



The Billboard

OCTOBER 3, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

Lack of Color TV Equipment Creates Tele Film Log Jam

Insurance Policies Pay Off When Actors Can't Work

By BILL SMITH

NEW YORK, Sept. 26.—Insurance companies have come up with all sorts of policies, but until the early part of this year actors were either considered poor risks and couldn't get any coverage, or had to pay thru the nose to get the policies.

But the latest twist on policies that has achieved some popularity in Europe and has become available in the U.S. is a non-performance policy that pays off if the act can't work. It's expensive, but, according to insur-

ance authorities, it comes off the top.

It works like this: An act gets a six-month route, theaters, clubs, TV, p.a.'s etc. If the act works all the jobs he gets \$100,000, or whatever his six-months work is contracted for. Theoretically the act can look forward to a sold half year. But if the act falls sick or is hurt, he can't work. The insurance company will issue a policy entitling him to get 80 per cent of his salary for all the lay-offs due to illness. Of course the policy doesn't cover loss of salary if the job falls out and the joint folds.

Plan OK'd

The Continental Casualty Company of Chicago devised this policy early in 1953 and got the approval of the New York State Insurance Department.

The first show business policy was developed by Actors' Equity when Al Rosen was forced to fold "Diamond Lil" because its star, Mae West, fell out with a broken leg. The result was that everybody in the cast lost their jobs, and Rosen's backers were discouraged from future investments.

Up to then, Lloyd's of London was the only company that would issue such special type of insurance at rates that few wanted to pay. New York brokers Swire and Levy, working with Continental Casualty of Chicago, developed four policies covering most of show business problems. These are the Performer's Non-Performance Policy, Variety Art-

ist's Non-Performance Policy, Financial Interest Non-Performance Policy and a Producer's Indemnity Policy. Last January all but the last got New York State okays.

The Performer's Non-Performance Policy is for the legit actor. It protects him against loss of income from missed performances due to illness or accident. The policy gives the actor his net take home pay for the duration of the lay-off; it stops when he gets well enough to work or if the show folds.

Cost for the legit actor runs about \$4.50 for each \$100 weekly income.

The Financial Interest Non-
[\(Continued on page 51\)](#)

Disk Men Pan Country Gold

NEW YORK, Sept. 26.—The most profitable department within most large record manufacturing firms is the country and western department. This is agreed to these days by many executives at the top diskeries. One company even admits that the country and western department has, at times, accounted for as much as 25 per cent of the firm's volume and even a greater share of the firm's net profits. And this diskery records and issues everything from classical to kiddie.

The factors which combine to make country and western departments so profitable are many and varied. They include talent and publisher royalty payments, recording costs, selling costs and longevity of the recorded material. At each company, too, the major factor which makes c.&w. profitable varies from time to time. The constant factor is that hillbilly music pays off for the label.

Less Cost

It is standard practice in the trade to cut most country disks with a four or five-man combo backing. Expensive waxing sessions are considered to be those using 10 musicians. Most of the key country artists work with their own groups and use their own arrangements, eliminating rehearsal time, arrangers' fees
[\(Continued on page 18\)](#)

Seeburg Shows Hi-Fi Juke Box

CHICAGO, Sept. 26.—Music operators in many major cities will get their first look this week-end at the first high-fidelity juke box, a product of the J. P. Seeburg Corporation, Chicago.

Not all Seeburg distributors will hold showings of the new phonograph line simultaneously. It was understood the first showings were scheduled for this week-end, with other showings set for the next seven days.

Introduction of the high-fi juke box broke the news of one of the juke box industry's best-kept secrets. Seeburg executives made no official announcement to the press and could not be reached for comments or details of the new line.

Distributors Meet

Distributors for the company began arriving in Chicago Tuesday (22), opened their meeting with factory officials at the Belden-Strafford Hotel the following day.

It was understood Seeburg showed its distributors two new music systems, a standard 45 PM phonograph, with a cabinet changed from the M100C and a de luxe 45 MPM with a high-
[\(Continued on page 84\)](#)

U. S., Canada Fairs Rack Up Good Year

Four Big Ones Set All-Time Records; Others Only Slightly Under Banner '52

By HERB DOTTEN

CHICAGO, Sept. 26.—Fairs in the U. S. and Canada are having a good year.

Here, in capsule form, is what the season to date has yielded.

1. Attendance, on the whole, only a few percentage points below '52, a good year.

2. Grandstand grosses a few notches under last season, which was a highly satisfactory one for grandstand attractions.

3. Ride and show receipts down about 10 per cent from last year, fairly good ones for carnivals.

4. Games concession receipts about 15 per cent below '52, a drop that narrowed considerably the gap between profit-making and the break-even point for many concession ops. But this did not affect fairs' income as the majority sell such space on either a flat per foot basis or thru a fence-to-fence sale to carnivals.

5. Commercial exhibit space sales at least equal and, in many cases, surpassing any previous year.

TV HUES LEAVE REPORTER COLD

CHICAGO, Sept. 26.—When RCA and NBC scheduled a press demonstration of color TV in Chicago, The Milwaukee Journal assigned their TV reporter, Doyle Getter, to cover.

Getter was preparing to take a train to Chicago when he pulled up short, went to the desk and said he couldn't cover the story.

He is color blind. The Journal sent another reporter. Getter's future in reporting the development of television is not rosy.

SINGING BOOKER SELLS ACTS VIA 3 LITTLE NOTES

NEW YORK, Sept. 26.—Fred Barkley, owner of Clark's Cafe in Scotland Neck, N. C., called Bob Astor, one-nighter booker for Shaw Artists Corporation, for an attraction for his club. Astor told the club-owner he had a great attraction for him, one who would pack the club.

"Who is he?" asked Barkley. Astor, who used to be an ork leader, sang three words, "Goin' home tomorrow . . ." The club owner immediately sang back ". . . Can't stand your evil ways."

"Send the contract!" yelled Barkley. This is the way Fats ("Goin' Home") Domino was booked into Clark's for a one-nighter, November 23.

Plans Stymied; Can't Test Hue Effects on Film

Ad Campaigns Held Up; Hollywood Color May Be Worthless

By JUNE BUNDY

NEW YORK, Sept. 26.—The lack of TV color film equipment on a station-network level is painting a drab face on future color film production plans of sponsors, advertisers and TV film production outfits. Altho the Radio Corporation of America has developed a 16-mm. projector-scanner for transmitting color film, there will be a six to nine months' wait until the equipment can actually be delivered to stations.

Inability even to test color TV film programs and commercials, insofar as how they will look on a TV tube, already is creating a major log jam on several fronts, even tho color TV is not likely to be a major force for some time. Sponsors cannot set plans for programming commercial production on film, which necessarily must be done many months in advance. Advertising agencies cannot blueprint the mechanics of film plugs, since nobody now can accurately tell how various color values on film will reproduce in the home. Film producers are probably in the worst spot of all, in that they are in danger of being by-passed entirely for the next few months.
[\(Continued on page 7\)](#)

SPEEDY 'ST. GEORGE'

Capitol Shipments Top 600,000 in 12 Days

NEW YORK, Sept. 26.—Stan Freberg's hoked-up take-off on "Dragnet," called "St. George and the Dragonet," is the fastest selling record ever released by Capitol and may wind up as one of the fastest selling records in the record industry's history. The platter topped the 600,000 mark in shipments from the factory within a dozen days after its release on September 14. On one day, Tuesday of this week, the plant shipped over 106,000 copies of the platter. On Monday (21) shipments totaled 83,000 copies.

The only comparable sales history at Capitol was Yogi Yorgesson's "I Just Go Nuts at Christmas," which a few years ago came close to 750,000 sales in about three weeks.

Freberg, meanwhile, is a hot TV demand item. He will perform his disk material on Ed Sullivan's "Toast of the Town" network show tomorrow (27). It is also known that Chesterfield has been trying to get Freberg to guest on the Perry Como show, but the "Dragonet" star does a daily TV stint on Hollywood as "Cecil the Sea Serpent" on the

"Time for Beany" moppet show. In addition he does voice dubbing for Terry-Toons and other movie work.

On The Billboard territorial best-seller charts, the Freberg waxing hit a best-selling position in 15 of 20 cities surveyed—and in the first week of national distribution.

(See further details in Music department.)

TV Film Section Begins on Page 7

THIS WEEK'S

SPOTLIGHT FEATURE:

Network & Station Film Buying

PLUS

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

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Billboard Backstage

By HERB DOTTE

Those of us in the outdoor editorial department have been putting on plenty of mileage, this being the fair season—the high point of the outdoor amusement season. So much mileage, in fact, that just to know who's where and why, we've been posting office memos that look like circus route cards.

One of mine, recently, went like this:

Thursday: Columbus, O. Opening of Ohio State Fair.

Friday-Saturday: Toronto. Opening of Canadian National Exhibition.

Sunday: En route, Toronto to Vancouver, B. C.

Monday-Tuesday-Wednesday: Vancouver. Pacific National Exhibition.

Thursday: En route, Vancouver to St. Paul.

Friday: St. Paul, Minnesota State Fair.

Saturday: Des Moines, Iowa State Fair.

Sunday: Lincoln, Neb. Nebraska State Fair.

All of the stands were made but Lincoln. By the time I finished at St. Paul, I felt badly in need of a recharge. Within nine days, I'd traveled 5,600 miles. I'd talked to hundreds of people. I'd seen some impressive sights: Victor Borge and the CNE spec on its way to a \$433,000 gross, wonderful Gene Lockhart in Ohio's sesquicentennial spec, and the amazing Pacific National Exhibition building to an attendance of 835,035, no small feat as the Vancouver area only has a population of 450,000.

And I'd seen the Minnesota State Fair, prepared for a record run, overcome the inroads of a long heat wave to top its '52 gate, and the Iowa State Fair, caught in the same weather predicament, make a strong comeback that demonstrated how staunchly it is held by the Hawkeyes.

So, with all that, I decided to postpone my Lincoln stand, go back to Chicago for a day or two, then take off for Lincoln.

But the recharge-period was cut short. William T. Collins, owner of a carnival bearing his name, was supplying the midway attractions for the first time. As a matter of fact, it was the first time Billy's show had ever played a State fair. He had reason to be proud. He'd started out with a Merry-Go-Round and two other rides some 12 years ago and by dint of hard work parlayed it into a first class show—and finally he got his first State fair contract—Lincoln.

To Billy, that meant as much as being booked into the Palace in the old days. He wanted The Billboard to cover his show at its first State fair. And, when I didn't show on schedule, he started to phone—and he kept on long-distancing until I cut short my brief stay at home and flew to Lincoln.

It was a joy to see Billy—to see his fine show—to be there at his moment of triumph—and to see that success capped. While the fair was still on, the fair board, in an unprecedented move awarded him the contract for '54.

It was almost as big a thrill to me as it was to Billy.

It's this sort of thing that makes the business of covering outdoor amusements a heart-warming thing. But even more heart-warming was what happened when I returned to the Chicago office.

It came in a telephone call from Harry Duncan, who is always doing nice things. Harry was just back from a funeral of a man who had worked lots in and around Chicago. He'd never really hit it big. And he had no family.

But he was not without friends. Harry and some members of the Showmen's League of America had visited him in the hospital where they'd taken out most of his insides. The man had been in something of a coma for several days. He was cut up so much that curtains had been drawn around him. Speaking from behind the curtain, Harry had tried to talk to him. So had other League members.

But the man didn't respond. Finally, Harry lifted a copy of The Billboard, extended it over the curtain, directly over the man's head. A slight, warm smile lit his face. That, said the doctor, was the only sign of recognition—of life—that had been given by the man in the last seven days before he died.

It was thoughtful of Harry to tell of this. To hear it was a reminder of what The Billboard means to those in the outdoor amusement business.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 26.—Look for Sen. Edwin C. Johnson (D., Colo.) to make a quick move in January to get Senate action on his bill to legalize TV-radio broadcasts of professional baseball. Johnson's bill was blocked on the Senate consent calendar last session. If Johnson's efforts fail at the outset of the session in January, he'll needle House colleagues for action. Identical bills have been hopped in the House by Reps. A. S. Herlong Jr. (D., Fla.), Wilbur D. Mills (D., Ark.), and C. W. Bishop (R., Ill.).

VOICE'S DOLLARS DON'T MAKE SENSE . . .

Apparently some Potomac bureaucrats think President Eisenhower was joshing when he issued an economy edict. Take State Department's Voice of America, for example. When the President ordered a pruning of unnecessary jobs, the Voice showed pretty good logic by abolishing its House press gallery outpost, a plush set-up which has required no exertion for the Voice's correspondent except to pick up the agency's leased phone to report occasional news bulletins already available to the State Department via the press association wires and a regiment of well-paid government operatives. After recalling its "correspondent," the Voice sent him to London. Soon

after he was comfortably established there at a sizable cost to U. S. taxpayers for his transportation and extra overseas expenses, the Voice fired him. In doing so, the Voice had to pay his transportation back to the United States and had to give him a wad of money for unused vacation leave. The Voice sent another man to the cushy spot in the House periodical gallery. And by this time, we wouldn't be surprised if the Voice has rehired the original guy and sent him back to London.

COLOR TV CASTS A GLOBAL HUE . . .

There'll be a strange international tinge in the formal showing of color TV for the Federal Communications Commission in New York October 15. Observers from Australia and Canada will be on hand to explore the feasibility of identical standards for their countries. Australia is paving the way to establish a TV service for the first time. A Royal commission is assembling a report on TV for the Australian government. A spokesman at the Australian embassy says the upcoming color demonstration is almost certain to be a clincher for the Royal commission's study. Looks as the TV standards in U. S. will become the model for both Australia and Canada.

WHITE HOUSE LIKES 'RADIO FREE' JOB . . .

Radio Free Europe and Radio Free Asia will get a powerful boost from an important source—the White House. President Eisenhower wants the federal government to give some useful encouragement to the twin projects, operated by the American Heritage Foundation on a shoestring budget. The projects, in the judgment of a lot of observers, are doing a far more effective job than the costly Voice of America. Several Heritage Foundation topiders were the President's guests at a stag dinner in the White House this week. . . . National Association of Better Business Bureaus is preparing a booklet to give the public the lowdown on color TV. The booklet will advise folks that black-write sets won't become obsolete when commercial color gets a go-ahead. . . . Rep. Carl Hinshaw's (R., Calif.) bill to put subscription TV under FCC regulation as a common carrier will get strong opposition from Radio-Electronics-Television Manufacturers' Association.

Pkg. Music Firm Service For Telepix

HOLLYWOOD, Sept. 26.—A newly incorporated firm designed as a self-contained music department has contracted to handle all music for the Danny Thomas and Ray Bolger TV shows. Firm, Music Service, Inc., operates under the trade name of M. S. I. and is headed by Earle Hagen and Herbert Spencer, both formerly with 20th Century-Fox's music department.

M. S. I., as a packaged music service, independently contracts to handle all music for TV film, motion pictures, stage, TV, night club acts or concerts. It has at its disposal conductors, musicians, composers and arrangers. M. S. I. is under exclusive management of the William Morris Agency.

Firm also handled the music for the Celeste Holm pilot film, a William Morris package for NBC.

In explaining its unique service, Production Manager Al Fisher said that with the curtailment in activity at the major film studios M. S. I. can fill the needs of producers without the high cost of maintenance. Hagen is president of the new firm; Spencer, secretary; Diana Spencer, vice-president, and Kurt Wolfe, treasurer.

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BROADWAY SHOWLOG

Performances Thru September 26, 1953

DRAMAS

A Red Rainbow	9-14, '53	16
Dial "M" for Murder	10-29, '52	444
My Three Angels	3-11, '53	240
Picnic	2-19, '53	252
Take a Giant Step	9-24, '53	4
The Fifth Season	1-23, '53	293
The Seven-Year Itch	11-30, '50	356

MUSICALS

At Home With Ethel Waters	9-22, '53	7
Can-Can	5-7, '53	164
Guys and Dolls	12-15, '50	1,161
Me and Juliet	5-25, '53	140
Porgy and Bess	3-10, '53	234
South Pacific	4-16, '49	1,813
The King and I	3-19, '52	1,044
Wish You Were Here	8-25, '52	525
Wonderful Town	2-25, '53	244

COMING UP

The Strong are Lately	9-29, '53
Tea and Sympathy	9-30, '53
Concert in Comedy	10-2, '53

Legit Line-Up

By BOB FRANCIS

More-or-less explaining the defeat, by a considerable membership majority, of a proposed constitutional amendment to bar Communist party members or members of any group seeking to overthrow the government from membership in Actors' Equity, Equity Council this week issued the following statement: "The Council presented an anti-Communist resolution to the general membership meeting (Hotel Astor, September 18) as a substitute for the proposed constitutional amendment on the same subject. Council is considering comments on its resolution with a view to later action. Because the Council believed the proposed constitutional amendment was unenforceable, and in the light of membership knowledge that further consideration was in view, the proposed amendment was defeated." . . . Closing of "Wish You Were Here" at the Imperial has been officially set for November 28. There will be a week's lay-off to pull out the musical's celebrated swimming pool and install it for the Chicago opening on December 7. Equity has allowed management to lay off the cast that week without pay, instead of the week before Christmas. Imperial's next tenant will be "John Murray Anderson's Almanac" with Britisher Hermione Gingold making a New

York bow. Revue is due in early December.

FERRER PLANS FOR CITY CENTER SEASON . . .

Jose Ferrer's drama season at the City Center has been moved up to start November 13. Also, it may run for eight weeks, rather than its skedded six, contingent on b.o. reaction. Center management mailed out cards to patrons on its mailing list asking preferences on three plays out of eight submitted. Offerings contemplated are: "Cyrano," "The Shrike," "The Silver Whistle," "Charley's Aunt," "Richard III," "20th Century," "The Insect Comedy" and a Chekhov one-acter bill. This department's bids are for "Shrike," "Aunt" and "Richard III." . . . Edward Alexander Woods, New York producer and actor, and former partner with Joseph Genovese in presenting "Buttrio Square," this week filed a voluntary petition of bankruptcy in New York Federal Court. Woods lists liabilities of \$64,457, with no assets. Unsecured creditors number about 50, including Billy Gilbert, star of "Square," to the amount of \$3,270. . . . Robert Fryer's likely choice for the staging chore for "By the Beautiful Sea," musical starring Shirley Booth, is Charles Walters. Rehearsals are skedded to start December 21. . . . Scott McKay has replaced Mark Miller as Jo-

seph Cotten's younger brother in "Sabrina Fair," currently rehearsing under H. C. Potter's direction. Robert Duke has also joined the cast. . . . Robert L. Joseph has signed Eli Wallach to play opposite Juile Harris in "Colombe," the Jean Anouilh play which will be staged by Harold Clurman. Wallach's last local stint was in "Camino Real."

'GENTLY DOES IT' BOWS OCT. 28 . . .

Edward Choate and George Ross have moved up the opening of the Janet Green murder melo, "Gently Does It," to October 28 at the Playhouse, after an October 14 break-in at Boston's Wilbur Theater. Play features Brenda Bruce, Anthony Oliver, Phyllis Povah, Joyce Heron, Norah Howard and Andrew Duggan. . . . Eddie Dowling will stage "Black Candle," the L. D. Freeman play about Louisiana Cajuns. Practice starts December 1, with Philadelphia unveiling in early January. . . . An American production of "The Young Elizabeth" is indefinitely postponed, according to an announcement by producer Miriam Gruen. Unreasonable demands in the matter of importing principal players from the London company are given as the reason. Currently Mrs. Gruen is attempting to cast the play with resident actors here.

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 26.—Individuals make an industry. All industries have their share of the good and the bad. But if the majority of people in a given field are slow in thought and action, limited in vision and timid in approach, then their industry is bound to be lethargic.

What makes the TV film beat so exciting to cover from the reporter's standpoint is its mushrooming growth and the high-gear activity to be found in its ranks. As a new frontier on the showbiz map, it continues to attract men of scope and daring to make this a colorful and fascinating field to cover.

Matty Fox is one gentleman who contributes his full share, in this respect, to the new industry's excitement. He met its challenge fully armed with the background and know-how of the theatrical motion picture industry's many facets, among numerous other

business ventures. At 29, for example, he was executive vice-president of Universal Studios. He still retains a number of interests in the theatrical film field. In addition to being a partner in United Artists, he is board chairman of the Pola-Lite Company, a 3-D glass making firm, and president of All-Dimensions, Inc., manufacturer of the new Moropticon process for single and 3-D films.

With this abbreviated review of Matty's background in mind, his latest moves in the TV film industry take on new significance. As chairman of the board of Motion Pictures for Television, Inc., he disclosed this week that his firm will invest approximately \$30,000,000 in the production of seven TV film series. Heretofore, MPTV concerned itself only with the acquisition and distribution of feature films to TV, a field in which it today controls approxi-

mately 75 per cent of the dollar volume.

From the investor's standpoint this indicates clearly that the TV tide is changing, and that greater eventual returns can be expected from films produced especially for television than from the TV sale of old movies.

Further, all seven of MPTV's series will be produced especially for syndicated sale to stations and regional sponsors rather than for national sponsorship. And to provide further insight into Matty's planning, six of the seven series to be produced will be filmed in color. The one black and white holdout, "Flash Gordon," would have been produced in color were it not for the fact that 12 half-hours of the series have been already filmed in black and white.

During a chat with Matty, I asked him to explain from an investor's standpoint this whole-

(Continued on page 10)

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WORLD SERIES

NBC Bids For Radio Pick-Up

NEW YORK, Sept. 26.—Considerable doubt existed at the week's end as to which radio network, if any, will air the up-coming baseball hostilities between the Dodgers and Yankees. Altho Mutual has the contract to air it for Gillette, there seemed a good chance that it would not be able to get the games on the air due to the electricians' strike at its local flagship, WOR. In addition, altho the web hoped to get substitute pick-ups from Yankee Stadium via WINS, and from Ebbets Field via WMGM, the same union striking against WOR has contracts with those outlets, and was reported nixing any such feeds.

On the chance that MBS won't be able to carry the games, Bill Fineshriber and Ted Cott of NBC are known to have put out feelers on their web picking up the bundle. No final word was forthcoming on the outcome at presstime, however.

Chrysler Sour On 'Medallion'

NEW YORK, Sept. 26.—Chrysler Motors this week manifested a growing unhappiness over its "Medallion Theater." The program, which is on CBS-TV Saturdays, 10-10:30, started off well, but has been having script and production trouble recently. Its ratings are not as strong as the sponsor believes they should be for the money being spent on the show.

Caught directly in the line of fire is Batten, Barton, Durstine & Osborn, the agency which won out over McCann-Erickson and N. W. Ayer for the right to service the show. Also on the hot spot is Waddill Catchings, a member of the board of directors of Chrysler Corporation, who is packaging the drama. Unless the ratings begin climbing, the probability is that the sponsor will begin shopping for another property.

'Goldbergs' May Become Strip

NEW YORK, Sept. 26.—Indications this week were that NBC-TV was considering converting "The Goldbergs" into a daytime TV strip, possibly with a 15-minute format. Gertrude Berg, creator of the show, has a play-or-pay contract with the web, which calls for a nominal payment against a full return if and when the show is sold. Nevertheless, NBC execs are anxious to get the stanza, which aired as a replacement during the summer, back on the air on a regular basis.

Meanwhile, Mrs. Berg also is working on a plan for a video version of "House of Glass," the new stanza which will air this season via the NBC radio web.

Title Bout Was Sell-Out for Theater-TV; Others Skedded

NEW YORK, Sept. 26.—Nate Halpern, head of Theater Network Television, this week felt he had another point to support his theory of "only the top attractions for theater TV." The first returns from theaters carrying the Marciano-LaStarza fight Thursday (24) pointed to the likelihood of a new high in theater TV grosses. All but two of the 15 or so theaters that had reported by presstime had sell-outs.

Another theater TV operation, Cappel-MacDonald & Company, sales promotion consultant, set plans this week to pipe boxing into theaters every Tuesday night in the year beginning October 27.

CLAIMS GAGS RIPEN WITH AGE

WASHINGTON, Sept. 26.—Radio comics can be funnier telling the same jokes twice, according to a petition filed this week with FCC by Gordon Brown, of AM Station WSAY, Rochester, N. Y., who charged "censorship" of rebroadcast programs originally aired by Station WARC, Rochester.

Arguing that rebroadcasting "would definitely be in the public interest," Brown said that a coast-to-coast network rebroadcast of Jack Benny's program "brought 31 per cent more listeners on the rebroadcast program than on the original broadcast, and a rebroadcast of Charlie McCarthy's program brought 25 per cent more listeners on the rebroadcast program than on the original broadcast."

Du Mont Sets 'Foursome' for 8 P.M. Tues.

NEW YORK, Sept. 26.—Du Mont has retitled the fourth package it will showcase in the Tuesday, 8-8:30 p.m. slot, "Foursome," and it has lined up three of the four stars for the repertory company. They are Geraldine Fitzgerald, William Prince and Charles Dingle. The story to be used for the tryout October 6 is F. Scott Fitzgerald's "Babylon Revisited."

Du Mont this week also sold co-sponsorship of "Colonel Humphrey Flack," which bows Wednesday, October 7, 9-9:30 p.m., to the American Chic Company for Clorets and Dentyne. The Stark-Layton package, which stars Alan Mowbray and Frank Jenks, was showcased on the "ABC Playhouse" last season. Dancer-Fitzgerald-Sample was the ad agency on the deal.

"Foursome" was originally entitled "Theater for You." The "Four to Go" tryout series is filling the period until Bishop Fulton Sheen returns.

BARBER SHAVES GILLETTE

Nixes Sponsor's Series Offer; CBS in Middle

NEW YORK, Sept. 26.—Walter (Red) Barber's refusal to do a play-by-play of the World Series for Gillette at \$250 per game has created some interesting developments. Barber immediately signed with Edward R. Murrow to do a short commentary on the newscaster's sponsored CBS-Radio strip at a fee higher than the one offered him by Gillette.

Barber's action now makes questionable his handling of the Orange Bowl, usually sponsored by Gillette, January 1, 1954. The event is owned by CBS and Barber is currently counselor on sports for the network's AM and TV sports department. The web may have to decide how it will reply to a likely Gillette demand that it use another sportscaster on the grid classic.

Title Bout Was Sell-Out for Theater-TV; Others Skedded

NEW YORK, Sept. 26.—Nate Halpern, head of Theater Network Television, this week felt he had another point to support his theory of "only the top attractions for theater TV." The first returns from theaters carrying the Marciano-LaStarza fight Thursday (24) pointed to the likelihood of a new high in theater TV grosses. All but two of the 15 or so theaters that had reported by presstime had sell-outs.

Fee TV to Get Top Priority On FCC Calendar in Late '53

WASHINGTON, Sept. 26.—Subscription TV will move up to become the No. 1 issue on the Federal Communications Commission's agenda as soon as the agency hands down its official rule-making later this year for compatible color TV. The Commission is expected to set a date for a preliminary industry-wide conference on the controversial fee-TV issue soon after its official color TV go-ahead is issued.

The subscription TV proceedings will open the lid of a Pandora's box. It is viewed as certain that the Commission will consolidate all related issues, including restrictive TV, satellite TV, booster operations, community televisions, and, in all likelihood, revival of the question as to whether theater TV should get a place in the radio spectrum. Also certain to be tossed into the proceedings are the still-unanswered questions on the future of storecasting, functional music and other similar special services which still lack official classification.

With several petitions already on file urging rule-making for pay-as-you-see TV, the Commis-

sion is expected to be deluged with a number of additional ones before it finally announces preparations to explore the entire subject. The agency figures that the topic can't be taken up until color television is disposed of inasmuch as several of the engineering experts who will be concerned with the fee-TV issue are now heavily occupied with preparations for the color TV rule-making. The go-ahead for color TV is likely to take place by Christmas, with the October 15 official demonstration for FCC in New York looked upon as a mere formality. All the Commissioners and top-bracket staffers have already witnessed the National Television System Committee's latest color TV.

The subscription TV drive has been given considerable impetus by WDNH, New Brunswick, N. J., which planned the strategy for last week's Philadelphia meeting on the subject. The WDNH move has already resulted in half-a-dozen petitioners for TV before the FCC, including four from UHF stations which viewed fee-TV as a possible aid to UHF in getting

into competition in VHF-dominated cities. Several more petitions are expected to come before the FCC as a result of activities stirred by a steering committee now being formed.

It may well be that fee-TV will dominate the FCC's agenda for at least a year. Meanwhile, the issue will be touched off on Capitol Hill when Rep. Carl Hinshaw (R., Cal.) seeks a hearing on his bill to classify fee-TV as a common carrier subject to FCC rate-making regulation. Hinshaw is an influential member of the House Interstate and Foreign Commerce Committee.

THE FIRST

FCC Receives Bid for 3-D Color Video

WASHINGTON, Sept. 26.—Federal Communications Commission this week received the first bid for a 3-D color TV system. Inventor of the system, Otto H. Luther, says his proposed method of "vertical scanning" is not only simpler than existing systems, but that adoption of his method would enable televising to "provide depth cues for three-dimensional viewing."

Meanwhile, FCC received further comments from Marshall Seghoian and S. L. Cooke Jr., on their proposed color systems which they say "meet all of the criteria established by the Commission for a satisfactory color television system." According to Seghoian and Cooke, the similar CBS system meets most of the requirements.

'Today' Nears \$1 Mil Account

NEW YORK, Sept. 26.—Lever Brothers this week was on the verge of signing a 52-week deal worth from \$500,000 to \$1,200,000 with "Today," the 7-9 a.m. stanza via NBC-TV. The deal calls for a minimum of 108 participations during the next year, with that number apt to be hiked to as many as 350.

The final size of the deal is contingent upon the number of products which ultimately decide to come in. There will be from four to six products plugged. Finalization is due within the next few days.

Crosby Aired Is Half Sold

NEW YORK, Sept. 26.—CBS-TV this week chalked up its fourth sale of the half-hour Bob Crosby daytime strip, on the basis of a pilot it is selling.

Englander Mattress, a client new to network TV, has bought 3:30-3:45 p.m., Fridays, thru Leo Burnett. General Mills has 3:45-4 that same day; Tappan Ranges has Thursdays, 3:30-3:45, and American Dairy Tuesdays and Thursdays, 3:45-4 p.m. The show will debut shortly.

New FCC TV Okay; Total Now at 569

WASHINGTON, Sept. 26.—Federal Communications Commission this week issued one new TV grant, bringing total authorizations to 569, including 461 post-freeze grants, of which 20 are for non-commercial educational operation.

This week's CP went to Vancouver Radio Corporation, Vancouver, Wash., Channel 21.

ABC-TV Launches Major Ad Campaign

NEW YORK, Sept. 26.—ABC-TV launched what it believes to be the most expensive major advertising campaign ever staged by a network this month, via its \$750,000 promotion of the web's fall programing line-up. The network is also attempting to set another precedent by buying time on local radio stations to plug its new video stars and shows. There have been no takers to date, but some stations here were said to have shown interest in a generalized-copy deal.

The nine-week drive (September 13-November 14), brainchild of Mitchell DeGroot, ABC's director of advertising and promotion,

will revolve around the web's five owned TV stations, with copy stressing the theme, "Everybody's Talking Seven," playing up fact that all five outlets occupy channel 7 in their communities.

Newspaper advertising and a subway car card campaign will account for \$325,000 of the \$750,000, with the rest split between a station break jingle campaign and a group of TV film station identification spots, featuring the eight top ABC-TV stars this fall.

Local indie WNEW gave ABC-TV a definite "no" on the radio time buy proposal, after the web nixed a counter-proposal by the station's sales manager, Ira Herbert, who told the network he'd be glad to carry the spots if ABC-TV would schedule similar plugs for WNEW.

NBC Hires Ford & Ross

NEW YORK, Sept. 26.—Disk jockey Art Ford and veteran announcer-poetry spieler David Ross this week were pacted by NBC to emcee new radio shows. Ford, who has a post-midnight show via indie WNEW, will be the chief disk spinner on "The Big Preview," which will air 11 a.m. to 1 p.m. Saturdays, and play the new record releases of the week.

Ross will be producer and emcee of "Golden Treasury," which will be in the 3-3:30 p.m. Sunday slot. "Treasury" kicks off October 4, while "Preview" bows October 10.

Mutual Affil Org Elects 7 Members From Larger Cities

NEW YORK, Sept. 26.—Balloting among Mutual affiliates was completed this week for the election of the seven new metropolitan station members of the Mutual Affiliates Advisory Committee. Voting on the seven non-metropolitan members does not take place for another year, since election is for a two-year term. The committee will meet next at the end of October, at which time it will elect a new chairman.

The seven members elected this week, in order of district, are: Roy Thompson, WRTH, Altoona, Pa.; Carter Peterson, WCCP, Savannah, Ga.; Mort Watters, WCPO, Cincinnati; Don Campbell, WILD, Birmingham; John Walter, WJPG, Green Bay, Wis.; Boyd Kelley, KTRN, Wichita Falls, Tex.; Col Lowder, KLO, Ogden, Utah.

Farnol Sues On 'Nonsense'

NEW YORK, Sept. 26.—Scripter Barry Farnol this week filed a suit in Federal Court against NBC, the William Esty Agency, and the Coca-Cola Bottling Company of New York. Farnol charges infringement and piracy by the three outfits by virtue of their use of the audience participation stanza, "Sense and Nonsense," which he claims was contained in an unpublished idea originating with him.

Farnol has asked an injunction to restrain and enjoin the defendants from the use of the show pending an accounting of monies derived from its usage. His brief claims the defendants had knowledge that the show's idea derived from him.

NEWS CAPSULES—COAST TO COAST

Roving Shows Draw Top Audiences; Service Spots Spark Indie's Sales

NEW YORK, Sept. 26.—Traveling radio shows spark a better audience response than stay-at-homes, according to ABC program chief Ray Diaz. The exec has scheduled two nomad airers for fall, including "Celebrity Table," which tablehops from one end of the country to the other, 9 to 10 p.m., beginning Monday night, October 5, and "America's Town Meeting of the Air." Latter airer, a co-op which originates from a different city each Tuesday, 9-9:45 p.m., has been renewed for another year. "Celebrity Table" will pick up Silvie St. Claire at the Mocambo in Hollywood; Eddie Hubbard from the Hotel Morrison, Chicago; Walter Swehla on a rotating basis from different Miami hotels, and Michael O'Shea at the Pen and Pencil here in Manhattan. Format

will feature interviews with celebrities from all fields. Diaz is also lining up the "Met Opera Auditions of the Air" for a second season with time slot to be announced next week.

WNEW BILLINGS AT NEW HIGH . . .

NEW YORK—Billings at local indie WNEW hit an all-time peak this month, with the biggest sale made to General Motors Acceptance Corporation. The firm is buying WNEW's new series of fall, winter, and spring public service information spots, an extension of the station's summer service spot announcement campaign. Copy for the new series will range from ski conditions to car tips and sports highlights. General Motors sponsored the summer series this year. Their new contract, which runs thru September, 1954, calls for more than 40 spots a week. The contract was set by WNEW sales chief, veepee Ira Herbert, and Frank Townshend, veepee of Campbell-Ewald.

SIXTH SPONSOR FOR HEATTER . . .

NEW YORK — Mutual this week picked up a sixth sponsor for Gabriel Heatter. It is National Van Lines, which will carry the commentator Tuesday and Thursday, 8:45-8:55 a.m., beginning October 20. The agency was Applegate Advertising of Chicago. Heatter's 8:55-9 a.m. strip is spon-

sored by VCA Laboratories. And his evening strip, 7:30-7:45 p.m., has three other sponsors.

CBS ADOPTS WC HOT KINE . . .

NEW YORK — Following the pattern established by NBC-TV last week, CBS-TV this week also decided to standardize its time scheduling of shows on the Pacific Coast with those in New York. The plan is applicable to all programs airing between 7 and 11 p.m., and will use a hot kine. It goes into effect September 27.

SATURATION BUY FOR PLYMOUTH . . .

NEW YORK — Plymouth Motors this week bought a one-week, six-program saturation deal on CBS-Radio during the week of October 11. The sponsor will use these CBS sustaining packages, "21st Precinct," "Escape," "Junior Miss," "Rogers of the Gazette," "Crime Classics" and "On Stage." Plymouth will debut its new 1954 car during that week. N. W. Ayer is the agency.

UNDERHILL NAMED PROGRAM VEEPEE . . .

NEW YORK—Charles Underhill this week was named vice president in charge of ABC-TV network programing. Since joining ABC two years ago, Underhill has had the title of national director of the TV program department. He was formerly program director for CBS-TV.

PANTOMIME TO DU MONT FOR B&H . . .

HOLLYWOOD—Mike Stokey's "Pantomime Quiz" moves over to the Du Mont network October 20 in a 26-week deal that assures the program airing on at least 45 stations. "Quiz" leaves CBS for local airing on KTTV starting October 5 with other markets carrying it via kinescope two weeks later. On Du Mont the show will be sponsored on alternate weeks by Benson & Hedges' Parliament cigarettes thru Benton & Bowles agency.

NEW TRANSMITTER GIVES 'VOICE' HEFT . . .

WASHINGTON — A recently completed broadcasting transmitter, equal in strength to the most powerful known station in the world, is now sending a stronger Voice of America behind the iron curtain. Theodore C. Streibert, director of the new U. S. Information Agency, announced this week. Streibert said the transmitter, located near Munich, Germany, began testing on August 15 and is now sending regular programs, on the popular European longwave broadcasting band, to the Soviet satellite countries and the surrounding areas of Germany, Austria and Yugoslavia.

FCC ADOPTS NEW LICENSING RULE . . .

WASHINGTON — Federal Communications Commission this week adopted a rule to provide a normal license period of three years for non-commercial educational FM stations, and to stagger expiration dates of their licenses so that "licenses of stations located in contiguous areas will expire at the same time." New rule will become effective in about a month. National Association of Educational Broad-

casters has filed comments supporting the proposed amendments, urging that the new rule would reduce the Commission's workload and would benefit non-commercial FM licenses, FCC reported.

TALENT NOTES ON AIR AND SCREEN . . .

Milton Robertson, script director for WNEW, New York, has sold his first play, "Rainbow at Home," to Margo Jones for the Dallas Theater-in-the-round project. . . . Naomi Lewis, voice of "Rootie Kazootie" and "El Squeako Mouse" on TV, is out of the kid show temporarily while recuperating from major surgery. . . . Eydie Gorme joins the "Steve Allen Show" on WNBT, New York, for a 13-week stint as featured vocalist. . . . The Three Suns (Al and Morty Nevins and Artie Dunn) have been signed for a five-time weekly series to be heard over the Mutual net starting October 1. Songstress Betty Clooney (Rosemary's sister) will be featured with the trio. . . . Dora Weissman drew a major role on Philco's Sunday (20) program. . . . Allen Bolek did a repeat on the Paul Winchell show. . . . Renay Granville, Lenny Herman's band vocalist, is guest slotted on "Beat the Clock." . . . Michele Morgan arrived from France last week for her TV debut on "Studio One," October 5.

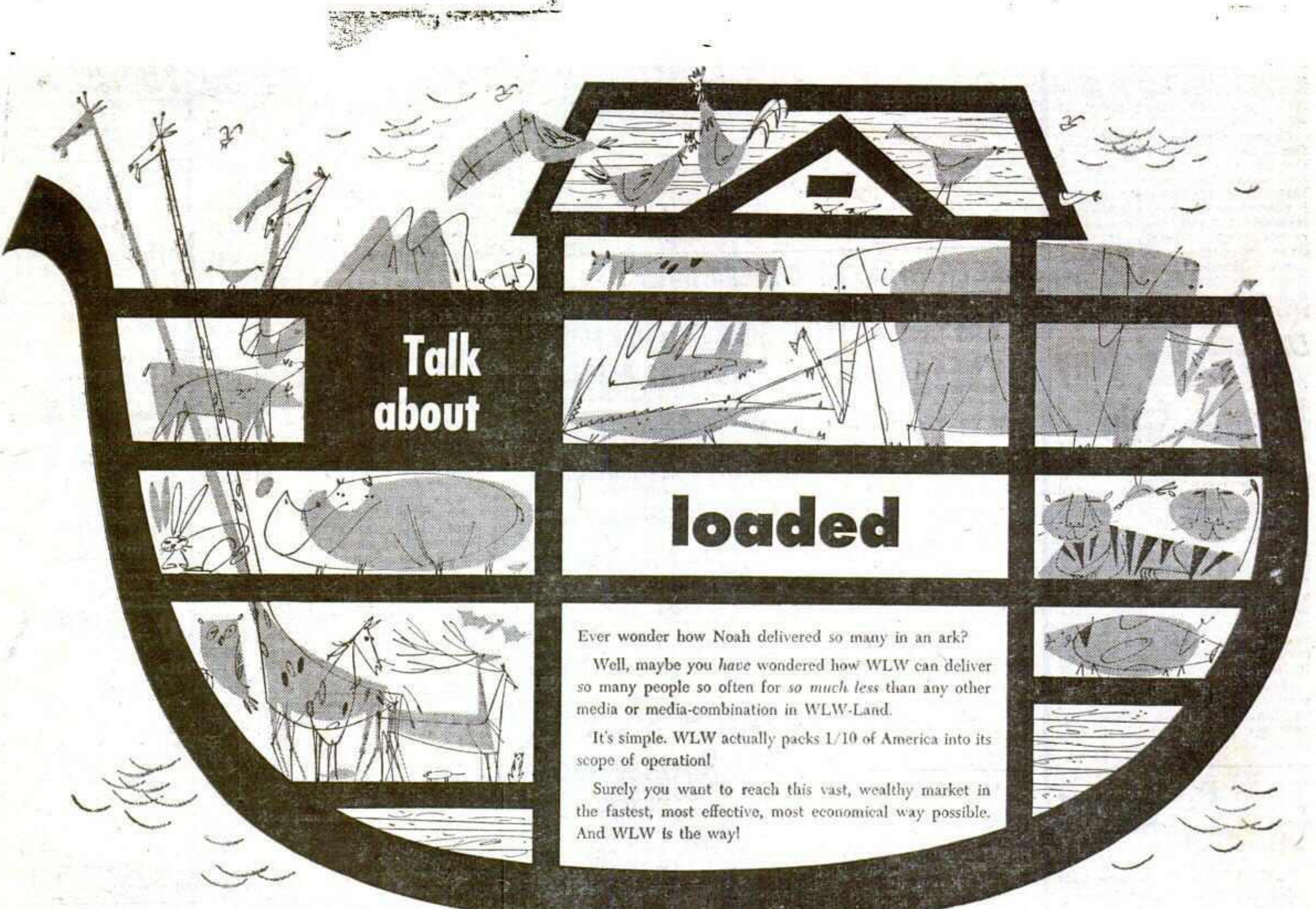
OTHER NEWS IN BRIEF . . .

CBS-TV signed up six more affiliates: KGGM-TV, Albuquerque, N. M., replacing KOB-TV as CBS-TV's basic affiliate there; WPFA, Pensacola, Fla.; KZTV, Reno, Nev.; WTSK-TV, Knoxville, Tenn.; KTAG-TV, Lake Charles, La., and WSTV-TV, (Continued on page 54)



**NBC AFFILIATE
in DETROIT**

OWNED AND OPERATED BY
THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERRY CO.



Talk about loaded

Ever wonder how Noah delivered so many in an ark?
Well, maybe you have wondered how WLW can deliver so many people so often for so much less than any other media or media-combination in WLW-Land.
It's simple. WLW actually packs 1/10 of America into its scope of operation!
Surely you want to reach this vast, wealthy market in the fastest, most effective, most economical way possible. And WLW is the way!

WLW

the nation's station



CROSLY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

Net-UHF Relations Draw Probe by FCC

Webs, Post-Freeze Outlets, Equipment Makers Asked to Furnish Information

WASHINGTON, Sept. 26.—Impressed by a coolness toward UHF prospecting in many VHF-dominated major cities and detecting reverberations in less populous areas, the Federal Communications Commission is stepping up its exploration of relationships between networks and UHF. The agency has asked networks, post-freeze stations and equipment manufacturers to supply a mass of information which the FCC intends to use in a fact-finding report determining whether a full-dress investigation is needed.

Altho a third of all the TV applications on file at the FCC are for UHF channels, the stark reality is that 1,024 out of 1,445 UHF frequencies thruout the nation are still going begging. Whether a current coolness toward UHF prospecting in many major VHF cities is a temporary phase in TV's post-freeze era is uncertain, but apparently the trend is figured significant enough to spur the FCC into a deeper look-see. The Commission in its letters to TV stations has requested a report of TV broadcasting revenues and expenses. The agency has asked the Radio-Electronics-Television Manufacturers' Association to supply figures on VHF and PHF transmitters and other equipment.

The Commission wants to find out how UHF stations are faring with networks in VHF-dominated cities. The Commission also is examining a number of complaints of shortages of UHF receivers and other equipment.

Statistics-wise, UHF is moving apace. Sixty per cent of all the post-freeze grants have gone to UHF stations. With a third of all pending bids seeking UHF stations, a number of hot contests are under way. However, in nearly a dozen major cities where VHF dominates, not a single applicant has shown up yet for any of the available UHF channels. In San Diego, Calif., where there is a VHF station and a VHF grant, four commercial UHF channels and an educational channel are still going begging. In Duluth, Minn., where there are two VHF

stations on the air, two commercial UHF channels are still without applicants. A similar number of commercial UHF channels are begging in each of the following: Lincoln, Neb., where there is a VHF station on the air and another VHF channel available; Altoona, Pa., where there is a VHF station on the air; Seattle, where there are three commercial VHF stations, and Salt Lake City, where there are two VHF's. In Columbus, O., where there are two VHF stations, the sole commercial UHF channel is without an applicant.

NEWS REVIEW

NBC Sales Previews New Services

NEW YORK, Sept. 26.—In a move to "use TV to sell TV," NBC Spot Sales staged a showmanly demonstration of its new electronic spot buying service—first of its kind—for the press on Tuesday (22) and for agencies and advertisers Wednesday (23). The project is set up so that NBC salesmen can show prospective clients exactly how their commercials will come over on a local show by having the network's owned and operated stations feed in the programs (either while on the air or specially produced) via closed circuit on the coaxial cable.

The web demonstrated the effectiveness of the new service Tuesday (22) on six monitors here, with a half-hour show emceed by WNB's Steve Allen and with four o&o's feeding in segs of their best shows. Line-up included a satirical fashion spot with Gene Archer from WNBW, Washington; a folksy audience participation airtel with John McElroy from KNBH, Hollywood; Win Stracke's "Animal Playtime" from WNBQ, Chicago, and a gimmick airtel from WPTZ, Philadelphia.

The over-all effect of the half hour of pick-ups was an exciting one, in that the succession of strongly contrasting regional tastes in video entertainment provided a rare panoramic view of TV Americana. Stracke and Allen were standouts, with former doing a wonderfully warm selling job on himself and the show as a good sales vehicle for kids.

Spot Sales chief Tom McFadden predicts these tele-auditions will surpass all other form of sales presentation, "being less expensive than film, better quality than kine, and superior to any brochure."

The over-all budget on the electronic spot buying service project (including the hoopla premiere and promotional campaign staged by the division's sales development and promotion manager Hank Shepard) is pegged at around \$50,000. June Bundy.

WXYZ-TV HAS 1c OFF SALE

DETROIT, Sept. 26. —WXYZ-TV here has sold a new package show to Household Distributors Company for the unorthodox "bargain basement" price of \$1,299.99. The figure resulted from negotiations between William Hendricks, sales representative of the station, and Jack Surnow, president of Household, when the book-rate showed the total deal adding up to an even \$1,300.00.

Surnow proved to have a pet superstition about the number 13, and the price cut of 1 cent was okayed by Station Manager John Pival to clinch the deal.

The Saturday Nite Shindig is one year old...and

awful BIG for its age!

Yessir, we're right proud! A year ago we revamped our half-hour studio show into a four-hour stage show and broadcast, and jumped into the middle of the stiffest competition in the Southwest. Today — after one short year — we are drawing more than 4000 Shindig fans every week at State Fair Park in Dallas!

★ **NATIONALLY KNOWN STARS IN REGULAR CAST!**

★ **THE RANGERS QUARTET**
GOSPEL SONGS — International Records

★ **ARLIE DUFF** ★ Starday Records
★ **NEAL JONES** ★ country boy comic

★ **ONLY FOLK MUSIC SHOW PRESENTED SIMULTANEOUSLY TO THREE AUDIENCES - -**
4-hour Stage Show
4-hour Broadcast: WFAA, TQN
8 NBC Affiliates
1-hour Simulcast: WFAA-TV

Joe Bill
Imperial Records
"EVERYBODY KNOWS I TRIED"

Curly Sanders
Imperial Records
"LOVE 'EM COUNTRY STYLE"

Sonny James
Capitol Recording Star
"THAT'S ME WITHOUT YOU"

Bobby Williamson
RCA Victor Recording Star
"A LITTLE BIT OF THIS, A LITTLE BIT OF THAT"

Mallie Ann Harbert
Decca Records
GOSPEL SONGS

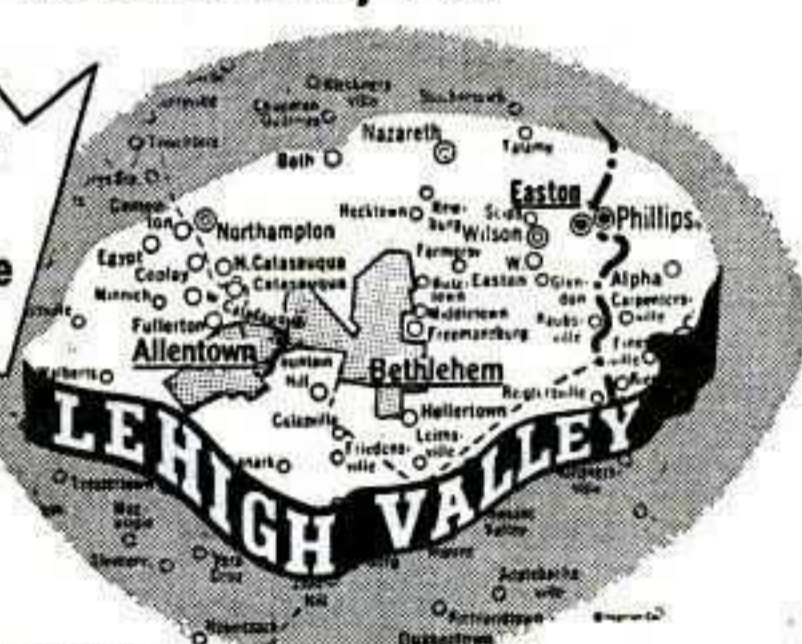
Bob Shelton
"HOPKINS COUNTY FIRECRACKER"
Over 100 records for Decca
"JUST BECAUSE"
over a million copies

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

the only single medium reaching the entire



A Steinman Station



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

WFAA's Saturday Nite **SHINDIG**
FROM DALLAS, TEXAS
ON STAGE • RADIO • TV

DAN VALENTINE, Producer ★ ALEX KEESE, Station Manager

NBC-TV SALES FORMULA

Pat Weaver Cooks Up Idea for 'Home' Stanza

NEW YORK, Sept. 26.—Sylvester (Pat) Weaver, in his new functions as program chief at NBC-TV, is in the midst of devising a totally new sales formula to be applied to the web's upcoming hour-long daytime "Home" stanza.

Each of the three shows featured a male-female duo operating as an emcee team. One had Fran Allison paired with Bobby Sherwood, another featured Sherwood with Jinx Falkenburg, and the third teamed Robin Chandler with Don Ameche.

Mills' approach is to duplicate the appeal of the top slick magazines for the middle to upper class fem audience, on the theory that a class show can sell merchandise and get itself a rating; "Home" thus will use quality production and acts usually associated with evening stanzas.

Special Features

There will be anywhere from one to five special features used weekly, with tests already made of a number of possibilities. Among these is one in which comic Wally Cox would serve as fashion expert.

Levenson Signs For Guest Series

NEW YORK, Sept. 26. — Sam Levenson this week signed for a regular monthly guest appearance on Lincoln-Mercury's "Toast of the Town," via CBS-TV.

new Kinsey report the subject of her kine, in a highly adult seg. At least once weekly, Mills plans a serious discussion, such as using Lynn Poole, of Johns Hopkins University, in a talk about atomic energy.

Tradesters consider the format and pattern of this show of a type which will make it a good bet in the color era to come.

IN THE ACT

Observers of 2 Nations at Color Test

WASHINGTON, Sept. 26.—The formal demonstration of compatible color TV before the Federal Communications Commission in New York October 15 not only will be a major step preparatory to the FCC's official go-ahead for the new standards later this year, but also it may pave the way for adoption of identical standards by at least two other nations.

A spokesman for the Australian Embassy told The Billboard that an observer will be on hand to gather data for submission to a royal commission which is assembling a report on television for the Australian government.

Meanwhile, the arrival here of Sir Ian Jacob, director general of British Broadcasting Corporation, started speculation that even BBC might be considering multichrome.

THE BILLBOARD

Radio-TV Show Charts

Top 10 TV Shows Each Day of the Week in MILWAUKEE

... According to Videodex Reports

WMTJ.....The Journal Co.....ABC, Du Mont, NBC, CBS

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets.

JULY, 1953

Table with 3 columns: Rank, Show Name, and Rating. Includes SUNDAY, SIGN-ON TO SIGN-OFF and MONDAY, SIGN-ON TO SIGN-OFF.

Table with 3 columns: Rank, Show Name, and Rating. Includes MONDAY, SIGN-ON TO SIGN-OFF and TUESDAY, SIGN-ON TO SIGN-OFF.

Table with 3 columns: Rank, Show Name, and Rating. Includes TUESDAY, SIGN-ON TO SIGN-OFF and WEDNESDAY, SIGN-ON TO SIGN-OFF.

Table with 3 columns: Rank, Show Name, and Rating. Includes WEDNESDAY, SIGN-ON TO SIGN-OFF and THURSDAY, SIGN-ON TO SIGN-OFF.

Table with 3 columns: Rank, Show Name, and Rating. Includes THURSDAY, SIGN-ON TO SIGN-OFF and FRIDAY, SIGN-ON TO SIGN-OFF.

Table with 3 columns: Rank, Show Name, and Rating. Includes FRIDAY, SIGN-ON TO SIGN-OFF and SATURDAY, SIGN-ON TO SIGN-OFF.

Table with 3 columns: Rank, Show Name, and Rating. Includes SATURDAY, SIGN-ON TO SIGN-OFF and SUNDAY, SIGN-ON TO SIGN-OFF.

Top 5 Radio Shows Each Day of the Week in SEATTLE

(250,800 Radio Families*) ... According to Pulse Reports

Table with 3 columns: Rank, Show Name, and Rating. Includes KING, KIRO, KISW, KJR, KOL, KOMO, KRSC, KTV, KVI, KXA.

Pulse radio surveys are conducted in 15 markets, and reports are issued bi-monthly except in New York, which is monthly.

MAY-JUNE, 1953

Table with 3 columns: Rank, Show Name, and Rating. Includes SUNDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes MONDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes TUESDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes WEDNESDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes THURSDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes FRIDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes SATURDAY, 6 P.M. TO 12 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes SATURDAY, 6 A.M. TO 6 P.M.

Table with 3 columns: Rank, Show Name, and Rating. Includes SUNDAY, 6 A.M. TO 6 P.M.

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1953 estimate of families in King County.

Advertisement for WGAL-TV Channel 8, featuring a television set graphic and text: 'viewers mean sales WGAL-TV'.

FOR FULL INFORMATION

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

NLRB Community TV Antenna Ruling

WASHINGTON, Sept. 26.—In the first case of its kind, National Labor Relations ruled this week that a community TV antenna does not affect interstate commerce seriously enough to bring it under NLRB jurisdiction.

vision Corporation, Palm Springs, Calif., and International Brotherhood of Electrical Workers, AFL, in which the effect of the community TV antenna corporation on interstate commerce was described as so "negligible" that NLRB dismissed the union's petition.

NEXT WEEK

Top 10 TV Shows Each Day in DAYTON, O.

Top 5 Radio Shows Each Day in NEW YORK

... According to Pulse

"unnecessary to determine the nature of the employer's enterprise, more particularly whether or not it is a public utility or channel of interstate commerce."

THIS WEEK'S SPOTLIGHT FEATURE

Network & Station Buying & Programming

Lack of Color TV Equipment Jams Tele Film Ad Planning

Can't Test Effect of Hues on Film; Hollywood Color May Be Worthless

Continued from page 1

pending agency and sponsor action.

Program producers who have been shooting in color for some time now have still another problem to ponder—the question of whether their present stockpile of color film product will pass muster on the new system. It's also been rumored that theatrical color prints will lose quality when televised, via color TV, which means that millions of dollars of color feature prints are hanging fire on distributor shelves, pending actual tests.

Altho agencies and sponsors are clamoring to put their color commercials on film, NBC has advised them to hold any color film production plans in abeyance until the web can run a series of performance tests on the 16-mm. model. Many of the major agencies and commercial film producers here complain that thus far NBC has rejected bids by them to test their TV color film spots.

Turned Down

Agencies which reportedly have approached the network and have been turned down include N. W. Ayer, McCann-Erickson, Young & Rubicam, J. Walter Thompson, and Calkins & Holden, Carlock, McClinton & Smith, Inc. The NBC refusal letters reportedly said only that the web "at present is not doing any experimenting with color film."

The delay is putting agencies in a rather uncomfortable position client-wise, since it's up to them to decide whether to go ahead and risk filming color commercials on the chance they'll be all-right, or hold up the works on film and concentrate developing live color commercials. The danger in following the latter tack, of course, is that an advertiser has usually turned to film, because he thought it did a better selling job for him than live spots. Consequently, whatever the reason—difficult product to demonstrate live, etc.—he's apt to register the same objections to live plugs in color. Another question mark is cost. It's true that film spots are usually more expensive than live ones, but some advertisers prefer to have the total costs down on paper, rather than take chance with "hidden" live charges—camera rehearsals, camera time and other extras.

Film Producers

Things are even more precarious for the film producers, who fear they are in danger of a complete impasse work-wise until the

color film situation is settled and agencies feel it's safe to go ahead with color production plans. The producers also are of the opinion that the no-film edict is affecting their future business potential, because non-TV advertisers who need color to sell their products are already readying TV color campaigns, and chances are they won't be able to include film in their planning.

The Film Producers Association, which includes 25 of the major TV film commercial production outfits, has taken some direct action, via a direct plea to the Federal Communications Commission. The FPA pointed out to the FCC that color film equipment would not be available to stations for many months, and requested that the FCC keep these facts in mind when handing down its decision on a starting date for commercial color telecasting. The general idea was that the FCC should hold up its okay until such time as color film would be able to take its place on an equal basis with live color production. The FPA will meet here next week, at which time a committee will be appointed to carry further the fight for equal rights for film in color television.

Altho RCA has not yet set up an official production schedule, it has already taken orders on the new 16-mm. color unit from about 25 stations, according to Ted Smith, vicepres in charge of engineering products for RCA. Smith also told The Billboard that the corporation is working on the development of a 35-mm. color film projector. Meanwhile, the Allen B. Du Mont Laboratories has been taking orders from stations for Du Mont's new TV film scanner equipment, and Philco is said to have still another video color film projector ready. Both of these, like the RCA system,

will work with the compatible color system which the FCC is getting set to approve.

Dr. Du Mont told The Billboard that he plans to get there first by starting deliveries on his continuous film scanner equipment (color of black and white) before the year is out, servicing both networks and stations, with the former first on the agenda.

FPA Make-Up

The Film Producers' Association includes Pathescope, Owen Murphy Productions, United World, Robert Lawrence Productions, Caravel, Screen Gems and Transfilm. Together they handle TV film commercial production for such important TV advertisers as Lucky Strike, Camels, Ivory Snow, Coca-Cola, the Ford Motor Company, Gerber's Baby Food, General Mills, De Soto, Crosley, Continental Baking, Colgate-Palmolive-Peet, Pall Mall, Firestone Rubber and many others.

ABC Readies Pilot Film on Grey & Davis

NEW YORK, Sept. 26.—ABC-TV is readying plans to film pilots on the Joel Grey show and the Sammy Davis Jr. program. Former will be shot toward the end of October, while latter show has been moved back to the end of November. The delay has prompted rumors about ABC dropping Davis. However, the William Morris office here said the report was untrue. They also denied a story that the web and Davis would settle for a series of guest spots.

The Morris office explained that their agreement with ABC-TV is that the Davis show will be aired by the web as a series only if the pilot is sold to a sponsor. Morris has a similar deal on Grey, and the agreement also applied to the Danny Thomas and Ray Bolger flickers, scheduled to make their sponsored debuts over ABC-TV this fall.

CBS-TV Film Sells 4 More

NEW YORK, Sept. 26.—CBS-TV Film Sales this week sold four stations its Newsfilm service: KLZ-TV, Denver; WCBS-TV, New York; WBBM-TV, Chicago, and KNXT, Hollywood.

The daily Newsfilm service consists of 12 minutes of news coverage—spot news, news features and news background stories from around the globe. Shipments are to be made by Air Express.

CBS-TV Newsfilm has more than 250 correspondents in this country and abroad.

Rose Jewelers Big Feature Film User

DETROIT, Sept. 26.—Rose Jewelers has bought a second major segment of time on Tuesday evenings on WXYZ-TV, here, running 9:30 to 11 p.m., after its earlier 8-9 show. Both shows will use feature film presentations. With the new time, Rose Jewelers is one of the heaviest time purchasers in the local market, airing five shows a week, each running from an hour up.

The firm has the 11:15 to sign-off period on the station on Thursdays, Fridays and Sundays, using feature films. All time was bought thru the W. B. Doner & Company Agency.

News Film Op May Shutter

NEW YORK, Sept. 26.—WPIX here was rumored this week to be planning a shutdown of its local newsfilm operation. The reason for the move, according to the report, is the estimated \$200,000 a year that the operation costs.

Consolidated Edison is one sponsor that has been carrying WPIX's newsreel. Station execs could not be reached at press time to confirm or deny the rumor.

REFLECTING 'MIRROR'

Revlon Gets Free Time For Filmed Drama Seg

NEW YORK, Sept. 26.—The struggle of the smaller TV stations for business was once again highlighted by a deal already made with two outlets by Revlon. The sponsor, which is bankrolling the MCA-TV produced film series, "Mirror Theater," on 52 CBS-TV affiliated stations, has found a way to get a free half-hour of time on alternating weeks for the show on other smaller outlets that ordinarily would not be purchased.

The station gets the right to sell both the program and time to a local sponsor on an alternating week basis, consequently setting up the time slot as sponsored locally by its own bankroller one week and nationally by Revlon the next week. If no local sponsor appears, participations and spots can be sold. The plan, in essence, is close to WOR-TV's "Double Exposure" plan, except that the latter station can only

sell spots around its film shows.

Of the stations now taking the Revlon deal, one is a VHF and the other a UHF; one is located in the South and the other in Pennsylvania. The unprecedented arrangement raises some interesting questions for the distributor, MCA-TV, when it begins peddling the property for local syndication. In small markets that the show usually would not play, MCA-TV, if other stations accept the deal too, will find that the program cannot be sold on a first run basis. It will therefore bring less.

Unless the program cost is adjusted to increase as the number of markets used gets higher, trade observers feel that some of the first run syndication value of the property will be dissipated. But for Revlon and its agency, Weintraub, the scheme gives them a plus not available to sponsors who have live shows.

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:

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

TELLS TV STATIONS

Film Block Booking Scored by Hawley

NEW YORK, Sept. 26.—Distributors who had heard about it were irked by a letter sent to every video station in the country this week by Mark Hawley Associates, recently established TV film broker. The letter blasted out against what Hawley called "block booking" of film, a practice which, he said, has had ruinous results in the motion picture business.

The Hawley letter immediately brought a counterblast against "film-buying combinations" from Matty Fox, head of Motion Pictures for Television, Inc., biggest of the feature film distributors. Other major distributors queried by The Billboard, while expressing their opposition to the principles expressed in the Hawley letter, did not choose to be quoted.

The Hawley letter declared, "Block booking means forced buying. You buy what the distributor offers for sale at his price and on his terms or you don't buy at all." The cause of the situation, according to Hawley, was that "a small minority of so-called film distributors has been able to secure control of a great majority of all film available to the TV market."

Not Package Plans

Hawley explained that by "block booking" he was not referring to the various package plans that virtually all of the distributors of half-hour and 15-minute series have been offering new stations, beginning with Consolidated TV Sales' "Station Starter Plan." What he was complaining about, he said, was the "library deal," in which a station commits a large part of its film-purchasing budget over an extended period of time for a distributor's supply of feature film, Westerns and sometimes other miscellaneous product.

Hawley in his letter asserted that by representing scores of stations as their resident purchasing agent, he could present a solid industry facade against block booking by instituting "block" buying.

Fox, who was on the West Coast this week, charged in a statement to The Billboard yesterday that the goal of these TV

film brokers "is to get enough stations into their own combines to dictate prices to distributors." When and if that time ever comes," he declared, "I would rather go out of business."

'Buyer Pays'

Fox said: "We have always maintained our position of not selling to stations thru buying combinations because we feel they must be compensated either thru the seller or the buyer of films. Therefore, we have found that ultimately the buyer pays anyway."

He continued, "We feel that the interests of the industry are better forwarded by dealing directly with station managers, with their booking problems and market needs. A station that joins a buying combine is forfeiting its responsibility by showing that it does not know enough about its own problems to buy its own film. If we can effect any savings on the sale of film, I would rather pass them on to the station than to a middleman who does nothing to earn them."

The president of MPTV asked, "What investment have these TV film brokers in product or equipment? I have \$11,000,000 invested in films." Fox went on, "There is actually, at this time, a great shortage of film product in TV, so great that it will be years before the supply catches up with the demand. This, of course, is another reason why stations buy large numbers of films." He concluded, "By patronizing buying combines, station owners will be harming producers and the trade in general, for they will be encouraging unhealthy elements in the industry."

ND Gridcast Pix Bought

NEW YORK, Sept. 26.—Cities Service this week signed to sponsor films of the Notre Dame football games via WABC-TV here. The films will be aired 7:45-9 p.m., Sundays, and have Harry Wismer doing the commentary. Ellington & Co. is the agency.

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GROSS-KRASNE GAINS FULL CONTROL OF UTP

250G Gives Firm Ownership; to Distribute Other Vidpix Product

HOLLYWOOD, Sept. 26.—Jack Gross and Phil Krasne, heads of Gross-Krasne, Productions and substantial stockholders in United Television Programs, Inc., this week bought out the remaining UTP stockholders for \$250,000 to acquire full control of the TV film distribution firm. Gross and Krasne acquired stock owned by Jerry King, UTP prexy; Milton Blink, exec veepee; Ben Frye, veepee in charge of sales, and Sam Costello, UTP board member. New corporate set-up places Jack Gross as UTP board chairman and Phil Krasne as company's prexy. George Weiss will serve as UTP's national sales manager.

Move makes Gross-Krasne the TV film industry's only firm to date to be actively engaged in production while owning its production and distribution facilities.

To step deeper into the TV film industry by acquiring one of its major distribution firms, Gross-Krasne drew upon the financial resources of Dr. Vilem Zwillingner and Stillman & Stillman of New York, prominent financial backers of numerous theatrical motion picture enterprises. According to Gross-Krasne, these backers will remain solidly behind the reorganized UTP to further expand its operations in the acquisition of new product and its sale to sponsors and stations, thus indicating further investment will be made in UTP.

Jack Gross and Phil Krasne stressed that for UTP to carry out its "expanded" program, the reorganized distribution firm will welcome "quality product" from other producers and further emphasized that the company will have to have series by outside producers to exist profitably. They likened their ownership of the distribution firm to the old United Artists theatrical motion pictures operations wherein the firm served as a primary channel for product produced by independent movie makers.

UTP's catalog at present gives the lion's share to outside producers despite the fact that the

Gross-Krasne has been a substantial stockholder in the distribution company for some time. Firm will continue to offer for syndicated sale the three Roland Reed productions, "Rocky Jones, Space Ranger"; "Waterfront," with Preston Foster, and "Men of Justice"; the newly acquired Horace Heidt "Youth Opportunity" filmed series produced by Heidt for UTP distribution; "Counterpoint" and "Royal Playhouse" for Bing Crosby Enterprises; Telescriptions owned by Studio Films; "Gospel Singer," produced by Dundee Productions; "Look Photo Quiz," owned by Telenews, Inc.; Fulton Lewis Jr.'s filmed commentaries and "Double Play," with Laraine Day and Leo Durocher, among other outside produced telepix product. Sole properties produced by Gross-Krasne handled by UTP are the "Heart of the City" re-runs of the "Big Town" series, and the newly launched "The Lone Wolf" series starring Louis Hayward and currently being produced especially for syndicated sale.

United Television Programs, Inc., was formed three years ago with Standard Radio Transcrip-

tions' head, Jerry King, at the helm to become the TV film industry's first fully organized distribution outlet for product filmed by outside producers. In its short history, the firm moved from approximately \$30,000 monthly gross business to a monthly gross take of \$500,000.

Jack Gross said no personnel changes will be made in UTP's organizational set-up, expressing confidence in its existing ranks. Policy will continue to be expanding the company's catalog with additional telepix product. Gross said.

Jerry King told The Billboard he will soon leave on a vacation cruise aboard his own sea-going craft. Milton Blink said he will take over active control of Standard Transcriptions, continuing to headquarter his operations in Chicago. Sam Costello and Ben Frye will remain as heads of Cleveland's Studio Films, Inc., owners of the Telescriptions, which will continue to be distributed by UTP. Costello was not available for comment. Frye was hospitalized by surgery during his Hollywood stay and could not be reached.

Official for 2½ Mil. Bid on Syndication

NEW YORK, Sept. 26.—Official Films will make its bid for a spot as a top-ranking series syndicator by placing \$2,627,000 worth of video films on the local station market this fall and next spring. Available for purchase by TV stations will be 33 half hours of "My Hero," 18 of "Terry and the Pirates," 39 of "Secret File, U.S.A." and 26 of a program tentatively titled, "Office of Queer Complaints." "My Hero" was budgeted at \$29,000 per episode and "Terry" at \$20,000. The other two series will cost \$20,000 per program.

Hannah Weinstein will produce "Queer Complaints" in England beginning October 26. "Secret Files" will be produced in Holland by D. N. & S. Productions, with Arthur Dreyfus acting as producer-director. Boris Karloff will be featured in the former show, and Robert Alda in the latter.

Booking Plan

"My Hero," starring Robert Cummings, was sponsored by Philip Morris on the NBC-TV network, and "Terry" was spot booked by Canada Dry. "Hero" will be sold for 39 weeks with 33 new films and six repeats, and

Vitapix Gets Wrestling Pix

NEW YORK, Sept. 26.—In rapid negotiations last week the Vitapix Corporation acquired distribution rights to a series of new hour-long wrestling shows. The films were shot at the Hollywood American Legion Stadium by George S. Johnston, who uses six cameras on each match.

Johnston has completed 39 films already and is going ahead with further production. Vitapix, which will also make the series available in a half-hour version, plans to begin selling the show early in October.

Cisco Kid Back in The Saddle for Ziv

HOLLYWOOD, Sept. 26.—Ziv Productions expects by next week to commence shooting the fifth in its series of 26 "Cisco Kid" films now that its star, Duncan Renaldo, has resumed work after being out with a broken neck. Completion this week of the fourth series brings to 104 the total Western episodes shot to date. During Renaldo's enforced absence, Ziv shot around him and experienced only a momentary delay during that time.

SLAYERS ON TV VIA FILM

HOLLYWOOD, Sept. 26.—KTTV's newscaster George Putnam this week scored an unheralded beat on his regular TV show on two separate days when he presented exclusive jail cell interviews with two of three persons shortly after they had been found guilty of murder.

Putnam first interviewed Jack Santos on Tuesday afternoon (22), two hours and 15 minutes after a jury reached its verdict in finding him and two others guilty of slaying Mabel Monahan. Interview was made in Santos' cell on sound film. Rushed to KTTV and specially processed with station equipment, the film was presented on Putnam's regular 6:45 and 11 p.m. telecasts. He repeated the feat on Wednesday (23) with a similar interview of Barbara Graham.

'MELLO-D'

Son of Lone Ranger In New Seg

DETROIT, Sept. 26.—The son of "The Lone Ranger" will ride into television Sunday (27) with the debut of "Mello-D Roundup," bought by the Ira Wilson Dairy on WXYZ-TV here. The show is part live and part film. J. D. Beemer, known professionally as Judge Colt, and the son of Brace Beemer, who plays "Lone Ranger" in the radio serial, is starred in the new show, together with his wife, Gloria Goode, known as "Miss G" on the show.

Colt does a personal appearance astride his horse, doing equine tricks, and acts as narrator, introducing each of a series of short Lash LaRue films used to complete the half-hour show. Show is probably the most involved, production-wise, in local television, requiring the use of three studios because of the appearance of the horse. "Mello-D Roundup" was bought for 13 weeks with options thru the W. B. Doner Agency.

STRIKE MAY HELP WOR-TV FILM PLAN

NEW YORK, Sept. 26.—The blackout of WOR-TV here, due to its technicians' strike and its move to new studios, is expected to give the station an opportunity to bolster its "Double Exposure" TV film sales plan still further.

When the outlet returns to the air it will be able to offer national advertisers participating in DE considerably improved New York coverage, since the station's transmitter and antenna will then be located atop the Empire State Building rather than across the Hudson River as heretofore. At the same time, after frequent past denials, it now seems likely that WOR-TV will continue strongly toward film in view of its intention of getting rid of its studios at West 67th Street.

The blackout also will give the station time to try to induce additional national advertisers to give their film shows a second New York run on WOR-TV. WOR-TV research man Bob Hoffman has come up with figures demonstrating the value that DE gave the national advertisers who participated in it.

On "Man Against Crime," for instance, Hoffman showed that the weekly cash value of the WOR-TV penetration was \$2,223. Under the "Double Exposure" plan, the show is carried by WOR-TV without charge.

Figuring Cash Value

The cash value was figured on the basis that the total weekly cost to the sponsor, R. J. Reynolds, of talent and network time was \$41,951, for which the sponsor received an audience of 4,312,000 homes, according to the national Nielsen report. Without raising the weekly cost, Hoffman's figures showed, the "Double Exposure" of the show augmented its audience by 228,480

homes, based on an August New York Tele-Pulse rating of 5.3.

In a corollary to this figuring, Hoffman showed that the audience for "Man Against Crime" on WOR-TV exceeded the audience it had received in a combination of five other cities on the network. And the net time cost for those five markets was \$1,605. The five markets referred to were Birmingham, Dayton, New Orleans, San Diego and Seattle, in which the show got a total audience of 214,470.

In another analysis Hoffman pointed out that "Inspector Mark Saber" had received a higher Pulse rating on WOR-TV in August than it had on any other station on which it was carried in June, including WABC-TV, here.

Leader, Mayer Named To Walden Pixery Staff

HOLLYWOOD, Sept. 26.—Tony Leader and Jerry Mayer this week were named producer and director, respectively, for the first TV film set to roll November 15 by Edward Dukoff's newly formed Walden Productions. Walden Productions will be headed by Dukoff, who this week announced formation of the company along with an undisclosed number of name motion picture personalities.

Walden's first venture will be a half-hour dramatic offering, tentatively titled "A Matter of Life," which would be the forerunner of a series bearing the title. Series concerns dramatic, true-life situations in which clergymen of all denominations have been involved. Dukoff intends to use "new faces," talented

450G Whelan Deal Is Set By WABC-TV

NEW YORK, Sept. 26.—WABC-TV here hopped on the local re-run bandwagon this week, via a \$450,000 deal for United Cigars-Whelan Stores Corporation, to sponsor two Ziv Television Programs' film series, "The Unexpected" and "Boston Blackie," for the next 52 weeks. Unique angle of the sale is that the tobacco outfit is buying two episodes of each show a week, with "The Unexpected" spotted on Mondays and Saturdays, and "Boston Blackie" scheduled on Tuesdays and Wednesdays.

The double bill tees off Monday (28) from 8:30 to 9 p.m., making WABC-TV the second flagship here to realize the audience potential of film re-runs. Earlier this season WNBC made a similar move to cash in on re-runs by scheduling a series of half-hour film re-runs in a class A spot, 7-7:30 p.m., including "Victory at Sea," "The Visitor" and "Your All Star Theater."

The \$450,000 price tag includes time charges and considerably shaved re-run costs on 208 half-hour film episodes, with the weekly nut pegged at about \$8700. The deal for a flat 52 weeks was set up by Ziv sales here, Trevor Adams, WABC-TV's sales manager, and Dave Karelitz, of United Cigar-Whelan Stores Corporation.

Comet Stars Wayne Morris

NEW YORK, Sept. 25.—Comet Television Films will shortly begin distribution of a new 15-minute kid show starring Wayne Morris. Entitled "Junior Aces," it is a dramatic show on aviation and is said to include educational values. "Aces" is being produced on the West Coast by Robert Fellows, husband of actress Marie Wilson. Fellows has three segments in the can at present, and is proceeding with the next ten.

Oliver Unger, Comet's prexy, acquired seven half-hour pilot films from Hal Roach Jr. during his recent Coast trip. One possibility being considered by Unger is to get six more films, possibly by new production, to package a series of 13. Unger is also planning a trip to Rome, Paris and London in November to look into potential production deals.

Davis' Imperial Promotes Lukaszka

CHICAGO, Sept. 26.—Russ Davis, television wrestling announcer and head of Imperial World Films, announced the promotion of Gene Lukaszka to the position of assistant to the president.

The firm, which has been out of the Chicago market with its wrestling films, has re-entered the market. The firm is now on a policy of filming all its wrestling pictures in color.

Kerner Named MPTV Veepee; Duties Widen

HOLLYWOOD, Sept. 26.—Lou Kerner, head of Motion Pictures for Television, Inc.'s Coast operations, this week was named MPTV veepee in charge of production and programing. Promotion was made by Matty Fox, MPTV board chairman, during his current Coast stay. Kerner, prior to joining MPTV, was executive talent director for Samuel Goldwyn Productions. His newly appointed duties will concern development of new TV film properties as part of MPTV's projected \$30,000,000 production program. Kerner recently returned from an overseas survey of production facilities in Israel, Italy and France, indicating possibility that some of the Fox films will be made abroad. MPTV is currently producing the "Duffy's Tavern" series, filmed for its distribution by Hal Roach Jr., and "Flash Gordon," now being filmed in Germany, both to be sold exclusively on a syndicated basis.

KTTV Snares 'Hero' Re-Run

HOLLYWOOD, Sept. 26.—KTTV this week became the first TV station to acquire initial re-run rights to the Robert Cummings starring series, Official Films' "My Hero." Package includes 33 half-hour situation comedies.

Deal for the top-rated program was made Tuesday (22) by Richard A. Moore, veepee and general manager of KTTV, and Herman Rush, representing Official Films. The "My Hero" acquisition makes the third major package tied up by station in the past month. KTTV earlier obtained the rights to "Badge 714" formerly "Dragnet," and "Captured," originally released as "Gangbusters."

SNARING 'NAME' TALENT

Du Mont Builds Via Film Packages

NEW YORK, Sept. 26.—Without putting itself in the hole for talent costs, Du Mont has been quietly trying to bring in bigger name shows for the coming season, with TV film playing a key role in its plans. This effort, it is understood, is mainly necessitated by the station clearance competition that Du Mont still has from the other webs, particularly ABC-TV. Du Mont has shown that given the proper attraction it can clear stations with the best of them. Bishop Sheen to date has been cleared into over 110 markets, the biggest network ever lined up for a regular show, and its pro football has been cleared into 108 cities.

Thinking among network execs seems to be that in order to be able to service sponsors who order bigger networks, they will have to come up with stronger competitive shows than the modestly budgeted stanzas with which Du Mont has long been associated. At the same time, Du Mont has no intention of getting into competition with the other networks for top-priced talent. This effort is actually not a radical departure from the Du Mont philosophy of keeping talent and production costs, both for itself and its sponsors, at a minimum.

Film Packages

To a great extent this effort is made possible by the existence of film packages that have not been able to find a berth on any of the other three webs. Without making any prior investment, Du Mont is trying to sell sponsors on going on its facilities with some of these series.

One film package for which Du Mont is actively seeking a bankroller is the Ronald Colman dramatic series, on which Official Films is now producing a pilot. At a time when the TV networks themselves have become the principal packagers of network shows, the Colman package is a striking example of the opportunity set up for the Du Mont operation by outside film packagers.

Sherwin-Williams was recently interested in sponsoring the Colman show but couldn't get it slotted on any of the other networks. To get on ABC-TV, then, the paint company took alternating sponsorship of the Ray Bolger show, an ABC package.

Modest Budgets

In its other film peddling, Du Mont is more particularly concentrating on economically budgeted shows that nevertheless pack a lot of appeal. Other packages that the web has reportedly been screening for potential sponsors are "Fabian of Scotland Yard," produced by Anthony Beauchamp in England and represented by Charles Wick here, and "The Falcon," owned by Bernie Shubert.

This cautious effort at program hyping is not confined to film.

Silent Pic Series Set

NEW YORK, Sept. 26.—Charter Oak Tele-Pictures here has completed the first segment of a new 15-minute series consisting of cut-down versions of motion pictures of the silent era. The pilot film stars William S. Hart in "The Wickedest Town in the West" or "Low Noon." Other segments in the series of 26 will star Gloria Swanson and Eric Von Stroheim.

Entitled "See It Again Theater," the series has Allen Prescott as narrator.

Ford Co. Releases Documentary Film

DETROIT, Sept. 26. — "The American Road," a new 40-minute documentary giving the history of transportation in America, was released this week for television use by the Ford Motor Company. The picture includes historic footage going back as far as 40 years, as well as new scenes produced for this release.

The film is timed to coincide with the company's 50th anniversary celebration. Distribution is being handled thru the Ford film libraries at Dearborn, Mich.; New York City, and Richmond, Calif.

NARTB Film Group Formed

WASHINGTON, Sept. 26.—The feasibility of establishing a form of standard film contract for use by the TV broadcasting and film industries will be explored by a new committee appointed yesterday (25) by President Harold E. Fellows, of the National Association of Radio and Television Broadcasters. The committee, which will be headed by Harold See, KRON-TV, San Francisco will meet at the Conrad Hilton Hotel in Chicago with Thad Brown, NARTB vice-president in charge of TV, and Howard H. Bell, Brown's assistant.

Expectations are that the meeting will result in an agreement to enlarge the committee's membership in undertaking the study prompted by the fast-growing use of film in TV. The committee is made up of the following besides See: Martin Campbell, WFAA-TV Dallas, and Raymond W. Welpott, WRGB-TV, Schenectady, N. Y.

P. Morris in Program Hunt

NEW YORK, Sept. 26.—Philip Morris this week was shopping for a new video program to put into the Thursday night 10-10:30 time period, which it now owns on a weekly basis. Remington Rand, which had half of the time period, moved out to become the alternate week sponsor of "What's My Line."

Philip Morris dumped "Pentagon USA" last week and is installing its "Playhouse" for a short period of time. The advertiser, however, is intensively shopping for another program which potentially might have greater attractiveness to the viewing public. An unnamed CBS-TV package is said to be getting the major consideration. Biow is the Philip Morris agency.

S.R.O.

'Photoquiz' A Sellout For KTTV

HOLLYWOOD, Sept. 26.—Within six hours after KTTV acquired the photographic quiz program, "Photoquiz," this week all participating spot commercials were sold while a waiting list of prospective clients was tabbed for the future.

The half-hour TV quiz show, adapted from the Look magazine feature, debuts Monday, October 12, and will be aired Mondays thru Fridays from 3:30 to 4 p.m. Bill Leyden will be emcee and quizmaster. Station limits its spots to four or five in a half hour, depending on the length of the commercial.

Filmed portion of the program is produced by Telenews and distributed by United Television programs.

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Liberace 6-Month Gross Tops \$1 Mil

NEW YORK, Sept. 26. — The Liberace show zoomed into its 100th market this week when the Bowman Biscuit Company bought it for showing on KANG-TV, Waco, Tex. This puts the gross return on the show, which has been on sale for six months, past the \$1,000,000 mark, according to Reub Kaufman, president of Guild Films, which produces and distributes the series.

Liberace played a sell-out concert at Carnegie Hall here last night. The pianist has played 12 one and two-night stands since July, every one of which have been s.r.o.

Production on the first series of 39 segments was completed in Hollywood last week. Production of the next group will begin in January, and, according to Liberace, it will have something of a new look.

Confines Tour

Liberace revealed this week that he is confining his personal appearance tour to cities in which the TV-film show is playing. The reason for this is that the presence of the TV show obviates the necessity for a lot of promotion and exploitation on the concert appearances.

On the other hand, the pianist is trying in show and sponsor promotion with his concert tour. In Denver, for instance, where he appeared at the Red Rock Amphitheater in July, he also put in an appearance at the Denver National Bank, his sponsor there, and autographed pictures. At several of his concerts, the playbill was donated by his local sponsor, which uses the back cover for an ad. And the pianist usually makes mention of his TV show and sponsor from the stage.

Liberace told The Billboard this week that he has been able to do far better work on film than in live TV, because in film production he is completely unconcerned with the possibility of fluffs. He said that the soundtrack and the basic shots are made while he plays thru the number. Angle shots, trick shots and occasional orchestra members in the background are shot on a playback. The show's occasional jam sessions were originally shot on playbacks, but it was found a lot of the musicians' spontaneity was lost this way.

Sponsors

Of the 100 markets in which the show is now playing, it is sponsored by banks in 37, by food companies in 27, and was sold to the station in nine markets. Of the food sponsors, Bowman Biscuit has it in nine Texas markets and Roswell, N. M.; Breast of Chicken Tuna has it in five, and various biscuit and baking companies have it in another 10. In six markets Liberace has automobile sponsorship.

Guild and Liberace have produced the commercials being used

with the show in about 30 of the markets.

The four markets sold this week are Roswell, N. M.; Henderson, Ky., Fort Wayne, Ind.; and Waco, Tex.

'Flash,' 'Duffy' First Two in Fox Series

HOLLYWOOD, Sept. 26.—"Flash Gordon" and "Duffy's Tavern" will be the first two series in a group of seven to be produced for syndicated sale by Matty Fox's Motion Pictures for Television. With the exception of the "Flash Gordon" series, all the MPTV productions will be filmed in color. Fox estimates production cost of the seven filmed shows over a three-year period to total \$30,000,000.

Heretofore, MPTV has concentrated its efforts and resources on distributing feature films. Firm today controls the lion's share of feature film TV sale dollar volume. This marks MPTV's first move into active TV film production. "Flash Gordon" and "Duffy's Tavern" will be ready for sale by year's end.

Fox said MPTV will not actively enter production but will have its product made by experienced producers. "Duffy's Tavern," as reported earlier by The Billboard, is being produced by Hal Roach Jr. "Flash Gordon" is being filmed in Western Germany for MPTV by Ed Gruskin, New York producer. "Gordon" series will comprise 39 half hours, 12 of which have been completed. MPTV acquired TV rights to the comic strip creation from King Features Syndicate for a 10-year period. An all-American cast is featured in the series produced abroad. Futuristic effects in the science fiction adventure series will be created thru process and animation devices.

"Gordon" series is the only one of the seven to be filmed abroad, Fox said. Series will be in black and white since production was started before MPTV switched its policy to an all-color basis. Eastman 35mm. color film will be used in all MPTV color films. Black and white negatives will be aired until TV rounds the color corner.

"Duffy's Tavern," starring Ed Gardner, currently in production at the Hal Roach lot, will be filmed at the rate of 39 per year for three years at a production budget averaging \$40,000 per film. Total of 117 shows will mark an investment of \$4,680,000, as planned by Fox.

Official Plans 2 Vidfilms for Net Sponsors

NEW YORK, Sept. 26.—Official Films this week finalized preparations to handle two new vidfilm series directed at network sponsors. The programs are "Captain Gallant of the Legion," starring Buster Crabbe, and a new Roland Colman series.

A French production company has been set up by Harry Salzman to produce 26 episodes of the "French Foreign Legion" series in Morocco. Salzman has authority from the French government to use authentic Legionnaires as extras and to use Legion forts as background. He also has made a deal with 300 natives who will act as extras for \$1 a day, plus three square meals. The story lines will concentrate on the Legion's policing activities.

'Beads' Pilot

A pilot is being made in the Colman series based on Somerset Maugham's "String of Beads." Colman will play the lead, and Angela Lansbury and Nigel Bruce will be featured. Colman will star in three out of 13, play supporting parts in another three shows and emcee in the rest. The Du Mont network has a four-month exclusive option on the pilot. Material for the series will be taken from the works of Maugham for which rights have been acquired.

'For Every Child' In 1,000 Churches

HOLLYWOOD, Sept. 26.—Film, "For Every Child," produced by Paul F. Heard, Inc., for the broadcasting and film division of the National Council of Churches of Christ, will be premiered in 1,000 churches in 100 cities Sunday (27). The picture was filmed at tele Station KTTV, with William Boudine directing, for nearly \$100,000. Nineteen Protestant denominations financed the deal.

Picture Business

Continued from page 2

hearted confidence in the TV film industry, and particularly in its syndication facet. Wouldn't an investor be better off putting his money in theatrical motion pictures for fast return? And if an investor was so intrigued by TV film, wouldn't his money be safer if his series were first sold to national sponsors?

Matty explained that in his estimation investment in TV film today is far more sound than in theatrical production, and that on a long-run basis, will reap far greater returns.

As to syndication, this phase of the TV film industry holds the only sure road to profits for the independent producer. Matty uses the term independent producer as opposed to the TV networks actively engaged in producing TV films. As Matty sees it, a network can afford to take a loss on its production of a series, banking on the fact that when it sells its series it will also be selling time and facilities and thereby get back some of its initial investment. On top of this, the network also will cash in on the residual revenue of the series.

This one factor, Matty feels, has placed the networks in a highly competitive position with the regular producer who only has his series to peddle and can't look to time sales as a source of additional income. Thanks to the ever-increasing number of TV stations, the sale of individual outlets and regional sponsors thereby holds the only chance for a producer to come out on his investment.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



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NEW YORK HOLLYWOOD

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.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted. 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.

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	AUG. ARB RATING
CINCINNATI 3 STATIONS			
Foreign Intrigue	Adv.	WKRC—M.—8:30-9:00	17.4
Favorite Story	Drama	WCPO—W.—8:30-9:00	8.2
Boston Blackie	Mystery	WLW—Th.—7:30-8:00	26.8
Telenews Daily	News	WLW—S.—11:00-11:15	8.1
Movie Quick Quiz	Quiz	WKRC—M.—5:45-6:00	1.2
Movie Quick Quiz	Quiz	WKRC—Th.—6:00-6:15	1.2
Big Playback	Sports	WLW—T.—9:30-9:45	1.8
Madison Square Garden	Sports	WCPO—Th.—8:00-8:30	1.8
Cowboy G-Men	West.	WCPO—Su.—1:30-2:00	15.4
Cisco Kid	West.	WCPO—Su.—5:00-5:30	17.6
Gene Autry	West.	WKRC—T.—7:00-7:30	11.2

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	AUG. ARB RATING
CLEVELAND 3 STATIONS			
Foreign Intrigue	Adv.	WEWS—Su.—10:00-10:30	21.9
Dangerous Assignment	Adv.	WNBK—Su.—10:30-11:00	10.2
China Smith	Adv.	WNBK—Th.—10:30-11:00	18.1
March of Time	Docum.	WEWS—W.—9:00-9:30	14.4
My Favorite Story	Drama	WEWS—Th.—10:30-11:00	13.1
I'm the Law	Mystery	WEWS—W.—10:00-10:30	14.6
City Detective	Mystery	WNBK—W.—10:30-11:00	17.5
U. P. Movietone News	News	WXEL—M. to F.—11:00-11:15	11.9
U. P. Movietone News	News	WXEL—M. to F.—12:00-12:15	1.9
Big Playback	Sports	WEWS—W.—7:15-7:30	1.9
Gene Autry	West.	WEWS—T.—8:00-8:30	11.7
Hopalong Cassidy	West.	WNBK—F.—6:00-6:30	13.3
Cisco Kid	West.	WNBK—S.—6:00-6:30	12.3

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	AUG. ARB RATING
COLUMBUS 3 STATIONS			
China Smith	Adv.	WBNS—Su.—8:30-9:00	13.5
Armchair Adventure	Adv.	WBNS—S.—5:00-5:30	3.9
March of Time	Docum.	WXXY—Th.—10:30-11:00	6.2
Orient Express	Drama	WLW—C—F.—8:30-9:30	6.3
Boston Blackie	Mystery	WBNS—T.—8:30-9:00	28.1
Madison Square Highlights	Sports	WTVN—Th.—8:00-8:30	0.7
Gene Autry	West.	WBNS—T.—7:00-7:30	13.3
Cisco Kid	West.	WBNS—Th.—7:00-7:30	13.5
Hopalong Cassidy	West.	WBNS—S.—12:00-12:30	15.8
Cowboy G-Men	West.	WBNS—S.—5:30-6:00	10.9

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	AUG. ARB RATING
DAYTON 2 STATIONS			
Front Page Detective	Mystery	WLW—D—Su.—10:00-10:30	16.6
Boston Blackie	Mystery	WHIO—T.—8:00-8:30	28.3
U. P. Movietone News	News	WHIO—M. to F.—11:00-11:15	3.9
Big Playback	Sports	WLW—D—T.—9:30-9:45	11.9

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	AUG. ARB RATING
DETROIT 3 STATIONS			
Ramar of the Jungle	Adv.	WXYZ—Su.—6:30-7:00	19.4
Big Game Hunt	Adv.	WXYZ—Su.—9:30-10:00	11.7
Dick Tracy	Adv.	WXYZ—Th.—5:30-6:00	5.9
China Smith	Adv.	WXYZ—Th.—8:00-8:30	4.4
Time for Beany	Child.	WWJ—M. to F.—5:00-5:30	5.8
Orient Express	Drama	WWJ—Th.—9:30-10:00	23.4
Nothing But the Best	Misc.	WWJ—T.—8:00-8:30	15.8
Boston Blackie	Mystery	WXYZ—Su.—9:00-9:30	20.9
Foreign Intrigue	Mystery	WJBC—Su.—10:00-10:30	28.3
Heart of the City	Mystery	WXYZ—F.—10:30-11:00	19.4
Telenews Daily	News	WJBC—M. to F.—6:30-6:45	5.8
Telenews Daily	News	WJBC—M. to F.—11:00-11:15	5.1
U. P. Movietone News	News	WWJ—M. to F.—6:15-6:30	3.5
U. P. Movietone News	News	WWJ—M. to F.—11:00-11:15	3.5
Big Playback	Sports	WXYZ—S.—8:30-9:00	7.1
Madison Square Garden	Sports	WXYZ—S.—9:00-9:30	3.4
Cisco Kid	West.	WXYZ—Su.—3:30-4:00	15.1
Cowboy G-Men	West.	WJBC—Su.—4:30-5:00	13.5
Hopalong Cassidy	West.	WWJ—Su.—5:30-6:00	13.2
Gene Autry	West.	WJBC—M.—6:00-6:30	10.5
Cisco Kid	West.	WXYZ—Th.—7:00-7:30	13.2
Cowboy G-Men	West.	WJBC—S.—12:30-1:00	8.8

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	AUG. ARB RATING
LOS ANGELES 7 STATIONS			
The Unexpected	Adv.	KECA—Su.—7:00-7:30	6.9
Ramar of the Jungle	Adv.	KTTV—M. & F.—6:15-6:45	9.1
Craig Kennedy	Adv.	KHJ—M.—7:30-8:00	4.5
Ramar of the Jungle	Adv.	KTTV—T.—7:00-7:30	6.9
Foreign Intrigue	Adv.	KNBH—Th.—10:30-11:00	20.6
China Smith	Adv.	KECA—F.—8:30-9:00	11.2
Dangerous Assignment	Adv.	KNBH—F.—10:30-11:00	9.3
Time for Beany	Child.	KTLA—M. to F.—7:15-7:30	4.5
Abbott & Costello	Comedy	KTTV—W.—7:30-8:00	7.1
The Ruggles	Comedy	KECA—Th.—7:00-7:30	12.7
March of Time	Docum.	KTTV—M.—7:30-7:45	6.3
Crusade in the Pacific	Docum.	KECA—W.—8:00-8:15	3.6
Orient Express	Drama	KECA—T.—8:30-9:00	12.4
Favorite Story	Drama	KTTV—W.—8:00-8:30	7.1
Front Page Detective	Mystery	KTTV—Su.—9:00-9:30	9.6
Files of Jeffrey Jones	Mystery	KTTV—M.—8:00-8:30	6.2
City Detective	Mystery	KNBH—M.—10:30-11:00	11.0
Heart of the City	Mystery	KTTV—T.—10:30-11:00	11.2
Hollywood Offbeat	Mystery	KTTV—W.—8:30-9:00	7.5
U. P. Movietone News	News	KHJ—M. to F.—7:00-7:15	0.9
U. P. Movietone News	News	KHJ—M. to F.—8:00-8:15	2.4
Big Playback	Sports	KLAC—T.—11:00-11:15	0.3
Gene Autry	West.	KNXT—Su.—5:30-6:00	9.3
Cisco Kid	West.	KECA—M.—7:00-7:30	13.9
Range Rider	West.	KNXT—T.—7:00-7:30	9.0
Hopalong Cassidy	West.	KTTV—W.—7:00-7:30	7.8
Cisco Kid	West.	KECA—S.—5:00-5:30	4.2

TV Station Film Buyers Pick

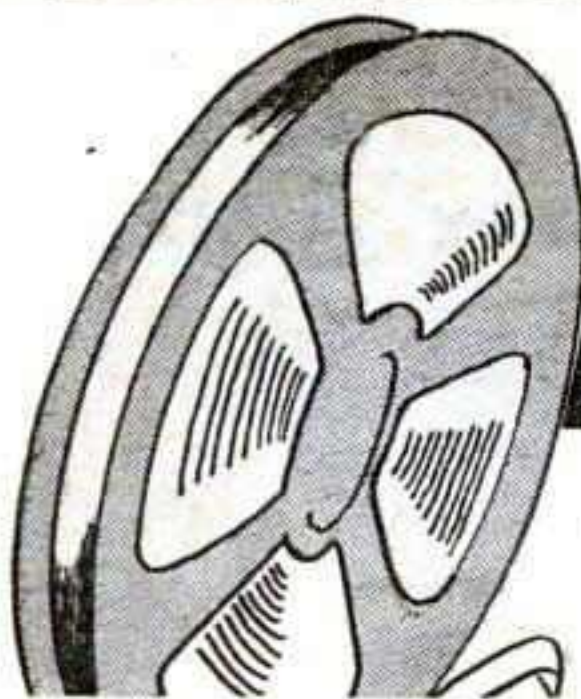
A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard, TV Film Department.

THEATRICAL

COMEDY	TO BE OR NOT TO BE (United Artists 1942)	MPTV
	TOPPER TAKES A TRIP (United Artists 1939)	Unity TV
DRAMA	CURLEY (1947)	Comet TV
	THE DEVIL AND DANIEL WEBSTER	Atlantic TV
	FAVORITE STORY	Ziv TV
	GENTLEMEN AFTER DARK (United Artists 1942)	Peerless TV
	GUEST IN THE HOUSE (United Artists 1944)	Atlantic TV
	HER SISTER'S SECRET (Producer's Releasing Corp., 1946)	MPTV
	IDEAL HUSBAND	Unity TV
	MY SON, MY SON (United Artists 1940)	Arrow Productions
	SEVEN DAYS TO NOON (Mayer-Kingsley 1950)	Combined TV
	SIDEWALKS OF LONDON (Paramount 1940)	MPTV
	STORY OF G.I. JOE (United Artists 1945)	MPTV
	THE TIME OF YOUR LIFE (United Artists 1948)	George Bagnall
	YOUNG WIDOW (United Artists 1946)	Atlantic TV
MYSTERY	MASK OF THE DRAGON (Lippert Production 1951)	Tele Pix
	WOLF OF NEW YORK (Republic 1940)	Hollywood TV
MUSICAL	STAGEDOOR CANTEEN (United Artists 1943)	Commonwealth
	SWINGIN' ON A RAINBOW (Republic 1945)	Hollywood TV

Non-Theatrical Free Films

EDUCATIONAL	HEADLINE HISTORY-CRUCIBLE 1941-1954	
		Sterling TV, Inc., 316 West 5th St., New York 19
INDUSTRIAL	BIG AND BASIC	Ford Motor Company, 16400 Michigan Ave., Dearborn, Mich.
	THREE LIVES	United Jewish Appeal, 165 West 46th St., New York



Dayton and Columbus

FEATURE FILM SHOWS

The following chart contains a listing of feature-film programs shown in Dayton, O., and Columbus, O., along with their American Research Bureau Ratings for August. The ARB August ratings were taken the week of August 1 thru 7. Ratings shown here are averages of the quarter-hour ratings in the periods indicated.

DAYTON

Weekly Shows—Daytime

Title	Sta.—Time—Day	April ARB Rtg.	Sets in Use
Theater for Youth	WLW-D—11:00-12:00	Su. 8.7	21.5
Sunday Matinee	WLW-D—12:30-2:45	Su. 10.9	20.2
TV Story Hour	WLW-D—10:00-11:00	S. 6.2	15.2
Double Feature Western	WLW-D—12:00-2:30	S. 11.4	23.0

Multi-Weekly Shows—Nighttime

Sunday Nite Theater	WHIO—10:45-11:45	Su. 17.2	28.1
Saturday Nite Theater	WHIO—11:15-12:45	S. 8.7	21.5
TV Playhouse	WLW-D—8:00-9:00	Su. 20.4	36.7
TV Theater	WLW-D—8:00-9:00	W. 24.1	62.5

Multi-Weekly Shows—Daytime

Western Theater	WHIO—11:00-12:00	Su. 12.3	21.5
	WHIO—3:00-4:00	Su. 16.8	26.0
	WHIO—12:30-1:45	S. 8.0	22.1
Matinee Today	WHIO—3:30-5:00	M. 9.4	13.7
	WHIO—3:30-5:00	T. 10.1	16.7
	WHIO—3:30-5:00	W. 7.6	12.3
	WHIO—3:30-5:00	Th. 5.2	12.8
	WHIO—3:30-5:00	F. 7.8	11.7

Multi-Weekly Shows—Nighttime

Title	Sta.—Time—Day	April ARB Rtg.	Sets in Use
All-Star Movie	WLW-D—9:00-10:00	Su. 14.5	51.6
	WLW-D—10:00-11:00	T. 27.1	37.6
	WLW-D—10:00-11:00	Th. 17.1	27.6
	WLW-D—10:00-11:00	F. 29.9	37.8
Your Family Playhouse	WLW-D—11:15-12:15	Su. 4.6	14.2
	WLW-D—11:15-12:45	M. 2.3	8.2
	WLW-D—11:15-12:45	T. 6.6	12.8
	WLW-D—11:15-12:45	W. 6.4	8.2
	WLW-D—11:15-12:45	Th. 3.1	7.0
	WLW-D—11:15-12:45	F. 7.0	13.4

COLUMBUS

Weekly Shows—Daytime

Two-Gun Playhouse	WBNS—11:00-12:00	Su. 4.8	15.6
Two-Gun Playhouse	WBNS—12:45-2:00	Su. 8.7	14.8
Cartoon Time	WBNS—12:00-12:45	Su. 5.2	11.1
Two for the Show No. 1	WBNS—1:00-2:45	S. 12.3	17.5
Two for the Show No. 2	WBNS—3:15-5:00	S. 8.7	22.7
Theater for Youth	WLW-C—11:00-12:00	Su. 10.3	15.6
Tumbleweed Theater	WLW-C—1:30-2:30	Su. 5.5	14.6
Morning Matinee	WLW-C—8:30-9:00	S. 2.1	2.1
Film Feature	WTVN—12:00-1:00	Su. 6.9	10.7
Film Feature	WTVN—2:00-3:00	Su. 4.9	11.2
Encore Theater	WTVN—12:30-2:00	S. 0.6	14.3

Weekly Shows—Nighttime

Title	Sta.—Time—Day	April ARB Rtg.	Sets in Use
Mystery Theater	WBNS—11:00-12:30	S. 10.8	18.7
TV Playhouse	WLW-C—8:00-9:00	Su. 25.3	36.3
Saturday Thriller	WLW-C—12:00-1:15	S. 1.8	4.1

Multi-Weekly Shows—Daytime

Western Roundup	WBNS—4:45-6:00	M. 6.8	14.4
	WBNS—4:45-6:00	T. 8.7	16.6
	WBNS—4:45-6:00	W. 9.0	15.9
	WBNS—4:45-6:00	Th. 10.2	17.7
	WBNS—4:45-6:00	F. 8.1	15.5

Movie Matinee	WLW-C—1:30-2:30	M. 7.2	18.2
	WLW-C—1:30-2:30	T. 5.6	20.8
	WLW-C—1:30-2:30	F. 6.7	17.5

Ladies Home Theater	WTVN—10:30-12:00	M. 2.3	15.7
	WTVN—10:30-12:00	T. 1.3	14.0
	WTVN—10:30-12:00	W. 0.4	12.8
	WTVN—10:30-12:00	Th. 1.4	13.4
	WTVN—10:30-12:00	F. 1.3	12.6

Multi-Weekly Shows—Nighttime

Armchair Theater	WBNS—10:30-11:45	Su. 9.3	14.3
	WBNS—11:15-12:30	M. 4.2	7.2
	WBNS—11:15-12:30	T. 3.4	5.1
	WBNS—11:15-12:30	W. 2.8	5.9
	WBNS—11:15-12:30	Th. 2.4	5.1
	WBNS—11:15-12:30	F. 8.4	12.3

All-Star Movie	WLW-C—10:00-11:00	M. 9.5	32.6
	WLW-C—10:00-11:00	T. 9.0	25.3
	WLW-C—10:00-11:00	W. 18.3	35.8
	WLW-C—10:00-11:00	Th. 16.1	31.4
	WLW-C—10:00-11:00	F. 13.4	32.9

Your Family Playhouse	WLW-C—11:15-12:30	Su. 2.4	5.9
	WLW-C—11:15-1:00	M. 1.5	6.1
	WLW-C—11:15-1:00	T. 1.0	3.0
	WLW-C—11:15-1:00	W. 1.6	4.7
	WLW-C—11:15-1:00	Th. 1.9	3.1
	WLW-C—11:15-1:00	F. 2.6	9.1

Home Theater	WTVN—11:15-1:00	M. 1.0	6.1
	WTVN—11:15-1:00	T. 0.4	3.0
	WTVN—11:15-1:00	W. 0.9	4.7
	WTVN—11:15-1:00	Th. 0.4	3.1
	WTVN—11:15-1:00	F. 0.9	9.1

Station Reps Assume New Advisory Duties

By ALAN HARTMAN

Film Consultant to Headley-Reed Television Stations

The television station representative is no longer merely a time salesman. Each individual working for a TV rep firm finds himself a clearing house of information that is badly needed by television station managers and owners throughout the country. The rep is called on to advise the television applicant regarding practical matters concerned with his application. He finds himself assisting the television station manager in making his affiliation with a network. He finds himself helping to sell network programs on the new stations, thereby creating the valuable adjacencies that are his bread and butter. The

station representative finds himself advising his various stations regarding films that are available for use in his market. It is this latter problem that has become time consuming and very important.

Daily in his mail the station manager is bombarded with information regarding various film properties that are available for television in his market. Every day film salesmen visit his town and tell of the various properties they have to offer. The television station manager reads and listens, and finds that it is difficult to make a decision. All film salesmen know their properties, and consequently each of the film companies seems to be offering a good deal. With his head in a whirl, unable to make a decision, the station manager approaches his partner, the television station representative, and asks for help and advice.

Film Buys

The purchase of film for a new television station is tremendously important. At a point where he has reached a peak in his outlay of money for the equipment necessary to put a television station on the air, the station manager finds himself forced to buy film programs. He finds that he does not have the many network programs he anticipated having before he decided to open a new station. To program his station effectively he now finds that he is forced to lay out additional money for film programs, many of which he must carry on a sustaining or participating basis. His film buy must be good! If he purchases any but the best film his conversion of sets in the market from V to U (if that is his problem) or the saturation of new television sets in the market will be very slow. Unless he has a good saturation, his station will not carry the network programs he anticipated having for a very long time. If his films have been efficiently purchased, not only in regard to price, but to market appeal as well, then filling the holes in his program schedule will not present a prohibitive, insurmountable obstacle.

The rep is constantly in contact with various other television station managers, and consequently he can advise the television station manager regarding the purchase of film programs based on his experience, the history of the various films in other markets and the history and reputation of the film company to be dealt with.

Functioning as film consultant

for our television stations at the Headley-Reed Company, I find that we are able to advise our station managers regarding the films available in the various categories he requires for his programming. We are able to arrange for the auditioning of three or four films of any given type offered by various companies in the privacy of our projection room without revealing to the film salesman exactly who is interested in his film. We have been able to function as an intermediary, weighing relative merits of the various films, with the station manager until we reach a point where he can make his own decision. Then he makes his purchase.

In my opinion, under no circumstances will we or should any other television representative salesman buy or make a decision for the television station manager in regard to film. We can only advise our station managers and protect them from the few existing irresponsible film companies.

There is no unending source of supply of film for television stations. Unlike the problem of network programming, the problem of film supply will continue, and the television station representative must continue to function in this new advisory capacity.

Consolidated To Sell 'Beany'

NEW YORK, Sept. 26.—Consolidated Television Sales has acquired syndication rights to the new half-hour "Time for Beany" series, and will handle the kid puppet show in all markets but Los Angeles. The series will continue over KTTV there live as an across-the-board, 15-minute strip and a half hour on Saturdays.

The series was syndicated in kine strip form in about 22 markets this year, but the Consolidated flickers will all be first-run on a weekly half-hour basis. The series will be produced by Beany's creator, Bob Clampett, who has received 25 best-children's-programming awards to date for his efforts since the show teed off over KTLA in 1949. It moved to KTTV at the beginning of this month.

Work to Start On Pandit Series

NEW YORK, Sept. 26.—Production will begin soon on 26 films in the new Korla Pandit quarter-hour film series. Pandit is currently on live in KGO-TV, San Francisco, where his combination of hypnotic eyes and piano organ has gotten him good notices.

The one-man show will be produced by Herbert Bernard in Hollywood.

Film Room Tips

By DR. HENRY BROWN
President, Atlas Television Corporation

Stations almost never return film to the distributor intact. When a film comes back to the distributor, his film department has to get to work putting it back into condition. This, of course, leads to a lot of additional expenses that ultimately have to be passed back to the stations.

One of our biggest jobs in this respect is replacing leaders. On the other hand, feature films often come back with commercials spliced in. These we don't need, but we're accumulating a whole library of them.

Then, our film department has to examine the print to see if there is any damage.

Finally, the film very often is not returned with the same reel and shipping case, which means we have to replace them.

If the station would make a routine examination of the film before returning it to the distributor, a lot of these extra motions and expenses would be eliminated. At the same time, the station ought to make out a report on any print damage noted and send this report to the distributor with the film. In this way the station could avoid being billed for print damage that actually did not occur while the print was at the station.

Merger of NTFC, NSTVP Fails on Membership Issue

NEW YORK, Sept. 26.—An attempt at the merger of two industry organizations, one based on the West Coast and the other here, was stymied this week by the failure of the parties involved to come to agreement on principle. The negotiations took place between Mel Gold, chairman of the board of the National Television Film Council, and Lou Snader, president of the National Society of TV Producers.

Gold reportedly tried to induce Snader to open his organization to all elements of the TV film industry. This is the principle on which NTFC operates. Its membership includes distributors, sta-

tions, ad agencies and engineers as well as producers. Snader, however, is said to insist on confining his organization to producers, live as well as film.

Gold, who heads the TV film department of National Screen Service, maintains that an all-industry organization can maintain harmony throughout the trade and effect necessary standardizations in business practices.

Snader plans to return to Hollywood next week. Another meeting between him and Gold is planned before his departure.

NTFC will honor Gold, one of its founders, in a testimonial dinner next Wednesday (30).

Top 10 Network Film Shows

and comparative rank among all web shows

This feature, which runs in every "Network and Station" TV film spotlight issue of The Billboard, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standings of film programs among all networks entries. In the latter column, film shows which did not hit the top 25 among all web programs carry a rank number, but are designated with asterisks. Rating figures are from the latest monthly findings of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	August ARB Rating
1	2	Dragnet	NBC	48.6
2	3	Racket Squad	CBS	48.2
3	6	Best of Groucho	NBC	40.1
4	8	Mr. & Mrs. North	CBS	37.5
5	10	Burns & Allen	CBS	31.5
6	12	Playhouse of Stars	CBS	31.1
7	13	Big Town	CBS	31.0
8	21	Ford Theater	NBC	27.8
9	*	Private Secretary	NBC	26.2
10	*	Footlights Theater	CBS	24.5

TV Film Guest of the Week



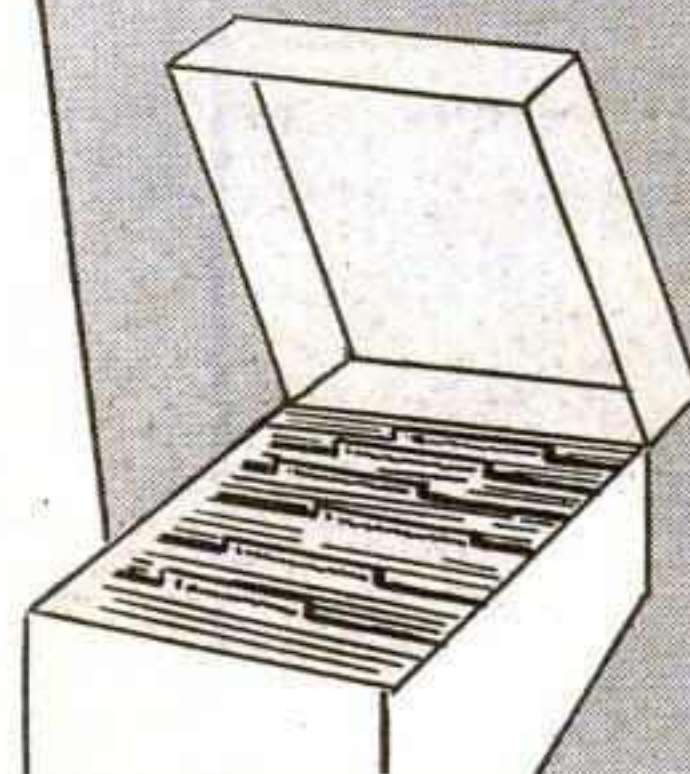
ALAN HARTMAN

For a 30-year-old young man Alan Hartman has had extensive experience in radio and TV. Hartman's first big broadcasting connection was with MCA, where he sold the M-G-M Transcription Library back in 1946. He then joined the Frederic A. Ziv Company in 1948, where he covered Eastern Pennsylvania and Southern New York State, also specializing in the sale of their transcriptions. From 1950-'51 he was with the then newly organized Official Films. In 1951 Hartman was on the United Television Programs payroll as a salesman covering the New York agencies. His latest affiliation is with Headley-Reed, the station reps, where he is now an account executive and for whom he has been appointed film consultant in addition to his other duties as of August of this year.

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REVIEWS OF TV FILM SHOWS

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I'M THE LAW (30 minutes—26 in series)

Mystery

Producer: Cosman Productions
Director: Jean Yarbrough
Cast: George Raft, Rochelle Hudson, Gordon Jones.
Distributor: MCA-TV

The first installment of the new George Raft film series was a traditional whodunit. Raft is no doubt a good selling point, since he has been identified with cops and robbers almost since talkies. He's still tough, slick and sly-looking, with a foghorn voice, and faces danger as Lieutenant Kirby with the calm and courage known only to fiction. A sponsor looking for a tough, tight mystery with a name to pitch ought to consider "I'm the Law."

PROFESSOR YES 'n' NO (15 minutes—26 in series)

Quiz

Producer: Love and Lalley, Inc.
Writer: Alan Trench
Cast: Bill Cullen
Distributor: Screen Gems, Inc.

This series is a good commercial product and has a solid mail-puller set-up, with prizes determined by the sponsor. The show's format is based on a "Yes" and "No" questioning line with home viewers asked to forward their answers on post cards mailed to the local station for prizes. Bill Cullen makes 13 of the 14 statements—the other one is made locally and can be pegged to the sponsor's product. A prop or drawing goes along with each statement; however, stations must provide a live announcer to be integrated into show. Altho the show is not as jolly as one might expect from Cullen, it is interesting and simple and ought to pull in some tangible audience response. In the small markets, stations can buy the series for as little as \$30.

DANGEROUS ASSIGNMENT (30 minutes—29 in series)

Adventure

Producer: Donlevy Development Company
Star: Brian Donlevy
TV Script: Robert Ryf
Distributor: NBC Film Division

This is one of the oldest and most successful syndicated film series handled by the NBC Film Division. Three major factors are responsible for the program's solid appeal to stations and sponsors—consistently fast pacing, excellent physical production, and a convincing thesping job by star Brian Donlevy. Donlevy, veteran flicker star and an excellent actor, underplays all the way refusing to strike brave poses or adopt the mugging tricks usually associated with cloak-and-dagger heroes. NBC is backing this show with an extra-heavy promotional pitch highlighting the fact that tests show the series appeals to an unusually wide segment of audiences, both in age groups and income-wise.

FAMOUS FIGHTS FROM MADISON SQUARE GARDEN

Sports

Producer: Winik Films, Inc.
Commentator: Jimmy Powers
Distributor: Du Mont Film Syndication Department

For the insatiable fight fans, here's a series that gives a solid reprise on some of the top bouts held at Madison Square Garden over the past year. Powers' commentary was restrained and helpful on segment caught, which was the Chico Vejar vs. Johnny DeFazio bout of last fall. Producer Winik plans to use Stan Lomax and Marty Glickman in future segments. Adam Hats sponsored "Famous Fights" on six stations last fall. However, series now being syndicated uses all new footage.

THE PAUL KILLIAM SHOW (15 minutes—26 in series)

Comedy

Producer-Director: Saul Turrell
Writer-Emsee: Paul Killiam
Distributor: Sterling Television Company

An excellent collection of old-time movies, this series has interesting promotional possibilities for stations in the educational programming line. Quality of the film is remarkably sharp in definition, thanks to a special printing process utilized by producer. It is neatly integrated into a modern TV programming format via specially filmed intros and sign-offs with emcee Paul Killiam posing as an old-time lenser with a hand-cranked camera. Killiam's tongue-in-cheek narration behind the silent flickers is generally clever tho too liberally sprinkled with puns. The series is also a natural contrast gimmick for advertisers who favor then-and-now type commercials—local movie houses, auto dealers, appliances, frozen foods, etc.

TV's BASEBALL HALL OF FAME (15 minutes—77 in series)

Sports

Producer-directors: Lew Fonseca and James B. Harris
Emsee: Lew Fonseca
Distributor: Motion Pictures for Television

Despite the somewhat cumbersome title, this show makes for a tight snappy 15 minutes, in which it brings out the personality of one baseball star or another and revives a few great moments in Major League history. Emsee Lew Fonseca, who was once a batting champ in his own right and is now motion picture director of the two major leagues, conducted the interview in a fluent and informative manner. Series should give ball fans many a thrill.

HOPALONG CASSIDY (30 minutes—52 in series)

Western

Producer: William Boyd Enterprises
Cast: William Boyd, Edgar Buchanan, Myra Marsh, Henry Rowland, Keith Richards, Warren Fiske.
Distributor: NBC Film Division

Most of the other TV cowpokes better hold fast to their saddles. Hopalong Cassidy is back on the tele screen. After continuous re-running of his feature films, William Boyd now returns with a new 52 half-hour series produced especially for TV. New series has points in its favor that either balance or outweigh the fact that a larger budget was available for the feature film and that the canvas was considerably broader in a feature than in a half-hour telefilm. Films are new, offer a clearer picture and a better sound track, and are free from washed-out scenes that mark many of the feature films in telecasting. There's plenty of action packed into the half hours, and the Hoppy character emerges with the same vigor and drive found in the earlier films.

THE LIBERACE SHOW (30 minutes—117 in series)

Musical

Produced by Guild Films
Producer: Louis D. Snader
Director: Duke Goldstone
Photographer: Mack Stengler
Distributed by Guild Films

Formerly a local show originating from Hollywood, "The Liberace Show" has successfully bridged the hurdle of becoming a filmed TV series. The man who makes this show, of course, is Liberace, an outstanding pianist, but also a showman whose videogenic appearance complements a warm personality that helps sell the program on more than a musical level. The filming and trick photography add an extra dimension to Liberace's already substantial musicianship.

Copa Room, Sands Hotel, Las Vegas, Nev. (Saturday, September 19)

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Producer and booker, Jack Entratter. Publicity, Granoff, Freeman Associates. Estimated budget this show, \$17,500.

The Kean Sisters showed one new routine that proved hilarious. But like all comics, they need new material for return dates in the same spots. The Louis Jordan group does a fine job. Square dance amateurs add plenty of pep to the show.

Betty and Jane Kean solidified their position in Las Vegas as one of the better comedy acts, but they will have to learn what others before them have not—to change their material.

Featured by the Keans was their only new addition to the show they did a few months ago. It is a well-done mimic on opera stars taking over the night club circuit, amusingly entitled "Opera Stars Belong in Night Clubs Like Strippers Belong in the Met," and is highlighted by Jane Kean's doing a satire on Helen Traubel, as the diva would handle "How Much Is That Doggie in the Window?"

Victims of the Keans' ribbing mimicry are the Gabors, Louella Parsons, Edith Piaf, Myron Cohen, Johnnie Ray and Billy Daniels, all hilariously done to the satisfaction of the audience. Another bit, mimicking former President Truman and Margaret, was below the level of the others.

Sharing top billing with the Keans is Louis Jordan and His Tympany Five, which turns out to be seven musicians. Well received for its novelty and jive, the combo turned in a fine performance in the likes of "Taint Nobody Here But Us Chickens," "Three-Handed Woman," "Pretend," "Beware, Brother, Beware," "Dad Gum Your Hide," "Caledonia" and a calypso tune with a yard-long title, "You Will Always Have a Friend If You Have Some Money to Spend."

Also highly pleasing to the audience is Johnny Bachemin, a vigorous tapper, who likewise sings and does a stint at the piano. On the perspiration gauge, he was the hardest worker in the show.

An added attraction to the Sand show this week is the teenage square dance aggregation known as the Y-Knot Twirlers, who won a Hollywood contest, with the Copa room engagement as a prize. The youngsters perform well among the professionals, and add a freshness not always noted in a night club show.

The Copa Girls chorus line this week consists of a brand new selection of beauties in two well-drilled routines. Music is by Ray Sinatra and his orchestra.

Ed Oncken.

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Night Club-Vaude Reviews

Charley Foy's Supper Club, Sherman Oaks, Calif. (Thursday, September 24)

Capacity, 250. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 8:30 and 12:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,000.

Well-rounded bill offering effective showcase for Johnny Johnston's warbling, with a hefty assist rendered by impressionist Arnold Dover.

Johnny Johnston's first bistro date in five years in this neck of the woods speaks well for the balladeer. His big voice wigs 'em via such numbers as "Red, Red Robin," "No Other Love," "I've Got the World on a String," and a sock demonstration of his harmonica ability fore and aft on "Ruby," which he sings with effortless grace.

Johnston's confident manner at the mike, a wealth of poise and showbiz savvy establish him as a solid performer. His closing turn with Charley Foy and comic Cully Richards, via hoofing and singing "Old Soft Shoe," is an excellent finish for a well-rounded show. Vocal renditions of "With These Hands" and "I Am in Love" and a bit of special material on "You Made Me Love You" are pleasing. Latter tho, rendered as a lad from the Bronx singing to Marilyn Monroe, is not in keeping with the Johnston appeal and should be discarded, despite the fact that he manages the Bronx brogue very well, a possible hangover from two years on the boards with Shirley Booth in "A Tree Grows in Brooklyn."

Preceding, impressionist Arnold Dover rates a heavy mitt for his able portrayal of Eddie (Rochester) Anderson, Edgar Bergen's clown Mortimer, Richard Widmark, Billy Eckstine and a superb mimic of Ed Sullivan. Dover's material is sharp and his turn paced well. He should go far in the not too distant future.

Host Charley Foy and comic Cully Richards support the bill ably, as does the Abbey Browne ork and the nostalgic intermission work on piano by Marguerita Padula. Joel Friedman.

Paramount, New York (Wednesday, September 23)

Capacity, 3,654. Price range, 80 cents to \$1.80. Four shows daily. Chain booker, Harry Levine. Show played by Neal Hefti and his ork.

It's an average bill with singer Mindy Carson making a pleasant impression. Al Bernie is solid, as usual, in a comedy slot, and the Mayo Brothers contrib their regular brand of sharp stepping.

The current bill headed by Mindy Carson looks like a moderate draw. The singer has pleasant selling form and is at her best with sweet projection of such items as "Vaya Con Dios" and "No Other Love Have I." When she goes slightly torrid with "What Good Is a Gal?" etc., and begs customer participation for "Down by the Riverside," there is still something lacking in personal projection and timing. However, on the soft side, she is a definite click with the congregation.

The bill opens fast with the standard stepping-sliding routines of the Mayo Brothers, who score solidly, as usual. Rusty Draper and his guitar continue for a favorable impression, backed by Neal Hefti and his ork, with a quartet of numbers. A familiar "No Help Wanted" and "Gambler's Guitar" lead up to "Light-house" for a sharp finale.

Comedy Pacer

Al Bernie sets the comedy pace. At the show caught, the comic had difficulty getting the pews warmed up, but once in the groove with his dialect switches, he had everybody with him for solid chuckles and palming. Bernie is an increasingly amusing guy and knows his business.

Hefti's ork (six brass, five reed, bass, traps and piano) contrib fine backing, and Hefti does a competent job of emceeing without straining himself. In sum, the bill is just pleasantly average. Pic, "A Lion in the Streets." Bob Francis.

Cotillion Room, Hotel Pierre, New York (Tuesday, September 22)

Capacity, 265. Price policy, \$2-\$2.50 cover. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive, Stanley Melba buying. Publicity, Kurt Hofmann. Estimated talent budget this show, \$4,000.

A jammed room, with space at a premium, greeted Hildegard's return. There were some minor faults in the opening show but over-all impression was good.

The Cotillion Room's reopening for the season added another East Side hotel class opening to the list of rooms. And like the others did an overflow business opening night. Hildegard, in for 12 weeks, did her usual effervescent job greeting ringsiders, and even calling Gen. Omar Bradley up on the stand for one of her roses.

Basically, however, Hildegard has done better performances than she did on this preem. For one thing she was on too long, a fact she recognized when she commented, "Don't be impatient; I'll leave soon." For another thing her darts aimed at management for not providing her with enough flowers, and her appearance at 10 instead of her planned appearance at 10:30, with little digs at the management, didn't help create a harmonious picture.

Still Solid

As a performer the crinkly-eyed, well-groomed Hildegard is still a solid bet. Her contrived corn is made to order for the carriage trade. Her medleys of songs, consisting of those associated with her, plus dashes of Gershwin, piano-vocals, novelties and frothy comment, entranced the partisan audience. As usual she came in with a new song, this time Ivar Novello's "Vitality," tying it in with kudos for name performers who have this quality. The number went okay, tho it apparently needs working on for greater results.

Backing

Other gimmicks brought in by Hildegard was a four-piece musical group headed by Robert Norris. The singer made her entrance via a build-up by this group, doing a strolling bit out of a terrace door, down the terrace steps, around the room and across the floor. It was an effective bit of showmanship that helped set the scene for Hildegard's entrance. At the end of the act, Stanley Melba's band (seated behind a screen), with extra fiddles instead of the usual brass, joined the act for a rousing finish and big hands.

The Melba outfit, always a standard society - beat aggregation, has changed its line-up. A four-piece string section has replaced some of the brass. The result is a richness in melodic values that makes listening as well as dancing to the band a greater pleasure.

Chico-Relli rumba outfit spells the Melba band. Bill Smith.

Copacabana, New York (Thursday, September 24)

Capacity, 610. Price policy, \$5 minimum. Shows at 8:30 and 12:30 (three shows Fridays and Saturdays). Operator, Jules Podell. Booking, non-exclusive. Publicity, Dreyfus-DeLynn. Estimated budget this show, \$12,500.

This great show has about everything, including tremendous opening night business, plus the lecherous leprechaun, Joe E. Lewis; Janis Paige and Mario and Floria, besides wonderful productions, beautiful costumes, stunning girls and at least one potential hit song.

Fight night was a natural for a Joe E. Lewis kick-off. The Copa drew trade from spenders who jammed the room all three shows (third show was put on at request of Lewis), with overflow spilling into the upstairs lounge. Lewis was seldom better. As usual he came in with new material, this time taking in 3-D, the Kinsey report on women plus other assorted subjects handled so skillfully by the voo-voom-ing Lewis. His vamps and ad libs alone are worth the price of admission. His comments on notables in the audience and his pixyish asides on his own material and the audience's reaction to it fractured them opening night as seldom an opening night audience (Continued on page 52)

Bill Miller's Riviera, Fort Lee, N. J. (Tuesday, September 22)

Capacity, 1,025. Price policy, \$5 minimum. Shows at 8:30 and 12:20. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated budget this show, \$15,000.

This show, headlining Eddie Fisher, plus Henny Youngman and the Blackburn Twins, is easily the best entertainment the room has had this season.

Despite the confusion of opening day — Eddie Fisher was to open Friday (25) instead of Tuesday—the huge room was jammed. Young Eddie Fisher was seldom better. His boyish charm hasn't deteriorated, despite his success. He's still the youthful, humble kid who somehow sings a song that has all the elements of greatness in its projection.

Where Fisher has shown the greatest improvement is in his acting ability. He told of his Eddie Cantor tie-up, building up the incident in dramatic fashion and ending on an amusing note that won them right away. In fact, his ease and timing in the chatter department were so outstanding that it drew as much attention from the informed as his singing did from the general public. For his set act Fisher came in with 10 extra strings, plus Hugo Winterhalter fronting and Harry Akst, the ex-Al Jolson accompanist, as his pianist. His opener was "Any Time," and he was off and running. He kept that way with his collection (his and others—drawing from Como and Cornell) of RCA Victor hits, hitting each with clean piping for major impact. There was "Walking Behind You," "Lady of Spain" and a flock of others. All throout his tremulous smile, a tremendous commercial asset, flashed over (Continued on page 52)

Palace, New York (Friday, September 26)

Capacity, 1650. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer Dave Bines. Show played by Jo Lombardi's house ork.

The current accent is on comedy, with Herbert and Saxon, Jerry Bergen and Dusty Fletcher all contribing solidly in that department. Good balance otherwise makes up a bill that should do real business.

A good solid bill has the accent on comedy. Tim Herbert and Don Saxon are a sock in the next to closing seg. Tim's clowning is the sort of fare any Palace bill needs. Also a big boost on the laugh side are the contributions of vet Jerry Bergen with his standard instrumental horseplay and Dusty Fletcher with his drunk, laddered, open-the-door-Richard routine.

The four Honey Girls get the show off to a good start with a fast acro turn, followed by Dean Allen, new to the house, who has a good voice, but kills its effectiveness via over-loud delivery. The lad has a good novelty number in which he explains that Hollywood wouldn't let him use it, except to stooge for Donald Duck. He uses a dummy duck for an amusing ventro finish. Novelty-wise, Kim Yen Soo is back for a click interlude of magic. Tricks are showy and well presented, as usual.

Two Debuts

Two other acts making a first bow at the Palace complete the line-up. Spanish terping duo, Rodolfo and Juanita, have an act that is dressed and projected as smartly as their stepping. The pair knows its Flamenco stuff and just how to adapt it to stage presentation. Likewise excellent are the Hildanes, man and gal team of trick cyclists. Either together or solo they can do about anything that can be done with a two-wheeler, and wind up the show for a deserved big hand. This bill should do real business. Pic, "The Kid From Left Field." Bob Francis.

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Mocambo, Hollywood (Tuesday, September 22)

Capacity, 220. Price \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$3,500.

Yma Sumac's nitery appearance here is notable for its production that lends atmosphere to her exoticism.

Now that it is obvious the artist who calls herself Yma Sumac no longer is a novelty, her current offering is notable since it takes on added dimension. For an intimate nitery unaccustomed to little more than the basics, this stand achieves greater heights chiefly because of the production. The three-octave singer's exotic glamour is accentuated by the support of three bongo beaters and flutists who provide the haunting tempo of the Andean sounds and a duo of sensuous maidens whose interpretations of native dances is generally vicariously enchanting.

There's no denying Miss Sumac's warbling is artistic. Her masterful singing of the traditional native chants and the effects of Andean distances is achieved thru use of an echo chamber. For this club the result was unusually effective, tho Miss Sumac was troubled occasionally with the mechanical arrangement. On another score, opening night singer's renditions were smothered almost unto inaudibility by excessively loud backstopping of Eddie Oliver's ork fronted by Paul Hebert. Since there was a sameness in the repertoire, Miss Sumac's vocal rendition (without lyrics) of Debussy's "Clair de Lune" was excitingly beautiful as she was outstandingly accompanied at the piano by Franklyn Marks.

Another of the more notable numbers was her interpretation of the mysterious sounds of forest creatures, which permitted maximum display of her double voice. On this number, "Chumcho," she was accompanied on the guitar by Moises Vivanco who arranges her numbers. Ed Velarde.

Chicago, Chicago (Friday, September 18)

Capacity, 3,915. Price policy, 30 to 88 cents. Four shows daily. House booker, Harry Levine. Show played by Louis Basil and house band.

The Gaylords head this bill and make a good score with three of their top tunes, "Ramona," "Coquette" and "Tell Me You're Mine." Their best mark, however, is with the comedy, "Mama and Papa Polka," and the lads handle this humor well. The (Continued on page 52)

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Juke Ops Weigh Own Pubbery Or Performing Right Org

Spier & Young Offer Opposing Plans to Combat Royalties Under McCarran Bill

By IS HOROWITZ

NEW YORK, Sept. 26.—New light was thrown this week on proposals, advanced at a closed-door meeting last week of the directors of the Music Operators of America, that the juke box industry sponsor its own performing rights society, or jump directly into the publishing business, to take the bite out of legislation aimed at removing juke box exemption from record royalty payments.

The proposals, now being considered by MOA brass, take on added significance in view of the up-coming hearings on the McCarran copyright bill, scheduled for October 26, and increased activity by pro and con factions to strengthen their hands. The latter include an institutional advertising campaign launched this week by a group of top writers affiliated with the American Society of Composers, Authors and Publishers which seeks to soften operator resistance to the proposed copyright amend-

ment, and a pending move by a leading operator association exec to get some publishers to testify, or submit briefs, at the congressional hearing in support of the operator position.

It was learned this week that Larry Spier, who heads his own ASCAP publishing firm and for years was a Chappell Music exec, urged the operators that MOA get into the publishing business. The proposal that MOA set up its own performing rights society as a competitor to ASCAP and Broadcast Music, Inc., was urged upon the operator chiefs by Barney Young, head of Life Music and National Juke Box Music, Inc.

The Spier Plan

Spier's plan would see MOA setting up two publishing firms, one ASCAP and the other BMI, and use the organized buying power of juke operators to help these firms gather material from writers and recording commitments from leading diskeries.

Spier refused to either confirm or deny his part in the closed-door MOA proceedings, the following facts concerning his proposal were reliably established:

The two MOA publishing firms would be operated by Spier thru his New York offices. In the event of passage of the McCarran Act, material held by the firms would be royalty free to operators. Spier offered to finance the formation

of the two firms. His management of the enterprise would entitle him to a return of 10 per cent of the net profits. Other profits would go to MOA.

With a commitment from MOA to buy a minimum of 100,000 records of any tunes cut, Spier felt confident songwriters would flock to MOA pubberies with their best efforts. With this commitment in his pocket, Spier could then go to a record company, lay out the tunes on the a.&r. man's desk and ask him to take his pick, but only if he permits Spier to choose the artist.

Temptation Irresistible

There is general agreement that the temptation of a guaranteed 100,000 initial sale would be near irresistible to any diskery exec. The only question and to many responsible juke box figures one that defies a Spier-slanted answer, is the ability of MOA or any organization to deliver such a guarantee. These persons point out that MOA has no power of command over its local association members. The latter have complete autonomy. Getting them to shell out upwards of \$50,000 for each record release set by Spier presents insuperable organizational problems, these observers assert.

The Young Plan

Barney Young, who has in the past been at the center of similar proposals, again spoke up for

(Continued on page 84)

Capitol Sees Biggest Year

NEW YORK, Sept. 26.—Capitol Records this year may top its biggest year, 1948, according to Glenn Wallich, president. The label is currently 15 or 20 per cent ahead of 1952. Current sales leader is the Stan Freberg novelty, but the Les Paul-Mary Ford, Ray Anthony, Kay Starr, Pee Wee Hunt and Les Baxter disks are also big items. The label has a strong country item in Jean Shepherd's "Dear John."

Capitol's Scranton pressing plant hit two of its biggest days this week when it shipped 187,000 disks on Monday (21) and 127,000 on Tuesday. Last week on Friday, the plant shipped 117,700 disks. The West Coast plant is also operated at top speed around the clock. In the week from September 10 thru September 17 the label shipped over 1,000,000 records.

Columbia Inks Gayla Peevey

NEW YORK, Sept. 26.—Gayla Peevey, kiddie singer from Oklahoma City, who just concluded nine weeks with "Saturday Night Revue" on NBC, has been signed to a five-year Columbia Records contract. Deal was set by Eddie Joy's Preferred Representatives, Inc., and Columbia's Mitch Miller.

Diskery will record Gayla immediately. In order to do the record date without upsetting the youngster's school schedule, Columbia is flying her and her mother to New York after school Friday. She will rehearse Saturday. The disk session will be held 9:30 a.m. Sunday, thus permitting the girl to fly back to Oklahoma in time for school Monday. Diskery is picking up the tab on this expense — to be charged against future royalties. Peevey will record two Christmas tunes, two pop novelties.

Preferred Representatives, Inc., is setting TV dates for the kid singer, and has already scheduled the "Colgate Comedy Hour" November 29.

Wakely Gets Role In 'Arrow' Flicker

HOLLYWOOD, Sept. 26.—Capitol Records folk star Jimmy Wakely has returned to the screen after an absence of three years with a featured role in the Allied Artist film, "Arrow in the Dust."

Wakely will introduce the song, "The Weary Stranger," to be released on Cap wax from the film.

STARDUST LATEST

Indie Press. Plants Issue Own Labels

NEW YORK, Sept. 26.—The latest pressing plant to enter the disk business with a label of its own is Len Frank's Raleigh Record Corporation here. Frank's new label, Stardust Records, further highlights the slowly growing trend of independent pressing plants issuing their own disks in addition to handling pressing work for other indie firms.

Frank has named Chuck Darwin, former Canadian disk manufacturer and distributor, as general manager of the Stardust label. Other pressing plants with their own labels are Empire Records' Viennola line, Silver Record Pressing Corporation's Herald label and the Allied plant's Allied label.

Frank, incidentally, is now involved in the disk business from the manufacture of the basic compound and biscuits right thru to the final selling of the finished disks. He operates the former Muzak compound plant in Louisville, the Carnegie Recording Studios here, and the Mastercraft Plating and Raleigh pressing plant also in this city.

Singles and Albums

Allied went into the business in November of last year and is now issuing pop, country and kiddie material in single and album form. Jack Caiden's Empire pressing plant has been issuing Viennola disks pressed from imported masters and is now also issuing the Discus label of German pop songs. Al Silver started a label about six months ago and recently hit with the top rhythm and blues disk, "Shake a Hand."

The reasons for pressing plants issuing their own label are many. Most often, however, it is a matter of keeping the plant going in slack periods. Allied, for example, started by issuing kidisks because it felt reasonably sure of selling the disks — all standard kiddie items.

Frank, however, considers his Stardust label as a major expansion move and intends to record and issue records in all musical fields—including classical.

Defense Measure

The pressing plants also see the issuance of their own labels as one way of defending themselves

against the inroads made on their business by the regular disk manufacturers who have moved into the contract pressing business. Just a very few years ago, only RCA Victor was actively seeking custom pressing accounts for its plants. Now Victor, Columbia, Decca, Capitol, M-G-M and others are engaged in the custom pressing business.

The Stardust label has already

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Italy, Spain to Get Plain RCA Label

NEW YORK, Sept. 26.—RCA Victor has set the dates for the introduction of the RCA label in Italy and Spain. The label would be known as "RCA," not RCA Victor or HMV. This was disclosed this week when the diskery artists and repertoire chief George Marek returned from a four-week European trip visiting the new pressing plant installations in Spain and Italy and with diskery affiliations in England.

Marek set the first release of pop and classical material on the RCA label in Italy. The associated company handling the pressing and distribution in that country is R.T.I. Pressing of the disks is set to begin about October 15. The schedule calls for the release of about 25 LP disks and 25 EP packages a month in addition to the pop singles and 78 r.p.m. albums.

Spain Plant

The plant in Spain, operated by Industria Electronica, S.A., will be in production about the first of next year. The diskery will also record in both Spain and Italy for distribution there and for importation and later distribution both here and other countries, said Marek. All three speeds will be pressed in both countries, although record players handling LP and 45 disks are not being heavily distributed as yet.

? BAND WORKS FOR ? LABEL

NEW YORK, Sept. 26.—In keeping with what seems to be a sudden new trend in the disk business—kicked off by the "Dragnet" TV theme and subsequent follow-ups—disk jockeys around the country were this week getting a new disk on the Mystery Records label featuring an ork called The Mystery Band. The disk couples "The Moon Is Blue" and "I Love Paris." Records are being shipped in black envelopes, too.

Rose to Enter Recording Biz

HOLLYWOOD, Sept. 26.—Fred Rose, of Acuff-Rose Music Company, acknowledged that he plans to enter the recording business with a label of his own early in 1954, here this week.

Rose disclosed that no definite plans have been made for the label and that it was entirely in the premature stage. An application for a recording license has been made with the American Federation of Musicians and has yet not been approved or returned to Rose.

Whether or not the principals in the Acuff-Rose Publishing firm, composed of Wesley Rose, Roy Acuff and Fred Rose, will have any interest in the plattery was also not disclosed.

Primary interest of the label at this stage will be the country and western field in which the Acuff-Rose pubbery has a firm hold. Rose stated that plans thus far were in the "talking stage" with no set ideas as to talent or distribution.

Snediker & 3 Quit Chappell

NEW YORK, Sept. 26.—Sam Snediker, sales manager of Chappell & Co., Inc., resigned from that firm this week. Additionally, three members of the Chappell professional staff, Jerry Keit, Joe Linhart and Freddy Bienstock, severed their connection with the company.

Chappell had a professional staff of nine men in New York, in addition to chief, Stan Stanley. The New York staff is now made up of six men in addition to Stanley. It was stated that the personnel set up was felt to be topheavy, in view of the legit musical outlook.

Prices of the LP and EP disks are not officially decided, according to Marek, who he pointed out that a 12-inch LP in Italy sells for about \$10 in the present market. Record players capable of handling the new speeds, he said, are also very expensive.

The two new firms, it is understood, will distribute many other RCA products in addition to phonograph records. Previously Vic-

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SEE BANNER SEASON FOR GOSPEL-SINGING UNITS

TALLAHASSEE, Fla., Sept. 26.—The Loy McCormick gospel concert winter tour is set for its biggest season in five years. McCormick said today that he has auditoriums in all the major tri-State Southern area booked solidly for the winter months, and prepared for "one of the biggest seasons in our career."

His 10 to 15 new big-name-gospel-singing groups, the gospel artist counterpart to the livelier hill-billy artists and bands, already have been booked for monthly dates in the plush Miami Bayfront Park auditorium; Tampa's lofty old city auditorium; the

'Open Door' Set By RCA A.&R.

NEW YORK, Sept. 26.—The heavy traffic resulting from the previously-announced "open door" policy has forced RCA Victor pop a.&r. chief Joe Carlton to alter the diskery's schedule for meeting publishers and writers with new material. The new schedule is expected to ease the problems of the professional writers and publishers. Carlton has reserved Mondays for the latter.

In an attempt to define "professional" status in the industry, Carlton's plan calls for pubbers and writers affiliated with American Society of Composers, Authors and Publishers or Broadcast Music, Inc., to contact the a.&r. staff on Mondays.

The rest of the week is reserved for individual appointments with non-ASCAP and non-BMI writers, artist managers with new talent for the label, and those who have masters which, they feel, would interest Victor.

Santly-Joy Is Joy Music, Inc.

NEW YORK, Sept. 26.—The firm name of Santly-Joy, Inc., is being changed to Joy Music, Inc. It will be recalled that about one year ago the Joys, Eddie and George, bought out the interest of Lester Santly in the firm.

In addition to the change of name, a new firm is being created, called Santly Music, Inc., affiliated with the American Society of Composers, Authors and Publishers.

Joy Music's other firms remain as is. These are Oxford, Hawthorne and Trinity.

Ted Powell Forms Own Pub Firm

NEW YORK, Sept. 26.—Songwriter Teddy Powell, who has to his credit such standards as "Boots and Saddles," "Heaven Help This Heart of Mine" and "Bewildered," has formed his own publishing company, Tee Pee Music Company, Inc., affiliated with the American Society of Composers, Authors and Publishers. Associated with Powell in the venture is Max Schall, veteran music man.

The firm's first tune, words and music of which have been written by Powell, is "Flowers Please, Mr. Florist." The ditty has been cut by the New Ink Spots on King, and Powell has arranged a promotional tie-up with florist associations.

Davis to Ship TV Film to Plug Disk

NEW YORK, Sept. 26.—Joe Davis will send out over 150 film strips to TV stations, along with advance copies of his latest Jay-Dee slicing of "Dear Santa, Bring Back My Daddy to Me," featuring Irene Treadwell and the Phil Ellis Choir, in order to exploit the disk via video.

The strips will run the same time as the disk, two minutes, 30 seconds. In addition to the TV strips and records, Davis will send out his regular load of deejay platters to radio jocks throughout the country.

Gator Bowl at Jacksonville; the big city auditorium in Thomasville and Macon, Ga., and several one-nighters in such cities as De-
than, Ala.; Pensacola, Winter Haven and Orlando, Fla., and a raft of other places.

McCormick's groups — from J. T. Adams and his Men of Texas ("My God Is Real"), to the Rangers Quartet of Dallas—will appear for the 50th consecutive monthly all-nighter in Thomasville the second Saturday in October. One of the longest regular dates of any besides the "Grand Ole Opry," the Rose City all-

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Mercury Sets Tucker Golden Jubilee Album

CHICAGO, Sept. 26.—In commemoration of Sophie Tucker's golden jubilee celebration to be held at the Waldorf-Astoria in New York on October 4, Mercury Records will cut a session next Tuesday (29) in New York which will make up a special limited edition album.

The album will be leather covered, and personally autographed by Sophie Tucker. Contained in the album will be one LP and one EP record as well as a folio of pictures from Sophie's fabulous file depicting her life. Album will sell for \$25.

One side of the LP will contain five new comedy songs, written specially for Sophie by Jack Yellen.

The other side of the LP will contain a specially written continuous story similar to the "My Dream" sequence. The story is tied in with a telephone operator handling congratulatory messages for Sophie. There will be calls from Jack Benny, Eddie Cantor, Georgie Jessel and Jimmy Durante.

Patti Page will call and will be asked to sing "My Yiddish Mama." Georgia Gibbs will sing "Some of These Days." Other Mercury artists such as Vic Damone, Eddie Howard, Rusty Draper and Ralph Marterie will sing and play some of the songs that Sophie Tucker made famous.

The EP will contain four tunes sung by Sophie. They are: "Vitamins, Hormones, and Pills"; "Inhibition Papa," "There's No Business Like That Certain Business," and "It's Never Too Late (To Have a Little Fun)."

After the limited edition is sold, the LP will then be made available to the general public.

Set New Firm, Templeton, Inc.

NEW YORK, Sept. 26.—Composer-pianist Alec Templeton and Guy Freeman have formed Alec Templeton, Inc., a publishing enterprise prepping activity in the standard-educational and pop fields. Management of the firm, affiliated with the American Society of Composers, Authors and Publishers, will be handled by Freeman, a former Leeds exec.

The company will not only serve as a repository for Templeton copyrights, but will solicit works by other writers, with the initial emphasis to be placed on educational material.

Dane Diskers Cut Britten, Issue U. S. Pops Via Masters

COPENHAGEN, Denmark, Sept. 26.—Benjamin Britten, English composer and conductor, spent the past week-end in town recording platters for the Nordisk Polyphon firm. Long-playing platters were made of the composer's "Sinfonia de Requiem," played by the Danish National Radio Orchestra, and of his "Ceremony of Carols," sung by the Copenhagen Boys' Choir. Both groups were conducted by Britten. Miss Simmons, English harpist, played the accompaniment for the boys' choir.

As phono records continue to remain near the bottom of the list of items still awaiting the relaxing of restrictions on importation, many Danish record firms are procuring master records of American tune hits and pressing platters at their local plants. Two-thirds of the American records sold in Denmark are being made here from imported master records.

Decca to Issue Tureck 'Clavier'

NEW YORK, Sept. 26.—The first complete set of Bach's "Well-Tempered Clavier" to hit LP in readings by a pianist will be issued next week by Decca Records.

The ambitious project features pianist Rosalyn Tureck. The 48 preludes and fugues will be marketed in two three-disk albums. Only previous complete recordings have been done on the harpsichord.

COUNTRY MUSIC, S'IL VOUS PLAIT

NEW YORK, Sept. 26.—Further proof that the appeal of country and western music and artists transcends even language barriers was the following letter received recently by M-G-M Records: "Monsieur — Pourriex-vous m'faire parvenir une photo du regrette Hank Williams? S.V.P., Merci." The letter came from Micheline Bergeron, Cartierville, Canada.

'Dixieland' Meet Set for Oct. 3

NEW YORK, Sept. 26.—The sixth annual "World Series of Dixieland" is set for the Shrine Auditorium, Los Angeles, on October 3. Disk jockeys Gene Norman and Frank Bull are running the concert again this year. Booked thus far are Sidney Bechet, Bob Scobey's Frisco Band, vocalist Clancy Hayes, George Lewis and His New Orleans Music, Pete Dailey's Chicagoans, the Banjo Kings, and Jeanne Gayle.

Norman and Bull were angling for repeat bookings of the Kid Ory Creole Jazz Band and the Firehouse Five Plus Two, but the two combos had previous commitments. The Scobey crew repeats from last year's show.

Victor Preps Package by '38 Shaw Ork

NEW YORK, Sept. 26.—RCA Victor is prepping a special release of previously unreleased masters and air check performances of the 1938 Artie Shaw ork. The diskery has acquired much material as broadcast by the band from the Hotel Pennsylvania here during the swing band's hey-day. George Frazier and George Simon are said to be putting the package together for the diskery.

Tentative plans call for releasing the material as two 12-inch long playing records some time in January or February of next year. The diskery is currently clearing the material with Shaw and the sidemen who played with the band.

M-G-M Issues Album Pkg.

NEW YORK, Sept. 26.—Cashing in on the added attention being showered on the song-writing team of Arthur Schwartz and Howard Dietz, M-G-M Records is issuing a Leroy Holmes ork album package of Dietz and Schwartz tunes. The team's oldie legit musical, "The Band Wagon," is currently a click film for the M-G-M studios and a big-selling sound-track album for the label. As part of the promotion on the film and album, the writers have completed a cross-country deejay tour.

The package will be issued on 78 r.p.m., as a 10-inch LP, and as two separate EP disks. Included in the packages are tunes from "The Band Wagon," "Three's a Crowd," "Flying Colors," etc. Dietz, incidentally, is the M-G-M films veepee in charge of advertising, while Schwartz is a Hollywood producer.

5G Fire Loss By Cadet Firm

HOLLYWOOD, Sept. 26.—Jules Bihari's Cadet Record Pressing Company suffered \$5,000 damages in a flash fire here Thursday (24). Loss was limited to the plant's boiler room, which the fire department condemned, and a stock of platters, labels, packing and supplies which were water soaked. Origin of the fire was determined as due to an electrical short, which subsequently spread the blaze to three adjoining stores.

Bihari indicated that all pressings had been transferred to another plant and that shipments would continue to flow normally. The Cadet plant will be closed for one week to make minor repairs.

Powell Action KO'd by Court

NEW YORK, Sept. 26.—Legal action filed against Norman Granz and Clef Records regarding the Bud Powell waxing contract, by his legally appointed guardian, Oscar Goodstein, was thrown out of court here Thursday (24) by Judge Carroll G. Walter of the Supreme Court of New York County. The judge ruled that Powell's contract was a standard union contract, and that the pianist understood it when it was signed two years ago.

The case was initiated by Goodstein in February. He claimed that Powell did not understand the provisions of the contract with Clef Records in September, 1951, and thus it was void. He sued for \$50,000, claiming that Powell was unable to wax for companies other than Clef for two years due to the contract, thus injuring his earning power. Goodstein obtained a court order allowing Powell to make masters for other diskeries while the case was coming to trial, but the records from these masters were not allowed to be commercially released.

During the period between February and September, 1953, Powell did make masters for two companies, Roost and Blue Note. Since Clef's contract with the pianist has been ruled valid by the court, it is possible that Granz will take over these cuttings to release on his own label. The case was handled for Granz by Joseph Calderon of Bergerman and Hourwich, and for Oscar Goodstein, Birdland exec, by Saul I. Radin.

Gabor Off on European Trip

NEW YORK, Sept. 26.—Don Gabor left yesterday for Europe to set final plans for distribution of his Remington Records on the Continent. The firm's plant in Berlin is now reported fully equipped, with first records due off the presses within a month. Gabor also intends to set either a distribution system in France or arrange to establish a plant there as well.

Tradesters here and abroad are watching with interest progress the diskery's plan to sell LP's in Europe at approximately half the going retail price. Remington is expected to run into strong opposition from European companies who have long maintained a set price for disks.

2 FIRST PRIZES TO 'OVERTURE'

HOLLYWOOD, Sept. 26.—Local 47's monthly publication, The Overture, drew two first prizes at the American Federation of Labor convention in St. Louis this week.

Magazine won first prize for editorial excellence and for the best front cover of the year. Maury Paul, editor of the publication and recording secretary of the union, accepted merit plaques denoting the awards.

This is the fifth successive year that Overture has taken awards in the annual competition.

M-G-M Makes Sure Buyers Know Speeds

NEW YORK, Sept. 26.—M-G-M Records has embarked on an institutional promotion campaign at the dealer level which is designed to help eliminate the confusion still remaining among disk customers over the values of the three record speeds. The diskery feels that many record customers are still not sure which speed plays what amount of music and just what the various disks look like.

The promotional piece is in the form of a hanger for retail stores. It asks the question, "Do You Know Your Record Speeds?" and proceeds to describe pictorially and in words the three different disk speeds. The hanger describes the sizes, center holes and playing time of the various speeds.

The diskery takes a plug for itself by pointing out "for the best in recorded music on all speeds buy M-G-M records." Hangers are available free of charge to all dealers thru local M-G-M distributors.

Phillips to Quit Music Position at Palladium

LONDON, Sept. 26.—Woolf Phillips, for over five years musical director of the Palladium Skyrockets ork, ends his tenure there with the close of Bob Hope's two-week variety season tonight. No reason was given by the theater or Phillips, but he is reported to be considering a West End night-spot's offer. Strongly tipped as his successor at the Palladium is the Birmingham Hippodrome's Frank Hagley, who recently deputized when Phillips was sick.

Haverlin Says Bad Programs Create Deficit

TORONTO, Sept. 26.—Symphony orchestras came in for a severe tongue-lashing by Carl Haverlin, president of Broadcast Music, Inc. Haverlin charged faulty programing had helped to increase deficits. He claimed there were orchestras who were wise and programed more contemporary music, thus avoiding deficit.

He hit out at the Toronto Symphony Orchestra which he claimed had but one Canadian composer's work represented on this year's program of concerts.

Symphony orchestras on the whole were too "stuffy." They play too many of the standard works. They could, he said, introduce more contemporary music into their programs.

Dennis' Tiffany Hit Cues Offers

CHICAGO, Sept. 26.—As the result of the first record made by Clark Dennis on the new Tiffany label, the singer has signed for a major network TV show, did the theme music for a movie, auditioned for a radio show of his own and has been asked to sign for a national transcription by a Chicago agency.

As his record, "Granada," picked up sales, Dennis was offered and signed with CBS to appear regularly on the forthcoming Jack Parr Show, along with Betty Clooney, and orchestra leader Pupi Dimitri Tiomkin and Paul Francis Webster, who wrote "Emerald Isle," theme of the movie, "His Majesty O'Keefe," starring Burt Lancaster, had Dennis do the vocals on the theme. The theme is carried all thru the picture much the same as "High Noon."

Handling the promotion work for the Tiffany label is the Alan Edelson agency.

Imperial Renews Domino for 9 Yrs.

HOLLYWOOD, Sept. 26.—Rhythm and blues recording artist Fats Domino has renewed his contract with Imperial Records for a nine-year term to run thru 1962.

Domino, with three releases in "Please, Don't Leave Me"; "Rosemary" and "Poor, Poor Me" currently on the market, has sold over two million records in his four years' association with the Imperial plattery, according to prexy Lew Chudd.

Vast Market Awaits Home Phono Seller

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 additional income to your business.

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.

is a vast untapped home phonograph market. Existing market is lighted by merely the fact that there are more than 13,000,000 phos which can handle records only. Since the

has set a major advertising tie-in with Robert Q. Lewis which encompasses newspaper, magazine and radio advertising. Webster's late summer campaign for touring Lewis included space in such publications as the Evening Post, Collier's, New Yorker, Holiday and Product-wise, the manufacturer

WANTED!

REWARD!

SEE...

20 Million Separate Phonographs of High Quality at Reasonable Cost

\$2 Billion in Retail Sales Volume

Basic Marketing Tools for Every Record-Phonograph Dealer

Valuable directories and lists that every alert dealer must have in order to buy and sell right: Phonograph Manufacturers and Specifications of Their Phonograph Models; Distributors of Phonographs and the Products They Represent; Glossary of Basic Hi-Fidelity Terms; Records Most Suitable for Better Recording Equipment Demonstration.

This is just one more than a dozen valuable features in . . .


"The Merchandising Revolution in Records and Phonographs"

A Special Section of The Billboard . . . October 24 Issue

The Amusement Industry's Leading Newsweekly

STEELMAN OPENS NY SHOWROOMS...
The Steelman Phonograph Company has opened showrooms and sales headquarters in mid-Manhattan. New York sales manager is Walter Klauber. Steelman's new line includes high-fidelity phonos, radio-phonos combinations, and both portable and table model phonos. The firm also has a complete line of kiddie phonos, including the "Bozo the Capitol Clown" series.

Another "Goodnight, Irene"



MARAIS and MIRANDA

MAILMAN ANY MAIL?

on COLUMBIA RECORDS

DARTMOUTH MUSIC, INC.

MOON IS BLUE HAS STAYING POWER...

The tune "The Moon Is Blue" from the flick of the same name, tho it has never developed into a big hit, is demonstrating remarkable staying power. The first disk on the tune was cut almost three months ago by the **Henri Rene** ork on RCA Victor. Just this week, the tune has come out on two new records, both instrumentals. One is with **Stan Free**, his piano and ork, on Jubilee, and the other by the **Mystery Ork** on the new Mystery label.

The tune was previously waxed, in addition to the **René** slicing, by the **Sauter-Finegan** ork on RCA Victor, **Doris Drew** on Mercury, and **Ralph Marterie's** ork on Mercury. It is now being used as a theme on the "Johnny Hicks Show" over the ABC network, and also as a theme on a late night TV seg over local station WNBT.

SHAW ARTISTS SEEKS ZITO...

The Shaw Artists Corporation is now negotiating with **Lou Zito** to get off the band kick and come into the firm as a booker. Zito has been managing the **Charlie Spivak** crew for a number of years.

BOTSFORD JOINS VOX RECORDS...

Ward Botsford has joined **Vox Records** in an executive capacity. Formerly with **Urania Records** and **FM radio station WABF**, he will handle public relations chores, in addition to duties involving production and sales. Botsford will be in charge of **Vox's** EP and pop programs.

ROLAND ADDS NEW RADIO-PHONO...

The **Roland Radio Corporation**, has added a new radio-phonograph combination to its line. The unit, a table model set, is **AM and FM** radio and contains a **VM** three-speed automatic phono unit. List price is \$99.95.

AUDIVOX READIES FIRST EP DISK...

Audivox Records is readying the release of its first extended-play record which will feature the **Raymond Scott Quintet** and thrush **Dorothy Collins** doing a group of standards. **Leonard Wolf**, diskery exec, said the firm will step up releases this fall.

DECCA RE-SIGNS JERI SOUTHERN...

Jeri Southern, with **Decca** for the past two years, has been re-signed to a new term by the label. First four sides recorded under her new pact were cut this week. The thrush is managed by **Dick Lapalm** and is booked thru **General Artists Corporation**.

MARTERIE RECORD AT CINCY TOPPER...

Ralph Marterie and his **Mercury Recording Orchestra** broke another attendance record in Cincinnati, just a little more than a month after he broke the six-year record held by **Tex Beneke** in **Moonlite Gardens** at **Coney Island**. This time Marterie broke a 14-year record held by **Woody Herman** at the **Topper Ballroom Saturday (19)**. This leaves Marterie only one other place in town to break a record, **Castle Farm**.

New York

Publisher **Tommy Valando** is back from a four-week vacation in Colorado. . . . **Decca** artist **Dick Noel** and his manager, **Harry Carlson**, are in from Cincinnati for a recording session.

RCA Victor re-signed pianist **Andre Previn** to a new waxing pact. . . . The **Lenny Herman** ork closes a lengthy summer run at the **Roosevelt Hotel** here today and opens Monday (28) at the **Warwick Hotel, Philadelphia**, for a repeat engagement. . . . The **George Shearing** combo opens Monday (28) at the **Colonial Tavern, Toronto**. . . . **Jean Johnert**, secretary to **M-G-M** artists and repertoire chief **Harry Meyerson**, will marry **John Roesch** today. . . . **Fran Warren** plays a one-week engagement at the **Olympia Theater, Miami**, beginning September 30. . . . **Cosnat Distributing** is now handling the **Seeco** label in **New York, New Jersey** and **Pennsylvania**. . . . **Alan Dean** is booked for one week beginning October 13 into the **Ranch House, Providence**. . . . **Ray Anthony's** ork is now playing the **Palladium, Hollywood**. . . . **Tony Morelli** opens tomorrow (27) at the **Kasees Club, Toledo**. . . . **Joey Nash** just closed a lengthy **Atlantic City** run. . . . **The Four Freshman** go into the **Show Boat, Lorain, O.**, on October 9.

Dewey Bergman, veepee of the new diskery, **Triangle Records**, and promotion chief **Paul Brown** are back from a 10-city junket visiting distributors in connection with the firm's first release, due out next week. . . . **Bobby Wayne** winds up an engagement at **Boston's Latin Quarter Thursday (1)**. . . . **Cleveland** disk distributor **Sanborn Music** will hold an open house for dealers and jocks Tuesday (29) at its new branch outlet in **Pittsburgh**.

Georgie Joy, of **Santly-Joy Music**, is on the Coast.

Paulo Alencar's first **Coral** record, "The Baion," will be released in a few weeks. The tune was out on the **Juno** label a few

months ago, with a vocal by the **Honeydreamers**, but the new version is strictly instrumental. The song is published by **Simon House**. . . . **Mrs. Garbick**, daughter of **pubber Joe Davis**, became the mother of a girl, **Nancy Sue**, on Sunday (13) in **Miami**. . . . **Syd Foley** has rejoined **Redd Evans Music** as contact man. . . . **Jackie Gale**, of **United Music**, leaves for the Coast Monday (4). He will visit deejays in **Chicago, Milwaukee and St. Louis**. . . . Masters made by the **Davis Sisters** prior to their **RCA Victor** waxings, for a number of small labels, are being offered for sale in the **Nashville area**. . . . **Bob McCluskey**, **RCA Victor** c.&w. sales manager, left for a road trip this week. . . . **Fred Rose** is in California for a week. . . . **Syd Nathan**, of **King Records**, and **Art Talmadge**, of **Mercury Records**, are in **Gotham** on business. . . . **Karen Chandler** is set for nine days at the **Stagecoach, Hackensack, N. J.**, starting October 9. . . . **Thrush Joni James** will do a string of one-nighters thru **Texas**, starting at the **New Casino, Fort Worth**, today (26); **Texas A. & M. College**, **September 28**; **Longhorn Ranch, Dallas, 29**; **Convention Hall in Tulsa, October 1**; the **Municipal Auditorium, Amarillo, Tex., 3**; the **Forum, Wichita, Kan., 4**, and the **Municipal Auditorium in Wichita Falls, Tex., October 5**. . . . **Dannenbauer's Record and TV Store, Philadelphia**, has been completely remodeled, and is getting the once-over from local dealers who are intent on remodeling their own stores. The shop is set up on the self-service basis, and according to owner **Mark Rubinstein**, the store is now "real crazy, if not the most."

Chicago

The **Gaylords** and **Karen Chandler** have been held over for another week at the **Chicago Theater**. . . . **Rocky Rolf**, **RCA Victor** promotion man, and **Casey Calamari** were married last week. **Casey** was **Rocky's** secretary. . . . **Jimmy Cairns**, of **BMI, Inc.**, on tour to **Milwaukee, St. Paul** and **Minneapolis** with "Many Times." . . . **Larry Green**, local **Decca** promotion man, on a deejay junket to **Kansas City** and **St. Louis**.

Johnny Vincent, **Specialty Records**, in town on a deejay tour plugging the label's latest, "Drunk." He heads for **Detroit** and **Cincinnati**. . . . **Deejays Ron Terry** and **Bill Hamilton** on nightly from midnight until 3 a.m. over **WENR**. . . . **Mary Rose Bruce** and her manager, **Max Lutz**, in town plugging her latest **RCA Victor** release, "Friends and Neighbors." This is the **Tennessee singer's** first trip thru **Chicago** on a deejay tour. . . . **Bill Crosby**, **Columbia** artist, currently appearing at the **Twilight Lounge**.

Jim Ferguson, **Bill Haley's** (of the **Essex** label **Comets**) personal manager, is doing his "Personality Parade" radio show by phone from **Chicago** daily. His commentary show is aired daily over **WPWA, Chester, Pa.** **Haley** and his **Comets** are currently appearing at the **Preview**. . . . **Mercury Records** co-operated with the **Kiwanis kids' day** peanut sale by distributing copies of **Ralph Marterie's** recording of "Peanut Vendor" to deejays and asking them to remind their listeners of the **Kiwanis** event.

Norman Granz's "Jazz at the Philharmonic" will open at the **Civic Opera House** September 27. . . . "The Biggest Show of '53" will head into the **Midwest** the latter part of October and will wind up in **Chicago** for two nights at the **Civic Opera House, November 13-14**. Featured in the show are **Nat (King) Cole, Sarah Vaughan, Ralph Marterie, Illinois Jacquet, Peg Leg Bates, George Kirby, and Helene and Howard**. . . . **Clark Dennis**, **Tiffany Records**, in town on a deejay tour plugging his first release with the firm, "Granada." . . . **Jimmy Featherstone** and his orchestra will open a three-week engagement at the **Hotel Syracuse, Syracuse, N. Y.**, starting October 27.

Hollywood

Fred Stryker's **Fairway Music** has nabbed publishing rights to the title song from the **United Artists** film, "Wicked Woman," along with "One Night in Acapulco" from the same film. Masters of the score, sung by **Herb Jefferies**, are being offered to the majors. . . . **Pianist Buddy Reed**. (Continued on page 50)

Spectacular!



Guy MITCHELL

SIPPIN' SODA

on COLUMBIA RECORDS

HOLLIS MUSIC, INC.

THE HAPPY HIT!
TENNESSEE WIG-WALK

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

Village Music Company
1619 BROADWAY—SUITE 507
NEW YORK 19, N. Y.

Bing Crosby sings..



Mademoiselle de PAREE

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FRANK CHACKSFIELD'S NEW RECORD SMASH!

EBB TIDE

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Due to the Transfer of Our Principal Office From Beverly Hills to New York We Need:

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The Terry Theme

from "LIMELIGHT"
—Instrumental—

"Eternally"

from "LIMELIGHT"
—vocal—

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JACK OF ALL TRADES

Successful writer, composer, business man, A-1 organizer and salesman, European, fluent English, attractive radio voice, public speaker. Thoroughly familiar with recording-music publishing business, publicity, promotions here and Europe, with excellent connections in both places. Used to comfortable earnings, therefore interested in any but small-time propositions.

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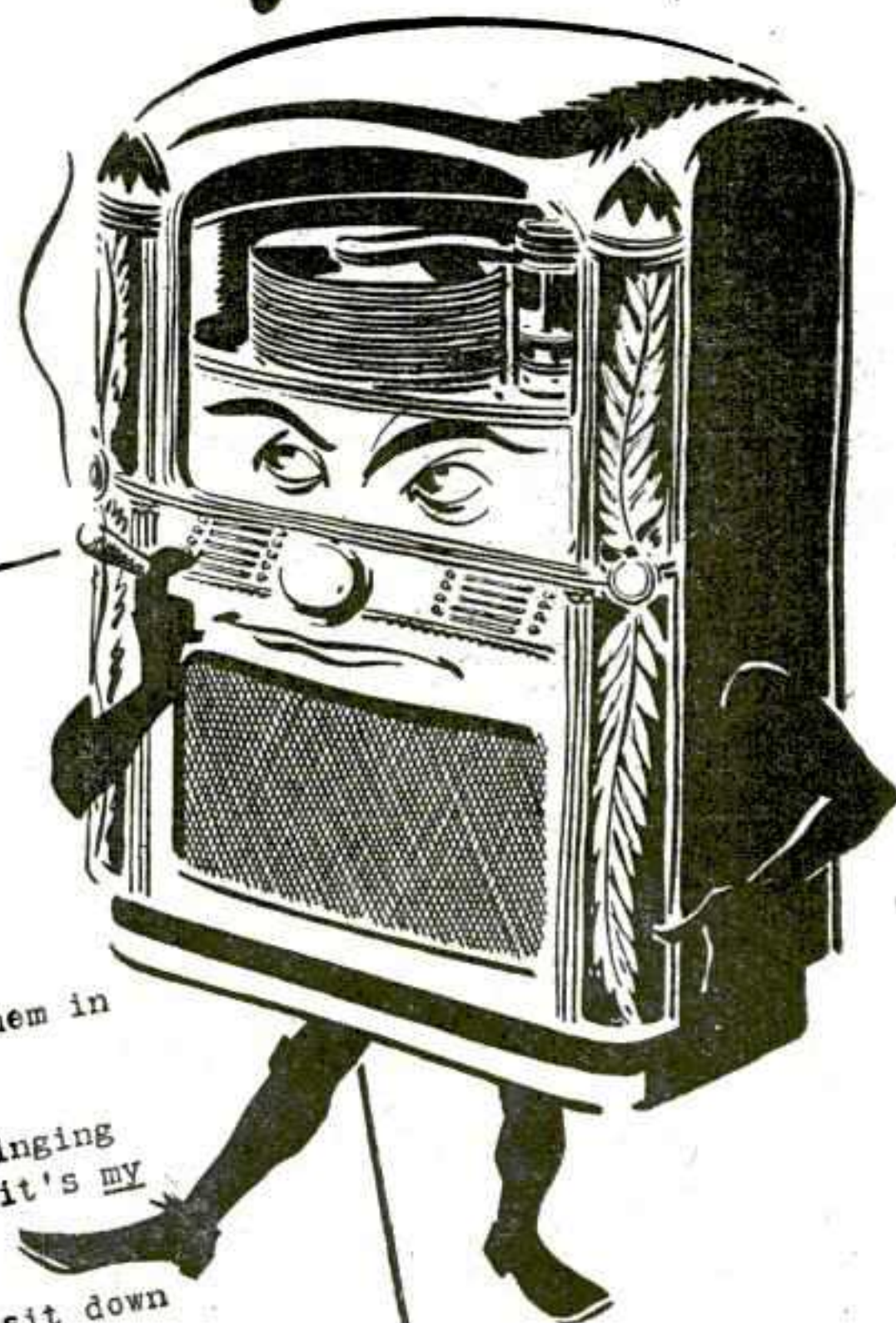
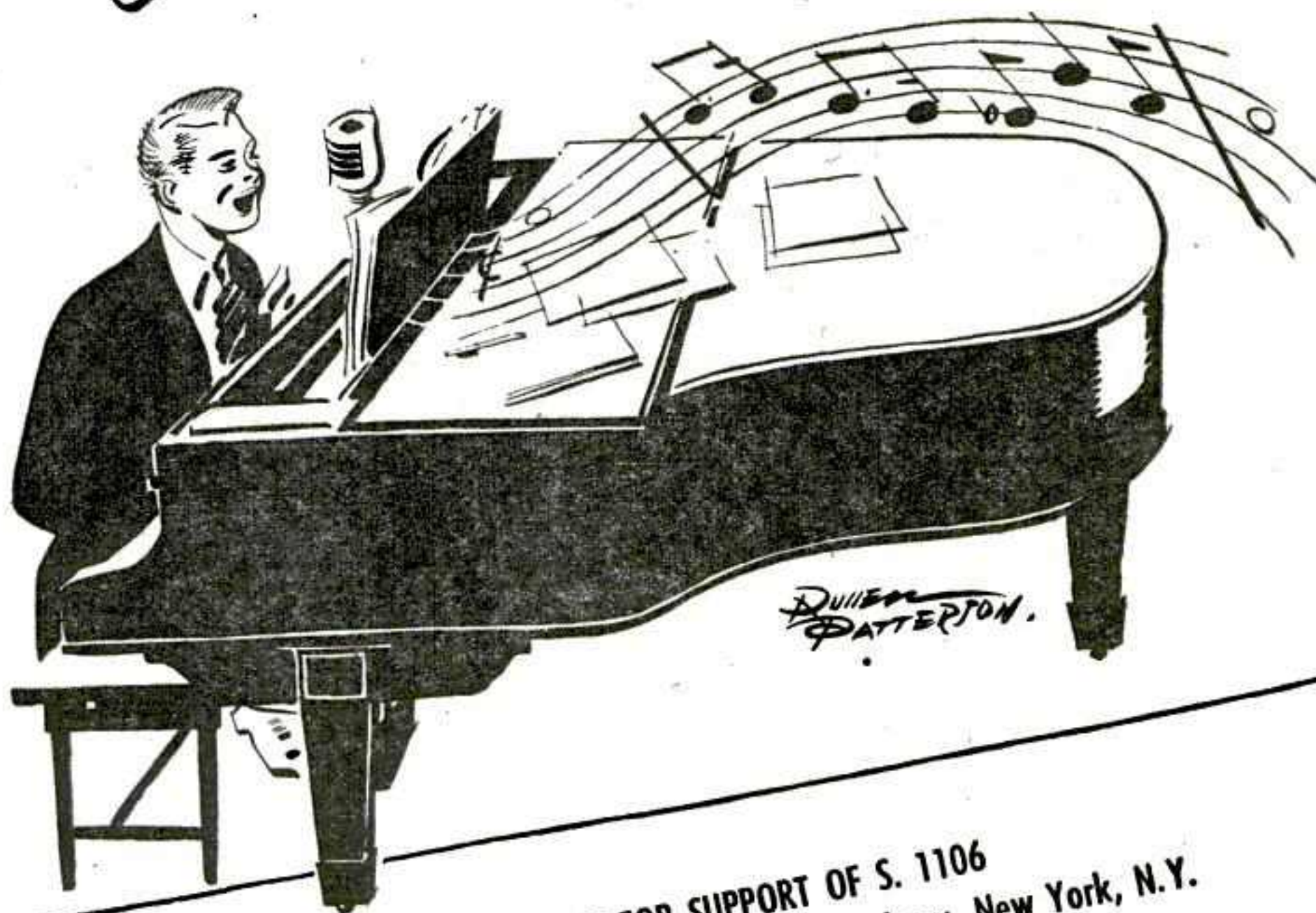
BMI Check List
OF TOP RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
FORGIVE ME, JOHN (American)			
JEAN SHEPARD (Cap.)	Best Buy	Bullseye of the Week	
I WANT TO BE EVIL (Duchess)			
EARTHA KITT (Vic.)	Best Buy		Very Good
I FORGOT MORE THAN YOU'LL EVER KNOW (Fairway)			
TONI ARDEN (Col.)	75 (Good)	B (Very Good)	Best Bet
PATTI ANDREWS		B (Very Good)	
I SHOULD HAVE TOLD YOU LONG AGO (Ward & Sears)			
THE FOUR LADS (Col.)		Sleeper of the Week	Top Review
IN LOVE (Ludlow)			
PERCY FAITH (Col.)	New Record to Watch	Disk of the Week	Very Good
IN THE MISSION OF ST. AUGUSTINE (Republic)			
SAMMY KAYE (Col.)	Best Buy		
THE BUCCANEERS (Rama)		R & B Sleeper	
IUST TO BE WITH YOU (Trinity)			
EDDIE FISHER (Vic.)		Disk of the Week	Top Review
MANY TIMES (BMI)			
EDDIE FISHER (Vic.)	Best Buy	Disk of the Week	Best Bet
PERCY FAITH (Col.)	77 (Good)	Disk of the Week	Very Good
OH MIS'RABLE LOVE (Goday)			
BOBBY WAYNE (Mer.)	Best Buy	Best Bet	Very Good
PA-PAYA MAMA (Sheldon)			
PERRY COMO (Vic.)	New Record to Watch	Sleeper of the Week	Top Review
BONNIE LOU (King)	New Record to Watch		
PROUD NEW FATHER (Magnolia)			
JOHN STANDLEY (Cap.)	Best Buy	B (Very Good)	
SHOO, TURKEY, SHOO (Emperor)			
ROSEMARY CLOONEY (Col.)	79 (Good)	Best Bet	Top Review
SWEET MAMA, TREE TOP TALL (Hollis)			
THE LANCERS (Trend)	New Record to Watch	B (Very Good)	
THE TENNESSEE WIG-WALK (Village)			
JILL WHITNEY (Coral)	75 (Good)	Sleeper of the Week	Very Good
RUSS MORGAN (Dec.)	75 (Good)	B (Very Good)	
WHY DO YOU PRETEND (Patricia)			
ALAN DEAN (M-G-M)		B+ (Excellent)	Best Bet

BROADCAST MUSIC, INC. 580 FIFTH AVENUE
NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

From me...

to you



COMPOSERS' AND AUTHORS' COMMITTEE FOR SUPPORT OF S. 1106
120 Broadway, New York, N.Y.

Dear Mr. Music Machine Operator:

You and I are in the same business. I write songs -- you play them in juke boxes. Both of us are trying our best to entertain the public.

But there's one big difference between us. You get paid for bringing your customers the music they want to hear. I get nothing -- even when it's my songs your customers pay to listen to.

I got to thinking this over the other day. Then I decided to sit down and write you a letter -- from me to you.

Because you and I are in the same business of trying to please the public, our interests are the same. I want you to make more money. You want me to go on writing songs.

Let's get together.

I already have a big investment in your business -- my songs, which cost you nothing. How about your making a small investment in my business, by paying me a few pennies a week for the right to use my music?

1909-1953 -- what changes America's seen! A whole new system of transportation -- modern highways and airways. A brand-new network of communications -- radio and television.

Your and my business -- the entertainment business -- has also changed drastically between 1909 and 1953. Senator Pat McCarran has introduced a bill to modernize the 1909 copyright law to meet 1953 needs. It's a good bill. It's a fair bill.

Will this new law hurt your business? Quite the contrary. It'll help your business.

Next week I'm going to sit down and write you another letter and tell you how and why the McCarran bill is good for you.

Sincerely,

The Songwriter

The Songwriter



M-G-M RECORD HITS ARE YOUR SHOT IN THE ARM

BILLY ECKSTINE

FORTUNE TELLING CARDS

MGM 11587 78 rpm
K11587 45 rpm

I'M SAVING DREAMS FOR A RAINY DAY

BILLY ECKSTINE
with the METRONOME ALL STARS

ST. LOUIS BLUES
Parts 1 and 2

MGM 11573 78 rpm
K11573 45 rpm

JONI JAMES

MY LOVE, MY LOVE

MGM 11543 78 rpm
K11543 45 rpm

YOU'RE FOOLING SOMEONE

PAT O'DAY
and the Four Horsemen

"A DEAR JOHN LETTER"

NO STONE UNTURNED
MGM 11566 78 rpm • K11566 45 rpm

FRAN WARREN

SHAKE A HAND

MGM 11583 78 rpm
K11583 45 rpm

THE ANGEL PASSED BY

TOMMY EDWARDS

SO LITTLE TIME

MGM 11582 78 rpm
K11582 45 rpm

BLUEBIRD

VICKI BENET

(WHEN HE TAKES ME IN HIS ARMS) Mmmm

MGM 11581 78 rpm
K11581 45 rpm

TWO LOVERS

ALAN DEAN
WHY DO YOU DON'T MAKE PRETEND? ME LOVE YOU
MGM 11578 78 rpm • K11578 45 rpm

BLUE BARRON and his Orchestra
THAT'S AMORE TILL WE LOVE AGAIN
(THAT'S LOVE)
MGM 11584 78 rpm • K11584 45 rpm

THE ELLIOT BROTHERS
Lloyd and Bill and their Orchestra
STEEL GUITAR RAG ESTRELITA (Little Star)
MGM 11559 78 rpm • K11559 45 rpm

GEORGE BASSMAN and his Orchestra
THEME FROM "THE JOE LOUIS STORY" I'LL BE AROUND
MGM 11585 78 rpm • K11585 45 rpm

GINNY GIBSON
DANSERO NO MORE TEARS
MGM 11571 78 rpm • K11571 45 rpm

HANK WILLIAMS
WEARY BLUES I CAN'T ESCAPE FROM WAITIN' FROM YOU
MGM 11574 78 rpm • K11574 45 rpm

LITTLE RITA FAYE
JOHNNY'S GOT A SWEETHEART ALABAMA
MGM 11565 78 rpm • K11565 45 rpm

SHEB WOOLEY
TEXAS TANGO LOVE IS A MERRY-GO-ROUND
MGM 11580 78 rpm • K11580 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending September 26

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 on Chart

1. Vaya Con Dios 1 15

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.

2. You, You, You 2 13

By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; K. Remo, M-G-M 11512.

3. Crying in the Chapel 3 11

By Darrell Glenn—Published by Valley (BMI)
BEST SELLING RECORDS: J. Valli, V 20-5368; R. Allen, Dec 28758; D. Glenn, Valley 105; Orioles, Jubilee 5122. 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.

4. Oh 4 12

By Byran Gay-Arnold Johnson—Published by Feist (ASCAP)
BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; K. Griffin, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

5. Dragnet 7 6

By Walter Schumann—Published by Alamo (ASCAP)
BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: B. Morrow V 20-5398

6. No Other Love (M) 5 16

By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)
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.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

7. P.S.: I Love You 6 15

By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)
BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 2717; C. Stapleton, London 282; S. Stitt, Prestige 757.
TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus.

8. Ebb Tide 10 5

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)
BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toots Ork., Dec 28875; V. Damone, Mercury 70216; R. Maxwell, Mercury 70177.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

9. I'm Walking Behind You 8 21

By Billy Reid—Published by Leeds (ASCAP)
BEST SELLING RECORD: E. Fisher, V 20-5293. OTHER RECORDS: G. Lombardo, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314

10. With These Hands 9 12

By Abner Silver-Benny Davis—Published by Ben Bloom (ASCAP)
BEST SELLING RECORD: E. Fisher, V 20-5365. OTHER RECORDS: G. Lombardo, Dec 28780; J. Ray, Col 40006; J. Stafford, Col 40034.
TRANSCRIPTIONS AVAILABLE: Eddie Fisher, Thesaurus

Second Ten

- 11. EH CUMPARI..... 11 3
Published by Rosarch (BMI)
- 12. MY LOVE, MY LOVE..... 16 5
Published by Meridian (BMI)
- 13. HEY, JOE..... 12 5
Published by Tannen (BMI)
- 14. I BELIEVE..... 17 31
Published by Cromwell (ASCAP)
- 15. C'EST SI BON..... 14 11
Published by Leeds (ASCAP)
- 16. GAMBLER'S GUITAR..... 15 14
Published by Frederick (BMI)
- 16. RAGS TO RICHES..... 18 2
Published by Saunders (ASCAP)
- 18. ST. GEORGE AND THE DRAGONET..... — 1
Published By Alamo (ASCAP)
- 19. DEAR JOHN LETTER..... 19 4
Published by American (BMI)
- 19. SONG FROM MOULIN ROUGE..... 12 26
Published by Broadcast (BMI)

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Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD S. Freberg 2596
2. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
3. DRAGNET
DANCING IN THE DARK R. Anthony 2562
4. OH!
SAN P. Hunt 2442
5. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW OLD
WITHOUT YOU) J. Shepard & F. Huskey 2502
6. I LOVE PARIS
GIGI L. Baxter 2479
7. FORGIVE ME, JOHN
MY WEDDING RING J. Shepard & F. Huskey 2586
8. PROUD NEW FATHER
CLAP YOUR HANDS J. Standley 2569
9. JACK AND THE BEANSTALK
SNOW WHITE AND THE SEVEN DWARFS J. Collins 2580
10. FROM HERE TO ETERNITY
ANYTIME-ANYWHERE F. Sinatra 2560
11. WHEN MY DREAMBOAT COMES HOME
SWAMP-FIRE K. Starr 2595
12. A FOOL WAS I
IF LOVE IS GOOD TO ME N. Cole 2540
13. COLLEGIATE
THE ONE CALLED REILLY J. Carr 2581
14. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
15. TROPICANA
JULIE L. Baxter 2568
16. WALTZ TO THE BLUES
C.O.D. M. Whiting 2550
17. 40 CUPS OF COFFEE
OH! YOU CRAZY MOON E. M. Morse 2439

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. A DEAR LETTER JOHN
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 GUITAR
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
TEM-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. POPULAR FAVORITES BY STAN
KENTON
Stan Kenton 421
13. THE STUDENT PRINCE
Gordon MacRae &
Dorothy Wrenskjold 407

BEST SELLING—

CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. GERSHWIN—"CONCERTO IN F FOR
PIANO AND ORCHESTRA"
The Pittsburgh Symphony Orchestra
Conducted by William Steinberg:
Leonard Pennario, Piano 8219
2. MAHLER—"SYMPHONY NO. 1 IN
D MAJOR"
The Pittsburgh Symphony Orchestra
Conducted by William Steinberg 8224
3. PIANO MUSIC OF SPAIN
Leonard Pennario, Piano 8190
4. KHACHATURIAN—"SELECTIONS FROM
GAYNE BALLETT SUITE, NO. 1"
Fabien Sevitzky Conducting the
Indianapolis Symphony Orchestra 8233
5. KHACHATURIAN—"GAYNE BALLETT &
MASQUERADE SUITE"
Fabien Sevitzky Conducting the
Indianapolis Symphony Orchestra 8223
6. FRANCK—"SYMPHONY IN D MINOR"
Vladimir Golschmann Conducting the
St. Louis Symphony Orchestra 8221
7. GERSHWIN—"THEME FROM RHAPSODY
IN BLUE" & "THREE PRELUDES FOR
PIANO"
Paul Whiteman, Leonard Pennario 8206
8. VILLA-LOBOS—"NONETTO" &
"QUATUOR"
Roger Wagner Conducting the Concert
Aris Players and the Roger Wagner
Chorale 8191
9. TCHAIKOVSKY—"HIGHLIGHTS FROM
THE SWAN LAKE"
Roger Desormiere Conducting the
French National Symphony Orchestra 8237
10. TCHAIKOVSKY—"THE NUTCRACKER
SUITE" & "THE SWAN LAKE"
Conducted by Roger Desormiere 8140
11. PROKOFIEV—"THE LOVE FOR THREE
ORANGES" AND "LIEUTENANT KIJE"
French National Symphony Orchestra
Conducted by Roger Desormiere 8149
12. TCHAIKOVSKY—"DANCES FROM THE
SWAN LAKE"
Roger Desormiere Conducting the
French National Symphony Orchestra 8213
13. SCRIBABIN—"POEM OF ECSTASY, OP.
54," LOEFFLER—"A PAGAN POEM"
The Paris Philharmonic Orchestra Con-
ducted by Manuel Rosenthal 8188

LATEST RELEASE

No. 388

- LET ME GO, DEVIL
THE LONG BLACK RIFLE Tex Ritter 2594
- ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD Stan Freberg 2596
- A WALKIN' TUNE
EMBRASSE Gisele MacKenzie 2600
- KISS ME BIG
CATFISH BOOGIE Tennessee Ernie 2602
- I STILL DREAM OF YOU
I DON'T WANT TO WALK WITHOUT YOU Gordon MacRae 2603
- HEY, MISTER
SORRY, BABY! Frances Faye 2604
- DEAR LOVE
ONE NIGHT STAND Dub Dickerson 2605
- YOU-ALL COME
I WROTE MY HEART A LETTER Cousin Herb Henson 2606

**SKEETS
McDONALD**

*"Looking at the Moon
and Wishing on a Star"*
"I Need Your Love"

Capitol Record No. 2607

"Hey Mister"

...it's
FRANCES FAYE'S
Sensational
new record!

coupled with **"SORRY,
BABY!"**

DAVE CAVANAUGH'S MUSIC • Capitol Record No. 2604

Gisele steps out!



"A WALKIN' TUNE"
— an exciting
vocal rendition of the
popular instrumental "Hot Point"

"EMBRASSE"
— a lovely French ballad
with new English lyrics
— perfect for Gisele

**GISELE
MacKENZIE**

with orchestra conducted
by NELSON RIDDLE
Record No. 2600

2 exciting Ballads with that 4 Aces beat

the



FOUR ACES

Sing

laughing on the outside
and
i've been waiting a lifetime

DECCA 28843 (78) • 9-28843 (45)

America's Fastest Selling Records





That's Our Boy!

AL ALBERTS



OUR OWN AL ALBERTS singing

PLEASE TELL ME

b/w

ENDLESS

Decca 28807 (78 rpm) • 9-28807 (45 rpm)

the FOUR ACES

Sure hope all you wonderful D.J.'s, juke box operators, one stops, and record dealers like Al's new record as much as we do. We're kinda proud of him -- not only as our lead singer, but as a great soloist. It took us two years to convince him to make a solo record, but we finally succeeded, and we know you'll agree the record proves we were right! Be seeing you all real soon!

Sincerely,

The Four Aces

- Lou, Sod, Dave

Direction



Personal Management

HERB KESSLER

1674 Broadway, New York 19, N. Y.



HALEY'S HOT!

BILL HALEY

AND HALEY'S COMETS

singing

FAREWELL- SO LONG GOODBYE

b/w
"Live It Up"

Essex 332

STOCK THESE BEST SELLING HALEY STANDARDS . . .

- | | | |
|------------------|---------------------------------|-----------------------|
| CRAZY MAN, CRAZY | ROCK THE JOINT | MULBERRY BUSH |
| WATCHA GONNA DO | ICY HEART E-303 | REAL ROCK DRIVE E-310 |
| PAT-A-CAKE | DANCE WITH A DOLLY | |
| FRACTURED E-327 | ROCKIN' CHAIR ON THE MOON E-305 | |

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by Palda Record Company

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending September 26

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	10
2. VAYA CON DIOS (R)—Ardmore	2	14
3. YOU, YOU, YOU (R)—Mellin	3	11
4. I'M WALKING BEHIND YOU (R) Leeds	4	21
5. NO OTHER LOVE (R) (M)—Williamson	7	14
6. P. S.: I LOVE YOU (R)—La Salle	6	12
7. I BELIEVE (R)—Cromwell	5	21
8. OH (R)—Feist	8	8
9. WITH THESE HANDS (R)—Bloom	9	10
10. DRAGNET (R)—Alamo	11	3
11. SONG FROM MOULIN ROUGE (R) (F)—Broadcast	9	25
12. APRIL IN PORTUGAL (R)—Chappell	12	25
13. GOD BLESS US ALL (R)—Brewster	15	5
14. EBB TIDE (R)—Robbins	13	2
14. MY LOVE, MY LOVE (R)—Meridian	—	1

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

- | | |
|---|---|
| Baby, Baby, Baby (R) (F)—Famous—ASCAP | Many Times (R)—Broadcast—BMI |
| C'est Si Bon (R)—Leeds—ASCAP | My Love for You (R)—Feist—ASCAP |
| Choo Choo Train (R)—Disney—ASCAP | My Love, My Life, My Happiness (R)—Triangle—BMI |
| Cup of Joy (R)—Southern—ASCAP | My Love, My Love (R)—Meridian—BMI |
| Don't Take Your Love From Me (R)—Witmark—ASCAP | No Other Love (R) (M)—Williamson—ASCAP |
| Dragnet (R)—Alamo—ASCAP | Oh (R)—Feist—ASCAP |
| Ebb Tide (R)—Robbins—ASCAP | P. S.: I Love You (R)—LaSalle—ASCAP |
| Granada (R)—Peer—BMI | Pa Paya Mama (R)—Sheldon—BMI |
| Hey Joe (R)—Tannen—BMI | Sitting in the Sun (R)—Berlin—ASCAP |
| I Believe (R)—Cromwell—ASCAP | Someone's Been Reading My Mail (R)—Witmark—ASCAP |
| I Forgot More Than You'll Ever Know (R) Fairway—BMI | Song From Moulin Rouge (R) (F)—Broadcast—BMI |
| 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 | Vaya Con Dios (R)—Ardmore—BMI |
| If Love is Good to Me (R)—Redd Evans—ASCAP | Who Put the Devil in Evelyn's Eyes? (R)—Hartley—BMI |
| I'm Walking Behind You (R)—Leeds—ASCAP | You Too, You Too (R)—E. B. Marks—BMI |
| Julie (R)—Miller—ASCAP | You, You, You (R)—Mellin—BMI |

Top 10 in Television

- | | |
|---|--|
| Big Mamou (R)—Peer—BMI | No Other Love (R) (M)—Williamson—ASCAP |
| Crying in the Chapel (R)—Valley—BMI | Oh (R)—Rosarch—BMI |
| Doggie in the Window (R)—Santly-Joy—ASCAP | Song From Moulin Rouge (R) (F)—Broadcast—BMI |
| Eh Cumpari (R)—Rosarch—BMI | Your Cheatin' Heart (R)—Acuff-Rose—BMI |
| I Just Want You (R)—Merion—BMI | |
| I Got the World on a String (R)—Mills—ASCAP | |

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



"Proud New Father"

is a big new hit!

There are laughs galore and sales galore in this
winning performance by **JOHNNY STANDLEY**

Flipside: **"CLAP YOUR HANDS"**

CAPITOL RECORD NO. **2569**



REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

EDDIE FISHER
Many Times 88
 V 20-5453—Tune is from Belgium, and this is the first vocal version of it. Fisher belts it out in a way that's sure to please his many fans. He's backed by a chorus, and should catch a lot of spins. It's Fisher's first rhythm opus in quite a while. (Trinity, BMI)

Just to Be With You 79
 An up-tempo effort that makes for mighty pleasant listening. Again the chorus plays a big part. It's a very happy song, and should catch a lot of spins. It's Fisher's first rhythm opus in quite a while. (Trinity, BMI)

THE HILLTOPPERS
Love Walked In 85
 DOT 15105—The Hilltoppers belt out the old Gershwin standard with plenty of beat. It looks like another big one for the boys, and a coin-grabber. (Chappell, ASCAP)

To Be Alone 84
 Against the melody a recitative is interposed here, and the over-all effect is great. Tune is a potential powerhouse, and this side, too, looks like a winner. (Randy Smith, ASCAP)

KAY STARR
When My Dreamboat Comes Home 84
 CAPITOL 2595—Miss Starr swings thru a brisk reading of the oldie paced at quick-step, march tempo. An infectious slicing that should pull a lot of loot and many plays. Could be a big one. (Witmark, ASCAP)

Swamp-Fire 82
 The jazz oldie is projected with great vitality by Miss Starr for a side that could earn many spins and sales. Backing by the Dave Cavanaugh ork is solid. Watch this one carefully. Two sock sides by the thrush. (Lutz Bros., ASCAP)

VIC DAMONE
Ebb Tide 84
 MERCURY 70216 — The first lyric version of the hit instrumental, "Ebb Tide" receives a glorious reading by warbler Vic Damone, in one of his finest performances since leaving the Armed Forces a few months ago. His outstanding performance and the lovely backing by the ork under Dick Hayman could help this one break thru quickly. Watch this; it could be a big one. Damone shows again on this platter that he is one of the top singers around today. (Robbins, ASCAP)

I Could Make You Mine 77
 A pretty new ballad is sung with heart and feeling by the warbler, and again the ork supports him gracefully. This side could pull many deejay spins, but the flip is the stronger cutting. (Linwood, ASCAP)

FRANKIE LAINE
Blowing Wild 83
 COLUMBIA 40079—Elaborate ballad from the movie "Blowing Wild" is handed a flashy reading, replete with chorus and big ork. A strong performance by Laine and the entry could do well if the film clicks. (Witmark, ASCAP)

Answer Me, Lord Above 82
 Laine prays for another chance at love. His controlled emotional approach will move many to a sympathetic response. A good side by the chanter. (Bourne, ASCAP)

BONNIE LOU
Pa-Paya Mama 80
 KING 1272—Bonnie Lou, a gal with an impressive set of pipes, reads the Latin opus with a gay brightness. Backing has an infectious beat, and the side could pull spins and sales. This gal can happen pop-wise, as well as country. (Sheldon, BMI)

Since You Said Goodbye 80
 Miss Lou has a most unusual ballad here. It's deceptively simple but with imaginative lyrics and a pretty melody. This could be a big tune, and Bonnie's treatment could well be the version. Watch this one carefully. Should bracket pop and country markets. (Comet, BMI)

BUDDY MORROW
Re-Enlistment Blues 80
 V 47-5466—Plenty of mood and color in Buddy Morrow's performance of this bluesy ditty from the flick, "From Here to Eternity." It has a real Frank Sinatra-type reading by Frankie Lester. Watch this one. (Barton, ASCAP)

Quarter to Twelve 78
 An instrumental in the hybrid r.&b. groove affected by Buddy Morrow. It's a moody, listenable piece. Trick ending invites the listener to play it again. Tune is hot in r.&b. markets. (Arc, BMI)

FELICIA SANDERS
Embrace 80
 COLUMBIA 40085 — Miss Sanders comes closest here to her dulcet voiced sound so evident on "Song From Moulin Rouge." She delivers a sexy vocal of a French import to slick backing by the Percy Faith ork. Should get lots of spins and could create quite a stir via the performance and the lovely words and music. (Disney, ASCAP)

Melancolie 77
 Another French importation here, but the sexiness is wasted on a strong ditty, but sans sexy lyrics. It's still first-rate listening. (Southern, ASCAP)

SPIKE JONES ORK
Dragnet 79
 V 47-5472 — Spike's satire of the "Dragnet" program is a quieter job than most of his didoes, which are generally boisterous. A good slicing that could catch coin due to the "Dragnet" fever. (Alamo, ASCAP)

Pal-yat-chee 73
 You guessed it. It's "Pagliacci," as the City Slickers understand it. All hoke, and will get the attention of Spike Jones' coterie of followers. Vocal is by Homer and Jethro. (Lindley, ASCAP)

GUY MITCHELL
Strollin' Blues 78
 COLUMBIA 40077 — Folk-flavored, bluesy song has much appeal as delivered by Guy Mitchell. Harmonica featured in the backing lends a touch of wistful simplicity. Nice side. (Montclare, BMI)

Sippin' Soda 78
 An attractive side. Tune is an old p.d. melody with a modern lyric. The arrangement has a gang sing effect, making use of a children's chorus for this purpose. Guy Mitchell warbles with spirit here. (Hollis, BMI)

RICHARD HAYES
Moonlight 78
 MERCURY 70215—The bouncy beat on this should appeal to many. Hayes handles this standard in a very lilting style with a whistler, chorus and solo clarinet alternately adding attractive contrast. There's some potential here. (Mills, ASCAP)

Lonely 74
 Ballad is rendered with feeling by Hayes. He shows a lot of warmth here that could win him many new fans. (Bregman, Vocco & Conn, ASCAP)

JACK PLEIS ORK
The Eighteenth Variation 78
 DECCA 28874—Another in the growing number of records based on the Rachmaninoff composition that is the "Story of Three Loves" movie theme. This is a very good one, presented in "pops" concert form. Should do all right.

Mr. Peepers 72
 Another version of the Wally Cox TV show theme. Should the tune get off in disk form, this should catch a fair share of the loot. (Hollis, BMI)

MANTOVANI ORK
Swedish Rhapsody 76
 LONDON 1369—Here's another effort that was cut by the Percy Faith ork a few months ago. The Mantovani aggregation hands it an immaculate performance, but the disk is rather late for the market.

Jamaican Rhumba 77
 Cute, frolicsome item that was out a while back with the Percy Faith ork receives a bright and tricky reading from the full-stringed crew. Tune didn't happen before; it is doubtful if it will happen now.

THE COMMANDERS
When I'm With You 77
 DECCA 28848—A very good jumpy instrumental, with the Commanders coming up with a very "clean" sound. A natural for jockeys. (Halsey, ASCAP)

Hors D'oeuvre 76
 Ork teases this instrumental with a real solid play. There's a lot of flash in this group backed by fine arrangements. (Witmark, ASCAP)

GISELE MacKENZIE
Embrace 77
 CAPITOL 2600—New French import is rendered in a "semi-big" style by the thrush. String-filled Nelson Riddle ork backs. It's a very pretty tune, and there could be a lot of interest in it. (Disney, ASCAP)

A Walkin' Tune 75
 Rhythm novelty is punched out by Miss MacKenzie. Tune is a good showcase for the ork behind her. Good beat here. (Goday, BMI)

RALPH FLANAGAN ORK
Peter Boogie 77
 V 20-5451 — New and infectious boogie effort receives a rousing performance from the Flanagan crew plus a gang sing by Buddy Victor, the Young Sisters and the sidemen. Vocal doesn't add to the disk, but the band's bright work sees it thru. Should catch jock action. (Coachella-Alamo, ASCAP)

Something Special 75
 The ork gets a chance on this slow, bluesy riff effort to build on the same pulsating theme thruout, and they do a good job. Listenable side, especially for the jazz jocks, who the flip may get more action. (Coachella, ASCAP)

BOB CARROLL
Am I to Blame? 77
 DERBY 831—The oldie is given a nice reading by the singer, with the (Continued on page 42)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ADELPHI	1	—	—
BELLE	1	—	—
CAMMAROTA	—	1	—
CAPITOL	8	3	—
CHESS	—	—	1
CLEF	2	—	—
COLUMBIA	4	2	—
CORAL	3	4	—
DAMON	—	1	—
DECCA	3	—	—
DERBY	2	—	—
DOT	1	—	—
FORTUNE	1	—	—
IMPERIAL	—	1	1
INTRO	—	1	—
JAY DEE	—	—	1
JUBILEE	1	—	1
KING	1	—	—
LONDON	4	—	—
MAESTRO	1	—	—
MARS	1	—	—
MERCURY	5	—	2
MUSIQUE	1	—	—
RCA VICTOR	8	2	—
REPLICA	1	—	—
SEVEN HILLS	—	1	—
STARDAY	—	1	—
STATES	—	—	2
TUXEDO	1	—	—
VALLEY	—	1	—
TOTAL	50	18	8

Rhythm & Blues

DINAH WASHINGTON
TV Is the Thing 84
 MERCURY 70214—Ribald effort, full of laughs, has many suggestive double entendres. Dinah Washington punches across a great performance. Juke coin should be heavy. Looks like a winner. (Tamasa, BMI)

Fat Daddy 82
 Another potent slicing by the thrush. This, too, should rake in the loot. Disk should not be ignored by pop juke operators. (Tamasa, BMI)

THE ORIOLES
In the Mission of St. Augustine 82
 JUBILEE 5127—The Orioles are in good form for this side. Their delivery has delicacy and precision. Tune is getting action in the pop field and is a strong follow-up to "Crying in the Chapel." Good wax for both r.&b. and pop. (Republic, BMI)

Write and Tell Me Why 78
 A corny and effective torch melody. She up and left, and they wanna know why. The Orioles fans will like this one, and it should have some pop as well as r.&b. appeal. (Valley, BMI)

WILLIE MABON
You're a Fool 82
 CHESS 1548 — Willie Mabon has come up with another strong waxing that could pull coins and move a lot of disks. Sticking to his by-now-familiar style of talking and singing, the deep-voiced chanter tells his baby that she ain't very hip, and that he's leaving her. It has a lot of potential.

Monday Woman 70
 This, a routine r.&b. side, is distinguished by either the backing or Mabon's vocal. (Goday)

THE CRICKETS
I'm Not the One You Love 79
 JAY DEE 781—The Crickets turn in a warm performance on a melodic new ballad sparked by a fine lead singer who pours out his heart on the tune. The Crickets have had a couple of strong ones in the past, and this one has a chance to catch loot and coins, too. Watch it. (Beacon, BMI)

Fine as Wine 74
 Slight jump tune is sung smoothly by The Crickets while the ork backs them with a small beat. Listenable, but not too potent. (Beacon, BMI)

JIMMY RICKS-THE RAVENS
Rough Ridin' 75
 MERCURY 70213 — Jimmy Ricks' growly bass chanting is effectively backed by the Ravens in the rhythmic item. A good side. Tune is the one Ella Fitzgerald made a favorite a while back. (Rockaway, BMI)

Who'll Be the Fool 70
 The blues ballad is handed a stylish reading by Ricks and group. (Margo, BMI)

(Continued on page 48)

Jazz

COUNT BASIE
Blee Blop Blues 77
 CLEF 89070—A bright and attractive riff receives a spritely instrumental performance, from the Count Basie ork. Jazz jocks should hand it many spins, and Basie fans will like. (Bregman, Vocco & Conn, ASCAP)

Small Hotel 75
 The Rodgers and Hart evergreen is played in mighty danceable fashion by the Basie ork, and many a fraternity house could use this one for dancing parties. Nice wax. (Chappell, ASCAP)

LESTER YOUNG ORK
September in the Rain 77
 CLEF 89072—Here's a fine slicing by Pres, who plays the evergreen in his own inimitable style, with much help from the other members of the combo. A good side for the cool fans. John Lewis is on the piano. (Remick, ASCAP)

Pete's Cafe 74
 Pres gets a chance to show off some listenable sax work on this slight item over backing by Jo Jones on drums and Gene Ramey on bass. For his fans.

ILLINOIS JACQUET
Boot 'Em Up 76
 CLEF 89073—An interesting jazz instrumental by Illinois Jacquet. The harmonies will attract the cats.

On the Sunny Side of the Street 75
 The great old standard gets a going over by Illinois Jacquet. For the cats, strictly. This side has a vocal. (Shapiro-Bernstein, ASCAP)

BASIN ST. SIX
Melancholy Rhapsody 68
 MERCURY 70219—George Girard is the trumpet soloist, and he phrases the oldie smoothly. A good showcase for the tootler. (Witmark, ASCAP)

Panama 63
 A bright demonstration of Dixieland by the small combo. (Feist, ASCAP)

AL SMITH'S PROGRESSIVE JAZZ
Beale Street Stomp 65
 METEOR 5013—A honking tenor and some good guitar playing lead the stomping combo thru an instrumental.

Slidin' Home 65
 More of the same kind of jazz playing.

RAY HENRY
Shut Out Polka 75
 DANA 3139—The ork pounds out a typical Henry raucous polka dishing replete with whoops and hollers. Good wax, this.

Red Shoes Polka 75
 More of the same.

RED FOLEY
The Keys to the Kingdom 83
 DECCA 28796 — An outstanding sacred side by Red Foley. This one's with the Jordanaires. There's sincerity and deep emotion in the delivery, and it will get strong exposure. (Hill & Range, BMI)

The Last Mile of the Way 82
 Red Foley's vocal on this sacred song is outstanding. The side has an arresting simplicity, and will prove a strong seller. (Kennedy, BMI)

VIN STRONG ORK
Mambo Panama 77
 TICO 10-184—Organist Vin Strong, a South American favorite, debuts on the label with a solid reading of a new mambo item that should interest the L-A market as well as some jazz cats. Good wax.

Mambo Sabroso 73
 A light mambo effort receives an unusual instrumental performance from the organist backed by rhythm. Strong gets a chance to show off his fine organ work.

MARGARITA BENITEZ
Man Love Woman 67
 TICO 10-202—Problem here is that the ditty is sung in English—calypso style, that is, but the market would seem to be Latin-American because of the label and the reverse side. It's a cute item, tho.

Estrano 67
 More calypso here but sung in Spanish. The Vin Strong organ-led combo backs the gal spiritedly.

Country & Western

CHARLIE ALDRICH
Kinsey's Book 80
 INTRO 6083 — It was bound to happen sooner or later. Cute ditty tells how everyone's reading the title volume. It has some funny lines, and the performance by Aldrich has infectious appeal. Bouncy backing and gang-sing choruses add plus values. Good prospects here.

Somebody Goofed 77
 Aldrich has penned another clever ditty here, and he awards it a strong performance. Both sides of this platter could attract lots of juke coin.

PEE WEE KING ORK
Oh Mis'erable Love 79
 V 20-5454—Pee Wee King could have a good seller here and one that could pull coins on the boxes. The tune is grabbing action in the pop field, and this rollicking version by the trio, with solid backing by the Pee Wee King crew, could help it attract attention in the country market. Good wax by the orkster. (Goday, BMI)

Ricochet 78
 Here's another tune that is beginning to pull coins in the pop field, but this version by the King ork is slightly disappointing. It's happy and light, and it has a good vocal by Redd Stewart, but it could have been much brighter. It should get spins. (Sheldon, BMI)

TOMMY SOSEBEE
The Barber Shop Boogie 78
 CORAL 64164—Here's a good reading by Sosebee on a brand new boogie effort that is in the vein of the oldie "Chattanooga Shoe Shine Boy." The warbler sings it with a lot of spirit, and it has a chance for spins and plays. Watch it. (Jericho, ASCAP)

Anywhere, Anyplace, Anytime 77
 Another strong side by the singer, this time on a smooth ballad penned by Cindy Walker. Sosebee has a lot on the ball, and he has a chance with this new disk. (Oree, BMI)

TENNESSEE ERNIE
Catfish Boogie 78
 CAPITOL 2602—Tennessee Ernie has a strong boogie item here in the vein of some of his more successful disks of the past. He socks over the lyrics with vitality that has helped other efforts of his to click. Watch this one; it should pull many coins. (Snyder, ASCAP)

Kiss Me Big 76
 There is a solid rhythm beat here that adds excitement to the funny lyrics of this side. This is Ernie's type of song, and he goes to town on it. (Snyder, ASCAP)

FREDDIE HART
Secret Kisses 77
 CAPITOL 2588—Hart's got a "clean" sound that is very listenable. He's working with a good ballad here, and he handles it very easily. Watch this boy; he's going to be heard from. This one could start him off. (Acuff-Rose, BMI)

Whole Hog or None 74
 There's no shade of grey in Hart's color wheel. It's gotta be black or white. A good up-tempo ballad that showcases the singer's style well. (Central, BMI)

DARRELL GLENN
Write and Tell Me Why 77
 VALLEY 107—Darrell (Crying in the Chapel) Glenn warbles a tender love ballad sympathetically. Mighty pleasant listening, and the entry should attract spins, especially due to the fact that Glenn is a "hot" name today. (BMI)

Don't Let Me Down 69
 In this, a more routine effort, the chanter does as well as can be expected with mediocre material. (BMI)

JOHNNIE LEE WILLS
Two Step Side Step 75
 V 20-5449—Bouncy novelty is a real toe-tapper. Wills aids the group on the vocal. A good dance number that should keep the jukes humming in the Southwest. (Guild, BMI)

Sold Out Doc 74
 Another good rhythm novelty with clever lyrics that features some hot fiddlin' along with a good hokey vocal. Two good sides that make a real good juke box combo. (Hill & Range, BMI)

LEE BONDS
No Hope 74
 CAPITOL 2592—Bonds turns in a good reading on a doleful, but infectious, weeper which he sings with the proper sadness. Warbler could get some deejay action with this one. (Babb, BMI)

A Double Life 73
 Bonds sings of the trouble his girl has caused him by leading a double life on this better-than-average weeper. (Central, BMI)

CURLEY DAULTON
Just Another Nickel Wasted 74
 COLUMBIA 21162 — Daulton offers an original song here that puts his girl in her place. His fans will find this above-average material very amusing. (Aberbach, BMI)

Cryin' Again 70
 There is nothing unusual about this standard weeper material, but it re-

(Continued on page 46)

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 point 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.



JACK WEBB

LAUGHS

LIKES

at

STAN FREBERG'S

"St. George and the

DRAGONET"

and

"LITTLE BLUE RIDING HOOD"

featuring Daws Butler and June Foray

Record No. 2596

RAY ANTHONY'S

"DRAGNET"

and

"DANCING IN THE DARK"

Record No. 2562



HERE ARE THE FACTS...

"I hope one of these sides becomes a favorite of yours. Anyway you look at it, BOTH sides are a tribute to Stan Freberg's fine artistry... Mimicry at its very best."

"Ray Anthony is a long time favorite of mine, and I hope you enjoy his version of our 'Dagnet' theme as much as we do."

The Billboard's Music Popularity Charts

... for Week Ending September 26

THIS WEEK'S BEST BUYS

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

Popular

PA-PAYA MAMA (Sheldon, BMI)
YOU ALONE (Roncom, ASCAP)—Perry Como—RCA Victor 20-5447

Real strength showing up on this. Strong reports from Philadelphia, St. Louis, Milwaukee, Buffalo and Pittsburgh. Several other areas reported good activity. Most areas say "Pa-Paya" is the selling side. A previous "New Record to Watch."

EBB TIDE (Robbins, ASCAP)—Vic Damone—Mercury 70216

Strong reports from Buffalo, Pittsburgh, Milwaukee and St. Louis. Dealer reports from L. A. and Chicago say good action. Flip is "If I Could Make You Mine" (Paxton, ASCAP). A previous "New Record to Watch."

ISTANBUL (Hill & Range, BMI)—Four Lads—Columbia 40082

Strong in Pittsburgh, Milwaukee and Buffalo. Good in Boston, Philadelphia and L. A. Flip is "I Should Have Told You Long Ago."

THREE O'CLOCK IN THE MORNING (Feist, ASCAP)—Monty Kelly Ork—Essex 328

Strong according to Boston, New York and Buffalo reports. One very good report from Milwaukee. Good reports from Cleveland, Cincinnati and L. A. Flip is "Doreen," (Meadows, ASCAP). A previous "New Record to Watch."

LAUGHING ON THE OUTSIDE—Four Aces—Decca 28843

Record has not yet been received for review but reports are good enough to justify it being selected immediately as a "Best Buy." Philadelphia and St. Louis reports say it's strong. Two very good Milwaukee reports. Same from L. A., Buffalo and Pittsburgh. Flip is "I've Been Waiting a Lifetime."

Country & Western

(The Bonnie Lou selection in last week's issue failed to include the label and number. Record is King 1272.)

NORTH WIND—Slim Whitman—Imperial 8208

Good reports from Eastern Pennsylvania, Buffalo, Cleveland, Tennessee, Milwaukee and St. Louis. Boston "one-stop" report says there's very good action among pop operators. Flip is "Darlin' Don't Cry." A previous "New Record to Watch."

Rhythm & Blues

THE TEARS KEEP TUMBLING DOWN—Ruth Brown—Atlantic 1005

Reports picked up strongly this week as record got fuller distribution in Philadelphia, Cincinnati and St. Louis. Flip is "I Would If I Could." A previous "New Record to Watch."

YOU SAID YOU LOVE ME
ROSE MARY—Fats Domino—Imperial 5251

Strong reports from Philadelphia, St. Louis, Durham, Cleveland and Tennessee. Most action on "You Said." A previous "New Record to Watch."

NEW RECORDS TO WATCH

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

Popular

DON CORNELL

You're on Trial (Hill & Range, BMI)
I'm Yearning (Weiss & Barry, BMI)—Coral 61068—Two fine belting efforts by Cornell, his best in some time. Should the market be ready for a change of pace in vocal volume this could create quite a flurry.

FRANKIE LAINE

Blowing Wild (Witmark, ASCAP)
Answer Me Lord Above (Bourne, ASCAP)—Columbia 40079—"Wild" ballad about oil is soundtrack from film of same name. It's a flashy entry, backed by a strong Laine performance which could create a lot of interest. Flip is a semi-religious effort.

BILL HALEY

Farewell — So Long — Good-Bye (Eastwick, BMI)—Essex 332—A wild and wooly item that could particularly appeal to the juke box field. It could easily cut across classifications. Flip is "Live It Up" (Eastwick, BMI)

Popular Album

GLENN MILLER

Glenn Miller Limited Edition—RCA Victor—Label has offered this on a one-time order basis to distributors. It's a handsomely packaged album of five LP's or 14 EP's. It has all of Miller's well-known diskings, but the bulk have never been on records before. Price is \$24.95. Stacks up as a fine promotable and profitable set for dealers.

ETHEL MERMAN-MARY MARTIN

Ford 50th Anniversary TV Show — Decca DU 999—About 60,000,000 people saw the show. It's a cinch there won't be that many customers for the disk, but there should be plenty who will want this momento of one of TV's most enjoyable hours. It comes as a 12-inch 78 or a single EP. Retail price is \$2.30. It will also be available as one side of a 10-inch LP.

Classical

DINU LIPATTI

Chopin: Sonata No. 3 in B Minor, Op. 58; etc.—Columbia ML 4721 — The name of Lipatti is becoming more and more of a magical one to piano lovers. This could be a big one in the instrumental category. See review in Packaged Record section.

Country & Western

DAVIS SISTERS

Sorrow and Pain (Tannen, BMI) — RCA Victor 20-5460—The first release since the untimely fatal auto accident of one of the duo. Performance here is a very strong one. Flip is "You're Gone" (Tannen, BMI).

Rhythm & Blues

SHIRLEY AND LEE

The Proposal (Aladdin, BMI)—Aladdin 3205—Episode number four in the continued story. Title suggests the end isn't in sight yet. There are action reports on this one already. Flip is "Two Happy People."

Sacred

SISTER ROSETTA THARPE

Feed Me Jesus (Rockland, BMI) — Decca 48304 — Thrush builds to real emotional peaks on this disk via multi-diskings. It's her best in some time. Flip is "Smile It Through" (Taps Agency, 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 LOVE PARIS**
Les Baxter Ork—Capitol 2479
- I WANT TO BE EVIL**
Eartha Kitt—RCA Victor 20-5442
- LOVE WALKED IN TO BE ALONE**
Hilltoppers—Dot 15105
- MANY TIMES**
Eddie Fisher—RCA Victor 20-5453
- MISSION OF ST. AUGUSTINE**
Sammy Kaye Ork—Columbia 40061

- MY LOVE, MY LIFE, MY HAPPINESS**
IF YOU WANT MY HEART
Ames Brothers—RCA Victor 20-5404
- OH MIS'RABLE LOVE**
Bobby Wayne—Mercury 70211
- RICOCHET**
Teresa Brewer—Coral 61043
- 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
- JOHN'S REPLY**
Pete Lane-Bernice Stabile—Imperial 8206
- SHAKE A HAND**
Red Foley—Decca 28839
- WHY DON'T YOU OPEN THE DOOR?**
York Brothers—King 1248

Rhythm & Blues

- BLUES WITH A FEELING**
QUARTER TO TWELVE
Little Walter—Checker 780
- COME BACK, THE**
YOU
Memphis Slim—United 156
- I WISH YOUR PICTURE WAS**
YOU
Lloyd Price—Specialty 471
- PERFECT WOMAN**
Four Blazers—United 158
- SHAKE A HAND**
Savannah Churchill—Decca 28836
- TV IS THE THING**
FAT DADDY
Dinah Washington—Mercury 70214
- VERY THOUGHT OF YOU, THE**
MEMORIES
Earl Bostic—King 4653

CURRENT TOP RECORDS

See page 32 for the current top pop records.
See page 44 for the current top c.&w. records.
See page 47 for the current top r.&b. records.
See pages 38 and 40 for the current top packaged records.

WE AGREE

The Billboard's Music Popularity Charts

NEW RECORDS TO WATCH

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).

DOWN BEAT

Vic Damone ★★★★★ **Ebb Tide**

Five-star records and others of special interest to *Down Beat* readers are reviewed at length. Others are given shorter reviews. Ratings: ★★★★★ Excellent, ★★★★★ Very Good, ★★★ Good, ★★ Fair, ★ Poor.

This is the record that should place Damone right back into the front ranks of singers, from which he has been absent too long. Perhaps it has been the treatment, rather than the tunes, for here, on *Tide*, he discards the belting style that has made him so much like the other pop singers. Here is a phrasing and warmth that has been

missing from his recent work. He shades beautifully, works softly throughout, and projects a feeling of the tide.

The potent Richard Hayman scoring adds to the meaning: it's unlike the Frank Chacksfield version or even that of his stable-mate, Robert Maxwell.

THE CASH BOX

SLEEPER OF THE WEEK

"EBB TIDE" (2:40) [Robbins ASCAP-Maxwell, Sigmund]
"IF I COULD MAKE YOU MINE" (2:20)
[Linwood ASCAP-Skylar, Ackers]

VIC DAMONE with RICHARD HAYMAN ORCH.
(Mercury 70216; 70216 x 45)

• Now an effective set of lyrics are added to the captivating melody of "Ebb Tide" and presented by Vic Damone in a manner that can be classified as his best effort since his return from the army. He sings right from the heart and puts sincerity and meaning into every

word. Equal credit goes to Richard Hayman and his ork for the thrilling assist offered Vic. It's a perfect picture of the sea shore. Vic has great control over his voice. Song should be a big one for the lad.

VARIETY Herm Schoenfield

"Vic Damone, Ebb Tide shapes up as a potent record. Warm vocalling makes it a great spinning disc."



VIC DAMONE EBB TIDE

MERCURY 70216 • 70216X45



TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	15	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
2	2	15	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
3	4	6	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
4	3	13	OH	Pee Wee Hunt	San-Cap 2442-ASCAP
5	7	5	EBB TIDE	F. Chacksfield	Waltzing Bugle Boy-London 1358-ASCAP
6	9	4	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-ASCAP
7	5	16	NO OTHER LOVE	P. Como	Keep It Gay-V 20-5317-ASCAP
8	-	1	ST GEORGE AND THE DRAGONET	S. Freberg	Little Blue Riding Hood-Cap 2596-ASCAP
9	6	10	CRYING IN THE CHAPEL	J. Valli	Love Every Moment You Live-V 20-5368-BMI
10	8	15	P. S.: I LOVE YOU	Hilltoppers	I'd Rather Die Young-Dot 15085-ASCAP
11	13	3	RAGS TO RICHES	T. Bennett	Here Comes That Heartache Again-Col 40048-ASCAP
12	12	5	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
13	11	12	C'EST SI BON	E. Kitt	African Lullaby-V 20-5358-ASCAP
14	14	13	WITH THESE HANDS	E. Fisher	When I Was Young-V 20-5365-ASCAP
15	10	6	MY LOVE, MY LOVE	J. James	You're Fooling Someone-M-G-M 11543-BMI
16	17	9	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI
17	16	20	I'M WALKING BEHIND YOU	E. Fisher	Just Another Polka-V 20-5293-ASCAP
18	19	2	I SEE THE MOON	Mariners	I Just Want You-Col 40047-ASCAP
19	19	5	DEAR JOHN LETTER	J. Shepard-F. Huskey	I'd Rather Die Young-Cap 2582-BMI
20	-	1	STORY OF THREE LOVES	R. Hayman	Sweet Lailani-Mercury 70202

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	15	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
2	2	14	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
3	3	12	OH	P. W. Hunt	San-Cap 2442-ASCAP
4	7	7	CRYING IN THE CHAPEL	J. Valli	Love Every Moment You Live-V 20-5368-BMI
5	4	14	NO OTHER LOVE	P. Como	Keep It Gay-V 20-5317-ASCAP
6	8	4	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
7	5	15	P. S.: I LOVE YOU	Hilltoppers	I'd Rather Die Young-Dot 15085-ASCAP
8	6	19	CRYING IN THE CHAPEL	D. Glenn	Hang Up That Telephone-Valley 105-BMI
9	12	7	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
10	9	10	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI
11	9	22	I'M WALKING BEHIND YOU	E. Fisher	Just Another Polka-V 20-5293-ASCAP
12	13	4	DEAR JOHN LETTER	J. Shepard	I'd Rather Die Young-Cap 2505-BMI
13	18	9	C'EST SI BON	E. Kitt	African Lullaby-V 20-5358-ASCAP
14	16	4	CRYING IN THE CHAPEL	Orioles	Don't You Think I Ought to Know?-Jubilee 5122-BMI
15	11	3	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-BMI
16	13	11	WITH THESE HANDS	E. Fisher	When I Was Young-V 20-5365-ASCAP
17	15	14	GAMBLER'S GUITAR	R. Draper	Free Home Demonstration-Mercury 70167-BMI
18	18	6	YOU'RE FOOLING SOMEONE	J. James	My Love, My Love-M-G-M 11543
19	20	3	MY LOVE, MY LOVE	J. James	You're Fooling Someone-M-G-M 11543-BMI
20	-	1	RAGS TO RICHES	T. Bennett	Here Comes That Heartache Again-Col 40048-ASCAP

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	14	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
2	2	15	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
3	3	6	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
4	4	15	NO OTHER LOVE	P. Como	Keep It Gay-V 20-5317-ASCAP
5	4	12	OH	P. W. Hunt	San-Cap 2442-ASCAP
6	7	10	CRYING IN THE CHAPEL	J. Valli	Love Every Moment You Live-V 20-5368-BMI
7	6	6	EBB TIDE	F. Chacksfield	Waltzing Bugle Boy-London 1358-ASCAP
8	10	6	MY LOVE, MY LOVE	J. James	You're Fooling Someone-M-G-M 11543
9	9	3	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-BMI
10	8	17	P. S.: I LOVE YOU	Hilltoppers	I'd Rather Die Young-Dot 15085-ASCAP
11	12	7	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
12	18	10	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI
13	16	12	WITH THESE HANDS	E. Fisher	When I Was Young-V 20-5365-ASCAP
14	17	12	C'EST SI BON	E. Kitt	African Lullaby-V 20-5358-ASCAP
15	14	2	STORY OF THREE LOVES	J. Murad-R. Hayman	Sweet Lailani-Mercury 70202
16	13	2	RAGS TO RICHES	T. Bennett	Here Comes That Heartache Again-Col 40048-ASCAP
17	-	1	RICOCHE	T. Brewer	Too Young to Tango-Coral 61043-BMI
18	-	1	I LOVE PARIS	L. Baxter	Gigi-Cap 2479-ASCAP
19	-	1	VELVET GLOVE	H. Rene-H. Winterhalter	Etaine-V 20-5405-ASCAP
20	14	21	I'M WALKING BEHIND YOU	E. Fisher	Just Another Polka-V 20-5293

VOX JOX

B CHARLOTTE SUMMERS

Jox Trix

"Lucky Bucks." The New York Daily Mirror's contest which has sent thousands of readers scrambling for dollar bills with lucky serial numbers, has now reached Forest Grove, Ore. Allen Hoffard, program director of KRWC, writes us that his station is offering \$10 to the holders of the "lucky bucks" spent by deejays around town, in addition to an invitation to be interviewed on the show. . . . Bob Custer, KLOK, San Jose, Calif., has just set up a tie-in with a department store sponsor who will do a window and counter display with the theme, "Listen and Dance to the Band of the Week on Custer's Caravan." A display of the singles and albums available on the "Band of the Week" will be set up in the record department of the store.

Chuck Thompson, WFOR, Hattiesburg, Miss., tells us about his fan club to end all

fan clubs. His early morning show features a real crowing bantam rooster named Elmer, which is a celebrity with a fan club of his own. Members are pets of boys and girls in the radio audience and the slogan is, "Be a Rooster Booster." . . . Rod Loudon, KPOJ, Portland, Ore., is featuring a daily service to shut-in listeners. He urges all the shut-ins listening to send him a card with their names and addresses and he in turn passes this information on to his "Happiness Club." Club members call on the shut-ins, remember their birthdays with flowers and throw bingo and card parties to raise funds. . . . Barry Kaye, WJAS, Pittsburgh, has been averaging 5,000 pieces of mail each week on his teen-age show. He originates the 4-5 p.m. portion of his show every Friday from the teen department of the major local department store which features guests and gimmicks.

(Continued on page 36)

See

PAGES 38 AND 40

for

The Billboard
Packaged Record
Buying Guide

Best Sellers in
These Categories:
SHORT ORCHESTRAL
WORKS
VOCAL
VOCAL POPS
Packaged Record
REVIEWS

Banner Season

Continued from page 16

night gospel sing festival has drawn upward of 125,000 admissions at \$1.50.

Eyes Big Cities

McCormick hopes, with the spreading popularity of the hill-billy artists, to put his gospel quartets into such cities as Cleveland, Detroit, Cincinnati, New York and "we'd like even to give Boston a try."

McCormick now runs a \$3,000 weekly payroll, plays no less than 15 dates a month, and maintains offices in Thomasville, Ga.; Tallahassee and Tampa, Fla., and connections with the radio station WOOF in Dothan, Ala.

McCormick's all-night sings spread the popularity of such quartets as the Sunshine Boys (Decca); the Harmoners, former RCA Victor artists; Homeland Harmony (Bibletone); The Dixie Rhythm, Dothan; Revel-Aires, WGST, Atlanta; Melody Masters, Princeton, Ind.; All-American, Decatur, Ill.; John Daniel Quartet of WLCA, Nashville, oldest in the business with 27 years to the name's credit.

"While The Billboard reports

the marked progress of the hill-billy and country stars along the woolhat and city routes," said McCormick, "slowly but surely catching up in a popularity race are the gospel quartets; the boys who play and sing the mixed music which actually originated many years ago in the Negro spirituals down here in the cotton belt of the nation.

"I firmly believe that the gospel quartets will be a welcomed group of entertainers in such great cities as New York, Cincinnati, Detroit and others in the none too distant future. Our effort from a mild beginning down here is to put them there."

Stardust Latest

Continued from page 16

signed and recorded thrush Carmen McRae with the Larry Elgart ork. The label will release two McRae disks at once in an attempt to get disk jockey and operator exposure for the singer. The two disks will be specially packaged. Meanwhile, Darwin is setting up distribution deals around the country and seeking new talent in the pop, rhythm and blues and c.&w. fields.

**"Both great
—can't choose between them!"**

SAY THE NATION'S DJ'S ABOUT

PERRY
YOU ALONE

*Perry's First
English-Italian Lyrics!*
20/47-5447



COMO'S
PA-PAYA MAMA

A real rouser!

20/47-5447

What they say About "Pa-paya Mama"—

"Better arrangement, more commercial appeal. Will make a big hit in a short time."
"Pa-paya Mama—but not by much."
"Damn close!" . . . "Real Clever"
"But I like 'em both, too!"
"Both terrific!" . . . "Excellent!" . . . "Definitely"
"Both sides terrific—Pa-paya Mama has edge because it's quite different from Como's others."
"Both are good." . . . "Both are fine numbers."
"Both excellent." . . . "Can't make up my mind!"
"This is terrific—Mark me as A plus. You've got a winner!"

What they say About "You Alone"—

"'You Alone'—Listeners agree!"
"'You Alone'—but it's tossup. They're both good."
"Like 'em both, however a poll of the staff arrived at this decision."
"'You Alone'—but 'Pa-paya Mama' is very good also."
"'Pa-paya Mama' will catch quicker—but 'You Alone' will last longer."
"In my estimation, anything Como does is bound to hit. This is a hard decision to make—both songs are so different."
"Listener poll chose it."
"Believe 'Pa-paya' will make first impression—but 'You Alone' will be the A-side with enough plays to bring it into listener-consciousness . . ."
"'Pa-paya' catchy, won't need as much build-up."

*Here are the results of
the balloting—*

"YOU ALONE"—569

"PA-PAYA MAMA"—598

RCA VICTOR
FIRST IN RECORDED MUSIC



NEW RELEASES

RCA Victor—Release #53-40

POPULAR

ROSE OF THE RANCHO
STAY AWAY FROM MY WINDOW (Cielito Lindo)
Xavier Cugat and his Orch.
Vocal refrain by Abbe Lane and
Juan Manuel20-5470 (45-5470)*

DRAGNET
PAL-YAT-CHEE
Spike Jones and his City Slickers
Vocal refrain by Jim
Saturday20-5472 (45-5472)*

HARLEM TEPO
LOVE IN TENOCHTITLAN—Tepo
Ismael Diaz and his Orch. . .20-5471 (475471)*

COUNTRY/WESTERN
SORROW AND PAIN
YOU'RE GONE
The Davis Sisters20-5460 (47-5460)*

TOO OLD FOR TOYS
(Too Young For Boys)
LITTLE GIRL LOVE
Sunshine Ruby20-5467 (47-5467)*

HONEY, HONEY MINE
NO HEART AT ALL
Hal "Lone Pine" and his
Mountaineers20-5468 (47-5468)*

RHYTHM/BLUES
CHICKEN SCRATCH
EASY ROCKING
Sam Butera20-5469 (47-5469)*

RED SEAL SPECIAL
CALL ME FOOL
YOU ARE MY LOVE
Mario Lanza, Tenor with Orch. and Chorus
Constantine Callinicos,
Conductor10-4211 (49-4211)*
*45 rpm cat. nos.

BEST SELLERS

POPULAR
Pa-Paya Mama/You Alone
Perry Como20-5447 (47-5447)
Many Times/Just To Be With You
Eddie Fisher20-5453 (47-5453)
You, You, You/Once Upon A Tune
Ames Brothers20-5325 (47-5325)
I Want To Be Evil/Annie Doesn't Live Here Any More
Eartha Kitt20-5442 (47-5442)

My Love, My Life, My Happiness/If You Want My Heart
Ames Brothers20-5404 (47-5404)
Crying In The Chapel/Love Every Moment You Live
June Valli20-5368 (47-5368)
No-Other Love/Keep It Gay
Perry Como20-5317 (47-5317)
Gambler's Gil Box/Your Clobbered Heart
Homer & Jethro20-5429 (47-5429)
Love Me Again/Before It's Too Late
Sunny Gale20-5424 (47-5424)
Don't Take Your Love From Me/Under Paris Skies
The Three Suns20-5347 (47-5347)
The Velvet Glove/Elaine
Hugo Winterhalter-
Henri Rene20-5405 (47-5405)
I'm Walking Behind You/Just Another Polka
Eddie Fisher20-5293 (47-5293)
C'est Si Bon/African Lullaby
Eartha Kitt20-5358 (47-5358)
With These Hands/When I Was Young
Eddie Fisher20-5365 (47-5365)
Eighteenth Variation/Introduction, Theme & Five
Variations
William Kapell10-4210 (49-4210)

COUNTRY/WESTERN
I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie
Davis Sisters20-5345 (47-5345)
Sorrow And Pain/You're Gone
Davis Sisters20-5460 (47-5460)

Mama, Come Get Your Baby Boy/If I Never Get To Heaven
Eddy Arnold20-5415 (47-5415)
**I'm Casting My Lasso Towards The Sky/There's A
Rainbow In Ev'ry Teardrop**
Slim Whitman20-5431 (47-5431)
**I Found Out More Than You Ever Knew/Don't
Believe Everything That You Read About Love**
Betty Cody20-5462 (47-5462)
How's The World Treating You/Free Home Demonstration
Eddy Arnold20-5305 (47-5305)
The Mark 'Round My Finger/A Heap Of Lovin'
Hawkshaw Hawkins20-5444 (47-5444)
Maybe I Was Wrong/I Feel The Blues Comin' On
Elton Britt20-5402 (47-5402)
For Now And Always/A Message From The Trade Winds
Hank Snow20-5380 (47-5380)
Where'd Ja Get So Much Oi/I Just Don't Love You Anymore
Curtis Gordon20-5461 (47-5461)

RHYTHM/BLUES
**Somebody Work On My Baby's Mind/Whatever You're
Doin'**
Du Droppers20-5425 (47-5425)
Beginning To Miss You/Rhythm In The Breeze
John Greer20-5370 (47-5370)
I Dreamed Of A City Called Heaven/You Ain't Got Faith
Bill Landford Quartet20-5459 (47-5459)

RCA VICTOR
FIRST IN RECORDED MUSIC



**SALES GROW
WHEN YOU GO 45**



Santly-Joy to Revamp New York Offices

NEW YORK, Sept. 26.—Santly-Joy is extensively revamping its New York offices at a cost in excess of \$15,000. Plans for general expansion include additional rehearsal facilities, reception rooms, etc.

The Original and Best!
**"Love Every Moment
You Live"**



Mike Pedicin
Quartzel
TC 5009

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(IT'S CUH-RAZY)
Vanity Record #510
"I'M CUH-RAZY 'BOU YOU"
by Kuzzen Zeke
c/w
"I'M RELAXIN'"
Vocals by
Cal Cala-Jo Ann Lear
Vanity Record #520
"You Say The Nicest Things"
c/w
"Take A Good Look At Me"
VANITY RECORDS
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vocal by DON ESTES

b/w "MOONLIGHT COCKTAIL"

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The Billboard's Music Popularity Charts

... For Week Ending September 26

Territorial Best Sellers (Popular)

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.

- 15 Cities... **ST. GEORGE AND THE DRAGONET**
S. Freberg, Capitol 2596
- Boston
St. Louis... **MANY TIMES**
E. Fisher, Victor 20-5453
- Cleveland
Detroit
Seattle... **LITTLE BLUE RIDING HOOD**
S. Freberg, Capitol 2596
- Detroit... **TROPICANA**
L. Baxter, Capitol 2568

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

- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Rags to Riches
T. Bennett, Columbia
- Crying in the Chapel
J. Valli, Victor
- Ebb Tide
F. Chacksfield, London
- No Other Love
P. Como, Victor
- St. George and the Dragonet
S. Freberg, Capitol
- You, You, You
Ames Brothers, Victor
- Hey, Joe
F. Laine, Columbia
- I'm Walking Behind You
E. Fisher, Victor
- Oh
P. W. Hunt, Capitol
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Oh
P. W. Hunt, Capitol
- Dragnet
R. Anthony, Capitol
- No Other Love
P. Como, Victor
- St. George and the Dragonet
S. Freberg, Capitol
- Crying in the Chapel
J. Valli, Victor
- Ebb Tide
F. Chacksfield, London
- I'm Walking Behind You
E. Fisher, Victor
- My Love, My Love
J. James, M-G-M

Cleveland

- St. George and the Dragonet
S. Freberg, Capitol
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Eh Cumpari
J. La Rosa, Cadence
- Little Blue Riding Hood
S. Freberg, Capitol
- Ebb Tide
F. Chacksfield, London
- Dragnet
R. Anthony, Capitol
- Rags to Riches
T. Bennett, Columbia
- Oh
P. W. Hunt, Capitol
- In the Mission of St. Augustine
S. Kaye, Columbia
- You, You, You
Ames Brothers, Victor

Boston

- Rags to Riches
T. Bennett, Columbia
- Eh Cumpari
J. La Rosa, Cadence
- Story of Three Loves
J. Mirad-R. Hayman, Mercury
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Ebb Tide
F. Chacksfield, London
- Oh
P. W. Hunt, Capitol
- St. George and the Dragonet
S. Freberg, Capitol
- Dragnet
R. Anthony, Capitol
- Ricochet
T. Brewer, Coral
- Many Times
E. Fisher, Victor

Buffalo

- Vaya Con Dios
L. Paul & M. Ford, Capitol
- St. George and the Dragonet
S. Freberg, Capitol
- Eh Cumpari
J. La Rosa, Cadence
- You, You, You
Ames Brothers, Victor
- No Other Love
P. Como, Victor
- Oh
P. W. Hunt, Capitol
- Rags to Riches
T. Bennett, Columbia

Chicago

- Eh Cumpari
J. La Rosa, Cadence
- Ebb Tide
F. Chacksfield, London
- Story of Three Loves
J. Murad, Mercury
- You, You, You
Ames Brothers, Victor
- Don't Take Your Love From Me
Three Suns, Victor
- Crying in the Chapel
J. Valli, Victor
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Hey, Joe
F. Laine, Columbia
- My Love, My Love
J. James, M-G-M
- I Love Paris
L. Baxter, Capitol

Cincinnati

- You, You, You
Ames Brothers, Victor

- Tropicana
L. Baxter, Capitol
- Ebb Tide
F. Chacksfield, London
- My Love, My Love
J. James, M-G-M
- Little Blue Riding Hood
S. Freberg, Capitol
- Dragnet
R. Anthony, Capitol

Kansas City, Mo.

- Vaya Con Dios
L. Paul & M. Ford, Capitol
- You, You, You
Ames Brothers, Victor
- Dragnet
R. Anthony, Capitol
- Oh
P. W. Hunt, Capitol
- No Other Love
P. Como, Victor
- St. George and the Dragonet
S. Freberg, Capitol
- Hey, Joe
F. Laine, Columbia

Los Angeles

- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Ebb Tide
F. Chacksfield, London
- You, You, You
Ames Brothers, Victor
- Crying in the Chapel
J. Valli, Victor
- P. S.: I Love You
Hilltoppers, Dot
- St. George and the Dragonet
S. Freberg, Capitol
- Oh
P. W. Hunt, Capitol
- C'est Si Bon
E. Kitt, Victor
- No Other Love
P. Como, Victor
- Crying in the Chapel
E. Fitzgerald, Decca

Milwaukee

- Crying in the Chapel
R. Allen, Decca
- Ebb Tide
F. Chacksfield, London
- Gambler's Guitar
R. Draper, Mercury
- You, You, You
Ames Brothers, Victor
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- St. George and the Dragonet
S. Freberg, Capitol
- I See the Moon
Mariners, Columbia

New Orleans

- St. George and the Dragonet
S. Freberg, Capitol
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Oh
P. W. Hunt, Capitol
- You, You, You
Ames Brothers, Victor
- No Other Love
P. Como, Victor
- Ebb Tide
F. Chacksfield, London
- Rags to Riches
T. Bennett, Columbia
- With These Hands
E. Fisher, Victor
- Crying in the Chapel
Orioles, Jubilee

New York

- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Ebb Tide
F. Chacksfield, London
- St. George and the Dragonet
S. Freberg, Capitol
- No Other Love
P. Como, Victor
- Dragnet
R. Anthony, Capitol
- Eh Cumpari
J. La Rosa, Cadence
- Crying in the Chapel
J. Valli, Victor
- Rags to Riches
T. Bennett, Columbia
- My Love, My Love
J. James, M-G-M
- You, You, You
Ames Brothers, Victor

Philadelphia

- You, You, You
Ames Brothers, Victor
- Vaya Con Dios

- L. Paul & M. Ford, Capitol
- Crying in the Chapel
Orioles, Jubilee
- In the Mission of St. Augustine
S. Kaye, Columbia
- Ricochet
T. Brewer, Coral
- No Other Love
P. Como, Victor
- Oh
P. W. Hunt, Capitol
- Ebb Tide
F. Chacksfield, London
- My Love, My Love
J. James, M-G-M
- Eh Cumpari
J. La Rosa, Cadence

Pittsburgh

- Rags to Riches
T. Bennett, Columbia
- Eh Cumpari
J. La Rosa, Cadence
- Dragnet
R. Anthony, Capitol
- St. George and the Dragonet
S. Freberg, Capitol
- Hey, Joe
F. Laine, Columbia
- Gambler's Guitar
R. Draper, Mercury

St. Louis

- Eh Cumpari
J. La Rosa, Cadence
- Dragnet
R. Anthony, Capitol
- You, You, You
Ames Brothers, Victor
- St. George and the Dragonet
S. Freberg, Capitol
- Ricochet
T. Brewer, Coral
- Ebb Tide
F. Chacksfield, London
- Hey, Joe
F. Laine, Columbia
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- My Love, My Love
J. James, M-G-M
- Many Times
E. Fisher, Victor

San Francisco

- Ebb Tide
F. Chacksfield, London
- You, You, You
Ames Brothers, Victor
- Dragnet
R. Anthony, Capitol
- Oh
P. W. Hunt, Capitol
- Eh Cumpari
J. La Rosa, Cadence
- Crying in the Chapel
J. Valli, Victor
- Vaya Con Dios
L. Paul & M. Ford, Capitol

Seattle

- Dragnet
R. Anthony, Capitol
- Ebb Tide
F. Chacksfield, London
- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Little Blue Riding Hood
S. Freberg, Capitol
- No Other Love
P. Como, Victor
- Three Little Pigs
A. (Jazzbo) Collins, Brunswick
- Little Red Riding Hood
A. (Jazzbo) Collins, Brunswick
- Oh
P. W. Hunt, Capitol
- You, You, You
Ames Brothers, Victor

Washington, D. C.

- Vaya Con Dios
L. Paul & M. Ford, Capitol
- Crying in the Chapel
J. Valli, Victor
- No Other Love
P. Como, Victor
- You, You, You
Ames Brothers, Victor
- Dragnet
R. Anthony, Capitol
- P. S.: I Love You
Hilltoppers, Dot
- Oh
P. W. Hunt, Capitol
- With These Hands
E. Fisher, Victor
- Ebb Tide
F. Chacksfield, London
- My Love, My Love
J. James, M-G-M

—breaking for a hit...

Sammy
KAYE'S

The Billboard Music Popularity Charts
THIS WEEK'S BEST BUYS

Popular

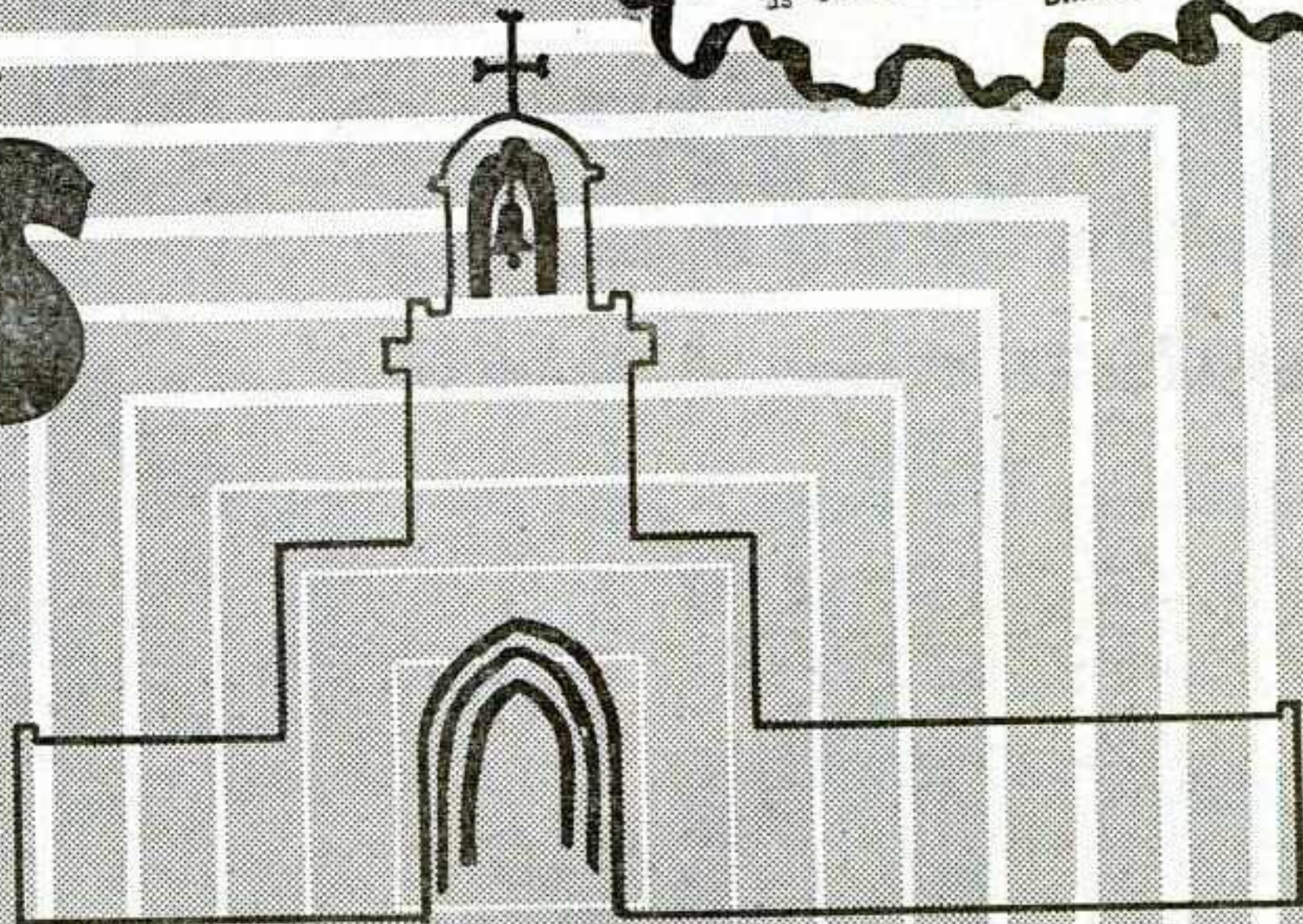
MISSION OF ST. AUGUSTINE—Sammy Kaye
—Columbia 40061

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

Billboard, Sept. 19, 1953



great
rendition
of...



IN
THE

MISSION OF

ST. AUGUSTINE

Featuring
Jeffrey Clay

and The Kaye Choir

Personal Management

DAVE KRENGEL

607 Fifth Avenue, New York, N. Y.

and **NO STONE UNTURNED**

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Opening "Last Frontier"

Las Vegas—Oct. 5th

the
MILLS
BROTHERS

sing "the catchiest song of the year"



**"WHO PUT
 THE DEVIL
 IN EVELYN'S
 EYES"**

**SKYROCKETING
 IN
 SALES**

**DECCA
 RECORDS**

and
BEWARE

DECCA 28818 (78 RPM)
 9-28818 (45 RPM)

VOX JOX

• Continued from page 32

Surface Noises

Bob Lowrie, 900 Fifth Avenue, Anchorage, Alaska, beams the late shipment of "hot" records to Anchorage. He writes, "I play . . . music store receives shipment four weeks to two months later—enthusiasm has died and, along with it, record sales, and our poor retailers only benefit from

Ill., writes, "Bouquets to Hy Frumkin of Chicago for showing that lesser name labels have some crazy talent too. What we need are more far-sighted distributors like him." . . . Sandy Singer, KCRG, Cedar Rapids, Ia., doesn't think that Jim Lowe will appreciate what Homer and Jethro did to his "Gambler's Guitar," and is sure he won't like the way RCA has printed his name. Sandy advises that RCA has printed his name as Jim Love, which is a typo, of course, but asks, "What excuse do Homer and Jethro have?"

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

OCTOBER 2, 1943:

1. Sunday, Monday or Always
2. Paper Doll
3. Pistol Packin' Mama
4. I Heard You Cried Last Night
5. You'll Never Know (Haymes)
6. In the Blue of the Evening
7. You'll Never Know (Sinatra)
8. All or Nothing at All
9. In My Arms
10. Close to You

OCTOBER 2, 1948:

1. You Call Everybody Darlin'
2. A Tree in the Meadow
3. It's Magic
4. My Happiness
5. Twelfth Street Rag
6. Hair of Gold, Eyes of Blue
7. Underneath the Arches
8. Maybe You'll Be There
9. Love Somebody
10. Bluebird of Happiness

the so-called riders. I'm in need of help first in lining up supply contacts for my programs and also would like to have contacts who could supply me with rush shipments of top new records when music stores need them."

. . . Jim Stewart, WHEP, Foley, Ala., however, is very thankful to Jim McCarthy, Paul Brown and Kappi Jordan for their excellent promotional material and to the major companies for the records which are beginning to pour in.

Ken Scott, WPEO, Peoria,

Guestings

Les Paul and Mary Ford will be guests on the opening show of Hal and Nancy's "TV Carousel," WILK, Wilkes-Barre, Pa. . . . Recent visitors to Steve Evans' "Nite Special" on WLDY, Ladysmith, Wis., were Bob Ballentine and family. In a real switch, Evans gave Ballentine a copy of his record, "Canadian Capers." The latter didn't even know which sides were released. . . . Smiley Burnett and company will appear on Ron Johnson's KALG, Alamogordo, N. M., show. . . . Hal Stubbs, CKVL, Montreal, is playing host this week to Stan Pat. . . . Joe Ryan, WALL, Middletown, N. Y., interviewed Rocky Marciano on his "Bella Musica" program prior to his fight with Roland La Starza. . . . Dick Noel guested on Allen Evans' "Coke-Celebrity Party," WHOK, Lancaster, O. Evans tells us that it was with great pleasure that he jumped on the Noel bandwagon. "He's a great guy and a credit to our business, and that goes equally for Harry Carlson, who is the greatest."

Change of Theme

The Four Lads recently added a musical note of welcome to the wires and good wishes received by Joe Deane for his new show on KQV, Pittsburgh. . . . Red Jones, for-

(Continued on page 49)

The **Billboard**

Dealers Nat'l
 Brick

Billboard Picks These

King AND Federal RECORDS

PAPAYA MAMA
 SINCE YOU SAID GOODBYE
 Bonnie Lou KING 1272

TENNESSEE WIG-WALK Bonnie Lou
HAND-ME-DOWN HEART KING
 1237

MEMORIES EARL BOSTIC
 THE VERY THOUGHT OF YOU KING
 4653

AVAILABLE ON 45 RPM

DISTRIBUTED BY **King RECORDS**

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2

SMASH HITS!



Great follow-up of their #1 in the Nation "CRYING IN THE CHAPEL"



The Orioles



"IN THE MISSION OF ST. AUGUSTINE"

"WRITE AND TELL ME WHY"

JUBILEE #5127



The FOUR TUNES

Will Make Record Sales History with this fabulous rendition of Irving Berlin's

MARBLE



"I GAMBLED WITH LOVE" JUBILEE #5128

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

The Billboard Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

EXTENDED ORCHESTRAL WORKS

- MOUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION: STRAVINSKY: FIREBIRD SUITE (1-12")—Philadelphia Ork; E. Ormandy, Cond. Columbia ML 4700 83
RAVEL: BOLERO, RAPSODIE ESPAGNOLE, LA VALSE, ALBORADA DEL GRACIOSO, PAVANE FOR A DEAD PRINCESS (1-12")—Orchestre Radio-Symphonique de Paris; R. Leibowitz, Cond. Vox PL 8150 77
BRAHMS: SERENADE IN D MAJOR, OP. 11 (1-12")—The Little Orchestra Society; Thos. Scherman, Cond. Decca DL 9651 70

SHORT ORCHESTRAL WORKS

- ANDRE KOSTELANETZ ORCHESTRA: CLAIR DE LUNE (1-12") Columbia ML 4692 85

CONCERTOS

- BEETHOVEN: CONCERTO NO. 3 IN C MINOR, OP. 37 (1-12")—RCA Victor Symphony Ork; Jose Iturbi, Cond. and Soloist. RCA Victor LM 1759 77
SCHUMANN: CELLO CONCERTO IN A MINOR, OP. 129; BRUCH: KOL NIDREI, OP. 47; J. C. BACH: CONCERTO IN C MINOR (1-12")—Joseph Schuster, Cello; Los Angeles Orchestral Society; F. Waxman, Cond. Capitol P 8232 74
CASTELNUOVO-TEDESCO: CONCERTO FOR GUITAR; OTHER SELECTIONS (1-12")—Andres Segovia, Guitar; New London Ork; A. Sherman, Cond. Columbia ML 4732 71

COMPLETE OPERAS

- RAVEL: L'HEURE ESPAGNOLE (1-12")—Suzanne Danco and others; L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 796 74
SCHUBERT: DER HAUSLICHE KRIEG (1-12")—Walter Berry, Ilona Steingruber, etc.; Pro Musica Symphony; Ferdinand Grossman, Cond. Vox PL 8160 69

INSTRUMENTAL

- CHOPIN: SONATA NO. 3 IN B MINOR, OP. 58; SHORTER SELECTIONS (1-12")—Dinu Liatti, Piano. Columbia ML 4721 85
SCARLATTI: SONATAS; RAMEAU: GAVOTTE, ETC.; (1-12")—Robert Casadesus, Piano. Columbia ML 4695 72
SCHUBERT: GRAND SONATA NO. 3 IN B FLAT MAJOR; SONATA IN A MINOR, OP. 143 (1-12")—Friedrich Wuehrer, Piano. Vox PL 8210 70

VOCAL

- MUSIC OF THE MIDDLE AGES (1-12")—Otto Pingel; Collegium Musicum; Robert Haass, Dir. Vox PL 8110 58

JAZZ

- TED HEATH ORK: AT THE LONDON PALLADIUM (1-12")—London LL 802 78
WOODY HERMAN AT CARNEGIE HALL, 1946 (1-12")—M-G-M E 3043 72
NEW FACES—NEW SOUNDS: GIL MELLE (1-10")—Blue Note 5020 68
THE DAVE PELL OCTET PLAYS TUNES BY IRVING BERLIN (1-10") Trend TL 1003 67
NEW FACES—NEW SOUNDS: KENNY DREW TRIO (1-10") Blue Note 5023 65
NEW FACES—NEW SOUNDS: LOU DONALDSON (1-10") Blue Note 5021 62

INTERNATIONAL

- JEAN SABLON (2 EP) RCA Victor EPBT 3041 82
MAURICE CHEVALIER (2 EP) RCA Victor 80
SELECTIONS DE L'OPRETTE (2 EP)—Luis Mariano, RCA Victor EPB 3158 75
UN COEUR QUI CHANTE (2-EP)—Louis Mariano. RCA Victor EB 3159 72
FAVORITE YIDDISH SONGS (2-EP)—Sidor Belarsky. RCA Victor EPBT 3053 70

POPULAR ALBUMS

VOCAL

(Alphabetically Listed)

- RAY ANTHONY—RAY ANTHONY CHOIR Capitol H 422
NAT (KING) COLE—TWO IN LOVE Capitol H 420
PERRY COMO—HITS FROM BROADWAY SHOWS RCA Victor LPM 3124
JANE FROMAN—JANE FROMAN FAVORITES Capitol EAP 1-429
EARTHA KITT—RCA VICTOR PRESENTS EARTHA KITT RCA Victor EPB 3062
FRANKIE LAINE—JO STAFFORD—NEW ORLEANS Columbia CL 6268
REQUESTED BY YOU—WESTON, CLOONEY, DAY, ETC. Columbia CL 6254
YMA SUMAC—INCA TAQUI Capitol H 423

Pop Album Catalog Sellers

VOCAL

(Alphabetically Listed)

- EDDY ARNOLD—ALL TIME FAVORITES, VOL. 1 RCA Victor EPA 428
ROSEMARY CLOONEY—HOLLYWOOD'S BEST Columbia CL 6224
NAT (KING) COLE—UNFORGETTABLE Capitol H 357
EDDIE FISHER—I'M IN THE MOOD FOR LOVE RCA Victor EPB 3058
EDDIE FISHER—EDDIE FISHER SINGS RCA Victor EPB 3025
LES PAUL-MARY FORD—BYE BYE BLUES Capitol H 356
LES PAUL-MARY FORD—HIT MAKERS Capitol H 416
LES PAUL-MARY FORD—NEW SOUND, VOL. 2 Capitol H 286
KAY STARR—KAY STARR STYLE Capitol H 363

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category. Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Big Band Jazz

Heath, Herman Concert Disks In Strong Bids

A most interesting comparison can be made this week via the issuance of two 12-inch albums featuring swing bands in actual theater concert performances. London Records has issued an April, 1953, concert performance of the Ted Heath Band as Ted Heath at the London Palladium, while M-G-M has recouped two 10-inch Woody Herman LP disks into a single 12-incher, Woody Herman at Carnegie Hall—1946. Both sets will be of major interest to jazz collectors.

The Herman band's offering, however, got a good sale in its original two-record form. And while the list price of this new package is certainly more attractive, it will need some plus promotion in order to pick up customers other than the ready buyers who must have acquired the disk performances last year.

The Heath band, however, once again proves that it is one of the cleanest instrumental combinations ever to hit wax. The Rock-of-Gibraltar solidity of the rhythm section, the bite of the brass and the polish of the reeds are all delightful to hear. The (Continued on page 50)

Sounds That Sell

The Fi Is Indeed Hi in New 'Pictures' & 'Bolero' Diskings

Three 12-inch classical orchestral records released the past week by Columbia, Decca and Vox, introduce a sharply competitive element to previously recorded catalog items of this repertoire. The Columbia disk, touted as a finely engineered recording, fully bears out this advance billing when it is heard. The disk couples the Moussorgsky-Ravel Pictures at an Exhibition with Stravinsky's Firebird Suite, performed by the Philadelphia Orchestra conducted by Eugene Ormandy. The Columbia "Pictures" will obviously buck Mercury's "Pictures," cut some time ago by Raphael Kubelik and the Chicago Symphony. Mercury's disk, one of the most successful hi-fi LP's produced, lacked the additional appeal given the Columbia LP by the "Firebird" coupling. Beyond a doubt, this is a compelling disk from several points of view, and must be given attention by serious classical dealers and consumers.

Vox's Ravel album presents a generous grouping of some of the most popular selections by that popular classical composer. This is perhaps its greatest commercial appeal, altho it is also a well-

produced disk. Recorded in France by L'Orchestre Radio-Symphonique de Paris, conducted by Rene Leibowitz, the disk contains the "Bolero," "La Valse," "Rhapsodie Espagnole," "Alborado Del Gracioso" and "Pavane for a Dead Princess." This one also will find enthusiastic hi-fi backers.

Decca brought forth an addition to its Gold label series, Brahms' Serenade in D Major, Op. 11, done by Thomas Scherman and the Little Orchestra Society. This item in the classical repertoire has not heretofore been recorded with an American orchestra, and this point should prove of some substantial sales value inasmuch as previously cut versions are by groups with which the general American public is unfamiliar. Paul Ackerman.

New Concerto Releases Hold Sales Promise

Two familiar concertos and one novelty are among this week's releases for solo instrument and orchestra. Each in its own way holds promise for good sales. All three featured soloists have been before the public for years and enjoy loyal followings.

Jose Iturbi indulges his favorite virtuoso trick of both playing the piano part and conducting the orchestra in Beethoven's Third Piano Concerto. The effect is more effective at a live concert, but even on vinyl may provide the extra fillip that will swing buyers to this version rather than to equally powerful competing sets. The performance is one of Iturbi's finest on records.

That most popular Cello Concerto in A Minor by Schumann (Continued on page 50)

'New Faces'

Cool Slicings For Hipsters

One of the fascinating things about the field of jazz is the fact that there are always new personalities and new musical styles emerging. Blue Note Records, one of the oldest indie jazz labels in the business, has kept well abreast of modern trends with its modern jazz series of albums titled New Faces—New Sounds. (Continued on page 50)

Manufacturer Hi-Fi Race Brings New Sound to Cash Registers. Vast Market Awaits Home Phono Seller. 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 \$2 billion in extra income.

WANTED!

REWARD!

SEE...



20 Million Separate Phonographs of High Quality at Reasonable Cost

\$2 Billion in Retail Sales Volume

Analyzing Baltimore's "Operation Phonograph" for Profit Potential

A thoro reporting job on the effort and results of the combined record-phonograph promotion in Baltimore, beginning October 5. An analysis of results and their meaning to record-phonograph markets in all parts of the country.

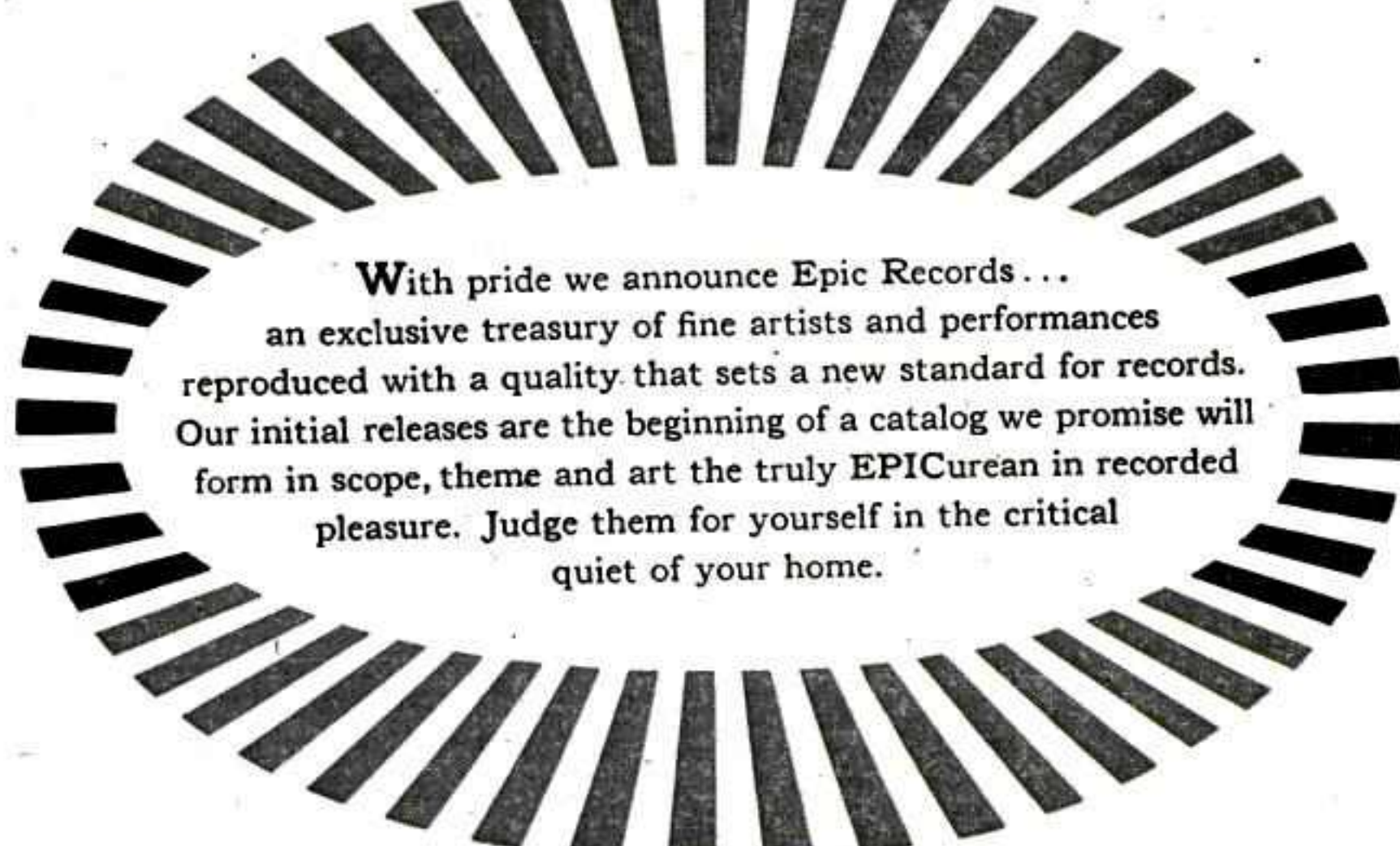
"The Merchandising Revolution in Records and Phonographs"

A Special Section of The Billboard . . . October 24 Issue



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Radial Sound surrounds you with the most electrifying reproduction in recording experience! Exciting new acoustical and microphonic techniques lift you out of your chair—put you in the middle of the music!



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 - ALBERT MATHIAS & COMPANY**
113 S. Mesa, El Paso, Tex. **Al Buchanan**
 - WOODSON & BOZEMAN, INC.**
733 Somerville, Memphis, Tenn. **Jack Brown**

- DVORAK:**
Symphony No. 5 in E Minor, Op. 95 ("From the New World"). Antal Dorati conducting the Hague Philharmonic Orchestra. LC 3001
- BEETHOVEN:**
Symphony No. 5 in C Minor, Op. 67. Eugen Jochum conducting the Berlin Philharmonic Orchestra. LC 3002
- TCHAIKOVSKY:**
Symphony No. 6 in B Minor, Op. 74 ("Pathetique"). Paul Van Kempen conducting the Concertgebouw Orchestra of Amsterdam. LC 3003
- J. STRAUSS:**
Vienna Blood, Op. 354; Blue Danube, Op. 314; Tales From the Vienna Woods, Op. 325; Voices of Spring, Op. 410. Rudolf Moralt conducting the Vienna Symphony Orchestra. LC 3004
- BERLIOZ:**
Symphonie Fantastique, Op. 14. Willem Van Otterloo conducting the Berlin Philharmonic Orchestra. LC 3005
- SCHUBERT:**
Symphony No. 8 in B Minor ("Unfinished"). Eugen Jochum conducting the Concertgebouw Orchestra of Amsterdam. Mozart: Symphony No. 35 in D Major, K. 385 ("Haffner"). Fritz Lehmann conducting the Berlin Philharmonic Orchestra. LC 3006
- GRIEG:**
Peer Gynt Suite No. 1, Op. 46, and Peer Gynt Suite No. 2, Op. 55. Hague Philharmonic Orchestra; Erna Spoorenberg, soprano; Willem Van Otterloo, conductor. LC 3007
- TCHAIKOVSKY:**
Romeo and Juliet Overture—Fantasia and Overture Solennelle "1812," Op. 49; Capriccio Italien, Op. 45. Paul Van Kempen conducting the Concertgebouw Orchestra of Amsterdam. LC 3008
- RACHMANINOFF:**
Concerto No. 2 in C Minor for Piano and Orchestra, Op. 18. Cor De Groot, piano, with the Hague Philharmonic Orchestra, Willem Van Otterloo, conductor. LC 3009
- TCHAIKOVSKY:**
Concerto No. 1 in B-Flat Minor for Piano and Orchestra, Op. 23. Alexander Uninsky, piano, with the Hague Philharmonic Orchestra, Willem Van Otterloo, conductor. LC 3010



POPULAR RELEASES



- EG 7001 HITS FROM "WONDERFUL TOWN"**
1. OHIO
SANDY STEWART—Orchestra under the direction of Norman Leyden
 2. A QUIET GIRL
FRANK MURPHY—Orchestra under the direction of Norman Leyden
 1. A LITTLE BIT IN LOVE
SANDY STEWART—Orchestra under the direction of Norman Leyden
 2. IT'S LOVE
FRANK MURPHY—Orchestra under the direction of Norman Leyden
- EG 7002 CALL ME MADAM**
1. YOU'RE JUST IN LOVE
BILLIE WORTH-JEFF WARREN with the Theatre Orchestra under the direction of Cyril Ornadel
 2. MARRYING FOR LOVE
BILLIE WORTH-ANTON WALBROOK with the Theatre Orchestra under the direction of Cyril Ornadel
 1. IT'S A LOVELY DAY TODAY
JEFF WARREN-SHANI WALLIS with the Theatre Orchestra under the direction of Cyril Ornadel
 2. THE HOSTESS WITH THE MOSTES' ON THE BALL
BILLIE WORTH—with the Theatre Orch. under the direction of Cyril Ornadel
- EG 7003 AL JOLSON**
1. ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY Vocal
 2. APRIL SHOWERS with GUY LOMBARDO and his ROYAL CANADIANS Vocal
 1. YOU ARE TOO BEAUTIFUL From "Hallelujah, I'm a Bum" Vocal
 2. HALLELUJAH, I'M A BUM From "Hallelujah, I'm a Bum" Vocal
- EG 7004 ARTIE SHAW**
1. NIGHTMARE Fox Trot
 2. SHOOT THE LIKKER TO ME, JOHN BOY Fox Trot
 - THE BLUES Fox Trot
- EG 7005 A BUNNY BERIGAN MEMORIAL**
1. I CAN'T GET STARTED WITH YOU From "Ziegfeld Follies of 1936" Fox Trot—Vocal by Bunny Berigan
 2. SOLO HOP Fox Trot—with Glenn Miller and his Orchestra
 1. DIXIELAND SHUFFLE Fox Trot
 2. LET'S DO IT Fox Trot (Let's Fall in Love) from "Paris"
- EG 7006 ALL TIME POLKA PARADE**
1. HELENA POLKA Polka
 2. JULIDA POLKA (Julajda Polka) Polka ED KROLIKOWSKI and his ORCH.
 1. CLARINET POLKA Polka
 2. BEER BARREL POLKA Polka (Roll Out the Barrel) BILL GALE and his MUSIC MAKERS
- EG 7007 HARMONICA CLASSICS STAN FISHER**
1. MALAGUENA From "Andalucia"
 2. RITUAL DANCE OF FIRE Instrumental From "El Amor Brujo"
 1. BEGIN THE BEGUINE From "Jubilee"
 2. SLAUGHTER ON TENTH AVENUE From "On Your Toes"
- EG 7008 AHMAD JAMAL'S THREE STRINGS**
1. RICA PULPA Instrumental
 2. BILLY BOY Instrumental
 1. A GAL IN CALICO Instrumental From "The Time, the Place and the Girl"
 2. THE SURREY WITH THE FRINGE ON TOP Instrumental From "Oklahoma!"
- EG 7009 JAMMIN' WITH BUCK BUCK CLAYTON and THE MARLOWE MORRIS TRIO**
- BASIC ORGAN BLUES 'S WONDERFUL**
From "Funny Face"
- EG 7010 "WILD" BILL DAVIS**
1. PICCADILLY CIRCUS Instrumental
 2. RHAPSODY IN BLUE
 1. WITHOUT A SONG Instrumental
 2. THE JITTERBUG WALTZ

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 throughout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Alphabetically Listed)

- ALFVEN: SWEDISH RHAPSODY; GRIEG: ANITRA'S DANCE AND HALL OF THE MOUNTAIN KING (Philadelphia Orchestra-Ormandy) Columbia AAL 35
- BERLIOZ: ROMAN CARNIVAL OVERTURE; SUPPE: LIGHT CAVALRY OVERTURE (Philadelphia Pops-Hillsberg) Columbia AAL 34
- BIZET: CARMEN-ORCHESTRAL SCENES; ROSSINI: SEMIRAMIDE OVERTURE (Columbia Symphony-Beecham) Columbia AAL 27
- BRAHMS: HUNGARIAN DANCES (Selected); DVORAK: SLAVONIC DANCES (Hamburg Radio Orchestra - Schmidt - Isserstedt) London LL 779
- PUCCINI: LA BOHEME-ORCHESTRAL SELECTIONS (Andre Kostelanetz Orchestra) Columbia ML 4655
- ROSSINI: WILLIAM TELL OVERTURE; SEMIRAMIDE OVERTURE (Amsterdam Concertgebouw-van Beinum) London LD 9032
- STRAUSS, J.: FOUR GREAT WALTZES (Minneapolis Symphony-Dorati) Mercury MG 50019
- STRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops-Ormandy) Columbia ML 4686
- WAGNER: LOHENGRIN PRELUDES TO ACTS — AND III, FLYING DUTCHMAN OVERTURE (Philharmonia Orchestra-Kletzki) Entre RL 3060

VOCAL (Non-Operatic)

(Alphabetically Listed)

- BERGER, ERNA: SONGS BY BRAHMS AND RICHARD STRAUSS Decca DL 9666
- CHRISTOFF, BORIS: RUSSIAN ARIAS AND SONGS HMV 1033
- FERRIER, KATHLEEN: RECITAL OF BACH AND HANDEL ARIAS London LL 688
- FISCHER-DIESKAU, DIETRICH: BEETHOVEN: AN DIE FERNE-GELIEBTE; SELECTED SONGS OF SCHUBERT AND SCHUMANN HMV 1046
- SCHWARTZKOPF, ELISABETH: MOZART RECITAL Columbia ML 4649
- TOUREL, JENNIE: SONGS BY BACH AND MOZART Columbia ML 4640
- TRAUBEL, HELEN: FOLK SONGS AND BALLADS RCA Victor LM 7013
- TRAUBEL, HELEN: SONGS OF REVERENCE Decca DL 7535
- ROGER WAGNER CHORALE: VILLA-LOBOS: QUATUOR; NETTO Capitol P 8191
- WARFIELD, WILLIAM: DEEP RIVER Columbia AAL 32

Victor Has Bouillabaisse For Internation'l Market

There's more music for the money for the lover of International music in RCA Victor's new EP releases. The label's new EP combed its catalog and packaged five two-record EP sets. Four of these are aimed at the dealer who traffics in Parisian flavor. Of top interest is the Jean Sablon set. His velvety voice has long proved a top attraction in this country. Play "Mam'zelle" or "Symphonie" for the gals, and it should be a sale whether or not they understand French.

The inimitable Maurice Chevalier is also available on EP for the first time. Included is a sampling of tunes that have become identified with this gay ambassador of song, such as "Mimi," "Place Pigalle" and "Valentine." Victor's a.&r. staffer Henri Rene

accompanies Chevalier on some of these.

More on the show-tune level are the two sets featuring the fine baritone of Luis Mariano. On one he sings eight selections from the tremendously successful French operetta, "Le Chanteur de Mexico," in which he starred. A second Mariano EP set is entitled "Un Coeur Qui Chante," a collection of French "pop" tunes including a belting version of "Pour T'Aimer," the Parisian version of the big American hit of several years ago, "Be My Love." Mariano has a voice that will please many. Quite rightly, RCA Victor has the liner notes written in English and in francais on all these sets.

Another album geared for selected dealers is Favorite Yiddish Songs by Sidor Belarsky. Noted as a concert basso, Belarsky shows a very warm understanding of the folk songs of his people. Sung in Yiddish, this set should do very well in selected markets. Nev Gehman.

CHART COMMENTS

SHORT ORCHESTRAL WORKS

The second survey in this category shows that four of the same disks listed in the catalog chart of several weeks ago retain their positions. These are the Liszt (Columbia), Rossini Overtures (Victor), Sibelius and the Strauss (London).

Even more change is noted on the recent release chart. Only the Bizet and Puccini appeared on the last chart. Four of the entries last time, however, have since passed the six-month mark and are now considered in the catalog classification.

Note particularly the number of low-priced disks on the two charts. There are five Columbia AAL entries, one from London's 9000 series and one Entre disk.

VOCAL

This week is the first for charts on vocal records. This category consists of non-operatic records also a record such as the Boris Christoff which contains both operatic arias and other selections

Next Week

CLASSICAL

- ★ Symphony
- ★ Complete Operas

POP ALBUMS

- ★ MOVIES, SHOWS AND TV

is considered in this category because the bulk of the selections are non-operatic.

Some may question the placement of Lanza in the classical area. For the purpose of these surveys, he will be considered in this classification.

VOCAL (POP)

Among the recent release best-sellers in this category two albums stand out so overwhelmingly that they are worth special mention. These are the Eartha Kitt and the Nat (King) Cole sets. Also of note because of their newness are the Yma Sumac.

Note the appearance of the Eddy Arnold EP, on catalog chart. Tho Arnold is basically a singer of country tunes, these results show that his appeal extends into the pop field.

Lipatti Chopin LP Paces New Piano Entries

Of all solo instrumental recordings, sets featuring the piano sell best. There are probably just more ex-pianists around (two finger, or otherwise) that still retain an affection for the keyboard than have tried their hand at other instruments. And they apparently like to buy records.

For these customers, and just plain music lovers, an unusually strong album has just been released by Columbia. The label has rounded up a few more recorded performances of the late Dinu Lipatti and packaged them in a strong Chopin program. Heard are the Sonata No. 3 in B Minor and several shorter works—a Barcarolle, Nocturne and Mazurka. Performances by the Rumanian artist are compelling and the disk can't help selling strongly. Many dealers will remember with satisfaction previous Lipatti albums, all of which

Classical Catalog Sellers

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

SHORT ORCHESTRAL WORKS

(Alphabetically Listed)

- BRAHMS: HUNGARIAN DANCES; STRAUSS, J.: WALTZES (Pittsburgh Symphony-Reiner) Columbia ML 4116
- DEBUSSY: NOCTURNES; RAVEL: ALBORADA DEL GRACIOSO; BERLIOZ: ROMAN CARNIVAL OVERTURE (Minneapolis Symphony-Dorati) Mercury MG 50005
- DVORAK: SLAVONIC DANCES (Czech Philharmonic-Talich) Urania ULRP 604
- KOSTELANETZ PROGRAM (Kostelanetz Orchestra) Columbia ML 4150
- LISZT: HUNGARIAN RHAPSODY NO. 2; OFFENBACH: ORPHEUS IN THE UNDERWORLD OVERTURE (Columbia Symphony-Rodzinski) Columbia AAL 2
- ROSSINI: OVERTURES (NBC Symphony-Toscanini) RCA Victor LM 1044
- ROSSINI: WILLIAM TELL OVERTURE; WALDTEUFEL: SKATERS' WALTZ (NBC Symphony-Toscanini) RCA Victor LM 14
- SIBELIUS: FINLANDIA, SWAN OF TUONELA (Philadelphia Orchestra-Finlandia) Columbia AAL 9
- STRAUSS, J.: MUSIC OF STRAUSS (Philadelphia Orchestra-Ormandy) Columbia ML 4589
- STRAUSS, J.: WALTZES (Mantovani Orchestra) London LL 685

VOCAL (Non-Operatic)

(Alphabetically Listed)

- ANDERSON, MARIAN: BRAHMS: ALTO RHAPSODY; MAHLER: KINDERTOTENLIEDER RCA Victor LM 1146
- ANDERSON, MARIAN: SPIRITUALS RCA Victor LM 110
- CARUSO, ENRICO: LIGHT MUSIC RCA Victor LCT 2
- DE PAUR INFANTRY CHORUS: CHORAL CARAVAN Columbia AAL 22
- LANZA, MARIO: BECAUSE YOU'RE MINE RCA Victor LM 7015
- LANZA, MARIO: LOVE SONGS; NEAPOLITAN SERENADE RCA Victor LM 1188
- SHAW CHORALE: GREAT SACRED CHORUSES RCA Victor LM 1117
- TAGLIAVINI, FERRUCCIO: NEAPOLITAN FOLK SONGS RCA Victor LM 72
- TAUBER, RICHARD: SONGS OF OLD VIENNA Decca 9526
- TRAPPIST MONKS OF THE ABBEY OF GETHSEMANE: LAUDATE DOMINUM (Gregorian Chant) Columbia ML 4394

Kostelanetz

Set of Popular Classics Held Potent Seller

Andre Kostelanetz has the enviable reputation of being the top-selling classical artist on the Columbia Masterworks label. His latest release, featuring "Clair de Lune" and other popular favorites, should fasten his grip on this top position. The Kostelanetz LP does a lovely job with the selections in this new LP, selections that vary widely in feeling and mood, and yet, via the Kostelanetz lush orchestral magic, make up a fine concert package.

The works include, in addition to "Clair de Lune," "A Musical Snuff Box," the overture to "Barber of Seville," Villa-Lobos "Little Train of the Caipira," "Pavanne pour une Infante Defunte" and waltzes from "Der Rosenkavalier."

They are played in the rich, bountiful manner that has come to be identified with the ork leader. Appeal of this new release will be widespread, among both pop and classical customers, and it adds up to a powerful package that should move briskly across dealer's shelves thru the fall season. Bob Rolontz.

have had impressive retail histories.

Columbia has also issued a set of Scarlatti Sonatas and assorted Rameau pieces by Robert Casadesus. These are charming works, appealing equally to the sophisticated musician and sometime listener. Here, tho, it probably won't be the repertoire that will provide the major sales impetus. The Scarlatti Sonatas are heavily recorded in harpsichord versions, which many favor as more authentic. Still, some do prefer the piano, regardless of the repertoire. Best bet is to stress this entry as a Casadesus showcase. There are enough around to whom this fact should be sufficient.

In many respects the most mu- (Continued on page 50)

Lond., Vox Cut Opera Rarities

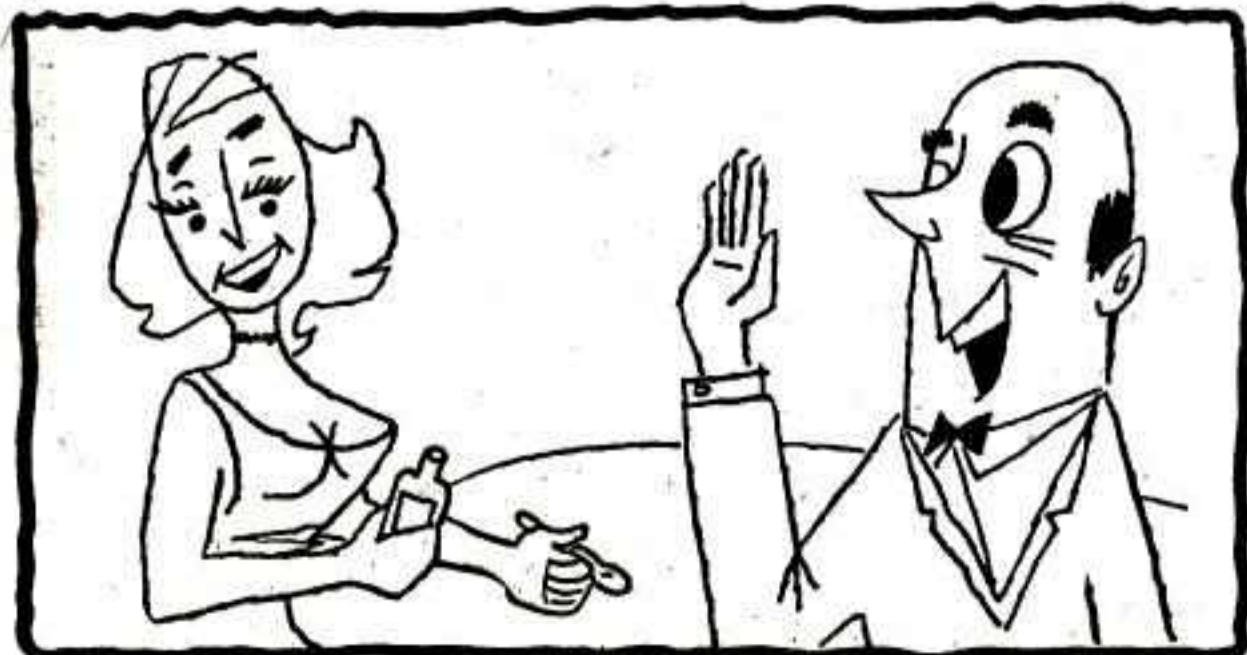
Collectors of off-the-beaten-track vocal and operatic recordings will find cause for rejoicing in several of the new fall releases. L'Heure Espagnole and Der Haeusliche Krieg, one-act operas by Ravel and Schubert respectively, plus an intriguing volume entitled Music of the Middle Ages might be singled out for special notice.

The majority of American opera-lovers will probably make their first acquaintance with Ravel's delightfully humorous opera "L'Heure Espagnole" in London's new recording of it, even tho it has been available on LP before and has been presented at New York's City Center Opera. A French cast featuring Suzanne Danco and the Orchestre de la Suisse Romande under Ernest Ansermet join forces here for a definitive performance of this Gallic confection.

One of the two or three Schubert operas that occasionally finds its way to the stage (and then, in Germany and Austria only) is "Der Haeusliche Krieg," sometimes known as "Die Verschworenen." Vox has recorded a Viennese production of this work, and for those who are interested in all facets of Schubert's genius this LP is to be recommended. The cast is a dedicated one and supported by Vienna's superb Akademie Kammerchor and the Pro Musica Symphony under Ferdinand Grossmann.

Getting still farther afield, Vox offers an unusual collection of medieval French and German songs in its "Music of the Middle Ages" album, the majority of them being rendered by the German tenor Otto Pingel. Tho this material is from 400 to 800 years removed in time, its ageless melodies still hold their charm for the discriminating ear.

Admittedly these are albums with more or less limited commercial appeal, but dealers with customers expanding their collections beyond the basic vocal and operatic library should bring some or all of these items to their attention. Gary Kramer.



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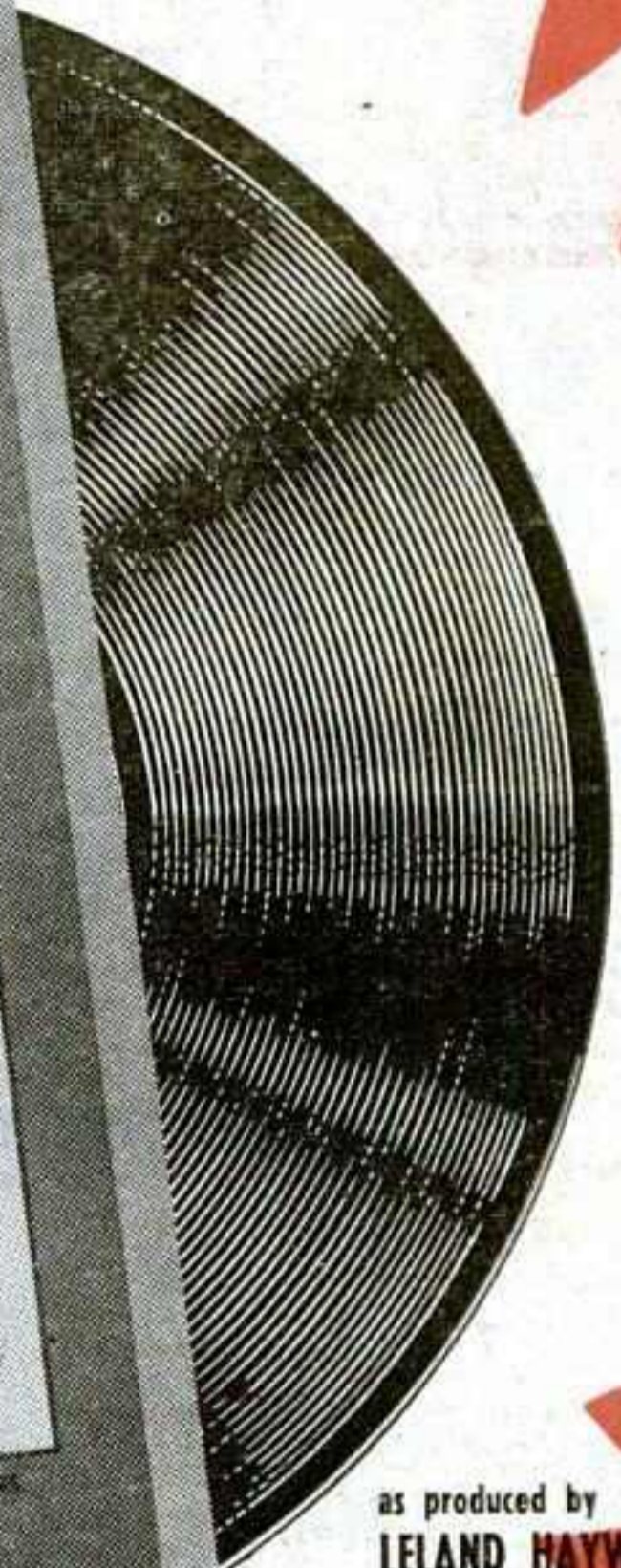
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Popular Record Reviews

Continued from page 23

help of the Jimmy Leyden ork and chorus. It's a very nicely executed side and ought to get a lot of play. (Feist, ASCAP)

Why Break the Heart That Loves You? . . . 72
Carroll belts this out in his big, yet warm, voice. Ork conducted by Don Costa lends fitting arrangement. (Paxton, ASCAP)

JOE (FINGERS) CARR
Collegiate . . . 77
CAPITOL 2581—Joe (Fingers) Carr becomes Joe (College) Carr on this disk aimed at this month's ivy-hall bound crowd. Here he leads the Carr-Hopps and his Ragtime Band thru a rip-roaring collection of college songs, yells and fraternity nonsense that is tailored and timed right to garner a lot of college town loot. (Shapiro-Bernstein, ASCAP)

The One Called Reilly . . . 72
This is the "Tiddle-i-ee, Tiddle-i-o" song familiar to all G.I.'s (albeit with a few additional slightly off-color verses). It still involves a shotgun wedding with O'Reilly's daughter, and it's still amusing. Excellent juke box material. (Chatsworth, ASCAP)

THE FOUR TUNES
Marie . . . 76
JUBILEE 5128—The boys are energetic and bring an infectious good humor on this novelty reading of the evergreen. It's off-beat enough to earn enthusiastic response. Jocks should have fun with this one.

I Gambled With Love . . . 71
The male combo tackles the ballad in full voice. Effort, staked to a good beat, could attract some juke action.

RALPH MARGERIE ORK
Lazy River . . . 75
MERCURY 70221—The wonderful evergreen is played understandingly by the ork, with Rusty Draper contributing an effective vocal. A good slicing. (Peer, BMI)

Warsaw Concerto . . . 75
Margerie's trumpet carries the melody in a lavish band arrangement of the spectacular opus. Jock spins can be expected; sales too. (Chappell, ASCAP)

JUNE CHRISTY
Whee Baby . . . 75
CAPITOL 2590—Thrush puts a new twist on the story of Aladdin's magic lamp. It has a compelling beat. Boxes should do all right with it. (Bradshaw, BMI)

No 1 . . . 73
Pleasant ballad is sung with a lot of heart by Miss Christy. Ork conducted by Pete Rugolo adds a good assist. (ABC, ASCAP)

GORDON MACRAE
I Still Dream of You . . . 75
CAPITOL 2603—Attractive new ballad with a strong Tin Pan Alley feeling is smartly delivered by MacRae for a fine side. (Gale & Gayles, BMI)

I Don't Want to Walk Without You . . . 73
Good chanting by MacRae and good orking by Frank DeVol add up to a nice piece of wax which could get action for the oldie. (Paramount, ASCAP)

LU ANN SIMMS
Be Patient, My Darling . . . 75
COLUMBIA 40087—Simms gal im-

presses with a sexy performance of an intriguing new ditty penned by Percy Faith and Carl Sigman. It's quite well done and deserves attention. (Marpel, ASCAP)

For Now and Always . . . 71
This is the country item penned by Leon Payne. The gal does all right with it, too. The Percy Faith ork backing is strong. (HH & Range, BMI)

FRANCIS FAYE
Hey, Mister . . . 75
CAPITOL 2604—Cute side by thrush Francis Faye, with some wild backing by the crazy mixed-up Dave Cavanaugh crew. For the fans of the night club thrush—and there are a sizable number—this should go well. (Regent, BMI)

Sorry, Baby . . . 71
Not as commercial as the flip, this special material type of tune is handled in the chanteuse's usual punch-it-out fashion, and the ork again lends violent support. (HH & Range, BMI)

DEAN MARTIN
You're the Right One . . . 74
CAPITOL 2589—Romantic ballad is warbled smoothly and with appealing warmth by Martin. Ditty is from the movie "The Caddy." (Paramount, ASCAP)

That's Amore . . . 74
Cute ballad with an Italianate flavor is sung affectionately by Martin. It's from the current flicker featuring Martin and Lewis. This side could attract sales loot with the plentiful exposure it's likely to get. (Paramount, ASCAP)

SANDY SOLO
You Turned the Tables on Me . . . 74
DERBY 832—Familiar patter ditty is delivered with compelling charm by Solo to a brisk rhythm backing. Could be a money earner. (Sam Fox, ASCAP)

There I Go . . . 72
Another fine waxing on this sentimental ballad. The intimate style used here will set many fem hearts a flutter. (BMI)

NORO MORALES ORK
Cup of Joy . . . 74
V 47-5465—A tasteful side—not the least of its attractions is the subtle backing which Noro Morales has arranged against the vocal of Danny Sutton. It's an interesting use of the bolero tempo for pop purposes. (Peer, BMI)

Two Dreams . . . 73
This side is similar to flip. It's a bolero, to which has been added a lyric. Hasn't quite the appeal of the flip, but a nice side. (Peer, BMI)

GEORGIA GIBBS
Say It Isn't So . . . 74
MERCURY 70218—Her Nibs revives the evergreen appealingly. The performance is persuasive and should provide jocks with good spin material, even tho' the side is unlikely to pull too many sales. (Berlin, ASCAP)

He's Funny That Way . . . 73
Classy ballad gives Georgia the chance to pour on the sentiment. A strong performance, but more suited for clubs than wax. (ASCAP)

GUY LOMBARDO ORK
When I Plunk on My Guitar . . . 73
DECCA 28858—Cute, semi-novelty

ditty gets a neat reading from the ork. Bill Flanagan and the Lombardo trio. (Leeds, ASCAP)

Would It Be Wrong? . . . 71
Kenny Gardner delivers the vocal on a Canadian ditty of routine proportions. Otherwise, it's typically Lombardo. (Canada, Ltd., BMI)

DOLORES MARTEL
Phonograph Record . . . 73
V 47-5455—Waltz time ditty, with flowing melodic movement and a vocal by Victor's new girl, Dolores Martel. Pleasant listening, with a tasteful backing by Henri Rene. (HH & Range, BMI)

Heartbreak or Heaven . . . 70
This is a good try, with flashy fiddles, etc., but lacks the charm of the flip. (Weiss & Barry, BMI)

JOAN REGAN
The Long Way . . . 73
LONDON 1372—The English thrush turns here to the song that was introduced early in the summer. There is a real impact in the lyrics as rendered by Miss Regan and could easily revive the song.

Rag-a-Bone Man . . . 68
On the flip Miss Regan offers her "torn and tattered" heart to the junk man. Again, she is a smooth performer, but there is little meat in the material.

WOODY HERMAN ORK
Bean Jazz . . . 72
MARS 900—The Herman ork takes solid hold of the opus for a good instrumental waxing. Dancers with more than normal energy will like. (Cromwell, ASCAP)

Moten Stomp . . . 72
Another good effort by the ork, this time on the traditional oldie. Either side of this disk should appeal to those who like big-band jazz. (Peer, BMI)

PAUL WINCHELL-JERRY MAHONEY
A Woman Is Strange . . . 72
MERCURY 70229—The novelty is sung gracefully by Winchell, with his wooden sidekick making with the funny lines. Many will chuckle at this waxing. (Hollis, BMI)

Friendly Polka . . . 67
More of the same on a cute and bouncy polka. (Standish, ASCAP)

DICK VALENTINE
Guessing . . . 71
LONDON 1378—Valentine, the English crooner, is persuasive in this intimately styled ballad. The material is right for his voice, and he turns in a tasteful performance.

I See You Again Every Night . . . 70
The distinctive voice quality of Valentine comes thru here quite successfully, also, and ought to win him some additional fans.

TED HEATH ORK
Draguet . . . 70
LONDON 1379—Here's a good follow-up waxing to the TV theme which has hit big via the Ray Anthony version and is also available in the pop market by Buddy Morrow.

Sloppy Joe . . . 70
On this side the ork tackles a Neal Hefti instrumental which makes for more good dance material.

DOROTHY SHAY
Why Shore . . . 70
CAPITOL 2597—Cute ditty about a hillbilly gal with a peanut brain but plenty of other charms is warbled easily by Dorothy Shay. It's taken from her recent album, "The Park Avenue Hillbillie." (Ardmore, ASCAP)

(Continued on page 49)

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ANSWER ME BLOWING WILD	Frankie Laine	40079 • 4-40079
I SEE THE MOON I JUST WANT YOU	The Mariners	40047 • 4-40047
HEY JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN	Doris Day	40063 • 4-40063
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
MANY TIMES IN LOVE	Percy Faith	40076 • 4-40076
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
LINGER AWHILE TIME	Sarah Vaughan	40041 • 4-40041
I FORGOT MORE THAN YOU'LL EVER KNOW ANYMORE	Toni Arden and The Four Lads	40081 • 4-40081
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
I WON'T BE HOME NO MORE YOU COULD BE MY LOVE	Lu Ann Simms	40084 • 4-40084
CHICKA-BOOM CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending September 26

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

NEW EXTENDED PLAY RELEASES

MARTINI TIME—Vol. 2—ART VAN DAMME QUINTET
If I Could Be With You • I Didn't Know What Time It Was • The Surrey
With the Fringe on Top • Madame Van Damme B-1784

DEEP PURPLE and SEPTEMBER SONG
Wally Stott and his Orchestra B-1787

MARTY ROBBINS
I'll Go On Alone • Crying 'Cause I Love You • I Couldn't Keep From
Crying • A Half-Way Chance With You H-1785

RAY PRICE
You're Under Arrest • Don't Let the Stars Get in Your Eyes • You
Weren't Ashamed to Kiss Me Last Night • The Price for Loving You
H-1786

JAM SESSION on "HONEYSUCKLE ROSE"
from the Benny Goodman 1938 Carnegie Hall Concert
Benny Goodman, Harry James, Count Basie, Gene Krupa, Lester Young,
Buck Clayton, Harry Carney, Walter Page, Johnny Hodges,
Freddie Green A-1788

NEW POPULAR RELEASES

LIBERACE Eighteenth Variation: Theme from THE STORY OF THREE LOVES MAIDEN'S WISH SAMBA	40099 • 4-40099
MITCH MILLER UNDER PARIS SKIES FAREWELL	40100 • 4-40100
LU ANN SIMMS I DREAMT THAT I WAS SANTA CLAUS I JUST CAN'T WAIT TILL CHRISTMAS	40089 • 4-40089
JIMMY BOYD SANTA GOT STUCK IN THE CHIMNEY I SAID A PRAYER FOR SANTA CLAUS	40080 • 4-40080
FERRANTE and TEICHER TABU SEMPER FIDELIS	40088 • 4-40088

NEW POPULAR ALBUM

a superb new popular album!

LIBERACE plays CONCERTOS FOR YOU
with Paul Weston and his Orchestra

Warsaw Concerto • Chopin's Fantasia • The Dream of Olwen
• Stella by Starlight • Grieg's Piano Concerto • Cornish
Rhapsody • Laura • Spellbound Concerto • Rachmaninoff's
Fantasia
12-inch "Lp" ML 4764

Warsaw Concerto • Cornish Rhapsody • Grieg's Piano Concerto
• Chopin's Fantasia
10-inch "Lp" CL 6269 • 78 rpm Set C-345

Warsaw Concerto • Cornish Rhapsody
45 Extended Play Set A-1771

NEW FOLK MUSIC RELEASES

CARL SMITH SATISFACTION GUARANTEED WHO'LL BUY THE HEARTACHES	21166 • 4-21166
"LITTLE" JIMMY DICKENS NO PLACE LIKE HOME ON CHRISTMAS BAREFOOTED LITTLE COWBOY	21167 • 4-21167
THE STAMPS QUARTET JOSHUA LED GOD'S CHILDREN SOMEBODY KNOWS	21168-s • 4-21168-s

NEW CHILDREN'S RELEASES

JIMMY BOYD & ROSEMARY CLOONEY DENNIS THE MENACE LITTLE JOSEY	J-182 • J-4-182
TOM GLAZER TRAIN TO TOYLAND	J-171 • J-4-171
MILTON CROSS with cast and orchestra The Story and Music of WOLFGANG AMADEUS MOZART	J-166 • J-4-166

take your choice!

both sides are smashes!

THE FOUR LADS

I SHOULD HAVE TOLD YOU LONG AGO

ISTANBUL

78 rpm 40082 • 45 rpm 4-40082

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," "Entre" Reg. U. S. Pat. Off. Marcos Registradee

the Hawk of the West Virginia Hills...



has
a
new
hit!

**HAWKSHAW
HAWKINS**

**A
HEAP
OF
LOVIN'**

and **THE
MARK
'ROUND
MY
FINGER**

20/47-5444



SALES GROW
WHEN YOU GO 45

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending September 26

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 country and western records. The reverse side of each record is also listed.

Week This		Last Week	Weeks on Chart
1	DEAR JOHN LETTER—J. Shepard-F. Huskey I'd Rather Die Young—Cap 2502—BMI	1	10
2	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters Rock-A-Bye Boogie—V 20-5345—BMI	3	8
3	HEY JOE—Carl Smith Darlin' Am I the One?—Col 21129—BMI	2	11
4	IT'S BEEN SO LONG—W. Pierce Don't Throw Your Life Away—Dec 28725—BMI	4	14
5	CRYING IN THE CHAPEL—Rex Allen I Thank the Lord—Dec 28758—BMI	5	9
6	CARIBBEAN—M. Torok Weep Away—Abbott 140—BMI	5	5
7	LET ME BE THE ONE—H. Locklin I'm Tired of Bumping Around—Four Star 1641—BMI	—	2
8	TENNESSEE WIG WALK—Bonnie Lou Hand-Me-Down Heart—King 1237—BMI	—	2
9	MAMA, COME GET YOUR BABY BOY—E. Arnold If I Never Get to Heaven—V 20-5115—BMI	—	1
10	DEAR JOAN—J. Cardwell You're Looking for Something—King 1269—BMI	7	2

Most Played by Jockeys

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

Week This		Last Week	Weeks on Chart
1	HEY JOE—Carl Smith Col 21129—BMI	1	10
2	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI	2	14
3	DEAR JOHN LETTER—J. Shepard-F. Huskey Cap 2502—BMI	2	11
3	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters V 20-5345—BMI	4	6
5	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI	7	10
6	CARIBBEAN—M. Torok Abbott 140—BMI	6	7
7	IS ZAT YOU MYRTLE?—Carlisle Mercury 70174—BMI	—	8
8	LET ME BE THE ONE—H. Locklin Four Star 1641—BMI	8	5
8	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI	9	8
10	FOR NOW AND ALWAYS—H. Snow V 20-5380—BMI	—	1

Most Played in Juke Boxes

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

Week This		Last Week	Weeks on Chart
1	HEY JOE—Carl Smith Col 21129—BMI	1	9
1	HEY JOE—Carl Smith Col 21129—BMI	1	10
2	DEAR JOHN LETTER—J. Shepard Cap 2502—BMI	3	7
3	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters V 20-5345—BMI	2	4
4	CRYING IN THE CHAPEL—Rex Allen Dec 28758—BMI	10	5
5	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI	4	18
5	CARIBBEAN—M. Torok Abbott 140—BMI	8	2
7	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI	5	14
8	MEXICAN JOE—J. Reeves Abbott 116—BMI	—	25
9	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI	6	7
9	GAMBLER'S GUITAR—R. Draper Mercury 70167—BMI	6	3

The Nation's Newest
HILLBILLY SENSATION



MAC WISEMAN

HITS again with...

REMEMBERING

and
**LET ME BORROW
YOUR HEART FOR JUST
TONIGHT**

DOT
1182 • 45x1182

THE GREAT CATALOG OF MAC WISEMAN SELLS ON . . .

- 1062 'Tis Sweet To Be Remembered
Are You Coming Back to Me (45-1062)
- 1075 Little White Church
I'm a Stranger (45-1075)
- 1091 I Still Write Your Name in the Sand
Four Walls Around Me (45-1091)
- 1092 Georgia Waltz
Dreaming of a Little Cabin (45-1092)
- 1115 You're the Girl of My Dreams
I Wonder How the Old Folks Are at Home (45-1115)
- 1126 Fire in My Heart
Going To See My Baby (45-1126)
- 1131 By the Side of the Road
Waiting for the Boys (45-1131)
- 1146 Six More Miles
It's Goodbye and So Long to You (45-1146)
- Goin' Like Wildfire
Shackles and Chains Dot 1150; 45-1150
- You're Sweeter Than Honey
Don't Let Your Sweet Love Die Dot 1158; 45-1158
- Rainbow in the Valley
Crazy Blues Dot 1168; 45-1168
- I'd Rather Die Young
You'd Better Wake Up Dot 1173; 45-1173

Dot RECORDS

GALLATIN, TENNESSEE • • • PHONE: 880-881
THE NATION'S BEST SELLING RECORDS



the nation's newest hillbilly sensation • the nation's newest hillbilly sensation • the nation's newest hillbilly sensation • the nation's newest hillbilly sensation • the nation's newest hillbilly sensation

the nation's newest hillbilly sensation • the nation's newest hillbilly sensation • the nation's newest hillbilly sensation • the nation's newest hillbilly sensation • the nation's newest hillbilly sensation

TOP COUNTRY & WESTERN RECORDS

C & W Record Reviews

Continued from page 28

ceives a fine performance, which is sincere and quite effective. (Ridge-way, BMI)

LEON MERRITT
Wishin' I Was Kissin' You 72
CORAL 64166 — There is merit in Merritt's latest slicing—a rhythmic, danceable item that ought to do especially well in the boxes. Has a bouncy flavor. (Adams, Vee & Abbott, BMI)

The Girl With the Pretty Green Eyes... 70
Merritt, backed by a choral group, sails smoothly thru this cute description of a good-looking gal. Because of the near-pop-nature of this material, it may see good action in both c.&w. and pop markets. (Adams, Vee & Abbott, BMI)

BOBBY GIORDI
There's Just One Daddy for Me 72
IMPERIAL 8210—The young warbler lifts his clear voice in a sentimental ditty that's likely to pull at the heart-strings of many. Mid-disk narration tells of Daddy's death, unknown to junior, with this section handled effectively by Stan Richards. This one could break out into the money. (Commodore, BMI)

When I Grow Up... 70
Youngster Giordi dreams out loud of all the wonderful things he can be when he grows up. A pleasant wailing. (Commodore, BMI)

WILMA LEE-STONEY COOPER
What Can I Say? 72
COLUMBIA 21161—Cooper leads this in his talk-sing style, with Wilma Lee joining in the chorus in much the same manner. It's a good rhythm effort that should catch a lot of rural play (Acuff-Rose, BMI)

Idle Gossip, Idle Words... 69
This side is Wilma Lee's, and she has a real tear-jerker to work with. Guitar picking behind her sets off her effort nicely. (Acuff-Rose, BMI)

EARL SONGER
Unwelcome Bride 71
CORAL 64167—The desire of men for youthful beauty is the theme of this sorrowful tale. Interesting and listenable. Side could pull spins in rural areas. (Earl Songer)

Too Free With Your Love... 70
Earl Songer, with the help of a vocal group, tells about a gal who hands out her love too easily. The disk is a bright and happy one. (Earl Songer)

BOB HEPPLER
Handle With Care 70
STARDAY 107 — The warbler sells this pretty country weeper with a tear in his voice and much tenderness. Side could get some action with enough exposure. (Starlite)

One Step Ahead... 68
Heppler does a warm job with this sprightly country weeper, as he tells his ex-girl that he has found another, and that he is one step ahead of her. (Starlite)

DANNY BROWN
Wedding Bouquet 69
CORAL 64165 — Pleasant weeper is handled in okay fashion by the chanter. (Beck, BMI)

What Good Is My Heart to Me Now... 68
Tune co-written by Lefty Frizzell receives an adequate warble from Brown. (Hill & Range, BMI)

STEVE ANDREWS
My Home on the Prairie 69
CAMMAROTA 27 — The label has discovered a warm baritone voice in Steve Andrews that is displayed to good advantage on this side. An accomplished yodeler, he should develop into a good country balladeer. Tune is in the vein of "Home on the Range." (BMI)

TWO DEB'S N' A DATE
How I'd Like to Be in Carolina... 66
Vocal group does a satisfactory job with this one. The tune is a nostalgic recollection of a Carolina childhood. More pop than country. (BMI)

KEN MARVIN
One by One 68
V 20-5448—Marvin exudes a lot of warmth as he wends his way thru this quiet ballad. (Hill & Range, BMI)

I Never Had It So Good Before... 65
Cute rhythm ditty has a driving Latin beat, but Marvin's performance is only adequate. (DeLmore, ASCAP)

(Continued on page 49)

FOLK TALENT AND TUNES

Nashville

Nashville during the past two weeks has been a beehive of activity in the country music field. The hotels all simulated the old New York publishers' offices of 30 years back with their lines of audition rooms. There were singers practicing for their waxing sessions. Publishers and recording directors had a monopoly on the suites with a line of songwriters, contact men and new singers waiting their turn at the door. Even the eateries reminded you of the New York coffee rendezvous—and the new Music City USA experienced its first taste of sold-out business.

Three recording studios were working day and night thruout last week. Usually the halls outside their doors were filled with musicians and singers ready for another session as soon as the current one was completed.

Decca's Paul Cohen was the first to leave Nashville. He had been the first here for his fall recording. Decca's interests were being handled by Owen Bradley on an Ernest Tubb-Red Foley duet cutting and Cohen is expected in again this week for more cutting.

Ken Nelson, of Capitol, is set for a full month of waxing with practically all of his outtone stable set for a Nashville session. His past schedule included Martha Carson, Faron Young, the Amber Sisters and Dub Dickerson with a full schedule for the coming weeks.

RCA Victor's Steve Sholes, with Charlie Grean and Cy Cohen, going full time with cuttings planned by practically every country name on the roster. Porter Wagoner was in with his manager, Si Siman, from Springfield, Mo., and Elton Britt has been on hand for a week with several sessions in the works. Johnnie and Jack, Hank Snow, Chester Atkins, Hawkshaw Hawkins and Curtis Gordon were other names on hand.

Art Satherly was an outstanding figure on the scene for the past week with his newly formed Art Satherly Publications firm. Art told us just before leaving for New Orleans and Florida on Saturday, that his Nashville week had been very successful in the placing of songs and artists with the major recorders. During his stay WSM's Judd Collins built a 15-minute show around Satherly's life. During his direction of Columbia's country catalog he was responsible for the discovery and development of such names as Roy Acuff and Gene Autry. Now that he's back in the music business with offices in Dallas and Los Angeles he plans to spend a good part of his time in Nashville.

Word comes to us that Johnny Bond has left his WFAA post in Dallas to return to Hollywood where he has several offers to be considered. He spent a successful summer in the Texas-Oklahoma area with a daily show from WFAA. . . . Smiley Burnette has broken over 50 theaters, auditorium and outdoor crowd records in the past four months. Most recent was his packing of the Four States Fair, Texarkana, Ark., this past week. Illinois and the Dakotas are ahead upon completion of dates in the Southwest. . . . Redd Harper currently set for religious meetings in Philadelphia, Washington and Atlantic City. . . . Skeets McDonald heads for Texas dates October 1 with his first tour thru Missouri and Arkansas following. . . . Joe Maphis and Rose Lee back in their March Hollywood home after a Northwestern fishing trip. Joe has done a part for the new Universal-International film, "The Glenn Miller Story." He's also in a soon to be released "Ma and Pa Kettle" film. . . . Carolina Cotton continues to be the country's outstanding horse-woman, having taken the title for the sixth consecutive year from the California Horseman's Association. The award was made at Los Angeles County Fair, Pomona, last week.

Jean Shepard and Ferlin Huskey were outstanding in their visit to Nashville last week-end. They performed superbly on the Prince Albert "Grand Ole Opry" NBC'er

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.

- Cincinnati
Memphis
Nashville... DEAR JOAN
J. Cardwell, King 1269
- Dallas-Fort Worth... SING ME SOMETHING SENTIMENTAL
M. Robbins, Columbia 21145
- Memphis... IF I NEVER GET TO HEAVEN
E. Arnold, Victor 20-5415
- New Orleans... WEARY BLUES FROM WAITIN'
H. Williams, M-G-M 11574

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, Capitol
3. Hey Joe
C. Smith, Columbia
4. Caribbean
M. Torok, Abbott
5. Let Me Be the One
H. Locklin, Four Star
6. It's Been So Long
W. Pierce, Decca
7. Dear Joan
J. Cardwell, King
8. Tennessee Wig-Walk
B. Lou, King
9. Jealous Love
Davis Sisters, Fortune
10. Oh Mis'erable
C. Gore, King

Memphis

1. Dear John Letter
J. Shepard, Capitol
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. Hey Joe
C. Smith, Columbia
4. Why Don't You Open the Door
York Brothers, King
5. It's Been So Long
W. Pierce, Decca
6. Tennessee Wig-Walk
B. Lou, King
7. Dear Joan
J. Cardwell, King
8. For Now and Always
H. Snow, Victor
9. Yesterday's Girl
H. Thompson, Capitol
10. If I Never Get to Heaven
E. Arnold, Victor

Dallas-Ft. Worth

1. Caribbean
M. Torok, Abbott
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. Dear John Letter
J. Shepard, Capitol
4. Hey Joe
C. Smith, Columbia
5. It's Been So Long
W. Pierce, Decca
6. Shake a Hand
R. Foley, Decca
7. Crying in the Chapel
D. Glenn, Valley
8. Tennessee Wig-Walk
B. Lou, King
9. Sing Me Something Sentimental
M. Robbins, Columbia
10. Is Zat You Myrtle?
Carlisles, Mercury

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, Capitol
4. It's Been So Long
W. Pierce, Decca
5. Let Me Be the One
H. Locklin, Four Star
6. Dear Joan
J. Cardwell, King
7. My Wasted Past
E. Tubb, Decca
8. Don't Brush Them on Me
E. Tubb, Decca
9. Caribbean
M. Torok, Abbott
10. Yesterday's Girl
H. Thompson, Capitol

Houston

1. Hey Joe
C. Smith, Columbia
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. Crying in the Chapel
R. Allen, Decca
4. Mama Come Get Your Baby Boy
E. Arnold, Victor
5. Shake a Hand
R. Foley, Decca
6. Hey Joe
K. Wells, Decca
7. Don't Brush Them on Me
E. Tubb, Decca
8. Let Me Be the One
H. Lockin, Four Star
9. It's Been So Long
W. Pierce, Decca
10. Caribbean
M. Torok, Abbott

New Orleans

1. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
2. Dear John Letter
J. Shepard, Capitol
3. Weary Blues From Waitin'
H. Williams, M-G-M
4. Mama Come Get Your Baby Boy
E. Arnold, Victor
5. Hey Joe
C. Smith, Columbia
6. Caribbean
M. Torok, Abbott
7. Crying in the Chapel
R. Allen, Decca
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

and, guested on every radio and TV show from the Music City before heading back for the Texas area where they have been booked for several weeks by the Dallas MCA office. They will be back on the West Coast October 1 for seven weeks in the Northwest and Canada, booked by Buck & Sonny, Medford, Ore.

One of the most interesting

prints in the country field in years is the new "Minnie Pearl's Diary" that's just on the market. It's the first time that Cousin Minnie Pearl's personal and professional life has come out in print and it's a fine account of the most interesting country girl in show business. Greenberg Publishers of New York is handling. . . . Restau-

(Continued on page 48)

ANOTHER ABBOTT ORIGINAL

"LOOKING AT THE MOON AND WISHING ON A STAR"
b/w

"THE HEART THAT ONCE WAS MINE"
Abbott #145



RUDY GRAYZELL

ALSO GOING STRONG . . .

Mitchell Torok
"CARIBBEAN"
b/w
"WEEP AWAY"
Abbott #140

Carolyn Bradshaw
"MARRIAGE OF MEXICAN JOE"
b/w
"BABY THEN YOU'RE CATCHING ON"
Abbott #141

Jim Reeves
"EL RANCHO DEL RIO"
b/w
"IT'S HARD TO LOVE JUST ONE"
Abbott #143

All Stars of the . . .

LOUISIANA HAYRIDE—KWKH, Shreveport

ABBOTT RECORD COMPANY

(A FAVOR ROBISON PRODUCTION)

6636 Hollywood Blvd., Hollywood 28, Calif.

Distributed in Canada by Quality Records, Ltd., Toronto 13, Canada

HAVE YOU HEARD?

The New Hillbilly Hit Record

"WHY DID YOU LEAVE ME BROKEN-HEARTED"

Melody Guy Label
Sung by Stony Greene & His Rocky Ranch Boys
(Free Records to Disk Jockeys and Juke Box Owners)

H. HARTNETT MELODY GUY MUSIC CO.
8396 LEE ROAD
MAPLE HEIGHTS, OHIO

The Billboard Music Popularity Charts

... for Week Ending September 26

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.

- Detroit... **FAT DADDY** D. Washington, Mercury 70214
 New Orleans... **PLEASE HURRY HOME** B. B. King, RPM 391

Territorial Best Sellers

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

Atlanta

1. Shake a Hand F. Adams, Herald
2. Good Lovin' Clovers, Atlantic
3. Feelin' Good Little Junior's Blue Flames, Sun
4. Crying in the Chapel Orioles, Jubilee
5. Too Much Lovin' Five Royales, Apollo
6. Honey Hush J. Turner, Atlantic
7. Don't Deceive Me C. Willis, Okeh
8. Please Don't Leave Me Fats Domino, Imperial
9. Clock J. Ace, Duke
10. Please Love Me B. B. King, RPM

Charlotte

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

Chicago

1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee

3. Good Lovin' Five Royales, Apollo
4. Too Much Lovin' Five Royales, Apollo
5. Please Love Me B. B. King, RPM
6. Clock J. Ace, Duke
7. Feelin' Good Little Junior's Blue Flames, Sun
8. Honey Hush J. Turner, Atlantic
9. Dragnet Blues J. Moore, Modern
10. Perfect Woman Four Blazers, United

Cincinnati

1. Shake a Hand F. Adams, Herald
2. Good Lovin' Clovers, Atlantic
3. Crying in the Chapel Orioles, Jubilee
4. Get It Royals, Federal
5. Too Much Lovin' Five Royales, Apollo
6. Please Love Me B. B. King, RPM
7. Please Don't Leave Me Fats Domino, Imperial
8. Clock J. Ace, Duke
9. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
10. Baby It's You Spaniels, Chance

Detroit

1. Shake a Hand F. Adams, Herald
2. Good Lovin' Clovers, Atlantic
3. Too Much Lovin' Five Royales, Apollo
4. Crying in the Chapel Orioles, Jubilee
5. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
6. Fat Daddy D. Washington, Mercury

(Continued on page 48)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

"Operation Music," The Pittsburgh Courier's jazz concert to honor the winners of its annual music poll, took place in Philadelphia this week, Friday (25), at the Academy of Music. The talent line-up was fabulous, featuring such stars as The Ward Singers, Ruth Brown, The Dominoes, Arthur Prysock, Dinah Washington, Joe Louis, Dolores Parker, Milt Buckner, Debbie Andrews, Billy Holiday, The Ray-O-Vacs, Earl Hines, Buddy Johnson and many, many more. Proceeds will go to The Courier Charities Fund and the National Association for the Advancement of Colored Peoples' Legal Defense Fund.

The Joe Morris ork and thrush Faye Adams join up with The Orioles and Mr. Stringbean for one of the strong fall packages from the Shaw Artists Corporation starting November 13 in Little Rock, Ark. Package is booked to Christmas week, and will play one-nighters thru the South, Texas, Florida and the East, in that order... Charles Brown, Johnny Moore's Three Blazers and thrush Marie Jones will trek thru Texas for promoter Howard Lewis during October... Ruth Brown and Paul Williams' ork are set for a Southern tour from November 4 thru November 27... Shaw Artists pacted The Spaniels this week. Group recently came thru with a hit waxing on Chance Records, "Baby It's You."

Fats Domino will make his first appearance in New York when he appears at the Audubon Ballroom on October 11... Promoter Teddy Powell will present Amos Millburn, Ruth Brown, Fats Domino, Margie Day and the Paul Williams ork at Laurel Gardens in Newark, N. J., on October 18 for a one-night stand... Lynn Hope has been going into percentage on his recent appearances thru the Midwest. Hope has added a youngster to his act, Little Nat Henderson, who is 11 years old. The lad sings, dances and does acrobatics and wears a turban like his boss.

Danny Kessler, RCA Victor r.&b. chief, is back in New York

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	Chart
1. SHAKE A HAND—F. Adams	1	7
I've Gotta Leave You—Herald 416—BMI		
2. CRYING IN THE CHAPEL—Orioles	2	10
Don't You Think I Ought to Know?—Jubilee 5122—BMI		
3. GOOD LOVIN'—Clovers	3	14
Here Goes a Fool—Atlantic 1000—BMI		
4. TOO MUCH LOVIN'—Five Royales	4	7
Laundromat Blues—Apollo 448—BMI		
5. HONEY HUSH—J. Turner	9	2
Crawdada Hole—Atlantic 1001—BMI		
6. FEELIN' GOOD—Little Junior's Blue Flames	—	1
Fussin' and Fightin' Blues—Sun 187—BMI		
7. ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn	8	2
What Can I Do?—Aladdin—3197—BMI		
8. PLEASE LOVE ME—B. B. King	6	15
Highway Bound—RPM 386—BMI		
9. PLEASE DON'T LEAVE ME—Fats Domino	7	11
Girl I Love—Imperial 5240—BMI		
10. CLOCK—Ace	5	14
Aces Wild—Duke 112—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	Chart
1. SHAKE A HAND—F. Adams	1	6
Herald 416—BMI		
2. CRYING IN THE CHAPEL—Orioles	2	10
Jubilee 5122—BMI		
3. GOOD LOVIN'—Clovers	3	9
Atlantic 1000—BMI		
4. HONEY HUSH—J. Turner	7	3
Atlantic 1001—BMI		
5. NADINE—Coronets	8	3
Chess 1549—BMI		
6. TOO MUCH LOVIN'—Five Royales	5	8
Apollo 448—BMI		
7. DRUNK—J. Liggins	—	1
Specialty 470—BMI		
8. PLEASE DON'T LEAVE ME—Fats Domino	4	10
Imperial 5240—BMI		
9. GET IT—Royals	9	5
Federal 12133—BMI		
9. PLEASE HURRY HOME—B. B. King	—	1
RPM 391—BMI		

after a month's recording on the road. He cut disks with The Robins and the Jackson Brothers, and added Sonny Terry, blues singer Square Walton and New Orleans tenorman Sam Butera to the label... Christine Kittrell's latest on Republic is "Evil-Eyed Woman" and "Every Night in the Week."

Ruth Brown will receive the Bessie Smith Award from The Pittsburgh Courier for winning the newspaper's recent music poll as top blues singer. The thrush will receive the award in Philadelphia on September 25 at the Academy of Music, when all other poll winners will be presented with prizes.

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Rhythm and Blues Tattler



"Hurry Home, Baby," the flip side of "That's My Desire," by The Flamingoes on Chance 1140, is starting to build up fast. Give this side the once-over and you'll flip—to the "Hurry" side. Big Bertha Henderson's Chance 1143 recording of "Rock, Daddy, Rock," backed with "Tears in My Eyes," is another solid sales getter. Juke box operators report heavy trade on this item. Bertha can't be passed on this waxing.

A new Chance release (1144) by Johnny Young and his brilliant piano work comes up for two solid sides in "Memories of You," backed with "You Go to My Head." Watch this one go high.

The Four Blazers and a Horn are still rising with their version of "Perfect Woman" and "Ella Louise" on United 153. Both are selling stronger in wider areas now. Don't miss this one. States 128 features a gospel group called the Caravans. The first side features Nellie G. Daniels singing "What a Friend We Have in Jesus," and side two is "I Know the Lord Will Make a Way." Both sides are simply terrific.

States 125 going strong on Jack Cooley's version of "Rain on My Window," backed with "Could, But I Ain't." The first is a blues tune and the second carries a solid beat. Two winners here.

Little Walter's Checker 780 recording of "Blues With a Feeling," backed with "Quarter to Twelve," is really building to a top ten hit. Watch this one skyrocket. Get on the bandwagon. The Coronets' version of "Nadine" and "I'm All Alone" on Chess 1549 is getting juke box operators loads of coins. Disk still building in nationwide sales. This one should not be passed if you like profits.

"You're a Fool," backed with "Monday Woman," is Willie Mabon's latest effort on Chess 1548. He really racks up a strong following on this one. Selling well and rising fast. Get on board.

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

R & B Territorial Best Sellers

Continued from page 47

- Clock
J. Ace, Duke
- The Come Back
Memphis Slim, United
- Help Me Somebody
Five Royales, Apollo
- Baby It's You
Spaniels, Chance

Los Angeles

- Crying in the Chapel
Orioles, Jubilee
- Shake a Hand
F. Adams, Herald
- Honey Hush
J. Turner, Atlantic
- Nadine
Coronets, Chess
- Feelin' Good
Little Junior's Blue Flames, Sun
- Don't Deceive Me
C. Willis, Okeh
- The Come Back
Memphis Slim, United
- Get It
Royals, Federal
- Clock
J. Ace, Duke
- Good Lovin'
Clovers, Atlantic

New Orleans

- Shake a Hand
F. Adams, Herald
- Honey Hush
J. Turner, Atlantic
- Feelin' Good
Little Junior's Blue Flames, Sun
- Blues With a Feelin'
Little Walter, Checker
- Please Don't Leave Me
Fats Domino, Imperial
- Please Hurry Home
B. B. King, RPM
- Good Lovin'
Clovers, Atlantic
- Too Much Lovin'
Five Royales, Apollo
- Third Degree
E. Boyd, Chess
- Goin' to the River
Fats Domino, Imperial

New York

- Shake a Hand
F. Adams, Herald
- Crying in the Chapel
Orioles, Jubilee
- C'Est Si Bon
E. Kitt, Victor
- One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- Too Much Lovin'
Five Royales, Apollo
- Good Lovin'
Clovers, Atlantic
- Don't Deceive Me
C. Willis, Okeh
- Clock
J. Ace, Duke
- Please Love Me
B. B. King, RPM
- Drunk
J. Liggins, Specialty

Philadelphia

- Shake a Hand
F. Adams, Herald
- Too Much Lovin'
Five Royales, Apollo
- Crying in the Chapel
Orioles, Jubilee
- Please Don't Leave Me
Fats Domino, Imperial
- One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- Nadine
Coronets, Chess
- Baby It's You
Spaniels, Chance
- Please Love Me
B. B. King, RPM
- Good Lovin'
Clovers, Atlantic
- No More in Life
B. Doggett, King

St. Louis

- Shake a Hand
F. Adams, Herald
- Nadine
Coronets, Chess
- The Come Back
Memphis Slim, United
- Good Lovin'
Clovers, Atlantic
- Too Much Lovin'
Five Royales, Apollo
- Shake a Hand
S. Churchill, Decca
- Clock
J. Ace, Duke
- Baby It's You
Spaniels, Chance
- Crying in the Chapel
Orioles, Jubilee
- Blues With a Feelin'
Little Walter, Checker

Washington - Baltimore

- Shake a Hand
F. Adams, Herald
- Crying in the Chapel
Orioles, Jubilee
- Good Lovin'
Clovers, Atlantic
- Too Much Lovin'
Five Royales, Apollo
- Get It
Royals, Federal
- C'Est Si Bon
E. Kitt, Victor
- I Wish Your Picture Was You
L. Price, Specialty
- Help Me Somebody
Five Royales, Apollo
- Wild, Wild Young Men
Ruth Brown, Atlantic
- These Foolish Things
Dominoes, Federal

Rhythm & Blues Record Reviews

Continued from page 28

JACK COOLEY
Could But I Ain't75
STATES 125—There's a strong beat behind the equally powerful chanting of Jack Cooley on this side. Rhythmic slicing stands to attract juke play and is paced right for dancers. A good side. (Pamlee, BMI)
Rain on My Window...70
Sentimental blues is capably presented by Cooley and the ork. Good contrast to flip.

THE LOVE NOTES
Get on My Train.....72
IMPERIAL 5254—This starts slowly and builds steadily. Beat is very heavy, at times muffling the group, but there are moments of excitement. (Commodore, BMI)
Surrender Your Heart...69
A very quiet side, with the lead doing most of the singing. Lead has the accented style that is so typical of

FOLK TALENT AND TUNES

Continued from page 46

rateur Bill Williams has set his annual capon dinner in Houston for October 14 with Chill Wills and Cousin Minnie Pearl to head the entertainment roster. Minnie will fly from a Purina mill opening in Spokane, set by Jamboree Attractions, to make the Houston date. All proceeds of the dinner go to charity—an annual gesture by Williams, a leader in juvenile projects in the Texas city.

Fire destroyed the bulk of WGST, Atlanta, on September 21 and station is badly in need of new wax as its library was destroyed. Uncle Eb Brown is the country man at WGST. . . . Atlanta's Bill Martin in Nashville last weekend completing details for the Nashville Fan Club convention he's sponsoring. Dates are definitely set for November 26-28 with Noel Hotel to be headquarters for meetings. A full schedule of business meetings and recreational activities is being planned. . . . Bill Lowery set to bring 17-year-old Kenny Lee, of Decatur, Ga., to Nashville for RCA Victor wax session (26).

Birmingham's Fred Wamble has moved to Montgomery, Ala., where he will head up the country spinner department on the new 50-kw. (WBAM), a sister station of Birmingham's WVOK. He'll continue to carry his Mexican border station schedules by tape; also a WEZB, Birmingham, show daily. . . . Birmingham's country man, Uncle Remus, has switched to WEZB. . . . Jack Davis, for some time top oatreced man in Northern Georgia, began spinning duties at WGAP in Maryville, Tenn. (21). He formerly had charge of WROM-Rockmart, Ga., studios. . . . Country Cousin Eddie McDougal now at WIRL, Peoria, Ill., with daily record shows. He's from WOWL, Florence Ala. . . . Bob Ferguson, of KCLX, Colfax, Wash. also doing country records on WKSC while completing his last university year. He celebrates five years of country record spinning next month and hopes to continue full time following spring graduation. . . . Dave Pellow moved from WJPS to WGBF, Evansville, Ind., recently. . . . Cowboy Jake is the rural man at WIBV, Belleville, Ill. This is Johnny Rion's old spot before taking over at KSTL, St. Louis. . . . Ann Jones, the King recorder, doing the country records for KVAN, Vancouver, Wash. in addition to p.a.'s with newly organized all-girl western band in surrounding area. . . . Paul Simpkins says his 15 minutes of Hank Williams records daily from WGLC Centerville, Miss., gets top attention from listeners. . . . Happy Ison, WORZ, Orlando Fla. having fun doing TV films for Avalon Film Pictures, Inc., Winter Park, Fla. . . . George Washington Tucker going into fifth year with his "Howdy Neighbor" waxer from WEKR, Fayetteville, Tenn. . . . Jim Owens kept his WVMI, Biloxi, Miss., "Hillbilly Fever" show on the air via tape during recent two weeks out for tonsilectomy. Hank Blessey filled in for his other shows. . . . Jimmie Atkins set for two hours per day from Alabama State Fair, Birmingham (October 5-10), for WLBS. Show is sponsored by local Ford tractor dealer and Jimmie will pass out free records and artist pictures during the show. . . . Charlie Lewis now doing his country waxers from KNAL, Victoria, Tex., from newly completed studio in his home. . . . Hart Curl remains at WOXF, Oxford, N. C., as top jockey of area, altho he's had numerous larger city offers. He's in his 12th year of air time from his home town where he heads many civic organizations.

About 12,500 people attended WWVA's "Jamboree" during the month of August at Virginia Theater, Wheeling, W. Va. During the same month 138,561 paid to see the talent in area p.a.'s. The Jamboree attendance for past 20 years is now approaching 2,000,000. . . . WWVA Artist Bureau manager Gene Johnson headed for a wed-

(Continued on page 50)

many of today's groups. (Commodore, BMI)
TOMMY DEAN
Scammon Boogie70
STATES 120—Jump beat opus is played energetically by the ork. Dancers may like the effort. (Pamlee, BMI)
How Can I Let You Go?...65
Dean and combo are heard in an okay reading of the slow blues. (Pamlee, BMI)

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Popular Record Reviews

Continued from page 42

Sugarplum Kisses and Vinegar Tears... 68
Shay fans will like this straight reading of the sentimental oldie. (Mills, ASCAP)

THE CHARIOTEERS
I'm a Stranger.....70
TUXEDO 891—The Charioteers, with an excellent male lead, give a brisk, rhythmic reading of some beautifully harmonized material. There is good commercial potential here.
Thanks for Yesterday....68
The flip side slows down the pace a bit and showcases the talents of an unidentified soprano with the group. She gives a sincere, heart-felt ring to the lyrics and sells them effectively. The group, as before, gives solid support. (Forde, BMI)

LES BROWN ORK
Sitting in the Sun.....70
CORAL 61047—Jo Ann Greer handles the vocal on this dance band version of the Irving Berlin tune which has yet to break thru. (Berlin, ASCAP)
Invitation....67
The Brown ork delivers a concert-like performance of an instrumental opus with a movie theme sound. (Robbins, ASCAP)

SLIM GAILLARD
Chicken Rhythm.....70
CLEF 89075—Gaillard has a cute hunk of novelty stuff here on which he makes with all kinds of chicken-clucking sounds. Jocks could have fun with it. In addition, a fine combo handles the backing.
Yo Yo Yo....63
Here Gaillard makes like an Afro-Cuban chanter. Result is just fair.

TEX BENEKE ORK
Mr. Peepers.....69
CORAL 61058—Here's the latest TV theme to hit wax. It's from the show of the same name. The ork does it straight at the beginning and end of the disk, but swings it down the middle portion. It's good for dancing. (Hollis, BMI)

Danny's Hideaway....65
Ode to the East Side bistro and eatery sounds like an attempt to get as close a sound and feeling as possible to the wonderful Glenn Miller reading of "Pennsylvania 6-5000." It doesn't quite make it, tho. Beneke and the band do okay. (Sherwin Music)

OSCAR PETERSON TRIO
Begin the Beguine.....68
CLEF 89077 — The former Jazz at the Philharmonic combo (Peterson, Barney Kessel and Ray Brown) turns in a first-rate, cool reading of the standard, featuring the great Peterson piano. (Harms, ASCAP)
Let's Do It....68
More fine stuff for the Peterson fans, it could intrigue buyers of listening music too. (Robbins, ASCAP)

LIZA KIRK
Fly Bird.....68
V 47-5457—Lisa Kirk gives a dramatic rendition of this folk ballad. It has expert instrumentation and orchestral direction by Harry Geller. But ditty seems too specialized for the pop market. (Essex, ASCAP)
All Man and All Mine....65
Miss Kirk essays a dramatic ballad here. She gives it her usual intense style of delivery. (Marvin, ASCAP)

BUDDY LAINE ORK
Echo Waltz.....65
MUSIQUE 107—The Laine ork, es-saying a Sammy Kaye or Blue Barron style, does a neat dance job with an attractive ditty. Band chirp Ginny Patton does a nice job.
Merry-Go-Round Heart....63
Another okay performance which also includes the spoken introduction of the vocalist.

MARILYN MILLS
Till They've All Gone Home.....64
CORAL 61056—Okay reading of the ditty getting wax action these days. Might catch some of the coin, if the tune breaks thru. (E. H. Morris, ASCAP)
Darling, Come Home....62
The thrush sounds okay on a versichorus waltz item backed by the Don Costa ork. Nothing special, tho. (Sam Fox, ASCAP)

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THE CORONETS-JACK PURCELL ORK
The Unhappy Lover.....62
BELLE 2051—Polka-like pop item handled by a mixed-voice group is spirited. Could interest ops. (Highland, BMI)
Give Me Time to Wander Back....60
Fem voices lead the group in an okay rendition of a waltz. (Highland, BMI)

BILL KNAUS
Japanese Sandman.....62
REPLICA 2002 — The new diskery presents a platter featuring Chicago organist Bill Knaus. He does a creditable job on the evergreen, and will please all fans of this type of music.
Chinatown, My Chinatown....58
This standard is also garnished with Oriental gimmicks in Knaus' own personal style, and for the organ aficionados this will be enjoyable.

BILL HARRINGTON
Call of the Range.....50
MAESTRO 4037 — Bill Harrington turns in a pleasant reading of a lazy-like country-ish pop tune.
IRENE CARLTON
Echoing Mountains and Whispering Trees....35
So-so recording and so-so ditty don't give the thrush much chance to sell her singing style.

FOUR JACKS AND A JILL
Love's Not Without You.....45
FORTUNE 507—Okay rendition by the Four Jacks and a Jill on a poor hunk of material. (Trianon, BMI)
I'm in Love With Someone....40
Same comment. (Trianon, BMI)

JOE WALSH-ADELPHI TRIO
Heavenly Blue Eyes and Freckles Too....40
ADELPHI 2011—Walsh is a fair chanter, but he's hampered by a piece of material which is entirely too amateurish.
Land of Dreams, America....25
It's a shame that patriotism has to be misused this way. There's no earthly reason for this being marketed.

Other Records Released This Week

Popular

Cheek to Cheek—Oscar Peterson Trio (I've Got My Love to Keep Me Warm) Clef 89078
Cumania — Al Caiola (El Cumbanchero) V 20-5400
Bella Costa Tango — Jack Purcell Ork (Waltz I Can't Forget, The) Belle 2275
Cottontail—Oscar Peterson Trio (Sophisticated Lady) Clef 89079
El Cumbanchero — Al Caiola (Cumania) V 20-5400
I Should Have Told You Long Ago—The Four Lads (Istanbul) Columbia 40082
I'm Through With Love—Clark Curtis (It Just Isn't Home Without You) Mars 1001
Istanbul—The Four Lads (I Should Have Told You Long Ago) Columbia 40082
It Just Isn't Home Without You—Clark Curtis (I'm Through With Love) Mars 1001
It's Music—Smiley Lewis (Little Fernandez) Imperial 5252
I've Got My Love to Keep Me Warm—Oscar Peterson Trio (Cheek to Cheek) Clef 89078
Little Fernandez—Smiley Lewis (It's Music) Imperial 5252
Sophisticated Lady—Oscar Peterson Trio (Cottontail) Clef 89079
Speak Low — Anita O'Day (Strawberry Moon) Clef 89074
Strawberry Moon — Anita O'Day (Speak Low) Clef 89074

Rhythm & Blues

Ain't No Meat on De Bone—Jack Dupree (Please Tell Me Baby) King 4651
Please Tell Me Baby—Jack Dupree (Ain't No Meat on De Bone) King 4651

Country & Western

Million Tears, A—Arlie Duff (Stuck in a Mud Hole) Starday 106
Stuck in a Mud Hole—Arlie Duff (Million Tears, A) Starday 106

Jazz

Blackstrap—Bill Harris (Imagination) Clef 89069
I Was Doing All Right—Oscar Peterson (Oh! Lady Be Good) Clef 89076
If Love Is Good to Me—Doug Duke Trio (Song of India) Savoy 1108
Imagination—Bill Harris (Blackstrap) Clef 89069
Liza—The Teddy Wilson Trio (Tenderly) Clef 89071
Oh! Lady Be Good—Oscar Peterson (I Was Doing All Right) Clef 89076
Perdido—Charlie Ventura (There's No You) Clef 89068
Song of India—Doug Duke Trio (If Love Is Good to Me) Savoy 1108
Tenderly—The Teddy Wilson Trio (Liza) Clef 89071
There's No You—Charlie Ventura (Perdido) Clef 89068

VOX JOX

Continued from page 36

merly of KTAE, Taylor, Tex., is now Private Red Jones in training at Camp Chaffee, Ark. . . . **Danny Sheelds** has moved from WCAV, Norfolk, to WCAN, Milwaukee. . . . **WOV**, New York, has moved its "128 Club" out of the studio and up to Harlem's Palm Cafe. . . . **Jack Dugan** formerly of WPTR, Albany, N. Y., is now spinning from WGAT, Utica, N. Y. . . . **Gail L. Noble**, KGGM, Albuquerque, N. M., has started a new show called "Teenage Tunes and Topics." . . . **Decca Records'** hillbilly **Jimmie Logsdon** is now spinning his own and other country records from WKYW, Louisville.

This 'n' That

Paul Melanson, WVAM, Altoona, Pa., writes that Altoona has just flipped with the new releases of **Steve Allen's** "Grimms Fairy Tales for Hip Kids," which is narrated by **Al (Jazzbo) Collins**, (WNEW, N. Y.). . . . **Lee Bee, KWG**, Stockton, Calif., has been plugging the song "Promise Me" on three small labels, which he tells us is going great guns in his locale. Amusingly enough, Bee writes, "A week or so ago **Lawrence Welk** played the song over the ABC network, and never before have I received so many requests for a certain artist on a certain song since **Francis Craig's** 'Near You.' And Welk's record isn't even out yet. This must be a hit in the making." . . . **Dan Moss**, WWGP, Sanford, N. C., is convinced that "Shake a Hand" is pushing "The Clock" from the top spot in rhythm and blues, and "Good Lovin'" is a close second. Country-wise, he believes that **Marty Robbins** is taking up where the late **Hank Williams** left off.

C & W Record Reviews

Continued from page 46

CLAY HOWERTON
I'll Find My Lovely Rose.....60
DAMON 12066 — Howerton has a pleasing voice which is well-suited to this leisurely-paced type of country ballad. Poor backing doesn't help the singer. (Rangeland, BMI)
Crying....50
Same comment. (Rangeland, BMI)

MIDWESTERNS
When the Sun Comes Shinin' Thru...25
SEVEN HILLS 1156 — Warbler Leonard Combs tries hard on this country effort, but he hasn't the voice to put it over.
Lamplight Lane....25
Thrush Eloise Sharp does a poor job with an uninspiring tune.

Italy and Spain

Continued from page 16

tor disks recorded here were released in Europe thru His Master's Voice.
Pop Artists
Among the pop artists whose disks will be marketed in Italy and Spain on the first few releases are Perry Como, Eddie Fisher, the Ames Brothers, Hugo Winterhalter, Sauter-Finegan, Ralph Flanagan, Frank Carle, Freddy Martin, Benny Goodman, Glenn Miller, Perez Prado, Luis Arcarez and others.
Classical waxings already scheduled are Toscanini's "Pines and Fountains of Rome," "Beethoven Ninth Symphony" and similar material.
Meanwhile, the HMV firm is stepping up its release of material recorded in the United States. The firm will introduce its first EP packages in England early this winter. EP disks, however, are already being sold in many European countries.

3d Gleason Album Set for Cap Issue

HOLLYWOOD, Sept. 26.—Capitol Records will release its third Jackie Gleason album, "Music to Make You Misty," sometime early next month.
Sale of Gleason's previous albums, "Music for Lovers Only" and "A Lover's Rhapsody," have put the comic-maestro among the top five album sellers for the period of time that Gleason has been with the label.

Petrillo's Art

Continued from page 18

adequacy and bias of the aforementioned report of the Fine Arts Commission and its vigorous opposition to the recommendations therein made; and
"Be it further resolved, that the President of the United States be requested to appoint representatives of the AFL and of the heretofore neglected fine arts to the Commission of Fine Arts; and
"Be it further resolved, that this convention call upon the Congress of the United States to enact S. 1109 and H. R. 5397, introduced by Senator Murray and Congressman Howell, respectively, since these proposals would assign to government the desirable and necessary function of promoting and stimulating the cultural and artistic progress of America in a manner consistent with our traditional ideals of democracy and free enterprise."

AFM Seeks

Continued from page 18

diskeries whose sales are a totally unknown factor.
Applicants Screened
The AFM, in conjunction with the Trustee's office, has continually sought to screen applicants for disk licenses—with a view toward stabilizing the business. In addition to seeking to eliminate the lowest type of disk operator by raising the license fee (advance royalty contribution) from \$25 to \$100, the AFM last year sought to eliminate many others by framing an edict banning song writers from getting disk licenses. AFM has nothing against the clefters; it merely

Third 1-Stop Firm To Open in Boston

BOSTON, Sept. 26. — A new one-stop, Juke Box Haven, will open here next week. Owned and operated by Ellie Giresta, the new "nickel-over-cost" firm will be located at 1022 Commonwealth Ave., in the same building as the Wurlitzer distributor. Miss Giresta was formerly associated with the Boston Record Distributors.
Juke Box Haven, Boston's third one-stop, will carry surplus as well as new records and will serve all of New England, according to Miss Giresta. It will be officially inaugurated with an "Open House" next Thursday and Friday.

Kenton Band Evades British Music Union

LONDON, Sept. 26.—The Musicians' Union ban on foreign orks playing in this country was sidestepped here this week when Stan Kenton stopped off at an American air base in Sculthorpe, Norfolk, on his way from the Continent to Ireland and gave a show for G.I.'s based there. Later Kenton's unit was flown to Dublin where they gave the final appearance of their European tour.

feels that it should discourage the formation of quickie companies. AFM, too, has tried to screen applicants in various other ways. An executive said, "In five years' experience with the current trust agreement, the AFM has certainly learned some things and obtained some indication of what the royalties may amount to if all funds were collected."

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Music as Written

• Continued from page 20

who recently finished an engagement at the Flamingo, Las Vegas, into the Tallyho here for four weeks. . . . **David Rose** and **ork** signed to do a series of musical featurettes at Universal-International. . . . **Page Cavanaugh Trio** just completed 27 weeks at the Captain's Table here, and into the Saddle and Sirolo. Page has formed his own label called Hub Records. . . . **Orkster Gerry Mulligan** drew six months in jail and a three-year probation after pleading guilty to possession of narcotics recently. . . . **Maestro Bob Crosby** kicked off a new television last week via KNXT. Regulars include the **Modernaires**, singer **Joan O'Brien** and the **Bobcats**. . . . **Al Jarvis** and **Joe Yocam** also bowed with a new TV show tagged "Al Jarvis' Kitchen." Showbiz personalities will drop in with their favorites recipes. . . . **Singer Lou-Ann Sims**, of the Arthur Godfrey show, hosted by Warner Bros.' music department recently. . . . **Gordon MacRae**, joined by his wife, **Sheila**, for a 10-day stand at the Hotel Baker, Dallas, October 21. . . . **Max Steiner** has been signed to compose and conduct the musical score for "The Caine Mutiny" for Columbia Pictures. . . . **Rex Allen** back in town from Nashville, where he cut six sides for Decca. Rex starts in "Valley of the Wild Stallion" for Republic September 30.

Denver

Tex Beneke and his aggregation pulled packed houses three nights straight during his brief stay at the Rainbow Ballroom, where thrush **Shirley Jones** shared the klieg lights with the Beneke boys on Denver's first remote audience TV show. **Harry James** with **Buddy Rich** hung out the s.r.o. at the Rainbow on a usually slow Monday and Tuesday nights, while **Al Fike** and **Buddy Greene** are keeping the crowds coming back to Taylor's Supper, **Roberta Peters** is slated for return to Denver by concert manager **Arthur Oberfelder**, who is also bringing **Jan Peerce** and the **Agnes DeMille** dance theater to Denver as part of his winter concert series. **Isaac Stern** and **Eileen Farrell** are signed to appear with the Denver Symphony for part of the winter symphony series. **George and Nicolai** continue to pull good crowds to Top of the Park, where their singing and playing supplements **Russell Swann's** magic routine. **Dorothy**

Tulsa Philharmonic Signs 15 Soloists

HOLLYWOOD, Sept. 26.—Fifteen soloists have been signed to appear with the Tulsa Philharmonic Symphony Orchestra, under the direction of conductor **H. Arthur Brown**, for the orchestra's sixth season, starting October 12 at Convention Hall, Tulsa, Okla.

The series of 12 concerts will include a full performance of "Tosca," sung in English, starring Metropolitan Opera artists **Herva Nelli**, **Robert Weede** and **Thomas Hayward**. Concert soloists include **Camilla Wicks**, **Guionar Novaes**, **Richard Tucker**, **Eleanor Steber**, **Robert and Gaby Casadesus**, **Grant Johannesen**, **Sasha Grodnitzky**, **Carolyn Long**, **Janice Moudry**, **Kenneth Smith** and **Wesley Dalton**.

H. Arthur Brown will also conduct the opening concert of the 1954-'55 season of the California Bach Circle.

Big Band Jazz

• Continued from page 38

arrangements of originals by the sidemen, Ellingtonia and standards, are all more than just ordinarily interesting. However, the band doesn't impress with the inventiveness expected of big swing bands. It certainly can play Miller or Ellington or Herman stuff as well as—if not better than—Miller or Ellington or Herman.

In addition to the precision playing of the band, there is the sparkling solo work by some of the sidemen and the ultra-fine recording quality of the package. All these considerations should be pointed out to disk customers if the disk is to attain the ultimate consumer distribution which it deserves. **Joe Martin**.

Lamour and her musical revue are slated for a one-day stand October 7.

Philadelphia

Garden Terrace of the Benjamin Franklin Hotel re-lights with **Howard Reynolds** on the bandstand. . . . **Billy Hays** and his Dixielanders take over the musical chores at Pacey's Music Show-Bar. . . . **Nat (King) Cole** did a benefit performance at the Howard High School in near-by Wilmington, Del., for a scholarship fund. . . . **Joseph Perry** ushers in the new dancing season at Jay's Center City Ballroom. . . . **Clem Horton** and **Las Vegas Orchestra** back at the La Casa Liana danceteria. . . . **Al White**, accordionist with the top local bands, joins the faculty of the Granoff School of Music to teach the squeezings. . . . **Dave Kantor** gets the call at the Paramount Mansion. . . . **Jerry Bryans** reopens the Mammoth Ballroom in suburban Pennel, Pa. . . . Musician's Ballroom kicks off the new dancing season with **Johnny Austin**. . . . Vocal coach **Artie Singer** has **Sally Crane** selling on the Bermuda cruise lines. . . . **Meyer Davis** will personally conduct the orchestra for the Harvest Ball of the Einstein Medical Center at the Bellevue-Stratford on October 24.

Sue Harvard Firm Over 'Can't I?' Tune

NEW YORK, Sept. 26.—Wemar Music this week filed a suit against **Ivan Mogull's** Harvard Music firm over the tune "Can't I?" which under a May, 1952, agreement was equally shared by the two firms in a joint venture to exploit the song. **Wemar**, in its action, claims that the contract was breached when the Harvard catalog, containing "Can't I?" was sold.

The action asks for an accounting of income and profits, voiding of the original agreement, declaration of **Wemar** as sole owner of the copyright, the naming of a receiver to handle all monies accruing to the song, and cessation of further activities on the copyright. **Harvard Music** has entered a plea for dismissal of the complaint.

The deal under which **Southern Music** obtained the foreign rights to the song is not affected by the suit.

New Concerto

• Continued from page 38

is awarded a lucid and often penetrating reading by **Joseph Schuster** on a Capitol disk. The only competition of real consequence in the catalog is an old **Piatigorsky** version on RCA Victor. Sales of the Schuster will be helped by the items it is coupled with: **Bruch's Kol Nidrei** and the rare and delightful **Concerto in C Minor** by **Johann Christian Bach**. The package will appeal to many.

Decca, which now has guitarist **Andres Segovia** under contract, has been eminently successful in moving several recent albums he has cut for the label. We now have an impressive disk from Columbia in which the artist is heard in the concerto which modernist **Castelnuovo-Tedesco** wrote especially for Segovia. This is a charming work that the many Segovia fans will want without delay. Initial sale, therefore, should be heavy. The concerto is coupled with several effective solo guitar vehicles, all played with astounding technical facility by Segovia. For the real Spanish flavor audition either the fourth or fifth band of Side 2 for prospective purchasers. **Is Horowitz**.

Lipatti Chopin

• Continued from page 40

sicianly piano set in the current batch is **Friedrich Wuehrer's** reading of **Schubert's** posthumous **Grand Sonata No. 3** and his **Sonata in A Minor, Op. 143**, appropriately coupled on a new Vox 12-inch. While it is unlikely to reap a mass sale, this is a disk that many serious collectors will not want to do without. To dealers with such customers, little more than adequate exposure is needed. **Is Horowitz**.

RUNYON FUND GETS 'NELLIE' \$

NEW YORK, Sept. 26.—The Harry Von Tilzer Music Company will donate to the **Damon Runyon Cancer Fund** all royalties received from sales of the newly released **Arthur Godfrey** cutting of "Wait Till the Sun Shines, Nellie, Blues" on Columbia. The royalties are being donated to the fund in memory of **Harry Von Tilzer**, one of the composers of the song, and co-authors **Andrew B. Sterling** and **George Jessel**. The tune was originally penned in 1905 and was given additional lyrics by **Jessel** for the flick "Wait Till the Sun Shines, Nellie" in 1952.

Greystone Corp. Issues New Guide To Children's Disks

NEW YORK, Sept. 26.—The Greystone Corporation, parent company of the Children's Record Guild and Young People's Records labels, has issued a 128-page hard-cover book, "Record Outline for Curriculum Planning" which lists and describes all the records issued by the two labels and discusses their use in the classroom. The book was prepared for the diskery by **Ben Deutschman**, who heads the firm's educational division.

The diskery expects to mail out over 250,000 copies of the book, which is being sold at 40 cents. The book covers over 150 titles in the catalogs of the two labels and is designed for the specific use of school teachers.

In addition to the listing of all the disks available, the book contains a subject and activity index and outlines of all the YPR and CRG kidisks. The outlines are broken down into subject, activity and songs.

77 Nips Caterers' Booking of Bands

PHILADELPHIA, Sept. 26.—The growing practice of the local catering establishments doubling in band bookings without benefit of license or regulation has been nipped by **Local 77**, American Federation of Musicians, here. The union entered into an agreement with all the local caterers, incorporating the stipulation that caterers are not permitted to engage or even recommend orchestras or orchestra leaders, with the understanding that any person making arrangements for catering services be "implored, to avoid any unpleasantness in your affair," to engage their own music makers.

For a long time each caterer has had his own one or two-band favorites. In some instances, the music maestro would "kick back" a fee of some sort to the caterer for the leads. In other cases, the caterers would actually serve as booker.

M-G-M to Release 'Kate' Film-Album

NEW YORK, Sept. 26.—M-G-M Records will release the sound track disk of the forthcoming M-G-M Technicolor musical, "Kiss Me, Kate." The disk package is set for national release on November 6 and features the film's stars, **Kathryn Grayson**, **Howard Keel** and **Keenan Wynn**. The package will be issued as a single, 12-inch LP, a four-record, 78 r.p.m. set and as three 45 EP disks.

Unusual circumstance surrounding the release of the sound track by M-G-M is the special deal required in order to use **Miss Grayson's** voice tracks. The thrush is now under contract as a disk artist to **RCA Victor**. A special arrangement was made among the two disk firms and the film factory to clear the release of the album.

The packages will contain 14 selections from the score. All were also used in the legit musical version and issued on Columbia.

Lou Banks, who spins from **WMOC**, Covington, Ga., working with the **Avondale Playboys** on appearances. . . . **Romeo Brinkley** and **His Cain Street Cowhands** now nightly at **Rivedale Civic Club**, **Rivedale, Ga.**

FOLK TALENT AND TUNES

• Continued from page 48

ding with **Abbie Neal**, Pittsburgh, October 10. . . . **Big Slim**, "The Lone Cowboy," has taken the midnight to 2 record spot on "Jamboree Party" following return of **Hardrock Gunter** to Birmingham. . . . **Roy Scott** and his **Western Ramblers** doing current week thru New York State. **Doc Williams**, **Chickie** and the **Border Riders** just back from a New Brunswick tour. **Bud Messner** and the **Skyline Boys** winding up two weeks of New York and Massachusetts fairs. **Lone Pine**, **Betty Cody** and the **Mountaineers** did an RCA Victor session in New York recently. **Merv Shiner**, the **Richie Brothers** and **Molly Darr** now regular members of **WWVA's** "Jamboree."

Carolyn Bradshaw back at **KWKY**, Shreveport, La., after extended Western tour with **Jim Reeves**, an **Abbott Records** promotion. . . . **Jimmy Walker** and **Leon Beaver** now airing from **WLW**, Cincinnati. . . . **Texas Bill Strength** and **Leon Beaver** set for new Coral session immediately under direction of **Johnny Thompson**, who also handles diskery's Atlanta office. . . . **Charlie Wright**, who manages **Dub Dickerson**, also set with **Buddy Griffin** (**Rex Griffin's** brother) and working on wax deal for him. . . . **Uncle Joe Johnson**, **WPAQ**, Mount Airy, N. C., set with **Martha Carson** dates at **Martinsville**, **Mount Airy**, **Galax** and **Blacksburg**, Va., last four days of September. **Johnson's** "WPAQ Merry-Go-Round" live daily from local Pick Theater, now in its fifth year on air from same stage.

Roger Smith and **Carolina Rambler** are regular Saturday feature of **WTNC**, Thomasville, N. C. Group is from **Denton**, N. C. . . . **Eddie McDougal** has newly organized band for appearances around **Peoria**, Ill., where he's connected with **WIRL**. . . . **Martha Carson** set with **Fayetteville**, N. C., date October 1 with **Florida** and **Alabama** tour following week.

WSM's "Grand Ole Opry," **Prince Albert NBC'er**, has **Cowboy Copas** set for top man October 10. **Jimmy Dickens**, **George Morgan** and **Ernest Tubb** are set for following weeks. **Ray Price** had top spot last week with **Darrell Glenn** holding the guest feature. . . . **Shel Horton** drew top comments from his "Mr. Deejay USA," **WSM'er** (18), and left Nashville after a busy weekend for visits in **St. Louis**, **Chicago** and **Cleveland** before returning to **Saxton**, Pa., home, and **WHUN**, **Huntingdon**, Pa., duties. . . . **Dal Stallard**, **KCMO**, **Kansas City**, was on hand for a fine show (25), and **Red Webb**, **WLBG**, **Laurens**, S. C., and **Bob Martin**, **WMIL-Milwaukee**, are set for coming two weeks.

Marie Beck, **Jacksonville**, Tex., carrying on official duties for **Hank Williams Fan Club** with a new journal and several extra features set for near future. . . . **Faron Young** recently wrote letters to all members of his fan club while he was on furlough and delivered them to prexy **Shirley Valliere**. She added a P.S. and mailed them recently. . . . **Louise Vickers**, president of **Webb Perce's** fan club, says she has been flooded with membership requests from **Canada** following **Webb's** two recent tours. She's handling them as quickly as possible and invites more members from **Canada** and the **States**, too! . . . **Mrs. Reta Jensen** was recently made vice-president of **Red Garrett's** fan club. She'll be in charge for **Canada**. Her home is **Edmonton**, **Alta**.

Millie Annis and **Betty Waldo**, execs of **Jerry Byrd Fan Club**, were in Nashville last week after Western vacation to spend the week-end with their artist. . . . **Shirley O'Daniell**, prexy of **Ray Price's** Fan Club, beginning reorganization of club, as membership has grown beyond current organization. . . . Current issue of Nashville's "Pickin' & Singin' News" features a list of country artists' fan clubs, with names and addresses of officers. . . . **C. Greg Van Camp** handling publicity for "WWVA Jamboree," **Wheeling**, **W. Va.**

Acuff-Rose's Mel Foree off on three-week trip thru **Midwest** and **North**. . . . **Abbott's Fabor Robison** currently on a two-month auto trip that will take him from coast-to-coast visiting label's distributors and deejays. . . . **Charlie Adams**, of **Ridgeway Music**, in **Nashville** recently, with **New York's Nat Tannen** expected in this week.

Hollywood

Stoney Cooper and **Wilma Lee** have moved to **WRVA**, **Richmond**, Va. . . . **Lone Pine** and **His Mountaineers** in **New York** for an **RCA Victor** wax session. . . . **Sonny Day**, of the **WDVA**, **Richmond**, Va., staff the father of a boy. . . . **Big Slim** back at **WWVA** and will take over his old show, "The Little White Church." . . . **Johnny Johnson** now out at **WSM**, **Nashville**, with **Jimmy Dickens**. . . . **Bob Ferguson**, **KCLX**, **Colfax**, **Wash.**, planning a huge celebration during **October**, observing his five years on the air with country music. . . . **Wade Ray** and **His Ozark Mountain Boys** touring **Montana**. They follow with dates in **Wyoming**, **South Dakota**, **Colorado** and **New Mexico**. . . . **Noel Boggs** handling the sessions for indie **Eastman** plattery. . . . **Jackie Butler** and **His Playmates** have just finished a tour of the middle-tobacco belt in **Clinton**, **N. C.**

Nitery Tour For Bergen

HOLLYWOOD, Sept. 26.—Edgar Bergen has been set for a six-week night club tour.

Bergen is booked into the **Chase Hotel**, **St. Louis**, starting **October 30**; the **Waldorf**, **New York**, **November 12**, and the **Sahara**, **Las Vegas**, **December 1**. Dates scheduled are for two weeks each, with **Bergen's** slice varying per location.

Phil Rose Quits Coral-Brunswick

NEW YORK, Sept. 26.—Phil Rose has resigned his post as a.&r. exec in charge of rhythm and blues at **Coral-Brunswick** to take over as professional manager of **Challenge Music**, a publicity formed earlier this year. He will continue personal management activities. Rose now manages songstress **Bette McLaurin** and the **Sarah McLawler Trio**.

'New Faces'

• Continued from page 38

The diskery has just issued three sets in this genre, one featuring tenor man **Gil Melle** and his quintet, another with altoist **Lou Donaldson** and his quintet and one with the **Kenny Drew Trio**. The **Melle** set should interest modern jazz fans, for the sax man, with the aid of **George Wallington** on piano and **Max Roach** on drums, turns in some remarkable tenor work on a group of original tunes.

The **Lou Donaldson** group kicks around a group of standard and original efforts in interesting cool style with **Donaldson** showing his biting tone quality thruout. . . . **Kenny Drew** displays some colorful and rhythmic piano work with his combo, with the tunes in this case all standards. . . . A new label, **Trend**, has issued a good jazz set in the modern idiom, starring the **Dave Pell Octet**, playing some of **Irving Berlin's** lesser heard tunes. The **Pell** group is composed mainly of **Les Brown** sidemen, who have a chance here to play "non-commercial" items. The group is cool but smooth and should impress the cats.

The four albums are all aimed at a small but loyal segment of the jazz market. Sales will not be many, but they are good bets for the college and musician trade if they receive display space. **Bob Rolontz**.

APT REMARK, INAPTLY SAID

NEW YORK, Sept. 26.—It was the eve of **Yom Kippur**, last week, the high holy Hebrew holiday. **Eddie Fisher**, attending services at the **Actors' Temple**, was called to the pulpit to read a portion of the **Torah** and also sing a hymn. As **Fisher** walked down the aisle, little **Jerry Bergen**, one of the worshippers, sotto voiced, "AGVA won't like this!"

INSURANCE TWIST

Non-Performance Policy Is Popular

Continued from page 1

Appearance Policy protects the dough of a theater owner, entire cast and-or key performers, including technical help. This covers loss of income resulting from a folderoo caused by a key act falling out because of illness. The "Diamond Lil" closing would be covered under that policy. Many picture producers use this type policy to cover them if their shooting schedules fall apart because a star or a key featured actor falls out.

Non-Appearance Policy

The Variety Artist's Non-Appearance Policy is for the vaude act who works in theaters, cafes, does TV or other personal appearance dates. It pays for loss of income while the act is sick and covers only shows and jobs specifically contracted for.

The latter policy has been taken out by Helen Traubel, who has a 70-day concert tour calling for an estimated \$100,000, and by Darvas and Julia, who now are booked for almost a year ahead. They start a six-month date at the Latin Quarter early in November. Under this policy, if either Nicholas Darvas or his partner, Julia, becomes sick or disabled, they get paid. Darvas said he took the policy as a result of losing a number of weeks some time ago when his partner suffered a bone injury.

Jules B. Lev, manager of the Accident and Health Department of the Continental Casualty Company, who issued the policies, said the rate for such coverage varies. A short-term job can average 2.5 per cent of the act's salary. The Darvas and Julia rate is 12 per cent for the act, or 6 per cent each.

Split Risk

Lev said that while the Continental issues these policies, it does not cover the entire risk itself. "We re-insure with other companies," a form of laying off where the money is important, he said. Darvas and Julia, for example, have dates lined up that will bring them up to \$200,000.

Lev pointed out that while the rates may seem high, the premiums come off the top and are deductible items. He also emphasized that under the income tax laws, "Replacement of loss of

income is non-reportable and non-taxable."

The insurance differs from that offered to members of the American Guild of Variety Artists on a cufferoo basis. Under the AGVA plan (Lloyd's policy), operators contribute to the union's welfare fund at the rate of \$2.50 per week per person on weekly jobs, and \$1 per person per show on casual dates. If a spot contributes to the union fund, all acts working in such spots get \$50 a week if hurt and can't work. The policy does not cover illness.

TV and radio producers carry insurance policies covering them against legal claims charging them with plagiarism, libel and invasion of privacy. The latter was devised because of increased law suits in recent years.

HOTEL LABEL DROPPED

Las Vegas Committee Adds Jockey Club, Changes Name

LAS VEGAS, Nev., Sept. 26.—The Las Vegas Resort Hotel Committee took in a new member last week—the Las Vegas Jockey Club—and formally changed its name to the Las Vegas Resort Committee.

The action is believed to have resulted from widespread published reports by out-of-town

LEONARD CUTS 'EM TO SIZE

NEW YORK, Sept. 26.—It may have been Joe E. Lewis' cocktail party that the Friars gave Friday (25) to welcome him back as its new Abbot, but it was Jack E. Leonard who stole the show.

Working to a room full of showbiz names and those associated with the business, Leonard proceeded to cut up everybody in the room. He spotted Burton Turkus, former district attorney and co-author of "Crime, Inc." "There's the biggest criminal lawyer of 'em all—oh-oh—sorry, Burt, didn't recognize you without an electric chair."

He saved his choicest jabs for Rocky Marciano, new heavyweight champ, his manager and handlers. When they came into the room, Leonard piped up, "Say this guy must be cut up pretty good—look, eight guys with him..."

Unfortunately most of the proceedings can't be printed here; the Friars are for men only.

DENVER CLUBS

Fall, Winter Start Draws Big Crowds

DENVER, Sept. 26. — Denver niteries are readying their places for a good fall and winter season, as the population here continues to grow, carrying with it increased payrolls, large numbers of cosmopolitan club visitors and greater demand for better entertainment.

Along Enver's West Side night club row, the Toole Brothers are getting their share of the monied crowd, with Charles Toole's Trade Winds pulling excellent crowds with rapid turn over. And those who can't squeeze in usually end up at brother Sammy Toole's Taylor's Supper Club, where Al Fike, Buddy Greene, Frankie Burg and Kenny Smith put on a 90-minute comedy show three times nightly.

At Bill Bayer's Turf Club, Bill Jacoby is trying to build up business with headline talent, new acts and old local performers who who are doing excellent job of keeping the crowd coming back and bringing in new people.

Downtown niteries, many showing a slight drop as the between-season period hit, are again doing business. The Dorothy Dorben dancers, along with Ruth Phillips, Charles Lampkin and Lucille Finely, are pulling good crowds to the Algerian, while down the street a block, Jack Leonard returned to the Chez Patee for a limited stay.

TEMPERANCE PROPAGANDA

NEW YORK, Sept. 26.—Joe E. Lewis getting up on the floor at the Copa, with a glass in his hand, observed gently, "I'm against drinking. It's just something to do until you get drunk."

newsmen that the gambling industry of Las Vegas was refusing to co-operate with the new racing enterprise.

Instances were cited by sports writers here to cover the opening of the track, who could not be accommodated in the hotels, and were billeted in motel rooms or apartments around town. Also, sparse information on the track was available at the resorts, with instances having been reported where guests were advised to "call the Chamber of Commerce" when they sought the answers to simple questions at the hotels.

Under the new set-up on the Resort Committee, the Jockey Club will have a rep to sit in on meetings with the hotel operators and weigh common problems.

The hotels agreed to advertise the race track in lobby displays and in their billboard schedules thruout the West.

At the initial meeting, the key matter of hotel rooms for selected guests of the track was left up in the air. Each hotel has its own problem on week-ends, caring for reservations for long-established customers, and the track will be open only on week-ends.

A Jockey Club spokesman said it was "generally understood" that some rooms will be made available for horsemen and track guests. However, a resort hotel official said the matter did not come up for discussion.

Limited Rooms

Jake Kozloff, general manager of Hotel Last Frontier, said he expects a "limited number" of rooms will be made available to the track, just as some rooms are held for recognized travel agencies who regularly send tourists thru Las Vegas.

The advent of the Jockey Club has posed a major problem of accommodations in Las Vegas, where week-end rooms were difficult to locate even before the racing plant opened.

FAINT ECHOES OF M&L

Special London Palladium Show Gives Hope Trouble

LONDON, Sept. 26. — Bob Hope's two-week season at the Palladium which ended tonight has proved a top box office draw. His act includes a gagging reference to the lone boo which greeted the Martin and Lewis opening performance a few weeks ago and then reverberated round the world.

At one show, given before an invited audience after the theater's normal hours, Hope ran into a little trouble himself. Some folks couldn't keep up with the purely American gags. Others objected to the commercial plugs.

Strike Clouds Hover Over Latin Quarter

Walters, Irving Trade Charges Over Clause 6 in AGVA Minimum Basic Pact

NEW YORK, Sept. 26.—A possibility of a strike at the Latin Quarters loomed late last week, after Lou Walters, Latin Quarter op, charged the American Guild of Variety Artists with "packing" its general membership meeting, and Jack Irving, AGVA head blasted Walters.

Chief difficulty is about Clause 6 in AGVA's minimum basic agreement. This calls for AGVA members to be named as employees, and operators as employers. Operators say if they accept this they'll be subject to all sorts of State taxes, unemployment, Social Security, etc. They seek to change the clause to read, "operator" instead of employer and "artist" instead of employee. Walters said he and other night club ops are willing to consider chorus lines and glee clubs as employees, but that the headliners, attractions and standard acts come in as "artists," not employees.

Walters also accused Henry Katz, AGVA attorney, and Dick Jones, AGVA Eastern head, as rabble rousers who "want to force a strike." Walters also demanded to know why AGVA president, Jackie Bright, and administrative head, Jack Irving, were not at the meetings. "There'll never be an agreement so long as Katz and Jones do the dickering," he said.

AGVA Position

AGVA takes the position that, under the law, its people must be employees. If members act as independent contractors, union cannot represent them without running the risk of being charged with violating anti-trust laws.

"Walters talks like we have two classes of membership—the small

and the big actor. We only have one class. We have agreed to give Walters an interpretation that for collective bargaining purposes, our members shall be employees. What Walters or any other club owner does about taxes isn't our business," said Irving.

"If we gave Walters what he wants, it would be tantamount to giving him the lock and the key to AGVA. Mr. Walters will not run AGVA; I have every confidence in Mr. Katz and Mr. Jones and will back them to the hilt. They do not and cannot call strikes. The National Board does that. If Walters doesn't sign the contract he has only himself to blame. If it's necessary to strike the Latin Quarter, we'll have to do it."

Don't Want to Strike

"In my opinion Mr. Walters talks from both sides of his mouth. We don't want any trouble; we want our people to work; we also think they're entitled to unemployment insurance when they are laid off. We don't want to strike but Walters is deliberately provoking it."

Martin & Lewis' Copa Routine: Who's on When?

NEW YORK, Sept. 26. — The on-again, off-again comedy team of Martin and Lewis have decided they won't play the Copacabana after all. A re-shuffling of picture shooting schedules forced a cancellation of their tentative January date.

Team also had a short concert tour arranged. Latter will also be dropped, according to Music Corporation of America sources, the agency that books the team.

Comics paid a penalty of \$24,000 to the American Guild of Variety Artists to be turned over to the Copa for failure to abide by their contract. Original deal called for four weeks at \$6,000. Jules Podell refused the dough.

Later, Lewis agreed to play the Copa in mid-September provided it was two weeks instead of the original four. Verbal agreement was reached on details, and publicity released. Dean Martin, however, objected, because his wife expected to give birth during September and he wanted to be with her. So date was shifted to January. Again verbal okays were obtained this time from both boys, but they refused to sign a contract. Late last week the picture schedule came up and the Copa deal for January was killed.

Lamour Troupe Sets 1-Nighters

HOLLYWOOD, Sept. 26.—Dorothy Lamour's variety revue has been set for a series of 48 consecutive one-nighters starting October 7 in Denver.

Troupe will play dates in Colorado, Kansas, Iowa, Missouri, Illinois, Indiana, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Arkansas, Texas and Arizona.

Bill Howard, Miss Lamour's business manager and husband, disclosed that she will receive a minimum guarantee against 60-65 per cent of the gate on all dates.

In addition to Miss Lamour, troupe will consist of emcee Denny Desmond, the South Sea Islanders, Lee Marx and Billie, jugglers; the Hustrei Sisters, high-wire act; Laddy Lyon, comic, and Anthony, Allyn and Hodges, dance team.

Revue has been staged and produced by Nick Castle. Sam Mineo, arranger and conductor, will front the Islanders instrumental group.

Dick Shawn In Hutton Show

NEW YORK, Sept. 26. — Dick Shawn will get his first big-time theater date when he opens on the Betty Hutton show at the Palace, October 14. Shawn has been groomed by the William Morris office for the past year.

With the Hutton show will be the Shyrettos, Los Chavales and the Charlivels. The last named currently at the Latin Quarter, will double from the club.

Ice Show for London House

LONDON, Sept. 26.—Bernard Delfont and R. & M. Kennedy put on a Roxy (NY) pattern floor-show and ice revue at the Hippodrome Theater, one-time famous for its arena shows. The show carried skater Belita, Wally Boag, the Two Earls and singer Richard Gray in a series of routines roughly woven into a show.

The stage was extended over the normal orchestra pit to an area of 1,369 square feet and then iced. First half of the show was on a plank covering which was removed during the intermission to make way for the blade routines. Direction and choreography was by Richard Barstow, who staged Belita's one-time "Hollywood Ice Revue." Production was supervised by Edith Barstow. Following the theater's normal pattern, the show is now doing two a night.

Hocus-Pocus

By BILL SACHS

WILLIARD the Wizard and Company, the latter comprising members of his family, is slated to begin a tour of auditoriums late this week, with **John Daniels** handling the advance. . . . Spotted at the recent Nebraska State Fair, Lincoln, with their heads together were **John Sizemore (Morland the Magician)**, **King Baile**, **Gene Gloye**, **Gene Kite**, **William Motron** and the **Mysterious Kuiper**. The boys enjoyed a big time at the home of Professor Gloye on Saturday night, and during the week all were guests of Baile at the Moose Club, where the King is in charge of promotion, along with **David V. Manrose**, who was with Campbell Bros.' Circus from 1907 thru 1909. . . . **Dr. Charles F. Harrod**, magic enthusiast from Mooresville, Ind., has moved with his family to San Antonio, where they are next-door neighbors to **Doc and Anne Mahendra (Mr. and Mrs. F. B. Sterling)**. . . . **Elgin Mason**, Los Angeles trixster, is back on the Coast after visiting his old hometown, Detroit, and spending some time with his family at Romeo, Mich. . . . **Blackwood** is presenting his "Mysteries of the Mind" at clubs, lodges and churches in and around his native Bloomfield, N. J. . . . **Thomas Henricks (Thomas the Magician)** last week displayed his full-evening performance in four Alabama towns—Foley, Florida, Brewton and Robertsdale. . . . **Landrus the Magician**, currently set on a string of dates in the Texas Panhandle, plans to head northward soon with an agent working ahead.

BILL BAIRD, after winding up Tuesday (29) at the Neil House, Columbus, O., heads for White Sulphur Springs, W. Va., for a single engagement and then on to Montreal for a fortnight's stand at a nitery. Writing from the Ohio capital, Baird says:

Chicago, Chicago

Continued from page 15

kingpin is a little ragged, with some of his spoken lines and gestures over-apparent.

Karen Chandler makes a repeat appearance. After some undistinguished numbers, she swings into her identifying "Hold Me, Thrill Me, Kiss Me" for solid register. She uses a "Dragnet" build to "The Birth of the Blues" and, again, is in top form.

Tippy and Cobina, the monkeys, run thru their rumba, hats and instrument routines under guidance of Manuel Viera, winning laughs all the way, and close with Cobina at the electric organ for good results.

Bunny Briggs is announced as a dancer and then opens with a vocal that would be much better left unsung. The tapping then starts strong, but proves to be an unchanging marathan that calls for a break or two somewhere along the line. **Tom Parkinson**.

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GAME OK'S TO VEGAS HOTELS

HOLLYWOOD, Sept. 26.—The Nevada State Tax Commission has approved gambling licenses for the Casa Blanca and Sunrise Hotel, Las Vegas, Nev.

The commission in granting approval of the hotels' applications thus gave the go-ahead for the construction of the two new luxury hotels to rise on the fabled Vegas strip (The Billboard, August 29).

Grable, James For Chi Vaude

HOLLYWOOD, Sept. 26.—Betty Grable's first theater date with her husband, Harry James, has been set for the Chicago Theater for one week, starting November 27.

Miss Grable may do a personal appearance break-in with the James band on its one-nighter tour just prior to the Chicago date. Earlier details (The Billboard, August 22) called for a 70-30 split, the larger figure to the husband and wife team.

Couple will do five shows during the week and six over the weekend. No future vaude plans are in the works for Grable-James at this writing.

Agents Ready Ship Booking

NEW YORK, Sept. 26.—The French Line's ships, Flandre and the Antilles, scheduled to do seven cruises this winter, will have their talent booked by the Howard Lanin office. Jim Grady, handling talent, will use boy singers, girl singers, dance teams, comics and novelties. The 11 de France, the French line's flagship, will be booked by Nat Abramson, heading WOR's Entertainment Bureau.

The Lanin office has been handling The Nassau weekly trips to Nassau and Havana, also booking acts into the British-Colonial Hotel, Nassau, as part of its cruise act booking arrangement. The hotel will reopen December 15, using semi-names.

London Spot Has Troubles

LONDON, Sept. 26.—Top pre-war nightspot, the May Fair Hotel, will be taken over by the Intercontinental Hotel Corporation of America.

This follows a series of ructions on the board of Gordon Hotels, which have run the hotel up till now. One plan to get the spot out of the red, by renting offices, was vetoed by the London County Council.

Under its new management, the hotel has applied for a 2:30 a.m. drink license to put it in line with rest of London's nightspots. Hotel is reported negotiating with ork leader Ambrose, whom they paid \$30,000 a year before the war, to bring his band back to the hotel.

WASHINGTON, Sept. 26.—Federal Communications Commission this week told U. S. Circuit Court of Appeals that Zenith Corporation can have "for the asking" a comparative hearing with Columbia Broadcasting System in Zenith's contest for Channel 2, Chicago. FCC, following up its letter of last week to CBS and Zenith, filed a brief with the court in which it asserted that, "Zenith may now obtain for the asking the only hearing which may be afforded it—a hearing with Columbia upon its pending application for renewal of the license of WBKB upon the expiration of that license on December 1, 1953."

DON'T WORRY; HENNY'S OKAY

NEW YORK, Sept. 26.—Henny Youngman, opening at the Riviera, walked out and started to throw lines. He then stopped, looked around at a ringside full of showbiz names and said, "Everybody out there looks so nervous. Stop worrying—I'll be all right."

Burlesque Bits

By UNO

Toni Winters, the Cinderella Girl, with a new interesting acrobatic strip routine, is a first-timer on the Hirst Circuit, co-featured with **Anna Perri** in the **Freddie Lewis-Benny Moore** unit. She got her start at the 22 Club, Miami Beach, thru the **Gus August** agency, and also did a brief choral job at the Rialto, Chicago, where **Jack Montgomery** discovered her and became her manager. . . . **Eleanor and Marion O'Halloran**, twins, are new **Natalie Cartier** dancers in the front line of the Hudson, Union City, N. J. . . . On September 17, when **Sophie Tucker** was being feted by the Friars in honor of her 50th anniversary in show biz at the Park Sheraton Hotel, New York, **Harry Szerlip**, magician, hypnotist, philanthropist and head of the **Patio Dress Company, Inc.**,

Copa, New York

Continued from page 15

was fractured. "Sophie Tucker," he observed, "is the Judy Garland of the stone age." This was a mild example of his chatter. The jammed room went mad over him.

Janis Paige

Janis Paige, working in the middle slot, doing her first local cafe date, startled fem customers with her radical costume—toreador pants under a split full skirt. Miss Paige is basically an actress, a fine actress, tho not a strong ballad singer. On the up numbers and novelty tunes she did okay but had a tough time holding them on the slower stuff. Her special stuff, particularly the recitations, permitted her to show her acting ability, which in turn drew attention. Because of her revolutionary costume, plus an almost orthodox routine, it would seem advisable that she use some gimmick that would poke fun at herself. It would remove the sting of resentment from envious feds and would draw attention to her basic talent, acting, rather than her appearance. Her material included standards, opening with "That's My Weakness Now," followed by "Come Rain or Come Shine." After that came "I Was Doing All Right" with a recitation, then "They Can't Take That Away From Me" with a chatter chorus and off with "Nothing Could Be Finer," using a straw hat and cane for a song-dance finale.

Mario and Floria

Mario and Floria were pleasantly adequate in their opening slot. The team did the usual good dancing job, winding up with a strutting "Dark Town Strutter's Ball" for nice mitting.

The production dancer, **Jonathan Lucas**, was outstanding. Lucas has been around for some time, but seldom has he been presented to better advantage. His dancing was exciting, and for a dancer his singing was surprisingly good. His effervescent selling was strictly top grade. The fact that he had a potentially smash **Dave Mann - Bob Hilliard** song, "Song and Dance Man," to do naturally helped. But he gave it a lift. **Herb Fields**, production singer, did an okay job.

Copa Girls

The **Doug Coudy** productions again made the title "Copa Girls" stand for something. Not only were the kids lookers—it's a pony line now—but they moved spiritedly, giving the "Copa Girl" title new meaning. The **Billy Livingstone** costumes executed by **Mme. Berthe** were gorgeous. They ranged from an opening cowgirl outfits—no girl on a range ever wore anything like it—to dignified black and white gowns, each different, to short green finale costumes capped with mink toppers and little mink mufflers.

The **Mann-Hilliard** tunes started with "There Oughta Be a Copa in Texas," a fair song. In the number two they had the smash-eroo, "Song and Dance Man." The song has already been covered by two labels and may be covered by others, tho no release dates have been set. Their third, "Hocus Pocus Polka," showed possibilities.

Austin Mack, backing **Lewis**, is still the same self-effacing Mack, doing a great job. **Mike Durso's** house band cut the show right on the button, and **Frank Marti's** Latin group did the relief sessions. **Bill Smith**.

was mystifying a special group of personally invited friends with his valise full of tricks at his own birthday party via a steak dinner at **Bobanell's** chop house further downtown. In the Szerlip party were **Helen Koelsch**, a college student at **Wilkes-Barre, Pa.**, studying for a school teacher's job; **Jeanne Koelsch**, her sister; **Joe Kaliff**, caricaturist; **Martha Phillips**, Szerlip's assistant; **Felice Ridgeway**, assistant manager of the **RKO Jefferson** in Manhattan; **Pat Haley**, former pugilist champ; **Billy Mason** and **Jack Dillon**, vaude, nitery and TV headliners; **Louis (Lord Muffington) Gerstel**, and **Joe Gulotta**. . . . **Jay Page** is paving the way for other big-time strippers, having just completed a two-year tour of Australia and New Zealand on the **Tivoli Circuit** and is shortly to open in London for the Christmas season.

Peggy Clark, after a successful battle with illness the last two years, is back on the stage at the **2 O'Clock Club**, Baltimore, and will make her debut in burly at the Hudson, Union City, on November 15 thru the **Miller-Kaplan** agency. . . . Accompanying **Freddie Lewis**, comic, on this season's tour of the circuits are his wife, **Barbara Sayre**, and his son, **Alfred Omer**, born April 11 this year in Boston. . . . **Mrs. Jessie McMenomy**, from Tampa, is visiting her daughter, **Jessica Rogers**, current feature at the **Club Samoa**, New York. . . . The **Casino**, Pittsburgh, reverted to its continuous policy with four shows daily, after a try at reserved-seat, three-a-day for the last two seasons. The four shows will be dovetailed with **George Murray**, old-time comic, returns as manager with his wife, **Eileen Hubert**, as producer. The house reopened September 4 with **Hirst** circuit traveling principals and a chorus of eight captained by **Vickie Reynolds**. House singer is **Mitch Todd**. . . . **Harry Clexx**, after lengthy California engagements, opened September 3 at the **Rialto**, Chicago, where he joined **Red Marshall**, **Danny Jacobs**, **Bobbie Bruce**, **Frenchie LaVonne**, **Joan Varga**, **Gaby Williams** and **Scotti Tomar**, who is doing a specialty, a "Jezebel Fantasy," with husband **Bob Hart**. . . . **Mila**, the Peeler, is back on the Hirst wheel after doubling between out-of-town nitery dates and modeling for mags. . . . **Antonne** is doing four shows a night at **Denver's King Cole Show Bar**, backed by **Tony Knight**, **Gene Falbo**, **Skeeter Palmer** and **Joe DeLusiso**. The spot has been featuring a pair of different strippers bi-weekly.

Net Outlets OK RTDG Pact

CHICAGO, Sept. 26.—The **AFL Radio and Television Directors' Guild** this week signed agreements with the Chicago stations of **NBC**, **CBS** and **ABC** which **Alan Fishburn**, president of the local, said puts members on a parity with directors in New York and Hollywood. The local has about 70 members.

At **NBC** and **CBS**, directors for network shows will get \$175 a week. Directors for local shows will receive \$150 minimum. Floor managers and associate directors' minimums will be \$120.

At **ABC** all directors will have a \$170 minimum; floor managers will receive \$115. **Fishburn** said the **ABC** directors' scale is best in the country. The contracts are retroactive to July 1 at **NBC** and **ABC**, and to June 1 at **CBS**. They run to March 31, 1954.

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N. Y. Coliseum Delayed, Expos Sign Armories; 1 Quits City

NEW YORK, Sept. 26. — With completion of New York's proposed \$20 million coliseum figured at best for late 1956, many exhibitions formerly held in Grand Central Palace will go into armories, and some will concededly leave the city. The federal government will move into

Grand Central Palace the week after the National Business Show closes October 24.

Five shows formerly held at Grand Central Palace have agreed to use mammoth Kingsbridge Armory in the Bronx, and three will be held in armories in Manhattan, closer to the business and hotel district.

Chemical Show Quits N. Y.

One show, the Chemical Industries Exposition, long held in New York, has quit the city and will hold its early December showing this season in Philadelphia's Exposition Hall.

Altho several shows have not committed themselves, it is known that they are reserving dates in other cities, and are probably waiting to see how much success is racked up in the armories.

Kingsbridge, with its unobstructed area of 180,000 square feet in a massive, high-domed drill hall, will play host to the following: National Hotel Show, November 9-13; National Motor Boat Show, January 15-23; National Sportsmen's & Vacation Show, February 20-27; International Flower Show, March 7-13, and Institute of Radio Engineers Exposition, March 22-25.

Yingst Preps New Skatery For Knoxville

KNOXVILLE, Sept. 26.—Chilhowee Park Roller Rink, with capacity for 600 skaters, will open in mid-October in the new Women's Building, used for the first time during the recent Tennessee Valley Agricultural and Industrial Fair.

Norman A. Yingst, operator and lessor of the floor, announced plans for the opening this week and at the same time said that Donald Craig, Pittsburgh, has already arrived to take over his duties as rink professional. Craig was a national amateur skating champion in 1948.

Yingst said that the laying of a sound-proof floor will commence shortly. It will have rock wool between the Michigan maple surface and the concrete sub-floor. Plans also call for seats for 400 spectators, a modern snack bar, separate skate rooms for skate owners and renters, and private skating rooms for lessons.

For a time Knoxville skaters had no big floor after the old Women's Building was abandoned and the rink in Fountain City was partly destroyed by fire. The Fountain City skatery is now operating under canvas.

NEWTON CLARK'S SWAP POSITIONS

DETROIT, Sept. 26. — Reversal of positions marked the election of officers held by the Michigan chapter of the Roller Skating Rink Operators' Association Monday (14).

At the meeting, held at Ambassador Rink, Clawson, Mich., members named former President Newton Clark, Imperial Rink, Ypsilanti, secretary, and his wife, the former secretary, was elected chapter president. Thus they simply switched official positions.

Sennes Agency Framing New Arenas Pkge.

CINCINNATI, Sept. 26.—Barney Rapp, of the Frank Sennes Agency, with offices in the Gibson Hotel here, is framing a 30-act combination ice, circus and vaude unit geared for the family trade and slated to break in as a special Christmas show at Cincinnati Garden December 11 for a 12-day run under the sponsorship of major industrial firms in the area.

Signed contracts for four performances from four local firms were received by Rapp this week. In each case the firm is taking over a single performance exclusively. Virtually every major industrial firm in the territory has been contacted on the idea.

Working with Rapp on the plan is Alex Sinclair, manager of Cincinnati Garden, who is serving as technical director. Attractive eight-page brochures in color have been mailed to arenas within a radius of 200 miles having facilities for an ice rink, and Rapp and Sinclair are leaving Tuesday (29) to contact personally arenas operators in Toledo; Canton, O.; Louisville and Huntington, W. Va.

While the show's initial performance at Cincinnati Garden in December is being planned as a Christmas presentation for the families of employees of the various industrial firms and local business houses, it is planned to tour the unit thru the Midwest after the holidays under sponsorship.

While ice acts will be featured in the presentation, Rapp explained that there will not be an abundance of production along that line. It will be largely circus, with the various turns working on a stage erected in the center of the ice floor. Truly McGee, formerly producer of the ice revues at the Hotel Netherland Plaza here and now engaged in a like capacity in Chicago, will direct the ice end of the Rapp unit.

Art Reese, local promoter, is contacting lodges, clubs, department stores and similar business houses in the territory to sell them blocks of tickets of 100 or more on the Christmas show idea. The larger firms are taking over the house on a straight buy. George Smith, leader of Smittie's Band, long popular in this city, has been engaged as musical director.

Stone Expanding Ambassador Spot

DETROIT, Sept. 26.—With an optimistic view of the forthcoming year for skating rinks being shared by many local operators, Ambassador Rink, Clawson, Mich., has been undergoing expansion.

John Stone, Ambassador operator, is planning to put a 31-foot extension on the skating area to accommodate the anticipated increase in attendance.

Bow Gothenburg Rollery

GOTHENBURG, Sweden, Sept. 26.—Falck Hansen, Danish promoter of bicycle races and operator of roller rinks, has opened a rink here in Majornas Sport Hall. The rink operates on Sundays, Wednesdays, Fridays and Saturdays. Admission price, including skates and instructions, is 20 cents per hour.

McCormack May Try Pa. Sings; Playing Dixie

TALLAHASSEE, Fla., Sept. 26.—Loy McCormick, impresario of all-night sings in Southern auditoriums, is laying plans for staging sings in Pennsylvania buildings and may also experiment with stands in New York. His present operation is centered on monthly sings in Georgia, Florida and Alabama, with occasional events in 11 other States.

Major sings staged during the first two weeks of September included those at Tampa (4); Bayfront Auditorium, Miami, (5); City Auditorium, Macon, Ga., (11) and Thomasville, Ga., (12). On Saturday (19), McCormick had a sing at Wiregrass Memorial Stadium, Dothan, Ala., and his concert will be at Opp, Ala., Saturday (26).

Dramatic & Musical Routes

- American Savoyards: (Davidson) Milwaukee, Wis., 1-3.
- Bagels and Yox: (Biltmore) Los Angeles.
- Children's Hour: (Playhouse) Wilmington, Del., 1-3.
- Girl Can Tell: (Hartman) Columbus, O., 1-3.
- Good Night Ladies: (Playhouse) Portland, Ore.
- Greco, Jose: (Shubert) Washington.
- Guys and Dolls: (Music Hall) Houston, Tex., 28-Oct. 1; (Municipal Aud.) Wichita Falls 2-3.
- Kind Sir: (Civic) New Orleans, La.
- Ladies of the Corridor: (Walnut St.) Philadelphia.
- Late Love: (Wilbur) Boston.
- Lillie, Beatrice: (Forsyth) Philadelphia.
- Little Hut: (Plymouth) Boston.
- Love of Four Colonels: (Hershey) Hershey, Pa.
- Maid of the Ozarks: (Erlanger) Buffalo, N. Y.
- Misalliance: (McCartier) Princeton, N. J., 2-3.
- New Faces: (Great Northern) Chicago.
- Paradise Question: (Locust St.) Philadelphia.
- Pal Joey: (Geary) San Francisco.
- Posman Always Rings Twice: (Nixon) Pittsburgh.
- South Pacific: (Royal Alexandra) Toronto.
- Seven Year Itch: (Erlanger) Chicago.
- Solid Gold Cadillac: (Parsons) Hartford, Conn., 1-3.
- Time of the Cuckoo: (United Nations) San Francisco.
- Teahouse of the August Moon: (Shubert) Boston.
- Time Out for Ginger: (Shubert) New Haven, Conn., 1-3.

Arena Routes

- Hippodrome of 1954: (Boston Garden) Boston, 29-Oct. 4; (Auditorium) Providence, R. I., 5-11.
- Holiday on Ice of 1954: (Memorial Coliseum) Fort Wayne, Ind., 2-9.
- Ice Capades of 1954: (Gardens) Pittsburgh, 28-Oct. 3; (Arena) Cleveland, 4-18.
- Ice Pollies of 1954: Los Angeles, thru Oct. 11.
- Night at Mardi Gras, with Jerry Colonna: Rochester, Minn., 7; Sioux City, Ia., 8; Omaha, Neb., 9; Marshalltown, Ia., 10; Des Moines 11-12; Ottumwa 13; Lincoln, Neb., 14; Salina, Kan., 15; Topeka 16.

Grosses Up 15-20% For All 5 Units Of Holiday on Ice

Henie Score is \$580,000 in Oslo; Sales Rise for 'Holiday' of 1954

NEW YORK, Sept. 26.—All five units of Holiday on Ice Shows, Inc., are reporting increased business from the Orient to Europe, topped by Sonja Henie's whopping \$580,000 for 30 outdoor performances in Oslo, and followed closely by "Holiday on Ice of 1954," which is drawing 20 per cent more cash than on last year's route.

Beginning a three-day stand today in Butte, Mont., the latter unit said advances for that stand and those ahead are far ahead of 1952's "Holiday on Ice of 1954" opened in Salt Lake City where it grossed \$140,000 for 12 performances at the Utah State Fair, an increase over last year of 15 per cent. For its first time at the Canadian National Exhibition in Toronto, which closed September 12, the unit played four evening shows and three matinees, grossing \$37,000. Outfit carries 125 performers, 6 key musicians, 6 stage hands and 4 advance men.

Featured in the show are Joan Hydorft, Michael Meehan, Jinx Clark, Rudy Richards, the Freisinger Family, comedian Paul Andre, and the Flip and Flop comic team. A 15-minute production number, Rhapsody in Blue, presents all 125 artists.

All Advances Soar

Lush grosses are in store for the unit on its swing eastward, as business in Fort Wayne, Ind. (2) and Columbus, O. (17) looks to be about 15 per cent up. The Troy, O., arena (10) has sold out all 6,000 seats already. Encouraging reports prompted the addition of Rochester, N. Y., to the route for December 1-6.

In addition to "Holiday" the firm has a junior version, "Ice Vogues," playing the Far West with a 75-person complement. It is doing "excellent" in Sacra-

Holleman Adds Outdoor Rink, Sports Store

DETROIT, Sept. 26.—Illness has hospitalized Bill Holleman, operator of Arcadia Rink here, during completion of enlargement operations at the rink store and addition of an outdoor rink.

Holleman has been in Wyandotte General Hospital for two weeks, a pneumonia victim, but is expected to be released soon to resume his duties at the Arcadia and its new outdoor skating surface which has been constructed on the Stimson Street side of the indoor rink. It occupies a former parking area and is made of asphalt with a 130 by 60-foot area. In operation only two weeks, the new rink has shown fast growth in popularity among the younger skaters.

Just as popular is the new service being offered at the Arcadia all-sports store. Manager Bill Skelly has arranged to add ice equipment and bowling shoes to the stock and has become a manufacturer's representative for four companies so as to make available skating supplies at factory prices to Michigan dealers. Ice equipment was added because of proposed ice rinks to be built in the city.

mento, publicist John Finley said today, and is booked in Phoenix, Ariz., and Amarillo, Tex., on its eastern swing. Also carrying the Holiday on Ice banner are units in Europe and Tokyo, both presenting American-style ice shows with a heavily European cast and a smattering of Yanks.

Finley and the firm's president, Morris Chalfen, are most pleased with the Henie tour, which has been a standout thruout the Scandinavian cities. Chalfen is traveling with Miss Henie and the troupe's 130 skaters. Holiday on Ice is presenting the star in Europe, and will manage Miss Henie's show on a partnership basis with her, when it is presented here in the early spring.

The gamble on an outdoor show paid off in Oslo, as not one performance was lost to the weather, altho there were several rainy days. The Jordan Amfi rink held 11,000 patrons, including standees, with tickets going at \$1.05 to \$2.25, and the house was full for all shows. Accompanied by Chalfen, Miss Henie and the troupe left Oslo Monday (21) for Stockholm, where she opened two days later in the Royal Tennis Court building.

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CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
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NEW AND BETTER SOUND
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Orange Recording Co.
1253 Lewis Drive, Winter Park, Florida

The Final Curtain

AGUILAR—Dr. Juan, 70, prominent California composer, pianist and organist, September 15 in Los Angeles. He was born in Cosio, Mexico, and came to the U. S. in 1915 and to Los Angeles in 1918. He was a doctor of music and won fame as a composer. For a number of years he had composed music for motion pictures. He once taught music at Mount St. Mary's Academy. At the time of his death he was official organist at St. Vibiana's Cathedral and at his home parish of St. Augustine. Besides his widow, Mrs. Soledad Aguilar, Dr. Aguilar leaves three daughters, Sister John Joseph, of the Sisters of St. Joseph of Carondelet Order, and the Misses Beatriz, of Mexico, and Esther, of Los Angeles. Interment in Holy Cross Cemetery, Los Angeles.

BACHELDER—Julia, 84, retired actress, September 18 in Arlington, Mass. She started her stage career at the age of 18 as a singer. She later became an actress, and retired after more than 20 years. A niece and three nephews survive.

BANYON—Alfred, known in the amusement world as the Great Zanzig and to traveling people as colorful maitre d'hotel of the Fort Garry Hotel in Winnipeg, Canada, September 4 in Selkirk General Hospital, Winnipeg. Born Alfred Zanzig in Latvia, he retired and took the name of Banyon in 1946 after 32 years of conjuring, having learned magic while a trick rider with a European traveling circus. He performed many times for British and Russian royalty. Survived by his widow, Gertrude, and a son, Earl, both of Edmonton, Canada, and a daughter, Mrs. R. N. Shacklett, of Bardsville, Okla.

BREDSHALL—Edward, 47, concert pianist, September 14 in Los Angeles. He formerly played on WWJ, Detroit, in a two-man piano team.

BROOKS—Bozie, 31, veteran carnival employee, recently in Fort Wayne, Ind., of a heart attack. Survived by his widow, Marie; two sons, Tommy and Ted; his mother and a brother.

CHASE—Roger A., 51, night news editor of Station KPHO, Phoenix, Ariz., September 11 at Morristown, Ariz. He was found shot to death on a highway near that city.

COOPER—Jack (Red), 43, drummer who had appeared with many of the country's foremost dance bands, September 21 in Los Angeles. He was a member of APM Local 47 and the F. & A. M. Survived by his widow, Linda, and his parents, Mr. and Mrs. Scott Cooper, all of Los Angeles. Interment in Hollywood Cemetery.

DEREMER—Cecil, 63, pianist, September 13 at Midland, Mich. He was also formerly manager of a music store in Midland. Survived by his widow, Clara. Interment at Bay City, Mich.

DODGE—Richard Paul, 63, M-G-M set designer for 18 years, September 16 at Motion Picture Country House. Survived by his widow, Biola; two daughters and two brothers. Interment in Forest Lawn Memorial Park, Glendale, Calif.

DOWDELL—William, 54, newspaper columnist and editor, September 23 in Rome. With a long career in Ohio newspapers, he became editor of the weekly, Rome American News, and also wrote a column, "Seen and Heard." He was the news editor of Station WLW, Cincinnati, at one time and was later with International News Serv-

ice. For a time he was also associated with burlesque shows in the Canton, O., and Akron area in a managerial capacity a number of years ago.

DREW—Ernest A. Sr., cousin of the famous Drew-Barrymore stage family and father of George Drew, actor and theater designer, September 13 in Palm Beach, Fla. His widow, another son, and a daughter survive.

DUNBAR—Harold C., 70, founder of the Chatham (Mass.) Monomoy Theater and noted portrait painter, September 18 in Hyannis, Mass. He built and financed the original Monomoy Theater and sold it 13 years ago to Mary Winslow, who has since operated it as a summer theater. Some of his outstanding portraits were of theatrical subjects, including Viola Allen, the Shakespearean actress. His widow, Gertrude, survives.

GIBBS—Henry B., 61, concessionaire at Playland Park, Houston, Wednesday (23) of injuries sustained in an automobile crash Saturday (19). Burial in Houston. Survived by his widow, Margaret.

HANDY—Howard E. (Pappy), 46, radio and TV hillbilly singer and band leader, September 14 at Worcester, Mass. Born in Brooklyn, Conn., he quit his studies at Dartmouth College and broke into show business via Station WNBC, Hartford, Conn. He later went to Cleveland and became director of a hillbilly program over Station WJW. He joined WORC, Worcester, in 1952.

HANSON—J. J., 45, former concession operator, September 5 at Macon, Ga., of a heart attack. Burial in that city.

HUSS—Henry H., 91, pianist-composer, on September 17, at Parkchester General Hospital, Bronx, N. Y. Born in Newark, he made his world debut in Munich in 1884, and his American debut with the Boston Symphony some years later, playing his own "Fantasy." He played with noted symphony orchestras the world over, and composed many works for orchestra, chorus, chamber music, groups and piano. Survived by his widow, the former concert soprano, Hildegard Hoffmann.

JORDAN—Ralph Burdette, 55, West Coast newspaperman and former M-G-M publicist, September 21 in Yucalpa, Calif., of a heart attack. He had retired from his M-G-M post in 1949 because of ill health. Survivors include his widow, Mary; four sons, Ralph B. Jr., Tulare, Calif.; Dr. Frederick A., Yucalpa; Robert S., Salt Lake City; William S., Philadelphia, and a daughter, Mrs. Raymond L. Haight, Redlands, Calif.

KATZMAN—George, 48, brother of Columbia producer Sam Katzman, September 22 of a heart attack on a Columbia Pictures set. He was an electrician and had been associated with his brother for 20 years on the latter's pictures. He also leaves two other brothers, David and Louis, and three sisters. Interment in Forest Lawn Memorial Park, Glendale, Calif.

KELLY—Quinn, Earl Kelly, business manager of Ray Williams Shows, and Josephine Quinn, former co-owner of World of Pleasure Shows, recently in Fort Wayne, Ind.

LEDBETTER—Louis, 54, president of the Bond County Fair, Greenville, Ill., recently in Greenville.

MacINNIS—John J., 66, drowned at Sault Ste. Marie, Mich., September 22. Formerly manager of the

Upper Peninsula State Fair at Escanaba, Mich., for a number of years, he was named two weeks ago to the Michigan Agriculture Commission, in general charge of all fair operation in the State. His widow survives.

MARLEY—Samuel Virden, 67, retired vaude performer, recently at Miami. He was widely known as a songwriter and musical arranger for such stars as Sophie Tucker, Van and Schenck and Trixie Friganza. Survived by his widow, Rose.

LEST I FORGET



Jesse E. (Tex) Pulegnaf

Died Oct. 5, 1947

"Gone But Not Forgotten"

Your Buddy,

BILLY LOGSDON

P.S.: Thanks to my many friends for their consoling messages and floral tributes upon the death of my brother, LINDA LOPEZ, September 13 at Paris, Texas.

RINGLING—Edith Conway, 84, widow of Charles Ringling and chairman of the board of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., at Sarasota, Fla., Wednesday (23). She had been connected with the circus since her marriage in 1899 and was prominent in family battles for control of the show in recent years. Survivors include her nephews, John Ringling North, president of the circus, and Henry Ringling North, vice-president, and two grandchildren, James Ringling, now with the show, and Charles Ringling, sons of the late Robert Ringling. (Details in General Outdoor Section.)

SIEGRIST—Charles Patterson, 72, retired aerialist, September 19 at his home in Normal, Ill. (Details in General Outdoor.)

SMITH—Lillian Boardman, 60, singer, actress and wife of actor Howard Smith, September 19 in New York. Known to the stage as Lillian Boardman, she first appeared in revues of the late Gus Edwards, many of whose songs she introduced. Besides appearing in vaudeville as late as 1930, she had roles in "Poor Mama," "Canary Cottage" and other musical shows.

In Loving Memory
Of My Husband
Julius "Turk" Turovch
Killed in accident Sept. 28, 1952.
"Thanks be to God that such have been,
Although 'they are no more."
LOIS

SPILLMAN—Alvin A., 64, veteran concessionaire, September 25 at Cedar Grove, Ga., of a heart attack. Survived by three sons, Don, Earl and Karl. Burial in Tampa, Fla.

STILES—George, 69, concessionaire and more recently winter quarters employee of Douglas Greater Shows, in Kent, Wash. He was a member of the Pacific Coast Showmen's Association, Los Angeles. Services September 29 in Seattle.

STOESS—William C., veteran radio announcer and musical director, September 24 at Forest Hills, Long Island, N. Y. A pioneer in the radio business, he started out at Station WLW, Cincinnati, as a mail sorter and part-time announcer and rose to become the station's musical director, a position which he held until 1944, when he left to become general musical director for Trans-American Broadcasting & Television Corporation, New York. While there he acted as musical director on numerous radio shows, among which were "The Greatest Story Ever Told." Survived by his widow, Rosemary; a daughter, Mrs. Burton Pease, and his parents, Mr. and Mrs. William M. Stoess, all of Cincinnati. Burial September 29 in that city.

WILDE—Perceval, 66, novelist and playwright, September 19 in New York. He was a specialist in the one-act play, many of which were produced in little theaters at a rate of more than 100 a month throughout the world. From a short story written by him, Wilde wrote a one-act vaudeville turn which became a hit and was followed by many more. He also began to publish more serious plays in such volumes as "Dawn and Other One-Act Plays of Life Today," "Confessional and Other American Plays" and "The Unseen Host and Other War Plays." His talent took him to other fields as well, having written a series of films for Universal Pictures and Metro-Goldwyn, plays for radio and television and collaborations for Broadway. He was a director and secretary of the Dramatists' Guild of the Authors League of America and a visiting lecturer on drama at the University of Miami. A son survives.

WINTERS—John Arthur, 67, in San Antonio, September 20. He was the father of Melvin Winters, musical director of WOAI, AM-TV, in that city.

Roadshow Rep

BIRTHDAYS were celebrated recently on the Toby, Ora and Bill Slout Players. **Gene Bradley** had one the second week of August. It was marked by a party on-stage after the show. **Red Miller** had one the first week of September, also celebrated by a party. Recently a picnic was arranged and participated in by **Bill Slout, Gene and Audrey Bradley, Duke Montague and Myrnelia, Jimmie Reynolds, Red Miller and Ray and Francis Snyder**. There was plenty of swimming and lots of eats. Show closes September 16 in order that **L. Verne Slout** may devote time to his Antique and House Beautiful shows. . . . "We quit showbiz last fall at the close of **Mid Tilton's** season and headed for California," writes **Maude Nevis Gentry**, who says she would like to hear from friends. Maude is now in the credit office of Sears in Glendale and husband **Bob** is selling insurance. They are living at 3800 Chaney Trail, Altadena. "Why aren't there any tent shows in California?" asks Maude. "So much of it looks like good territory" . . . "A recent note in The Billboard about the Perry & Patton show urges me to ask if that reader or anyone else can tell me something in the rep column about the **Floy Crowell 10-20-30** show," writes **Gerald Anderson** from Paterson, N. J. "An uncle of mine was agent for that show and I hope someone can tell me where the show's headquarters was located. Among the show's bills were 'Molly Bawn,' 'Somebody's Daughter,' 'Temptation of Money' and 'Fanchon the Cricket.' In my uncle's time **Armitage and Fitzpatrick** were managers of the show." . . . **Horace Ford** writes from Billings, Mont., that he has been working the area with a stroller outdoor show to biz that

has not been too good. . . . **Bernice Reeves** will promote some amateur productions in the Erie, Pa., area this winter. She has been at Wildwood, N. J., most of the summer. . . . **Carl Griffin** has a three-cast road show opening near Winnipeg soon. It will work toward the West Canadian Coast.

S. G. ANGEL writes from Trinidad, Colo., that he will try some school shows in that area as soon as the fair season is completed. Angel reports biz only fair with his trailer show and says that without sales of merchandise the summer would have been a bloomer. . . . The Butler show, which has played Wyoming for the past month, will head for Florida soon. **Butler** and his wife have added a puppet show which they think will catch some dates. . . . From Tallahassee, Fla., **E. R. (Ned) Russo** writes that he is anxious to see the **Harry Mack** minstrel show catch on and stay for the season. "I caught one tent minstrel show this past summer, but it was the same old cut and dried performance," says Russo. "These shows could have a whole show built for them, but instead of doing that they let go on performers with faded and forgotten material. Let us hope that Mack gets away to a good start, because this part of the country will go for a good minstrel set-up. . . . Turgeon's show is laid up at Denver while **Fremont Turgeon**, owner, takes medical treatment. . . . From Sedalia, Mo., **F. G. Blood** writes that he left Eugene, Ore., the first of August and is working toward Florida, where he will spend most of the winter. Blood has a trailer merchandise show with his wife assisting in both entertainment and sales end.

Drivin' 'Round the Drive-Ins

SUIT was instituted in U. S. District Court, Philadelphia, recently by **James M. and Rocco Castrignano**, owners of Midway Drive-In, near Wilkes-Barre, Pa., against the major film distributors and **Comeford Theatres, Inc.**, alleging that the defendants had combined in a conspiracy in restraint of trade to favor theaters owned and operated by **Comeford** and to deprive the plaintiffs of the opportunity of licensing product for their drive-in on a reasonable run. The plaintiffs allege that since they opened their drive-in on June 9, they have made repeated oral and written requests to give the Mid-

way a reasonable run and the opportunity to bid competitively for product against the **Parsons (Pa.) Theater**, but the defendants have refused to accede to the requests. The plaintiffs claim that they are playing product of most of the defendant-distributors on a late and indefinite availability. Plaintiffs seek equitable relief of an injunctive remedy compelling the distributors to license the Midway on an availability that is fixed and is no later than 21 days after first-run Wilkes-Barre or give the Midway the opportunity to bid competitively against the **Parsons**. No damages are sought.

News Capsules

Continued from page 4

Stuebenville, O. . . . **WAYS-TV**, Charlotte, N. C., signed as an affiliate of ABC-TV. . . . **White Sewing Machine Corporation**, thru **BBD&O** is launching a \$250,000 spot campaign with one-minute film commercials. . . . **WBZ**, Boston, celebrated 32 years on the air this week. . . . **DeJur Amco Corporation** is sponsoring the "Tex and Jinx" show on **WNBC**, New York, Friday mornings thru **Friend-Reiss-McGlone**. . . . For the 20th consecutive year, the **Humble Oil & Refining Company** is sponsoring Southwest Conference football thruout Texas via the State's regional net. . . . The Texas State Network last Sunday began "Report to Texas," a special public service series, with an address by President Eisenhower. . . . The University of Bridgeport (Conn.) will launch two credit courses via **WICC-TV**, 3-4 p.m., daily. . . . The **Ford Foundation** this week completed arrangements for the appearance of former President **Herbert Hoover** on "Excursion" October 18. . . . **NBC** is again conducting 17 radio-TV courses for Columbia University this season. . . . **Storer Broadcasting Company** began construction of its national headquarters in Miami last week. . . . The **Indiana Broadcasters Association** will meet October 15-16 at French Lick Springs. . . . **American Telephone & Telegraph** connected 41 additional stations in 35 cities to network TV service this month. . . . 574,811 TV sets have been sold in Canada so far, according to the **Radio-TV Manufacturers' Association of Canada**.

P&H AMUSEMENT Corporation, New Britain, Conn., building a drive-in on property adjacent to the **Plainville (Conn.) Stadium**, has leased the area for 30 years, with lease effective from the date the theater is ready for business. **Peter Perakos Sr.**, head of **Perakos Theater Associates**, New Britain, is president of P&H. The property is owned by stadium operators **Joseph and Mary Tinty**. . . . **Joseph Dolgin** has resigned as manager of the **Art Theater**, Hartford, Conn., to concentrate on film buying and booking activities for **Pine Drive-In**, Waterbury, Conn. . . . First drive-in in Connecticut to close for the season was the **Sky-Vue**, Torrington, managed by **Vincent Youmatz**. The **Torrington Drive-In**, managed by Youmatz's nephew, **Henry**, continues to operate. . . . Secretary of State has issued a charter to **Booker T Drive-In Theater, Inc.**, about four miles from Columbia. Capitalized at \$20,000, the new corporation is headed by **Maynard H. Tucker**, president. . . . **Mr. and Mrs. Raymond Parsons** have announced plans for construction of a drive-in at **Anthony, Tex.**, where they recently purchased two theaters. . . . **Louis Christi** has been named manager of the **Rigsby Drive-In**, San Antonio. . . . **Herbert and Karl Durst**, operators of the **87 Drive-In**, Fredericksburg, Tex., recently purchased the **Palace Theater** there from **Walter Knoche**.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. **SPECIAL OFFER!** Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. **S. O. S. CINEMA SUPPLY CORP.**, Dept. L, 607 W. 52 St. New York 19.

IN MEMORY

MARGIE CETLIN

My memories are beautiful things
When I relive the past that brings
Back all the wondrous yesteryear.
These are the ones I hold most dear.
October 5, 1947 **ISSY CETLIN**

IN MEMORY

MARGIE WILSON

Two who never will forget the past
Nor ever let the future dim the years
We spent together here.
October 5, 1947.
Sadie-WILSON-Jack

Tenn. State Fair Gate Up Slightly; Income Takes Spurt

Strong Grandstand Program Produces Record Receipts

NASHVILLE, Sept. 26. — The Tennessee State Fair thru Friday (25), next to the final day of its six-day run, was slightly ahead of '52 attendance-wise and was surpassing all previous years in receipts for the grandstand.

Fair opened to ideal weather and Monday's turnout of 23,513 was a new all-time high for the first day. Turnouts continued steady during the week but cloudy weather later in the week apparently discouraged some patrons.

The Ernie Young revue, which gave one show on each of the first nights and two shows on each of the final three nights, matched its '52 pace thru Thursday. "Grand Ole Opry," which came in for one afternoon and one early evening performances on Wednesday, played to good crowds and motorcycle races, in their initial fair appearance on Thursday afternoon, were run before a packed stand.

Thrill Show Wins

Tournament of Thrills, brought in by Earl Newberry and Leo Overland on the first two afternoons of the fair, replaced harness races, long a losing proposition here. The unit pulled close to a full stand in its first performance with almost every seat occupied the following day.

Big car races on Friday afternoon, a popular attraction here, topped last year's crowd. Meet was produced by National Speedways, Inc. (Al Sweeney-Gaylord White), who will also stage another meet on the final day. Advance sale for this latter program was big, according to Griffin.

Another innovation in the grandstand this year was the sale of reserved seat tickets. Prior to '52, all grandstand attractions, except auto races, had been free. Seats this year were scaled at 50 cents for grandstand, 75 cents for track seats and \$1 for boxes.

The night horse show in the Coliseum, featuring the Tennessee Walking Horse Futurity, was popular and attendance topped that of a year ago. Nightly fireworks were presented by Tony Vitale's Fireworks Corporation of America.

Improvements to the 168-acre plant in recent years have been numerous. Under the direction of Secretary L. E. Griffin and Judge Beverly Briley, over \$75,000 had been expended on fairground improvements. These included laying out a new 900-car parking lot; installation of a gas heating system in the Coliseum; new rest room facilities in the Coliseum and thruout the grounds; black-topping of roads, and the erection of a safety fence around the half-mile race track.

Al Wagner's Cavalcade of Amusements, the midway attraction, started off strong, had several big days early in the week but tapered off somewhat by Friday. Grosses, nevertheless, were expected to top last year by the time the fair closes tonight.

Talent in the show included the Dorothy Dorben Dancers, Farias Duo, Cilly Feindt, Fedi-Fedi, Dalton and Bailey, Ted Miller and

Smiley, Wilford May Trio, and Frank Furlett. Bill Atterbury, high performer billed as the Sky King, was forced to cancel out due to illness and is confined in a Rockford, Ill., hospital, with pneumonia.

San Jose Pulls 224,627 to Top 1952 by 3,000

SAN JOSE, Calif., Sept. 26.—The 9th annual Santa Clara County Fair, which closed its seven-day run here Sunday (20), pulled a total attendance of 224,627 to beat last year's figure of 221,631, Russell E. Pettit, secretary-manager, said.

Weather for the run was good with the nights pleasant. The event opened strong with a slight increase in tickets buyers over 1952, but dropped the second day. The third and fourth days were ahead of last year's comparable days.

The fair debuted its new exposition hall, which was 90 per cent completed in time for the opening. The structure is 400 by 120 feet. While designed to house the exhibits in a permanent building, Pettit said that nearly 100,000 square feet of canvas were necessary to accommodate displays.

Two daily grandstand shows, booked by Lane Productions of Oakland and handled by Earle Caldwell, were presented. Line-up included Helen O'Neil Dancers, The Ruddells, the Mulcays, Val Sets, Arnault Bros., Benito Pat Moreno, Freddy Sanborn, and the Berratis, high act in the infield.

MOVIE LOT CIRCUS-ZOO

HOLLYWOOD, Sept. 26.—Warner Bros. here is transforming nearly three acres of its back lot into a combination circus-zoo as a set for its new 3-D picture, "The Phantom Ape." Highlight of the picture is the release by a madman of wild animals from the Paris zoo. Shooting starts this week.

John MacInnis, Mich. Exec, Dead

DETROIT, Sept. 26.—John J. MacInnis, veteran executive of the Upper Peninsula State Fair, Escanaba, and secretary of the annual in 1952, died here Sunday (20), presumably of a heart attack.

The attack came as MacInnis drove his automobile home from church services. His car crashed thru a heavy wire fence and guard cable and plunged into a canal. Just two weeks ago he was appointed to the Michigan State Board of Agriculture. He was in general charge of fair activities thruout the State.

Autry Return Fails To Boost Garden \$

Rodeo Gross Trails '52 by 10%, But Strong Week-End Business Expected

By JIM McHUGH

NEW YORK, Sept. 6. — Gene Autry's return to Madison Square Garden to head up the show features of the "World's Championship Rodeo" after an absence of a year showed no early signs of boosting the gross earnings of that event. Business thru Thursday (24) was trailing that of last year by a reported 10 per cent, but there were indications that the crowds and dollar volume would pick up over the week-end.

The opening Wednesday night (23) got a good reception, altho Autry was in poor voice as the result of a laryngitis attack. Even so, the all-around show business

Fair Gates Hit Near '52; Grandstand Biz, Midway Takes Down

Turnouts Stand Up Firmly But Tighter Buck Slows Spending on Fairgrounds

Continued from page 1

few fairs that offer horse racing to the accompaniment of betting.

Some Buck Trend

There were some fairs, of course, that bucked the general trend. Four of the biggies—the Wisconsin State Fair, the Kentucky State Fair, the New York State Fair and the Pacific National Exhibition, Vancouver, for instance—set all-time attendance records. Respectively, those four pulled 824,311, 330,000, 423,742 and 835,035.

Many factors enter into the success of the big ones, principally the weather. Another is the existence of polio in the drawing territory. Thru the Midwest, some of the big fairs—the Iowa State Fair at Des Moines and the Minnesota State Fair at St. Paul—

ran concurrently with a protracted heat wave.

And some were caught by the effects of polio, as well as the heat. The Minnesota State Fair was one of those so hit. But, the St. Paul event is built on solid stuff; it wound up with a gate of 865,523, an increase of 46,508 over 819,015 in '52.

In Canada, the biggest annual of them all—the Canadian National Exhibition at Toronto—was jolted both by heat and polio, but its attendance of 2,619,500 was only 97,500 under that of last year. Night grandstand business at the CNE nevertheless hit an all-time high: the huge spec, produced by Jack Arthur and starring Victor Borge, grossed \$433,000.

Eastern Drop-Off

Only in the Eastern part of the U. S., where grandstands have smaller capacity than most sections of the country and admission scales run higher, was there a marked drop-off in night receipts. There are those in the East who would blame this on TV. But the Midwest has TV, and fairs in that area have experienced no great decline in night grandstand business.

Thruout Canada this year, night business in grandstands or their counterparts, coliseums, was extremely strong. The Polack Shrine Circus did whopping business at the Pacific National Exhibition, Vancouver, while the Harold Steinman "Hippodrome of '54" did bumper business at the Exposition Provincial, Quebec. And out in Western Canada, a revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago, registered record business at several of the Class A Circuit fairs.

Day-time attendance, which has been sliding in recent years, continued to ease generally at most U. S. fairs. On the whole, only the week-end or holiday matinees or some long-established big day, such as the traditional Governor's Day at some fairs, held up.

Of day-time attractions, those that registered the best business were auto races—stock car events—in many instances. Thrill shows continued as strong lures but did not pull quite as strong as last year.

Harness Racing

Harness horse racing, without betting except at a relatively few spots, notably Indianapolis, Sedalia, Mo., and Reading, Pa., continued a downward trend in pulling power. But races, with pari-mutuels, went over big at those few fairs that offer them. Per capita betting was up considerably at most such fairs.

The trend to drop harness (Continued on page 57)

LAST OF GENERATION

Mrs. Edith Ringling Dies at Sarasota

SARASOTA, Fla., Sept. 26.—Mrs. Edith Conway Ringling, 84, widow of Charles Ringling and last of the original Ringling circus generation, died here Wednesday (23). She fractured a hip in a fall at her home a week ago and complications led to her death. Illness forced her to give up traveling with the circus three years ago.

Mrs. Ringling was chairman of the board of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., and controlled 49 per cent of the stock. Her nephew, John Ringling North, circus president, controls 51 per cent. It was considered unlikely that transfer of ownership of her stock would

result in any major change in operation of the show.

Mrs. Ringling and her son, the late Robert Ringling, comprised one faction in the three-way fami-



MRS. CHARLES RINGLING

ly battle for control of the circus from 1938 to 1947. During much of that time she controlled 31.5 per cent of the stock and voted with Mrs. Aubrey Ringling Haley to make Robert Ringling president of the circus from 1943 to 1945. In 1947, John Ringling North increased his holdings to 37 per cent.

Later in 1947, the Haleys sold their stock to give North control of 51 per cent and Mrs. Ringling (Continued on page 57)

Sked Creditor Meet in Wake Of Bristol Fair

BRISTOL, Va., Sept. 26.—First meeting of creditors of Tri-State Agricultural & Livestock Fair, Inc., which filed a petition in bankruptcy on September 2 in U. S. District Court, Roanoke, Va., has been called by J. T. Engleby Jr., referee in bankruptcy, for 10:30 a.m., October 2, in the Court House here.

Bankruptcy action followed the unsuccessful fair held here August 17-22. The next week R. C. McCarter, veteran carnival general agent who had taken over the presidency of the newly organized fair, resigned that post, blaming the fair's poor results to a severe polio epidemic in the area.

Despite heavy promotion, co-operation from newspapers in the area and a good line of exhibits, the polio scare was more than the fair could buck. It failed to attract more than 2,000 paid admissions on any one day of the event, and a closing Saturday afternoon (22) rain did not help.

C. P. Siegrist, Noted Aerialist, Succumbs at 72

NORMAL, Ill., Sept. 26. — Charles Patterson Siegrist, 72, retired aerialist, died in his trailer home here Saturday (19) after a two-week illness.

Siegrist, who was born November 14, 1880, in Roseburg, Ore., started tumbling on the streets of Portland at the age of six. He began his professional career as a minstrel in 1890 with the O'Brien Brothers act. James A. Bailey signed him for the Barnum & Bailey Circus in 1898, and he was with that show as a trapeze artist until 1931. Siegrist was credited with being the first man ever to do a double somersault on the ground. He was also noted for his (Continued on page 56)

PONCA CITY, WICHITA OKAY FOR MILLS BROS.

PONCA CITY, Okla., Sept. 26.—Mills Bros.' Circus played to good business here Tuesday (22), on the heels of its three-day stay in Wichita, Kan., where it hosted the CFA convention.

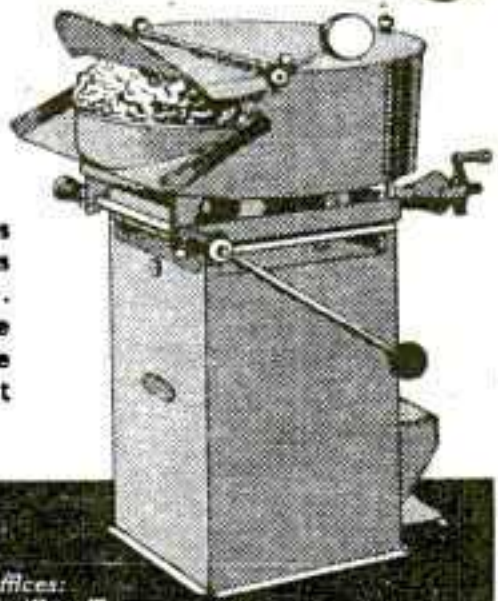
Both performances at this former home of the 101 Ranch show drew three-quarters of capacity. American Business Club was the sponsor. In Oxford, Kan., Friday (18), the show had Lions auspices and played a day ahead of Hagen Bros. With a population of 850, the town gave Mills 281 persons

for the matinee and 840 at night.

In Wichita, the circus gave three performances on Saturday (19). First came a sell-out performance for employees of the Boeing Aircraft plant. Then came two regular performances, with members of the CFA in attendance along with a fair representation of towners. The show gave no performances on Sunday (20) but took part in the CFA banquet. On Monday (21), Mills stayed over in Wichita for two fair houses.

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Pomona Gate Trails Slightly In 1st 7 Days

396,651 Count Off 3,000; Cool Nights Cut Grandstand Biz

POMONA, Calif., Sept. 26.—The Los Angeles County Fair, which opened its 17-day run here Friday (18), was running only slightly behind its 1952 comparative figure at the end of the first seven days. Attendance for that period was 396,651 compared with 399,698.

Daytime weather for the run so far has been ideal, with the temperature not going above 85 degrees or below 74. Nights have been cold, cutting into the crowds as well as the grandstand ticket sales. "Ice Vogues," which opened nine days ago, closes tonight. "Fair Follies," produced and staged by Fred Kressman, of Barnes-Carruthers, Chicago, opens tomorrow night for the remaining eight nights.

Pari-mutuel betting, with the fair staging 14 days of racing, was running about \$20,000 per day under 1952. The daily average so far has been \$555,878 against \$575,521 a year ago.

In the current run the attendance by day has been over last year on three occasions. The fair opened with 5,000 less than in 1952 but exceeded that stanza's turnstile clickers on the third, fifth and sixth days.

Fun zone equipment this year is again supplied by Harry Illions, who directs the "world's fair midway." Illions, operator of Celeron and New Liberty parks in New York State, brought in three large rides from those operations to augment the permanent ones that were installed prior to the 1952 fair. Superior Shows were also booked in with supplemental equipment.

Rain Crimps Hope for New Cincy Record

CINCINNATI, Sept. 26.—Rain that struck surrounding areas Saturday (19) night dampened hopes of Hamilton County Agricultural Society execs for new record attendance at this year's Cincinnati-Carriage Fair here, September 16-19. Nevertheless, estimated attendance of 85,000 to 100,000, including about 25,000 paid, was big enough to approach the record 1952 year and bring the fair to its close well in the black, said Secretary-Manager Clarence A. Peters.

A preview Tuesday (15) night of "Frontier Days," a spectacle commemorating Ohio's sesquicentennial, helped the fair considerably, as it did each night of the fair as principal grandstand attraction. The feature, carrying about 25 Western acts, was booked thru the Gus Sun office, Springfield, O., and was produced by Buck Steele. Some of the acts, along with Telasco, high act, also obtained from Sun, were spotted each afternoon between harness racing events before the grandstand.

Midway receipts by the No. 1 unit of Gooding Amusement Company, piloted by George Enright, were about \$1,000 below the figure of 1952, said Peters, who blamed the bad Saturday night weather for the slide.

Agricultural and industrial exhibits were at a record high numerically, but the quality of farm produce was below that of past years owing to the protracted drought in this area, said Peters.

Urges Shows to Tie In With Halloween Epilepsy Fund Drive

CHICAGO, Sept. 26.—Col. Jack Reilly, special events specialist, currently spear-heading a drive to raise money for the National Epilepsy League, is asking show business events to turn over part of the proceeds from their performances on Halloween night to the league.

Reilly invites shows of all kinds, plus skating rinks, arenas, etc., as well as individuals, to participate. He also asks that youngsters be encouraged to turn their Halloween trick or treat operations into a trick or treat for the Epilepsy fund.

The National Epilepsy Campaign maintains headquarters here at 130 North Wells Street.

C. P. Siegrist

Continued from page 55

performance of the feet-to-feet twirl, backwards or forwards, and a somersault underneath a three-foot table.

At the turn of the century Siegrist toured Europe with the Barnum & Bailey Circus. While there he played before Queen Victoria and Kaiser Wilhelm of Germany. After leaving the circus, Siegrist played fairs. He retired five years ago after injuring his shoulder in a fall from his trapeze.

Surviving are his widow and three sons, William, St. Petersburg, Fla.; Joseph, living in Louisiana; Charles L. Patterson, Portland, Ore.; two grandchildren, one great-grandchild and a niece. Services Tuesday (22) at Stubblefield & Son Memorial Home here. Burial in Canton, Pa.

Tim Holt Heads New Road Unit

PHILADELPHIA, Sept. 26.—Tim Holt, RKO Western star, and his Western Wrangler Revue, featuring his horse, Amber Star, are doing a three-month tour under the direction of the Jolly Joyce Theatrical Agency here. Starting on September 1 with two weeks of fair dates in association with the George A. Hamid office, Holt, playing as a single, Sunday (13), chalked up a new attendance mark in attracting 4,000 persons to the Indian Ranch Park, Webster, Mass.

The Holt Revue took in the Daw Theater, Tapahannoc, Va., on Thursday (17); the Santa Fe Ranch near Reading, Pa., Sunday (20), and the Point Breeze Drive-In, New Oxford, Pa., Tuesday (22). Joyce office also has the Western unit set for five weeks of Southern theaters under the T. B. Kemp banner out of Charlotte, N. C., starting October 15.

Troy Hills Sends Questionnaire to County Editors

TROY HILLS, N. J., Sept. 26.—Alexis L. Clark, manager of the Morris County Fair, this week sent out a questionnaire to county newspaper editors, asking them how many releases they used prior to and during the 1953 fair, and asked them to evaluate types of fair stories.

The letter explained that the fair has tried various methods of getting publicity—including professional agencies and volunteers, and this year handled its own flacking. It emphasized the need for local newspaper support, and the value of local editors' judgment.

Among the story types the editors were asked to evaluate were amusement rides, free shows (including dog, aerial and marionette shows), grandstand shows and vaude acts.

Mabel Stark worked seven tigers for the filming of "The Gladiators" a CinemaScope movie being made by 20th Century-Fox.

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 - Scalloped Edge, Green only, M. 2.90
 - Smaller Size, 3/8" diam., Red or Green Plastics, M. 1.50
 - Adv. Display Posters, size 24x36, Ea. .15
 - Cardboard Strip Markers, 10 M 75
 - Rubber Covered Wire Cage with Chutes, Wood Ball Markers, Master Board; 3-piece layout for 15.00
 - Thin, Transparent Plastic Markers, Brown, 3/8-inch, Per M. 1.00
 - Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. 2.25
 - Round white N.J. Cardboard Markers, 2 sizes; 1/2-inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. 85
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Mrs. Ringling
• Continued from page 55

49 per cent. She then became vice-president. When her son, Robert, died in 1950, Mrs. Ringling became chairman of the board.

With Show 50 Years

Mrs. Ringling was the daughter of a Rice Lake, Wis., minister and was married to Charles Ringling in 1899. He was one of the five founding brothers and served as general manager of the show until his death in 1926. Both were highly popular among troupers. She was acquainted with all performing and staff personnel and many of the working men over a period of a half century.

Season after season, she sat thru dozens of complete performances. In late years the white-haired grand old lady of the circus remained a familiar figure around the show. It was reported this summer that she planned to join the show for another visit, but the plan was not carried out.

Loans Quarter-Million

During the depression years when the Ringling empire was controlled by Allied Owners Corp., she loaned the management \$250,000 from her personal funds. It was understood that this money was used to help liquidate the Ringling Bank & Trust Company, Sarasota. The bank reopened after the 1933 moratorium, paid all depositors in full and voluntarily went out of business.

When the show was paralyzed by a strike of some working men in 1938, other show employees urged her to speak at a meeting of workers in the stalled big top. Taking the microphone, "Mrs. Charlie" made an impassioned plea for the strikers to think "long and hard" before they forced the Greatest Show on Earth off the road.

Survivors include a daughter, Mrs. Charles E. Sanford; one sister, Mrs. John Williamson; two grandchildren, Charles and James Ringling; a daughter-in-law, Mrs. Robert Ringling; and others, including John and Henry Ringling North, nephews. One grandson, James, is with the show's advance ticket department.

Burial was to be at the same mausoleum where Charles Ringling is buried at Sarasota.

Autry Return
• Continued from page 55

tion, the former when he invites patrons to join him in singing "Rudolph, the Red-Nosed Reindeer," and the latter when he asks for sound effects from the stands to simulate the sound of the many punches thrown in their mock fight.

Bryon Hendricks presents two nice animal routines, one with Crazy Quilt and Patchwork, a horse and dog team, and the other with a group of four trained dogs. The animals seemed a bit uncertain on opening night, but this probably had to do with the strange and unfamiliar surroundings.

Other show features include the always colorful and exciting grand entry with all hands on horseback, the sparkling Lightning C Ranch Horseback Quadrille and trick and fancy riding, and Fred Robinson and his pony chariots, sponsored by the Holland Furnace Company. The latter, a cute affair, has three miniature chariots pulled by as many sets of four matched ponies. Apart from the initial sight value, there wasn't much to see on opening night. The weaving routines were far from precise, and the racing finale was very ragged.

Mills and Keen

The rodeo clowns, George Mills and Billy Keen, didn't get much of a chance to show their bull-baiting daring on opening night, altho all of the stock worked hard to make for ample thrills.

Show officials are: Gen. John Reed Kilpatrick, president; Bernard F. Gimbel, chairman; Ned Irish, executive vice-president; Everett E. Colborn, managing director, and Frank Moore, manager.

Arena officials are: Fred Alvord, secretary; Earl Lindsey, C. L. Crovat, Charles M. Ertz, timers; Carl Dossey, Everett Bowman, Ken Roberts, judges; Alvin Gordon, chute boss; Pete Logan, announcer, Charles Ben Bradberry, bucking horse foreman, and Seabuck Evans, saddle horse foreman.

James Cimarron's Cowboy Band is back in to handle the music.

Fair Gates Hit Near '52; Grandstand Biz, Midway Takes Down

Turnouts Stand Up Firmly But Tighter Buck Slows Spending on Fairgrounds

• Continued from page 55

larger, signs both of the return to intensive competition in that field and of the realization that fairs comprise an ideal show case of their products.

Farm equipment - machinery exhibitors went all out in their efforts to snare and hold the attention of patrons. One, International Harvester, came up with a show in which its tractors went thru square dance movements to the accompaniment of fiddler, caller, and singer, in what was tops in showmanship, as well as selling. As a show it was so good that one State fair, the North Dakota State Fair at Minot, shifted it to in front of the grandstand.

Several fairs moved aggressively into the field of commercial exhibits this year by constructing new buildings. Of these the largest were the Pacific National Exhibition and the Ohio State Fair, Columbus. In each case, the buildings were not fully completed in time for the opening, yet were used for exhibits. Their completion will put both fairs strongly in the exposition field.

Most fairs have been pushing plant improvements ever since the end of World War II. Given precedence in the years immediately following the war was the construction of new livestock, youth, women's and commercial buildings and to modernizing electrical systems and increasing parking space.

This year the accent continues on improving plant lighting—a need dictated by the growth in night time attendance—and also for more parking space, prompted by the wisdom of making parking easy.

RAS Adds Shows

The biggest carnival of them all, the Royal American Shows, was one of the few which added to its attraction line-up. To its already potent money-getting, it added five shows and one major ride. The policy bore dividends: at a succession of its fairs it set all-time high midway grosses.

Games concession ops had to contend with lower per capita spending and concession privilege costs, based on the lush postwar years. The net effect was a substantial reduction in their profit margin. In some States, Michigan principally, there was a sharp crack-down on concessions.

In Michigan, at some fairs, of which the Ionia Free Fair was most affected, no games concessions of any kind were permitted. To Ionia, where no complaints had been lodged, it was a big blow to the fair—and to the Cetlin & Wilson Shows, holders of the midway contract.

Practically every fair showed gains in entries in all departments this year. This was viewed as a reflection of the return to the tighter dollar which caused more people to vie for premiums and a reflection, too, of the easing of the farm labor problem. In the case of livestock exhibitors, it also reflected their growing realization of the importance of showing their stock at fairs.

Youth participation continued its steady climb. And attendance of moppets rose in line with the advance of the huge crop of post-war babies of fair-going age.

Kids Boost Rides

The coming-of-age of these youngsters boosted kiddie ride play on the midways. It also ushered in a swelling number of fair patrons for the years ahead.

One of the most significant features of the season thus far has been the size and quality of commercial exhibits. A great many fairs reported complete sell-outs of exhibit space, weeks, even months, in advance of their openings. And there were many turnaways of would-be exhibitors.

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when answering ads...
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SOME DANCING

Water Novelty 1-Day Gross Tops \$2,000

SPRINGFIELD, Mass., Sept. 26.—"Dancing Waters," fountain spectacle, which has clicked in theaters, arenas and in front of fair grandstands since its importation from Germany last Spring, proved a money winner as a separate show under canvas at the Eastern States Exposition this week.

The opening day gross, with more than 84,000 persons on the grounds, was reported in excess of \$2,000. Admission is 50 cents for adults, half price for children. The show is geared to work on an hour or half-hourly schedule. Handled by Sam Shayon, in association with Harold Steinman and Hans Hassbach, the novelty is presented in a blue tent about 90-feet long. An A-frame in the presentation end gives a clearance of about 30 feet. A recording by Commentator Ben Grauer reports the finding of the novel water display in Germany. Canned music provides the tempo for the separate displays lasting, in all, about 18 minutes.

The only other under canvas date set is for the Texas State Fair, Dallas. However, it was apparent that the success of the venture here might lead to other bookings.

A possible factor in the earnings here is the fact that only one other competitive show is located on the grounds. That is Randall's marine exhibit, the S. S. Spellbound, a big success in its first appearance here a year ago. Midway attractions are otherwise limited to rides.

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7-Car TILT, perfect condition \$4,500.00
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FUN HOUSE, on 24-ft. semi trailer, newly painted and perfect... 2,500.00
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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alamo Expo.: Nacogdoches, Tex.
- American Beauty: (Fair) Aurora, Mo.; (Fair) East Prairie 6-10.
- American Eagle: Eupora, Miss.; Louisville 5-10.
- Amusement Co. of America: (Fair) Laurel, Miss.; (Fair) Birmingham, Ala., 5-10.
- A. M. P.: King, N. C.
- Beam's Attrs.: New Market, Va.; (Fair) Brookneal 5-10.
- Bell-Form: (Fair) Harwinton, Conn., 2-4.
- Bernard & Barry: (Fair) Kingston, Ont., Can.
- B. & H.: (Fair) St. George, S. C.; (Colored Fair) Orangeburg 5-10.
- Big Four Am.: Manila, Ark.
- Big State: Hollis, Okla.
- Blue Grass: (Fair) Thomaston, Ga.; (Fair) Sandersville 5-10.
- Boggs, P. C.: Chickasha, Okla.
- Bohn & Son: United Pleasanton, Tex.
- Brodbeck & Schrader: Kinsley, Kan.
- Borland: Dawson, Tex.
- Brown & Wallace: (Fair) Kosciusko, Mo.; (Fair) Vicksburg 5-10.
- Buck, O. C.-Model: Hickory, N. C.; Greenwood, S. C., 5-10.
- Burke, Harry: (Fair) Amite, La.; (Fair) New Roads 7-11.
- Burkhart: Hermitage, Ark.
- Byers Bros.: Senath, Mo.
- Capital City: (Fair) Manchester, Ga.
- Cavalcade of Amusements: (Fair) Meridian, Miss.
- Central Am. Co.: Weldon, N. C.; Pembroke 5-10.
- Ceclin & Wilson: (Fair) Richmond, Va.; (Fair) Anderson, S. C., 5-10.
- Chanos, Jimmie: Spencerville, O.
- Cherokee Am. Co.: Parsons, Kan., 28-Oct. 1; Chanute 2-3; Moran 6-7; Fredonia 9-10.
- Coleman Bros.: (Fair) Stafford Springs, Conn.
- Conklin: (Fair) Chatham, Ont., Can.
- Crafts Expo.: (Fair) Fresno, Calif., 2-11.
- Cumberland Valley: (Fair) Dalton, Ga.; (Fair) Summerville 5-10.
- Drew, James H.: (Fair) Lavonia, Ga.; (Fair) Swainsboro 5-10.
- Dumont: (Fair) Zebulon, N. C.; (Fair) Littleton 5-10.
- Dyer's Greater: Marianna, Ark.; Bruce, Miss., 5-10.
- Empire State: (Fair) Port Payne, Ala.
- Ferris, Carl D.: (Fair) Reidsville, N. C.; Louisville 5-10.
- Festival of Fun: (Fair) Crenshaw, Miss.; (Fair) Marks 5-10.
- Fleming, Mad Cody: (Fair) McDonough, Ga.; (Fair) Greensboro 5-10.
- Franklin, Don, No. 1: (Fair) Rosenberg, Tex.; (Fair) Angelton 6-10.
- Franklin, Don, No. 2: (Fair) Waco, Tex.; (Fair) Crockett 6-10.
- Gem City: (Fair) Caruthersville, Mo.
- Gentsch, J. A.: Meadville, Miss.; Natchez 5-10.
- Georgia Am. Co.: (Fair) Jackson, Ga.; (Fair) Quitman 5-10.
- Gladstone Expo.: (Fair) Clarksdale, Miss.; (Fair) Cleveland 5-10.
- Gold Medal: (Fair) Gastonia, N. C.; (Fair) Tupelo, Miss., 5-10.
- Gooding Am. Co., No. 1: (Fair) Hamilton, O.
- Gooding Am. Co., No. 2: (Fair) Hillsdale, Mich.
- Gooding Am. Co., No. 3: (Fair) Atlanta, Ga.
- Gooding Am. Co., No. 4: Utica, O.
- Gooding Am. Co., No. 5: (Fair) Kenton, O.
- Gooding Am. Co., No. 6: (Street Fair) Auburn, Ind.
- Gooding Am. Co., No. 7: (Fair) Huntsville, Ala.
- Gooding Am. Co., No. 8: (Fair) Carrollton, O.
- Goree, C. A.: Seminole, Okla.
- Greater Dixieland Expo.: (Fair) Winnfield, La.; (Fair) Marksville 5-10.
- Groves Greater: (Fair) Erath, La.; Opelousas 5-10.
- Hames, Bill: Lubbock, Tex.; Abilene 5-10.
- Hammond, Bob: (Fair) New Braunfels, Tex.; (Fair) Baytown 4-11.
- Happy Attrs.: Ashland, O.; Coshocton 6-10.
- Harrison Greater: Mt. Gilead, N. C.; Chesterfield, S. C., 5-10.
- Helms, United: Pitkin, La.; Sunset 5-10.
- Heth, L. J.: (Fair) Carrollton, Ga.; (Fair) Covington 5-10.
- Hill's Greater: Clovis, N. M.
- Hollywood Am. Co.: (Fair) Claxton, Ga.; (Fair) Baxley 5-10.
- Hottle, Buff, No. 1: (Fair) Donaldsonville, La.
- Hottle, Buff, No. 2: Franklin, La.
- Howard Bros.: (Fair) Old Washington, O.; (Fair) Ottawa 6-10.
- Interstate: (Fair) Moulton, Ala.; (Fair) Luverne 5-10.
- Johnny's United: (Fair) Jackson, Tenn.
- Keystone Attrs.: Mt. Savage, Md.
- Keystone Expo.: Eiloree, S. C.
- Kile, Floyd O., No. 1: (Fair) DeQueen, Ark.; Farmerville, La., 5-10.
- Kile, Floyd O., No. 2: (Fair) Verda, La.
- Lane, Leo: (Fair) Thomson, Ga.
- Majestic Greater: Atlanta, Ga.
- Manning, Ross: (Fair) Madison, N. C.; (Fair) Hamlet 5-10.
- Mason Greater: (Fair) Pageland, S. C.; (Colored Fair) Shelby, N. C., 5-10.
- Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) Albemarle 5-10.
- Merry Midway: (Fair) Greenfield, Tenn.; (Fair) Linden 5-10.
- Metropolitan: (Benning Road & Okla. Ave.) Washington, D. C.; Petersburg, Va., 5-10.
- Midway: Hale Center, Tex.; Petersburg 5-10.
- Midway of Mirth: (Fair) Harrisburg, Ark.; (Fair) Marked Tree 5-10.
- Mighty Hooster State: (Fair) Aurora, Ind.; season ends.
- Mighty Page: Snow Hill, N. C.; Oxford 5-10.
- Moore's Modern: Searcy, Ark.; Earle 5-10.
- Mound City: Lilbourn, Mo.
- Nolan Am. Co.: (Fair) Vanceburg, Ky., 1-3; (Fair) Owingsville 7-10.
- Oklahoma Expo.: Atoka, Okla.
- Page Bros.: (Fair) Dresden, Tenn.
- Palmetto Expo.: (Fair) Moncks Corner, S. C.; (Fair) Springfield, Ga., 5-10.
- Pan American Am. Corp.: (Fair) Palo Alto, Calif.; North Sacramento 7-11.
- Parada: (Fair) Sedan, Kan., 1-3.
- Park Am. Co.: Caraway, Ark.; (Fair) Wardell, Mo., 5-10.
- Penn Premier: (Fair) Lexington, N. C.; (Fair) Henderson 5-10.
- Peppers All State: Thomasville, Ala.; Jackson 5-10.
- Playtime: (Fair) Cumberland, Me.; (Fair) Fryeburg 5-10.
- Powelson Greater: Williamsport, O.; Lodi 6-10.
- Prell's Broadway: (Fair) Rocky Mount, N. C.; (Fair) Frederick, Md., 5-10.
- Raines Am. Co.: (Fair) Danville, Ark.; Ringold, La., 5-10.
- Raley Bros. Expo.: (Fair) Jackson, N. C.; (Fair) Smithfield 5-10.
- Red Ribbon: Aberdeen, Miss.
- Reid, King: (Fair) Bloomsburg, Pa.
- Robinson, John: Lindsay, Okla.
- Rockwell, Mike: Elkhart, Kan.
- Rose City Rides: Bernie, Mo.
- Royal American: (State Fair) Oklahoma City, Okla.; (Fair) Little Rock, Ark., 5-10.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Lynchburg, Va., 29; Roanoke 30; Winston-Salem, N. C., Oct. 1; High Point 2; Burlington 3; Asheville 3; Knoxville, Tenn., 6-7; Chattanooga 8; Nashville 9-10.
- Bucks, Edgar B.: DeWalls Bluff, Ark.
- Hagen Bros.: Clay Center, Kan., 28; Marysville 29; Belleville 30; Beloit Oct. 1; Hays 2; Great Bend 3; Alva, Okla., 5; Woodward 6; Waynoka 7; Fairview 8; Watonga 9; Guthrie 10.
- Harris & Rowe Indoor: Jackson, Tenn., 28-Oct. 3; Columbus, Miss., 5-10.
- Kelly-Miller: Savannah, Tenn., 28; Henderson 29; Bolivar 30; Somerville Oct. 1; Forrest City, Ark., 2; Helena 3; Clarendon 4; Stuttgart 5; Fordyce 6; Warren 7; McGehee 8; Lake Village 9; Hamburg 10.
- King Bros. & Cristiani: Pensacola, Fla., 28; Pascagoula, Miss., 29; Gulfport 30; Bogalusa, La., Oct. 1; Hammond 2; Baton Rouge 3; Opelousas 4; Lafayette 5.
- Mills Bros.: Okmuige, Okla., 29; Tulsa 30; Mustang Oct. 1; Fort Smith, Ark., 2; Russellville 3; Hot Springs 5; Arkadelphia 6; Pine Bluff 7; El Dorado 8; Magnolia 9; Texarkana 10.
- Polack Bros.: Eastern: (Stadium) Mobile, Ala., 28-30; (Armory) Jackson, Tenn., Oct. 2-3; (Arena) Toledo, O., 7-10.
- Polack Bros.: Western: (Auditorium) Denver, Colo., 28-Oct. 4; (Auditorium) Harlingen, Tex., 8-10.
- Ringling Bros. and Barnum & Bailey: Long Beach, Calif., 29; Panorama City 30; Pasadena Oct. 1; Los Angeles 2-4; San Bernardino 5; Phoenix, Ariz., 6-7; Tucson 8; El Paso, Tex., 9-10; Albuquerque, N. M., 11-12.
- Wallace Bros.: Lafayette, Ga., 29; Winchester, Tenn., Oct. 1; Columbia 2; Parsons-Decaturville 3; Ripley, Miss., 5; Houston 6; Winona 7; Moorhead 8; Belzoni 9; Yazoo City 10.
- Wallace & Clark: Crescent City, Calif., 28; Arcato 29; Fortuna 30; Scotia Oct. 1; Garberville 2; Ukiah 3; Ukiah 4; Fort Bragg 5; Eureka 6; Healdsburg 7; Pleasanton 8; Hollister 9; King City 10.

Gresham, Ore., Nets \$43,140
GRESHAM, Ore., Sept. 26.—The 1953 Multnomah County Fair was the most profitable in its 47-year history, County Auditor John J. O'Donnell reported to the County Commission this week. The audit showed the 1953 profit to be \$43,140, compared with \$24,140 in 1952 and \$100 loss in 1951.
Sale of commercial space jumped from \$9,444 in 1952 to \$18,715 this year; racing profit from \$5,060 to \$15,521; wagering from \$345,005 to \$409,420; parking-lot profit from \$1,124 to \$1,424, and revenue from West Coast Shows from \$5,605 to \$6,440.

Eugene, Ore., Event Tabs 60,000 Gate
EUGENE, Ore., Sept. 26.—The six-day Lane County Fair ended Saturday (19) with an all-time record attendance of close to 60,000 paid admissions, fair officials announced this week, Fair Manager Hallie Huntington said the figure was 22,000 higher than in 1952.
Main entertainment was a two-day rodeo, staged by the Oregon Rodeo Association.

Feinberg-Hill Circus Unit For Kids Only

NEW YORK, Sept. 26.—A new circus venture for children only, Kiddieville TV Circus Attractions, has been formed by booker Abe I. Feinberg and impresario Will Hill. Featuring "TV-developed personalities" and Hill's Society Circus of dogs, monkeys, Shetland ponies and baby elephants, the unit will be designed for the tricycle set.

Feinberg will handle the booking, and Hill will produce the shows, which will be tailored for presentations on theater stages, in department stores, and at civic affairs.

The pair intend to capitalize on the followings built up by performers in their appearances on TV moppet circus shows, and will supply the acts and small animals in a package for small area presentation.

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Samples of each of the above 4 items for 25c
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NEW DREAM BOOK
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Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.
STOCK TICKETS ROLL \$1.50
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax West Show Name of Place. Established price. Tax and Total. Must be Consecutively Numbered from 1 up to your Last Roll.

New Building, Reshuffling, Expansion Slated at Rocks'

NEW YORK, Sept. 26.—Rock-aways' Playland, Queens funspot, will eliminate its Goat Ride and erect in its place a new concessions buildings, fronting for 47 feet on the midway and 70 feet deep. Owner A. Joseph Geist said the new structure will house 14 poker tables operated by Weiss & Krimskey, and seven Shoot-A-Photo units of Hugh Kelly. Kelly is purchasing three new set-ups to add to his current four.

The amusement spot, shuttered during the week but operating

Dorney Closes As Heat Spurs Record Season

ALLENTOWN, Pa., Sept. 26.—Helped along by the late summer heat spell, Dorney Park shuttered Sunday (13) after compiling its best season yet, one that was far ahead of last year's in attendance and spending.

Also aided by the temperature, Dorney also threw a liberal portion of attractions at its patrons, including free bingo, regular Wednesday and Saturday stock races, Saturday and Sunday free outdoor acts, diving contests, and Saturday night dances played by local bands. The 100-lap Eastern championship stock car race was held here August 8, and the modified stocks will continue their twice-a-week racing into the fall, as weather permits.

Also a spur to attendance was the 10-week NBC radio talent hunt series, broadcast Sunday nights from the ballroom. The free picnic groves drew many conventions and other groups during the hot spell, and rides and concessions profited therefrom.

FOR SALE
MUST SELL — LOCATION LOST
Complete Kiddie Park

3 Kiddie Rides, Galloping Horse and Chariots (capacity 16), Fire Engine (capacity 16), Train (capacity 16-20). Complete with center pole, string lights, new wiring, automatic timer and control boxes, record player, amplifier and three weatherproof speakers, benches—everything in excellent condition. COMPLETE \$5,000. Pictures on request. Contact

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Gasoline driven Miniature Train, Willys Jeep motor. Capacity, 30 adults or children. 500 (five hundred) ft. of track. King Kiddie Fire Engine Ride; capacity, 16 children; 4 years old. 1 Airplane Ride, 4 planes; capacity, 8 children. Can be seen any day on grounds. THESE RIDES ARE IN GOOD WORKING ORDER. NO REASONABLE OFFER REFUSED. Bring cash and take them.

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Deluxe 24-Pass. Boat Rides, adaptable to wet or dry bases. 20-pass. SILVER STREAK Train Ride, runs on rubber-tired wheels, no tracks. Write for free photos and literature.

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10 enclosed cages, 15 H.P. motor, in operation all season in 1953. Good buy for quick sale.

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Saturdays, Sundays and holidays all winter, has several work projects slated, one of them being the new building. Two new cars for the Pretzel Ride will bring its total to nine, and the Midget Movies site, which was once the summer office location, will be used for a Mirror Maze.

A pizza pie stand operated by Martin W. Martin, who runs all food concessions at the funspot, will be enlarged from 9 feet by 14 deep, to 20 by 14, and will handle a wider variety of edibles.

Geist said a location is being built for a penny pitch in another building, but that the space is unrented so far. It will have a three-sided counter and will measure 20 feet by 14.

The park will reopen for daily operation during Easter and Christmas weeks, when schools will be closed.

AUTO-PINBOYS

Bowling Set Thru Winter By Riverside

AGAWAM, Mass., Sept. 26.—Owner Edward J. Carroll will try something new this winter: year-around operation of Riverside Amusement Park's 18 bowling alleys. Carroll has installed automatic pin setters on 12 of the lanes, and results after a month of usage have been very satisfactory, he said today.

Also the funspot has operated its skating rink and Park View Restaurant thru past winters, this will be the first such operation for the bowling lanes.

Riverside's rides and concessions shut down September 13 after what publicist Harry Storer claims is a record 135 days without once being washed out. Starting May 1, the park ran continuously and had its only curtailed day on August 10, when rain forced a 10:30 p.m. shuttering. Attendance for the season was better than last year's, it was said.

Liseberg Gate Is 1,760,000

GOTHENBURG, Sweden, Sept. 26.—Liseberg amusement park wound up its season on Sunday (20) with a gate of 31,768. Liseberg prolonged its season for two weeks to profit from the Gothenburg National Fair which was held September 18-20 on the fairgrounds facing the park's main gate. The fair drew a total attendance of 127,300 but apparently didn't hypo biz at Liseberg, which ended the season with a total attendance of 1,760,000 which was 90,000 less than the record 1,850,000 mark chalked up in 1951.

Park faced stiff competition during the final week as not only was the International Fair under way but Circus Scott was showing in the near-by Lorensberg arena and Trolle Rhodin's Zoo Circus was playing here under canvas.

Casey to Display Indian Relics Found at Manitoba Park Site

WINNIPEG, Sept. 26.—E. J. Casey's Rendezvous Park ended its season with a banquet for employees and guests Monday (14). Casey said the season was nearly 50 per cent better than the 1952 score. The spot is at nearby Lockport.

Casey announced plans to expand the display of archeological diggings at the park site. When the park was built three years ago, an excavation turned up a large store of Indian relics. The National Museum of Canada has

Cincy Coney's Gross Up 10%; Weather Aids

CINCINNATI, Sept. 26.—Coney Island here has closed one of its better seasons, the park registering 10 per cent gains in gross business and attendance, President and General Manager Edward L. Schott reported this week.

Helping the park was near-perfect weather thruout the greater portion of the season, said Schott. This was especially true in the case of Sunlite Pool, which registered an all-time attendance figure, attributed by Schott to a long period of excessive heat and an expansive improvement program in connection with the plunge. The latter embraced elimination of the sand beach and substitution of an umbrellaed lawn and an elaborate refreshment building which went over big with bathers.

In commenting on general operations this year, Schott said that the people had money and the park got its share of it, with most divisions of the funspot showing comfortable gains in takes over the preceding season. Moonlite Ballroom, which again operated on a policy of name and local band use, also showed a gain in gross of 10 to 11 per cent, Schott said.

The park's finale promotion was the annual fireworks and sky revue show which serves to boost business at the fag end of the season. Offered the last 10 days, the show consisted of nightly pyro displays by Arthur Rozzi's Tri-State Fireworks Company, Loveland, O., and the Wallenda Troupe, high wire and ladder. Coney also operated on week-ends of September 12-13 and 19-20.

Rye Season OK, Funspot Sets Rink Opener

Rye, N. Y., Sept. 26.—Playland Amusement Park, with its warm weather season at a close, is eyeing the date that ushers in its winter operation October 23. Possessing the largest indoors ice skating arena in the East, the management will clear the ballroom for rink operation and will operate it thruout the winter, together with the Arcade and restaurant.

The Westchester County-owned park shuttered its beach, rides and concessions with attendance slightly over last year's, according to Col. Allan E. MacNicol, director. "The turnout was up," he said "but spending was off." He cited higher expenses for operation and repairs—now being done to the Boardwalk, and said that when the fixing is finished, this season's returns will prove to be about even with those of 1952.

MacNicol said that no new items are in prospect for Playland for the 1954 season, and the only major work in store will be improvements to the parking area, including black-topping.

The August-September heat wave bolstered beach turnouts and pushed them over last year's, the director said, but Kiddieland and adult rides did not benefit from the increased attendance, as it was too hot for most to be riden in comfort.

8,353,000 Used Beaches at AC

ATLANTIC CITY, Sept. 26.—This season a total of 8,353,000 bathers visited the resort beach, according to figures contained in a report by Beach Superintendent Richard Hughes. Depending upon the weather and the number of bathers, the beach will close officially sometime after the first week in October. Laying off of beach guards has begun.

High Quality KIDDIE RIDES

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GIVE FULL DETAILS AND CONDITION

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Will book Major Ride for 1954 season. Have exceptionally good location for any ride that does not conflict. If desired we will handle completely for owner. Interested in Kiddie Rides to buy or book. Also other Concessions. What have you? Write, don't phone.

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TV Blamed for Losses In Pay Gate for Acts

IRVINGTON, N. J., Sept. 26.—Television was largely responsible for the serious drop in attendance at Olympic Park's circus-type outdoor attractions during the last two years, Manager Robert Guenther said today. The park, with 1,000 grandstand seats going at 25 cents and numerous free bleacher spaces, offered many acts both before and after they had appeared on TV moppet circus shows.

"They just don't pay to see acts which can be viewed free in the living room," Guenther said, and added that no solution to the problem is in sight.

One new item, as yet undecided, will be added to the park's line-up for next season, Guenther said. Also in store as the management begins its winter maintenance and repair program, is a relocating of some pieces to provide a more attractive layout.

The spot closed on a cold note, with chilly weather cutting some-

what into the turnout for the Capt. Joe Basile band concert and party for the veteran bandmaster. Nevertheless, Guenther said, the concert was "wonderful" and well received.

For the season, business was better than last year's, due in large measure to the late season heat spell, which pushed attendance over the 1952 level. Outdoor acts and band concerts were part of the regular offerings, and fireworks were displayed on July Fourth and Labor Day only. Guenther said no expansion in use of pyros is anticipated.

Business Week Yarn Spotlights Train Builder

RENSELAER, Ind., Sept. 26.—Miniature Train Company, with headquarters here, was the subject of a spread in Business Week, publication with national circulation. Issue of September 12 carried the story of P. A. Sturtevant and the kiddie trains his company builds.

Meanwhile, the company also is making a pitch for more sales to service clubs, which operate miniature trains in several cities as a means of supporting club charities and activities. Miniature Train has prepared a promotion piece reproducing news articles carried about Kiwanis Club trains in Burlington, N. C., and Greenville, S. C.

Hutchinson Gate In Slight Dip; Stand Off 5%, Midway 15

Showing Rated Good in Face of Mediocre Wheat Crop, Long Drought

HUTCHINSON, Kan., Sept. 26.—The Kansas State Fair wound up its six-day run here Friday night (25), with total attendance only slightly below '52, grandstand patronage down about 5 per cent and midway receipts off about 15 per cent.

The showing, however, was regarded as extremely good in view of conditions in the area served by fair. The wheat crop, prime income source in the immediate area, is rated as mediocre, the result of an extended drought.

Spending Tighter

Kansas showed almost as much eagerness to attend as last year but showed a marked disposition to spend less freely. This was pointed up by the lower midway gross, compared to the sturdy gate attendance.

Virgil Miller, fair secretary, estimated that gate receipts, when tabulated, would probably fall only about \$3,000 less than last year.

Stocks Pull 'Em

Night grandstand attraction thruout was a Barnes-Carruthers revue. Sunday's matinee (20) attraction was stock car races.

Brockton Lags; 4 Other Tracks Stifle Mutuels

BROCKTON, Mass., Sept. 26.—Cold evenings and rain on children's day Tuesday (15), cut into attendance of the Brockton Fair. Frank Kingman, director, said the week's turnout was about 5 per cent behind the 187,982 attendance of 1952. Also hit, but much more heavily, were the mutuels, returns from the harness oval being far off last year's. This season four other race tracks were operating near-by, simultaneous with the fair's track.

The fair came back after the rainy children's day and quickly scheduled another for Friday (18), but no school holiday was decreed so the event did not benefit as much as was hoped.

Ledbetter, Ill. Exec, Dies in Greenville

GREENVILLE, Ill., Sept. 26.—Louis J. Ledbetter, 54, president of the Bond County Fair, died here recently. He was a veteran fairman and one of the leaders in operating the Greenville fair.

READING NOTES DECLINE IN GATE & GRANDSTAND

READING, Pa., Sept. 26.—Attendance of 286,723 at this year's Reading Fair was 11 per cent behind the 1952 total of 321,814. The annual, which ended an eight-day, seven-night stand on Sunday (20), had good weather thruout the week, but the only record turnout was for the Joie Chitwood daredevil drivers Saturday afternoon (19). The Jack Kochman drivers also played the date. Attendance for the final four days was as follows:

	1953	1952
Thursday	28,372	31,000
Friday	51,369	62,249
Saturday	38,682	42,873
Sunday	36,142	38,173

Grandstand patronage also figured lower than last year with the drop estimated at about 15 per cent, according to President Stanley Giles. The Cetlin & Wilson midway, after a slow start, picked up as packed houses featured most shows put on during the closing days.

staged by Vern Hamilton, local promoter, and they were run to a capacity grandstand. Aut Swenson's Thrillcade, in the following afternoon, played to a fair stand.

Big car races, presented Tuesday by Frank Winkley, were to a capacity grandstand. High winds that raised much dust and made driving to the fairgrounds trying Wednesday failed to keep a rodeo from playing to a good grandstand throng. The following afternoon cow pokes performed to a three-quarter grandstand. Rodeo performances were presented under the direction of George Sticka, Seneca, Neb., promoter. Grandstand matinee on closing day was a combination of running horse events and a cutting horse contest, offered to Western music.

Midway attractions were supplied by Broadbeck & Schrader Shows, supplemented by some units of the William T. Collins Shows.

Commercial exhibits were strong. Livestock show was big, normal showing being augmented by 300 head of black cattle at the National Aberdeen Angus Show staged in conjunction with the fair. Sheep show was huge and the swine show, which was suspended last year, was big.

Muskogee Holds Up In Face of Drought

MUSKOGEE, Okla., Sept. 26.—The Oklahoma Free State Fair demonstrated its pulling power here this week and in the face of drought conditions that practically ruined the area's corn crop, was holding up well. Attendance thru the free outside gates, thru Thursday (24), fair's fifth day, showed only a 5 per cent decline from a year ago which, according to M. E. Twedell, secretary, was well above earlier expectations.

Per capita spending was off and Twedell estimated that receipts thruout the grounds were close to 10 per cent below last year. World of Today Shows, the midway attraction, came in loaded with money-winning potential but as of Friday was down 5 per cent gross-wise.

Grandstand business held up surprisingly well. The big night grandstand show, featuring Ted Weems orchestra, and booked thru the Music Corporation of America, was a few percentage points ahead of last year's business.

Night Club Wins

The fair's night club, which features the same acts each night

Total beer sales at the fair's three locations were 1.5 per cent below last year's, with 232,180 glasses sold during the six days the stands were open.

Heavy TV Advertising

The fair switched almost exclusively this year to television advertising. Radio ads were spotted only on Reading's three stations, but TV was used locally and in Philadelphia, Lancaster, and Wilmington, Del. Promotion was done by Russ Moyer, aided by Robert R. Holton, of the Associated Press, and Daniel B. Hoffman, of the Reading Eagle. Newspaper releases were sent to papers and radio outlets in Pennsylvania, Delaware, New Jersey, and parts of New York State.

Attractions included a Hamid grandstand revue, the water spectacle, "Dancing Waters," and non-mutual Grand Circuit harness racing.

ONLY 15, FAIR QUEEN OUSTED

READING, Pa., Sept. 26.—The Reading Fair wound up with two queens this year, because the original winner fibbed about her age. Louise Stump was disqualified and forfeited her title and prizes when a check revealed she was not yet 16, minimum age for the contestants. Louise is only 15, a check with the State Bureau of Vital Statistics revealed.

The title of Miss Reading Fair was bestowed on the two entrants who tied for second place.

Weather Puts Heavy Damper On Cobleskill

COBLESKILL, N. Y., Sept. 26.—Showers, overcast skies and cool nights fouled up the first four days of the Cobleskill Fair, which closed a six-day run on Saturday (19). Unfavorable weather held the turnout during those days to 50 per cent of last year's for a comparable time. The grounds were jammed with amusement-seeking patrons on Children's Day Friday, and on Saturday (18-19), helping the King-Reid Shows midway to recoup somewhat.

Attendance for the Hamid grandstand revue picked up on the closing performances. The Jack Kochman thrill drivers drew a packed grandstand at their Saturday show. Horse-pulling contests and four days of harness racing were among the other attractions.

in a 50-minute show, also did well. Monday night's talent revue, featuring amateur performers from 23 towns, was a sellout. Tuesday night the local Shrine brought in a variety show which played to a three-quarter stand.

Big car races, produced by Frank Winkley's Auto Races, Inc., pulled a strong turnout on Sunday afternoon (20) topping last year by a few hundred people. Winkley will come back in again with stock car races on the final Saturday and Sunday, usually big days. A rodeo, produced by Floyd Watts, pulled 7,500 into the grandstand on Wednesday afternoon and played to good crowds the next two days.

Weather for the most part was ideal all week. While it rained several times, the precipitation was late at night or early in the morning and did no damage.

In addition to Weems, talent included Red Ingle, Bonnie Ann Shaw, Glen West and Rima Rudina, violinist.

Gate Declines, Coliseum Tabs 157G at Quebec

QUEBEC, Sept. 26.—The Provincial Exhibition drew a total of 320,000 to its 10-day run here September 4-13. This figure was down from last year's 363,764, according to final figures announced this week.

Rain and cold weather were the major factors in the decline but the inclemency did little damage to Harold Steinman's "Hippodrome of 1954," which grossed a whopping \$157,000 during its 15 performances in the Coliseum. A total of 91,106 saw the production, almost topping the building's record of 98,633, set in '50 by "Skating Vanities."

Midway business, where the Conklin Bros. held forth, reflected the attendance dip, winding up 15 per cent below its '52 figure.

Puyallup Gets Away At '52-Topping Pace

Attendance Threatens '46 Record; Weekend Grandstand Show Is SRO

By SAM ABBOTT

PUYALLUP, Wash., Sept. 26.—The 50th edition of the Western Washington Fair got away to a strong start here Saturday (19), set a new opening day attendance mark of 44,208 and for the first three days topped the same period in its record '46 run by 296 admissions.

Turnouts leveled off somewhat by Tuesday (22), its fourth day, but according to Manager John H. McMurray, the gate was still 12,817 ahead of the comparative period last year.

The record was set in '46 when the event resumed operations following the war and the run was expanded from seven to nine days. That year the total attendance was 404,244. Last year the total was 339,232. Opening day mark was set in '51 when 41,289 attended.

The fair also is running later than in recent years. Scheduled to begin on the Saturday before the third Monday, opening date by policy, came on September 19.

Weather Good

Weather for this year's run has been generally good. An overcast morning greeted the opener with the sun breaking thru about noon. Sunday (20), when 67,957 jammed the 40-acre grounds in the limits of this city of 10,000, the forenoon and remainder of the day was sunny but the night cold. A drizzle that had hung over the fair Monday did not hit until 10:30 that night, with Tuesday generally clear.

Annual is again following its usual show policy of a strong bill with about \$75,000 being spent for talent alone for the 18 shows. Saturday afternoon and the two Sunday shows were sold out completely. Grandstand seats 12,500.

The attraction combines rodeo, race events, vaudeville acts and fireworks. On the bill are Max Frolic's Exposition Band; Happy Kellems, clown; Prof. George Keller, wild animal act; Shyretto Trio, cyclists; Betty Paige; The Bolanos; The Carsons Bros.; Carma, JoAnn and Deanna, trampoline; Alex Konyot and his high school horse; Ross and LaPierre; Song Brokers, vocal quartet; Torino and Eric, high act; Lee Sisters; Del Moral Troupe; Hawthorn's Bears, and Josephine Beronini. Cy Taillon is emceeing the show for the 17th season. Also featured are six-horse hitches and three horse races without pari-mutuels at both the afternoon and evening performances. Six rodeo events at the matinee and four at night are given by Christiansen Bros., Eugene, Ore., rodeo producers. Fireworks by the Pacific International Fireworks Company, Tacoma, are presented each night following the grandstand presentation.

BARRINGTON SETS MARK OF 135,000 FOR 8 DAYS

GREAT BARRINGTON, Mass., Sept. 26.—A 12,000 turnout on Sunday (20), eighth and final day of the Barrington Fair, pushed attendance to 135,000, a new record for the event. The former record of 125,000 was set last season. With an expensive entertainment array set for the two Sunday performances, President Edward J. Carroll and other officials were jittery at overcast skies, and at showers following the matinee performance. But crowds thronged the stands just before each show.

The 500 box seats going at \$2 and 2,500 reserved seats offered at \$1 were all taken for the early show, with a heavy amount of standees lining the rails. The late show was somewhat lighter, as the weather turned nippy.

Presented for grandstand patrons the one day were singer Dorothy Collins, comic Frank Fontaine, the Howdy Doody TV show performers, star Palomino and draft horses, and a variety line-up

Entertainment is handled by McMurray, Dr. J. H. Corliss, board president; James M. Blair, director in charge of this department, with another director, C. A. Hogan, assisting.

Earl O. Douglas, of Douglas Greater Shows, Kent, Wash., has the midway contract for the 21st year. In the amusement area are close to 50 rides, including majors, kiddie, and permanent installations. In addition to the rides from the carnival, Robert Bollinger, of Portland, Ore., and A. J. Johanns, Mount Hood Amusement Company, have equipment.

The fair, which is operated by the Western Washington Fair Association and receives no money from any other source, books its own acts thru any agent that may be representing those wanted.

Admission to the grounds is \$1 for adults, including taxes. General admission to the grandstand is also \$1, with reserves going for \$1.50.

To commemorate the 50th fair, which originated in 1900 but did not operate during World War II, the fair issued a 40-page souvenir booklet. Press run was limited to 20,000. Profusely illustrated and with cover in color, the book sells for 25 cents.

Prominent fairmen visiting the event included Ted Rosequist, of the California State Fair, and Leo Spitzbart, manager of the Oregon State Fair.

Balloon Parade To Kick Off Atlanta Stand

ATLANTA, Sept. 26.—Forty-five bands will march in the balloon parade thru downtown Atlanta to drum up attendance for the 39th annual Southeastern Fair A Ganza which begins an 11-day run Thursday (1). Thousands will be in the marching units. Last year's first days were poor attendance-wise, due to rain.

President and General Manager Mike Benton said premiums will total \$50,000 and there will also be 100 trophies and several college scholarships awarded. Three school days have been announced with free admission to students. More than 15,000 blooms will be on display, as the fair is scheduled coincidentally with the Southeastern Dahlia Society's convention.

Gooding Amusements Company has the midway, and other attractions will include Wilson Storey's Cavalcade of Stars and the Jack Kochman thrill drivers.

Longer Run in Offing

Indications were that the fair will adopt the extra day as a permanent feature, gambling on good weather and turnouts to balance the cost of high-priced performers.

Other records set during the run were on Friday (18), when about 5,000 children helped rack up a new children's day mark; and on Saturday (19), when the handle for the flat races soared to \$432,758 for a new Saturday standard. Total handle for the week reached \$1,879,510, which was \$135,000 more than last year's record. The O. C. Buck-Model Shows provided the midway.

Eisenhower Visit Aids Eastern State

Banner Early Crowds Points to Big Gate; Dollar Volume Is Reported Up

By JIM McHUGH

SPRINGFIELD, Mass., Sept. 26.—Attendance at the Eastern States Exposition sparking along to a possible new record this week, 302,770 persons having attended for the five days of operation thru Thursday night (24). Valuable publicity was gained thru the appearance of President Eisenhower Monday (21), when 72,000 jammed the grounds. Opening day attendance the previous day was only a few thousand short of the one-day record of 85,694 set in 1951.

Tabulation of the first five days' turnout is as follows, the Tuesday (22) and Wednesday (23) marks being new records:

	1952	1953
Sunday	78,830	84,367
Monday	62,434	72,650
Tuesday	37,565	38,216
Wednesday	58,132	58,921
Thursday	47,269	48,616

With attendance short of the record but ahead of last year, the dollar volume accruing to the fair is comfortably ahead of last year and prospects are that it will continue that way. The earning potential is greater in virtually all departments.

Earnings Up

Show-wise the fair has prospects of earning many more dollars than last year. Harold Steinman's Hippodrome in the Coli-

seum, bolstered for this one week by the addition of Louie Armstrong and his band, reported a \$25,000 advance ticket sale as against \$11,000 a year ago when his Skating Vanities was featured.

Dancing Waters, fountain spectacle and an important part of the Hippodrome presentation everywhere else, is being presented separately under canvas. It grossed more than \$2,000 on opening day, running performances periodically with a 50-cent charge for adults, and half price for children. Dancing Waters had to be taken out of the Hippodrome presentation here because the Coliseum is used for cattle judging daily and the slopped water would pose a serious problem.

Additionally, the fair coffers should benefit greatly from the automobile races scheduled for yesterday and today on the new paved and banked track which, if anything, may prove too fast. Thrill seekers should get their money's worth and their interest will likely influence the future operating policy of the track.

Rides Do Well

In the play zone the King Reid rides were reported enjoying nifty business with a huge turnout of kids on Tuesday keeping all units running at capacity for many hours. Randall's S. S. Spellbound, mobile marine museum in the form of a ship, is in for its second year and doing well though faced with competition from Dancing Waters. Neither show unit can very well miss out on a healthy gross in view of the crowds drawn to this event, and the fact that they need compete only with themselves for patronage.

Jack Reynolds, who took over as manager only in time for the staging of last year's event, has made several significant changes. The building of the new race track, a costly venture, was one. The formal, tho meaningless street signs which dotted the avenues, have been replaced with permanent, brightly lettered sign posts which are truly directional and so helpful to visitors. Additional road and walk paving has been done to lessen the losses caused by showers or drizzles. Located in one of the most thickly settled sections of the nation, ESE's hope, naturally, is for bigger attendance and astute, youthful management may well be able to point the way.

Noted for its cattle show, the event also features one of the heaviest line-ups of commercial exhibit space garnered by any annual. The expensive and showy Chrysler exhibit, at the Texas State Fair, Dallas, last year, is in. The bill for space alone on this exhibit was reported at around \$34,000.

Russ Collins now heads up the publicity department, a post formerly held by Ray Winans. Fair officials reported results excellent with the President's visit helping considerably.

Spencer Pulls 193,000 to Top '52 Attendance

Grandstand Runs At '52 Pace; Midway Takes Off Slightly

SPENCER, Ia., Sept. 26.—Given ideal weather for its six days, the Clay County Fair closed its gates here Saturday (19) after pulling 193,000 to top '52, a good year, by approximately 1,000 patrons. Bill Woods, manager, reported that gate receipts were \$585.96 ahead of last year on the final count.

Grandstand business was equal or better than a year ago. The Barnes-Carruthers night revue matched its '52 pace. Total receipts from the grandstand, however, were up due to the addition of a pre-opening program Sunday (13) when 4,500 paid \$1 each to see the Shrine White Horse Patrol from Sioux City.

Afternoon grandstand business was strong. The Joie Chitwood thrill show racked up the best thrill show crowd the fair has ever had. Two programs of big car races by National Speedways, Inc. (Al Sweeney-Gaylord White), accounted for as good crowds as the same events did last year. The duo's stock car races on Friday (18), however, scored big with a huge overflow throng occupying the infield. Fireworks by Thearle-Duffield Fireworks, Inc., Chicago, were an added attraction on opening and closing nights.

Midway business for the 20th Century Shows took a slight drop. Ride takes were up but back-end business was off. Org registered big ride and show grosses on Monday, Kids' Day, scoring the biggest moppet business in the fair's history.

York Gate Sags But Exhibits & Premiums Soar

YORK, Pa., Sept. 26.—Altho a final auditing has not been completed, Samuel S. Lewis, director of the York Interstate Fair, said today that gate and grandstand attendance for the run which ended Saturday (19) would prove slightly behind last year's. He estimated total attendance would be 250,000-300,000 and said that with that result, the five-day stand was very successful.

Exhibit-wise, the fair was a hit, with total exhibit space and sales by concessionaires running 10 per cent over last year. Lewis said that auditing would probably show total receipts from all sources to be off about \$5,000 from the \$347,000 of 1952. A record \$19,200 in premium money was awarded.

The James E. Strates Shows, Lewis reported, did a record opening-day business and finished with grosses a few thousand dollars over those of last year at York.

York held up "beyond our expectations," Lewis said. His entertainment formula this year included top name stars and a Frank Wirth revue, harness, flat and auto racing, and the B. Ward Beam drivers.

No Records Seen But Allentown Hits

Crowds, Short of Mark, Are Still Big And Most Segs Report Good Takes

ALLENTOWN, Pa., Sept. 7.—No records are being set at the Allentown Fair but officials and the many others who will gauge the success of the event in terms of dollars are sure that the overall results will be highly satisfactory if good weather continues thru today.

President Howard Singmaster said that an attendance record was not looked for in view of the fact that other major Eastern fairs preceding the Allentown event had noted a decline at the gate.

Dollar-wise many units will come out just as well—or even better—than they did a year ago. Reported tighter spending does not prevail in all quarters. For instance, as of Thursday noon (24) some 5,200 of the available 7,600 seats for today's big car automobile races staged by Sam Nunis were reported sold. Most significant is the fact that the seats are priced at \$3 and \$2.50 with standing room in the paddock pegged at \$1. There isn't any doubt that the grandstand area will be jammed this afternoon, despite the fact that the entire track, apart from the straightaway in front of the grandstand, can be viewed at close range by non-paying spectators.

Night Show Good

The George A. Hamid Grandstand Follies revue has done its usual big business here at night, despite prices which range from \$1 to \$2.50. Track seats to handle the overflow are priced at \$1.75.

On the midway the World of Mirth Shows appeared to be inching ahead of last year's figures. The over-all earnings in the fun zone will undoubtedly be hurt, however, with the continued ban on bingo. These stands, which had

built up tremendous interest at this event, were converted to wheels and pan game-type of operation in some instances.

Sizable crowds turned out for the trotters in the afternoon, paying as much as \$3 a seat. However, there is no legal betting in Pennsylvania and the horse racing programs at the State's major fairs have long been competing unsuccessfully with the mutuel tracks in adjoining States.

50-Cent Gate

Allentown patrons get a break at the gate with a straight 50-cent fee for admission to the grounds. The half dollars are deposited in turnstiles. School children are admitted free on three days of the five-day event.

Thursday, traditionally a big day at the fair, picked up 1,211 in attendance for a total of 27,632. The day before, Wednesday (23), attendance dipped a couple of thousand to 17,549. The decline, in part, was attributed to the lack of a school holiday which was scheduled for this day in the past. Tuesday (22) the fair released dollar figures—\$8,744 this year as against \$11,590 a year ago.

Whatever the figures show there were, as always, plenty of people at the event. The good day crowds were supplemented at night by additional thousands, necessitating virtually a one-way traffic flow on all of the principal arteries.

It's a long day at this fair for most patrons with the literally dozens of eating facilities, ranging from grabs to full-sized restaurants, attesting the fact that there is hardly any exodus from the grounds for meals.

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DAVENPORT NAMES K. C., HOUSTON ACTS

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CHICAGO, Sept. 26.—Orrin Davenport this week announced the line-up for his indoor circus productions scheduled for Houston, November 4-17, and Kansas City, November 16-22. He also will produce the Wichita, Kan., circus, November 8-15. All three are Shrine shows.

Scheduled for the Houston show are Clyde Beatty's wild animals, elephants and horses; The Chapmans, Hawthorn bears, Lempke's chimps, Noble Trio, the Glen Henrys, Young China, Ming Sing Troupe Tien-Tsi-Lius, Adamsons, Zavatta dogs, Milonga dogs, Hubert Castle, Musette, Elaine Malloy, the George Hanneford Family, Josephine Berosini,

Emanuel Zacchini's cannon act and these clowns:

Paul Jerome, Ernie Burch, Irv Romig, Jackie LeClaire, George LaSalle, Dukie Anderson, Roy Barrett, Dick Lewis, Bernie Griggs, Albert Marx, Percy Rademacher and Mingo.

Jacobs, K-M, Zoppes

At Kansas City will be Terrell Jacobs' wild animals, Kayletta, Smetona, Johnnie Laddie, Cilly Feindt, Helen Haag's chimps, Joannides, Elly Ardelty, the Dobritches, Corrine, Grace McIntosh, Olveros, Francisco and Dolores, Kelly-Miller horses and elephants, Unus, Baudy's greyhounds, Zoppe bareback riders, Sensational Kays, Edmundo Zacchini's double cannon act and the following clowns:

Bozo Harrell, Bill Bentledge, Henry Boers, Carl Marx, Brownie Gudath, Roy and Joy Thomas, Cecil Eddington, Hop Green and some yet to be contracted.

The Wichita circus will be made up largely of acts which will also make the Kansas City stand. The three dates complete Davenport's fall tour, and he will start his extended winter and spring tour on January 17, he announced.

SIX CIRCUSES

Agents Swarm Over Florida For Fall Dates

TAMPA, Sept. 26.—Florida promises to provide another tangle of circuses, with six canvas operas contracted in the State during November. Several carnivals, three minstrels and an Animal Show also are expected.

Mills Bros. Circus will make its first trip into this State and will be one of four shows to play Tampa. Others are Rogers Bros., November 6; Ringling-Barnum, November 17, and King-Cristiani, November 21. Ringling-Barnum will make its first appearance in Panama City, November 12.

Several Florida towns have from two to four circuses set for November stands. As far south as Fort Myers, three circuses already are contracted.

Wallendas Contract Polack's East Unit

DAYTON, O., Sept. 26.—The Great Wallendas have signed to appear on the Eastern unit of Polack Bros. Circus for the 1954 season. Karl Wallenda said the troupe would work its high wire, Roman ladder and iron jaw acts. It will use the illuminated costume idea developed by Wallenda on the Beatty show this spring.

Wallenda had announced previously that his acts would be with Polack Eastern at Toledo, Newark and Baltimore this fall. They will make Tom Packs' Circus dates during November. The Wallendas were with Polack's Western unit for 1952.

Beatty Plays to Improved Business in Kentucky

CINCINNATI, Sept. 26.—Clyde Beatty, who has not been in this vicinity for several years, brought his circus to Covington, Ky., September 23 under American Legion auspices. House in the afternoon was about half filled and in the evening there was a full house. Weather was ideal.

Show is scheduled to close November 1 in order that Beatty may play the Orrin Davenport date in Houston, November 4-17. Org goes into quarters at Deming, N. M.

When the circus plays Memphis, October 14-16, it will show under a new top, a 140 with three 50's, for shooting of a film of the show. It then will go out under its old canvas for the rest of the season.

Numerous visitors were on the lot in Covington, including Karl Wallenda, whose high wire act will play several Polack Bros., and Tom Packs dates; Earl Shipley, who was with the Chitwood thrill show; Gene Haerlin and Earl Creager, of the Shrine circus committee, Dayton, O.; Mr. and Mrs. Henry Oosterkamp, friends of Clyde Beatty; Bill Dressman, of the Cincinnati Zoo; Johnny

Anderson, Enquirer Show Print, Cincinnati; James McSorley and James Fleming, formerly with the big tops, and E. Walter Evans and Charles Wirth, The Billboard.

LEXINGTON, Ky., Sept. 26.—Clyde Beatty Circus played to improved business at several Kentucky stands this week. Night houses reached the three-quarters mark.

At Hopkinsville on Thursday (17) the night performance drew a two-thirds house. For the Bowling Green stand, Friday (18), the matinee was two-thirds and the night house was three-fourths. A stock car was derailed en route to Bowling Green, but the show was in town at 8:20 a.m. and ready for business at 12:30 p.m.

A half house was on hand for the Lexington matinee Tuesday (22), while three-quarters of capacity attended the evening show. Polack Bros. Eastern unit played there a month earlier. With auspices of the Kentucky Press Association at Lexington, the show advertised part-paid tickets and a price mistake.

Tom Packs Adds 3d Fall Date; Rodeo \$\$ Skid

Contracts Natchez; Wallendas Signed; Cisco-Pancho Dip

ST. LOUIS, Sept. 26.—Tom Packs Circus has added a third stand to its fall route. New this time will be a one-day stand at Natchez, Miss., under Shrine auspices, November 14.

Jack Leontini, Packs executive, also announced that the show would play Baton Rouge, La., November 16-17, and New Orleans, November 20-29. Both are under Shrine auspices. A night parade will be staged at New Orleans, November 19.

The Great Wallenda Family will be among the acts making the three Packs dates.

Leontini said that the St. Louis Firemen's Rodeo, a Packs annual, fell down considerably this year. The show, which closed a one-week run on September 7, featured the Cisco Kid and Pancho, the Medo Calzevara Rodeo and the Rodeo Kids. Business dropped about 25 per cent, it was reported.

King Winnings Up; Extras Boost Take

Straws at Savannah, Jacksonville Despite Opposition; Rain Hurts

ALBANY, Ga., Sept. 26.—Rain and a poor lot combined to defeat King Bros. & Cristiani Circus here Thursday (24), but in other spots the show was scoring stand-out business. In one place it bucked Ringling-Barnum wait acts.

Savannah, Ga., was the week's banner stand. Played Friday (18), it came up with a straw matinee, straw first night show and a full house for an extra night performance. This business was rung up despite opposition from Hamid-Morton, which plays there October 10-15. A new lot was broken in. It is the Coastal Empire fairgrounds, owned by the Exchange Club. Auspices was the Civitan Club.

Brunswick, Ga., the Saturday (19) stop, was mediocre.

At Jacksonville, Fla., with Civitan auspices on Monday (21), King-Cristiani scored another big winner. Big parade crowd turned out. Ringling broke with a wait ad on the day before. But King played to a three-quarter matinee, straw night and half-house extra performance.

Waycross gave a near-full matinee and full night on Tuesday (22). Tifton, Wednesday (23), had another near-full matinee and capacity night.

Bucks in Cotton Area

GIDEON, Mo., Sept. 26.—Cotton work claimed the populace hereabouts on Friday (18) afternoon, when Edgar B. Buck's Circus appeared here, but the show scored at night. Matinee drew 84 people. The evening show was a straw house. Doc Capell had American Legion auspices.

L. A. Opening Okay, Frisco Fair for R-B

LOS ANGELES, Sept. 26.—Ringling Bros. and Barnum & Bailey got off to a fair start here Thursday (24) for the first of its two Los Angeles runs this fall. Show plays here thru Sunday (27) and returns for October 2-4. First matinee was a good half house and the night was a strong three-quarters.

Four-hour telecast on KTVV showed the setting up of the show Thursday. It was set by Norman and Shirley Carroll.

En route from San Francisco the show had good night houses at Salinas (21); San Luis Obispo (22) and Oxnard (23).

The circus played to only fair business during its five-day run (16-20) at the Cow Palace in San Francisco. Opening day there was light and the second, Thurs-

BEATTY CLOSES NOV. 1 IN TEXAS

GALVESTON, Tex., Sept. 26.—Clyde Beatty Circus will close at Galveston on November 1, it was learned this week. Ten cars will move from here to new winter quarters in the West, with Manager Frank Orman in charge. Five other cars, carrying Beatty's cages, elephants and horses, will move to winter dates, starting with the Houston Shrine Circus which opens November 4.

FANS SEE MILLS; BOYLE WINS VOTE

116 Attend Wichita CFA Meeting; Vice-Presidents, Historian Named

WICHITA, Kan., Sept. 26.—Convening members of the Circus Fans Association elected John W. Boyle, Cleveland, president for 1954. Registration for the convention totaled 116 members, plus their families. Their conclave closed Sunday (20).

Boyle succeeds A. Morton Smith, Gainesville, Tex., as CFA chief. The new vice-presidents are Fred Roedel, Utica, N. Y.; Roger Brown, Sioux Falls, S. D.; Pat Buckley, Jackson, Miss., and Don Francis, San Francisco.

George L. Chindahl, Maitland, Fla., was named historian to succeed the late Col. Charles Sturtevant. Chindahl has been a frequent contributor to The White Tops, CFA publication. Gil Conlinn, Hartford, Conn., secretary-treasurer; the Rev. Edward S. Sullivan, Roxbury, Mass., chaplain; W. L. Montague, West Hartford, Conn., publicity chairman, and W. H. Hohenadel, Rochelle, Ill., editor of The White Tops, were re-elected.

Attend Show, Banquet

Host to the CFA convention was Mills Bros. Circus, which played in Wichita Saturday (19) and Monday (21). Members attended the performance on Saturday. Circus personnel and fans attended a banquet on Sunday. Several persons from Hagen Bros. Circus also attended the convention and some CFA members caught Cole & Walters earlier.

Members of the Bette Leonard Tent of CFA, Wichita, were in charge of the convention. One of the features was a large display of circuses brought from the Museum of the American Circus, Sarasota, by John L. Sulli-

van, museum curator and CFA member.

No decision was reached on selection of a site for the 1954 meeting, but general feeling reportedly was that it would be in the East.

Wallace Bros. Sets Closing; Plans 2 Units

ROYSTON, Ga., Sept. 26.—Wallace Bros. Circus, which played here Wednesday (23), has started moving westward and will close October 24, it was announced this week by James Allen Winters, show's agent and promotion manager.

Winters announced that two units would be operated this winter under his management. One will be an indoor circus. The other will be the Western varieties show for which he announced plans recently. Opening of the varieties was postponed when a decision was made to troupe the outdoor circus longer. Winter quarters will be at Gonzales, Tex., again.

Winters said the show had done good business at most stands on its two-week swing thru North and South Carolina. It is going from Georgia to Tennessee, Mississippi, Louisiana and Texas.

Polack to Use Different Aud At Los Angeles

LOS ANGELES, Sept. 26.—Polack Bros. Circus will put its Western unit into the Olympic Auditorium here for its 12th annual stand under Shrine auspices. Previous runs have been at the Shrine Auditorium.

New location will give greater seating capacity, altho some balcony seats will be unusable because high acts are not visible from them. The six-day run opens October 22, and will total two less performances than last year.

Promotion for the stand started Monday (21) with the televising of the new Polack elephant act which is being broken at Thousand Oaks by Mac Donald. ABC carried the film and expects to use it elsewhere later. Parley Baer is handling Los Angeles publicity. Sam Ward has the promotion.

Gray's Madisonville Personnel Named

MADISONVILLE, Ky., Sept. 26.—Personnel which appeared in the Shrine circus here September 14-19 for Producer E. R. Gray included:

The Balancing Armstrongs, Phil and Bonnie Bonta, George Lerch, Don Adams, Whirling Aces, Irving Romig, Fort Weare Game Farm elephant and chimp, Don Phillips, Aerial Christiansens, and the Flying LaVals.

Clowns were Irv Romig, Jackie LeClaire, Don Adams, Charles Baker, Mamie Baker and Lew Christie.

Alabama Turnaway Tops Weeks for Kelly-Miller

SCOTTSBORO, Ala., Sept. 26.—Al G. Kelly & Miller Bros. Circus played to a strong turnaway here Wednesday night (23) to cap a series of generally good stands. Matinee in Scottsboro was near-full and part of the night crowd couldn't be accommodated. A truck loaded with seats was damaged in a 3 a.m. grass fire here.

At Lebanon, Tenn., where the show played Wednesday (16), the afternoon business was light, but the evening house was three-quarters filled. Kelly-Miller was one day ahead of Kelly-Morris. Local sources said that there was some confusion about the titles

but that the Miller show was recalled from a previous appearance. Kelly-Morris reported it did okay in Lebanon Thursday (17).

Manchester, Tenn., had a near-capacity house for Sunday (20). The matinee-only stand was one of few for which Kelly-Miller has signed an auspices. Legion post was used there.

Tullahoma, Tenn., turned out a near-full matinee and a capacity night house on Monday (21).

Scottsboro was one of three Alabama stands contracted by the show. On Saturday (26), it returns to Tennessee for several stands before entering Arkansas.

Cole & Walters

We move into our home State Saturday (19) at Kaw, Okla. Smith Center and Phillipsburg, Kan., both gave us packed night houses. Red Foker and his men had a rough time putting up the big top in a high wind Sunday (13) at Wilson, Kan.

Joe and Rosie Wright have a new car. Little Joe Wright, five, added another clown number. Mrs. Shirley Rex and Corky Clark are working the single bull act in the front ring and close the show with the big bull act.

Mrs. Corky Clark and daughter left for Hugo, Okla. Jimmy Nelson left to play in a band in Shreveport, La. Mrs. Leona Hill is selling big show tickets in the afternoon and playing the organ at nights. Mrs. Tellie sells big show tickets at nights.

Visitors included Mr. and Mrs. Erwin Beeman, Drexel, Mo.; Mr. and Mrs. Joseph Fleming, Trenton, Neb.; Mr. and Mrs. Jerry Hedrick, Nickerson, Kan.; Mr. and Mrs. D. Forest, Wichita, Kan.; Mr. and Mrs. Ross McKay; Paddy Holms and Mr. Salladay, Pierre, S. D.—CHIEF KEYS.

Tedd Meyer, who was with Cole and Ringling elephant departments, now is with the Manhattan, Kan., Mercury-Chronicle and set up a feature story about Mills Bros., with a girl reporter writing about an elephant ride.

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Organization 14 years operating only top deals in major cities in 7 Western States. Can use clean, sober, aggressive, experienced Adv. and Ticket Men who desire continuous work on deals covering 6 to 8 weeks' duration—booked solid to end of year. Following current and new deals good for \$150 to \$300 week; all renewal towns. Not hit or miss, but get well contacts.
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of all descriptions for November 12. Also Phonemen. No promoter and no drinks; save your time and mine.
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Grotto Circus, Cerebral Palsy Benefit. Pay daily. Banners, UPC's, Block Tickets. Call 31117 or 30720 days or wire care Western Union.
MEARL N. JOHNSON
Tallahassee, Fla.

Dressing Room Gossip

Ringling-Barnum

Our big jump from Portland to San Francisco was made in record time, and we had most of the day off Tuesday. Larry took a bus load to Chinatown and to Fisherman's Wharf.

Some of the girls doubled as usherettes during our five-day stand in Frisco's Cow Palace. Weather was cool with lots of wind. All but the Side Show got a break by being inside the building.

After Thursday night's show a large number saw the show at Finochios night club, and performers from there visited our show. Bonnie Forbes and Ann Friel drove up from Sarasota to tour California with us. Bobbie Peck joined to visit husband Bill McGough. We were all sorry to hear that Kelly, the electrician, died in Sarasota.

At Portland, Dolly Copeland underwent an emergency appendectomy. Birthdays were celebrated by Fanny McClosky, Esther Chaney, Ina Alsetty, Rose Alexander, Jackie Bostock, Don Hall, George Barnaby, and Jackie Gerlick.

Albert White finished his needlepoint and is now working on another. Clyde Read is new Side Show ticket seller. Dick Weatherly has joined as an usher.

Visitors included Major Mite, Betty and Gus Bell, Harry Dann, Vander Barrette; Andre, Norma and Gilbert Fox; Lola Dobritch, Mayme Ward; Alberto, Jenny and Albetino Zoppe; Bea Konyot, Nina Unus, Clyde and Tom Ferguson, Dennis Stevens, Johnny Siems; Rudy, Eleanor and Richard Koerner; Ashton troupe, Walter Ford, Johnny Duggan, Johnny Kortez, Bea and Gwen Carsey, Ed Raymond, Red Carter, Arthur Springer, Chester and Joe Sherman, Elaine Millar, Dolly Greene, Janice Voise, Walter Claussen and family; Walter Long, Mr. and Mrs. George Paige, Mr. and Mrs. Fred Merkel, Mr. and Mrs. Wally Newberry and son, Earl Peck; Jerry Gamble.

Earl W. Varney, Don Marcks, Bert Martin, Jerry Booker, John Brott, Dave Cavagnero, Pete and Ruth Browning, Elizabeth Clarke, Donna Cameron, Joe Ward, T. D. Buell, Herb Taylor Jr., Danny McAvoy, Althea and Jimmy Eyster, Roberta Ballantine, Al Weir, Eileen O'Shawnessey, Harold Haxton Hall, Tom Upton, Pete Stanton, Lestra La Mont, Li Kar, Freddie Wheeler, Gita Gilmore, Guilda, Les Lee, Ted Butler, Blackie Mike, Charlie Tuttle, Jackie Maye, Eddie Richard and John Wheatley Harris.—MARY JANE MILLER.

Polack Eastern

Oak Ridge, Tenn., was handled by Cliff Darling and crew, new on the show. Rain at the end of our first night performance made everyone happy, as it broke the terrible heat wave. Gene Randow found himself without a room in over-crowded Oak Ridge, so he ended up living in Clinton, Tenn.

Henry Kyes is well on the road to recovery. Ninette Theron and Leslie Parker have announced their engagement.

Friedel, of Lucianna and

Hagen Bros.

With the opening of the Cherokee Strip celebrations in Oklahoma, we began a week of fairs and celebrations. Show paraded at Kingfisher and Blackwell.

Mr. and Mrs. Harry Allen were host to several of the personnel at their home during the Oklahoma City stand. The clowns were guests of Tommy Scott in Enid. Attending the CFA convention in Wichita, Kan., were Jack LaPearl, Mr. and Mrs. Harry Allen, the Three Hartleys, Lee Virtue, Bertha Drane and Paul Pyle.

Jack Banta keeps the lots mowed with a new mower attached to the tractor. Jackline Banta, four, has joined the finish of her parents' act. Diana Wilson was called to Mississippi to be with her son, who was ill. Harry Davis joined for the balance of the season, and Harry Villapontaux will join clown alley for winter dates.

Tommy Comstock is giving organ lessons to Jack Dale and Fancher Pierce. Fancher has purchased a new truck. Ray Brison will play dates around Reading, Pa., after the close of the season.

The home base, Edmond, Okla., brought out many visitors, including Rex and Madeline Graham and son, Byron; Mr. and Mrs. Kenneth Rhoads, Mr. and Mrs. Harvey Hinkle, Robert Burkett, Mr. and Mrs. Byron Burkett, and Morris Woodford. Other recent visitors included Big Bob Stevens, George Robertson, Al Moore, Mrs. Ollie Burkett, Joe Howser, Frank Wingate, J. W. Alman, and Mrs. C. M. Banta.—JACK LA PEARL.

Siebrand Bros.

In Payette, Idaho, show was ideally located in the city park next to the Payette River, only three blocks from town. Eriksons made the Payette swimming pool daily.

Birthdays were celebrated by George Vest, Penny Wilson and Joe Hodges Hodgini. Penny and Joe had a joint party. Besides circus personnel, guests included Check and Delores, Princess Zulieka and Bill Jones.

Rudy Muller added a Dalmatian and a bobcat to his string of animals, and we expect him to open a ding joint any day. In Blackfoot his elephant, Rosey, tried to join football practice and then took little Judy with her into an irrigation ditch.

Harry Froebess is getting good advance publicity on his book, "The Reminiscing Champ," Tony and Gerald Pina and Cathy Matchett began school classes. Mrs. Clark always finds time to can seasonal produce. Visitors included Gino and Benny Bogino and others of the Barnes-Carruthers grandstand unit.—JOE HODGES HODGINI.

Friedel, celebrated her birthday. The band serenaded her at the end of her act, and her parents presented her with a Scottish Terrier, among other presents.—BOB LORRAINE.

Under the Marquee

Mr. and Mrs. Joseph Obeth closed a successful season with Hagen Bros.' Circus recently. They'll winter in Dallas. . . Mr. and Mrs. Frank Dungan caught the Cole & Walters Circus September 17 at Mulvane, Kan., where they renewed acquaintances with the Keyeses, Manager and Mrs. Herb Walters, Jack and George Bell, and Frank Ross, who has been ill at his home in Mulvane for some time.

F. L. Key, of the Tennessee employment office at Lebanon, renewed acquaintance with Tiger Bill Snyder when Kelly-Miller played that town. Key reports he was able to supply the show with some working men and urges all shows to use State employment offices. . . Roy Short, of the Hunt show's band, will join the Mills band after Hunt closes.

Charlie Allen, who took his Allen's Performing Bears act to

Cole & Walters after Hagen-Wallace closed, now is with Bryan Woods' show in Kansas. . . Karl K. Knecht, CFA and Evansville, Ind., columnist, rapped the choice of lot made for the Beatty show there and reported visits with Mr. and Mrs. Clyde Beatty, Arthur Hoffman, George Davis, Joe Applegate and Mr. and Mrs. Zack Terrell during the Beatty stand.

Ed Moriarty is doing public relations; Fred Donovan, legal adjusting, and Paul Vincent (Irish) Deedy is on the front door of the Clyde Beatty Circus. W. M. Petty is in the red wagon.

Frank Davis, Chicago, just closed a successful promotion at Joliet, Ill., and is back at the Atwell Luncheon Club, where Dwight Pepple, Polack Western agent, and Nat Green, Ringling's Chicago office manager, are among other current regulars.

Loyal-Repensky

We closed in San Salvador September 15 with a straw matinee and a three-quarter night. The 75-mile trek to Sonsonate was made on a 15-truck caravan.

Rain has been hampering us all along. Giustino Loyal, owner, and J. Fernandez, impresario, made a flying trip to Guatemala City to sign contracts to play three weeks at the National Gymnasium, which seats 7,000. Loyal plans on one ring with two stages there. New acts from the U. S. and Mexico will strengthen the present program.

Giustino Loyal debuted with his high school horse. Simone Pedrero reports from Sarasota that Bebito Loyal had to undergo plastic surgery on his burned leg but is doing fine.—OCTAVIO PEDRERO.

King-Cristiani

Bill Player, radio announcer, who was with this show part of the 1952 season, surprised everyone with his single trap act, which he presented in our aerial display. Frank Dix, formerly in Red Dinger's bar act, also visited and worked in the display.

Carlos Teal, of our Side Show, dresses in his brilliant charro costume to ride Prince Adonis in parade. Mrs. Pete Pearce (White Cloud) returned after a month's illness. Norma Cristiani and son are visiting for a week. Norma's father, Ben Davenport, owner of the Wallace show, spent the day with us. His visit was returned by Lucio Cristiani and Floyd King.


Most of the kiddies have returned home for the school season. Mrs. Hugo Zacchini returned to Tampa with little Butch. Mrs. Lucio Cristiani accompanied son, Americus, to Chicago. Antoinette and Vicky Cristiani entered a conservatory of music in Macon. Rio and Natio Cristiani returned to Sarasota. Kellar Pressley, parade marshal, is on the sick list. La-Tosca Canestrelli returned to Sarasota.—COL. HARRY THOMAS.

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Acts now contracted, please acknowledge; report on Oct. 18.
Can still use Teeter Board (4 people) or other Ground Act: those doing two given preference. Send photos, will be returned. Show playing auditoriums, mostly one-day stands; stage show, winter's work. Must have own transportation—we pay gas, oil.
Use one more Contracting Agent, also two more Phonemen.
Buy good used Sound Equipment, also one more Cyclorama (gatin), bright color; Curtain for fair size stages. Write, wire, phone after Sept. 30 to
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GIVE TO DAMON RUNYON CANCER FUND

WOM Income Holds But Costs Go Up; Dixie Swing Next

Dual Movement Works in North; One Night Rained Out in Allentown

By JIM McHUGH

ALLENTOWN, Pa., Sept. 26.—It's been a tight squeeze on a number of occasions but the World of Mirth Shows has managed to approximate or inch ahead of the grosses it compiled a year ago at its Northern fairs.

While the fairs have worked out all right with the money variations negligible in most instances, the

spring and summer dates were befooled by a long seige of bad weather. So, too, were some of the fairs on certain days. An important night's work was lost at the Allentown Fair here Monday (21) when rain completely washed out all activity.

The economic situation is such that bigger grosses are needed than in former years because of rising costs. Frank Bergen, general manager, points out that the same price scales resulting in the same approximate business are hardly sufficient when faced with continually rising costs.

Revenue Lost

The loss of important revenue, from the inoperative bingos here, for instance, puts a heavy dent in the total earnings. This is the second year that bingo has been banned at the fair. Some operators have turned their units into pan-type and wheel operations but these are a poor substitute.

The overlapping and lack of moving time between some dates has resulted in the World of Mirth adopting a virtual dual moving operation, on rails and

(Continued on page 68)

Merged Krekos Units Get Okay San Jose Gross

Provide 1,500 Feet Deep Midway; Give Benefit for Clubs

SAN JOSE, Calif., Sept. 26.—West Coast Shows and West Coast Exposition Shows, operated by Mike Krekos as general manager, were combined to give the Santa Clara County Fair a midway nearly 1,500 feet deep. The fair closed its seven day run Sunday (20) with West Coast moving on to Madera. The shows will again combine next week at the Kern County Fair in Bakersfield.

Krekos said that business for the run was satisfactory after getting off to a slow start. However, the take for this year's run was compared with 1951 rather than 1952. Two year's ago the fair's run included admission day, while this year there were no holidays during the stand. The exposition was held in 1952 prior to school openings.

Merging of the West Coast, managed by Harry Myers, and West Coast Exposition, headed by Eddie Hellwig, gave the midway a line-up of 26 rides, 100 concessions and 10 shows. Double equipment was used on the Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round, Dipper, Rock-o-Plane, Coasters and Pony Ride devices. Eight kid rides were featured.

Alex Freedman had the novelties fence-to-fence for the run and the 12 novelty stands were managed for him by Morry Levy.

A show-within-a-show was held Wednesday night (16) with over \$1,000 being realized. The fund will be divided between the Show Folks of America in San Francisco, and the Pacific Coast Showmen's Association in Los Angeles.

C-W Benefit Raises \$1,200 For N. Y. Club

READING, Pa., Sept. 26.—A jamboree staged in the Raynell Girl Show on the Cetlin & Wilson Shows during the Reading Fair netted \$1,200 for the National Showmen's Association.

Several hundred attended the affair which was held after the close of normal midway operations. Talent from the George A. Hamid grandstand revue and the Raynell show was featured.

Fund raising was conducted by Issy Cetlin and Jack Wilson, co-owners of the show; George A. Hamid, president emeritus of the association and Sally Rand, famed fan dancer. William Moore, show concession manager, headed up the ticket sales.

The show traditionally stages a jamboree for the National Showmen's Association at Reading, the first Eastern fair it plays each year.



PATSY HAWK is the choice of the 20th Century Shows for the title of "Miss Outdoor Show Business of 1953." Patsy's entry was received just before deadline for entries in the contest sponsored by the Showmen's League of America.

Royal Midwest Heads for WQ

PIGGOTT, Ark., Sept. 26.—Royal Midwest Shows wound up its season here at the Clay County Fair this week and will move its gear into winter quarters. Show had the best season since '50, according to Roxie Harris, owner.

Bill Harris, manager, said the org's line-up at times included as many as 11 rides, 5 shows and 45 concessions. Plans for '54 include further enlargement with most emphasis on a bigger back-end.

MIDWAY BIZ FIRM AT PUYALLUP FAIR

Big Crowds Keep 50 Rides Busy; Concessionaires Report Sales Up

PUYALLUP, Wash., Sept. 26.—With attendance at the 50th Western Washington Fair running ahead of 1952 by over 12,000 at the end of the first four of the nine-day run, ride owners and concessionaires reported business was up well. As of Tuesday night (22), the event had pulled 176,031.

Earl O. Douglas, of Douglas Greater Shows, Kent, Wash., who has the midway contract for the association-operated event, brought in his rides along with those of Robert Bollinger, of Portland, Ore., and A. J. Johanns, of the Mount Hood Amusement Company. About 50 rides of all types—major, kid and permanently installed ones—are featured.

M. (Whitey) Monette, who has had the specialties on the midway since 1933, reported that sales were up. Harry Susman, veteran novelty concessionaire, also reported his business strong in comparison with a year ago.

Percentages Estimated

Percentages of increase are estimated for the amusement zone here, unlike other fairs, the money being handled by the fair office. Douglas based his estimate upon preliminary figures and stated that the nine-day run would at least equal the 1952 run. He added, however, that he expected an increase in revenue. Opening Saturday (19), the fair

(Continued on page 68)

Wagner Gross Tops '52 at Tenn. State

Business Levels Off After Whopping Opening Day Action

NASHVILLE, Sept. 26.—Al Wagner's Cavalcade of Amusements got away to a strong start here this week at the Tennessee State Fair and while business leveled off somewhat by mid-week, indications were that total grosses would wind up slightly ahead of '52, a good year.

The fair set a new opening-day attendance record on Monday (21) and the big crowds spilled onto the midway to keep ride, show and concession ops busy from morning until late at night. Total gross for the day was 25 per cent ahead of the same day a year ago, Wagner reported.

The midway was loaded with potential money winners and, according to Wagner, was the strongest he has ever presented here. In addition to 26 major rides, including 4 Ferris Wheels, a dozen kiddie devices were in

operation and 18 back-end shows. Included in the line-up were units from Page Bros.' Shows.

The Cavalcade railroaded in here three days before the opener and spent the time painting and flashing up the rides and shows.

In addition to rides and shows, most eat and drink stand operators and other independent concessionaires reported brisk business.

Eagle to Open Club As Health Ends Touring

NEW YORK, Sept. 26.—Nate Eagle, operator of midget shows of note on the carnival circuits for many years and manager of the Ringling Bros. Side Show in 1952, this week announced that he was retiring from the road. A heart condition, which kept him incapacitated for several weeks this season, is the reason.

Eagle is not exiting show business. He plans to open a night club between Sarasota and Venice, Fla. The night spot will be called the Midget Club and be run entirely by the little people with Eagle's own troupe providing the nucleus and much of the entertainment. Different midget acts will be booked in regularly to provide for the needed change in entertainment.

Eagle's troupe is currently appearing with the James E. Strates Shows, with which it has been associated for many years.

Gentsch Gets Cotton \$\$

McCOMB, Miss., Sept. 26.—J. A. Gentsch Shows got its first taste of cotton money here this week at the Pike County Fair and Dairy Show and, according to Owner Gentsch, grosses were ahead of a year ago.

Line-up here included 10 rides, Wadsworth's gal show, a freak animal unit and upward of 44 concessions. Opening night the six-cat led the front end. Jerry Martin's Fearless Stars, high act, is being carried as the free attraction. Frank H. Owens, org's general rep, was on hand for the opener, his first opening in many months.

Cook Brews \$8,500 Jackpot For Miami Club on Road Tour

STATESVILLE, N. C., Sept. 26.—Phil Cook, executive secretary of the Miami Showmen's Association who has been on the road for the last several weeks, reports that he has collected a total of \$8,500 for the organization to date. His goal, before returning to Miami

the first week in October, is \$15,000 plus.

Last week at Christiansburg, Va., a jamboree on the Vivona Bros.' Shows netted the club \$647. The entire Vivona clan, headed by John and Morris and their mother, Catherine, aided the affair, as did Harry Wilson and Tommy Carson, Show talent performed.

On the World of Mirth Shows, Frank Bergen, general manager, and Bernard (Bucky) Allen, concession manager, each subscribed \$100 for the plaque which will adorn the new club house. Maxie Glynn also contributed to this fund.

On the Thomas Joyland Shows Cook received a total of \$700, including \$300 in donations, \$200 in program advertising, \$100 in dues and 20 new memberships.

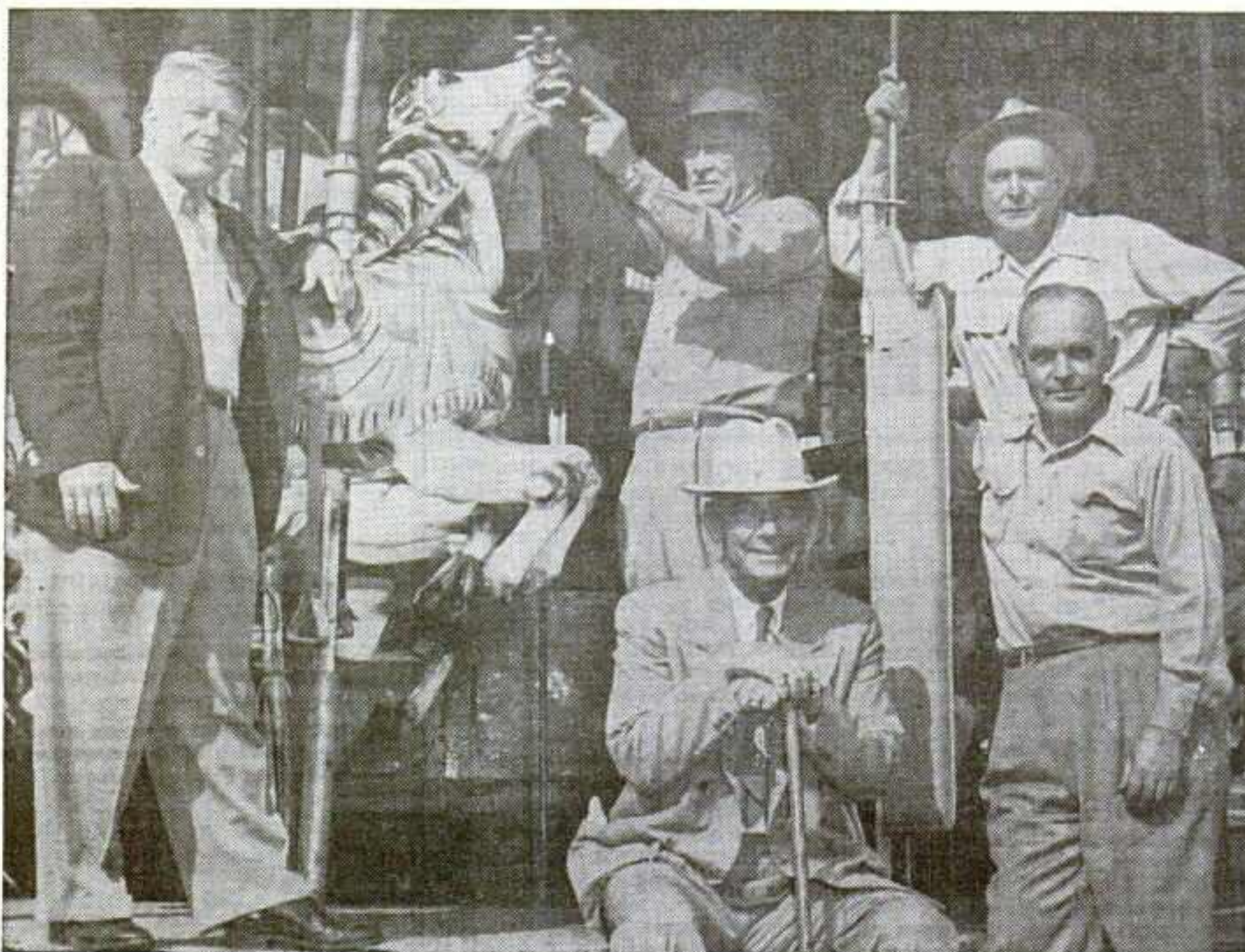
On the John H. Marks Shows \$375 was raised thru bingo and award books. Al Palen turned in \$30 representing boosters. In all about \$500 was collected.

Cook has traveled some 9,000 miles to date and expects to go about 3,000 more before arriving back in Miami. Dues, he reports, are payable, and should be sent now to the club, 3170 S. W. Eighth Street, Miami.

Page Bros. Nears Finish

NASHVILLE, Sept. 26.—Page Bros.' Shows will remain out for two more weeks following its stand here with Cavalcade of Amusements at the Tennessee State Fair, W. E. Page, owner, announced. Org will then move to its Springfield, Tenn., winter base, which was purchased seven years ago.

Following the close, Page, accompanied by Mrs. Page, will head for Perry, Fla., to re-open their animal zoo.



WESTERN WASHINGTON FAIRGROUNDS, Puyallup, was the scene of the annual show-within-a-show of the Pacific Coast Showmen's Association. Guest of honor was Al Flint (left), of Los Angeles, executive secretary of the club. In back row, from left to right, are Norman (Dutch) Schue and Ray Holding, co-chairmen of the September 17 party on the fairgrounds. Seated are Earl Douglas, president of Douglas Greater Shows, and his brother, Bud. Background is Earl's pride and joy, the historic Merry-Go-Round with hand-carved horses, manufactured as a railroad car swing by the Philadelphia Toboggan Company.



THE HAPPY TRIO, Jackie Weiss, Corrine Decca and Bennie Weiss, had just arranged for a number of votes to be cast for Jean Dellabate in the Miss Outdoor Show Business Contest when this photo was taken at the York (Pa.) Fair. Miss Decca, a Dellabate campaigner and member of the James E. Strates Shows, nailed the father-son bingo operators at their new \$20,000 office wagon.

Midway Confab

Business has been 5 per cent below last year's for Gertrude's United Shows, which have been touring Canada and the West with 12 rides, 5 shows and 40 concessions, but Mrs. Bengé, operator, expects to make it up at Southern fairs and the New Orleans Mardi Gras, according to Jessie Johnson. Mrs. Bengé recently bought a Cadillac convertible and Ford panel truck. Mr. and Mrs. Charles Spells joined with two concessions for the Dexter (Mo.) Fair. The former will also act as lot superintendent.

Personnel of three shows turned out last week for the marriage of Josephine Quinn, former co-owner of the World of Pleasure Shows, and Earl Kelly, business manager of Ray Williams Shows at Fort Wayne, Ind. In addition to folks from the two orgs, W. G. Wade Shows was well repped. Sam Soloff gave the bride away; bridesmaids were Kay Foth, Skippy Ryan, Jeanette Martin, Kitty Merritt, Reggie Haywood and Florence Schafer. Ushers includ-



BOB PARKER and Carl Hanson (right), a long-time associate of Parker in concession operations, are pictured during a recent huddle. Parker again this year will supervise the games concessions at the Louisiana State Fair, Shreveport.

ed Mike Balog, Sailor Katzy, Pete Smith, Sam Vurd and Frank Webber, and Harry (Tiny) Heller served as ring bearer. George Knapp provided the organ music at the reception in the Peacock Room of the Van Orman Hotel and Gertrude Miller recited. Harold Laughton emceed the show at the open house following the day's business. Smorgasbord was served by Mildred Miller, Irene Katzy, Myrtle Zimmerman, Irene Crossland, Gertrude Miller and Florence Schafer. Bartenders were Mike Demko, Sailor Katzy, Cash Miller and Fred Miller.

Capt. Bill Forkum's Texas Death Dodgers, having had a spotty spring, is now playing fairs to good business, according to Forkum. Charles (Tex) Forkum has the Southern unit, which is skedded to play Mississippi, Louisiana and Texas. He is doing his dynamite act on top of a 20-foot tower. Bill has the Tennessee unit, which moves into Georgia soon. Margaret Korkum worked the Putman County Fair, Cookeville, Tenn., with her dynamite casket and then joined the Royal Exposition Shows at Mill-edgeville, Ga., as a free act. She'll stay with the Royal shows the rest of the season. Bill, who is the only Forkum to work on the ground, says a good supply of help and the absence of accidents has helped a lot. He adds that the two Forkum shows will combine in November for winter dates.

Majestic Greater Shows left Indianapolis Monday (21) for Atlanta. Owner Sam Goldstein, worried about opening there September 25, was relieved when the last of the truck fleet arrived Wednesday (23) at midnight. The only mishap en route was two flat

tires. Thanks to John Byrum, show mechanic, Goldstein plans on keeping five rides out this winter. . . . George Jones, who recently joined the Penn Premier Shows after closing with the Gold Medal Shows, says his 24-unit Derby clicked last week at Durham, N. C., along with the live goldfish, manned by Charles Snider, and the age-scales under the direction of Travis (Top Hat) Chapman. Jewell Jones announces that she has withdrawn from the Miss Outdoor Show Business contest, under the sponsorship of the Gold Medal Shows, due to closing with that org and joining Penn Premier.

Jean Mercer has taken his snakes to the J. T. Hutchens' show on Snapp Greater Shows for the balance of the season. Mercer tried playing independently around Springfield, Mo., but due to the scare there, when several cobras and other reptiles were found running loose, he left the area in a hurry.

Jimmy (Silk) Mason, veteran concessionaire and promoter, has been in the Newark (O.) City Hospital since November 14, 1952, following an auto accident in which he was seriously injured. Mason has managed bingo for Benny Weiss, Jimmy Strates, the Dodsons and Sheik Rosen, and has had his own concessions on shows. He must remain in the hospital and would like to hear from friends.

Mrs. Lena Schlossberg is at the Whitcomb, St. Joseph, Mich., for a rest. She'll stay there a few weeks and then fly to Philadelphia to see her son and family.

According to Dorothy Hackett, Esau and Blanche Bright left the American Eagle Shows recently for the fishing grounds at Pascagoula, Miss. Glen Hackett took delivery on a new Chevie, and Bernie Smuckler was a recent visitor. The Sebastopol (Miss.) Fair was a big success, even with a 40-cent gate. Jessie and Malon Western rejoined the show, sporting a new truck. . . . The Jacobson trailer and contents were destroyed by fire in Fontana, Calif., recently, while Nita and Harvey were visiting their sons, Joe and Bert, who are with the Navy at San Diego, Calif. Origin of the fire was not determined. Contents were not covered by insurance, but the trailer was, and the Jacobsons now have a new trailer.

Toni La Verne, former model, is now dancing with Lou Pease's No. 1 Girl Show on the Dumont Shows. Pease's No. 2 show includes Howard Betts, talker; Sandy Betts, muscle dancer, and Cozy Rose Carroll, acro. . . . Marvin L. (Continued on page 67)



ISSY CETLIN, co-owner of Cetlin & Wilson Shows, and Claude Sechrist (right), concessions secretary, happily compare notes on the solid business being garnered by the show at its fairs. In many cases, reports Cetlin, midway grosses have been up despite a dip in attendance.



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. Also Sit-Down Grab.

SHOWS

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. Want Motordrome (Everett Harris, contact).

RIDES

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.

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.

CONCESSIONS—Take Your Pick

WANT

LONDON, O. SESQUICENTENNIAL ON DOWNTOWN STREETS. OCT. 7-8-9-10. NEED LEAD GALLERY, BALL GAMES, BASKETBALL, CANE RACK, HI-STRIKER, AGE & SCALES AND OTHER GAMES.

TIPTON, IND. CORN FESTIVAL. OCT. 9-10. OVER 50,000 PEOPLE LAST YEAR. NEED EVERYTHING EXCEPT EATS AND DRINKS, CUSTARD & NOVELTIES.

IRONTON, O. SESQUICENTENNIAL ON DOWNTOWN STREETS. OCT. 14-17. NEED EVERYTHING. ALSO EATS & DRINKS.

COLUMBUS, O. BEECHWOLD MERCHANTS' FALL FESTIVAL. OCT. 12-17. DIRECT SALES, NOVELTIES & CONFECTIONS.

WRITE, WIRE OR PHONE TODAY

GOODING

AMUSEMENT COMPANY, INC.

1300 NORTON AVE. PHONE: UNIVERSITY 1193 COLUMBUS 8, OHIO

ANDERSON FAIR

OCTOBER 5th TO 10th INCLUSIVE, ANDERSON, S. C.

PIEDMONT INTERSTATE FAIR

OCTOBER 12th TO 17th INCLUSIVE, SPARTANBURG, S. C.

CAN PLACE—All legitimate Hanky Panks and Merchandise Concessions and Eating and Drinking Stands.

WE HOLD FENCE TO FENCE FOR THESE TWO FAIRS.

CAN PLACE experienced Workingmen in all departments.

All Address

Cetlin & Wilson Shows

This week Virginia State Fair, Richmond, Va.

6 MORE FAIRS

6 MORE FAIRS

Want for Monroe County Fair, Montezuma, Ga., October 5 to 10; followed by Ben Hill County Fair, Fitzgerald, Ga., October 12 to 17. All Fairs until November 15.

CONCESSIONS

Prize everytime Concessions of all kinds. Good opening for Glass Pitch, Custard, Long and Short Range, Ball Games, Balloon Darts, Novelties, Wonder Bar, Derby Racer, American Camp (no gypsies, please). V. L. Collier wants Pan Game Agents.

SHOWS

Any non-conflicting Grind Show with own equipment. Good opening for Minstrel Show Operator with Organized Show. I have 60 ft. panel front and show complete. Best Jig Show spots in the South. Nathaniel Grey, contact; also Dr. Thomas, good proposition.

WILL BOOK Tilt, Rockoplane or Little Dipper; any non-conflicting rides. All replies

J. L. KEEF, Tri-County Fairgrounds, Manchester, Ga.

FOR SALE

1948 2-Abreast Allan Herschell Merry-Go-Round, complete with ticket box, fence and engine. Positively not junk. \$6,500 without transportation, \$8,000 with transportation. With 1945 32-ft. Lufkin Trailer, drop frame, \$7,500. Will pay spot cash for lighted Carnival Front Entrance Arch, Scooter, Little Dipper, Jet Fighter and Boat Ride. All must be in first class condition.

LAWRENCE MATURA
3417 S. Western Ave., Chicago, Illinois
Phone: YArds 7-1600

BROOKNEAL FIREMEN'S FAIR

OCTOBER 5-10

The biggest event of its kind in Virginia

Tobacco market in full swing with high prices. One of the few places in Virginia not affected by drought.

OPPORTUNITY FOR A BIG WEEK FOR CONCESSIONAIRES and SHOWS.

CONTACT

STEVE DECKER, BEAM'S ATTRACTIONS

NEW MARKET, VIRGINIA, this week for space.

★ ★

MISS.-ALA. FAIR & DAIRY SHOW

TUPELO

Oct. 6 thru Oct. 10

One of The Very Best For Over A Century

GOLD MEDAL Shows

★ **NEW MERIDIAN FAIR and CATTLE SHOW** ★

★ **MERIDIAN Oct. 12 thru 17** ★

★ ★

★ **NATIONAL PEANUT FESTIVAL** ★

★ **DOTHAN Oct. 19 thru 24** ★

★ **And Continuous Fairs until Nov. 14** ★

SHOWS

MOTORDROME
ILLUSION
WATER SHOW
WILD WEST
CIRCUS
HILLBILLY—MECH.
LEONARD DUNCAN, CONTACT

RIDES

FLY-O-PLANE
ROCKET
FLYING SCOOTER
SPITFIRE
DARK RIDE

CONCESSIONS

EATING STANDS
HANKY PANKS
BALL GAMES
NOVELTIES
DIRECT SALES

HELP

RIDE MEN WHO DRIVE

BILL CHALKIAS WANTS FEATURE FREAK — ACTS — INSIDE MAN — TICKET SELLERS FOR SIDE SHOW. WE CAN ALWAYS USE CAPABLE CARNIVAL HELP IN ALL DEPARTMENTS.

JOHNNY J. DENTON OR ART FRAZIER
FAIRGROUNDS, GASTONIA, N. C., THRU OCT. 3

FOR SALE COOKHOUSE & GRAB EQUIPMENT FOR SALE

CAN BE SEEN AT ARKANSAS LIVE STOCK EXPOSITION, LITTLE ROCK, OCT. 5-10

Complete 35 Ft. Modern Kitchen on All Aluminum Diesel Straight Truck. Hot Water, Heaters, Dish Sinks, 10 Burner Gas Stove, Refrigeration, Cabinets. Very efficient in all detail. A-1 condition thruout. New tires and new motor on truck. Cost New Approximately \$15,000.00. A Bargain for Quick Cash—\$2,000.00.

7 8x8 Grabs, complete \$200.00 each. Tops, Light Stringers, everything complete.

4 24x34 60-Seat Cookhouses or Sit-Down Grabs—\$1600.00 each. Each stand is fully equipped, containing Griddles, Deep Fat, Twin Coffee Urns, adequate Burners, \$900.00. Multiplex 3 Flavor Drink Mixers.

1 G.M.C. 750 Tractor, 18,000 miles. Cost \$6500.00. Bargain, \$2500.00.

1 Kentucky 30 Ft. Low Trailer Cost new \$4350.00. Bargain, \$1500.00.

1 1950 Two-Ton Chevrolet Truck, Good, clean, Dual Transmission. New tires, van body—\$1000.00.

Contact: **DALE PASLEY**
ARKANSAS LIVE STOCK EXPOSITION, LITTLE ROCK, ARK., OCT. 4-10; then Box 209, LAWRENCEVILLE, ILL. (Phone: 228).

SHOW

T-E-N-T-S

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.
132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

BARNEY TASSSELL

UNIT SHOWS

DON'T LET SIZE OF TOWNS FOOL YOU!

Want for Yanceyville, N. C., week Oct. 5; Annual Veterans' Tobacco Festival, week Oct. 12; Red Springs Chamber of Commerce Tobacco Celebration, right in town.

RIDES—Major Rides of all kinds not conflicting. Can place Ride Help of all kinds.

SHOWS—Ten-in-One, Snake Show, Motordrome or any other worthwhile Shows.

CONCESSIONS—Strictly legitimate Hanky Panks of all kinds. Everything open except Grab and Bingo.

Wire this week Volens, Va., or Brookneal, Va., or phone Brookneal 2f32.

MIGHTY PAGE SHOWS

WANT FOR OXFORD, N. C., OCTOBER 5-10

CONCESSIONS of all kinds: Eating and Drinking Stands, Hanky Panks. Will sell Ex on Hats and Novelties. Good proposition for Penny Arcade. Place one Mitt Camp. SHOWS: Wildlife, Mechanical, Motordrome, Speedy Sayre, answer. Can also place one Girl Show with own equipment. **RIDE HELP:** Foreman for Octopus and Spitfire, Second Men who drive on all rides. Top salaries. All replies to **BILL PAGE** Snow Hill, N. C., this week.

P.S.: Now selling space for Charleston, S. C., and Savannah, Ga., Colored Fairs. Others may advertise them, but we play them.

JOHN ROBINSON SHOWS

WANT CONCESSIONS FOR BALANCE OF SEASON

Pop Corn, Cook House or small Grab. Stock Concessions of all types, Photos, Long Range or Short Range. SHOWS—Want flashy Girl Show or any type show. Interested in man who has Grind Stores that can handle them. Contact **JOHN L. ROBINSON** Lindsay, Okla., this week; then per route.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Want for Jackson County Fair, Scottsboro, Ala., week Oct. 5, with Randolph County Fair, Roanoke, Ala., to follow. These are proven Class A Fairs.

CONCESSIONS: Grab, Scale and Age, Hit and Miss, French Fries, Basket Ball, Short Range, Long Range, Kelly Pool and Hanky Panks of all kinds. Want Agents for Color Concession and Pea Pool. SHOWS: Drome, Monkey, Sideshow or Manager for office Sideshow. Must furnish people. **HELP:** Second Men for Ferris Wheel, Tilt and Merry-Go-Round. Must drive.

All replies to **John Portemont**, Jackson, Tenn., this week

SIDE SHOW WANTED

With own equipment. Long season of Fairs. Also other Shows with own equipment.

AL WAGNER
CAVALCADE OF AMUSEMENTS
Meridian, Miss.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR PETERSBURG, VA.
ON ACCOUNT OF DISAPPOINTMENT, CAN USE ORGANIZED MINSTREL SHOW. GUARANTEE NO OBJECT. **LEONARD DUNCAN OR SCOTTY, GET IN TOUCH.**

Want Monkey Show Operator or any Grind Shows. CONCESSIONS: Want Cookhouse for rest of season. All Concessions open. **HELP:** Useful Foremen on all Rides. High salary and bonus. This show positively has 10 more weeks.

All address **SAM LEVY**
Harrington Hotel, Washington, D. C. Location showgrounds, Benning Road and Oklahoma Ave.

Ray Williams Shows

Want for Hawamba County Fair & Live Stock Show, Fulton, Miss., with Lexington, Tenn., and Yazoo City, Miss., both colored fairs, to follow.

RIDES: Spitfire, Dark Ride, Tilt or any other ride not conflicting.

CONCESSIONS: Good proposition for Bingo for balance of season. Photo Gallery, String Game, Ball Game, Basket Ball. Want Skillo, Pin Store and Count Store Agents. Contact **Earl Kelly**, Fulton, Miss., or **Dave Picard**, Hotel Jefferson Davis, Tupelo, Miss.

RIDE HELP in all departments. Preference given to semi drivers. This show is booked solid until first of December. All inquiries to **Fulton, Miss., this week.**

EARL KELLY, Mgr. RAY WILLIAMS, Owner

FOR SALE REFRIGERATED TRAILER

Custom built, 8x12 ft., aluminum, tandem wheels, electric brakes, 110 volt electric motor and Briggs and Stratton auxiliary motor for on the road. Will hold 500 gallons of ice cream or 3 tons of meat. Cost \$2800.00 new, used one year. Price, \$1750.00. Contact **R. A. MAC EACHERN** c/o Gooding Shows Atlanta, Ga., Oct. 1-11; then Dothan, Ala., and Pensacola, Fla.

CAN PLACE

All Kinds of Merchandise Concessions for Middle Tennessee District Fair, Lawrenceburg, Oct. 4-10, and Athens, Ga., Fair, Oct. 19-24.

Good opening for Derby Racer, Long Range, Jewelry, Glass Pitches, French Fries. Will sell ex on Chocolate Dip and Custard. All at very reasonable privileges. Have very few Concessions booked now. All replies to **JOHN GALLAGAN, Gooding Amusement Co.** Fairgrounds or Twickenham Hotel, Huntsville, Ala., this week; Lawrenceburg, Tenn., next week.

EMPIRE STATE SHOWS

Want for Fort Gaines, Ga., followed by Chipley, Fla., Fair; Geneva County Fair, Samson, Ala., and other Fairs until Thanksgiving, then out all winter.

CONCESSIONS: Want Concessions of all kinds, Bingo. Wire what you have. Reasonable privileges. Want good, sober Crew to operate Concession inside Girl Show. **Humpy Etheridge**, contact by phone. Will book Swinger, Nail Store. Also need Agents for well-flashed Razzle, Pin Store and 6-Cats. You must stay sober and work. Also no one with habits, that is the reason for this ad. Will book Mitt Camp, Lead Gallery, Buckets and all Hanky Panks. Want Mechanic and Painter, Ride Help who drive trucks. Want Shows with own outfits.

FORT PAYNE, ALA., THIS WEEK.
CHARLIE GRIGGS, Bus. Mgr.

R. A. MAC EACHERN

WANT AGENTS

For Foot Longs and Ice Cream Chocolate Dips, on percentage.

Contact at Atlanta, Ga., Oct. 1-11, or Tupelo, Miss., Oct. 6-10.

CARL D. FERRIS SHOWS

Want for Louisburg, North Carolina, Fair, October 5-10

CONCESSIONS of all kind. SHOWS of all kind, Wild Life, Penny Arcade, any Grind Show. Wire answer to **CARL D. FERRIS** Reidsville, N. C., this week.

HARRISON GREATER SHOWS

Want for Chesterfield, S. C., Tobacco and Cotton Festival, with Hartsville, S. C., Community Fair to follow; then out all winter.

Can place Concessions of all kinds. Will sell exclusive on two Mitt Camps. Want Legal Adjuster with four or more Concessions. Want Man for Sideshow. Have complete outfit. Also have complete outfit for Girl Show. Want Ride Help on all Rides.

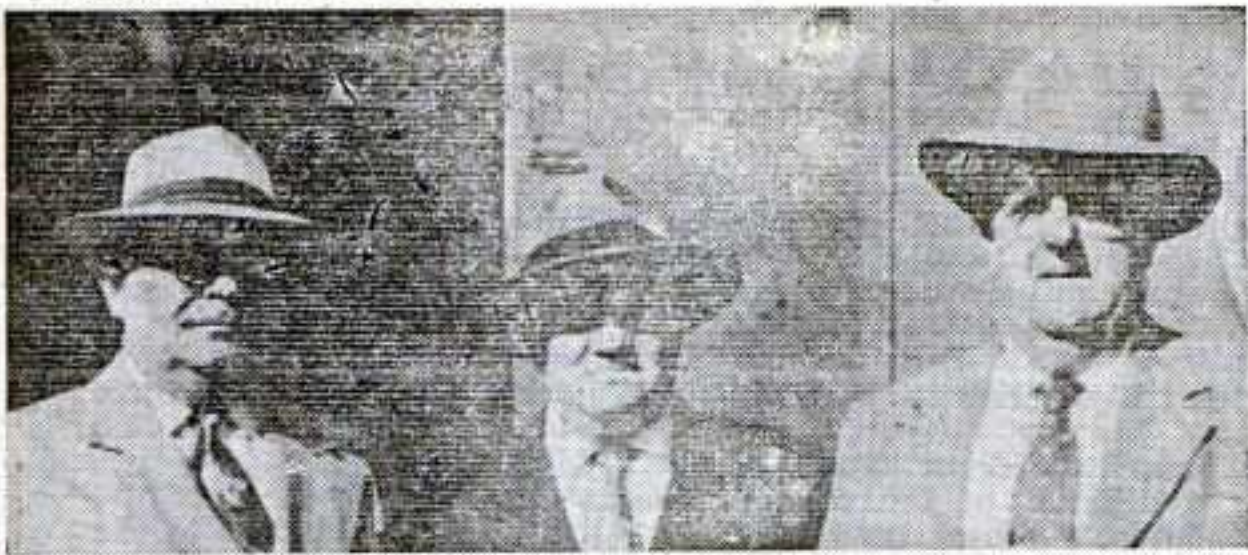
All mail and wires to **FRANK HARRISON, Mount Gilead, N. C., this week**

Earl C. Chamberlain

Please contact **KENNETH R. BUMGARDNER** or **R. C. BRYAN** 608 Tampa St., Tampa, Fla.

WANTED TO BUY

3 MAJOR RIDES 5 KID RIDES
Must be in good condition. Will pay cash.
JOE ARCHER
474 South Fairview Burbank, Calif.



A TRIO OF SHOW BUSINESS NOTABLES, executives with the James E. Strates Shows, are pictured at the New York State Fair, Syracuse. From left to right: Starr De Belle, press agent; Allan Travers, general agent, and James Quinn, business manager. Their collective years in the business, and perhaps even their numerous business alliances of the past, would top the 100 mark.

Midway Confab

Continued from page 65

Hulick closed the season Labor Day at Graettinger, Ia., after touring with the George W. Nelson Shows. Hulick was uninjured when his house trailer turned over near Rock Rapids, Ia., recently. He writes that the Nelson Shows played Eldora, Ia., recently instead of the L. O. Weaver Shows. Hulick will winter in Sioux Falls, S. D.



MR. AND MRS. SLIM WELLS are nearing the close of the season with the William T. Collins Shows, on which Wells serves as right-hand man to Owner Billy Collins. Mrs. Wells operates a jewelry concession on the show.

The Bush show, owned and operated by Mr. and Mrs. Speck Priddy, played the Mexican Fiesta, Sugar Land, Tex., and the Cotton Fiesta, Wallis, Tex., to good business recently. The line-up included Earnest Pargien, ball games and blanket store; Jack and May Birmingham, rides and eating concession; Eddie Strech, candy apples, floss and electrician; Edwards, count stores; A. D. Marlon, Motordrome and Wild Life; Gypsy Pete, Penny Arcade and tattoo; Madam Virginia, mitt camps, and Mr. and Mrs. Priddy, girl shows. Robert Deason is ride manager and Speck Priddy is legal adjutor. Bill Guner will join at Brandon, Tex., with his bird store.

A reception was held in Mr. and Mrs. Monroe Hoge's trailer following the wedding of Paul Hubbard, their son, and Geneva Craig, September 10 at Dyersburg, Tenn. Mr. and Mrs. Hoge and Danny Royal were present at the ceremony. . . . Leo Arduengo, former advertising agent for the Blue Grass Shows, gave his wife, Eddie, a Buick Roadmaster for her birthday. . . . All shows which played a recent Honesdale, Pa., event worked to good business, reports Harry Simmons. Charles Hiller's Dope Exhibit did well with the moppets, and Larry Saunders did good biz with his Girl Show. Flager's Wild Life also played to satisfactory results.

Mrs. J. C. (Ethel) Weer recently made a hurried trip to Maquoketa, Ia., where her mother, Mrs. Mary Waite, had suffered a stroke, followed by a heart attack. J. C. Weer remained in Miami where their son, Johnny, is attending Miami Edison High School. . . . Harry Beach reports that his rides and concessions at Myrtle Beach,



CAMERON MURRAY, manager of Wade Greater Shows, and Mrs. Murray, who make up a competent husband-wife team, indicate by their smiles that the season has been a winning one for the Wade unit.

S. C., amusement spot had its best business during the past season. Weather was ideal most of the time and spending was up.

Mr. and Mrs. Ray Oakes Sr., Lyons, Ill., game manufacturer, are scheduled to leave October 1 for a two - week combination business and vacation jaunt to Tampa. . . . Page Bros.' Shows purchased a new Chevrolet pick-up for the advance crew from the Ashland (Tenn.) Chevrolet Company. Mrs. Al (Hattie) Wagner, wife of the owner of the Cavalcade of Amusements, was a recent visitor to the Page org as was Jack Vinson, of Johnny's United Shows.

Two birthday celebrations were held recently on Crafts Exposition Shows. Mrs. Catherine Warren, wife of the show's manager, was toasted at a party attended by her family and friends on September 19. Mrs. Peggy Butler was on the receiving end of well wishes and presents September 16 at the Lodi Grape Festival. Nell Herring left the show during the California State Fair at Sacramento to take a needed rest but is expected to rejoin Crafts in Fresno, Calif., with her candy wagon.

Arlene Edgerton celebrated her fourth birthday at the recent Norway, Me., fair with presents and refreshments the order of the day. George Storti cut the cake and Larry Gallant handled the serving chores. . . . Mrs. Bettye Langford and daughters, Joe Anne and Linda, visited there from Somerville, Mass.

Bill Harris, general manager of Royal Midwest Shows has been on the road. He recently visited



BENNY HERMAN, who has just completed a successful season as business manager for the Morris Hannum Shows, visited Harry Schwartz, custard operator, who was filling in a week as a bingo checker for Bennie Weiss during the York (Pa.) Fair. Herman reports that he will make some additional spots before calling it quits for the year.

Byers Bros.' Shows at Truman, Ark., and Star Amusement Company at Marion, Ark. Harris also flew to his Ohio home to spend a few days with his family and then rejoined the show at Imboden, Ark. Roxie Harris, org's owner-manager, renewed many acquaintances recently when he visited the United Exposition Shows at the Paragould, Ark., fair.

Spencer A. Stine booked the midway at the recent Amissville, Va., Fire Department celebration, bringing in a Ferris Wheel and kid ride from the Frames Greater Shows. Roy Graves had his ponies there, A. J. Stover the Side Show, Herbert Stine's candy floss and popcorn, and Betty Stine novelties.

The Ray Williams Shows reported eight days of good business recently at Shelbyville, Tenn. The show made a 900-mile jump to Shelbyville from Alpena, Mich. (Continued on page 68)

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

GREAT FREDERICK FAIR FREDERICK, MD. OCT. 5-10	To Follow	GREENVILLE, N. C. OCT. 12-17	To Follow	HALIFAX COUNTY FAIR SOUTH BOSTON, VA. OCT. 19-24
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CONCESSIONS—Cook House for balance of season. Eating, Drink Stand, Age and Scales, Novelties, Hanky Panks, Derby Racer, Long Range Gallery, Short Range Gallery.

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, Rocky Mount, N. C.

Cleanest

Finest

Most Dependable

James H. DREW SHOWS

EMANUEL COUNTY FAIR, SWAINSBORO, GEORGIA, OCTOBER 5 TO 10 INCLUSIVE
CANDLER COUNTY FAIR, METTER, GEORGIA, OCTOBER 12 TO 17 INCLUSIVE
OCMULGEE FAIR, McRAE, GEORGIA, OCTOBER 19 TO 24 INCLUSIVE

With all bona fide Southern Fairs to follow until the middle of November.

WANT Experienced Chair-o-Plane Foreman to join at once. This is late model Smith & Smith ride.

WILL PLACE Wildlife Exhibit, Motor Drome and Glass House. No others needed or wanted.

WILL PLACE Arcade, Custard, Novelties, Hats and Legitimate Concessions.

Address this week. Wire only, no phone calls.

JAMES H. DREW SHOWS, Lavonia, Georgia, Fair

Schafers JUST FOR FUN SHOWS

WANT FOR LONGVIEW, TEXAS, FAIR, WEEK SEPTEMBER 28, AND 4 MORE GOOD FAIRS TO FOLLOW

Can place Side Show with own equipment, or will furnish complete outfit for operator with acts. Also want Wild Life, Penny Arcade, Shows not conflicting. Can place Hanky Pank Concessions that work for stock.

ADDRESS: W. A. SCHAFFER, MGR., LONGVIEW, TEXAS, THIS WEEK; THEN PER ROUTE.

INTERSTATE Shows

WANT FOR UNIT #1. CRENSHAW COUNTY FAIR, LUVERNE, ALABAMA, OCT. 5-10; DECATUR COUNTY FAIR, BAINBRIDGE, GEORGIA, OCT. 12-17; PIKE COUNTY FAIR, TROY, ALABAMA, OCT. 19-24; 3 MORE BONA FIDE FAIRS TO FOLLOW.

RIDES: Will book any non-conflicting Flat Rides, Spitfire, Octopus, Rollo-Coaster, Caterpillar, Scooter, Little Dipper. Will give good proposition to Kiddie Rides. **RIDE HELP:** Want Foreman for Merry-Go-Round, Ferris Wheel, Second Men on all rides. Funhouse, Penny Arcade, Fat, Unicorn, etc. Want organized Minstrel Show. Will furnish 80 ft. Panel Front, Top, etc. **CONCESSIONS:** All Concessions open. Hanky Panks of all kinds, Eating and Drinking Stands, Popcorn, Candy Apples, Age and Weight, Long Range, Short Range, Jewelry, etc. Unit #2 now booking for the Haywood County Colored Fair, Brownsville, Tenn., October 12-17. Will book Merry-Go-Round, Ferris Wheel and Flat Rides, set of Kiddie Rides, Live Pony Ride. **SHOWS:** Any worthwhile Grind Shows, two or three Colored Girl Shows, Jig Show. All Concessions, open midway. All Eating and Drinking Stands open. Long Range, Short Range, Age and Weight, High Striker, Novelties, Jewelry, Hats, Glass Pitches. Replies to

H. B. ROSEN or W. J. WILLIAMS, Lawrence County Fair, Moulton, Alabama

PENN PREMIER SHOWS

*worlds * cleanest * midway*

The Big 3 of the Golden Tobacco Belt

Golden Belt Fair, Henderson, N. C., October 5-10; Mecklenburg County Fair, Chase City, Va., October 12-17; Scotland County Fair, Laurinburg, N. C., October 19-24.

CONCESSIONS	Can place Glass Pitch, Fish Pond, Cigarette Gallery, Short Range, Ball Games, Palmistry, Six-Cat, High Striker or any other legitimate Concessions. Can place some P.C. if you have Hanky Panks. Can place one Coupon Store if it is within keeping of this Show. Place all Eating and Drinking Stands. Contact Harry (Buster) Westbrook, business manager.
SHOWS	Can place Wild Life, Snake Show, Fat Show, Midgets, Minstrel or any Show not conflicting. These are all good dates. Will prove money makers. O'Hara, phone me immediately.
RIDES	Can place Little Dipper, Flyoplane, Rockoplane, Caterpillar or any Major Ride not conflicting.
HELP	CHAIRPLANE FOREMAN, JOIN IMMEDIATELY. Can place good, sober, reliable Ride Help who can drive semis; in all departments. Can place good Man on Wheels or Kiddie Rides. No agitators, assistant managers, drunks or funny book readers wanted. Address all mail and wires to

LLOYD D. SERFASS, General Manager, Penn Premier Shows
 Lexington, N. C., this week; Henderson, N. C., next. I can be reached at the fairgrounds, Lexington.

BIG ONES NEEDED

New Railroaders Scheme for Dates

NEW YORK, Sept. 26.—Efforts to strengthen fair routes by the newcomers and less fortunates among the ranks of the railroad shows have gained momentum in recent weeks. As a result the actual booking season—roughly from the culmination of an event until the conclusion of the State fair meeting which its representatives may attend—promises to contain more action than even the battle-packed sessions of recent years.

The need for more and better spots by some shows is great. Naturally, to obtain them, it means that some other units which now hold the plums will have to suffer. And again the larger truck shows holding, here and there, a bountiful midway date, will find themselves pushed hard in their efforts to retain these stands.

Advance indications are that the booking efforts will not be limited to any one section of the country. The target area is known to include both the East and the Midwest as well as a number of dates that Easterners would consider in the Far West.

New Railroaders

The building of two new railroad organizations in the East last year—the Metropolitan Shows and the O. C. Buck-Model Shows—gave the territory five railroaders. The routes these organizations were able to put together in one short booking season were regarded at the time as merely preliminary efforts within the restrictions of time. The operators of these units will be shooting for necessary bigger events and, in some instances, their overtures have already been made.

The Cetlin & Wilson Shows, which made the switch from trucks to rails in the post-war period, earned success among the biggies in comparatively short order. Aware that many of the desirable spots were virtually invulnerable and, in any event, that it takes more than one or two to put together a successful route, C&W created a new pattern by going into the Midwest for its early fair dates and returning to the East for the latter part of its season.

It may be that this booking pattern will be explored by the newer shows. It will take considerable success, however, to make it work out profitably since any one date, no matter how big, will have to be coupled with others to make for a successful season.

Displaced Truckers

Assuming that the new railroaders are able to acquire new

and stronger routes, they will be leaving a number of dates that will have any number of truck shows stepping up their booking activities in an effort to take over. It may be, of course, that some displaced railroader might be in there pitching, too, to fill out a route.

The fairman interested in booking railroad shows is in the best position he has been in for a number of years. The operator of a fair-to-middlein' Southern fair, at many of which the carnival takes on an increasing importance, is virtually sure of having his choice of big units in the years to come.

With competition for the last-of-the-season events sure to increase the cost of playing the late fairs is almost certain to rise. But, when it comes to paying money, the railroader will often find it difficult to match the offerings of his truck show contemporaries. The latter need dates, too, and if and when the stands go on the auction block the truck impresarios can be very tough indeed.

ACA Scores Winner at Chattanooga

CHATTANOOGA, Sept. 26.—The Amusement Company of America got away to a strong start here this week at the Chattanooga-Hamilton County Interstate Fair and by Thursday (24) had already matched its business of last year when rain cut sharply into takes.

Opening day, Monday (21), brought out a record crowd and a big Kid's Day on Tuesday resulted in okay grosses for the rides and shows. A second day for rural moppets on Friday was hurt by rain.

Show dropped its final day at the Knoxville Fair, Saturday (19), to rain but still wound up with a good gross. Train was loaded in rain and mud but still arrived here in good time and was all set and ready to go by noon Monday.

J. C. McCaffery, show's general agent, went ahead to Birmingham to prep for the fair there, leaving Paul Olson in charge. Louie Berger, org's special agent, spent the first three days of the week here.

ROTOR TOPS CNE RIDES

TORONTO, Sept. 26.—Leading ride on the Canadian National Exhibition midway this year was the Rotor, helping to account for the approximate \$15,000 increase in business over last year. Total gross on the midway, operated by Conklin Shows, was reported as \$400,000 by CNE officials.

Attendance Off But C-W Wins In Reading

RICHMOND, Va., Sept. 26.—The Cetlin & Wilson Shows, playing the Atlantic Rural Exposition which opened yesterday, scored well in their date at last week's Reading (Pa.) Fair, which ended Sunday (20). With Reading crowds off 11 per cent from last year's, spending on the C-W midway was on a par with, and at times even ahead, of business during the 1952 run.

Concession and ride operators did brisk business the closing part of the week. Altho turnouts were modest the first three days, packed houses were in order the final three days. Particularly good business was done by the Raynell show which featured Sally Rand and a variety vaudeville program.

The only attendance record during the run was set by the Jole Chitwood drivers, who pulled nine persons more this year than in their performance in 1952. The Jack Kochman drivers also played the date as did a Hamid revue and the water spectacle, Dancing Waters.

Monette Heads Lowry Field NCO Club Carnival

PUYALLUP, Wash., Sept. 26.—M. (Whitey) Monette, who had the specialty concession here at the Western Washington Fair, flew out for Denver where he will direct the free gate NCO carnival at Lowry Field. The event, sponsored by the Non-Commissioned Officers Club, will open Wednesday (30) for five days.

Monette said that the event will feature 10 to 12 rides with two Ferris Wheels. The rides are being supplied by the Forsythe & Dowis Shows.

The concessions will be handled by Jack Schaffer. He said that between 20 and 30 would be used. While here, Monette signed the Del Marel troupe, Betty Paige Trio, and the Bolanos for appearances in Denver. They appeared here as part of the 50th Western Washington Fair.

Monette completed a promotion at Ridgecrest, Calif., before coming here to direct the novelty stands that he has operated each year since 1933.

John Marks Reports Dollar Dip at Annuals

STATESVILLE, N. C., Sept. 26.—A slight dollar decline has been noted by the John H. Marks Shows at fairs. However, some of the bigger and more lucrative events have yet to come.

Considerable money is reported to have been spent on refurbishing the organization since John H. Marks took over the property after Art Lewis had operated thru the still date season. A deal in which Lewis was to have eventually become the owner of the show was ended at that time.

Most of the fair dates on the Marks route have been played by that show for many years and the solid grosses which have been earned at the later Southern fairs in the past are looked for again this season.

WOM Set for Dixie Swing

• Continued from page 64

trucks, during its Northern fair season. The train was split and considerable equipment sent overland while the show was playing the Rutland (Vt.) Fair, to the Brockton (Mass.) Fair to make the important Sunday there.

The jump here from Brockton, the most difficult of the season, was made in the best time ever this year with the show train ready for unloading by dawn on Monday. All units were virtually complete for the tremendous pre-venue business expected here on Monday night only to have heavy rains wash out all activity.

Overland Moves

As soon as the show was in full operation here on Tuesday, planning proceeded to make it possible for as much equipment as possible to go overland to Trenton, N. J., for the State Fair which opens tomorrow. A number of rides, several shows and lesser operations will make the jump in tractor-trailer units hired especially for the move. Two of the shows' Diesels will be transported the 76 miles on a special dolly trailer so that sufficient power will be available for all units ready to go on Sunday.

The overland moves, of course, add considerably to the cost of transportation. A bad break in the weather, and the losses mount. With good weather and business the profits are sliced thin but, Bergen says, the fair at least has a live midway on its opening day and whatever earnings result are welcomed.

Bernard (Bucky) Allen, concession manager, said that the front and back ends of the show reflected pretty much the same financial picture this year. Ottawa, the biggest money date, was broiled by

80-degree-plus heat thruout the week. Daytime midway patrons risked sunstroke but they still came out. However, the feeling is that earnings there and at spots interrupted by rain would have been greater if the elements had been kinder.

Altho the sight features of the show are pretty much lost in the odd but necessary arrangement of units here, it's obvious that power is the keynote. Massive fronts predominate with such varied attractions as Fred Keatin's Illusion Show and Eddie Gillem's Water Circus supplementing Dixie Gordon's standard Club 18 and the Minstrel Show. The kiddieland, located separately in a grove, has some 15 rides plus a children's zoo and a herd of three Barnes Bros., Circus elephants which give free performances each day. The physical setup is of a size and quality that would enable it to serve the largest of fair audiences.

The show will head for the Southland after next week, winding up the exodus of the railroaders from the North. Its Southern fairs are among the best and it may be that the cream of the year's earnings will be found in Dixieland, as they have been on occasions in the past.

Denton Show Reports Fairs Holding Firm

HENDERSONVILLE, N. C., Sept. 26.—Johnny Denton's Gold Medal Shows have been having a good season with fairs, in particular, coming thru in fine style. The event here was about even with last year. Business equal to last year, in general, is considered good in view of the lesser takes garnered at a number of events.

Despite the lateness of the season, improvements are still being made. A new minstrel show front, which adds considerably to the appeal of the back end, has just been completed.

Midway Confab

• Continued from page 67

... Minnie Meyers, annex attraction on the Golden Side Show with the F. C. Bogel Shows, closed with the latter org and joined the Victory Exposition Shows, where she was visited recently by Cleo Renee and Jimmy Farmer. . . . Joe V. Palmer, after spending the summer at Virginia Beach, Va., with Mr. and Mrs. Isadora Biscon, is now at the Crystal Beach, Ontario, visiting friends and looking into propositions for '54.

Dates in Barney Tassell Unit Shows' ad for Yanceyville, N. C., Annual Veterans' Tobacco Festival, on Page 74 of the September 26 issue, read incorrectly November 5-10. Correct dates are October 5-10.

Puyallup Fair

• Continued from page 64

had its record opening day of 44,000. A financial report for that day on 11 rides and shows put seven of them ahead of 1952. Those that lagged behind did so by only \$2 or \$3.

Peak year for the fair was in 1946 when 404,244 attended.

Douglas closes here tomorrow (27) with some of his equipment going to Moses Lake. Monette moves from here to Denver.

WANTED

For continuous route of Fairs starting Sandersville, Ga., Oct. 5-10; followed by Americus, Ga.; Live Oak, Fla., and all winter in Florida.

WANT legitimate Concessions of all kinds, Ball Games, Jewelry, Duck and Fish Pond, Hot-Dog-on-Stick, Novelties, Wonder Bar, Custard, Balloon Darts and any other Hunky Punks with prize every time.

Can always use good Ride Help. Must drive.

All address C. C. GROSCURTH, Thomaston, Ga.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

ERATH, LA., FOLLOWED BY YAMBILEE, OPELOUSAS; NORTH LOUISIANA STATE FAIR, RUSTON AND CADDO PARISH FAIR, VIVIAN, LA.

Want Merry-Go-Round Foreman, Wheel Foreman, Chairplane Foreman and Second Men on all Rides; must drive semis. Top salary, good treatment. Can place any Hunky Punks working for stock, Eating Stands, or what have you? Want Fun House, Monkey Show, Ten-in-One, Animal Show, Motordrome or any Show of merit. Want Kiddie Rides and two Major Rides not conflicting. You can get your winter bank roll at above spots.

All replies: CARL ANSTEAD

Erath, La., this week; then per route.

NORTHWEST ALABAMA FAIR

JASPER, ALA., OCTOBER 5 TO 10

CAN PLACE CONCESSIONS OF ALL KINDS

GAMES

Milk Bottle, Coke and other Ball Games, Pitch-Till-You-Win, Hoop-La, String, Darts, Buckets, Six Cats or whatever you have. This is exceptionally good Concession territory.

SALES

Popcorn, Root Beer, Taffy, Grab, Show, Floss, Novelties, Hats, Photos, etc.

SHOWS

Grind Shows of all types. Can also place Monkey Circus or Drome, Animal, Arcade, Illusion, String, Lung, Mechanical, etc. Can use anything not conflicting. Good proposition to anyone interested in getting money.

★ ★ ★ W.G. WADE SHOWS ★ ★ ★

Write or wire now c/o Mid-South Fairgrounds, Memphis, Tenn., until Oct. 3 or telephone in office, Memphis 2-1348.

P.S.—Covington County Fair, Andalusia, Ala., follows Jasper.

ATTENTION, RIDE HELP

No driving, no ups or downs. Need competent Ride Help to set up and operate #5 Wheel, Chairplane and 4 Kiddie Rides on beach in Florida. Good salary and treatment, all year around work. Attention: Bobby Miner Jr. and Bill the Mechanic, please contact me at once. Wanted—Congenial Man or Lady Partner. Small investment, unlimited possibilities. All write or wire

JIMMY BROWN

COLONY COURT MOTEL, SHORE DRIVE, BAYSIDE, VA.

RARE LEAD GALLERY OPPORTUNITY

FOR SALE — FINEST LONG RANGE GALLERY TRAVELING ON THE ROAD TODAY. RAR NONE. BUILT BY WILLIAM CORBETT. Mangle targets, portable duck ponds, pictorial sides, eighteen 241SA Remington rifles, 2 High Standard pistols, mounted on 1951 L162 International truck, 18 months old. Cost me ten grand, will sacrifice for \$4,500.00. Other business requires all my time away from show. Can be seen in operation on Hennies Bros. Shows midway, Laurel, Miss., this week; Alabama State Fair, Birmingham, week of Oct. 5, or contact ALFRED KUNZ (Phone 2-9833 or 35-4561) Tampa, Fla.

TOMMY BRIGGS & JIMMY NOLAN PRESENT LIBERTY UNITED SHOWS

KING OF THE COTTON WANT WANT WANT
Hanky Panks of all kinds. Everything open. Also will book Pin Store and Razzie. Need Girl Show and any Grind Shows. We stay out until Christmas. Have fine Cotton Spots booked. Privilege \$15.50. All friends, contact. Come on, we pick the pickers. Holcomb, Mo., now, then as per route. Call, don't wire or write. No collects, please.

OKLAHOMA EXPOSITION SHOW WANTS

Hanky Panks of all kinds. Snow, Popcorn, small Grab Shows with own transportation, 20 per cent. Will book any Rides not conflicting. Want Wheel Foreman. This Show will be out till Xmas, Oklahoma, Texas, Arkansas Cotton. Contact Atoka, Oklahoma, Sept. 28 to Oct. 3.

WANTED

For Texas irrigated town and New Mexico and Arizona for winter. Will book Photo, Grab, Popcorn Concessions; no exclusive. Plenty camps. Ball games now. Winter rates. Crops wonderful. Money plentiful. Contact

MIDWAY SHOWS

Hale Center, Texas, now; Petersburg, Lockney, Ralls, Texas, follow.

AGENTS

Wanted Wanted
For Buckets, Six Cat and Hanky Panks for Atlanta, Ga., Oct. 1-11; Dothan, Ala., Oct. 12-17; Pensacola, Fla., Oct. 19-25. Out all winter.
NEAL CARLIN
Care Fairgrounds, Atlanta, Ga.

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 Collin & Wilson Shows, Richmond, Va., until Oct. 3; Anderson, S. C., Oct. 5-10; Spartanburg, S. C., Oct. 12-17.

WANT TO PLACE INDOORS

Kiddie Merry-Go-Round, Kiddie Ferris Wheel, Kiddie Airplane, Kiddie Sail Boat. Together or separate.
WINTER
104-27 49th Ave. Corona 88, New York

AT LIBERTY GENERAL AGENT

Competent Press Agent, experienced promoter. Prefer Western States. Must be worth-while attraction. Have good contacts. I make it, you make it deals don't answer. Wire AGENT, care Western Union, Roswell, New Mexico.

C. A. GOREE SHOWS WANT

CONCESSIONS AND GRIND SHOWS for West Texas Cotton. Out until Nov. 11. 2 more weeks in Oklahoma Oil Towns, then Texas. Wire, do not call.
C. A. GOREE, MGR.
Seminole, Okla.

Anyone Knowing the Whereabouts of RAY HALL

Contact **CARL H. SCHMIDGALL**
307 Cass St. Peoria 2, Ill.

LAST CALL

For the best cotton spots in Arkansas. Want Fish Pond, Hit & Miss, Diggers, Bingo, any 10¢ Stock Store. Want two men on Tilt, Wheel and Jenny. Out till the snow falls.
BURKHART SHOWS
Hermitage, Ark., Fair, this week.

\$50.00 REWARD

For information as to the present whereabouts of
MITCHELL WILLIAMS
Previously traveled with Port City Shows. (WIFE, BESSIE)
K. E. ALEXANDER, 3803 Ruskin Houston, Texas Phone MA-2542

MINEOLA FAIR and INDUSTRIAL EXPOSITION

Roosevelt Raceway, 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.)
PARKING AREA FOR 15,000 CARS

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



GEM CITY SHOWS

TRI-COUNTY FAIR, OPENING TUES., OCT. 6
THEN SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.,
OCT. 12-17, AND 7 MORE FAIRS TO FOLLOW

CONCESSIONS

RIDES

SHOWS

Will book SHOW COOKHOUSE. Everything open, will book Hanky Panks and legitimate Concessions of all kinds. Especially want Penny Arcade, Eating and Drinking Stands, Novelties, Jewelry, African Dip, Basket Ball, Pitch Games, Photos, Straight Sales, French Fries. Will book any Major Ride not conflicting. Snake, Monkey, War, Wax, small Grind Shows of all kinds. Big String (George Vogsted, Hall & Leonard, etc.), wire. Can always place useful Carnival Help.

WIRE: **Thomas D. Hickey**
FAIRGROUNDS, CARUTHERSVILLE, MO., or
PHONE: **Don Greco**
MAJESTIC HOTEL, CARUTHERSVILLE, MO.

RALEY BROS.' EXPOSITION

Yes, a Sunday School Show with a route that we are proud of. Nuff said.

Firemen's Fair, Jackson, N. C., this week; Twin City Fair, Smithfield, N. C., week of Oct. 5th; Firemen's Fair, Faison, N. C., week of Oct. 12; The Great Chesterfield Fair, Chesterfield, S. C., week of Oct. 19; Legion Fair, Greeleyville, S. C., week of Oct. 26; Lake View Community Fair, Lake View, S. C., week of Nov. 2; then the greatest Armistice Celebration in the South, Warsaw, N. C. That's all, folks. No phone calls. Wires to Weldon, N. C.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt.

SOUTHWEST LOUISIANA FAIR

(Tri-Parish)

EUNICE, LA., OCTOBER 13-18

WANT THE FOLLOWING ATTRACTIONS FOR THIS OUTSTANDING FAIR

CONCESSIONS: High Striker, String Game, Bowling Alley, Bumper, Hat Outfit, Basket Ball, Shake-Ups, African Dip, Jewelry, Coke Bottles, French Fries, Heart Pitch, Boots Cutler wants Agents of all kinds. SHOWS: Can place Monkey, Wild Life, Mechanical, Athletic, Snake and Glass House. RIDES: Can place Dark Ride.

CONTACT: **H. V. PETERSEN, MGR., TIVOLI EXPOSITION SHOWS**

Hot Springs, Ark. (Fair), Until October 3.

ORANGEBURG COUNTY COLORED FAIR

OCTOBER 5 THRU 10

ALL CONCESSIONS OPEN except Candy Apples, Popcorn and Glass Pitch. Want Frozen Custard. Want FLY-O-PLANE, OCTOPUS and TILT or any Flat Rides. STRING SHOWS, FUN HOUSE or any Show not conflicting. **DUST BALL LEWIS WANTS CHORUS GIRLS AND COMEDIAN FOR COLORED REVUE—SALARIES GUARANTEED. ALL WINTER WORK FOR THE RIGHT PEOPLE.** This is one of the best Colored Fairs in the South. We also have six others to follow. Conditions good in this country. Join on wire or come on. All replies to

B. & H. AMUSEMENT CO.

W. E. HOBBS, Mgr.

Dorchester County Fair Grounds, St. George, S. C., this week

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

NORTH CAROLINA FAIR, SCOTLAND NECK, OCTOBER 5-10

WANT—Mug Outfit, strictly American Mitt Camp, Custard, Coca-Cola, Balloon Darts, Long and Short Range Gallery, Hoopla, Penny or Cigarette Pitches. WANT—Acts for Capt. Allen's Side Show, Snake Show, Wild Life, Unborn, any good Platform Show of merit; Acts for Minstrel Show, good Minstrel People wanted. Tennessee Slim and Jimmy Tomas, come on in, Electrician wanted for General Motors Diesel Light Plant.. Hertford, North Carolina, Lions Club Fair this week. All mail and wires to

W.M. C. (BILL) MURRAY

ENFIELD, N. C., FAIR

OCTOBER 5 TO 10

Want Ball Games, Duck Pond, Fish Pond, Pitch Till You Win, Cork Gallery, Penny Pitch, String Game, Balloon Darts, Six Cats, Buckets, Swinger, Photo, Hoop-La, Grab, Slum Spindle, Age & Scales, Novelties, Coke Bottles, Penny Arcade.

Want Monkey Show, White Girl Show, Side Show, Wild Life.

Want Chairplane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers, Ticket Sellers, Agents for Office Hanky Pank. All replies to

GEORGE CLYDE SMITH SHOWS

Durham, N. C., Fair Grounds this week; Enfield, N. C., Fair Grounds next week.

O. C. Buck - Model Shows,

America's Finest Railroad Show

GREENWOOD, SOUTH CAROLINA, NEXT WEEK. SIX MORE FAIRS

Want Hanky Panks, Ball Games, Derby Racer, Eating and Drinking Stands all open. Photos, Short Range, Place Chorus Girls and Talker for Girl Show and Posing Shows. Top salaries. Want Ride Help on Skooter, Whip, Canvas Man for big top. Place Monkey Show, Arcade, Tractor Drivers, Train Help. Polers. All answer Hickory, N. C., this week.

Central Amusement Company
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Want for the Robeson County Indian Fair, Pembroke, N. C., Oct. 5-10, with Tabor City, N. C., Yam Festival; Marion County Fair, Marion, S. C. Then the Great Loris Fair, Loris, S. C., to follow. These are all real day and night fairs, not just promotions.

Can place all Hanky Panks. Want Concession Agents. Want Motordrome, Minstrel Show. We have complete outfit. Also Side Show. We have flashy outfit. Shows with or without own tops. Want Ride Help, especially want good Wheel Man. We have 11 office-owned Rides, but will book one more Thrill Ride. All contact

SHERMAN HUSTED, Manager, Central Amusement Co.
American Legion Fair, Weldon, N. C., this week; Robeson County Indian Fair, Pembroke, N. C., October 5-10.

PEPPERS ALL STATES SHOWS

THOMASVILLE, ALA., NOW 'TIL OCT. 3. JACKSON, ALA., OCT. 5 'TIL 10

Want Octopus Foreman, Second Men for all Rides. Sober and reliable only need apply. Want Concessions, Photos, Long and Short Range, etc. Can place any Stock Concession that does not conflict with ours. Agents wanted. Can use Agents on Pea Pool and Pan Games. All replies to

FRANK W. PEPPERS, Thomasville, Ala.

CAN PLACE

A few more good Ticket Selling Grind Shows for Dallas Fair, October 9-25. Contact

CLIFF WILSON

Care State Fair of Texas, Dallas, Texas, now

ALL FAIRS — ALL FAIRS COLUMBUS, MISS. — ROME, GA.

Can place Concessions of all kinds. No exclusives. Want Girl Show with own equipment. Fairs until November. Also want Snake Show for balance of season. Can place Foreman for Roll-o-Plane, SCALES AND AGE OPEN. WILL SELL "EX" ON NOVELTIES FOR COLUMBUS, MISS., FAIR. Contact

AL WAGNER, Mgr., CAVALCADE OF AMUSEMENTS

FAIRGROUNDS, MERIDIAN, MISS.



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.

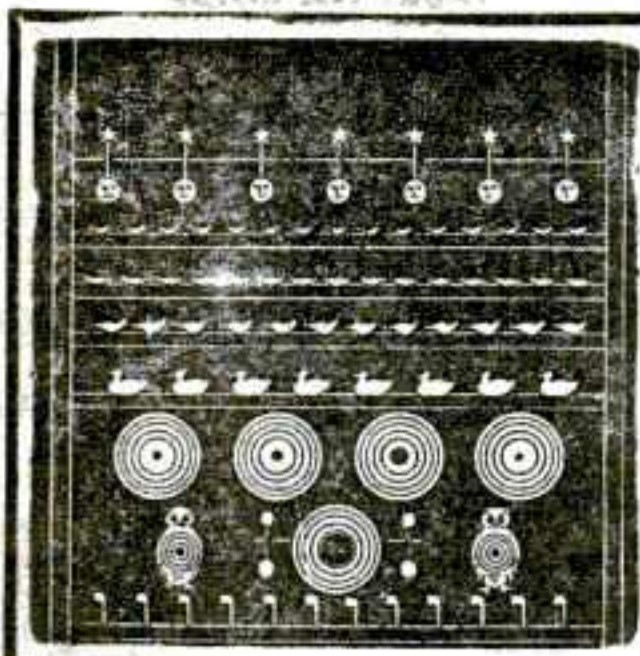
CHECK THE ADVERTISEMENTS

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





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.

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 belt.
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 belt!

Complete details in our **FREE CATALOG**
Parts and Targets also available
Write Today
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
5 DAYS' SHIPMENT ON MOST SIZES.

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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.
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WANT SHOWS for Coshocton, Ohio, Fair, Oct. 6 to 10 FOR SALE—FOLLOWING RIDES:

Looper, Octopus, Roll-o-Plane, Tilt, Rensselaer Train, Allan Herschell Merry-Go-Round, Fun House, 100 KVA Transformer and Wurlitzer Organ.

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COASTER RIDE FOR SALE

Largest and best portable Coaster, built by Slover Brothers. Now booked on the Amusement Co. of America Shows. Can be seen in operation at Laurel, Miss., Sept. 28 to Oct. 3; Birmingham, Ala., Oct. 5 to 10; Beaumont, Tex., Oct. 15 to 24; Houston, Tex., Oct. 29 to Nov. 11.
Can finish season with A. C. A. and have option for 1954. Ride gross almost compares to Skooter. Books open for inspection to interested parties. Ride built on 30 foot semi and also loads on same semi. Can be purchased with or without tractor. This Coaster rides about 50% adults. Also a beautiful 1952 Royal Spantannette Trailer which can be financed. Contact me at all above dates. Home address 6014 RIVER TERRACE, TAMPA 4, FLORIDA, AFTER NOV. 15.

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HELMAN UNITED SHOWS WANT FOR THE FOLLOWING CELEBRATIONS

Pitkin, La., Sept. 28-Oct. 4; Sunset, La., Oct. 5-11; Gueydan, La., Oct. 12-18; Meringouin, La., Oct. 19-25; others to follow. Out all winter.

SHOWS—Small Grind Shows with own transportation. RIDES—2-Abreast Merry-Go-Round, Octopus or Tilt. CONCESSIONS—Sit Down Grab, Candy Apples, Photos, Cotton Candy, Popcorn, Glass Pitch, Buckets, Six Cat, Swingers. Can place Hanky Panks not conflicting, \$15.00. Have good proposition for Hanky Pank Agents.

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Want for the following bona fide County Fairs: Union Parish Fair, Farmerville, La., Oct. 5-10; De Soto Parish Fair, Mansfield, La., Oct. 13-17; East Feliciana Parish Fair, Clinton, La., Oct. 20-24; Amite County Fair, Liberty, Miss., Oct. 27-31; West Feliciana Parish Fair, St. Francisville, La., Nov. 3-7; Pike County Colored Fair, Magnolia, Miss., Nov. 10-14. (Keep this route for future reference.)
Can place Popcorn, Bingo, Foot Longs, Custard, Apples, Darts, Water Games, Hoop-La, Glass Pitch, Pitch to Win, Age and Weight, Sets, Buckets, for stock only; Blower, Long Range, Stock Stores of all kind. Grind Shows of merit, come on. Merry-Go-Round Foreman; Vince, come on. Concessions join now, never over two of a kind. All contact FLOYD O. KILE, Mgr., Sevier County Fair, De Queen, Ark., this week; then per route.

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Allen, Maurice Fays, Sandra
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Allsup, Jas. R. Fennessy, J. S.
Alora, Karl Perenzi, Jimmy
Amarantes, Rev. Raymond Ferguson, Vivian
Ferrerie, Ed
Anaya, Mrs. Edna L. Finn, Edw.
Anin, Jimmy Finerty, Dorothy
Applegate, J. R. Fiske, Harold W.
Auton, Wm. Flickinger, Chas. N.
Ayers, Conl. Friend, S. A.
Fogleman, Mrs. S. A.
Fogleman, Theo. Folk Celebration Show
Fournier, Wm. J.
Frank, Edw.
Frazer, Harold Smitty
Freeman, Joyce
Frenzia, Jimmy & Jean
Freeman, Harold
Friend, J. D. & Mrs.
Frisbie, Alfred & Mrs.
Fugate, Herman
Fulton, Phillip
Fusco, Peter F.
Gase, Ronald Walter
Gallagher, John
Gambone, Felix
Gavey, Peter
Garrison, Ray
Garrison, Wayne
Gawles, Mrs. Kay
Gerrald, Gerry
Gheen, Louise
Gibbons, Miss Jean
Gibson, Mr. Jackie
Ginn, Willie Walter
Gilmer, Sherman
Ginther, Mrs. Homer M.
Girouard, Mrs. Alva
Glover, Linkfield
Goldberg, A. G.
Goldberg, Irving
Gosnell, Roy
Goswell, Roy
Goudsmit, Emanuel
Gould, J. E.
Graham, Norman
Gramlich, Chas. (Joy)
Granneman, Mrs.
Graney, John Muller
Grauman, Saul
Gray, G. G.
Gray, Martin
Greco, Mrs. Lynn
Green Jr., Earl
Green, Johnny
Grubbs, Mrs. R. H.
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Guillano, Chas
Hackett, Mrs. E. J.
Hackman, Otis E.
Haddad, Eugene
Hagler, Wade
Hagood, Slim
Hall, Jim
Hall, Ward
Halt, Scott & Mrs.
Handy, Frank
Hangsterfer, Allan
Hansen, John & Mrs.
Hanson, Al
Hanson, Harlow & Mrs.
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Hartford, Joan
Hartson, Viola
Harley, Edwin
Harlinger, Chas. R.
Harris, Jeff
Harris, Marvin Jack
Hart, Bessie
Haskins, Mrs. J. B.
Hastings, Gordon
Hayes, Lester M. & Helen
Hayes, Martin P.
Hazard, Maxine
Hedzcock, P. G.
Helfetz, Sy
Hendrickson, Stanley
Herman, Ben
Herrman, Lucien
Herrick, Linda
Herron, Alma
Herther, Clarence
Hill, Edward
Hitchman, Roland or
Hobbie, Alvin Ray
Hoge, Monroe & Mrs.
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Holmes, Jack
Holston, Johnny
Holston, John F. & R.
Hoppe, Rodi
Horne, Mrs. Ray
Houston, Mr. Lee
Hubbard, Paul D.
Hubbard, Paul & B.
Hudson, Pope
Hudson, Charlie & Mrs.
Huffie, T. J.
Humphreys, Clifford
Hunt, Michael
Hunter, Miss Billie
Issaca, Herbert
Jackson, Ben
Jackson, G. J.
Jackson, Irene
Jackson, Jerry
Jalilet, Howard
Jameson, Edw.
Jenkins, Eugene
Johnson, A. & Candy
Johnson, Edw. D.
Johnson, Robt. J.
Johnson, Roy
Johnson, Swede
Johnstone, Ralph
Jones, E. D.
Jordan, Ann
Joseph, Frank
Judy, R. F.
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Kahanamaker, Duke
Kalam, Princess & Willie
Kalin, Mrs. Pat
Kaopuni, Ernie
Kaplan, Mrs. Sam
Karna, Ben
Karsen, Miss Bobbie
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Kealman, W. B.
Keegan, Ralph
Keeler, Elsie & John
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Kiser, Geoffrey B.
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Knight, Barbara
Krause, Fred
Kuhn, Capt. Eddie
La Badie, Lawrence
La Frederick
La Morris, William F.
La Rue, Ronald
Lake, Mrs. Pearl

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Barton, Freddie
Bary, Howard Y.
Bazinet, Dwight J.
Beal, Joe
Beckley, Paul
Bell, Billy or Betty
Benson, Mrs. Rachael
Berkeley, Al
Berall, Ronnie
Bernardi, Tony
Black Hawk Show
Black, Martin W.
Blackburn, Marie
Blackman, Richard L.
Blahut, Beverly
Blumenthal, Al
Bonk, Anton R.
Boyd, Frank
Bradley, Thos.
Brady, P. J.
Breck, Frank
Brewer, Bob
Briggs, B. V.
Bringer, Loretta
Brink, Arthur Ernest
Broadway, Asia
Brod, Mrs. Gladys
Brooks, Mrs. Geo. H.
Brooks, Mrs. Merle
Brown, Walter E. & Violet
Brozio, Walter
Brumberlog, Dotty
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Buckles, Leslie
Budd, Charlie
Burkhart, Clarence M.
Burleson, Madam
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Burns, G. N.
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Burrige, Frank H.
Burriss, Richard
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Carr, Mrs. Kay
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Carroll, Tommy
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"Puppeteer"
Ceasley, Gordon
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Cooper, Jack Britton
Cooper, Mike
Cooper, Quey
Cooper, Sam
Cooper, Max J.
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DeWitt, Ted & Mrs.
Decker, Joe
Dennis & Ethel
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Dicke, Nancy
Dion, Frances
Don Robinson Circus
Dorner, Art C.
Douglas, Ed
Dudley, Earl
Dufaur, Roland
Dufour, Roger A.
Dunlap, Ezra B.
Durant, Tom
Eddins, Ray
Eddy, Chas.
Eddy, Samuel
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Egan, Amelia
Eilers, R. C.
Emory, Henry W.
Escalante, Phil
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Ehler, Benj. F.
Eule, Arthur
Everschor, Edw. C.
Farmer, Jimmie

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Lancaster, Louis
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Lewis, Malcolm
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Lingo, James
Linkhorst, C. J.
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Lollar, Roy E.
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Lovett, Charles R.
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Murphy, Spud
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Nease, Walter Lee
Neill, Leonard

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Phillips, Robert
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Pine, Ray
Pitzer, Billy
Purvis, Cecil B.
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Qualls, Knox
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Raymond, The
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Riffle, Lewis

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Spicer, Marvin (c/o Jack Kochman's Hell Drivers)
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Terrell, Harry
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Towner, Elmer
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Trent, Joyce
Trigg, Tommy
Trohanovsky, Alexander
Tucker, Richard W.
Turner, T/Sgt.
Ulanth, Wilburn F.
Ullrich, Mrs. Arlene
Utah Expo. Show
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Varner, Roy E.
Ward, Travis
Warmier, R. E.
Walton, Lou
Waterman, Martin R.
Waycaster, Paul
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Weir, Al
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Wilson, Gilbert
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Zarlington, Mrs. Bonnie
Zoppe, Alberta

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Golden, Nat

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La Zella, Phylis (Aerial La Zellas)
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Lentini, Frank A.
Leonard, Ruth
Leslie, Ed.
Lester, George
Lester, Tom (Aerial Lesters)
Levine, Mrs. Jack
Levine, Mrs. Mae
Levitt, Maurice & Mrs.
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Levy, Stanley
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Lewis, Joe (Clown Cop)
Lewis, Malcolm
Libbert, Jack
Lindsay, J. Theodor
Lingo, James
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Littlefield, Carole
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McLane, Ora
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McSpadden, Richard M.

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Martin, H.
Martin, Kurt
Maru, Nyona
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Miller, Jack
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Misman, Rodney & Mrs.
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Moore, Vernon
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Mumford, Marv
Murphy, Mrs. Mary
Murphy, Spud
Murray, Edward & Norma
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Nabor, Daisy
Nathansen, R. A.
Nease, Walter Lee
Neill, Leonard

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Newcome, Jake
Nicholas, Steve
Nichols, Gloria J.
Nixon, Eddie
Nixon, Paul E.
Novak, John
O'Brien, Mrs. Lillian
O'Malley, Mrs. Pat
Owens, Jo Ann
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Parker, James
Parrish, Dale
Parsons, Carl & Mrs.
Pearman, Mrs. Mike
Pease, Vaughan
Peakey, Frank
Pemberton, Dona
Percival, Harry W.
Perrin, Miss M.
Pheps, Bob (Freeze)
Phillips, Charles E.
Phillips, Mrs. Chas.
Phillips, Robert
Phillippus, Miss Gerry
Picardi, Michael
Pine, Ray
Pitzer, Billy
Purvis, Cecil B.
Putznat, Tex
Qualls, Mrs. Bee
Qualls, Knox
Ragland, Josephine
Ravelli, Eddie
Raymond, The
Reed, James & Mrs. (A)
Ribbert, Jack
Ricchini, Frank
Riffle, Lewis

Ritter, Art (Concessioner)
Ritz, Prof. Charles J.
Robinson, Don Circo
Roman, Mrs. Hilda
Roman, M. & Mrs.
Roper, Sam A.
Roscoe, Peter
Ross, Harry & Pai
Roth, Joseph
Rothman, E.
Rucker, E. H.
Rundlett, Roy
Russell, Marion (Mr.)
Russito, Carmella
Russo, Tony F.
Ryan, Mrs. Pauline G.
Ryan, Ralph
Sager, Frank
San'tin Ralph E.
Saunders, Ray
Schafernocker, Jack
Scheible, George
Secl, Bob
Seaman, Jos. & Mrs.
Sellers, Clarence
Severance, Clearance (Chuck)
Shafer, John (Dutch)
Shaffer, Carl F.
Shaffer, Harry R.
Shapiro, W.
Sharpells, Julie
Shaw, William R.
Shea, Michael
Shiert, Bessie
Shirley, Paul F.
Shotte, Cass J.
Shrapshire, Raymond D.
Sigano, Thos.
Simons, Homer
Sisco, Dick
Slavin, Mary Lou
Smallwood, Tex Bill
Smith, Bobby
Smith, Chas. C.
Smith, Hazel L. B.
Smith, Karl M.
Smith, Van Helman
Sniffen, Chas. E.
Sorensen, Mrs. Willie
Sparks, Robert W.
Spett
Spicer, Marvin (c/o Jack Kochman's Hell Drivers)
Spitzer, H.
Spitzer, Mrs. Vickie
Spraysh, Ralph J.
Stacy, W. A.
Stafford, H. E.
Stanley, Joe Carl
Stanley, Louis
Staynski, Thomas L.
Steele, Edlie
Stevens, Robert
Stockdale, Benjamin
Stoffel, Mrs. Mary
Stokes, Milton
Stone, J. W.
Stone, Jack
Striegel, R. P.
Stroub, Don
Strunk, Ledford
Stuart, Clyde
Stutt, Gary
Suanner, Ray
Suber, M. H.
Sunbrock, Larry
Sunderlin, Phillip
Swain, M. S.
Swain, Marie E.
Swartz, Joe
Taylor, Robt. Edw.
Teahan, John
Terrell, Harry
Terry, Charles H.
Tilgman, Earl & Grace
Titus, Joe (Big Joe)
Tordenshiel, Carl E.
Toreluis, Mike
Tovarnak, John & Mrs.
Towner, Clarence
Towner, Elmer
Towner, Tom (C. E.)
Trent, Joyce
Trigg, Tommy
Trohanovsky, Alexander
Tucker, Richard W.
Turner, T/Sgt.
Ulanth, Wilburn F.
Ullrich, Mrs. Arlene
Utah Expo. Show
Van Horn, Robt
Varner, Roy E.
Ward, Travis
Warmier, R. E.
Walton, Lou
Waterman, Martin R.
Waycaster, Paul
Weiner, Sam
Weir, Al
Welshman, Mabel
Western, Geo. K.
Whitby, Lee Maynard
White, Doc. G. W.
White, Wm. N.
Whitko, Helen
Whitney, Joe
Wilkinson, Mildred
Williams, E. & J.
Williams, L.
Williams, Mrs. Re-becca L.
Williams, Ronald
Williams, Claude
Wilson, Chl.
Wilson, Dick
Wilson, Mrs. Freda
Wilson, Gilbert
Wojaszek, Boronislav
Wright, Ella
York, John W.
York, Mrs. C. W.
Young, Mrs. Dolly (Royal Crown Show)
Zarlington, Mrs. Bonnie
Zoppe, Alberta

Agnew, H. L.
Bodine, Jean
Borders, Leslie
Connolly, John
Coutler, Elizabeth
Dorsey, O. W.
Dulac, Raymond
DeLeon & RiDon
Gold, Joe
Hanzin, Joe
Kazinkonis, A.
Keegan, Alfred
Keeler, Chuck
Kingsly, Patricia
Levine, J.
McClister, William J.
Miller, B. B.

Miller, Richard R.
O'Connor, Pat
Pippin, Polly
Presson, Sidney
Quay, Fernard M.
Reardon, Frank
Rieck, Johnnie
Roddolo, Roy
Ross, Allen (Lem)
Sanders, Margaret
Sicard, Arthur
Silverburg, Walter
Simons, Chas. T.
Walker, Bill
Wallace, I. K.
Williams, Dennis G.
Wiseman, Arthur

Brown, Chester W.
Barnett, William
Barnes, Mr. & Mrs.
Barnes, J. E. & Sons
Brown, Alex
Carr, Thomas B.
Egan, John R.
Golden, Nat

Grant, Frank
Gotsacker, Ward
Hall & Harry L.
Hanter, Roy E.
Hassen, Benny
Holfield, Bonnie
Holdman, Sam
Littlefield, F.

Miller, Richard R.
O'Connor, Pat
Pippin, Polly
Presson, Sidney
Quay, Fernard M.
Reardon, Frank
Rieck, Johnnie
Roddolo, Roy
Ross, Allen (Lem)
Sanders, Margaret
Sicard, Arthur
Silverburg, Walter
Simons, Chas. T.
Walker, Bill
Wallace, I. K.
Williams, Dennis G.
Wiseman, Arthur

Brown, Chester W.
Barnett, William
Barnes, Mr. & Mrs.
Barnes, J. E. & Sons
Brown, Alex
Carr, Thomas B.
Egan, John R.
Golden, Nat

Grant, Frank
Gotsacker, Ward
Hall & Harry L.
Hanter, Roy E.
Hassen, Benny
Holfield, Bonnie
Holdman, Sam
Littlefield, F.

Long, Ruth
Lumphone, Jean
O'Connor, Pat L.
Presley, Gary
Rosenfield, Sol
Ramp, Bobby

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

Flannagan, W. M., 8c
Myers, Dutch, 42c
Jurden, Donald E., 8c

Acker, Mr. and Mrs. Benny
Ard, Mr. & Mrs. Robert
Arnold, Billy
Azbill, Mrs. Mamie
Baer, John (Dutch)
Baker, D. C.
Baker, Jean
Bales, Miss Beverly
Barnes, L. E.
Baron, Sol
Bateman, Charles F.
Beebe, Raymond
Bell, Adron
Bennett, Elbert Max
Bernet, Sunny
Black, Mrs. Pauline
Blackly, Mrs. Ben
Blanton, Lewis C.
Blylock, Robert A.
Bouche, Charles
Boudreau, Mr. & Mrs. A. A.
Boudreau, Pete & Gil
Brumitt, Shelby L.
Buckmaster, Clarence
Burge, Lloyd
Burkhalter, L. W.
Bydair, Albert
Byers, Miss Paula
Cade, Mrs. Beulah
Caldwell, E. S.
Campbell, W. H.
Canipe, Mrs. Flora
Carey, Miss Esther P.
Carey, Thomas P.
Carpenter, Keith L.
Caruso, John
Chalkus, Mr. & Mrs. Bill
Chapman, Archie
Chidester, Wm. J.
Chisholm, Dave
Cialbert, Johnny P.
Clayton, Ray
Collins, Carl
Columbus, Scott
Colyer, Lorene L.
Colyer, R. L.
Cox, Frank
Croick, Jack
Cross, Gene A.
Crowe, W. J.
Darlington, C. W.
Davis, Bill
Davis, Harley T.
Davis, N. E.
William
Dennis, Jacqueline
Dillon, Leonard
Donmeyer, Janice
Donmeyer, Kenneth
Drain, Gunley C.
Duffy, Roy T.
Duncan, Douglas
Edwards, E. L. (Al)
Eisen, B. R.
Farris, Mrs. Ivan
Fee, Harry & Bea
Fester, Charles
Fink, Harry
Foxy, Earl T.
Fraker, Charles
Frank, E. J.
Fusco, Peter F.
Gebmann, Albert
Gibson, Benny
Gowdy, Pamela
Good, Marie Wenner
Good, Ula Marie
Gruco, Mr. & Mrs. Mike & Kay
Hall, Mrs. Ruth
Hampton, Dudley
Hardisty, Lou
Harris, Marvin J.
Higgs, Leonard
Hightower, H. D.
Hinds, Mr. & Mrs. Kenneth
Jackson, Mrs. Genette
Jackson, Mrs. Jenette
Jackson, Willie B.
Jennings, Harold
Johnson, Mary Jane
Johnson, J. E.
Jones, Mrs. Gloria
Jurden, Donald E.
Keller, Herman
Kelly, Mr. & Mrs. Bill
Kelly, Michal

Kelly Jr., Eloy
Courland
King, James
Korman, Carroll
Lake, George & Floyd
LaVell, Frank X.
Lee, A. Voss
Lee, Anna
Lee, Leo Henry
Lee, S. O.
Logston, Ray
Lutzen, Harold
McClure, Harry D.
McCrary, W. H.
McLaughlin, Tom
McLoughlin, Ralph
Macumber, William O.
Maczewski, Anna S.
Madison, Harry
Malone, Al
Maloney, John F. & M. A.
Mann, Ivan K.
Midwestern Exposition
Miller, D. H.
Miller, John
Mitchell, Jack
Moore, Juanita
Morrell, Bertha
Morris, Dorothy
Mortenson, A.
Murphy, Mr. and Mrs. Neyland, Nolan A.
Nolan, Andrew
Olea, Jimmie Robert
Olsen, Claire Fuller
Overman, Rose
Parker, Lee
Peppers, Danny Charles
Pierce, Mr. and Mrs.
Pierce, Robert Earl
Pierce, Vivian
Pierce, Wendell R.
Pyle, M. N.
Raymond, Mrs. Betty
Reese, John
Richardson, Mrs. Joe
Robertson, Frederick
Robinson, Lana Ruth
Saunders, Orville B.
Schneekloth, Harry H.
Schnepel, Mrs. E. W.
Seyfert, Richard John
Sexton, Mr. and Mrs. Andrew M.
Sharon, Henry
Sheford, Wm.
Shepard, Wayne
Shelton, Johnny
Shores, Edgar Ray
Sileo, Joseph W.
Simons, Homer H.
Slaten, Adrian
Smith, Mr. and Mrs. Wm. D.
Specht, O. L.
Stanko, George
Stanko, Mack
Stanley, Miss Betty
Stark, Emial S.
Stephens, F. G.
Stout, L. J.
Sutton, Mrs. Bradley
Tavernier, Forrest
Taylor, George Carl
Taylor, Robert
Towns, Roy G.
Trent, Charlie
Trent, Joyce
Valley, Joseph
Utley, J. D.
Wadsworth, Harold
Wafford, Palmer L.
Wages, James E.
Wallace, I. K.
Waters, Mr. and Mrs. Tim
West, Mrs. E

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
#999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.
\$4.25 Doz. \$48.00 Gross

#999-G. Same as above, heavier chain in beautiful gold finish.
\$6.00 Doz. \$66.00 Gross

!SENSATIONAL PROFITS!
No. 185 Full of Life! First Brilliance **\$3.85 doz.**
Gold finish. White brilliant center. Red sides. **\$45.00 gross**

No. 712-D **\$3.25 Doz.**
\$36.00 Gross
Imi. Onyx. With Fiery Chip. Gold Finish.

No. 1098 NEW FLASH! Copy of a Ring **\$3.25 doz.**
\$36.00 gr.
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 wholesalers, write for samples.

PROVIDENCE RING CO.

49 Westminister St., Providence, R. I.

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. cap. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ATTENTION, RECORDING COMPANIES, artists, publishers. Top disk jockey contacts to exploit and promote my songs. Free lead sheets. H. Boyle, 9515 Church Ave., Brooklyn 12, N. Y.

COMICS! WOWEM! "SAM SLADE, ACE Detective." Joins Dragonetti!!
Terrific eight minute comic monolog! Rush \$10. (Music included.) Greatest ever! Top material! Hollywood Writers, Box 575, Hollywood 28, Calif. oc17

EMCEE ARSENAL (3RD SERIES) — NEW stunts, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize nifties; peppy wheezes and spicy mots for femmees; also raucy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Refort Supply Works, 473 Broadway, Bayonne, N. J. oc10

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Falter. Gags. Combination offer comprising year subscription, four gag-packed back issues and book of heckler stopper-comic song titles, \$4. Emcee-B, Box 983, Chicago 90. oc10

MUSIC ARRANGED, TRANSPOSED, CLEAN copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St., New York 24, N. Y.

RECORDINGS MADE FOR ALL OC- casions. Song scores, piano, vocal, leads arranged. Studio "A", 124 S. 18th St., Philadelphia, Pa. LO-74999.

SOCKO PARODY HITS!—"OH JOHNNY!" "Oh Honey!" "Shanty!" "Dummy Lover!" "Apple Tree!" "Manana!" "Sam!!" "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, 10924-B Hamlin, No. Hollywood, Calif. no21

AGENTS & DISTRIBUTORS

AAA ADVERTISING WONDER—69¢ SIMU- lated Alligator Lash Money Clips, \$9 each in 1,000 lots f.o.b. Chicago, Ill. Free sample. Lufrano, 5206 Sheridan Rd. oc24

ABALONE PEARL SEA SHELL JEWELRY, Butterfly Wines, Dangling Earrings, Italian Mosaic, Italian Coral, Iran 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. oc17

ABSOLUTE DISTRIBUTOR CLOSOUT. Nationally advertised 1953 Sewing Machines. (\$9.50 retail.) \$36 f.o.b. while 370 lots. McKaskle, 601 Edgin, Houston, Tex. oc31

AMAZING PRICE REDUCTION FOR JOB- bers, 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. oc31

ATTENTION, HOSIERY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order, one dozen slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

ATTRACTIVE TALKING CHRISTMAS Cards; Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 723, Kansas City 41, Mo. oc3

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2,000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-45 North Des Plaines, Chicago 6. np

BASKET EARRINGS — TINY WOVEN Straw Baskets, Crystal, Shell, Fruit; new Stringbean and Hopps; real Coral and Mother of Pearl Earrings, \$8. Collectors Shell Salt and Peppers, Pitchers, Sippers, Novelty Ashtrays, \$6 doz. J. J. Lastofka Dist., Box 10248, Tampa, Fla. oc31

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 idols, \$12 per gross. Sample dozen, regular price, 25¢ deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. oc10

"BIBLES" — THE WORLD'S SMALLEST midgets; sell fast; 100% profits. Sample, 15¢; 12, \$1; 100, \$6.50. Frederes, 739 Marshall, Rochester 11, N. Y.

BIG MONEY QUICK! ADVERTISING!—NO starting cash needed; pay from fast profits. (\$2,000.00 in three weeks reported). Your customers receive bona fide \$20 value for \$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

BRAND NEW AC ELECTRIC BINGO Blowers, \$49.50; complete with balls. Lipka Mfg. Co., 617 E 11th St., New York 9, N. Y. oc17

CLOSOUTS—HEIRLOOM RELIGIOUS IM- ported Tapestries, 20"x40", and complete line general merchandise. Free catalog. Jay Norris, 445 Broome St., New York. no14

CLOSOUT BARGAINS—500 PAIR LADIES' shoes, 50c pair; 750 pair ladies' house slippers, 40c pair; 300 pair ladies' rubber galoshes, 50c pair. Sample order, add 15c per pair. Robbins Wholesale, Box 593, Anderson, Indiana.

COMIC POST CARDS—CONTAINING LAT- est gags, printed in colors on krome stock; \$5 retail; price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

EARN AMAZING PROFITS BY FOLLOW- ing our instructions; selling nationally advertised watches, etc. Enclose \$5, refundable; receive multi-colored salesman's catalog and confidential price list. Result Sales M, 580 Fifth Ave., New York. oc31

FACTORY CLOSOUT Children's comics—brand new, 4 colors, 16 pages, 14x11; contains stories, puzzles, Hobby section, special features; ideal for giveaway or resale—\$3.50 per 100. In'tl. Surplus, P. O. Box 93, Miami Beach, Fla. oc24

JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc24

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, or let customers sign on spot. Earn \$2 for every call. Write today for full details and 'a/e's kit including record. Basic Library Record Club, Dept. BB-10, 358 5th Ave., New York 1, N. Y. oc10

MAKE \$100 A DAY SELLING AMAZING new Technicolor filter screens. Puts your Television in color. 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 RE- port and Income Tax Deduction Record; set on eight Storo-form individuals; profit 100%; salesman's necessity; 30-second demonstration. Send name and address; demonstrator sent on approval Dept 247. Box 9013, Houston 11, Tex. oc10

RETRACTABLE BALL PENS — FIRST quality; permanent, non-smear ink; special price, \$3 dozen postpaid; gross lots, \$2.75 dozen; assorted colors; samples, 3 for \$1. Crescent Sales Co., 150-B, Broadway, N.Y.C. oc3

SELL LIQUID LATEX—FREE PRICE LIST; sample assortment, \$2.50; better quality, \$5. Atomic Specialty Sales, 5512 West Jackson, Chicago 44. oc3

SELL CHRISTMAS MERCHANDISE—XMAS Cards, Dolls, Cameras, Jewelry, Watches and other gift items. Send for illustrated price list. Southern Supply Co., 420 E. St., N.W., Washington 1, D. C. np

SELL COILZIT — SIMPLE, EFFECTIVE electric cord shortener; prospects galore; guarantee; free sample, details. Dinnery, 31-55 34th St., Astoria 3, N. Y. oc3

SLUM JEWELRY — MANUFACTURERS' discontinued line Earrings, Pins, Pearls; tailored, stone set, \$8.60 gross; postage extra. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I. np

TEN DOZEN PAIR MEN'S DRESS SOX, \$9.50; ten dozen pair ladies' full fashioned Nylons, \$15; ten dozen pair boys' or girls' Sox, \$17.50; slightly imperfect; all orders satisfaction guaranteed. Nelson Hosiery Sales, Greenville, Ala. oc3

YOUR OWN BUSINESS — SUITS, \$1.50, Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12.5¢; Ladies' Coats, 30¢; Dresses, 15¢. Earnous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago. np

69¢ SIMULATED ALLIGATOR MONEY Clips, \$9 each in 1,000 lots f.o.b. Chicago. Free sample. Lufrano, 5206 Sheridan Rd., Chicago 40, Ill. oc10

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on label; free sample. Kalamite Mfr., Box 572, Dayton 1, Ohio. oc24

ANIMALS, BIRDS, PETS

ALLEN OFFERS THESE SPECIMENS— Calmians, \$12 dozen; Australian Stump-Tail Lizards, \$25 each; Giant Green Iguanas, \$12; B Grade Boas, \$1 per foot, all sizes. Write for our new fall and winter price list of foreign and native reptiles. Ross Allen's Reptile Institute, Silver Springs, Fla. Phone Marion 27080 or Marion 26369. oc3

ATTENTION, PET SHOPS, ANIMAL DEAL- ers, large exhibits. Import direct from Central America. Direct air shipments to Miami, New Orleans, Los Angeles, White Faced Black and Golden Spider Monkeys, Black Howlers, Ocelots, Jaguars. Specialed Calman, Crocodiles, Snakes, Iguanas. Animal Compound, Apartado 248, Managua, Nicaragua, Central America. oc3

BABY PET MONKEYS—CINNAMON RING- tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22, 5 for \$100; Whiteface Ringtails, \$35 each; Baby Coatimundis, \$15 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. np

CALIFORNIA SEALS, SEA LIONS — Wild or trained. Main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

FOR SALE—\$500 4 WEEKS OLD BUFF Spitz. Born without front legs, otherwise normal. Ernest P. Batton, Box 1258, Wilson, N. C. oc17

PLENTY OF SMALL GOLDFISH FOR fairs and carnivals while in or near Atlanta, Ga. For information write Rockmill Fisheries, Route 2, Conyers, Ga. oc24

THOMPSON WILD ANIMAL FARM, PHONE 2-1225, Clewiston, Fla. Wildcats, \$19.50 each; Raccoons, 10 or more, \$4 each; de-mused Skunks and pigmy Skunks, \$12 each. Parakeets, Hawks, Owls, Crows, Fox, Opossums, Snakes, Turtles, Lizards, Monkeys. All other South American animals, birds, reptiles. Twenty years at same address. oc10

2 CUB BEARS — 6 MONTHS; BLACK, white throat, \$25 each; 1 Brown Cub, \$25; Canadian dollars. Lewchuk's, Canora, Sask., Canada. oc3

BUSINESS OPPORTUNITIES

FOR SALE—400 PAIR CHICAGO SKATE Company clamp-on skates, all sizes, nearly new. Write Jerry Burke, 1452 N. Bronson Blvd., Hollywood 28, Calif. oc10

MONEY IN VENETIANS—BUILD PROFIT- able lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R. G. Co., 442 N. Seneca, Wichita 12, Kan. uf

OWN A GARDEN GOLF BUSINESS—EX- perience unnecessary; permanent income; details. Spencer Brockway, 228 N.W. 22d Ave., Portland, Ore. oc17

the power of NAME BRANDS

NAME BRANDS
faster and easier SALES
exciting PREMIUMS
dynamic PRIZES and GIFTS

Nationally advertised brands are pre-sold for you!
HOUSEWARES, APPLIANCES,
COOKWARE, SILVERWARE,
CLOCKS, WATCHES, JEWELRY,
RADIOS, LUGGAGE.

fully illustrated
NAME BRAND CATALOG

This large, handsome, 64-page catalog has more than 1,000 NAME BRAND items beautifully illustrated. The attractive cover has blank space for you to imprint your own name and address . . . with confidential dealers' price list—NOW!

THE HOUSE OF NAME BRANDS
Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received.
WHOLESALE ONLY

H. B. DAVIS CO.
145-B West 15th Street, New York 11, N. Y.

ENGRAVERS—CONCESSIONAIRES AND OPERATORS
SEND FOR OUR GENERAL CATALOG LISTING IDENTs-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 IDENTs \$7.50 Per Gross and up**

NO. 2400, assorted styles—per gross \$5.50 NO. 2000, aluminum Ident's—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.

FRISCO PETE 604-606 W. Lake St., Chicago 6, Illinois
All Phones—Franklin 2-2567

WIRE ARTISTS:

buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries.

25% deposit on all orders
Balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO.
775 EDDY ST., PROVIDENCE 5, R. I.

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

3 Indicate below the type of ad you wish:

4 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 . . .

Bulova • Waltham
Elgin • Bonrus
Green Watches
for men and women **\$9.95 EA.**

Yellow Expansion Band, 95¢ add.

SPECIAL \$50 DEAL
4 ass't. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model cases and dials. Reconditioned and guaranteed like new.

RUTILE "TITANIA" GEMS
Synthetic diamonds, but more brilliant. Carat . . . \$8.25
Set in 14-kt. mountings, ladies', \$10 add.; gents', \$15 add.

New Big 1953 Wholesale Catalog 25¢

Wholesale only—25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

Joseph Bros.
5 S. Wabash Av.
Dept. S-3
Chicago 10, Ill.
"The Watch and Diamond House"

DIRECT From Manufacturer

Retractable BALL PEN

With New Instant Dry Ink.
• Press Button to write.
• Press clip to retract.
Beautiful streamlined styling in attractive colors.

MODERN PEN MFG. CO., Inc.
395 Broadway, New York 13, N. Y.
CAnal 6-8016

Guaranteed refills, 8¢ ea.
Sample Doz. **\$3.25**
Per Gross **\$30.00**

WATCH BARGAINS
10 Swiss or 5 American Ladies' and Gents' Wristwatches, needing minor repairs, \$18.00 Write for prices.
10 lbs. of Broken Costume Jewelry, \$10.00 For Dealers Only

B. LOWE
Holland Bldg. St. Louis 1, Mo.

(Continued on page 72)

A 5★ STAR PRIZE ATTRACTION FOR CONCESSIONAIRES AND GIFT SHOPS

SOLID LEATHER

(Imported cowhide) Shoulder Strap Bags that never wear out. Hand tooled by master leather craftsmen

\$60.00 PER DOZEN

SEND \$15.00 FOR 1/4 DOZ. SAMPLE ORDER SHIPPED PREPAID

WRITE FOR CATALOG

RODEO LEATHER GOODS CO.

3245 FREMONT AVE., SO. MINNEAPOLIS 8, MINN.

BUSINESS OPPORTUNITIES

Continued from page 71

PLAY HOUSE THEATER—TOP SHOWS, plays; summer stock company; open 4 months; complete equipment with property, \$25,000. Apple Co., Brokers, Cleveland, O.

START PROFITABLE HOME MAILORDER business this proven way. Easy to operate. Details free. Chamberlain Books, 87 Arizona Place, Chandler, Ariz.

\$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 Survivors, 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? Debits? Grasp opportunity now! Sureway, Box 2248-B, Asheville, N. C. (Gift included is key to your fortune.) oc3

COSTUMES, UNIFORMS, WARDROBES

COSTUMES, DRESSES, COATS, FURS made and remodeled in and out. Your home. Previously had business on Broadway, Box #886, The Billboard, 1564 Broadway, N.Y.C.

EXTRA HIGH HEELED SHOES, ALL 4 1/2 inch heels. Black Patent, black or blue suede pumps. Black or blue suede ankle strap sandals, \$14 pair; 1/2 with order. Reigner & Giles, 541 S. 18 1/2 St., Reading, Pa.

FOOD AND DRINK

FOR SALE—14 FT. FOOD CONCESSION Trailer, very clean, price \$1,050.00. Write V. L. Holtzberg, R. R. #2, New Haven, Indiana. oc10

FORMULAS & PLANS

ANY FORMULA. \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10c Joseph H. Belfort, 192 N. Clark, Rm. 620, Chicago.

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 Tree, O. Y. Bartholmew, Vineland, N. J.

Cash In On BIGGER RETURNS Try a Lucrative DISPLAY CLASSIFIED style of ad see 1st page this section

FOR QUICK SALE—PONY CYCLE, BOAT, ride. Firehook-Ladder. No reasonable offer refused. Park Oval Bar, 204 Moonachie Road, Moonachie, N. J.

FOR SALE—DODGE LIVING BUS, mechanically perfect; good tires, completely equipped; cheap for cash. Wire or write A. J. Barry, General Delivery, Leesville, La.

FOR SALE—USED DRIVE-IN SPEAKERS from \$2 to \$3.50; also some Projectors, various types, complete; Amplifiers, etc.; 1 set of 3-D equipment, complete; cost \$550, used on two pictures, sell for \$400 cash. Wm. Lee, Box 94, Keystone Heights, Fla.

SNO-MASTER SNO CONE MACHINE, COST \$325; used only 1 week, in original crate; price \$225. National Service, P. O. Box 2573, Arlington Station, Baltimore 15, Md.

7 CAR TILTA-WHIRL, 3 PHASE ELECTRIC Evans Walking Charley, perfect; also 35 solid maple Pokerino Tables, perfect. H. Bakerman, 91 Sea Breeze Way, Keansburg, N. J. Tel. Keansburg 6-1474-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, all leading makes, priced from \$99.95; six used 100' reverse-image Panoramic Musicals, \$3.49; new, used 16mm. Sound! Shorts at bargain prices. Big catalog free. Blackhawk Films, 704 Eastin Bldg., Davenport, Iowa. oc31

ALL 16 MM. SOUND — WESTERN, 118; Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Reshon, 128 N. Court, Memphis 3, Tenn.

ALAN HERSHEY MERRY-GO-ROUND—3 Horse Abreast; new Wisconsin gas motor; used 3 seasons, excellent condition M. J. Spiesman, St. Maries, Idaho oc10

BLEACHERS, FOLDING CHAIRS, THEATRE Chairs, Outdoor Chairs, Cushions, Tents, Projectors, Film Screens. Lone Star Seating Company, Box 1734, Dallas, Texas.

FOR SALE—KIDDIE RIDES; AIRPLANE, Tractor, Pony Cart and Swings or will trade for Midge-O-Racer or Bulgy. G. Williams, Metropolitan Shows, as per route.

FOR SALE—PRETZEL RIDE, NEW TOP and Sidewalls, freshly painted, lots of fluorescent lighting, 7 cars. \$6,500. 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. oc10

FOR SALE—5 KIDDIE RIDES, \$2500; Chairplane, Jeep, Boat, Animal, Swan, Bass Lake Kiddie Pk., RR. #3, Knox, Ind.

FOR SALE—MATERIAL FOR 2 KIDDIE Auto Rides, 6 new cars, motors, pipe and steel. H. Picklesimer, North Vernon, Ind.

FOR SALE—OTTAWAY STEAM TRAIN; 3 cars, 400 ft. track, \$3,500; 3 Electro Pitch Baseball machines, complete, \$950, 939 S. 88 St., Omaha, Neb.

1-KW. 2-KW KLIEGLIGHT SPOTLIGHT—New model; Telescoping Stand, Iris, Shutter, Color Wheel, excellent condition, 110-volt, entirely portable. Cost new, \$235; price \$100 f.o.b. Dallas. Joan Frank Productions, National City Bldg., Dallas, Tex.

LONG RANGE SHOOTING GALLERY, mounted on '41 Dodge, 16 ft. long, \$1200. King Amusement Co., Mount Clemens, Mich. oc24

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. oc26

MINIATURE TRAIN — TRACKS, GAS driven, 50 passengers. End of season bargain. Photos, details, 50c. Miniature Train, 33 Winthrop, Rehoboth, Mass. oc3

MONKEY MOTOR DROME—COMPLETE, A-1, 2 cars, 4 drivers. Best offer, James Kellar, 2160 Radnor Ave., Columbus, Ohio.

POPCORN TRAILER—A-1, ALL METAL, plate glass, screened. Completely equipped. Popcorn, Carmelcorn, Candy Apples. Under \$1500. Jack Cody, 3441 N. Capital, Indianapolis, Ind. HI 8602.

ROADSHOWMEN—GIANT 120 PG. 1954 Pictorial Catalog of 16mm. Sound Films. Lowest rental rates. Send 50c refund for catalog or 10c for film listing. Moviecoco, 14 Leonard St., Springfield 4, Mass. np

16MM FEATURES AND SHORTS—OUTRIGHT sale, all prints guaranteed perfect. Advertising free. Write for lists. Minot Films, Inc., Milbridge, Me. oc10

INSTRUCTIONS BOOKS & CARTOONS

"AUCTIONEER'S PITCH!"—MAKE THE big money in auctioneering! Professional Format Presentation, Rush \$5 for your copy today! Mart, Box 575, Hollywood 28, Calif. oc10

BOOKS FOUND, EARLY AMERICANA, ANY subjects. Hugh search service. John Williams, 185 3d St., Hoboken, N. J.

HYPNOTIZE YOURSELF INTO SUCCESS!! Amazing new 18 lesson course, \$2.50. Satisfaction guaranteed. Dr. Rexford North, 26-G Saint Botolph, Boston 16, Mass.

SIMPLIFIED ANALYTIC METHOD TEACHES algebra instantly. Price only \$1; satisfaction guaranteed. John Ziemba, 6123 Orchard, Dearborn, Michigan.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. Balda Art Service, Oshkosh, Wis. oc31

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

MAGIC HEADQUARTERS FOR ACCESSORIES, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y. oc31

SUB MINIATURE RADIOPHONE FOR MENTALISTS, with less than a pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc3

TOP QUALITY TELEVISION RADIO, Stage Dialog: "Ventriloquist Fun Time!" Twelve minutes solid laughs! Just \$10!! Catalog 25c (deductible first order). Hollywood Writers, Box 575, Hollywood 28, Calif. oc3

VENTRILLOQUIAL PUNCH FIGURES carved to order. (America's finest hand carved figures.) Acts, wigs, eyes, etc. Spencer, 3240 Columbus, Minneapolis 7, Minn. oc10

MISCELLANEOUS

FISH BAIT—NU-TYPE, REAL SHRIMP on hooks. Kit \$1 postpaid or write Rutherford's, Ocean Springs, Missa.

LICENSED MASSEUSE—GRADUATE RN of New Hampshire; hour, week; will travel. Box #886, The Billboard, 1564 Broadway, New York, N. Y. oc10

MAKE YOUR OWN MOCCASINS—ALL ready to lace with full instructions; genuine leather, state size; price only two dollars pair prepaid. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND NOVACHORD ELECTRONIC Organ, Perfect condition, late model, serial #1192; never outside home, nor used professionally; deliver up to 500 miles free; \$795. Also brand new Leslie speaker, \$495. Roland Bond, 6255 Desco Drive, Dallas, 25, Texas.

PERSONALS

ARTISTS, PHOTOGRAPHERS AND COLLECTORS: Your technique can be greatly improved. Dime brings details (refundable). Larry LaRue, Box 1215, Dothan, Ala. oc10

MAIL ADDRESS—USE MY OFFICE; Letters forwarded daily; telephone service; public stenographer; notary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. oc10

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc17

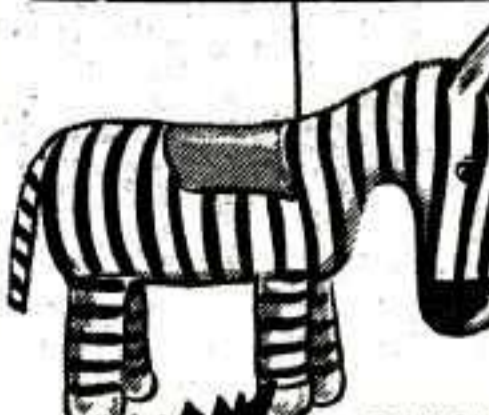
DIRECT POSITIVE OPERATORS—HAVE all your needs Eastman Paper, Glass, Frames. Prompt service. Egan Photo Co., 2405 Elm St., Dallas, Tex. oc7

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc17

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scie St., Rochester 4, New York. oc31

PRICE BREAK for Pitchmen, Concessioners, Carnival and Park Operators

CLOSEOUT!



DANGLING ZEBRAS • Elastic Cord • Assorted Colors • Rolling Button Eyes

WHILE THEY LAST — SAVE ALMOST HALF AT THIS PRICE 50% DEPOSIT ON ALL ORDERS MINIMUM ORDER—ONE GROSS

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WHOLESALE DISTRIBUTORS 720 E. BALTIMORE ST. Saratoga 7-5817-5818 BALTIMORE 2, MD.

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LITTLE ATOM

World's Smallest Pistol Biggest Profit Producer Ever Offered! BANG! UP YOUR PROFITS WITH "LITTLE ATOM"! IT SELLS ON SIGHT WITH A BANG!

Illustrations of Little Atom pistols with prices: Deluxe Model Western, Standard Model Deluxe, Standard Model Western. G & S Mfg. Co. Div. of NASHVILLE, TENNESSEE

THE LATEST IN JEWELLED SWISS WATCHES

Streamlined Thin Model watch advertisement. Chrome case, raised figures, luminous dials, anti-magnetic, light weight, with red tipped "Sweep" second Hand. HAS THAT REAL EXPENSIVE LOOK — TERRIFIC EYE APPEAL. \$100 Heads only... \$3.50 With genuine Leather Strap... SAME MODEL CAN BE HAD IN GOLD TO \$120.00. 200 Heads only... \$3.40 With genuine Leather Strap... 25% cash with order, balance C.O.D. SEND FOR CATALOGUE. ARDMORE DIST. CO. 707 S. Broadway—Room 735 Los Angeles 14, Calif.

You Can't Beat BRODY for Merchandise. We carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—P. U. S. H. ANIMALS—Plastic Goods—HORSES—TOYS—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noisemakers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps. 72-PAGE 1953 CATALOG AVAILABLE FREE. Send for Your Copy Today. Complete line of items.

M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MONroe 6-9520 In Business in Chicago for 37 Years

HERE IT IS! The Sensational LOW-PRICED GRAB BAG BRACELET... \$9.50 per gross



DAY and NITE SERVICE call us anytime from anywhere. Orders shipped at once. No deposit required on C.O.D. orders. We pay postage on all prepaid orders except airmail. Send for NEW 1953 CATALOG of new engraving items.

NOW READY FOR IMMEDIATE SHIPMENT! Free Samples to Concessioners. 'Originators of the All-Aluminum Ident' MILLER CREATIONS 7739 Avalon Chicago, Ill. Waterfall 8-8855

COMFORTERS BY LOOMCRAFT

No. 4117 Coronation Paisley Featuring: Wool and Cotton Filled. Tight Scroll Pattern. Washable—No Cleaning. Moth Proofed—"Westinghouse" Process. Big 72x84 Cut Size. And a Sweetheart Re-usable Plastic Storage Bag. Colors: Catalina Blue, Tropical Rose, Arctic Green. 12 Asstd. to Master Carton. \$5.25 each—Sample \$6.50. Retail at \$19.95.

No. 4203 Luxury Plus Values: Full Count Acetate Taffeta. 100% Wool Filled. Moth Proofed: Sanitized and Bacteria Proofed. "Westinghouse" Process. Extra Large 72x84 Cut Size. Another Plus: Re-usable Plastic Storage Bag. Colors: Hunter Green/Chartreuse, Wine/Gold, Rose/Blue, Chartreuse/Wine, Wine/Rose. 12 Asstd. to Master Carton. \$6.25 Each—Sample \$7.50. Retail at \$24.95.

SOUTHERN AMUSEMENT COMPANY 1935 Sophie Wright Place New Orleans 13, La.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today. IMPORTANT: 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.

884—Dart Balloons in 25 Gross Lots... Per Gro. \$ 45 8810—Assorted Slum Give-Aways... 10 Gro. for 9.00 88760—Imported Hawaiian leis... 10 Gro. for 16.50 889403—Bamboo Pannant Canes... 1000 for 15.00 886251—Corks for Cork Guns... 1000 for 2.75

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

SELL 84,881 CASH-WITH-ORDER BUYERS of Gift, Novelty, Premium, Prize and Promotional Merchandise... and sell them during their heaviest buying months of the year. Advertise strong in The Billboard 1953 CHRISTMAS MERCHANDISE SPECIAL Issue Dated—Oct. 31 Advertising Deadline—Oct. 21 CONTACT YOUR NEAREST BILLBOARD OFFICE NOW!

CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 6450

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 26, CALIF. 6000 Sunset Blvd Hollywood 9-5831

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

PRINTING

ANTIQUE POSTERS

Collector's Items
CIRCUS, MINSTREL, DRAMA, GAY NINETIES, etc. \$1 ea. List for stamp. Central Show Printing Co., Mason City, Iowa.

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5163 Forty-Third Ave., Hyattsville, Md.

BUSINESS CARDS, \$3.75, 1,000; STATEMENTS, \$4.95, 1,000; Letterheads, \$5.95, 1,000; Envelopes, \$5.95, 1,000. Zimmerman Printing, 4058 Hartford, St. Louis, Mo. oc3

CURTIS SHOW PRINT, CONTINENTAL, Ohio. The old reliable, since 1905. Heralds, Posters, Letterheads; all kinds printing for the small showman. oc16

MAKE MORE MONEY

with your advertising use this eye-catching DISPLAY CLASSIFIED style of ad see 1st page this section

PRINTING AS YOU WANT IT—LETTERHEADS, Envelopes, Circulars. Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. oc10

RADIO-TV CONTINUITY SHEETS—8½x11, 20 boxed Hammermill Bond, \$6.50; 16½ Whippet Bond, \$5.50; Letterheads, \$8.50. Mitchell Printing Co., 83 Susquehanna Ave., Lock Haven, Pa. oc24

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, etc. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now real future equipment free. Hoover, Dept. T-109, New York 11, N. Y. no28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 129 W. 83rd St., Los Angeles 3. no7

JOIN UNIVERSAL TATTOO CLUB—NEW Ideas, latest designs and photos. Your name listed. Information free. Zeis Studio, 728 Lesley, Rockford, Ill. oc31

No Matter What You Want to Sell Try The Billboard Classified Section first for First-Class Results! see 1st page this section

WANTED TO BUY

IMMEDIATELY — POPCORN MACHINES, Popcorn Sex, 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

WANTED — SMALL, PORTABLE CALLOPE; advise price and description. Carter, H. Manny, Warren Bldg., Michigan City, Ind.

WANTED—INFORMATION WHERE I CAN purchase a musical saw. Please write to: Guy Phillips, Sr., 147 Moody St., Waltham, Mass.

20x15 COLLAPSIBLE OVAL RUBBER Tank, new or first class used condition; send price, description. Box C-413, c/o Billboard, Cincinnati 22, O. oc17

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 agate 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

DRUMMER-TENOR MAN, IMMEDIATELY for Midwest territory orchestra. Salary, no layoffs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Nebr.

MALE VOCALIST—MUST SING IN ORIGINAL KEYS. Traveling Orch. Leader, 4697 Pacific, Omaha, Nebr. oc10

DRUMMER-TRUMPET FOR TWO BEAT combos. Play locations; must read and fake. Box 305, Brush, Colo.

WESTERN GIRL UNIT WANTS GUITAR. Accordion and Steel or Banjo. Send photo and phone or Western Union address, Box C-418, c/o Billboard, Cincinnati 22, Ohio.

TRUMPET AND GIRL SINGER FOR ESTABLISHED combo playing locations. Must have top ability, reliable, sober. Box C-422, c/o Billboard, Cincinnati 22, Ohio.

YOUNG WOMAN TO WORK IN ACT WITH trick horse. Reply fully giving age, height, weight and enclose photo and phone number to Box C-417, c/o Billboard, Cincinnati 22, Ohio.

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

BANDS & ORCHESTRAS

BILLY MARTIN'S RED HOT, ROCKHOUSE, 5 piece combo opening 30 day tour in Foley, Fla., October 2nd. Agents and promoters contact, R. Williams, 15 Park Row, Room 507, N. Y. 7.

PIANIST, SOCIETY AND COMMERCIAL—Excellent show pianist and accompanist, excellent sight reader; sober and reliable, draft exempt, will go anywhere. Box A147, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif. oc3

CURLY McCORMICK AND HIS GOLDEN Valley Cowgirls available Oct. 15 for night clubs, lodges or small radio station. Accordion, steel guitar and Spanish doubling bass. Professional square dance instructor. Union; picture and recording. Contact Trio, 338 Moulton St., Watertown, N. Y.

PIANIST — LOCATIONS ONLY; SOBER; available on two week notice. Musician, Box C-414, c/o Billboard, Cincinnati 22, Ohio. oc3

MUSICIANS

A-1 RINK ORGANIST AVAILABLE — 12 years' experience, best rinks; sober, reliable; locate anywhere. Write Box C-421, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—AVAILABLE OCTOBER 5; prefer small jazz combo; 26; unmarried; reliable, personable. Write Evans Horton, P. O. Box 392, Kissimmee, Fla. oc10

ACCORDION PLAYER—DOUBLING GUITAR and bass; yodel, sing, comedy songs. Prefer solo. Contact Curly McCormick, 338 Moulton St., Watertown, N. Y.

PIANIST—FINE CAVALLOTTI STYLE; prefer high class cocktail lounge or supper club; can answer all requests; attractive appearance and good personality. Kathy O'Neil, 849 Colburn St., Toledo 9, Ohio.

AVAILABLE, TWO GIRLS; SAX-CLARINET, drums-vocals for commercial unit. Union; no lounges please. Box C-420, c/o Billboard, Cincinnati 22, Ohio. oc17

PIANIST AND DIRECTOR OF MUSIC FOR Christian Home for Youth; harmonica band and chorus. Kappa Sigma Pl. Clarksburg, W. Va.

AVAILABLE IMMEDIATELY — TRUMPET man, jazz or lead; arrange. Duke Du Vall, 223 W. Thayer, Bismarck, N. D.

STRING BASS MAN—IMMEDIATE OPENING on territory band. Guaranteed salary. Send full information for immediate hiring. Cliff Kyes Orchestra, Box 611, Mankato, Minn. oc3

BASS PLAYER — IMMEDIATE CHANGE desired; top caliber musician; reliable; personable; semi and name experience; band or established combo doing locations. Wire "Barry," 906 Kirby, Shreveport, La.

TRUMPETER, VOCALIST—READ, FAKE; commercial; Southern locations only after Sept. 27th. Rick Shorey, Apt. 1, 142 Porter St., Biloxi, Miss.

DRUMMER AT LIBERTY — PREFER South; specialty on Latin, boogie, shows and Dixieland; small combo. No car; will join at once. W. G. Scott, Gen. Del., Cincinnati, Ohio.

TWO EX-AIR FORCE BANDSMEN—ONE trumpet and one alto, baritone sax and arranger. Available anytime; prefer location job but will travel if necessary; also non-drinkers. Write or wire Kan Wurzbach, 706 W. Lynwood Ave., San Antonio, Tex.

FEMALE RHYTHM GUITAR AND HILL-billy singer; 15 years' experience radio and stage; prefer West and South but will consider all offers. Write Musician, 1214 W. Thomas Ave., Shenandoah, Iowa.

VALVE TROMBONIST—COMMERCIAL, SOCIETY, Dixieland, Progressive; will play your style. Read treble or bass, fake; prefer combo; age 26, married; cut or no notice. Pat Patterson, 146 E. Voorhis, De Land, Florida. oc10

PIANIST—DINING ROOM OR LOUNGE; nice personality; union; single; I'll boost your business. Wm. Muehlaupt, 615 Locust St., Des Moines, Iowa. oc3

WELL KNOWN RADIO-TV GIRL AND BOY team; nice wardrobe; transportation; union; bookings. Box C-419, c/o Billboard, Cincinnati 22, Ohio.

WORLD RECORDING ARTIST, BOB White, available for radio or other offers. Entertainer of quality (hillbilly), good speaking voice as well as singer-musician. 305 Harrison St., Woodbine Branch, Nashville, Tenn.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no28

BEAUTIFUL WHITE SPITZ (EIGHT) DOG act. Outstanding novelty foot juggling act, hilarious comedy acrobatic act. Some time open yet for October and first half of November. The Miller Troupe, 1895 North Kansas Ave., Springfield, Mo. Phone 44734.

FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act, featuring Jaydee the Great and 2 gorgeous girl aerialists. Contact Jerry D. Martin, Billboard Office, Cincinnati, Ohio. oc10

PAMAHASIKA PRESENTS AMERICA'S greatest birds, Cockatoos, Macaws, Pama-haska's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. Telephone SAgmore 5536. oc3

1 TO 6 ACTS—PONIES, DOGS, MONKEYS, Acrobatics, Jugglers; literature. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. Phone H-37232.

SENSATIONAL MacDONALD AND HIS high shallow water diving, flames, shallow tank, spears, rigging, etc., featured by Fox Movietone over 20 years of impressive results. Receiving high rating on the applause meter, 456 Lamphier Pl., Warren, O. Phone 45337. oc24

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO.

179 N. Wells St., Dept. 43, Chicago 6, Ill.



LADIES' RING — A gorgeous solitaire that any woman would be glad to have. 10 kt. gold or rhodium plated. Also 5-set wedding band to match.



SKULL & BONES — Always popular and excellent for gift-away. With 2 limit stone eyes. Also SNAKE and HORSE rings.



BIRTHSTONE RING — A real flashy birthstone in beautifully designed ring. Comes in all birthstone colors. Always BIG.

ANY \$1.25 dozen Min. not less than 1 doz. of any ring \$12.00 gross In Minimum Gross Lots of one gross each item.

MINIMUM ORDER \$10. DISTRIBUTORS: 10% discount on all orders of 10 gross or more on the rings. 25% deposit required with all orders, balance C.O.D. All rings for resale, otherwise add 20% fed. excise tax. \$20 Minimum on all orders from Canada and other foreign countries. Over 1,000 other styles of rings—SEND FOR CATALOG. Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 each. Ring boxes from 40¢ doz. up.

STERLING JEWELERS

PHONE: ADAMS 4621 44 E LONG STREET, COLUMBUS, OHIO

SEND FOR FREE 1953 CATALOG

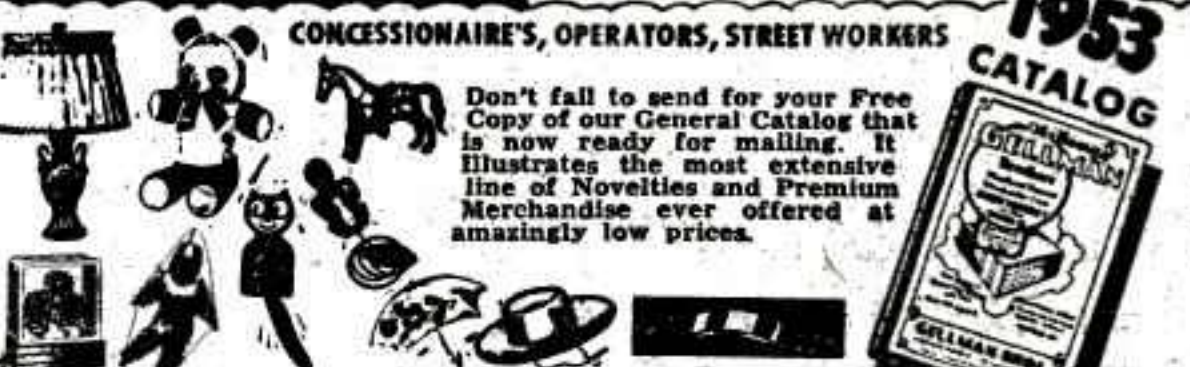
Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

← NO. S144—BARGAIN OFFER!

\$9.95 17 JEWELS • WATER RESISTANT • SHOCK RESISTANT • ANTI-MAGNETIC • LUMINOUS DIAL • SWEEP SECOND HAND • CHROME TOP, STAINLESS STEEL BACK CASE • EXPANSION BRACELET ALL STEEL.

YORMARK SALES CO.
131 WEST 46th St. • NEW YORK 36, N. Y.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG



GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63 JUST OFF THE PRESS—NEW CATALOG

No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 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.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.

Only \$12.50 each In lots of three. \$13.95 for sample.

NATIONAL DIST. CO.

222 Calumet Bldg. Miami, Fla. Phone: 82-6473

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 Cherry-wood 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

REGULATION SIZE HAND SAW

26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6. \$.90 ea. to a carton. No less sold.

5 WAY CABINET SAW SET

1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. For doz. sets. No less sold. \$13.50

COOK BROS.

916 So. Halsted St. Chicago 7, Ill.

... for all value-minded showmen

October and November are the months when the best values in end-of-season USED SHOW EQUIPMENT are offered in Billboard advertisements. If you have no further need for some of the equipment you own, advertise it now, when prospective buyers are most interested and most loaded with ready cash.

And if you need GOOD USED EQUIPMENT make it a special point to check every issue of The Billboard now thru November. You're sure to find just what you need at

ROCK-BOTTOM PRICES!

Sensational "CUCKOO" CLOCK BANK
Colorful and Very Attractive

Makes Savers Out of Little Shavers

Four-color litho. face. When coin is deposited, plastic bird springs out of door and makes a "cuckoo" sound. Close door to reset bank. Lock and key inc. Plastic frame front; size 6¼x8¾ front. Indiv. boxed 1 doz. to carton; weight 14 lbs. \$4.99 doz. F.O.B. Chicago. Cash with order or 25% Dep., Bal. C.O.D.

SCOTT-RANDAL PRODUCTS CO.
735 Wrightwood Ave. Chicago 14, Ill.

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.

Advertising in Billboard's 1953 **CHRISTMAS MERCHANDISE SPECIAL** (October 31 Issue)

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50 Million Dick Tracy fans. The Dick Tracy Comic Strip appears in over 430 newspapers from coast to coast. It's a tremendous Christmas item. A terrific novelty for young and old. Takes real fingerprints like FBI and Police Depts. In full color. **WILL SELL ITSELF!** Rush orders today. Immediate delivery. Send \$2.00 for sample - \$14.20 per dozen. Jobbers' inquiries invited.

TOY WORLD, INC.

101 E. 14th Street Chicago, Ill.



Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Chicago

Bell Sales announces a complete line of imported Christmas tree ornaments consisting of birds, bells, balls, horns and harps. Also available are trees and tree top ornaments, retailing from \$10 to 10 cents each. Alliance Sales Company has released a new 20-page catalog for the Christmas season, listing such top name brands as Community silver, Ronson, Westinghouse, Remington, Universal, Presto, Dormeyer, General Electric, Sunbeam, Revere ware, Flint and Wilson sporting goods.

From All Around

Abbeon Supply Company, Jamaica, N. Y., is importing from Solingen, Germany, pocket knives showing authentic emblems of leading lodges in raised design on the casings. Available at present are knives for Masons, Shriners, Elks and Knights of Columbus. The knives, selling for

\$3.75, are 3 1/4 inches long, 3/8 inch wide and 1/8 inch thick. The two blades are of fine stainless tool steel, the firm says, with casing in elegant black gun metal finish and the raised insignia of lifetime nickel-plated finish. Toy Promotions, New York, is presenting the new Four-Way Fun Books that teach while they entertain. From cover to cover, the company claims, the books are filled with teacher-approved material specifically designed to fascinate and entertain children from four to eight years of age. They retail for 25 cents each.

Plantpots, the new, inexpensive kitted coverings that give the ordinary clay flower pot glamour and color are offered by the Plantpots Company, Chicago, at retail prices, ranging from 35 cents to \$1 each, depending on size. They are designed to improve the appearance of potted plants in interior decorating schemes. They are knitted in the shape of clay flower pots and have the proper resiliency for "hugging" the pot. They may be slipped off easily and washed, the firm says.

Tee Jay Toys, New York, which recently curtailed operations due to a fire in its building, will resume production and deliveries within two weeks.

Attention, Promoters!

The New Retractable **BALL PEN** Only \$36 Gross Sample \$3.50 Dozen with New MIRACLE INK Guaranteed Not to Leak Not to Smudge PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00. **PACKARD BALL PEN** 28 East 22nd St. New York 10, N. Y. Spring 7-7180



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. We sell only best quality stones—10K & 14K mid **DES MOINES RING CO.** 1155 24th St. Des Moines 11, Iowa



Sell Tinted Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year 'round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY! MAKE EXTRA XMAS MONEY! TERRIFIC 50¢ to \$2.00 SELLERS! 2 Metallic Foil Xmas Streamers, 13x48 \$1.00 6 Metallic Foil Xmas Signs, 7 1/2x12 1/2... 1.00 6 Ultra-Blue Tinted Xmas Signs, 11x14 1.00 15 Ultra-Blue Xmas Signs, 7x11... 1.00 15 Ultra-Blue Xmas Comedy Signs, 7x11... 1.00 15 Ultra-Blue Store Signs, 7x11... 1.00 15 Ultra-Blue Comedy Signs, 7x11... 1.00 15 Ultra-Blue Religious Signs, 7x11... 1.00 Above Samples Mailed Postpaid. **L. LOWY** 812 Broadway, Dept. 745 New York 3, N. Y.

ATTENTION JOBBERS AND WAGON MEN

Hosiery manufacturer has drastically reduced all prices on ladies' full-fashioned nylon hosiery. Our promotional number, which is a run of the mill, is priced at \$3.75 per dozen. Fall shades — each pair is individually wrapped in beautiful cellophane envelopes. **JEANNETTE HOSIERY MILLS,** Chattanooga, Tennessee.

NOBODY UNDERS SELLS SALPRO

Rocking Them at All Fairs HEAVY WEIGHT PIERCED **SOLID STERLING SILVER** LUCKY CHARM FRIENDSHIP **RING** 3 in 1 SIGNET-IDENT 4 Leaf Clover, Horseshoe and Rabbit Foot design with embossed space for engraving names. **RHODIUM FINISH OVER STERLING** **SALPRO UNDERS SELLS THEM ALL \$4.50 Doz.** **STAINLESS STEEL DISC \$5.00 Doz.** **EXPANSION IDENT'S \$5.00 Doz.** **LADIES' NICKEL SILVER DISC. \$6.00 Doz.** **EXPANSION IDENT'S**



DOUBLE SNAKE CHAIN IDENT'S, \$5.25 Doz. **RHODIUM OR GOLD PLATE**

DOUBLE SNAKE CHAIN PHOTO \$9.00 Doz. **IDENT'S, RHODIUM GOLD PLT.**

SELLING LIKE MAD... MESH \$6.00 Doz. **RHODIUM & GOLD PLATE IDENT'S** 25% Deposit With Order, Balance C.O.D.

SALPRO COMPANY 1844 S. 55th Ave., Cicero 50, Ill.

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MONEY MAKING OPPORTUNITY Agents—Distributors—Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today! Novelties • Jewelry • Carnival Mds. • Leather Goods • Toys • Premiums. **GEM SALES** 533 Woodward Detroit 26, Mich.

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OPTICAL BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

NU-NAK NOVELTIES PLASTER Waycross, Ga. (Air Base)

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Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag. Height, 15 inches. **\$5.00 doz.** Minimum Order. **OPEN SUNDAYS TILL 3 P.M.** 25% deposit, balance C.O.D. F.O.B. Chicago. **WRITE FOR NEW 1953 ILLUSTRATED CATALOG.**



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Two-Piece Rhinestone Necklace and Earring Set

All stones are hand set. Assorted colored stones and assorted styles. Individually boxed in satin-lined boxes.

\$1.25 Each in dozen lots Send \$2.00 for sample postpaid 25% Deposit, Balance C.O.D.

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For men and women Brand new 7-Jewel 1953 model (lots of 6) cases with rebuilt movements, guaranteed like new. **\$8.95 EA.** (Sample, \$9.95) 15-J—\$12.65 17-J—\$14.65 G.P. Expansion Band 4 1/2" add. Plastic Gift Box, 6 1/2" add.

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136 Pages jammed full of thousands of fast selling, proven money-makers—jewelry, watches, appliances, luggage, etc. Send 50¢ and we will credit this amount on your first order. Write for yours today. Wholesale only—25% with order, Balance C.O.D. Open account to rated houses. **Midwest Watch Co.** 5 S. Wabash Ave. Chicago 3, Ill.

GIANT BOW TIE

World's Largest Tie! 12 inches long! Attracts attention, creates laughs! Sample \$1.00. Wholesale price, \$7.20 doz. plus 25¢ postage. **JOBBER!** Write for quantity prices. **D. ROBBINS & CO.** 1278 W. 17 St. New York 11, N. Y.

World's Famous PERFUMES

that sell at \$3 to \$6 per 1 1/2 gram. REPRODUCED for you by Outstanding Parisian Chemist in beautiful gold-top bottles—gift boxed—for only **60¢** a bottle—\$7.00 a dozen. **60¢ TREMENDOUS PROFITS** We defy you to tell the difference! Trial sample FREE. Write **EXCLUSIVE IMPORTS, Dept. BB** 1139 So. Wabash Ave. Chicago 5, Ill.

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 CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761
 ST. LOUIS 1, MO 390 Arcade Bldg. Chestnut 0443
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ISSUE DATED—OCTOBER 31
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PLASTIC LAMINATING

This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits, its guaranteed laminating CARDS of all kinds, Business Cards, Social Security Cards, Identification Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such service is staggering. Price complete (illus.) \$35 plus postage. Write now! Free sample and literature. **Plasticast Co.** Dept. J, P.O. Box 6737, Chicago 80

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.** 1140 B'way, N.Y. (27 St.), Dept. X-42, MU 3-1385

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Buy Direct and Save



12" x 6" Real Fur Cat, asst. Colors, white pup-pies, \$15.00 doz. Gross lots **\$13.50**
10" Rayon Plush Scotty, \$6 doz. Gross lots **\$ 5.75**
15" hooded rayon cloth, pressed face boy, girl or clown, Cello bags, \$5.25 doz. Gross lots **\$ 4.75**

No extra charge for Sample.
36 pieces \$26.25
FOB N.Y.C. 25% dep., COD if not rated. To receive FREE 32-ps. color catalog state nature of business.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

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Welcome!

When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

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It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.

It will be a genuine pleasure to serve you. The price is always right.

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250 Decatur St., S.E. Atlanta 3, Ga.

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"QUALITY THAT TELLS"

- #4 DART, (10 GR.) \$8.50
 - #11 ROUND, PER. GR. 4.75
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 - #12 MICK. MOU., GR. 7.50
 - #15 MICK. MOU., GR. 9.00
- WORKERS 50c each
25% deposit, balance C.O.D. Free postage if paid in advance.

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208 W. Camden Street Baltimore 1, Maryland (\$15.00 minimum order)

SPECIAL OFFER 15" RUBBER INFLATE HORSE

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BAY STATE NOVELTY CO.
33 Congress St. Boston 31, Mass.

Pipes for Pitchmen

By BILL BAKER

JACK BUCHANON... writes from Milwaukee about one of the real old-timers, H. Billy Williams, who has been rakin' in the geedus all summer at the Braves' ball park. Jack recalls that H. Billy is a pitcher from years back. He signed himself and had a letterhead which read, "H. Billy Williams, the Georgia Cracker, the One and Only One-Man Band." He had a guitar and a mouth organ. He would open his pitch with a few fast songs, and after he got a tip he'd spring his razor blades, styptic pencil and one of the old-time imitation bill-folds made of brown-glazed paper, which he bought for 6 cents and pitched for a quarter. If the tip wouldn't spring, Billy would say, "Don't go away, folks. I will now play you the 'Georgia Blues.'" The song, being a pretty snappy number, was sure-fire to get the tip going and old Billy would rake it in every time. Brother Williams is now up in years but he's still going along getting his share. Jack seems to get a jolt out of reading the Pipes from the veterans, so let's hear some more from you post graduates.

MRS. ROBERT NOEL... first lady of Noel's Ark, Gorilla Show, pencils her activities since she and Bob and their furry friends returned to Bedford County, Virginia. She writes: "Since my last pipe, we've had more tough luck (Editor's note: Mrs. N. has reference to the recent tragic death of another of their star anthropoid performers). Sedalia, in Bedford County, is a tiny locality in the foothills of the Blue Ridge Mountains. We're on the same lot where some 13 years ago we remodeled our truck to accommodate Snookie, our first chimp. He was a little, 49-pound baby then. A letter from 'Kangaroo' Red Wilcox tells me that our friend, Clifford Faust, is hospitalized and would like to hear from friends. His address is care Walter Kneeland Booking Agency, Buffalo, N. Y. Business is not looking up as we had hoped it would after moving eastward. The exceptionally dry summer has hurt the farmers so much that it's going to be a slow fall season for us. Now we are looking forward

to an Indian summer. We may spend some time at our North Carolina storage barn after it gets cold. I want to book a few schools down there with the gorilla. We got quite a bang out of the Associated Press picture of Bob and the gorilla. Best part of it was, that it wasn't a gag shot. The animal really does ride in the truck with Bob and is being trained, the same as the chimp, to wrestle. He already is a pretty big boy. We all had a big laugh around here a couple weeks ago. At Sign Rock, Va., a man, who was more than a little inebriated, went into the cage to wrestle our wrestling chimp. He staggered over to the animal, and as soon as the chimp touched him, the gent passed out cold. I knew that he hadn't been hurt, but when it took several minutes to revive him I got worried and wondered if he hadn't suffered a heart attack. We called the life-saving squad, but before they arrived the drunk was on his feet again."

THE PIPES DESK... is happy to report that the scream that we put out a couple of weeks ago for more pipes from the genial gentry of the fraternity, has apparently penetrated the deepest reaches of the hinterlands. Get a load of the following from T. C. Maxwell, a pitcheroo patriarch from Webb City, Mo. "Am writing in a pipe for the first time, even tho I have been in the business for a great many years and have many friends among the pitch fraternity. Have had some good business with my eye-glass cleaner and did very well at the Nebraska State Fair with that item and a tricky pie crimper. I had a little tough luck going from Lincoln, Neb., to Tyler, Tex. I hit a bull at Halter, Kan. I demolished my car and my wife received a broken leg. Even with this jolt I arrived at the Tyler Fair on time. As it developed I wouldn't have missed much if I hadn't gotten here because business wasn't so good. The wife and I would like to hear from the Mattneys, the Crouses and all of our friends."

FRED W. LANGER... letters from Buffalo that while working Saginaw, Mich., recently he ran across quite a few members of the pitch fraternity, among them Glen Hosberg and his crew, Jerry Collins, Al Dubach, Pid Hale, Mrs. Neal Sheety, Jack Murphy, Little Fox, the Krauses, Fred and Lou and Little Alma Lou. While there the Krauses took delivery on a new trailer. However, brother Langer takes a very dim view of the possibility of Fred getting out of the trailer's bath tub, without the aid of a block and tackle.

JACK (BOTTLES) STOVER... reports from Harrisonburg, Va., that "Billy the Kid" Dietrich and Sen. Charles Ralston, two of the highest of the high-powered sheeties, stopped by the H. & W. Diner there to cut up a few jackpots and sop up a little cold beer before continuing their trek thru the South. Among other pertinent news tidbits, Bottles reports that Hot Shot Landrum is a nightly patron at the joint. Smokey Stover and Little Ashby made the local fair with their new walk-thru trailer, and Mr. and Mrs. Casper Hinkle also showed up with their magic circus. Bottles says that he keeps himself busy by writing sheet during the day and pitching beer at night.

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LOWEST PRICES ALWAYS
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10 M LBS. ASSORTED FINDINGS, BEADS, PEARLS, STONES. 100 LB. LOTS, \$1.00 LB. SAMPLE 5 LBS., \$7.50.
Merchandise Distributing Co., Dept. B 19 East 16 St. New York City

Pitchmen--Thousands Sold at \$1 Ea.
BIG SHOT FOR YOUR BAR
NOW \$1.80 PER DOZ.
Plus 35 cents postage. Net \$2.15 Postage paid on orders of 6 doz. or more.
ORIGINAL ART BRONZE BRUSSELS BOY
Packed 12 in Beautiful Counter Display Box.
Above in Deluxe Acetate individual gift boxes, \$6.00 per doz. ppd. Electric Demonstrators for Hot Locations, \$10.00. **JOBBERs**—Please write on your Letterhead.
HOLLYWOOD HOUSE MFG.
2262 NORWIC PL. ALTADENA, CALIF.

NEW LOW PRICE!
ADMIRAL CRESCENT ELECTRIC SEWING MACHINE
Portable model. Stitch regulator; instant forward and reverse; automatic bobbin winder; self-adjusting floating pressure foot; tension control; variable speed foot control. Complete with attachments, leatherette carrying case and instruction booklet. Fully guaranteed. Retail price \$38.50 \$189.50. You Pay Only.....
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Send for our large, new illustrated catalog filled with nationally advertised merchandise. Special dealer price list included... loaded with real values. To cover cost of handling, please send 25c in coin or stamps. We'll credit this amount to your first order.
Write for quantity discounts.
TERMS: 25% with order, balance C.O.D.
CRESCENT SALES CO. Dept. B, 312 E. 34th Street, New York, N. Y.

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GLOBE MFG. CO. 2241 So. Indiana Ave., Chicago 16, Ill. Victory 2-6550

100% NEW WOOL A-1 COMFORTER

Big full-sized 72x84 Comforter. Beautiful two-toned taffeta covered all new wool. Enclosed in handy plastic storage bag. Extra warm, light-weight. Assorted colors. A \$24.95 Retail Value.
Your price \$5.30 Ea. in lots of 6 or more.
Send \$6.00 Each for postpaid sample.
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STEINBERG ROSS
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OUR NEW ILLUSTRATED WATCH & JEWELRY CATALOG
IS OFF THE PRESS!
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FAMOUS NAME BRAND MERCHANDISE
LOWEST PRICES IN THE ENTIRE MARKET
WHOLESALE ONLY
TED BURKE INDUSTRIES, INC.
10 W. 27th St., N. Y.

JOBBERs!
BRAND NEW! 5 DIFFERENT ANIMATED SIDE SHOWS. Send \$3.00 for 1 Doz. Samples. Priced \$36.00 Per Gross.
Send \$10.00 for 20 fast selling assorted novelties. Jobbers: Write for Quantity Discounts & New Catalogue. No C.O.D.'s.
HOBBO BAR STATUE NOVELTY, \$36 Dz. — \$60 Dz. with Music Box. Samples: \$3.50 and \$6.00.
HAWAIIAN NUDE DOLL (She Wiggles) 7 1/2" High **\$12.00 Dz.** SAMPLE: \$1.25 3 for \$3.50
PARISIAN ART PRODUCTS 141 Fulton St., Dept. 16 New York 38, N. Y.

KIPP'S MECHANICAL TOY CLOSE OUTS!

	Dz.	Gr.
Running Mouse	\$1.20	\$12.50
Walking Penguin	1.20	12.50
Boy on Tricycle	1.20	12.50
Small Walking Bear	3.00	32.00
Walking Gorilla	4.50	48.00
Crawling-Shooting Soldier	3.50	39.00
Sparkling Space Gun	2.00	22.00

Write for new catalog. Include postage with order. 25% deposit with c.o.d. orders.

Big Profits
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.
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Gifts for Children & Adults, c.o.s. suitable for give-aways, grab-bags, games, Xmas Stockings, Prize Boxes, etc.
5000 lots Asst.—75 Sample Lot \$3.50
3000 lots Asst.—50 Lot 100 pcs.
1000 lots Asst.—25
MERCHANDISE DIST. CO., Dept. Y
19 E. 16 St. New York 3, N. Y.

DESIGN, APPEAL GAINING

Shuffle Game Progress Remains in High Gear

By TOM McDONOUGH

CHICAGO, Sept. 26.—Altho in its sixth year on general location, the shuffle game is still making steady progress both in public acceptance and in design. Despite its surprising success in recent years, it is just coming into its own and the remainder of this year will show even greater expansion, operators point out.

The success of the shuffle game has been attributed to three basic factors:

1. Simplicity.
2. Dime play.
3. The all-skill features of the game have opened new territories.

From the outset most everybody knew how to play shuffle games

LIEBERMAN

Good Turnout Seen for Bally Mpls. School

MINNEAPOLIS, Sept. 26.—The Bally service school planned for October 12-13 at the headquarters of the Lieberman Music Company here has drawn a large number of registrations of operators and servicemen.

Lieberman represents Bally in Minnesota, Iowa, Nebraska, and North and South Dakota. Thus far the requests for registrations have come from all five States.

Bob Breither, Bally engineer, will direct the two-day program assisted by the Lieberman service staff.

Miami Group Adds Field Man

MIAMI, Sept. 26.—The Amusement Machine Operators' Association of Dade County has appointed John J. Lunin as a field man.

Lunin has been engaged in labor relations work for 38 years. At present he is a member of the Miami Beach Personnel Board (civil service) and vice-chairman of the Miami Beach Housing Authority.

AMOA also is improving its facilities by adding the latest type office equipment.

Toronto Okays Meters

TORONTO, Sept. 26.—City Council here has approved the installation of 734 parking meters. What the types will be is to be decided later.

In one area, in which the meters are to be installed, parking meter charges will be 5 cents for 30 minutes and 10 cents for one hour.

SELLS OLDEST CANADIAN ARCADE, PLUGS TRADE

TORONTO, Sept. 26.—One of the oldest Arcades in Canada, and the largest, that at Wasaga Beach, has been sold by Eric Liebman to Dick Ray, Coin Craft, Kitchener. Even while completing the transaction, the old line operator praised the industry as a fine field for young men to investigate.

"Joyland," as it is known, was started by Bill Fielding and Liebman 22 years ago. It was taken over by Liebman 17 years ago.

According to Liebman, the Arcade was the first amusement center to be opened in the Northern Ontario resort area, and at the time was considered as "quite a gamble" by the coin operators fraternity.

Liebman found the results in the Arcade "more than gratifying" and he advises younger men to get into the business. He believes it will change their whole outlook on the business in that "it makes them entertainers, impresarios, and will establish them so firmly that they will not just see a means to an end in the returns from the operations."

because of their familiarity with bowling. The shuffle game, in effect, uses bowling regulations and simulates most of the plays. Before the advent of the shuffle game, the average amusement piece was considered too complicated to be enjoyed by average patrons.

Dime Play

When the shuffle game was introduced one point of debate was whether the game would sustain dime play. The first firms to manufacture this type reasoned that its cost was such that if the game could not succeed on dime play it was not worth making. One of the points in favor of the game was its debut as a dime unit. Hence players could not complain that the price on this type of amusement was raised. Shuffle game operators also claim it was a natural for dime play and helped break down the barrier that the coin machine industry was strictly a nickel field in good times or bad.

Another big influence in the ready acceptance of the shuffle units was their compliance with virtually any type of ordinance or statute designed to bar coin machine amusement games. From the outset it was clear that all skill was based on the player's control of the puck in making shots.

It has taken a long time and a considerable expense in the form

of legal fees to convince the courts just why shuffle games should be licensed. However, most of those who carried on the fight point out it was worth while since it opened several new territories, such as Chicago. A forerunner of the sanctioning of shuffle games by Chicago was the passing of amendments to the State law, which not only approved the licensing of shuffle games in the State but okayed the free play feature in Illinois.

New Ideas

Last year when the six-player game became the standard shuffle game, many coinmen felt that new avenues for design were about closed. However, since that time, dial scoring, new and better pin action and giant pins have appeared. Even the play-field itself was improved by the use of permanent plastic surface such as Formica and related products.

Two of the more recent twists on shuffle games have been the matching score idea and a choice of five or 10 frames. The matching score feature added incentive for average players competing with experts. The five-frame play helped locations, where the players liked to play several games in a much shorter time. But more than anything else both ideas showed that there are still many new points left for refinement.

Conn. Operators Find Biz 10% Ahead of '53

By ALLEN M. WIDEM

HARTFORD, Conn., Sept. 26.—The coin machine trade in Connecticut is about 10 per cent ahead of the same period last year, local operators report.

A consensus indicates business has improved during the past year. At the same time, operators said, the trade was making certain just what good locations were available in the area, and following thru with new equipment.

Old line trade observers find the 100-record music machine and bowling games are drawing the leading business in Connecticut. These men attribute the jump in grosses to "more glamorization on the part of the manufacturer."

Abe Fish, head of the Connecticut Operators' Association, finds that there are still shortages in new models in the pinball, bowling, and phonograph fields.

Personnel Needed

"What's more, while talking about the vital matter of ten per cent business jump," he noted, "I'd like to get in a word about the acute need for more mechanical training for personnel. There can't be enough of this, even under sponsorship of a State-wide or regional group within the trade. The fact remains that we need more trained personnel to service equipment, and we need them now."

Dick Godlewski, of Malverne of New England, handling Mercury Records in Connecticut and Western Massachusetts from East Hart-

ford headquarters, says: "Three cheers for the Seeburg 100! This baby is drawing more business!"

Godlewski, who services some 50 music operators in the metropolitan Hartford area with records, says he has noted a definite upbeat in trade.

"I think operators are paying more attention to what's good for their machines, and this is reflected in more coin exchange."

"We're all in the same business," comments Ralph Colucci, of Seaboard Distributors, Hartford, "and the best bet is for everybody to get along with the trade. Sure, business is about 10 per cent ahead, particularly in music machines and bowling machines, but I'm of the feeling that there's always room for new machines. Our company, which handles a number of coin machines as well as records, is always looking for new lines to handle."

Burke Funeral September 28

ELIZABETH, N. J., Sept. 26.—Tom Burke, partner of Dave Stern in Seacoast Distributors, local Rock-Ola outlet, died here Thursday morning (24) after an extended illness. He was 59.

Funeral services will be held Monday (28) at Leonard's Funeral Home, Elizabeth. Burke, a veteran of 22 years in the coin machine field, was also a prominent juke box operator.

He leaves a widow, Mrs. Helen McCormick Burke; two daughters, Mrs. Stanley Gural and Jean Ann Burke; two brothers, Daniel and Cornelius, and a sister, Mrs. Edward J. Paughnan.

ILLINOIS PIN LAW AVAILABLE

CHICAGO, Sept. 26.—Illinois operators in this area can obtain a copy of the latest amendments on the Illinois coin machine law by writing to S. Jehs, State of Illinois Building, 160 N. La-Salle Street, Chicago. He can be reached by telephone at Financial 6-2000.

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 3—Indiana Tobacco Distributors' Convention, Claypool Hotel, Indianapolis.
- October 8—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- October 14—NAMA Tri-State area meeting (S. D., Neb., Ia.), American Legion Club, Omaha.
- October 11-14—National Association of Popcorn Manufacturers, annual convention and exhibit, Conrad Hilton, Chicago.
- October 18—NAMA Tri-State area meeting (Wyo., Colo., N. M.), Cosmopolitan Hotel, Denver.
- November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

CELEBRATION

Rosen Ends Rebuilding, Fetes Trade

PHILADELPHIA, Sept. 26.—The David Rosen Company played host to operators, servicemen, factory representatives and fellow distributors Sunday at an open house celebration signaling the completion of a rebuilding program which followed a fire that destroyed the headquarters two months ago.

Headed by David Rosen, the firm rebuilt its showrooms, offices and warehouse. Rosen distributes for Chicago Coin, AMI, Auto-Photo, Mercury Records and Cole Products. The headquarters are at 855 Broad Street.

New Brunswick Ops Organize Trade Group

MONCTON, N. B., Sept. 26.—The New Brunswick Amusement Machine Operators' Association has been formed here with L. J. Cormier as secretary.

The association plans to cooperate with other trade groups both in Canada and the U. S.

Cormier, new to the coin machine association field, is seeking the help of other secretaries in gathering information on the industry. The group's headquarters is located at 215 John Street, Moncton.

Chicago Coin Puts Big Pins On 3 Bowlers

CHICAGO, Sept. 26.—The Chicago Coin Machine Company this week started delivering three of its games with giant size bowling pins. They are more than double the size of previous pins.

The games are Hi-Speed Triple-Score Bowler, Hi-Speed Crown Bowler and Hi-Speed Gold Cup Bowler. All three are available for five and 10-frame play.

On Triple-Score, the player can add up to 270 points to his total score in the last frame (fifth or 10th). The Crown game has a triple match feature while the Gold Cup unit has a replay, plus the versatility of being converted to straight or match play at the operator's option.

First Issues Catalog

CHICAGO, Sept. 26.—Owners Wally Finke and Joe Kline announced that First Distributors would make a mailing on its new Gift Book next week. The book has 240 pages and includes furniture, appliances, sporting goods, watches and general gift merchandise which operators frequently give to location owners at Christmas time.

Runyon Plans Coin Exhibits At Trade Fairs

NEWARK, N. J., Sept. 26.—The Runyon Sales Company here announced today that it would exhibit coin machines this year at the Merchandising Fair, sponsored by Hiram Walker Distributors, Inc. The show will be held in various cities to bolster business for taverns, clubs, hotels and restaurants.

Runyon will display the AMI 120 at the East's first Merchandising Fair, Tuesday (29) thru Thursday (1), at the Hotel Statler, New York.

Runyon will also exhibit the AMI 120, as well as the Keeney cigarette vender and amusement games, at the following fairs: Newark, Mosque Theater, October 13-14; Trenton, N. J., Stacy Trent Hotel, October 18; Hartford, Conn., November 2-3, and Bridgeport, Conn., November 7-8.

Keeney Names Lieberman Rep In Iowa, Neb.

CHICAGO, Sept. 26.—The Lieberman Music Company has been appointed distributor of J. H. Keeney & Company products in Iowa and Nebraska, Paul Huebsch, factory sales manager, announced this week.

Lieberman Music is owned by Harold Lieberman and has headquarters at 257 Plymouth Avenue North, Minneapolis.

Keeney is now in production on a new six-player shuffle game (The Billboard, September 26) and an electric cigarette vender. The firm recently stopped production on its large screen TV receiver line because of space requirements for its defense output and coin machine production.

Graycoach Sets Two Dart Games

PENNSAUKEN, N. J., Sept. 26.—Graycoach Amusement Devices, Inc., is now delivering both coin and non-coin-operated models of its Poker-Dart games.

The game is to make a good poker hand. This is done by throwing the five darts at a target area composed of the nine card thru the ace in all four suits.

5 FRAME IDEA NOW ON ALLEYS

CHICAGO, Sept. 26.—The Imperial and Royal Shuffle Alleys are now adjustable to five frame play, Billy De-Selm, sales manager, announced this week.

Both games are available in 8 and 9-foot lengths and are equipped with the new type king-sized pins. Imperial has the triple match feature as well as double and triple score in certain frames and the 10th frame feature. Royal is designed for straight play.

Chicago Can Tax Cigarette Venders, Says City Council

Wholesalers Attack Proposal to License, Hurl Hoodlum Charge

CHICAGO, Sept. 26.—This city council has taken a step closer to permitting cigarette venders this week with a ruling from the corporation counsel that city council has the power to license the machines.

The corporation counsel's opinion was read to members of a council sub-committee studying a proposal to end Chicago's 17-year-old ban on cigarette ma-

chines. The sub-committee is headed by Ald. Daniel J. Ronan. Ronan's group held its second public hearing on the cigarette machine proposal Thursday (24). Purpose of the hearing was to give opponents of the proposal an opportunity to air their views. The vending industry had presented its arguments in favor of the proposition at a hearing a week earlier (The Billboard, September 26).

Step Backward

Spearheading opposition to the proposal was Phil Fuchs, executive secretary of the Chicago Wholesale Tobacco Association. Fuchs bitterly assailed the proposal, declared legalized cigarette venders in Chicago "would be a step backward in social action."

Fuchs' principal arguments against licensing cigarette machines were:

1. The machines would encourage smoking by under-age youth.
2. Vending machines were owned by persons of doubtful character.

(Editor's note: Cigarette venders were outlawed in Chicago in 1936 on the pretext that they contributed to juvenile delinquency).

Fuchs introduced G. Lewis Tenner, executive secretary of the Juvenile Protective Association, to back up his contention that

[\(Continued on page 94\)](#)

N.Y. Paper Has Greene Page

NEW YORK, Sept. 26.—A full-page feature about Robert Z. Greene, president of the Rowe Corporation, appeared in the Saturday (12) magazine section of The New York World-Telegram and Sun.

Greene was quoted as envisioning "automatic newsstands and automatic soda fountains" and "fully automatic cafeterias which will serve whole meals, requiring no attendants except a service man to keep the larder full and a cashier to make change."

He added, too, that "automatic merchandising will never sell merchandise that can be better sold by over-the-counter salesmen."

New King-Size Camel Forecast No Surprise

NEW YORK, Sept. 26.—The news that the R. J. Reynolds Tobacco Company is giving serious consideration to the introduction of a king-size Camel brand came as no surprise to most cigarette operators (The Billboard September 26). Three other major brands—Chesterfields, Old Golds and Philip Morris— are now available in both standard and long sizes, and it was considered only a matter of time until Camels followed suit.

There has been no indication as to the plans for Lucky Strikes, but it is believed that the intro-

[\(Continued on page 95\)](#)

Auto-Snak Set For Delivery In December

STAMFORD, Conn., Sept. 26.—Jack Spacc, executive vice-president of Spacarb-Juice Bar, Inc., said this week the first units of the firm's Auto-Snak panel would be delivered in early December.

He said one panel was on location in the American Art Works factory in Coshocton, O.,

[\(Continued on page 103\)](#)

Yolen Expands Westchester Parliament Vending Corp.

PORT CHESTER, N. Y., Sept. 26.—Modern Tobacco Company here, national distributor and Westchester County operator of the Yolen Parliament Vender, during September added 12 more single-column flatpack venders to its route, bringing the total to more than 40.

Fred Yolen, Modern vice-president, said that during that period 75 Parliament venders have been shipped to operators all over the country. Yolen said that inquiries have been coming in from virtually all 48 States, with one from as far away as Caracas, Venezuela.

Yolen said that locations have

P-R Firm Hired By Bert Mills

LOMBARD, Ill., Sept. 26.—The Bert Mills Corporation this week retained Harshe-Roteman, Inc., as public relations consultants.

Mills, set to start pilot production in its new plant outside St. Charles, Ill., next week, plans to shortly produce the refined Coffee Bar model bowed at the recent National Automatic Merchandising Association convention.

Texas Ops Sum Up Year's Progress at Dallas Meet

Elect Bill Marrow Pres.; Rotate Directors; 19 Industry Exhibitors

By FRED AMANN

DALLAS, Sept. 26.—Smoother relations with military exchange services, a continuing product theft problem for cigarette operators and a favorable State tax amendment were major discussion topics during the Texas Merchandising Vending Association's annual convention and exhibit at the Hotel Adolphus here Friday thru Sunday (18-20). (See other stories in this section.)

The Texas association, formed two years ago, for the first time made important changes in its executive line-up. Lee Moffett, Pace Corporation, San Antonio, was succeeded by Bill Marrow, Western Vending Company, El Paso, as president. Elected vice-presidents were Sidney Julius, Paramount Vendors, Dallas, and Ed Massman, Cigarette Service, Inc., Corpus Christi. The offices

of secretary and treasurer were rotated and awarded to Harold Gallarneau, Gallarneau Bros., Amarillo. Gallarneau held the former post during the past year.

A rotation system was introduced for TMVA directors. Four will be elected each year, four retired, of a total group of 12. Newly named directors are Raymond Walker, Amarillo; Harry Gallagher, San Antonio; Ray Johnson, Killeen, and Ernest Wortham, Tyler.

Chain Store Tax

A State chain store tax, House Bill 1320, passed this year, was so worded as to make it possible to include operators. Action by the association was instrumental in the August 27 amendment specifically excluding vending machine operators.

The tax is levied on retail firms doing business in more

than one location. As in its prior convention this year's TMVA meeting was held in conjunction with the Texas and the Oklahoma Tobacco Distributors Association Meeting. Exhibits were combined in the hotel's off-lobby display area.

Nineteen of the 40-odd exhibit

[\(Continued on page 94\)](#)

'TAKE' TORONTO

City Center For Canadian Blue Sky-ers

TORONTO, Sept. 26.—This city has become the center of promotional operations for U. S. vending machine salesmen, according to the Better Business Bureau.

The Bureau reports that "investment" in propositions of this type has already cost some dozen citizens more than \$18,000 and reiterates that each proposition should be investigated before buying.

It is pointed out that the expanding vending business has

[\(Continued on page 92\)](#)

Set 2 NAMA Area Meets

CHICAGO, Sept. 26.—The National Automatic Merchandising Association announced this week two tri-State area meetings for October.

The first, October 14 (Wednesday), will be held in Omaha at the American Legion Club, and cover South Dakota, Nebraska and Iowa. It will start at 6 p.m., be moderated by area chairman Ralph A. Dahl, of the Ralph A. Dahl Company, Omaha. General topic will be the operators' problem of cutting costs.

The second meeting, October 18 (Sunday), will be at the

[\(Continued on page 93\)](#)

Military Locations Scanned by Texans

Find Promoters Active in Camp Sites; See Possibility of 3-Year Contract

DALLAS, Sept. 26.—Military locations themed the first business session during the Texas Merchandising Vending Association's convention.

Progress in co-operation between operators and local exchange officers, commission schedules, contractual obligations, etc., were cited by Col. C. R. Frederick, Regional Officer, Army, Air Force Exchange Service.

A major source of unsatisfactory vender installations in camps, said Col. Frederick, was expected to be eliminated this year. This is the promoter, who has succeeded in too many instances in talking camp exchanges into signing a contract for a vender

installation, then goes out and sells some equipment and the military location to a third party. Latter, in many cases, is not equipped thru experience or with equipment sold him to do a creditable job.

Frederick stated that his office had warned all camp exchange officers to make certain the person contacting them is the one who will operate the machines.

Op Requirements

Post exchange officers are committed to favor the local small businessman in awarding vending contracts, Frederick declared. He cited basic requirements of the operator:

1. He must keep adequate accurate records of his military operation (usually those sufficient for income tax purposes will suffice).
2. The records must be kept separate from his non-

[\(Continued on page 104\)](#)

Logan Distrib At New Site

CHICAGO, Sept. 26.—Logan Distributing will open its new headquarters at 918 Milwaukee Avenue Monday (28), Jack Nelson Jr., announced this week. The new facilities feature 3,500 square feet of floor space, including more room for the display and the shipping departments.

The firm's original 10-foot "charm bar," which offers over 100 different charm items, has been increased to 25 feet. The firm's own charm bag mix is being continued.

Because the move from 826 Milwaukee Avenue will be effected over the week-end, there will be no interruption in business, Nelson said.

Cig Problems, Package Deals Probed in Dallas

DALLAS, Sept. 26.—Merchandise thefts, direct sales and package industrial deals took discussion precedence at the second business session of the Texas operators group here.

Co-moderating the well-attended panel session were Lee Moffett, retiring TMVA president, and Sidney Julius, convention chairman.

Cigarette machine looting, a

major factor thru the Southwestern area, pose an acute profit-reducing problem, operators agreed. Two possible solutions for the area in general, and for Texas operators especially were advanced:

1. Installation of a spring-wound alarm unit on cigarette machines (thus it could not be de-activated by pulling an electric connection).
2. Adaptation of the Texas "chicken law" to include vending machines.

Machine manufacturers, operators suggested, should build alarm units in cigarette venders. The

[\(Continued on page 92\)](#)

Candy Vending Sales Rise Despite Industrywide Per Capita Slump

Automatic Merchandising Surge Ignores Over-All Drop in Bar Product Volume

NEW YORK, Sept. 26.—An analysis of a candy and confectionery industry survey released this week by the National Association of Tobacco Distributors revealed that the candy vending machine has achieved the greatest stature in its history.

The statistics—22 pages of them—show that per capita sales of candy are declining, and that total sales have only increased slightly (less than .25 percent) in 1952, compared with 1951.

The two statistics that will mean the most to the operator

of candy venders, however, are those which deal with bar goods (the candy operator's basic item) and those which deal with vending in relation to other retail outlets.

Conclusion Obvious

The conclusion is sharp and the conclusion obvious. Bar goods and specialties accounted for 50.2 per cent of sales, a decrease of 4.015 per cent from the share of market in 1951. Per capita consumption declined from \$5.30 to \$4.99.

Vending machines, on the other

hand, have increased their share of market by 2.083 per cent over other retail outlets. Product-wise, vending machines fall into the bar and specialty field.

This means that bar sales are going down—and by per capita consumption—and by share of market (compared with other confectionery items), but vending machines (dispensing mostly bars) are accounting for more per capita sales and a greater share of market.

The other statistics which

[\(Continued on page 95\)](#)

Putman Resigns Ideal Post

BLOOMINGTON, Ill., Sept. 26.—The resignation of H. A. Putman, general sales manager of Ideal Dispenser Company, was announced this week.

F. H. Dean, president of the company, assumed direction temporarily. G. Thompson, formerly vice-president of White Rock Corporation, has been appointed assistant to the president and will also devote time to sales.

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Price Announces Harmonica Charm

NEW YORK, Sept. 26.—The Paul A. Price Company here announced this week that it has begun production of its plastic harmonica charm line. The harmonicas contain a metal reed that plays. The charms are available in several two-tone color combinations.

Paul Price, head of the firm, said that the million mark has been passed in sales of the pocket ring charm exhibited for the first time at the National Association of Bulk Venders Convention, Chicago, August 23.

Universal Staff Shift

ST. LOUIS, Sept. 26.—James H Paulsen was named district manager of Universal Match Company's Memphis office this week. He was formerly dealer promotion manager with the firm.

SCHOENBACH STAMP VENDORS Folder Type

ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection Mechanism closes when empty Easy loading Reliable performer Guaranteed.

2 Col. Vendor (as illustrated) **\$22.50 ea.**
3 Col. Vendor **\$32.50 ea.**

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Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 25, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Vending Machines

	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5
Advance Model D Ball Gum	\$6.50	7.45		
Advance No. 11		5.95		
Ajax Hot Nut, 5 & 10c (3 col.)		39.50		
Asco Hot Nut, 5c		17.50		
Atlas Nut 1c		6.50		
Coca-Cola Bottle Vender 10c			6.50	6.50
Coca-Cola Cup Dispenser		95.00	195.00	195.00
Coles 3 Drinks		750.00		95.00
Columbus 1c		7.45	7.45	7.45
Craig Ice Cream Vender 5c & 10c		250.00	250.00	250.00
C-8 Electric		135.00	135.00	135.00
Drink-O-Mat 1,000 Cup	350.00			
Drink-O-Mat 3 Drinks	475.00			
DuGrenier Candy, 5c	39.50			
DuGrenier Candyman	49.50			
DuGrenier Champion (6 col.)	97.50		97.50	97.50
DuGrenier Champion (11 col.)	97.50		97.50	97.50
DuGrenier V (7 col.)	90.00	97.50	90.00	90.00
DuGrenier S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)	97.50	97.50	97.50	97.50
DuGrenier Model W (9 col.)	115.00		115.00	115.00
DuGrenier W-King Size (8 col.)	99.50			
Exhibit Card Vendor 1c	15.00	15.00	15.00	15.00
Hershey 5c	39.50			
Hupp Cold Drinks	250.00			
Keeney Electric (9 col.)	185.00	185.00	185.00	185.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kunkel Pop Corn, 10c	49.50			
Lehi PX (8 col.)	125.00	149.50	135.00	135.00
Lehi PX (10 col.)	135.00	145.00	145.00	145.00
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	8.50	6.50	7.45
Master 5c	7.45	7.45	6.50	7.45
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
National 9 A	115.00	115.00	115.00	115.00
National Candy (6 col.)	95.00	65.00	65.00	65.00
National Candy (9 col.)	95.00	95.00	95.00	95.00
National Electric	95.00	95.00	95.00	95.00
National Hot Nut, 5 & 10c (2 col.)	59.50			
National 930	95.00	130.00	95.00	130.00
National 950	125.00	145.00	125.00(2)	125.00(2)
Northwestern 33 Ball Gum	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Set	49.50(2)	49.50	49.50	49.50
Revco Ice Cream Vender 10c	150.00	150.00	150.00	150.00
Revco Ice Cream Vender 2 col., 10c	395.00			
Rowe (8 col.)	125.00	145.00	145.00	145.00
Rowe (10 col.)	145.00	145.00	145.00	145.00
Rowe Candy (8 col.)	85.00			
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	175.00	175.00	175.00	175.00
Rowe Imperial 8 col.	95.00			
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	135.00	155.00	135.00	155.00
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mdse	7.45	8.50	7.45	7.45
Silver King 5c	7.45	7.45	7.45	7.45
Silver King Hunter Ball Gum	24.50			
Siros Brush Up	50.00	50.00	50.00	50.00
Snacks, 1c (3 col.)	19.50			
Spacarb 4 D 51	595.00			
Spacarb 4 D 52	695.00			
Stoner Candy (6 col.)	25.00			
Super Vend Selective Drink Vender 3 Drinks	335.00	350.00	350.00	350.00
Target Ball Gum, 1c	29.00			
Uneda Candy (5 col.)	89.50			
Uneda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneda Model E (6 col.)				
Uneda Model E (8 col.)	85.00	85.00	85.00	85.00
Uneda Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Topper Deluxe Cabinet 1c	11.50			
Vendor-Bar 8 col., 10c	119.50	119.50	119.50	119.50

Merian Names Walt Strauss

UNIONDALE, N. Y., Sept. 26.—Mike Brecher, partner in Tri-Vendco here, announced this week that Walter Strauss has been hired as general manager of Merian Dispensers, one of the three Tri-Vendco operating firms.

Strauss was formerly Chicago sales and service representative for Spacarb. Merian operates soda and coffee venders in Long Island industrial locations.

Eppy Has Bulb Charm

JAMAICA, N. Y., Sept. 26.—Samuel Eppy & Company, Inc., announced that it is releasing a large luminous bulb charm. The firm also makes a smaller charm of the same type.

ACORN
real kid appeal

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Show off merchandise at any angle. All die-cast aluminum. Vends ball gum, charms, nuts.

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PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1 . . . Fortune and Weight
★ Fully Automatic & Patented
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3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

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) 921

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

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 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

"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.

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 Ensor St. Baltimore 2, Md.

Financial Paper Gives Vending Growth Report

NEW YORK, Sept. 26.—The September 14 issue of Barron's weekly financial paper, devoted a full page to a report on the growth of the vending industry. The article pointed to the expected \$1.5 billion yearly sales volume, which is about 20 per cent ahead of 1952. It also stated that 1952 sales were double those of 1946, while retail sales during the same time increased only 50 per cent. Reasons for the vending increase were listed as the selection of better locations, mechanical improvements and extension of product lines. The pointing out there is, at present, little activity in extension of product lines, it cited the Pittsburgh experiment being conducted by the Rowe Corporation. Rowe has a pastry vender in front of the Mayflower Restaurant there vending donuts on a 24-hour basis.

Robert Z. Greene, Rowe president, feels that 24-hour selling is feasible in drug stores which would reverse the usual show window after closing time into a battery of vending machines for emergency items such as aspirin, tooth paste and patent medicines.

Barron's stated the New York subways support 11,700 venders, netting \$7,500 daily. It pointed out, however, that there were only about 10,000 venders in railroad terminals.

Factory venders, the article continued, now number 1.1-million, against 780,000 in 1951. It also pointed out that the Lunch-O-Mat Corporation in doubling monthly installations from 100 to 200, and that Rudd-Melikian plans to have 10,000 of its coffee venders in operation by the end of 1953.

Lorillard Names Hayden, Whitmore

NEW YORK, Sept. 26.—Two new advertising managers were named last week by P. Lorillard & Company.

Henry L. Hayden, connected with the Young & Rubicam agency for 16 years, will handle the Old Gold and Embassy advertising. George Whitmore will handle Kent cigarettes, Muriel cigars, and all other Lorillard cigar and tobacco brands.

Whitmore has been with Lorillard since 1950 and has had 12 years of advertising experience.

N. Y. Candy Club Names Goldenberg

NEW YORK, Sept. 26.—Henry C. Goldenberg last week was elected president of the New York Candy Club. Other officers elected were Harry Pincus, vice-president; Harold Springer, secretary; J. F. Cognetti, recording secretary; James F. McHugh Jr., to the board of governors, and Arthur Raphael, to the welfare committee.

Immediate Past President R. M. Kelly will be honored at the October 10 meeting. Plans for the organization's annual beefsteak dinner, to be held at the New Yorker Hotel on or about December 1, also were discussed.

New Va. Operators

RICHMOND, Va., Sept. 26.—Two new operating firms were incorporated here this week. Lincrest Corporation, will operate food - dispensing machines. President is Julian A. Latimer, Jr. Auto Vend of Virginia, Inc., Alexandria, will install coin-operated laundry and vending machines.

Correction
NEW YORK, Sept. 26.—Due to a typographical error, a story which appeared in last week's issue of The Billboard said that CM Coffee would vend for 29 cents a pack. It should have read 20 cents a pack.

Form New Ky. Firm
FRANKFORT, Ky., Sept. 26.—Sun Distributing Company has been incorporated here to operate vending machines. Fred H. Cooper, Edith Cooper, Francis Raymond and Marjorie Raymond are the principals.

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

NEW ADDRESS LOGAN DISTRIBUTING CO.

Now Located at
**916 Milwaukee Avenue
Chicago 22, Illinois**

Authorized Distributors for Victor Products and Vending Supplies, all models, and parts in stock for immediate delivery

Topper Deluxe Globe Type	...	\$57.00 per case of 4
Topper Deluxe Cabinet Type	...	57.00 per case of 4
Topper Deluxe Twin Window	...	59.00 per case of 4
Baby Grand Deluxe 5c Rocket	...	57.00 per case of 4
Baby Grand Deluxe 1c	...	57.00 per case of 4
Topper Standard	...	50.00 per case of 4

25% Deposit With Order, Balance C.O.D.
Get on our mailing list.

LOGAN DISTRIBUTING COMPANY

916 MILWAUKEE AVE. CHICAGO 22, ILLINOIS

WHEN YOU BUY FROM RAKE YOU'RE GUARANTEED THE FINEST!

No machine leaves our shipping dept. before it is checked that holds for new as well as used equipment. User machines are thoroughly reconditioned and refinished inside and out! Its service like this that has made RAKE the institution it is today. SEND US YOUR NEXT ORDER FOR NEW OR USED EQUIPMENT, CHARMS, SUPPLIES & PARTS, OR STOP IN TO SEE US. WE GUARANTEE YOU SATISFACTION BECAUSE A SATISFIED CUSTOMER IS OUR BEST ASSET.

SEND FOR CATALOG "B-V" TODAY!

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILADELPHIA 23, PA
Phone: Lombard 3-2676

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!
Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 922

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

We
Have Newer
CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

False teeth - Silver tipped bullets - Ship-in-a-bottle - Light bulb - Cameo rings - Record albums
IMMEDIATE DELIVERY

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

IT'S BACK!!!
VICTOR'S TOPPER

The world's finest bulk and charm vendor

At these low prices 100 or more
\$12.00 each
Less than 100
\$12.50 each

We stock the complete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

GRAFF VENDING SUPPLY CO.
2841 W. Davis Dallas, Texas
Telephone Ya-8322

BALL & VENDING GUMS
BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb
Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb
Chicle Chicks, 320 & 520 ct. 36¢ lb
Bubble Chicks, 320 & 520 ct. 30¢ lb

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

TOPPER DELUXE HALF-CABINET STYLE

Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea
13.25 ea

100 or more. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

SILVER-KING "GIANT ACE"

AT LAST—a vendor that permits easy placement of charms! It's the new SILVER KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)

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 Diversy Parkway
Chicago, Illinois

VICTOR'S TOPPER DE LUXE

GLASS GLOBE STYLE
\$14.20 each
Cases of four (minimum order)
\$13.20 each

100 or more. HALF-CABINET STYLE
Same price as Globe Style TWIN WINDOW STYLE, 50c EXTRA

Write for lowest prices on gum and charms

H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

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.)

ROWE Diplomat Electric, 8 Cols., 340 Cap. \$175.00
Crusader, 10 Cols., 475 Cap. 155.00
President, 10 Cols., 475 Cap. 135.00
NATIONAL Model 9-A, 9 Cols., 350 Cap. \$115.00
UNEDA Model E, 6 Cols., 168 Cap. \$75.00
Model A, 6 Cols., 180 Cap. 87.50
Model E, 8 Cols., 240 Cap. 85.00
DUGRENIER Model 5, 7 Cols., All King Size, 210 Cap. \$85.00

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES WRITE!

Brand New Stoner 1¢ Gum Vendors
SPECIAL \$25.00 ea.
DuGrenier Candyman, 72 Bar Cap. \$49.50
We carry a complete line of all makes of Candy Machines—Write!

Our Paints Are VENDERIZED
Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed, Trad. Prices.
1/3 Dep., Bal C.O.D.

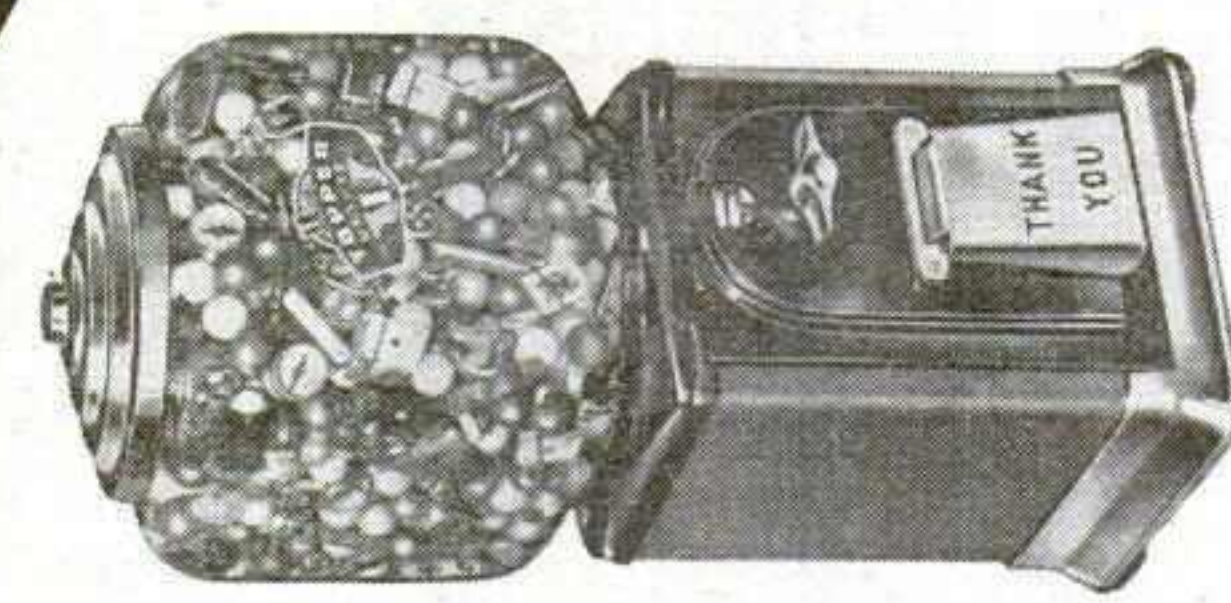
SPECIAL!
DuGrenier Champion, 9-11 Cols., 6 Cols. King Size, 380 Cap.
\$97.50

SPECIAL!
Rowe Candy Machine, 120 Bar Cap., 8 Cols.
\$85.00

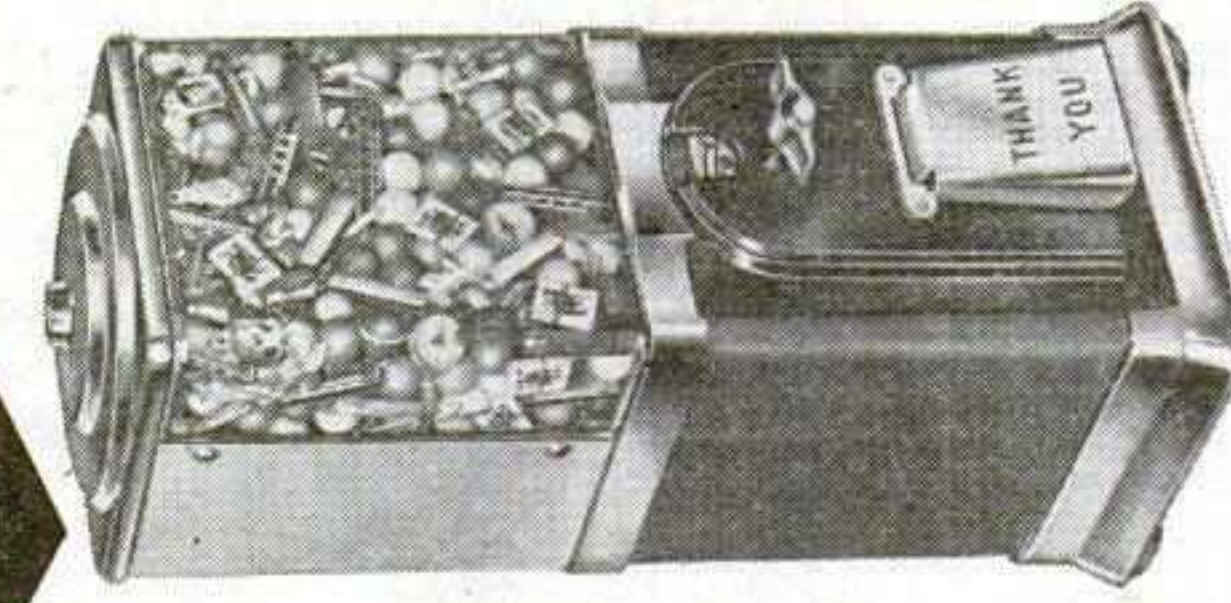
UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserale Street, Brooklyn 6, N. Y. • HEgeman 3-6295

WHAT DO YOU NEED IN BULK VENDING?

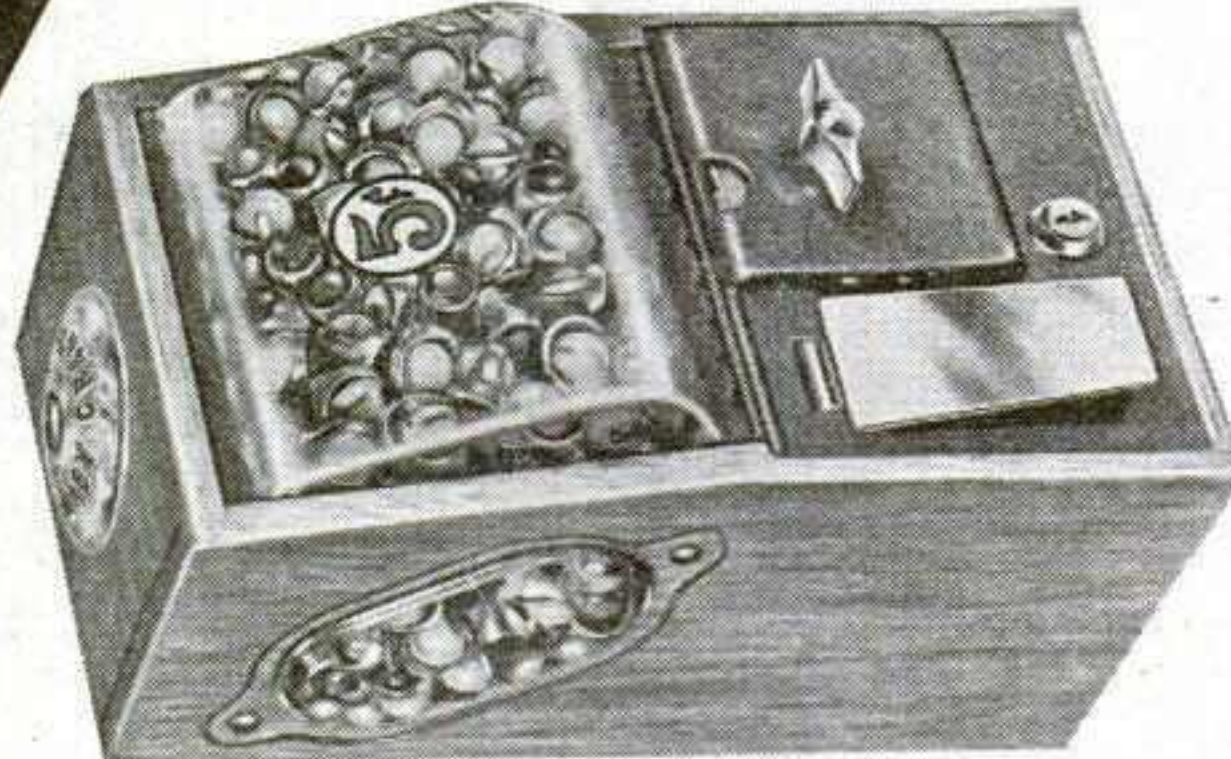
Victor Has It!



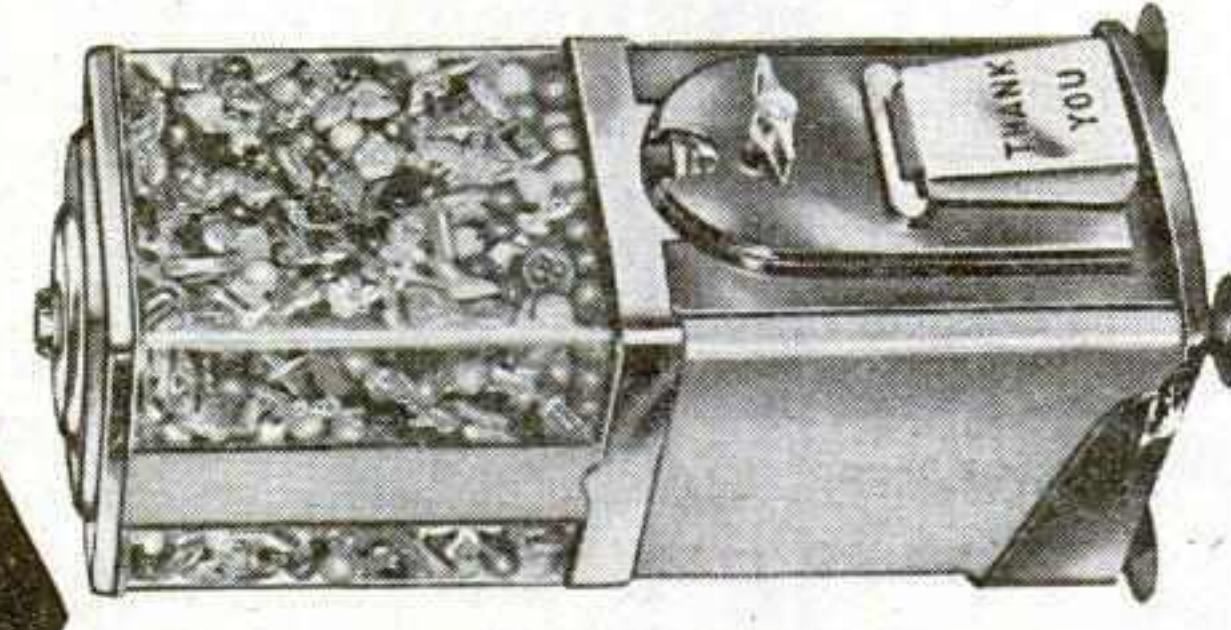
TOPPER DELUXE GLOBE STYLE
Rugged, durable Globe Style vander finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.
Less than 25 cases.....\$57.00 per case of 4
25 or more cases..... 54.00 per case of 4



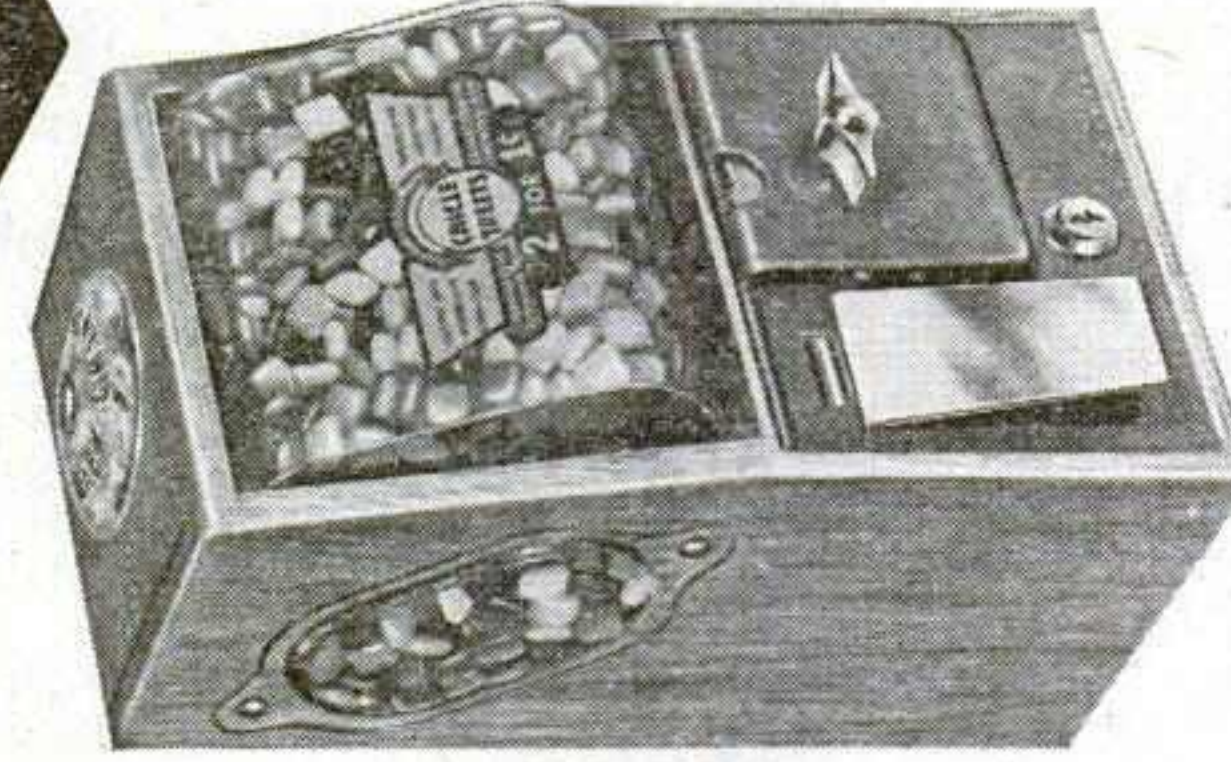
TOPPER DELUXE HALF-CABINET STYLE
TOPPER DELUXE, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.
Less than 25 cases.....\$57.00 per case of 4
25 or more cases..... 54.00 per case of 4



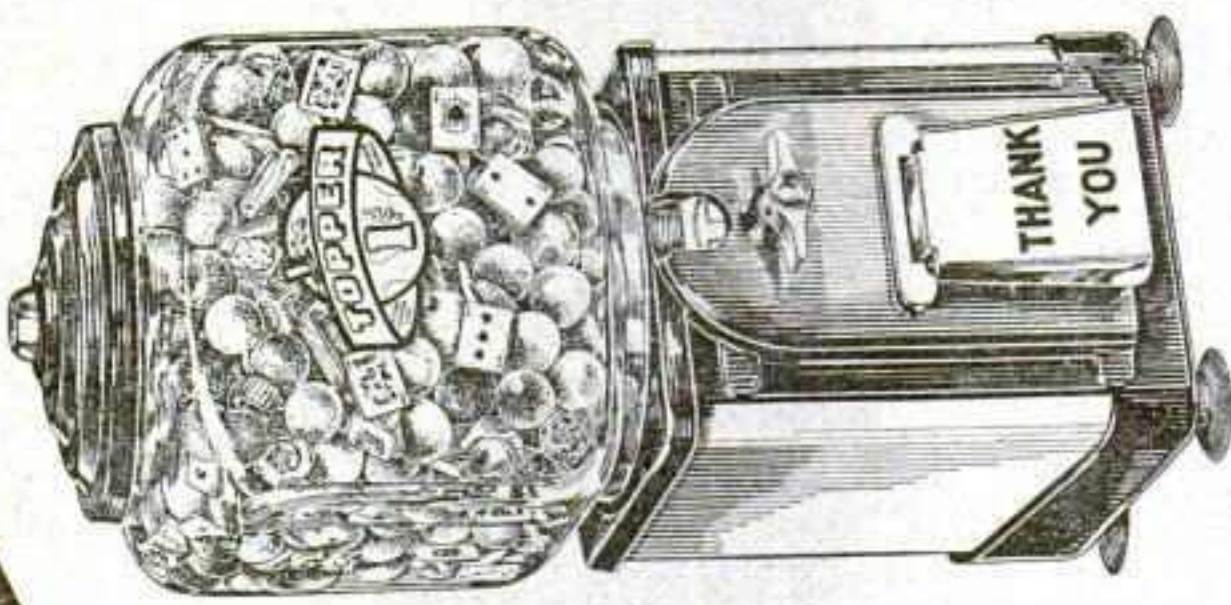
BABY GRAND DELUXE and ROCKET CHARMS
That fabulous money maker, vend in the Rocket Charms with the special wheel at 5¢ per play. With featuring all the earning power that can be built into a bulk vender. Equipped with two locks for one for efficient loading and one for money compartment. Capacity approx. 300 ROCKET CHARMS (trade mark).
Less than 25 cases.....\$57.00 per case of 4
25 or more cases..... 54.00 per case of 4



TOPPER DELUXE
Twin Window Style of Transparent Lucite for Maximum Display and featuring all the refinements and innovations of the 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..... 56.00 per case of 4



BABY GRAND DELUXE and CHICLO TREETS
Featuring Victor's Protect-o-View Window of transparent Lucite, shatter-proof for safety. Two locks for safe loading, one for the minimum compact size. Chiclo-Treets, 330 with natural finish. Vend Chiclo-Treets, 330 count. 6 colors. 2 for 1¢. Capacity: 4 1/2 lbs. Packed and sold 4 to the case. Also vend Chiclo Treets 2 for 5¢ when equipped with Merchandise Wheel (Pat. No. 2,615,950).
Less than 25 cases.....\$57.00 per case of 4
25 or more cases..... 54.00 per case of 4



The World Famous STANDARD TOPPER
That attractive ensemble—is finished in smooth, hard Du-ranite and chrome. steel construction, precision built and amazingly durable. Equipped with the large glass globe.
Less than 25 cases.....\$50.00 per case of 4
25 or more cases..... 48.00 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

ALL MACHINES PACKED AND SOLD 4 TO A CASE, F.O.B. FACTORY

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Champagne Christens Mexican Pepsi Plant

NEW YORK, Sept. 26.—Pepsi-Cola Company announced the opening of a new bottling plant in Monterrey, Mexico, is a "first" for that area. W. B. Forsythe, first vice-president, said the move was another step in the firm's "continuing program of licensing qualified plants thruout the world..."

The new plant has a 432,000 case per year capacity.

The official opening of the plant was attended by Governor Vivanco of Nuevo Leon, Mexico, and his wife, who broke a bottle of champagne over a new bottling machine during the ceremonies.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 2c Comb.\$13.95
N.W. #39 1c Perc.7.95
N.W. #39 1c Perc. B.G.7.95
Master 1c Bulk Perc.7.45
Master 1c & 2c Bulk Perc.7.45
Columbus 1c Bulk Perc.7.45
Silver King 1c B.G. or Mdse.7.45
Silver King 5c7.45
Exhibit Post Card (Metal)15.00
Advance #D 1c B.G.7.45
Advance #11 Mdse.7.45

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.93
Pistachio Nuts, Vendor's Mix82
Cashew Whole62
Cashew Butts52
Peanuts, Jumbo52
Spanish52
Mixed Nuts55
Almonds 480 ct. 5 lbs. vac. pk.85
Baby Chicks34
Rainbow Peanuts30
Boston Baked Beans30
Hobby Mix30
Jelly Beans28
Licorice Lozenges25
M & M44
Assorted Fruit Charms, 100 ct.42
Rain Bio 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.42
Wichard Chocolate, 200 ct.27
Hershey's Chocolate, 200 ct.28
Minimum Order, 25 Boxes Assorted.
Complete Line of Parts, Supplies, Signs, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONGOCE 4-6467

National Card To Bow Vender In October

NEW YORK, Sept. 26.—Alfonso Simon Jr., partner in the National Card Company here, announced this week that his firm has completed a pilot model of a greeting card vender, which it expects to have in production by the end of October. The unit is expected to list for \$350.

Simon said that National is currently negotiating with "a prominent manufacturer" for the making of the venders. The three-column unit will offer a selection of 75 cards, 24 of each, for a total capacity of 1,800. Each of the three columns will vend at a different price—10, 15 and 25 cents. The mechanically operated machine will vend cards already in envelopes.

Dimensions, Weight
Cabinet will be of metal, with approximate dimensions 12 inches deep, 30 inches long and 60 inches high. Weight will be about 100 pounds. The vender has a sign atop which reads "U-Vend-a Greeting Card for All Occasions."

The unit is flanked by two stands, each containing a book with card selections. Each selection is numbered, with a corresponding number on the vender so the purchaser may see the card before he buys it.

Simon said the selection stands may be enclosed in glass, with a handle to turn the cards. This device, to stop theft of sample cards, will be available at extra cost.

2.5 Cent Cost
Cost to the operator of a card which vends for a dime, Simon said, will be about 2.5 cents.

While distribution plans have not yet been completed, Simon indicated that distributors would be chosen on an exclusive franchise basis.

Mich. Hardware Store Found Bulk, Stamp Mach. Mecca

ROYAL OAK, Mich., Sept. 26.—Frentz & Sons Hardware here provides an unusual setting for a battery of bulk machines and a stamp vender. Nuts, jelly beans and ball gum are handled by penny units.

Desiring to provide an additional service for the community, especially to take care of the people who needed stamps after regular closing hours at the post office, the Frentz store recently decided to add the stamp vender.

Venders are felt to be important here because the store, one of the largest in the metropolitan area, is built on the principle of self-selection. Customers largely wait on themselves at the counters thruout the store, and take their purchases to a central desk for service.

The stamp vender is profitable in another way as well—by intention of buying anything but a postage stamp, it exposes them to the effective displays thruout the store and suggests unplanned "impulse" type purchases to many.

Coffee Institute Hires Consultants

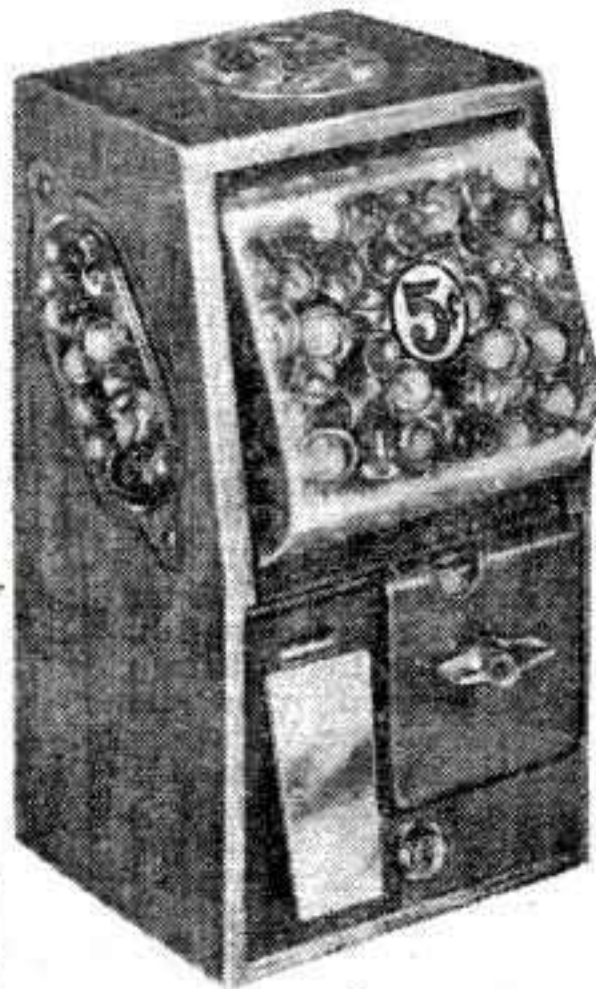
NEW YORK, Sept. 26.—Dr. Samuel C. Prescott, Prof. L. H. Baker and Arthur W. Dana have been hired by the Coffee Brewing Institute, Inc., here as technical advisers. They will assist Eugene Laughery, CBI general manager, in planning and research.

Dr. Prescott, dean emeritus of the Massachusetts Institute of Technology, once directed a three-year study of the chemistry and preparation of coffee at the request of the Joint Coffee Research Committee.

Professor Backer has acted as adviser to the National Coffee Association. Dana has been a restaurant consultant for 16 years.

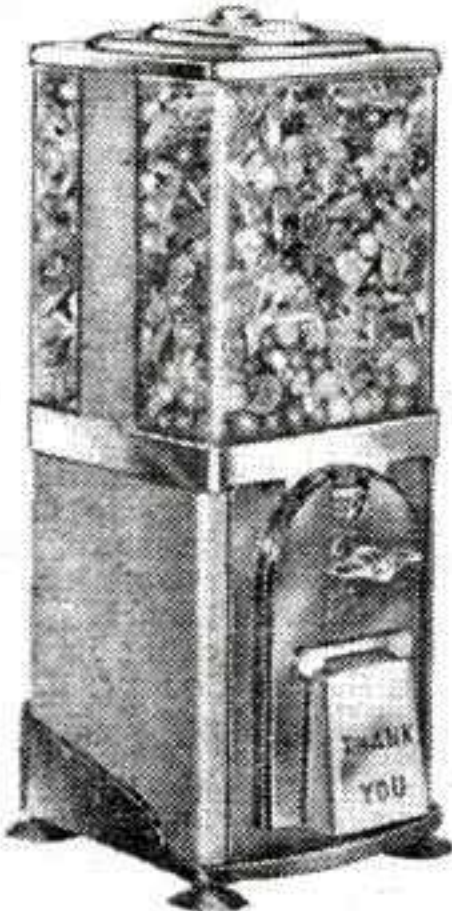
NEW YORK, Sept. 26.—Furner services for John S. Swersey, executive committee member of the Association of Manufacturers of Confectionery and Chocolate, were held Wednesday (23) at the Riverside Memorial Chapel here. Swersey was president of Swersey's, Inc., Maspeth, N. Y., and had been connected with Huyler's.

They're ALL VICTORS The Finest in Bulk Vending

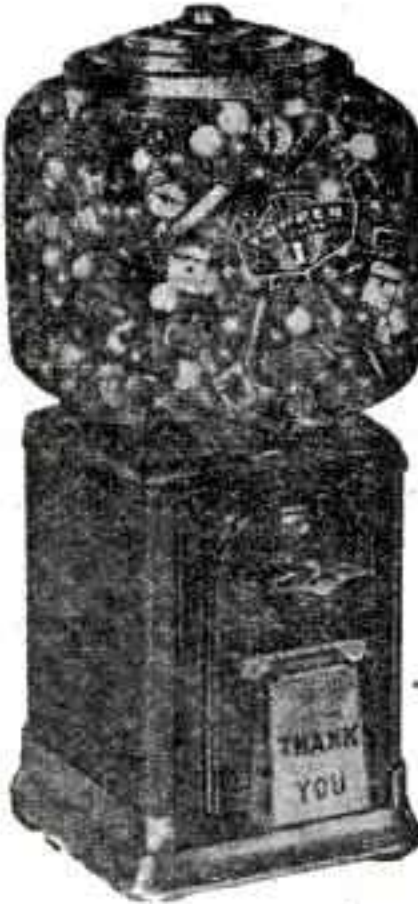


BABY GRAND DELUXE and ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 3 Super Item Rocket Charm mix.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



105 St. Louis Cig Units Hit In Legal Fray

ST. LOUIS, Sept. 26.—Jack Joseph Vending Machine Company here has obtained a court order preventing seizure of 105 cigarette venders and moved to recover 10 others already confiscated by the sheriff.

The action followed seizure of 10 machines placed on location by the Twin City Distribution Company. The firm is the defendant in a \$675,000 suit filed September 11 by the city, charging Twin City with defrauding the city thru the use of counterfeit cigarette tax stamps.

As a result of the suit a Circuit Court order was issued the same day against the property of Twin City.

Seizure of the remaining 105 machines, however, was stopped by Joseph Vending after a protest to the city counselor's office. Joseph said he had purchased the equipment from Twin City September 12.

Uneeda Moves Office, Factory

BROOKLYN, Sept. 26.—The Uneeda Service, Inc., is in the process of moving its offices, sales rooms and factory to a three-story building at 1 Bushwick Place. The firm currently occupies 8,800 square feet of space; the new set-up will include 30,000 square feet of factory space, with an additional 3,500 square feet of office and showroom space.

Partners Nat Hochman and Harry Ebbin said the firm plans to handle reconditioning and refurbishing of soft drink and coffee venders. Heretofore it had specialized in cigarette and candy venders, which it will continue to handle.

Uneeda currently has 16 employees, but the partners said more men would be hired to handle the additional workload. Bob Dewalt, Lehigh Foundries engineer, was in from Easton, Pa., this week to visit the partners.

Uneeda is New York, New Jersey and Connecticut representative for the Lehigh cigarette venders.

Counterfeit Meter Stampings on Rise

SAVANNAH, Ga., Sept. 26.—Counterfeiters of cigarette tax meter impressions are again active in certain areas thru the country, the National Tobacco Tax Association was told during its meeting here.

Richard J. Lyons, Illinois director of revenue, warned the association that steps to apprehend the violators must be thoro and immediate.

Thefts of meters some months ago produced a wave of spurious stampings, resulting in action that greatly curtailed illegal stampings. The present rise in illegal meter impressions must be stopped before the tax loss increases to alarming levels, it was stressed.

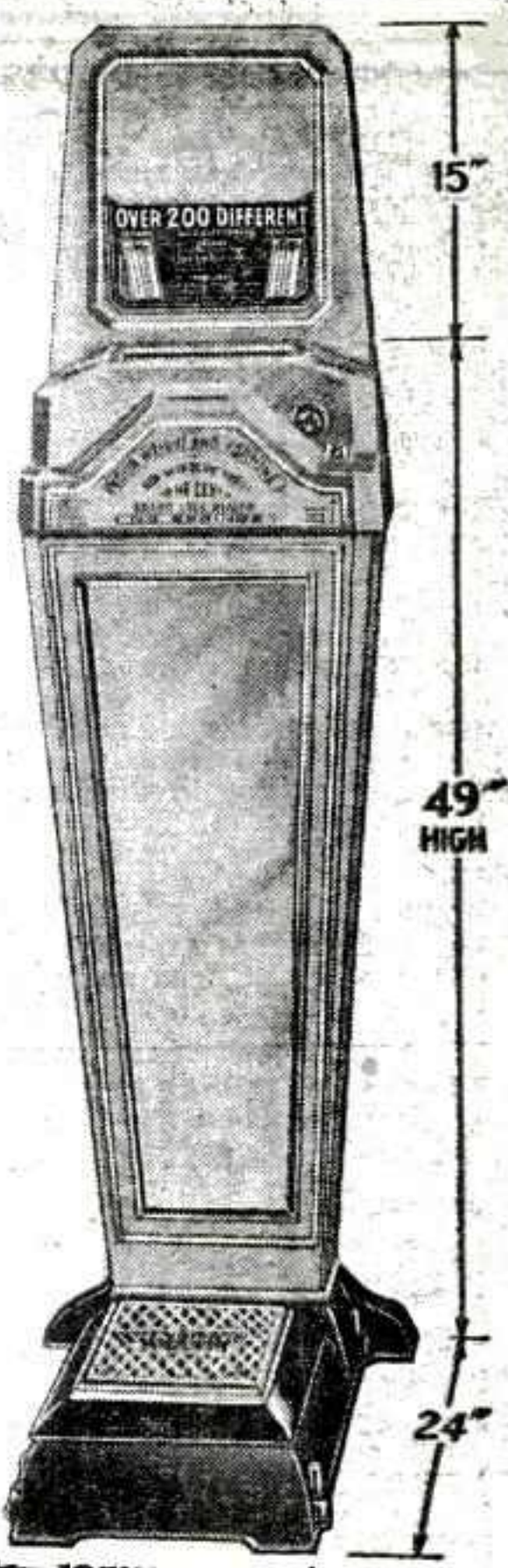
ROCKET RINGS Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure. Real 10¢ Value. **NICKELPLATED \$15.50 Per M** **GOLDPLATED \$16.50 per M** with good substantial plating that does not peel. All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

ALL machines packed and sold 4 per case.
4 to 23.....\$14.20
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, a to 10 series plastic charms.
GRAFF VENDING SUPPLY CO.
2841 W. Davis Dallas, Texas.



15" HIGH
49" HIGH
24" HIGH
13" WIDE

WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

OPERATORS!
★ Send for illustrated list and prices of **PEERLESS PERSONAL WEIGHING MACHINES**
Reconditioned Like New!
Peerless Weighing & Vending Mach. Corp.
42-02 11th St., Long Island City 1, N. Y.
Phone: STILLwell 4-1620

ADMEN of every kind **ENDORSE THE BILLBOARD** as a top selling force

Two Kinds...
GOLD-PLATED FALSE TEETH
and
PLASTIC FALSE TEETH

Gold-Plated False Teeth consists of Pink Gums and Gold-Plated Teeth. It's new.
Plastic—consists of Pink Gums and Ivory Teeth, as had until now.

Gold-Plated..... \$12.50 per 1,000
Plastic..... \$8.75 per 1,000

f.o.b. Jamaica, New York
Or: At Your Distributor.

Use both kinds in your machines. The CONTRAST between the Plastic and the Gold-Plated FALSE TEETH is sharp. That makes the Gold-Plated False Teeth that-much-more-important-and-desirable. The "goal" therefore, is to get Gold-Plated Teeth rather than Plastic. But you must put both kinds into your machines to emphasize-and-increase the desire for the Gold ones.

SAMUEL EPPY & Co., Inc. 91-15 144th Place Jamaica, New York

BITTERMAN SELLS VICTOR'S TOPPER
The world's finest bulk and charm vender
At these low prices 100 or more
\$12.00 each
Less than 100
\$12.50 each
We stock the complete line of Victor venders.
Write for complete charm and merchandise lists and all bulk vending supplies.
BERNARD K. BITTERMAN
4709 East 27th St., Kansas City 27, Mo.

CHICAGO TEST OKAY

Arcades in Kiddielands Seen Coming Attractions

CHICAGO, Sept. 26.—If results achieved by a Kiddieland here can be used as a yardstick, many fun spots for the tiny set will blossom out with Arcades before the 1954 season opens. An Arcade in a Kiddieland, it was found, gives the parents a chance for a little recreation while their children are getting in their amusement rides.

The Arcade is located in a new Kiddieland just west of the city limits in suburban Norridge. It is the forerunner of a huge shopping center to be built on an adjacent tract of land.

When first opened up, Memorial Day, there was considerable apprehension whether such an undertaking could make out in a location which depended 100 per cent on transient business. But the Arcade management solved this problem by including several types of coin-operated kiddie rides in and at the entrance of the Arcade.

Many Kiddieland operators ringing the Chicago area, disclosed they had been watching the Arcade part of the Norridge funspot with more than a passing interest and were surprised that the new installation attracted so much patronage in its first year.

Several admitted they had toyed with the idea themselves in the past but were reluctant to make the test because they thought it would require much capital to set up a good-sized

Arcade—60 units. They also pointed out competition in the Kiddieland business in this area had increased sharply in recent years with the switch of population to the suburbs.

Any widespread trend toward Arcades in Kiddielands would not only help the kiddie ride and coin-operated ride fields but would also be a shot in the arm for the Arcade business. One of the biggest factors in the coin machine industry before World War II, the Arcade field has not been nearly as active in recent years except in some major cities. This was attributed to the falling off of pedestrian trade. Now so many people, young and old, have automobiles, it was pointed out that Arcades might do a lot better in Kiddielands located on main highways or near major highway intersections.

Weld Built Co. Making Rides, Limit Output

BROOKLYN, Sept. 26 — Art Nelson, president of the Weld Built Body Company, Inc., here, said this week that altho his firm now concentrates on the manufacture of non-coin operated rides, it still makes coin operated kiddie rides on a limited basis. Jet and Boat rides comprise the coin-operated production.

Nelson said, however, that Weld Built's most popular ride is the Seven-Car Locomotive, which is an amusement park-type ride. Weld Built also produces, in volume, truck-mounted rides, including Merry-Go-Rounds, Ferris Wheels and Swings. Other Weld Built non-coin-operated rides include the Triangular Whisp and Submarine Ride.

RIDE LOCATIONS

Planning Society Eyes Shopping Center Sites

NEW YORK, Sept. 26.—The American Society of Planning Officials reporting on two surveys advised businessmen to make more comprehensive economic analysis before selecting sites for shopping centers, one of the growing locations for coin-operated kiddie rides. (For chart on leading centers in the country see The Billboard, September 26.)

The surveys indicated that department store owners are becoming convinced that it is bet-

ter to take the store to the customers than to try to bring the customers to the store.

The society recommended the analysis made by H. Macy & Company in picking its 130-acre site in Bergen County, N. Y. This will be the biggest shopping center in the New York metropolitan area. Before selecting the site Macy officials noted that 500,000 residents resided in the Bergen County trading area and an additional 300,000 live within a 10-minute ride of the proposed center.

The center will feature parking space for 12,000 cars.

According to the society's findings an increased number of shopping center managers prefer the establishment of more than one department store or supermarket in a center.

CHRISTMAS TRADE

Ops Expect Store Ride Boom Soon

CHICAGO, Sept. 26.—A boom in the coin-operated ride business is expected to get underway next month when department stores thruout the country start unfolding their preparations for the Christmas shopping period. Several major operating companies reported this week they had just about completed plans for the biggest shopping event of the year.

One of the things which will be working for ride operators is both the advancing and lengthening of the shopping period. It seems after much coaxing by the stores and the post office, people do more of their Christmas shopping early and on a more consistent basis than a generation ago.

Under the longer shopping period, operators expect to do exceptional business from the last part of October thru January. Last year an operator of rides in the Evergreen Plaza area shopping center in near-by Evergreen Park, found his ride business just as strong in January as in the Christmas season. The rides were specially designed for the Christmas trade.

One of the major ride sections in the State Street section here—that at Carson, Pirie, Scott & Company—seems to be patterned for the Christmas moppet trade. It has seven rides located in front

of the toy section. All shoppers leaving the elevators have to pass thru this kiddie ride area and the location seems a natural.

Currently, most of the other stores in the State Street area have located their rides in different departments and on the first floor. Operators say that during special shopping days such as Easter or Christmas, it is better to locate units in concentrated areas while other times the spreading out tactics seem more profitable. They also point out their are exceptions to both systems — depending on the location and the patronage.

New \$2 Million Store Features Kiddie Rides

PARK FOREST, Ill., Sept. 26.—Kiddie rides played a stellar role in the opening of the new \$2 million Goldblatt department store here Thursday (24). Four rides, a battery of three in an outdoor supply section, and a fourth unit inside a main entrance, held the youngsters' attention more than the chrome and glitter of the store itself.

Included in the battery installation is a horse, boat and rocket ride; the indoor unit is a second horse ride.

Importance of catering to shoppers' youngsters was duly recognized by Goldblatt management, who saw to it that the four rides were installed in time for the opening of the store.

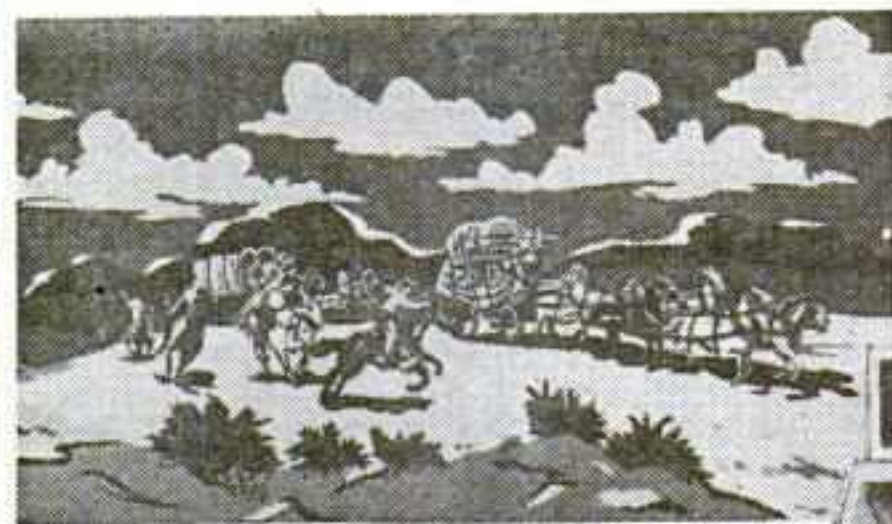
The department store installation brings to eight the number of kiddie rides placed thru the local shopping center. The Kresge installations consist of three units, horse, rocket, Merry-Go-Round. (The Billboard, September 26) with a boat ride in the drugstore.

Rule on Ride Tax in Texas

AUSTIN, Tex., Sept. 26.—Texas Attorney General John Ben Shepperd last week ruled that kiddie rides in the State were taxable—if they are coin-operated.

Texas currently taxes coin-operated machines according to the number of units on location. Shepperd said the levy also applied to "skill or pleasure coin-operated machines" such as horse, boat and rocket rides which are used primarily for moppets.

The OLD WEST Lives Again



SHOOT THE OUTLAWS

WESTERN GUN

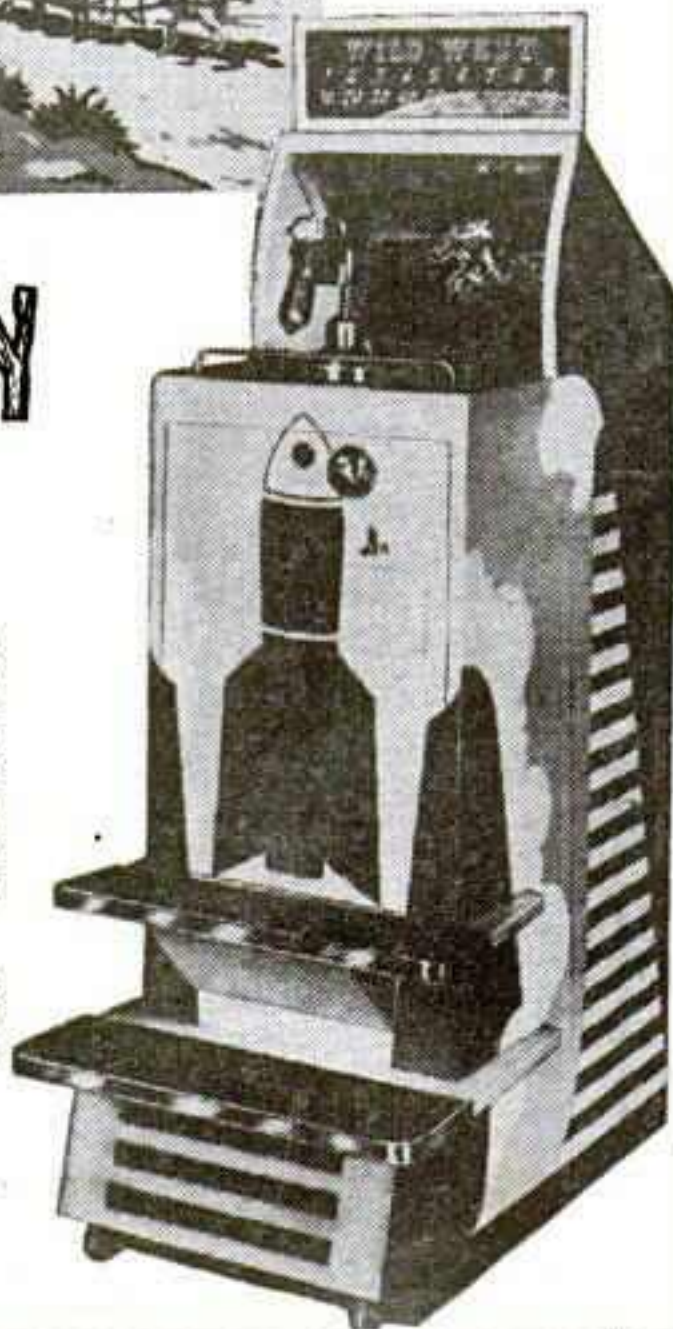
FEATURES OF WESTERN GUN
 Swing type, ball and socket pistol
 • easy-access servicing • beautiful modern streamlined cabinet • drop style • walk-up safety steps with rubber treads on cabinet • built in casters • chrome grab rail • adjustable motor times shooting cycle • unlimited shots • bright lighted targets.

SPECIFICATIONS: Height, 54 inches; length, 31 3/4 inches; width, 20 1/2 inches; floor area, 4 1/2 square foot. Shipping weight, 160 lbs.

Specially designed for the kids!

Proven money maker.

Write us for actual collection reports—THEY ARE AMAZING.



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!

METEOR MACHINE CORP.
 75 West 45th Street, New York 36, N. Y.
 Circle 6-2241-2

WATCH FOR TUNG-GO!

REGIONAL REPRESENTATIVES WANTED

by

Leading manufacturer of the most complete line of **KIDDIE RIDES**. Priced to assure substantial earnings.

EXCLUSIVE TERRITORIES ONLY

Inquiries Treated With Utmost Confidence

Box 888, The Billboard

1564 Broadway New York 36

EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

GIVE TO DAMON RUNYON CANCER FUND

Coinmen You Know

Washington
 Business at the Canteen Company is moving along steadily, says Manager Joseph O'Neil. He looks forward to a successful fall season, and believes the exploitation of dime merchandise will perk up collections.

Michael Bushdid, owner of Michael Coin Machines, reports his Virginia business is holding up, but that Washington collections have dropped considerably. Bushdid agrees with many other local operators that the decline is due to government employee lay-offs.

Norman Hayter, of Dr. Pepper Bottling Company, reports September collections ahead of August returns. Hayter plans to add several new men to his sales staff... The G. B. Macke Corporation has closed another big deal, Meyer Gelfand reports. He adds that business is steady and that he expects it to pick up shortly.

Bayne E. Phipps, of Spacarb of Washington, hopes the "back-to-school" crowd will add to collections as it usually does... Philip Mason, Hirsh Coin Machines, reports business as steady, but not as good as it should be. Mason adds that dime play has helped in keeping business up to par. He feels that the price of records is high and that dime play and efficient service are of great importance.

Indianapolis
 Al Calderon, of Calderon Music, returned from his long vacation to the West Coast... The Shaefer Music Company is redecorating its salesrooms. Gene Ford, manager, reports business steady.



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."

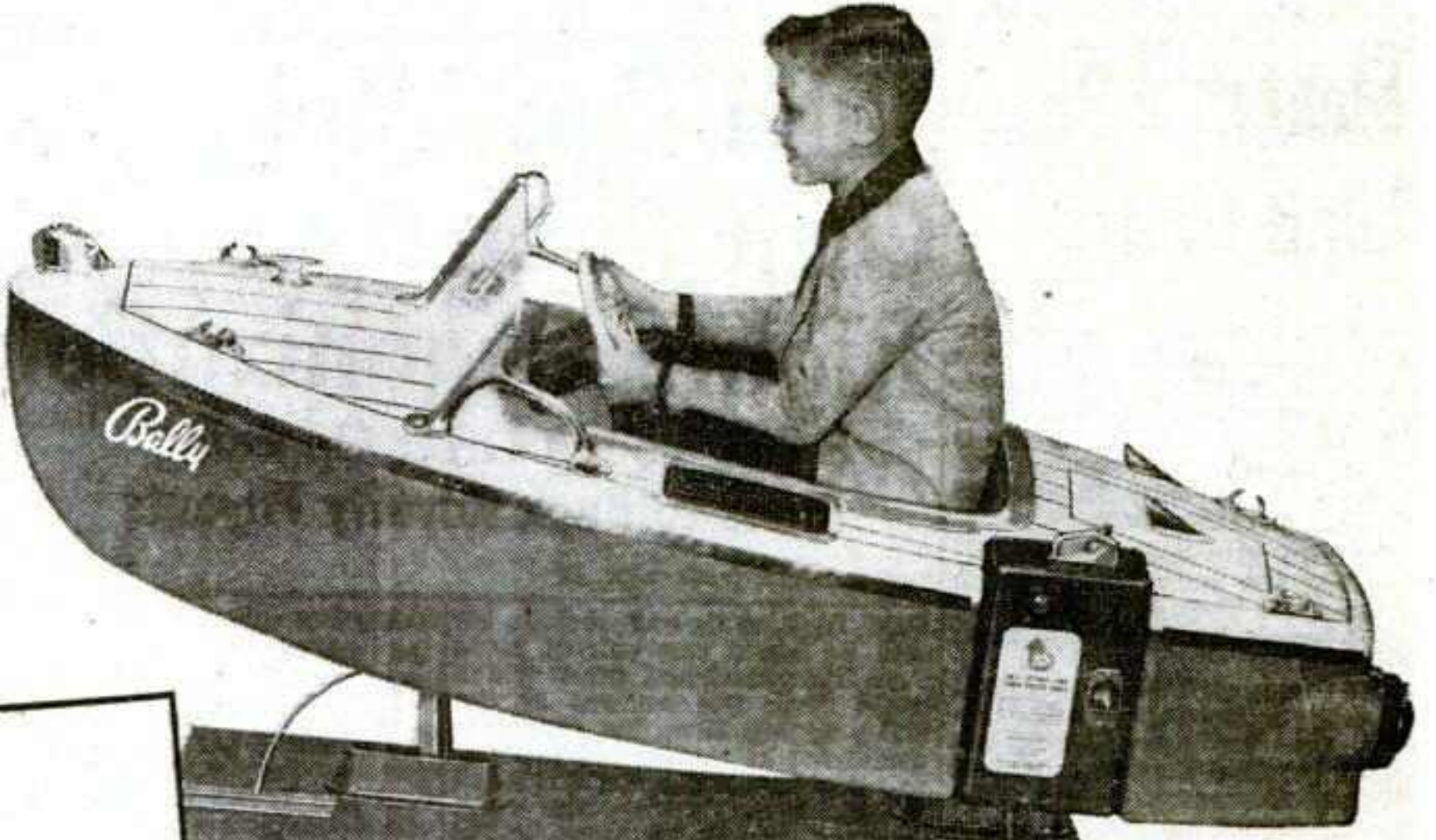


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"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
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

SEEBURG INTRODUCES HIGH-FI JUKE MODEL

Distributors Show Two Models; One High-Fi; Both 100 Selection

• Continued from page 1

...fidelity system. Both phonographs offer 100 selections. The high-fi system will be available with auxiliary speakers. It was understood the two

phonographs would be housed in cabinets of different styling. Presumably there will be a price differential between the models. The introduction of the new line marks Seeburg's fifth new automatic phonograph since the company resumed production following World War II.

Model History

Seeburg brought out its first postwar model in 1945, got into volume production in 1946. Except for minor exterior changes, the model remained in production until 1948 when the

company revolutionized the industry by bringing forth its first 100-selection model, the 100 A. In 1950, Seeburg re-designed its music system to handle the 45 PM disk, brought out the 100 B.

For a time both models A and B were kept in production, but gradually Seeburg dropped the A, its 78 PM model, concentrated on the model to play 45's.

In May, 1952, Seeburg brought out the 100 C, a model with virtually the same mechanism as the B but with restyled cabinet and a tone compensator.

New Location Triples Space For Supreme

MIAMI, Sept. 26 — Supreme Distributors, operators of one of the largest music routes in Greater Miami, will move into new quarters by October 1, it was announced by Owner Willie Blatt.

The new address will be 416 S. W. Eighth Avenue, where the firm will occupy 4,000 square feet of space. This will give Supreme more than three times as much room as it has at 3700 N. S. Second Avenue, in addition to ample parking space.

Supreme also operates what is probably the only cookie route in the area. This is serviced one day a week by routeman Leon Falconer.

The move will help to establish what is developing into Coin Row. On the same block are A & T Vending Company, H & G Vending Company, Brooke Distributors which handles the Decca phonograph record line, and King Distributors which distributes the King, Federal, Rockin' and Glory disk labels.

Wurlitzer Sets Commercial in El Paso Area

NORTH TONAWANDA, N. Y., Sept. 26.—Immediate responsibility for Wurlitzer sales and service in El Paso, Tex. and surrounding territory will be assumed by Commercial Music Company, Inc., of Dallas, headed by Raymond B. Williams.

The announcement was made by Robert H. Bear, sales manager of the Rudolph Wurlitzer Company, phonograph division.

In making the announcement, Bear said, "This territory was formerly covered by Maestro Music of Tucson, Ariz. J. F. Cacioppo Jr., who heads Maestro, agrees with us that it can be more easily and completely covered by the Commercial Music Company, Inc., which currently

(Continued on page 87)

Rep. Hoffman Sets Detroit Union Quiz

DETROIT, Sept. 26.—All phases of labor racketeering in Detroit will be the subject of a new congressional hearing which will open sometime between October 10 and 20, according to Representative Hoffman.

Congressman Hoffman said a three-man subcommittee of the House Labor Committee would conduct the sessions. Members of the subcommittee will be Representatives Smith, Landrum and Hoffman.

"The labor subcommittee has no limitations," said Hoffman. "It can go anywhere and hold hearings whenever it wants."

Juke Ops Weigh Own Pubbery or Rights Organization

Spier, Young Offer Opposing Plans to Buck Royalty Payouts

• Continued from page 16

MOA to form its own society. He said he has a reservoir of more than 500 unassigned tunes which could form the nucleus of the MOA catalog. Here, too, operators would not be required to pay any royalties should the McCarran Act become law. Further, the same courtesy would be extended to the broadcasters, since Young's position is that they, with operators, perform a promotional function in the creation of hits. Income, of course, would derive from mechanical royalties, sheet music and orchestrations, live performances and other normal usages.

Young also would have to be given a firm MOA commitment for a guaranteed 100,000-record sale. He would run the society. In return, he would receive 10 per cent of the net profits.

Ops Consider Both

Spier and Young appeared on different days at the Chicago MOA conclave. After each had spoken his piece, the operator execs discussed the proposals behind closed doors.

While Young's plan was supported enthusiastically by some MOA brass, strong opposition did develop and both his and Spier's plans were tabled for investigation by a special committee and

discussion and possible action by the entire membership at the MOA convention in March.

Hirsh De La Viez, of the Washington Guild and an MOA board member, fought against a motion that the Young plan be put into effect immediately. He was also

(Continued on page 87)

Wurlitzer-Laine Contest Pulls Heavy Entry Response

NORTH TONAWANDA, N. Y., Sept. 26.—Reports from widely varied locations indicate a great number of talent entering the Frankie Laine - Wurlitzer \$5,000 Vocalist Scholarship Contest.

Wurlitzer has asked each sponsoring disk jockey to fill out and return a weekly report on the number of entries received. Altho it was too early to begin tabulating nationwide totals, some of the early reports at the end of the first week indicated a keen interest in the contest.

Jack Thayer, of WTCN, Minneapolis, reported 10 entries the day after the contest opened. From Miami, Harry Burge, of WQAM, reported 22 entries had

reached his desk by the fourth day. Wally Neskog, of KJR, Seattle, reported 20 entries by the third day. From KOPO-TV in Tucson, Andy Wilson reported the unusually high figure of 67 entries by the second day. Bob Coffeehead Larsen, of WEMP, Milwaukee, totaled 38 entries by the fourth day, while Bob Wells, of WEBR, Buffalo, said he had received 72 entries by the end of the first week.

Entries are continuing to come in at an increasing rate and there have been many calls for additional forms to meet the heavy mail requests, it was announced. Wurlitzer received a telegram

(Continued on page 87)

Rock-Ola to Show Comet In 45 U. S., Foreign Cities

Service Schools to Be Conducted In Four Sections Before Debut

CHICAGO, Sept. 26.—Over 40 domestic distributors, plus two Cuban, one Canadian, and one Newfoundland distributor, will hold International showings of the new Rock-Ola Comet line October 3, 4, and 5.

Each will hold an open house and serve refreshments to operator guests attending. Models of the new line will be on display in all distributor showrooms.

Prior to the showings, service schools will be held in four sections of the country to acquaint dealer and distributor service personnel with the new line.

Frank Schultz, service specialist, will hold one session in New York on September 28 and another in Atlanta September 30. Jack Barabash, factory representative, will hold one service school in Dallas September 28 and another in Salt Lake City on September 30. Service men attending these sessions will be

given a certificate signed by David C. Rockola, president.

Service Manual

A service manual on the new Comet line has been prepared, and K. T. Kluever, assistant sales manager of the phonograph division, announced that instruc-

tions would be printed in Spanish within 30 days.

Some of the features of the new Comet line are the compactness of the phonograph, plus its modern design. The cabinet was designed by C. E. Waltman. The

(Continued on page 87)

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

M-G-M TO RELEASE 'KATE' ALBUM. M-G-M Records will release the sound track of the forthcoming M-G-M Technicolor musical, "Kiss Me, Kate" (Music department).

CAPITOL SEES BIGGEST YEAR. Capitol Records this year may top its biggest year, 1948, according to Glenn Wallis, president (Music department).

THIRD ONE-STOP FIRM TO OPEN IN BOSTON. A new one-stop, Juke Box Haven, operated by Ellie Giresta, will open here next week (Music department).

CHI DJ'S BAN COLUMBIA. Windy City rumors say that Chicago disk jockeys have put a ban on Columbia Records in retaliation of their supposedly being snubbed by Columbia artists (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Cleveland October Hit Fete Underway

CLEVELAND, Sept. 26. — It's Hit Tune time again in Cleveland. During the day seven disk jockeys played seven tunes in this area and listeners in turn will pick a winner for the month of October.

The Hit Tune radio promotion is held between the Hit Tune Parties which are staged for public audiences at the Cleveland Arena. Four Hit Tune Parties will be held this year, with the next live party scheduled for November 1. Both the live parties and the radio promotion are co-sponsored by the Cleveland Press and the Ohio State Phonograph Owners' Association.

Disk jockeys and radio stations participating in the event today are:

- 8:30-9 a.m., WGAR (CBS), Bill Mayer.
- 9-9:30 a.m., WHK, Bill Gordon.
- 10:30-11 a.m., WDOK, Bill Reid.
- 5-5:30 p.m., WSR, Bob Forster.

9:30-10 p.m., WJW, Howie Lund.

11-11:30 p.m., WERE, Phil McLean.

11:30 - 12 p.m., WTAM (NBC), Joe Mulvihill.

Seventeen tunes were submitted for judging.

Tunes were judged on (1) music (2) performance, (3) orchestration, (4) lyrics, and (5) interpretation, with 100 per cent being a perfect score.

The judges, Harvey Arnold, (Continued on page 87)

AMI Withdraws Its Franchise From Taran

MIAMI, Sept. 26.—The AMI phonograph distributorship for Florida, South Georgia, Cuba and Puerto Rico, has been withdrawn from the Taran Distributing Company, it was learned here this week. No reason for the unexpected action was given by the factory, according to Eli Ross, sales manager of Taran Distributing. Taran has held the AMI franchise for five years.

It is understood the AMI factory will announce the name of the new distributor in a few days. Talk in trade circles here is that the new franchise will not include Cuba and Puerto Rico, in view of AMI's recently announced policy of handling all export shipments thru its Chicago office.

Ron Rood, of Southern Music in Orlando, is reported to be a strong contender for the franchise. Rood at present is distributor of the Rock-Ola phonograph in Florida. He could not be reached immediately for comment.

Taran Distributing maintains headquarters in Miami, with branch offices in Jacksonville and Havana. The company also is distributor of United games and other coin-operated equipment, and functions as a sub-jobber of Gottlieb pin games.

Sam Taran, widely known in coin machine circles, is president of the company. He also owns Pan American Distributing Corporation, which handles a variety of phonograph record lines from offices in Miami and Jacksonville.

Rock-Ola Appoints Dolan Distributor In South California

LOS ANGELES, Sept. 26.—The newly formed Dolan Distributing Company, with headquarters at 2685 W. Pico Boulevard, has been appointed Southern California distributor for the Rock-Ola Manufacturing Company.

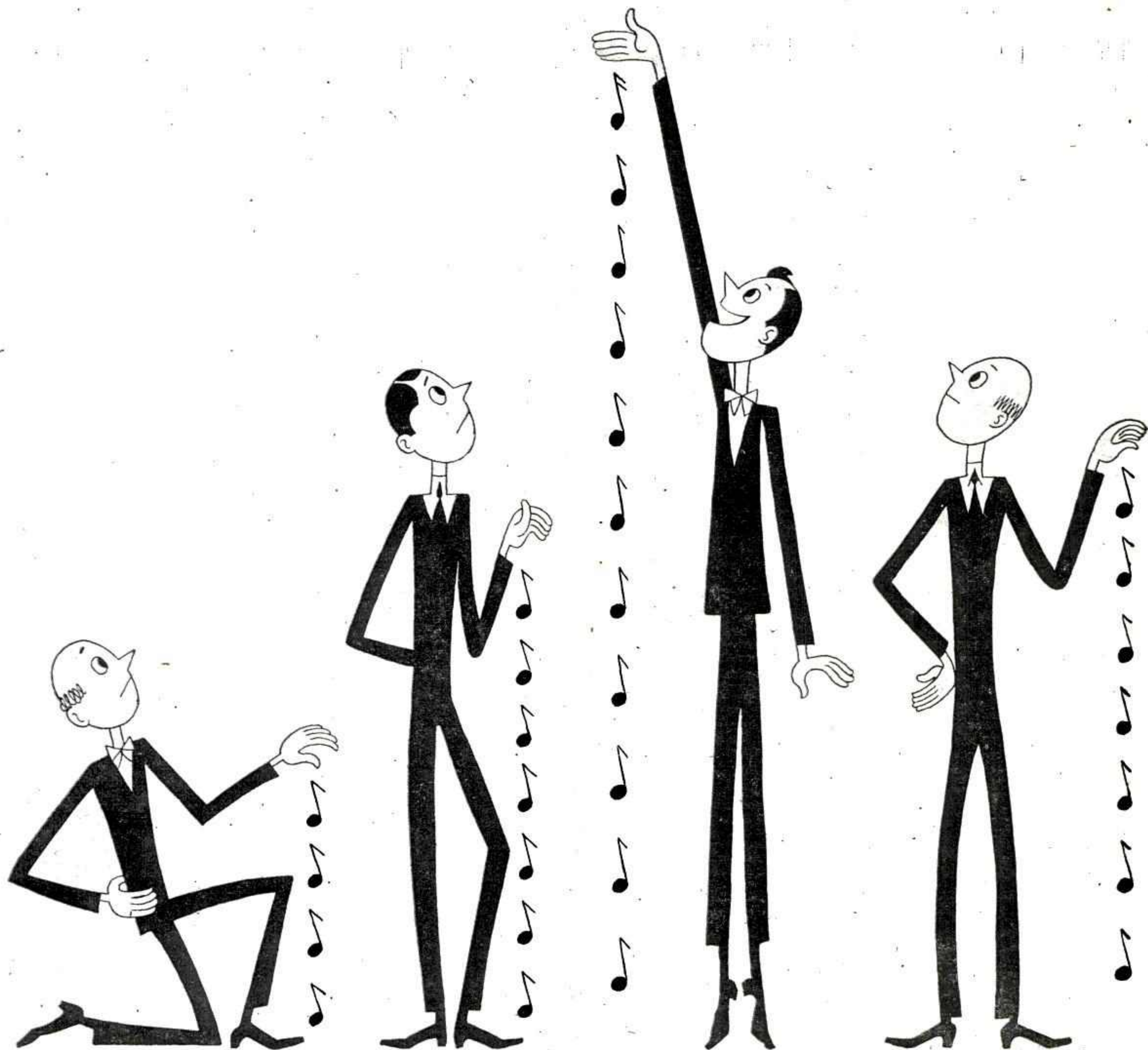
Firm, headed by Jack Dolan, former branch manager of the local Dan Stewart Company office will hold open house for coinmen October 3, 4 and 5, in conjunction with the showing of the new Comet line.

Dolan is readying his headquarters for the opening, remodeling and redeccoring the building.

COMING NEXT WEEK

Program for Profit

The first in a series of "How to Do It" features for the music operator. Based on actual operating experiences of some of the nation's outstanding juke box managers. It's a series you can't afford to miss.



HOW HIGH IS "Hi-Fi"?

Wakened public interest in high fidelity reproduction of sound comes as no surprise to AMI. Through the years AMI engineers and sound experts have devoted themselves to improving the coordinated response between recording, pick-up, tone arm, amplifier, speaker and sound chamber.

The new Model "E", as a result, achieves a rounded richness of tone, a far-reaching range and a clarity in both registers at all volume levels that is new to automatic music. Hear it yourself. You'll agree that here is a juke box which well deserves its high rating for faithfully reproducing the music.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

SEE 'n' HEAR EVANS' 100 SELECTION CENTURY

50 RECORDS • 45 R.P.M.

40-SELECTION JUBILEE

20 RECORDS • 78 OR 45 R.P.M.

... THE MOST DEPENDABLE PHONOGRAPHS YOU CAN OWN

SEE 'EM HERE!

MIDWEST

AUTOMATIC GAMES SUPPLY CO. 302 University Ave. St. Paul 3, Minnesota

EMPIRE COIN MACHINE EXCH. 1012-14 N. Milwaukee Ave. Chicago 22, Illinois

JOE'S PHONOGRAPH SERVICE 2334-36 Olive St. St. Louis 3, Missouri

LIEF MUSIC DIST. CO. 1640-42 Payne Ave. Cleveland 14, Ohio

VIC MANHARDT CO., INC. 1705 W. Clybourne St. Milwaukee 3, Wisconsin

A. P. SAUVE SON 7525 Grand River Ave. Detroit 4, Michigan

CANADA

REGENT VENDING MACHINES, LTD. 779 Bank St. Ottawa, Ontario, Canada

EAST

HERMAN DISTRIBUTING CO., INC. 615 Tenth Ave. New York 36, N. Y.

HERMAN DISTRIBUTING CO., INC. 1505 Coney Island Ave. Brooklyn 30, New York

SCOTT-CROSSE CO. 1423 Spring Garden St. Philadelphia 30, Pennsylvania

WEST

ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco 3, California

DENVER AMUSEMENT CO. 1845 Arapahoe St. Denver, Colorado

WESTERN DISTRIBUTORS 3126 Elliott Ave. Seattle, Washington

SOUTH

ALL COIN AMUSEMENTS CO. 1303 N. Bayshore Drive Miami 36, Florida

BISHOP MUSIC CO. 2003 Wake Forest Rd. Raleigh, North Carolina

SOUTH COAST AMUSEMENT CO. 314 E. 11th St. Houston 8, Texas

... YOUR DEPENDABLE EVANS DISTRIBUTORS!

H. C. EVANS & CO.

1556 W. Carroll Ave. Chicago 7, Illinois

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century or write Factory direct.



Victims Tell of Juke Union Racketeering

65 Witnesses Reported on List To Be Summoned to Testify

DETROIT, Sept. 26.—Detroit juke box operators and distributors this week were the chief witnesses before Judge Martha W. Griffiths in Recorder's Court to testify in the hearings on charges of extortion and obtaining money under false pretenses against William E. Buffalino and others.

Ida M. Watson, Grass Lake, operator of Ray's Music Co., was chided by the court for giving evasive answers during an examination of the seven defendants facing charges of labor racketeering.

Another witness, Lou Nemesh, part-owner of Music Systems, testified that his place was stench-bombed in January 1950, after Mrs. Watson threatened to take the matter of his doing business with non-union members before Buffalino, head of Local 985 of the Teamsters' Union.

Relates Bombings

Another witness, Glenn C. Payne, a part-time juke box operator, testified one of his locations was bombed after he complained to the union that the location had been "jumped" by another operator. The other operator was George Corbetts, who in turn testified some of his locations were bombed, causing the Friendly Music Company, in which he was a partner, to go out of business. His trouble started when he fell behind in his \$20 monthly dues, he said.

Steve Brancalone, a partner in the Gay Coin Distributing Corporation, testified that 20 of his 138 locations were "jumped" in 1950 after a dispute with the union. He claimed this occurred after he had refused to give the union a complete list of his locations.

Other defendants are:

Vincent A. Meli, one of the largest juke box operators in Michigan; Louis Fisher, juke box operator and Leonard Monte-leone, Lawrence J. Walsh, Cecil Watts, and Herman Turk Prujansky, associates of Buffalino in Local 985.

As the examination proceeded, it was disclosed that as many as 65 witnesses might be called in to testify.

GET MORE PLAY

WURLITZER PHONOGRAPHS

NET MORE MONEY

YOU ASKED FOR IT!

THE NEW

ROCK-OLA

"COMET" LINE



IT'S DIFFERENT! IT'S NEW! IT'S TERRIFIC!

See the entire "COMET" line on display NOW

OCTOBER 3-4-5

THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

The "COMET" Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.

The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY-SUNDAY MONDAY OCT. 3-4-5

BRILLIANT MUSIC COMPANY

19963 LIVERNOIS AVENUE

DETROIT 31, MICHIGAN

Manufacturers' Group Holds Chicago Meet

CHICAGO, Sept. 26.—A meeting of the Automatic Phonograph Manufacturers' Association was held last Monday (21) at the Union League Club here. All members and three associates attended.

It was understood that another meeting of the group will be held here Monday (28).

How Was Your Timing on...

"RAGS TO RICHES"

TONY BENNETT COLUMBIA 40048

Now on Billboard's "Most Played in Juke Boxes" Chart

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 little 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

SEPTEMBER 2

Title Strips Ready for Top Juke Profits

SEPTEMBER 2

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.

Table with 4 columns: Cards per weeks, Cost for 3 months, Cards per weeks, Cost for 3 months. Rows include 20 (400 strips), 30 (600 strips), 40 (800 strips), 50 (1000 strips), 60 (1200 strips), 70 (1400 strips), 80 (1600 strips), 90 (1800 strips), 100 (2000 strips).

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 _____



Money Makers! Money Savers!

Reconditioned Music Equipment Clean! . . . Ready to Go!

SEEBURG

M100A . . . \$495 147M . . . \$129 148SL . . . 179 146M . . . 99

ROCK-OLA 1434 (52-50) . . . \$395 WURLITZER 1250 295 AMI MODEL A 169 WURLITZER 1015 99 ROCK-OLA 1422 79

WALL BOXES A fine selection of all makes \$5.00 to \$35.00

WRITE! . . . WIRE! . . . PHONE!

Export Inquiries Invited

1/3 Deposit . . . Balance C.O.D.

MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Turner Tulsa 3-3900 Lansing 5-4243 Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jackson Cherrv 1-3801 Main 6192

over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

Ship Juke Parts By Bus Lines On Rush Orders

CHICAGO, Sept. 26.—A customer suggestion to Mike Spagnola, head of Automatic Phonograph Distributors, AMI distributors, started a new system of shipping supplies.

One of the fastest means of getting parts to operators in any outlying part of the State is to ship them by bus, it has been found.

Spagnola said one of his customers was told a shipment would require a certain time to arrive if shipped by parcel post or express, and the customer replied, "Not if you ship it by bus." Since that time, Spagnola has been shipping rush orders by bus.

Rock-Ola

Continued from page 84

finish is synthetic film lined walnut and tawney oak. The machine has one button selection, made from a line-o-selector containing four sides.

The new Comet features three-way accessibility. A front door, a removable back panel, and a lifting glass top expose all components for the serviceman. An increased capacity coin box, which will hold approximately \$100 in coins, also is featured.

Popularity Meter

A popularity meter is contained just inside the front door for quick reading by collectors. Fluorescent lights no longer need be a replacement problem. The new Comet lights are removed by merely releasing a holding clip.

The model 1546 wall box with a new finish also will be included in the showing. The Super Tonette speaker model 1611 and Deluxe Bar Bracket model 1531, too, will be shown.

The Comet Playmaster hide-away unit in a lined walnut finish also will be on display.

Wurlitzer

Continued from page 84

maintains offices in Dallas and San Antonio.

"Maestro will continue to represent Wurlitzer in the entire State of Arizona from its headquarters in Tucson. Maestro has recently taken on the added responsibility of the dealership for Wurlitzer pianos and organs in Tucson."

Discusses Plans

Williams, in discussing the addition of El Paso to his territory, said, "We have retained the services of Harris Porter, long connected with various Wurlitzer distributorships, as manager for the El Paso area. He will be backed by Harold Perkins, who has a wealth of experience in Wurlitzer service and parts work while connected with our Dallas office."

Both Porter and Perkins will reside in El Paso. Until permanent arrangements are made, parts and equipment will be available on overnight service from Dallas.

Lieberman Music Holds AMI Service School

MINNEAPOLIS, Sept. 26.—The Lieberman Music Company, AMI distributors, will hold a service school here October 12-13.

Al Mason, factory service representative, will be in charge of the session. Refreshments and sandwiches will be served.

Chain Adds Photo Units

PORTLAND, Ore., Sept. 26.—The Fred Meyer chain here has added coin-operated photo machines to the automatic merchandising installations in its stores.

Relatively small floor space is required by the Auto-Photo units, and entrance is thru either side, facilitating choice of locations.

Juke Ops Weigh Pubbery, Rights Org

Continued from page 84

instrumental in scotching a move to launch its operation soon on a test basis.

Caution Urged

De La Viez also raised the fundamental question of whether or not MOA should engage in any commercial venture. He viewed this as a basic decision requiring careful thought and considered action. If MOA ventured into a publishing enterprise, or a performing-rights society, it could be open to all sorts of commercial proposals in the future. He urged that this decision be made before any action is taken on the Spier and Young plans.

Meanwhile, in this and other trade publications, a public relations campaign was begun this week by the Composers and Authors Committee for Support of S1106 (the McCarran Act).

In the form of an open letter to juke box operators, the text states that the operator and clefifer are in the same business, but that the latter receives no share of the operator's income, even when the writer's song is

used. Signed by "The Songwriter," the letter ends with the comment: "Next week I'm going to sit down and write you another letter and tell you how and why the McCarran Bill is good for you."

Louis Alter Chairman

The committee is chaired by Louis Alter, veteran songwriter, who numbers such ditties as "Twilight on the Trail" and "Dolores" among his many copyrights. He is also vice-president of the Songwriters' Protective Association. Active management of the public relations project, however, is in the hands of John Schulman, noted copyright attorney and counsel for SPA. The committee was formed about two weeks ago, with about a dozen cleffers contributing the necessary funds. They are now broadening the base of the group, with other writers asked to join.

While this move is aimed at converting some operators to the writers' point of view on copyrights and royalties, a counteraction is in the works to attempt

Wurlitzer-Laine

Continued from page 84

from Paul Brenner, WAAT, Newark, N. J., requesting an additional 1,000 entry forms, explaining his original shipment had been exhausted. Brenner, as well as the other participating disk jockeys, received an original shipment of 250 entry forms. Detroit, Denver, Kansas City, and Oklahoma City were also on the list requesting more entry blanks.

With a little more than three weeks to go, contest judges, it was indicated, would be hard-put to listen to all the transcriptions and make decisions in each of the 40 cities for announcement on November 1. No applications will be accepted after midnight, October 19.

to win publisher support of the operator's position.

De La Viez plans to contact a number of publishers next week who are said to be willing to sit down and discuss the royalty problem and its possible effect on the juke box business. De La Viez will seek to get some of them to come to Washington on October 26 to testify against the McCarran Bill. If this is impossible, he will try to get some of the publishers to submit briefs to the effect that juke boxes help create hits and are essential to the exploitation of material.

Cleveland

Continued from page 84

salesman for the Record Rendezvous retail store; Bob Whalen, RCA Victor vocalist; Al Russ, local composer and arranger, and Henry Tildner, music director of WGAR, chose the seven tunes played by the disk jockeys today.

Tunes Voted On

The tunes to be voted upon by the listening audience are:

"I Know for Sure," Vaughn Monroe, RCA Victor.

"I Wouldn't Know Where to Begin," Bette McLaurin, Coral.

"I'll Be Around," George Bassman and orchestra, M-G-M.

"I'm Saving Dreams for a Rainy Day," Billy Eckstine, M-G-M.

"Marie," The Four Tunes, Jubilee.

"Sicilian Tarantella," Bob Presti (local accordionist).

"That Amour," Blue Baron and orchestra, M-G-M.

Ballots were printed in the Cleveland Press yesterday and today for listeners to fill out. Winners will receive an LP record of the tunes from the Record Rendezvous. Winners will be made known Wednesday (30). In order to win, the listener must pick all seven tunes in the order of the majority of ballots sent in. Deadline on entries is Sunday night (27).

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5
Model A.....	\$169.00 175.00	\$169.00 175.00	\$169.00 175.00	169.00 175.00
	189.50 199.50	199.50 225.00	225.00 275.00	225.00 275.00
	225.00 275.00	275.00		
Model B.....	299.50	225.00(2)	325.00(2)	325.00(2)
	325.00(2)			
Model C.....	324.50 325.00	325.00 329.00	325.00 329.00	325.00 329.00
	350.00(3)	350.00	350.00	350.00(2)
Model D-40.....	450.00			450.00 495.00
Model D-80.....				545.00
MILLS				
Constellation.....		169.50	169.50	
PACKARD				
Manhattan.....	49.50 79.50	79.50	79.50	79.50 95.00
ROCK-OLA				
1422.....	69.50 75.00	75.00 79.00	77.50 79.00	69.50 79.00
	79.00 79.50	79.50	79.50	
1426.....		99.50	99.50	
1428.....	189.50	199.50		
1432.....	395.00	349.50	339.50	
1434 (52-50).....	395.00	395.00	395.00	395.00
SEEBURG				
48 Blonde.....	225.00	225.00		
HM-100 A Hideaway.....	369.50			
M 100 A 78 RPM.....	495.00 525.00	475.00 495.00	495.00 549.50	495.00
	549.50 550.00	549.50	550.00(2)	549.00(2)
	595.00(3)	550.00(2)	595.00(2)	550.00
		595.00(3)		595.00(2)
M-100-B 45 RPM.....	725.00	665.00 695.00	695.00	
		725.00		
M 100 BL.....	735.00	665.00 735.00		
146.....	129.50	150.00	150.00	150.00
146 Hideaway.....	125.00	125.00	125.00	125.00
148 Hideaway.....	185.00			185.00
46 M.....	99.50			
46 S.....	75.00			
47 M.....	159.50			
48 M.....	229.50			
146 M.....	99.00 115.00	99.00 115.00	99.00 115.00	99.00 115.00
146 S.....	129.50			
147.....	159.50	159.50 175.00	175.00	175.00
147M.....	129.00 135.00	129.00 135.00	119.50 129.00	129.00 135.00
			135.00	
148 Blonde.....	225.00	225.00	225.00	225.00
148 ML Blonde.....	199.50	199.50		
148 M.....	185.00	185.00	185.00	185.00
148 ML.....	215.00	215.00	215.00	215.00
148 SL.....	179.00	179.00	179.00	179.00
1946 Hideaway.....	89.50	89.50	89.50	89.50
1947.....	135.00	135.00	175.00	175.00
WILLIAMS				
Music Mite.....	100.00 129.50	100.00	110.00	110.00
WURLITZER				
500.....	49.50			
700.....	69.00	69.00	69.00	69.00
750 E.....	79.50			
750 M.....	59.50			
800.....	69.00	69.00	69.00	69.00
850.....	35.00			
1015.....	99.00 119.50	80.00 119.00	99.50 119.00	119.00 125.00
	125.00 135.00	125.00 150.00	125.00 150.00	135.00 150.00
	150.00			
1080.....	125.00 129.50	125.00 139.00	89.50 125.00	125.00 139.00
	135.00 139.00		139.00	
1100.....	139.50 250.00	250.00 275.00	219.50 250.00	250.00 275.00
	275.00		275.00	
1250.....	295.00(2)	285.00 295.00	269.50 285.00	269.50 285.00
	339.00	339.00	295.00 339.00	295.00 339.00
1400.....	495.00 575.00	450.00 495.00	495.00 575.00	495.00 575.00
		575.00		

You Asked for It! The NEW

ROCK-OLA
"COMET" LINE
See the entire "COMET" line on display NOW
OCTOBER 3-4-5



IT'S NEW—
IT'S TERRIFIC!
IT'S DIFFERENT—

TWO LOCATIONS

Showing will be held at both offices

OCTOBER 3-4-5

Refreshments for all

• THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

• The "COMET" 2 Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.

• The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

SEACOAST DISTRIBUTORS, INC.

1200 NORTH AVENUE
ELIZABETH, NEW JERSEY

594 TENTH AVENUE
NEW YORK, NEW YORK

20 BRAND NEW 5c Hot Nut Machines

Slug proof, white enamel finish, 6-lb. capacity \$12.50 Each
Terms: 1/3 deposit, balance sight draft.

Seacoast Distributors
1200 North Ave., Elizabeth, N. J.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

OCT. 3-4-5 **INTERNATIONAL**

*See the Unveiling of
the NEW ROCK-OLA*

NOW ON DISPLAY

at your nearest

Rock-Ola Distributor



To phonograph operators everywhere my personal invitation to attend the unveiling of our new "Comet" line in your territory, Saturday, Sunday and Monday, October 3, 4, 5.

In all of the many years in the phonograph industry never have I had such a great pleasure in announcing a new line of products.

As a phonograph operator, you owe it to yourself to see the newest and finest products in our industry. When you attend our distributor showing October 3, 4, 5, you will see engineering and designing that is years ahead of its time. Features that are outstanding. You can tell at a glance that they mean extra money in your pocket.

I am proud that the new "Comet" line are all Rock-Ola products.

Sincerely

David C. Rockola

Mr. Percy J. Alleman
Mr. Gasper Mule
A. M. & F. Distributing Co.
3118 Tulane Avenue
New Orleans, Louisiana

Mr. B. D. Lazar
Mr. J. D. Lazar
B. D. Lazar Co.
1635 Fifth Avenue
Pittsburgh 19, Pennsylvania

Mr. R. C. Hogard
Wolfe Distributing Company
710 N. W. 2nd Street
Oklahoma City, Oklahoma

Mr. Morris Silverburg
Eastern Vending Sales Co.
Inc.
940-942 Linden Avenue
Baltimore, Maryland

Mr. Joe Brilliant
Brilliant Music Company
19963 Livernois Avenue
Detroit 31, Michigan

Mr. Lu D. Shulman
Modern Distributing Co.
3222 Tejon St.
Denver 11, Colorado

Mr. Al Calderon
Calderon Distributing
450 Massachusetts Avenue
Indianapolis, Indiana

Mr. Jerry J. Golumbo
Music & Television Corp.
1119 Commonwealth Avenue
Boston 15, Mass.

Mr. South H. Dixon
Coin Automatic Music
241 W. Main Street
P. O. Box 364
Johnson City, Tennessee

Mr. D. L. Osborn
Osborn Distributing Co.
278 Sixth St.
San Francisco 3, California

Mr. Jack Mulligan
or Mr. Leo Dixon
Dixon Distributing Corp.
3808 Southern Blvd.
Youngstown, Ohio

Mr. H. W. Ajax
Puget Sound Novelty Co.
114 Elliott Avenue, West
Seattle 99, Washington

Mr. Jack Dolan
Dolan Distributing
2685 West Pico
Los Angeles, California

Mr. Howard W. Robinson
Robinson Distributing Co.
301 Edgewood Avenue, S. E.
Atlanta, Georgia

Mr. D. R. Franco
Franco Distributing Co.
24 North Perry
Montgomery, Alabama

Mr. Jack Rosenfeld
J. Rosenfeld Co.
3218 Olive St.
St. Louis 3, Missouri

Mr. Harry Hooser
Fort Worth Amusement Co.
1210 S. Main Street
Fort Worth, Texas

Mr. Herman Scott
Mr. Al Katz
S & K Distributing Company
2014 Fairmont Avenue
Philadelphia 30, Pennsylvania

Mr. E. W. Gilbert
Gilbert Music Co.
108 South Center
Bloomington, Ill.

Mr. Earl Montgomery
Mr. Frank Smith
S & M Sales Company
1074 Union Avenue
Memphis, Tenn.

Mr. Archie J. La Beau
La Beau Novelty Sales Co.
1946 University Avenue
St. Paul 4, Minnesota

Mr. Joe Abraham
Lake City Amusement Co.
4533 Payne Avenue
Cleveland, Ohio

Mr. Dan Stewart
Dan Stewart, Inc.
140 East Second, South
Salt Lake City, Utah

ROCK-OLA DAYS...

"COMET" LINE

SEE ALL THREE
 NEW "COMET" PHONOGRAPH
 NEW "COMET" PLAYMASTER
 NEW "COMET" WALL BOX



YOU
 ASKED
 FOR IT!

Mr. Dave Stern
 Seacoast Distributors, Inc.
 1200 North Avenue
 Elizabeth, New Jersey

and
 Seacoast Distributors, Inc.
 594 Tenth Ave.
 New York City, N. Y.

Mr. Lawrence LeSturgeon
 LeSturgeon Distributing Co.
 2828 South Blvd.
 Charlotte, North Carolina

Mr. Ron Rood
 Southern Music Dis. Co.
 503 West Central Avenue
 Orlando, Florida

and
 Southern Music Dis. Co.
 418 Margaret St.
 Jacksonville, Florida

Mr. Irv W. Weiler
 Mr. Carl Hoelzel
 Uni-Con Distributing Co.
 3410 Main St.
 Kansas City 2, Missouri

Mr. Ken F. Wilkinson
 United Amusement Co.
 432 N. Main
 San Antonio, Texas

and
 United Amusement Co.
 2612 Fannin
 Houston, Texas

Mr. Dan Wertz
 Wertz Music Supply Co.
 1013 East Cary St.
 Richmond 19, Virginia

Mr. Joe Westerhaus
 Royal Distributing
 3726 Kessen Avenue
 Cincinnati, Ohio

Mr. Al Stern
 Mr. L. Micon
 World Wide Distributors
 2330 North Western Avenue
 Chicago 47, Illinois

Mr. Cliff Bailie
 Bailie Distributing Co.
 647 South West St.
 Syracuse, New York

Mr. Carl Happel
 Badger Novelty Co.
 2546 North 30th St.
 Milwaukee 10, Wisconsin

Mr. J. Harry Snodgrass
 Border Sunshine Novelty
 2919 N. Fourth St.
 Albuquerque, New Mexico

Mr. H. M. Branson
 Mr. Gil K. Brawner
 H. M. Branson Dis. Co.
 811 East Broadway
 Louisville 4, Kentucky

Mr. Harry Brinck
 H. B. Brinck
 825 E. Front St.
 Butte, Montana

Mr. H. E. Daniels
 Capitol Music Dis. Co.
 135 E. Amite St.
 Jackson, Mississippi

Mr. Frank Fabiano
 Fabiano Amusement Co.
 208 E. Dewey Avenue
 Buchanan, Michigan

Mr. Connie Meier
 Conrad Sales
 49 West Tupper St.
 Buffalo, N. Y.

Mr. Paul W. Hawkins
 329 East 7th St.
 Tucson, Arizona

Mr. Elmer Halgren
 H & H Music
 1626 3rd Avenue
 Moline, Illinois

Mr. Hymie Zorinsky
 H. Z. Vending & Sales Co.
 1205 Douglas St.
 Omaha, Nebraska

Sun Specialty
 10147-112th St.
 Edmonton, Alberta, Canada

Mr. Jose Sastre
 San Rafael 874
 La Habana, Cuba

Roberta Ros
 Apartado 107
 Santiago, Cuba

William Pound Agencies
 68 Water Street
 St. John, Newfoundland

When you see the new Rock-Ola "Comet" line, you will be looking for the first time on products that were developed from the suggestions that operators have made! They had hoped for them but had never expected to see them. You will understand when you look at this equipment why we have been saying in all our advertising "you asked for it." Keep in mind as you look over this equipment that it represents the last word in coin-operated phonograph engineering. One glance and you will see many outstanding features that will make you desire to operate the equipment. Regardless of the phonograph equipment you now operate you owe it to yourself to look at the "Comet."

ROCK-OLA

MANUFACTURING CORPORATION, 800 NORTH KEDZIE AVE.
 CHICAGO 51, ILLINOIS

YOU ASKED FOR IT!

THE NEW



IT'S DIFFERENT

IT'S TERRIFIC!

ROCK-OLA

"COMET" LINE

IT'S NEW

See the entire "COMET" line on display NOW OCTOBER 3-4-5

OPEN HOUSE

REFRESHMENTS FOR ALL
SATURDAY—SUNDAY
MONDAY
OCTOBER 3-4-5

- THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.
- THE "COMET" 2 Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.
- The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

ROYAL DISTRIBUTING, INC.

JOE WESTERHAUS
3726 KESSEN AVENUE, CINCINNATI 11, OHIO

YOU ASKED FOR IT!

THE NEW

ROCK-OLA

"COMET" LINE



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

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OPEN HOUSE
REFRESHMENTS FOR ALL
SATURDAY—SUNDAY
MONDAY
OCT. 3-4-5

PUGET SOUND NOVELTY COMPANY

114 ELLIOTT AVENUE, WEST SEATTLE 99, WASHINGTON

SPECIAL Wall Boxes

WURLITZER 3020
5c, 10c, 25c
Only \$12.50 ea.

Watch for Our Weekly Specials

DAVID ROSEN

Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

WANTED

Repair Men for Bingo Machines; must have car. Must be experienced in maintenance of machines. Excellent starting salary.

Write to
BOX D-74
c/o The Billboard
Cincinnati 22, Ohio

SPECIALS

20 UNITED DELUXE 6 PLAYER
like new, were \$189.00
NOW—\$139.00

We need the space.
Call
BOB CHARLES
BINGHAMTON AMUSE. CO., INC.
221 Main St. Binghamton, N. Y.
Phone: 9-1515

GIVE TO THE RUNYON CANCER FUND

YOU ASKED FOR IT!

THE NEW

ROCK-OLA

"COMET" LINE



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

See the entire "COMET" line on display NOW
OCTOBER 3-4-5

● THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

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● The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

OPEN HOUSE
REFRESHMENTS FOR ALL
SATURDAY—SUNDAY
MONDAY
OCT. 3-4-5

LAKE CITY AMUSEMENT COMPANY

4533 PAYNE AVENUE CLEVELAND, OHIO

YOU ASKED FOR IT!

★ THE NEW

ROCK-OLA

★ "COMET" LINE ★



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

See the entire "COMET" line on display NOW

OCTOBER 3-4-5

★ THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

• The "COMET" Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.

• The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

Showing will be held at WESTBROOK HOTEL October 3-4 REFRESHMENTS FOR ALL

FORT WORTH AMUSEMENT COMPANY

1210 S. MAIN STREET

FORT WORTH, TEXAS

YOU ASKED FOR IT!

★ THE NEW

ROCK-OLA

★ "COMET" LINE ★



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

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★ THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

• The "COMET" Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.

• The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY—SUNDAY MONDAY OCT. 3-4-5

B. D. LAZAR COMPANY

1635 FIFTH AVENUE

PITTSBURGH 19, PENNSYLVANIA

Johnson Bows Two New Dime Bars

CHICAGO, Sept. 26. — The Walter H. Johnson Candy Company this week announced that the Power House and Buttersweet Fudge bars will be in new 10-cent sizes in addition to the present bars.

The new dime Power House will resemble the 5-cent bar but will be labeled ¼ pound. Buttersweet Fudge will be wrapped in cellophane.

Both additions to the Johnson line will be sold in 24 and 60 counts.

Heide Introduces Two New Packages

NEW YORK, Sept. 26.—Henry Heide, Inc., has announced that both Greenfield Chocolate Sponge and Chocolate Flavor Babies have been given new packages.

Greenfield Chocolate Sponge is now packaged in brown, yellow and red and has a full color reproduction of the candy superimposed on a cello window. Color for the Chocolate Flavor Babies package is a dark blue. The Heide diamond trademark is in red.

Immediate delivery is promised on Chocolate Babies and early fall for the Chocolate Sponge.

Heide Names Three New Representatives

NEW YORK, Sept. 26.—Three new representatives for Henry Heide, Inc., have been appointed, Walter R. Keefe, vice-president in charge of sales, announced this week.

The representatives and their territories are the McCarrell Brokerage Company, Charlotte, N. C., covering the Carolinas; L. C. Johnson Company, Moultrie, Ga., in Georgia, Florida and Alabama; and Wade R. Embry, New Orleans, for Louisiana and Mississippi.

Scott New Brock V-P

CHATTANOOGA, Sept. 26.—Brock Candy Company has named Harry V. Scott vice-president. Scott, formerly sales promotion manager, will continue to head that division from offices in Atlanta.

He joined Brock in 1937 and was a sales representative covering North Carolina and Virginia before being promoted to sales manager in 1950.

Abe Fish, General Amusement Games, was called to Buffalo by sudden death of his 27-year-old brother-in-law, Jack Stein. Abe had to stay over for a few days to settle Stein's estate.

Two ways you can protect your family against CANCER

... a check
... a check-up

Cancer strikes in one of every two families. Each year more than 60,000 American children under the age of eighteen lose a parent to cancer.

Yet many cancers can be cured, if discovered in time.

Every man should have a complete physical examination once a year. Women over thirty-five should have a complete physical examination twice a year. Patients are being saved today who could not have been saved even a few years ago.

The American Cancer Society asks your help.

How soon we find cancer's cause and cure depends on how soon and how much help comes from people like you.

Send contribution to Cancer, c/o your local Post Office.

Cancer strikes One in Five STRIKE BACK...

Give to Conquer Cancer!

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5
Baseball, 2 player (Chicago Coin)	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney)	135.00	135.00	135.00	165.00
Big League Bowler, 4 player (Keeney)	85.00	85.00	85.00	85.00
Bowl-a-Ball (Chicago Coin)	200.00	200.00		
Bowl-A-Line	39.50			
Bowling Alley (Chicago Coin)	35.00			35.00
Bowling Alley, 6 player (Chicago Coin)	95.00	225.00	150.00	179.00
			225.00	179.00
Bowling Champ (Keeney)	69.50			225.00
Bowling Classic (Chicago Coin)	59.50	69.50	59.50	69.50
			59.50	69.50
Cascade Shuffle Alley, 6 player (United)	349.50			
Clover Shuffle Alley (United)	375.00	390.00		
De Luxe League Bowler (Keeney)	145.00	210.00	195.00(2)	210.00
		225.00	210.00	225.00
Double Bowler (Keeney)	49.50	79.50	49.50	79.50
Double Header (Williams)	35.00	45.00	49.50	49.50
		49.50	49.50	35.00
Deluxe Matched (Keeney)	195.00			195.00
Deluxe 6 Player (Universal)			189.00	
Double Shuffle Alley Express Rebound (United)	99.50	99.50		99.50
			99.50	99.50

(Continued on page 92)

You Asked for It! The NEW

ROCK-OLA "COMET" LINE

See the entire "COMET" line on display NOW OCTOBER 3-4-5



IT'S NEW— IT'S TERRIFIC! IT'S DIFFERENT—

OPEN HOUSE

Refreshments for All Saturday Sunday Monday

OCTOBER 3-4-5

- THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.
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S & M SALES COMPANY, INC.

1074 UNION AVENUE

MEMPHIS, TENNESSEE

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SHOWING WILL BE HELD AT TILDEN HALL OCTOBER 4 REFRESHMENTS FOR ALL

GILBERT MUSIC COMPANY

108 SOUTH CENTER

BLOOMINGTON, ILLINOIS

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY—SUNDAY MONDAY OCT. 3-4-5

WOLFE DISTRIBUTING COMPANY

710 N. W. SECOND STREET

OKLAHOMA CITY, OKLAHOMA

Cig Problems

Continued from page 77

slight increase in price would be worthwhile, they felt.

The Texas "chicken law," enacted to curtail the wide-spread theft of fowl thruout the State, carries a 6-month term for the first and three years for the second offense. Broadening of the measure to include thefts from vending machines and route trucks would be instrumental in stopping such activity, operators declared.

Direct Sales

The presence of a direct-sale manufacturer on the exhibit floor, and the appearance of location-owned cigarette equipment in Dallas and other Southwestern cities, heralds a serious drive in this direction, Julius declared.

The big question: will Texas tobacco wholesalers handle the equipment? A number of wholesalers in Eastern Texas are hitting retail outlets, Julius noted.

Some location-sold cigarette equipment placed to date has been used units re-finished, sold for up to \$325, Julius said.

The growth of king-size brands, especially those which duplicate regular size packs, is being handled variety-wise by using two machines in higher volume locations. This is another factor working against location-ownership of venders, it was pointed out.

Package Deals

More and more plants are demanding package deals from operators, TMVA members reported. Such multi-machine installations cost as much as \$100,000, which means the small operator is not always able to accommodate industrial management.

Instead of writing off the location, however, a number of operators have devised a co-operative arrangement whereby the location is retained without going out on a financial limb. The solution; two, sometimes three, small operators combine their equipment in one plant, service the equipment with routemen from one firm.

While a single commission check is made out to the plant, the participating operators maintain separate sets of accounts for their own equipment.

Concluding the meeting, Bernie Osmond, National Automatic Merchandising Association membership director, gave a brief talk on activities of the national group.

Take Toronto

Continued from page 77

attracted some undesirable elements, but legitimate operations may be confirmed by proper investigation.

Check and Doublecheck

In an instance cited by the Bureau, however, one victim had taken the trouble to check with the company in the U. S., only to be advised that the operator here was reliable and was authorized to make deals. When the company failed to set up a Toronto service depot and delivery of machines was delayed, the investors found the contracts did not read as represented, and that verbal assurances were of no value.

Another "gimmick" which turned up in these deals was that the purchaser found he had to pay duty up to 55 per cent on machines to get them into the country. This was not covered in dealings with the representative.

Some purchasers, who went thru with the deal and paid the duties and other costs, reported to the Bureau the potential of the machines was grossly exaggerated by the salesman. Others who tried to gain redress from the company, found out that after a few months it had gone out of business.

Warnings have now been issued to beware of "employment opportunities" offered which require the applicant to put up varying amounts. The Better Business Bureau points out that everything possible is being done to forestall questionable operations, but that the biggest obstacle to overcome is the gullibility of the public.

Shuffle Games

Continued from page 91

Table with columns for game types (e.g., Eight Player Genco, Five Player Shuffle Alley) and prices for various issues (Sept. 26, Sept. 19, Sept. 12, Issue of Sept. 5).

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EASTERN VENDING SALES COMPANY, INC.

940-942 LINDEN AVENUE

BALTIMORE, MARYLAND

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BAILIE DISTRIBUTING COMPANY
647 SOUTH WEST STREET SYRACUSE, NEW YORK

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY—SUNDAY MONDAY OCT. 3-4-5

UNITED AMUSEMENT COMPANY
432 N. MAIN SAN ANTONIO, TEXAS and 2612 FANNIN HOUSTON, TEXAS

	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5
Star Bowler, 2 player.....	219.50	245.00	325.00	330.00
Star 6 Player (United).....	295.00	315.00	345.00	350.00(2)
Star 10th Frame (United)...	330.00	340.00	350.00(2)	355.00
Star 10 Frame, 6 player (United).....	269.50			365.00
Super Deluxe League Bowler (Keeney).....	225.00	245.00	225.00	245.00
10 Player (Keeney).....	295.00		295.00	
Super Deluxe Matched (Keeney).....	210.00			210.00
Super Matched Bowler (Chicago Coin).....			265.00	
Super Matched Bowler, 6 player (Chicago Coin)...	279.50			
Super Six Shuffle Alley (United).....	199.50	225.00	240.00	250.00(2)
	240.00	250.00	265.00	285.00
	265.00(2)	295.00	265.00	285.00
	295.00		295.00	295.00(2)
Super 10th Frame, 6 player (United).....	264.50			
Super Twin Bowler (Universal).....	45.00			55.00
Team Bowler, 10 player (Keeney).....	195.00	335.00	325.00	335.00
	339.50			
Tenth Frame (United).....	320.00		320.00	325.00
Tenth Frame Bowler (Chicago Coin).....	249.50			
10th Frame Matched Bowler (Chicago Coin).....	325.00		325.00	345.00
Trophy Bowl (Chicago Coin)...	35.00	59.50	69.50	59.50
	69.50			69.50
	99.50			
Twin Bowler (Universal).....	29.50			35.00
Twin Shuffle Alley (United)...				99.50
Twin Shuffle Alley Rebound Universal.....	49.50		49.50	49.50
Twin Shuffle Alley Rebound (United).....	85.00	145.00	90.00	145.00
			145.00	75.00
			145.00	85.00
			150.00	145.00
Twin Shuffle-Cade (United)...	150.00		150.00	150.00
Two Player Rebound (United)...	105.00			125.00
Two Player (United).....	75.00		75.00	75.00

Yolen Expands
• Continued from page 77

units only in prime locations for the time being.

To date, Yolen said, not one slug has been found in a Parliament vender. He explained that the slug rejection mechanism on the unit has been improved, and added that the type locations which have Parliament venders usually don't have much of a slug problem.

The mechanically operated unit is 34 inches high, 5 inches wide and 8 inches deep. Capacity is 30 packs, vending at 35 cents a pack.

Yolen said that Miami has proved the best area for out-of-town shipments. He explained that the resort has a heavy influx of New Yorkers, among the nation's heaviest Parliament smokers, and that a luxury brand sells well in a luxury area.

Set 2 NAMA
• Continued from page 77

Cosmopolitan Hotel, Denver. It will cover Wyoming, Colorado and New Mexico. Area chairman Charles Kaplan, P & M Vending Company, Denver, will open the meeting at 2:30 p.m. High attendance is predicted for the meeting, the first NAMA area session to be held in Colorado.

Cancer strikes 1 in 5

Strike back

Give

Your gifts to the American Cancer Society help guard those you love.

Your dollars support research in a hundred laboratories and universities . . . spread life-saving information . . . ease pain and suffering . . . provide facilities for treatment and care of cancer patients.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed **CANCER**, c/o your local post office.



all the news of your industry every week in **The Billboard** . . . **SUBSCRIBE TODAY**
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WILLIAM POUND AGENCIES
68 WATER STREET ST. JOHN, NEWFOUNDLAND

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OSBORN DISTRIBUTING COMPANY
278 SIXTH STREET SAN FRANCISCO 3, CALIFORNIA

Chicago Can
• Continued from page 77

cigarette vending machines would encourage minors to smoke.

Cites Kefauver

The tobacco wholesale representative said Kefauver's investigation of crime in the U. S. showed vending machines were owned by persons with criminal records. Fuchs also declared that vending machines had been used to sell cigarettes which bear no tax stamp at all or counterfeit stamps.

Fuchs' final argument was that introduction of vending machines would seriously affect sales of existing retailers.

Herman Waller, counsel for the Chicago Retail Druggists Association, likewise appeared against the proposal. He said the introduction of cigarette machines would affect the druggists' business.

Following Waller's statement, Ald. Robert E. Merriam—not a member of the committee—asked how many cigarette machines were currently operating illegally in Chicago.

(A Chicago newspaper reported 3,000 cigarette venders were on location in the city, charged that the city ought to either order the machines removed or license them for tax revenue. This newspaper series touched off the current movement to return cigarette venders to the city.)

In response to Merriam's question, Jack Kelner, cigarette operator and salesman for National Vendors, Inc., St. Louis, asked Chairman Ronan's permission to answer.

"Can Sell 5,000"

Kelner said cigarette machines were currently installed in 306 establishments which hold a city cigarette license. He said that he sold 961 cigarette machines in Chicago in the past two years and added, "I can sell 5,000 machines here right now."

Kelner identified himself as the man who sold the first cigarette machine in the city—long before the city banned cigarette machines. In answer to an alderman's question he said he was with National Vendors, Inc.

At another point in the hearing, Max Spiegel, a tobacco wholesaler, obviously not in sympathy with the official position of the wholesalers' association as presented by Fuchs, took the floor and began urging licensing of cigarette machines.

Said Spiegel, "We want to license each machine."

He did not identify what group he spoke for and his remarks were interrupted by Fuchs, who pointed out that the purpose of the hearing was to present the opposition's arguments.

Texas Ops
• Continued from page 77

included vender manufacturers, their local distributors, and suppliers. They were:

- Eastern Electric Company; electric cigarette venders.
- Stoner Manufacturing Corporation; 1 cent gum, candy, pastry, cigarette venders.
- Rowe Manufacturing Company; candy, electric and manual cigarette venders.
- National Vendors; manual and electric cigarette machines.
- Dr. Pepper Company; single flavor cup vender and sirup.
- Superior Manufacturing Company; manual cigarette machine.
- Dobson Distributing Company; Bert Mills Coffee, Spacarb-Juice Bar, juice, soft drink venders.
- City Wide Sales; Lyons cup machine.

Suppliers on the exhibit floor included: Curtiss Candy Company; Mars, Inc.; Hollywood Candy Company; Leaf Brands, Inc.; Stewarts, Inc., and the E. W. Tune Company.

Cigarette manufacturers present were American Tobacco Company, Brown & Williamson, R. J. Reynolds Company, Phillip Morris and U. S. Tobacco Company. Match firms: Delta Match Corp., Diamond Match Company, Independence Match Company and the Ohio Match Company.

While the date and site for the 1954 convention will not be set until later this fall, the tobacco associations indicate it will be held next September in San Antonio.

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LESTOURGEON DISTRIBUTING COMPANY, INC.
2828 SOUTH BOULEVARD CHARLOTTE, NORTH CAROLINA

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S & K DISTRIBUTING COMPANY
2014 FAIRMOUNT AVENUE PHILADELPHIA 30, PENNSYLVANIA

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J. ROSENFELD COMPANY
3218 OLIVE STREET ST. LOUIS 3, MISSOURI

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DAN STEWART, INC.
140 EAST SECOND, SOUTH SALT LAKE CITY, UTAH

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CAPITOL MUSIC DISTRIBUTING COMPANY
135 EAST AMITE STREET JACKSON, MISSISSIPPI

Candy Vending
• Continued from page 77

buttress this conclusion are legion. Here are a few:

Sales thru vending machines amounted to \$79,576,000 in 1952—an increase of \$1,816,000 or 2.334 per cent over the 1951 total of \$77,760,000. Nearly 5 per cent of the industry's volume on the retail level is accounted for by vending machines.

However, as the survey covers all candy and confectionery, the share of market achieved by venders in bar sales is considerably more than 5 per cent—other sources say 18 per cent.

Share of Market

In share of market increase, the figures show vending holding a substantial lead over the five other leading retail outlet types in candy sales. Here's how they run, listed in order of total sales:

Independent food stores, up .966 per cent; drugstores, down .617 per cent; chain supermarkets, up .699 per cent; cigar stores, stands, stationery stores, up 1.03 per cent; theaters and amusement centers (not counting vending machines), down 2.173 per cent, and vending machines, up 2.083 per cent.

Here's how the six leading retail outlets stack up, by share of market and by dollar volume; independent food stores, 20.9 per cent, \$339,416,000; drugstores, 10.1 per cent, \$261,464,000; chain supermarkets, 14.4 per cent, \$233,856,000; cigar stores, stands and stationery stores, 9.8 per cent, \$159,152,000; theaters and amusement centers (exclusive of vending machines), 9 per cent, \$146,160,000, and vending machines, 3.3 per cent, \$79,576,000.

Other Outlets

Two other type retail outlets, dispensing a high percentage of its bars thru venders, would boost the vending machine totals. They are military installations, 3.3 per cent and \$53,592,000, and service stations (including road stands) 1.2 per cent and \$19,488,000.

Retail sales of candy and confectionery products represented slightly over .75 per cent of personal consumption expenditures during 1952, according to the survey. Total sales were \$1,624,000,000, topping the 1951 figure by \$4,000,000 (less than .25 per cent).

However the industry's per capita rate of sales declined 1.5 per cent—almost six times that amount. This rate of decline amounted to a loss of more than \$24,000,000 from the 1951 per capita consumption rate.

\$10.56 Per Capita

Per capita consumption for 1952 was \$10.56—\$.16 less than in 1951. Bar goods and specialties (which category includes venders) account for 50.2 per cent of total sales and a per capita consumption of \$5.30.

This is a decline, compared with the 1951 figures, of \$.31 in per capita consumption, 5.525 per cent in sales, and a decrease of 4.015 in share of market.

In each of these indices, however, vending machines ignored the statistics and showed a gain.

WORLD WIDE DISTRIBUTORS, INC.
2330 NORTH WESTERN AVENUE CHICAGO 47, ILLINOIS

New King-Size
• Continued from page 77

duction of a king - size Camel would have considerable effect on its decision.

The announcement that Camels may go king-size came from H. H. Ramm, assistant to the chairman of Reynolds. Ramm told the Cleveland Society of Security Analysts in Chicago that a review of the market for king - size cigarettes revealed an estimated increase in their use from 4 per cent in 1945 to about 19 per cent of the market in 1952.

Temporary Nature?

He added, "Altho manufacturers, who have marketed the same brand in a king size in addition to the regular size have experienced an increase in sales, there are indications that this increase may be of a temporary nature, dissipating itself as the pipelines of distribution fill and the smokers stop purchasing for inquisitive reasons."

Ramm said that Reynolds' earnings before taxes this year were running at 10.8 per cent of sales, compared with 10.2 per cent for the first six months of 1952. He added that these percentages "are materially higher than those of any of our major competitors whose figures are published."

WERTZ MUSIC SUPPLY COMPANY
1013 EAST CARY STREET RICHMOND 19, VIRGINIA

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BADGER NOVELTY COMPANY

2546 NORTH 30TH STREET

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MONDAY
OCT. 3-4-5

MODERN DISTRIBUTING COMPANY

3222 TEJON STREET

DENVER 11, COLORADO

Coinmen You Know

New York

Herb Klein, International Mutoscope Sales manager, returned last week from a nationwide sales trip which he began at the close of the National Automatic Merchandising Association's Convention August 26. He said that Mutoscope plans to increase its production run.

Gilbert Engelman suffered a gall bladder attack while driving thru Connecticut. He is recuperating at home. . . . **Frank Broccoli**, Braddock Music, is expected to return from Italy this week. He has been vacationing there for two months. . . . **Ben Ginsberg**, Harold's Music, sold his route to **Jacob Dworkin**. Ginsberg is now working as a mechanic. . . . **Dan Gould**, Apco's Chicago regional representative, spent the week-end in New York.

Murray Kaye, Atlantic-New York, was in Chicago on business this week. . . . **Al Simon** received a shipment of the new Genco Sky Gunners. . . . **Dave Stern**, Seacoast Distributors, Elizabeth, N. J., is in the process of moving into **Dave Lowy's** 10th Avenue show-rooms. Lowy will occupy a portion of his former headquarters.

Barbara Gilbert, daughter of **Al Gilbert**, of the Coin Machine Employees' Union, recently saved a 9-year-old boy from drowning. The 11-year-old girl pulled in the boy at White Lake, N. Y. . . . **A. D. Palmer Jr.**, Wurlitzer advertising and sales promotion manager, was in from North Tonawanda, N. Y., this week to visit **Joe Young**.

New members of the Coin Machine Employees' Union are **Wilbur Aronson** (Triangle Vending), **Bernie Brown** (National Vending), who bought a route from **Jack Kantor's** Kaye Amusement, and **Kenovan Amusement**.

William Parker and **Sandy Warner** are in charge of arrangements for the annual dinner of the Associated Amusement Machine Operators of New York, to be held at the Latin Quarter, December 20.

to attend the dinner session, according to **Abe Fish** and **Jim Tolisano**, of the planning committee.

Tony Berube, Ajay Service, postage stamp vending machine and juke box operator, served as toastmaster at a dinner held at the Puritan Maid Restaurant, Elmwood, honoring the Puritan Maids baseball team, runners-up in the Hartford Twilight League season. The Maids won the top spot a year ago. Berube is manager of the baseball unit.

Twin Cities

"School Days" for operators and mechanics is the tag given by **Lieberman Music Company** for its special AMI music and Bally games session planned for 9:30 a.m.-4 p.m. October 12-13. Lunch will be served those attending at the company offices in Minneapolis.

Al Mason, of Grand Rapids, Mich., district field service engineer for AMI, will be in town to handle his firm's end of the instruction period. **Harold Lieberman**, distributor chief, reports **Bob Breither** will be Bally's representative. Lieberman expects a top turnout.

Arnold Golden, of Sandler Distributing Company, is all smiles these days, what with new Wurlitzer phonos coming in on almost every shipment and going out to operators practically as soon as they arrive. Music men have taken the Wurlitzer to their hearts with gusto, **Golden** said, pleasing both him and the head man, **Irving Sandler**, headquartered in Des Moines.

At LaBeau Novelty Sales Company, St. Paul, **Archie LaBeau** and his staff are being kept busy filling orders for Rock-Ola music and pin games, with operators streaming in and out of the place constantly. . . . **Sol Rudick**, Minneapolis cigarette ma-

chine man, is back from Winnipeg, where he went to serve as best man at the marriage of his nephew.

Archie Pence, of Automatic who had been hospitalized for some time, is back home convalescing and reportedly improving steadily. . . . **Phil Moses**, Phillips Sales Company, Minneapolis, who had to forego active participation in his business following a heart attack, is reported much better and romancing with the idea of returning to his duties. . . . **Jack Karter**, of Midwest Novelty, St. Paul, who is adding equipment to his routes steadily, has closed his White Bear Lake, Minn., summer home after what he reports was one of the best fishing seasons.

A new house organ made its appearance the past week under the aegis of Sandler Distributing Company, Minneapolis and Des Moines. **Arnold Golden**, Minneapolis branch manager, reports operator reaction to the bulletin good. . . . **Doris Messig**, of the retail record department, and **Richard Anderson**, both of Lieberman Music Company, were betrothed last week and are busy planning a November wedding. . . . **Sam Stern**, of Williams Manufacturing Company, Chicago, will visit coin machine friends here when he attends the University of Minnesota-Michigan State football game next week.

Almost Heilicher, of Advance Music Company, is extending his busy operations once again and now is pressing records under the SOMA label (Amos spelled backward). He has lined up several fine artists for his label, and anticipates good public reaction. . . . **Herb Sandell**, head of the Lieberman wholesale record department, reports London's "Ebb Tide," Dot's "To Be Alone" and Coral's "Ricochet" getting terrific attention from disk buyers. **Hy Sandler**, traveling

Dallas

Texas operators held their annual convention at the Hotel Adolphus here September 18-20, hosting many out-State visitors. Among the latter were **Bip Glassgold**, Stoner Manufacturing Corporation, Aurora, Ill.; **Bernie Osmond**, National Automatic Merchandising Association membership director, Chicago; **Franklin McConnaughey**, Rowe Manufacturing Company, Inc., New York; **C. M. McMillan**, executive secretary of the National Candy Wholesalers Association; **J. H. Saxon**, National Vendors, Charlotte, N. C.; **R. P. Schnering**, Curtiss Candy Company, Chicago, and **C. E. Sherry Jr.**, American Chic Company, New York.

Among the Texas delegates present were **Herman Millner**, Millner's Mechanical Merchandising Company, Austin; **Rudy Weyel**, South Texas Vendors, Houston; **Joe R. and James M. Dobson Jr.**; Dobson Distributing Company, Dallas; **Ben J. Kelley**, Post Vendors, Houston; **Gibbs MacDaniel**, City Wide Cigarette Company, San Antonio; **H. W. Harlan**, Southern Vendors, San Antonio, and **Arthur Harris**, City Wide Vending Machine Company, San Antonio.

Lee Moffett, retiring president of the Texas association, was much on hand directing and expediting convention activities. **Harold Gallarneau**, secretary, also participated in convention doings. Among the TMVA directors, who were greeting fellow members and trade executives were **Bill Marrow**, Western Vending Company, El Paso; **Byron Bloom**, Bloom Vending Company, Wichita Falls; **Ed Massman**, Cigarette Service, Inc., Corpus Christi, and **John Ogden**, Automatic Vending Machine Company, El Paso.

Hartford

Francis E. Stern, Stern and Company, was a New York business visitor for a few days. Next State-wide meeting of MOC (Music Operators of Connecticut) is slated for Hartford, restaurant to be announced, on October 1 at 8 p.m. Some 50 to 75 delegates from key cities and towns are

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THE NEW

ROCK-OLA

"COMET" LINE



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

See the
entire
"COMET"
line on
display NOW
OCTOBER 3-4-5

★ THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

• The "COMET" Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.

• The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

TWO SHOWINGS

1111 E. Van Buren

Phoenix, Arizona

October 5

and

October 3

329 E. 7th St.

Tucson, Arizona

REFRESHMENTS FOR ALL

PAUL W. HAWKINS

329 EAST 7TH STREET

TUCSON, ARIZONA

You Asked for It! **The NEW**

ROCK-OLA "COMET" LINE

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OCTOBER 3-4-5



IT'S NEW—
IT'S TERRIFIC!
IT'S DIFFERENT—

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OPEN HOUSE
Refreshments for All
Saturday
Sunday
Monday
OCTOBER 3-4-5

LA BEAU NOVELTY SALES COMPANY

46 UNIVERSITY AVENUE ST. PAUL 4, MINNESOTA

SPECIALS!

Leader \$149.50 | Circus \$219.50
Palm Beach. 259.50 | Cabana 299.50
Stars 129.50 | ABC 49.50

1/3 Cash Balance

B & B NOVELTY CO.

15-17 West Main Street Louisville, Kentucky

AMi

Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES
has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write Box 666, 2168 Patterson St., Cincinnati, Ohio

Nebraska and Iowa for Sandell, reports business on these platters in his area as good... **Marty Kantor** and **M. M. (Doc) Berenson**, of Harmony Music Company, Minneapolis, are buying new music equipment for their ever-expanding route.

Kelly Diedrich, of Chaska, Minn., was in buying phonographs... pingames interested **Andy Benna**, of Ironwood, Mich., on his trip to this market... **Glen Racliff**, of Superior, Wis., stocked up on records and several games when he was here... **Henry Vangen**, Minneapolis, who used to be associated with his brother's widow, **Mrs. Ruby Vangen**, has started a pin game and music route of his own... **Dick Grant** of Mound, Minn., is adding games to his route.

Mr. and Mrs. Ike Sundem, Montevideo, Minn., were in town buying music and records... Recent shoppers here were **L. Jenkins**, of Bath, S. D.; **Ray Vankoski**, of Cloquet, Minn.; **Fred Bischell** of Chippewa Falls, Wis.; **Ike Pearson**, of Mitchell, S. D.; **Ray Foster** of Sioux Falls, S. D.; and **Art Hagness**, of Grand Forks, N. D.

Fred Krischman, of St. Cloud, Minn., who left the music-pins end of coin machines for a launderette, is in the process of disposing of the latter business to go back to his old field... **Mr. and Mrs. Jack Bailly**, of Brown's Valley, Minn., were in town buying music... **Jim Stanchfield**, of Winona, Minn., stocked up on records during his visit to town... **Fred Gates**, Minneapolis Arcade man, picked up several pieces for his locations in the Twin Cities.

Fred Fisher of Waconia, Minn., came to the city to buy music... **Sam Karter** of Star Novelty Company, Minneapolis, continues to show steady improvement in his recovery and has just about returned full time to his duties... **Tom Matthews**, who bought **Osakis Novelty Company**, Osakis, Minn., from **Norman Hanson** some time ago, is busy on his route while **Hanson** is taking things much easier than he has in some time, he reported.

Miami

The recent convention held here by the National Baptist Conference drew about 10,000 Negro delegates. The influx of visitors stimulated business in some districts, according to local coinmen. **Raoul Shapiro**, Supreme Distributors, believes it's a healthy sign that independent labels are clicking big on juke boxes these days. Such competition, says Shapiro, keeps the major companies on their toes and is wholesome for the industry.

Pan American Distributing again has taken on the Imperial and Specialty phonograph record labels. The company handled the lines until about a year ago when the now-defunct Top Tunes took them over.

Chicago

The distributors meeting held by the Seeburg Corporation here resulted in many visitors to the game factories. Among those calling at Chicago Coin Machine Company were **S. H. Lynch**, head of the company, ring his name. He was in with several of his top staffers, including **A. C. Hughes**, vice-president; **B. J. Nichol** and **Anderson Sage**.

In addition, **E. D. Furlow**, another Lynch vice - president, was expected in Monday (28) for conferences with **Ed Levin** and Owners **Sam Gensburg** and **Sam Wolberg**. **S. H. Lynch** was just back from a three-month tour of Europe. **Frank Mencuri** left for Boston Saturday (26). On Sunday he was slated to attend the David Rosen Company open house party in Philadelphia celebrating the rebuilding of the Rosen firm's headquarters destroyed by fire some time ago.

Paul Huebsch, Keeney sales manager, attended the hearing of the licensing subcommittee at city hall Thursday to investigate the possibility of licensing cigarette venders in Chicago (see separate story). Huebsch says demand for the Pacemaker Bowler is high... Among the other visitors at Chicago Coin this week were **Jean Minthorne**, **Ed Wisler** and **Herb Tronick**, of Minthorne Music, Los Angeles; **Wayne Copeland**, Copeland Distributing Company, Oklahoma City; **Warren Merrill** and **Phil Moss**, of Atlas in Des Moines, and **Barney Luckman**, of Atlas in Omaha. **Ed**

YOU ASKED FOR IT!

THE NEW

ROCK-OLA "COMET" LINE



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

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OCTOBER 3-4-5

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OPEN HOUSE
REFRESHMENTS FOR ALL
SATURDAY—SUNDAY
MONDAY
OCT. 3-4-5

MUSIC AND TELEVISION CORPORATION

1119 COMMONWEALTH AVENUE

BOSTON 15, MASSACHUSETTS

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OPEN HOUSE
REFRESHMENTS FOR ALL
SATURDAY—SUNDAY
MONDAY
OCT. 3-4-5

UNI-CON DISTRIBUTING CO.

3410 MAIN STREET

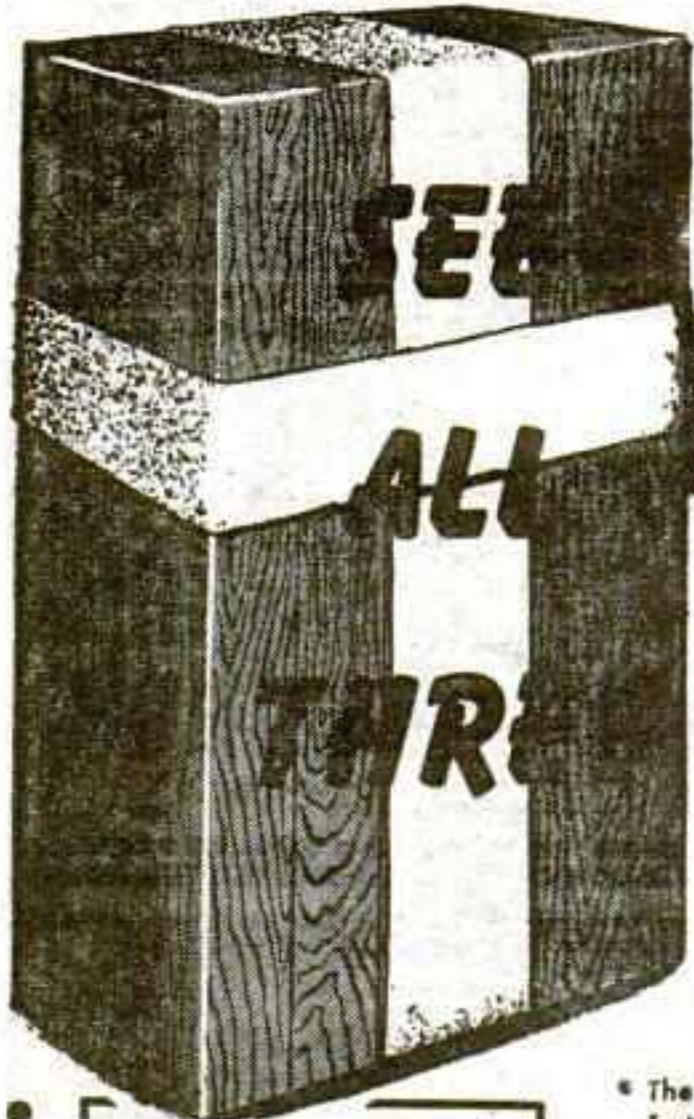
KANSAS CITY 2, MISSOURI

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY-SUNDAY MONDAY OCT. 3-4-5

ROBINSON DISTRIBUTING COMPANY

301 EDGEWOOD AVENUE, S. E.

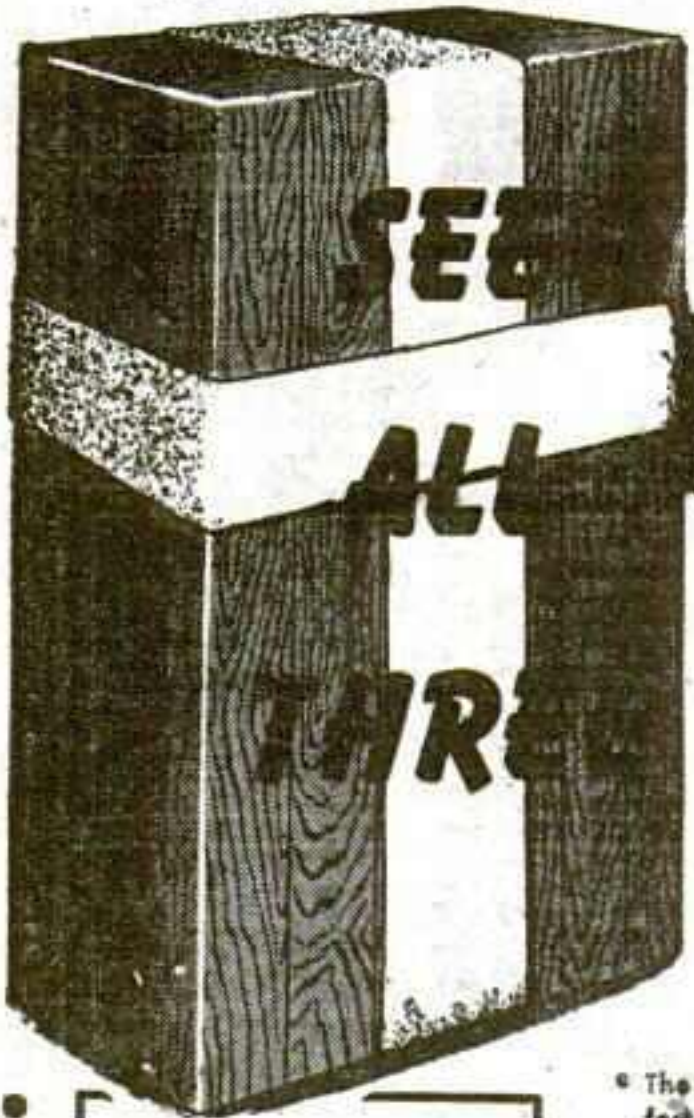
ATLANTA, GEORGIA

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY-SUNDAY MONDAY OCT. 3-4-5

H. M. BRANSON DISTRIBUTING COMPANY

811 EAST BROADWAY

LOUISVILLE 4, KENTUCKY

Levin pointed out that all the sitors were in for a special hrowing of a new type Chicago coin product.

Sam Stern, Williams vice-president, was up to Minneapolis Saturday to attend the Minnesota football game and visit with coinmen in that area. Firm reports strong demand for its C.O.D. game... Herb Perkins, Purveyor Distributing Company, says sales on shuffle games and shuffleboards are going well.

Sam Lewis, Genco executive, left Saturday to attend the David Rosen Company fete in Philadelphia Sunday. His partner, Avron Gensburg, meanwhile was in Milwaukee to attend a showing sponsored by the S. L. London Company. Lewis stated sales on the Night Fighter and Sky Gunner gun games are increasing with the most encouraging part of the deal being repeat volume orders.

Art Weinand, sales manager of Exhibit Supply, finds inquiries on kiddie rides exceptionally strong and many operators stocking up on the new Rudolph ride which has a music feature... At United Manufacturing Company, Billy DeSelm, sales manager, finds demand for in-line and shuffle games sharp in most territories.

The Donan Distributing Company was closed Wednesday afternoon so that all staffers could challenge Boss Don Moloney on the links. The event took place at the Wilmette Country Club, Wilmette, Ill. Don is considered one of the best players in the industry in this area.

Over at First Distributors, Wally Finke and Joe Kline report steady action on in-line and shuffle games. Firm has just released its new 240-page Gift Book and will make a mailing on it next week.

Seen at the special sub-committee hearing in City Hall last week on repeal of the anticigarette vander regulation: Jack Kelner, Kelner Vendors; Ben Coven, Coven Distributing; Clint Darling, executive director of National Automatic Merchandising Association; Fred L. Brandstrader, NAMA legislative counsel; Bernard J. Kiley Jr., Airport Vending Service; Paul Huebsch, Keeney & Company; W. F. Swingler, vice-president of Automatic Canteen Company of America; John S. Mill Rowe Manufacturing Company vice-president; Tom Hungerford, National Vendors; Nick Novasic, West Allis Vendors, Milwaukee, and M. L. Heffer, Johnson Tobacco Company.

Jack Nelson Jr., Logan Distributing, is eager to launch business Monday (28) in his new Milwaukee Avenue headquarters. The charm bar is going strong and is getting bigger, he notes... National Association of Bulk Vendors directors have scheduled a meeting for November 2.

Detroit

E. B. (Bill) Wilson's Batter-Up unit was doing a heavy business out at the Michigan State Fair for 10 days. The current unit is manually-operated.

Maurice J. Feldman, Central Coin Machine Exchange and Mrs. Feldman are back from a vacation of several weeks, touring upstate Michigan.

John C. Westerdale, director of league play for the Detroit Shuffleboard Association, is deluged with the details of getting the industry's biggest season off to a flying league play start.

Stanley Collins of Collins Vending had two ice cream vendors out at the Michigan State Fair, doing the proverbial land-office business... Nicholas Kondur, formerly with Douglas Engineering, has been named manager of the Detroit division of F. L. Jacobs Company.

Milwaukee

Over at Paster Distributors headquarters on Fond du Lac Avenue, Sam Cooper said that business is improving and that the place is more crowded than ever. Heavy demand for equipment and premium goods keeps the Paster plant bustling, and it is still impossible to keep floor models of the new AMI on hand.

The delivery of the 100 Constellations at the Vic Manhardt headquarters has the personnel there all smiles. The extended

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY-SUNDAY MONDAY OCT. 3-4-5

H & H MUSIC

1626 THIRD AVENUE

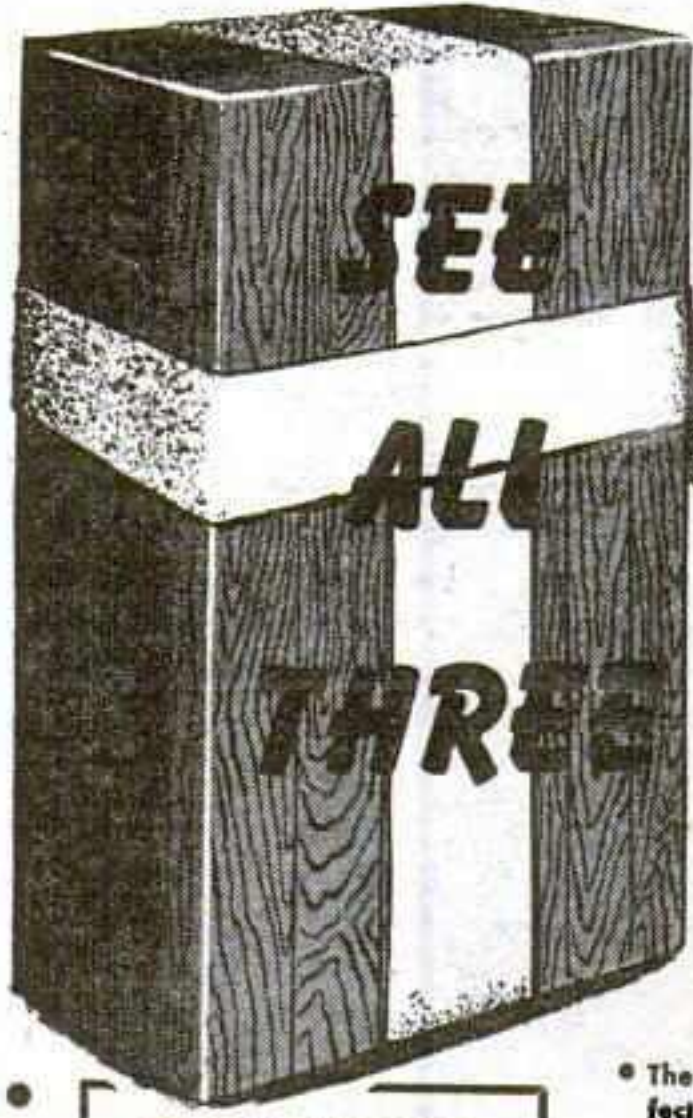
MOLINE, ILLINOIS

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DOLAN DISTRIBUTING

2685 W. PICO

LOS ANGELES, CALIFORNIA

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY—SUNDAY MONDAY OCT. 3-4-5

BORDER SUNSHINE NOVELTY

2919 NORTH 4TH STREET

ALBUQUERQUE, NEW MEXICO

drought of merchandise had been a sore point here in recent months. According to Manhardt, the backlog is being steadily whittled down. Elmer Engel is getting set to combine some pleasant hunting with a business trip.

Joe Pelligrino, P & P. Distributors, is just back from a fishing vacation at Sayner, Wis. P & P. staffers are busy working on re-finishing of a lot of Bingo Roll machines for their own locations and for other members of the trade. An expert cabinet maker, Joe Pelligrino turns out a beautifully finished job on each piece of equipment.

Newest addition to the sales staff of Sam Hastings Distributors, is Louella Lawton. She calls on 300 industrial accounts with the Hastings line of premium goods. Other changes at the Bluemount Road headquarters include promotion to shop foreman for Harold Rohde, with the firm since 1947, and a boost to floor sales boss in the premium department for Paul Nadolny who formerly worked on the routes and in the shop.

A real big league baseball fan, Harry Jacobs Jr. drove back to Milwaukee from up North just to see the Dodgers-Braves tilt last week. United's front office gal Bertha answered to the peal of wedding bells recently and is now addressed as Mrs. Robert Malaczewski.

Bob Larsen, WEMP disk jockey, has been picked by United to handle their promotion on the Wurlitzer-Frankie Laine \$5,000 Vocalist Scholarship contest. John Zaniewski is back on the Banaco Music routes. Red Jacomet concurs that music is the bright spot on most of the routes these days. "At least that's the way it is out in West Allis," he says.

os Angeles

Frank Mencuri, sales manager of Chicago Coin, in town recently, and off on a six-day tour of the Northwest with Phil Robinson, regional representative for Chicago Coin in this area. They visited with Tommy Thompson at R. F. Jones Company in Salt Lake, Marshall Pack of the Jones Denver office, Lou Dunis of Dunis Distributing Company in Portland, and Budge Wright at Western Distributors in Portland. They had to radio out to "Skipper" Johnny Michaels in Seattle, who was out on the Sound in his twin-engine yacht.

Bob Bever has been appointed manager of the Los Angeles branch of Dan Stewart Company, replacing Jack Dolan who resigned. Mr. & Mrs. Al Anderson of Schafter returned from a fishing trip up north this week. Dick Harrison, of Fontana, along with Johnny Huntsman, of Tulare making the rounds along Pico.

Al Silberman of Badger Sales Company, back from his vacation during which he flew up to Anchorage, Juneau and Seward, Alaska. Latter reports that a thriving community and offers many opportunities for coinmen.

Bob Bear, national sales manager for the Rudolph Wurlitzer Company, along with Gary Sinclair, regional representative for the phono firm in these parts, visiting with Paul Laymon and staff this past weekend. Walt Peteet, regional service manager out on the road with Karel Johnson, of the Laymon firm. Jimmy Wilkins also visiting with operators thruout the San Diego area.

Mr. & Mrs. S. L. Griffin of Pomona, off on a vacation trip that will take them to Vegas, Zion and Bryce Canyons and up to Lake Arrowhead. Jack Dolan extending invites to operators thruout the area to the opening of his new firm, Dolan Distributing Company, October 3. Jack Simon, Simon Sales Company, reports a healthy increase in bowler business.

Phil Robinson, Chicago Coin regional representative bustling with activity, especially so with the recent appointment of the Minthorne Music Company as Southern California distributor. Joe Boll, of 29 Palms, in town this week. Also J. C. Neel, of Riverside, and George Van Drake, of San Bernardino. Mr. and Mrs. H. Munroe, of Indio, combining a business and pleasure trip this week during a visit to Los Angeles.

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TWO SHOWINGS

Sunday, Oct. 4
Neil House—Parlor #5
Columbus, Ohio
Oct. 3-4-5
Main Office
Youngstown, Ohio

DIXON DISTRIBUTING CORPORATION

3808 SOUTHERN BOULEVARD

YOUNGSTOWN, OHIO

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OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY—SUNDAY MONDAY OCT. 3-4-5

SUN SPECIALTY

10147 112TH STREET

EDMONTON, ALBERTA, CANADA

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SHOWING OCTOBER 11-12
BOULEVARD ROOM
ANTLER HOTEL
REFRESHMENTS

CALDERON DISTRIBUTING

450 MASSACHUSETTS AVENUE

INDIANAPOLIS, INDIANA

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 and time on location, territory and other related factors.

	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5
ABC (United).....	\$50.00 65.00	\$50.00 65.00	\$50.00 75.00(2)	\$50.00 75.00
All Baba (Gottlieb).....	75.00 145.00	75.00 145.00	149.50	149.50 150.00
Alice in Wonderland (Gottlieb).....	34.50	34.50	34.50	34.50
All Star Basketball (Gottlieb).....	49.50	49.50	49.50	49.50
Aquacade (United).....	39.00 39.50	39.00 39.50	115.00 120.00	120.00 125.00
Arcade (Bally).....	59.50	59.50	39.00 39.50	39.00 39.50
Arizona (United).....	35.00 45.00	125.00	59.50	59.50
Atlantic City (Bally).....	250.00 265.00	259.50 280.00	275.00 285.00	275.00 285.00
	280.00 285.00	325.00	25.00	350.00
	295.00 325.00			
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bango.....	45.00			
Bank-A-Ball (Gottlieb).....	50.00			
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Baseball.....	45.00			
Basketball Champ (Chicago Coin).....	195.00 250.00	195.00 250.00	195.00	195.00 250.00
Basketball (Gottlieb).....	50.00		65.00	
Batting Practice.....	89.50	89.50	89.50	89.50
Beach Club (Bally).....	495.00(2)	469.50 495.00	525.00	525.00
Beauty (Bally).....	500.00 550.00	369.50 445.00	385.00 425.00	385.00 425.00
	395.00 400.00	500.00	385.00 425.00	385.00 425.00
	425.00 445.00			475.00
Be Bop (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	45.00 49.50	49.50	49.50	49.50
Big Top (Genco).....	45.00 54.50	54.50 64.50	54.50 64.50	54.50 64.50
	64.50			
Black Gold (Genco).....	35.00 59.50(2)	59.50 (2)	59.50(2)	59.50(2)
Bolevo (United).....	125.00	125.00	145.00	145.00 195.00
Bomber.....	45.00			
Boston (Williams).....	55.00 79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	45.00 69.50	49.00 69.50	25.00 69.50	49.00 69.50
Bright Lights (Bally).....	129.50 139.00	129.50 175.00	125.00 129.50	125.00 129.50
	145.00 175.00		139.50 149.00	139.00 149.00
			150.00	150.00 195.00
Bright Spot (Bally).....	195.00 225.00	225.00	250.00	245.00 250.00
Buccaneer (Gottlieb).....	34.50	34.50	34.50	34.50
Buffalo Bill (Gottlieb).....	50.00 69.50	69.50	69.50	69.50
Buttons & Bows (Gottlieb).....	64.50	64.50	64.50	64.50
Cabana (United).....	450.00 495.00	369.50 495.00	425.00 495.00	425.00 495.00
Camel Caravan (Genco).....	69.00	69.00	69.00	47.50 69.00
Campus (Exhibit).....	84.50	84.50	25.00 84.50	84.50
Canasta (Genco).....	39.50 45.00	89.50	25.00 89.50	89.50
	89.50			
Carnival (Bally).....	49.50	49.50	49.50	49.50
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00 45.00	35.00	35.00	35.00
Champion (Bally).....	39.50 75.00	39.50 49.50	49.50 89.50	49.50 89.50
	89.50			
Champion (Chicago Coin).....		69.00		69.00
Chinatown (Gottlieb).....	165.00	165.00	165.00(2)	165.00(2)
				185.00
Cinderella (Gottlieb).....	29.50 49.50	29.50 49.50	25.00 29.50	29.50 49.50
			49.50	
Circus (Exhibit).....	45.00			
Circus (United).....	295.00	249.50		295.00
Citation (Bally).....	35.00 42.50	39.50 42.50	30.00 35.00	29.50 30.00
	50.00 79.50	79.50	39.50 42.50	35.00 39.50
			79.50	49.50 79.50
College Daze (Gottlieb).....	45.00 79.50	79.50	79.50	79.50
Coney Island (Bally).....	185.00 195.00	225.00	200.00	200.00
	225.00		225.00(2)	225.00(2)
				245.00
Contact (Exhibit).....	45.00			
Control Tower (Williams).....	109.50	109.50	65.00 109.50	75.00 109.50
Coronation (Gottlieb).....	175.00	175.00	175.00	175.00
Crazy Ball (Chicago Coin).....	45.00			
Cross Roads.....	135.00 150.00	145.00 150.00	135.00(2)	135.00 150.00
	159.00	199.00	150.00 159.00	159.00
Cyclone (Gottlieb).....	125.00 149.50	25.00(2) 149.50	115.00	125.00(2)
			125.00(2)	149.50
Dallas (Williams).....	40.00 44.50	44.50 69.50	25.00 44.50	44.50 69.50
	69.50		69.50	
De-Icer (Williams).....	89.50	89.50	45.00 89.50	89.50
Deluxe Baseball (Williams).....	349.50			
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
Double Action (Genco).....	45.00	89.00	25.00	89.00
Double Feature (Gottlieb).....	89.00	89.00	75.00 89.00	89.00
Double Shuffle (Gottlieb).....	45.00 49.50	49.50 65.00	49.50 65.00	49.50 65.00
	65.00			
Dreamy (Williams).....	65.00 89.50	69.00 89.50	55.00 89.50	69.00 89.50
Eight Ball (Williams).....	119.50 125.00	119.50 125.00	119.50 125.00	119.50 125.00
El Paso (Williams).....	39.50 40.00	39.50 59.60	39.50 59.50	39.50 59.50
	59.50			
Fairway (Williams).....	229.50			
Fighting Irish (Chicago Coin).....	45.00 75.00	75.00	25.00 75.00	75.00
Five Star (Universal).....	49.00 65.00	49.00 75.00	75.00	75.00
	75.00(2)			
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).....	185.00 195.00	195.00	195.00	195.00
Football (Chicago Coin).....	45.00 65.00	65.00		65.00
400 (Genco).....	85.00 100.00	40.00 85.00	25.00 65.00	90.00 65.00
	125.00 225.00	125.00	45.00 90.00	195.00 125.00
			125.00 225.00	195.00 225.00
Four Corners (Williams).....	145.00	145.00 155.00	145.00(2)	145.00 165.00
Four Horsemen (Gottlieb).....	109.50(2)	109.50	70.00 109.50	109.50 110.00
			110.00 129.50	129.50
Four Stars (Gottlieb).....	145.00	145.00	145.00	145.00
Freshie (Williams).....	45.00 50.00		25.00	
Frolic (Bally).....	200.00 250.00	259.50 310.00	295.00 325.00	295.00 325.00
	275.00(2)			335.00
Futility (Bally).....	295.00 310.00	95.00 125.00	145.00 150.00	145.00 150.00
	99.00 150.00	150.00		
Georgia (Williams).....	45.00 89.50	89.50	60.00 89.50	89.50
Gin Rummy.....			25.00	
Gizmo (Williams).....	35.00	35.00	35.00	35.00
Glamour (Bally).....			115.00	159.50
Globe Trotter (Gottlieb).....	135.00	135.00	115.00 135.00	135.00
Gold Cup (Bally).....	59.50	29.50 39.50	29.50 59.50	29.50 59.50
Golden Gloves (Chicago Coin).....	40.00			34.50
Golden Nugget (Genco).....	135.00 149.50	219.50 135.00	135.00 195.00	135.00 195.00
	175.00 219.50		225.00	225.00
Grand Award (Chicago Coin).....	35.00 45.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....	195.00(2)	195.00	195.00	195.00
	199.50			
Gays-Dolls (Gottlieb).....	229.50		220.00	220.00



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 United Twin, formica/big pins..... 90
 Chicoin 4 Player, formica/big pins..... 69
 Gottlieb Bowling Champ (5-Ball)..... 35
 Williams Dreamy (5-Ball)..... 79
 Exhibit Playland (5-Ball)..... 69
 Postwar Photomatic..... 400
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	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12	Issue of Sept. 5
Happy Days.....			150.00	150.00
Happy Go Lucky (Gottlieb).....	135.00	135.00	135.00	135.00
Harvest Time (Genco).....	40.00 45.00	65.00	35.00 65.00	34.50 65.00
	65.00			
Hayburner (Williams).....	85.00 100.00	85.00 125.00	85.00	85.00
Hawaii (United).....	45.00			
Hits & Runs.....			25.00	
Hit 'N' Run (Gottlieb).....	120.00 145.00	145.00	145.00	145.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	45.00 59.50	59.50	59.50	59.50
Holiday (Keeney).....			225.00	225.00
Hong Kong (Williams).....		125.00	110.00 125.00	110.00 125.00
Hot Rod (Bally).....	40.00(2) 99.50	99.50	40.00 99.50	40.00 99.50
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jalopy (Williams).....	110.00 129.50	129.50		
Jamboree (Exhibit).....	45.00			
Jeanie (Exhibit).....	45.00			
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	65.00 89.50	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	125.00 149.50	125.00 160.00	125.00 160.00
			175.00	175.00
Just 21 (Gottlieb).....	45.00 59.50	59.50	59.50	59.50
K. C. Jones (Gottlieb).....	89.50	89.50	75.00 89.50	75.00 89.50
Kilroy (Chicago Coin).....	45.00			
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	115.00 124.50
Knock Out (Gottlieb).....	40.00 45.00	69.00	35.00 69.00	69.00
	69.00			
Lariat.....	45.50			
Leader (United).....			175.00	175.00
Lite-a-Line (Keeney).....	65.00 75.00		75.00 79.50	75.00 79.50
	85.00 175.00		129.50	129.50
Long Beach (Williams).....	139.50	75.00 139.50	179.50	179.50
Lucky Inning (Williams).....	45.00 84.50	84.50	84.50	84.50
Major League Baseball (Western).....	35.00 45.00			
Madison Square Garden (Gottlieb).....	85.00	85.00	60.00 85.00	85.00
Majors (Chicago Coin).....	74.50	74.50	25.00 74.50	74.50
Majors of '49 (Chicago Coin).....	45.00(2)	45.00	45.00	45.00
Majorette.....	89.50	85.00	85.00(2)	85.00
Mardi Gras.....	29.50	29.50	29.50	29.50
Maryland (Williams).....	35.00 45.00	49.00 49.50	25.00 49.00	49.00 49.50
	49.00 49.50	84.50	49.50 84.50	84.50
Mermaid.....	125.00	125.00	150.00	125.00(2)
			125.00(2)	
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	85.00 125.00	115.00 125.00	75.00 115.00	115.00 125.00
	129.50 139.50	139.50	125.00 139.50	139.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nevada (United).....	45.00			
Niagra (Gottlieb).....	145.00	145.00	145.00	145.00
Nifty (Williams).....	89.50		70.00 89.50	89.50
Oklahoma (United).....	64.50			

Table with columns for 'Issue of' dates (Sept. 26, 19, 12, 5) and various arcade equipment items like Ampico, Ahiti, Alecard, etc.

Maxwell House Names Cook Asst. Gen. Mgr.

HOBOKEN, N. J., Sept. 26.—C. W. Cook has been appointed assistant general manager of General Foods' Maxwell House division, here.

ELECTRIC SCOREBOARDS LARGE NATIONAL COIN REJECTOR BOX Overhead, 15-21 pts. Horsecollar 15-21-50 pts. \$125.00

22' Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated. Each. \$160.00

WANTED FOR RESALE 50 BINGO GAMES Quote Best Cash Prices Univ. Winner \$49.50

THE MARKET PLACE for the COIN MACHINE INDUSTRY The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

Arcade Equipment

Large table listing various arcade equipment items such as Ace Bomber, Aqua Jet, Atomic Jet Space Ship, Baseball, Bat-A-Ball, etc., with prices and issue dates.

ADVERTISING RATES REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 4 pt. bold, balance 4 pt. light.

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Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet; modern design, coin rejector. Write for prices and full story.

Help Wanted

Mechanic Wanted—Seeburg Music, United, Shuffle, etc. J. Clyde Bell, 728 N. Hayes, Amarillo, Tex.

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To service Shuffle and Pin Game Route in Chicago. Must be thoroughly experienced. Good working conditions. Good salary.

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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.

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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;

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Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders; \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid.

TAB GUM—MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

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Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers. PV Cigarette Venders.

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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.

Cheap enough, write. 1 Texas Leaguer, Dale Guns, 47¢; Seeburgs, Heavy Hitters, 1¢

Counter Games; Popez Popcorn Vender; Silver King Hunters. Penny Sales, 1902 Elm, New Albany, Ind.

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; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Free Gum Venders, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

Gum & Candy Bulk Venders; 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.

Ice Cream Machine; 25 Atlas Coinsc and 5 Kenro for sale; discontinuing route; no reasonable offer refused. Box 662, The Billboard, Chicago 1, Ill.

Latest ABT Skill Guns, \$18.50; Champion Hockeys, \$45; 5 Dale Guns, \$47.50 each; Mutoscope Photomatic, \$75; Postage Vender, \$9.50; Hit-a-Homers, \$7.50; Gottlieb Grispers, \$6. 1/3 deposit. McLennan, 11530 Pine, Taylor Center, Mich.

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.

Used Cigarette Machines

11 Rowe Diplomats, upright with clocks, 8 col., almost new; 2 Rowe Presidents, 10 col.; 5 Rowe Imperials, 8 col.; 6 National 950, 9 col.; 4 National 930, 9 col.; 7 DuGrenier Challenger, 7 col.; 2 DuGrenier 5; 1 Uneda E. All in first class condition with new silver quarter rejectors. Buy the lot for \$75 each, F.O.B. Lucedale. Will pack and ship. Hurry for this bargain. Lucedale Amusement Co., Lucedale, Miss. Phone 3285.

Will pay cash for Genco "400," \$40; Golden Nugget, \$90; United ABC, \$40; United Leader, \$60; Atlantic City, \$150; Stars, \$90. West Way, Inc., 776 Ashton Ave., Salt Lake City, Utah. Phone 6-4851.

Wanted—6 Shuffleboards, Rock-Olas preferred; if in Oklahoma, could also use few Turf Kings and Champions. Will trade 5 Balls, Music or pay cash. Floyd Eoff, 120 North Bway., Ada, Okla.

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| Atlantic City | 325 |
| Frolics | 295 |
| Spot Light | 195 |
| Coney Island | 225 |
| Bright Spot | 225 |
| Bright Lights | 175 |
| United ABC | 99 |

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| SEEBURG SHOOT THE BEAR | 3199 |
| WMS. SUPER WORLD SERIES | 195 |
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| TELEQUIZ | 165 |
| CHI COIN 4 | 175 |
| PLAYER DERBY | 175 |
| CHICKEN SAM | 95 |
| RIFLE RANGE | 95 |
| RAY GUN | 95 |
| CHI COIN GOALEE | 85 |
| UN. TEAM HOCKEY | 85 |
| EXHIBIT DALE GUN | 65 |
| WMS. QUARTERBACK | 75 |
| MERCURY 13-WAY GRIP SCALE | 75 |
| CHI COIN HOCKEY | 59 |

VENDING

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Easy to Service. Quicker Loading. Greater Profits.

CIGARETTE VENDERS FACTORY REBUILT—LIKE NEW!—25c Operation—King Size Cols.

DuGren, W's, 9 Col.	\$115
DuGren, Champions, 9 Col.	125
Natl. 9-30's, 9 Col.	130
Natl. 9-30's, 9 Col.	145
Rowe Royals, 10 Col.	145
Rowe Presidents, 10 Col.	155
Uneda Elec., 9 Col.	125

SHUFFLE GAMES

NEW
Keeney DOMINO
Keeney PACEMAKER
ChiCoin HI-SPEED
CROWN BOWLER
ChiCoin HI-SPEED TRI-PLA SCORE BOWLER
ChiCoin GOLD CUP BOWLER

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UNITED
STAR-10TH FRAME \$655
STAR & PLAYER 330
SUPER & PLAYER 265
OFFICIAL S.A. (MATCH) 250
DELUXE & PLAYER 230
6 PLAYER with Formica with 189
5 PLAYER with Formica & Big Pins 149
5 PLAYER with Formica 140
5 PLAYER 145
4 PLAYER 125
SKEE ALLEY 45

ONE BALLS

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Turf King	95
Winner	95
Champion	75
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Jockey Special	45

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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.

- COUNTER GAMES**
- | | |
|----------------|----|
| ABT CHALLENGER | 97 |
| GER | 22 |
| POP-UP | 22 |
| PLAY POKER | 22 |

- 5 BALLS**
- | | |
|-----------------------|-------|
| GOTTLIEB Skill Pool | \$185 |
| Chinatown | 155 |
| Wild West | 145 |
| Hit 'n' Run | 145 |
| Niagara | 145 |
| Four Star | 135 |
| Globe Trotter | 135 |
| Rose Bowl | 135 |
| Mermaid | 125 |
| Cyclone | 125 |
| Dbie. Feature | 89 |
| Triplets | 89 |
| Madison Square Garden | 85 |

- WILLIAMS**
- | | |
|---------------|----|
| Majors of '49 | 45 |
| Grand Award | 35 |
| Trinidad | 35 |
| Catalina | 35 |
| Thrill | 35 |

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COPENHAGEN REPORT

Danish Pastry Vending Faces Many Hurdles

COPENHAGEN, Denmark Sept. 26.—The National Dairy Exhibition, which was held in the Forum exhibition building, Thursday (10) thru Sunday (13), was marked by an absence of vending machines, although there were numerous stands displaying modern machines for use in the dairy field, including ice cream mixing and freezing machines.

The Wittenborg firm, which manufactures vending machines, had a display devoted exclusively to its line of counter scales adapted to weighing butter, cheese and other dairy products.

There are several Danish firms that could make ice cream venders, but they do not feel the field is large enough. The fact that there are scarcely any operators of routes of venders is probably the main deterrent, as ice cream machines would have to be sold, or leased, to individual store owners or other operators.

Possible Solution

The solution would appear to be a deal with the big producers of package ice cream products, who serve theaters, movie houses, circuses, amusement parks, sports stadiums and similar locations, almost all of which could be served via vending machines. This solution is a natural, as many of the above locations are provided with refrigerated cabinets by the ice cream firms for dispensing their products.

Aside from the establishments mentioned, the principal dealers in packaged ice cream products here are small candy stores, which remain open until 10 p.m., and the tea room type of cafes, most of which are open until midnight.

Vending machines in Scandinavia are almost exclusively used on store-front sidewalk locations by merchants, who observe early closing hours and remain so over the week-ends. There would be

little demand for refrigerated venders on sidewalk locations, but there should be plenty of indoor locations suited to their use.

American makers of refrigerated ice cream beverage venders, who have representatives in Europe outside of Scandinavia, might be able to gain a foothold here thru such agencies. Imports are possible from some such countries but are not as yet permitted from the United States, due to restrictions on dollar deals, which are easing up slightly but still exist on anything that is classed as a luxury item.

Apco to Exhibit At Popcorn Show

NEW YORK, Sept. 26.—Apco will exhibit its full line of Soda-Shoppe cup drink venders at the National Association of Popcorn Manufacturers convention in Chicago next month. The NAPM show will be held October 11-14 at the Conrad Hilton Hotel.

Dan Gould, head of Apco's Chicago office, will be in charge of the exhibit, at Booths 22 and 23. Bob Lynn will represent the New York office, with the possibility that Mel Rapp, Apco vice-president, may attend.

Fla. Cig Revenue Up

TALLAHASSEE, Fla., Sept. 26.—Floridians paid \$1,502,000 in cigarette taxes in the month of July—an increase of \$78,000 over the same period of last year.

PURVEYOR • PURVEYOR • PURVEYOR • PURVEYOR

SPECIAL SHUFFLE GAME BARGAINS!

United Star 10th Frame	\$335
United Star 6 Player	315
United Super 6 Player	265
United Official Shuffle Alley Match	250
United 6 Player Shuffle Alley, Formica Top	170
United 5 Player Shuffle Alley, Without Formica Top	155
United 4 Player Shuffle Alley	140
United Twin Rebound Puck Return	85
Keeney 6 Player With Orig. Formica	185
Keeney Super Deluxe Match Bowler	210
Keeney Deluxe Match Bowler	195
Keeney League Bowler	75
Chi Coin 6 Player Hi Score	175
Chicago Coin 6 Player Hi-Score	\$175.00
Bally Shuffle Line	75.00
Bally Hook Bowler	65.00
Chicago Coin Crown Bowler	395.00
United Ski Alley	75.00
Universal Super Twin Bowler	55.00
United Clover 6 Player	390.00

SHUFFLEBOARD CONVERSIONS

Universal Shuffle Tournament (Four Way) \$135.00
Keeney Four-Way Bowler 195.00
Keeney Bowling Champ 69.50

AUTOMATIC COLE DRINK

Coca-Cola Cup Dispenser, Excellent Condition, Crating Extra \$ 95.00

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12)	3.30
Fast Wax, Case (12)	4.50
Pucks (Set of 8)	14.00
Score Sheets, 10 pads	7.50
Fluorescent Lights, pair	22.50
Used Rock-Ola Shuffleboard	12.50
Lifes, pr.	12.50
Adjustable Scoreboards	18.50
New Shuffleboard Scoreboards: Overhead	125.00
Wall Model	95.00

FORMICA TOPS—SPECIAL

United 8" sizes, genuine silk screen, lots of 5 or more \$13.50 Ea.

PHONOGRAPHS

Seeburg M100A	\$495.00
Late Seeburg 5-10-25 Wireless	
Wall-o-Matic, Clean	25.00
Seeburg 148 Hideaway	185.00
Wurlitzer 1015	135.00

SPECIALS

Beauty	\$395
Palm Beach	325
Atlantic City	275
Frolic	275
Spot Light	165
Coney Island	\$195
Bright Spot	195
Univ. 5 Star	75
Keeney	75
Lite-a-Line	75

SPECIAL!

Rock-Ola Shuffleboards 18 & 22 ft. \$179.50

ARCADE

Seeburg Shoot-the-Bear Gun	\$185.00
Exhibit Jet Gun	185.00
Exhibit Dale Gun	59.00
Glider	45.00
Williams Double Header	35.00

PURVEYOR Distributing Company

4322-24 N. Western Ave.
Chicago 18, Illinois
Phone: JUNiper 8-1814

YOU ASKED FOR IT!

IT'S DIFFERENT

IT'S NEW

THE NEW ROCK-OLA

IT'S TERRIFIC!



"COMET" LINE

See the entire "COMET" line on display NOW

OCTOBER 3-4-5

- THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.
- The "COMET" 2 Playmaster. The perfect "tuck-a-way" phonograph that operators have long been waiting for. Many new features.
- The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

OPEN HOUSE Refreshments for All Saturday—Sunday—Monday OCTOBER 3-4-5

FRANCO DISTRIBUTING CO.
24 NORTH PERRY MONTGOMERY, ALABAMA

IMMEDIATE DELIVERY
Gottlieb's SENSATIONAL POKER FACE

WANTED
Seeburg M-100-A, 78 RPM
Seeburg M-100-B, 45 RPM

NEW GAMES
Chicago Coin Hi-Speed Crown Bowler
Chicago Coin Hi-Speed Gold Cup
Bally Dude Ranch
United Imperial Shuffle Alley
United Royal Shuffle Alley

NATIONAL'S BEST RECONDITIONED 5-BALL GAMES

- | | |
|-----------------|-------|
| Quintette | \$220 |
| Queen of Hearts | 210 |
| Grand Slam | 195 |
| Flying High | 195 |
| Skill Pool | 185 |
| Coronation | 175 |
| Quartette | 175 |
| Chinatown | 165 |
| Wild West | 165 |
| Cross Roads | 150 |
| Four Star | 145 |
| Happy Go Lucky | 135 |
| Minstrel Man | 125 |
| Cyclone | 125 |

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14



Brand New! Buckley CRISS-CROSS JACKPOT BELLS
5c-10c-25c-50c-\$1.00
Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES
20-24-32 Record Selections
5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

H. Z. RECONDITIONED 5 BALL

GOTTLIEB

Skill Pool	\$155.00
Quartette	150.00
Chinatown	160.00
Happy Go	
Lucky	125.00
Flying High	185.00
Hit 'n' Run	125.00
Quintette	195.00

WILLIAMS

Caravan	\$125.00
Eight Ball	100.00
Domino	140.00
Slus Fest	100.00
Silver Skates	165.00
Hong Kong	135.00
Twenty Grand	175.00

NEW MACHINES

Gottlieb Poker Face
Williams C.O.D.
United Imperial

Chi Coin Hi-Speed
Rock-Ola, you asked for it, now see it

OCTOBER 3-4-5

CIGARETTE MACHINES
Rowe • National • Electro

H. Z. VENDING & SALES CO.
1205-07 Douglas St. AT 1121
Omaha 2, Nebraska

NEW GAMES

Williams C.O.D.
 United IMPERIAL
 United ROYAL
 United TAHITI
 Chicoin HI SPEED GOLD CUP
 Chicoin HI SPEED CROWN
 Chicoin HI SPEED TRIPLE
 Bally DUDE RANCH

5-BALL GAMES

Hayburner \$ 95
 Twenty Grand 145
 Majorettes 85
 Arcade 135
 Times Square 165
 Disk Jockey 145
 Silver Skates 145
 Olympics 125
 Paratrooper 95
 Four Corners 150
 Sea Jockey 125

Auto-Snak

• Continued from page 77

where they are manufactured. The panel will be displayed in Seattle, October 29, to members of the Pacific Northwest Personnel Managers' Association by Higgins Vending Sales.

The panels are available for two-, three-, four- and five-machine batteries. The five-machine unit, which has recesses for a Spacarb drink vender, a Hebel ice cream vender, two Stoner sandwich venders and a Mills coffee machine, lists for \$395.50.

20-Gauge Steel

The panel is of 20-gauge steel, with an 18-gauge kickplate. It contains overhead illumination, the necessary nuts and bolts, and a set of assembly instructions.

Spacarb officials believe the panel will have its greatest use in industrial locations, where the uniform effect created will emphasize that the venders constitute an in-plant feeding unit.

Tux Venders Set For Tues. Delivery

ROCK ISLAND, Ill., Sept. 26.—Elroy Gellerman, head of Tux Vending Machines here, said today that first deliveries of the Slik Shav and handkerchief venders will be made Tuesday (29). Original plans called for November delivery.

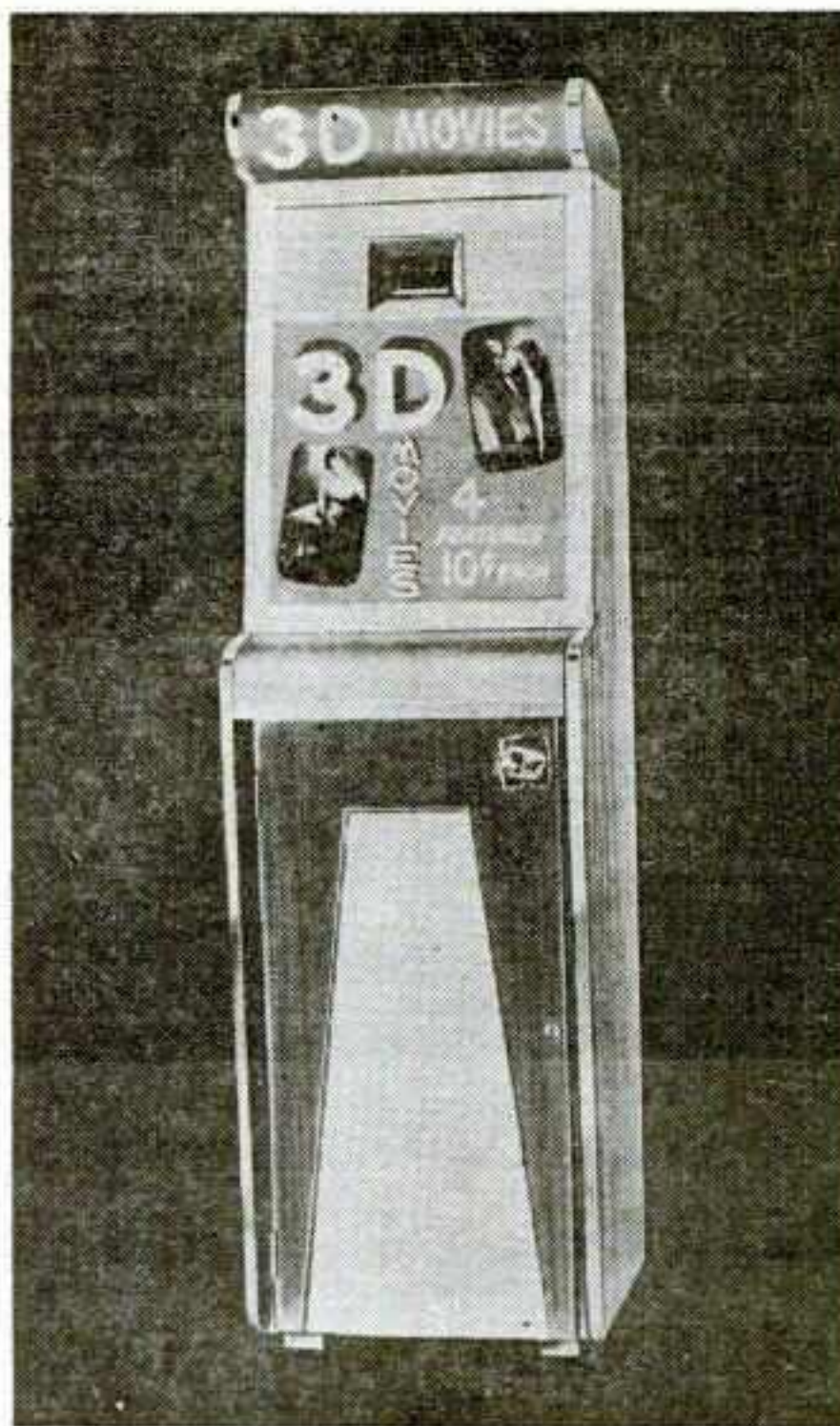
The Slik Shav unit vends a razor, blade and shaving cream for 25 cents. It sells for \$89.50.

The handkerchief unit vends for 25 cents and also sells for \$89.50.

Cadbury N. Y. Salesmen Drive 'Ads on Wheels'

NEW YORK, Sept. 26.—Cadbury-Fry (Export) Ltd., is outfitting a fleet of "traveling advertisement" trucks for local salesmen. Both sides of the panel bodies will carry large illustrations of the firm's candy products. They will carry a full line of the company's candy and point of sale ad material.

Nothing Like Capitol's 3-D MOVIES



The Only Coin Operated Movie Machine (16MM) featuring True Three Dimension Movies

You are making money with our Pin Up Movies and Midget Movies. You'll make even greater profits with this sensational moneymaker! Real 3-dimensional pictures "leap right off the screen!"

Designed RIGHT — Built RIGHT — Priced RIGHT

CAPITOL PROJECTOR MECHANISM:

Industry proven 16MM Continuous Projector, well known to the coin machine industry for more than 10 years. Mechanism is rugged and dependable. Specifications of unit: 20" Wide, 22" Deep, 60" High; Shipping Wgt., 125 lbs. (approx.).

CAPITOL FILMS:

Initial series of "gorgeous" subjects now available.

CAPITOL SALES APPEAL:

Beautiful front display with flashing lights grabs attention and "fills the cash box."

CAPITOL DELIVERY:

At Once! Now in full Production!

Write—Wire—Phone PLaza 7-8725 (at our expense, of course)

CAPITOL PROJECTOR CORPORATION

556 West 52nd St. New York 19, N. Y.

The Finest BINGOS ANYWHERE!

Yacht Club Write
 Beach Club \$495
 Beauty 395
 Palm Beach 295
 Atlantic City 275
 Frolics 275
 Spot Lite 150
 Bright Light 165
 Bright Spot 215
 Coney Island 215
 Cabana 395
 Tropics Write

WE NEED PRE-WAR PHONOGRAPHS

HIGHEST TRADE-INS EVER OFFERED ON NEW ROCK-OLA 120 SELECTION PHONOGRAPHS —45 AND 78 RPM

ACE COIN COUNTER

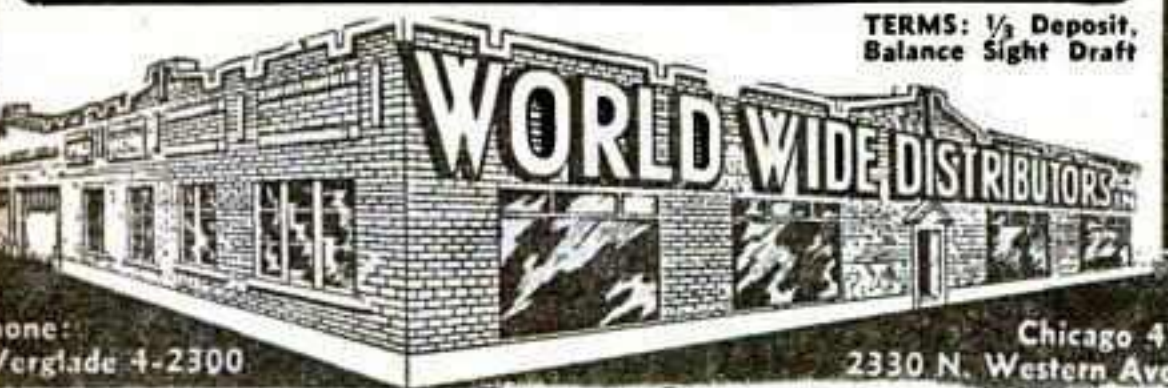
BRAND NEW 1954 MODEL
 Counts 1¢-5¢-10¢ and 25¢. Weighs only 8 lbs. Saves time, also wraps coins.
 Priced at Only **\$159.50**

FORMICA TOPS

THE ONLY GENUINE DELUXE PLAYFIELDS. Silk screened, instructions, etc. Easy to install.

\$15 EACH
 Lots of 5, \$13.50 Ea.
 10 or more 11.00 Ea.
 10 or more, \$11.00 Ea.

TERMS: 1/3 Deposit, Balance Sight Draft



Chicago 47 Verglade 4-2300 2330 N. Western Ave

SEEBURG 1-46 HIDEAWAY \$135
 SEEBURG 1-48 BLOND 195
 SEEBURG M-100A 595
 SEEBURG WOM (W4-L56) 35
 WURLITZER 1015 150
 WURLITZER 1080 125
 WURLITZER 1250 295
 WURLITZER 1400 495
 PACKARD MANHATTAN 95

MUSIC MONEY MAKERS!

WURLITZER 1100 \$275
 A.M.I. MODEL A 275
 A.M.I. MODEL B 225
 A.M.I. MODEL C 350
 A.M.I. WOM (5/10) 20
 BRAND-NEW CHICCOIN HIT PARADE \$132.50

RECONDITIONED—REFINISHED!
 Terms: 1/3 Deposit, Balance C.O.D.
 FOREIGN BUYERS
 Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

RIGHT DOWN YOUR ALLEY



THE BILLBOARD COIN MACHINE

FALL EXPORT QUARTERLY

OCTOBER 17 ISSUE



Coin machine exports, over and above your regular U. S. sales, can be a big source of extra profits for you.

Coin machine sales to foreign buyers are now at a record \$10,000,000 annual rate—and the market is still growing bigger!

Cash in on this opportunity for plus sales! Advertising in Billboard's Fall Export Quarterly sells the \$10,000,000 coin machine export market effectively—and sells your complete U. S. market at the same time at no extra cost!

Get in touch with your nearest Billboard office today!

ADVERTISING DEADLINE OCTOBER 8

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761
 NEW YORK 36, N. Y. 2564 Broadway PLaza 7-2800
 CINCINNATI 22, O. 2160 Patterson St. DUbar 6450
 HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLlywood 9-5831
 ST. LOUIS 1, MO. 390 Arcade Bldg. CHEstnut 0443

Quick Delivery of Bally's New Hit DUDE RANCH

BINGO GAMES

YACHT CLUB..... Write	BALLY BEAUTY.....\$375
FROLICS \$275	SPOT-LITE 150
CONEY ISLAND..... 225	BEACH CLUB 450
BRIGHT SPOT 225	BRIGHT-LITES 150
PALM BEACH..... 300	ATLANTIC CITY 250

All Games Ready for Location

IMMEDIATE DELIVERY

1/2 deposit, balance sight-draft

Write or call for QUANTITY PRICES

CALDERON DIST. CO.

450 Massachusetts Ave. Indianapolis, Ind.
 PHONE: LINCOLN 8468-8469

BALLY DISTRIBUTOR

AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

**GUARANTEED
REPLAY AWARDS**
every game when
7 coins are played.
Especially designed
for locations de-
manding liberal Re-
play 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

SHUFFLE ALLEY SPECIALS!

UNITED CLOVER	\$375.00
UNITED STAR 10TH FRAME	345.00
UNITED STAR	295.00
UNITED SUPER	225.00
UNITED DELUXE	195.00
UNITED 6 PLAYER	145.00
UNITED 5 PLAYER	95.00
UNITED 4 PLAYER	50.00
KEENEY DOMINO	Write-wire-call
KEENEY 10 PLAYER TEAM BOWLER	195.00
KEENEY DELUXE BOWLER-LEAGUE	145.00
KEENEY LEAGUE BOWLER-4 PLAYER	75.00
CHICAGO COIN SUPER MATCH	195.00
CHICAGO COIN 6 PLAYER	95.00
CHICAGO COIN SUPER	145.00

**RECONDITIONED
LIKE NEW!
ALL
GUARANTEED!**

**DISTRIBUTORS,
NOTICE
CALL FOR
QUANTITY PRICES**

**KIDDIE RIDES
ACCEPTED
IN TRADE**

LARGE STOCK OF LATE ALLEYS—5 BALLS—1 BALLS
KIDDIE RIDES—BINGO MACHINES—MUSIC

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for



BALLY—UNITED

MONEY BACK GUARANTEE

WURLITZER

1400's	\$575
1250's	339
1100's	250
1015's	125
1000's	135
3020 Wallboxes	22.50

SEEBURG
M100A \$525
ROCK-OLA FIREBALL
WRITE

**DISTRIBUTOR SMOKE SHOP
CIGARETTE VENDERS**

9 col., 484 cap.	\$239.50
United Star	\$340.00
Un. Star 10th Frame	355.00
Bally Hook Bowler	29.50
Genco 400, New	199.50
Exhibit Six Shooter	165.00

GOVEN

distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Military

Continued from page 77

military operations (if he has more than one camp, he need not keep separate records for each, contrary to demands by some local exchange officers).
3. Personalized service, clean, modern equipment is a "must."

Some local commands take a "limited view" on commissions, Frederick told operators. "Operators need a normal profit to make good installations," he said.

Where commissions are set too high, the operator cannot give proper service. Both the exchange and the operator lose when, as a result, volume drops, he pointed out.

Frederick cited one case of too-high commission. In a Texas camp, 10 ice cream vendors were grossing \$3,000 a month; high commission (16 per cent) forced the operator to add more equipment in an effort to gain volume, profit. The result: 27 ice cream units grossed \$2,500 a month due to lack of proper service (the operator had to revert to a one-man business to save salary cost).

In two years, the operator lost \$8,000 on the camp installation.

3-Year Contract?

A possibility that the standard one-year military contract may be extended to three years was revealed by Col. Fredrick.

He said better vendor operation more equipment, and a more stable over-all installation would result if the individual operator could be assured of two additional years in the camp.

A change in the Washington ruling on the contract life would thus benefit the operator and the post exchange, he said.

Frederick stated that the post exchange test venture in self-operation of cup soft drink machines in a Wichita Falls, Kan., camp last year had been broadened. Recently, coffee machines were added.

Personally, however, he did not look for a spread in the self-operation system, he said.

Mobile snack units, as competitors for the vendor, have about reached their peak. Frederick pointed out that the units, costing \$6,000 each, had not proved satisfactory.

There are no more on order, he declared.

ARCADE AND LOCATION EQUIPMENT

New Machines		
Exhibit WILD WEST		Write
Exhibit SPACE GUN		Write
Genco Sky Gunner		Write
A. B. T. Rifle Range, 3 or 6 gun outfits		Write
Sel Shot Basketball	\$349.50	
Air Hockey	449.50	
Air Football	499.50	
Midget Movies	295.00	
Reconditioned Like New		
Mutoscope Photomatic	\$650.00	
Mutoscope Voice-O-Graph	550.00	
Mutoscope Sky Fighter	145.00	
Mutoscope Ace Bomber	145.00	
Mutoscope Atomic Bomber	125.00	
Mutoscope Hockey	85.00	
Midget Movies	245.00	
Chicago Coin Midget Skee Ball	195.00	
Chicago Coin Goatee	110.00	
KO Fighter	175.00	
Quizzer with film	95.00	
Astroscope 10c Fortune	125.00	
Solar Horoscope	110.00	
Gypsy Palmist	100.00	
Mystic Pen	125.00	
Exhibit Meters, Floor Models	175.00	
Exhibit Meters, 3 on stand	150.00	
Exhibit Meters, Foot Ease	95.00	
Harvard Metal Stamper	295.00	
Scientific Pitch 'Em and Bal 'Em	195.00	
Scientific Field Goal	165.00	
Scientific Upright Baseball	75.00	
Scientific Upright Basketball	75.00	
Flash Hockey	55.00	
Mills Large Electric	100.00	
Munves Reconditioned Machines Look and Work Like New.		
Complete Line of Parts and Supplies.		
FREE: 1953 Catalog 200 Illustrations.		

MIKE MUNVES

577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677

41 YEARS SERVICE - EST. 1912

SERVICE MAN WANTED

Phonograph and Pin Balls
This is your opportunity to ENJOY LIFE and have a STEADY JOB AT TOP WAGES. Excellent living conditions, good housing and plenty of fishing and hunting. Man we seek must be able to be bonded and must be sober, reliable and capable.
GREAT FALLS MUSIC, Inc.
226 First Ave., South, Great Falls, Mont.

GIVE TO THE
RUNYON CANCER FUND

Shaffer Specials

in better quality buys

**SEEBURG
M-100-A**
100 Selections—78 RPM
\$549.50

SEEBURG
HM100-A (100 Selections) \$349.50
148ML (Blonde) 199.50
147 (Hammerloid Finish) .. 159.50
146 (Hammerloid Finish) .. 129.50

WALL BOXES
Wurlitzer 4820 (48 Sel.) .. \$34.50
Wurlitzer 3020 (24 Sel.) .. 12.50
Seeburg 3W2-L56, 5c,
3 Wire 12.50
AMI 5/10 14.50

**MISCELLANEOUS
SPECIAL**
Rock-Ola 1426 \$ 89.50
AMI Model A 179.50
Wurlitzer 1080 89.50
Wurlitzer 1015 99.50

SEEBURG SHOOT-THE-BEAR \$199.50
ROCK-OLA 1422 69.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
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MAin 5563

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

RELY on DAVIS GUARANTEED PHONOGRAPHS



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
- ★ Seeburg 147M 135
- ★ Seeburg 148M 185
- ★ Seeburg 148ML 215

**WANTED TO BUY
MILLS CONSTELLATIONS**

(Telephone Collect for Offer)

Wurlitzer Specials

1080 Reconditioned,
Refinished \$139

800 } Thoroughly cleaned,
700 } complete & in good
working condition .. 69

AMI Specials

Reconditioned—Refinished

"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

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADE

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Ph. 75-5194

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BUFFALO
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SEEBURG FACTORY DISTRIBUTORS



Gottlieb's

LOADED WITH SUPER-POWERED PLAY THAT MAKES 'EM STAY!

- ♠ 6 CARDS . . . Nine-Ten-Jack-Queen-King-Ace. REPLAYS for Straight-House - 4 of a Kind - 5 of a Kind!
- ♥ 4 SUITS . . . Top Roll-Over lights 4 Suits and awards REPLAYS!
- ♦ ROTATION SEQUENCE . . . from 1 to 6 lights 2 Roll-Unders for REPLAYS!
- ♣ HIGH SCORE and POINT SCORE award REPLAYS!



6 CARDS

4 SUITS

SNAPPY NEW ACTION!

NEW RECOVERY SHOOTER . . . insures score on every ball.

- 3 POP BUMPERS!
- 2 CYCLONIC KICKERS!
- 2 SUPER-POWERED FLIPPERS!

LOCATIONS WILL WANT TO GET IN ON THIS . . .

SEE YOUR DISTRIBUTOR NOW!

"There is no substitute for Quality!"

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

YOU ASKED FOR IT!
THE NEW

ROCK-OLA
"COMET" LINE



IT'S DIFFERENT!
IT'S NEW!
IT'S TERRIFIC!

See the entire "COMET" line on display NOW
OCTOBER 3-4-5

THE "COMET" PHONOGRAPH, world's smallest console phonograph with largest number of selections.

The "COMET" Playmaster. The perfect "luck-a-way" phonograph that operators have long been waiting for. Many new features.

The "COMET" Wall Box. More beautiful than ever before with eye appeal that pulls in the coins. Features that are outstanding.

OPEN HOUSE REFRESHMENTS FOR ALL SATURDAY—SUNDAY MONDAY
OCT. 3-4-5

H. Z. VENDING & SALES COMPANY

1205 DOUGLAS STREET

OMAHA, NEBRASKA

BINGO GAMES

Beach Club	\$500
Beauty	445
Palm Beach	345
Atlantic City	325
Frolics	310
Spot Lite	195
Coney Island	225
Bright Spot	225
Bright Lights	175
ABC	145

IN STOCK . . Prices Cut

5-BALLS

UNITED TAHITI		UNITED	
BALLY DUDE RANCH		Utah	\$84.50
WMS. C. O. D.		Tampico	79.50
GOTT. POKER FACE		Oklahoma	69.50
EV. SADDLE & TURF		Aquacade	59.50
GENCO		Monterray	49.50
Tri-Score	\$ 89.50	Roadsvoo	49.50
Canasta	89.50	Moon Glow	49.50
So. Pacific	79.50	Baby Face	49.50
Rocket	79.50	Paradise	49.50
Black Gold	59.50	GOTTIEB	
Rip Snorter	59.50	Quartette	\$185.00
Puddin' Head	54.50	Cyclone	149.50
Big Top	54.50	Rose Bowl	149.50
Screwball	49.50	Minstrel Man	139.50
1-2-3	49.50	Spot Bowler	119.50
Floating Pwr	49.50	4 Horsemen	109.50
WILLIAMS		Joker	99.50
8 Ball	\$119.50	Rockette	99.50
Shoo Shoo	119.50	Triplets	99.50
Control Turf	109.50	K.C. Jones	99.50
Rag Mop	99.50	3 Musketeers	79.50
Dreamy	89.50	College Daze	79.50
Georgia	89.50	Bowling Ch.	69.50
De-Icer	89.50	Buffalo Bill	69.50
Lucky Inning	84.50	Burtons &	69.50
Maryland	84.50	Bows	64.50
Boston	79.50	Just '21	59.50
St. Louis	69.50	King Cole	49.50
Dallas	69.50	Humpty D.	49.50
El Paso	59.50	Cinderella	49.50
Virginia	49.50	EXHIBIT	
Yanks	49.50	Judy	\$94.50
Saratoga	49.50	Be-Op	84.50
Tennessee	49.50	Campus	84.50
Gizmo	49.50	Tumbleweed	74.50
BALLY		Samba	49.50
Hot Rod	\$99.50	CHICAGO COIN	
Ballerina	49.50	Kings Pin	\$124.50
CHARMS		Pin Bowler	99.50
New-Assorted		Majors	74.50
\$2.50		Holiday	59.50
Per Bag of 400		Bermuda	49.50

EMPIRE ■ EMPIRE ■ EMPIRE ■ EMPIRE ■ EMPIRE ■ EMPIRE

VENDERS

ACORN VENDOR	
1c or 5c	\$14.95
ACORN TAB GUM, 10 Col.	21.95
Mills 8 Col. Candy	198.50
Mills 5 Col. Candy	89.50
Mills Tab Gum	27.50
Mills Tab Gum, Rebuilt	16.50
Silver King	13.95
25c Razor Blade	19.95
N.W. 49, 16, 5c	17.35
S.K. Hot Nut	29.95
U Select II	49.50
N.W. Tab Gum	35.95
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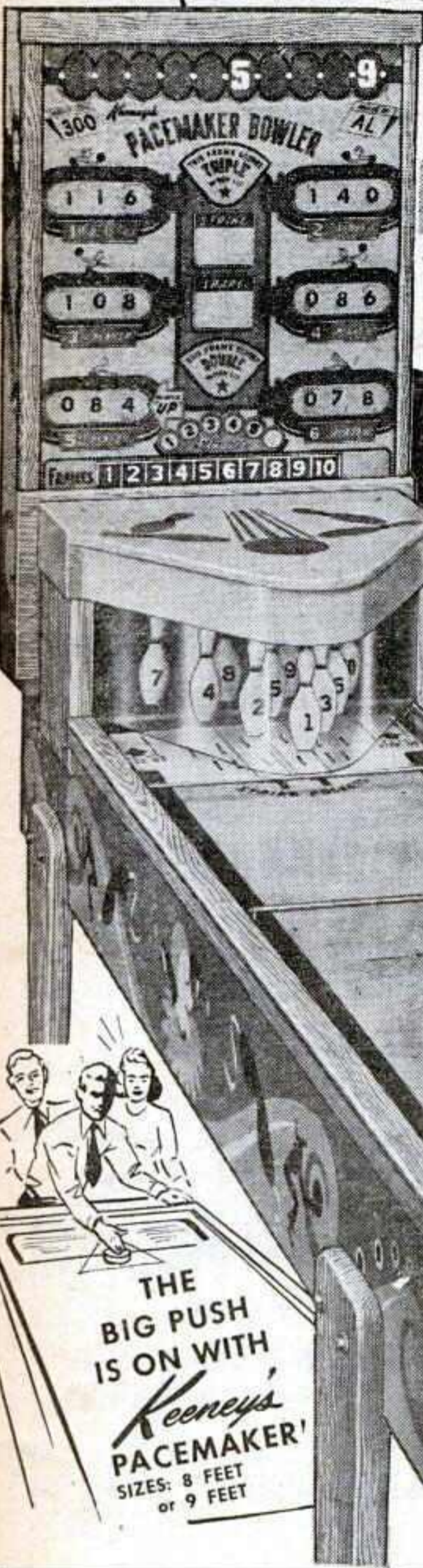
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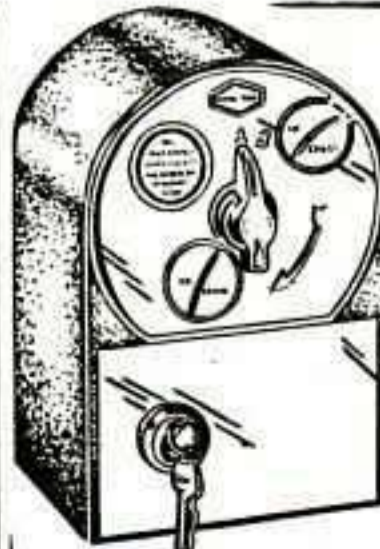
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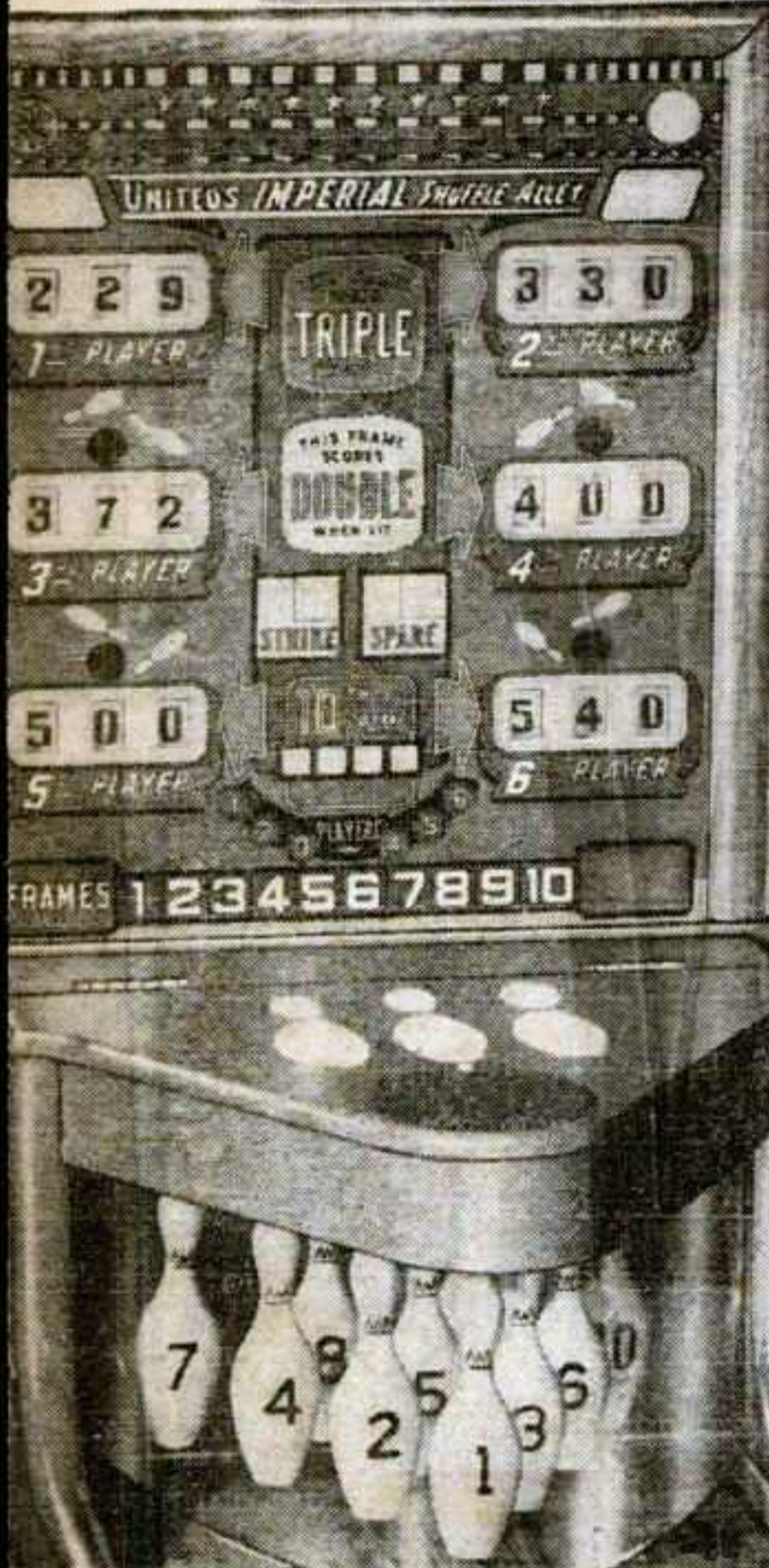
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