Rides—Can use two Major Rides that do not conflict, 30%. Can use useful Ride Help who drive. No drunks tolerated.

Heard County Fair, Franklin, Ga., this week; followed by Butts County Fair, Jackson, Ga., Sept. 28 thru Oct. 3; Brooks Co. Fair, Quitman, Ga., Oct. 5 thru 10; Johnson Co. Fair, Wrightsville, Ga., Oct. 12 thru 17; Worth Co. Fair, Sylvester, Ga., Oct. 19 thru 24; Tatnall Co. Fair, Reidsville, Ga., Oct. 26 thru 31; Liberty Co. Fair, Milledgeville, Ga., Nov. 2 thru 7. Hanky Panks privilege \$26.00. Come on over with a clean show and get your winter B.B. Ike W. Chapman and Lewis Riffle, wire. Pat Brady wants Concession Help.

**All replies H. H. SCOTT, Franklin, Ga., Fairgrounds**

### J. A. GENTSCH SHOWS WANT

For Nine more of the Best Fairs in the South.  
Where Cotton Money is plentiful.

**CONCESSIONS**—Frozen Custard, Novelties, Hanky Panks of all kind, Buckets, Six Cats, Swinger, etc., that work for stock. **RIDES**—Live Pony Ride and any Ride not conflicting with what we have. **SHOWS**—Ten-In-One, Illusion, Motor Drome, Minstrel Show, Monkey Speedway, or any worthwhile Show with own equipment. **RIDE HELP**—Can place reliable, sober Ride Men who drive. Capable Mechanic with own tools.

(Outstanding Free Act contact me by phone.)  
McCOMB, MISS., Sept. 21-26.

#### WANTED FOR TEXAS STATE FAIR

DALLAS—OCT. 10-25

A-1 Caterpillar Foreman. Must be thoroughly familiar with Ride and able to get money. (No clutchmen). Looper Foreman (Fred Allman, contact me), Back End Cookhouse. Have 30 x 60 ft. location. Must be in keeping with the high standards of the Fair. (Cancer kitchen operators, don't answer). Have a few choice openings for head of Stores. Stands already erected. (Lucky boys, don't answer).

**LINDSEY—PUGH & MURPHY**  
Contact: JOE MURPHY  
Phone: HARWOOD 1210 Daytime or FAIRDALE 4101 Nights until 1:00 A.M.

### WANT—KEYSTONE EXPOSITION SHOWS—WANT

PLAYING THE CREAM OF THE TOBACCO AND COTTON MARKETS  
Hyman, S. C., Sept. 21 thru Sept. 26; then the Big Colored Celebration, Elloree, S. C., Sept. 28 thru Oct. 3, and more good spots to follow.

Concessions Wanted—All Hanky Panks open. No exclusive. (Percentage tables open.) Positively no Flat Stores. Good spot for Photo Gallery, Jewelry and Bingo. Opening for good Minstrel Show with own outfit or Colored Girl Show and Grind Shows; must win money on these spots. Office wants Stock Store Agents and Ride Help.

Address All Replies to  
**KEYSTONE EXPOSITION SHOWS, Pamplico, S. C., this week; then Elloree, S. C.**

## ROLL TICKETS

PRINTED TO YOUR ORDER

### Keystone Ticket Co.

SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

	<b>100,000 \$29.50</b>
10,000 . . . \$ 9.50	20,000 . . . 12.00
50,000 . . . 18.50	

# KIPP'S HOT HALLOWEEN LINE



- Animat'd 'N' bar Skeleton. Dz. \$2.00; Gr. \$21.60
- Rubber Skeleton with Suction Cup. Gr. 9.00
- Horrible Plastic Tooth. Dz. 2.25
- Mr. Book (plastic nose and spectacles). Dz. 2.25
- Celluloid Comic Nose—Popoys. Gr. 4.50
- Indian Headdress. Gr. 4.00
- Plastic Pea Shooters. Gr. 2.75
- Ass'd. Metal Noise-makers. Box of 50. 3.00

- 21" Blowouts—wood mouthpieces. Gr. \$4.00
- 1" Black Cat Charm. Gr. 1.00
- 2" Black Cat Charm. Gr. 3.00
- Paper Nall Masks. Gr. 1.00
- Ass'd. Clo'h Nall Masks. Dz. .80
- Ass'd. Brocaded Nall Masks. Dz. 1.20
- Full Face Clo'h Masks. Dz. .80
- Ass'd. Plastic Masks for Small Fry. Dz. 1.60
- Ass'd. Rubber Masks. Dz. 3.50

**KIPP BROTHERS** Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

## CARNIVAL SUPPLIES

- CANES**
- B15N1. Pennant Canes. Per 1,000. \$15.00
- B15N2. Heavy Bamboo Canes. 22.50 Gr.
- B15N4. Maple Canes. 30.00 Gr.
- B15N5. Maple Heavy Canes. 42.00 Gr.
- B16NB. China Head Canes. 14.50 Gr.
- TINSEL HEAD INSIDE SUMMER FLYING BIRDS
- B33N27. \$ 7.98 Gr.
- FUR MONKEYS WITH HIGH HAT
- B38N1. 7 1/2". \$ 7.98 Gr.
- B38N18. 12". \$ 27.00 Gr.
- With Celluloid Head, Hat and Pipe.
- B38N24. 7 1/2". \$ 8.40 Gr.
- B38N25. 7". \$ 15.90 Gr.
- HAWAIIAN LEIS
- B46N27. 11/16" Imp. \$ 1.75 Gr.



- COOLIE HATS**
- B45N13. 12". \$24.00 Gr.
- B45N14. 16". \$30.00 Gr.
- Celluloid FEATHER DRESSED DOLLS With High Hats, Earrings and Combs.
- B38N7. 7". \$ 8.40 Gr.
- B38N2. 7". \$ 15.90 Gr.
- B38N9. 7". \$ 27.00 Gr.

**WRITE FOR NEW CATALOG**  
Full of Carnival Novelties, Premiums, Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)  
**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

**ALL BRASS MINIATURE TEA OR WATER KETTLE #6720**  
MADE IN HOLLAND  
With movable handle and loose lid. 1" high.  
\$9.00 Doz. Packed 1/3 Doz.

**GIFT SHOPS** Send for our latest circular of other Brass numbers from \$3.60 to \$33.00 Doz. and ask to put your shop on our mailing list for new import items always coming in.  
**REPRESENTATIVES WANTED** Territories available to sell this line and other imports to Shoppes. Good commission on orders and reorders payable weekly.

**LEO KAUL** IMPORTING AGENCY, Inc. 2353M East Seventy-Fifth St. Chicago 49, Illinois

Engagement Ring. \$3.00 Doz. Wedding Ring. \$1.63  
**JUST OFF THE PRESS—NEW CATALOG**  
No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 78 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.  
**McBRIDE JEWELRY CO.** 1261 Broadway at 31st St. N. Y. 1, N. Y.

**FREE! MONEY-MAKING CATALOG**  
BIG CASH PROFITS FOR YOU  
Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!  
**STEPHEN PRODUCTS CO.** 1947 Broadway, Dept. B, New York 22, N. Y.

## To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

- Type or print your copy in this space:
- Check the heading under which you want your ad placed:
  - Acts, Songs, Parodies
  - Agents and Distributors
  - Animals, Birds, Pets
  - Business Opportunities
  - Costumes, Uniforms, Wardrobes
  - Food and Drink Concession Supplies
  - Formulas
  - For Sale—Secondhand Goods
  - For Sale—Secondhand Show Property
  - Help Wanted
  - Instructions, Books, Cartoons
  - Magical Apparatus
  - Miscellaneous
  - Musical Instruments, Accessories
  - Partners Wanted
  - Personals
  - Photo Supplies and Developing
  - Printing
  - Salesmen Wanted
  - Scenery, Banners
  - Tattooing Supplies
  - Wanted to Buy
- Indicate below the type of ad you wish:
  - REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.
  - DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)
- Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in ..... issue

I enclose remittance of \$.....

Name .....

Address .....

City ..... State .....

## DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

**REGULAR CLASSIFIED ADS . . .** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word — Minimum \$3 CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . .** Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

**FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2168 Patterson St., Cincinnati 22, early in the week

### ACTS, SONGS & PARODIES

"CALL OF THE GRIDIRON," SEND TO Echoes, 6000 S. Halsted St., Chicago. For this football classic in song. 15¢ per copy.

**EMCEE ARSENAL (3RD SERIES) — NEW** stunts, ribes, insults, timely quips, ruddy verse and tested tip ticklers; prize riddles, peppy wheezes and spicy mots for femmees; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. oc10

**EMCEE MAGAZINE—CONTAINING BAND** Novelties, Parodies, Monologues, Patter, Gags. Combination offer comprising year subscription, four gag-packed back issues and book of heckler stopper-comic songs. \$1.95. Emcee-B, Box 983, Chicago 90 Illinois, Ill. oc10

**MUSIC ARRANGED, TRANSPROSED, CLEAN** copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St., New York 24, N. Y.

**SOCKO PARODY HITS!—"OH JOHNNY!"** "Oh Honey!" "Shanty!" "Dummy Lever!" "Apple Tree!" "Manana!" "Sam!" "If I Knew!" "My Bonnie!" "Five Foot Two!" "Automobile Love!" Rush \$2 each; six \$10 (music included). Acts, Blackouts, Gags, Sketches, Skits, Plays, etc. Catalogue 25¢ (deductible first order). Hollywood Writer's Mart, Box 575, Hollywood 28, Calif. oc10

**WORLD'S WORST CORN! — WE'LL GET** you cancelled! Trial Folio, Gags, Parodies, Bits. \$1. Free catalog! Sebastian, 10934-B Hamlin, No. Hollywood, Calif. no2

**TODAY, CHORUS IS THE SONG!—LEAD** sheet arrangement of 32 bar chorus, your song, \$10 money value, plus 12 stamps, return postage for your original manuscript. Six clean lead sheet copies. Stephen Day, General Delivery, Burbank, Calif. se26

### AGENTS & DISTRIBUTORS

**ABALONE PEARL SEA SHELL JEWELRY.** Butterfly Wings, Dangling Earrings, Italian Mosaic, Italian Coral, Iron Jewelry. We feature unusual novelties. For price list please state your business. Lewis Levine Tropical Gifts & Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. oc10

**AGENTS, STORES, NOVELTY DEALERS.** Sell Novelty Card Sets, Samples, 10¢. List free. Nations Specialty Sales, 15 E. Third, Cincinnati 2, Ohio.

**AMAZING PRICE REDUCTION FOR JOBBERS.** Distributors, wagon jobbers. Select Shaker, 16147 Segundo, San Lorenzo, Calif. oc31

**ASSORTED EARRINGS, GROSS, \$16.50:** 3 dozen samples, \$5 postpaid. Cash with order; direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash. oc26

**ATTRACTIVE TALKING CHRISTMAS** Cards; Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 722, Kansas City 11, Mo. oc3

**BEAUTIFUL PINS AND EARRINGS—** Many styles in tailored and stoned earrings. \$15 and \$18 assorted gross respectively. Also attractive tailored and stoned pins at \$15 and \$18 respectively per assorted gross; men's gold-plated 3-stone rings, \$36 per gross; men's and ladies' aluminum rings, \$12 per gross. Sample dozen, regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. se26

**BIG MONEY QUICK! ADVERTISING!**—NO starting cash needed; pay from last profit. (\$2,000.00 in three weeks reported!) Your customers receive bona fide \$20 value, or \$1. (Guaranteed legitimate!) No wonder they grab! Send \$1 for ready-to-start-at-once details, and get the whipping cream off the dessert. Sureway Advertising, Box 2248-BB, Asheville, N. C. oc3

**CLOSEOUTS—HEIRLOOM RELIGIOUS** Imported Tapestries, 20"x30", and complete line general merchandise. Free catalog. Jay Norris, 445 Broom St., New York. no14

**DECALCOMANIA TRANSFERS NOW** offered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-1, Boston 19, Mass. oc17

**\$\$\$ TERRIFIC PROFIT MAKER \$\$\$**  
Seasonal Costume Jewelry Promotion! 144 pieces, all NEW, all DIFFERENT! Pins, earrings, bracelets, necks—enamel stones, rhinestone (tailored), ONLY \$42.00 gross. SPECIAL FACTORY PRICES! Also religious goods. FREE PRICE LISTS.  
**CUSTOMCRAFT JEWELRY MFG. CO., Dept. B-7, 26 Custom House St., Providence 3, R. I.**

**BRAND NEW AC ELECTRIC BINGO** Blowers, \$49.50; complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y.

**EARN AMAZING PROFITS BY FOLLOW-** ing our instructions; selling nationally advertised watches, etc. Enclose 25¢ refundable receive multi-colored salesmen's catalog and confidential price list. Result Sales M., 580 Fifth Ave., N. Y. se26

**FABULOUS VALUES! RASHFUL MONKEY.** \$1.75 doz.; new Dancing Lady, \$1.75 doz.; large Flying Birds, packed 3 doz., \$8.50 gross, 75¢ doz.; Rubber Jumping Lizards, Frog, \$1.75 doz.; \$8.25 gross; \$1 retail earrings, \$2.25 doz.; boxed 3-piece Jewelry Sets, \$9.60 doz.; boxed Earring & Brooch Sets, \$6 doz.; huge assortment Slum Items, 55¢ gross; new Comic Books, \$3.25 hundred; over 5,000 terrific values! Write for free giant catalog stating business. Include postage on all orders; 25% deposit, balance c.o.d. Universal Premium Jobbers, 1588-16 Broadway, Macon, Ga. oc26

**FOOTBALL AGENTS—SELL ARMY** surplus rain covers, \$7.50 per 100; \$50 per 1,000; sample \$1 cash. Charlie White, Fort Oglethorpe, Ga. oc26

**JOKERS FUN SHOPS—FULL CREDIT** Allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc26

**LADIES' NYLON HOSIERY, THIRDS, \$1.25** dozen; Chenille Bed-spread, \$30 dozen; Cotton Pillow Cases, \$1.95 dozen; 20% off; \$25; Premier Sales, Box 8177, Chattanooga, Tenn.

**MAGIC RECORD MAKES SALES FOR YOU—** Earn up to \$100 weekly selling sensational new record club plan. Over 2,000,000 record player owners are prospects. Just play record, customers sign on spot. Earn \$5 for every call. Write today for full details and sales kit including record. Basic Library Record Club, Dept. BB-5A, 358 5th Ave. New York 1, N. Y. oc10

**MAKE \$100 A DAY SELLING AMAZING** new Technicolor filter screens. Put your Television in colors. Jobbers wanted. Write, phone or wire for wholesale prices. Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. oc3

**NEW "TAS" EXPENSE ACCOUNT** Report and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesmen's necessity; 30-second demonstration. Send name and address; demonstrator sent on approval Dept 247, Box 9013, Houston 11, Tex. oc10

**PROFIT PACKED CHRISTMAS SALES—** Famous brand French Perfume, Eau de Cologne; combination Perfume-Manicure cutlery gift sets. Wildlife sellers; lowest factory prices; giant profit and bonus plan. Free testers with sample order. Write for free catalog. Lido Products, 126 Bleecker St., Dept. B-2, New York. se26

**SALESMEN, DISTRIBUTORS—CLEAN UP** with Blade Saver. It's new, amazing, fantastic. Sample \$1. Wrismus Co., 5864B Hollywood Blvd., Hollywood 28, Calif. oc3

**SELL LIQUID LATEX—FREE PRICE LIST;** sample assortment, \$2.50; better quality, \$5. Atomic Specialty Sales, 5512 West Jackson, Chicago 44, Ill. oc3

**SELL COILZIT — SIMPLE, EFFECTIVE** electric cord shortener; prospects galore, guarantee profits; free sample, details. Dineeny, 31-55 34th St., Astoria 3, N. Y. oc3

**60¢ SIMULATED ALLIGATOR MONEY** Clips. 5¢ each in 1,000 lots. L.o.b. Chicago. Free sample. Lafranco, 3206 Sheridan Rd., Chicago 40, Ill. oc10

**80¢ PROFIT ON \$1 SALES—AMAZING** Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, Ohio. se26

**2300 PER CENT PROFIT—HARD BOILED** egg laugh signs, 25 for \$3, assorted colors; you sell; \$1 each to beer joints, etc.; 3 samples, \$1. Darling Pictures, Box 186, Gathersburg, Md. oc3

### ANIMALS, BIRDS, PETS

**A BIG SPECIAL SALE — AMERICA'S** largest and most complete stock Reptiles and Animals. Cage broken Louisiana Alligators, 2 1/2 year old, guaranteed feeders, 5 1/2 feet and very heavy, \$35 or two for \$60; all other sizes from 2 feet to 12 feet. Fresh, fat Diamondback Rattlesnakes in lots of 4 or more, 5 feet, \$2.50 each; 6 feet, \$10 each. Indian Hooded Cobras, \$25. Giant Spiders, Golden Cobras, \$40 each or two for \$75; Tegu Lizards, \$10; Spotted Calman, 2 feet, \$5; Baby Coatimundi, \$15 or two for \$25. Beautiful long Prehensile Tailed Central American Porcupines, \$20 or two for \$35; Adult Golden Spider Monkeys, \$25; Giant Golden Spider Monkeys, \$30; South American Boa Constrictors, Snake Dens and complete Reptile exhibits our specialty, any price from \$35 to \$100. Buy from America's largest direct importers; get better stock at lower prices. If you want the largest and best. "Don't you have ever bought anywhere in the last ten years, order one of our "Complete Reptile Exhibits" at \$60, \$75 or \$100. Phone 585 M 4 after 7 p. m. or write or wire Tropical Import Company, Slidell, La. se26

**A GIGANTIC THREE HUNDRED POUND** twenty-one foot Anaconda for immediate shipment; Colas, Boas, Constrictors, Tegu Lizards, giant Chinese Dragons, Snake Dens and complete Reptile Exhibits. This week's special: "Baby Spider Monkeys for pets, \$29.95." Tarpon Zoo, Tarpon Springs, Fla. oc3

**ALLEN'S NEW FALL AND WINTER** price list available to all who want healthy, active Boas, Pythons, Cobras, Indigos and numerous other reptiles, foreign or native. Base Allen's Reptile Institute, Phone Marion 2-7080 or Marion 2-6369, Silver Springs, Fla. oc3

**ATTENTION, PET SHOPS, ANIMAL** Dealers, large exhibitors! Import direct from Central America. Direct air shipments to Miami, New Orleans, Los Angeles, White Faced Black and Golden Spider Monkeys, Black Howlers, Ocelots, Jaguars, Spotted Calman, Crocodiles, Snakes, Iguanas. Animal Company, Dept. 348, Managua, Nicaragua, Central America. oc3

**BABY PET MONKEYS—CINNAMON** Ring-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22, \$100; Whiteface Ring-tails, \$35 each; Baby Coatimundi, \$15 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans, Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. np

**FOR SALE — TWO CUB BEARS, SIX** months old, weight 65 pounds. Raised and handled by 11 year old girl; gentle as dogs. Box 272, Sheridan, Wyoming. se26

**FOR SALE—ALL EXCELLENT SPECIMENS.** Badger, \$15; Coati-Mundi, \$15; Tamandua Anteater, \$30; four Rhesus, \$15 each; three Golden Spiders, \$25 each, \$65 all; pair Bears, \$12 each, \$75; male Lion, ten months, \$130; two Red Foxes, \$25; Coyote pup, \$10; Golden Baboon, \$35; four Racoons, \$6 each, \$20 all; Cooper's Hawk, \$10. Live delivery guaranteed. All inquiries answered. Fairplay Zoo, Custer, S. D. se26

**FOR SALE, DISCONTINUING—ONE GIANT** Rhesus male, 1800 females, one male Rhesus, two year olds, \$20 each. Happy's Pet Shop, Route #2, Mt. Vernon, Ill. se26

**FREAK GURNEY HEIFER—HAS A** TENCH tail or tongue grown on head between ears. Picture on request. Contact Melvin Chilson, Route 2, Durand, Wis. se26

**YOU CANNOT DO BETTER ANYWHERE—** Young Cinnamon Ring-tails, \$25, six \$125; young Squirrel Monkeys, \$20, six \$100; young Spider Monkeys, \$30, six \$150; Ocelots, \$60; Leopard Cubs, \$425; Tegu Lizards, \$10, six \$50; Iguanas, \$5; six \$25; Baby Alligators, \$1; 100 \$75; Boas to 6 ft., \$1.50 ft.; Dens from \$15. Write for complete list. Live delivery guaranteed. 50% deposit with orders. Additional savings if picked up at our compound. Visitors always welcome. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla. oc3

**2 YEAR OLD MALE DIANA MONKEY,** gentle, collar and chain broken, can be taken in cage, \$100. Coati Mundi, young, \$25; Woolly Monkeys, Gadsby Aquarium, 411 East Ottawa, Logansport, Ind. oc3

## BEAUTIFUL CROSS



**MIRACLE CROSS**  
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.  
RETAILS UP TO \$6.95 EACH  
**OUR PRICES TALK !!**

\$99-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.  
**\$4.25** Doz. **\$48.00** Gross

\$99-G. Same as above, heavier chain in beautiful gold finish.  
**\$6.00** Doz. **\$66.00** Gross

## !SENSATIONAL PROFITS!

**Gold finish. White brilliant center. Red sides.**  
No. 185 Full of Life! First Brilliantly \$3.85 doz. \$45.00 Gross

**No. 712-C \$2.75 doz. \$30.00 gross**  
Double head iml. cameo with 2 brilliant side stones. Quick seller. Gold finish.

**No. 1098 NEW FLASH! \$3.25 doz. \$36.00 gross**  
Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesaler, write for samples.  
**PROVIDENCE RING CO.** 49 Westminster St., Providence, R. I.

## bingo SUPPLIES and EQUIPMENT

- 7 & 10 Color Specials
- 4-5-6-7 ups
- Midgets 3,000 series—7 colors
- Paper & Plastic Markers
- Wire & Rubberized Cages
- Pencils—Crayons—Clips
- 5 x 7 Heavyweight Cards
- Electric Blowers & Flashboards
- Lapboards made to order

**JOHN A. ROBERTS CO. INC.** 817 Broadway, Newark, N. J.

**Quick Photo Invention! PHOTOMASTER**  
PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 70% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

**PDQ CAMERA CO.** 1161 N. Cleveland Ave. Chicago 16, Ill.

**SURPLUS—FACTORY CLOSEOUT**  
Must raise cash. 3,000 serrated edge stainless steel Steak Knives, set of 6 beautifully boxed. Ideal for employee Christmas gifts. \$5.00 retail all or part subject to prior sale. \$12.00 doz. acts. Sample set of 6, \$2.00.  
**F.O.B. WAREHOUSE CHICAGO.** BOX 3561, Merchandise Mart Station Chicago 54, Illinois

**3 WAY SAW**  
 1—14" 8 pt.  
 Compass Saw Blade  
 1—12" 8 pt.  
 Compass Saw Blade  
 1—10" 8 pt.  
 Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood natural lacquer finished handles.

**\$5.00** Per Doz. Sets No Less Sold

**HACK SAW FRAMES**  
 Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

**\$6.00** Per Dozen No Less Sold

10-Inch Hack Saw Blades... \$3.60 Per Gr. Sold in gross lots only.

**REGULATION SIZE HAND SAW**  
 26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold... \$9.00 ea.

**5 WAY CABINET SAW SET**  
 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 14" Panel Saw. For doz. sets. No less sold.

**\$13.50**

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 So. Halsted St. Chicago 7, Ill.

**Fizz Kids**  
 DIZZIEST - FIZZIEST  
 BAR GADGET EVER

**BRAND NEW!**  
 Amuse and confuse friends with Fizz Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fizz Kid does his stuff... automatically! Ten to 30 minutes of MYSTERIOUS MAGICAL ACTION. Use ordinary faucet water for bubbles of fun. AVAILABLE IN BOY OR GIRL models individually packaged with simple directions and a Fizz tablet for action aplenty.

**SPECIAL ONLY \$3.00 DOZ.**  
 boy, girl

JOBBER, DISTRIBUTOR: Write for new price list on this sensational, fast-selling novelty!

**G & S Mfg. Co.**  
 Dept. 7 NASHVILLE 3, TENNESSEE

**RED HOT! IT'S NEW**  
 BE THE FIRST TO HAVE IT  
**"THE SPIDER GIRL"**

Sensational Novelty All Rubber She shakes, shimmies, wiggles.

Price **\$21.60** per gross **\$2.25** per dozen F.O.B. Milwaukee

Include postage with remittance. Will refund any difference.

**WISCONSIN DELUXE CO.**  
 1902 N. Third St., Milwaukee, Wisc.

**NEW—FAST SELLERS for Men & Women—BIG Profit**  
 Everyone wants these beautiful copies. Set your own HUGE Profits.

WRITE TODAY **FREE CATALOG** and details. Mds. for resale only. Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

**TITANIA GEM** We sell only best quality stones—10K & 14K mtd

**DES MOINES RING CO.**  
 1155 24th St. Des Moines 11, Iowa

**WE BUY**  
 Closeout & Bankrupt stocks of Appliances, Toys, Tools, Punchboards, Sporting Goods. Send your list for cash offer.

**Galentine Company**  
 Box 802, South Bend, Indiana

**Big Profits**  
 Own your own business stamping key chains, name plates, social security plates. Sample with n.m. and address, 25¢.

**Bart Mfg. Co.**  
 303 Degraw St. Brooklyn 2, N. Y.

**15 WELL TRAINED MALE GOATS, 5 wagons and 10 sets custom made harness.** Now operating at Rockaways' Playland are for sale. Delivery at the Park September 15, 1953. Average income \$15,000 per season. Price \$5,000. Rockaways' Playland, Rockaway Beach, N. Y. se26

**\$50 FOR MALE AFRICAN LION, JUST 3 years old; cage for same, \$175; 6 Rhesus Monkeys, Badgers, Porcupines, Bob Cats, Timber Wolves, Coyotes, Owls, Hawks, Fox, Raccoon, Marmots, Coati-Mundis, Prairie Dogs, Parrot, Alligators, Golden Pheasants, Skunk, Opossum, Nutrias and several other animals.** These must be sold at once. No reasonable offer refused on one or all. Reply immediately to R. Neil Altenburg, 3404 W. Wells St., Milwaukee 8, Wis.

**BUSINESS OPPORTUNITIES**

**ARE YOU TIRED WORKING FOR SOMEONE ELSE?** Be your own boss in good paying mail order business. Complete success details send \$1. Kayel Sales, Box 1388, Milwaukee 1, Wis.

**BEAUTIFUL PARK ON LAKE ERIE—SKATING rink, dance hall, arcade concessions.** Fully equipped, park suitable for ride. Other business reason for selling, or will consider rides on percentage. F. F. Gabel, Lakeview Park, Conneaut, Ohio.

**"FASCINATION GAME" CALLED ZINGO—** 50 tables, all set up, been in operation 3 years. In liveliest resort town on Atlantic Coast. In operation all year. Cash prizes given—No merchandise. Completely and beautifully equipped, long lease; rental only \$1,400 per year; nets \$15.00 per year. Worth \$40,000, will sell for \$25,000, terms. Partnership disagreement. No jerks. Here is a steal, come and look. Write

**AL SIEGEL**  
 50 Highland Blvd. Keansburg, N. J.

**FOR SALE**  
 Sixteen acre Park, centrally located in city of Delaware, O. Soft ball grounds, lighted for night games; three acre lake, miniature golf course, outside roller rink floor, ideal for all kinds park attractions including a much needed swimming pool. Priced to sell; inspection invited. W. S. Tilton, 45 Lake St., Delaware, O. Phone 3-2731.

**INCREASE YOUR INCOME WITH "SECRETS OF SUCCESS."** For dynamic details write to Success Publishers, Dept. 3, Box 176, Canton, Ohio.

**MONEY IN VENETIANS—BUILD PROFITABLE lifetime business laundering Venetian blinds.** Start at home in spare time; new machine. Free booklet. R. G. Co., 442 N. Seneca, Wichita 12, Kan. 1f

**NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes.** Robert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

**START A MAIL ORDER AND PUBLISHING business.** Small capital; details \$1. Fred Hettick, Bismarck, N. D.

**\$50 A WEEK SPARE TIME**

**Address postcards at home**  
 Just send me your name and address

**E. B. LINDO, WATERTOWN, MASS.**

**101 WAYS TO MAKE \$1,000 AT HOME—** Details free. No experience necessary Home Business Surveys, 365 So. Fairfax, Los Angeles 54, Calif. oc17

**\$2,000 PROFIT 3 WEEKS!—NO INVESTMENT!** Rare choice advertising "know-how." Guaranteed legitimate; instructions, \$1. New Car? Debts? Grasp opportunity now! Sureway, Box 2348-B, Asheville, N. C. (Gift included is key to your fortune.) oc3

**FORMULAS & PLANS**

**ANY FORMULA, \$3; FORMULA CATALOG and Chemical Instruction Sheet.** 10¢. Joseph H. Belfort, 192 N. Clark, Rm. 620, Chicago.

**MAGIC MIRROR FORMULA**  
 Concealed design brought into view by breathing on it. \$10.00 cash or money order.

**"Artcraft"**  
 Gastonia, N. C.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers.** Krispy Korn, 120 S. Halsted, Chicago, Ill. oc24

**ALL ELECTRIC PEANUT ROASTERS AND corn poppers.** Counter models, also portable machines. Catalog free. O. Y. Bartholomew, Vineland, N. J. se26

**CUSTARD TRUCK IN GOOD SERVICE—** See any time, \$900; make an offer. Holland Esso Service, 768 Delaware Ave., Palmerton, Pa. se26

**FOR SALE—3 KIDDIE RIDES; TRAIN, gasoline, 200 ft. track; Rocket, 12 kids; Bomb Ride, 6 kids. Towers are one piece, new tops; \$2,500 for all. Tim Cronen, 103 So. Burnet St., East Orange, N. J.**

**GIRL IN FISH BOWL ILLUSION (LENZ \$20).** With free directions to make. 13 ft. Balloons, \$6.50; 17 ft., \$8.50; portable Wench, \$17. Home Co., 97 Arch St., Butler, N. J.

**MERRY-GO-ROUND—MOUNTED ON 1951 Dodge 1 1/2 ton; steel molded horses, built by Wild-Bill, Joseph S. Connolly, 39 Lincoln Pk., Newark 2, N. J.**

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A BIG LOT EXCELLENT USED 16MM sound feature pictures; many previously leased only; now for sale at \$29.95 up. Excellent used 16mm sound projectors; Naco 3019's, Victor 24's, 25's, \$99.95; many models in all leading makes, \$119.50 up. New, used 16mm sound shorts at bargain prices. Big catalog free. Blackhawk Films, 703 Eastin Bldg., Davenport, Iowa. se26**

**ALL 16 MM. SOUND — WESTERN, \$18; Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.**

**ALLAN HERSHELL MERRY-GO-ROUND—** 3 Horse Abreast; new Wisconsin gas motor; used 3 seasons, excellent condition. M. J. Spiesman, St. Maries, Idaho. oc10

**ALLAN HERSHELL AUTORIDE, FIRE Truck, Merry-Go-Round, Handcar Ride.** Sell separately or trade for major rides. F. Shafer, Washington, Ind.

**ARCADE ON 28 FT. ALUMINUM TRAILER with Tractor. Machines extra clean; can be seen Muskogee, Oklahoma Fair, Sept. 20 to 27; Ft. Smith, Arkansas, Sept. 28 to October 3. Priced to sell. Wilson Distributing, Box 1271, Tulsa, Okla.**

**BLEACHERS ALL TYPES FOLDING Chairs, Stadium Cushions, Screens, Theater Projectors, Chairs, Tents. Lone Star Seating Co., Box 1734, Dallas, Tex.**

**FOR SALE, CHEAP — C-CRUISE MAJOR Ride, \$1,500; No. 16 Eli Ferris Wheel, \$6,000; Spitfire ride, bottom load, \$2,500. These rides are practically new. Contact Michael Zaccaria, 775 Ocean Ave., Revere, Mass.**

(Continued on page 80)

**FIRST TIME! FIRE and ICE!**

**3-DIMENSION** { Jewelry and Packaging

**NEW! 3-DIMENSIONAL GIFT PACKAGING**

**REAL! MINIATURE LOVING CUP!**

**ALL! HAND-PRONGED RHINESTONES**

**GOLD AND SATIN INTERIOR**



**\$39.95**

PRICE TAG INCLUDED

EVERY PIECE PLATED IN GENUINE PRECIOUS RHODIUM PLATE PRICE TAGS INCLUDED

Do not compare with imported cheap imitations! These are All-American made.

**INTRODUCTORY PRICE!**  
**\$4.50** IN LOTS OF 6  
 each  
**\$48 dozen**  
 Samples! Min. 2 pcs. Postpaid \$10

**IN TIME FOR FALL and XMAS**  
 ... leave it to Sterling to bring you the greatest jewelry value ever! The packaging is the new 3-dimensional design with an ACTUAL MINIATURE LOVING CUP which can be removed from the box. The fiery 4-pc. sim. diamond (genuine faceted rhinestones) set includes pendant necklace, matching earrings and bracelet with round and emerald cut stones hand pronged for permanence. Looks its expensive price tag, 39.95. Two outstanding designs... all exquisite! Rush your order... limited supply. Sells on sight... profits are fantastic.

**25% deposit is required on all orders. (No exceptions.)**  
**Balance C.O.D. Send for complete catalog.**

\$20 minimum on all orders from Canada and other foreign countries

**STERLING JEWELERS**  
 PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

DIRECT FROM MANUFACTURER

Ladies' Adjustable Rings



\$3.50 per dozen, 12 assorted in attractive display, \$39.00 per gross. Finest machine cut Rhinestones set in flashy gold plated settings. Large Oval Cameo, Only a simulated Diamond center stones. MEN'S LARGE STONE RINGS in latest style... \$3.50 per dozen

EXPANSION IDENTIFICATION BRACELETS

Men's rhodium finish, \$5.00 per dozen. Deluxe quality (rhodium), \$5.75 per doz. Ladies quality (gold plate), \$6.50 per doz. LADIES' AND GIRLS' rhodium finish, \$5.50 per doz. Gold plate, \$6.50 per doz. WATCH TYPE DISPLAY BOX for above, \$1.10 per doz.

OTHER SENSATIONAL ITEMS

Retractable Ballpoint Pens, \$3.50 per dozen. Rhinestone Charm and Dangle Bracelets, \$4.00 per dozen, boxed. Scatter Pins, in pairs, \$3.50 per doz. Hoop, Dangled and Pierced Earrings, \$2.50, \$3.50 and \$4.00 per doz. Necklaces and Earrings Sets, \$7.50 per doz., boxed. 50 OTHER ITEMS OF COSTUME JEWELRY, 3-4 piece Sets in all Rhinestone, Goldplate and Pearls. All Sets handsomely gift boxed! SPECIAL ANNOUNCEMENT - OUR NEW ENLARGED CATALOG WITH HOUSEHOLD APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES AND WATCH SETS - NOW READY!

PACKARD JEWELRY CO.

220 5th Ave. N. Y., N. Y.

FOR SALE SECOND-HAND GOODS

Continued from page 79

BRILL HAS TESTED BUILDING PLANS for 17 Kiddie Rides, \$5 to \$10; all \$70; save \$26. Free circular. Brill, Box 875, Peoria, Ill.

CORNELY MONOGRAM HAT MACHINE - Top and frame, plenty of stock; complete coil set up for coil workers. Long Range Shooting Gallery, complete on '47 Dodge. Don's Concessions, Stahl's Trailer Camp, Lewisburg, Pa.

FOR SALE - NEW PRINTS ONLY: 16MM. Blood of Jesus and Go Down, Death; greatest all-Negro religious features ever produced. Sure-fire for roadshow operators; new low prices. Sack Amusement Enterprises, Film Exchange Bldg., Dallas, Texas. se26

FOR SALE - PRETZEL RIDE, NEW TOP and Sidewalls, freshly painted, lots of fluorescent lighting, 7 cars, \$8,500. Arcade, top and side walls in good condition, new front, 60 or more machines, tables, complete wiring, bally cloth, change booth, transformers, \$3,000. D. E. Truox, Box 123, Savannah Beach, Ga.

FOR SALE - 12 CAR, ADULT. MANGELS Whip; good running condition; losing lease; \$2,500. G. Althammer, 20 Manning Place, Keansburg, N. J. Phone 6-1988. oc3

FOR SALE - KIDDIE RIDES: AIRPLANE. Tractor, Pony Cart and Swings or will trade for Midge-Racer or Bulky. G. Williams, Metropolitan Shows, as per route.

KIDDIE RIDES - FERRIS WHEEL, SMITH and Smith Airplane, Boat Ride, Santa Fe Flyer Train, Trolley, Trolley and Ponies, mounted, and sweep. Tiny Town Park, 1314 E. Oliver St., Compton, Calif.

KIDDIE RIDES, SWAN AIRPLANES, HOT Rods, Sam's Surplus Store, 72 N. Wyoming St., Hazleton, Pa.

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. no28

MINIATURE TRAIN - TRACKS, GAS driven, 50 passengers. End of season bargain. Photos, details, 50c. Miniature Train, 33 Whittrop, Rehoboth, Mass. oc3

16MM. ROADSHOWMEN - MAKE MORE money with Minot. New late releases: "Bend in the River," James Stewart; "Weekend With Father," "Lost Continent," "Robinhood," new Abbott and Costello's, hundreds of features to choose from. Minot Films, Inc., 20 Melrose St., Boston, Mass. Minot Films, Inc., 247 Congress St., Portland, Me. se26

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MAGICAL APPARATUS

A BRAND NEW #24 CATALOG - MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. oc3

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SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc3

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MISCELLANEOUS

AMATEUR MODELS POSED IN SILK HOSE, high heels, etc., 12 for \$1; 27 for \$2; no c.o.d.'s. Don Meadows, Marietta, S. C.

PERSONALS

ARTISTS, PHOTOGRAPHERS AND COLLECTORS: Your technique can be greatly improved. Dime brings details (refundable). Larry LaRue, Box 1215, Dothan, Ala. se26

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BELOW MANUFACTURERS COST

Earrings, assorted styles and colors. \$25.00 a gross. No less sold. Satisfaction guaranteed. Send 1/3 deposit with all orders.

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SEND FOR OUR GENERAL CATALOG LISTING IDENTY-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS - ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up HAND POLISHED IDENTY \$7.50 Per Gross and up



NO. 2400, assorted styles - per gross \$5.50 NO. 2000, aluminum identy - per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL. Free Vibro-Graver Outfit with Each Order Amounting to \$100.00 or MORE. Free Parking for Our Customers in Parking Lot - Directly Across the Street.

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Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hasecks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise. Catalog Now Ready - Write for Copy Today To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th. St. Louis 4, Mo.

Table with columns for item number, description, and price. Items include Dart Balloons, Assorted Slum Give-Aways, Imported Hawaiian Leta, Bamboo Pennant Cans, and Corks for Cork Guns.

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LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

FAIRS • CARNIVALS • CONVENTIONS • CIRCUSES •

IMMEDIATE SHIPMENT ON ALL HATS - NO DELAYS

SLUMBER QUEEN Two-Tone Rayon Taffeta Quilted DeLuxe Comforter, 72"x84". Individually wrapped in plasticene bag, packed 10 to a carton, in assorted color combinations. Specially Priced, \$6 each. Samples \$6.50 each.

BALL POINT PEN These pens are first quality - no seconds. \$7.00 Gr.

LATEST CREATION Checked be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes. \$4.00 PER DOZ. \$42.00 PER GROSS

CREW HAT OPERATORS We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight. IMMEDIATE DELIVERY \$54.00 Gr. WITH POMPONS \$58.00 Gr. These hats all have taped seams.

FELT CREW HATS Bright Colors With trimmings GR. \$36.00 and Pompons... Without Pompons..... GR. \$28.00

TOP BANANA HAT Specials The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs. \$5.00 Dozen \$54 Gross

HARRIS TOPS THE FIELD with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp - matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag. \$12.00 Doz. Sample \$1.50 This is a terrific flash and sells on sight. Canvassers and agents are cleaning up.

Ladies' Gabardine Peak Hat With eyelets and cord, with button on top. Flashy number. Sells like wildfire! Price \$6.00 per doz. \$69 per Gross

Large Felt JOCKEY CAPS With Pompons, Assorted beautiful colors and sizes. GR. \$37.50

KIDDIE FELT CAPS With Pompons. Assorted sizes and colors. GROSS \$27.00 Without Pompons GROSS \$24.00

5 Piece Jewelry Sets in Silk Lined Gift Boxes \$24.00 per Dozen. Hurricane Lamps, 16" High, individually boxed \$1.75 each \$18.00 per Dozen. Mauna Loa DeLuxe Ukulele \$16.50 per Dozen

SPECIALS Large Field Glasses, with compass and shoulder strap. Dozen \$5.75 Gross \$45.00. 7" High Hat Feather. Dozen \$1.50 Gross \$14.00. Dolls, 12x18. Dozen \$1.50 Gross \$14.00. Midget Harmonicas, with key chain. Gross \$4.00. #16 Padded Mottled Balloons. Gross \$7.00. #18 Mickey Mouse Balloons (Pioneer). Gross \$8.00. Tri-Motor Bombers, long sticks. Gross \$7.50. New Plastic Whistling Birds, American made. Gross \$9.00. Lancaster Batons with Bell and Tinsel Top. Gross \$14.00. Swagger Sticks. Gross \$8.50. Long Silk Lash Whips. Gross \$2.50. 7" Fur Monkeys with Fex and Pipe. Dozen \$9.00. 4" Celluloid Badge Board Dolls. Gross \$8.50. Necklace Beads, Slum. Gross \$2.50. 24" Spread Rayon Parasols. Dozen \$3.00. 12" Celluloid Hula or Feather Dolls. \$3.50 Dozen Gross \$39.00. American-made Flying Birds with Whistle. Gross \$9.00. Pennant Cans, good grade. Per 100 \$1.50. Bamboo Cans. Gross \$12.00. Confederate or Pirate Flags, muslin, 12x18. Dozen \$2.00. Medium size Rubber Horses. Dozen \$2.25. Rubber Squawking Animals. Dozen \$3.50. 12" Inflated Rubber Elephants, with moving eyes. Dozen \$3.00.

3-PIECE PEN SET WITH METAL CAPS AND CLIPS Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed. \$7.50 tag comes with set. \$4.50 per dz. \$45.00 per gr.

MONKEY AND SNAKE BOW TIE \$1.75 Doz. \$16.50 Gro.

ELECTRIC DRY SHAVERS Ideal for Men & Women \$21.00 doz. Sample \$2.00 With guarantee ticket and price tag.

25% deposit required - Money order or cash. We ship same day as we receive order. Ship all over the world. HARRIS NOVELTY CO. THIS IS OUR ONLY STORE Philadelphia 7, Pa. 1102 Arch Street SEND FOR LATEST CATALOG Phones: MA 7-9848 - WA 2-6970



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**Collector's Items**  
**CIRCUS, MINSTREL, DRAMA, GAY NINETIES**, etc., \$1 ea. List for stamp. Central Show Printing Co., Mason City, Iowa. se26

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**ATTRACTIVE PRINTING REASONABLE**—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. oc10

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**CURTIS SHOW PRINT, CONTINENTAL, Ohio.** The old reliable, since 1905. Herald, Posters, Letterheads; all kinds printing for the small showman. oc10

**PRINTED 8 1/2x11 LETTERHEADS; ENVELOPES.** 100 each, \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Postpaid. Allen, Printing Dept. BBP, Clinton, Mo. se26

**PRINTING AS YOU WANT IT—LETTERHEADS, Envelopes, Circulars.** Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. oc10

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**SALESMEN WANTED**

**ANYONE CAN SELL FAMOUS HOOVER** uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now! real future Equipment free. Hoover, Dept. S-109, New York 11, N. Y. no28

**IS \$210 A WEEK WORTH A POSTCARD** to you? Then rush card with name and address for special free trial plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. F-106, 171 W. Madison, Chicago 2, Ill. np

**MEN! MONEY!—MIRACLE SPRAY-A-TINT** tints windshields—gives marvelous glare-protection—plus new 1954 look! Sprays on in jiffy. Reduces glare from sun, snow, headlights, etc. Lasts for years. Auto, truck owners buy on sight! Profits 100% up! Spray-A-Tint, Dept. B-929, Consumers Bldg., Chicago 4, Ill. se26

**WHATEVER YOU SELL—WE'VE GOT IT** at lower prices! Mechanical toys, dolls, games, friction toys, tools, cigarette lighters, defrosters, nationally advertised watches, cameras, jewelry, religious items, handbags, silverware, appliances, luggage—over 200 others! Rock-bottom jobbers prices even in small quantities! Write quick for free catalog. Modern Merchandise Co., Dept. 48, 169 W. Madison, Chicago 2, Ill. np

**Bulova • Waltham**  
**Elgin • Benrus**  
**Green Watches**  
for men & women  
**\$9.95 EA.**

Yellow Expansion Band, 95¢ add.  
**SPECIAL \$50 DEAL**  
6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New metal cases and dials. Reconditioned and guaranteed like new. Closeout of Men's Gold Finish Rings. Doz. .... \$3.95

New Big 1953 Wholesale Catalog 25c

Wholesale only—25% with order, balance C.O.D., 5-day money-back guarantee if not satisfied.

**Joseph Bros.** 5 S. Wabash Av. Dept. B-24 Chicago 10, Ill.  
"The Watch and Diamond House"

**"BARGAINS"**

The only Big Tabloid Size Magazine published that lists EVERY MONTH hundreds of sensational Bargains in: Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books.

- At Wholesale prices
- Bankrupt, closeout merchandise, Bargains
- Money making opportunities. Here's just a FEW SAMPLE Bargains.
- \$14.50 perfume, 35¢ bottle
- \$2.00 gummed photo stamps, 65¢
- \$1.00 toys, 20¢ each
- 50¢ greeting cards, 7¢ box
- \$10.00 men's toiletry sets, 60¢ set
- \$17.50 talking dolls at \$7.00
- PLUS HUNDREDS of other terrific bargains!

**BIG CHRISTMAS issue NOW OUT!** Save 50%—75% or more on many BIG BUYS! Stretch your BUYING DOLLAR! "BARGAINS" tells you WHERE & HOW to buy over 100,000 items at the Lowest PRICES! You can BUY BETTER, CHEAPER, NEWER things every month!

Subscription \$3.00 per year—SPECIAL INTRODUCTORY OFFER \$2.00 for 1 year. (Money back if first issue doesn't please you!)

**TOWER PRESS, INC.**  
P. O. BOX 591 SM LYNN, MASS.

**1000 PIECES OF SLUM**  
ONLY \$6.75  
NOVELTIES  
GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

**NOVELTIES AT DEEP CUT PRICES**

Beacon Blanket ..... Ea. \$ 1.85  
Horse Clocks ..... Ea. 4.00  
Men's Identification ..... Gro. 7.50  
Bracelets ..... Gro. 13.00  
Ladies' Double Heart ..... Doz. 30.00  
Plush Bear, 30 inch. .... Doz. 30.00

Send for FREE C-53 Carnival Catalog.

**OPTICAN BROTHERS**  
SINCE 1909  
300 W. NINTH ST., KANSAS CITY 6, MO.

**SALESMEN—250 IN A DAY DEFINITELY** every type of food and beverage store, factories, laboratories, hospitals, etc.; sample furnished. Utility Durawear, 53 West Jackson Blvd., Dept. BBX-926, Chicago 4, Ill.

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog.** Owen Jensen, 120 W. 83rd St., Los Angeles 3. se26

**JOIN UNIVERSAL TATTOO CLUB—NEW ideas, latest designs and photos.** Your name listed. Information free. Zeis Studio, 728 Lesley, Rockford, Ill. oc31

**WANTED TO BUY**

**ARCADE WANTED—HAVE BEST LOCATION** in S.W. Book on P.C. or will buy Arcade. Playmart, 1111 Main St., Fort Worth, Tex. se26

**ASSORTED CARDED MERCHANDISE AT** manufacturers prices. Shore Specialty Service, 1006 1/2 "F" St., Belmar, N. J.

**IMMEDIATELY—POPCORN MACHINES,** Popcorn Sez, Aristocrat or similar, in any quantity, new or used, for cash. Reply in first letter stating condition, best price, etc. Box C-415, c/o Billboard, Cincinnati 22, Ohio. oc10

**MERRY-GO-ROUND—NEEDING REPAIRS** and decorating; will pay fair price. Spillman or Herschell, 2 or 3 abreast with organ. Wm. Soule, Elm St., Duxbury, Mass.

**MINIATURE STEAM LOCOMOTIVE, NOT** necessary to be in running condition, any gauge. Michael Kozub, 169 Broad Street, Perth Amboy, N. J. np

**PUNCH BOARDS WANTED—GOOD MARKET,** price discounts on large amounts. Send your catalog or price lists. Write Mr. Von Kennel, 900 E. 18th, Cheyenne, Wyo.

**THEATER BOARD AND ACCESSORIES** "TOP" each; no junk. Del Day, 1205 E. 11th Ave., Pontiac, Mich. Phone Federal 4-1492

**WANTED—QUANTITY OF USED POPCORN** vendors at a price for reconditioning. Write Box 885, The Billboard, 1564 Broadway, N. Y. C.

**20x15 COLLAPSIBLE OVAL RUBBER** Tank, new or first class used condition; send price, description, Box C-413, c/o Billboard, Cincinnati 22, O. oc17

**Billboard**

**TAKE FULL ADVANTAGE OF A BIG CHRISTMAS SALES OPPORTUNITY**

**Advertising in Billboard's 1953 CHRISTMAS MERCHANDISE SPECIAL (October 31 Issue)**

Sells strong to 84,881 buyers of Gift, Novelty, Prize, Premium and Promotional Merchandise just when they begin their biggest buying of the year!

**ADVERTISING DEADLINE—OCTOBER 21**

Contact your nearest Billboard office now!

**NEW!**

**RED GREEN YELLOW BLUE RED GREEN**

100 Feet of 54 12"x18" Pennants. All Weather Durafilm, only 56.00. Money cheerfully refunded if not completely satisfied.

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**CINCINNATI 22, OHIO**  
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**NEW YORK 36, N. Y.**  
1564 Broadway  
PLaza 7-2800

**CHICAGO 1, ILL.**  
188 W. Randolph St.  
CEntral 6-8761

**ST. LOUIS 1, MO.**  
390 Arcade Bldg.  
CHestnut 0443

**HOLLYWOOD 28, CALIF.**  
6000 Sunset Blvd.  
HOLLYWOOD 9-5831

**THOUSANDS HAIL NEW KING OF MONEY-MAKERS AS HOTTEST ITEM IN DIRECT-SELLING!**

**The Amazing New, Automatic FLEXI-KING SELF-WRINGING SPONGE MOP**

**NEW INVENTION—CREATING A SENSATION EVERYWHERE, MAKING EASY MONEY FOR THOUSANDS!**

Now! You can strike it rich with FLEXI-KING... the greatest time-saving, work-saving invention in years... the greatest money-maker in direct-selling! Here is the answer to the big demand for a top quality, self-wringing sponge mop... so new, so superior, it completely outdates every sponge mop ever made! What's more, FLEXI-KING is being promoted with the hardest-hitting publicity and advertising campaign in the field. Even though FLEXI-KING has been on the market just a short while it's already taking America by storm.

Dealers everywhere are praising FLEXI-KING: "Never saw a self-seller like it!"... "The money-maker I've dreamed of!"... "Can't keep up with the demand!" Now it's *your* turn to make huge FLEXI-KING earnings, too! Leading Home Economists, Radio and T-V Editors agree "FLEXI-KING is the answer to the American homemaker's wish for a household work-saver and time-saver."

**DISTRIBUTORS! CREW MANAGERS! LOOK AT THE MARKET! LOOK AT THE PROFITS!**

Only FLEXI-KING has 3 sizes to fit every cleaning need, for homes, stores and offices, institutions and factories! *Up to 100% profit*, plus two *proven* sales plans can put you on the "road to riches", whether you're a top-flight house-to-house distributor, or whether you're a newcomer to direct selling. FLEXI-KING is a "natural" sure-fire seller for State and County fairs, shows, bazaars. Get in on the ground floor—be first in your area to make a mint of money with FLEXI-KING! No other mop pays you as much money as FLEXI-KING—up to \$6.50 cash profit. And 10 year product guarantee will help you coin money, too!



**READY TO COIN MONEY FOR YOU!**

- New!** Exclusive "Glide-Dry" Wringer Control keeps hands dry!
- New!** Exclusive "Flexi-Hinge" squeezes sponge head dry in a flash!
- New!** Exclusive! Three sizes to fit every cleaning purpose!
- New!** Exclusive DuPont Cellulose Sponge in 4 kitchen decorator colors!
- New!** Exclusive! The only mop in the world with a 10-Year Guarantee.

**REPLACEMENT OR REFUND OF MONEY GUARANTEED BY Good Housekeeping IF NOT AS ADVERTISED THEREIN**

**RUSH COUPON FOR FREE KIT!**

**FLEXY, Inc. DEPT. 191, NEW HOLSTEIN, WIS.**

**Yes!** Rush, postpaid, your complete Starter Kit ABSOLUTELY FREE! Include FREE Sample Offer.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

( ) Check here if you are a distributor.

**FLEXY, INC. DEPT. 191 NEW HOLSTEIN, WIS. Makers of World-Famous Money-Making FLEXICLOGS**

**NOBODY UNDERSELLS SALPRO**  
Selling Them at All Fairs

**SOLD STERLING SILVER**  
LUCKY CHARM  
FRIENDSHIP  
SIGNET-IDENT  
RING

3 IN 1  
Leaf Clover, Horse-shoe and Rabbit  
Foot design with embossed space for  
any name.

**PHOTUM FINCH OVER STERLING**



**SALPRO UNDERSELLS THEM ALL \$4.50 Doz.**

**STAINLESS STEEL DISC EXPANSION IDENT \$5.00 Doz.**

**LADIES' NICKEL SILVER EXPANSION IDENT \$6.00 Doz.**

**DOUBLE SNAKE CHAIN I.D.E. TS RHODIUM OR GOLD PLATE \$5.25 Doz.**

**DOUBLE SNAKE CHAIN PHOTO IDENT. RHODIUM GOLD PLT. \$9.00 Doz.**

**SELLING LIKE MAD... MESH RHODIUM & GOLD PLATE IDENT \$6.00 Doz.**

25% Deposit With Order, Balance C.O.D.

**SALPRO COMPANY**  
1844 S. 55th Ave., Cicero 50, Ill.

**THE LATEST IN JEWELLED SWISS WATCHES**

**STREAMLINED THIN MODEL**



Chrome case raised figures, luminous dials, antimagnetic, light weight, with red tipped hands.

"Sweep-second Hand." HAS THAT REAL EXPENSIVE LOOK—TERRIFIC EYE APPEAL.

#100 Heads only \$3.50  
With genuine Leather \$4.45

SAME MODEL CAN BE HAD IN GOLD TOP

#200 Heads only \$3.60  
With genuine Leather \$4.75

25% cash with order, balance C.O.D.  
SEND FOR CATALOGUE.

**ARDMORE DIST. CO.**  
707 S. Broadway—Room 735  
Los Angeles 14, Calif.

**BRACELET WATCH "LUCERNE"**



You have seen this model on TV selling for \$59.95! White or Yellow Gold. Swiss Precision 17J Movement. UNCONDITIONALLY GUARANTEED Gift boxed.

**\$12.95 Ea. 4 for \$50**

FREE Catalogue

**10 W. 27 St., N. Y. C. BURKE**

**DIAMOND RINGS 200% PROFIT**

**Mail Coupon for Big Picture Catalog. FREE**

We're looking for Distributors to handle our fast-selling line of guaranteed Diamond Rings. You can make as much as 200% PROFIT on a single sale. Our discounts permit an excellent Jobber Setup, too. Mail coupon today for full Sales Particulars that include our Big Picture Catalog and EXCLUSIVE FRANCHISE information. EVERYTHING YOU SEND IS FREE. Act quickly!

**DIAMOND ENTERPRISES**  
740 McKean Ave. Donora, Pennsylvania

**FREE! MAIL NOW**

Rush Sales Facts about your line of Diamond Rings by return mail. You'll include Big Picture Catalog and EXCLUSIVE FRANCHISE information. EVERYTHING YOU SEND IS FREE.

NAME.....  
ADDRESS.....  
CITY..... ZONE... STATE.....

**HELP WANTED**

**DISPLAY-CLASSIFIED ADVERTISEMENTS**

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the arate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

**Forms Close Thursday for the Following Week's Issue**

**CLOWN—DOES ACT; OPEN OCT. 1.** Steady work; state salary; also Advance Agent. Walter Bixler, 414 Harbor St., Conneaut, Ohio.

**DRUMMER—TENOR MAN, IMMEDIATELY** for Midwest territory orchestra. Salary, no layoffs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

**DRUMMER—2 BEAT, SOCIETY COMBO.** Must play good solid beat, no jazz; double vibes preferred. Locations; state age, salary Leader, Purple Crackle, McClure, Ill.

**GIRL PIANIST TO WORK AS SINGLE—** Excellent opportunity for talented individual. Send photo and all details to Box C-416, c/o Billboard, Cincinnati 22, Ohio.

**GIRL MUSICIANS, GIRL VOCALIST, FOR** well known travelling dance band. State experience; send photo and record. Write Box C-411, c/o Billboard, Cincinnati 22, O.

**GIRL FOR HIGH ACT—FULL SEASON'S** work; booked, wonderful opportunity. Call Circle 5-9240, write Box 869, The Billboard, N.Y.C.

**HOLLYWOOD MAGIC CIRCUS WANTS** partner, promoter, advance press agent, carnival dancing girls. Horace Rose, Director, 412 Restvoir Ave., Meriden, Conn.

**MUSICIANS—ALL CHAIRS; ROAD BAND;** average salary \$125 per week, depending on mar. Box C-410, c/o Billboard Cincinnati 22, Ohio. se26

**WANTED—RIDE AND CONCESSION** people for Drive-in Theatre Park year around work. Grace Wayne, 164, Lake City, S. C.

**WOULD LIKE TO HEAR FROM A SHOW-** man with a small animal act who plans to winter in Florida. Comedy Barnyard Act or what have you? Creatureland, Pompano Beach, Florida.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column  
No charge accounts

**Forms Close Thursday for the Following Week's Issue**

**MISCELLANEOUS**

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**Under the Marquee**

• Continued from page 65

Karl L. King, Al Sweet, and Fred Jewell, all former circus bandmasters. It also recalls that Harry James played in his father's band on Christy Bros.' Circus.

Mr. and Mrs. Bob Capell, of Edgar B. Buck Circus, have gone to Alexandria, La., to enter their daughter, Terry Jene, in school. . . Claire and Tony Conway visited the Geraldos and Winifred Coleleano at the Timonium fair in Maryland. They were accompanied by Bill Karr, formerly on Ringling baggage and ring stock.

Fred and Shirley Logan, of Kelly-Miller, visited the Beatty show at Evansville, Ind. . . Mary Carlton, Kelly-Miller performer, is recovering from a recent fall. . . Charlie Duple, Whitey Gibson, Guy Warren and Lockwood Lewis, all ex-troupers, caught the Beatty show at Louisville. . . John J. Ruff, former musician with Gentry, Floto, Sparks and Haag, operates a fishing camp at Pine River, Minn.

Linwood F. Parrish, Petersburg, Va., fan, appeared as a clown with King-Cristiani Circus at three Virginia stands and is booked for a tobacco festival and a fair at Richmond.

F. L. McClintock, Lloyd Bender, Ralph Stevenson, Norman and Bob Senhauser and Don DeWees, Ohio fans, caught the Beatty show at New Castle, Ind., and visited with Ernie Burch, Eddie Dullum and Gene Warneke. . . Grover O'Day, comedy cyclist, will resume work October 8 at Lebanon, Mo., for Lloyd Stoltz' indoor unit. He layed off six weeks because of a fractured wrist. . . Tom and Madline Harris are with Bill Tumbler on advance telephone sales with the Clyde Beatty show. They were with Rogers Bros. last year.

Frederick C. Othman, Washington writer for United Feature Syndicate, devoted an entire column recently to the Circus Fans of America and their forthcoming convention at Wichita, Kan., Sept 18-21.

Bill Morton; John Sizemore Morland, magician; Elyr Reynolds and King Baile visited Mills Bros.' Circus when it played Lincoln, Neb., September 12. Baile said that Jack, Jake and Harry Mills gave a good performance. Ralph Redden, Doc White and Baile visited Nebraska State Fair, Lincoln, recently. Morland played the midway there to a big week with his sword box act. Redden had two pitch spots in the Fine Arts Building and White had foot-long hot dogs. Baile has received a membership promotion at the Lincoln Moose. Dave V. Monroe, veteran rube clown on Campbell Bros.' Circus, is there painting the Moose home.

Publicity for the Hamid revue at the Frederickton, N. B., Exhibition was handled by Fred H. Phillips, who put the unit over big with feature stories and photos appearing in The Daily Gleaner and Capital Free Press of Frederickton, The St. John Telegraph-Journal and The Saint Croix Courier.

Mrs. Elzabe Bronkhorst, bareback rider with the South African Turnbull Circus, was killed by lions during rehearsal of a cat act recently. . . Glen Fitzgerald, Duluth, Minn., fan, expects to catch the Ringling show at San Francisco. . . Miss Luxem, high pole, played Jackson, Miss., for Polack Eastern. . . Henry Kyes has been re-engaged for 1954, his sixth season with Poiack Bros.' Circus.

Billie Beam, med show operator, renewed acquaintances on the King-Cristiani show at Lumberton, N. C. . . Phil and Christine Doto, with the King show, bought a new trailer. . . Jane Cristiani and her mother visited several days in York, S. C., former quarters of Barnett Bros.' Circus, and then rejoined the King show. . . Bobbie Hall, of Ring Bros., visited his brother, Paul Hall, who is now manager of the King-Cristiani Side Show.

Ira Watts is in Oklahoma working a merchant coupon plan. . . Cleo Plunkett, announcer with Gil Gray's show, was injured in an auto accident a week ago. . . Edgar B. Buck Circus is playing Ozark territory recently made by Capell Bros.' Circus. . . Paul M. Conaway, just back from a visit with the King-Cristiani show, left Macon, Ga., Thursday (17) for Kentucky for the first of two planned visits with the Clyde Beatty Circus.

Floyd King and Lucio Cristiani caught Wallace Bros.' matinee at Conway, S. C. (12), visiting Ben and Eva Davenport. The Davenports caught the King-Cristiani show at Lumberton, N. C., that night. . . Wanda Cristiani will spend the winter in Italy, returning to the show in the spring.

J. W. Hartigan Jr., recently caught Capt. Tom Reynolds' showboat, Majestic, with the Hiram College Players, at Morgantown, W. Va., and the King-Cristiani circus at Columbia, S. C. . . Glen J. Jarmes, Postville, Ia., is in charge of shipments from 31 creameries and believes he's out of show business permanently.

George E. Engesser, former owner of Schell Bros.' Circus and now operator of the George E. Engesser Strange Animal Exhibit, is taking treatments at Mankato (Minn.) Clinic, but expects to be on the road again by October 1.

Henry Kyes, Polack Eastern bandmaster, underwent a throat operation at Lexington recently. He visited with Mr. and Mrs. Zack Terrell at Owensboro, Ky. . . George Cutshall, Polack Eastern, fractured a wrist in an accident at Oak Ridge, Tenn. . . Lexi and George Bronaugh, high act, have closed with Polack Eastern and returned to their Indiana home. She was injured in two falls from the rigging this season.

Clifford H. Darling, after convalescing for nearly three years from his near-fatal auto accident of September, 1950, has joined the promotional staff of the Polack Bros.' Eastern unit.

Don Hayden, white-face clown, who has been on the Beatty, Cole, Dailey, Stevens and Wallace shows, is in Veterans' Hospital, Reno, Nev. . . J. Paul Ashbrook and D. W. Burkholder, Campbellville, Ky., circus fans, caught the Beatty show in Louisville. . . Mrs. Walter (Jessie M.) Gollmar, 83, and son, Walter Gollmar Jr., are residing in Evansville, Wis. Mrs. Gollmar had been in circus business for many years, having worked for Ringling Bros. and the Gollmar shows.

L. C. Langhart, vet circus biller, and Ben Supowitz, Louisville biller, were on hand when the advance of Clyde Beatty was in that city, meeting Mr. and Mrs. Glen Booth, Phil Marcus, Jack Hopper and Doc Faulkner. They saw the show and met Paul Irish Deady, formerly with Cole Bros.

Earl Shipley is handling press for Earl Newberry's No. 1 thrill show unit, following completion of the season of the unit Shipley managed. He was in Cincinnati this week. . . Bob Corbin had his callopie at the grape festival at Sandusky, O. (9-12).

Don Adams, clown and comedy cyclist, makes Shrine shows at Madisonville and Hopkinsville, Ky., for E. B. Gray. He recently closed his thrill show season with Lucky Lott's outfit. . . Mickey Blue, Polack promotion man, hopped from Vancouver, B. C., to San Antonio, where the show plays October 12-18. Ringling plays San Antonio October 30.

Polack Bros.' new elephant act, now being broken by Mac McDonald at Thousand Oaks, Calif., took a walk Sunday (6) down a main street. Leo (Possum Red) Horsh spotted them just before they broke into a run and, with McDonald, rounded up the five young animals. Several other elephants recently arrived at Louis Goebels' Thousand Oaks animal farm.

William T. (Tommie) Randolph has left the Gladewater, Texas, Round-Up and Chamber of Commerce to become publisher of the Irving Citizen, weekly paper at Irving, Texas. He'll look in on the CFA convention at Wichita with Charles and Peggy O'Neal and Jimmy and Melba Cole, all of the Gainesville Community Circus.

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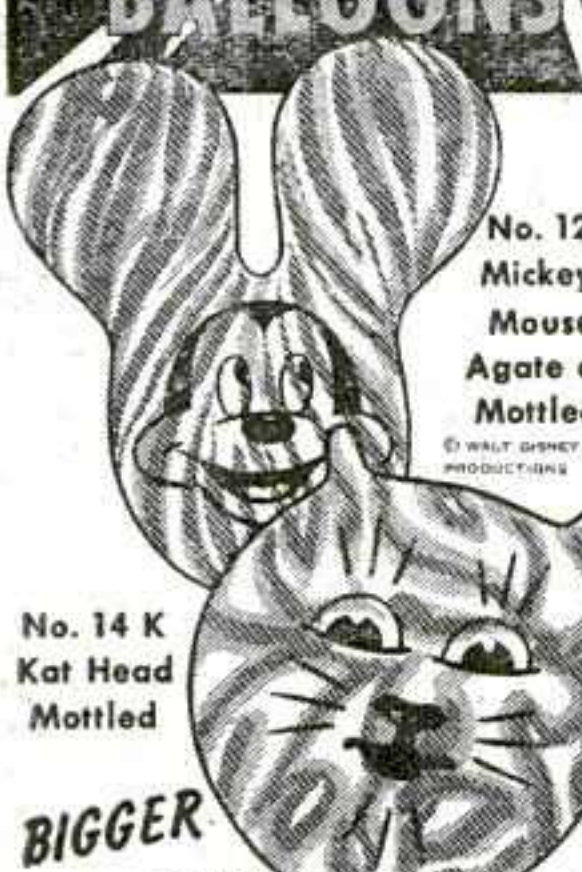
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# Pipes for Pitchmen

By BILL BAKER

**CHARLIE HUDSON** ... is working Fayetteville, N. C., after closing a three-week stand in a drug store at Fairmont, N. C. Charlie says that he had the opportunity to do a little fat chewing with some of his old pals, Doc Jack Miles and wife, Billy and Ethel Bean, Doc Edwards and Doc Simpson, all of whom, according to Charlie, are getting a little of the moola in the tobacco markets.

**RUTH ANTHONY** ... infos from Louisville that Skip and Jo Robson threw a big steak and corn roast for a group of their friends at the recent Illinois State Fair. Among those seen putting the wolf act on the groceries were Audrey and Bill Gaskell, Amelia and Ed Whelan, Jean and George Gunn, Maybelle and Jim Garrett, Big Al Wilson, Whitey Hinkle, Frances Swanson, Eddie and Doris Gafney, Red and Pat Gunn,

Jungle Jim Miller, Arthur Mace, Virge Heuer, Bill Ryan, Honey and Ranny Mature, Bob and Stella Zaichek, and Mrs. Robinson, of custard fame. Among others who showed up late and missed out on the grub but enjoyed the fun were Harriet and Al McCall; Freddie, Millie, Carol and Diane Hydsoph; Gladys and Lou Block, Jack and Lee Burton, Sam Tepper and Leonard Meeks. Ruth says that the gastronomic end of the business was handled by Mr. Robson, ably assisted by Jack Anthony and Ranny Mature. After the feed, the gorged guests were entertained by David Foreman, who did tricky imitations of famous singers. The fracas turned out to be such a success that they plan to make it an annual event.

**BIG AL WILSON** ... pipes from Cleveland that he's at the Spencer Fair, working combs with Red McGee. Kid Ward is there, too, on rad. Bill Fuller is also sticking around and has worked up a new sheet-writing angle for the South. Al says he's going to meet Alamendaz soon to pick up monkeys for Christmas.

## Coney Island, N. Y.

Continued from page 68

Saturday's (15) receipts of the Blue Bird Casino on Surf. The loss is covered by insurance.

The widening of W. 8th Street, from Surf to Neptune avenues, for a distance of 45 feet, on the side opposite the police station, the court and fire house became a certainty on August 19 when the city took title to the property involved. Tenants who must vacate their premises are **Monroe Ehrman**, 45 years in this spot as Coney's publicity man, realtor and insurance agent; **Pinto Brothers**, kiddie ride manufacturers; **William and Harry Meinch**, electrical contractors; **Lester Wildman**, sign painter; **Ida Mandell**, luncheonette; **Ernest Bruno**, auto repairs and a number of private houses. Also a rear section of **Joe Bonsignore's** Roller Coaster. Pending the return of **Captain George Amunds**, a recruiting Army officer, flying a B-26 plane, also a navigator-bombardier, from Korea, an Islander since 1945, his wife, **Gertrude**, is operating a cigar and cigarette concession for **Millard Shelley**, outside **Lane's Irish House** on the Bowery. **Pearl Priddy**, who fills all departments from ticket seller to talker at Palace of Wonders, joins the World of Mirth show on the road after the end of the Coney season. Steeplechase Park, in its Television Hall, has replaced its exhibit of oil paintings with a photo gallery, another exhibit of what management terms successful shots by the park's photog, **Harold T. Nisoff**, all repros from dailies and mags. Also new here and elsewhere in the park are miniature 3-D viewers showing typical park scenes and rides in black and white. **Leon Shushan**, who manages the late **Fred Canfield's** Star game on the Bowery, where parakeets and canaries are among the prizes for winners, has as an able assistant **Frank Koyaka**, five years on the payroll and **Daniel McDonald**, first season in this biz.

Saturday afternoon's (12) parade, the last of the 1953 Mardi Gras quota, with its one big contingent of the Mummers Club of Philadelphia, gayly bedecked in full length butterfly costumes and its additional clowns plus their individual odd equipment was, by far, the best of them all, even without the long string of baby parade floats as a part of the kiddie turnout. Steeplechase Park, after the Mardi Gras, remained open for just two weekends, September 19-20 and 26-27. Majority of ops and concessionaires declared the season just closed was ahead of 1952 in business with Manager **Jimmie Onorato** of Steeplechase confessing his park was as much as 18 per cent better. There were no heavy crowds in evidence during the Mardi Gras nights, a good many of the ops feeling that the cause was due to the selection of the wrong week with its Labor Day and Jewish holidays. Mrs. **Betty Impellitteri**, wife of New York City's Mayor, was a conspicuous and genial figure during the judging for the cup prizes handed out to the winners of the baby parade at Ravenhall's. Nathan's eatery, at its own expense, televised the Mardi Gras parade from in front of its establishment on Surf Avenue.

put the entire nut in a steel hauling outfit—tractor and 30-foot semi trailer. Drove it six months and quite the trucking biz for good. You have to work 172 out of the 168 hours in a week. Later I got myself lined up on a demonstration deal, but couldn't bring myself to work for 20 per cent when the pitch was for a buck. So I searched a little more and came up with a winner. This is my first experience on the phones but I love it. Am working with a year-round crew on a Detroit radio station advertising promotion. We're selling three programs (disk jockey). My church work continues with a concentration of all my efforts on the five to 15-year age group in the local Free Methodist Church. We are working on a junior church idea, the idea being that kids in that age group shouldn't have to sweat out a dry adult sermon. Whatever happened to Doc W. C. Rowe? Last I heard he was preaching in North Carolina and selling Bibles on the side to help support himself. God sure did a lot for Doc. Have lost Bob Roach's address, and then there was a fellow named McDonald who was in a hospital in Oatis, N. Y. He sold jewelry to help himself. Wonder if Bob and Mac would send in their addresses? Also have misplaced Henry Varner's address." (Editor's note: If Happy has read Pipes for the past several months he knows that Henry is still holding down the fort in Arkon. The street address is 8 S. Summit Street). In closing his missive, Happy invoked the blessings of the good Lord on your editor's noggin and stated that he is living at 143 W. St. Clair Street, Romeo, Mich.

**THIS COLUMN** ... has received a very meaty morsel from Happy Heller, the "World's Happiest Magician." Here it is verbatim: "Lots of water has gone over the dam since I wrote last January. I didn't buy the back-end units I mentioned. Instead, I

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## Fredericton Off

Continued from page 67

rained-out Labor Day card was run on Tuesday (8), and the other on Thursday (10), a local half-holiday. Attendance Friday afternoon was strengthened by a horse-pulling contest.

### Hamid Show Lauded

Contrasted with the over-all attendance drop was an all-time high in grandstand admissions. The George A. Hamid offering included the Four Merrills, acro and balancing; Four Honey Sisters, fast knock-about acro; Johnny Welde's Bears; Los Gitanos, perch; Bounding Bodos, trampoline; Paul Kohler & Jini, xylophone marimba; Linon, pantomimic clown; Winnie and Dollie, high act; Rudy Kempe, master of ceremonies, and George Ventre's band under the leadership of Max Krullee. Paul Kohler was unit manager.

Show had its premiere on Tuesday night. The Telegraph-Journal in Saint John and both The Daily Gleaner and Station CFNB in Fredericton gave out with journalistic cheers the following day. Greatest single crowd was on Thursday night (10), a hefty overflow being seated on benches on the track. Friday night did not sag. The Saturday closer surprised everybody with full stands at 7 and 9 p.m.

Midway drawing power and spending were a bit off. Contract had been awarded to the King Reid Shows last November but the show's departure from the maritime provinces in late July left both Fredericton and St. Stephen without a fair midway. Breach was ably filled by Bill Lynch of Halifax, Nova Scotia. Previous commitment of his No. 1 show to the Exhibition at Chatham, New Brunswick, for Labor Day Week, however, limited his ability to provide a second major midway.

## Huron Clicks

Continued from page 67

Wednesday afternoon, and three days of auto racing proved to be a top attraction.

This year's fair will show a profit, probably approximating that of last year's, when some \$5,000 remained after all bills were met. All of this will be used for grounds and buildings improvements. The fair management's plans calls for additional exhibit space, and the next Legislature probably will receive a request for an appropriation for this project.

The 1953 fair operated with entirely new management, following a housecleaning by Gov. Sigurd Anderson as the result of last year's State fair controversy, climaxed by dismissal of two board members. A third was replaced when his term expired this year.

Balgeman, former Clark businessman, was named manager-secretary this summer and won praise from board members in his first year at the helm. The new board, which was increased to five members in conformity with a new law enacted by the 1953 Legislature, is made up of James Ramey, Wamblee, president; Adolph Nelson, Canton, vice-president; Max Oviatt, Huron; T. O. Larson, Platte, and Mrs. Cecil Byg, Hartford.

Because of several factors which made an accurate check a virtual impossibility, the new management did not make an estimate on attendance this year. These factors included a free night gate, free admission to children under 12 and lack of turnstiles to tabulate attendance.

## Bethany Big

Continued from page 67

called for five completely new afternoon shows and four night shows.

Auto racing and thrill shows chalked up big crowds. Swenson Thrillcade broke all previous grandstand records on Friday night. Tournament of Thrills played to a packed stand in its one show. Big car races by Frank Winkley on Saturday (5) set a new attendance record for auto race day and motorcycle races, also under the Winkley aegis were run to a full stand on Labor Day. And a strong crowd, bolstered by a big advance, came out to see the 100-mile stock car race produced by Winkley on the fair's final day, as well as a program of big car sprints on Sunday (6).

The Irving Grossman variety revue, featuring the Duke of Paducah, pulled strong crowds to its two night performances. Likewise, the Boyle Woolfolk revue, with the Roxettes, played to full or near full stands for three evenings.

Jimmy Henson's Greater Dixie-land Shows matched grosses racked up in '52 by another show, even tho the Henson org had fewer rides and shows.

J. E. Noel, one of the fair's founders and secretary from 1916-1934, and his son, E. H. Noel, former concessions manager, were nightly visitors. Frank Sharp, of Regalia Manufacturing Company, timed the horse races.

## King-Cristiani

Continued from page 65

Alfred Brazley, second trumpet; Pat Shelton, tenor sax; Loweska Solando, piano. Also with the show are Jazz-Lipps Richardson and Francis Herbert, entertainers; Snooks Patterson, chorus director; Bill (Bo-Jingle) Roberson, assistant chorus director, and Christene Cobb, Margo Watson and Annie May Kinton, chorus girls. Thomas Hart is back managing the Side Show after a brief illness. Manning the ticket boxes are Paul Hall and Dellar Pressley.

Hugh Hart, the most eligible bachelor on the show, is contemplating marriage at close of season. Barbara Fairchild had the misfortune of having some money stolen. Mr. and Mrs. Floyd King drove to Macon, Ga., on business from the Augusta date. Mrs. Esma Maley is in Macon having her new ranch style home air conditioned. Charles Underwood, Macon, was on the lot in Augusta. Most of the children have returned to their homes to enter school. Tosca Canestrelli will return soon to Sarasota, Fla., to recondition her restaurant. Ella Powell is in charge of the lunch stand on the midway. Mr. and Mrs. Phil Doto purchased a new trailer in Columbia, S. C.

Lillian Sadowski is now operating the popcorn stand. We all wondered why Ralph Clausen was walking around as tho he was in a fog, until we heard Rose asking everyone if they had found a pair of spectacles. The last ball game of the season between the property men and big top was played in Columbia. Score was 17 to 2 in favor of the big top.

Scenes around the lot: Bennie showing movies to the small fry; Eddie Doman snapping pictures; Edna Millette taking her seven dogs for a walk; Charles Roark trying to find the water wagon, and Mrs. Hinckley helping Lee park their trailer. Geoffrey Dewesberry can't understand why there are no pies in the pie car. Everyone is looking forward to spending Sunday on the beach when we show Jacksonville, Fla.—FRANCIS BANETTA.

## Reading Off

Continued from page 67

Wilson Shows were counting grosses slightly ahead of last year, despite a wash-out on Tuesday night, shortly after 9 o'clock. The upsurge in carnival business might have reflected a tighter money situation. The night grandstand show ran at a \$2.50 top. A top of \$2.75 was charged for the trotters.

Tomorrow big car automobile races will be presented by Sam Nunis. The fair action is usually over shortly after their ending.

### Grounds Jammed

President Stanley Giles and Charles Swoyer, secretary, programmed in quantity everything that might have appeal for their patrons. The spacious grounds were taxed and hardly a foot of space appeared to be left over.

The commercial space was sold out. The concession space sold by the fair extended from the office doors to the carnival midway and the independent midway seemed a mile long. Some of these operators reported business off quite a bit.

Hamid's Fantasies Revue at night included 20 separate displays or acts. Beginning with the overture by the Reading Fair Band, directed by George Haller, the feature acts included Capt. Roland Tiebor and his seals, Flying Hartzells, Rudenko Brothers, jugglers; Mrs. America of 1953; Balabanows, accordionists and acrobats; the Briants, pantomime; Harris and Shore, comedy adagio; Art Craig Mathues, vocalist; Ricardy-Amandis Troupe, teeterboard; Grisma and Brona, dancers; Dancing Waters, fountain display and five production numbers.

Featured in the afternoon were Naitto's Canines, Agromonte, slack wire; Balodys, perch balancing; Aerial Chapmans, revolving ladders; Tien Tsi Liu Troupe, acrobatics; Rudy Rudinoff and his ballerina horses, and the Coronas, high wire.

The Jack Kochman and Joie Chitwood hell driving units were each featured on one day.

## Peekskill Fair

Continued from page 67

opening Sunday and closing Saturday nights.

The show was not ready on opening day or until Labor Day night when the late-arriving O. C. Buck-Model Shows got its units operating. On these days the George A. Hamid Showboat Revue was virtually lost at the far end of the grounds and never had a chance.

The agricultural exhibits were labeled good with the poultry division, in particular, rating praise from James A. Carey, director of fairs for the New York State Department of Agriculture and Markets.

A dozen known factors seem to explain in part the lack of interest. But officials said considerable analysis would be necessary before they would venture to decide just what was wrong with this year's showing.

E. D. Kelmans, president of the event, acknowledged that the fairs staged last year and this had resulted in a deficit of some \$30,000. An entirely new format will be planned for next year's event, he said, since it was obvious that the physical layout and grouping of attractions was not pleasing to the nearly 25,000 persons who attended the fair on the first two days. These people would have spread the word of approval and so attracted others if they had been pleased, he said.

## Curtis to Spread R-B Tent for Ike

HERSHEY, Pa., Sept. 19.—Circus tent and talent will have a part in a combined Republican Party get-together and birthday party for President Eisenhower here October 13.

A Ringling Bros. and Barnum & Bailey big top will be shipped here from Sarasota, Fla. to house part of the gathering. The Hershey Arena also will be used.

Capt. W. H. (Bill) Curtis, veteran circus engineer and boss canvasman, will come here from his Cuevas, Miss., pecan farm to supervise erection of the big top.

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Whitko, Helen  
Whitney, Joe P. E.  
Wilkinson, Mildred  
Williams, E. & J.  
Williams, L. L.  
Williams, Melvin  
Williams, Becca L.  
Williams, Ronald  
Louis  
Williams, R. B.  
Willis, Claude  
Wilson, Cliff  
Wilson, Dick  
Wilson, Mrs. Freda  
Wilson, Harry  
Wilson, Gilbert  
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Winship, Blanton &  
Hazel McCrary  
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Katherine S.  
McPherson, Ralph  
McSpadden, R. M.  
Maczewski, Ann S.  
Madison, Harry  
Maloney, John F. &  
Mrs. M. A.  
Mann, Ivan  
Mellor, Mr. & Mrs.  
Mid Western  
Exposition  
Miller, D. H.  
Miner, John P.  
Miner, R. H. Jr.  
Mitchell, H. J.  
Mitchell, Jack  
Moore, Juanita  
Moreno, Geraldine  
Moreno, T. M.  
Morgan, Katherine  
Sheridan  
Moore, Harry  
Moore, Jay  
Morris, Miss Dorothy  
Moss, Arthur  
Murphy, Ed. F.  
Myers, Mr. and Mrs.  
Clifford  
Netzky, Emil H.  
Netzler, Emil H.  
Nelson, Mr. & Mrs.  
H. N.  
Nolan, Andrew  
Noite, Irwin E.  
Odes, Jimmy Robert  
Ottis, Claire Fuller  
Overman, Rose  
Parker, Lee  
Pasco, Miss Betty  
Peppers, Danny  
Charles  
Petka, Albert R.  
Pierce, Carl E.  
Pierce, Robert Earl  
Pierce, Vivian  
Pope, Wendell R.  
Pope, Mrs. Tillie V.  
Pyle, M. N.  
Quick, Clark  
Rail, Bill  
Ramseyer, Edward  
Reed, James K.  
Reese, John  
Rendelle, Jean Jo-An  
Robertson, Frederick  
Robinson, Ralph  
Rollins, Paul E.  
Ruddy, George  
Sandsky, A. D.  
Saunders, Orville B.  
Schnepel, Mrs. E. W.  
Shepherd, Wayne  
Sheridan, Johnny  
Shores, Edgar Ray  
Silson, Joe  
Silka, William J.  
Skipper, Van  
Smith, William  
Staggs, Mrs. Jimmy  
Stanko, George  
Stanley, Miss Betty  
Stanley, Robert B.  
Stark, Emil S.  
Starr, Hedy Jo  
Stephens, F. G.  
Stevenson, P. H.  
Taylor, Dewey  
Clayton  
Turner, Brad W.  
Turner, A. R.  
Wages, James  
Wagoner, Rudy  
West, Mrs. E.  
White, Worth  
Whitey, Edward  
Frances  
Whitlock, G. S.  
Williams, Guy Junior  
Williams, Mr. & Mrs.  
Willard

Charles, Michael  
Chapman, Archie  
Chastain, Mr. & Mrs.  
William  
Chidester, Wm. J.  
Chisholm, Dave  
Coe, Carlton  
Collins, Carl  
Collins, Harvey  
Columbus, Scott  
Colyer, R. L.  
Cook, Frank  
Cozell, Robert C.  
Croick, Jack  
Cross, Gene A.  
Crowe, W. J.  
Dennis, Jack William  
Dillon, Leonard  
Donmeyer, Janice  
DuShane, Kenneth  
DuShane, Frank C.  
Edwards, E. L. "Al"  
Edwards, Earl L.  
Elsen, B. R.  
Farmer, Roy Odell  
Farr, Bill  
Farris, Mrs. Ivan  
Fee, Harry & Bea  
Foss, John D.  
Fraker, Charles  
Frank, E. J.  
Fusco, Peter F.  
Gehmann, Albert  
Gogans, Max  
Goldberg, Mickey  
Good, Marie Wenner  
Green, Gilbert

Gruco, Mr. & Mrs.  
Mike & Kay  
Hagan, Orville  
Hall, Louis J.  
Hamilton, Olin  
William  
Hardesty, Mrs. Lou  
Herman, Rosie  
Hightower, H. D.  
Higgs, Leonard  
Hubbard, Venice  
Jackson, Mrs. Jenette  
Jackson, Willie B.  
Jennings, Harold  
Johnson, Mary Jane  
Johnson, J. E.  
Johnson, Robert  
Eamey  
Jones, Mrs. Gloria  
Keeler, Charles O.  
Keller, Herman  
Kelley, E. C. Jr.  
Kellog, Ernest  
Korman, Carroll  
Lee, Leo Henry  
Little, Mrs. Carl T.  
Lyon, Charles  
Windsor  
Woodward, Ted  
Young, David Jr  
Zimmer, Fern M.

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## NO CLOUDS IN THIS SKY

# Coinmen Optimistic Over Fall, Winter Prospects

• Continued from page 1

better last year's showing for two basic reasons:

### Favorable Licensing

1. Recent court decisions and licensing ordinances created new markets for games, increased the games-playing public potential by millions.

Chicago, for example, this summer began licensing shuffle-type games, thus ended that city's historic ban of all but Arcade pieces.

2. A wider variety of money-making equipment is available as the fall season opens. Operators can pick and choose the type of game which will go best in their territory, whereas two years ago all but one manufacturer, Gottlieb, concentrated on shuffle and bowling games.

Phonograph grosses are holding up, too, operators report. Dime play has helped in some areas. But, most important, the juke box operator with new equipment is in a position to offer from 40 to 120 selections — able to merchandise types of music he couldn't handle when juke box

selections were limited to a minimum of 40.

Juke box operators are still plagued with cost problems, they report, but many have tightened up their routes, dropped marginal and sub-marginal locations to keep their operations financially sound.

One factor tempering juke box exemption and make operators liable for licensing fees (see Music and Music Machines for last-minute details).

In vending, operating companies report grosses held up well despite the summer's heat and give every indication of equaling or bettering last year's volume.

Some vending firms confidently expect automatic merchandising will take over more and more of the job of in-plant feeding, particularly if the excess profits tax is removed in January. Today, they reason, industry subsidizes cafeterias and cart services with tax dollars. Once industry has to dig into its profit dollar for such subsidies, automatic merchants expect to come into their own.

Kiddie rides—newest phase of the coin machine business—continue to show good grosses, continue to help operating companies "sell" locations they had never previously sold: Supermarkets, drugstores, department and variety chains.

As soon as the Christmas buying season gets underway, kiddie ride gross averages should rise, operators declare, since so much of the ride equipment is in retail locations where traffic grows increasingly heavy from November to the first of the year.

## Bally Distributors Receive First Dude Ranches

CHICAGO, Sept. 19.—Bally Manufacturing Company started deliveries this week on Dude Ranch, an in-line scoring game (see photo on Games in Production page).

Dude Ranch has three cards—two regular and one super card. In addition to the two, three, four and five in-line scoring plays, the game has corner and advance scoring, spot rollovers and extra ball features. The game's "Super-Lines" score four in-line for plays which normally would register two numbers in a row.

The backglass on the new Bally product illustrates a typical flashy dude ranch setting. One of the major service points on the new game is its printed circuits which aids operators in quickly tracing the trouble source in breakdowns.

## United Repts Hold Initial Tahiti Shows

CHICAGO, Sept. 19.—Distributors of United Manufacturing Company held showings this week on Tahiti, a new five-ball game with in-line scoring.

Tahiti has 25 numbered plus a free hole at the bottom of the playfield. It has one major scoring card and two auxiliary ones. Among its features are extra ball purchase, spot plays, corner combination shots several optional plays.

Replays are registered by making three, four or five balls in a row on the backglass card area.

## Chicago Coin Starts Output On 3 Bowlers

CHICAGO, Sept. 19.—Chicago Coin Machine Company announced production this week on a nine-foot model of Gold Cup Bowler with the new type over-sized pins.

Ed Levin, director of sales, also reported the firm is making the H-Speed Triple Score Bowler with both the large and extra large pins.

Gold Cup utilizes the double match score principles in six player shuffle play. Both Triple Score models also are six-player games and these may be played in five or 10 frames. (For illustrations of these games see page 87 in this issue.)

# Miami Predicts Big Winter Tourist \$\$

By ALBERT E. DENNY

MIAMI, Sept. 19.—Greater Miami's distributors and operators believe fall and winter business prospects are good, but they temper their observations with a few hard facts.

With the present slump in the stock market (always an excellent business barometer), the recently concluded truce in Korea which they think is bound to reflect itself in a slackening of employment in the defense industries, and a few other imponderables, the coinmen conclude they'll settle for a year as good as the last one, no worse.

The summer just ended saw music and games collections drop in this area, in some cases only slightly and in others as much as 22 per cent. Some, however, say their volume held up as well as a year ago. But the average seems to have declined. Also significant is the fact that more than the usual number of hotels, motels, restaurants and bars closed for the summer. However, this tends to alarm only the pessimists.

The fact is, a decline in business always occurs in this area in summer, but some operators with short memories have to be reminded of this every year. Because Miami's economy is still dependent to a great extent on tourists, it has peculiar problems which are not encountered in the industrial North and Middle West.

The vending machine business is holding its own, even though it, too, is influenced to a degree by the tourist tide which comes and goes. Of all the coin-operated machines, the tobacco vender is the steadiest; in the opinion of most industry experts.

### Prospects Good

The consensus appears to be that while music and games were off this past summer, it was to

be expected, and the prospects for the coming fall and winter are good. A few optimists are willing to go out on a limb and say that collections will be better in the coming 12 months than they were in the past 12.

Eli Ross, sales manager, Taran Distributing Company, distributor for AMI and United, agrees business was off this past summer. He knows operators' collections were off, he says, because payments on equipment came in more slowly. Ross points out his company is now going after export business in a big way, and that this, added to the expectation of doing at least as much or more domestic business than a year ago, should boost volume for the coming year at least 20 per cent above last. He says his firm is bending over backward to work out financing arrangements suitable to every operator. "With the natural growth of this area, I expect a terrific year," Ross says he now has unfilled orders caused in part by the recent vacation at the AMI plant and the present factory expansion which is delaying shipments.

Ted Bush, top man at Bush Distributing Company, distributor for Wurlitzer and Chicago Coin, believes the prospects for fall and winter are good. "However," he adds, "Greater Miami is always unpredictable. Yet every year it continues to grow." Bush believes his firm will do more business than it did a year ago but declined to say how much more. "I believe the operators will continue to do well here. Our \$10 or so music average is possibly better even than the national average."

Bush has a backlog of juke box orders accumulated during the recent Wurlitzer factory strike (Continued on page 109)

# Investments, Gross Rise In California

By SAM ABBOTT and JOEL FRIEDMAN

LOS ANGELES, Sept. 19.—The biggest single factor responsible for the continued optimism expressed by all facets of the coin machine industry thruout Southern California is the widespread and rapid growth of the territory itself.

The strides made thruout Southern California and the Los Angeles extended area are reflected in the position the city occupies in both population and industry, and likewise reflected in the growth and opportunity which exists in the coin machine industry.

Rapid population gains of the area have led to greater decentralization and, as a matter of course, extended the lines of service and supply of operators, distributors and jobbers alike.

The Southern California area has a problem in distribution of parts and equipment unlike that of any other territory in the nation. Not only does Los Angeles draw operator trade from such outlying hamlets as Blythe, Calif., a distance of some 210 miles, but by the same token, operators routes cover more territory and mileage than that of any similar community in the nation.

### More New Locations

The basic development of the Los Angeles area means new locations for all forms of coin operated equipment: Amusement, music, vending and the kiddie ride business. An indication of the growth of new locations opening up to coin operators is the fact that construction permits for 171 new factories were issued during the first eight months of this year, compared with 141 for a like period in 1952. Just how many additional vending machines will be needed to service these establishments cannot be accurately estimated, but the number should be considerable.

Figures supplied by the Los Angeles Department of Public Works and Safety show 1049 construction permits, totaling \$39,485,983, were issued during the first eight months of 1953 for

commercial and industrial buildings only, compared with 908 permits totaling \$20,077,953 for the same period in 1952. The increase of almost 100 per cent in building volume offers coin machine operators an inestimable number of new locations in the Los Angeles extended area alone.

### Trade Optimistic

By and large the business outlook for the fall and winter seasons is one of complete optimism in the music, vending and amusement fields. Only in the kiddie ride field has there appeared a question of doubt, with the most operators in this area drawing their varying forms of equipment into a tightly knit circle, and showing a general tendency of shying away from non-established brands of manufacture.

Viewing the business outlook for the fall and winter seasons, Al Silberman, of Badger Sales Company, said, "Coin-operated equipment has gained wider acceptance on the part of location owners than ever before. Installations that would never before look at a coin machine now demand them as part and parcel of their normal business function."

Silberman added there are "many new faces entering the coin machine business in continuing increasing numbers, with today's businessman bringing to the coin industry a wealth of knowledge and experience gained in other fields. Operators today are in an extremely good financial position, maintaining solid equity in their equipment."

### Investments Up

Coin Machine paper held by banks represents considerably more investment on the part of the operators than for a like 1952 period, an indication of the increased volume of business. Distributors indicated that an almost negligible amount of delinquencies exist with respect to the repayment of their obligations.

Important to note too is the fact that distributors and jobbers report operators have in growing numbers asked for "no down payment" terms in recent months (Continued on page 110)

# Michigan Gross Holds Firm; See No Decline

By H. F. REVES

DETROIT, Sept. 19.—The outlook for fall in the coin machine field generally is surprisingly good in this area, a spot survey of leading figures indicates.

This is all the more encouraging because the general retail picture in Detroit is pessimistic, with such staple lines as the footwear trade reporting business almost at a standstill.

Serious unemployment is the principal reason for the general retail doldrums here, reflecting in part the slackening of the levels of production as a result of military developments, the serious dislocation caused by closing of the Kaiser-Frazer operations at Willow Run, temporary closings of a number of auto plants here and elsewhere, and the terrific jolt of "the world's largest industrial fire," the \$40,000,000 loss at the GM Livonia plant.

Each of these events affected dozens of smaller supplier and related plants, creating an uneasy business picture thru the area.

Despite this, the essential soundness of coin operation in the area generally appears indicated by the

fact that most operators report business equal to or above last year's. In this the field is like the motion picture business, another good barometer of local conditions, which has been making a steady comeback here for the past year, indicating that the underlying trend is toward more spending.

Anthony Sirocuse, president of the Music Operators' Guild, for instance, points to a general economic condition of inflation as a reason for this past summer being better than 1952.

The vending field shows the most consistent steady progress. Estimates of volume pick-up thru machine sales run from 10 to 100 per cent for the past year. There are far more machines out than a year ago, and this has in itself improved volume.

Sales thru individual units also are generally up. Typical is the tendency of operators who have specialized in one line—cigarette, candy, drink, etc.—in the past to spread into other fields and plan complete package deals for locations.

Vending appears to be growing (Continued on page 111)

# Portland Approves Pinball Licensing

PORTLAND, Ore., Sept. 19.—The City Commission this week voted to license pinball operation in Portland, thereby in effect backing away from its State Supreme Court appeal in its 1951 pinball case.

An injunction restrains the city from enforcing its 1951 ordinance banning pinball operation and, pending outcome of the city appeal to the State Supreme Court, games have been operating unlicensed.

The injunction was obtained by Stanley Terry, Portland operator, on behalf of himself and other operators.

The question of fees is yet to be decided by the city commission. Until the ban, fees were \$20 annually per machine and \$750 for operators. City Commissioner Stanley W. Earl estimated the city was losing \$100,000 annually thru the unlicensed operation of the games. He said 1,500 games are running.

## Calendar for Coinmen

September 29—Western Vending Machine Operators' Association, Unique Restaurant, Los Angeles.

October 1—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

October 8—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

FALL-WINTER GAMES OUTLOOK

# Sales Managers See Brisk Business

## Licensing Holds Game Key: Huebsch

CHICAGO, Sept. 19.—The hard earned legal victories of the trade, which eventually resulted in the licensing of equipment in some key areas, should help the game



HUEBSCH

business the rest of the year, according to Paul Huebsch, general sales manager of J. H. Keeney & Company. Huebsch summarized his opinions this way:

"The game industry made substantial progress the first part of this year and recently won recognition in such key cities as Chicago and Portland, Ore. I feel fall business on amusement games will be steady from the outset and grow increasingly strong.

"As always the licensing of games either in a State or a principal city is closely watched by other comparable territories which are on the border line of licensing amusement units. It is generally known that many territories now closed to games are in bad need of added revenue but are prevented from licensing

amusement games because of outmoded laws and ordinances.

"I look for a few of these to re-examine the situation in the next few months with the hope of resolving the revenue and licensing problems. Naturally, if this takes place—the licensing of one or more territories currently closed to games—business should be that much stronger in the succeeding months."

## Nelson of Bally Sees Fall Boom

CHICAGO, Sept. 19.—Bally Manufacturing Company, looking to fall and winter, expects business will be well above last year, according to Jack Nelson, sales manager. Said Nelson:

"Business is good for those people who work to make it that way.

"We're busy because we have workers here who make it that way.

"We're busy now and we expect to be busier during the next six months."



NELSON

## Stern Foresees 5-Ball Comeback

CHICAGO, Sept. 19.—A good comeback in interest in five-ball amusement games will be one of the fall highlights, Sam Stern, vice-president and general sales



STERN

manager, anticipated this week in analyzing his views of fall business. Stern gave the following as his reasons:

"The coin machine industry" Stern said, "has depended upon the five-ball game for the past three decades as the backbone of the game business. A few years ago the shuffle game became a new departure and some coinmen felt the five-ball game was surpassed as an amusement piece.

"The fact is that both types of games proved good companion items on location and many operators found that one can aid play on the other as well as itself. It is my belief that more stress will be placed on the five-ball game by operators this fall and the public will support this move strongly just as it has in the past."

## Weinand Pinpoints Optimism in Trade

CHICAGO, Sept. 19.—Operators and distributors of rides, as well as games, are convinced it will be a busy fall and winter. So said Art Weinand, sales manager of Exhibit Supply, this week in forecasting the immediate business outlook.

Weinand, whose company already is delivering equipment for the pre-Christmas shopping period, gave these reasons for his optimism:

"Many of the coinmen I have contacted in recent weeks have pointed to a slow but steady increase in amusement activity. They seem to feel it is a genuine pick-up, and not the seasonal type which too often lasts but a short time.

"These operators and distributors are in immediate touch with the economic pulse in their areas. Therefore when they tell me that



WEINAND

the general public seems to be in a more stable mood than at any time since the end of World

War II, I know there is solid reason for optimism.

"We expect the ride business, which held up well this summer, to be expanding steadily this fall. Last year we were a little short on our timing for Christmas seasonal rides. This time we started our planning very early and already can see that this phase of the fall trade will be much stronger than a year ago."

## Game Trade Ready For Fall—Morris

CHICAGO, Sept. 19.—Fred Morris, sales manager of H. C. Evans & Company game division, stated this week that fall and



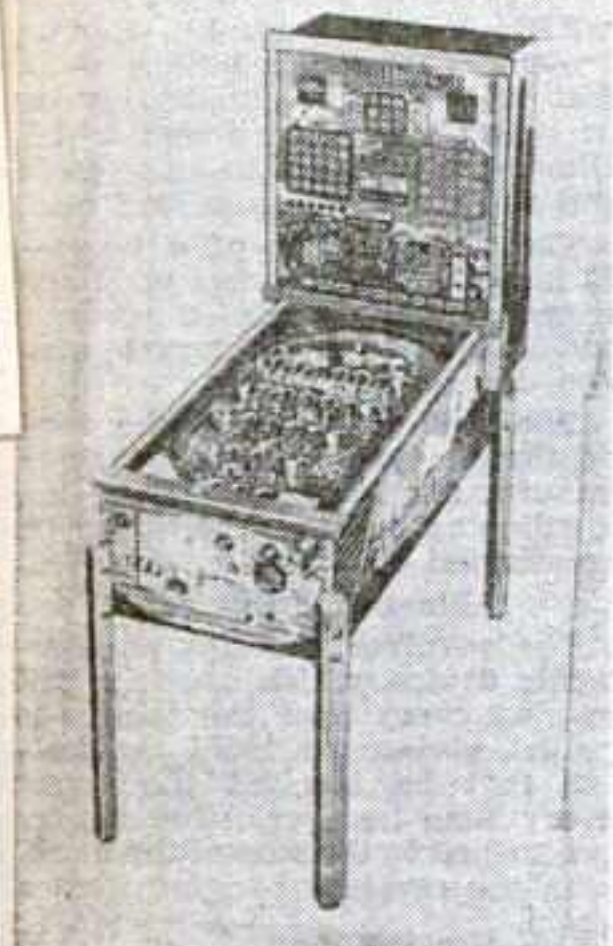
MORRIS

winter game activity seemed certain to be on the upgrade in both regular and club type locations. Said Morris:

"Both the traditional and club markets picked up sharply in August, and that usually is reflected in steady fall game activity. In recent months, the trade has introduced a balanced (Continued on page 106)

# GAMES IN PRODUCTION FOR THE FALL MARKET

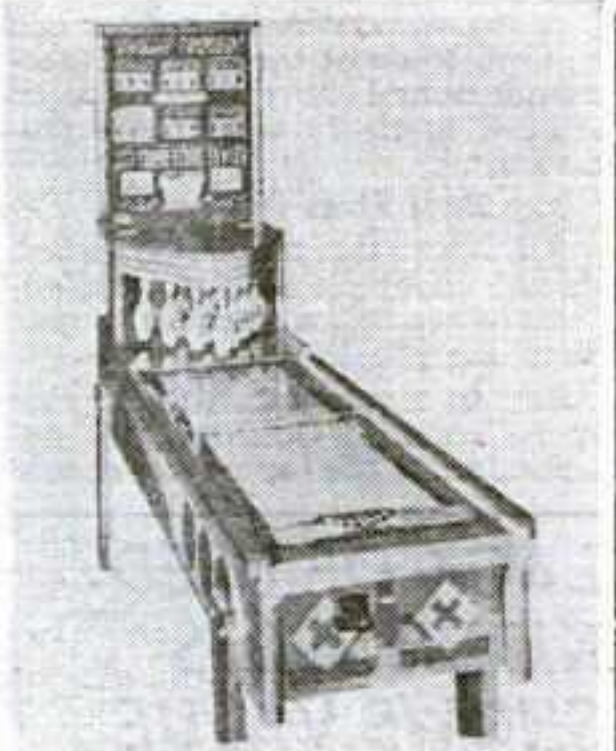
**DUDE RANCH** by Bally Manufacturing Company, 2640 Belmont Avenue, Chicago, 18. Three card in-line scoring game (two regular and one super



cards). Corner and advancing scoring plus spot features on rollovers and provisions for extra ball purchases. (Game was introduced in this issue. For complete details see separate story.)

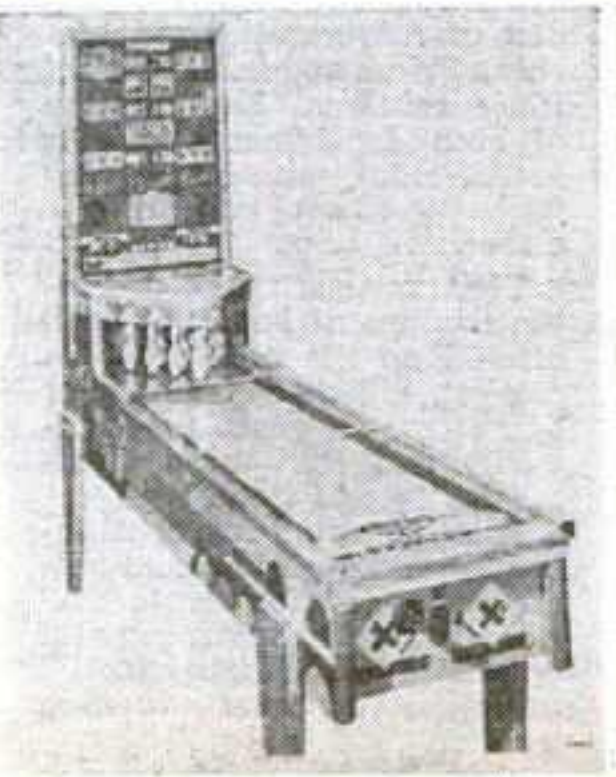
**HI-SPEED TRIPLE SCORE BOWLER** (not illustrated) by Chicago Coin Machine Company. Identical features of other game with same name. Only difference is pins are normal size.

**HI-SPEED TRIPLE SCORE BOWLER** by Chicago Coin Machine Company, 1725 W. Diversey Boulevard, Chicago 14. Six player shuffle game. Measures 8 by 2



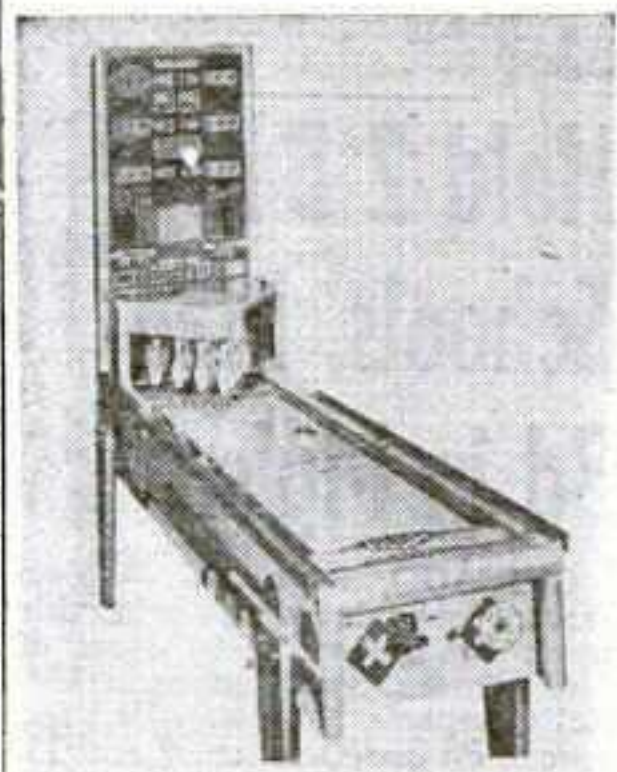
feet, has Formica playfield, rebound action, fly-away extra large pins, direct dial scoring, strike and spare boxes. Can be played in five or 10 frames.

**HI-SPEED CROWN BOWLER** by Chicago Coin Machine Com-



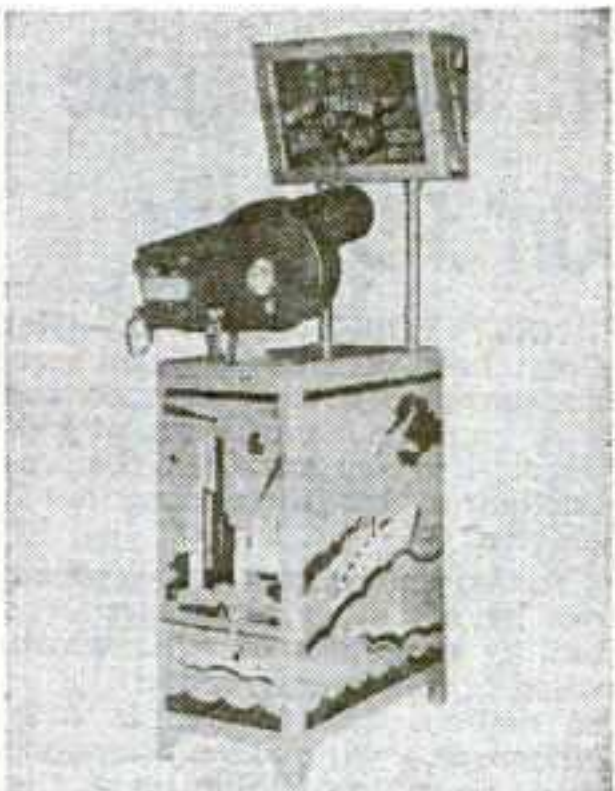
pany. Six player shuffle game with matching score features. Measures 8 by 2 feet, has Formica playfield, dial scoring, triple scoring in some frames, regular size disappearing pins, strike and spare boxes and rebound action.

**HI-SPEED GOLD CUP BOWLER** by Chicago Coin Machine Company. Six player shuffle game with triple match score



play. Measures 9 by 2 feet, has extra large fly away pins, strike and spare boxes, a single replay button, rebound action and Formica playfield.

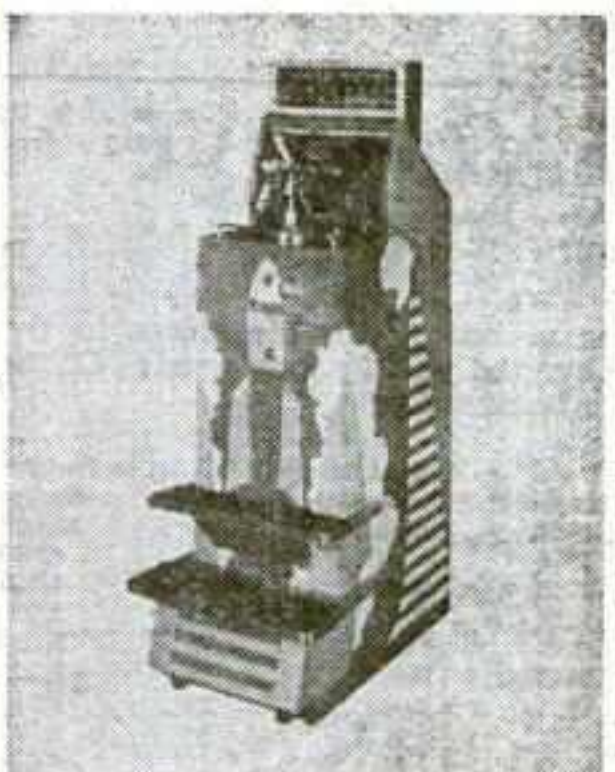
**NIGHT FIGHTER** by Genco Manufacturing and Sales Company, 2621 N. Ashland Avenue, Chicago, 14. Gun game simulates the activity of an aerial gunner. Has black lighting, third dimensional war scene, realistic recoil action from machine gun. Is equipped with double matching score principle. Can be set on location with 300 shots for dime or 200 shots for a nickel. Auto-



**POKER-FACE** by D. Gottlieb & Company, 1140 N. Kostner Avenue, Chicago 51. Five ball game with high score and special point scoring. Six trap holes,

automatically gives extra shots for players who make over 200 target hits.

**WESTERN GUN** by Exhibit Supply, 4218 W. Lake Street, Chicago, 44. Swing type ball and socket pistol gun game. Target area simulates Western scene with

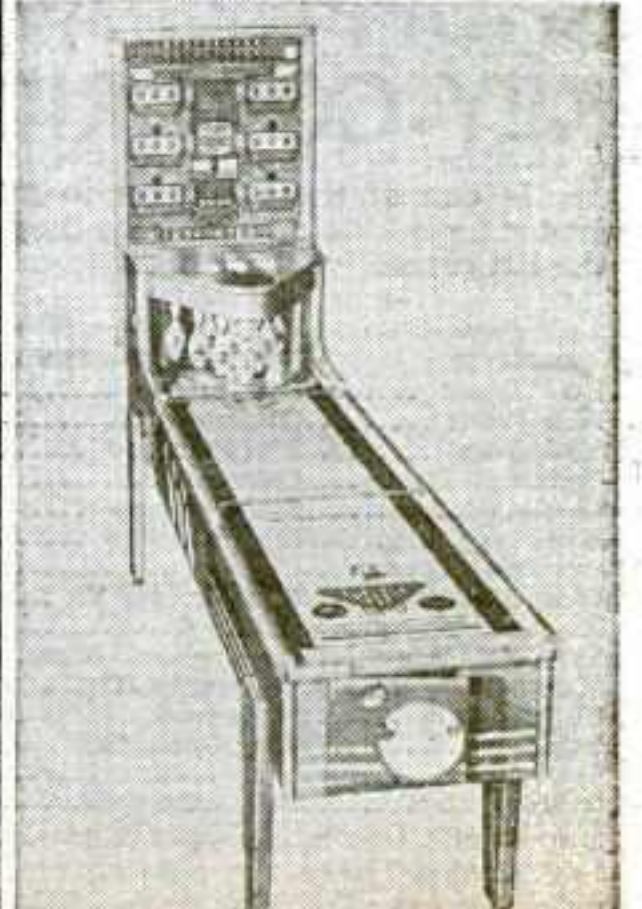


outlaws as objects to be hit. Provisions for unlimited shots for expert shooters. Walk up safety steps for youngsters, built-in casters, chrome grab rail. Adjustable motor times shooting cycle. Cabinet occupies floor area 4½ feet square.



player controlled flippers, kicker bumpers and cross ball action. Object of game is to make a good poker hand.

**IMPERIAL SHUFFLE ALLEY** by United Manufacturing Company, 3401 N. California Avenue,



(Continued on page 107)

## Eastern Kiddie Ride Mfrs. Boost Output, Expect Heavy Fall Business

(Editor's Note: Last week's issue of The Billboard contained a report on the Eastern Kiddie Ride business which incorrectly stated that New York distributors and operators were leaving the Kiddie Ride business and implied that the business itself was on the wane. Basis of the story were reports from two New York distributors-manufacturers, Nat Cohn and Harry Berger, who indicated they were leaving the kiddie business. Unfortunately, the story failed to point out that, while there are fewer firms in the Kiddie Ride business, this is a normal development in any new industry. The Eastern kiddie market is still very active, and The Billboard regrets any impression given to the contrary.)

NEW YORK, Sept. 19.—Following the pattern of all new businesses, the Eastern Kiddie Ride industry shook down the past six months to a solid basis.

Since the first of the year, six of the 15 firms in the ride manu-

facturing field in this area dropped by the wayside.

But the remaining nine strengthened their positions and unanimously report production running comfortably ahead of volume nine months ago.

At the distributor-operator level, much the same situation prevails. Some companies got their feet wet in kiddie rides, then pulled out for one reason or another. But the majority stayed with this latest development in coin-operated amusements and are in far more healthy condition today than they were at the beginning of the year.

In Philadelphia, for example, Leonard Schneller, treasurer of Nate Schneller, Inc., 222 W. Diamond Street, said that Cohn's exit from the field will not affect the firm's manufacturing plans. The firm had been manufacturing the rides for Cohn, with the latter acting as a national sales agent and a distributor.

The firm currently makes a Dream Boat, Tank Ride and Carousel, the latter playing music continuously while the ride is in operation. Schneller said that plans are underway to tie in with a national television show. He did not indicate whether the firm would name a new national sales agent or appoint distributors.

### Meteor at Capacity

At the Meteor Machine Corporation, Brooklyn, N. Y., sales manager Al Blendow said the firm is in capacity production on its five rides, with sales considerably higher than they were a year ago at this time.

Also in Brooklyn, the Kingsley Corporation, 160 John Street, has added a new ride, a 34-inch by 40-inch Carousel to its roster. It has not yet been priced. Kingsley also manufactures Cow, Horse, Rocket and Boat rides. Company officials said that rides were moving fairly slowly, but that the ride

business was one of the firm's sidelines.

In River Edge, N. J., the Lee Manufacturing Company is producing about 75 rides a month, about twice its output a year ago. The firm makes a Carousel and Duck, Bull, Rabbit and Rocket rides. Lee also makes fiberglass bodies for other ride manufacturers and bodies for kiddieland replacements.

### Deco Hopes High

In Union, N. J., the Deco Division of the Drum Equipment Corporation anticipates a heavy fall business. The firm makes a Carousel, Mother Goose and Turtle rides.

At 1805 First Avenue, New York, the B&R Novelty Corporation this week unveiled its new Steeplechase ride. The unit consists of two wooden horses, working in tandem, with one going up while the other goes down. Both rides operate on the same dime.

B&R also makes Steer, Horse, Racing Car, Rabbit, Duck and Rocket rides, working jointly with the Lee Manufacturing Company on some of these rides. The firm reports that production is up somewhat from last year, with heavy fall orders anticipated.

### Capitol 25% Ahead

The Capitol Projector Corporation, 556 W. 52 Street, New York, is currently producing from 40 to 75 pieces of kiddie ride equipment weekly—about 25 per cent more than it was making a year ago at this time.

Capitol will soon release a Horse Ride, which comes complete with revolver, holster and target (see separate story). Other rides currently being made by Capitol include Boat, Carousel, Loco-Motive and Midget-Racer.

Eastern firms which have left the kiddie ride business since the first of the year include Amusements, Inc., Clinton, Mass.; Fado Manufacturing Company, Inc., Philadelphia; Mars Manufacturing Company, Linden, N. J.; Merry-Go-Round Sales and Richmond Products, both of New York, and the Weld Built Body Company, Inc., Brooklyn.

### Operator Level

On the operator level, many of those leaving the field are operators of other types of coin-operated equipment who took on kiddie rides as a sideline. Operators with sizable routes of kiddie equipment generally reported heavy grosses at summer and resort locations.

One observer said the thinning out process pronounced on the manufacturer level, but less noticeable on the distributor and operator levels, is normal in any business, and is a sign of strength rather than weakness.

He explained that this thinning out means that the general quality of the equipment is improved and that the current crop of operators are becoming more adept in placing that equipment to best advantage.

## Hold 2 Bally Schools, Plan 3d in Mpls.

CHICAGO, Sept. 19.—Two service schools were held this week by Eastern distributors of Bally games, and Lieberman Music Company, Minneapolis, has scheduled one October 12 and 13.

The two schools in the East were held on Tuesday and Wednesday (16-17). Paul Calamari, Bally engineer, conducted one at Runyon Sales Company, Newark, N. J. The other at Redd Distributing Company, Boston, was under the direction of Bob Breither, another member of the Bally engineering staff. Both schools were well attended, and service tips and preventive maintenance were stressed.

The Lieberman firm, headed by Harold Lieberman, represents Bally in Minnesota, Iowa, Nebraska and the Dakotas. Breither is scheduled to direct the two-day program at the Lieberman headquarters.

## MART AREAS KEY

### Expect Ride Expansion Three Ways This Fall

CHICAGO, Sept. 19.—The coin-operated kiddie ride field is rapidly moving toward its greatest solidarity in this area and the major expansion for this year is expected to be in new outlying shopping areas (see chart), department stores and supermarkets.

The new solidarity, according to Art Weinand, sales manager of Exhibit Supply, reflects main facets:

1. More of the major chain locations—department, variety, drug and supermarkets—have become factors in the ride business.

2. Virtually 100 per cent of ride operators handling equipment made by established manufacturers have been prompt in their payments, thus indicating they are getting a good return on their investment and also placing them in a position to expand.

3. Shopping centers are cropping up in most of the major cities and are proving both good indoor and outdoor locations.

Weinand stated that the heads of chains now are extremely ride minded. One indication of this is as new stores are added to chains many of them provide in their blueprints for ride areas. Their

interest became especially keen when they found out the rides provide a steady source of revenue at no expense since they are placed on location by operators.

### Financing Good

As Weinand pointed out, rides have traditionally been on a 12-month installment basis when financed. The fact that operators have been able to pay out this type of equipment in such a short time is an indication of its steady earning power.

Unlike most other coin-operated equipment, the earning period of rides is in the daytime and early evening. Music machines by comparison are usually carried on a 24-month installment period and have the advantage of not only daytime play but the full evening as well.

Shopping centers in outlying areas offer several advantages as ride locations: They are usually visited by the children as well as parents simultaneously; they have wide areas outside as well as in outlets which are suitable for rides; they have supermarkets as well as stores which sell merchandise, whereas the downtown shopping areas are limited to department, drug and variety stores.

## Retailing Know-How Aids Kiddie Operator

NEW YORK, Sept. 19.—According to Sam Goldsmith, Capitol Projectors executive, today's successful kiddie ride operator must have a working knowledge of retailing, and can sell and keep chain and department store locations only by anticipating the retailers' problems.

In attempting to sell a location, Goldsmith said the most common complaints given by a retailer are "we don't have room for it, and if we did, we are not in the amusement business—our job is to sell merchandise."

A good operator, he explained, will anticipate these objections by, first of all, selecting the place in the location where the rides may be placed without disturbing the flow of traffic or the displays, and secondly by offering specific suggestions on how various rides can be used to boost the sales of merchandise and how they can be utilized to tie in with store promotions.

### Beat Store to Punch

All these sales points, he added, should be offered before the objections are raised in order to give them the greatest force.

Key to a successful kiddie ride operation, said Goldsmith, is anticipation. The operator should

be wary of leaving the same rides on location until the location manager asks him to either remove them or replace them with other rides. The operator who brings in new rides and pulls out old ones periodically may be averting trouble before it starts.

Often, he continued, an operator will have good equipment on what should be a good location, only to discover that grosses are way below what either he or the location expects. In many cases, it is neither the fault of the location itself nor the equipment itself—it

(Continued on page 92)

## Capitol Horse Features Gun, Target Device

NEW YORK, Sept. 19.—Capitol Projectors announced this week that it has begun production on its new Horse Ride, a unit which allows the moppets to ride steeds and fire six-shooters at bad men.

The ride consists of a horse—54 inches long, 30 inches wide and weighing 200 pounds—a revolver and holster, and a target with two desperados.

The ride itself is of the conventional type, operating three minutes for 10 cents and having a galloping motion, which may be accelerated by a tug on the reins.

### Electronic Device

The revolver contains an electronic device, which causes a bell to ring every time the trigger is pulled, giving the child the feeling that he has hit the target every time he fires. The holster is attached to the side of the horse, with the revolver hanging from a chain.

The target consists of a bulls-eye, flanked by pictures of two desperados. It has flashing red lights.

The body of the horse is fiberglass, with the Western saddle of red leather. Tho the price has not yet been set, the manufacturer said the unit will list for under \$800.

### Field Tested

A Capitol official said the ride had been field tested by replacing conventional Horse Rides with the new unit. Gross earnings were reported up from 23 to 28 per cent.

Capitol also announced it will begin distribution on its 3-Midget Movies within the next 10 days.

## MOPPET APPEAL

### Kiddie Rides Featured in Show Window

PARK FOREST, Ill., Sept. 19.—Three kiddie rides are a top attraction in the local shopping center's S. S. Kresge store.

The original horse ride installation last year was soon expanded to include a rocket (The Billboard, January 31). Recently the two-ride attraction was further diversified with a third unit, a two-horse Merry-Go-Round.

All three rides are grouped in the large central display window of the Kresge store.

An indication of management's recognition of kiddie rides as business stimulators: When the store was being designed, coin-operated horses were starting their gallop to popularity.

### Special Area

Kresge officials, who encourage the installation of kiddie rides thru their 700-store chain, instructed the architect to provide a special area for coin ride installation in the main front show windows.

With the placement of the third ride, store manager Frank Harvey said a dress display rack also in the display window was moved to another part of the store. The ride installation is considered a better window item because it will:

1. Draw more children consistently, and
  2. Thru them their parents.
- Both as a direct (via commissions) and indirect (thru increased store volume) means of realizing greater store profits, coin kiddie rides are a long-range answer, Harvey believes.

## Riteway Plans To Concentrate On 3-D Units

NEW YORK, Sept. 19.—Nat Cohn, head of Riteway Sales here, announced this week that he was giving up the manufacture of kiddie rides to concentrate on the production of his three-dimensional theater.

Action on the new unit is given, not by a motion picture process, but by groupings of stills which, when flipped over, give the illusion of motion. The theater is fully automatic, with five complete shows in full color. Subject matter ranges from artists' models, to kiddie pictures and educational features.

The cabinet contains a concealed coin meter and drop-in coin chute with a slug rejector. Dimensions are 63 inches high, 24 inches wide and 24 inches deep. Carted weight is 150 pounds. Cohn said price and delivery dates have not yet been set.

## SHOPPING AREAS PROVE KEY COIN RIDE STOPS

Is one of these centers in your vicinity? Do the stores in the center have kiddie rides? Do they have the variety they need? Check the list carefully. It may mean extra business.

CENTER	NEAREST CITY	Date Opened	Annual Sales (Estimate)	Stores	Parking Space
Lake Wood	Los Angeles	1951	\$80,000,000	80	12,000
Park Forest	Chicago	1951	65,000,000	45	4,500
Stonestown	San Francisco	1952	50,000,000	48	4,000
Evergreen Plaza	Chicago	1952	40,000,000	75	3,000
Westlake	San Francisco	1951	34,000,000	78	3,200
Broadway	San Francisco	1951	15,000,000	38	1,800
Lincoln Village	Chicago	1951	10,000,000	29	1,349
Fresh Meadows	Flushing, N. Y.	1948	N.A.	31	1,000
Northgate	Seattle	1950	N.A.	80	4,000
Shoppers' World	Framingham, Mass.	1951	N.A.	53	6,000
Metropolitan	Wilmington, Del.	1952	N.A.	48	3,000
Lincoln Plaza	Shrewsbury, Mass.	1953	N.A.	53	6,000
Hillsdale	San Mateo, Calif.	1957	N.A.	75	3,000
Southdale	Minneapolis	1957	N.A.	75	3,000
Stanford U.	Palo Alto, Calif.	1957	N.A.	N.A.	6,000

(Note: There are also several others planned in St. Louis, Minneapolis (2), Detroit, Philadelphia and Chicago (3) but few details are available now.)





# NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."

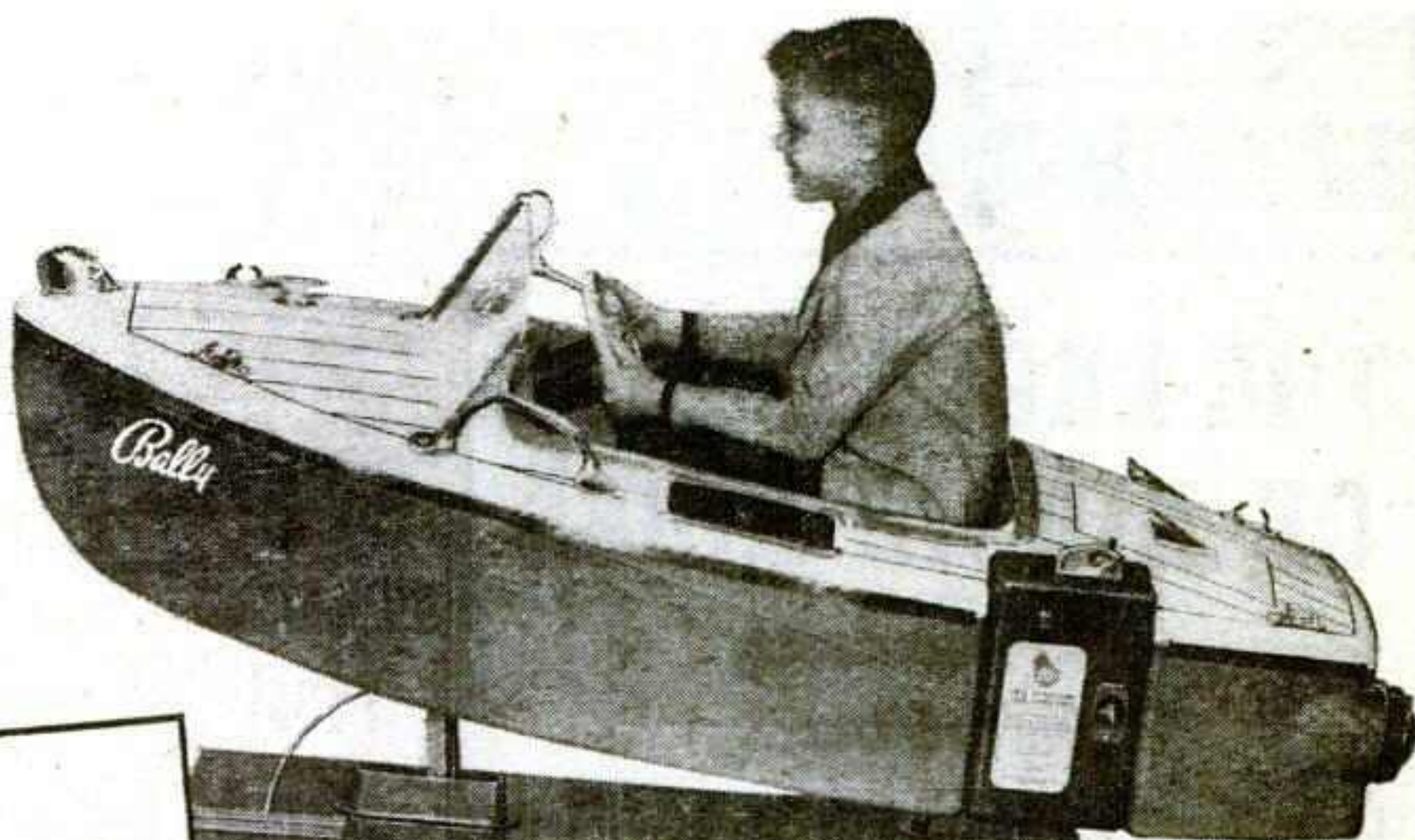


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



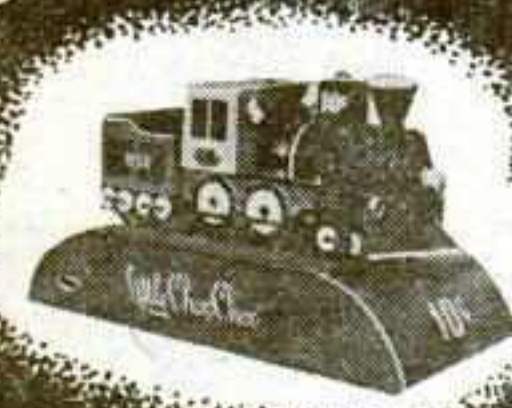
**4 REASONS WHY**  
**Bally® KIDDY-RIDES**  
**EARN BIGGEST PROFITS YEAR AFTER YEAR**

1. Flashiest Eye-Appeal	3. Simplest Mechanism
2. Thrillingest Action	4. Sturdiest Construction



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**"LITTLE CHOO-CHOO"**



Designed by  
World Famous Manufacturer of  
Amusement Rides

**"LITTLE CHOO CHOO"**  
Designed by World Famous  
Manufacturers of Amusement  
Rides.

Sensational new coin-operated Kiddie  
Rides. Train goes thru all of the  
motions of a real locomotive. Foot  
accelerator operates variable speed  
control. Device has seven flashing  
lights and realistic bell. Terms: Pay-  
ments arranged for established  
operators. Write today for complete  
information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## Who Makes Kiddie Coin Rides

B & R Novelty Co.  
1805 First Ave.  
New York

Bally Mfg. Co.  
2640 Belmont Ave.  
Chicago

Beauty Horse Sales Co.  
River Edge  
New Jersey

Capitol Projector Corp.  
556 W. 52d St.  
New York

Chicago Coin Machine Co.  
1725 W. Diversey Blvd.  
Chicago 14

Deco Division  
Drum Equipment Corp.  
947 Lehigh Ave.  
Union, N. J.

Exhibit Supply Co.  
4218 S. Lake St.  
Chicago 24

Genco Mfg. & Sales Co.  
2621 N. Ashland Ave.  
Chicago 14

King Amusement Co.  
82 Orchard St.  
Mount Clemens, Mich.

King Pin Equipment Co.  
Kalamazoo, Mich.

Kingsley Corp.  
160 John St.  
Brooklyn

The Bert Lane Co., Inc.  
372 N. E. 61st St.  
Miami, Fla.

Memphis Metal Mfg. Co., Inc.  
795 Tanglewood  
Memphis, Tenn.

Meteor Machine Corp.  
319 Hinsdale St.  
Brooklyn 7

Nylco Products, Inc.  
Clinton, Mass.

Range Rider Co.  
419 E. 14th Terrace  
Kansas City, Mo.

Riteway Sales & Mfg. Co., Inc.  
631 10th Ave.  
New York 36, N. Y.

Royal Engineering Co.  
550 W. Beach Ave.  
Inglewood 3, Calif.

Nate Schneller, Inc.  
222 W. Diamond St.  
Philadelphia 22

Scientific Machine Corp.  
79 Clifton Pl.  
Brooklyn

United Tool & Engr. Co.  
Colchester, Ill.

### RIDE STOPS

## Most Chains Report Biz Gains in '53


NEW YORK, Sept. 19.—Most of the chain-type ride locations—drug, department and variety stores—reported general business volume up for the first eight months of 1953, according to a survey completed this week by the Wall Street Journal.

Of the 20 chains reported, only three had declines in dollar volume and together they averaged less than 2 per cent. Most of the 17 reporting increases averaged about 7 per cent.

Following is a listing of the chains, which are known to have kiddie ride installations, which showed increases:

Neisner Brothers, J. J. Newberry, F. W. Woolworth, G. C. Murphy, W. T. Grant, H. L. Green, M. H. Fishman, J. C. Penney, Peoples Drug, and Sears Roebuck.

**RIDE'M COWBOY!**



Designed by  
World Famous Manufacturer of  
Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teen-ager desire more action a gentle pull on the reins increases the motion to and desired speed. Our large factory and modern production methods allow us to sell at sensible prices.

Write today for full information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## Indiana Trade Looks For Upswing In Take

By HOWARD M. RUDEAUX  
INDIANAPOLIS, Ind., Sept. 19.—Every indication points to an upswing in coin machine volume here this fall.

Operators generally are more selective in selling locations, eliminating the less active spots and improving the better locations.

In music, for example, the improved design of the new boxes enabled operators to make installations in better spots such as first-class clubs. Operators also report the new phonographs' improved tone has increased play and acceptance.

From interviews and observation of the more select locations where the machines have been placed, the demand for new machines is bound to increase.

New locations are being opened every day, and business is good compared to last year. It's true some spots have been dropped off, but new spots have more than taken up the slack.

One of the outstanding improvements, and new ventures, is the horse. Horses are stationed in practically every chain grocery store here. Mother finds the rides helpful in keeping junior busy while she does the shopping.

The popularity of the horse here should be credited to Peter Stone who is associated with Calderone Distributing Company. Pete has branched into Ohio, where he has horses in many locations. The horse is popular thru central Indiana and Western Ohio, and locations for it are steadily increasing.

## Coinmen You Know

### Miami

Cracker Jim, who proudly calls himself "The Real Cracker," gives away the top 10 hillbilly records (donated by AMOA) every Wednesday night to the first person telephoning with the correct title of a mystery tune. Cracker Jim also emcees a sponsored television show over WTVJ.

Another WMIE deejay, who urges his listeners to "drop a few nickels in the juke box," is popular Dave Miller on his daily "RFD 1140" program. Miller came to Miami several months ago from New York City and is rapidly building a loyal following.

On radio station WQAM, deejay Harry Burge has developed a large listening audience with his "Juke Box Serenade" five days a week. Five albums containing the 10 popular tunes are given away every week thru the courtesy of local record distributors and the AMOA.

When the cigarette machine operators gathered last week at the AMOA business office to discuss their bylaws, President Willie Blatt was on hand to lend assistance. . . . Music operator Murray Gross is following the example of other Miamians, who check their families into a motel or hotel to enjoy a vacation at Miami Beach. Gross and his family are staying at the Essex House Hotel for a month.

Vacation inquiries set a record for August at the Miami Beach

Chamber of Commerce, according to John Proctor, acting manager. Inquiries for the month totaled 4,745. Total number of tourist inquiries for the year was 96,469, and Proctor predicts that September will push the 1953 total to well over 100,000.

Harry Hausner, Early Bird Vending, is a full-fledged lawyer now, having completed his legal studies at the University of Miami. Now he's combining his pin game route with his law practice. . . . Connie Krassner is assisting Mrs. Boris Shapiro in the AMOA business office. . . . John Lunin is the new outside man for the AMOA. . . . Keith Nelson, M & N Amusements, and  
(Continued on page 92)

### Vital Statistics Deaths

Ernest F. Suhre, 53, secretary and comptroller of Westerhaus, Inc., coin-operated amusement machines distributors, Cincinnati, died in that city September 11.

In addition to his affiliation with Westerhaus, he was also an instructor of accounting at Chase College, Cincinnati. Survived by his widow, Esther, and his stepmother, Mrs. Minnie Suhre. Burial in Spring Grove Cemetery, Cincinnati.

Sam Ciaramitaro, 48, following a long illness in Detroit, September 9 (for details see music machine section).

## THE LARGEST LINE OF KIDDIE RIDES

FULLY GUARANTEED

BUILT TO LAST

Down to earth prices that defy competition. Send for free catalog on the country's largest line made by the country's largest and exclusive manufacturer of Kiddie Rides and Movie Equipment.

## CAPITOL PROJECTOR CORP.

556 West 52nd Street  
New York 19, N. Y.

**KIDDIE RIDES ARE BIGGER  
THAN EVER!**

### THE KIDDIE RIDE PROFIT LINE BY NASCO

- **DREAMBOAT**—Entire hull of Boat streamlined—Movement of wheel by child varies speed of ride. Completely automatic.
- **CAROUSEL MERRY-GO-ROUND WITH MUSIC**—The perfect one minute ride for 1 or 2 children for 10c. Quiet, smooth motion—faultless operation—sturdy construction—continuous music—constant flashing lights.
- **TANK**—Terrific attention grabber—safe and easy for children to get in and out of—pulls more traffic into stores—biggest earnings—biggest profits.

WATCH FOR NEW TV ADVERTISED KIDDIE RIDE

ALL MANUFACTURED BY NASCO-EXPERIENCED COIN MACHINE MEN  
MAKING QUALITY RIDES FOR YEARS OF SERVICE

Write, Wire or Phone


**nate schneller, inc.**

Manufacturers of NASCO AMUSEMENT MACHINES  
222 W. Diamond Street, Philadelphia 22, Pa.  
Phone: REgent 9-5618-5619

GIVE TO DAMON RUNYON CANCER FUND


## If you had \$1,000,000 you could not buy better kiddie rides than METEOR -- THE PROFIT LINE

**METEOR  
HOT ROD**  
The Latest Champion  
Of The Line!



Smart Operators Buy Meteor Because They . . .

- Are of all steel construction!
- Light in weight—easy to transport!
- Have simple rugged mechanisms
- Have imaginative child play appeal!
- Carry a one-year unconditional guarantee!
- Carry FREE liability insurance for one year!



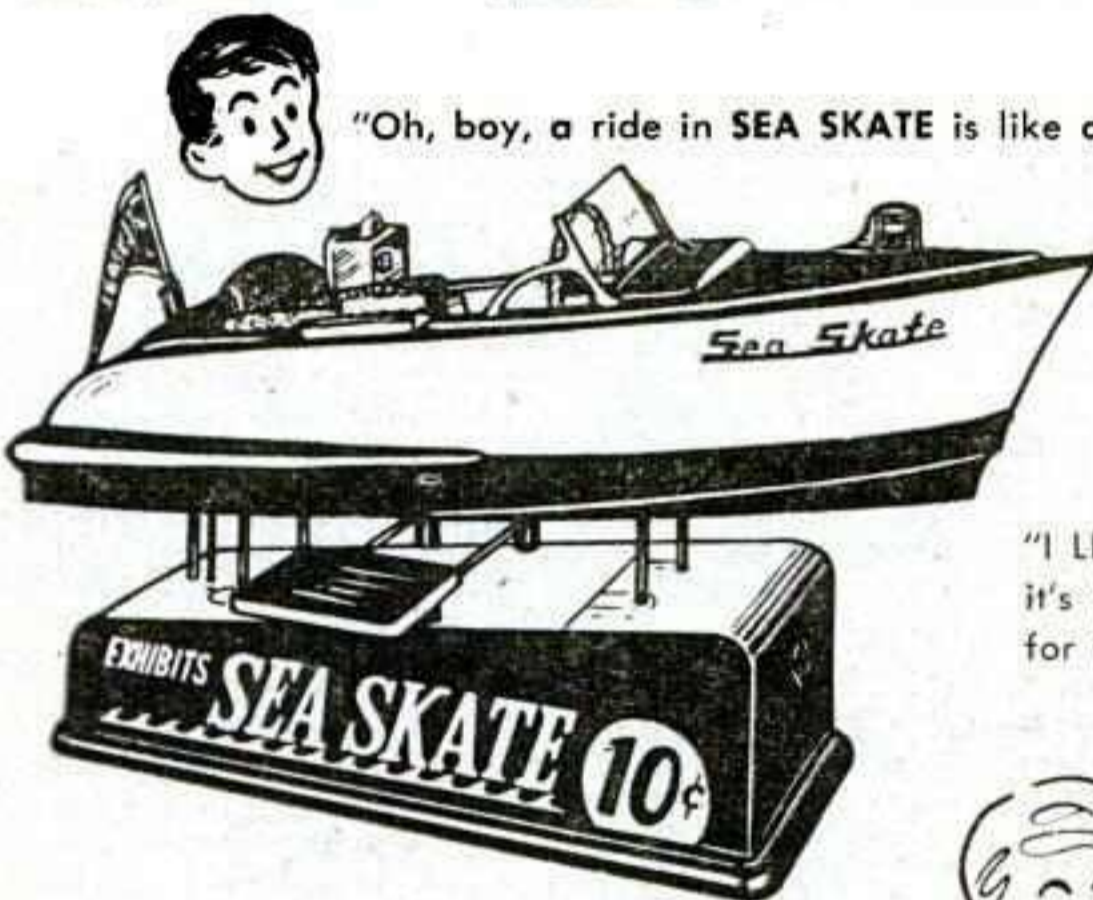
Salesmen and Distributors  
SOME TERRITORIES  
STILL AVAILABLE!  
Operators—Step On It!  
GO METEOR TODAY

**METEOR MACHINE CORP.**  
75 West 45th Street, New York 36, N. Y.  
Circle 6-2241-2

**WATCH FOR TUNG-GO!**

**INDOORS OR**  
**OUTDOORS**

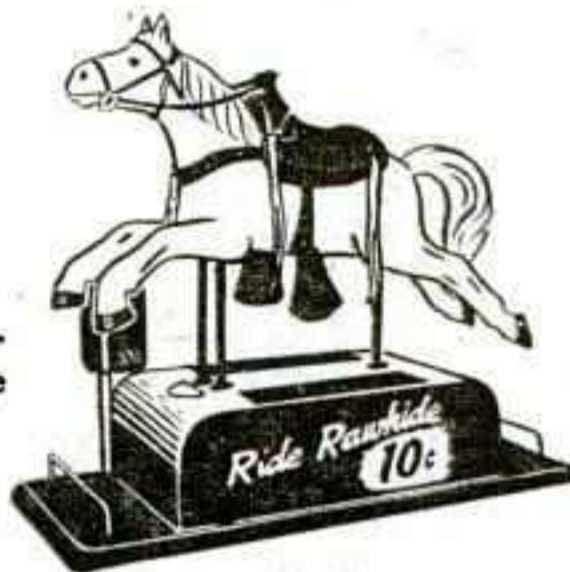
Regardless of Where  
You Operate . . .  
**EXHIBIT**  
**KIDDIE RIDES**  
**"WILL TAKE IT"!**



"Oh, boy, a ride in **SEA SKATE** is like a ride in a real boat"



"I LIKE **RAWHIDE** . . .  
it's just the right size  
for me. . . ."



I'm a real space man when I ride in **SPACE PATROL** . . ."



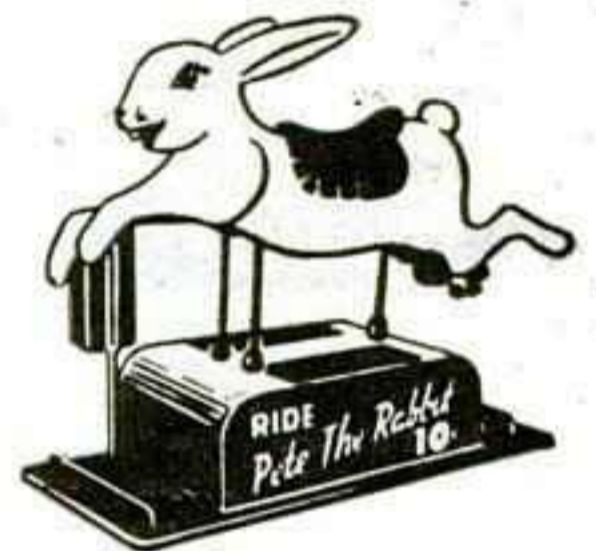
"I feel just like Roy Rogers  
when I ride **TRIGGER**."



"It's just like being a real cowboy  
when I ride **BIG BRONCO** . . ."



"**PETE THE RABBIT** is my  
favorite ride. . . ."



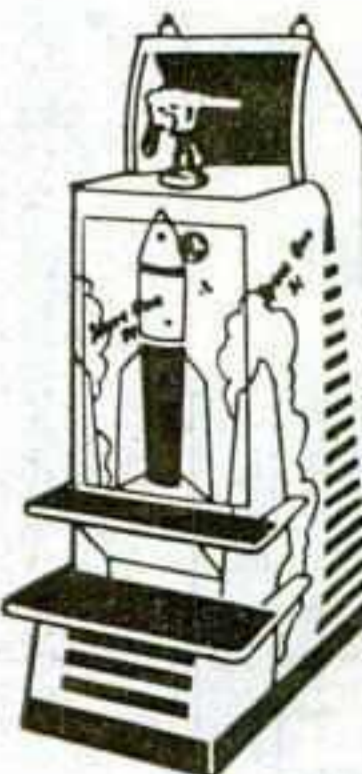
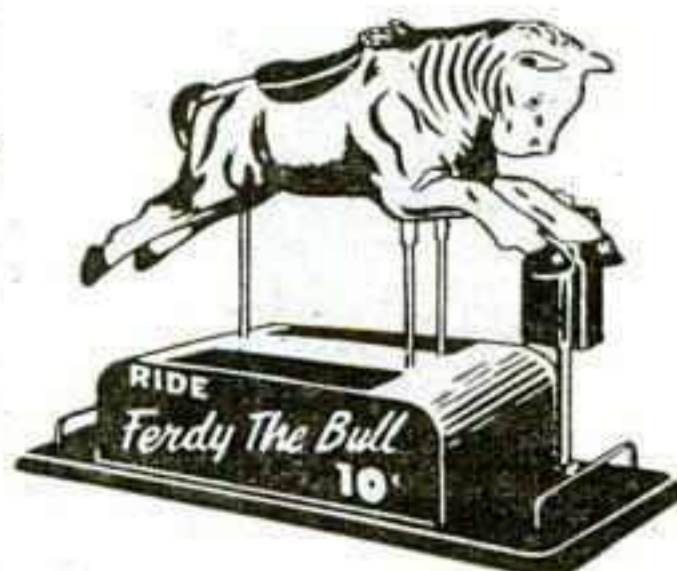
"I love to watch his red nose blink  
when I'm riding on **RUDOLPH THE RED-NOSED REINDEER**."



"When I'm a good boy, Mom  
lets me ride **EL TORO THE BULL** . . ."



I'm too small to ride  
**EL TORO**, so I ride on  
**FERDY THE BULL** . . ."



I shot 10 space men today  
with **SPACE GUN** . . . It's  
real keen."



**EXHIBIT SUPPLY**

4218-30 W. LAKE STREET  
CHICAGO 24, ILLINOIS

# Coinmen You Know

Continued from page 90

his wife are expecting an addition to the family.

A visitor to the Bush Distributing Company was **Max Waters**, of the Wurlitzer sales department. Waters also stopped off at Bush's Jacksonville office on the way up North. . . . **Ken Willis**, export manager at Bush Distributing, expects to make a 10-day plane trip to Peru. . . . Owner **Ted Bush** returned from a business trip to Orlando, while **Ozzie Truppman** covered the East coast of Florida.

Ace-Saxon Vending Machine Company vacationers include **John F. Saxon**, who is on an extended motor trip to Canada and will visit his relatives in Alabama on the way back, and secretary **Catherine Teaney**, on a fishing expedition to Marco, Fla. . . . Vacationing in Cincinnati for a week longer than he expected to remain is **Marvin Novak**, King record distributor.

An addition to the force at Taran Distributing Company is **Avelino Fernandez**, who, besides

serving as secretary to export manager **Sam Benton**, also assists in the bookkeeping department. Accountant **Gil Gross** received birthday congratulations. . . . **Bob Weller**, of the AMOA, has two sons on the high seas. Dick is with the Navy in Korea and Bob, Jr., a Dartmouth graduate and former ensign in the Navy, is with the United States Maritime Service.

**Al Albertelli**, Super Vending Company; his son, **Al Jr.**, who is his routeman; and another son **Jerry**, employed by Florida Power and Light Company, advanced to the semi-finals of the amateur jai alai league. Jai alai is the Basque sport similar to handball and, as played by professionals in Miami's Fronton during the winter, provides thrills and pari-mutuel betting for thousands of tourists as well as the folks who live there the year-round.

**Bert Lane**, who manufactures kiddie rides in Miami, and his wife **Eleanor** returned from a trip to New York City. . . . **Esther Pincus**, wife of **Paul (Whitey) Pincus**, of Whitey's Amusements, is in Manhattan visiting relatives.

Now that the cigarette machine operators are in the AMOA, business manager **Jimmie Bonnie** finds himself busier than ever—and loving every minute of it. . . .

Altho many juke box and game ops have been crying the blues about what a poor summer they experienced businesswise, an exception is **Harry Zimand**, of Acme Music. Zimand says that for him it was at least as good as a year ago. . . . The reason **Lucky Skolnick**, of Lucky's Music Company, is feeling so chipper these days is because his family is now with him in Miami. Skolnick bought into the old Supam Music Company and it took a while until he was able to move his family down from New York. Meanwhile the firm name was changed to Lucky's Music Company.

**Al Miller**, of Super Vending Company, rates the present popularity of shuffle alleys, pin games and shuffleboards in that order. Miller came to Miami last November, likes the area and has already purchased a new home. . . . **Elliott Butler**, president of Canteen of South Florida, is making his recently established firm—the

leader in the vending field here by putting out scores of candy, drink, coffee and cigarette machines thruout the area. Butler says he is now concentrating on the placement of coffee venders, with emphasis on industrial locations.

**Eli Ross**, Taran sales manager, reports that between the recent vacation taken by the AMI factory and the present plant expansion, the flow of new AMI phonographs has practically stopped.

## Chicago

**Harold Burt**, Silver-King Corporation head, says first of the hot chocolate units adapted from firm's just-introduced Coffee Pot vender are going out. . . . Seen at the cigarette vender hearing in City Hall: **A. Garrick Alex**, Vendall Company; **Jack Kelner**, Kelner Vendors; **Ben Coven**, Coven Distributing Company; **Bernard Kiley**, Airport Vending Service; **Bill Swingler**, Automatic Canteen Company v-p; **John Hill**, Rowe Manufacturing Company v-p; **Maurie L. Heffer**, Johnson Tobacco Company; **Fred Brandstrader**, NAMA legislative counsel; **Nick Novasic**, West Allis Vendors, Milwaukee; **Clint Darling**, NAMA executive director; **Bill Fishman**, Automatic Merchandising Company.

**Richard Cole**, v-p of Cole Products Corporation, points to the new eight-selection cup machine introduced at the NAMA show as an example of super-selectivity to make more bull's eyes in the volume target. . . . **J. H. Keeney & Company** spokesman, **Paul Huebsch**, states that the Keeney Deluxe electric cigarette machine appears to have received a sales boost after display at the recent Chi convention.

## New York

**Moe Luber**, local music operator, has moved into his new home in Briarwood, Queens. . . . **Stuart Engelman**, son of **Charlie Engelman**, local operator, left on a cruise with the U. S. Navy. . . . **William Iverson**, his wife, **Sally**, and his daughter, **Karen Marie**, were back this week from a month vacation in Norway.

**George Tillotson** is in the hospital recuperating from an operation. . . . **Boris Gelfond** and **Barney Schlang**, Local 786 I.B.E.W., are back from vacations in Ogunquit, Me. . . . **Dave Stern**, the pops.

# Retailing Know-How Aids Ops

Continued from page 88

is the wrong equipment at the wrong location.

## Supermarket Example

He cited the example of the operator who placed well-constructed and expensive horse rides in a heavily trafficked supermarket. Grosses were miserable.

With a little checking, he discovered that the moppets who went with their parents to that market were mostly in the three to six age group, and that the horse ride was just too high for

them to mount. Substitution of a pony ride saved him the location and put it on a profitable basis.

The larger horse ride was placed on a location frequented by older children, where it operates in the black. A little checking of age groups could have avoided the original trouble.

## Immediate Service

Goldsmith frowns on the long-distance type operation where the retail outlet has difficulty getting immediate service. When an operator sells a location, he said, he should be available to service the rides in short order, or he should make arrangements with a local serviceman to do it. If he can't, he warned, the location will be lost, not only to the original operator, but to any other operator who comes along later on.

Even when no mechanical difficulties are reported, he added, periodic checks should be made. Preventive maintenance will mean greater profits.

## Need for Variety

There must be enough variety of rides, he continued, so that the operator can buy the less expensive rides for low-volume locations, more expensive rides for better locations, and the most expensive rides for prime locations.

However, he emphasized, the least expensive of rides should have the same longevity and mechanical performance as the most expensive.

There is much the operator can do, Goldsmith said, to solidify his position with the location. He cited instances where the entire proceeds for a day's operation were donated to the polio drive, with the location getting all the credit. In another case, the proceeds of a day's operations were given to a local church.

## Public Relations

These actions, he explained, build up excellent public relations for the locations, who have the operators to thank. They also overcome parental objections that the rides are extracting too much money from them.

Capitol believes that the problem of operator education is a paramount one in the industry. The firm is currently preparing an operator's manual, describing methods of working with retailers and how to use rides as a force in merchandising goods.

Goldsmith believes there is an abundance of good locations—but that these locations are good only for the operator who knows what equipment to place there, when to change equipment, how to anticipate the stores' needs and how to tie the equipment in with retailing.

**'SABRE JET RIDE'**

**'KIDDIE TANK RIDE'**

Be the first to have these sensational new coin operated rides. Write today for catalog of our complete line of coin machines.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## The OLD WEST Lives Again

SHOOT THE OUTLAWS

**WESTERN GUN**

FEATURES OF WESTERN GUN  
Swing type, ball and socket pistol  
easy-access servicing  
beautiful modern streamlined cabinet  
drop style  
walk-up safety steps with rubber treads on cabinet  
built in casters  
chrome grab rail  
adjustable motor times shooting cycle  
unlimited shots  
bright lighted targets.

SPECIFICATIONS: Height, 56 inches; length, 31 3/4 inches; width, 26 1/2 inches; floor area, 4 1/2 square foot. Shipping weight, 160 lbs.

Specially designed for the kids  
Proven money maker.

Write us for actual collection reports—THEY ARE AMAZING.

**TOP Money Making Kiddie Ride**

**MUSICAL JUNIOR CAROUSEL**

*Unbeatable for construction and PRICE*

- "life-like" prancing fiberglass horses go **Up and Down and Around.**
- exciting, brilliant circus colors.
- rollicking circus music (continuous or when ride is in action).

**Great Location Getter**  
Requires only 32" x 38" Floor Space

**WIRE-PHONE-WRITE KINGSLEY CORP.**  
160 John Street, Brooklyn, N. Y.  
ULster 5-5061

# METEOR KIDDIE RIDE OPS DOING SENSATIONAL JOB

## These customers' letters speak for themselves

**Northgate Kiddiland**  
AT NORTHGATE  
319 HINDALE ST.,  
BROOKLYN 7, N.Y.

*This Rocket  
has been a  
real winner!*

February 1, 1953

Dear Meteor Corporation,  
Since we saw one of your Meteor Rockets that we bought from the Duke Distributing Co., and having seen your advertisement in the special Kiddie Ride section of the January 21 issue of the Billboard, we are taking this opportunity of writing you to ask for photographs and other information relating to your Flying Saucers and P.T. Boat Rides.

We had a very interesting story on Page 80 of the January 21 issue of the Billboard and if you refer to the article you will see a Meteor Rocket prominently shown. This ride has been very popular with our kiddies. We operated the Meteor Rocket for 5 weeks prior to our closing on December 31st and in that period of time the machine carried 6,133 youngsters. The ride gave us care-free performance during the entire period and for this reason we are interested in the other rides you offer in your advertisement.

The distributors in this area are reluctant to stock Kiddie Rides until forced to do so by operator demand and then the majority will order just one for the customer in question. Most of the Distributors are large scale jobbers and, obviously, this accounts for their reluctance to stock in flooring samples.

Is it possible that one of your Flying Saucers could be shipped to us on approval?

Looking forward to your early reply, we are  
Respectfully yours,  
S. J. ...  
Northgate Kiddiland  
Children's Fairyland Come True

**CAPITOL PROJECTOR CORPORATION**  
526 WEST 22ND STREET, NEW YORK 16, N.Y.

May 11, 1953

Mr. A. W. Elmdor, Sales Manager  
Meteor Machine Corporation  
319 Hindale Street  
Brooklyn 7, New York

Dear Mr. Elmdor:

We have just finished a review of the service of the various types of equipment we have been using and, in this connection, I am very happy to inform you that the equipment we have purchased from your company has proven to be wholly satisfactory.

Service men report that they can keep Meteor equipment running with a minimum amount of effort, and this certainly places a financial point of view.

With all good wishes,

Yours very sincerely,  
CLYDE PROJECTOR CORPORATION  
C. Johnson, A.S.  
64 W. 45th St. N.Y.C.

**Fox Amusements**  
DISTRIBUTORS OF COIN OPERATED MACHINES

11 EAST CHESTER STREET  
LONG BEACH 1, N. Y.  
Tel. Long Beach 4-8781

May 6th, 1953

Gentlemen:

Thank you for the window streamers and special coin box seals you sent us last week. I have found both to be very helpful in my operation. In fact I would like to take this opportunity of complimenting you on the co-operation you have given us ever since I started in the Kiddie Ride business.

All of the equipment that I purchased from you has proven to be everything that you claimed for it when I first became interested in Meteor Rides. Over the past six months these rides have withstood a great deal of wear and tear and are operating as good as the day I first bought them. From the standpoint of earning power I must say that they give me a good return on my investment.

Sincerely,  
Paul Wolf

**AMUSEMENT VENDING CORP.**  
500 8TH AVENUE  
NEW YORK 17, N. Y.

April 1, 1953

Meteor Machine Corp.  
319 Hindale Street  
Brooklyn, New York

Gentlemen:

Upon receipt, will you please enter our order for delivery as quickly as possible, for 25 Meteor Kiddie Rides divided as follows:-----

12 Flying Saucers  
8 P.T-boats  
5 Rockets

In view of the fact that we are already operating over 50 of your Rockets, you may be wondering why we are ordering 5 more, but over the years of operating Kiddie Rides, we have found your Rockets to be one of the most substantial numbers on our route, not only from the standpoint of mechanical perfection, but also earning power.

The first Flying Saucers and P.T-boats, placed on our route several weeks ago, are enjoying exceptionally good business and we are anticipating adding further of your rides to our route as occasion requires.

We want to thank you for the many courtesies extended us during the time we have been doing business with you.

Sincerely,  
AMUSEMENT VENDING CORPORATION  
E. Meyer

**2-PASSENGER FLYING SAUCER NOW READY FOR DELIVERY!**



**METEOR FLYING SAUCER**



**METEOR ROCKET**



**METEOR PT-BOAT**



**METEOR PONY BOY**

### NORTH EAST WEST OR SOUTH —

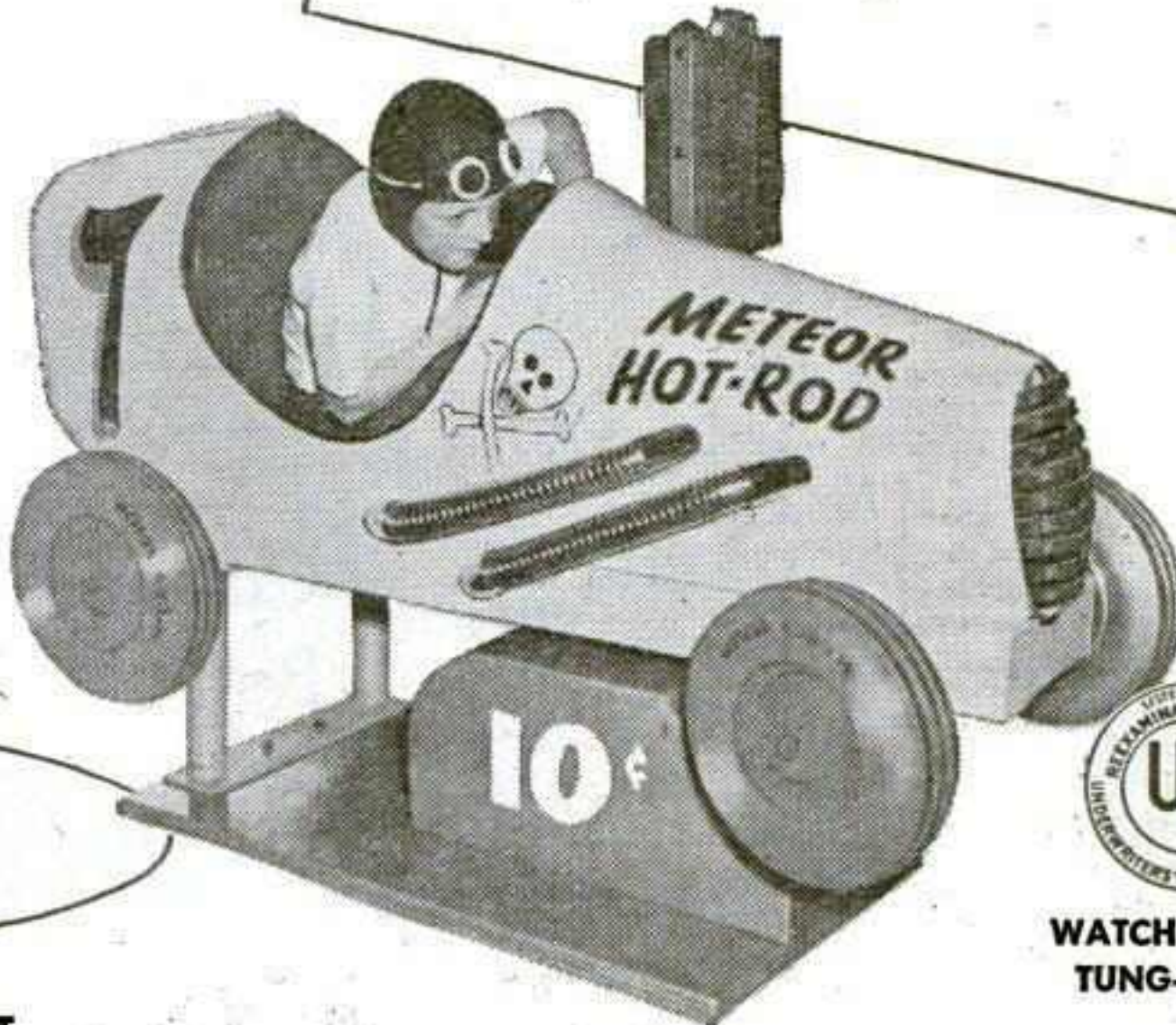
It makes no difference where — METEOR KIDDIE RIDES are still taking top money and are in ever increasing demand! Many of our operators who purchased their equipment under our liberal finance plan are doing so well that they are anticipating their payments, and are paying up in full 4 to 6 months in advance of the expiration of their contracts!

You too can cash in on the tremendous Kiddie Ride business with

## METEOR THE PROFIT LINE

featuring

### METEOR HOT ROD



WATCH FOR TUNG-GO!

OUR LATEST — JUST OUT

Large and Small Merry-Go-Round Kiddie Rides. Send For Details!

# METEOR MACHINE CORP.

75 West 45th St. Circle 6-2241-2 New York 36, N.Y.

Salesmen and Distributors — Some Territories Still Available!  
Operators — We have top notch locations available in many territories — HURRY!

## Tempered Optimism Keys Operators' Fall Outlook

### See Profitable Period Despite Industry Cut-Backs; Tell Why

By FRED AMANN

CHICAGO, Sept. 19.—Optimistic outlook for fall and winter business is tempered somewhat by the first general rash of worker layoffs U. S. industry has experienced since 1949.

While operators look to a profitable period in the immediate future, they do not anticipate greater volume thru increased worker staffs, but rather thru greater per capita consumption of vended products by workers.

Operators with heavy investments in industrial routes, or with a good share of equipment in plants, are hedging on all-out forecasts. But the general consensus is: The bloom is off the postwar upward spiral. Volume will either maintain at the present record high or taper off slightly.

However, with August employment at the record peak of 63,408,000 (one million more than a year earlier), it is felt a cut in the nation's work force can be effected without serious repercussions across the country.

#### Qualifying Factors

While overall gross in industrial locations may not hold up to former levels due to greater cut-backs in certain industries, lower product costs in some cases and more efficient operation is seen as keeping the nut down.

Many industries will not be directly affected by the current reductions in worker staffs. Others will experience only a token decline. In either case, the operator has the advantage of re-locating his equipment to best realize a profit.

Another advantage to the present "settling down" trend: Industrial management's clamor for additional vending equipment to duplicate present units will

taper off. Operators can use present machines, and new models of others, to better advantage.

#### "Tight Money"

Talk of "tight money" in retail circles does not mean the general public will "lock themselves up at home." They will continue to spend money in movies, on transportation and in retail establishments of all types.

Venders installed in all such places will continue to draw patronage on the same, in some instances better, level as earlier in the year.

An important thing to keep in mind, operators counsel, is that John Q may not have the inclination, or the where-with-all, to continue buying appliances or automobiles in the same record amounts he has in the first postwar years. But he does have, and will continue to have, the coins and the inclination to use the improved automatic merchandising equipment made available to him during these same years.

Overall, operators see a tightening of the national business picture. It may affect them in some instances by a slightly lowered gross, but sensible operating techniques will continue to pay off in reasonable profits.

## Committee Hears Proponents of Cig Vending in Chicago

### Predict 14,400 Units in City; Opponents Air Views Sept. 24

CHICAGO, Sept. 19.—The first move in the proposal to license cigarette venders in Chicago (The Billboard September 12, 19) came Thursday (17) when a special five-man City Council subcommittee heard proponents argue for repeal of the 1936 measure banning such equipment.

A second meeting of the subcommittee will interrogate opponents of the proposal Thursday (24) at 2 p. m., also in the second floor City Hall council chambers.

Key operator, machine manufacturer and location representatives stressed the benefits of cigarette equipment in industrial and retail locations. Fred Brandstrader, National Automatic Merchandising Association legislative counsel, told committee members that if the city okayed placement of cigarette machines it would collect more revenue as a result of some 14,400 venders going on location.

#### Cites Retail Statistics

"There are 34,000 retail establishments and 3,000 industrial plants in the city that are available as cigarette outlets. Now, Chicago is below the national average in the ratio of retail cigarette outlets to each 1,000 population," he said.

The national average for cities of 5,000 or more population is 9.5 retail outlets which handle cigarettes per 1,000 population.

In Chicago, there are only four retail outlets per 1,000 persons. This represents a major tax loss, Brandstrader stated.

Asked by the committee to estimate how many machines would immediately go on location if the ban were lifted, Brandstrader mentioned 8,000. "Of these, 5,000 would represent new locations for cigarette retailing. Some 3,000 machines would go into present licensed outlets."

#### \$600,000 in Revenue

"Figured at the \$120 city license rate per outlet, this would mean Chicago would realize an im-

(Continued on page 96)

## Santa Fe Okays Lunch-O-Mat for Tex.-N. M. Run

### Test Trip From Chi Success; May Use Additional Venders

CHICAGO, Sept. 19.—The first railway car-installed vending machine offering a selection of hot and cold beverages, sandwiches and pastries successfully came thru a shake-down run on a specially-equipped Santa Fe coach Friday (18).

The Lunch-O-Mat combination food and beverage vender was installed in the car in Topeka, Kan., last week. It was brought here this week prior to the test run to Clovis, N. M. After minor corrections in installation, involving stiffer bracing of the vender, the car was okayed to run between El Paso and Albuquerque beginning Sunday (27).

Fred Harvey Restaurants will supply the food for the vender including hot sandwiches at 35 cents, cold sandwiches at a quarter.

(Continued on page 96)

## Oak Launches Ad Campaign, Op Prize Plan

LOS ANGELES, Sept. 19.—Oak Manufacturing Company, makers of the Acorn line, is launching a comprehensive \$50,000 advertising campaign which will offer dealers a set-up of cooperative ads.

The company is also releasing a 32-page parts catalog, which may be obtained from the company's plant in Culver City or thru Penny King Company, Eastern Sales Division, in Pittsburgh.

Oak is also in production with the new Rainbow tab gum machine. It features a precision tool head, with a two-minute adjustment, to permit conversion of any standard Acorn machine to the vending of this type of

## PRODUCT PRICE TRENDS\*

Product	1953-'54**	1953	1952
Candy (Per 5-Bar).....	\$ .02.9	\$ .02.8	\$ .02.8
Cigarettes (Per Carton, with Discount)...	1.98	1.93	1.84
Coffee (Per Lb.)			
Pure Concentrate.....	3.30	3.10	3.10
Carbohydrate Concentrate....	2.48	2.25	2.25
Powdered Cream (Per Lb.)....	.78	.84	.89
Sugar (Per 100 Lbs.).....	10.30	10.00	9.50
Cups, Hot-Cold Type (Per .000).....	5.75	5.53	5.32
Soft Drink Syrups (Per Gal.)....	1.05	1.05	1.05
Gum (Per 100 Sticks).....	.40	.40	.40
Gum, Ball (Per Lb.).....	.26	.25	.25
Peanuts (Per Lb.).....	.31	.31	.31
Corn, Raw (Per Peck).....	.09	.12	.10
Peanut Oil (Per Lb.).....	.29	.29	.29
Coconut Oil (Per Lb.).....	.26½	.26½	.26

\* Average cost to operator  
\*\* Estimated

## How to Get Ahead In Bulk Vending Route

By BERNARD BITTERMAN  
President, National Association of Bulk Venders

The strides forward which bulk vending made starting in 1946 should continue thru this fall and 1954 without any major changes.

The tremendous number of penny and nickel units produced by the manufacturers and now in operation over the country has still left many areas with many locations available. Some of our larger cities and metropolitan areas at first glance, seem saturated. However, one would be surprised at the number of locations still available for operators in all fields of bulk vending.

#### Price Trend

The trend of price increases has materially diminished. It is the general opinion that a few items will become lower in price; this will result in greater profits for the operators even tho a slight drop in gross sales might occur. This fall the nut crops have been late but they will be more than sufficient, so that the price level will hold, if not drop slightly.

The charm manufacturers are developing many items for the coming year and this, plus a lower price on inexpensive plastics, will have a tendency to both maintain the high level of sales and at the same time have a small increase in profits.

#### Develop Locations

The coming year should be one to develop additional locations,

especially thru chain store outlets. These establishments are becoming more and more vending machine conscious. Many of the national chains are accepting bulk units from operators for the first time thruout the nation.

It is my belief that we have room for many more operators in the bulk vending industry; also that present operators should develop their routes and diversify their equipment.

In traveling thru the country, I have noticed many operators are endeavoring to specialize in

(Continued on page 96)

## Product Cost Picture; Some Rises, Declines

CHICAGO, Sept. 19.—Product-wise, operators can expect a continued rise in wholesale cost for several vended products and ingredients or supplies connected with these products during the next several months.

An important share of such products, however, will remain at present price levels. In at least two instances, a prime and a secondary product will decline in cost.

Such are the reports and the predictions of operators and suppliers surveyed this week by The Billboard to trace a general supply-cost pattern (see Price Trend table).

#### Coffee Going Up?

Price increases will face the coffee operator perhaps to greater degree. Pure and carbohydrate

## Ind. Tobaccomen to Hear Brandstrader

CHICAGO, Sept. 19.—Fred L. Brandstrader, National Automatic Merchandising Association general counsel, will deliver an address at the Indiana Tobacco Distributors' convention October 3 at the Claypool Hotel, Indianapolis.

His talk, the subject of which was not announced at press-time, will be given during a special vending session during the convention.

## KING-SIZE PACK FOR CAMELS??

CLEVELAND, Sept. 19.—"Very careful consideration" is being given the introduction of a king-size version of Camels, H. H. Ramm, an R. J. Reynolds official, declared here this week.

At Reynolds headquarters in Winston-Salem, N. C., president E. A. Darr declared that "Reynolds is not producing any king-size Camels, and has no plans for doing so at this time."

Which all adds up to—?

## 12-Selection Vender Bowed By Chef-Way

PHILADELPHIA, Sept. 19.—Fred Walters, sales manager of Banner Specialty here, announced that his firm has on location one of the two pilot models of the new Chef-Way 12-selection hot drink vender. The other is at the Chef-Way Plant in Kansas City, Mo.

The new unit, the highest selection hot drink vender yet produced, has a dial which may be turned to the following products: Hot chocolate; six selections of coffee, black, with cream, with sugar, with cream and sugar, with cream and two lumps of sugar, black with two lumps of sugar; tea, with and without sugar, and three se-

(Continued on page 99)

## 1st Op Reports On Dr. Pepper Cup Machines

CHATTANOOGA, Sept. 19.—South East Services, Inc., one of the first operations to use the Dr. Pepper non-selective cup vender following its production last April, this week reported initial results with such "supplementary coverage equipment."

J. H. Dych, president, said four of the units were used to supplement 30 three-flavor cup machines at the Volunteer Ordnance Works in Tyber, Tenn. According to Dych, total gross income increased approximately \$20 a day, with daily drink volume gaining by 500 cups.

In smaller industrial spots, South East Services reported the

(Continued on page 96)

## Coffee Man Says Java Can Be Sold Thru Cig Venders

NEW YORK, Sept. 19.—According to S. J. Bernheimer, managing director of Continental Marts here, cigarette operators will soon be able to vend coffee and cigarettes in the same unit without buying additional equipment.

Bernheimer's firm makes CM Coffee, a powdered, instant java. Plans are underway to make a coffee package the same size as a pack of cigarettes, with eight individual packages of powdered coffee inside. The package could be sold thru a cigarette vender, he explained, and would vend for 29 cents.

Vending at this price, he added, would allow the operators a profit of about one-third on cost. The

package would be wrapped in a special foil, as would the individual servings inside.

#### Coin Problem

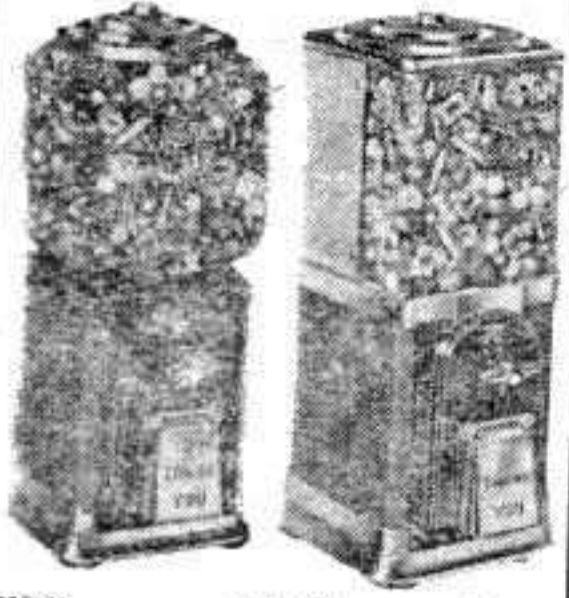
Manually operated machines, of course, could not handle both coffee and cigarettes, as cigarettes usually take at least 25 cents in coin and the coffee vends for 20 cents.

However, a dual arrangement could be achieved on many electrically operated units which can vend at more than one price.

Bernheimer said that, in some cases, he would buy the vending equipment, let operators use it, but retain title to the venders. He added that the firm makes a 32-cup can which may be used in some canned juice venders.

# BITTERMAN SELLS

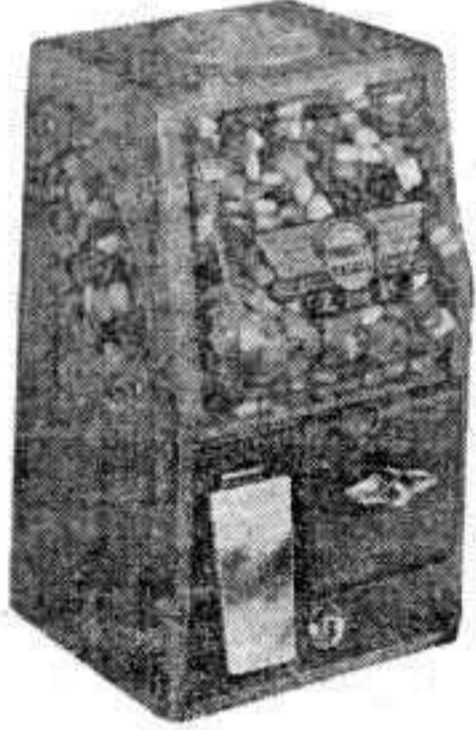
VICTOR'S TOPPER VICTOR'S HALF CABINET STYLE



\$12.50 ..... 1 to 23 ..... \$14.20  
 \$12.50 ..... 24 to 47 ..... \$14.00  
 \$12.50 ..... 48 to 99 ..... \$13.75  
 \$12.00 ..... 100 or more ..... \$13.20

# BITTERMAN SELLS

VICTOR'S DELUXE MODEL BABY GRAND



\$14.25 Ea. less than 100 \$13.25 Ea. 100 or more.

Available with 1c or 5c slot.

1/3 deposit, balance C.O.D. or send check for full amount and save C.O.D. charges.

Lowest prices on ball gum, charms, merchandise and all vending supplies.

Write for free catalog and all information regarding vending machine operation. Training school for new operators.

Time payment plan available.

**BERNARD K. BITTERMAN**  
 4709 E. 27th Street  
 Kansas City, Missouri

# ROCKET RINGS Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure. Real 10c Value  
**NICKELPLATED \$15.50 Per M**  
**GOLDPLATED**  
 with good substantial plating that does not peel.  
**\$16.50 per M**  
 All prices FOB, NYC

**AUL A. PRICE CO.**  
 Leonard St., New York 13

## Available Venders by Type and Manufacturer

### Bulk Nut, Confections

- Advance Machine Co., 4641 N. Ravenswood Ave., Chicago.
- Atlas Mfg. & Sales Corp., 5141 Natural Bridge Ave., St. Louis.
- Champion Vendors Supply Co., 119 E. Houston St., San Antonio.
- Columbus Vending Co., 2005 E. Main St., Columbus, O.
- The Northwestern Corp., 900 Armstrong St., Morris, Ill.
- Ford Gum & Machine Co., Inc., Akron, N. Y.
- Oak Mfg. Co., 11421 Knightbridge Ave., Culver City, Calif.
- W. G. Parrish, Inc., 822 W. Ohio St., Chicago.
- Silver-King Corp., 622 Diversey Pkwy., Chicago.
- Tropical Trading Co., Inc., 5 S. Wabash Ave., Chicago.
- Victor Vending Corp., 5701 W. Grand Ave., Chicago.

### Candy Bar

- Advance Machine Co., 4641 N. Ravenswood Ave., Chicago.
- Atlas Tool & Mfg. Co., 5141 Natural Bridge Ave., St. Louis.
- Coan Mfg. Co., 2070 Helena St., Madison, Wis.
- Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.
- Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.
- Rowe Mfg. Co., Inc., 31 E. 17th St., New York.
- Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles.
- Silver-King Corp., 622 Diversey Pkwy., Chicago.
- Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
- Wright Machinery Co., Calvin & Holloway Sts., Durham, N. C.

### Cigar

- Cigaromat Corp., 1315 Walnut St., Philadelphia.
- Malkin-Illion Co., 396 Coit St., Irvington, N. J.
- Zaug's Modern Vending Service, 411 S. Pearl St., New London, Wis.

### Cigarette

- A & A Co., Inc., 1133 South Ave., Plainfield, N. J.
- Apco, Inc., 250 W. 57th St., New York.
- Coan Mfg. Co., 2070 Helena St., Madison, Wis.
- Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.
- Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.
- J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago.
- Lehigh Foundries, Inc., 1500 Lehigh Dr., Easton, Pa.
- Mercury Vendors, Inc., Division of Andrew Gorretta & Co., 5209 Euclid Ave., Cleveland.
- National Vendors, Inc., 5055 Natural Bridge Ave., St. Louis.
- Rowe Mfg. Co., Inc., 31 E. 17th St., New York.
- Stoner Mfg. Co., 328 Gale St., Aurora, Ill.

### Coffee

- American National Dispensing Co., 4th St. and Cannon Ave., Lansdale, Pa.
- Chef-Way, Inc., 527 Southwest Blvd., Kansas City, Mo.
- Cole Products Corp., 39 S. LaSalle St., Chicago.
- Del Mfg. Co., 1005 S. Central Ave., Los Angeles.
- Indevco, Inc., 806 E. 141st St., Bronx, New York.
- King Mfg. Co., 130 W. B St., San Diego, Calif.
- Bert Mills Corp., Powis Rd., St. Charles, Ill.
- Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.
- Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia.
- Schroeder Products Co., Inc., 3259 Montvale Ave., Woburn, Mass.
- Silver-King Corp., 622 Diversey Pkwy., Chicago.
- Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.
- Steel Products Co., 40 8th Ave., S.W., Cedar Rapids, Ia.

### Coin Changers (Service Type)

- Continental Coin Devices, Inc., 3203 S. Austin Blvd., Cicero, Ill.
- Hamilton Scale Co., 1702 Summit St., Toledo.
- The Vendo Co., 7400 E. 12th St., Kansas City, Mo.

### Cookies, Crackers

- Coan Mfg. Co., 2070 Helena St., Madison, Wis.
- Statler Mfg. Co., 2112 Broadway, New York.
- Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
- Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago.

- Wm. F. Shepherd, Inc., 2604 Woodburn Ave., Cincinnati.
- Wright Machinery Co., Calvin and Holloway Sts., Durham, N. C.

### Food

- Rowe Mfg. Co., Inc., 31 E. 17th St., New York.
- Lunch-O-Mat Corp., 2112 Broadway, New York.
- Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

### Fruit (Refrigerated)

- Frigid Fruit Co., 1303 S. 20th Ave., Yakima, Wash.
- Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles.

### Gum (1c Stick)

- Advance Machine Co., 4641 N. Ravenswood Ave., Chicago.
- Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.
- Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.
- The Northwestern Corp., 900 Armstrong St., Morris, Ill.
- Pulver Co., 53 Canal St., Rochester, N. Y.
- Silver-King Corp., 622 Diversey Pkwy., Chicago.

### Gum (5c Package)

- Advance Machine Co., 4641 N. Ravenswood Ave., Chicago.
- Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles.
- Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

### Hot-Cold Drink (Combination)

- Apco, Inc. (Bert Mills coffee unit), 250 W. 57th St., New York.
- Chef-Way, Inc., 527 Southwest Blvd., Kansas City, Mo.
- Cole Products Corp., 39 S. LaSalle St., Chicago.
- Indevco, Inc., 806 E. 141st St., Bronx, New York.
- Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia.
- Snively Groves, Winter Haven, Fla.
- Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.

### Hot Nut

- Silver-King Corp., 622 Diversey Pkwy., Chicago.
- Tropical Trading Co., 5 S. Wabash Ave., Chicago.

### Ice

- F. B. Dickinson & Co., 8000 University St., Des Moines, Ia.
- Refrigeration Engineering Co., P. O. Box 337, Montgomery, Minn.
- S. & S. Vending Machine Co., 670 Lincoln Ave., San Jose, Calif.

### Ice Cream

- Atlas Tool & Mfg. Co., 5147 Natural Bridge Ave., St. Louis.
- Fred Hebel Corp., 126 N. Union Ave., Chicago.
- Rowe Mfg. Co., Inc., 31 E. 17th St., New York.
- Salerno's Magic-Vend, 813 W. Taylor St., Chicago.
- Smithco, Inc., 705 Jefferson Bldg., Peoria, Ill.
- Turbo Machine Co. (Kenro Distributors), 550 Fifth Ave., New York.
- The Vendo Co., 7400 E. 12th St., Kansas City, Mo.

### Juice

- Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles.
- Juice Bar Corp., 270 Madison Ave., New York.
- Metal Products Co., 1135 Third St., Oakland, Calif.
- Minute Maid Corp., 488 Madison Ave., New York.
- Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia.
- Snively Groves, Inc., Winter Haven, Fla.

VICTOR'S TOPPER VICTOR'S HALF CABINET STYLE



\$12.50 ..... 1 to 23 ..... \$14.20  
 \$12.50 ..... 24 to 47 ..... \$14.00  
 \$12.50 ..... 48 to 99 ..... \$13.75  
 \$12.00 ..... 100 or more ..... \$13.20

**PARKWAY MACHINE CORPORATION**  
 715, Envor St Baltimore 7, Md.

- Lunch-O-Mat Corp., 2112 Broadway, New York.
- Welch Grape Juice Co., 55 Fifth Ave., New York.

### Milk

- Cedar Hill Farms, Inc., 6980 Wooster Pike, Cincinnati.
- Food Engineering Corp., 179 Elm St., Manchester, N. H.
- Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles.
- Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill.
- Refrigeration Engineering Corp., P. O. Box 337, Montgomery, Minn.
- Rowe Mfg. Co., Inc., 31 E. 17th St., New York.
- Lunch-O-Mat Corp., 2112 Broadway, New York.
- O. D. Jennings & Co., 4307 W. Lake St., Chicago.

### Photo

- Auto-Photo Co., 1444 S. San Pedro St., Los Angeles.
- International Mutoscope Co., 44-02 11th St., Long Island City, N. Y.

### Post Card

- Exhibit Supply Co., 4218 W. Lake St., Chicago.
- International Mutoscope Co., 44-02 11th St., Long Island City, N. Y.

### Postage Stamp

- Hamilton Scale Co., 1702 Summit St., Toledo.
- Northwestern Corp., 900 E. Armstrong St., Morris, Ill.
- Schermack Products Corp., 1164 W. Baltimore Ave., Detroit.
- J. Schoenbach Co., 1645 Bedford Ave., Brooklyn.
- Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles.
- U. S. Postage Stamp Machine Co., 1829 Wilson Ave., Chicago.

### Sandwich (Refrigerated)

- American Vending Corp., 2420 S. Michigan Ave., Chicago.
- J. H. Keeney & Co., 2600 W. 50th St., Chicago.
- Lunch-O-Mat Corp., 2112 Broadway, New York.
- Rowe Mfg. Co., Inc., 31 E. 17th St., New York.
- Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

(Continued on page 96)

**"Smokeshop Lo-Boy"**  
 THE NATION'S FINEST CIGARETTE VENDOR!  
**486 PACK CAPACITY**  
 Tear Out and Mail This Ad for Details!

**Smokeshop Corp.**  
 (AUTOMATIC PRODUCTS CO.)  
 250 West 57th Street, New York 19, N. Y.

## MERCHANDISE VENDERS

- Drink-O-Mat, 1000 Cup ..... ea. \$350.00
- Drink-O-Mat, 3 drinks ..... ea. 475.00
- Super Vender 3 drinks ..... ea. 335.00
- Coles, 600-cup, 3 drinks ..... ea. 750.00
- National King Coffee, new ..... ea. 350.00
- Hupp, cold drink ..... ea. 250.00
- Craig, 10c ice cream ..... ea. 250.00
- National 930, Cigarette ..... ea. 95.00
- National 950 Cigarette ..... ea. 125.00
- National Electric ..... ea. 95.00
- Lehigh P.X. 8 col. .... ea. 125.00
- Lehigh P.X. 10 col. .... ea. 135.00
- National 9 col. Candy ..... ea. 95.00
- Revco 2 col. Ice Cream ..... ea. 395.00
- Revco 1 col. Ice Cream ..... ea. 150.00
- 35 penny Atlas Nut Venders ..... ea. 6.50

"Cole Drink Distributors."

**Cleveland Coin MACHINE EXCHANGE, INC.**  
 M. E. GROSSER Sales Manager  
 2021-2025 Prospect Ave., Cleveland 15, O.  
 All Phones: Tower 1-6715

## Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

## Northwestern

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
 Candy Gum & Nuts  
 Beverages  
 Tobacco  
 New Products  
 Trends  
 Industry News  
 Market Place  
 Articles  
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
 (Foreign rate, one year, \$6)

Name .....  
 Address .....  
 City ..... Zone ..... State .....  
 Occupation .....

We  
Have Newer  
**CHARMS!**

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢  
Complete  
Sample Kit

- False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums

**PENNY KING COMPANY**

2538 Mission Street Pittsburgh 3, Pa.



National Sales Agents for ACORN CHARM VENDOR parts and accessories

- THE HIT OF THE
  - NABV CONVENTION
  - GUGGENHEIM'S latest
- action charm!



**"FLIP-IT"**  
MINIATURE PIN-BALL  
GAME

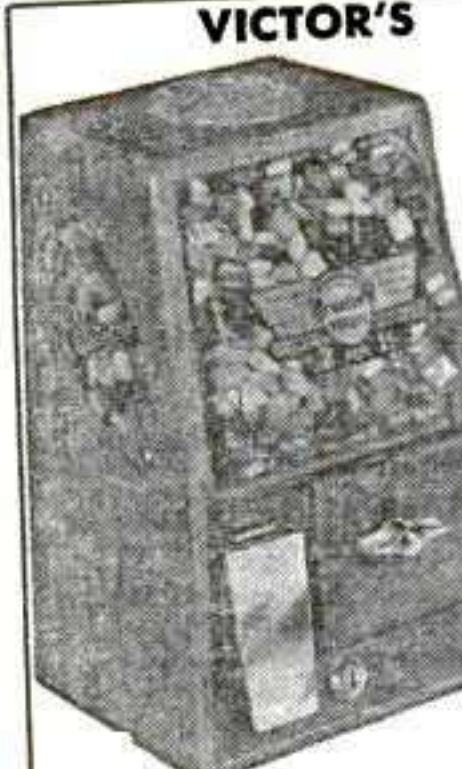
that actually works!

\$18.00 per thousand

Order from your distributor or from . . .

**Karl Guggenheim**

33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL. 5-8393



DELUXE MODEL BABY GRAND \$14.25 Ea. less than 100.

\$13.25 Ea. 100 or more.

Available with 1¢ or 5¢ slot.

Write for lowest prices on Gum and Charms

**H. B. Hutchinson Jr.**

240 North Ave. N. E. Atlanta 6, Ga.

**Committee**

• Continued from page 94

mediate increase of \$600,000 in revenue."

W. F. Swingler, vice-president of Automatic Canteen Company of America, pointed out that of the firm's 154 operating branches, the Chicago branch was the only one not able to offer locations cigarette equipment.

"Multi-shift plants have an especial need for cigarette machines; cafeterias and other retailing sources of cigarette supply do not function for late shifts.

"Due to the ban of cigarette vendors in Chicago, we have lost a number of industrial accounts in which we operated other vending equipment," Swingler declared.

If the ban were lifted Canteen would install approximately 1,000 cigarette units in its Chicago locations, he declared.

John S. Mill, vice-president of Rowe Manufacturing Company, Inc., told the subcommittee that pilferage was a costly problem for the independent retailer who counter-sold cigarettes. "Operator installed machines eliminate this," he said.

**Supervision Maintained**

Supervision of venter-sold cigarettes in retail locations would be on a level, or in many instances better, than those counter-sold, Mill stated. Store personnel are always present to observe who patronize the machine.

Robert Stein, of W. F. Hall Printing Company, represented industrial location management. He said his firm's 5,000 employees, and the firm itself, would benefit by cigarette venter installations. "We consider cigarettes an integral part of the workers' 'coffee break,'" Stein declared. Vender-sold cigarettes are more readily available in a large plant, he said.

Brandstrader echoed operator sentiments when he declared they would expect no preferential treatment in the matter of taxes. A city regulatory or inspection fee for cigarette vendors, over the regular \$120 license per location, would not meet industry opposition, he said.

Counter versus vended price of regular cigarettes in Chicago after October 1 (when the 1-cent city tax per pack goes into effect) would be on a par, the subcommittee was told. Both would be 25-cents.

**First Report**

• Continued from page 94

250-cup, manually-operated unit was used alone. Volume was not high enough in such marginal locations to justify use of multiple selection machines, Dych said.

The Dr. Pepper machine, built by the Mitchell Company in Dallas, a heavy equipment manufacturer, is priced at \$538.20 cash. On Dr. Pepper's no-down-payment plan, with monthly installments running three years, the price is \$592.83.

**Santa Fe**

• Continued from page 94

ter, milk, juices and pastries at 15 cents, and coffee for a dime.

The Santa Fe car carries 14 persons in a reserved seat section and 40 in regular coach seats. With a mail and baggage car, it will make up a three-car Diesel-engine train making two round trips daily between the two cities.

Because Santa Fe's dining car service produces a deficit of \$5 million annually, it was decided not to include a regular diner on the six-hour Texas-New Mexico run. The multi-item venter was chosen instead.

**Oak Launches**

• Continued from page 94

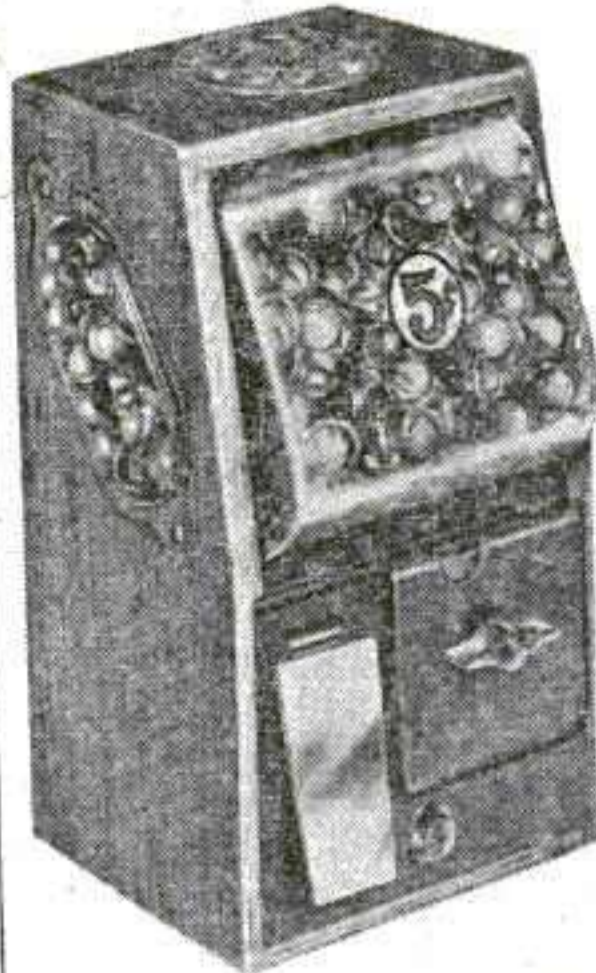
gum, Hershey and similar bars or charm candies.

Operators over the nation are being invited to submit promotion and distribution suggestions in a "Tips to Operators" institutional series which the firm will break soon. Prizes will be given operators who submit usable ideas.

Sam Weitzman, Oak president, said, "We have been so busy growing, so busy trying to keep production facilities up to demand, that we're just now getting the time to take up the promotional possibilities of the Oak

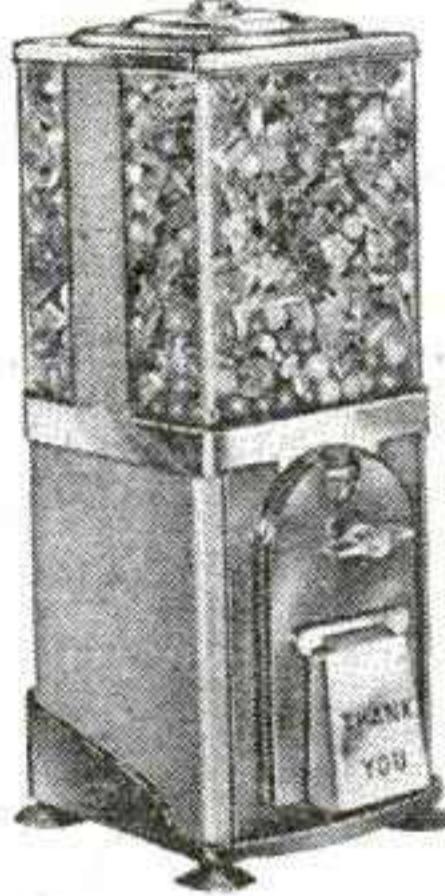
**They're ALL VICTORS**

The Finest  
in Bulk Vending



**BABY GRAND DELUXE**  
and  
**ROCKET CHARMS**

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super Item Rocket Charm mix.



**TOPPER DELUXE**  
Twin Window Style



**TOPPER DELUXE GLOBE STYLE**  
(GLASS GLOBE)



ALL machines packed and sold 4 per case.  
4 to 23 ..... \$14.25  
24 to 47 ..... 14.00  
48 to 100 ..... 13.75  
100 or more ..... 13.20

Write for complete charm and merchandise price list.

We carry 40 novelty items, 8 to 10 series plastic charms.

**GRAFF VENDING SUPPLY CO.**  
2841 W. Davis Dallas, Texas.

**Venders**

• Continued from page 95

**Sandwich (Hot)**

American Vending Corp., 2420 S. Michigan Ave., Chicago.  
Lunch-O-Mat Corp., 2112 Broadway, New York.

**Sanitary Napkin**

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago.  
Hospital Specialty Co., 1991 E. 66th St., Cleveland.  
National Sanitary Sales, 4307 Lawrence Ave., Chicago.  
Sanitex Co., 14182 Meyers Rd., Detroit.  
Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago.

**Scales**

A.B.T. Mfg. Corp., 715 N. Kedzie Ave., Chicago.  
American Scale Mfg. Co., 3206 Grace St., N.W., Washington.  
Hamilton Scale Co., 1702 Summit St., Toledo.  
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.  
Rock-Ola Mfg. Corp., 800 N. Kedzie Ave., Chicago.  
Peerless Weighing & Vending Machine Corp., 2928 41st Ave., Long Island City, N. Y.  
Watling Mfg. Co., 4650 Fulton St., Chicago.

**Soft Drink (Bottle)**

Atlas Metal Works, P. O. Box 5208, Dallas.  
Atlas Tool & Mfg. Co., 2126 Indiana Ave., Kansas City, Mo.  
General Vending Machine Corp., 33338 Chippendale Ave., Philadelphia.  
Ideal Dispenser Co., 509 S. McClun St., Morris, Ill.  
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.  
S. & S. Products Co., P. O. Box 1047, Lima, O.  
Selectivend Corp., 1820 Wyandotte, Kansas City, Mo.  
The Vendo Co., 7400 E. 12th St., Kansas City, Mo.  
Vendorator Mfg. Co., 4000 Railroad Ave., Fresno, Calif.

**Soft Drink (Cup)**

Apco, Inc., 250 W. 57th St., New York.  
Cole Products Corp., 39 S. LaSalle St., Chicago.  
Lyon Industries, Inc., 373 4th Ave., New York.  
Navenco Mfg. Co., 5608 E. Mockingbird Lane, Dallas.  
Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.  
Square Mfg. Co., 40 W. Huron St., Chicago.

**Popcorn**

Auto-Vend, Inc., 3612 Cedar Springs, Dallas.  
Mayflower Industries, 2218 University Ave., St. Paul.

**Miscellaneous**

**Matches**  
Columbus Vending Co., 2005 E. Main St., Columbus, O.

**Comb**  
Andrews Mfg. Co., Inc., 660 S. Rochester Rd., Clawson, Mich.  
White's Comb Vendor Co., 286 Grace St., Elgin, Ill.

**Lighter Fluid**  
L. E. Scott Co., Inc., 277 Water St., Warren, R. I.  
Atlas Mfg. & Sales Corp., 12220 Trickett Rd., Cleveland.

**Pencil**  
Empire Pencil Co., Shelbyville, Tenn.  
Kaye & Co., 2532 W. High Ave., Philadelphia.

**Perfume**  
Perfumatic of Canada, Ltd., 561 Eglinton Ave., Toronto.

**How to Get**

• Continued from page 94

one type of bulk equipment. In my opinion, the specialization era is past. For a good sound business the diversified route is a necessity.

**Population Factor**

Statistics compiled by the United States government showed that from 1940 to 1950 the population of the country has grown by 19 million. It is anticipated that from 1950 thru 1960 our country will have a growth of 21 million.

This means there will be more people, more families, more children and therefore more customers for both ourselves and all other small businessmen.

Two factors stand out as a prerequisite for operators to realize the upcoming benefits outlined above:

Clean machines, fresh merchandise. The sum of both adds up to a business that will grow larger each year.

**Tax Cut for Indiana Ops**

INDIANAPOLIS, Sept. 19. — Indiana operators, especially those also engaged in wholesaling, will receive important reductions in their State gross income taxes at the end of this year.

In 1949 the General Assembly imposed a 100 per cent increase in such taxes on wholesalers, manufacturers and farmers and a 25 per cent increase on retailers and employed persons. These increases will be canceled at year's end.

The higher taxes were enacted to provide funds for a World War II veterans bonus voted in the State in 1948. The reduction is possible due to accumulation of funds by December to meet such bonus payments.

**Bake-O-Nuts**  
A New Line of  
**Salted Nuts**  
For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for toasting and salting other nutmeats to make them especially suitable and profitable for vending machines.

**BAKE-O-NUTS ARE BAKED—NOT FRIED.**  
**NOT GREASY—NO OILS USED.**  
**NO OIL SMEAR ON GLASS BOWL.**  
**NO LOOSE SALT TO CLOG MACHINE.**  
**MORE DELICIOUS—MORE CRISPY.**  
**STAY FRESH LONGER THAN FRIED NUTS.**  
Because Bake-O-Nuts Are Not Oil-Soaked, Size for Size, You Actually Get 6% More Nuts Per Pound.  
CASHEWS Small Wholes... @ .65 lb.  
CASHEW BUTTS ..... @ .60 lb.  
MIXED NUTS ..... @ .70 lb.  
Cashews—Almonds—Filberts  
ALMOND Small Shelled .. @ .80 lb.  
PEANUTS Blanched  
Jumbos ..... @ .44 lb.  
SOYNUITS (Don't Miss Them) ..... @ .25 lb.  
PISTACHIOS 4 Star Jumbo @ .93 lb.  
Red—In the Shell  
All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.  
Terms: Cash With Order or If C.O.D. Send 1/2 Deposit With Order.  
F.O.B. New York.

**BAKE-O-NUTS CO.**  
2 Staple St., New York 13, N. Y.  
Tel.: BEekman 3-7649

**Greatest Time-Saving**  
**PENNY WEIGHING SCALE**

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE  
TIN SCOOP.  
DIAL IS GLASS COVERED WHICH PROTECTS POINTERS WHEN IN USE.  
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.



There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**IT'S BACK !!!**

**VICTOR'S TOPPER**  
The world's finest bulk charm venter.  
At these low prices 100 or more \$12.00.  
Less than \$12.50.  
We stock the complete line of venders.

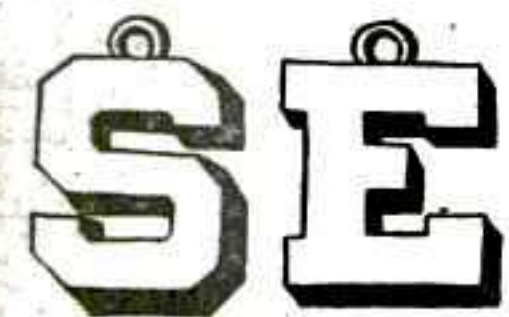
Write for complete charm and merchandise price list and all bulk vending prices.  
**GRAFF VENDING SUPPLY CO.**  
2841 W. Davis Dallas, Texas  
Telephone YA-8323



Blue Magic—

# LUMINOUS VARSITY LETTERS

that-glow-in-the-dark



When OPERATORS talk we LISTEN. From them we learn. They steer us right.

We were TOLD to make Varsity Letters LUMINOUS. The CUSTOMER is always right.

**\$4.75** per 1,000  
f.o.b. Jamaica, N. Y.  
Or:  
At Your Distributor.

Uncanny how RIGHT they are. It's the "hit" they said it would be—and everything is hunky-dory and better than expected.

We pass on the good word so you can order, too.

**SAMUEL EPPY & CO., INC.**  
91-15 144 Place Jamaica, New York

## Kirkpatrick Is Rowe Mfg. V.-P.

NEW YORK, Sept. 19.—It was learned this week that William T. Kirkpatrick, with the Rowe Manufacturing Company since May, is executive vice-president of the firm, in over-all charge of production and research at the Whippany, N. J., plant.

A graduate of Rutgers University, with a degree in electrical engineering, Kirkpatrick joined the Kingston-Conley Division of the Hoover Corporation in 1934 and remained with the firm until he joined Rowe last spring.

At the time he left Kingston-Conley, Kirkpatrick was general manager, in charge of 1,000 employees. He is married and the father of an 18-year-old son.

## Paper Cup Stocks Win Service Honor

NEW YORK, Sept. 19.—The distinguished service award by national associations, given yearly by the American Trade Association Executives, has been presented to the Paper Cup and Container Institute for its 1951-1953 program of stockpiling 25 million cups and containers at 20 locations in the United States, for emergency disaster use.

## Automatique Announces Wittenborg Refrig. Unit

NEW YORK, Sept. 19.—Bob Ferman, vice-president of Automatique, Inc., announced this week his firm has received its first shipment of the Wittenborg Multi-Selection Refrigerated Vender and can deliver the unit in six weeks.

The three-column vender is mechanically operated and has 36 windows. Trays are adjustable to the product. The unit will hold 144 sandwiches and up to 288 smaller items. List price is \$1,500.

Ferman said the vender can dispense salads, pastries, pies, fruit, juices, milk and desserts.

**Dimensions, Weight**  
Dimensions are 6 feet 2 inches high, 3 feet 6.5 inches wide and 1 foot 1.2 inches deep. Weight is 800 pounds. The front is of polished stainless steel and the cabinet of baked enamel. Fluorescent lighting is standard equipment.

The refrigeration unit is made by Mills, but is interchangeable with most other American units. Ferman believes the vender

will be used in industrial locations as a supplementary feeding unit where the plant is large enough to support a cafeteria, and as a primary feeding unit in smaller plants.

The vender has been on location in Europe for 13 months and has been tested in this country for a month. Ferman said he will place one unit on location next week.

## Somerall New Bottling Division V-P at Pepsi

NEW YORK, Sept. 19.—James B. Somerall was elected vice-president of Pepsi-Cola Company in its Bottle Sales Division this week.

President Alfred N. Steele said Somerall would also shortly become vice-president of the wholly-owned subsidiary, Metropolitan Bottling Company, Inc. In the latter capacity, he will be in charge of Metropolitan's Schweppes operations thruout the country.

Prior to joining Pepsi-Cola, Somerall was vice-president and general manager of Coca-Cola Bottling, Inc., Seattle.

## WANNA MAKE A GOOD BUY?

None better, in our opinion, at this price

## IMPORTED MINIATURE FOODS

There are ten (10) different Miniature Foods in this series, consisting of Roast Chicken, Lobster, Beef Steak, Fried Eggs, Meat Sandwich, Roll, Chocolate Cake, Doughnuts, etc.

**\$10.00** per 1,000 f. o. b. Jamaica, N. Y.  
Or: At Your Distributor

This is NOT a CLOSE-OUT. We shall run it and sell it at this low price as long as our factory in Japan keeps making it exclusively for us. But deliveries from Japan are slow and irregular. So we add this word of caution: Subject to prior sale, while our stock lasts. When it's gone you'll have to wait till the next boatload arrives. So ORDER AT ONCE, and order enough, for immediate delivery.

**SAMUEL EPPY & CO., INC.**  
91-15 144 Place Jamaica 2, New York

## 12-Selection

Continued from page 94

lections of hot, clear soup. All products are made with pellets and hot water.

List price for the vender is \$1,450. Production has started, with first deliveries scheduled for November. While dimensions and weight have not been given, it is about the same size as the Chef-Way coffee vender.

Products vend for a dime. The unit comes equippe' with a National Rejector changemaker. Walters said the pilot model will remain at its current industrial location.



### FAVORITE MONEY-MAKER VICTOR'S Standard 1c Topper

100 or more **\$12.00** each  
Less than 100 **\$12.50** each

We stock the complete line of Victor vendors.

All machines packed and sold in the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

**Pioneer Vending Service**  
590 Albany Ave. Brooklyn 3, N. Y.  
Phone: PResident 4-5358

## Product Cost

Continued from page 94

Ball gum is expected to go up a bit after holding firm for many months. Stick gum will remain at the "established" 40-cents-per-100 average.

### No Drink Change

On the soft drink front, operators do not look for any rise in sirup costs. Competition and the growth of sirup-making among operators is seen as a major reason. In the penny bulk field, peanuts are also expected to hold to current price levels.

Raw corn, due to a high harvest this season, should drop an average of 3 cents per peck. Peanut and coconut oils will hold steady, subject to usual seasonal variations.

## SILVER-KING "GIANT ACE"



AT LAST—a vender that permits easy placement of charms! It's the new SILVER KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)

- 1c CHLOROPHYLL BALL GUM VENDOR—TODAY'S SENSATION (Vends 210 Count)
- 1c "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)
- 5c PISTACHIO or MIXED NUTS (The busiest nickel snatcher)
- 1c "SUPER-VENDOR" KING SIZE BALL GUM (To wake up "sleepy" locations)
- 1c CANDY BAKED BEANS VENDOR (Fine companion for ball gum machines)
- 5c SILVER-KING "HOT NUT" (For that "Extra-Special" spot)
- 1c or 5c SILVER-KING NUT VENDORS (Best bet for bars)

Vendors for All Foreign Coins  
Immediate Delivery at  
Best Dealers Everywhere  
**SILVER-KING CORP.**  
622 Diversey Parkway  
Chicago, Illinois

## IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY  
**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1c & 5c Comb. .... \$13.95
- N.W. 239 1c Porc. .... 7.95
- N.W. 233 1c Porc. B.G. .... 7.95
- Master 1c Bulk Porc. .... 7.45
- Master 5c Bulk Porc. .... 7.45
- Master 1c & 5c Bulk Porc. .... 7.95
- Columbus 1c Bulk .... 7.45
- Silver King 1c B.G. or Mdse. .... 7.45
- Silver King 5c .... 7.45
- Exhibit Post Card (Metal) .... 15.00
- Advance 2D 1c B.G. .... 7.45
- Advance 2D 1c Mdse. .... 5.95

## MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen ..... \$ .90
  - Pistachio Nuts, Vendor's Mix ..... .63
  - Cashew Whole ..... .52
  - Cashew Butts ..... .52
  - Peanuts, Jumbo ..... .32
  - Spanish ..... .28
  - Mixed Nuts ..... .55
  - Almonds 480 ct. 5 lbs. vac. pk. .... .55
  - Baby Chicks ..... .34
  - Rainbow Peanuts ..... .30
  - Boston Baked Beans ..... .30
  - Hobby Mix ..... .30
  - Jelly Beans ..... .28
  - Licorice Lozenges ..... .25
  - M & M ..... .42
  - Assorted Fruit Charms, 100 ct. .... .42
  - Rain Big Ball Gum, all sizes, 200 lbs. minimum, Prepaid, per lb. .... \$ .28
  - Adams Gum, all flavors, 100 ct. .... .42
  - Wrigley's Gum, all flavors, 100 ct. .... .47
  - Suchard Chocolate, 200 ct. .... 1.20
  - Hershey's Chocolate, 200 ct. .... 1.30
- Minimum Order, 25 Boxes Assorted.  
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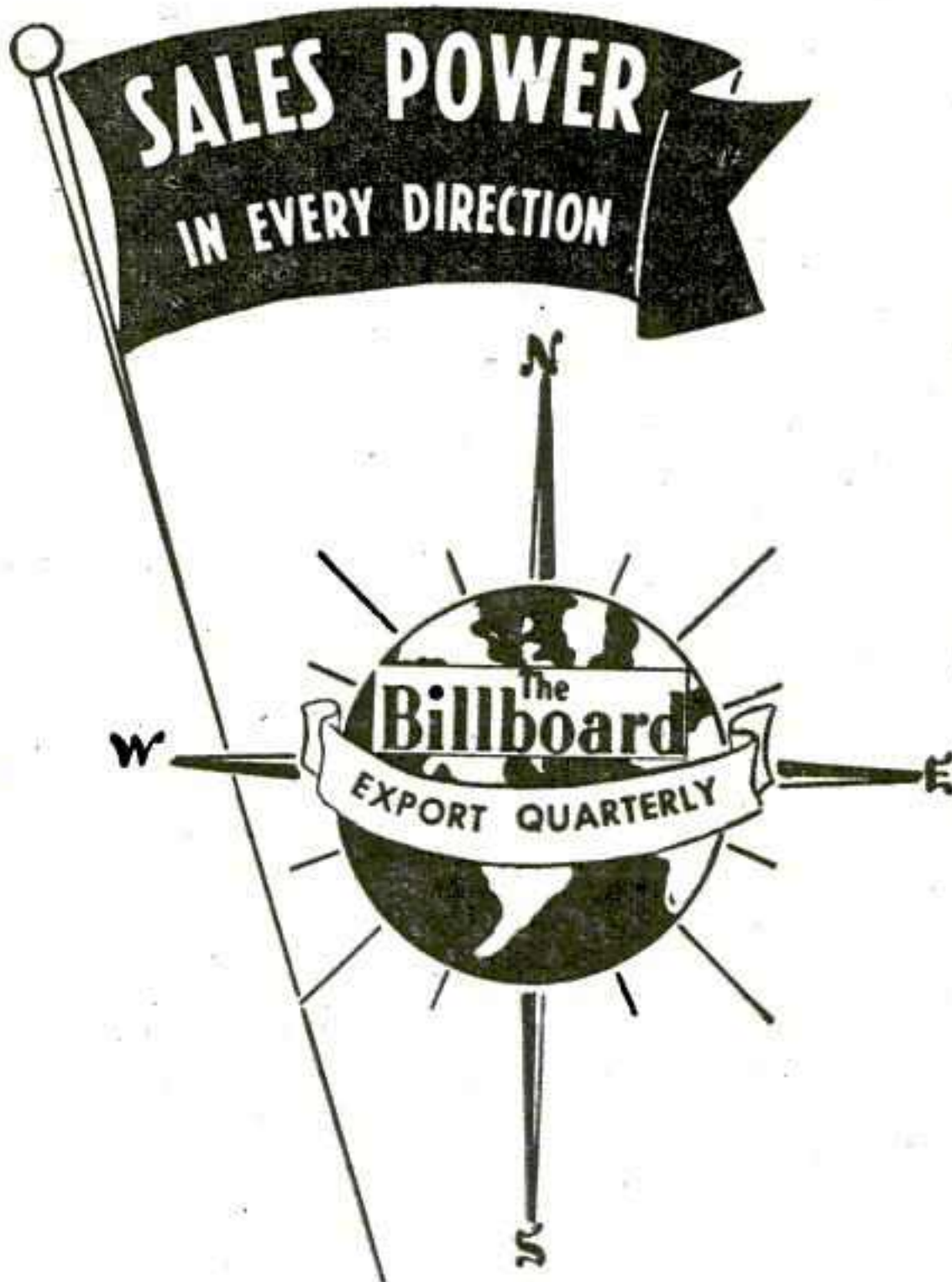
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ISSUE DATED OCTOBER 17  
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## MOA SETS UP DEFENSE AGAINST McCARRAN BILL

### Formation of Third Copyright Holding Organization Discussed

CHICAGO, Sept. 19.—The executive committee and board of directors of Music Operators of America met here this week behind closed doors to discuss strategy to fight the McCarran bill (S. 1106) which proposes to make juke boxes liable for performance fees, and to ponder the question of forming a third copyright holding organization of their own, similar to ASCAP and BMI. The executive and legal staff

of MOA will be in Washington to present a defense against the copyright legislation at hearings now set for October 26 at the Senate office building.

Music machine manufacturers and MOA will again join forces to battle the proposal. **Manufacturers, Operators Meet**  
In the course of the two-day meeting, a committee of MOA members and representatives of the manufacturers' association held a luncheon meeting to discuss mutual problems.

Neither the strategy nor the plans submitted for the formation of a third copyright organization were divulged. However, George A. Miller, president of MOA said, "The proposal of a performance rights society sponsored by MOA has been, and will be, further explored. There is no doubt but what a plan will be presented to the operators of the nation at the MOA convention in March."

Three specific plans were discussed, details of which were not disclosed. It has long been rumored that MOA would discuss the matter of forming a per-

formance rights society at this meeting.

Proponents of the McCarran bill were heard by the Senate's judiciary subcommittee earlier this summer. Until July, ASCAP carried on a lone fight for the passage of the McCarran bill. In July, however, BMI joined ASCAP in urging an end to the juke box exemption.

**"Outstanding" Says Miller**  
Summing up the meeting, Miller said, "This was by far the most outstanding, successful, progressive, and co-ordinated meeting ever held by MOA. It is a high compliment for any presiding officer to receive 100 per cent attendance of its officers and directors when one realizes that they came from all over the United States at their own personal expense." In all, 42 officers attended.

The next important venture for MOA will be the formation of a national tax council which will be set up to aid local operators in problems concerning legislation of State and local taxes on juke boxes.

## Miller Speaks At Milwaukee Operators Meet

MILWAUKEE, Wis., Sept. 19.—Operators from throughout Wisconsin gathered at the Eagles Club here Thursday (17) to greet and hear George A. Miller, president of Music Operators of America at a special meeting.

Miller motored in from Chicago with Clinton S. Pierce, president of The Wisconsin Phonograph Owners' Association where they were attending MOA executive sessions. Pierce introduced Miller who spoke on the necessity of organizing the nation's phonograph operators for the industry's benefit.

Miller stressed strong action is needed to combat threatened copyright legislation, and urged those able to do so to attend the hearings in Washington.

### 16 New Members

Secretary Ed Dowe's membership report showed 16 new members signed in the past 30 days. In attendance at the meeting were C. G. Bookmier, and Roger Bookmier, Green Bay; Pape Music, Mount Horeb; Louis Glass, Madison; Roy Stone, Rice Lake; Duey Wright, Wausau; Louis Jacobs, Stevens Point; E. G. Dowe, Beaver Dam; Clint Pierce, Brodhead, and Arnold Jost, Beloit.

Milwaukee operators attending were Sam Hastings, Doug Opitz, Irv Beck, Joe Beck, Clyde Nelson, Ken Kulow, Red Jacomet, Otto Hadrian, Red Wiskerchen, Vic Manhardt, and Lyls Novelty.

## Laine-Phono Starts First Contest Week

NORTH TONAWANDA, N. Y., Sept. 19.—The Frankie Laine-Wurlitzer \$5000 Vocalist Scholarship Contest began the first of its five-week contest Tuesday (15).

Disk Jockeys, Wurlitzer distributors and Columbia distributors are standing by in over 40 cities to receive contestants and their disks. Since the contest began, 14 more jockeys have been added to the list of judges bringing the total to 54 (see The Billboard, September 19).

Entry forms and other information about the contest were sent to the presidents of Frankie Laine Fan Clubs. Lists went out to 127 newspapers giving the name of the disk jockey and the call letters of the station thru which contest information could be heard, as well as the names and addresses of distributors where entry forms could be obtained.

Jockeys just added include Paul Flanagan WTRY, Albany, N. Y.; Hugh Wanke, WCAO, Baltimore; Maurey Farrell, WAPI, Birmingham; Ed Penney, WTAO, Boston; Mike Rast, WCOS, Columbia, S. C.; Bill  
(Continued on page 105)

## Hope to Close Juke Bill Hearing in Day

### Chaffetz Slated to Be AOA Witness; Several MOA Reps Also to Testify

• Continued from page 22

be Hammond E. Chaffetz, of the D. C. legal firm of Kirkland, Fleming, Green, Martin & Ellis. It is anticipated that several witnesses will be on hand from Music Operators of America, Inc. The MOA delegation will be led by Sidney H. Levine, counsel for the organization.

Undetermined yet is whether disk manufacturers will be represented at the upcoming hearing. When juke box legislation was before the House counterpart committee in the previous Congress, record manufacturers supported the MOA and AOA in opposing the Bryson-Kefauver Bill, which was the major piece of legislation at that time. According to word here, the disk manufacturers are seriously considering entering the current hearing once again on the side of the juke box copyright opponents.

The upcoming hearing will be confined to the McCarran Bill, which proposes to extend the copyright law to juke boxes but, according to its sponsor, would exempt operators of single juke boxes. Sen. Everett M. Dirksen (R., Ill.) who is sponsoring the session's only other juke box royalty bill, has requested that his measure should not be included as a topic of the hearing.

If the hearing is concluded in a single day, or, at the most, if it is concluded prior to the resumption of the congressional term, the Subcommittee could issue a report on the bill early in the session and thereby clear the way for the bill to be an active topic for the balance of the session. It is considered certain that the hearing will be concluded before the session is resumed, although there is a chance that extra time may be allowed for rebuttals. This was the procedure when the Bryson-Kefauver Bill was under

deliberation before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks in the last Congress. On that occasion, The American Society of Composers, Authors and Publishers and other organizations which were supporting the legislation debated lengthily with foes of the measure.

## RE-ELECTED

### Cohen Again Heads Cleveland Operators

CLEVELAND, Sept. 19.—Jack Cohen was re-elected president of the Phonograph Merchants' Association of Cleveland at the annual meeting in the group's Hollenden Hotel office.

Cohen, of J. C. Music Company, Cleveland, was one of the founders of the association 15 years ago and is a staunch supporter of the Cleveland Hit Tune Parties.

Jim Ross, of J. R. Music, was re-elected vice-president, and Sanford Levine will serve another

## Jacksonville Jukes Hiked To Dime Play

JACKSONVILLE, Fla., Sept. 19.—A widespread changeover to dime play, three for a quarter, in Jacksonville's juke boxes was reported this week by Leon Falconer, of Supreme Distributors in Miami.

Returning from a vacation trip, Falconer observed most of the machines in the North Florida metropolis were geared to a dime play.

Falconer was unable to say, upon his return to Miami, whether the move was inspired by a trade association or whether the action was taken on an individual basis.

## MOA ADOPTS NATIONAL PUBLIC RELATIONS SHOW

CHICAGO, Sept. 19.—A national public relations idea was presented to Music Operators of America at the meeting of the executive committee and board of directors here at the Palmer House this week by Walt Framer, television producer. The idea was promptly endorsed by MOA.

The idea is an audience participation TV show to be presented over CBS-TV in the early fall. The show will be known as "Jack in the Juke Box."

All segments of the juke box industry will be asked to tie in with the program. For one thing, operators will place streamers or decals on their boxes giving time and dates of the show.

### How the Program Works

Contestants on the program must correctly name selections played for them in order to get a chance to try for the "jack." Tunes will be presented by artists when possible.

If the contestant progresses far enough, he is given the opportunity to choose his favorite number which is somewhere on the juke box hidden behind blank title strips.

If he selects the button which plays his favorite, the Jack in the Juke Box jumps up to award him a prize of \$1,000 or more. If the button pushed plays a number other than his favorite, he is awarded a consolation prize ranging no less than \$100.

A feature of the program is that the juke box displayed on each one of the shows will be presented to a charitable organization or some youth organization each week.

## Chicago Music Men Predict Good Year For Juke Industry

### Outlook for Area Remains High, Consumer Getting More Attention

By STEVE SCHICKEL

CHICAGO, Sept. 19.—The fall and winter outlook for the Chicago juke box trade, according to local distributors and operators, looks exceptionally good with high expectations for an upswing in phonograph sales.

Summer business was normal. The one exception was Coven Distributing Company, local distributors for the Rudolph Wurlitzer Company, which, due to the walkout strike at the Wurlitzer North Tonawanda phonograph plant, was completely out of stock on new machines.

Ben Coven, head of the firm, said, "We are now back on the

market and have machines in stock. We are getting steady calls for merchandise and indications point to a banner fall season."

Ed Ginsberg, of Atlas Music Company, local Seeburg distributors, said "Business has been going along at a normal pace and we expect the usual fall increase in business."

Len Micon, World Wide Distributors, local Rock-Ola distributors, said "There should be brisk buying this fall and winter. Operators will be replacing many machines as they now believe this to be essential."

### Replacement Estimate

Micon estimates there will be an approximate 25 to 33 per cent replacement of machines thruout the Chicago area. "Operators are demanding newer equipment," he said. "Obsolete equipment doesn't pull consumer coins anymore. The past few years have shown few replacements. This is indicated by the small number of machines traded in. Operators will place 40 and 48-selection machines where the 20 and 24-selection units were on location. The 80's will replace the 40's and the 48's, and the new 100 and 120's will replace the 80's."

Bob Gnarro, of ABC Music, said, "Business has gone on at a normal rate this summer, better than generally expected, and the outlook for the coming two seasons looks promising." Gnarro added that a program for renovating machines on location has been in operation for the last three months.

### "Normal" Says Cunliffe

"After a terrifically hot summer in this area, we are now  
(Continued on page 105)

## MOA Votes to Include Non-Music Exhibitors

CHICAGO, Sept. 19.—The executive committee and board of directors of Music Operators of America, meeting at the Palmer House this week, voted to expand their convention to the extent of allowing others outside of the phonograph business to take part by exhibiting their equipment at the MOA convention to be held at the Palmer House next March 8, 9, and 10.

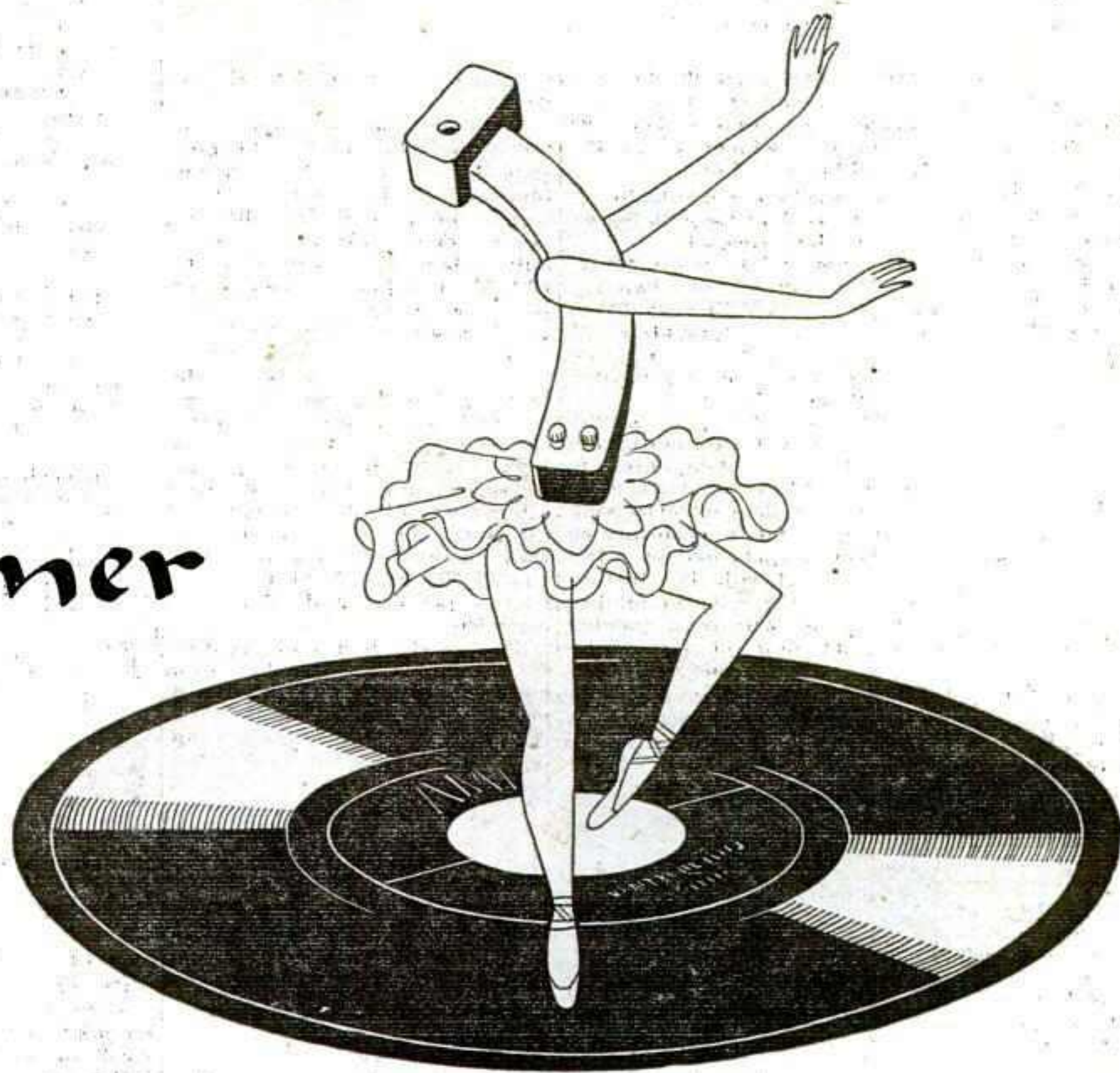
Coin-operated television, coin-operated popcorn machines, kiddie rides, weighing machines, and some vending equipment (principally cigarette) will be included among the exhibitors. It was agreed by the officers

and directors of MOA that the entire eighth floor of the Palmer House will be used by exhibitors. This comprises about 88 rooms.

All meetings at the convention will be held between 9 a.m. and noon. There will be no meeting in the afternoon or evening conflict with the exhibitors. Miller said all makes of phonographs will be displayed and mechanics will be on hand to answer technical questions about each particular piece of equipment.

Forty-two representatives from various State and local associations assured a large convention attendance which should set new attendance record for the annual MOA event.

# Solo Performer

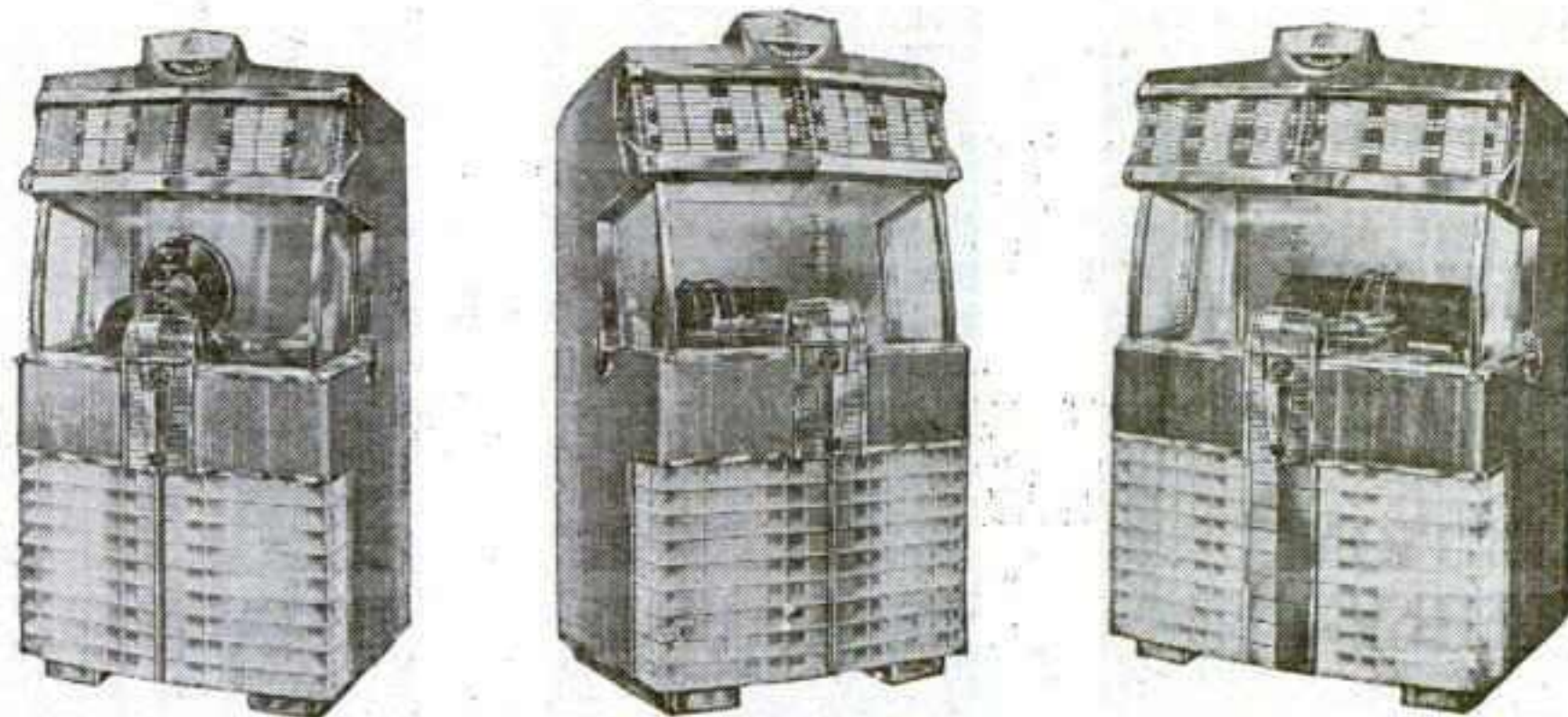


The single tone arm, cartridge and needle of the new model "E" combine in one balanced unit that reproduces the very best on either side of every record. With the deft touch of AMI's single tone arm, there is no mismatch of response, no variance in needle pressures

that alters volume and tonal value.

Only unvarying gravity brings needle and record groove into gentle contact on the AMI phonograph. The result is brilliant, clear, true-to-life sound that needs no boosting, no suppression.

FOR EVERY LOCATION NEED . . . 40, 80 OR 120 SELECTIONS



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FALL JUKE BOX OUTLOOK

# More Selections Spell Better Music Business

## Busy Months Here, Claims Haddock

CHICAGO, Sept. 19.—Business is well prepared to meet the challenge of the future according to John W. Haddock, president and sales manager of AMI, Inc. "The welcome truce in Korea will unquestionably bring about an adjustment of production schedules in some segments of our economy. There are, however, other industries to take up slack resulting from any lessening in defense orders, and these are even now increasing produc-



HADDOCK

tion with the availability of materials for civilian usage. "It appears that business is well prepared to meet the challenge of the future. Barring the resumption of hostilities or the call for other military action, I believe that labor and management have an almost unlimited field in the civilian economy in which to work together, not only to insure our present high standard of living but also to improve it substantially. "These prospects are reflected favorably in the future of the juke box business which, in my opinion, is on the most sound financial basis ever. Operators, in the main, are not overbought. Instead, there is on every hand a real and continuing need for equipment with splendid oppor-

unities to up-grade locations and further spread the popularity and acceptance of the juke box. Concrete evidence of this can readily be seen in the fact that operator paper is respected and sought after by banks and other financial institutions. "It is because of these promising signs that we at AMI look forward to many busy months ahead. Even now our recently enlarged productive capacity is strained to meet the demand from operators everywhere for AMI equipment."

## Reick Predicts Peak Production

CHICAGO, Sept. 19.—Steady domestic and foreign demands will bring peak production for the entire juke box industry for the rest of the year was the trend according to Lester Reick, sales manager of H. C. Evans Company.

Reick commented on the prospects of the juke box industry by stating: "There will be peak production for the entire industry for the balance of the year due to continued steady domestic demands. The ever increasing export



REICK

market also tends to indicate good sales for the rest of the year. "Regardless of the high prices of today's equipment, the machines represent the best dollar for dollar value in some time. This is due to the various refinements in equipment which offer longer record and needle life, better tone, greater earning capacity due to increased selectivity and more attractive designs. "Our plans for increased production to full capacity have been set for some time in anticipation of the high demand. We fully expected the rise in demand immediately following the summer season. We expect this year to surpass last year's marks in both production and sales."

## Prospect Excellent, States R. H. Bear

NORTH TONAWANDA, N. Y., Sept. 19.—"Labor Day started a new selling season in the automatic phonograph business and I



BEAR

believe the prospect for business is excellent," predicted Robert H. Bear, sales manager of the phonograph department of the Rudolph Wurlitzer Company. Explaining his outlook Bear said: "National employment is at

the highest level ever, wages are higher and people have more money to spend. It is undeniable that our business thrives when factors such as these are present. We are in full production and in a position to enter this fall season with unreserved enthusiasm. "We are looking forward to expanding business and are fostering this thru the Frankie Laine-Wurlitzer \$5,000 Vocalist Contest which opened September 15. We are enjoying a terrific reception from the newspapers and the disk jockeys who are promoting it. We expect this contest to do much to stimulate play on Wurlitzer phonographs and thus increase the earnings of operators. "As industry adapts itself from the pressure of war work to the production of civilian goods, we look forward to a more staple market and to the year 1954 in which people will enjoy themselves and the entertainment furnished by coin-operated phonographs. The forthcoming months cannot help but be good ones for us all."

## Industry in Best Position—McKelvy

CHICAGO, Sept. 19.—A wider diversification of music will keep juke box grosses level during the coming six months, predicted Carl T. McKelvy, vice-president and director of sales for the J. P. Seeburg Corporation here.

Looking to the fall and winter, McKelvy said: "The business looks healthier than it has at any time in the past 10 years. Three principal factors account for the industry's healthy position and outlook: "1. Policies which resulted in the discontinuance of yearly models. "2. The introduction of equipment which permits broader, more intelligent diversification of the music offered. "3. Better business methods on the part of the nation's better music operators. "In the coming six months, music operators would do well



McKELVY

to give increased attention to correct programing of their equipment and the neatness of

the wares which they present to the public. "There isn't any question in my mind that the coin-operated phonograph business is getting away from a one or two-tune business. It is offering a broader selection and it is offering better music which puts the entire industry on a more solid basis. "For the first time, we are beginning to merchandise music to the public. To this end the music operator should lend his best efforts."

## Bacon Foresees Bright Future

CHICAGO, Sept. 19.—Greater industry strides for the balance of this year were predicted by J. Raymond Bacon, vice-president and sales manager of Rock-Ola Manufacturing Company. Looking to the future in the phonograph industry, Macon said: "While business as a whole is again experiencing the transition to peace time conditions, which is to be expected now that the Korean War is ended, our in-



BACON

dusty should continue in greater strides for the balance of this year with a still brighter outlook for 1954. "While the industry is becoming more competitive, it has been noted that the multi-selection phonographs have received more and more attention from the general public. The industry consequently is receiving more attention from the public. This is to be expected because of the attractiveness of the machines and the increased selections which allow the public to play their choice of music. The operator is now able to program his location in a way that allows the public to hear the music they want to hear."

GRAND RAPIDS, Mich., Sept. 19.—AMI, Inc., is issuing printed title strips to all its distributors to be placed in the selector panels of the Model E's, 120, 80, and 40. The strips give up to 120 different sales points of the machines which the operator can read as he looks over the equipment. The strips also do away with errors in placing records in demonstrators.

LOOK UP  
LOOK DOWN  
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Anyway you look 'em over Evans' Phonographs have everything to assure dependable, profitable operating. See for yourself.

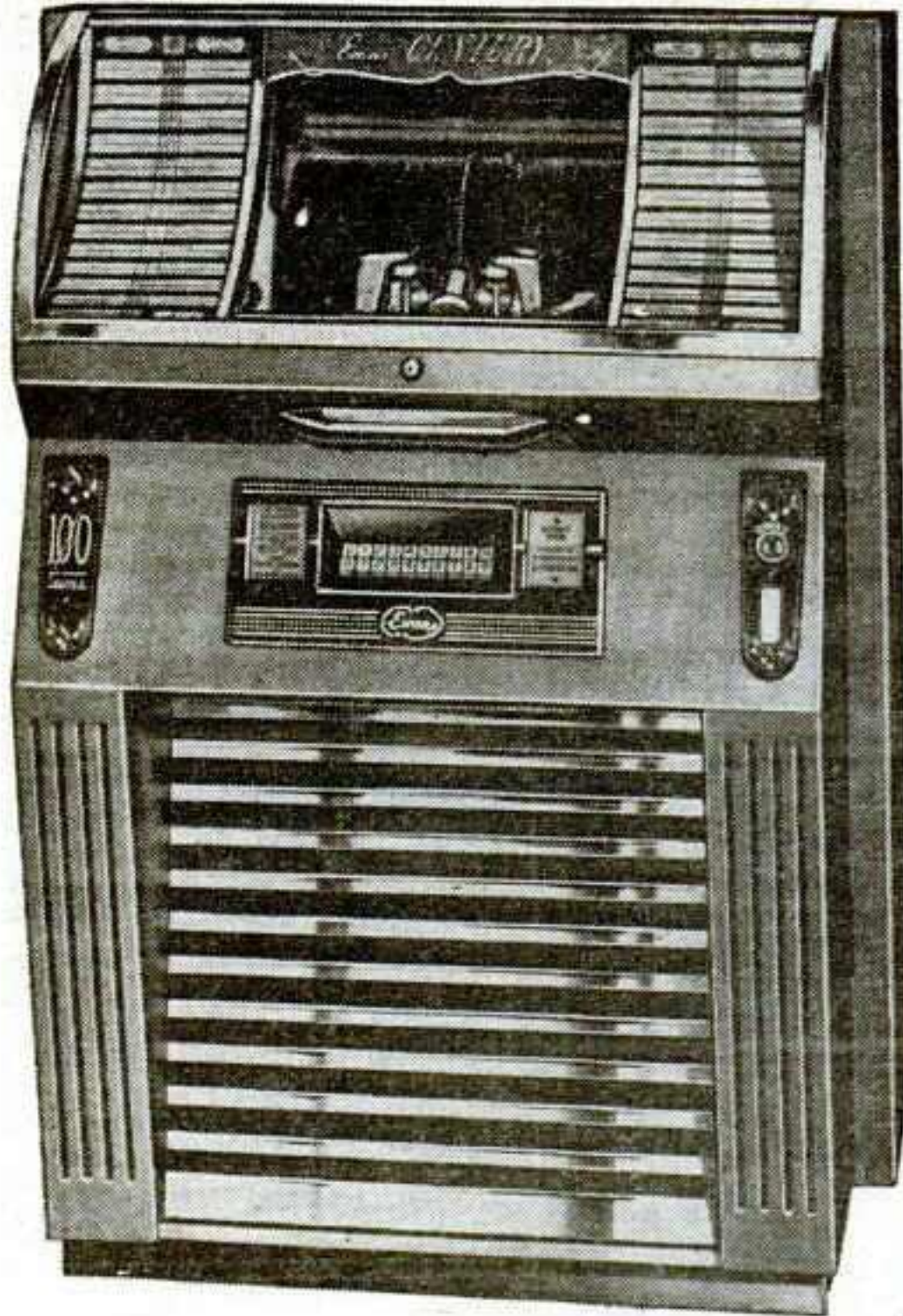
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WURLITZER 1015 . . . . . 99  
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# Pittsburgh Outlook Optimistic for Fall

By LEON M. LEFFINGWELL  
PITTSBURGH, Sept. 19.—Re-ports from key distributors and operators contacted here regard- ing the business outlook for fall and winter vary from uncertainty to prediction of a 10 per cent higher take.  
Outlook seems to depend to a great extent on the kind of equip- ment the operator has. Key oper-

ators believe the drop in some cases is simply an expected return to normal conditions, and that the increase in other cases stems in some measure from legal circumstance.

### Distributors Cheerful

Distributors generally are cheerful. They generally have a backlog of orders and seem to be busy. They feel also that it might take an economist to tell whether-or-not their business is an indication of a prosperous fall and winter.

One main reason for the "return to normalcy" is that "money is tighter." People have purchased the limit in installments. Credit regulations have tightened. Lately there have been some mill lay- offs.

Difficulty about returning to normal is that a drop of roughly 20 per cent from an operator's top receipts can spell "the difference between making money and not making money."

Key operators point out busi- ness actually never has been above normal because of in- creased costs: The increased gross from machines has been offset by increased costs.

In the music machine field, for example, there are no particular years which one may consider a "norm."

### What Is Normal?

Business research experts like to fall back to the period from 1936 to 1940 for comparisons of many commodities in this district in determining a norm. The dif- ficulty with using these dates as a base, is that the music-machine

field in this district has grown so much since 1936 that it is practically impossible to get a comparison.

In regard to group-operator initiative, Pittsburgh operators have not yet been convinced they should form an association. This decision apparently kept Pitts- burgh music machines from going to dime play.

In today's coin machine market, competition is becoming keener. Operators apparently having the worst time are those who for want of a little extra night-time study of their records and busi- ness reports, or possibly from lack of the assistance they need in accurately interpreting them, have difficulty foreseeing coming events with sufficient clarity to adjust their own operation and expectations.

In vending, the sales outlook appears to be improving. The outlook to some extent depends on the number of new locations that open up.

## Laine-Phono

Continued from page 100

Randle, WERE, Cleveland; Al Rockwell, KRNT, Des Moines; Wayne Stitt, WHB, Kansas City, Mo.; Beecher Frank, WKLO, Louisville; Bob Larson, WEMP, Milwaukee; Jack Thayer, WTCN, WCTN-TV, Minneapolis; Jerry Kay, WWEZ, New Orleans; Wally Nelskog, KRSC, Seattle; Ron Curtis, WFBL, Syracuse.

Disk jockeys have been asked to send in a weekly report of the number of entries received by their stations so that a tabulation can be made to chart the progress of the contest. The tabulation will also show the interest in various sections of the country.

## Chi Music Men

Continued from page 100

looking forward to a return to normal business conditions in the industry," stated Ray Cunliffe and Phil Levin, of Recorded Music Service Association.

Earl Kies, Apex Amusement Company, said, "With the intro- duction of new machines, we expect to continue our replace- ment program as before. We are expecting a normal fall season."

John Oomens, Walter Oomens and Sons, agreed with Kies that fall and winter volume will be normal.

Bill Nyland, Western Auto- matic Music, predicted, "Business this year will be as good or better than last year because dime play here in Chicago is more fully accepted and people have more small change in their pockets."

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SEEBURG 1-48 BLOND	225
SEEBURG M-100A	895
SEEBURG WOM (W4-L56)	35
WURLITZER 1015	150
WURLITZER 1080	125
WURLITZER 1100	275
WURLITZER 1250	295
WURLITZER 1400	495
A.M.I. MODEL A	275
A.M.I. MODEL B	275
A.M.I. MODEL C	350
A.M.I. WOM (5'10)	20
MILLS CONSTELLATION (Evans Mech.)	195

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5 Col. Uneeda-Pak Candy	39.50
5c Hershey	17.50
5c Hot Nut-Asco	8.50
1c Silver King	49.50
10c Popcorn Set	39.50
5-10c 3 Col. Hot Nut-Ajax	59.50
5-10c 2 Col. Hot Nut-National	19.50
1c 3 Col. Snacks	39.50
5c Candy DuGrenier, 42 Bars	39.50

COUNTER GAMES	
Pikes Peak	512.50
Post Card	9.50
Mexican Baseball	12.50
Pop Up	12.50
1c Target Ball Gun	29.00
Gottlieb Grip	19.50
Holly Grip	18.50
Skilla Rette	29.50

DRINK MACHINES	
Spacarb 4d-51	5595.00
Spacarb 4d-52	695.00

SHUFFLE ALLEYS	
United Twin	\$ 99.50
Bowl A Line	39.50
Twin Bowler	29.50
United & Playco.	149.50

KIDDIE RIDES	
Atomic Jet Space Ship	5439.50
Aqua Jet Boat	489.50
Duck	219.50
Locomotive	219.50
Small Horse	219.50

MUSIC MACHINES	
Wurlitzer 500	\$ 49.50
750A	59.50
750E	79.50
1015	119.50
1100	129.50
1100	139.50
Seeburg 46-S	75.00
46M	99.50
47M	159.50
48M	229.50
B	199.50
AMi A	299.50
C	359.00
Williams Music Mite, 10 Select 45 RPM	129.50
Rock-Ola Model 1432	79.50
Model 1432, 45 RPM, 50 Selec- tions	295.00

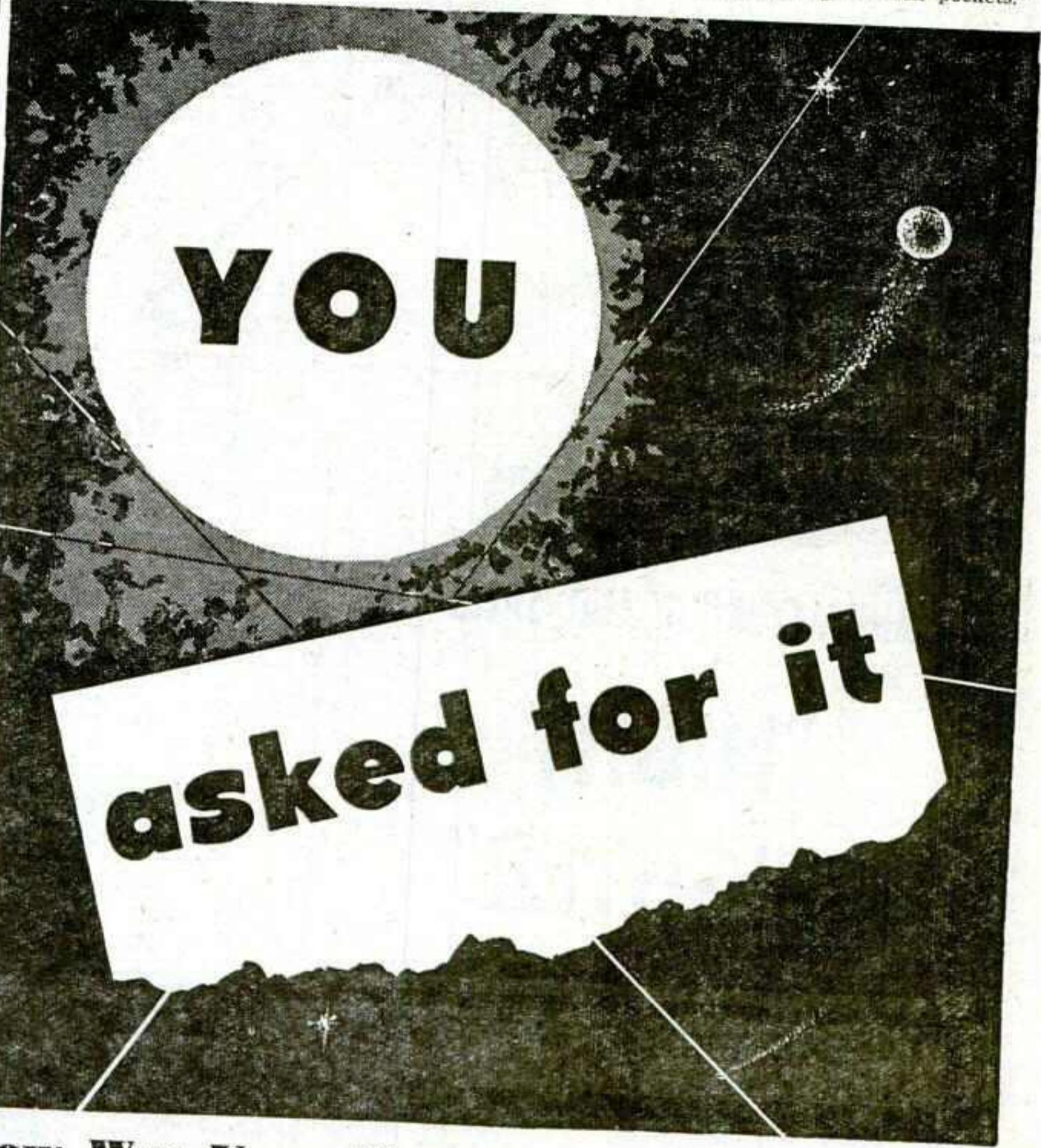
AMUSEMENT GAMES	
Wms. Del Lux Baseball	\$349.50
Guys & Dolls	229.50
Fairway	229.50
Grand Slam	199.50
Minstrel Man	129.50
The 4 Horsemen	109.50
Maioresettes	89.50
Rose Bowl	129.50
Joker	89.50
Nifty	89.50
Pinky	69.50
Olympics	149.50

ARCADE	
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Drive Mobile	189.50
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1/3 dep., bal. C.O.D., F.O.B. Newark.



### How Was Your Timing on ...

# "BABY, IT'S YOU"

Now on Billboard's "Most Played in Juke Boxes" Chart

THE SPANIELS  
CHANCE 1141

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money ... you'll be riding only the winners for top play the year around!

Spotted as a  
**Billboard  
BEST BUY**



Title Strips  
Ready for Top  
Juke Profits



### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 ( 400 strips)....	\$ 9.00	70 (1400 strips)...	\$29.00
30 ( 600 strips)....	13.00	80 (1600 strips)...	33.00
40 ( 800 strips)....	17.00	90 (1800 strips)...	36.00
50 (1000 strips)....	21.00	100 (2000 strips)...	39.00
60 (1200 strips)....	25.00		

Yermie Stern, 2 E. 45th St., New York 17  
Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

## Remember!

Our New Address is

# AJAX DISTRIBUTING CO.

123 W. Runyon St. Newark, N. J.  
Phone: Blgelow 3-7744

**W. B. Music Co., Inc.**

KANSAS CITY, MISSOURI

and

**W.B. Distributors, Inc.**

ST. LOUIS, MISSOURI

*Appointed*

*Exclusive Distributors*

*in Kansas, Missouri and*

*Southern Illinois*

*for the*

**GENCO**

**MANUFACTURING AND SALES CO.**

**"NIGHT FIGHTER"**

"DOUBLE MATCH" FEATURE  
3-D MOVING COLORED TARGET  
BRILLIANT BLACK LIGHT

**"SKY GUNNER"**

AN ALL-LOCATION GUN GAME  
300 SHOTS (EASILY ADJUSTED TO 200)  
"BIG PICTURE" 3-D MOVING TARGET

"NIGHT FIGHTER" and "SKY GUNNER"  
ARE ON DISPLAY AT OUR SHOWROOMS  
BOTH IN KANSAS CITY AND ST. LOUIS,  
MISSOURI.

WE WILL BE PLEASED TO GIVE A DEMONSTRATION ON THIS EXCEPTIONAL AND PROFIT-PRODUCING EQUIPMENT.

**W. B. DISTRIBUTORS, INC.**

1012 MARKET ST., ST. LOUIS, MISSOURI

(PHONE: CENTRAL 9292)

# Sales Managers See Brisk Coin Business

Continued from page 87

variety of equipment — shuffle games, spintables, five balls, novelty and upright playfields.

"This in itself should invite strong selling since the distributor can offer his regular operator customers a good selection and they in turn can do a better job with the locations. It is no longer possible for operator customers to say that all games are about the same—because they are obviously different.

"Another thing which has helped the trade in recent years, and which is bound to help it this fall, is the better engineered equipment coming from the manufacturers, this has cut break-downs, added time and revenue to operating companies and also had a favorable effect on public confidence in amusement machines.

"Probably, the biggest single factor which will encourage fall activity is the high level of employment in the country and shortage of skilled and semi-skilled labor in the country despite the ending of the Korean War. Both points emphasize production in the nation will stay high and payrolls will be large and there should be plenty of money for ample amusement spending."

## DeSelm Predicts Big Fall Demand

CHICAGO, Sept. 19.—High demand will lead to heavier than usual production runs on virtually all types of amusement games, Bill DeSelm, sales manager for United Manufacturing Company, predicted this week. He based his reasoning on the following factors:

1. It has been a long time since operators have had such a wide range of interesting amusement game subjects. A year ago, every plant except one was making shuffle games. Now the operator



DE SELM

can offer his locations shuffle units, in-line, gun, five ball and novelty sport games.

2. The recent examples of legalizing shuffle equipment in Chicago, and pinballs in Portland gives authorities in other important cities food for thought on licensing amusement games. Most city solons who have witnessed the trade develop into a prosperous, healthy industry now realize they are passing up much-needed revenue if they pass over licensing amusement games.

3. The expansion of foreign game markets is a great factor. Not too many years ago music equipment was the only coin-operated item seen abroad. Now in many areas games are also a familiar sight. In the past year overseas coinmen purchased a much higher percentage of new and late model equipment, and this strengthened the game business all down the line. At the moment it looks as if the foreign segment will continue to expand, and this alone is enough to view fall trade with optimism.

## Upward Trend Here, Gottlieb Reports

CHICAGO, Sept. 19.—An upward trend is already in effect, according to Nate Gottlieb, general sales manager of D. Gottlieb & Company, and there is plenty of evidence to indicate it will lead to an exceptionally

active fall and winter in the amusement game industry.

Gottlieb, whose firm has been the only one to concentrate all its efforts on five-ball production the past five years, also predicted more operators would be purchasing five-ball equipment in the next 10 months than in any



GOTTLIEB

comparable recent period. He based his views on the following:

"Good games have always won large followings regardless of reduced spending in other amusement media. The history of the game industry proves the industry has always been able to outlast periodic crises which engulfed it. This is because the public likes to patronize amusement machines and probably always will because of the big diversion buy for a small fee.

"Currently, the employment payrolls in large and small cities is at peak levels. Oddly enough this has led to a different type of game patronization and different playing habits. Since so many people are simultaneously employed during the day there is reduced play in this period. However, this is made up in the evening hours when there is a fairly consistent rush for several hours. This new pattern will be even more evident the rest of the year.

"Many distributors visiting our plant this summer reported game play at steady to high levels and praised the type of equipment coming off the production lines. I feel as long as the trade continues to put out only top grade games, thoroly tested and with interesting themes, game activity will be strong."

## Genco Heads List Fall Predictions

CHICAGO, Sept. 19.—Improved public relations at home and the steady development of the foreign market were the major accomplishments in the game industry this year and both should be factors in raising fall activity to strong levels, according to Avron Gensburg and Sam Lewis, who jointly head the sales department of Genco Manufacturing & Sales Company. They outlined their points of view on fall activity this way:

"We believe public confidence in the amusement game industry has been strengthened noticeably in the past few years both at home and abroad. Today the various gun, shuffle, five ball and novelty games are truly amusements which offer a full measure of diversion for a very small sum. "The foreign market proved a good outlet for our units and also others in the trade and is one of



GENSBURG LEWIS

the sure reasons why it is comparatively easy to predict good business for the remainder of the year. One of the key factors in

the development of overseas sales was the economic comeback of several European countries. This plus the added activity in some South American countries and Canada strengthened the foreign sales picture tremendously.

"While we are grateful for the acceptance of our equipment abroad we have not overlooked the domestic market. Proof of this is the leasing this week of 10,000 square feet of additional production space in a building near our headquarters. Our staff has been increased in the past month in anticipation of a healthy fall and winter market. This confidence is also reflected in the saving of a few new type amusement units for this period of the year."

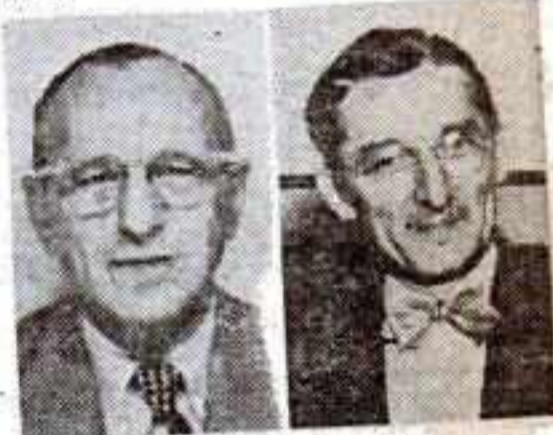
## Levin, Mencuri Eye Fall Trade

CHICAGO, Sept. 19.—High employment levels prevailing throughout the country should prove a key factor in steady fall and winter business. Ed Levin, director of sales at Chicago Coin Machine Company, predicted. Levin said:

"The long-range prediction on favorable weather and the current run of especially interesting games is an indication of the continuing good sales activity we have had in the industry since spring. In many respects there was no summer slump this year which also is a harbinger of good fall business.

"Since the nation is going thru one of its banner employment periods there is natural optimism for fall play to be at high levels too. For the cycle remains the same—good play means good financial returns for the operator who is then able to buy more from his distributor and the distributor can increase his demand on his manufacturer.

"However, it is well to remember that the game business has always flourished, despite general



LEVIN

MENCURI

economic conditions, whenever the public was getting a well-engineered game with interesting features which would induce repeat business. Our firm and the industry is building that kind of equipment; therefore the outlook should be optimistic."

Frank Mencuri, the firm's sales manager who spends virtually all of his time on the road, declared: "Since I travel the country for Chicago Coin almost every week of the year, I am in a position to see how business is at the operator as well as the distributor level. In most areas I visited lately in the United States and Canada, operators told me the fall outlook is better than it has been in three years. They stated the steadily improving engineering of coin-operated amusement equipment has helped the operator in cutting down his overhead. Another factor like to stress is that the dip in play on shuffle games has also cut down overhead and increased revenue.

"Another reason why operators and distributors are encouraging when they speak of fall business is that the country has moved toward a peace time economy with less confusion than expected. Employment has held up well and buying has been steady. These points of solidarity should also aid the game industry the rest of the year."

## ON HAND!

3—PALM BEACH	\$325.00
1—ATLANTIC CITY	285.00
1—BRIGHT LIGHTS	129.50
2—SPOT LIGHTS	175.00
1—GOLDEN NUGGET	149.50
1—GRAND SLAM	195.00
1—SIX SHOOTER, Exhibit	149.50
3—FROLICS	275.00

UNIVERSITY COIN MACHINE EXCHANGE  
Tel.: UNIVERSITY 6900  
854 N. High St. Columbus 8, Ohio



This idea paid off in extra sales and a FREE new Acorn machine for Phil Sreden of 2363 S. Robertson Blvd., Los Angeles.

"I always give the kids a NEW item to go for..."

HOW TO MAKE PENNIES PULL DOLLARS

Prize-winning ideas and promotion tips for operators win a new Acorn machine for the BTO whose suggestion is used in this series.

ACORN ALL PURPOSE VENDOR

I have found that the kids are my most loyal customers. So I never let them down—always something new for them in my Acorns.

- 1. Heads taken in, washed, cleaned, touched-up and re-filled at headquarters.
2. We keep a chart and are careful to see that every 3 weeks, in every one of my locations, the kids have something fresh to look for.

Setting up a schedule for putting new sales appeal — new merchandise, new charms can pay off in extra sales for you, too! Here's a route-tested tip to make YOUR penny machines do profit tricks!

Mr. Sreden agrees:

From little Acorns mighty incomes grow

oak MANUFACTURING COMPANY 11421 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA

ALL & VENDING GUMS BUBBLE, CHICLE CHLOROPHYLL

new LOW factory prices

- Ball Gum, 140-170 24c lb
Vend Ball Gum, 210 ct. 40c lb
Vend Chicks, 275 & 45c lb
Chicks, 320 & 520 ct. 36c lb
Chicks, 320 & 520 ct. 30c lb

LOW prices F.O.B. factory 150 lb. lots. CHEWING PRODUCTS CORP. Pleasant & Fourth Aves. Newark 4, N. J.

DELUXE HALF-CABINET STYLE

- VICTOR'S Topper Deluxe Globe Style
VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available. \$14.25 ea. 100 or more. All machines packed and sold 4 to the case.

JOY TORR—LANSLOWNE, PA.

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

Vending Machines

Table with 5 columns: Machine Model, Issue of Sept. 19, Issue of Sept. 12, Issue of Sept. 5, Issue of Aug. 29. Lists various models like Advance Model D Ball Gum, DuGrenier Champion, etc.

Ajax Named Distributor For Colesnac

NEWARK, N. J., Sept. 19.—Al Cohn, head of the Ajax Distributing Company here, announced this week that his firm has been named a distributor by the Atlas Tool & Manufacturing Company, St. Louis, for the Colesnac ice cream vender.

Ajax held open house in its new building at 123 West Runyon Street here Monday thru Wednesday (14-16). The firm now has 5,000 square feet of space, 2,000 of which is for the showroom and the remainder for office and warehouse space.

The firm handles all types of coin operated equipment—kiddie rides, shuffle, juke box and venders. In addition to selling new equipment the firm also re-furnishes and sells used equipment.

Cig Vender Named In Stamp Case

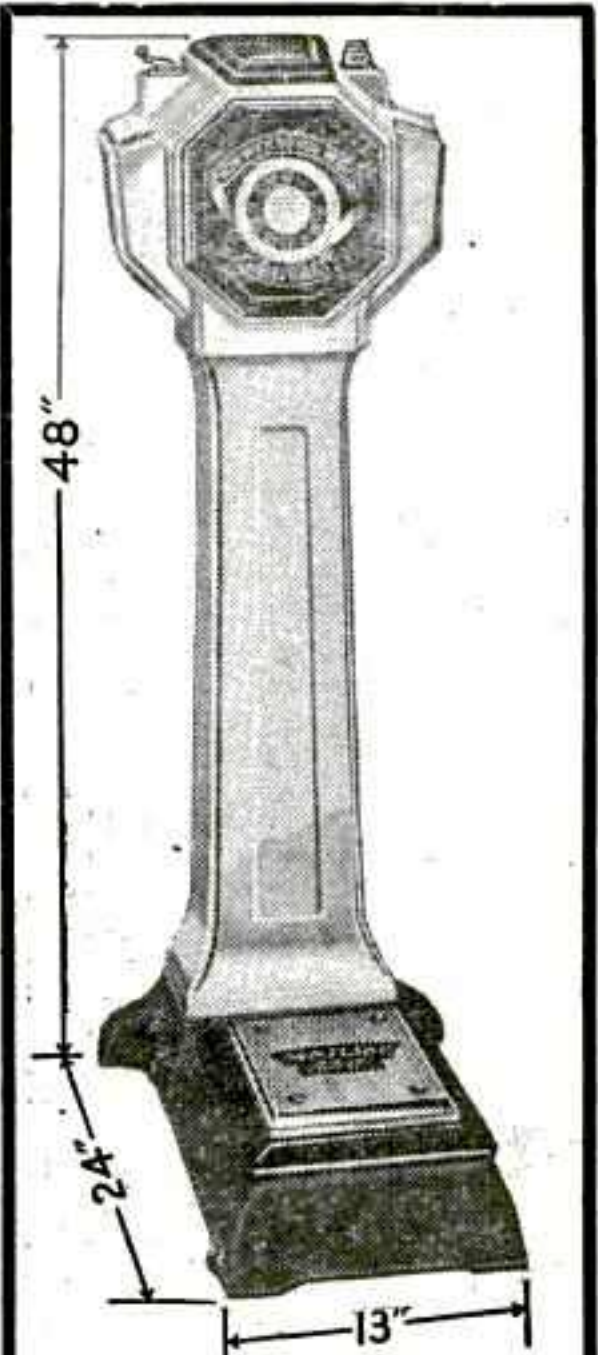
ST. LOUIS, Sept. 19.—The Twin City Distributing Company, a cigarette vending machine concern, was named this week in an action filed in Circuit Court seeking \$675,000, including \$250,000 in punitive damages.

The firm is accused of defrauding the city by using counterfeit cigarette stamps on the packages its machines sold. The city has a two-cent cigarette tax. Anthony Lopiparo, Anthony Giardano, Ralph Caleca and Rocco Vitali were listed as owners of the company.

New Detroit Milk Route

DETROIT, Sept. 19.—Dairy Automat Company has been formed by Alex and Rose Kramer to operate milk venders in business and industrial locations.

Kramer is also a partner in the Dairy Vending Company. The two concerns control 12 separate routes within the Wayne County area.



\$25 DOWN Balance \$10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES. Invented and Made Only by WATLING Manufacturing Company

CIGARETTE MACHINES All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

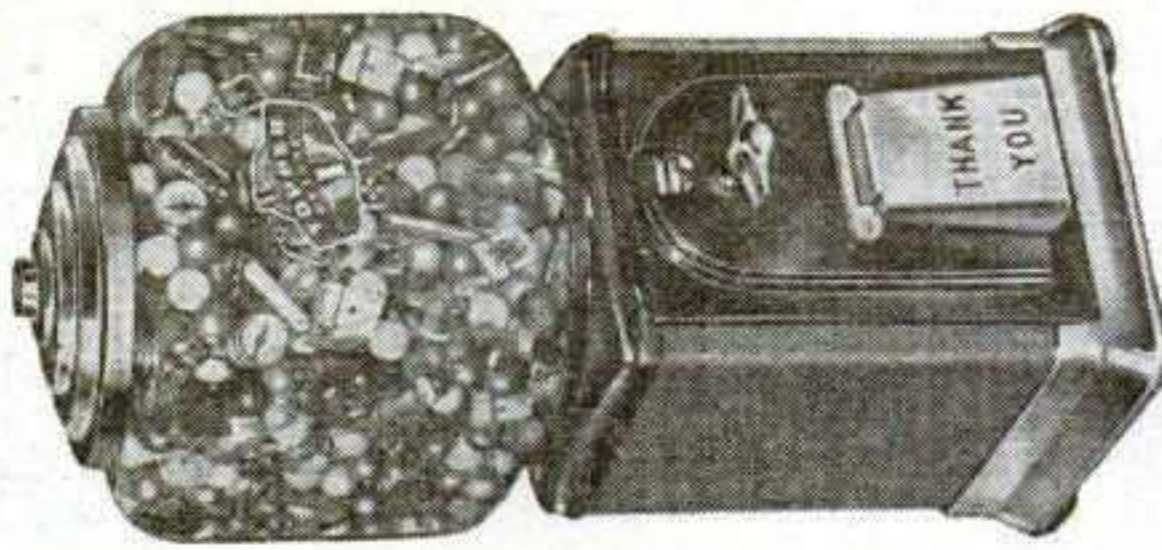
RECONDITIONED VENDORS SPECIAL! 6 col. STONER POST WAR CANDY MACHINES. POP CORN SEZ Clean-Ready for Location—10c Mechanism \$49.50 EA. Victor TOPPER Deluxe Cabinet Model 1s, with ball gum and wheels. \$11.50 Ea.

UNEEDA VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" NEW RECONDITIONED LIKE NEW 250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

MAKE MORE MONEY IN VENDING! Read The Billboard Every Week For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry— Enter a Money-Saving Subscription Now!

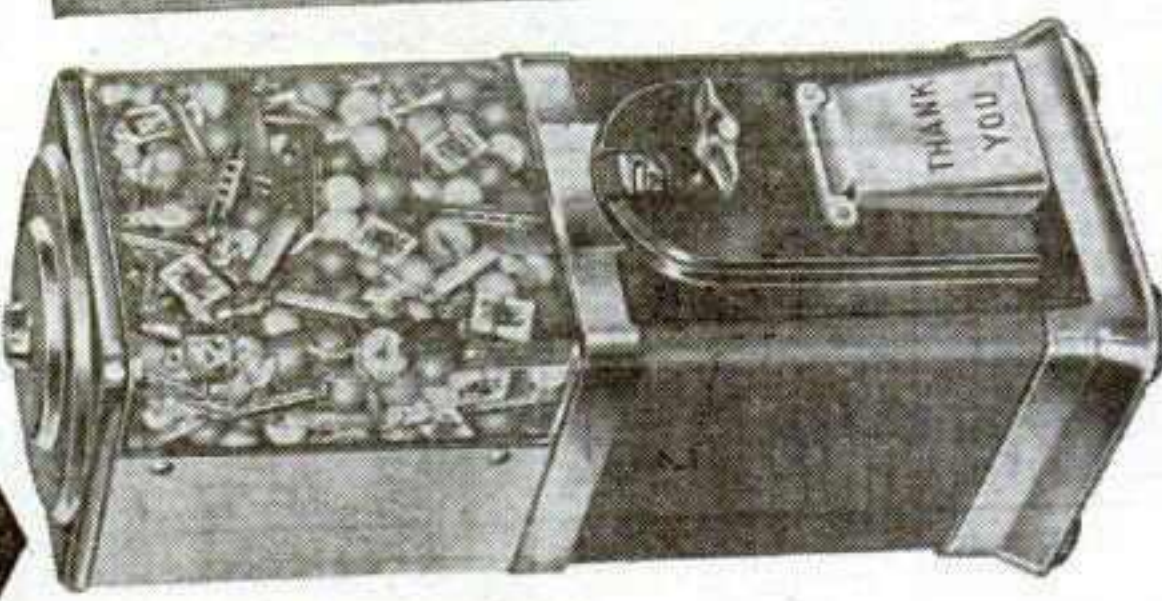
WHAT DO YOU NEED IN BULK VENDING?

Victor Has It!



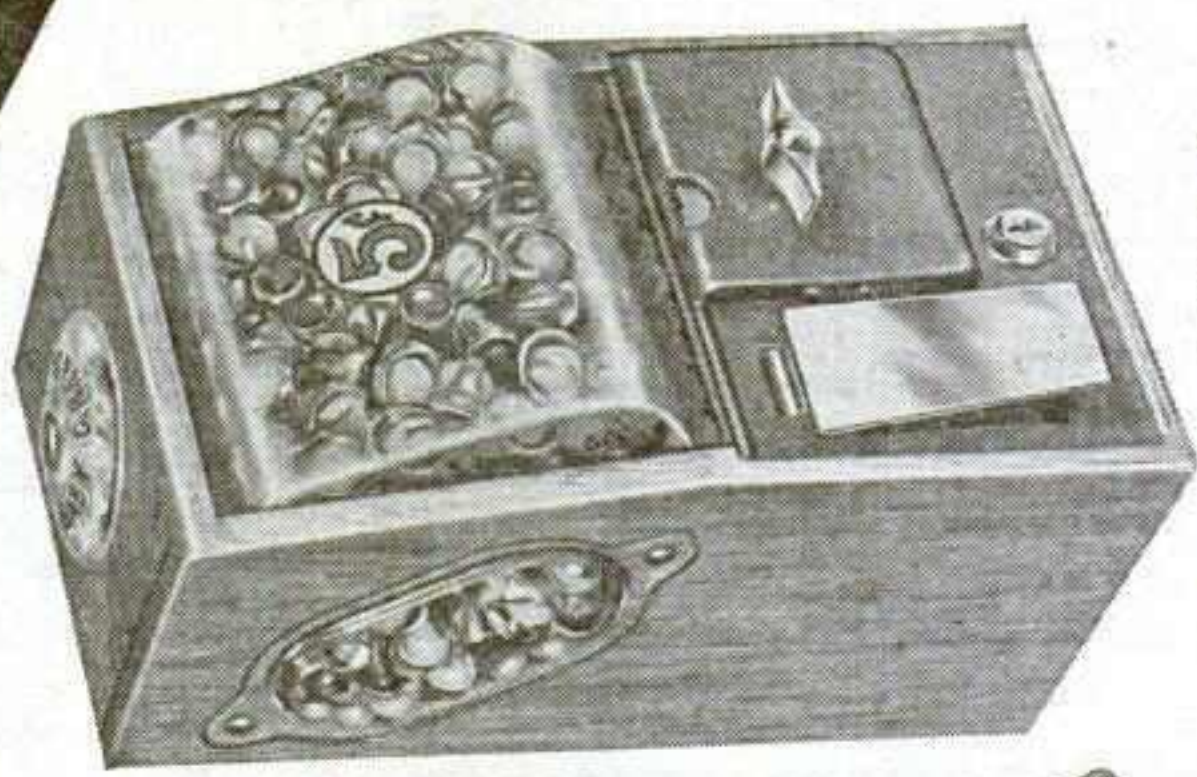
TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vander finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.  
Less than 25 cases...\$57.00 per case of 4  
25 or more cases... \$4.00 per case of 4



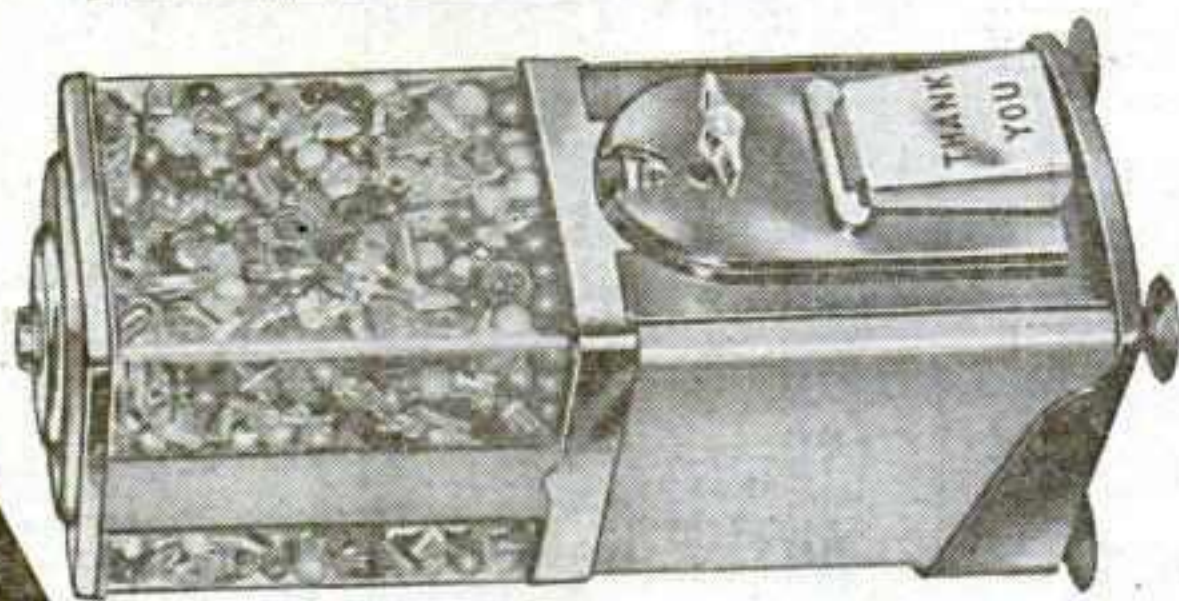
TOPPER DELUXE HALF-CABINET STYLE

TOPPER DELUXE, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.  
Less than 25 cases...\$57.00 per case of 4  
25 or more cases... \$4.00 per case of 4



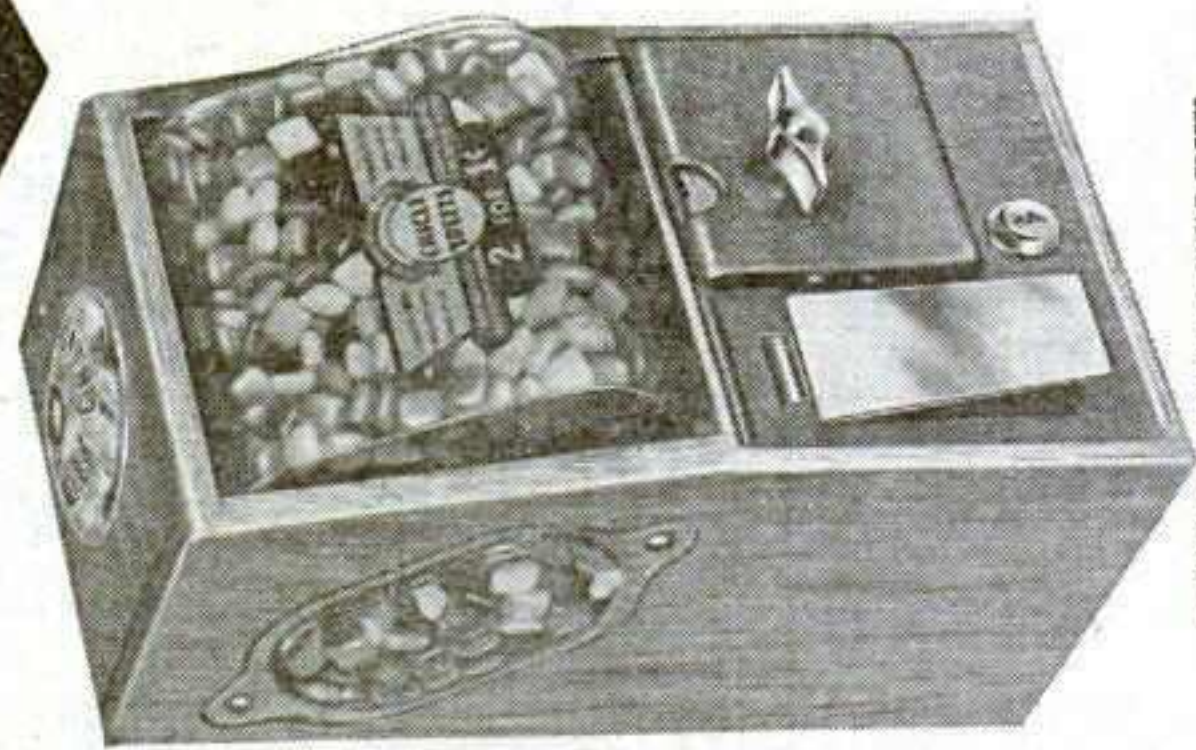
BABY GRAND DELUXE and ROCKET CHARMS

That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play can be built into a bulk one for efficient loading and one for money compartment. Capacity approximately 500 ROCKET CHARMS (trade mark).  
Less than 25 cases...\$57.00 per case of 4  
25 or more cases... \$4.00 per case of 4



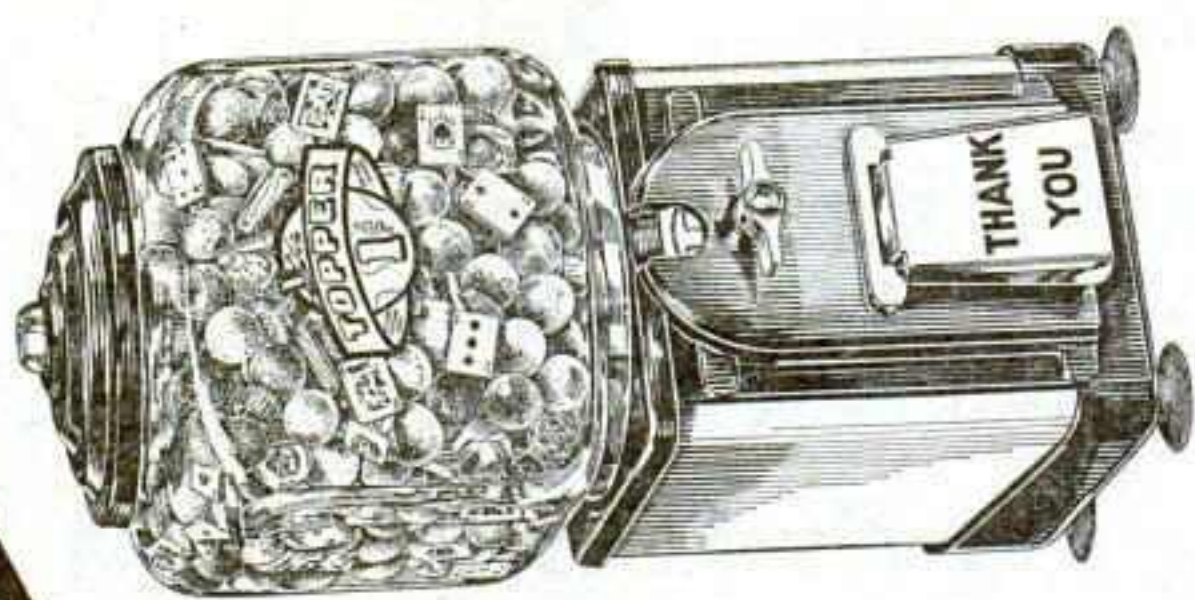
TOPPER DELUXE

Twin Window Style of Transparent Lucite for Maximum Display and featuring all the refinements of the various TOPPER DELUXE... Same capacity... same large square opening at the top for greater efficiency.  
Less than 25 cases...\$59.00 per case of 4  
25 or more cases... \$6.00 per case of 4



BABY GRAND DELUXE and CHICLE TREATS

Featuring Victor's Project-a-View Window of Lucite... shatter-proof for safety. Two locks... one for fast loading... one for money compartment. Cabinet of solid steel with natural finish. Vend Chiclet-Treats count... 6 colors... sold 4 to the case. Also 6 1/2 lb. pack sold 4 to the case. Capacity: Chiclet Treats 2 for 5¢, 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50).  
Less than 25 cases...\$57.00 per case of 4  
25 or more cases... \$4.00 per case of 4



The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duranite and chrome... steel construction, precision built and amazingly durable. Equipped with the large glass globe.  
Less than 25 cases...\$59.00 per case of 4  
25 or more cases... \$8.00 per case of 4

NOTICE: All machines in Topper line can be equipped for BALL-GUM & CHARMS or for OTHER MERCHANDISE. Orders must specify what is desired.

SEE YOUR NEAREST AUTHORIZED VICTOR DISTRIBUTOR

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS



# Games in Production For Fall Market

Continued from page 87

**Chicago 18.** Six player shuffle game with Formica playfields in both 8 by 9 by 2 feet cabinets. Extra large pins. Triple match scoring, also triple and double scoring in certain frames. Other features include direct dial scoring, 10th frame special scoring, strike and spare boxes.

**TAHITI** by United Manufacturing Company. In-line scoring game with one main card and four auxiliary ones. Has 25 holes

**SADDLE AND TURF** by H. C. Evans & Company, Chicago 7. Seven player spin table in both regular and club models. Avail-



able on nickel or dime play, and can be played on multiple basis by one or more players. Action simulates a horse race, begins as soon as coins are dropped and starter button activated by nearest player.

**'SKY GUNNER** by Genco Manufacturing and Sales Company. Gun game with natural lighting. Same machine gun as Night Fighter, straight scoring



(not matched). Can be used on 300 shots for a dime (recommended by manufacturer) and 200 shots for a nickel.

**SILVER CHEST** by Genco Manufacturing and Sales Company. Upright cabinet game with six balls and ball purchase fea-



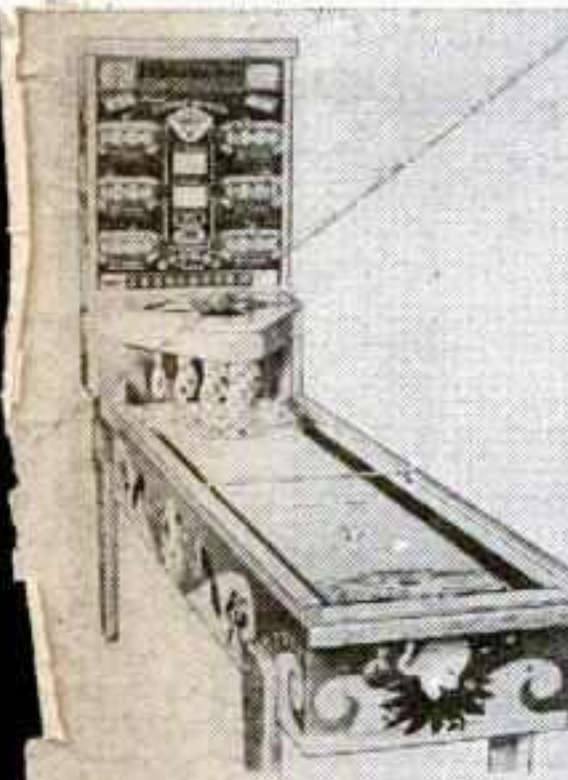
ture. Player controlled skill button for guiding balls into two sets of six channels. Occupies location space measuring 24 by 17 inches.

**GRAND CHAMPION** by Williams Manufacturing Company. (Continued on page 108)



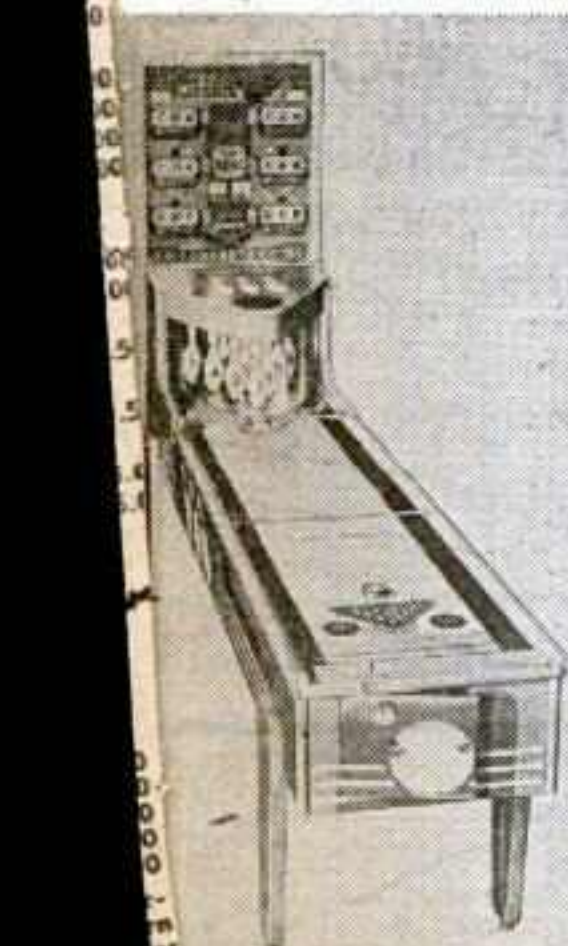
plus a free hole and provisions for purchase of three extra balls, advancing combination numbers and selector knob.

**DOMINO BOWLER** by J. H. Keeney & Company, Chicago 32. Six player shuffle game with selector dial which gives operator choice of using game in any of four ways: 20-30 scoring; 10th



game feature; bonus scoring in every frame or double scoring in four frames. Triple match scoring (optional), giant disappearing pins, permanent plastic field (Plastok), direct dial scoring, rebound action and strike spare boxes.

**ROYAL SHUFFLE ALLEY** by United Manufacturing Company. Six player shuffle game with extra large pins, 8 by 9 by 2 feet



straight scoring only (no Double and triple in certain frames. Other features include Formica playfield and direct dial scoring.

**YOU ASKED FOR IT**

**THE MARKET PLACE** for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

- REGULAR CLASSIFIED** (Minimum \$3): Usual want-ad style, one paragraph, no display. First line set in 6 pt bold, balance 6 pt. light. Per word ..... \$ .20
- 3 or more CONSECUTIVE** or 26 insertions, per word ..... \$ .18
- 52 CONSECUTIVE** insertions, per word ..... \$ .16
- DISPLAY CLASSIFIED** (Minimum \$6): Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line ..... \$1.00
- 3 or more CONSECUTIVE** or 26 insertions, per agate line ..... \$ .95
- 52 CONSECUTIVE** insertions, per agate line ..... \$ .90
- 1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

**Business Opportunities**

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet; modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

**Parts, Supplies & Services**

Attention, Panoram Operators—Have considerable Panoram parts on hand; what do you need? Lakes Panoram Service. P. O. Box 639, Ingleside, Ill.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

**Routes for Sale**

Complete route in pines of Eastern Arizona; music, pins, bowlers, bingo, etc.; all post-war equipment, established 15 years; no competition; must sell immediately; phone or write David A. Foil, Box 216, Show Low, Ariz.

For sale in Florida; complete route of phonographs, pin tables, scales, records, machine parts, truck, office equipment; established 18 years; price complete, \$42,000; further information write Box 659, The Billboard, Chicago 1, Ill.

For Sale in Western Michigan—Complete coin machine business, established 23 years, profitable, will pay out in 15 months; owner wishes to retire; will finance up to 80% good opportunity for 2 or 3 hustling mechanics; no curiosity seekers; state your qualifications in first letter. For further information write Box 648, The Billboard, Chicago 1, Ill.

**Used Coin-Operated Equipment**

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

**ALL TYPES**

VENDING MACHINES, MUSIC BOXES, etc., priced from \$15 up. Cash with order. Naomi Furlough NATIONAL INFORMATION SERVICE Rt. 1, Ft. Lauderdale, Fla.

Cigarette Machines, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette machines, quarter operation: Uneeda, latest model, \$55; counter model, \$22.50; U-Select-It 72-bar candy vender, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-column cookie machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Free Gum Vendors, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

Gum & Candy Bulk Vendors; Victor Model V's, \$7.50; Acorns, \$8.50; Northwestern 49ers, \$8.50; Silver Kings, completely refinished, \$6; Silver Kings, original finish, \$4.50; all in perfect working order, 1/3 dep. with order, bal. C.O.D. Southern Sales, 3927 Main St., Jacksonville, Fla.

Photo machines—Voice-O-Graphs; all types of arcade equipment at operators' prices. Photo Vend Co., 5400 Cullom Ave., Chicago 41, Ill.

Pokerino—20 tables, 20 stools; new June 1st, latest style; must sell all or part; come see them; real buy, \$3,000. James Travis, 204 N. 3rd St., Millville, N. J.

**WAREHOUSE CLEARANCE MUSIC MACHINES**

Rock-Ola Series C, \$50; Rock-Ola Model 1422, \$100; Wurlitzer 750E, \$79.50; Seeburg 9800, \$25; Wurlitzer Model 500, \$40; Seeburg Commander, \$30; Seeburg Classic, \$25; Seeburg 8800, \$25.

**AMUSEMENT MACHINES**

Bowling Alley 2-play (Chicago Coin), \$30; Scientific Batting Practice, \$75; Bally Speed Bowler, \$20; League Bowler (Keeney), \$149.50.

**PIN BALLS**

Stop and Go (Genco), \$35; Dreamy (Williams), \$65; Paratrooper (Williams), \$120; Carnival (Bally), \$45; Thing (Chicago Coin), \$45; Majors '49 (Chicago Coin), \$45; Dallas (Williams), \$50; Just 21 (Gottlieb), \$45; Tampico (United), \$70; Paradise (United), \$49.50; Condola (Exhibit), \$30; St. Louis (Williams), \$55. 1/2 dep. bal. C.O.D. JOE MOSS, 311 E. 3 St., Sanford, Fla.

7 Bowls Machines, 18 ft., for sale; excellent condition; \$200 each. Calvin Erickson, 7324 Amboy Rd., Staten Island 7, N. Y.

75 1¢ Master venders, like new, \$5 ea.; 30 round pedestal floor stands, \$3 ea.; Hamilton Person scale, \$45. Al Hoff, 1920 Rose, Baltimore 13, Md.

200 USED MODEL V, GOOD CONDITION, \$8.50, 10 or more \$7.95 each; 100 used Planet Fortune and Napkin Dispensers, \$3 each with 500 Fortune cards. LeBlanc Vending Co., P. O. Box 324, Breaux Bridge, La.

**SAVE MORE MONEY MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

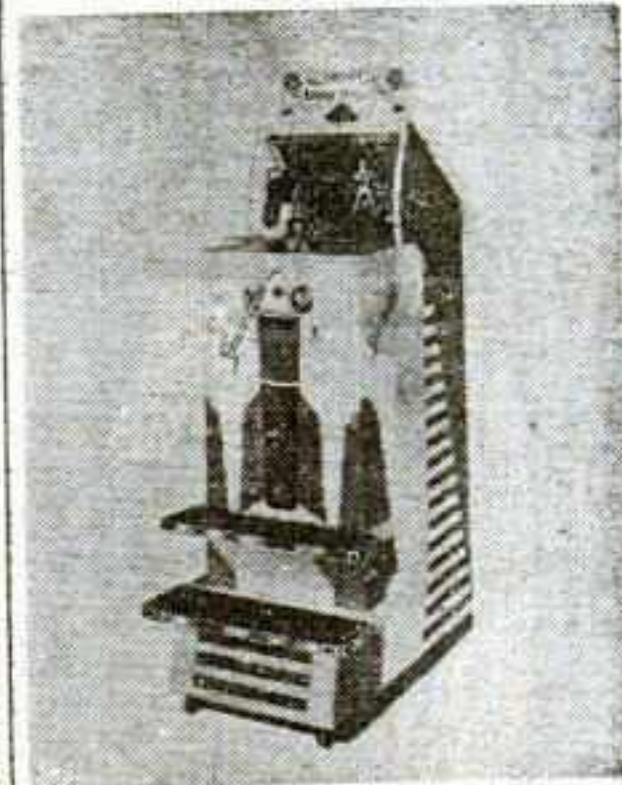
	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29
ABC (United).....	\$50.00 65.00	\$50.00 75.00(2)	\$50.00 149.50	\$50.00 150.00
All Baba (Gottlieb).....	75.00 145.00	34.50	34.50	34.50
Alice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
All Star Basketball (Gottlieb).....	125.00	115.00 120.00	120.00 125.00	125.00 129.50
Aquacade (United).....	39.00 39.50	39.00 39.50	39.00 39.50	39.00 39.50
Arcade (Bally).....	59.50	59.50	59.50	59.50
Arizona (United).....	125.00	125.00	125.00	125.00
Atlantic City (Bally).....	259.50 280.00	275.00 285.00	275.00 285.00	275.00 285.00
Baby Face (United).....	325.00			
Ballerina (Bally).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Barnacle Bill (Gottlieb).....	49.50	49.50	49.50	49.50
Basketball Champ (Chicago Coin).....	34.50	34.50	34.50	34.50
Basketball (Gottlieb).....	195.00 250.00	195.00 250.00	195.00 250.00	195.00 250.00
Batting Practice.....	89.50	89.50	89.50	89.50
Beach Club (Bally).....	469.50 500.00	525.00	525.00	525.00
Beauty (Bally).....	369.50 445.00	385.00 425.00	385.00 425.00	425.00 475.00
Be Bop (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	49.50 65.00
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....	59.50 (2)	59.50(2)	59.50(2)	59.50(2)
Bolero (United).....	125.00	145.00	145.00 195.00	145.00 195.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	49.00 69.50	25.00 69.50	49.00 69.50	34.50 69.50
Bright Lights (Bally).....	129.50 175.00	125.00 129.50	125.00 129.50	125.00 139.50
Bright Spot (Bally).....	225.00	250.00	245.00 250.00	245.00 250.00
Buccaneer (Gottlieb).....	34.50	25.00 34.50	34.50	34.50
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Buttons & Bows (Gottlieb).....	64.50	64.50	64.50	64.50
Cabana (United).....	369.50 495.00	425.00 495.00	425.00 495.00	465.00 495.00
Camel Caravan (Genco).....	69.00	69.00	47.50 69.00	69.00
Campus (Exhibit).....	84.50	25.00 84.50	84.50	84.50
Canasta (Genco).....	89.50	25.00 89.50	89.50	89.50
Caravan (United).....	125.00(149.50)			
Carnival (Bally).....	49.50	49.50	49.50	49.50
Casolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	39.50 49.50	49.50 89.50	49.50 89.50	49.50 89.50
Champion (Chicago Coin).....	89.50	69.00	69.00	69.00
Chinatown (Gottlieb).....	165.00	165.00(2)	165.00(2)	165.00 185.00
Cinderella (Gottlieb).....	29.50 49.50	25.00 29.50	29.50 49.50	29.50 49.50
Circus (United).....	249.50	295.00	295.00	295.00
Citation (Bally).....	39.50 42.50	30.00 35.00	29.50 30.00	29.50 30.00
College Daze (Gottlieb).....	79.50	79.50	79.50	79.50
Coney Island (Bally).....	225.00	200.00	200.00	200.00
Control Tower (Williams).....	109.50	65.00 109.50	75.00 109.50	69.50 109.50
Coronation (Gottlieb).....	175.00	175.00	175.00	175.00
Cross Roads.....	145.00 150.00	135.00(2)	135.00 150.00	135.00 144.50
Cyclone (Gottlieb).....	159.00	150.00 159.00	150.00	150.00 159.00
	125.00(2) 149.50	115.00	125.00(2)	119.50
		125.00(2)	149.50	125.00(2)
		149.50	149.50	149.50
Dallas (Williams).....	44.50 69.50	25.00 44.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	89.50	45.00 89.50	89.50	89.50
Deluxe Baseball (Williams).....				275.00
Dew-Wa-Ditty (Williams).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	165.00	155.00	155.00	155.00
Domino (Williams).....		25.00	89.00	139.50
Double Action (Gottlieb).....	89.00	89.00	89.00	95.00
Double Feature (Genco).....	89.00	75.00 89.00	89.00	89.00
Double Shuffle (Gottlieb).....	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Dream (Williams).....	69.00 89.50	55.00 89.50	69.00 89.50	50.00 89.50
Eight Ball (Williams).....	119.50 125.00	119.50 125.00	119.50 125.00	99.50 119.50
El Paso (Williams).....	39.50 59.60	39.50 59.50	39.50 59.50	39.50 59.50
Fairway (Williams).....				215.00
Fighting Irish (Chicago Coin).....	75.00	25.00 75.00	75.00	44.50
Five Star (Universal).....	49.00 75.00	75.00	75.00	75.00
Flip Skill.....	69.50	69.50	69.50	69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	195.00	195.00	195.00	189.50 195.00
Football (Chicago Coin).....	65.00	65.00	65.00	65.00
400 (Genco).....	40.00 85.00	25.00 65.00	90.00 125.00	65.00 90.00
	125.00	45.00 90.00	125.00 225.00	125.00 195.00
		125.00 225.00	195.00 225.00	125.00 195.00
Four Corners (Williams).....	145.00 155.00	145.00(2)	145.00 165.00	159.50
Four Horsemen (Gottlieb).....	109.50	70.00 109.50	109.50 110.00	79.50 109.50
Four Stars (Gottlieb).....	145.00	116.00 129.50	129.50	129.50
Freshie (Williams).....		25.00	325.00	325.00 335.00
Freac (Bally).....	259.50 310.00	295.00 325.00	295.00 325.00	335.00
Futurity (Bally).....	95.00 125.00	145.00 150.00	145.00 150.00	145.00 150.00
	150.00			
Georgia (Williams).....	89.50	60.00 89.50	89.50	89.50
Gin Rummy.....		25.00		35.00
Gizmo (Williams).....	35.00	35.00	35.00	35.00
Glamour (Bally).....		115.00	139.50	139.50
Globe Trotter (Gottlieb).....	135.00	115.00 135.00	135.00	135.00
Gold Cup (Bally).....	29.50 39.50	29.50 59.50	29.50 59.50	29.50 59.50
Golden Gloves (Chicago Coin).....		34.50	34.50	34.50
Golden Nugget (Genco).....	219.50 135.00	135.00 195.00	135.00 195.00	135.00 195.00
		225.00	225.00	225.00
Grand Award (Chicago Coin).....	35.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....	195.00	195.00	195.00	195.00
		225.00	225.00	225.00
		225.00	225.00	225.00

## Fall Games

Continued from page 107

Five ball trap hole game with scoring combinations which lead to from one to five replays. Has automatic rebound area at bottom, thumper bumpers, flippers. Scoring based on both high score and special points.

**SPACE GUN** by Exhibit Supply. Swing type ball and socket pistol gun game with black light targets. Unlimited shots for expert shooters. Timed shooting



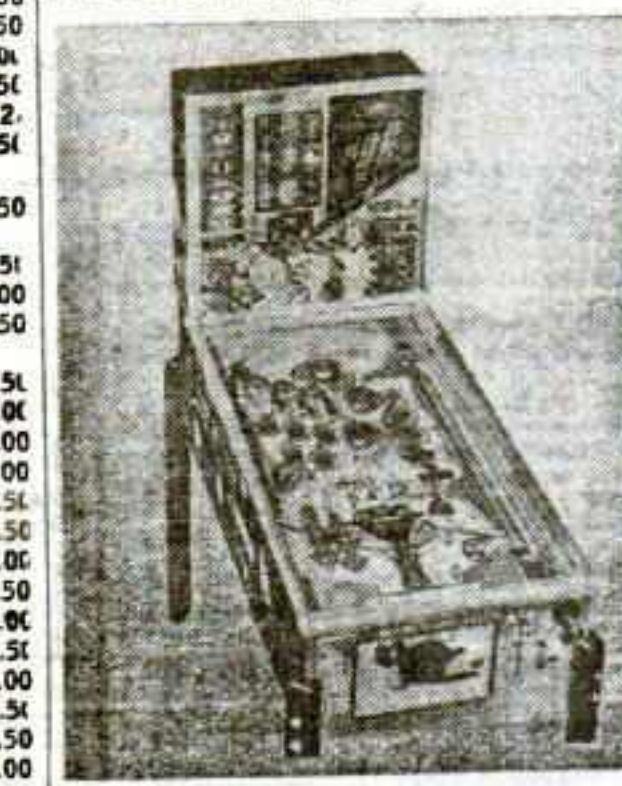
cycle. Walk up steps for youngsters. Sound mechanism offers realistic shooting effect. Targets are space men dressed in accepted space type gear. Occupies 4.5 square feet of location space.

**PACEMAKER BOWLER** by J. H. Keeney & Company. Six player shuffle game in both eight and nine-foot lengths. Can be changed to straight or match play. Offers extra shot for every strike made



in last frame. On match play offers different matching score in last nine frames. Dial, 20-30 scoring, rebound action, large pins.

**C.O.D.** by Williams Manufacturing Company, 4242 W. Fillmore Street, Chicago 24. Trap hole five-ball game which can be played two ways, Has roll over buttons and lanes, replay action, kickers



automatic and player controlled flippers. (Game was introduced this week. See separate story for details.)

10 Bally Futurity ..... \$ 99.00  
2 Sunshine Park ..... 110.00

Pick them up. Guaranteed 1/2 deposit.

### JACK'S COIN MACHINE

5732 Jonquil Ave. Baltimore 15, Md.  
Phone: Mohawk 4-1286-3 p.m.

**ADMEN** at every kind ENDORSE

THE BILLBOARD

as a top selling force

	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29
Happy Days.....		150.00	150.00	150.00
Happy Go Lucky (Gottlieb).....	135.00	135.00	135.00	135.00
Harvest Time (Genco).....	65.00	35.00 65.00	34.50 65.00	65.00
Hayburner (Williams).....	85.00 125.00	85.00	85.00	75.00 85.00
Hits & Runs.....		25.00		
Hit 'N' Run (Gottlieb).....	145.00	145.00	145.00	129.50 145.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	59.50	59.50	59.50	59.50
Holiday (Keeney).....		225.00	225.00	225.00
Hong Kong (Williams).....	125.00	110.00 125.00	110.00 125.00	125.00 149.50
Horseshoes.....		125.00	125.00	125.00
Hot Red (Bally).....	99.50	40.00 99.50	40.00 99.50	44.50 49.00
		99.50	99.50	99.50
Humpy Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jockey (Williams).....	129.50			
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	99.50	60.00 99.50	99.50	99.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	125.00 149.50	125.00 160.00	125.00 160.00	125.00 160.00
		175.00	175.00	225.00
		59.50	59.50	59.50
Just 21 (Gottlieb).....	59.50	59.50	59.50	24.50 59.50
K. C. Jones (Gottlieb).....	89.50	75.00 89.50	75.00 89.50	89.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	115.00 124.50	115.00 124.50	115.00 124.50	124.50 125.00
Knock Out (Gottlieb).....	69.00	35.00 69.00	69.00	44.50 69.00
Leader (United).....		175.00	175.00	175.00
Lite-a-Line (Keeney).....		75.00 79.50	75.00 79.50	75.00 79.50
		129.50	129.50	129.50
Long Beach (Williams).....	75.00 139.50	179.50	179.50	179.50
Lucky Inning (Williams).....	84.50	84.50	84.50	49.50 84.50
Madison Square Garden (Gottlieb).....	85.00	60.00 85.00	85.00	85.00
Majors (Chicago Coin).....	74.50	25.00 74.50	74.50	74.50
Majors of '49 (Chicago Coin).....	45.00	45.00	45.00	45.00
Majorette.....	85.00	85.00(2)	85.00	85.00 119.50
Mardi Gras.....	29.50	29.50	29.50	29.50
Maryland (Williams).....	49.00 49.50	25.00 49.00	49.00 49.50	34.50 49.00
	84.50	49.50 84.50	84.50	49.50 84.50
Mermaid.....	125.00	150.00	125.00(2)	99.50 115.00
		125.00(2)		125.00
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	115.00 125.00	75.00 115.00	115.00 125.00	89.50 115.00
	139.50	125.00 139.50	139.50	135.00 139.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....	145.00	145.00	145.00	145.00
Nifty (Williams).....		70.00 89.50	89.50	89.50
Oklahoma (United).....	64.50 69.50	35.00 64.50	64.50 69.50	49.50 64.50
		69.50	69.50	69.50
Old Faithful (Gottlieb).....		85.00	85.00	85.00
Olympics (Williams).....	145.00(2)	145.00 150.00	145.00 150.00	135.00 145.00
One Two Three (Genco).....	34.50 45.00	34.50 45.00	34.50 45.00	34.50 45.00
	49.50	49.50	49.50	49.50
Palm Beach (Williams).....	289.50 345.00	325.00	325.00 375.00	325.00 375.00
Paratrooper (Bally).....	95.00	95.00	95.00(2)	

	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29
Alamo (United)	64.50	79.50	64.50	79.50
Alamo Card (Gottlieb)	49.00	49.00	49.00	49.00
Alamo (Williams)	29.50	49.50	29.50	49.50
Alamo (Keeney)	50.00	69.50	50.00	69.50
Alamo (Chicago Coin)	45.00	45.00	45.00	45.00
Alamo (Genco)	64.50(2)	25.00	64.50(2)	27.50
Alamo (Muskeeteers)	79.50	75.00	79.50	75.00
Alamo (United)	125.00	125.00	125.00	125.00
Alamo (Chicago Coin)	29.50	35.00	29.50	35.00
Alamo Square	175.00	175.00	175.00	175.00
Alamo (Winds)	29.50	29.50	29.50	29.50
Alamo (Chicago Coin)	35.00	35.00	35.00	35.00
Alamo (Gottlieb)	89.00	99.50	80.00	89.00
Alamo (Genco)	69.00	89.50	25.00	69.00
Alamo (Exhibit)	65.00	74.50	25.00	65.00
Alamo King (Bally)	50.00	59.50(2)	50.00	69.50
Tucson (Williams)	44.50	44.50	44.50	44.50
Twenty Grand	145.00	145.00	145.00	145.00
Utah (United)	59.00	84.50	55.00	59.00
Virginia (Williams)	49.50	49.50	49.50	49.50
Watch My Line (Gottlieb)	65.00	35.00	65.00	65.00
Whiz Kid (Chicago Coin)	165.00	125.00	165.00	169.50
Wild West (Gottlieb)	125.00	169.50	165.00	169.50
Winner (Universal Industries)	99.50	35.00	49.50	99.50
Wisconsin (United)	34.50	99.50	34.50	34.50
Winks (Williams)	49.50	25.00	49.50	49.50
Wingo (United)	125.00	125.00	125.00	125.00

Miami

Continued from page 86

and this should keep its volume at a high level in the coming months. Like Taran, my also developed a substantial export trade to Central and South America, thus furnishing an outlet for more used equipment than the company is able to take in trade.

See More Tourists

A leading operator of music machines who also runs a cookie route predicts a bigger winter tourist season than ever, in view of the added hotels and motels erected this past summer. Willie Blatt, of Supreme Distributors, maintains music is still the best item. "Pins and shuffleboards are centralized and the sub-marginal spots are eliminated, an operator can make a fair living. He doesn't operate as large but his profits are just as big. The new business opening up in Greater Miami all the time gives an operator additional outlets."

Blatt, who is president of AMOA, believes the association will take action, possibly in October, to go on two plays for a dime, six for a quarter. He says he expects to see nearly 100 per cent participation "With a start in this direction," he says, "it is possible that by winter most of the operators will go on to straight dime play, three for a quarter."

Opposite View

Elaine Mangone, of Mangone and Mangone, doubts the coming year will be as good as the last. "I don't think Miami Beach will do as well this winter, but I hope I'm wrong," she observed. Mrs. Mangone says that on her route, music is doing as well as games. This in contrast to most reports by operators who say that music is more stable—that while collections from juke boxes declined this past summer 10, 15, or even 20 per cent in some weeks, there were times when games were off as much as 30 per cent.

Jack Kauffman, C & L Amusement Company, says his company is in good shape because of its expansion in the past year. "But," he adds, "it has been a slow summer and my personal observation is that with the stock market slipping and the armistice in Korea cutting into defense industries, this area won't draw as many tourists this year."

Harry Goldberg, H & G Vending Company, is principally a jobber of cigarette machines. Goldberg says he is selling more smoke vendors this year than he did last and looks for a continuation in the months ahead. But from his contacts with coinmen here and as far north as West Palm Beach, he reports music and games collections are down.

Harold Craver, American Operating Company, which operates music and games, says business is down as much as 20 per cent from a year ago. Shuffleboards appear to be the only games holding up this month, he says. He hopes business will be as good this winter as last, but won't be surprised if it skids a little. Craver is a member of the "We'll be satisfied if it's just as good" club.

An optimist is Harry Zimand, of Acme Music at Miami Beach. He says juke box collections were holding their own until this month (September is a traditionally slow month on the beach) when the bottom seemed to drop out. Zimand, however, looks for a bigger and better winter season.

Games Collections Off

Joseph Lauer, Capitol Vending, says games collections were off all summer. Shuffle alleys, he reports, are doing the best business on the route, with pins and shuffleboards following in that order. Lauer looks to the new hotels and motels erected on Miami Beach in the past year to stimulate business. Most of Capitol's placements are in hotels, bars and cocktail lounges—all of them on Miami Beach.

To sum up, there is no panic among operators and distributors in South Florida. Everybody's hoping for the traditional "big season" but nobody will be surprised if business isn't quite up to what it was a year ago.

EVANS' LATEST

CLUB MODEL Saddle & Turf

GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

Greatly improved new style SINGLE COIN DROP (WITH SLUG REJECTOR) easily accessible on push-button plate. 5c or 10c play. High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins. Electric Replay Counter registers to 999.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29
Bomber (Mutoscope)	\$195.00	\$125.00	\$195.00	\$125.00
Jet Space Ship	125.00	125.00	125.00	125.00
Microscope, 10c	79.50	79.50	79.50	79.50
Ball (Scientific)	165.00	275.00	165.00	275.00
Score (Evans)	525.00	550.00	550.00	550.00
Bronco (Exhibit)	140.00	150.00	150.00	150.00
Inning (Bally)	95.00	95.00	95.00	95.00
Score (Supreme)	40.00	45.00	45.00	45.00
Merang	27.00	29.50	27.00	29.50
Camera	27.00	29.50	27.00	29.50
Sender (ABT)	95.00	105.00	95.00	105.00
Sam (Seeburg)	95.00	105.00	95.00	105.00
Gun (Exhibit)	49.50	55.00	65.00(2)	94.50
Ball (Bally)	65.00	94.50	65.00(3)	94.50
4 Player	125.00	125.00	125.00	125.00
Chicago Coin	175.00	195.00	175.00	195.00
Life (Mills)	129.50	129.50	129.50	129.50
Hockey (Coinex)	75.00	75.00	75.00	75.00
Saucer (Mutoscope)	150.00	150.00	150.00	150.00
Goal (Scientific)	175.00	175.00	175.00	175.00
Cher (Chester Pollard)	195.00	195.00	195.00	195.00
Genco	85.00	100.00	85.00	119.50
Chicago Coin	119.50	125.00	125.00	119.50
Mercury	175.00	175.00	175.00	175.00
Exhibit	175.00	175.00	175.00	175.00
3 rifles	650.00	650.00	650.00	650.00
650.00	650.00	650.00	650.00	
Bally	65.00(2)	69.50	65.00	69.50
65.00	69.50	65.00	69.50	
65.00	69.50	65.00	69.50	
65.00	69.50	65.00	69.50	
89.50	89.50	89.50	89.50	
Chicago Coin	55.00	75.00	55.00	75.00
55.00	75.00	55.00	75.00	
215.00	225.00	225.00	185.00	
225.00	225.00	225.00	175.00	
95.00	99.50	99.50	99.50	
39.50	39.50	39.50	39.50	
365.00	365.00	365.00	365.00	
285.00	285.00	285.00	285.00	
225.00	295.00	225.00	295.00	
165.00	225.00	165.00	225.00	
225.00	275.00	275.00	275.00	
120.00	120.00	95.00	120.00	
125.00	250.00	250.00	250.00	
250.00(early)	250.00(early)	250.00(early)	250.00(early)	
400.00	625.00(late)	400.00	625.00(late)	
600.00(late)	650.00(late)	625.00(late)	650.00(late)	
625.00(late)	650.00(late)	625.00(late)	650.00(late)	
650.00(late)	75.00	75.00	75.00	
75.00	185.00	185.00	185.00	
85.00	85.00	85.00	85.00	
60.00	75.00	75.00	75.00	
75.00	75.00	75.00	75.00	
95.00	95.00	95.00(2)	59.50	
125.00	125.00	125.00(2)	125.00(3)	
95.00	95.00	95.00	95.00	
95.00	225.00	225.00	249.50	
195.00	199.00	149.50	199.00	
199.50	225.00	199.50	229.50	
229.50	249.50	249.50	249.50	
125.00	139.50	125.00	125.00(2)	
125.00	139.50	125.00	175.00	
145.00	145.00	145.00	175.00	
150.00	150.00	150.00	150.00	
195.00	195.00	195.00	195.00	
150.00	249.50	345.00	195.00	
90.00	100.00	100.00	139.50	
139.50	139.50	139.50	139.50	
120.00	120.00	120.00	120.00	
275.00	125.00	275.00	275.00	
50.00	50.00	50.00	50.00	
85.00	85.00	85.00	85.00	
125.00	165.00	125.00	165.00	
169.50	169.50	169.50	169.50	
75.00	75.00	75.00	75.00	
79.00	79.00	79.00	79.00	
95.00	95.00	95.00	95.00	
95.00	95.00	95.00	95.00	
495.00	525.00	525.00	525.00	
85.00	85.00	85.00	85.00	

7,000 ACTIVE BUYERS read The Billboard Classified columns each week



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Arizona	\$ 35.00	Golden Gloves	\$40.00
Basketball	100.00	Hayburner	100.00
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Buffalo Bill	50.00	Harvest Time	40.00
Black Gold	35.00	Hot Rod	40.00
Bank-a-Ball	50.00	Knockout	40.00
Bright Lights	145.00	Lite-a-Line	75.00
Cross Roads	135.00	Lucky Inning	45.00
Dale Gun (Late)	45.00	Minstrel Man	85.00
Dreamy	65.00	Maryland	35.00
Dallas	40.00	Pin Bowler	50.00
El Paso	40.00	Playtime	40.00
Five Stars	35.00	Rocket (Genco)	45.00
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Flying Hi	185.00	Queen of Hearts	190.00
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Three Musketeers	40.00	Jalopy	110.00
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		(Gun)	

Wms. Double Header \$45.00  
Shoo Shoo \$45.00  
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Universal Super \$45.00  
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Western Major \$35.00  
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Seeburg Ray \$65.00  
Guns \$65.00

3020 boxes checked and cleaned. All parts taken apart and cleaned.  
In the Slots \$25.00  
Packard Boxes 4.00  
5¢ & 10¢ AMI. 20.00  
5¢ AMI ..... 15.00  
Wurlitzer Boxes 3031 . 4.00

1/3 Deposit. Balance C.O.D.

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Wurlitzer 4820 (48 Sel.)...\$34.50  
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**M-100-A**  
 100 Selections—78 RPM  
**\$549.50**

### SEEBURG

148-ML (Blonde) .....\$199.50  
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### WHOLESALE'S SPECIAL

Rock-Ola 1422 .....\$ 69.50  
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Terms: 25% Deposit, Balance C.O.D.  
 Write for Illustrated Catalog of Late Model Phonographs.

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Here is a chance for some live wire salesmen to represent the leading parts and supplies firm in the United States. Protected territories open. Increase your earning capacity by selling parts and supplies to pin game and phonograph operators in addition to the line you now have. We want experienced men who can SELL and give thorough fast coverage. Furnish all details in first letter.  
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every conceivable kind of  
**EQUIPMENT, SUPPLIES AND SERVICES**  
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# your prime source for all Coin-Operated Mechanism is still... A.B.T.

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- \* Totalizers
- \* Coin Meters
- \* Slug Rejectors
- \* Timing Mechanisms
- \* Pay Meters (for time selling and time servicing)

We invite your inquiry

**A.B.T. manufacturing corp.**  
 715-723 N. KEDZIE AVE. CHICAGO 12, ILL.

## Los Angeles

Continued from page 86

when purchasing new equipment. The situation is not a prevalent one and in no way indicates a trend.

The outlook for the music machine industry is good. Definitely responsible for the increased attention focused on this field is the predominance of greater selectivity in phonographs with operators using larger capacity machines more so than ever before.

Hank Tronick, of Minthorne Music Company, headed by Jean and Dolores Minthorne, Seeburg distributors for Southern California and Arizona, declared the ratio of 45 phonographs to 78s being sold is roughly 10 to 1. Operators are buying, he declared, for both replacement and for new locations, using older equipment of 20 and 24 records capacities in less profitable locations.

Paul Laymon, of Paul Laymon, Inc., distributors for Wurlitzer and Bally lines, reports a healthy outlook for the fall and winter. Laymon points out that increased promotional efforts on the part of Wurlitzer thru the current Frankie Laine contest is stimulating interest in music machine play. He also concurs in the statement that operators are "in good financial position with very few delinquent accounts on the books."

The surrounding Los Angeles territory has gone well on 10-cent play. This is particularly true in the San Fernando Valley. Last February, Walter Hemple, of First National Music Company in San Fernando, invited operators in that area to a social meeting. Sitting down to dinner on the basis of about twice a month, the operators were able to solve some of their problems, particularly 10-cent play and spot jumping.

A concerted drive for 10-cent play was made and only isolated spots are remaining on a nickel. The group, later called Co-Operative Music Operators, invited George Miller, of the California Music Guild, to meet with them with the objective being to affiliate with his association. Miller conferred some weeks ago and the move still has life.

Actually, operators in this section never had it so good.

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**SEEBURG M-100 A**  
 with DAVIS Guarantee  
**\$595.00**

Complete with professional Reconditioning and Refinishing

### Seeburg Specials

All Reconditioned and Refinished with Davis Six Point Guarantee.

- ★ Seeburg 146M...\$115
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- ★ Seeburg 148M... 185
- ★ Seeburg 148ML... 215

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1080 Reconditioned, Refinished ..... \$139

800 } Thoroughly cleaned  
700 } complete & in good working condition 69

### AMI Specials

Reconditioned—Refined

"A" ..... \$225

"B" ..... 325

### WALL BOXES

Wurlitzer 4820, 5c, 10c, 25c, Converted ..... \$35.00  
 Wurlitzer 3020, 5c, 10c, 25c, Reconditioned ..... 19.50  
 Wurlitzer 3031, Reconditioned ..... 9.95  
 Wurlitzer 219 Stepper ..... 19.50  
 Seeburg 3W2-L56 3-Wire, Reconditioned, Refinished ..... 6.95  
 Packard Pla-Mor ..... 3.95

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 Wraps, Counts 1c-5c-10c-25c.  
 ONLY \$159.50  
 Immediate shipment. Weight 8 lbs.

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 Williams GRAND CHAMPION  
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- ARCADE EQUIPMENT • EXHIBIT GAMES

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2330



**Brand New! Buckley CRISS-CROSS JACKPOT BELLS**  
 5c-10c-25c-50c-\$1.  
 Also made for many foreign countries

BUCKLEY WALL AND BAR MUSIC BOXES  
 20-2 Record 5c or 1

Buckley Manufacturing  
 4223 W. Lake St. Chi.

GIVE TO DAMON RUNYON CANCER

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29
Baseball, 2 player (Chicago Coin)	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney)	135.00	135.00	165.00	165.00
Big League Bowler, 4 player (Keeney)	85.00	85.00	85.00	85.00
Bowl-a-Ball (Chicago Coin)	200.00			
Bowling Alley (Chicago Coin)			35.00	35.00
Bowling Alley, 6 player (Chicago Coin)	150.00 179.00	225.00	179.00 195.00	195.00 225.00
Bowling Champ (Keeney)	225.00		69.50	75.00
Bowling Classic (Chicago Coin)	59.50 69.50	59.50 69.50	35.00 59.50	35.00 59.50
Clover Shuffle Alley (United)	395.00		69.50	69.50
De Luxe League Bowler (Keeney)	195.00(2)	210.00 225.00	215.00 225.00	214.00 225.00
Double Bowler (Keeney)	210.00 225.00			
Double Header (Williams)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Deluxe Matched (Keeney)	49.50	49.50	35.00 49.50	35.00 49.50
Deluxe 6 Player (Universal)	189.00		195.00	195.00
Double Shuffle Alley Express Rebound (United)	99.50	99.50	99.50	99.50
Eight Player (Genco)	60.00			
Five Player Shuffle Alley (United)	140.00w/p 145.00 150.00 160.00 169.00w/p(2) 195.00	145.00(2) 150.00 150.00w/p 160.00 169.00	150.00w/p 150.00(2) 165.00 175.00w/p 180.00 189.00w/p 195.00	150.00(2) 165.00 175.00w/p 180.00 189.00w/p 195.00
Four Way Bowler (Keeney)	150.00	150.00	150.00 195.00	175.00 195.00
Four Player (Shuffle Alley) (United)	110.00 125.00 149.00w/p 175.00	110.00(2) 125.00 175.00	95.00 110.00 135.00 145.00 149.00w/p 169.00w/p 175.00	110.00 135.00 145.00 169.00w/p 175.00
Hi-Score Bowler (Universal)	55.00	55.00	75.00	75.00
Hi-Score, 6 Player (Chicago Coin)	160.00 185.00	160.00	160.00 175.00	160.00 175.00
Hook Bowler (Bally)	50.00(2)	50.00	50.00 65.00	50.00 65.00
League Bowler (Keeney)	139.50	139.50	75.00 139.50	75.00 139.50
League Bowler, 4 player (Keeney)	75.00 149.50	149.50	149.50	149.50
Matched Bowler, 6 player (Chicago Coin)	295.00	295.00 315.00	315.00	
Matched Bowler Rebound, 4 player (Keeney)				165.00
Matched Bowler, 6 player (Keeney)			295.00	295.00
Special Bowler (United)	250.00		295.00	295.00
Special Shuffle Alley Matched (United)	250.00	250.00	295.00	265.00 295.00
Special Shuffle Alley, 4 Player (United)	250.00	250.00	250.00	250.00
Special Alley Deluxe Bowler (United)	185.00 210.00 225.00 230.00 245.00 275.00	195.00 210.00 230.00 275.00	175.00 195.00 210.00 245.00 265.00 275.00	175.00 195.00 210.00 220.00 265.00 275.00
Special Alley Express, 6 player (United)	89.50	89.50	89.50	89.50
Special Alley, 6 player (Keeney)	150.00 195.00 210.00	195.00 210.00	175.00 195.00 210.00	175.00(2) 195.00(2) 210.00
Special Alley, 6 player (United)	160.00w/p 175.00 179.00w/p 189.00 235.00 285.00	155.00(2) 165.00w/p 169.00 235.00	150.00 165.00w/p 170.00 175.00(2) 189.00 235.00	170.00 175.00(2) 185.00w/p 189.00 235.00
Horseshoes (Chicago Coin)	50.00			
Line (Bally)	50.00 69.50	69.50	69.50 79.00	49.50 69.50 75.00
Target (Genco)	49.50	49.50	49.50	49.50(2)
Tournament, 4 Way (Universal)			135.00	
Shuffle Alley (United)	69.50	69.50	69.50	69.50
Shuffle Alley Deluxe (Chicago Coin)	195.00			
Star 10th Frame (United)	340.00	340.00	340.00	340.00
Star 6 Player (United)	65.00	65.00	65.00 75.00	49.50 65.00
Star, 2 player (Keeney)	295.00	295.00	295.00	295.00
Star, 6 player (United)	325.00 330.00	315.00 330.00	315.00 325.00	325.00 335.00
Star Frame (United)	345.00 350.00(2) 355.00	350.00 355.00	345.00 355.00 365.00	335.00 365.00
Star Frame, 6 player (Keeney)		365.00		375.00
Star League Bowler (Keeney)	225.00 245.00	225.00 245.00	235.00 245.00	235.00 245.00
Star League Bowler (Keeney)				225.00
Star Matched (Keeney)	295.00		225.00	225.00
Star Matched (Keeney)			210.00	210.00
Star Matched Bowler (Chicago Coin)	265.00			
Star Shuffle Alley (United)	240.00 250.00 265.00 295.00	250.00(2) 265.00 285.00 295.00	250.00(2) 265.00 285.00 295.00(2)	250.00 265.00 285.00(2) 295.00(2)
Star Bowler (Universal)			55.00	
Star, 10 player (United)	325.00 335.00	285.00 335.00	285.00 335.00	335.00 340.00
Star (United)	320.00	325.00	325.00	340.00
Star Matched Bowler (Chicago Coin)	325.00	345.00	345.00	345.00
Star (Chicago Coin)	59.50 69.50	59.50 69.50	35.00 59.50	35.00 59.50
Star (Universal)			69.50	69.50
Star on (United)			35.00	
Star Alley Rebound (United)				120.00 195.00
Star Alley Rebound (United)	49.50	49.50	49.50	49.50
Star Alley Rebound (United)	90.00 145.00	145.00	75.00 85.00	85.00 145.00
Star Cade (United)	150.00	150.00	150.00	150.00
Star Rebound (United)			125.00	125.00
Star (United)	75.00	75.00	75.00	75.00

## Detroit

• Continued from page 86

so steadily in so many different directions that those closest to it are reluctant to make a commitment on estimates. Henry Frank, of Janes Vending, for instance, figures his candy volume has nearly doubled in the past year.

"It looks awfully good for fall," says Leo Fournier, Weidman National Sales Company, who is close to the over-all vending picture. Even summer showed little slow-up except in the coffee business.

### Music Up, Too

The music machines in this area appear to be enjoying about 20 per cent better business than a year ago despite the unfavorable publicity the industry has received. Here the same key factor that hurt the movie business for a long time appears to be working a comeback, at least according to Frank Alluvot, owner of Frank's Music Company.

"Television, I think, is becoming 'just another thing,' like radio," said Alluvot. "The novelty of it has passed on. It will draw for special events—again just like radio. If there are two or three special events in a week, our take will be down 10 to 12 per cent. Everybody seems to like boxing."

"But they don't watch everything. They don't watch Betty Crocker bake a cake any more."

"Lots of locations don't even turn it on. It costs the bars a lot of money just to keep the television up."

"So our business is better and the 'lost audience' is coming back."

Offsetting this general improvement should be noted the fact that the summer has been unusually hot, so that recent weeks have shown a drop of 10 to 20 per cent compared to May and June—but not enough to reverse the underlying trend. The prospect is for a very substantial pick-up, regaining this recent loss, as soon as the baseball season is over. Alluvot points out.

**Shuffleboard Holds Up**  
Shuffleboard remains the only game of substantial significance in Detroit. Survey here shows that the volume level is just about even with last year, altho the usual summer slump has kept recent weeks' figures low.

"We are looking forward to a very good season," is the optimistic summary of Maurice J. Feldman of the Central Coin Machine Exchange, a leading operator himself and close to the entire field thru the resurfacing service which he also operates. "It is very encouraging with the extensive activity going on in the league play program. We expect this fall and winter to be better than ever."

**Q: Which Came FIRST**  
... bigger collections or better equipment?  
**A: Better equipment from FIRST!**



### SHUFFLE GAMES

NEW  
Keeney DOMINO BOWLER  
Keeney PACEMAKER  
ChiCoin HI-SPEED CROWN BOWLER  
ChiCoin HI-SPEED TRIPLE SCORE BOWLER  
ChiCoin GOLD CUP BOWLER

"First-Conditioned" SHUFFLE GAMES

UNITED  
STAR-10TH FRAME .....\$355  
STAR 6 PLAYER .....330  
SUPER 6 PLAYER .....265  
OFFICIAL S.A. (MATCH) .....250  
DELUXE 6 PLAYER .....230  
6 PLAYER with Formica .....189  
5 PLAYER with Formica & Big Pins... 169  
5 PLAYER with Formica .....140  
4 PLAYER .....125  
SKEE ALLEY .....65

KEENEY  
10-PLAYER TEAM BOWLER .....\$335  
SUPER DELUXE .....225  
DELUXE LEAGUE BOWLER .....210  
6 PLAYER .....195  
BIG LEAGUE BOWLER .....135

CHICAGO COIN  
6 PLAYER MATCH .....\$295

UNIVERSAL  
HI SCORE BOWLER .....\$ 55

### ARCADE

NEW  
EXHIBIT SPACE GUN  
GENCO SKY GUNNER  
ABT CHALLENGER

"First-Conditioned"

SEEBURG SHOOT THE BEAR .....\$199  
WMS SUPER WORLD SERIES... 225  
CHI COIN BAS-KETBALL CHAMP 195  
EX. GUN PATROL... 175  
TELEQUIZ ..... 165  
CHI COIN 4 PLAYER DERBY... 175  
CHICKEN SAM ..... 95  
RIFLE RANGE ..... 85  
RAY GUN ..... 95  
CHI COIN GOALIE... 85  
W.M. TEAM HOCKEY... 85  
EXHIBIT DALE GUN WMS QUARTERBACK ..... 75  
BACK ..... 65  
MERCURY 13-WAY GRIP SCALE ..... 79  
CHI COIN HOCKEY... 55

COUNTER GAMES  
ABT CHALLENGER .....\$27  
POP-UP ..... 22  
PLAY POKER ..... 22

BINGO 5 BALLS  
BUY OR SELL!  
Write or Phone for Prices

### CONVERSIONS

GENUINE FORMICA TOPS  
Absolutely highest quality! Instructions, cutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Player; Keeney, Chicago Coin and Universal games. Complete with cement.  
1" & 1 1/2" sizes. \$17.50

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Easy to Service. Quicker Loading. Greater Profits.

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Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

### 5 BALLS

GOTTlieb Skill Pool .....\$185	Rockettes Knockout .....\$ 85	WILLIAMS Sweepstakes .....\$195	Majors of '49...\$ 45
Quartette ..... 175	Watch My Line ..... 65	Olympics ..... 145	Grand Award... 35
Crossroad ..... 159	Dbie. Shuffle ..... 65	B-Ball ..... 125	Trinidad ..... 35
Hit 'n' Run ..... 145	Telecard ..... 49	Shoo-Shoo ..... 85	Catolina ..... 35
Niagara ..... 145		Thrill ..... 85	
Globe Trotter ..... 135	UNITED Gizmo ..... 49	Maryland ..... 49	GENCO Thrill ..... 35
Rose Bowl ..... 125	Utah ..... 59	Phoenix ..... 35	South Pacific...\$ 69
Mermaid ..... 125	Aquacade ..... 39	CHICAGO COIN King Pin .....\$115	Tri-Score ..... 69
Dbie. Feature ..... 89	Carolina ..... 39	Fighting Irish ..... 75	Camel Caravan... 69
Triplets ..... 89	Ramona ..... 39	Football ..... 45	Harvest Time... 65
Madison Square Garden ..... 85	Stardust ..... 39	Thing ..... 45	Puddin'head... 39
	Baby Face ..... 39		Screwball ..... 35

# FIRST

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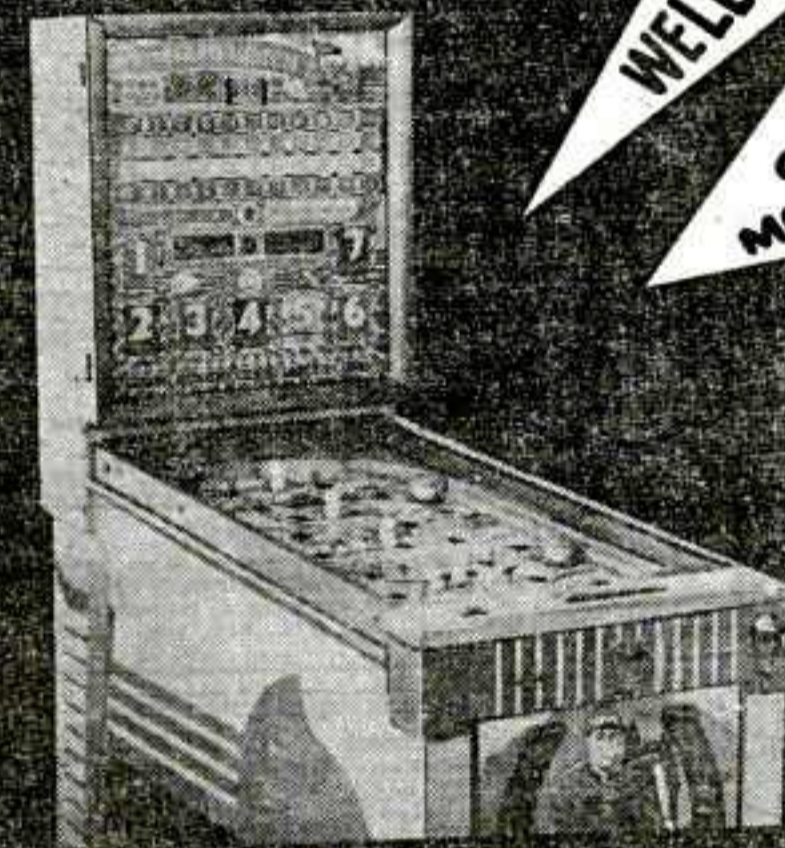
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CONVERTED FROM "TURF KING"

**NEW**  
**TROUBLE FREE**  
**FOOL PROOF**  
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**SUPERB MONEY MAKER**



Kit Complete With:

- NEW BACK GLASS
- ALL PARTS WIRED AND READY TO PUT IN PLACE
- PICTORIAL BLUE PRINT
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- SIMPLE STEP-BY-STEP INSTRUCTIONS
- SHIPPING CRATE FOR YOUR OLD TURF KING PARTS AND GLASS

Easy as A-B-C . . . Just follow the instructions and blue print and you will have a new game that has all the latest features:

- Mystery Selections
- Extra Balls
- New Instruction Cards
- Electric Ball Lift
- New Button Plate

Kit Complete \$128.90

Refund for your parts . . . \$34.40

**FAST... TOTAL COST \$94.50**

plus frt. Shipping weight: Approx. 50 lbs.

1/2 dep., bal. C.O.D., cert. check or money order.

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**BIG HOUSE PARTY  
SUNDAY, SEPT. 27**

We want everyone to join us on this happy occasion. Of course, there will be plenty to eat and drink. Come at 2 p.m. . . . Stay as long as you like.

We have completely rebuilt our . . .  
**SHOWROOMS  
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Now Bigger and Better  
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**MONEY BACK GUARANTEE**

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1400's . . . . . \$575	<b>M100A</b> . . . . . \$550	9 col., 486 cap. . . . . \$239.50
1250's . . . . . 339	<b>ROCK-OLA FIREBALL</b>	United Star . . . . . \$340.00
1100's . . . . . 250	<b>WRITE</b>	Un. Star 10th Frame . . . . . 355.00
1015's . . . . . 125	<b>AMI "A"</b> . . . . . \$175	Bally Hook Bowler . . . . . 29.50
1000's . . . . . 135	<b>AMI "C"</b> . . . . . \$175	Genco 400, New . . . . . 199.50
3020 Wallboxes . . . . . 22.50		Exhibit Six Shooter . . . . . 165.00

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

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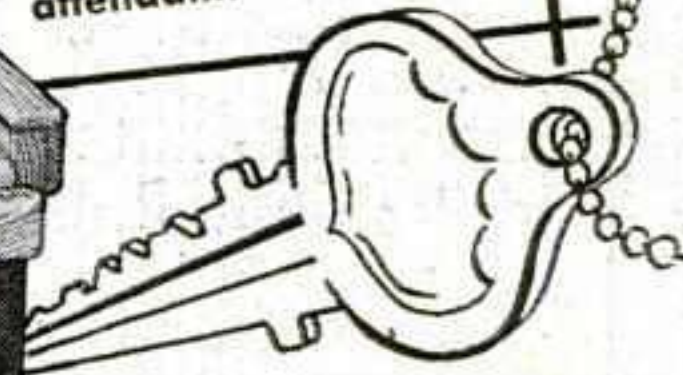
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EASILY CONVERTIBLE to Regular or Match with Single Replay!  
 A REAL MONEY-MAKER in Bowling Alleys, Taverns, Arcades, and Other Locations.

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Shows realistic eerie night battle, with enemy troops, ships, and planes.

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GIVE TO DAMON RUNYON CANCER FUND

# chicago coin's

# GIANT SIZE

Super De-luxe Bowling Pins



*More than twice the size of Previous Pins!*

*More Natural!*

*More Realistic!*

## HI-SPEED Triple-Score Bowler

SCORES MADE IN THIS **FRAME TRIPLED!**

1 <sup>st</sup> PLAYER 3 9 4	2 <sup>nd</sup> PLAYER 4 2 8	3 <sup>rd</sup> PLAYER 2 3 2
4 <sup>th</sup> PLAYER 4 3 1	5 <sup>th</sup> PLAYER 5 1 2	6 <sup>th</sup> PLAYER 2 7 4

CHICAGO COIN'S  
**HI-SPEED TRIPLE-SCORE BOWLER**

LAST FRAME  
Strike Spare

1 2 3 4 5 GAME OVER 6 7 8 9 10



### *Adjustable to Play* **5 or 10 Frames!**

- 5 Frame Play  
3rd and 5th  
Frames Triple!
  - 10 Frame Play  
5th and 10th  
Frames Triple!
- also adjustable  
for 3rd and 7th  
Frames Triple!

**Player  
5 or 10  
Frame Play  
Add up to  
Points to  
Total Score  
the Last  
Frame!**

# chicago coin

MACHINE COMPANY

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# NEW... and packed with play-appeal

## Bally DUDE RANCH

FIRST AND SECOND CARD CORNERS SCORE 200

**SUPER CARD**

WHEN SUPER-CARD IS LIT SUPER-CARD 3-IN-LINE SCORES 4-IN-LINE

14	7	11
1	10	13
17	4	18

WHEN SUPER-CARD IS LIT SUPER-CARD CORNERS SCORE 300

19

**FIRST**

**SECOND**

5	18	9	25	3
8	22	10	19	7
6	1	16	11	17
24	21	14	20	13
12	23	2	4	15

FIRST SUPER-LINE SECOND SUPER-LINE



**SELECT-A-FEATURE**  
BEFORE SHOOTING 3<sup>RD</sup> BALL  
FIRST SUPER-LINE OR SECOND SUPER-LINE  
OR SUPER-CARD  
PRESS GREEN BUTTON ON CABINET

**SELECT NOW**

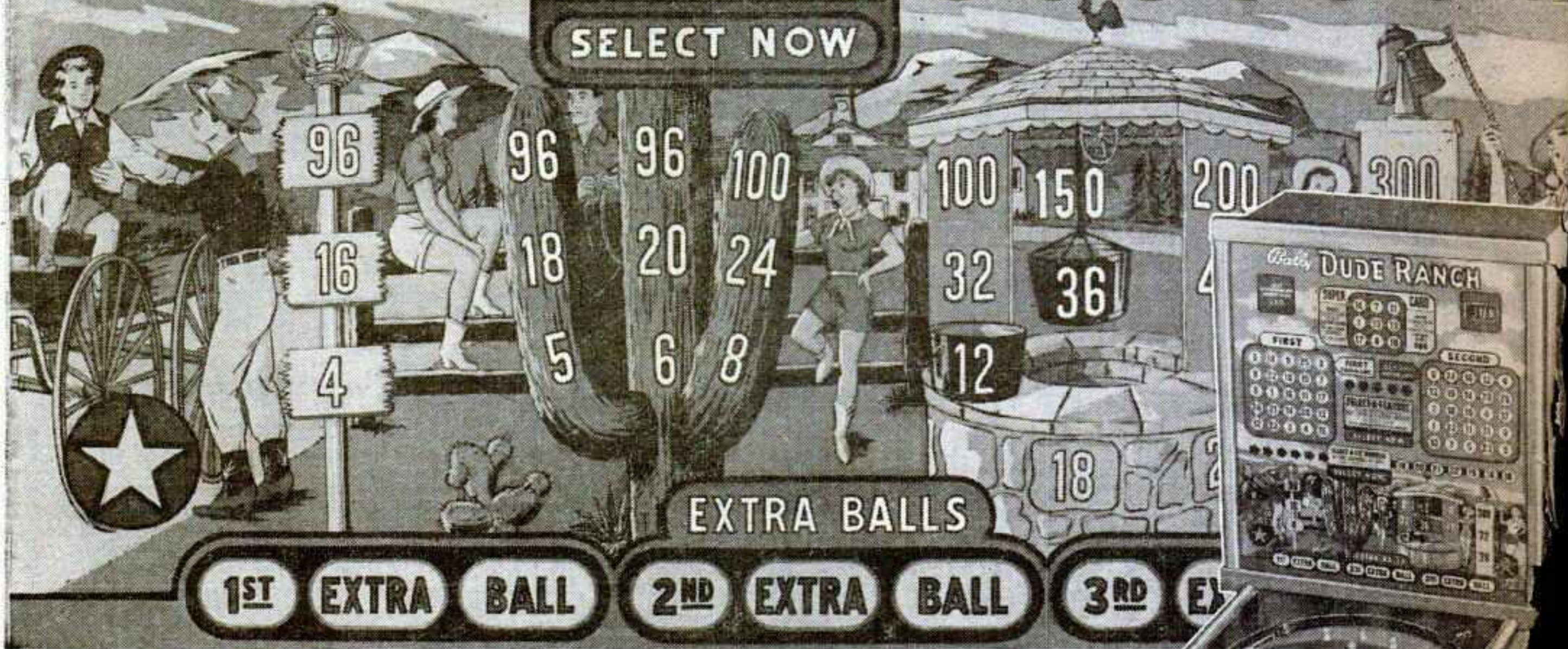
9	24	16	12	6
13	19	14	20	25
2	18	15	4	17
1	22	11	21	8
10	7	5	23	3



**SELECT A LIT NUMBER**  
BEFORE SHOOTING 4<sup>TH</sup> BALL  
TURN KNOB ON CABINET

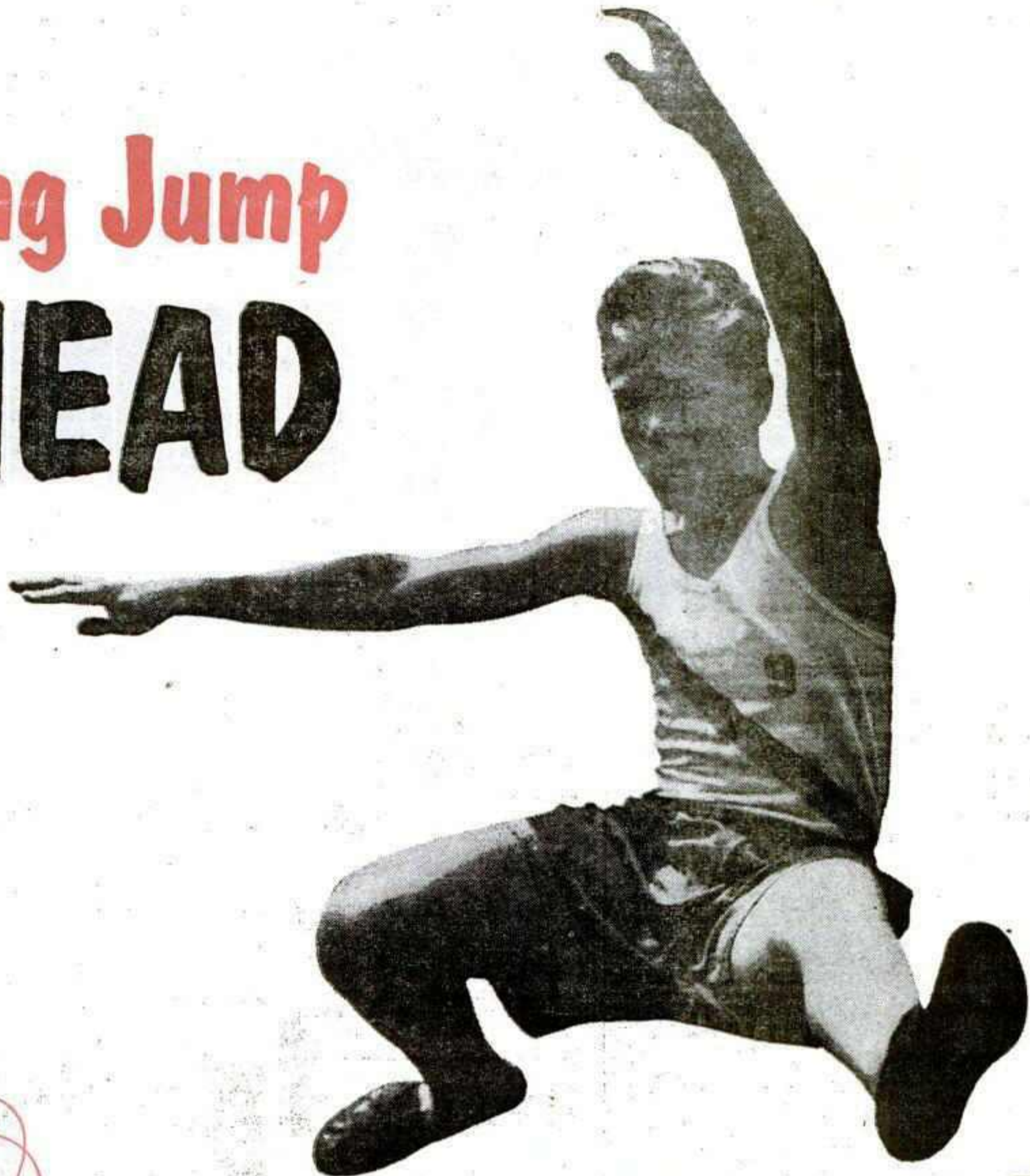
**SELECT NOW**

19 20 21 22 15 16 10



Play-appeal... and repeat-play-appeal... crowded into every square inch of the brilliant backglass. Popular 2-CARDS play. Big inviting SUPER-CARD, scoring 4-in-line for 3-in-line. SUPER-LINES, scoring 4-in-line for only 2-in-line. CORNER-SCORES. SPOTTEM ROLL-OVERS. SELECT-A-NUMBER plus SELECT-A-FEATURE. Famous Bally ADVANCING SCORES and EXTRA BALLS, of course. All the profit-proved play-appeal of the great Ballygames combined in the greatest Ballygame so far. Get your share of the big DUDE RANCH profits. Get DUDE RANCH today. See your distributor today or write Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois.

# A Long Jump AHEAD



## *Wurlitzer* FIFTEEN HUNDRED

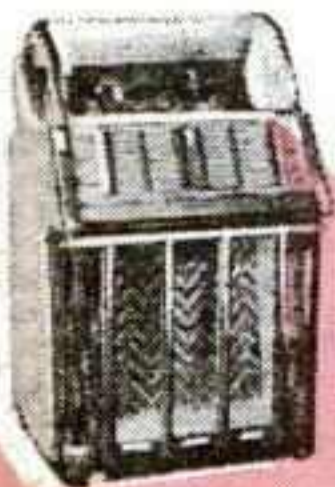
What makes one phonograph a better buy than another? Better looks? Better construction? Better tone? Any operator knows it's a combination of ALL these features that produces better totals in the cash box. The one phonograph that HAS this winning combination PLUS 104 selections PLUS the exclusive ability to play 45 and 78 RPM records INTERMIXED the WURLITZER 1500!

Any way you look at it, it's a long jump ahead. Prove it! Put in any top location on your route. Compare its earning power!



### Tops in its field, too

Where a location requires a more compact phonograph, the 48 selection Wurlitzer 1650 playing straight 45 RPM records or the 1600 playing either 7 or 10 inch discs—both with built-in volume control—is a remarkable money maker.



See Your  
**WURLITZER**  
Distributor

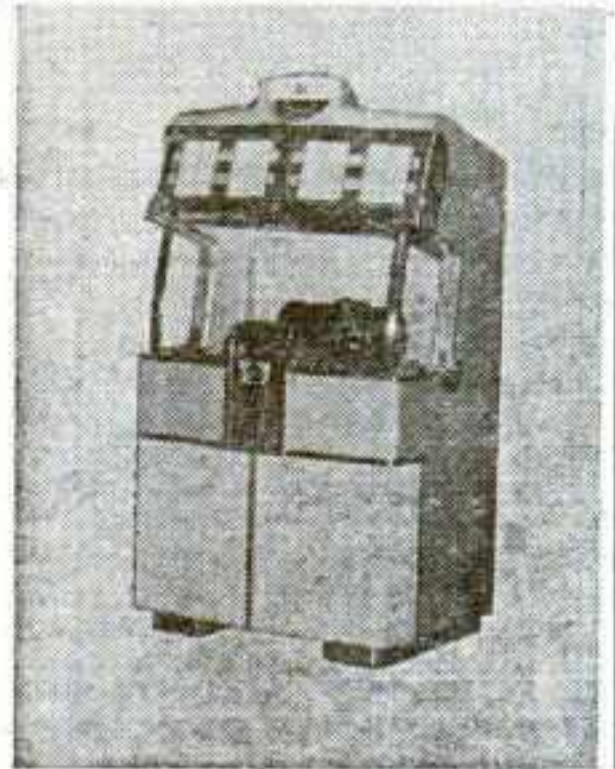
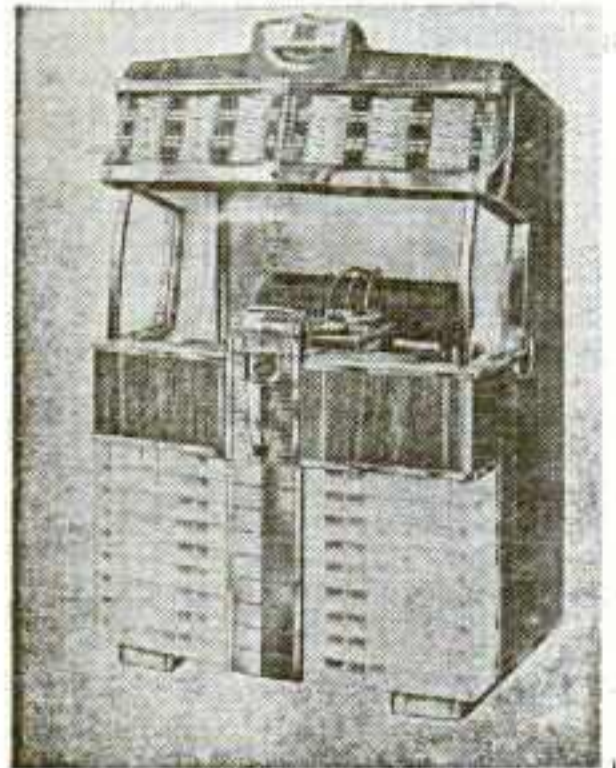
The Rudolph Wurlitzer Company, North Tonawanda, New York

# Juke Boxes in Production

Here are brief descriptive items about coin-operated phonographs currently in production. The five major phonograph companies are in production with 10 models.

**AMI MODEL E 120** by AMI, Inc., 1500 Union Avenue, S. E., Grand Rapids, Mich. Features 120 selections, plays 45 r.p.m. records. One button play, with the selector panel at eye level.

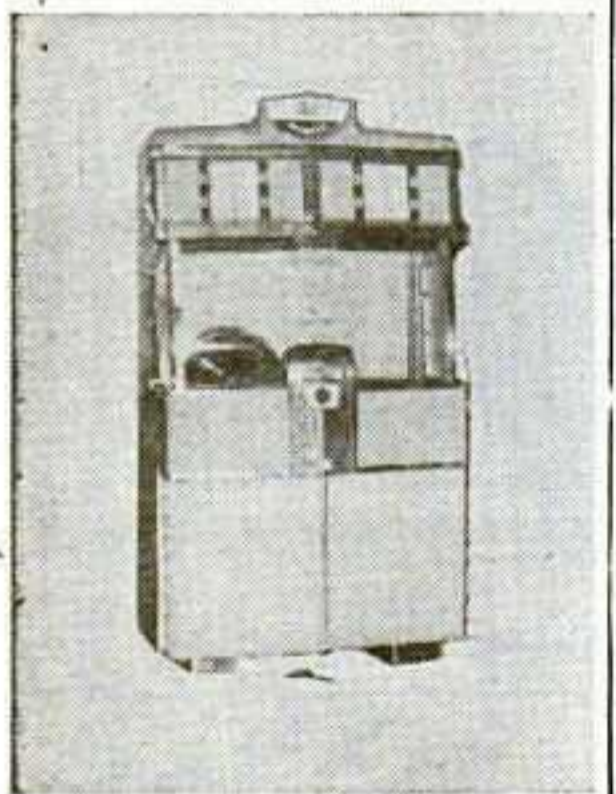
**AMI MODEL E 80** by AMI, Inc. Contains same features as



model E 120 with the exception that it plays 80 selections on 45 r.p.m. records.

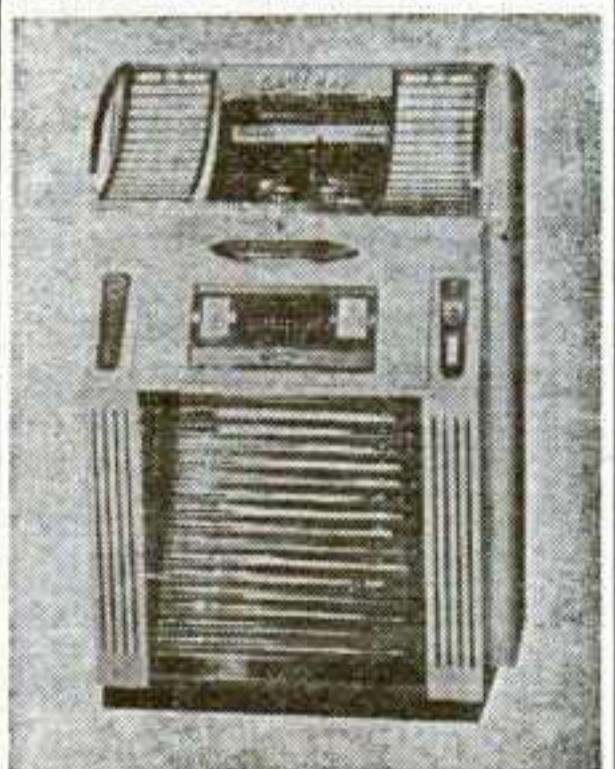
roll-top window opens away for easy access to mechanism. Brush attachment is placed on the tone arm to remove dust particles from the records as they are being played.

**AMI MODEL E 40** by AMI, Inc. Same as the model E 120



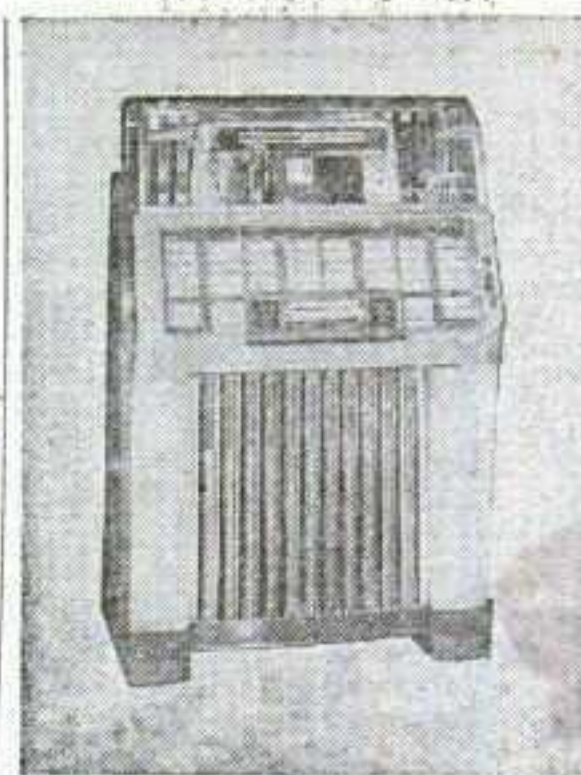
and E 80 with the exception that it plays 40 selections on 78 r.p.m. records.

**CENTURY** by H. C. Evans, 1556 W. Carroll, Chicago, Features 100 selections, plays 45 r.p.m. records. Two button play with selector panel below mechanism and title panel at eye level. Repeats play without scanning. Recessed selector mechanism.



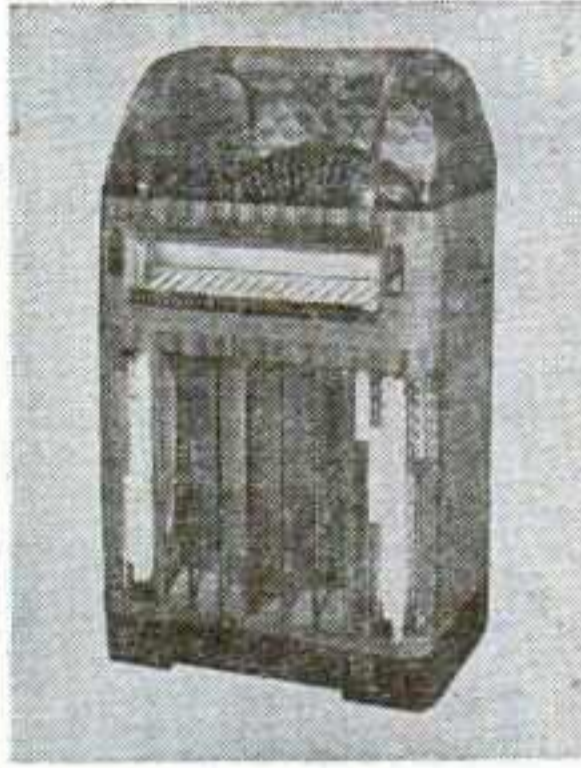
and E 80 with the exception that it plays 40 selections on 78 r.p.m. records.

**SELECT-O-MATIC 100 MODEL M100C** by The J. P. Seeburg Corporation, 1500 N. Dayton St.,



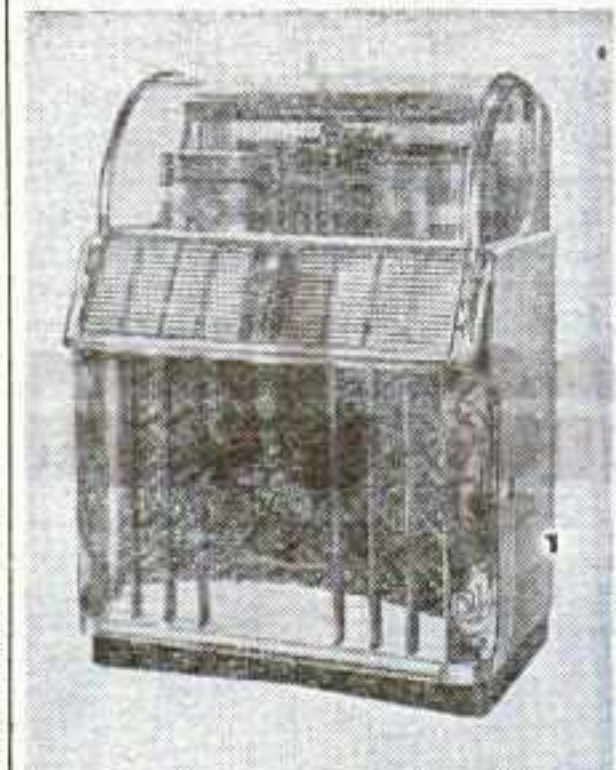
**Chicago 22**, Illinois. Plays 100 selections on 45 r.p.m. disks. Tone compensator and revolving pilasters with colored lights. Tone level compensator may be eliminated if desired by switch arrangement.

**FIREBALL 120** by The Rock-Ola Manufacturing Company, 800 N. Kedzie Ave., Chicago. Model 1436 plays 120 selections in either



45 or 78 r.p.m. speeds. Four-sided title strip panel and drum type record magazine. Three-section plastic dome. Magazine and selector removed as a unit for servicing.

**MODELS 1500A and 1550A** by The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Only difference in the two models is cabinet finish. Both play 104 se-



lections, inter-mixed 45 and 78 r.p.m. records. Twin vertical record racks. Wurlit-magic Brain selects proper speed. Double sized coin box.

**MODELS 1600 and 1650** by Wurlitzer. The 1600 plays both 45 and 78 r.p.m. disks, the 1650 plays 45's only, and both play



48 selections. 1600 has idler wheel to select speed. 1650 has indented trays, needs no spacer disks. Improved tonal range.

## Detroit Operator Dies; Director of Guild

DETROIT, Sept. 19.—Sam Ciaramitaro well known Detroit juke box operator, died September 9 following a long illness caused by a heart attack.

Ciaramitaro was proprietor of Sam's Music Company, a juke box operation which he established about 1936. He was recognized as one of the industry's leaders for many years, and formerly served as director of the Michigan Automatic Phonograph Owners' Association and was a director of the Music Operators' Guild of Michigan at the time of his death.

and winter shape up as follows: New locations continue to open as cocktail bars develop, and this type location is more frequently amenable to dime play. Harry Quinn, manager for John Welch Music Company, called prospects "really good," noting that last fall Portland's TV station opened to cut grosses in some locations as much as 40 per cent. He noted location owners have taken a "more reasonable" attitude on TV operation.

Don Eby, of Melody Amusements, Inc., which specializes in tavern music, reported a steady increase in locations, a good proportion of them new in music.

From the distributor's viewpoint, R. F. Jones Company and Western Distributors reported substantial back orders for phonographs. Larry Hornbeck of Jones said these sales represent both new locations and replacement of outmoded equipment. Budge Wright of Western said he expects the fall and winter to develop "the biggest year we ever had." Wright disclosed sale of new instruments to schools, commenting that among these listeners the industry is developing new customers.

No one questioned would even consider that music locations had reached anywhere the saturation point. It was pointed out that there are many potential marginal stops where older equipment would pay off.

Operators find, however, that 80-100- and 120-selection machines are in growing demand by location owners. Nearly every owner feels he is entitled to a brand new machine, and it is at this point the operator must evaluate the stop's potentialities to avoid overinvestment.

Another pitfall confronting the operator is whether to expand routes to the point where he must increase his service force beyond economical operation.

The prospects for games probably is a little less bright than that for music, pins generally not having shared in the boom liquor by the drink brought to music. An uncertain factor is the size fees the city will establish. The last ordinance provided \$20 annually per machine and \$750 for the operator. The sanctioning of games by ordinance, however, is looked upon as a stabilizing factor, removing the operators from the cloud represented by the Supreme Court case.

"This ordinance will put a stone in our house so that it will stand up better," said Stan Terry, Portland operator who spearheaded the suit that resulted in an injunction against the city's ban.

Both Hornbeck of R. F. Jones Company and Wright of Western Distributors report demand for games holding up well. Five-ball games and bowlers lead in sales.

Prospects for the vending trade is that business will hold about even or a little better. Dewey A. Estey of Automatic Vending Service feels industrial locations have been about taken up in the territory. Efforts now are being made to develop office locations where employee rolls are large enough to warrant investment in equipment.

Not all lines of vending have been equally exploited, however. Whereas cigarettes, candy and drinks lead the field, little yet has been done in this territory with ice cream. Operators find the cost of equipment has limited them to larger locations where production of lower-priced machines would open up a wide field now marginal.

Expansion continued in coffee field, newest line to receive concentrated effort in the Portland area. Several operators encouraged by the way business held up during the weather, plan to push into locations during this fall and winter. Among these firms Automatic Vending Service, Berts Products Company, Ben and Baldus and Petzold and

## New Liquor Law, Pin Ruling Aid Portland

By BUFORD SOMMERS

PORTLAND, Ore., Sept. 19.—Fall and winter hold bright prospects for the coin machine

industry in the Portland area. Increases are in sight over the comparable period of a year ago.

Several factors contribute to the brighter picture this year. In the music field, inroads made by television have been overcome as location owners adopted more realistic policies on set operation. In games, the Portland city commission has given its sanction to pin operation by agreeing to license operation, thereby negating opposition expressed by the 1951 commission in banning games by ordinance.

The city's appeal to the State Supreme Court from a lower court overthrow of its ordinance is expected to dissolve. The economic climate in the Portland area remains favorable with spending continuing high, industrial strikes relatively absent and good weather promising prolonged lumbering operations.

A sampling of opinion among music, game and vending leaders reveals, however, that any increase in business will be no pushover.

All lines remain highly competitive, requiring careful business practices to obtain higher grosses.

Location development will have to be pushed aggressively; equipment selection must be made to suit the location; expansion of operation must avoid unwarranted increase in overhead.

Advent of liquor by the drink in Oregon has been a boon to the music business, and investment in equipment and remodeling of premises put many thousands of dollars in circulation. Games, however, drew slight benefit from the opening of new cocktail bars.

No estimates, percentagewise, could be adduced as to the amount of improvement expected over last year's business, but comments ranged from expectations of "the best year in history" to prospects of at least equalling last year's gross. No one contacted foresaw a decline in trade. By lines the prospects for fall

**YOU**

**ASKED FOR IT**

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# 5 SELECT-EM FEATURES

- SPOT A NUMBER
- EXTRA BALL
- 3 in Line Scores 4 in Line
- BOTH SUPER CARDS
- BOTH SPECIAL CARDS

- Extra Time Feature
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- Up to 3 Extra Balls Per Game
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- New, Extra Large Cash Box

LEFT AND RIGHT PLAYBOARD BUTTONS

### SPECIAL E-Z SERVICE FEATURES:

- BACK GLASS SLIDES OUT EITHER SIDE
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World's champion music salesman



# Wall-o-matic

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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*America's finest and most complete music systems*