

The Billboard

SEPTEMBER 6, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Pioneers Hold Leadership In BB's 2d TV Film Survey

Prices Seen at Status Quo, Tho Ceiling's Lifted

Manufacturers Say Lowering Possible With Less Expense

WASHINGTON, Aug. 30.—Industry leaders here look for an rise in prices as the result of the Office of Price Administration's long-awaited lifting of price ceilings yesterday (29) for TV sets, radio sets, phonographs, record-player attachments, TV antennas, tape and wire records, cabinets and parts. OPS' freeze-lift was hailed in the industry as a justified step which might even result in lower prices. James D. Seerest, director of the Radio-Television Manufacturers' Association, said that prices of TV-radio-phonograph sets have "long been below OPS ceilings, so consequently there has been no real need for the ceilings."

"The fact is," Seerest added, "it now might be possible for manufacturers to bring about some lowering of prices because of the great saving which will result from the end to paper work and red tape which the government price ceilings had necessitated. Cutting down of administrative expenses which had been spent for that paper work could result in lower prices."
(Continued on page 42)

3 Landmarks To Fade Away

NEW YORK, Aug. 30.—Symptomatic of the continually narrowing field for live talent was the announced fold-ups this week of three locations, one of them a legit house, the other a vaude theater and the third a ballroom. Each of them is noted in its field and for years has carried on the tradition of live shows.

The ballroom is the pioneer Trianon, Chicago, which has been in operation 30 consecutive years. It will be offered to the highest bidder October 14.

In New York, the Empire Theater, a legit house since 1893, the year of its construction, will be razed in June. On the site will be built an office building.

In Baltimore the Hippodrome Theater ran up the white flag Friday (18). Unable to withstand competition from TV, the 38-year-old house was turned over to the real estate firm of B. Howard Richards, Inc. for sale or rental.

2nd Quarterly
SPECIAL SECTION
TV FILMS

Featuring special articles by industry leaders and trends, opinion and data developed from the most exhaustive nation-wide survey of the TV-film field ever made

BEGINNING ON PAGE 11

Politicians Ready Kick-Off Of \$4,000,000 Radio-TV Push

WASHINGTON, Aug. 30.—A \$4 million spending drive by the Republican and Democratic national committees in their TV-radio campaign for votes for the rival national tickets will get fully under way next week, with the campaigning to get louder and the time-buying more frequent in the ensuing weeks until election day. Following up disclosures of schedules to be inaugurated Labor Day, the rival parties made it more emphatically known that TV and radio will occupy their biggest

roles in history in deciding the Presidential election. Robert Humphreys, public relations director of the Republican National Committee, declared that "every possible visual media—TV, motion pictures and slide films—for presenting Dwight D. Eisenhower and Sen. Richard Nixon to the voters of the United States

will be used in the 1952 campaign." At the same time, J. H. S. Ellis, president of Kudner Agency, Inc., announced the appointment of Batten, Barton, Durstine & Osborn to collaborate with Kudner in handling the advertising program for the Eisenhower-Nixon ticket. Bruce Barton, chairman of B.B.D.O. and former Republican congressman, will take an active part in the campaign. Ellis said, adding that "the vast amount of work to be done and the short period in which to accomplish the job" has made it "desirable" to add "the talent and skills available at B.B.D.O."

Humphreys emphasized that money for TV-radio programs would come from all of the Republican committees. Organizations which invite the candidates
(Continued on page 5)

NEW WALKOUT

Union Office Staff Quits During Talks

NEW YORK, Aug. 30.—A walk-out of all office employees at the national office of American Guild of Variety Artists hit the actors union top execs Tuesday (28) in the midst of conferences involving major issues between AGVA and the Artists' Representatives' Association.

Office employees, members of Office Employees International, Local 152, American Federation of Labor, had been negotiating with AGVA for a new contract since the old one expired last March. Ben Cohan, OEL exec, claimed that AGVA had at first tried to cut down on provisions in the old contract, but agreement was finally reached on every point.
(Continued on page 40)

Nets, Parties Split Bill for Speeches

NEW YORK, Aug. 30.—Co-operation between the networks and the rival parties is becoming a matter of necessity in the developing political campaign. Thus, with both contenders for the presidency slated to make speeches on September 6 at a rural whistle stop called Kasson, Minn., the cost of picking up the talks could be prohibitive.

However, the radio webs of the American and National Broadcasting companies will carry both addresses, with NBC making the technical set-up, and the two parties sharing the line costs. The speeches will be delivered four hours apart to a plowing competition audience estimated at 100,000.

Distributors Retain Claim To Top Spots

But Show Bests Vary; "Assignment" Sweeps the Field

NEW YORK, Aug. 30.—The most exhaustive nationwide study ever made of the burgeoning TV film industry points up the fact that film distributors who establish a claim to leadership in the pioneer days of the medium are tenaciously maintaining their position. Individual programs, however, show more of a tendency to fluctuate in the esteem of TV station executives, doubtless because of switches in the attitude of the ultimate consumer — the viewing public.

These are the highlights derived from the results of The Billboard's Second TV Film Quarterly's survey of the TV stations, film producers, distributors, and advertising agencies on trends and opinion relative to the vidpix industry. Many aspects of the field were surveyed for the first time in the current study.

Station executives voted as the top three distributors of the
(Continued on page 14)

Bob Hope Rejects 17G Daily Radio

NEW YORK, Aug. 30.—Bob Hope this week turned down an offer of \$17,000 a week to do a radio strip for the Jello division of General Foods. The Jello bid was contingent on Hope's not working in nighttime radio, so he turned thumbs down in it.

The comedian is committed to work on the National Broadcasting Company's radio and TV network.

Simulcast Brewing For Don McNeill

NEW YORK, Aug. 30.—A deal to simulcast Don McNeill's vet morning radio series, "Breakfast Club," was reported heating up this week. A kind of the TV version has been cut, and is reported looked upon with some favor by McNeill's two radio bankrollers, Swift and Philco, who last spring turned down a similar plan.

The radio stanza airs 9-10 a.m. across the board via American Broadcasting Company.

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Billboard Backstage

By JOE CSIDA

I was just beginning to beam about the fact that the Associated Business Publications reprinted the Backstage of a couple of weeks ago about the reasons why The Billboard was a member of the Audit Bureau of Circulations, and sent it to ABP's entire membership with the comment: "Billboard 8-16-52 ran this column on ABC... providing us with a top example of how one editor has presented the facts to his readers." I was beaming, when along came a letter from my old friend and ABC champion, Ed Kobak.

Says Ed:
"I was very much interested in your recent columns on the subject of audited circulations. It was a commendable editorial but, probably like most editors you'll be satisfied with writing your little essay once every 10 years. If only some editors would learn from advertisers that you've got to keep repeating your points and advantages to make a sale."

"I hope that buyers of advertising in the business paper field (particularly that which touches radio and television) read your editorial and take it to heart. Any buyer of space in a business

paper is entitled and should ask for an audit of the circulation.

"It's interesting to note that practically all of the business papers in this field are keen to see broadcasters supply good circulation data regarding their coverage and listeners find they are right but somehow they do not feel it necessary to become members of the Audit Bureau of Circulations."

"These publishers are all honorable men but these are days of audits whether financial or circulation or coverage and the buyer should insist on circulation audits and the seller should insist on making them available and making the buyer study them."

"Now I suppose you'll crawl into your shell for 10 more years when you will again discover that your fine paper gets out an audit every six months."

Ed is right. And I won't wait another 10 years before reminding folks again that The Billboard is an ABC paper and proud of it.

Another interesting letter, clearly demonstrating that the successful invasion of England by top American recording artists continues, comes in the mail this

week. As a matter of fact, the note is from the latest of the invaders, Frankie Laine. Frankie, who is really flooring Palladium audiences, writes:

"Dear Joe:
"Just a line to say hello and hope all is well with you. It sure is with us, thank God. This is one of the greatest thrills and one of the greatest things I've ever experienced. To see the traditionally reserved British break down like this is really something to see and it has been a revelation to me. These people are absolutely wonderful and what a grand feeling it is to work to such appreciation. Nan's (Mrs. L.) been going crazy with all these wonderful antique shops. I'll probably wind up working for no, but as Nan says, "We may be broke, but we'll sure have some pretties." Will drop a line from France."

Newspaper reports from England prove that, in spite of Frankie's use of superlatives, he is understating the case. Frankie is another guy who's worked long and hard, and rates all the success he's now enjoying.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 30.—Col- or TV's timetable is unchanged from where it stood months ago despite a flurry of speculation this week that new standards are just around the corner. National Television System Committee, an industry-wide group, is slated to petition the Federal Communications Commission next year at the earliest for a chance to demonstrate electronic system which would replace Columbia Broadcasting System's. Industry group is in no particular rush. NTSC's color has been proving its worth in experimental demonstrations. It represents the best of Radio Corporation of America's over- ruled electronics system plus findings of other major firms which have been doing similar research. Speculation that new color work was imminent around this week from a news story written by a press association reporter to live a dull Monday. There's been no doubt for a long time that FCC's present color standards will be supplanted in due course.

DENVER BECOMES UHF'S TEST-TUBE

Look for Denver to spell the immediate national future of UHF television. In current political parlance, as Denver goes, so goes UHF. Colorado's first UHF station got on the air there during the national political conventions and Empire Coil Company is hoping to launch the nation's first UHF station in Denver this fall. Ultra-high's early fate will be decided by the measure of enthusiasm among TV set manufacturers. UHF applicants in other cities will be watching the Denver target area. Government and industry engineers agree that a general slowdown in bidding for UHF is sure to result if manufacturers, distributors and dealers show coolness. Said one FCCer: "Scientifically speaking, Denver is now UHF's test-tube."

INAUGURAL PLANS HINGE ON WINNER

Size of next January's festivities for the inaugural of the next president will be determined by whether the Republicans or Democrats win. If Dwight Eisenhower gets the nod in November, the GOP will stage one of the fanciest shindigs in recent times. Republican National Committee insiders say an explosive celebration would be uncurked to demonstrate the party's jubilation over its first presidential election victory in almost a quarter of a century. If Adlai Stevenson wins in November, Democrats will be no less delirious, but the party's national committee plans to tone down inaugural festivities because of the national defense emergency. President Truman's inaugural celebration four years ago set a merry pace, but austerity has become the White House byword for social activities since the Korean outbreak. There'll be no change in the austere social pace under Stevenson, according to Melvin Hildreth, who directed the last five presidential inaugural shows.

THEATER TV NEARS SPOTLIGHT AT FCC

Hollywood apparently has charms for the Federal Communications Commission. Persuaded by movie moguls and theater exhibitors, the commission is finally ready to get down to brass tacks on theater TV. Having stepped

on the hearing date to October 20 after a succession of deferments which would have postponed start of proceedings until next year, a majority of the commissioners now strongly favor keeping the issue alive so that a major part of the record can be closed by early spring. Prospects for accelerated showdown will be further enhanced by speedy findings in American Broadcasting Company-United Paramount Theaters, Inc. merger case. Theater TV issue, however, still has some tough hurdles. Some top-side staffers are cool in the idea of movie moguls branching into TV. Also, commission nabobs don't expect to find an easy answer to the multi-million dollar question: If theater TV needs spectrum space, where will the carving be made? The answer will have to wait long after next winter's snows thaw.

London Dispatch

By LEIGH VANCE

LONDON, Aug. 30.—Radio and TV dealers now showing their latest set models at the National Radio Exhibition at Earls Court are expecting a big boom in TV set sales before Britain's Coronation next July. They anticipate a rush of new viewers who will want to look in on that historic ceremony the easy way. But they fear folks, as usual, will leave their buying so late there may not be enough labor to get all the antennae adjusted in time. This year's models have been specially directed at the woman buyer, stressing appearance as much as efficiency. Also, now that 77 per cent of the population is covered by the TV network, there is a big run on "booster" antennae which bring in pictures from over 100 miles — 40 miles more than the range of the ordinary equipment.

EDINBURGH FETE SCORE CARD ...

The Edinburgh Festival has shown some 200 films from 30 countries during its run. The opening was a British-made score card ...
(Continued on page 72)

Paris Peek

By ANNE MICHAELS

PARIS, Aug. 30.—First sign of fall life in the nifty field is the recent opening of a new club, Cafe Society Montparnasse, which, at a cost of approximately \$2,000 (high priced for Paris), has been made from the old Baule Blanche. Muriel Gains of New York's Cafe Society, fences the show, entertains and acts as hostess. The programs are all in English, and the cooking is a la American. Publicist for the club is Mark Demarest, who's doing a top job. For weeks Parisians were receiving gold-edged cards
(Continued on page 72)

Legit Line-Up

The City Center Opera Company opens its fall season September 18, with three new productions for the season — Bela Bartok's "Bluebeard's Castle," Ravels' "L'Heure Espagnole" and Gian-Carlo Menotti's "The Consul." Broadway's Empire Theater, built in 1893, will be torn down in June to make way for a large office building... The New York League of Theaters and Equity settled contract differences and signed the new pact to run until May 31, 1954. The stickler was on what to do with album recordings of legit shows. The solution: actors will receive 1/2 of a week's salary on a 30-day option after the New York premiere. After that, the player is no longer tied up for any specific album. Each day of recording will equal one week's pay. Hikes brought minimums up to \$85 in town, \$110 on the road and \$45 in rehearsal dough. For each day out of town before the raising of the first curtain, actors will receive an additional \$7.50 for expenses.

CITIES LINE UP BOOKINGS ...

New Haven Conn. Shubert Theater has bookings set for the fall, with "Oklahoma!" starting the season last night, to be followed by "Gentlemen Prefer Blondes," "Herald Square," "My Sister Eileen," "Maggie," "Hazel Flagg," "Carnival in Flanders," "Sally," "Charlock's Gilbert" and Sullivan operetta, "In Any Language," "Deep Blue Sea," "Jane

and "Don Juan in Hell"... Philadelphia will have "Good-night, Ladies" bnwing September 8 at the Erlanger, followed by "Time of the Cuckoo" and "Stalag 17" for the Walnut Street. "Top Banana" and "Call Me Madam," Shubert; "Buttrio Square," "Two's Company," "Charlock's operettas," "The Fourposter," "Country Girl" and "A Tree Grows in Brooklyn" at the Forrest... New York's season begins to fill in as follows: "Sengulls Over Sorrento" at the week of September 8; Katharine Hepburn, Cyril Ritchard and Robert Helpmann in "The Millionaire," October 9, the Shubert Theater; Alfred Drake in "The Gambler," October 13; Lyceum; Uta Hagen and Jeffrey Lynn in "In Any Language," October 14; Cort, Irene Hervey and Johnny Stewart in "Bernadine," October 16; Playhouse; S. M. Charlock's Gilbert and Sullivan, October 20; "My Darlin' Aida," October 27, and Bette Davis and Hiram Sherman and Nora Kaye in "Two's Company," December 4, Alvin, with "Point of No Return" vacating for the road.

News of "New Faces of 1952" seats went on sale yesterday for New Year's Eve, Alice Ghostly will double into the Blue Angel nftery for two weeks, starting September 4 and the New Haven Railroad's first show train of the 1952-53 season runs to "Faces" September 19... "Top Banana" re-opens at the Winter Garden Labor Day matinee... A "Workshop Musical Theater" will be included on the curriculum for American Theater Wing this fall.

Irvin Graham and Baldwin Bergerien have optioned Boswell's "Journals" for a future Broadway musical. An Helin will play the Jose Ferrer role in "The Shrine" on tour, starting October 16 in New Haven.

The Scenic Artists Union and the New York League of Theaters last Thursday (28) began settlement of a long, hot row over the importation of foreign scenery. The union will now be notified in advance when a producer intends an importation, and will be handled by a joint committee. A necessary arbitration board will sit on specific issues, should the committee reach a deadlock. The scenic union will meet for ratifying the agreement on September 8. Negotiations for a collective Basic Agreement will now get underway... The State Department will foot bills to the stands of the Blevins Davis-Robert Breen revival of "Porgy and Bess" in Vienna and Berlin. Besides which the government will provide certain expenses for the troupe and air transportation.

By Monday (8) the following Broadway shows will have 7 o'clock curtains on Monday: "South Pacific," "Mrs. McThing," "Guys and Dolls," "Pal Joey," "Point of No Return," "The Fourposter," "The King and I," "The Moon Is Blue" and "Wish You Were Here"... American Theater Wing school enrollment days, for the 10 week session starting September 16, are September 4, 5, 8 and 9.

Picture Business

By LEE ZITTY

HOLLYWOOD, Aug. 30.—Management and labor in the various industries in this country would do well to look to Hollywood and learn by its example when it comes to joining ranks to achieve a common purpose. Solid front of producers and unions was evident in combating Commie infiltration into the film industry. It was clearly in view during the House committee probes by co-operating with government investigators but solidly opposing any unfair slurs against the industry as a whole that would lead the public to believe the movie colony was all in the Commie camp.

This week brought another example of management-labor solidarity. At a time when the industry faces an unprecedented government action that threatens to turn over current feature film product for telecasting thereby destroying its grossing potential at the box office, Screen Actors' Guild hastened to lend its voice to management's cry of protest. Said SAG:

"The board of directors of the Screen Actors' Guild has considered carefully the court action instituted by the Department of Justice which seeks to force the motion picture industry to allow the fr— showing on television of multi-million dollar theatrical motion pictures. If the suit should succeed, a great many of the 22,000 motion picture theaters would be forced to close and film producers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds and sometimes thousands of American workmen are employed.

"The guild board condemns this action by the federal government, which jeopardizes the livelihood of 150,000 workers in the film industry, and will take steps immediately to bring the issue to the attention of the American Federation of Labor.

"The 250,000 workers in the motion picture industry for the most part are organized in AFL unions, therefore the guild will request the national executive council of

the AFL to investigate this action by the Department of Justice, with a view to protecting the jobs of AFL members in the motion picture industry thruout the nation.

"The guild board has been informed that lobbyists for competing interests are the ones who persuaded the Department of Justice to file this most unfair suit against the motion picture industry. The guild will make sure that all factors in the bringing of the suit eventually are brought to light.

"The guild board believes that many more fine motion pictures should be made especially for television. The guild board recognizes that old theatrical films which have exhausted their theater box-office possibilities may go into television provided that (1) the producer of the pictures sells the television rights of his own free will and not under government compulsion, and (2) the actors in such films receive additional compensation for their television rights.

BROADWAY SHOWLOG

Performance thru August 30, 1952

DRAMAS		
Point of No Return	12-13, 51	260
(Alvin)		
The Fourposter	10-25, 51	359
(Barrymore)		
The Moon Is Blue	4-50, 52	140
(Minsk Skid)		
The Moon Is Blue	5-8, 51	613
(Henry Miller)		
MUSICALS		
A Night in Venice	6-26, 52	76
(Lions Beach Marine Stadium)		
Guys and Dolls	12-13, 50	788
(46th Street)		
New Faces of 1952	5-16, 52	123
(Boyd)		
Pal Joey	1-3, 51	276
(Broadway)		
South Pacific	4-7, 49	1,594
(Majestic)		
The King and I	3-19, 51	596
(St. James)		
With You Were Here	8-25, 52	77
(Imperial)		

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CBS Skeds Mysteries Friday to Combat NBC

NEW YORK, Aug. 30. — The Columbia Broadcasting System's radio program department will schedule mysteries Friday evenings this season in an attempt to combat the National Broadcasting Company's music line-up that night. CBS intends to junk its own musical line-up on Fridays,

which consisted of "Musicland USA" and "Big Time," and which started the Friday evening trend to sharps and flats.

The CBS mystery line-up, beginning at 8 p.m., includes "Mr. Keen," "Broadway Is My Beat," "Horatio Hornblower" and "Escape." The anchor to the NBC Friday offerings will be "Hit Parade," which tees off at 8 p.m.

CBS meanwhile has put together several new musical packages. They consist of Jo Stafford, priced at \$3,450 weekly, and Nelson Eddy, who can be bought for \$4,000 weekly. These programs may be slotted in the schedule as sustainers later in the season.

AVA Undergoes Reorganization Process Again

HOLLYWOOD, Aug. 30. — American Vitamin Associates, which had a \$454,000 indebtedness, due various advertising agencies and radio stations for billing due on Orvita and Thyvals, is undergoing a second reorganizational set-up, following failure of a first change, made since the firm started bankruptcy action in Federal Court here last October. The referee in bankruptcy here appointed Frank M. Chichester as receiver last November. Chichester, in turn, with the court's approval, turned over the international distribution of the health capsules to a group made up of Lloyd H. Daviscourt, Arthur Taft Jr., Homer Spowden and Roy McCaw; George Johnston, former proxy of AVA; Fred Johnston, Hal Ayers, of Counselors' Advertising Agency, and Frank J. Miller.

Creditors in the advertising and amusement fields, according to the court's schedule, include: Schwimmer & Scott, Chicago ad agency, \$288,783; Counselors' Advertising Agency, Los Angeles, \$144,000; radio stations KLLC, \$14,000; KSPK, Spokane, \$5,000; KYNO, Fresno, \$5,200; KJL, Seattle, \$3,200; Chez Paree, Chicago, \$1,495; Marty Hogan, Chicago free-lance d. j., \$2,000; Les (Carrottop) Anderson, H. B. singer, \$1,464.

Hitch Looms On Cugat's TV Seg

HOLLYWOOD, Aug. 30. — Fate of the protected Xavier Cugat TV show on KTLA, one of the costliest local shows on this or any market, still hangs in mid-air as neither attraction, station or agent (Music Corporation of America) were able to resolve a hitch over Cugat's demand for national TV exposure. Station reportedly insisted that the Cuggie contract restrict the show to the Los Angeles area for one year after which national coverage will be considered.

Terms already agreed upon include KTLA paying a flat \$2,500 per week for Cugat and Abbe Lane plus an estimated additional \$2,000 per week for the Cugat musicians and guest artists. The total weekly talent cost of \$4,500 would

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BISHOP OF NBC HAS NEW JOBS

NEW YORK, Aug. 30. — Don Bishop of the National Broadcasting Company's press department faces two new jobs. He was this week named television manager of the department, replacing Allen Kalmus. He also has set his wedding date with "Robbie," his new fashion co-ordinator for Burlington Mills, as December 6.

Bishop will report to Frank Young, director of NBC press. His former post as magazine editor of the department has been filled by Auriel Macfie, formerly Bishop's assistant. Miss Macfie leaves for Hollywood September 12 for three weeks. While there she will free-lance a series of articles on NBC-TV personalities.

FCC Nixes Bids For Hearings In Local Areas

WASHINGTON, Aug. 30. — Requests for TV hearings in local areas were disapproved by Federal Communications Commission Broadcast Bureau Chief Curtis Plummer this week in a brief suggesting that the Commission adhere to its announced policy of holding all hearings in D. C. The Tampa Bay Area Telecasting Corporation, of St. Petersburg, Fla., applicant for operation on Channel 8, had suggested that hearings in the St. Petersburg vicinity would provide a fuller record and save applicants money. The Pinellas Broadcasting Company and The Tribune Company, of Tampa, also had applied for operation on Channel 8. The Telecasting Corporation said all but four of its 25 stockholders live in the St. Petersburg area. It pointed out that two of the applicants were AM licensees and suggested that complete evidence should be submitted on operation of their stations and newspapers for proper FCC evaluation.

A similar request for local TV hearings was filed this week by KMYR of Denver, applicant for operation on Channel 4. The Metropolitan Television Company has applied for the same channel, and the two applicants are among those scheduled for first hearings October 1. KMYR said it had hoped for testimony from a number of educational, civic and charitable groups, but that many of the proposed witnesses would not come to Washington because of business commitments. It labeled them all "necessary and important" witnesses.

NEWS CAPSULES—COAST TO COAST

NBC-TV Skeds Morning Strip for UN's General Assembly Coverage

NEW YORK, Aug. 30. — National Broadcasting Company TV network will cover the United Nations General Assembly, which convenes here October 14, from 11 to noon, EST., every weekday morning. The coverage will be under the supervision of William McAndrew. Henry Cassidy will serve as commentator. MICROWAVE READY. D. C. TO N. Y. . . .

NEW YORK—The Long Lines Department of the American Telephone and Telegraph Company has completed construction work on an 11-station microwave-relay system between Washington and New York. Television service along the chain will begin early in the fall, at which time the Washington - New York coaxial cables will be left entirely for telephone use.

THEATER TV LINES UP BIG FIGHT . . .

PHILADELPHIA — Theater Network Television, Inc., this week clinched the TV rights to the Joe Walcott-Rocky Marciano heavyweight championship fight, which comes off at the Municipal Stadium here September 23. The

NBC Execs, Affils Meet to Study AM Rates, TV Income

Radio Slashes May Parallel CBS'; Web Not Against TV Stations' Plan

NEW YORK, Aug. 30. — Sessions of major importance with both its AM and TV affiliates will be held in Chicago by the top executives of the National Broadcasting Company next Wednesday (3) and Thursday (4). On the radio side, NBC will present its plan for rate adjustments in the wake of the recent slashes imposed by the Columbia Broadcasting System. In TV, NBC and its affiliates will further study a proposed plan for increasing station remuneration on network business, originally presented by the stations at a meeting here Wednesday (27).

The opening day's sessions, on the radio rate adjustment, will bring the web's toppers together with basic stations of the AM network. At press time, although complete details of the NBC plan were not yet unveiled, it was believed less likely that it would call for even deeper cuts than the recent CBS card change. Latterly, altered discount structure, brought down the net price of Class A time on the average of about 25 per cent.

On the eve of the sessions, it is expected that the net effect of the NBC cuts to advertisers, and the reduced income to affiliates probably will parallel those resulting from the CBS move. Earlier, it

was known that some NBC executives favored even more drastic action.

The NBC-TV affiliates, in their Wednesday sessions, will be faced with hammering out a compromise with web execs on the outside suggestion which would reduce the number of free hours of time they carry for the web.

That plan called for proportionate decrease in the cutoff periods in inverse ratio to the amount of commercial traffic carried in network time. Thus, where an outlet now carries 24 free hours monthly, this could, in the unlikely ultimate, be reduced to zero under the stations' plan if an outlet carries the maximum potential of 63 commercial hours weekly. Stations carrying fewer commercial hours would have to donate varying amounts of free time up to the present maximum of 24 hours per month.

Aid to Clearance. NBC does not object to the basic premise of this plan, but no doubt will seek some modification in its own favor. The outlook for the general formula is approved, is a bright one for securing station clearances, especially in one and two-way markets. Such outlets, faced with a choice between an NBC show and that of another

show, would be likely to take the show which would bring corollary economic benefits, such as those deriving from this plan.

However, the NBC argument is likely to be that those very stations soon will bring similar pressure against other TV networks with which they are affiliated to cut down their free time commitments there as well. Stations with multiple affiliations take a considerable beating in the amount of free time they must deliver, since they have to take care of all webs with which they are tied up. However, if agreement is worked out, which is considered likely, NBC will reap the benefit of station support in the early part of the forthcoming season, when it will do the most good.

The second day, Thursday, of the forthcoming Chicago meets will be devoted to bringing in all NBC radio affiliates to get the outcome of the previous day's meeting re the rate adjustment. Sessions will be held at the Palmer House.

NBC brass going to Chicago includes: board chairman Niles Trammell, president Joseph H. McConnell, vice-president general manager Frank White, financial manager Joseph V. Heffernan, AM-TV sales vice-president Jack Herbert, vice-president general attorney Gustav Margraf, press vice-president Syd Eises, research-planning vice-president Hugh Beville, station relations director Sheldon Flexco, station relations manager Tom Knode, station relations execs Alan D. Courtney, Donald Mercer, Raymond O'Connell, Paul Hancock, and special projects director David Adams.

Petry, Blair May Split ABC Spot Sales Rep

NEW YORK, Aug. 30. — Reports this week indicated that Edward Petry & Company and John Blair & Company would split representation for spot sales of the American Broadcasting Company's owned and operated stations between them. Indications are that Petry would get WJZ, here, KGO, San Francisco, and KECA, Los Angeles, for both radio and TV. Blair, it is expected, will service WXYZ, Detroit, and WENR, Chicago, also for both AM-TV.

The network is ridding itself of its spot sales division, because it figures that it would be more economical and less trouble to have outside representatives handle the business. Their total spot billings figure well over \$8,000,000, the servicing of these stations by Pe-

try and Blair figure to put these two firms way ahead of their competitors. All the outlets are in the nation's top markets.

Scott Eyes TV Drama on NBC

NEW YORK, Aug. 30. — Scott Paper Company this week was on the verge of signing with the National Broadcasting Company to sponsor a TV dramatic show alternate Wednesdays, 8:30-9 p.m. DuPont starts its TV "Cavalcade" series in that slot alternate weeks on October 1. J. Walter Thompson is Scott's agency.

NBC Pulls in 2 New Sales, Six Renewals

NEW YORK, Aug. 30. — Two new radio sales were finalized this week by the National Broadcasting Company. Camel cigarettes signed to bankroll a 15-minute football score show on Saturday afternoons following airing of the day's game. The deal is for nine weeks starting October 2. Also, Miller Brewing inked to air "First Nighter" over 120 stations in the 10:35-11 p.m. time starting October 7.

Six renewals also were hung up for the following shows: Groucho Marx, "Grand Ole Opry," "Drugnet," "Railroad Hour" and two Coast web shows "Starline Time" and "Standard Hour." Sam Milk arranged to move its Ralph Edwards show into the 9 p.m. Thursday slot from 9:30 Tuesdays, starting September 18.

Court Forbids Use of Bellboy

DETROIT, Aug. 30. — A decision restraining WXYZ, owned by American Broadcasting Company and Edmond T. McKenzie, known professionally as Jack the Bellboy, from using the latter's title was handed down Thursday by Federal District Judge Arthur F. Lederle here. The suit was filed about six months ago, and argued before the court was completed July 10.

The case involves the ownership and right to use the name, which has been a major asset of WJBK, operated by Storer Broadcasting Company (formerly the Fort Industry Corporation) as its flagship station, and resulted when McKenzie left WJBK suddenly on January 17, immediately following the departure of

(Continued on page 42)

has sold its radio station here. WHKK, to two Clevelanders, Jackson Maurer and Philip Herbert, subject to the approval of the Federal Communications Commission. When UBC took over the station, it was located in Cleveland. They moved it here in 1945. Maurer and Herber have been connected with UBC radio stations for he past several years. TOM SLATER, MRS. SUB FOR KOLLMARS

NEW YORK — Tom Slater, Ruthrauff & Ryan vicepres, and his wife, Helen, will sub for Dorothy Kigallen and Dick Kollmar on letters' "Breakfast with Dorothy and Dick" show via WOR for two weeks beginning September 15. The Kollmars will be on vacation then. Slater used to be a radio announcer.

HALLMARK TV KEEPS SARAH CHURCHILL . . .

NEW YORK — Sarah Churchill will remain as hostess of Hallmark's "Hall of Fame" on NBC-TV. The show will be shifted to a Sunday afternoon slot in the fall. On Hallmark's CBS Radio series, "Hallmark Playhouse,"

(Continued on page 5)

part gives the International Boxing Club the right to cancel if TNT does not line up a minimum number of theater, but Nathan Halpern, TNT's head, expected to get a record number of houses in the hook-up if lines can be cleared. Philadelphia and New England are blocked out. "PIONEERING DONE." RCA UHF TOWER DOWN . . .

WHKK, AKRON, SOLD TO CLEVELANDERS . . .

AKRON, O. — United Broadcasting Company of Cleveland

Hyde Warns Mfrs. To Push UHF-VHF

WASHINGTON, Aug. 30.—A warning to manufacturers to do their utmost to push UHF as well as VHF television came this week from Commissioner Rosel H. Hyde of the Federal Communications Commission. Noting that 290, or nearly 40 per cent of all TV applications filed since the TV freeze lift, are for UHF channels, Hyde said that 29 of the 42 new TV stations authorized since July 1 will operate on UHF, and he urged full emphasis on UHF sets and converters production.

Hyde said, speaking before the West Coast Electronic Manufacturers Radio Engineers Institute in Long Beach, Calif., yesterday (29). "I do not wish to seem bureaucratic, but I feel strongly that every purchaser of a new TV set is entitled to a set providing complete TV service. And, a set which is not designed for UHF reception does not offer complete service."

"My comments should not be interpreted as indicating that the engineering challenge requiring the use of UHF has been fully satisfied," he added. "There is still much to be done . . . in UHF and in VHF."

Hailing TV's growing role, Hyde said its impact "on our system of government is just beginning to be realized" and he described it as undoubtedly "one of the most important factors in the political campaigns and elections this year."

"I doubt if at any other time in the history of the United States, the great body of the electorate has been so intimately acquainted with the issues and with the personalities of any primary campaign," he said. "I doubt that there is anyone among you who did not sit glued with interest at the unfolding of the drama, of the comedy, and, to be perfectly truthful, of the sometimes plain boredom of the two recent political conventions on TV."

"People who heretofore may never heard of Cannon's or of Roberts' laws of parliamentary procedure could be heard discussing on the subway, on the bus and on the street corner, the ruminations by the chair during both conventions. Children of even tender years are now considerably better acquainted with our democratic process in choosing a president than many high school and college students whose information stemmed from dry courses in civics, 'B. T.' that is, 'before television.'"

Non-Red Oaths Taken, Writers Say on Charges

NEW YORK, Aug. 30.—The Radio Writers' Guild this week denied charges by the McCarran Committee that it was dominated by pro-Communist writers. The RWG stated that it was dedicated to "its constitution" and has "one object only: promoting the professional and economic interests of its 1,200 writer members. The RWG has never supported any political party, platform or candidate. It has never aligned itself with or supported any Communist or pro-Communist organization. In compliance with the Taft-Hartley Act, the officers of the Guild signed non-Communist Affidavits."

Meanwhile, the American Civil Liberties Union was reported pondering whether any of the writers named in the McCarran report will suffer thru a blacklist, whether there was an unfair selectivity in making up the report, and whether the people named as being pro-Communist had an opportunity to answer the charges before they were published.

FCC Okays 4 AM Requests

WASHINGTON, Aug. 30.—Federal Communications Commission authorized four more AM grants this week as AM applications rose to 309. Emphasis on daylight AM continued, with three of the four authorized to operate daytimes only. A decided swing to daytime operation has been noted since daytime rates increased and nighttime rates went down (The Billboard, August 30).

AM construction permits for daytime operation were awarded to the Lincoln County Broadcasting Company, Lincoln, N. C.; Cen-Tex Broadcasting Company, Waxahachie, Tex., and William Avera Wynne of Bartow, Fla., while WBEL, of Beloit, Wis., was authorized to increase its daytime operating power from 1 to 5 kw. The LaFollette Broadcasting Company, Inc., of LaFollette, Tenn., was granted an AM construction permit for unlimited operation.

NO SNICKERS FOR LAFFMETER

WASHINGTON, Aug. 30.—WWDC's all-night disk jockey Jack Rowzie has come up with what he calls the world's first human "laffmeter." It's his engineer, Homer Lotier, Rowzie's entire studio audience in the early morning hours. Altho his home listeners send in numerous gags, upon request, Rowzie hesitates to repeat the jokes on the air until he can get a studio audience reaction. For the past two weeks he has tried out at least 20 gags a night on his "laffmeter" with nary a snicker.

Pratt Announces Communications Emergency Plan

WASHINGTON, Aug. 30.—Formation of a National Telecommunications Planning Committee to draw up detailed plans for most efficient use of the nation's communication system if war should strike, was announced this week by President Truman's telecommunications advisor, Harlin Pratt. The committee will carry on work similar to defense communications boards, which operated in World War II. It will also study need for new technological advances.

New committee will be composed of Director of the Office of Transport and Communications Policy of the State Department, the Communications-Electronic Director of the Joint Chiefs of Staff of the Defense Department, the Civil Aeronautics Administration director from the Commerce Department, and representatives of the Federal Communications Commission and the Central Intelligence Agency. Only planning and co-ordinating functions have been assigned to the committee, Pratt said. Any operating or procurement activities will be performed by the agencies. Other agencies will be expected to participate and non-government organizations will be consulted from time to time.

CBS Auditions "Meet Millie"

HOLLYWOOD, Aug. 30.—Columbia Broadcasting System will audition "Meet Millie" for TV September 10. Frank Galen, show's writer, will serve as producer with Danny Dare as director. Show is being readied for live origination from the Coast.

Harry Ackerman, CBS programming vicee here, said full cast will be determined next week.

Gene Wilkey To KMOX Post

CHICAGO, Aug. 30.—H. Leslie Atlas, vice-president in charge of the central division of Columbia Broadcasting System, this week announced the shift of Gene Wilkey, general manager of WCCO, Minneapolis, to KMOX, St. Louis, where he will serve in the same capacity, effective September 1. At the same time it was announced that John L. Ackerman, whom Wilkey succeeds at KMOX, joins CBS radio spot sales in New York as an account executive.

Wendell B. Campbell, general sales manager of CBS spot sales, in making the Ackerman appointment, said the move was necessary because of the increase in activity in that field, plus the recent assumption by his department of the representation of WCCO, New York.

ABC Moves to Hire Labor Relations Exec

NEW YORK, Aug. 30.—The first network to designate an executive to a title of director of labor relations is apt to be the American Broadcasting Company, if plans now being developed are put into effect. That

web is reported negotiating with Dr. Benjamin Werene, New York attorney and specialist in dealings with labor unions, to come into the network fold with the appropriate title.

The reasoning behind the move is that labor relations have been turning ever more complex, and there is every indication that they will become even more so in the future. ABC itself, with its owned outlets, has relationships and contracts with 74 unions at present. In several cases, jurisdictional problems have come up. The TV union situation is becoming more elaborate as the medium itself grows.

Hitherto, ABC has left its labor relations in the hands of the web's regular legal staff, just as the other webs do. Joseph A. McDonald for years was the ABC legal eagle watching over the labor field. When McDonald left to join the National Broadcasting Company some months ago, his mantle fell on Omar F. Elder. Should Werene come into ABC, he would take over the labor end of the legalistics from Elder.

FCC Okays 4 More TV Construction Permits

WASHINGTON, Aug. 30.—Four more TV construction permits were added this week to the growing list of 43 TV grants authorized by the Federal Communications Commission since the freeze lift. Latest commission approval went to the West Central Broadcasting Company for operation on Channel 43 at Peoria, Ill.; The South Bend Tribune, for operation on Channel 34 at South Bend, Ind., and the Allen Hancock Foundation of the University of Southern California for operation of an educational TV station on Channel 28 at Los Angeles. The foundation grant brings the total of approved TV educational stations to eight, with reconsideration of the grant to the Kansas State College of Agriculture and Applied Science requested by the National Association of Radio and Television Broadcasters this week (see separate story). Total TV applications since the freeze lift have now pushed to 776.

The commission also notified 20 TV applicants that they were eligible for hearings, since others have applied for operation on the same channel. They included the South Bend Telecasting Corporation and South Bend Broadcasting Corporation. Applicants for Channel 46 at South Bend,

Ind.; Tom Potter and the Capital Television & Broadcasting Company, applicants for Channel 40 at Baton Rouge, La.; Alabama Television Company and Montgomery Broadcasting Company, Inc., Channel 12 at Montgomery, Ala.; Southern Enterprises and Southern Broadcasting Company, Inc., Channel 2 at Montgomery, Ala.; Arkansas Television Company and Arkansas Radio & Equipment Company, Channel 4 at Little Rock; Wraether, Hill & Alvarez and Arkansas Broadcasting Company, Channel 11 at Little Rock; Gulf Coast Broadcasting Company and the Baptist General Convention of Texas, Channel 6 at Corpus Christi; Coastal Bend Television Company and H. L. Hunt, Channel 22 at Corpus Christi, Tex.; Superior Television Company, Corpus Christi Television Company, KEYS-TV, Inc., Channel 10 at Corpus Christi, Tex.; WFBM, Inc., Channel 7, Evansville, Ind.

Hult Sales Force Visits Mpls., Chi

CHICAGO, Aug. 30.—A flying sales force, headed by Ade Hult, vice-president in charge of sales for the Mutual Broadcasting System, using the recently completed survey covering non-TV ad listening habits and the second in the "Hometown U.S.A." studies (The Billboard, August 23) to tell its story, hit Minneapolis agency and sponsor reps Wednesday (27), then followed up with a series of meetings at WGN here Thursday (28).

Following an intro by Hult, Fred Schierer, MBS manager of planning and presentations, went thru the entire study, using a series of illustrated placards, to explain the surveys, their results, and to clarify any questions which arose on the research level.

Three sessions were held in Minneapolis, and a similar number were staged here.

WCBS Adds To New Look By 3 Changes

NEW YORK, Aug. 30.—WCBS, here, this week continued to give its programing efforts a new look by making three new moves. The station expanded its Emily Kimbrough show from 15 minutes to 25 minutes, after immediate and unusual commercial acceptance. The outlet is also brushing up its Jack Sterling stanza by adding the Elliott Lawrence Quintet and a new writer-producer. And WCBS has hired Jane Christopher from the Galen Drake office to do retail merchandising contact work on the "Galen Drake Show."

Miss Kimbrough will be programmed in the 4:05-4:30 strip with Harry Markle, beginning September 1. Starting date of the new Jack Sterling format is September 22 in the 6:00-7:45 a.m. across-the-board time period. The deal for Miss Christopher was blueprinted by Bill Miller, sales manager of the station. Lester Lewis Associates handle Miss Kimbrough.

CBS Submits Bolger, Astaire

NEW YORK, Aug. 30.—The Columbia Broadcasting System this week submitted Ray Bolger and Fred Astaire to advertisers for special hour on-shot holiday TV shows. CBS-TV outlet had put Ginger Rogers on the market in the same kind of a star format. The programs would cost between \$50,000 and \$75,000 each.

COKE SHOW OUT

Metro, Lanza At Odds Again Over Pic, AM

HOLLYWOOD, Aug. 30.—Mario Lanza can't have his Coca Cola (show, that is) until he's a better boy, so ruled Metro-Goldwyn-Mayer in its continuing fight with the technician tenor. The ink hadn't dried in last week's story (The Billboard, Aug. 30) that Mario and Metro had kissed and made up than the two were at odds again. Metro last week placed Lanza on suspension for not showing up to start shooting "The Student Prince," and then informed the D'Arcy Agency (Coca-Cola's ad agency) and the National Broadcasting Company it would not permit Lanza to participate in its radio show.

Lanza then promised to report for shooting Monday (25), according to an MGM spokesman, with MGM withdrawing its no-Coke show order. Lanza was heard last Friday night as per schedule. With difficulties between artist and studio breaking out anew this week, Metro again invoked its no-radio which, incidentally, is the first time a studio ever followed thru on such action. Since the show is taped well in advance, recorded portions featuring Lanza were pulled out and replaced by Gisela MacKenzie.

According to terms of the Metro contract, studio controls the artist's rights to perform in other media.

Hennock Plugs Viewers Group For School TV

WASHINGTON, Aug. 30.—The idea of establishing public committees of viewers to watch educational TV was put forward today by Federal Communications Commissioner Frieda Hennock. The lady commissioner, long-time supporter of Educational TV, told a Houston University commencement audience that such a viewers' committee, made up of children and adults, housewives and businessmen, could evaluate and make suggestions concerning the station's programing and help make it a real part of the local scene.

"Full educational use of television can be instrumental in accomplishing the needed reformation of our educational system," Miss Hennock told the graduating students. She praised the University of Houston and Houston Independent school district for being among the first to obtain an educational TV construction permit, and predicted that the university and the city would be "leaders in expanding educational TV movement." "Educational television stations will propagate and will be in themselves living testimonials to our finest democratic principles," Miss Hennock declared.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

FM Grows Steadily In Surprise Trend

Gradual Rise of Licensed Stations In Past 4 Years Unheralded at FCC

WASHINGTON, Aug. 30.—FM is quietly staging a slow but uninterrupted growth in one of the surprise sleeper trends of the ether era.

Despite a parade of construction permit cancellations, the number of licensed FM stations has been making steady increases for more than four years, a trend which some Federal Communications Commission insiders privately expect to continue along with the growth of television. The unbroken rise in the number of licensed FM stations has gone unheralded even in their public reports have consistently made reference to a declining number of FM stations "on the air" but have left unmentioned the steadily increasing figure representing licensed FM stations. The latter figure represents the fully licensed stations, whereas the former figure includes all types of temporary authorizations as well as licensed operations.

The FM success story, in terms of licensed stations, is un spectacular but significant. The number of licensed FM stations is just short of 500, a rise from 364 since the start of the year. In the last half of 1951, the number of commercial FM licensed stations advanced by 30 from 534. In the 12 months prior to that, the number jumped by 40 from 493. And from June 30, 1949, to June 30, 1950, the number of licensed FM stations rose from 377 to 493, a gain of 116 in a single fiscal year.

In terms of brightening, the picture also is brightening. The number of FM sets has advanced in a little more than two years from five and a half million to nine million. At least two major manufacturers are known to be ready to enter the FM tuner manufacturing field for the first time, attesting apparently to economic worth-whileness of current production by other companies. Other highlights of industrial progress in FM include better table models, new high fidelity speakers, including one which is going to manufacturing at about \$20 thru a new principle of gaining fidelity.

Revenue-wise the FM picture is confused. Use of FM as a bonus by AM station owners is attributed among several factors which confuse the revenue picture. Financial success, however, has been chalked up by a number of FM-only stations and by several FM-only stations which have gone into programming separate from their AM counterparts. In Washington and Madison, Ind., FM provides the only radio service. In Rocky Mount, N. C., FM is the only service at night. Key to success in FM broadcasting, according to Everett Dillard, manager of WASH-FM and Continental FM Network Washington, a pioneer in the FM field, is "proper programming."

More and more FM stations are getting into the black. Dillard pointed out, as FM broadcasters "learn how to get FM on an independent footing program-wise."

In the D.C. area, WGMS has climbed into the black by pitching to unwavering audiences via quality music, and WCFM, another FM-only station, has reached the profit side with the same principle. Dillard's FM-only WASH-FM is getting close to the black with emphasis on good special events, popular music and popular-type programs. This station is in the unique situation of being the Mutual Broadcasting Company's outlet for FM, while Mutual's AM outlet is WWDC, an independently owned station which has found a gold mine in FM thru trans-casting.

WWDC's FM programs do not duplicate its AM.

Majority of FM stations are owned by AM's and the bulk of these are duplicating the AM programs. According to Dillard, indications are that more will be going into separate programming.

Olds Renews Peg Lee for CBS

NEW YORK, Aug. 30.—The Oldsmobile division of General Motors this week renewed Peggy Lee again on the Columbia Broadcasting System's radio network. The twice-weekly, 15-minute musical show had originally been purchased only for six weeks.

WSAI Skeds Revamp; Lenay Richards Out

CINCINNATI, Aug. 30.—To combat the inroads of television and to cut the nut in general, AM Station WSAI here begins a new schedule of streamlined operation the first week in September. Will Lenay and Malcolm Richards, station's top jocks, pulled out last week. Station Manager Bob Kerns says that the program changes come as a result of a year's study of the station's fan mail.

Under the new schedule, WSAI goes all out to capture the home-bound motorist with music, news and sports between the hours of 4 and 7 p.m. The early afternoon shows will be aimed at the housewife, with Peg Sherwood and George Bryant handling the bulk of the air chores. Charlie Black, who has been doing Richards' morning show for several weeks, will continue in that capacity.

Kerns is also reported to be searching for a new studio location here, one with a lower nut to it.

NEWS CAPSULES

NBC-TV Skeds Strip For UN's Assembly

Continued from page 3

Lionel Barrymore will serve as host, narrator and occasionally star this season. "Playhouse 90" goes on 9 p.m. Sunday beginning September 7.

LEO BURNETT FORMS CANADIAN SUBSIDIARY

CHICAGO—Leo Burnett Company, Inc., with headquarters here, has formed a Canadian subsidiary, Leo Burnett Company of Canada, Ltd., which will be located in Toronto effective September 2. George B. MacGillivray, formerly an exec with Keyon & Eckhardt, Ltd., Toronto, will serve as vice-president and manager of the new office.

Other executives set for the Canadian operation are Stanley J. Izon, service manager and assistant to MacGillivray; Ernest J. Trotter, head of production, and Ralph Draper, media department topper. All have been active with leading Canadian advertising agencies in the past.

KOB GRANTED 30-DAY EXTENSION

WASHINGTON—Station KOB, Albuquerque, N. M., recently acquired by former Federal Communications Commission Chairman Wayne Coy and Time, Inc., was granted a 30-day extension of special service authorization to operate on 770kc. by the FCC this week, despite protests from WJZ, New York.

WJZ first had asked the FCC to deny the transfer of KOB and KOB-TV on the station's present operating basis. When the Commission denied its request, WJZ asked the return of KOB to its licensed frequency of 1,030kc., citizenship frequency of 1,030kc., citizenship frequency of 1,030kc., citizenship frequency of 1,030kc.

RTMA BOARD MULLS McDANIELS' SUCCESSOR

WASHINGTON—Question of naming a successor to Glen McDaniels as president of Radio Television Manufacturers Association will be placed before the RTMA board in New York September 19 by a nominating committee headed by Robert Sprague. Altho McDaniels' salary was in the \$50,000-a-year bracket, no decision has been made yet on the size of his successor's salary. The size will be determined by the ability and background of the new president, it was explained at RTMA headquarters. Several possible candidates have been mentioned for the post, but RTMA officials said that so far the field has not narrowed down to any one person.

NARTB'S AM MEMBERS INCREASED BY 43

WASHINGTON—A steady rise in AM members of the National Association of Radio and Televi-

sion Broadcasters is being spurred by district meetings, NARTB President Harold E. Fellows reported this week. The roster of AM members of NARTB has reached the unprecedented total of 1,043, an increase of 43 members since April 10. Four district meetings already have been held, and the last of NARTB's 17 local drives is scheduled to close in Boston October 21. William Stubbelfield, station relations department chief, is heading the current drives.

WSAI TO AIR OIL FOOTBALL GAMES

CINCINNATI.—Complete University of Cincinnati 1952 football schedule will be broadcast by WSAI, with the first kick-off here September 20 with the University of Dayton. The 10-games schedule will be broadcast by Dick Baker and will be brought to area listeners by the community relations department of the General Electric Company's nearby Lockland plant. Time will be allotted to elvic groups and a weekly feature of "What's New at G. E."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Norman S. Ginsburg has been appointed advertising and program promotion manager for the Du Mont Television Network and its key station WABD, New York. He has been serving as station's promotion manager for the past two years, and before that was with the promotion department of Mutual Broadcasting System.

Joseph Goodfellow, Radio salesman with the NBC East-Spot Sales, has been named assistant manager of the department. Hill and Knowlton, Inc., public relations outfit, has named Roy J. Battersby director of publicity and Edward J. Doherty his assistant. Battersby was with NBC before joining H. & K. in 1949. Gale Blocki has resigned as vice-president of John Blair and Company to join Broadcast Advertising Bureau, Inc., as cast advertising manager.

Sam B. Kaye has been made producer effort in the Midwest. Sam B. Kaye has been made producer effort in the Midwest. Sam B. Kaye has been made producer effort in the Midwest.

THE BILLBOARD Radio-TV Show Charts

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

Top 25 TV Shows NATIONALLY (August 1-7)

According to American Research Bureau

The ratings below are based on comprehensive radio by county, urban and rural sampling covering all 48 TV markets. They are obtained from stations placed for the week in 2,200 TV homes with all 65 TV markets. They are obtained from stations placed for the week in 2,200 TV homes with all 65 TV markets. They are obtained from stations placed for the week in 2,200 TV homes with all 65 TV markets.

Program	ABR Rating	Home (000's)	Cities	% Men	% Women	% Kids	Viewers Per Set	
1. GODFREY'S TALENT SCOUTS NBC, Monday, 8:30-9	42.9	4,970	23	32	47	21	2.8	
2. GODFREY'S FRIENDS CBS, Wednesday, 8-9	40.5	7,030	56	31	47	22	2.9	
3. PABST BLUE RIBBON BOATS CBS, Wednesday, 10-10:30	38.5	6,370	56	51	37	10	2.3	
4. WHAT'S MY LINE! CBS, Sunday, 10:30-11	35.1	5,440	43	38	49	13	2.6	
5. BIG TOWN CBS, Thursday, 8:30-10	33.3	4,730	32	32	45	23	2.7	
6. THE BEST OF SAUCHO CBS, Tuesday, 8-9:30	32.6	5,710	62	32	34	47	19	2.8
7. RACKET SQUAD CBS, Thursday, 10-10:30	31.8	5,060	49	29	52	19	2.4	
8. GANG BUSTERS NBC, Tuesday, 9-9:30	31.0	3,910	34	33	44	23	2.8	
9. SPORTS SPOT CBS, Wednesday, 10:30-11	28.8	2,840	24	33	39	8	2.2	
10. STRIKE IT RICH CBS, Wednesday, 9-9:30	28.6	3,820	28	32	49	19	7.0	
11. LOAST OF THE TOWN CBS, Sunday, 9-10	28.5	4,440	44	36	48	16	2.0	
12. MY LITTLE MARGIE CBS, Monday, 9-9:30	28.2	5,100	63	35	45	20	2.8	
13. TELEVISION PLAYHOUSE NBC, Sunday, 9-10	26.3	4,550	58	35	47	18	2.8	
14. AMOS 'N' ANDY CBS, Thursday, 8:30-9	24.8	3,680	39	31	39	30	2.9	
15. DANGER CBS, Tuesday, 10-10:30	24.0	2,910	28	34	49	17	2.5	
16. CRAFT TV THEATER NBC, Wednesday, 9-10	24.0	3,840	46	33	46	21	2.6	
17. ROBERT MONTGOMERY PRESENTS NBC, Monday, 9:30-10:30	23.5	4,300	59	34	51	15	1.6	
18. SUSPENSE CBS, Tuesday, 9:30-10	23.1	3,280	32	35	45	20	2.8	
19. CRIME SYNDICATED CBS, Tuesday, 9-9:30	23.0	2,550	24	36	48	16	2.5	
20. LIGHTS OUT NBC, Monday, 9-9:30	22.9	2,400	25	36	46	18	2.7	
21. LUX VIDEO THEATER CBS, Monday, 8-8:30	22.8	3,020	32	31	49	20	2.4	
22. THE HUNTER CBS, Wednesday, 9:30-10	22.7	3,480	50	36	47	17	2.4	
23. POLICE STORY CBS, Friday, 10-10:30	21.9	2,550	24	34	49	17	2.2	
24. SUMMER THEATER CBS, Monday, 10-11	21.7	3,860	54	30	51	19	2.2	
25. I'VE GOT A SECRET CBS, Thursday, 10:30-11	21.6	2,350	34	39	51	10	2.1	

LUCKY 13!

FCC Favors Renewals In Hoss-Info Cases

WASHINGTON, Aug. 30.—License renewal without hearings for 13 radio stations, summoned to appear because they broadcast horse-racing information which could be used for illegal purposes, was recommended by Federal Communications Commission Broadcast Bureau Chief Plummer this week.

Plummer pointed out that some of the stations had eliminated all racing information, while all stations had abandoned flash race results, which the FCC ruled was one key to programs particularly useful for illegal gambling.

At the same time the commission notified Station WUST-FM here that public hearings may be held on its application for license renewal because of its broadcast of horse-racing results. A check of the station's 1951 program, according to the FCC, indicated that it "currently engages in broadcasting of horse-racing information on a frequent basis," which raised the question of whether it was "being operated in the public interest."

Pasadena, Calif. He also suggested the removal of WPIX, New York, and KLAS-TV, Los Angeles, from the hearing list, although they could be granted immediate license renewals for them, while application from WWBZ, Vinland, N. J., was received too late for comment.

Plummer based his recommendations on the fact that the commission has granted license renewals to a number of stations which "discontinued racing broadcasts. Although KLAS-TV proposed to telecast feature races from a local track and WLAP wants to broadcast a running account of the daily feature race at Keeneland for 20 days a year, Plummer said these "can hardly be charged as being of substantial importance to the public interest."

'Twenty Questions' Bought by Ludens

NEW YORK, Aug. 30.—Ludens this week bought "Twenty Questions" from the Du Mont network on an alternate week basis. The program is currently on Friday, 8:30-9 p.m. J. M. Mathes is agency.

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in NEW YORK

(3,040,000 TV Sets,* Panel Size 500)

... According to Videodex Reports

WISD	Allen B. DuMont Laboratories	Du Mt.
WATV	Bowling Broadcasting Corp.	Ind.
WCBS-TV	Columbia Broadcasting System	CBS
WIZ-TV	American Broadcasting Company	ABC
WVBT	National Broadcasting Company	NBC
WOP-TV	General Televison, Inc.	Ind.
WPIX	New York Daily News	Ind.

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

The two Arthur Godfrey shows were the big thing for New York video viewers in the beginning of July. The two shows ranked up higher ratings in July than they did last March, and very few other shows can make that claim. The third, fourth and fifth highest rated shows went to "What's My Line," "The Web" and "Mama," respectively. WCBS-TV's early-evening movie program, "The Late Show," was again one of the toppers every weekday.

Mar. '52	Pop. Rtg.	Rank	SHOW	NET	TIME	STATION	CR. Rtg.
4	214	1	WHAT'S MY LINE!	CBS	10:30-11:00	WCBS	27.6
6	205	2	TOAST OF THE TOWN	CBS	8:00-9:00	WCBS	23.0
3	218	3	THIS IS SHOW BUSINESS	CBS	7:30-8:00	WCBS	19.0
5	213	4	PHILO TV PLAYHOUSE	NBC	9:00-10:00	WVBT	17.0
—	—	5	ROY ROGERS	NBC	6:00-6:30	WVBT	14.2
—	—	6	CISCO KID (Film)	Non-Net	6:30-7:00	WVBT	14.2
9	190	7	PLAINCLOTHESMAN	Du Mt.	9:30-10:00	WABD	14.0
7	180	8	GENE AUTRY SHOW	CBS	7:00-7:30	WCBS	13.4
—	—	9	CELEBRITY TIME	CBS	10:00-10:30	WCBS	13.2
—	—	10	HALL OF FAME	NBC	10:00-10:30	WVBT	11.0

MONDAY							
2	400	1	TALENT SCOUTS	CBS	8:30-9:00	WCBS	43.0
—	—	2	MY LITTLE MARGIE	CBS	9:00-9:30	WCBS	23.6
4	216	3	LUX TV THEATER	CBS	8:00-8:30	WCBS	21.8
3	228	4	ROBERT MONTGOMERY	NBC	9:30-10:30	WVBT	19.3
5	164	5	PERRY COMO	CBS	7:45-8:00	WCBS	12.2
—	—	6	LIGHTS OUT	NBC	9:00-9:30	WVBT	15.4
6	158	7	SUMMER THEATER	CBS	10:00-11:00	WCBS	14.2
10	146	8	WINCHELL-MAHONEY	NBC	8:00-8:30	WVBT	13.6
—	—	9	CLAUDIA	CBS	9:30-10:00	WCBS	12.6
—	—	10	EARLY SHOW	Non-Net	6:15-7:30	WCBS	12.4

TUESDAY							
4	252	1	SUSPENSE	CBS	9:30-10:00	WCBS	16.6
—	—	2	PONTIAC FILM THEATER	CBS	8:00-9:00	WCBS	15.5
—	—	3	CITY HOSPITAL	CBS	9:00-9:30	WCBS	15.0
—	—	4	DANGER	CBS	10:00-10:30	WCBS	12.8
—	—	5	BOSS LADY	NBC	9:00-9:30	WVBT	12.0
6	—	6	EARLY SHOW	Non-Net	6:15-7:30	WCBS	11.2
7	162	7	CIRCLE THEATER	NBC	9:30-10:00	WVBT	10.0
—	—	8	ORIGINAL AMATEUR HOUR	NBC	10:00-10:45	WVBT	9.6
—	—	9	BASEBALL	Non-Net	8:30-11:15	WPIX	9.2
—	—	10	CANDID CAMERA	Non-Net	10:30-11:00	WCBS	7.4

WEDNESDAY							
1	243	1	GODFREY & FRIENDS	CBS	8:00-9:00	WCBS	32.4
3	222	2	THE WEB	CBS	9:30-10:00	WCBS	26.8
5	210	3	STRIKE IT RICH	CBS	9:00-9:30	WCBS	19.6
2	231	4	KRAFT TV THEATER	NBC	9:00-10:00	WVBT	16.6
7	152	5	PERRY COMO	CBS	7:45-8:00	WCBS	12.2
4	220	6	PASTY RIDE RIBBON BOUTS	CBS	10:00-11:00	WCBS	12.7
9	124	7	EARLY SHOW	Non-Net	6:15-7:30	WCBS	10.2
—	—	8	EILEEN QUEEN	ABC	9:00-9:30	WJZ	8.6
—	—	9	11th HOUR NEWS	Non-Net	11:00-11:15	WVBT	8.0
—	—	10	INTERNATIONAL PLAYHOUSE	Non-Net	10:00-11:00	WABD	7.8

THURSDAY							
—	—	1	DRAGNET	NBC	9:00-9:30	WVBT	23.2
—	—	2	STEVE ALLEN SHOW	CBS	8:30-9:00	WCBS	20.6
5	214	3	BIG TOWN	CBS	9:30-10:00	WCBS	20.6
2	224	4	RACKET SQUAD	CBS	10:00-10:30	WCBS	19.8
—	—	5	THE BEST OF GROUCHO	NBC	8:00-8:30	WVBT	17.2
—	—	6	FOREIGN INTRIGUE (Film)	Non-Net	10:30-11:00	WVBT	14.6
—	—	7	BURNS AND ALLEN	CBS	8:00-8:30	WCBS	12.8
—	—	8	THE HUNTER	CBS	9:00-9:30	WCBS	11.8
—	—	9	MARTIN KANE	NBC	10:00-10:30	WVBT	10.4
8	142	10	EARLY SHOW	Non-Net	6:15-7:30	WCBS	10.3

FRIDAY							
1	246	1	MAMA	CBS	8:00-8:30	WCBS	26.6
4	201	2	MY FRIEND IRMA	CBS	8:30-9:00	WCBS	23.0
4	201	3	PLAYHOUSE OF STARS	CBS	9:00-9:30	WCBS	15.0
7	130	4	PERRY COMO SHOW	CBS	7:45-8:00	WCBS	14.2
8	128	5	EARLY SHOW	Non-Net	6:15-7:30	WCBS	11.8
5	123	6	ROKING	NBC	10:00-11:00	WVBT	10.8
10	120	7	THE GOLDENBOYS	NBC	7:15-7:30	WVBT	10.8
3	214	8	BIG STORY	NBC	9:00-9:30	WVBT	10.0
—	—	9	CAMPBELL PLAYHOUSE	NBC	9:30-10:00	WVBT	9.2
6	135	10	CAVALCADE OF STARS	Du Mt.	10:00-11:00	WABD	2.0

SATURDAY							
3	232	1	BEAT THE CLOCK	CBS	7:30-8:00	WCBS	16.2
7	93	2	SONGS FOR SALE	CBS	8:00-9:00	WCBS	15.0
4	202	3	SAMMY KAYE	CBS	7:00-7:30	WCBS	12.6
4	202	3	YOUR HIT PARADE	NBC	10:00-11:00	WVBT	12.6
—	—	5	THE BIG TOP	CBS	12:00-1:00	WCBS	15.3
—	—	6	BLIND DATE	NBC	9:00-9:30	WVBT	10.8
—	—	7	BASEBALL	Non-Net	2:30-11:00	WOR	10.6
—	—	8	PET SHOP	Du Mt.	7:30-8:00	WABD	9.2
—	—	9	HOPALONG CASSIDY	Non-Net	6:00-7:00	WVBT	8.2
6	158	10	ALL STAR REVUE	NBC	9:00-9:00	WVBT	8.0

* NBC estimate for July, 1952.

Share of Total Audience Radio vs. TV in NEW YORK

... According to Pulse Reports July, 1952

7 P.M. to Midnight			
	TELEVISION	Radio	TOTAL
	% of Total Aud.	% of Total Aud.	AUD. SETS IN USE
SUNDAY	57.5	42.5	38.4
MONDAY	52.0	48.0	43.5
TUESDAY	53.3	46.7	41.8
WEDNESDAY	55.0	45.0	40.2
THURSDAY	53.2	46.8	37.2
FRIDAY	65.5	34.5	39.2
SATURDAY	54.5	45.5	41.8

6 A.M. to 6 P.M.			
MON-FRI.	23.4	76.6	26.0
ENTIRE WEEK	38.0	62.0	30.5

NEXT WEEK Videodex and Pulse Studies of ST. LOUIS

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or of the full services of the research organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York. For the ARB service write to GRAHAM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH SURVEY, National Press Building, Washington.

Pittsburgh Bid Wins Okay

WASHINGTON, Aug. 30.—Pittsburgh Mayor David Lawrence's request for the assignment of Channel 4 to Irwin, Pa., was given preliminary approval by the Federal Communications Commission this week. A September 19 deadline was set for the filing of opposition petitions. Commission action was deferred on a Matter Broadcasting Company request for assignment of the disputed Channel 4 to Braddock, Pa. The commission denied a WCAE, Pittsburgh, request for removal of Channel 9 from the Wheeling-Steubenville area and assignment of that channel and Channel 4 to Pittsburgh. Pittsburgh residents have complained that they have only one "HF" TV channel in operation, with the possibility of another in four or five years, also Pittsburgh is one of the nation's top marketing areas.

Top 5 Radio Shows Each Day of the Week in NEW YORK

(3,599,600 Families*)

... According to Pulse Reports

WBNZ	5,000 watts	Ind.	WWGM	50,000 watts	Ind.
WCBS	50,000 watts	CBS	WNBC	50,000 watts	NBC
WOPM	5,000 watts	Ind.	WNEW	10,000 watts	Ind.
WOPM	5,000 watts	Ind.	WOR	50,000 watts	Ind.
WJZ	50,000 watts	Ind.	WOV	5,000 watts	Ind.
WJZ	50,000 watts	Ind.	WOR	10,000 watts	Ind.
WJZ	50,000 watts	Ind.	WVBT	10,000 watts	Ind.
WJZ	50,000 watts	Ind.	WVBT	10,000 watts	Ind.
WJZ	50,000 watts	Ind.	WVBT	10,000 watts	Ind.
WJZ	50,000 watts	Ind.	WVBT	10,000 watts	Ind.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview method using a cross-section of homes presampled by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 4" homes in each market. Monday-Friday daytime ratings are based on 100" homes.

THE Saturday morning segment of WNFV's "Make Believe Ballroom" captured the top radio audience in New York in the beginning of July. And the evening installments of the Martin Block platter show were among the top five four days of the week. But New York radio audiences were generally pretty low during that hot, humid week. Even "Ballroom's" top Saturday morning rating was less than it got last March. Arthur Godfrey's shows maintained their high relative standing, tho their ratings also were much below their peaks. Other top audiences went to summer replacements, news and baseball broadcasts.

March '52		7 P.M. to MIDNIGHT		Highest Cr. Hr. Rating
—	—	1	FRANK FONTAINE SHOW	4.4
—	—	2	PHILIP MORRIS PLAYERS	4.1
—	—	2	STOP THE MUSIC	4.1
—	—	2	BEST PLAYS	4.1
—	—	2	DORIS DAY	4.1

MONDAY				
2	5.9	1	GODFREY'S TALENT SCOUTS	5.0
—	—	1	ROMANCE	5.0
—	—	3	BROADWAY'S MY BEAT	4.7
—	—	4	BASEBALL MISC.	4.4
—	—	5	EDWARD R. MURROW	3.8
5	4.7	5	MAKE BELIEVE BALLROOM	3.8
—	—	5	STARS IN THE AIR	3.8

TUESDAY				
—	—	1	BASEBALL	4.4
5	4.7	2	MAKE BELIEVE BALLROOM	3.4
—	—	2	EDWARD R. MURROW	3.4
—	—	2	SCARLET PIMPERNEL	3.4
—	—	2	BASEBALL	3.4

WEDNESDAY				
3	4.7	1	GROUCHO MARK	4.1
—	—	2	NEWS-LITTLE TOWN	3.4
—	—	2	FRANK EDWARDS	3.4
5	4.4	2	BIG STORY	3.4
5	4.4	2	GREAT GILDERSLEEVE	3.4
—	—	2	WHAT'S MY LINE!	3.4
5	4.4	2	LONE RANGER	3.4
—	—	2	ONE MAN'S FAMILY	3.4
—	—	2	EDWARD R. MURROW	3.4

THURSDAY				
3	5.6	1	DRAGNET	3.8
2	5.9	1	COUNTERSPY	3.8
5	5.0	1	FBI IN PEACE AND WAR	3.8
—	—	1	MR. CHAMELEON	3.8
—	—	5	NIGHTBEAT	3.4
—	—	5	ROBERT O'S WATWORKS	3.4

FRIDAY				
—	—	1	EDWARD R. MURROW	4.1
—	—	2	MAKE BELIEVE BALLROOM	3.8
—	—	2	BASEBALL	3.8
4	5.0	2	RICHARD DIAMOND	3.8
—	—	5	BEULAH	3.4
3	5.3	5	THIS IS YOUR FBI	3.4
—	—	5	BASEBALL	3.4

SATURDAY				
—	—	1	MAKE BELIEVE BALLROOM	3.8
5	4.1	1	TWENTY QUESTIONS	3.8
—	—	1	BASEBALL	3.8
—	—	1	BASEBALL	3.8
1	5.9	1	GANG BUSTERS	3.8

GAM. TO 7 P.M. MONDAY-FRIDAY				
1	7.6	1	ARTHUR GODFREY	6.6
2	6.4	2	HELEN TRENT	5.1
—	—	3	GRAND SLAM	5.0
2	6.4	3	OUR GAL SUNDAY	5.0
—	—	3	WENDY WARREN	5.0

SATURDAY				
1	9.1	1	MAKE BELIEVE BALLROOM	8.4
2	6.3	2	BING CROSBY	5.3
3	4.4	2	MAKE BELIEVE BALLROOM	5.3
—	—	4	NEWS P. ROBINSON	4.1
3	4.4	5	BOB HAYMES SHOW	4.1
—	—	5	NEWS-H. KENNEDY	3.8
—	—	5	JOHN GAMBLING SHOW	3.8

SUNDAY				
—	—	1	BASEBALL	4.4
4	4.1	2	TRUE DETECTIVES	2.8
—	—	2	MYSTERIES	2.8
2	4.4	2	THE SHADOW	3.8
—	—	2	BASEBALL	3.8
1	4.7	5	OUR MISS BROOKS	3.4

* Sales Management 1951 estimate of the 12 counties in the metropolitan New York area.

Kling to Expand Chicago Operations

CHICAGO, Aug. 30.—Fred Niles, vice-president in charge of television and motion pictures for Kling Studios, Inc., this week revealed the firm has started an

\$10,000 refurbishing program in its main studio here, expanded its technical staff with the addition of four men, and added Bob Weems, former General Artists Corporation executive, as an account executive.

The large studio in Kling's headquarters here is being completely sound-proofed and air-conditioned, and a series of smaller studios will be set up within the larger area, to allow for a greater variety of shooting to be done simultaneously. When completed, studio will be one of the largest sound-proof, air-conditioned areas in the Midwest.

Weems, who joined Kling this week, and who will headquarter here, has been making his own films for TV in Atlanta for the past year. He will work directly with Niles in his new assignment, covering a good portion of the Midwest market.

Firm is currently in production on 18 spots for Admiral; 5 for Ralston-Purina; 2 for Presto-Irons and 5 for Schaeffer Pen in addition to its 26 quarter-hour "Uncle Mistletoe" puppet shows, which will be sponsored by Marshall Fields here, and by a division of that firm in Seattle, and will be syndicated to the rest of the country by Kling (The Billboard, August 30).

Other Kling TV accounts handled here and in New York and Hollywood include: Crosley, Hormel, Hamilton Manufacturing, Hallkramer, Ideal Dog Food, Ohio Oil, Fry-Rite, Wilson (Meats); in-city spots for the electric industry, Mitchell Air Conditioning, Bake Rite, Fresh Wrap and Hudepohl Beer.

Film Players Sign Papers For Videopix

HOLLYWOOD, Aug. 30.—If names make news, the TV film front had its share this week as Joan Crawford, Joan Caulfield, Herbert Marshall and Dick Haymes were signed for productions. Miss Crawford will be featured in three TV films to be produced by Revue Productions, TV film producing wing of Music Corporation of America. An interesting situation exists in this deal, since MAC is the actress' rep, thereby the firm serves in the dual capacity of employer and agent.

Joan Caulfield was signed by Screen Gems for the lead in "Turnip's Blood," co-starring with Herbert Marshall. Half-hour film "Ford Theater" series. Also signed for the "Ford" series, Dick Haymes will appear opposite Diana Lynn in "National Honey-moon," TV film's name equates this week lends further momentum to the growing swing of screen celebs to the televisual medium which today includes such names as Ethel Barrymore, Irene Dunne, Charles Boyer, Robert Cummings and Joel McCrea.

Morris Pitches Pilot Films to Eastern Buyers

NEW YORK, Aug. 30.—The William Morris agency this week started pitching a number of Coast TV pilot films to Eastern advertisers. They include a Joe E. Brown show, "Duffy's Tavern," "The Gentle Years" (which stars Walter Brennan) and "Female of the Species," the drama directed by Joan Harrison. All these video pictures were made at the Hal Roach studios.

The Morris agency is also peddling a half-hour drama starring Ethel Barrymore, produced by Interstate Films, and Roland Reed's "Space Ranger." For clients interested in a Western, it has a Tom Keene oater. The talent agency will probably also handle the TV film based on the comic strip, "Kerry Drake," which stars Sterling Hayden. Halpern owns this property.

Falls City Buys "Barn"

CHICAGO, Aug. 30.—Falls City Brewing Company, Louisville, thru Prater Advertising, St. Louis, has purchased the "Old American Barn Dance" filmed TV series for use in two markets. Sponsor will telecast the full series over WAVE, Louisville, and WSAZ-TV, Huntington, W. Va.

Kling Studios, Inc., Chicago, have 26 half-hour "Barn Dance" shows in the can. Programs are sold by United Television.

WENR-TV, Unity Close Titles Deal

CHICAGO, Aug. 30.—WENR-TV has concluded a deal with Unity Television Corporation which entitles the station to exclusive, uninterrupted use of the thousand-odd titles in the Unity film library. The collection consists of Westerns, cartoons and features originally produced for theatrical showing.

The financial terms of the agreement were not disclosed.

BB OMITS TV FILM DIRECTORY FOR THIS WEEK

Due to lack of space resulting from the extensive presentation of facts, trends and data revealed in The Billboard's 2nd quarterly survey of the TV film field (see special section), the regular TV Film Directory feature of this department is omitted this week. The TV Film Market Place, however, appears in the special section. The TV Film Directory will be resumed in the September 13 issue.

Kling Sets Series of 10 Spots for Banks

CHICAGO, Aug. 30.—Utilizing a complete program production technique, including a running story line, Kling Studios, Inc., thru its new Hollywood offices, has completed a series of 10 spot announcements, five running a full minute, the balance 20-seconds, which will be syndicated for use by banks on TV stations.

Series features a "Millford Middle" character, who solves various loan and personal financial problems thru the various services offered by banking institutions.

Spots, if made for a single client, would run \$20,000. However, on a syndicated basis, white prices will vary with the size of the market, average price per spot will be \$300, with the sponsor purchasing full rights to the film in his market for that figure.

NEW SERIES AND FIRMS

Swift-Chaplin Firm to Make TV-Film Plugs

HOLLYWOOD, Aug. 30.—Swift-Chaplin Productions, Inc., has been formed here for the making of TV film commercials. Headed by Charles F. Chaplin, president, and Howard Swift, vice-president, the firm has set up studios with over 4,000 square feet of stage space and an animation and stop-motion department. Harry Hinkle, former business manager of George Pal Productions, is general manager of the organization. TV plugs are already being shot for Alka-Seltzer and One-a-Day Vitamins, Folger's Coffee, Bab-O, Ovaltine, Dodge and Helene Curtis hair preparations.

NBC SETS SALES OF INT. THEATER

NEW YORK—NBC Film Syndication Sales will distribute "International Theater," the half-hour series currently being shot in Europe by Douglass Productions. The first installment is due to go on WNBC here late in December. Douglas Fairbanks, Jr., emceeds the series, and will take a leading role in about one of every four of the stories, which are being contributed by top British writers.

VOLCANO STARTS ON 'OZ AND HARRIET'

HOLLYWOOD — Volcano Productions began shooting "Oz and Harriet" at the General Services Studios here this week. The series is due to bow on the American Broadcasting Company TV network, October 3. Ozzie Nelson is serving as director of the 40 half-hour films under the supervision of Cecil Barker, program director of ABC's Western Division.

KAUFMAN PRODUCES CIO SERIES

WASHINGTON—The Harry J. Kaufman agency here has produced a series of thirteen 15-minute films for the Congress of Industrial Organizations and its Political Action Committee, which CIO membership is sponsoring via local TV stations. The show include dramatic sketches illustrating the union's attitude toward the major issues of the day, and interviews by Willard Shelton of leading political personali-

ties. The CIO organizations in each area are paying the time costs for local showings.

SCIENCE-FICTION SERIES SET

HOLLYWOOD — A-Men Productions, which was recently organized here for the shooting of three science-fiction theatrical films, plans to use the material of its first pic, "A-Men," in a TV film series. The film, consisting of Richard Carlson, who will star in "A-Men," Ivan Tors and Curt Siodmak, will start shooting the feature September 10 at the Hal Roach Studios.

JACK LIEB HEADS NEW FIRM

CHICAGO—Jack Lieb, formerly of Kling Studios here is now head of a new firm going under the name of Producers Film Studios. Now producing commercials and industrial pix, Lieb expects to get into TV series of an educational nature in the near future.

CROWN HAS TWO SERIES IN WORKS

NEW YORK—Crown Cinema Corporation has two series in the works. The first, an untitled dramatic show, will have Biff Elliot and Peggy Nelson in the cast. The pilot on that one has been completed. The second is a 15-minute situation comedy, "Andy Dugan Arthur." It will star Andy Dugan and Rita Colton. Jack Jason is the producer, and Don Brown the director of the low budget series.

Screen Writers Get League Support on TV

NEW YORK, Aug. 30.—By a vote of 1139 to 63, the membership of the Authors' League this week voted to throw its support behind the Screen Writers' Guild strike against TV film producers.

Thus the interim order of the AL asking its members to withhold their material becomes permanent.

From now on any member, including those belonging to the Coast Radio Writers' Guild, who continues to submit material to struck producers will find him-

self subject to AL disciplinary action. Many of the Coast RWG unit have refused to support the strike.

Several members of the Coast RWG unit also have formed a new group, Television Writers of America. The AL is considering asking the National Labor Relations Board to hold an election to determine its right to jurisdiction over TV. This action, it is felt, would meet any threat by the TWA.

FEATURE ARTICLE SERIES ON UNIONS AND TV FILM IS SET

A new series of feature articles, concerning the present attitude and intentions of unions concerned with the TV film industry, will begin in the TV Film Department of The Billboard in the next (September 13) issue.

The articles, written by union leaders in the field, will present the aims of writers, directors, actors, musicians, stagehands, cameramen and scenic artists.

MASS PREVIEW

Ted Weber Showcasing Exclusive TV Flicks

CHICAGO, Aug. 30.—Filmed programs made exclusively for TV use, which have been receiving increasing attention from stations, agencies and sponsors in this market, will be given a major showcase by Ted Weber, TV sales manager of WGN-TV, next week when special three-hour showings of available properties

will be held Tuesday, Wednesday and Thursday for all agency and sponsor personnel in the vicinity who care to attend.

A thorough canvas of producers of filmed programs has been made by Weber, and both quarter and half-hour shows will be previewed for the prospective buyers. Weber stressed the shows were not committed to his station and that an agency or sponsor who was interested in any of the shows to be previewed could place them on any TV station he desired.

Naturally, Weber will be pitching for as much of the business as possible. Plan is to show complete episodes of series, where possible, and also vignettes of other series. All shows previewed will be available for sponsorship in this market, not those seen, or which have been bought for fall or winter use. No feature film will be included in the shooting.

TV FILM PURCHASES

First sale of the March of Time's "Ballets de France" was made last week to the Canadian Broadcasting Company for its Montreal station. . . . CBS Television Film Sales has sold 39 weeks of "The Files of Jeffrey Jones" of the Sprinkles-Russell Dairy Company for showing on KPIX, San Francisco. Another dairy

film, Bell Brook Dairies, also has signed with CBS for 26 weeks of "The Gene Atry Show," to run on KGO-TV, San Francisco, beginning October 7. . . . WDSU-TV, New Orleans, has signed with CBS for an additional 26 weeks of "The Range Rider." McKenna Bakery and Dickey Potato Chip Company sponsor it there alternately. . . . Horlacher Brewing Company of Allentown, Pa., will resume its sponsorship of the Sportsmen's Club on WFIL-TV, Philadelphia, September 5. . . . Colonial has renewed its contract for "Movie Quick Quiz" for another 26 weeks. Colonial for another 15-minute quiz show in Atlanta, Charlotte, N. C., Greensboro, N. C., Norfolk, Va., Richmond, Va., thru Lilla, Neal & Battle. "Movie Quick Quiz" is distributed by United Television Programs, Inc., which is also recently signed to KRON-TV, San Francisco, for three years. . . . WCBZ-TV, New York, has signed with the D. L. Clark Company, candy maker, for four participations a week on its showing of "Time for Beany." The station has also signed up several more participating sponsors for its two movie programs, "The Late Show" and "The Early Show." The additional products to be plugged during the movies are Princess Plate Mats, Vicks Vapo-Cough Syrup, G. Washington Coffee, Manischewitz Wines and the New York Classified Telephone directory.

WENE-TV this week inked a number of new and renewal film deals. Included were "Professional Football Highlights," half-hour weekly, sponsored by Campbell Beer, Minneapolis; "Miracle Enterprises, thru Mithum, sponsored by Tomkin Agency, will sponsor two feature films weekly for 13 weeks starting September 13. Marmel Products, thru Marmel Howard, will air a five-minute week one-hour feature film for 13 weeks starting September 21. . . . Marx Brothers Jewellers will sponsor, for one year starting September 3, two feature films, week and a half. F. McLaughlin Company (Manor House Coffee) thru Earl Ludgin Company, bought a half-hour weekly film show, "Hollywood Offbeat," for one year starting September 15.

A&C TV-Film Priced at 7 1/2 G

NEW YORK, Aug. 30.—The syndicated half hour Abbott and Costello video film show is being peddled here at the highest price ever asked in a local market—\$7,500. Sponsors who want the program in the Chicago and Los Angeles markets are being quoted a \$4,500 figure for one play. Music Corporation of America is the sales agent.

India Documentary Set for TV Film

HOLLYWOOD, Aug. 30.—Mother India will hit the nation's show screens via a 13 quarter-hour show series being prepared by Smmel-Merservey, S-M's leasing unit. The series, completed shooting color week, will be utilized in footage in India to be used in documentary treatment showing the life and customs of India. Black and white dupes will be made of the color footage for TV use with color negatives held in part of S-M's color backlog to be pressed into use when color TV arrives.

As Others See Us

RADIO — Reviewed Sunday (24), 9:45-10 p.m., EDT. Sustaining via American Broadcasting Company. Transcribed from a British Broadcast Corporation series. Commentator, Alistair Cooke. Producer, Don Coe.

This program is intelligently presented. It is, briefly, a view of the American scene from the vantage point of a foreign commentator. He is Alistair Cooke, who is chief American commentator of the Manchester Guardian, and a news analyst for the BBC. Cooke's program, presented by ABC, is a transcribed version of his broadcast for the BBC. To an American listener the broadcast is erudite, fluent and distinctly fresh in approach.

Cooke, during his Sunday (24) broadcast, commented upon obvious theme: The American political scene, recently highlighted by the two national conventions in Chicago. Cooke quickly steered into an unusual side alley: He entered into a consideration of the use of news photographs in connection with the political campaigns of the two candidates.

In developing the subject Cooke briefly outlined the development of the candid camera and its use at Versailles following the first World War. He digressed to consider Brady's photographic documentary of the Civil War. Cooke then proceeded to the conclusion that much of the candid photography seen by the public via news photos fails to mirror the personality of the man photographed.

It is in the very nature of the candid camera to "freeze" a face while it is passing from one expression to another. The inference, of course, is that the public, via these photographs, receives an incorrect—or let us say, distorted—idea of public figures in the news.

Cooke's interesting digressions, and his logical development of unusual subject material are fresh facets in the annals of radio commentary—fresh, that is, to American listeners.

Paul Aekerman.

Club 15

RADIO—Reviewed Wednesday (27), 7:30-7:45 p.m., EDT. Sponsored by the Campbell Soup Company Monday, Wednesday and Friday thru Ward W. Lock Agency via the Columbia Broadcasting System. Producer-writer, Carroll. Cast: Bob Crosby, Gisele MacKenzie, Jerry Gray ork. The Modernaires. Announcer, Del Sharbutt.

"Club 15" returned to the air this week after a summer vacation, to start its sixth successive year on CBS. There has been no change in the basic and successful musical variety format of the show, which is as it should be. For this quarter-hour seg has been and remains a very listenable program, presenting up-to-date tunes sleekly and brightly, with a minimum of chatter and a maximum of informality.

Bob Crosby is the headman of the show, just as he has been on previous seasons, and thrush Gisele MacKenzie shares the warbling honors with Crosby as she did last year. The Modernaires support the two singers, and the Jerry Gray ork supplies musical backing. Crosby continues the easy and relaxed type of emceeing that seems to be a trademark of all members of his family.

The show caught opened, with the entire crew doing the current hit, "Boeh-A-Me," which sounded as though it could have used more rehearsal. Miss MacKenzie then came thru with a sock rendition of her current Capitol platter, "Adios," brightening the stanza considerably, and the Modernaires sparred with the new novelty "When My Love Comes Back to Me." Bob Crosby closed the show with a good rendition of "Here in My Heart" and a few measures of the "Club 15" theme. This was a good selection of tunes: two current hits, one tune moving up and one new song.

Informality, a few laughs and a lot of music form the pattern of "Club 15." This simple and enjoyable format could be one of the reasons the show has returned to the airwaves for the sixth year. The Campbell Soup commercials are still a bit cute, but they are rather folksy, and announcer Del Sharbutt puts them over enthusiastically with the help of the cast and the band.

Bob Rolontz.

Television—Radio Reviews

The Television Newspaper

TELEVISION — Reviewed Thursday (28), 11-11:15 p.m., EDT. Sponsored by Sealy Mattress Company and Michaels Brothers Stores via WABD, New York. Producer, Buddy Allen. Director, Barry Shear. Writer-commentator, Barry Gray.

Barry Gray returned to his TV newscasting slot on WABD this week after a brief hiatus. The show is quite good and well paced. The first third of the program deals with the top news stories of the day; the second portion is sub-headed "Personal Notes," and on the edition caught deal mainly with labor notes, and the final third is Gray's editorial.

His manner on the show is quite calm and dignified, and he reads the news copy cleanly and directly. The only criticism is that too few still pix are used—only five on the entire program caught.

The labor notes understandably stressed showbiz stuff and items likely to be of general interest, such as comparative salaries of top union chiefs.

Editorial

Gray's editorial on this edition dealt with the alarming rise in the city's crime rate. He smartly tied this to a subject with which few could disagree—the high cost of State income taxes—in noting that 60 per cent of the State tax goes to maintain institutions holding criminals.

Gray's thesis is that, for the long run, the way to cut your State income tax is to reduce the crime rate via building better housing, giving better job opportunities, more and better education, psychiatric care for potential criminals, etc. Immediately, he calls for increasing the police force to 25,000 from its current 18,000 and giving the gardemes a better break, salary-wise.

Whatever one's opinion of Gray, it would be difficult to fault this show. He personally, and in a sincere style, delivered a plug for Michaels Brothers, one of his two sponsors. The other, Sealy Mattresses, utilized an effective film pitch.

Sam Chase.

Kukla, Fran and Ollie

TELEVISION — Reviewed Sunday (24), 4:4-30 p.m., EDT. Presented by RCA Victor on alternate weeks thru the J. Walter Thompson agency via the National Broadcasting Company - TV network. Produced by Beulah Zachary. Director, Lewis Gomavitz. Music, Joseph Fascinato and ork. Costumes, Joseph Lockwood. Featured, Fran Allison.

"Kukla, Fran and Ollie" and all the Kuklapolitan Players are back in a new expanded half-hour show which conveys even better their special effervescence. The program, which has been having trouble holding its audience, may find that the late Sunday afternoon slot is made to order for its potential public.

The program is actually the same. Ollie is still the wayward boy who wants to run everyone and everything and still is sweet as Fran, and Kukla helps whip him into line. The initial show concerned Ollie's attempt to turn the stanza into the "Oliver J. Dragon Show." When rebuked by the others, he reluctantly gave them spots. Fran's intro was Beethoven's "Minuet in G," and Kukla was given a hillbilly tune.

All Ollie

The success of the program seems to hinge on Ollie's snaggle-toothed humanity. He is capricious, childish, a lady-killer, an impresario, an emcee—the whole works. He was an utter delight wearing his Captain Kidd hat.

The RCA commercials sold the merits of 45 speed disks and its new low cost record player. Burr Tillstrom, the creator of the show, helped with the spiel, but should have kept in the background. It might be wiser for him not to break the spell created by the show.

Leon Morse.

CAPSULE COMMENT

As Others See Us (Radio), ABC, Sunday (24), 9:45-10 p.m., EDT.

The program is a transcribed version of Alistair's Cooke's new commentary for the British Broadcasting Corporation. Cooke, to an American audience, is a refreshing change. He is erudite and fresh in approach.

Kukla, Fran and Ollie (TV), NBC-TV, Sunday (24) 4-4:30 p.m., EDT.

"Kukla, Fran and Ollie" and all the Kuklapolitan Players are back in a new expanded half-hour show which conveys even better their special effervescence. The program, of course, is much the same, but lengthening it hasn't hurt its impact. Ollie is still the same wayward boy who wants to run everyone and everything. Still is sweet on Fran, and Kukla helps whip him into line. The initial show concerned Ollie's unsuccessful attempt to turn the stanza into the "Oliver J. Dragon Show." The RCA commercials sold the merits of its 45 speed disks and its new low cost player. (See full review this issue.)

Club 15 (Radio), CBS, Monday, Wednesday and Friday, 7:30-7:45 p.m., EDT.

Club 15 started its sixth successive year over CBS this week, using the same basic and successful variety musical format it has followed in past seasons. Bob Crosby, Gisele MacKenzie, The Modernaires and the Jerry Gray ork continue to make the quarter-hour seg a very listenable program, presenting up-to-date tunes brightly, with a minimum of chatter and a maximum of informality. (See full review this issue.)

Danger (TV), CBS-TV, Tuesday (28), 10-10:30 p.m., EDT.

Usually one of the better video dramatic shows, "Danger" seems to have taken a con-man's approach to its public with the presentation of "The Face of Fear." The script was as phony as a plugged nickel. It baited the audience's interest with promises of a maniac strangling a girl alone in an office building. After an elaborate build-up, the viewers found that what the girl thought was a maniac was in reality a guy trying to woo a girlfriend. The commercials, which have been seen before, tell via charts the advantages of Amm-i-dent over other toothpastes. (See full review this issue.)

Lowell Thomas (Radio), CBS, 6:45-7 p.m., EDT, Monday-Friday.

Lowell Thomas is broadcasting his version of Old Man River, and is now rolling along into his 23rd consecutive season. The ingredients remain the same—the news headlines, a bit of unponderous analysis, and the human interest yarn to tie the package together. Thomas' style has changed little over the years, and he continues to do his stint in the same mellifluous tones. (See full review this issue.)

The Television Newspaper (TV), WABD, New York, Mon. Fri. 11-11:15 p.m., EDT.

Barry Gray has a good and well-paced news show here, which can hardly be criticized in any respect, except perhaps use of too few still news photos. Gray's manner is calm and dignified, and his delivery of one plug was done in sincere style. (See full review this issue.)

Great Play Series (Radio), WNYC, New York, Sunday (24), 8:30-10 p.m., EDT.

Wildie's "Importance of Being Earnest" opened a week's repertoire of outstanding plays, plattered by the British Broadcasting Corporation and re-

Danger

TELEVISION — Reviewed Tuesday (26), 10-10:30 p.m., EDT. Presented by the Block Drug Company thru Cecil & Presbrey via the Columbia Broadcasting System-TV network. Produced and directed by Charles Russell. Script, George Morrow. Music, Tony Motola. Cast: Sidney Lumet, Lee Grant and Leonard Barry.

"Danger" has a solid reputation for presenting mature drama in a medium where the drive for all-audience-embracing formula usually hampers creative talent. But judging from the "Face of Fear," the program viewed, the drama seems to have taken a con-man's approach to its public. After a few more such scripts, the stanz may find its viewer's patience growing limited.

The story was about a young lady, alone in an office building, who feared a much-publicized maniac. There were the usual phone calls from friends, a fight with the boyfriend and our heroine's being bereft of resources to face her expected foe. Enter a phone repair man. She takes him to be the strangler, and after a long conversation about love, shrieks when he moves too near. He runs out, but soon returns to reproach her for not having an honest emotion. All the guy wanted was to get married.

But the script was as phony as a plugged nickel. The repair man enters with his head cocked on the side (derivation: "Night Must Fall"), and when he talks to her, he playfully takes out a piece of wire. Presumably he was exercising his muscles. Really he was playing the audience for a sucker.

"Danger" also seems to have an all-consuming urge to show characters who are not content with the life around them. They want to be somebody and do something. Thus our heroine, practically did nip ups when she heard a boat horn. Her boyfriend was given short shrift because all this clod could provide was a decent home and a respectable life. He didn't have that neurotic fire that sends so many people to psychiatrists.

The program might better itself by painting character in conflict with reality. Its pseudo-humanitarian approach to life is strictly food for the added brains of parlor intellectuals.

Director Acts

The show was also unique in that it marked the video acting debut of Sidney Lumet, the director. A former child actor, Lumet's bow was not auspicious, but he can't be blamed, he didn't have a chance. The same can be said of the gifted Lee Grant. The script was also too much for her. Producer Charles Russell also directed.

The commercials for Amm-i-dent pointed up via charts its reputed advantages over other toothpastes. These commercials have been seen too frequently before, that is, unless the sponsor believes the same audience isn't watching. Advertisers don't present the same programs week after week. Why should they present the same commercials? Bill Shipley's delivery was clean and clear, however. Leon Morse.

Hawley Ordered to Bargain With AFRA

WASHINGTON, Aug. 30.—The Hawley Broadcasting Company, operator of WEEU and WEEU-FM, Reading, Pa., was ordered by the National Labor Relations Board this week to bargain with the American Federation of Radio Artists and stop threatening employees with reprisals because of union activity. The board found WEEU management in violation of the National Labor Relations Act for "engaging in unfair labor practices."

turing top-flight English casts. Opening sample, while losing something via top-flight British delivery and even more thru lack of visibility, added up to an amusing reading and should spark listener interest in a class audience. (See full review this issue.)

Great Play Series

RADIO — Reviewed Sunday (24), 8:30-10 p.m., EDT. Public Service program via WNYC, New York. Produced and transcribed by British Broadcasting Corporation. Cast: John Gielgud, Edith Evans, Gwen Ffrangcon-Davies, Ronald Ward, Angela Baddeley, Betty Hardy, David Horne, John Turnbull, Roger Delgado.

BBC not being limited time-wise commercially can afford to stretch out its fare to any length. New York's municipal air outlet, WNYC, can do the same thing. So it is conceivable a smart notion for the latter to put on hour-and-a-half-long platterings of top flight dramas played by top-flight British casts. The first of a week's repertoire of eight was Wilde's "Importance of Being Earnest."

Back in 1947, John Gielgud brought over his own hand-picked troupe to review "Earnest" on the Stem. Despite the fact that the then 52-year-old farce comedy had never achieved Broadway success, Gielgud and company made it a merry and flippant satire of Victorian manners. The wit, contrived as it is, crackled and sparkled. Back-grounded in turn-of-the-century stillness, it was a visual as well as an intellectually nonsensical delight. "Earnest" came to life as the merry prank which Wilde intended.

"All Wonderful"

Air-wise for BBC, Gielgud has assembled a fine supporting cast for his young man-about-town who idiotically pretends to be Earnest instead of John. Dame Edith Evans is excellent as the dragonish dowager. Ronald Ward is fine as his opal, and Gwen Ffrangcon-Davies and Angela Baddeley are kitchishly mid-Nineteenth as the pair of heart-interests. Betty Hardy makes a more than adequate romantic governess, and David Horne is properly, mouthily tiresome as the rector. To a British ear, a reporter is sure they are all quite wonderful.

Unfortunately, "Earnest" is the sort of fare which must continuously spark audience mental nip-ups. And even more to the point, a great deal of its nonsensical fun is dependent on sight. Combine top-heavy British vocalizing with a complete blank on the latter, and a lot of kick out of Earnest's silly doings goes out of the window. The cast gives the play an amusing, if not always a too understandable reading, but it is this reporter's opinion that real enjoyment of it is limited to those who have seen the farce on the stage. It would seem that its appeal would therefore be limited to something of a class audience.

However, WNYC's notion of offering up revival readings of outstanding plays via recordings is both economical and sound. It should catch a strong pull on listeners fed up with soap opera and private eye type of dramaturgy.

Bob Francis.

Lowell Thomas

RADIO—Reviewed Wednesday (27), 6:45-7 p.m., EDT. Sponsored by Procter & Gamble, via the Columbia Broadcasting System, thru the Compton agency. Producer, Ted Bell. Commentator, Lowell Thomas. Announcer, Nelson Case.

Lowell Thomas is broadcasting his version of Old Man River. Rolling along into his 23rd consecutive season after an eight-week hiatus spent at the conventions, and writing assorted articles and a book, Thomas is back at his CBS microphone dealing up the news across the board in his usual mellifluous tones.

The show caught as typical Thomas—as almost any evening's edition is apt to be, since his style has varied little over the years. The news headlines, a bit of unponderous analysis, and the human interest yarn to tie the package together—they were all there. If AM broadcasting ever disappears completely, it probably would not be official until Lowell Thomas tells about it on his show. But then, would he be able to say "So-long until tomorrow?"

Ivory commercials stress the better commercial soap claims to give in as little as one week's time. A plug for Ivory Flakes took a swing at the detergent competition as possibly having roughened the hausfrau's hands. Nelson Case does a fine pitching job.

Sam Chase.

TV-Film Reviews

The Hormel Girls

TV FILM—Reviewed at special showing Tuesday (26). Running time, 30 minutes. Sponsored by the George A. Hormel Company. Produced by Kline Studios, Inc. Producer, Fred Nile. Director, Fred Freeland. Cast: Hormel caravan.

The Hormel caravan is one of the strangest shows on the road today, numbering more than 100 persons, including 82 farm performers who are actually sales girls first, and singers, dancers and instrumentalists second. Their history as a live, traveling unit which sells hams by day and songs by night, and as network radio artists, has been a proven commercial success for the sponsor. Now, for the first time, television is to be included in their activities, and based on the novel method which Hormel has devised, the new medium will have a dollars-and-cents yardstick with which to prove itself.

In effect, the Hormel TV show is closely patterned after its radio predecessor, with the accent on the music played and sung by the girls. There is only a scant reference to the caravan as moving material which is so effective in their theater, and arena appearances. However, again due to the method in which this TV series will be used, the rather strange programming may have its points.

P.A. Tie-In

To date 13 shows have been filmed, and six are edited and ready for use this fall, with the rest to be in the can within a month. The series will be used on a spot market basis, with about six to eight shows, telecast on a probable two-or-three-times-a-week sked, to be shown prior to the appearance in person of the caravan. Rest of the series will then be shown on a once-weekly basis after the caravan has moved on to its next destination, where the process will be repeated.

In order to get an even greater impact, Hormel is now setting up plans to film an additional 13 shows, starting immediately after the Thanksgiving holiday, so that the audience impact both before and after the live free shows can be made more flexible and possibly strung out over a greater period of time.

The first 13 shows are designed for the small town rather than the large urban audience. While the technical quality of the shows reviewed at a special screening was excellent, the showmanship could hardly compare with the lavish musical shows which are available to TV viewers in larger cities on a daily basis.

The performers, it must be stressed, are amateurs in the business of theatrics, yet they can handle their instruments well, the choir is well coached and melodically well blended. The wardrobe is excellent, and the girls, while presenting an over-all attractive appearance, are the healthy, outdoor type rather than the usual song and dance performer who works at her end of show business on a 24-hour-a-day basis.

Despite its shortcomings as TV production, the package should prove an effective one to sell the

Hormel products. There is enough good talent plus, fem appeal to make the public want to have a look in person at what they see on their TV screens. The fact that the live show has enough variety in it to offer a completely new type performance for the scanner should bring the audience back for the post-in person TV shows. Norman Weiser.

Pulse of the City

TELEVISION—Reviewed Tuesday (26). Produced and directed by Robert Tobias. Distributed by Telescene Film Productions. Script, Malvin Wald. Cast: Cliff Cothran, James Reese and Frank De Langton.

An ideal bet for a sponsor interested in a 15-minute low budget dramatic stanza, "Pulse of the City" is a vivid, punchy story of crime among the man-made cliffs and caves in the big town. The program adheres to formula, and yet within its compass manages to project high-voltage tension, primarily thru an excellently written script.

The story was about a man who murdered his wife and almost got away with it until a nosy woman reporter intervened. He staged the shooting so that it was blamed on a juvenile delinquent. After the murderer had been cleared, the case was re-opened when the woman reporter disclosed some of his unknown past. There were several very effective scenes, especially the climax, as the criminal tried to commit suicide and found himself unable to jump.

The entire cast was competent. Outstanding were Frank De Langton and James Reese as police officers. Leon Morse.

Adventures of Blinkey

Reviewed at special screening. Running time: 15 minutes. Producer, Murray King. Director, Paul Ashley. Technical advisor, Lucille Emerick. Writers, Miss Emerick and Nat Wilkes. Puppeteers: Sylvia Meredith, Donald Somers and Mike Dietrich. Live Blinkey, Michael Mann. Film Editor, Bill Kyriakos. Sets, Tom Corlett. Music, Phil and Loretta Foote. Distributed by Blinkey Productions, Inc., 159 W. 49th Street, New York City.

"Adventures of Blinkey," a new puppet series, has three major factors in its favor. An imaginative fantasy format, scripted with good taste and delightful "Land of Oz" touches; excellent merchandising possibilities; and low budget (\$3,100), which enables producer Murray King to offer it at 75 per cent of the station's Class C time rate.

Aimed at the four to 10 age group, the series follows Blinkey (Michael Mann), a male-counterpart of "Oz's" Dorothy, into an enchanted puppet-land, where he materializes in the person of a Blinkey puppet. Child psychologist Lucille Emerick, creator of Blinkey, has peopled this world with a host of imaginative characters, including the What-Not Tree (a knowing old party who rules the land); the Gargoyle;

Official Nears Inking Dunhill For NBC Slot

NEW YORK, Aug. 30.—Official Films this week neared the peaking of Dunhill cigarettes for its Robert Cummings show. The buy would be for radio and TV on National Broadcasting Company facilities. The program's video slot would be Saturdays, 7:30-8 p.m., on NBC-TV, but no radio period has been selected on NBC-AM.

This is the third important property recently sold by Official. Programs are sold at a price which covers their entire cost without waiting for subsidiary runs to make good the investment. Cummings comes in at about \$29,500.

Canada Dry last week purchased Official's "Terry and the Pirates," which it will spot program. This show will run the sponsor about \$20,000 for each film. Canada Dry expects to build its entire merchandising campaign around characters in the show. About \$250,000 will be spent on merchandising by the advertiser.

First Major Buy
The first major purchase of an Official Film property was when Singer Sewing Machines took over "Four Star Playhouse." This costly program runs \$35,000 each film, and goes on the Columbia Broadcasting System's TV network on alternate weeks this fall.

Official also has another client on the hook for a second version of its "Four Star Playhouse." It is currently signing four stars for its second version of the show.

Abbott-Costello Pix for 7½G

NEW YORK, Aug. 30.—The syndicated half-hour Abbott and Costello video film show is being peddled here at the highest price ever asked in a local market—\$7,500. Sponsors who want the program in the Chicago and Los Angeles markets are being quoted a \$4,500 figure for one play.

Bull Frog Drummond; the Weaver, and traditional witch tagged Harpy. The last named sports a vacuum cleaner in place of her out-moded broom.

The first two episodes, which together formed a complete story, revolved around Blinkey's attempt to rescue the Weaver from a dungeon, where the Harpy had hidden him away to "weave a fabric of lies." Children love puns, and Miss Emerick is quite adept at the better-grade kind of plays on words. (e.g. the Weaver refuses to weave for the Harpy, stating "weave fabrics not fabrications.")

Miss Emerick also has a shrewd merchandising mind, and the series is loaded with clever merchandising angles. Gimmicks already made up in sample toy form, include a (Book-o-Mat) Rubie Goldberg-type "music machine, which manufactures "high tone and low tone books"; a safe-from-harm lantern tagged the Talisman of Mastery, and the Videoscope, which televises the future. With the exception of Blinkey (a cute little snub-nosed blonde) the puppets are a bit on the grotesque side, but if the series builds sympathy for their afflictions the kids will probably go for them.

Miss Emerick and Michael Mann will get behind the merchandising promotion with regular scheduled personal appearances tours across the country to plug the show in schools and on the air. Another promotion plus, the fact is that King is readying a series of eight and nine-minute radio versions of the show, which he will offer gratis to all TV stations affiliated with radio outlets.

King says he is able to price the series low because he solves his budget problems, via a cost-cutting special sound recording process, utilizing quarter-inch tape. June Bundy.

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Legit Reviews

THE CHILDREN'S HOUR Putnam County Playhouse, Mahopac, N. Y.

A drama by Lillian Hellman. Staged by Osceola Archer. Sets by Ken Bloomer. Stage manager, Constance Simons. Presented by Jill Miller. Cast: Peggy Rogers, Mrs. Lily Mortar, Evelyn Mann, Helen Burton, Lois Fisher, Catherine, Rosalie Wells, Mary Tifford, Karen Wright, Martha Doble, Doctor Joseph Cardin, Mrs. Lillian Tard, A Grocery Boy, Agatha.

With very little fanfare, Kermit Bloomgarden has penciled in a revival of Lillian Hellman's "The Children's Hour" on his Broadway docket for fall. In connection with this, summer theater producer Jill Miller revived the 1935 hit — it ran 691 performances — to give Bloomgarden a looksee. If there had been any doubts in the Broadway mogul's mind about how the play would be holding up all these years, there shouldn't be now. It's as fresh as it was when written. However, the third act does show its age, but craftsman Lillian Hellman ought to be able to polish that off with a few good strokes.

For added measure Bloomgarden's wife, Virginia Kaye, essays one of the principal roles, and it's this reporter's bet that she, too, is giving a pre-Broadway tryout. Bloomgarden says merely that "she's up for one of the roles," but having seen the excellent performance she turns in after a week's rehearsal, this reporter would have the casting for Karen Wright all set.

As a matter of fact, the whole cast turns in fine jobs for a summer theater bill. And an unusual one it is too. Miss Hellman depicts the effect of accusation of lesbianism on two girls, running a school, labeled as such by a neurotic brat. First her dotting grandmother sees to it that the children in the school are removed, and the ruin to the girls' finances and reputation follows. The tragedy of one of the girls' suicide, the treated off-handedly by the grandmother who comes in repentant, having learned the girls' innocence, is the show's smashing climax. And bring irony to the situation, since she alone has been guilty in silence thru the whole proceedings.

Hayden-Thatcher
The tragic girl is ably played by Mary Hayden, an extremely competent actress who has established herself solidly in many roles with the Mahopac audiences. Leora Thatcher turns in a magnificent performance as the grandmother and is the foil for her scheming granddaughter, lies, nastily handled by Pattie Hines. In good support are Marion Randolph, Betsy Scherman and Tom and Miranda McDermott.

But the cast is not alone in producing a good summer bill, Osceola Archer's direction, the disturbing at times in repetitive movement, is really top-drawer, and Ken Bloomer's sets are in good straw-hat tradition. In fact, unusual for summer theater as it may be, this bill from sheer production standpoint deserves full praise.

Kermit Bloomgarden certainly must have seen a green light on his play schedule. With all this achieved in a week, it really should be sock show in revival in the fall. And as far as the script is concerned, it's very much alive today. As long as deviates are born — and they have been since the world started turning — the subject will hold interest. So what's 16 years?
Dennis McDonald.

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Seagulls Over Sorrento Westport Country Playhouse, Connecticut

A comedy-drama by Hugh Hastings. Staged by Armina Marshall and Charles Bowden. Setting by Peter Larkin. General manager, Phillip Lanigan and Charles Bowden. Stage manager, Elliott Martin. Press representatives, Ralph Lyeell and Bill Dempsey. Presented by the Westport Season of 1952. The Able Seaman "Sprock" Bruece Han. Able Seaman "Mortimer Rydell" Mortimer Rydell. Able Seaman Turner "Lofty" John Randolph. Able Seaman "Pat O'Malley" Pat O'Malley. Chief Officer Herbert "Leslie Nielsen" Leslie Nielsen. Lt. Comm. Reindund "R.N. Guy Spaul" R.N. Guy Spaul. Sub-Lieut. Granger, Jr. "Bill Daniels" Bill Daniels. Able Seaman Hudson "Walter Brooke" Walter Brooke. Telegraphist "Sparks" "Rox Steiger" Rox Steiger.

It is quite understandable that "Seagulls Over Sorrento" can be London's longest-run play. (The Hugh Hastings comedy-drama is now in its third year on the West End.) It pulls out all the stops on the "hearts of old" tradition of the "Senior Service" so dear to the British heart. Hastings spent five years in the British navy and doubtless knows whereof he speaks — and incidentally he's a pretty good playwright — but "Seagulls," which is getting a tryout for Broadway sponsorship by the Theater Guild, looks like a strictly British dish of tea.

In some measure, by virtue of an all-male cast, "Seagulls" is a sort of English "Mister Roberts." Its focal point is a batch of British seamen and a sailing of engaged in highly dangerous postwar experiments with explosives on an island base somewhere around Scapa Flow. The lads call it Sorrento, because it is so different. Its humor derives primarily from the enlisted personnel's skirmishes with an arrogant petty officer, who naturally gets his come-uppance in the end. Mixed with this, is a touch of melodrama, a salting of philosophy, and liberal doses of sentiment. It may be an excellent vignette of British naval life, but by our standards its humor is pretty forced and obvious, and its plot hardly sufficient for a full size play.

It must be admitted, however, that a playwright does get interested in Hastings' characters, possibly because they are so well cast and played. J. Pat O'Malley gets the top comedy assignment as a vet Cockney seaman who knows his way around Admiralty protocol. John Randolph is fine as a rugged shipmate who can't stand injustice, and Bruce Hall make much of a dour, young Scot who turns right human. Walter Brooke is sympathetically right as an idealistic young scientist who gets himself killed, and Leslie Nielsen is properly sadistic as the petty officer.

There are further competent contributions from Guy Spaul, Rod "Pat" Mortimer Rydell and Bill Daniels. Armina Marshall and Charles Bowden have done smartly by the direction of a play in which, little real action takes place on the stage, and Peter Larkin as achieved a most authentic-looking background of a segment of a British naval fortress. The Westport Playhouse has given "Seagulls" an over-excellent tryout.

But, in this reporter's opinion, the Theater Guild should ponder long before submitting Hastings' opus to Broadway competition. It is a little too top-heavy British for local consumption.
Bob Francis.

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The
Billboard

TV FILM QUARTERLY

2nd IN A SERIES OF SPECIAL
SECTIONS ON THIS INCREASINGLY
IMPORTANT TV FILM FIELD

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A New, Comprehensive and Definitive TV Film Report

By JOE CSIDA

So overwhelmingly favorable was the response to The Billboard's First TV Film Quarterly (published last June) that we believed we would be hard pressed to deliver to the industry a second edition to match the first. It is therefore with some relief and particular pride and pleasure that we present on the pages that follow our Second Quarterly for the video picture business. We think you will agree that we not only matched our initial effort but surpassed it.

The formula by which we did so was comparatively simple. In the First Quarterly you'll recall we surveyed the nation's TV stations, film producers and distributors, advertising agencies, et al., to unearth facts about the field's needs, the relative effectiveness of the companies and product, etc. For the Second Quarterly we did so again, with several notable improvements and additions.

Thus, where the First Quarterly merely indicated the distributors of theatrical film and film produced especially for TV who were doing outstanding jobs in the opinions of the stations, this second survey delved into specific functions performed by such distributors.

In the theatrical film distribution area, for example, we asked the stations to tell us not only which distributors gave them the best all-round service, but which distributors supplied them with the best merchandising and promotion aids; the outstanding labeling and leader service; the most useful advance information on films, and even asked them to name the best individual salesmen representing the various distributing organizations.

We asked questions on similar specifics with regard to distributors of film produced especially for TV.

Our purpose, believe us, is not merely to establish "popularity" ratings. It is far more significant. We are attempting to

point the way, for each distributor, in any phase of the business, to the portions of his operation which the stations believe can stand improvement. If every distributor strives to better his service in any category in which this station report indicates he is weak, the entire industry must inevitably benefit.

On the product side, too, in the present study, we asked stations to name not only the best theatrical film they had shown, and the best series produced especially for TV, but the "bests" in specific categories, such as drama, comedy, Western, adventure, mystery, etc. Here, too, the refinement process is intended to throw the spotlight on the outstanding product in every type of film.

Another aspect of the content of this Second Quarterly, which represents an important improvement over the first is the compilation and presentation for the first time, anywhere, of several new lists. The listing of names, days, times of feature film shows on the nation's stations has never before been put together. Representative purchases of film for the past quarter is a brand new important tabulation. And so are the capsule reviews of outstanding new product and a number of other presentations.

To the many leaders in the field who have contributed interesting and authoritative guest articles on important topics, and, of course, to the stations who again responded so generously to our questionnaire we are once more indebted for enabling us to give the industry a most complete Second Quarterly report, which clearly surpasses our initial effort for usefulness and interest.

We invite and urge you to read and study this special section. We know you'll agree it is the most useful compilation of data yet assembled on the complex TV film field.



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Over ten million people watched each weekly Hopalong Cassidy adventure last year. Now Hoppy is to make 52 brand new half-hour television films exclusively for NBC. The first will be available for showing in October.

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 city-by-city ratings see below.

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 has already sold millions of dollars' worth
 of goods of every kind. His new series can
 do the same for you! Get in touch with
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CITY-BY-CITY RATINGS OF APRIL 1952*

Source: ARB		
April City Report		
Boston	19.7	(Sat. 1:30-2:30 PM)
Philadelphia	20.5	(Sun. 1:30-2:30 PM)
Baltimore	21.8	(Sat. 6:00-7:00 PM)
Washington	23.8	(Sun. 1:00-2:00 PM)
New York	11.5	(Sat. 4:30-5:30 PM)
Detroit	24.3	(Sun. 4:30-6:30 PM)
San Francisco	24.4	(Th. 6:30-7:30 PM)
Cleveland	26.6	(Sat. 4:00-5:00 PM)
Source: Videodex		
Buffalo	28.5	(Sat. 3:00-4:00 PM)
Calumbus	19.0	(Sun. 4:00-5:00 PM)
Atlanta	33.9	(Sat. 6:00-7:00 PM)
Source: Pulse		
New Orleans	47.8	(Sun. 1:00-2:00 PM)

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Pioneer Distribs Hold Lead as TV Film Biz Burgeons; Shows Vary

Ziv Widens Lead As Top Distributor

• Continued from page 1

atrical film for video. Unity Television Corporation, Motion Pictures for Television and Hollywood Television Service, in that order. This is the identical order of finish in the first poll, three months ago.

Among distributors of films made especially for television, the leader again was Ziv Television Productions. Once more, United Television Programs was second, and Snader Telescription Sales repeated in third place, tied this time by CBS Television Film Sales.

Station film executives decided that two firms were equal in the quality of their theatrical film packages, from the standpoint of salability to sponsors, audience response, etc. The firms were Motion Pictures for Television and Peerless Productions, Inc. Peerless led the pack in the voting a quarter ago, while MPTV rose from a sixth-place finish in the last survey.

The tendency for leading firms to hold their places carried over to producers of non-network news series made especially for television. Here, the station execs confirmed their choice of three months ago by making INS-Telesnews a repeat winner. Second honors went to United Press-Movietone, with NBC News rated third. These latter two firms changed places with each other from the order of finish in the previous study.

Perhaps the biggest sweep of the entire balloting was regis-

tered by "Dangerous Assignment," film series produced especially for TV, and a product of the National Broadcasting Company's Syndicated Films Division. First the series took the blue ribbon as the top non-network film series of any type produced especially for TV, then it followed up with first-place wins as the best non-network mystery-detective film series and as the best non-network adventure film series produced especially for TV.

The latter two ballots were, among the new questions instituted in this survey, in the first effort to unearth the top shows in individual program categories. Voting in some of the categories proved relatively light, since at this stage some of the shows are aired only in a limited number of markets, thus limiting station experience with them.

Among the winners in the initial study of individual program types among non-network films produced especially for TV were the following: Western, a tie between "Cisco Kid" and "Wild Bill Hickok"; drama, "Royal Playhouse"; religious series, "Theater Films"; documentary, "The Big Picture"; sports, "Telesports Digest"; musical series, Snader Telescriptions, and children's "Time for Beany."

The top choices among theatrical films shown on TV in the past three months were the following: Comedy, "Up in Mabel's Room"; dramatic, "Seven Days Till Noon"; Western, "Stagecoach," and mystery, "Fear in the Night."

The new study also delved into various phases of distributors' services for the first time, in a move to further pinpoint the job the distributors are do-

ing. A breakdown was made on specific services rendered by these firms, above and beyond the quality of their product and their all-around service offered. This is a considerable development and improvement over the initial Quarterly study released three months ago.

Thus, along these lines, the station noted that the best job of supplying merchandising and promotional material by a distributor of theatrical films was being done by Snader Telescription Sales, while Ziv Television Productions won similar honors among distributors of film made specifically for TV. Three other distributor services investigated found Unity Television Corp. sweeping all first places: for best shipping service on theatrical films, best labelling and leaders on film, and service of the best, promptest, and fullest advance information on films leased to stations.

Another new study that made of the foremost salesmen representing distributors. While many stations were reluctant to express a preference, those salesmen mentioned may be regarded as the cream of the field in terms of being most helpful and doing the best job in servicing their station clients. Of those handling films made especially for TV, the top salesman proved to be John P. Rohrs of United Television Programs. Among salesmen of theatrical film, the top slot was a dead heat between Connie Lazar of Unity and Paul Diamond of Motion Pictures for Television.

Ad agencies had their innings, too. Among the ballots rendered by agency men was one selecting the TV station representative giving the best all-around service. This honor was won by The Katz Agency.

Ziv Television Productions not only has retained its title as outstanding distributor of film series produced especially for television, but has increased its margin considerably over the ratio three months ago. At that time, Ziv received this accolade from the nation's television stations by a margin slightly under two to one; in the current balloting, it has gone over two and one-half to one.

Thus, where Ziv scored 61 points, the runner-up, United Television Programs, notched 24 points. Third-place race resulted

in a tie between Snader Telescriptions Sales and CBS Television Film Sales, with 13 points each. Another tie, for fifth place, resulted between Unity Television Corp. and Sterling Television Corp., with five points each.

The balloting, in a sense, was a re-affirmation by the stations of their stand of three months ago. Not only did Ziv retain its first-place status, but UTP finished second at that time, and Snader, tied for third place in this tally, held that same slot alone last time out. Nine other organizations figured in the voting.

• HOW TV STATIONS RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TV

Position	Film Series Distributor	Points
1	Ziv Television Productions	61
2	United Television Programs, Inc.	24
3	Snader Telescriptions Sales	13
3	CBS Television Film Sales	13
5	Unity Television Corp.	5
5	Sterling Television Corp.	5

• THE FOLLOWING FILM SERIES DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Louis Weiss & Company	Bing Crosby Enterprises	Modern Talking Pictures Service
U. S. Army	Revue Productions	Acme Television
Roland Reed Productions	NBC Film Syndication Sales	Jerry Fairbanks

Ziv Repeats Best On Sales, Promotion

Ziv Television Productions, besides capturing honors as outstanding distributor of film produced especially for TV, also was named the firm offering stations the best merchandising and promotion assistance on shows they sell. In so doing, Ziv racked up 104 points, while the second place firm, Snader Telescriptions, polled 77 points.

In a close race for third place, CBS Television Film Sales nosed out United Television Programs by a margin of 58 to 54 points.

NBC Film Syndication Sales was fifth with 31 points, and United Television Programs was sixth with 27.

Seventh place went to Revue Productions with 13 points. A tie for eighth place resulted from both Jerry Fairbanks and William F. Brody scoring 10 points. Similarly, the tenth place tussle between United Artists Corp. and Official Films found both coming up with nine points. Eight other firms drew ballots.

• HOW STATIONS RATE DISTRIBUTORS ON MERCHANDISING-PROMOTION AID FOR FILM MADE ESPECIALLY FOR TV

Position	Distributor's Name	Points
1	Ziv Television Productions	104
2	Snader Telescriptions Sales, Inc.	77
3	CBS Television Film Sales	58
4	United Television Programs, Inc.	54
5	NBC Film Syndication Sales	31
6	United Television Programs	27
7	Revue Productions	13
8	Jerry Fairbanks	10
8	William F. Brody	10
10	United Artists Corp.	9
10	Official Films	9

• THE FOLLOWING DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 9 POINTS:

Du Mont Network, Film Department	Tel Ra Productions
Bing Crosby Enterprises	Screen Television Productions
Hollywood Television Service	Roland Reed Productions
Adrian Weiss & Company	M & A Alexander Productions, Inc.

Rohrs Is Foremost TV-Film Salesman

The foremost salesman representing a distributor of films made especially for television is John P. Rohrs, of United Television Programs, according to the nation's TV station execs who deal with men from all firms. Four other salesmen wound up in a dead heat for second place. These four are Charles Reeves and George Lyons, of CBS Television Sales; George Fisher of Snader Telescriptions, and Bernice Coe, of Sterling Television. As in the voting for top sales

personnel in the theatrical film field, many station toppers preferred not to express a preference specifically. A total of 22 sales people, however, were nominated for the honor.

United Television Productions had the most salesmen named in this category, with six nominated. CBS Television Film Sales had four men listed. Snader Telescriptions and Ziv Television Productions had three men each on

Residuals & Motherhood—Or Why I Made My TV Bow on Film

Debuts are exciting events in any person's life. I've made a few in years past, and I'm no exception—I was excited. I had naturally thought that my days of debuting were over, and then along came television and off I go again. This turned out to be the most exciting of all—and a real challenge. But this time I had some help. My husband, Desi Arnaz, surprised a lot of people—but not me—with his grasp of this show-business angle. You can't travel with a bunch of Cuban musicians across the country year after year without picking up and keeping a knowledge of management which you never lose. So Mr. and Mrs. Arnaz, plus our business manager, Andrew G. Hickox, formed Desilu Productions Inc., and we were in business.

Staff was the next problem. I had been doing a radio show for CBS, "My Favorite Husband," and I had a well-knit creator-crew in Jess Oppenheimer, Madelyn Pugh and Bob Carroll Jr. Desi had as much faith in their abilities as I did—so we had no problem in this respect. But in another respect we did. We wanted film. Others wanted a "live" show. We won. And the pressure was on.

We asked ourselves, "Who should we hire to put our show on film?" "Who else," answered Desi, "but motion picture technicians?" Within a week Desi had contracted a crew—including my old MGM pal Karl Freund (only the greatest, in my book)—leased a sound stage at General Service, hired Bill Frawley, a motion picture veteran, and Vivian Vance, a Broadway

I realized that Karl had a problem, too. Our set had to be lighted in its entirety and three cameras were to run simultaneously. There would be no inti-

By LUCILLE BALL



mate lights and shadows for the greatest effect. When you analyze it, we were to do a show as a theater stage play, photograph it as motion pictures, record it as radio for release on television. This includes about every phase—a composite of show-business.

For my type of comedy, basically, I insist on a human, interesting story of actuality, then I at-way show-wise veteran, and we were ready.

Now—why did we do this? There are so many reasons that I hardly know where to begin. Desi just said, "What is good business?" We had had a new word added to our vocabulary, "residuals." This could be a wonderful annuity. I don't have to enlarge on this reason. Suffice to say that all of our business acquaintances, friends and strangers agree that here we have a point. We own the film.

As a motion picture actress, I am used to film. After a long time appearing in movies, I have an idea how I'm going to look, what clothes set me off best, what is the best "angle." I have great confidence in our director of photography, Karl Freund, and I know that he knows what is best. He's been getting the

best out of me and others for years. I had seen many "live" shows—many very good photographically and some not too good. I didn't want to take a chance. I was rambling enough tack left-handedly. This brings me to the problem of wardrobe and changes—legitimate opportunities to over-dress. With this in mind, "live" I'm dead. I don't get a second guess. I'm not geared to be the whirling dervish of the dressing room." On film, we break as in a movie and time is available for the most difficult wardrobe changes.

I have already mentioned "residuals," and, on second thought, I will let you in on a little secret—I am not too cognizant of the word's true meaning (Webster was no help), but I do find the extra revenues come in mighty handy around income-tax time. A surprise element has recently entered into the picture. Exhibitors have evidenced an interest in a theater release based on "I Love Lucy," so having the film in our possession, we called in a specialist in this field to solve a problem of constructing a feature and incorporating the "I Love Lucy" episodes, the fact that Edward Sedgwick thru his association with us thru taking an interest in for us. Soon audiences all over the world will be able to see our efforts—another first in our show-business adventures.

Why on film? A point I have yet to mention—I'm a mother, and in the process of raising a family. At present, film allows me to spend more time at home, and by virtue of having my career registered on film, my dream is an exclusive contract with little Arnazes. The "residuals" will pay the freight. So why shouldn't I prefer film?

(Continued on page 17)

J. K. LASSER

LASSER IS AUTHOR OF 17 BOOKS AND NUMEROUS ARTICLES ON TAXATION

C.P.A. in New York, New Jersey, California and Illinois, Senior Partner in J. K. Lasser & Company, an accounting firm in New York City.

UNIVERSITY WORK IN 1951-52

Adjunct Professor of Taxes, New York University, Chairman, Institute on Federal Taxation at New York University.
Treasurer and Trustee, Bard College.
Used to act as Chairman of schools at Pennsylvania State College and Miami University. Now I am adviser to the same schools.

BOOKS WRITTEN FOR POPULAR DISTRIBUTION

(Most have been revised and gone into new printings after the first year of publication.)

- YOUR INCOME TAX**, published annually since 1936 by Simon & Schuster, Inc. at \$1 or \$1.50.
- YOUR PERSONAL INCOME TAX**, published annually by Simon & Schuster in 1950 and 1951—at 50c.
- HOW TO RUN A SMALL BUSINESS**, McGraw-Hill Book Company, Inc. (1950—350 pp., \$3.95).
- YOUR SOCIAL SECURITY**, Simon & Schuster, Inc. (1949, 120 pp., \$1.)
- HOW TO LIVE WITHIN YOUR INCOME** (with Sylvia F. Porter), Simon & Schuster, Inc. (1948-120 pp., \$1.)
- BUSINESS EXECUTIVE'S GUIDE**, McGraw-Hill Book Company, Inc. (1945 250 pp., \$3, often revised).
- BUSINESS TAX HANDBOOK**, published annually under this or other titles by Simon & Schuster, Inc. from 1941-1950—various pages and prices over the years.
- HOW TAX LAWS MAKE GIVING TO CHARITY EASY**, Funk & Wagnell, (1948—110 pp., \$3.)
- FARMER'S TAX HANDBOOK**, Prentice-Hall, Inc. (1950 and 1951, 250 pp., \$3.95).
- ESTATE AND OIPT TAXES**, Henry Holt & Company (1951, 178 pp., \$2.95).

AUTHOR OR EDITOR OF HANDBOOKS FOR C.P.A.'S, LAWYERS, OTHER TECHNICIANS

- HANDBOOK OF ACCOUNTING METHODS**, D. Van Nostrand Company, Inc. (1943, 1,350 pp., \$10—often reprinted after 1943 and now being revised for new edition).
- HANDBOOK OF COST ACCOUNTING METHODS**, D. Van Nostrand Company, Inc. (1949, 1,350 pp., \$12).
- HANDBOOK OF TAX ACCOUNTING METHODS**, D. Van Nostrand Company, Inc. (1951, 500 pp., \$12).
- HANDBOOK OF TAX TECHNIQUES**, Prentice-Hall, Inc. (1951, 1,225 pp., \$15).
- EXECUTIVE'S COURSE IN PROFITABLE BUSINESS MANAGEMENT**, to be published by McGraw-Hill Book Company, Inc. in January, 1952.
- ESTATE TAX HANDBOOK**, Matthew Bender & Company (1951, 845 pp., \$15).
- CORPORATE ACCUMULATIONS AND SECTION 102** (with Robert S. Holtzman), Matthew Bender & Company (1949, 275 pp., \$3).

EDITOR OF A MONTHLY COLUMN IN THE JOURNAL OF ACCOUNTANCY

dealing with current tax matters.

EDITOR OF J. K. LASSER REPORTS ON TAXES and I. K. LASSER REPORTS ON ACCOUNTING

twice-a-month newsletters distributed to corporate officials, C.P.A.'s and lawyers.

ARTICLES—often done thru each year.

Many are for popular magazines.
I think there are at least three accepted for publication in March, 1952—around tax-reporting time.
Many are done for the magazines issued to C.P.A.'s, lawyers, other technicians.
Many are for the magazines serving the area or the publishing or advertising professions.

Tax Deduction, Chance for Capital Gain, Can Attract TV-Film Cash

FINANCING THE NEW TELEVISION VENTURE

By J. K. LASSER



Let's say that you are trying to raise new money for producing your new television film series. You want to know the methods used today—the methods most discussed by business men and their advisers.

You've explored public financing and loans from the insurance companies and the banks. That won't work in your case. Your problem, then, is how to sell your venture to private investors. How do you go about it? What does the investor want? How can you give it to him without too much pain to him and you? What should you and your advisers be talking about?

This is the tax side of attracting money—and the tax side of how you want to manage your investors to make sure you get the best deal for

HERE'S THE WAY TO ATTRACT INVESTORS TODAY
Most investors are new entrants (and in old ones, too) seek the maximum tax shelter for themselves. How do you get that for them? I think four methods are most discussed today.

1. Give them a tax deduction for the losses sustained in the development of your enterprise and then a chance for a capital gain. That might be done by forming a limited partnership. They can take off the losses (if you set your partnership up that way). Then they might get a capital gain on the sale of their partnership interest. This is the easiest way to attract money in the high tax brackets today.

2. Give them a capital gain on what would ordinarily be called interest—and yet greatest possible collateral for their money. You can do that by issuing collateralized discount bonds. When you take in \$75 and pay off \$100 in redemption—your lender gets a capital gain. You get ordinary deduction for the premium spread over the life of the bonds.

3. Give them the chance for a capital gain over the long pull and yet a lot of security for their advance. To do that, sell them a convertible preferred stock—or a convertible bond. Let them convert, at their option, into your common stock if your venture turns out to be successful.

4. Give them protection on their investment and yet the shot at the capital gain. Do that by selling them preferred stock and common stock as a unit—or bonds and common stock as a unit. They can hold one and sell the other. Allocate your sales price so that they pay negligible amounts for the common. Then they can sell readily.

Some of the other mechanics of tax-motivated financing methods adopted by a great many businesses today ought to be quickly covered in this kind of a summary:

Leasing is important. This can be direct from companies created for that—or it can be from companies set up by the investors. Sometimes they prefer to hold the property in their own name and collect rent directly from an operating unit. It is estimated that 20 per cent of American corporations today use leased cars or trucks; in 1940 that was less than 2 per cent. Leasing is an excellent gadget for investor control of his property; it also is a fine device to avoid financing of equipment purchases.

Supplier and customer deals. These run the whole range of getting equipment on extremely easy terms; getting payment to suppliers based on business gross or net income. We've been doing that with rentals paid for store property for a long time—and only recently started it with capital goods purchases. Consider, too, leasing from the supplier—and then making a deal for purchase only when you are ready to do it.

Certainly this list or any other list ever prepared would never cover all the arrangements man's ingenuity would create. We're concerned only with tax-stimulated plans.

ISSUING DISCOUNT BONDS TO INVESTORS

Sometimes the investor will be attracted to discount bonds. Bonds issued with interest surrender values have many advantages for a bondholder. You

he has taken a full tax loss for all of his investment.) Many other advantages are had. What you can do with a limited or a general partnership will depend upon local laws. You need good counsel with you in all of these deals.

WHAT DOES THE BUSINESS SEEKING MONEY WANT?

Most important today, it wants a deduction for any money it has to pay out to the investor. It can get that via partnerships. That places the full burden of the tax on the investor—when there is income.

It also seeks a deduction for any interest it pays out on bonds—and for any amortization when it issues the discount bonds we've talked about.

ADVANTAGES OF DEBT FINANCING TO INVESTOR AND THE BUSINESS

Because of the advantages of bond financing, many "thin corporations" are set up. They have a nominal stock investment and an excessive amount of indebtedness to stockholders.

Equity corporate slimming can be a highly advantageous exercise. In it we step up the amount of debt and decrease equity holdings in stocks. Best chance is an organization of the company. Sought here is the golden fleece: to get the deduction to the corporation for the interest paid; to be able to pay off debt without tax to the holders. Use of obligations in financing gives these five advantages in tax control—

1. Interest is fully deductible on the obligation. It is not necessary to establish the value of the contract. It is only necessary to show that the obligations were legally issued and that the business is bound to pay the interest.

2. Repayment of a debt is not taxed; but a dividend is taxed. Yet the person receiving both may be merely getting a repayment on his investment.

3. The face value of the obligation is not questioned. Thus you secure a basis for depreciation, depletion and gain or loss determined by the face value of the obligations issued, regardless of the value of assets or other items received in exchange.

4. Stock redemptions are subject to men's difficulties; we often have to prove they are not dividend distributions. That is not had with debt retirement. Redemption of a real bond or debenture which meets all the tests of a creditor's claim (maturity date, fixed interest priority over stockholders, absence of voting power, etc.) never gives a dividend. It makes no difference that the bonds were issued to the corporation's sold stockholder.

5. Worthless securities are subject to capital loss limitations, but advances to a business incurred in business operations can be ordinary deductions.

Should a court hold that a loan was really a contribution to capital, then:

The indebtedness might be treated as a stock; the interest payments might be called dividends to stockholders.

If all or part of the debt was

(Continued on page 16)

Cost-per-Showing Is Spot Expense Basis

By HARRY WAYNE McMAHAN

Executive Producer Five Star Productions, Hollywood

It's the mileage that counts! Too many advertisers are looking at the original cost of TV film commercials and not computing on a cost-per-showing basis. A \$4,000 spot, used 10 times on the network, costs \$400 per broadcast. Used 40 times, the cost-per-showing drops to \$100.

Network film spots, in many instances, cost far less than live. Pabst Blue Ribbon has cartoon film spots that have gone on CBS Flights at less than 50c cost-per-showing.

S.O.S. Scouring Pads, with a more elaborate showing on NBC "Your Show of Shows" is getting some 10 repeats on films costing \$2,750. This pegs the per-broadcast price at \$275, after which time the film is still utilized for spot market broadcasting.

Fat Milk on NBC's "All-Star Revue," is depressing \$4,200 color cartoon commercials in three to four broadcasts per season. Actually, however, these films are so constructed that they may be used over a period of several years if the package does not change. Further, with a color original, theater showings also can be developed at no additional production cost.

Repetition of a well-constructed commercial of course, helps rather than hurts its effectiveness, as every sound ad-

vertising man knows. Each impression improves the selling job until maximum retention is achieved.

Such highly competitive products as cigarettes and soap change their campaigns so often that repetition must be more concentrated (generally, it is!) to obtain a low cost-per-showing.

By and large, on network programs, the cost-per-showing of any film commercial should not exceed \$500. In other words, a \$6,500 commercial should be planned for 13 broadcasts, a \$2,500 one for at least 5.

In spot markets, the computing factors are more complex. Folger's Coffee broadcast a \$3,800 commercial 2,200 times—less than \$2 production cost per station broadcast! Locally, in Los Angeles, Log Cabin Bread broadcast a \$1,000 spot 220 times in the course of 13 months—a cost-per-showing of less than 5c.

These are exceptions, of course. A rule of thumb is that live action commercials are good for more than 10 repeats in a single season. Cartoon commercials, however, often are good for more than 20 repeats.

Just the same, remember the life expectancy of a commercial should never be forced. Time costs are far too high to risk reuse of a tired commercial that has lost its impact. Don't ride on worn tires.

Plan well, study closely, check often. It's the mileage that counts.

may sell a bond for \$75 redeemable at a given date for \$100. Then your investor—

Pays no tax until he collects the \$100, and

Is taxed only as capital gain, not as ordinary income.

Here is an example of how you can do that in organizing a new company:

Example: X, Y and Z form A Corporation. About \$400,000 is advanced, of which \$100,000 is in common stock and \$300,000 is debentures. The common stock is issued in equal shares to X, Y and Z for cash or property. The debentures are in registered form. They provide that at the end of 10 years the holder of each \$1,000 unit will be entitled to receive \$145. This is the equivalent of the original investment with interest at the rate of 3½ per cent per annum, compounded semi-annually. The holder may surrender them on any anniversary date after three months' notice at fixed dollar amounts. That is to be computed by adding to the original cost simple interest at the rate of 3 per cent per annum. There is no provision for current interest.

The corporation reports its income on the accrual basis. It is entitled to deduct each year accrued interest computed at the 3 per cent rate. The holders of the debentures are not required to report any income until the debentures are redeemed. At that time the excess of the amount received over the original cost is a capital gain.

There are lots of tax problems with corporate deduction in the issuance of these bonds. All important is that the corporation gets no interest or amortization deduction if the investor, or his family or controlled group, have the majority interest in the company. You want to check that.

USEFULNESS OF PARTNERSHIPS

Limited or general partnerships are one of the most important sources of capital. The investors in both types come in more readily for many reasons—

1. They get an ordinary deduction for losses as they are incurred.

2. First earned profits might be held to pay back losses of some partners.

3. Sale of the partnership interest gives the investor a capital gain. (He may find a good profit in this deal, even after

IMPORTANCE OF DEBT FINANCING TO CORPORATIONS

The interest paid on the borrowing is fully deductible for normal and surtax. Twenty-five per cent of the interest is deductible for excess-profits taxes. Furthermore 12 per cent of 75 per cent of the borrowed capital increases the profits tax credit. Twelve per cent of new equity capital is also allowed as an additional excess-profits-tax credit. Here is a comparison between the advantages of new financing by borrowing and by preferred stock issued by a corporation paying the 30 per cent excess-profits tax.

ASSUME \$100,000 IS BORROWED

Years of Interest	Interest cost	Deduction against normal and surtax	25% of interest after 12% of borrowed capital	15% of borrowed capital	Total interest	Profit on borrowing—excess of interest cost
3	\$3,000	\$1,560	\$225	\$2,700	\$4,485	\$1,485
4	4,000	2,080	300	3,700	5,080	1,080
5	5,000	2,600	375	4,700	5,675	675
6	6,000	3,120	450	5,700	6,270	270

ASSUME \$100,000 IN PREFERRED STOCK IS ISSUED

Dividend rate	Dividend cost	Excess Profits Credit	Net dividend cost	Necessary savings if they may not dividends	Compare from above—Profit that may be made by the \$100,000
3%	\$3,000	\$3,000	\$	5	\$1,485
4%	4,000	3,600	400	2,222	1,080
5%	5,000	4,200	800	3,777	675
6%	6,000	4,800	1,200	5,533	270

*This is a profit on the preferred stock—no earnings needed.

Tax Deduction, Chance for Capital Gain, Can Attract TV-Film Cash

• Continued from page 15

paid out of earnings, the payments might be taxed as dividend distributions.

The corporation might not be able to deduct the interest paid. So preferred stock has become relatively more costly.

A 5 per cent dividend rate is offset by a 3.6 per cent tax saving resulting from the preferred stock capital. But an 82 per cent company will have to earn a 7.2 per cent on the money to pay the remaining 1.4 per cent. Against this it makes a profit of 67 per cent by borrowing at 5 per cent. This places an enormous premium on replacing preferred stock with bonds.

EIGHT RULES TO WATCH WHEN STOCKHOLDERS PUT UP LOANS

We've listed five tremendously important advantages in debt financing. They aid both the debtholder and the company. Troubles come in this type of financing when the lender is also the stockholder. That position has produced a great many cases. Out of them we think we finally developed the following strategy:

1. Keep the debt down to what a lender would extend to the business and be ready to prove your position by experts. Some insist we always get expert opinion to show how much we could obtain from outsiders. In addition, we get expert opinion to show the rate of interest that would be paid, and the term the debt would run, time for payments on the principal. With these figures we can determine the amount of bonds to issue, the interest rate and the rate of maturity. The remaining value of the property should be represented by stock.

2. Be sure the large indebtedness is not in approximate proportion to stock ownership. Otherwise you add force to the argument that the loans were really contributions to capital. It is hard to explain as a coincidence. It indicates a desire to maintain fixed interests in the corporation's assets.

3. Be sure the advances are not the corporation's only source of working capital. Ordinarily stock investment makes up some part of a corporation's original working capital. When indebtedness only is used for working capital, it takes on the character of stock.

4. The source for repayment of the loans should not be earnings and profits. Stock investment usually makes up risk capital. Stockholders of a corporation normally look to future profits for a return on their investment. A lender of money generally requires greater assurance of repayment. He looks more to the present asset value of the debtor. Thus a loan dependent upon future profits becomes very similar to a stock investment.

5. Be sure other creditors will not be paid before stockholders in an insolvency proceeding. This fact could be very persuasive that a corporation's debt is not a debt for other purposes. Why then should it be a debt for purposes of taxation?

6. Give the loans all the characteristics of an arm's length transaction. Transactions between a corporation and its stockholders are subject to attack. Excessive debt might be considered a contribution to capital. It makes a questionable transaction more liable to attack. Get these characteristics into your loan.

The principal should be no more than a commercial lender would give.

Maturity, redemption, interest and other terms are what a commercial lender would expect.

Security (mortgage) is what an outsider would seek.

Perhaps have an actual endorser on the debt. Avoid interest dependent upon earnings; subordination or limitations of remedies upon a default.

7. Best of all, have the debt advanced by a distinct outsider—even if the equity holders have to guarantee the debt. Outside financing, even if it is guaranteed by stockholders, is much better than stockholder debt. There should be no difficulty with guaranteed debts if they are essential to the business. That

still gets us the interest deduction. And the debt payments cannot be called dividends. But be careful how you use a guarantee. In one case a guaranty fund was set up to assure the lender a return of 7 per cent on sales and 6 per cent on invested capital. The balance of the corporation's earnings were paid over to the guarantor. The court held that the guarantee was a contribution to capital. Thus payments to the guarantor could not be deducted as a business expense.

8. Rules of thumb to use: Maybe the debt ought never to exceed 3 or 4 times the equity investment. Or we may be safe if the debt ratio to stock is close to the standards for marketable

bond issued—generally—Debt ceiling is about 60 per cent of the replacement value of the underlying assets.

Debt interest is 1/2 of earnings.

Two recent Tax Court cases have disallowed where the corporation had a ratio as low as 8 1/2 to 1. All advance the theory of "inadequate capitalization" to disallow. Our decisions go far in saying that a debt structure far overbalanced gives us risk—not debt—capital.

In one recent case, interest paid to stockholders was held not deductible to the corporation when the capital debt ratio was 1,000 to one. The stockholders put up \$75 for stock, loaned \$75,000 and bought an apartment

house subject to a \$303,000 first mortgage. The Tax Court said the \$75,000 put up on unsecured notes was not debt because nobody but a stockholder would have made such a topheavy loan.

In the recent deal to buy the Empire State building in New York City the \$14 million put up by private investors was obtained by issuing interest-bearing debentures for \$10.5 million and stock for \$3.5 million.

RISKS TO AVOID IN THINNING IN STOCKHOLDERS FINANCING

If the capitalization is not too "thin" (say 4 to 1), the chances are that the courts will find a true debt. But the money cannot be put up as would investment in a new corporation. Then it will not be recognized as debt—on the theory that:

Characteristics of debt cannot be present where the money is completely at the risk of the business.

Intention of the parties was to create proprietary interests.

So you have got to avoid, too, "thin" capitalization. Some guide posts to remember:

Don't have the same members of the same family hold both

stock and debt. Maybe the wife can hold the debt and the husband the stock.

Avoid having the debt and stock in the same ratio by the same persons.

If possible get stock in the hands of one person and the debt held by unrelated people; maybe the debt can be held by outsiders; if that is not possible, get it held by in-laws or children.

Here's a case with \$150,000 in debentures and only \$2,800 worth of stock. The debentures were subordinated to the claims of general creditors. We'd have been scared to death particularly on the maturity of these debentures "within the reasonably near future." Yet the Tax Court allowed the company to deduct interest payments to debenture holders. The thing to paste in your hat on this one is that the company won because—

The debentures were issued in two bites—\$50,000 in 1946, shortly after incorporation, and \$100,000 in 1947, when the company had \$116,000 earned surplus after a good first year.

The stockholders and debenture holders were members of three families, but debentures were not taken in ratio to stock

ZIV Presents ...

THE OUTSTANDING SERIES OF TELEVISION DRAMAS!

YOUR BEST TV BUY!

Always rated high* among the nation's leading television programs ... "Your TV Theatre" (originally on Network as "Fireside Theatre" for Proctor & Gamble) is consistently tops! Month after month it maintains its high position ... beating many of the supposed-to-be best programs on TV! Far record-breaking, sales-making success ... make "Your TV Theatre" yours!

*Ratings on request.

YOURS ... by titled with your own it's "Society TV Theatre" in St. Louis, it's "Red Theatre" in Richmond—Norfolk Theatre" Every named, the sponsor on the air, in person SPONSOR IDE

TELEVISION STATION FILM BUYER DIRECTORY

As of August 22, 1952

holdings. Best of all, the largest debenture holder held no stock at all.

So the problem really gets down to fair ratios between equity and borrowed capital; issuing debt instruments that are not some kind of stock; being particularly careful if the stockholders and creditors are the same persons. Perhaps you get some help out of the actual run of the decisions against taxpayers trying to set up debts rather than stock.

HOW TO MAKE SURE YOU ISSUE A DEBT

Too often subordinated debt, or debt dependent on earnings, is really a stock. That's all right for widely held companies. But it causes too much trouble in closely held groups.

All important (in closely held companies) is to set up the amount loaned by stockholders as a debt and not a capital stock. Stockholders' money left in the business may be there either for investment or as borrowed capital. Only instruments with these terms secure an interest deduction.

Interest rate is fixed; payment date of interest is fixed; payoff is under a definite promise to

pay; payment is not dependent upon earnings; payee has priority to stockholders on dissolution; upon default all rights of payee may be enforced by suit; holder has no voice or vote; maturity of debt is definite, in five, 10 or 20 years, or some other reasonable date in the future; obligation gives the holder no share in the company's assets, or in its net assets on liquidation; obligations are called "bonds" or similar names. This is not conclusive, but it will not be rashly assumed that the security was misnamed deliberately; the bonds are genuine. They have no characteristics of stock even if they serve no business purpose to the corporation or were issued for personal reasons.

The Tax Court recently allowed the interest deduction because—the certificates were on the books—carried a fixed maturity—could be enforced—carried no voting rights—called for interest payments regardless of earnings. The interest deduction was not barred by such facts as:

The corporation's right to extend maturity for 10 years.

Subordination to bank notes.

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ALABAMA

Birmingham
WAFM-TV
C. P. Persons Jr., Film Buyer
WBRC-TV
M. D. Smith III, Theatrical Film Buyer.

ARIZONA

Phoenix
KPHO-TV
Julian M. Kaufman, Film Director

CALIFORNIA

Hollywood
KNBH
Robert Guggenheim, Film Buyer
Los Angeles
KECA-TV
Eloise Reeves, Film Director
KHJ-TV
James Love, Film Buyer

KLAC-TV

Mal Klein, Program Director & Film Buyer
KNXT
Donald M. Hine, Film Buyer
KTLA
Leland G. Muller, Film Buyer
KTTV
Tom Corradine, Film Buyer

San Diego

KFMB-TV
Bill L. Fox, Film Buyer
San Francisco
KGO-TV
Helen Bradley, Film Buyer
KPIX
Sandy Spillman, Film Buyer
KRON-TV
Norman Louveau, Film Buyer

CONNECTICUT

New Haven
WNHC-TV
Daye Harris, Film Buyer

DELAWARE

Wilmington
WDEL-TV
J. Gorman Walsh, Film Buyer

DISTRICT OF COLUMBIA

Washington
WMAL-TV
Charles L. Kelly, Director of Programs
WNBW
George A. Dorsey, Film Buyer
WTOP-TV
Derrick Dyatt, Film Director
WTTG
Jules Huber, Film Buyer

FLORIDA

Jacksonville
WMBR-TV
William Terry, Film Buyer
Miami

WTWJ
Labe B. Mell, Film Director

GEORGIA

Atlanta
WAGA-TV
Don Naylor, Film Buyer
WLTV
John Barry, Film Buyer
WSB-TV
Leon Hendrix, Film Buyer

ILLINOIS

Chicago
WBKB
Carl Russell, Film Buyer
WENR-TV
Monte Fassnacht, Film Buyer
WGN-TV
Elizabeth Bain, Film Buyer
WNBQ
Isabelle Cooney, Film Librarian
Rock Island
WHBF
Forest W. Cooke, Film Buyer

INDIANA

Bloomington
WTTV
Robert Petranoff, Film Buyer
Indianapolis
WFDM-TV
Hugh L. Kibbey, Film Buyer

IOWA

Ames
WOI-TV
John Dunlop, Film Buyer
Davenport
WOC-TV
Ken Wagner, Film Director & Librarian

KENTUCKY

Louisville
WAVE-TV
Ed. Driscoll
WHAS-TV
Ed. Driscoll, Film Buyer

LOUISIANA

New Orleans
WDSU-TV
Rose Wetzel, Film Director

MARYLAND

Baltimore
WAAM
Herbert B. Cahan, Film Buyer
WBAL-TV
Victor F. Campbell, Film Buyer
WMAR-TV
Robert B. Cochran, Film Buyer

MASSACHUSETTS

Boston
WBZ-TV
Carl Lawton, Film Librarian
WNAC-TV
James Pike, Film Buyer

MICHIGAN

Detroit
WJBR-TV
Richard Fischer, Film Buyer
WWJ-TV
Frank A. Picard II, Film Director
WXYZ-TV
John F. Pival, Film Buyer
Grand Rapids
WOOD-TV
Hal Kaufman, Film Buyer
Kalamazoo
WKZO-TV
Harry E. Travis, Program Director

Lansing
WJIM-TV
Emil Popke, Film Director

(Continued on page 14)

MYSTERY!

SUSPENSE!

ACTION!

INTRIGUE!

COMEDY!

ROMANCE!

HALF-HOUR MASTERPIECES OF DRAMATIC SHOWMANSHIP!

ZIV TELEVISION PROGRAMS, INC.
19 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

YOUR... high drama, exciting stars, excellent production and direction all combine to create the kind of high-caliber entertainment that turns viewers into customers. Superb showmanship in this dramatic series that is MOST COMPELLING SUREST SELLING!

ZIV

"Assignment" Walks Away With Finest of Any Non-Web Series

The top non-network film series of any type produced especially for TV and aired during the past three months was "Dangerous Assignment," a product of the National Broadcasting Company Syndicated Films Division. This series jumped from fifth place in The Billboard's First TV Film Quarterly to the top of the heap in the current balloting, in which it hit 91 points.

As in the voting three months ago, a wide and diverse range of program categories was embraced in the poll. Nearly 50 series were nominated for the prime honors, ranging from mystery and adventure shows thru cartoon and kid shows to dramatic, news and sports series. Nevertheless, the top four shows all fall into the mystery-adventure brackets.

In what amounts to a blanket finish, the next three places behind "Dangerous Assignment" went to "Boston Blackie," "Foreign Intrigue" and "The Unexpected," in that order with 54, 53 and 51 points, respectively. These shows, last quarter, ranked fourth, third and second. "Blackie" and "Unexpected" are Ziv productions, while "Foreign Intrigue" is distributed by J. Walter Thompson, and aired on a limited network by Ballantine beer. "Cisco Kid," the Ziv show which took first honors three months ago, was in fifth place with 45 points in the current balloting.

Tied for sixth place are "Re-

bound" (which was in eighth place last time) and "Range Rider" (which did not get a mention previously). Tied for eighth place are "Crusade in the Pacific" and "Gruen Theater." And tied for tenth slot are "Crusade in Europe" and "Strange Adventure."

• HOW STATIONS RATE NON-NETWORK TV FILM SHOWS

Position	Non-Network Film Series	Points
1	Dangerous Assignment	91
2	Boston Blackie	54
3	Foreign Intrigue	53
4	The Unexpected	51
5	Cisco Kid	48
6	Rebound	35
6	Range Rider	35
8	Crusade in the Pacific	22
8	Gruen Theater	22
10	Crusade in Europe	21
10	Strange Adventure	21

• THE FOLLOWING NON-NETWORK FILM SERIES WON STATION MENTIONS, BUT RECEIVED LESS THAN 10 POINTS:

Big Town	Sunkist Theater	Craig Kennedy
Royal Playhouse	Story Theater	Big Picture
Fireside Theater	Craig Kennedy	Adventures in Living
Lena Ronger	Kings Crossroads	American Wit & Humor
Dragnet	Hollywood Half Hour	Trouble With Father
Chevron Theater	Hopalong Cassidy	This Week in Texas
Washington Spotlight	Front Page Detective	Sportsman's Club
Papa Bear's Newsreel	Mystery Theater	Double Play
Dick Tracy	Wild Bill Hickok	Time for Beany
Through the Years	Snader Teletcriptions	Kit Carson
Kieran's Kaleidoscopes	Invitation Playhouse	Eddie Drake
Boulab	Famous Playhouse	Telescope Digest

"Royal Playhouse" Is Best Non-Net Drama

The number one non-network dramatic film series aired during the past three months was "Royal Playhouse," TV station execs voted the top two positions in this category to programs which may be regarded as straight dramatic shows, rather than one of the offshoots such as mystery or adventure. "Royal Playhouse" got 13 points in taking the top spot, with "Story Theater" second on the basis of 10 points. A three-way tie for third place found a deadlock among "The Unexpected," "Gruen Theater," and "Fireside Theater." Sixth place went to "Foreign Intrigue," which also took second place in the mystery-detective classification, and a like rating in the adventure classification.

• HOW TV STATIONS RATE NON-NETWORK FILM DRAMATIC SHOWS

Position	Non-Network Dramatic Series	Points
1	Royal Playhouse	13
2	Story Theater	10
3	The Unexpected	7
3	Gruen Theater	7
3	Fireside Theater	7
6	Foreign Intrigue	6

• THE FOLLOWING NON-NETWORK SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Hollywood Playhouse	Reva Productions	Footlights Theater
Hollywood Offbeat	Rebound	Files of Jeffrey Jones
Boston Blackie	Famous Playhouse	Electric Theater
Strange Adventure	Korda Package	Dangerous Assignment
Sunkist Premier Playhouse	Kings Crossroads	Crown Theater
Schiffel Playhouse	Invitation Theater	Stars Over Hollywood

"Cisco," "Hickok" Tie In Non-Net Westerns

The "Cisco Kid" and "Wild Bill Hickok" series wound up deadlocked for top honors as the best non-network film series produced especially for TV. Station execs gave each series 21 points, with "Range Rider" setting third place on the basis of 18 points. Other top-scoring Western series were "Lone Ranger" with 12 points in fourth place, and Gene Autry, with eight points, in fifth place. Other series to get mentions were "Hopalong Cassidy," "Kit Carson," "Renfrew of the Mounted," and "Steve Donovan."

• HOW TV STATIONS RATE NON-NETWORK FILM WESTERN SHOWS

Position	Non-Network Western Series	Points
1	Cisco Kid	21
1	Wild Bill Hickok	21
3	Range Rider	18
4	Lone Ranger	12
5	Gene Autry	8

• THE FOLLOWING WESTERN SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Hopalong Cassidy	Renfrew of the Mounted	Steve Donovan
Kit Carson		

Producers, Labs Point Fingers On Pix' Technical Quality Faults

By JUNE RUNDY

The technical quality of films screened for TV has long been a source of dissatisfaction both to home viewers and the industry itself. However, when it comes to placing the blame, stations and producers usually attribute it to slippish lab work, while processing outfits lean toward the theory that the fault lies with poor station equipment. Inexperienced station technicians and the film producers' lack of lighting savvy. The film producers' prime beef against the labs is that many lab technicians are careless and in some cases unfit for their jobs. One producer cites a case where a lab staffer admitted he wasn't

cut out for the exacting work, yet his union refused to let him be shifted to another post. A careless lab man, avow the producers, can ruin a whole day's shooting by "cinching" the film when it's rewinding; dragging it on the floor when threading the machine, and/or branding it with an assortment of fingerprints, sleeve button smudges, etc.

In line with this, one exec notes "women's finger nails are a real menace." Another producer opines that much damage could be avoided if New York lab workers wore white, buttonless smocks and gloves (a la European film lab technicians) rather than street garb. However, the major New

York labs insist that uniform dress is already enforced and has never been a problem. As far as the Manhattan labs are concerned, tho, the problem of dirt specks on film is considered fairly hopeless by all parties, since the city air is so heavily invested with dirt that even Pathe's super air-conditioning unit can't keep the situation under control.

On the other hand, lab execs argue that the "careless" accusation can be hurled both ways, pointing out that even a perfect print will "screen bad" if a station's projectors aren't periodically inspected and overhauled. When film motion is impeded by distorted dirty heads and guides, they say, the sound is bound to be off-pitch and the picture blurred. Granted that the projector is in good condition, tho (and many lab men are openly critical of most 16mm. machines), the film can still be placed in the projector the wrong way or break, and the sound can be cut off or the projector become out of focus. In the case of old feature movies (circa 1932), of course, labs trace the blame directly to the antiquated footage, which has usually shrunk and been printed from reprints of reprints.

Diving deeper into producer complaints, the lab men opine that often a film outfit terms a "spotty" print a bad processing job, when the damage really occurred during production under the wrong lighting set-up. It's "possible" to revive underexposed film via a "booster bath," but the labs say there isn't much they can do for overexposed film. Consequently they urge producers to spend more "pre-shooting" time experimenting with lighting arrangements via testlights, photoelectric meters, etc.

The labs also caution producers against trying to save money by using odd batches of film. All too often, the labs say, odd batches will lead to uneven color-lighting values and exposure errors. Even tho it costs more, they strongly recommend the use of a dependable, well-known make of film, and that all film ordered for shooting be purchased at the same time. The big film three—Anso, Eastman-Kodak and Du Pont—issue extensive booklets on their entire film lines, and it's a wise producer who consults them to determine which particular film type he needs for various (Continued on page 77)

"Assignment" Leads Non-Net Mysteries

The top non-network-detective film series produced especially for TV was "Dangerous Assignment." The series, which won the over-all award as best non-web film series of any type, also took first place among non-web adventure shows.

In its romp in this classification, "Assignment" drew 27 points, more than twice the number of its nearest rivals, "Foreign In-

trigue" and "Boston Blackie," which came up with 13 points each.

Fourth place honors resulted in a three-way tie. The shows involved were "The Unexpected," "Craig Kennedy" and "Front Page Detective."

"Foreign Intrigue," besides tying for second place in this category, also took second honors in the adventure category.

• HOW TV STATIONS RATE NON-NETWORK FILM MYSTERY-DETECTIVE SERIES

Position	Non-Network Mystery & Detective Series	Points
1	Dangerous Assignment	27
2	Foreign Intrigue	13
2	Boston Blackie	13
4	The Unexpected	6
4	Craig Kennedy	6
4	Front Page Detective	6

• THE FOLLOWING NON-NETWORK MYSTERY AND DETECTIVE SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Dick Tracy	Hollywood Off Beat	Detective Story
Mystery Theater	Eddie Drake	Big Town
Head the Victim	Dragnet	

Musicals by Snader Cop Non-Net Honors

The musical film series produced by Snader Teletcriptions were voted the best non-network musical films produced for TV by station executives. The Snader films drew 28 points, far outdistancing all competition. Nearest rival was the "Holiday in Paris" series, with nine points. Tied with five points each were

Vienna Philharmonic films, and the "All American Barn Dance" series.

Scarcity of shows mentioned in this category (only three others drew mentions) indicates either a lack of interest in this type of programming by station executives, or a lack of good film material of this type.

• HOW STATIONS RATE NON-NETWORK MUSICAL FILM SHOWS

Position	Non-Network Musical Series	Points
1	Snader's Teletcriptions	28
2	Holiday in Paris	9
3	Vienna Philharmonic	5
3	All American Barn Dance	5

• THE FOLLOWING NON-NETWORK MUSICAL SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Musical Hall Varieties	Disc, Jackey Tones	Ballet De France
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TV Film Production Sample Cost Sheet

(Following is a characteristic budget breakdown on an average TV film production. There is a variance between producers on some charges which depends upon his own facilities and arrangements. For the most part, the following contains as accurate picture as possible of the items and costs that go into the production of a TV film. Ed. Note.)

TIME SCHEDULE: Three 10-hour days (Costs below are figured on a three 10-hour day basis; for two 10-hour day costs, figure a little more than two-thirds of costs listed here.) \$500-\$1,000—Figure is based upon negotiation, depending upon story needed.

STORY: \$500-\$1,000—Producer's fee, based upon negotiation.

SUPERVISION: \$2,000-\$3,000—Based upon negotiation.

CART DIRECTOR: \$500-\$750—Based upon negotiation.

DIRECTOR'S STAFF: \$300.

CAMERA: First Assistant Director \$100
Second Assistant Director \$175
Script Supervisor \$ 81
\$1,025—Cameraman, first assistant, second assistant.

SET OPERATIONS: \$850—Company grip, prop man maintenance, material and supplies, rentals.

SET CONSTRUCTION COST: \$1,000-\$1,200—Cost of building and striking sets varies, depending upon story demands.

SET DESIGN: \$200-\$300—Depending upon story demands.

SET DRESSINGS: \$1,000—Estimated total representing approximately \$300 furnishings, \$700 labor.

SPECIAL EFFECTS: Avoided as much as possible in TV, time consuming and too costly.

PROCESS: Avoided as much as possible in TV, time consuming and too costly.

MINIATURES: Avoided as much as possible in TV, time consuming and too costly.

DRAPERIES: \$200.

PROPS: \$200.

LIVESTOCK: Usually avoided in TV film production to keep down cost.

LOCATION: Usually avoided in TV film production to keep down cost.

TRANSPORTATION: \$300.

LIGHTING: \$1,088—Operating crew, rigging and striking material, supplies, rentals, current.

WARDROBE: \$300-\$750—Depending upon story demands.

MAKE-UP AND HAIRDRESSING: \$370.

FILM AND LABORATORY: \$200-\$1,500—Figure depending on producer's lab deal, amount of film shot, etc.

SOUND RECORDING: \$1,000.

ROYALTIES: \$400-\$500—Royalty for sound approximately \$3.50 per minute.

SOUND DUBBING: \$400-\$500.

SCORING: \$1,000-\$1,250.

FILM EDITING: \$200.

TITLES AND INSERTS: \$150—Cost of canned music used by majority of producers.

STUDIO RENTAL: \$750—Depending upon producer's deal with studio, usual cost is figured at \$250 per day.

GENERAL STUDIO OVERHEAD: Depending upon producer and studio affiliation, this cost can range from 0 to 15 per cent.

Producers Know "Why" of Costs, But "How Much" Is A Variable

By LEE ZHITO

In a day when the average business man is on a heavy aspirin diet trying to keep track of his costs, it's always a source of amazement to find that the established TV film producer has little difficulty in providing the "why" of production costs. Of course, the cost of a TV film, like that of a house, depends upon what goes in it. It depends upon the quality of production desired.

How expensive is the story property? How fine a screenplay is wanted? How good a director? How big is the cast? How important are the players? Because so much depends upon the quality of product in mind, it's therefore impossible to prepare a standard breakdown of production costs.

This reporter asked an established producer to fill out a cost sheet for an average half-hour TV film. This gentleman, who must remain nameless, explains that budget breakdowns differ between producers on some items. Each moviemaker has his own set of circumstances which causes this variance. However, taken as a group, differences between producers' deals and arrangements compensate one for the other to where the end result comes out pretty much the same for all.

A producer can get a break on studio rental and office costs because of his affiliation and thereby has the advantage over his competitor, but the latter may make up for that shortcoming in other items so that when all the costs are totaled, they're fairly similar.

To better understand TV film production and its costs, it must be remembered that aside from telescoped shooting schedules, there's no difference between making a film for showing over television, and producing a regular movie for theater exhibition. Sponsors and agency representatives who take their first step onto a TV film set always register surprise at the fact of its similarity to a regular movie set. Fact that a film's unning time has been shaved down to fit a half-hour time slot has given many the erroneous impression that the pictures are batted out in nothing flat with just a couple of guys on hand to do the work.

Nearly all TV films are shot on 35mm requiring the same camera, sound and lighting crews that a producer would use on a theatrical movie. Unions do not recognize any difference between TV and theatrical film production and therefore demand and get the same pay rates. Many writers who are still employed by theatrical film producers are also engaged in TV films. Directors with major

studio screen credits can be found at work preparing product for the new medium. The same holds true for cameramen, sound and lighting technicians, prop men and set hands. TV film producers, of course, have voiced their protest to film union leaders claiming that minimum rates should be lowered to help producers keep budgets down. However, unions contend that their members find the work identical to that of theatrical movie production. If not more difficult because of the time element, and therefore see no reason for dropping wage scales.

One reason why a producer can figure cost at the drop of a script is because nearly all costs are determined by union scale. Some, of course, are reached by negotiation. For example, on buying a story, some have been acquired for as little as \$200. Others have gotten as much as \$1,200 and \$1,500. Cost is determined by the stature of the writer, type of script and the amount of work that goes into it. Negotiation and shopping around also determine the producer's fee as well as that of the director.

When it comes to cast, cost again becomes a value. Some of the top name actors—names established on the theatrical screen—demand a lot because they know they can cash in on their marquee value.

Nearly all top names work on a participating percentage basis. If names are not called for, but just a competent actor is needed, producers avoid the percentage deals and pay established Screen Actors' Guild rates. In the case of leads, producers may have to go above minimums and frequently do to get the people they want.

Because of time and budget demands, producers as a rule try to avoid costly luxuries such as process work, special effects and construction of miniatures. This cannot be always eliminated, depending upon a story's demands. Costs here depend upon the extent and type of work needed. Similarly, producers try to avoid location shooting as much as possible. In this case, producers cannot dodge these as readily as the above-mentioned factors because every Western film demands location filming. Although a producer saves approximately \$250 per day on stage rentals when he shoots on location, he incurs the added cost of transporting cast and crew to the shooting site, providing lunches for all, and then taking a chance on the weather. If skies become overcast or hazy to a point where filming can't be completed, the producer is responsible to all as each had worked a full day.

"Telesports Digest" Is 1st in Non-Net Sports

Easily the choice as outstanding non-network film sports show was "Telesports Digest," a series turned out by Tele-Ra Productions. This series drew 31 points, nearly four times the number of its closest rival, "Telenews Sports Parade," which drew eight. Paramount Productions' "Wrestling from Hollywood" was third, with

five points. Nine other film sports series drew mentions, but were not in contention. Along with a few other program types, this seems to indicate a definite weakness in sports film programming or distribution among too small a group of stations to permit better weighing of values.

• HOW TV STATIONS RATE NON-NETWORK SPORTS FILM SERIES

Position	Non-Network Sports Series	POINTS
1	Telesports Digest	31
2	Telenews Sports Parade	8
3	Wrestling From Hollywood	5

• THE FOLLOWING NON-NETWORK SPORTS SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Sportsman's Club	Lowdown Thrills	Dixie Dunkle Football
Sportscholar	Backhaet Gaddis	Gillette
This Week In Sports	Sports We Seldom See	Madison Square Garden

"Beany" 1st For Kiddies

The Paramount moppet series, "Time for Beany," was first choice among station executives as the

film series produced especially for TV. "Beany" drew 22 points, while the second place series, "Sleepy Joe," hit seven points. Four shows wound up with identical score of four points each in a tie for third place. The stanzas are: "Sky King Theater," "Kid Magic," "Junior Crossroads" and "Crusader Rabbit." Eight other series drew mentions from the stations.

• HOW STATIONS RATE NON-NETWORK CHILDREN'S FILM SERIES

Position	Non-Network Children's Series	Points
1	Time for Beany	22
2	Sleepy Joe	7
3	Sky King Theater	4
3	Kid Magic	4
3	Junior Crossroads	4
3	Crusader Rabbit	4

• THE FOLLOWING NON-NETWORK CHILDREN'S SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 4 POINTS:

The Chimps	Laurel and Hardy	Funny Bonnies
Shelling Films	Kieran's Kaleidoscope	Adventures of Cyclone Malone
Pope Bear's Newstead	Gigi and Jack	

INS Scores Top News

The leading non-network news series produced especially for television during the past three months has been the service offered by INS-Telenews, according to the video stations. Their vote confirms their balloting three

months ago, when the same service also took prime laurels. Just as it did then, INS-Telenews scored more than twice as many points as its nearest rival.

Second place this time went to United Press-Movietone News, which moved up a notch from its third place finish in the previous poll. NBC News, which was second last time, exchanged places with United Press-Movietone.

INS-Telenews scored 33 points in coming in first. United Press-Movietone had 14 points, and NBC News wound up with 11.

• HOW STATIONS RATE NON-NETWORK NEWS SERIES

Position	Non-Network News Series	Points
1	INS-Telenews	33
2	United Press-Movietone News	14
3	NBC News	11

"Quick" Leads In Light Poll

TV film shows in the comedy, quiz and women's categories drew very light balloting from station execs, indicating that there is somewhat of a shortage of shows of this type, or because of limited distribution, are not hitting any great numbers of station toppers.

Based on the limited vote, the leaders in the quiz grouping were "Movie Quick Quiz," with nine points, "Sportscholar" with six points, and Groucho Marx with two points.

Among women's shows, top stanza was "Feminine Angle," with Ilka Chase placed second. Also mentioned were "Your Own Home," "Women in the News," "Your Beauty Parlor," "Feminine Touch," "Fashion Spotlight," "Double Play" and "Adventures in Living."

No show in the comedy category received more than two votes. Hence no shows are listed in rank order. Those mentioned by stations were Hank McCune, Laurel and Hardy, Buster Keaton, "Trouble With Father," "My Friend Irma," "The Chimps," "At Las Comedies," "American Wit and Humor," and Abbott and Costello.

Some of these mentioned above are not TV shows at all, some are non-TV network, and some are not films made specially for TV. However, because they drew station mentions, they are included here.

Outstanding Non-Net Doc Is "Big Picture"

"The Big Picture," which three months ago was named the top public service TV film series, now has been voted a first place tie as the outstanding non-network documentary-commentary film series produced especially for TV. Along with "Picture," the station executives voted "Crusade

in the Pacific" as the top series in this category. Each scored 23 points.

Strung out behind these were "Crusade in Europe" with 12 points, "Washington Spotlight" with 11, and "This Is the Story" with four. Seven other series drew station mention.

• HOW TV STATIONS RATE DOCUMENTARY AND COMMENTARY NON-NETWORK FILM SERIES

Position	Non-Network Documentary & Commentary	Points
1	Big Picture	23
1	Crusade in Pacific	23
3	Crusade in Europe	12
4	Washington Spotlight	11
5	This Is the Story	4

• THE FOLLOWING NON-NETWORK DOCUMENTARY AND COMMENTARY SERIES WON STATION MENTION, BUT RECEIVED LESS THAN 4 POINTS:

Stimmi-Mosovsky	M. O. T.	Great Men Series
Production of Freedom	John Kieran's Kaleidoscope	Cletis Roberts
Parade of Events		

Film Producers Discuss Main Problems on Financing Shows

The Billboard surveyed TV film producers on their opinions of financing in this second series of studies on the field's problems. Here are producer opinions in this important area.

Banks are of little help in the financing of TV film series. Producers embarking on a series for syndication are finding it next to impossible to get a bank loan since the banks regard this type of operation as too speculative. As a result, the most extensive method of financing video film is the private loan. In this arrangement the investor gets part ownership rights to the product and shares proportionately in the return.

Some producers have been fortunate enough to get advances from advertisers interested in getting themselves a film show, and a very few have even made outright sales in advance to national advertisers.

But in general the financing used in TV film production goes pretty much along the lines so long used in the legitimate theater.

Producers polled by The Billboard were divided on which direction they should pull to

solve their profit and loss problem. Half thought the answer lay in cutting their own production costs in every way possible. And half thought the answer lay in getting bigger budgets from the advertiser.

One major producer said that the TV film maker has to keep his costs in check because once they start growing the cost to the advertiser might become prohibitive. "Concentrate on story and performance," he went on. "Forget big extravaganzas. They don't mean a thing on TV anyway."

Another producer whose advice was to cut costs said: "Long-range planning leading to mass production is the most practical direction leading out of the present chaos."

The strongest argument for hiking the budget went as follows: "Production costs are so stabilized due to unions, set processing charges, etc., that almost anybody can figure the minimum. Below that it is impossible to go and still get into production. Therefore, increased budgets are the only answer."

Another producer pointed out that in view of union demands

production costs can only go up from now on. Several producers complained that the ad agencies themselves, by failing to cooperate with the producer, often forced the ultimate cost up. There was a widespread plea from the producers for the agencies to plan in advance and avoid last-minute changes. Several producers remarked that budget restrictions are simply resulting in inferior products.

A third way out hinted at was that the producer might retail the residual rights in the series and so amortize the costs with future distribution.

In The Billboard survey the producers were also asked: "Regarding all financing problems, what method of selling TV film do you currently consider most profitable in today's limited station market?"

The sales method that was by far the most favored by producers was to sell the series to a national sponsor for network showing now, while holding the rights for syndicating the show later to the new TV cities as they come into being or for second showing in the current markets.

Lazar, Diamond Tie For Salesman Honors

The two top salesmen representing distributors of feature films for TV are Connie Lazar, of Unity Television Corporation, and Paul Diamond, of Motion Pictures for Television, who wound up tied for top honors. They were designated as such by the TV station execs who see all the top sales personnel from the various distributors, as voted in a new category of The Billboard's Quarterly questionnaire. Selections were made on the basis of which salesmen are most helpful and do the best job in servicing their station customers.

It will be noted that the response to this particular question was not heavy, with many stations choosing not to express a preference for varied reasons. But all

salesmen named in the accompanying box drew laudatory comments from the stations.

It is interesting to note that, behind Lazar and Diamond, were Bob Wormhoudt of Unity and Fred Yardley of MPTV, also in a dead heat. They come from the same two firms which supplied the first place winners.

MPTV had the largest number of salesmen mentioned of any distributor, with seven hitting the list. Hollywood Television Service, with five salesmen, had the second highest total, and Snader Telecriptions, with four salesmen named, ranked third. Unity and Sterling each had two men named, while Ziv, Vitapex, Atlas and Standard each had one salesman on the honor roll.

• HOW TV STATIONS RATE SALESMEN OF THEATRICAL FILM DISTRIBUTORS

Position	Name of Salesman & Distributor for Whom He Works	Points
1	Connie Lazar Unity Television Corp.	13
1	Paul Diamond Motion Pictures for Television	13
3	Fred Yardley Motion Pictures for Television	8
3	Bob Wormhoudt Unity Television Corp.	8

• THE FOLLOWING SALESMEN WON STATION MENTION, BUT RECEIVED LESS THAN 5 POINTS:

Bernice Coe Sterling Tele Company	Art Kalman Motion Pictures for Television
Dave Wolner Motion Pictures for Television	Bob Berger Standard Television Corporation
Sy Weintraub Motion Pictures for Television	E. Bruser Hollywood Television Service
Ben Elrod Hollywood Television Service	Bob Sherman Snader Telecriptions Sales
Wm. E. Young Vitapex Corporation	John J. Haulthan Hollywood Television Service
Ken Roswell Motion Pictures for Television	E. Johnny Graff Snader Telecriptions Sales
Ted Rosenberg Ziv Television Productions	Bill German Hollywood Telecriptions Service
Rale Eggers Atlas Television Corporation	George Fisher Snader Telecriptions
Mr. Pollard Hollywood Television Service	Alan Fischer Snader Telecriptions
Lee Orgel Sterling Tele Company	Irwin Ezzes Motion Pictures for Television

Unity, Motion Pictures, H'wood Tele Lead in Distrib Service

The top three distributors of theatrical film for TV during the past three months were Unity Television Corp., Motion Pictures for Television and Hollywood Television Service, in that order,

• HOW TV STATIONS RATE THEATRICAL FILM DISTRIBUTORS

Position	Theatrical Film Distributor	Points
1	Unity Television Corp.	60
2	Motion Pictures for Television	55
3	Hollywood Television Service	47
4	Snader Telecriptions Sales	26
5	Sterling Television Co.	20
6	Peerless Productions, Inc.	16
7	Film Vision Corp.	13
8	M & A Alexander Prod., Inc.	11
9	Hygo Television Films, Inc.	10
10	Monogram Pictures	9

• THE FOLLOWING DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 9 POINTS:

Louis Weiss & Company Telecast Films Vitapex Corporation Atlas Television Corporation Du Mont Network, Film Department	Ziv Television Productions Paramount Television Productions, Inc. Olio Video Tele Productions, Inc. Commonwealth Film & Television Company
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according to the people who should know best—the top TV station execs.

The same firms finished in identical order in the initial balloting of the kind, for The Billboard's first TV Film Quarterly. The voting was based on station regard for over-all services rendered by the distributors, with the three firms garnering 60, 55 and 47 points, respectively.

Snader Telecriptions Sales and Sterling Television Co. finished fourth and fifth, with 26 and 20 points, respectively, just changing place with each other from their positions three months ago. Peerless Productions, Inc., wound up sixth with 16 points, maintaining its previous position. Film Vision Corporation leaped to seventh place, with 13 points, from a spot among the also-rans in the last voting. M & A Alexander again wound up eighth, scoring 11 points. Hygo Television Films, Inc., climbed to ninth slot, while Monogram Pictures wound up tenth in the voting.

Best Advance Info Comes From Unity

A matter of vital importance to TV stations, the receipt of prompt, full and accurate advance information on feature films leased from distributors, was taken up for the first time by The Billboard's Second TV Film Quarterly. Station executives voted Unity Television Corporation the distributor offering the best such service to station clients on the basis of 71 points to the 66 points voted the second place organization, Snader Telecriptions Sales. Running third and fourth, virtually neck and neck, were Motion Pictures for Television and

Hollywood Television Service, with 62 and 61 points, respectively.

Similarly, the race for fifth and sixth places was very close, with Peerless Productions winding up fifth with 32 points, and Sterling Television Company running sixth with 30 points. Ziv Television Productions, with 17 points, placed seventh, and M & A Alexander Productions finished eighth with 13 points. Quality Films, Inc., and DuMont Network Film Department were tied for ninth place, and Hygo Television Films took eleventh place.

Tie as Top Block Sources Motion Pictures, Peerless

The theatrical film packages of Motion Pictures for Television and of Peerless Productions, Inc., wound up in a dead heat in the balloting by TV station executives. Voting was for the pic-

ture found best in the past three months from the standpoint of salability to sponsors, audience response, etc., rather than of the excellence of individual films.

Peerless was first in balloting last time, with MPTV jumping from sixth. The two front-runners each rang up 91 points, with Snader's Telecriptions, second place winners in the voting three months ago, coming in third with 76 points.

Hollywood Television Service placed fourth this time, one slot higher than it did last quarter. Masterpiece Productions, which was in third place last quarter, ran fifth in the current balloting, while Quality Films leaped from no place to sixth position. Unity Television Corporation in fourth place last quarter, ran seventh in the current standings. M & A Alexander Productions, seventh place finisher last quarter, wound up eighth this time. Tele-Pictures, Inc., and Sterling Television improved their standings to ninth and tenth places, respectively.

• HOW TV STATIONS RATE THEATRICAL FILM PACKAGES

Position	Distributor	Points
1	Motion Pictures for Television	91
1	Peerless Productions, Inc.	91
3	Snader Telecriptions	76
4	Hollywood Television Service	65
5	Masterpiece Productions	54
6	Quality Films	38
7	Unity Television Corp.	37
8	M & A Alexander Productions	19
9	Tele-Pictures, Inc.	18
10	Sterling Tele Co.	15

• THE FOLLOWING FILM PACKAGERS WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

Du Mont Network Western National Broadcasting Company Post Pictures	Vitapex Corporation Standard Television Corporation Hygo Television Films, Inc. Modern Talking Pictures
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• HOW TV STATIONS RATE ADVANCE INFORMATION SERVICES OF TV FILM DISTRIBUTORS

Position	Distributor's Name	Points
1	Unity Television Corp.	71
2	Snader Telecriptions Sales	66
3	Motion Pictures for Television	62
4	Hollywood Television Service	61
5	Peerless Productions, Inc.	32
6	Sterling Television Co.	30
7	Ziv Television Productions	17
8	M & A Alexander Productions	13
9	Quality Films, Inc.	10
9	Du Mont Network, Film Department	10
11	Hygo Television Films, Inc.	9

• THE FOLLOWING DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 9 POINTS:

Atlantic Television Corporation Standard Television Corporation Specialty Tele Films, Inc.	Atlas Television Corporation Tele-Pictures, Inc. Film Vision Corporation
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Snader Material 1st On Sales, Promotion

The outstanding job by a theatrical film distributor of supplying TV stations with merchandising and promotional material is being done by Snader Telescriptions Sales, according to the vote of station execs. Snader far outstripped the rest of the field, with 72 points, compared with the second place winner, Unity Television Corporation, which hit 49 points. Peerless Productions, Inc. was third with 39 points.

Other top distributors on the merchandising - promotion side were Motion Pictures for Television with 36 points, Ziv Television Productions with 21 points, Hollywood Television Service with 16 points, Sterling Television Company with 14 points, NBC Film Syndications Sales and Tele-Pictures, Inc., each with 11 points, and the Du Mont network film department with 10 points.

HOW TV STATIONS RATE DISTRIBUTORS ON MERCHANDISING AND PROMOTION AIDS

Position	Theatrical Film Distributor	Points
1	Snader Telescriptions Sales	72
2	Unity Television Corp.	49
3	Peerless Productions, Inc.	39
4	Motion Pictures for Television	36
5	Ziv Television Productions	21
6	Hollywood Television Service	16
7	Sterling Television Co.	14
8	NBC Film Syndications Sales	11
9	Tele Pictures, Inc.	11
10	Du Mont Network Film Department	10

THE FOLLOWING THEATRICAL FILM DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

- United Television Programs
- Quality Films, Inc.
- Dee Video Tele Productions, Inc.
- M & A Alexander Productions, Inc.
- Louis A. Weiss Production

Unity Does Nicest Label & Leader Job

The best identity and leader on film coming from theatrical film distributors is supplied by Unity Television Corporation, according to the vote of the stations. Unity obtained 91 points as against the 87 racked up by second-place Hollywood Television Service. Motion Pictures for Television was third with 82 points. The question involved, although not a crucial one for the stations, nevertheless concerns points relative to smooth and efficient operation. Furnishing suitable label and film leader is one aspect of a distributor's job which the outlets indicate is not of major significance but when done well increases a distributor's stature.

Snader Telescriptions Sales and Sterling Television Company took fourth and fifth honors with 33 and 31 points respectively followed by Ziv with 16, Peerless and Atlantic with 14, Tele Picture with 13 and M & A Alexander with 10.

HOW TV STATIONS RATE DISTRIBUTORS ON QUALITY OF FILM LEADERS AND LABELING

Position	Theatrical Film Distributor	Points
1	Unity Television Corp.	91
2	Hollywood Television Service	87
3	Motion Pictures for Television	82
4	Snader Telescriptions Sales	33
5	Sterling Television Co.	31
6	Ziv Television Productions	16
7	Peerless Productions	14
8	Atlantic Television Corp.	14
9	Tele Pictures, Inc.	13
10	M & A Alexander Productions, Inc.	10

THE FOLLOWING THEATRICAL FILM DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

- United Television Programs
- Dee Video Tele Productions, Inc.
- Quality Films, Inc.
- M & A Alexander Productions, Inc.
- Louis A. Weiss Production

Unity Earns Honor On Shipping Service

The best shipping service of theatrical film rendered by TV film distributors is that supplied by Unity Television Corporation, it was disclosed in a vote by the video stations. Unity racked up 110 points in the process of capturing top honors.

Hollywood Television Service with 83 points was second in the estimation of the broadcasters, while Motion Pictures for Television scoring 76 points was deemed to have the third best shipping service. Peerless Productions and Sterling Television were tied for fourth with 36 points each.

Other top distributors in this field were Snader Telescriptions with 33 points, Ziv Television with 25, Monogram Films with 24, M & A Alexander Productions and Atlas Television with 19 points each, Atlantic Television with 11 and the Du Mont network film department with 10 points.

CAPSULE REVIEWS OF TV FILM SHOWS

These are condensed, capsule treatments of reviews carried in full in The Billboard's weekly TV-Film department during the past three months. Parenthetical date, following the name of each show, signifies date of issue of The Billboard in which the full review was published.

DANCE (7/18)

26 half-hour or 52 quarter-hour films
Produced by KKing United Inc.
Reviewed via special screening
Distributed by United Television Programs, Inc.
444 Madison Ave., New York
Package offers a broad cross-section of artists and material from Country and Western field. Artists on show reviewed included Tennessee Ernie, Pee Wee King, Polk County Boys etc. Emceed by Bill Bailey, a good looking chap with a glib tongue and a pleasing voice. format calls for Bailey to lead into middle spots with suggestion to pay heed to the commercial. If guest artists on other films in series are of the Pee Wee King and Tennessee Ernie stature, the draw should be there for viewers to tune in again.

MOVIE QUICK QUIZ (7/12)

32 quarter-hour films
Produced by Walter Schwimmer Productions
Reviewed via special screening (7/2)
Distributed by United Television Programs, Inc.
444 Madison Ave., New York
This is the TV version of Will Schwimmer's radio quiz "Tello-Test." Format calls for the use of a live announcer who questions local viewers via phone. The one-minute films supplied by the packager give clues to the correct answers and supplies the entertainment. Films are nicely produced; they use good character actors and types with sets varying greatly. Merchandising gimmick by the sponsor usually a retail store posing questions and answers in the store as a traffic builder. Show seems to be a natural for local sponsorship.

BOSS LADY (7/12)

half-hour show
Produced by Weather Production
Presented by Procter & Gamble
Reviewed Tuesday (7/11) 9:30 p.m. EDT
via National Broadcasting Company TV Network
First show presented of a situation comedy series with a few lead adds up to no-30 TV film package. Cast includes Lynn Bari, Mabel Jay Rich, and Gail Patrick and others with William D. Russell directing. Characters are stereotyped and entirely reminiscent of the quickie Grand 8 motion pictures. Everything in show is either "typical" or "routine" in all bits of the series is not a credit to the producer. Commercial for Procter & Gamble's Ivory Soap Lilt and Daz were timed spots - effective TV selling job.

INSTRUMENTS OF THE ORCHESTRA (8/2)

20-minute classical music film
Produced by British Information Service
Reviewed via special screening
Distributed by Sterling Television Co., Inc.
316 W. 57 Street, New York
In view of its high caliber musical content and surprisingly easy-to-understand narration by Sir Malcolm Sargent, this film should be a valuable adjunct to most educational TV film programming schedules. The B.I.S. has a similar film "Science and the Orchestra" which features the same distinguished cast lineup. Film (available as a single item if desired) is included in Sterling's "King's Crossroads" series, and will also be packaged by Sterling in a new series of musical shorts "Concert Hall" this fall.

GOVERNMENT IS YOUR BUSINESS (8/9)

1/2 hour public service film drama
Produced by Jules Bricken in association with the Christophers
Reviewed over the NBC-TV network Wednesday (31) 8:30-9 p.m.
Sustaining
Distributed by World Films
87-56 Flushing Boulevard, Hollywood, Calif.
This film commendably seeks to rouse Americans from their lethargy in connection with their civic duties. It depicts the trials of a young citizen who decides to run for council man in his community. Not only his friends but his relations, his fiancée and his parents express skepticism and attempt to change his mind. As do the same could be more subtly handled, the picture deserves the whole-hearted support of every TV station in the country for its vital message. A troupe of top flight Hollywood deep-sea led by Arthur Franz overtop at their best.

MEET THE VICTIM (8/21)

"The Tattooed Arm"
15-minute Mystery-Suspense series
Produced by Sterling Television Co., Inc.
316 W. 57th Street, New York City
This series offers comparative high caliber production value in view of its low budget and modest sales price to stations. Package combines mystery, murder and suspense films in varying color interpretations of the title theme. Meet the Victim Show reviewed "The Tattooed Arm" is a suspense yarn reminiscent about New York City's Chinatown. Commercial exterior (filmed in the original locale) else film an interesting semi-

documentary flavor, and suspense is heightened by a fast-moving editing job and provocative close-ups of the largely oriental cast.

THE EXPLORING CAMERA (7/28)

1/4 hour documentary show
Produced by Midwest Documentary Films
Reviewed via special screening (14)
Sustaining
Distributed by Midwest Documentary Films
861 North LaSalle St., Chicago, Ill.
Boris Yakovlev set out to produce a series of television films based on a variety of activities, each show to be complete within itself. His aim was to achieve complete naturalness with the American public as his cast of characters, and outstanding camera work as the feature of the programs. In his "Exploring Camera" devoted to the Royal American Carnival, he has been successful on all counts. Program covers the stake-out of the lot, setting up the "world's longest midway" and the show in operation. Closing shows the personnel in the cookhouse at the end of the day, rehashing the activities of the past 24 hours and reading the next day's work.

HOLLYWOOD OFF BEAT (7/26)

1/2 hour mystery-detective
Produced by Merlon Parsonson
Reviewed via WJZ-TV, New York Thursday (19) 8 p.m.
Sponsored by Dixie Cup Company thru Hicks and Grelat Inc. Agency
Distributed by United Television Programs, Inc.
444 Madison Ave., New York
"Hollywood Off Beat" is blessed with the services of an excellent actor Melvyn Douglas who is adept at lending importance where little or none is due. Consequently the series itself in effect often rises above its material. Script on show caught was only so-so with Douglas (as Steve Randall) a cynical disbarred attorney training down a jewel theft case for a major studio. Series offers grand promotional possibilities for newspaper ads and publicity spreads via marquee name value of long-time flicker star Douglas and his name-game leading indices.

BALLETS DE FRANCE (7/19)

28 15 minute ballets
Produced in Paris, France, for March of Time Inc. by Jean Benoit-Lavy
Reviewed via special screening
Distributed by March of Time Inc.
368 Lexington Ave., New York
In a move to cash in on the current trend toward ballet on the masses is the M.T. "An American in Paris" March of Time commitment. Since 15 picture musical ballets which were produced in Paris, especially for television. Series (Ballet) is still in the upper gross do for TV and M.T. one set would probably be to continue for 3-week series for syndicated audiences via various types of spot appearances. Ballets include, of course, dances, some a good deal of musical comedy, etc. Ballet ranges from classical to modern with dances in the whole excellent and camera work superb and clear. Impressions sets are particularly good.

MARCH OF TIME SPORTS SHOW (7/12)

1/4 hour sports interview show
Produced by March of Time
Reviewed via special screening Thursday (28)
Distributed by March of Time
368 Lexington Avenue, New York
Format offers something new in TV sports programming in that each show will cover a different game via documentary style.

HOW TV STATIONS RATE DISTRIBUTORS ON THEATRICAL FILM SHIPPING SERVICE

Position	Theatrical Film Distributor	Points
1	Unity Television Corp.	110
2	Hollywood Television Service	83
3	Motion Pictures for Television	76
4	Peerless Productions, Inc.	36
5	Sterling Television Co.	36
6	Snader Telescriptions Sales	33
7	Ziv Television Productions	25
8	Monogram Films	24
9	M & A Alexander Productions, Inc.	19
10	Atlas Television Corp.	19
11	Atlantic Television Corp.	11
12	Du Mont Network Film Department	10

THE FOLLOWING THEATRICAL DISTRIBUTORS WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

- United Television Programs
- Quality Films, Inc.
- Dee Video Tele Productions, Inc.
- M & A Alexander Productions, Inc.
- Louis A. Weiss Production

Formal visits with champions from that field, and special newsreel clips pertaining to the over-all history of the sport. Pilot is on golf, with champions Byron Nelson and Gene Sarazen contributing amazingly natural performances in a relaxed interview session with Ed Thorogson and World-Telegram columnist Larry Robinson. Credit for the show's unusual feeling of ease and spontaneity goes to Thorogson, who master-minds the series. Series is loaded with promotional possibilities via tie-ups with local sports promoters, product endorsements, etc.

CYCLONE MALONE (7/5)
Puppet show, either 1/4 or 1/2 hour
Produced by Consolidated TV Productions
Reviewed at a private showing
Distributed by Consolidated TV Sales
25 Vanderbilt Avenue, New York

This is a cute, well-written and well-produced puppet show which should catch the fancy of the younger element. Program's only fault are the puppets, but this inadequacy is compensated for by the other plus factors. They will however, do not on the black and white story of Cyclone's attempt to rescue Govey, his girl friend, from the clutches of the Lizard. The filming is competently handled.

THE DOCTOR (8/30)
("THE INQUISITORS.")
Produced by Marion Parsonnel
10-10:30 p.m. Sunday (24).
NBC-TV.

This new film series used the device of tying together the different story which airs each week via the personality of a doctor, portrayed by Warner Anderson. Each film is different, but the doctor is present in a brief opening or closing sequence each week and either tells or is told the tale. Initial film, "The Inquisitors," was a melodramatic offering about a youthful official in Czechoslovakia who ultimately rebels against the Communists. It seemed too turgid for straight drama, but not quite potent enough to be classified as adventure-mystery.

DREAM IT UP ("HOME AND GOLDLOCKS") (8/23)
1/4 hour farce-comedy series
Produced by Boris L. Petroff
Reviewed at special screening
Distributed by Guild Films, Inc., 5746 Sunset Blvd., Hollywood 28, Calif.

Filmed flight into fancy gives everyday problems the distortion found in dreams, thereby opening the door to a zany, slapstick brand of broad comedy. Among the first of a series of 13 now in production, this reel as well as others viewed, features Chick Chandler as "Dreammaster" who takes his victim and audience into a laugh nightmare. May find takers among those seeking light telefare.

KIERAN'S KALEIDOSCOPE (8/23)

1/4 hour exposition on unusual subjects
Produced by International Telefilm Productions
Reviewed via WNBT, New York, Sunday (3), 11:45-12 noon, EDT.
Sustaining
Distributed by United Artists Corp., 729 Seventh Ave., New York 104 films in series
An exquisitely produced program. Show caught illustrated the art of the wood worker and toy maker. This film was one of a series, featuring John Kieran, who discusses on many unusual subjects. Each film is devoted to one subject, whether it be art, nature, interesting occupations etc.

INVITATION PLAYHOUSE ("THE LAST ACT") (8/23)

1/2 hour dramatic series
Produced by Rene Williams Productions
Reviewed at special screening
Distributed by Guild Films, Inc., 5746 Sunset Blvd., Hollywood 28, Calif.
Dramatic series of 26 quarter

hour shows, as evidenced in this reel as well as a number of others seen, shows meticulous attention to writing and casting and achieves upper level production quality. In less than 15 minutes, a scene is set, characters established, a plot evolved capped by an O. Henry twist ending. Highly flexible, quarter-hour form permits use as a 15-minute series or doubled into a half-hour show.

TV FILM QUARTERLY LVL CAPSULE REVIEWS

THE THRILL OF YOUR LIFE
1/4 hour thrilling occupations series (8/23)
Produced by Thrills. Unlimited
Reviewed at special screening.

Distributed by Louis Weiss and Co., 655 N. Fairfax, Los Angeles 36, Calif.

Series of 13 half hours features Craig Harris as a roving cameraman who aims his lens and interviews at persons engaged in exciting professions and hobbies. Originally shot in 16-mm. commercial kodachrome, black and white dupes, the beneath 35-mm. standards, are of sufficient level not to mar viewer appreciation. Bankrollers needing a low-cost package would do well to consider "Thrill of Your Life's" viewer holding potential.

LOUIS BROMFIELD PRESENTS ("UP FERGUSON WAY") (7/12)

1/2 hour dramatic show
Produced by Bernard Girard and Richard Dorso for Bing Crosby Enterprises, Basil Grillo executive producer.
Reviewed at special screening
Sales - Distribution, Bing Crosby Enterprises, RKO-Pathé Studios, 9335 Washington Blvd., Culver City, Calif.

One of the initial reels in the "Bromfield" series, "Up Ferguson Way" is one of the most noteworthy entries in the TV film field, marked by superb production, fine direction and excellent casting. With Author Louis Bromfield providing introductory and closing comments, this series is ideally suited for the sponsor seeking identification with top level entertainment.

MOSES (7/5)

1/4 hour puppet, religious show. Nine programs in series to date.
Produced by Broadcasting and Film Commission, National Council of Churches.
Reviewed at special showing Tuesday.
Sustaining.
Distributed by National Council of Churches, 220 Fifth Avenue, New York.

A great deal of time and money, plus top talent in the technical end of the program, have gone into this religious series, and the result is an excellent show, designed basically for television, but also available for use in schools and churches. Puppets are outstanding, as is the costuming. Only weakness is in the writing, where the obvious move to get as much of this material into the 14-minute seg as possible results in a hurried opening and close.

Films, which include three in the Moses sequence, two in the Joseph story, and four based on the Parables, are available in either color or black and white.

TRAIL BLAZERS ("FLIGHTIVE") (8/5)

1/2 hour kid adventure show
Produced by William F. Brody Productions
Reviewed at special screening
Distributed by William F. Brody Productions, 5545 Sunset Blvd., Hollywood 28, Calif.

One of the first in a kid show in production, series uses a Boy Scout type group of youngsters and emphasizes advantages of camping and knowledge of the outdoors. Group encounters adventure but brings it to successful conclusion thru alert application of fundamentals of the outdoorsman's manual. Immediate kid appeal is promised in fact that youngsters of their own age bracket are involved in the adventures. Alan Hale Jr., as the group's leader, adds to competent casting.

CRAIG KENNEDY, CRIMINOLOGIST ("THE SECRET WILL") (8/3)

1/2 hour detective series
Produced by Adrian Weiss
Reviewed at special screening
Distributed by Louis Weiss and Co., 655 N. Fairfax, Los Angeles 36, Calif.

One of a series of 26, Kennedy is revealed as cut from old whodunnit cloth but dressed with fine settings and good casting to give fresh interest to the old cops-and-robber game in a manner that holds the eye to the end. Those seeking mystery series that throws a fresh light on the same old formula will do well to consider Kennedy to solve their telefare problem.

FEARLESS FOSDICK (6/28)

1/2 hour puppet, comedy-detective show
Produced by Louis G. Cowan, Inc. in association with Alfred Hollender
Reviewed via WNBT, New York, Sunday (15) 4 p.m.
Sustaining
Distributed by Louis G. Cowan, Inc., 485 Madison Avenue, New York

Fosdick's sharp satire on Dick Tracy and all other private eye and detective tales appeals distinctly to adults, while its other features have a purely kiddie appeal. Whether the balance of these two appeals event can be maintained as successfully as in the opening stanza remains to be proved. Mary Chase's puppet characters are wonderfully designed and constructed, and manipulated with incredible dexterity.

TERRY AND THE PIRATES (6/21)

1/2 hour, adventure
Produced by Dougfair Corp.
Reviewed at Private Audition
Distributed by Official Films, Inc., 25 W. 45 Street, New York

No comic strip has been transferred to celluloid as faithfully as Terry and the Pirates in this instance. Casting is a minor masterpiece with major characters seemingly lifted right out of the newspaper strip. Ingenious plotting and writing make it simple enough for the youngsters to follow yet with enough suspense for the grownups to enjoy. Sets are realistic looking, and integration of action film clips is smoothly handled. Direction is extremely TV wise with fine use of close-ups and hep lighting. From every standpoint a great bet for any one of a hundred bankrollers.

THE POWER TO FLY (6/21)

1/4 hour documentary, industrial
Produced by Marathon TV
Reviewed via WJZ-TV, New York, Wednesday (6/11)
Distributed by Marathon TV Newsreel, 125 E. 50th Street, New York

Produced for United Aircraft Corporation and distributed to stations free, "The Power to Fly" is a prime example of the kind of industrial film favored by station TV film directors because commercial aspects are barely discernible to a average viewer. Utilizing a terse March of Time style commentary, "Power to Fly" presents a fast-moving view of aviation history via panorama shots of aircraft manufacturing plants in action. Smoothly professional editing job and comprehensive narration make it a good bet for TV news and documentary programs even on a paying basis.

SPORTSCHOLAR (6/21)

15-minute sports quiz series
Produced by United World Films, Inc.
Reviewed at Private Audition, Friday (6/13)
Distributed by United World Films, Inc., 445 Park Avenue, New York

Taken from Universal-International's tremendous library of sports footage, the films have been assembled into a fast-moving quarter hour package with added quiz gimmick. Narrator, Fred Uttal, vet newscaster, does a fine job of tying together the scenes and pitching the quiz questions. A combination of a good script, excellent editing and Uttal's narration adds up to a fine TV film which should do a good job for the sponsor.

"Night" Leads Mystery Features; "Alec" Next

A close race highlighted the voting by stations for their top choice among full length theatrical mystery films shown on TV during the past three months. Top honors went to "Fear in the Night," which garnered 41 points and barely nosed out "Smart Alec," which drew 37 points.

Grouped closely behind the two leaders were "Slightly Honor-

able," with 32 points, in third place; "Philo Vance Returns," in fourth place with only one point less, and a tie for fifth place with the past three months. Top honors went to "Fear in the Night," which garnered 41 points and barely nosed out "Smart Alec," which drew 37 points.

Grouped closely behind the two leaders were "Slightly Honor-

● HOW TV STATIONS RATE THE BEST INDIVIDUAL MYSTERY THEATRICAL FILMS SHOWN IN THE LAST THREE MONTHS

Position	Name of Film	Points
1	Fear in the Night	41
2	Smart Alec	37
3	Slightly Honorable	32
4	Philo Vance Returns	31
5	Interrupted Journey	29
5	Dear Murderer	29
6	House Across the Bay	22
7	Foreign Correspondent	20
8	Crimes of Park House	17
9	Phantom Speaks	14

● THE FOLLOWING FILMS WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

Woman in Brown	13 Lead Soldiers	Unknown Guest
13th Man	T-Mee	The Green Cockatoo
The Chase	Silent Partner	Suspense
Strangler of the Swamp	Scared to Death	Seven Day Till Noon
Scarlet Thread	Lovable Cheat	Rain
Pride of Legion	High Tide—Violence	Last Chance
Boris Karloff Series	Counter B Cast	Gang, Inc.
Behind Locked Doors	Hurry Me Dead	Black Widow
Without Honor	Hangmen Also Die	And Then There Were None
The Challenge	Three Weird Sisters	The Golly
How Barabbas	The Ape	Red Dragon
Love from a Stranger	Mad Intruder	Midnight, Limited
Jade Mask	Just Like a Woman	Johnny One Eye
Dark Alibi	International Lady	Hollywood Mystery
Send for Paul Temple	Called Back	The House of Silence
Poison	Search for Danger	Scream in the Night
Intrigue	Murder in Reverse	Meet Sexton Blake
Dragnet	Identity Unknown	Ghost Camera
Chinese Ring	Cover Up	Cipher Bureau
White Zombia	Bruce Mau	

"Noon" Wins Drama Best

The comparatively new British feature film, "Seven Days Till Noon," was the overwhelming choice of TV station executives as best full-length dramatic theatrical film aired on television during the past three months. Scoring 91 points—highest total of any theatrical film in any

category—the picture outstripped all competition, the nearest rival being "Tomorrow, the World," with 38 points. Significantly, another recently made British picture, "The Wooden Horse," took third honors with 29 points.

Other favorites among the stations were "Baron of Arizona" with 22 points, "G.I. Joe" with 17, "The Young in Heart" and "The Hideout" with 13 points each, "The Chase" with 12 points, and three films which garnered 9 points each: "T-Man," "Of Mice and Men" and "Knight Without Armor."

● HOW TV STATIONS RATE THE BEST INDIVIDUAL DRAMATIC THEATRICAL FILMS SHOWN IN THE LAST THREE MONTHS

Position	Name of Film	Points
1	Seven Days Till Noon	91
2	Tomorrow the World	38
3	The Wooden Horse	29
4	Baron of Arizona	22
5	G. I. Joe	17
6	The Young in Heart	13
6	The Hideout	13
7	The Chase	12
8	T Man	9
8	Of Mice and Men	9
8	Knight Without Armor	9

● THE FOLLOWING FILMS WON STATION MENTION, BUT RECEIVED LESS THAN 9 POINTS:

Woman in Brown	Two Wise Maids	That Hamilton Woman
Roosevelt Slay	Pygmalion	Pimpernel Smith
One of Our Aircraft	Man in the Iron Mask	Little Pat
Jamaica Inn	History Is Made at Night	High Conquest
Hangmen Also Die	Halfway House	Foreman Went to France
Eternally Yours	End of the River	Enchanted Forest
Dream of Oliver	Oraka of England	Captain Fury
Bluebeard	Battle of the Rails	Angel on my Shoulder
Wintersel	Uneasy Terms	Thunder in the City
Storm in a Tea Cup	Storm in Park Lane	Small Back Room
Rain	Repeat Performance	Last of Mohicans
Iron Duke	House Across the Bay	Gangs of Chicago
Four Feathers	Foreign Correspondent	Crooked Way
Count of Monte Cristo	China's Little Devils	Catherine the Great
Brief Ecstasy	As You Like It	Adventures of Casanova
About the Damned	You Only Live Once	Winter Carnival
What the Day Will	Swiss Family Robinson	Michael Strogoff
My Son, My Son	Kiss for Collins	Intrigue
Flyer Saucer	Flesh & Blood	Elephant Boy
Dual Alibi	Drums	Denny Boy

"Stagecoach" Leads Class

One of Hollywood's most celebrated films, the John Ford production of "Stagecoach," featuring John Wayne, Thomas Mitchell and Claire Trevor, proved a walk-away choice as best full-length Western feature show on TV in the past three months. Sta-

tions gave the film more than twice as many votes as its nearest contender, "The Kansan," with third place going to "Hopalong Cassidy."

The voting on top choices in the Western, as well as other individual category types, was a highlight in The Billboard's Second TV Film Quarterly, pointing up specific films deemed tops by the station execs running them.

Following the three leaders, in order, were "Red Ryder," "Kit Carson," "Woman of Town," Johnny Mack Brown and the Three Mesquiteers.

• HOW TV STATIONS RATE THE BEST INDIVIDUAL WESTERN THEATRICAL FILMS SHOWN IN THE LAST THREE MONTHS

Position	Name of Film	Points
1	Stagecoach	57
2	The Kansan	28
3	Hopalong Cassidy	25
4	Red Ryder	18
5	Kit Carson	17
6	Woman of Town	15
7	Johnny Mack Brown	14
8	Three Mesquiteers	12

• THE FOLLOWING WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

Wildfire	Wagon Westward	Tom Tyler
Texas Terror	Silver Stallion	Silver Bullet
Shadow on the Range	Return of the Lash	Red Stallion
Raider of South	Lucky Texan	Luck of Roaring Camp
Long Rider Rides On	I Shot Jesse James	Fugitive Valley
Covered Wagon Days	Code of the Saddle	Cisco Kid Returns
Cavalry	Buck Jones Series	Jackson Frontier
Arizona Sound	American Empire	Train to Tombstone
Sombrero	Santa Fe Uprising	Rio The Tin
Runfire	Rompagesters	Range Beyond the Blue
Phantom Ranger	North Canadian Skies	Great Stage Robbery
Frontier Justice	Drifting Along	Clack Your Guns
Soak Hill Bandit	Billy the Kid in Texas	Arizona Trail
Wild Country	The San Antonio Kid	The Pioneers
Pinto Bandit	Northwest Trail	Hawk of Powder River
Gus Lears Strrup Basin	Eddy Dean	Black Mills

"Mabel" Top Comedy Pic

The Dennis O'Keefe-Marjorie Reynolds film, "Up in Mabel's Room," was the top choice among TV station executives as the best full-length comedy feature shown during the past three months. Racking up 46 points to the 36 scored by the second choice, "Man in a Dinghy," the veteran farce proved its staying

powers in the vote. "Dinghy," a British film, features Michael Wilding, who in recent months has become better known thru his marriage to Elizabeth Taylor. The Fredric March-Venonia Lake whimsy, "I Married a Witch," was a close third, with 35 points, followed by another Dennis O'Keefe opus, "Brewster's Millions," which scored 27 points — the same number as was obtained by "Higgins Family."

Other popular comedies included "Grandpa Goes to Town," "Topper," "Mad Intruder" and "Abroad With Two Yanks."

• HOW TV STATIONS RATE THE BEST INDIVIDUAL COMEDY THEATRICAL FILMS SHOWN IN THE LAST THREE MONTHS

Position	Name of Film	Points
1	Up in Mabel's Room	46
2	Man in a Dinghy	36
3	I Married a Witch	35
4	Brewster's Millions	31
5	Nothing Sacred	27
6	Higgins Family	27
7	Grandpa Goes to Town	20
8	Topper	19
9	Mad Intruder	15
9	Abroad With Two Yanks	12

• THE FOLLOWING FILMS WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS:

What the Butler Saw	And So They Were Married	The Powers Girl
To Be or Not to Be	Town Went Wild	Slightly Honorable
Spring in Park Lane	Tanks a Million	Story in a Teacup
Swiss Miss	Something in the City	Merrily We Live
Goodbye Love	Out of the Blue	Divorce of Lady X
Crystal Ball	Flying Dutch	Brooklyn Orchid
Tricks for Henry	Cheer, Bets, Cheer	Yankee Doodle
Breakabout	Young in Heart	Riding on Air
Port o' Gold	Take It Big	Let's Live Again
Lady Let's Dance	Man Who Could Work Miracles	LIT Abner
Gigolo's	What a Man	She Married a Cop
Seller Be Good	Laurel and Hardy	Get That Venus
Gentlemen From Louisiana	It's a Joke, See	Father Steps Out
	Ghost Goes West	

TV FILM BUYERS IN ADVERTISING AGENCIES

Following list of film buyers in advertising agencies stems from an up-to-the-minute survey of the agencies themselves. It represents the latest information on this important group of buyers available anywhere.

- Anderson & Cairns
488 Madison Ave.
New York 22, N. Y.
Victor Seydel
- Arnold & Co. Inc.
262 Washington St.
Boston 8, Mass.
Arnold Z. Rosoff, Partner-Treas.
- Aylin Advertising Agency
522 Waugh Dr.
Houston 19, Texas
Luana J. Kamp
Luana K. Lewis, TV Dir.
Robert N. Aylin, Owner
- Batten, Barton, Durstine & Osborn
363 Madison Ave.
New York, N. Y.
Bernard Haber, Prod.
James Beale
Steve Kaplan
- Barlow Advertising Agency
742 James St.
Syracuse 3, N. Y.
Bud V. Stapleton, TV Dir.
- Benton & Bowles, Inc.
444 Madison Ave.
New York 22, N. Y.
H. J. Leder, Motion Picture Dir.
- Lee S. Beaple Advertising
605 North Michigan Ave.
Chicago 11, Ill.
- Bourne Associates, Inc.
60 East 42nd St.
New York 17, N. Y.
Suzanne C. Lloyd, TV
- Cambell, Mithum, Inc.
1370 North Western Bank
Minneapolis 2, Minn.
Arthur H. Lund, Radio-TV Dept. Head
John Cole, Radio-TV Time Buyer
Doug Gabrielson, Radio-TV Production
Ralph B. Campbell, Radio-TV Production
- Carter Advertising Agency
912 Baltimore Ave.
Kansas City 6, Mo.
Fred Alexander
- Compton Advertising, Inc.
630 Fifth Ave.
New York 20, N. Y.
Kathleen Gorman
Lloyd Durant
Jack Zimmer
- W. Craig Chambers, Inc.
513 Second Ave.
Pittsburgh 24, Pa.
W. Craig Chambers, Pres.
- Donahue & Coe, Inc.
1270 Sixth Ave.
New York 20, N. Y.
Carl Rieder
- Emery Advertising Corp.
2 East North Ave.
Baltimore 2, Md.
R. I. Highelman,
Radio-TV Dir.
- Robert J. Enders Advertising
1415 K St., N. W.
Washington 5, D. C.
Robert L. Friend, Film Dir.
Mary Griffin,
Jr., Radio-TV Dir.
- Benjamin Eshleman Co.
1522 Locust St.
Philadelphia 2, Pa.
J. R. Rollins, Jr., Radio-TV Dir.
L. H. Greenhouse, V. P.
- Courtland D. Ferguson, Inc.
National Press Bldg.
Washington 4, D. C.
Walter J. Kerwin, Ex. Asst.
- Fitzgerald Advertising
Lee Circle Bldg.
New Orleans 13, La.
Aubrey Williams,
Radio-TV Dir.
Tom Newman,
TV & Motion Picture Films Dept.
- Richard A. Foley Advertising Agency, Inc.
1528 Walnut St.
Philadelphia 2, Pa.
Frank Knight, Radio-TV Dir.
David A. Smith,
Head Time Buyer
- Foots, Cone & Balding
247 Park Ave.
New York 17, N. Y.
Roger Pryor,
V. P., Radio & TV
Thomas McDonnell,
Dir. Radio & TV Prod.
George Wolf,
Mgr., Radio & TV Prod.
Lillian Selb,
Radio-TV Bus. Mgr.
- Harry E. Foster Advertising Ltd.
148 Alcorn Ave.
Toronto, Canada
Gordon Forsyth, TV Film
- Syd Banks, TV Film
- Curt Freiberg & Co.
1439 Court Pla.
Denver 2, Colo.
Curt Freiberg, Pres.
Steve Demarest,
TV Copy Chief
- Fuller & Smith & Ross, Inc.
1501 Euclid Ave.
Cleveland, O.
R. F. Reynolds, Mgr., Film
- Sydney Garfield & Assoc.
45 Second St.
San Francisco, Calif.
- Gemmer Associates, Inc.
208 Strauss Bldg.
Fort Wayne 2, Ind.
Duane A. Zimmerman, TV Dir.
- Geyer Newell & Ganger, Inc.
745 Fifth Ave.
New York 22, N. Y.
- Gilham Advertising Agency
Continental Bank Bldg.
Salt Lake City 1, Utah
Marion C. Nelson, Pres.
Lon Richardson, V. P.
Heber G. Welsey,
Dir. Radio & TV
- Bert S. Gittins Advertising
739 N. Broadway
Milwaukee 2, Wis.
Gerald L. Seaman,
Radio & TV Dir.
Vern Laustsen, A. E.
- Glew Advertising Agency
211 N. Lafayette Ave.
Grand Rapids 3, Mich.
Francis K. Glew
- Gregory & House, Inc.
Bromley House
Perry House
Cleveland, O.
Bromley House, V. P.
Howard Senior,
Radio & TV Dept.
- Marion Reeves, Media Dir.
- Grey Advertising Agency, Inc.
166 West 32d St.
New York 1, N. Y.
William A. Chalmers,
V. P., Radio-TV Dir.
Robert Payson, TV Prod. Dir.
- Wm J. Hackenberg Advertising
206 Main St.
Wheeling, W. Va.
- John L. Halpin Advertising
208 State St.
Schenectady 5, N. Y.
John L. Halpin,
Pres. & Partner
- Hart-Gowar, Inc.
45 Exchange St.
Rochester 14, N. Y.
H. Lyman Hart
- Henderson Advertising Agency
9 West McBee Ave.
Greenville, S. C.
James M. Henderson
Howard K. McIntyre, A. E.
Betty McCowan, Prod. Mgr.
- Henri Hurst & McDonald, Inc.
J. S. Keck
121 West Wacker Dr.
Chicago 1, Ill.
Scott Keck, V. P.
David B. Rogers, Asst. to V. P.
James Shaw,
Dir. Radio-TV Dept.
- Lee Random, Film Dir.
- Honig-Cooper Co.
333 Montgomery St.
San Francisco, Calif.
John W. Davis, Dir.
Charles W. Hoyt Co., Inc.
55 Fifth Ave.
New York 17, N. Y.
William P. Smith,
Dir., Radio-TV
- William Warren Jackson & Delaney
Conrad Mikorenda
45 West 45th St.
New York 9, N. Y.
- Kalehrlick & Merrick Advertising
Star Building
Washington 4, D. C.
Philip Klein Advertising
1516 Locust St.
Philadelphia, Pa.
Edward Felbin, Radio-TV Dir.
- M. R. Kopmeyer Co.
Realty Bldg.
Louisville 2, Ky.
M. R. Kopmeyer
- Kronstadt Advertising Agency
711 14th St., N. W.
Washington, D. C.
Henry L. Kronstadt,
Managing Partner
- Kudner Agency, Inc.
575 Madison Ave.
New York 22, N. Y.
Myron P. Kirk, V. P.
Edward Sutherland, Producer
- Harwood Martin
2519 Connecticut Ave., N. W.
Washington 8, D. C.
Harriet Stem, TV Dir.
- The Mayers Co., Inc.
2301 West Third St.
Los Angeles 5, Calif.
Roger Patrick, Radio-TV Dir.
- Dan B. Minor Co.
304 South Kingsley Dr.
Los Angeles 5, Calif.
Hilred Sanders,
V. P., Charge of TV
Bob Black, Asst. TV Dir.
George R. Nelson, Inc.
208 State St.

- Schenectady, N. Y.
Edw. F. Flynn, TV Dir.
- Olmsted & Foley
1200 Second Ave.
Minneapolis 3, Minn.
James D. McTigue,
Radio-TV Dir.
- Merritt Owens Advertising Agency
New Brotherhood Bldg.
Kansas City 1, Mo.
Earl Allvine, TV Dir.
Merritt Oldgins, Pres.
R. G. Neas, V. P.
- Pacific National Advertising Agency
605 Union St.
Seattle 1, Wash.
Trevor Evans, V. P.
- Patch & Curtis
437 E. Broadway
Long Beach 2, Calif.
John Curtis
- R. J. Johns, Calkins & Holden
215 W. Pershing Rd.
Kansas City 8, Mo.
William J. Brewer,
Radio-TV Dir.
- Powell-Grant Advertising
1168 Penobscot Bldg.
Detroit 26, Mich.
Robert H. Powell, Pres.
Charles Schiappacasse, TV Dir.
Bill Gayek, Secretary-Treas.
- Prazer Advertising Agency
705 Chestnut St.
St. Louis 1, Mo.
George J. Prazer, Pres.
Robert A. Seal, A. E.
Barbara Block, Copy Chief
- Knox Reeves Advertising, Inc.
600 First National-SOO Line
Minneapolis 2, Minn.
K. P. Torgerson
- Emil Reinhardt Advertising
1735 Franklin St.
Oakland 12, Calif.
Joseph Connor, A. E.
Reiss Advertising
221 West 57th St.
New York 19, N. Y.
Peter Weinberg, A. E.
Schwimmer & Scott, Inc.
75 E. Wacker Dr. Chicago 1, Ill.
Evelyn Vanderpoeg
- Smith & Bull Agency
6842 Sunset Blvd.
Hollywood 28, Calif.
Richard T. Parker
- Barton A. Stebbins
1250 Wilshire Blvd.
Los Angeles 17, Calif.
E. C. Bloodworth,
Radio-TV Dir.
Barton A. Stebbins,
Agency Head
A. W. Gudelman, Acct. Exec.
- Stockton, West & Burkhardt
C. Thomas Martin
1300 First National Bank Bldg.
Cincinnati 2, O.
Gene Starbucker,
Mgr., TV Prod.
- Richard Dunn,
Mgr., TV Programming
- Stockwell & Mareuse
1407 Industrial Bank Bldg.
Detroit 26, Mich.
William H. Stockwell
Don Hodgins, A. E.
- Chas. R. Stuart Advertising
625 Market St.
San Francisco, Calif.
Fred H. Parker, A. E.
- Smith Taylor & Jenkins, Inc.
223 Fourth Ave.
Pittsburgh 22, Pa.
T. J. MacWilliams
- J. Walter Thompson Co.
420 Lexington Ave.
New York, N. Y.
- Bart McHugh, Films for TV
Howard Reilly, Films for TV
William McCarthy,
Films for TV
Fred Raphael, Commercials
George Gladden, Commercials
- Tracy-Loche Co., Inc.
1307 Pacific Ave.
Dallas 1, Texas
Philip L. McHugh,
Radio & TV Dir.
Tena Cummings,
Asst. Radio-TV Dir.
- Vansant Dugdale & Co., Inc.
15 East Fayette St.
Baltimore 2, Md.
Robert V. Walsh,
Dir. Radio-TV
Rita Eastman,
Copy Production Radio-TV
- Marilyn Bauer,
Radio-TV Dept.
- White Advertising Agency
19 West 10th St.
Tulsa, Okla.
Bruce Hall, A. E.
John Howley, A. E.
Pete White, Owner
- Young & Rubicam, Inc.
285 Madison Ave.
New York 17, N. Y.
Everard W. Meade
- Bernard Zwirn
Ruthrauff & Ryan, Inc.
405 Lexington Ave.
New York, N. Y.
Dave O. Nyren, Dir. of Prog.

SIMMEL-MESERVEY

Producers and Distributors of

LEWIS CARROLL'S

"DANNY AND THE SNARK"



DANNY

High quality production utilizing Hollywood's foremost talent to comply with established Simmel-Meservey standards. Designed to captivate and intrigue youngsters and delight their discriminating parents.



SIR HUBERT HACKNEY

Hand-operated life like puppets created by famed motion picture craftsman Maurice Selderman. Scaled settings especially built in receding perspective for dimensional effect by noted scenic designer Alex Chertov.



MOP

"GHOST TOWNS OF THE WEST"

Old West lives anew in this series of 13 quarter-hour films in which the fascinating history of the ghost towns and their fortune seeking founders unfold to enthrall young and old alike.

"ISLES OF MYSTERY AND ROMANCE"

Unique and little known islands throughout the world and the charm, violence and intrigue of their history that has fired the imagination of mankind. Series of five quarter-hour shows.

and now in Production. . .

"YESTERDAY'S WORLD TODAY"

Series of 13 quarter-hour shows now being filmed by our traveling unit around the world. Sets available. Await future announcement.

AUDITION PRINTS AVAILABLE ON REQUEST

SIMMEL-MESERVEY

321 So. Beverly Drive
Beverly Hills, Calif.

CRESTVIEW 4-6156

WCBS-TV Gives Time Availability Quickest

The TV station which agencies note gives them the fastest information on time availabilities is WCBS-TV, New York. The agencies balloted on the outlets without regard to whether the information is secured direct from the station or thru a station rep, and involves availability dope ranging from spots to longer time periods.

In rating down this "quick on the trigger" rating from the boys who buy the time, WCBS-TV hung up 27 points. Closest outlet was New York indie WPLX, which had 14 points. Third place was a deadlock between WNBT, New York and KTTV, Los Angeles. Each of these rang up 13 points.

Behind these leaders a long list of other stations drew mentions and scored points ranging from 10 down to one. The complete list of outlets drawing scores may be seen in the accompanying box.

• HOW ADVERTISING AGENCIES RATE TV STATIONS ON DELIVERING FASTEST INFORMATION RE TIME AVAILABILITIES

Position	Call Letters	Points
1	WCBS, TV, New York City	27
2	WPIX, New York City	14
3	WNBT, New York City	13
3	KTTV, Los Angeles	13

• THE FOLLOWING STATIONS WON AGENCY MENTION, BUT RECEIVED LESS THAN 10 POINTS EACH:

WJOP, Washington, D. C.	KXNT, Hollywood, Calif.
WNBW, Washington, D. C.	KPHO, Phoenix, Ariz.
KLAC, Los Angeles, Calif.	KSD, St. Louis, Mo.
WTV, Bloomington, Ind.	WABD, New York, N. Y.
WRGB, Schenectady, N. Y.	KETL, San Antonio, Tex.
WOW-TV, Omaha, Neb.	KATV, Omaha, Neb.
WMAI-TV, Washington, D. C.	KRLD, Dallas, Tex.
WJBK-TV, Detroit, Mich.	KSL, Salt Lake City, Utah
WHEN, Syracuse, N. Y.	WAGA, Atlanta, Ga.
WDAF, Kansas City, Mo.	WBAL, Baltimore, Md.
KPIX, San Francisco, Calif.	WBPC, Birmingham, Ala.
KXKT, Los Angeles, Calif.	WCAU, Philadelphia, Pa.
RECA, Los Angeles, Calif.	WENR, Chicago, Ill.
WYZZ, Detroit, Mich.	WHAM, Rochester, N. Y.
WTV, Detroit, Mich.	WICH, Erie, Pa.
WTTG, Washington, D. C.	WJAR, Providence, R. I.
WTMJ, Milwaukee, Wis.	WKTV, Utica, N. Y.
WTCN, Minneapolis, Minn.	WLTY, Atlanta, Ga.
WPTZ, Philadelphia, Pa.	WMAR, Baltimore, Md.
WNBO, Chicago, Ill.	WOOD, Grand Rapids, Mich.
WLWT, Cincinnati, O.	WPTL, Philadelphia, Pa.
WKT, Oklahoma City, Okla.	WSB, Atlanta, Ga.
WFL, Philadelphia, Pa.	WTV, Richmond, Va.
WFBM, Indianapolis, Ind.	WBAP, Fort Worth, Tex.
WFAA, Dallas, Tex.	WBT, Charlotte, N. C.
WDSV, New Orleans, La.	WDTV, Pittsburgh, Pa.
WBZ, Boston, Mass.	WFMY, Greensboro, N. C.
WAVE, Louisville, Ky.	WHAS, Louisville, Ky.
WAAM, Baltimore, Md.	WJAC, Johnstown, Pa.
KSTP, Minneapolis, Minn.	WKRC, Cincinnati, O.
KRON, San Francisco, Calif.	WKZO, Kalamazoo, Mich.
KPRC, Houston, Tex.	WRAC, Brookline, Mass.
KOTV, Tulsa, Okla.	WOR, New York, N. Y.
KNH, Hollywood, Calif.	WSAT, Huntington, W. Va.
KGO, San Francisco, Calif.	WSPD, Toledo, O.
KDYL, Salt Lake City, Utah	WXL, Cleveland, O.

Katz Agency Leads Station Rep Services

Advertising agencies, voting for the TV station representative that gives them the best all-around service selected the Katz Agency by a substantial margin. The Katz outfit has been a leading proponent of the use of spot TV with the emphasis on film, and among the varied services it performs is the regular issuance of bulletins on the availability of film which can be used on the stations it represents. Katz rolled up 23 points in achieving its status.

Edward Petry & Company and Free & Peters, Inc., wound up tied for second place among the reps. Each outfit scored 14 points. Fourth place went to John Blair & Company, which tallied nine points.

• HOW AD AGENCIES RATE TV STATION REPRESENTATIVES

Position	Name of Rep	Points
1	The Katz Agency	23
2	Edward Petry & Co.	14
2	Free & Peters, Inc.	14
4	John Blair & Co.	9

Stars Can Enhance Play's Mass Appeal

By EDWARD LEWIS
Pres., Edward Lewis Productions

The Schlitz Playhouse of Stars, introduced by Irene Dunne, is the first filmed television "theater" to use Hollywood name personalities consistently in the dramatic leads. As the producer of this show, I have been asked "Why?" and "How?" this was done. Does this

mean that the so-called "star system" is to become the guiding motivation for television programming? Does the producer believe that once he secured the services of a "name" personalities, he can back and assume his show success?

The answer is quite obvious . . . not that "The play's" (Continued on page



MR. LOCAL } TV ADVERTISER!
MR. REGIONAL }

ABBOTT & COSTELLO

ARE READY TO SELL FOR YOU IN YOUR INDIVIDUAL TV MARKETS!

But only if you act fast! For here's a brand-new series of half-hour programs, all expressly filmed for television... starring the unequalled antics of Abbott & Costello... and ready for immediate sponsorship by national, regional, and local advertisers on a market-by-market basis.

You'll find "The Abbott & Costello Show" is the kind of high-rating entertainment that viewers will look forward to every week. It combines the unrepressed, wholesome comedy of these two favorite funnymen with the able directing of Jean Yarbrough, acknowledged master in his field, and the top TV scripting of Sidney Fields and Eddie Forman.

For all the facts—including costs and a preview of "The Abbott & Costello Show"—phone or wire the nearest of these nine conveniently-located MCA-TV offices.

HOW SUCCESSFUL CAN YOU GET?

Well, if you know Abbott & Costello (and who doesn't?), these phenomenal achievements won't surprise you—

- ... their ever-increasing popularity on the stage, screen, radio... now reaffirmed more conclusively than ever over the perfect medium for their inimitable zaniness—television!
- ... their Hollywood record of 29 consecutive box office hits, grossing almost \$60,000,000 in the last ten years—and soon to be topped by their latest and greatest film, "Abbott & Costello Meet Captain Kidd" (for December release, incidentally).
- ... their four solid years of nationwide sponsorship on radio by the R. J. Reynolds Company, one of America's largest and most successful advertisers.
- ... and—their repeated smash appearances during 1951-52 on the Colgate Comedy Hour... with an average TV Nielsen rating of 45.2 and a spectacular share of audience that has zoomed as high as 73.2%!

WHAT A PAIR TO HAVE SELLING FOR YOU!!



With offices at ...
 NEW YORK: 598 Madison Avenue—PLaza 9-7500
 CHICAGO: 430 North Michigan Ave.—DElaware 7-1100
 BEVERLY HILLS: 9370 Santa Monica Blvd.—CRestview 6-2001
 SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922

CLEVELAND: Union Commerce Bldg.—CHerry 1-0010
 DALLAS: 2102 North Akard Street—CENTral 1448
 DETROIT: 1612 Book Tower—WOODward 2-2604
 BOSTON: 1044 Little Building—LIBerty 2-4823
 MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863

DISTRIBUTORS OF AMERICA'S FINEST TV SHOWS FOR LOCAL ADVERTISERS

SELECTED FILMS AVAILABLE TO TV

... and Sources From Whom They May Be Secured

While literally thousands of films are available to TV from industrial associations, business firms and labor unions, from federal, local and foreign government sources, from religious organizations, educational and public service organizations, following list is film in this category which has actually been shown on stations, and met with good audience response. Films are broken down by categories or sources from whom available.

● THE BEST FILMS AVAILABLE FROM INDUSTRIAL ASSOCIATIONS, BUSINESS FIRMS AND LABOR UNIONS.

AMERICA SAILS THE SEAS

National Federation of
American Shipping
1809 G Street
Washington, D. C.

AND A VOICE SHALL BE HEARD

General Electric Corp.
Contact Nearest Branch
Office

AND THEN THERE WERE FOUR

Socony Vacuum Oil Co., Inc.
Film Library
28 Broadway
New York 4, N. Y.

BIRTH OF AN OIL FIELD

Shell Oil Co.
624 S. Michigan Ave.
Chicago, Ill.

DECISION

Ohio Oil Co.
Findlay, Ohio

DOCTOR IN INDUSTRY

General Motors
3044 Grand Boulevard
Detroit, Mich.

FROM TREES TO PAPER

American Forest Products
Industries
1319 18th St. N. W.
Washington 6, D. C.

GIANT OF THE NORTH

Old Gold—J. B. Cary
Insurance Building
Omaha, Neb.

INDUSTRY ON PARADE

National Association of
Manufacturers
14 W. 49th St.
New York, N. Y.

JAPAN TODAY

American President Lines
110 S. Dearborn St.
Chicago, Ill.

LITTLE LEAGUE BASEBALL

United States Rubber Co.
1230 Ave. of Americas
New York, N. Y.

MAHOGANY, WOOD OF ALL AGES

Mahogany Association, Inc.
75 E. Wacker Drive
Chicago, Ill.

MAN ON THE LAND

Oil Industry Information
Comm.
50 W. 50th St.
New York, N. Y.

MAYA THROUGH THE AGES

United Fruit Co.
Pier 2 North River
New York, N. Y.

MEN OF GLOUCESTER

Television Dept.
Ford Motor Co.
Rotunda
Dearborn, Mich.

MILITARY UTILITY

Bell Aircraft Co.
Public Relations Dept.
Buffalo, N. Y.

OIL FROM THE EARTH

Shell Oil Co.
624 S. Michigan Ave.
Chicago, Ill.

PORTRAIT OF A CITY

Ford Motor Co.
Television Department
Rotunda
Dearborn, Mich.

PROSPECTING FOR PETROLEUM

Shell Oil Co.
624 S. Michigan Ave.
Chicago, Ill.

PUEBLO BOY

Ford Motor Co.
Television Department
Rotunda
Dearborn, Mich.

REFINING OIL FOR ENERGY

Shell Oil Co.
624 S. Michigan Ave.
Chicago, Ill.

REVOLUTION IN THE SOUTH

Lion Oil Co.
Lion Building
El Dorado, Ark.

SPEAKING OF RUBBER

U. S. Rubber Co.
1220 6th Ave.
New York, N. Y.

● THE BEST FILMS AVAILABLE FROM FEDERAL OR LOCAL GOVERNMENT SOURCES (INCLUDING ARMED FORCES).

AIR DEFENSE*

U. S. Department of the Air
Force

ALLIANCE FOR PEACE*

U. S. Department of the
Army

THE AMERICAN COWBOY

Ford Motor Co.
Television Department
Rotunda
Dearborn, Mich.

THE BIG IDEA

Swift & Co.
Union Stockyards
Chicago, Ill.

THIS IS OIL

Shell Oil Co.
624 S. Michigan Ave.
Chicago, Ill.

TRAIL TO THE MIDNIGHT SUN

Canadian National Railway
System
630 Fifth Ave.
New York, N. Y.

UNFINISHED RAINBOWS

Aluminum Co. of America
818 Gulf Bldg.
Pittsburgh 19, Pa.

WAY OF A FIELD CHAMPION

Institute of Visual Training
40 E. 49th St.
New York, N. Y.

WITH THESE HANDS

International Ladies' Gar-
ment Workers' Union
1710 Broadway
New York, N. Y.

YOUR OWN HOME

American Society of Interior
Design
12 E. 41st St.
New York, N. Y.

AMERICAN AIR POWER

U. S. Department of the Air
Force

AND THEN THERE WERE FOUR

North Carolina Highway
Safety Div.
Raleigh, N. C.

CIVIL AIR PATROL

U. S. Department of Com-
merce
Civil Aeronautics Admin-
istration
Audio-Visual Aids, W-153
Washington 25, D. C.

DIARY OF A SERGEANT

United World Films, Inc.
1445 Park Ave.
New York 29, N. Y.

FIRE ARTILLERY ACTION IN KOREA*

U. S. Department of the
Army

H.O. NEW YORK

New York Department of
Commerce
Albany, N. Y.

IT MUST NEVER HAPPEN AGAIN*

U. S. Army Corp. of
Engineers

LURAY CAVERNS

Luray Caverns Corp.
Luray, Va.

MEMORIAL DAY*

U. S. Department of the
Navy

NATO ACTION FOR DEFENSE*

U. S. Department of the
Army

NAVY RECRUITING CARTOONS

U. S. Navy Recruiting Office
Washington, D. C.

OPERATION CROSSROADS*

U. S. Department of the
Navy

OPERATION GREENHOUSE

U. S. Atomic Energy Com-
mission
1901 Constitution Ave.
Washington 25, D. C.

ORIENTAL PRISONERS OF WAR*

U. S. Department of the
Army

PREFACE TO LIFE

U. S. Public Health Service
Public Inquiries Branch
Washington 25, D. C.

READY FOR SEA*

U. S. Department of the
Navy

SURVIVAL*

U. S. Department of the
Army

THE BIG PICTURE

Chief Radio TV Branch
Office Chief of Information
Room 2D 644 The Pentagon
Washington 25, D. C.

THE LONG RIFLE*

U. S. Department of the
Army

THIS IS MINNESOTA

State Capitol
St. Paul, Minn.

THIS IS WEST POINT*

U. S. Department of the
Army

(Continued on page 30)

NOW! SARRA'S OWN NEW FILM PROCESSING LABORATORY

BRINGS YOU

Vide-O-riginal TV COMMERCIALS

We are pleased to announce the com-
pleting link in the SARRA chain of
quality control... our own modern new
film laboratory, designed, staffed and
equipped to deliver the ultimate in TV
selling messages—

the VIDE-O-RIGINAL

VIDE-O-RIGINAL... WHAT IT IS

It's Sarra's name for a quality-controlled motion picture print, produced in a laboratory designed especially for the making of TV prints. Each and every print is custom-made and whether it is 1-minute or 8-seconds, it receives individual attention in quantities of one or hundreds.

VIDE-O-RIGINAL... WHAT IT MEANS

It means that all of Sarra's creative photography, all of Sarra's visual selling ability, reaches the television screen with maximum fidelity. VIDE-O-RIGINAL prints combine Sarra standards with station requirements.

VIDE-O-RIGINAL... WHAT IT DOES

It provides complete quality protection from storyboard to home reception... it insures your investment of time, talent and money in your TV presentation.

On your next television film commercial get a SARRA
VIDE-O-RIGINAL... get top quality from start to finish!

* Copyright 1952, SARRA, INC.

Sorry... our lab service
is available for
SARRA productions only.

Vide-O-riginal

TV FILM PRODUCTION FOR REPRODUCTION

SARRA
SPECIALISTS IN VISUAL SELLING

NEW YORK CHICAGO
200 East 54th Street 14 East Ontario Street

IDEAS · SCRIPTS · STORYBOARDS · ANIMATION · PHOTOGRAPHY · PROCESSING

Materiał przedrukowany z uprzejmością

New TV-Film Series In Production

or to begin shooting soon

DEATH VALLEY DAYS
Western Series: 13 half-hour shows
Flying A. Productions
6930 Sunset Boulevard,
Hollywood, Calif.

THE CHRISTOPHERS
Religious series: 14 quarter-hour and 4 half-hour shows planned.
Starring: Danny Thomas, Robert Young, Fred MacMurray, Jack Benny, Bob Hope, etc.
World Films
1564 Broadway,
New York 19, N. Y.

CHINA SMITH
Starring: Dana Duryea
PSI-TV
221 W. 57th St.
New York, N. Y.

JUSTIN TYME PUPPET SERIES
(see Capsule Review this issue)
Manipulated by Nat Norbert.
Pilot film completed June 19.
Tyme Productions,
8 W. 40th Street,
New York, N. Y.

KERRY DRAKE
26 half-hour shows. Les Hafner, Producer.
Hal Roach Studios,
Hollywood, Calif.

FISHING SERIES
13 quarter-hour color films.
Dudley Television Corporation,
9908 Santa Monica Blvd.,
Beverly Hills, Calif.

WESTERN SERIES
13 quarter-hour shows.
Starring: Jim Atkins.
Pilot film completed.
Demby Brown Company,
34 E. 51st Street,
New York, N. Y.

THIS IS THE LIFE
26 1/2 hour films
October distribution
The Lutheran Church-The
Missouri Synod
210 N. Broadway
St. Louis, Mo.

THE ROARING TWENTIES
Detective Series. 26 half-hour shows based on Barney Ruditsky.
Maurice Kosloff Productions,
6902 Santa Monica Boulevard,
Hollywood, Calif.

DUFFY OF SAN QUENTIN
Prison Warden Duffy series.
Production planned for September 15.
Swartz-Domiger Productions.
Motion Picture Center,
Hollywood, Calif.

MEDAL OF HONOR
Half-hour series originally produced for Veterans of Foreign Wars.
Rogell Productions,
1040 N. Las Palmas,
Hollywood, Calif.

GUILD THEATER
26 1/2 hour films
Dramatic Suspense Shows
Guild Films, Inc.
510 Madison Ave.
New York 22, N. Y.

ADVENTURES OF MOLLY
13 half-hour shows.
Maurice Golden,
Motion Picture Center,
Hollywood, Calif.

RELIGIOUS PUPPET SERIES
(see Capsule Review this issue)
Three 14 minute shows based on Moses.
National Council of Churches,
220 5th Avenue,
New York, N. Y.

WESTERN MUSICAL SERIES
26 quarter-hour shows.
Lewis & Clark, Inc.
1020 N. Rush Street,
Chicago, Ill.

MADISON SQUARE GARDEN PLAY HOUSE
Dramatic series of activities in the arena.
Garden Corporation,
Madison Square Garden,
New York, N. Y.

ADVENTURES IN STORY. AND
26 1/2 hour shows for children, including Hansel & Gretel, Cinderella, Jack & the Beanstalk, etc.
Guild Films, Inc.
510 Madison Ave.
New York 22, N. Y.

THE LITTLE MATCHMAKER
Starring: Chico Marx.
Filmmcraft Productions,
8451 Melrose Ave.,
Hollywood 46, Calif.

ABE LINCOLN STORY
52 half-hour films.
Walter Schwimmer Productions,
75 E. Wacker Drive,
Chicago, Ill.

G. I. JOE
Series based on comic books planned.
Ziff Davis Publishing,
368 Madison Ave.,
New York, N. Y.

THE SAINT
Adventure series: 13 half-hour shows. Production planned for September.
Saint Pictures, Inc.,
Hollywood, Calif.

CALLAGHER'S TRAVELS
26 1/2 hour shows for children.
Starring: Callagher, a mongrel pup
Guild Films, Inc.
510 Madison Ave.
New York 22, N. Y.

CRAIG RICE THEATRE
Mystery series. Half-hour films

based on Rice's stories.
Tony London,
Eagle Lion Studios,
Hollywood, Calif.

STEVE DONOVAN, TEXAS RANGER
Western series; 26 half-hour films.
Starring: Douglas Kennedy.
Pilot completed.
Consolidated Television Productions,
24 Vanderbilt Avenue,
New York, N. Y.

JUDGE BEAN
Half-hour series planned.
Starring: Chill Wills.
Tele-Vox Company,
Churubusco Studios,
Mexico City, Mex.

HELLO, DARLING
39 1/2 hour post-bonemoon shows
Directed by W. Lee Wilder
Guild Films, Inc.
510 Madison Ave.
New York 22, N. Y.

WHAT'S YOUR TROUBLES
Spiritual and psychological series; 13 quarter-hour shows planned.
Featuring Dr. and Mrs. Norman Vincent Peale.
Paul F. Heard, Inc.,
KTTV Studios,
Hollywood, Calif.

SEARCH FOR CHRIST
Bible series; quarter-hour shows planned.
Narrated by Bob Bruce.
Illustrate, Inc.,
1532 Cahuengaz Boulevard,
Hollywood, Calif.

DREAM IT UP
26 1/2 hour comedy shows
Starring: Chick Chandler
Guild Films, Inc.
510 Madison Ave.
New York 22, N. Y.

TAKE IT FROM THERE
13-week series.
Starring: Carl Neubert,
General Service Studios,
Hollywood, Calif.

HANS CHRISTIAN ANDERSEN'S FAIRY TALES
13 half-hour films. Syndication to start in October.
Interstate Television Corporation,
4376 Sunset Boulevard,
Hollywood, Calif.

HOW TO STOP WORRYING AND START LIVING
Half-hour series
Starring: Dale Carnegie.
Jaek Chertok Productions,
General Service Studios,
Hollywood, Calif.

CLOSE UP
52 1/2 quarter hour news events shows
Guild Films, Inc.
510 Madison Ave.
New York, N. Y.

DREAM IT UP
Quarter-hour comedy series.
Starring: Chick Chandler. Production starts August 15.
Wizard Telepictures Company,
Larchmont Studios,
Hollywood, Calif.

RAMAR OF THE JUNGLE
Jungle adventure; 26 half-hour series.

Arrow Productions,
KTTV Studios,
Hollywood, Calif.

LASH OF THE WEST
13 1/2 hour Western films
Starring Lash La Rue
Guild Films, Inc.
510 Madison Ave.
New York, N. Y.

MR. AND MRS. NORTH
Situation comedies; 39 half-hour series.
Starring: Barbara Britton, Richard Denning, Francis de Sales.
Federal Telefilm, Inc.,
Goldwyn Studios,
Hollywood, Calif.

DEATH VALLEY DAYS
Half-hour Western dramas.
Flying A Productions,
6920 Sunset Boulevard,
Hollywood, Calif.

LINKLETTER AND THE KIDS
104 quarter-hour series.
John Guedel Productions,
600 Taft Building,
Hollywood, Calif.

UNCLE MISTLETOE
26 1/2 hour shows shown live previously
Kling Studios
601 N. Fairbanks
Chicago, Ill.

TROUBLE WITH FATHER
Half-hour situation comedies.
Roland Reed Productions,
Hal Roach Studios,
Culver City, Calif.

Here is your *new* 1953
UNITY catalogue

1000 TITLES
from **UNITY!**

Write,
phone
or wire
for this
50 PAGE
CATALOGUE...
contains
Full Cost
and Story
Material for
TV STATIONS
SPONSORS
AGENCIES!

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY comedies
- ★ 39 HALF HOUR Programs
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS

UNITY TELEVISION CORPORATION

For Top Variety on TV Film Programs
Featuring Top Stars

UNITY TELEVISION CORPORATION 1501 Broadway, New York, N. Y. LO 4-8234

Coming Up- Perfect Precision Prints



PREPARATION

Here your film receives its first, careful inspection. Experienced workers examine it for defects, check over splices, perforations, synchronism of sound track general condition. Your printing instructions are carefully correlated to the film itself.

YOUR ASSURANCE OF BETTER 16mm PRINTS

15 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

Individual Attention is given each film, each reel, each scene, each frame—through every phase of the complex business of processing—assuring you of the very best results.

Our Advanced Methods and our

constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry—including exclusive Maurer-designed equipment—your guarantee that only the best is yours at Precision!

PRECISION

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- Arrow Productions, Inc.
MTV Studios
5746 Sunset Blvd.
Hollywood, Calif.
- Harry S. Backfield, Pres.
Victor Backfield, V.P.
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Rudolph Fothrow, Prod.
- Akron Productions, Inc.
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Hollywood 4, Calif.
Clifford Sanderth, Pres.
- Alam Film Corp.
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Oak Park, Illinois
- Roman C. Lindquist,
V.P., Dir. of TV
Albert S. Bradish,
V.P., Charge of Prod.
- Bacon Television Features
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Boston, Mass.
B. G. Keane
- William Boyd Productions, Inc.
4901 Wilshire Blvd.
Beverly Hills, Calif.
- William Boyd, Pres., Exec. Prod.
Don Steiner, V.P.
Marguerite Cherry, Secy.-Treas.
Glenn Cook, Prod. Mgr.
- Breakfast-Stein Productions
General Service Studios
1040 North Las Palmas
Hollywood 38, Calif.
George P. Brekinton, Co-Prod.
C. Ray Stan, Co-Prod.
- William F. Brady Productions, Inc.
5545 Sunset Blvd.
Hollywood 28, Calif.
- William F. Brady, Pres.
Wesley E. Barry,
V.P., Charge of Prod.
A. R. Wilton, Prod. Super.
Edw. Kay, Assistant
& L. Kaufman,
Dir. of Mktg. & Adv.
- Byron, Inc.
122th Wisconsin Ave.
Washington, D. C.
- Caravel Films
230 Fifth Ave.
New York, N. Y.
- F. B. MacLeary, V.P.
- Cathedral Films
140 N. Hollywood Way
Hollywood, Calif.
- Rev. J. R. Frederick
Jack Chevick Productions
General Service Studios
1040 North Las Palmas
Hollywood 38, Calif.
- Jack Chevick, Pres.
Bob Ciampetti
204 N. Brennan Ave.
Hollywood, Calif.
- Emphasized Television Productions
ETV Studios
5746 Sunset Blvd.
Hollywood 38, Calif.
- Coway Productions
United Producer Studios
418 S. Robertson Blvd.
Beverly Hills, Calif.
- Jack Coway, Prod.-Dir.
- Clayton W. Courner
157 W. 42nd St.
New York, N. Y.
- Blag Crosby Enterprises
RKO-Paine Studios
93 1/2 Washington Drive
Culver City, Calif.
- Everett Crosby, Pres.
Basil Grillo,
Exec. V.P., Charge of Prod.
Bernard Girard, Prod.
Richard Doren, Prod.
John Nisht, Prod.
Harve Foster, Gen. Mgr. of Prod.
- Drumb Bros Co.
34 E. 51st St.
New York, N. Y.
- Everett Drumb, Pres.
Myron L. Brant, V.P.
- Devils Productions, Inc.
General Service Studios
1040 North Las Palmas
Hollywood 38, Calif.
- Desi Arnez, Pres. & Exec. Prod.
Lucille Ball, V.P.
- Andrew Hixson, Secy.-Treas.
Barney Harman, Pub.-Adv. Dir.
- Dorling Development Co., Inc.
Surrey Goldwyn Studios
1041 North Formosa
Hollywood 28, Calif.
- Lloyd Wright, Sr. Pres.
Bolan Dorling, V.P.
Harold E. Knick, Prod.
- Dunfair Corp.
666 North Robertson Blvd.
Beverly Hills, Calif.
- Douglas Fairbanks, Jr. Pres.
Sci. Lester, V.P.
Irving Rubin, Pub.-Adv.
- Dudley Television Corp.
9900 Santa Monica Blvd.
Beverly Hills, Calif.
Carl Dudley, Pres.
Don McManama, Exec. V.P.
- Dynamic Films, Inc.
112 W. 84th St.
New York 24, N. Y.
- Henry Morley, Pres.
Nat Zucker, Treas.
- Jerry Fairbank, Inc.
5052 Sunset Blvd.
Hollywood 28, Calif.
Jerry Fairbank, Pres.
Sid Rogan,
Exec. V.P., Charge of Prod.
- Family Theater Inc.
7821 Sunset Blvd.
Hollywood 46, Calif.
Mrs. Patricia Peyton, CSC, Pres.
Rev. J. R. Lowyer, CSC, Gen. Mgr.
James Anderson, Bus. Mgr.
- Frank Ferrin Co.
4528 Sunset Blvd.
Hollywood 28, Calif.
Frank Ferrin, Pres.
Bain Fawcett, V.P.
- Filmcraft Productions
6451 Melrose Ave.
Hollywood 46, Calif.
Isadore Lindebaum, Pres.
Fayez H. Todor, Prod. Super.
- Film Village
1501 Broadway
New York, N. Y.
Jerry Balsam, Dir.
- Physic A Productions
4930 Sunset Blvd.
Hollywood 26, Calif.
Gene Aubry, Chairman of Board
Arnold Schuster, Pres.
Mitch Hamburg, V.P.-Treas.
Ira Aubry, Secy.
Louis Gray, Prod.
Foundation Films
Citicorp Bank Bldg
Pasadena 1, Calif.
Richard D. Peaball, Pres.
Nat. C. Galestone Prod., Inc.
9121 Sunset Blvd.
Hollywood, Calif.
- John A. Stillinger, Gen. Mgr.
Jerry Horner, Story Dept.
David E. Hanson Prod.
Ernest Orman, Casting
Harry S. Goodman
19 E. 53rd St.
New York, N. Y.
- Gross-Krasne
General Service Studios
1040 North Las Palmas
Hollywood 38, Calif.
- Jack J. Gross, Pres. & Co-Prod.
Phil Krane, Gen. Mgr. & Co-Prod.
- Joan Garret Productions
690 Fall Bldg
Hollywood 28, Calif.
- John Guedel, Pres.
Dodd Peirlis, Gen. Mgr.
Marty Hill, V.P.
Ira, Astine, V.P.
Bernis Smith, V.P.
- Bob Jean, V.P.
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- Hoffberg Productions Inc.
563 W. 45th St.
New York 19, N. Y.
- Jack M. Hoffberg, Pres.
Hollywood Television Productions
505 Fifth Avenue
New York, N. Y.
- Hollywood Television Service
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North Hollywood, Calif.
- Edw. Collins, Pres.
Morton Scott, V.P. & Gen. Mgr.
Ester Nelson, Secy. & Treas.
- "Mae" Gray Productions
6523 Sunset Blvd.
Hollywood 28, Calif.
- Wanda Luckock, Pres.
Georg De Normand, Dir.
Impero Inc.
Mal Roach Studios
802 West Washington Blvd.
Culver City, Calif.
- Herbert L. Struch, Pres.
Interstate Television Corp.
Monogram Studios
Hollywood 27, Calif.
- G. Arthur Francis, Pres.
Lee Sankh, V.P., Charge of Prod.
- Terrell Jacobs TeleProd.
329 W. 71st St.
New York, N. Y.
- Bob Emmerich, Business Mgr.
- Jacobs Enterprises
147 W. 55th St.
New York 19, N. Y.
- Jan Murray, Pres.
Erlding Johnson
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- Victor Kayfets Productions, Inc.
130 E. 54th St.
New York, N. Y.
- Victor Kayfets, Pres. & Gen. Mgr.
Allan Srody,
Editorial & Client Liaison
Wm. Steiner, Prod.
Henry Blauko, Animation Prod.
- Kemp Brightman Productions
Empire-Lion Productions
7324 Santa Monica Blvd.
Hollywood 28, Calif.
- Matty Kemp, Pres.
Wm. Brighton, V.P.
Fred W. Kline Production
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New York 17, N. Y.
- Harry Buchanan, Gen. Mgr.
Harry Pitt Esq., Legal
- Kling Studios Inc.
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Chicago, Ill.
- Fred Miles, Dir.
Knowledge Builders
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New York, N. Y.
- John R. McCray, Dir.
- Lancer Productions
RKO-Paine Studios
Culver City, Calif.
- Burgess Gustaf, Pres.-Dir.
Richard Doren, V.P.-Treas.

Victor LaDow
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Hollywood, Calif.
Edward Lewis Productions
Metropolitan Center Studios
614 North Calvernia Blvd.
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Phillips Land, Pres.-Prod.
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Major Television Productions
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Irving Lesser

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Frank J. Shea, Dir. Television

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Marty Marlyn, Co-Prod.

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Barton Productions
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Chicago, Ill.
Merton Jacobson, Pres.

National Safety Council
429 N. Michigan Blvd.
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R. L. Farney, Gen. Secy.
Paul Jones, Dir. of Public Inf.
Dan Thompson, Dir. of Radio

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5746 Sunset Blvd.
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Harbert Dixon, V.P.
Marrison M. Duvall, Secy.
John Shanes, Treas.

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at Hal Roach Studios
Culver City, Calif.
Rayco Reed, Pres.
Guy Thayer Jr., V.P.
V.P. in Charge of Prod.

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Hollywood 38, Calif.
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Alan Miller, Charge of Prod.

George Rickfield
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New York 19, N. Y.

Hal Roach Productions
Hal Roach Studios
Culver City, Calif.
Hal Roach Jr., Pres.

Frederick K. Rockett Co.
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Hollywood 38, Calif.
Frederick K. Rockett,
Pres. & Gen. Mgr.
Betty King, Prod. Mgr.
Alfred Weigle, Head Cutter
James Conley, Stage Mgr.
Eric Savitt, Scripts

Ray Rogers Productions
Samuel Goldwyn Studios
1041 North Formosa
Hollywood 46, Calif.
Ray Rogers, Pres.
Jack Lacey, Prod.
Art Rush, Exec. Management
Larry Kent, E.M.C. Management
Frank Worth, Music

Danny Rosser Studio
7022 Melrose Ave.
Hollywood 38, Calif.
Danny Rosser, Pres.

Walter Schweinbe Productions
75 E. Wacker Drive
Chicago, Ill.
Screen Gems Inc.
1438 N. Green
Highland 38, Calif.
Julius Bricker, Exec. Prod.

Screen Television Productions
Eagle Lion Studios
7324 Santa Monica Blvd.
Hollywood 46, Calif.
Gil Raiston, Prod. Exec.

Shoecase Productions
Hal Roach Studios
8822 West Washington Blvd.
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Hal Roach Jr., Pres.
Carroll Case, V.P. Prod. Exec.
Ruth Burch, Casting
William Forsyth, Asst. Dir.

Simmes-Messery Corp.
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Lucia Simmes, Pres.
Ed Simmes, Prod. V.P.

Snyder Telecinemat
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Beverly Hills, Calif.
Louis Snyder, Pres.
Duke Galanter, Dir.
Phil Blazer, Talent Dir.
Harry Zimmerman, Music Dir.

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312 North Highland Ave.
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W. J. Parry Jr., Pres.

Squire Deal Pictures Corp.
Pines Bridge Rd.
Ostling, N. Y.
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Donna Martin, Gen. Mgr.
Tom O'Leary, Chief Camera Man
B. G. Carpenter, Prod. Mgr.
R. M. Hyde, Art Dir.

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Saul J. Turin, Pres.
Eva Rosen, Partner
Hemlock Co., V.P., TV Sales
Carl King, Prod. Mgr.

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Marc Frederick, V.P.

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Henry B. Donagan, Pres.

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Herbert Schvartz, Pres.
Charles N. Burke, Gen. Mgr.
Robert W. Scholfield, Film Co.
Ted Gnocho, Editor-in-Chief
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Robert D. Tobias

Tel-Ra Productions
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Philadelphia 2, Pa.
W. Wallace Orr

Television Screen Productions
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Pres. & Gen. Mgr.
Clarence Schmidt,
Treas. Charge of Prod.
Francis Scott, V.P.

Typar Productions
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New York, N. Y.
Peter Lehmann

United World Films
1445 Park Ave.
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Norman Gluck
Julie B. Weil
Leifman Pictures Corp.
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Adrian Weiss Productions
355 N. Fairfax Ave.
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Louis Weiss, Pres.
Adrian Weiss,
Exec. V.P. Charge of Prod.

Western Adventure Productions
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Charlotte, N. C.
J. Francis White

Frank Wisbar Productions
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7324 Santa Monica Blvd.
Hollywood 46, Calif.
Frank Wisbar, Pres.-Exec. Prod.
Arnold Leader, Gen. Mgr.

Williams Productions
Samuel Goldwyn Studios
1041 North Formosa
Hollywood 38, Calif.
Reese Williams, Pres.

Woodruff Tele. Productions
1022 Forbes St.
Pittsburgh 19, Pa.

Writter Television Productions, Inc.
California Studios
550 North Brosser
Hollywood 4, Calif.
Jack Weather, Pres.-Exec. Prod.
Robert Mann, Prod.
Sherman A. Harris, Asst. Prod.
Wassil & Schuber
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New York, N. Y.

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361 Madison Ave.
New York, N. Y.
Barry Thomson, Pres.
Larry Mendin, Script Writer

Ziv TV
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Tax Deduction, Capital Gain

Continued from page 17

Tax saving was prime motive, called notes, treated like notes but not the sole motive.

Here are "debt" terms held by the courts to prove that so-called bonds or debentures are actually stock (dividend payments do not give a deduction).

Interest varies between a specified minimum and maximum, depending upon earnings; interest is subject to the discretion of the board of directors or may be deferred, in its discretion, until the certificate's maturity; interest may be paid only out of earnings or "surplus net income"; holder is on a par with stockholders in dissolution; rights of holder are subordinate to creditors; no obligation is fixed; rights to interest and principal may not be enforced by suit at law to compel payment; holder may have a voice or the right to vote, absolutely or in contingency; maturity is not fixed; certificate held gives the holder a definite share in the company's assets and in its net assets on liquidation; corporation at one time identified debt as capital on its books; the maturity date is unreasonably far off; debt is held by stockholders in proportion to their stock ownership.

Here's a case in which stockholders transferred additional property to their corporation for more stock and \$150,000 in 8 per cent debenture notes. Interest on these notes was payable "from and only from the net income of the company as ascertained and declared by its board

of directors." The notes were due in 30 years, but could be retired by paying the principal amount and all unpaid "declared" interest due as a result of net income "declared" by the board.

The company operated at a loss for eight years. Then it had profitable years and paid interest arrearages up to the amount of each year's net income. In 1946 it paid up \$65,200 in interest, only \$9,100 representing interest for the current year. The bureau disallowed the interest deduction, but the Third Circuit allowed it.

These were real notes, with a definite due date for repayment of principal. But the company was obligated to pay interest, even on maturity, only if covered by declared earnings. Thus there was no definite obligation to pay interest until earned. Only then did the interest expense become definite, so as to accrue, as a deduction.

The terms of these notes helped the company in two ways. It was not required to accrue interest in loss years when the deduction would have no value. It accumulated the interest deduction for good years when taxes were high. Here, interest payments accumulated for the excess profits years from 1942 on. The fact that the notes were payable to stockholders was not mentioned in the court's opinion. Today's extended loss carryover means that less important, but flexible interest still has many values.

SELECTED FILMS AVAILABLE TO TV

Continued from page 26

U. S. NAVAL RESERVE TRAINING FILM*
U. S. Department of the Navy

WEATHERMAN OF THE SEA
Coast Guard Headquarters
Public Information Office
Washington 25, D. C.

WILLIAMSBURG RESTORED
Colonial Williamsburg
Goodwin Building
Williamsburg, Va.

WOMEN IN THE AIR FORCE*
U. S. Department of the Air Force
*Consult your nearest district office.

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British Information Service
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National Film Board of Canada
Times Television Corp.
1 E. 57th St.
New York, N. Y.

FROM THE ALPS TO THE ADRIATIC
Yugoslav Information Center
815 Fifth Ave.
New York, N. Y.

THE TRUTH SHALL MAKE MEN FREE
Committee for Free Asia
2 Pine St.
San Francisco, Calif.

EMBASSY OF INDIA
Washington, D. C.

SKI IN QUEBEC
Travel Counselors, Inc.
516 Fifth Ave.
New York, N. Y.

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Sterling Television Co.
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Times Television Corp.
1 E. 57th St.
New York, N. Y.

BATTLE OF THE CENTURIES
Official Films
25 W. 45th St.
New York 36, N. Y.

BIG TRAINS ROLLING
Dudley Television Corp.
9908 Santa Monica Blvd.
Beverly Hills, Calif.

CRUSADE IN THE PACIFIC
March of Time Television
369 Lexington Ave.
New York, N. Y.

CURIOSITY SHOP
Jim Handy Organization
930 Penn Ave.
Pittsburgh, Pa.

DEMONS OF THE DEEP
Official Films
25 W. 45th St.
New York, N. Y.

DRUG ADDICTION
Associated Program Services
151 W. 46th St.
New York, N. Y.

GHOST TOWNS OF THE HIGH SIERRAS
Summell-Messervy
321 S. Beverly Drive
Beverly Hills, Calif.

KING'S CROSSROADS
318 W. 57th St.
New York 19, N. Y.

KIRUNA
Films of the Nation
62 W. 45th St.
New York, N. Y.

MAN'S CONFIDENCE IN MAN
Modern Talking Picture Service
45 Rockefeller Plaza
New York, N. Y.

MARSHALL PLAN FILMS
A. F. Films, Inc.
1800 Broadway
New York, N. Y.

MIRACLE ON THE MESA
Shilin Productions
450 W. 56th St.
New York, N. Y.

ON THE TRACK
Dudley Television Corp.
9908 Santa Monica Blvd.
Beverly Hills, Calif.

ONE OF OUR AIRCRAFT IS MISSING
M & A Alexander Productions, Inc.
6040 Sunset Blvd.
Hollywood 28, Calif.

PARADE OF EVENTS SERIES
Official Films
25 W. 45th St.
New York, N. Y.

LOUIS PASTEUR
Official Films
25 W. 45th St.
New York, N. Y.

PEN. OF PENNSYLVANIA
M & A Alexander Productions, Inc.
6040 Sunset Blvd.
Hollywood 28, Calif.

PROOF THRU THE NIGHT
Modern Talking Pictures
45 Rockefeller Plaza
New York, N. Y.

REBELLION
Telecast Films
112 W. 48th St.
New York, N. Y.

RIG #20
Sterling Television Co.
318 W. 57th St.
New York, N. Y.

RUN SHEEP RUN
Official Films
25 W. 45th St.
New York, N. Y.

SOCIAL DEVELOPMENT
Sterling Television Co.
318 W. 57th St.
New York, N. Y.

THE HOUSE THAT FAITH BUILT
Modern Talking Pictures
45 Rockefeller Plaza
New York, N. Y.

THE IMPORTANCE OF GOALS
Sterling Television Co.
318 W. 57th St.
New York, N. Y.

THE POWER TO FLY
Marathon TV Newsreel
125 E. 50th St.
New York, N. Y.

THE TRUE GLORY
Jules Sack
558 W. 44th St.
New York, N. Y.

THE WAY TO A MAN'S HEART
United World Films, Inc.
1445 Park Ave.
New York, N. Y.

THE WOODEN HORSE
Snader Telepictures Sales
229 W. 42d St.
New York, N. Y.

THIS WORLD OF OURS
Dudley Television Corp.
9908 Santa Monica Blvd.
Beverly Hills, Calif.

TUNISIAN VICTORY
British Information Service
30 Rockefeller Plaza
New York, N. Y.

UN. SCREEN MAGAZINE
Sterling Television Co.
318 W. 57th St.
New York, N. Y.

UNFINISHED RAINBOWS
Jim Handy Organization
930 Penn Ave.
Pittsburgh, Pa.

URUBU
Quality Films, Inc.
1040 Las Palmas
Hollywood, Calif.

VATICAN POPE PIUS
Film Studios, Chicago
135 S. LaSalle St.
Chicago, Ill.

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40 E. 49th St.
New York, N. Y.

CONSERVATION NEWS
New York State Conservation Dept.
270 Broadway
New York, N. Y.

FIGHT FOR FREEDOM
Freedom's Foundation
Valley Forge, Pa.

FOR SOME MUST WATCH
Association Films
341 Turk St.
San Francisco, Calif.

FOUR-H HEADLINES
The Venard Organization
Peoria, Ill.

GOING PLACES
Motion Picture Division
Harding College
Searcy, Ark.

INDUSTRIAL HOME FOR THE BLIND
Gates Ave.
Brooklyn, N. Y.

LET LEARNING BE CHERISHED
Davidson College
Davidson, N. C.

LURAY CAVERNS
Virginia Dept. of Conservation
914 Capitol St.
Richmond, Va.

MAN ALIVE
American Cancer Society
47 Beaver St.
New York, N. Y.

POLIO POINTERS
National Foundation for Infantile Paralysis
120 Broadway
New York, N. Y.

POWER TO FLY
Marathon TV Newsreel
125 E. 50th St.
New York, N. Y.

PREFACE TO LIFE
Indiana Association for Mental Health
Indianapolis, Ind.

PRINCETON UNIVERSITY
Princeton, N. J.

RED CROSS REPORT
American Red Cross
315 Lexington Ave.
New York, N. Y.

RED CROSS SWIMMING INSTRUCTIONS
American Red Cross
315 Lexington Ave.
New York, N. Y.

SAFETY FOR SMALL FRY
Automobile Club of N. Y.
28 E. 78th St.
New York, N. Y.

ST. PETERSBURG FILMS
St. Petersburg Chamber of Commerce
St. Petersburg, Fla.

SUNSET SLOPE OF THE ROCKIES
State of Colorado
Chamber of Commerce
Denver, Colo.

THE FORCE
Freedom's Foundation
Valley Forge, Pa.

THE HIGH WALL
Anti-Defamation League
212 Fifth Ave.
New York, N. Y.

WAY OF A FIELD CHAMPION
Institute of Visual Training
40 E. 49th St.
New York, N. Y.

WHAT MAKES US TICK
Rotan Mosely & Moreland
Beaumont, Tex.

WILLIAMSBURG RESTORED
Colonial Williamsburg
Goodwin Building
Williamsburg, W. Va.

WINGS FOR ROGER WINDSOCK
U. S. Army Air Force
Nearest District Office

THE BEST FILMS AVAILABLE FROM RELIGIOUS ORGANIZATIONS

BIBLE PUPPET SERIES
Methodist Publishing House
150 Fifth Ave.
New York, N. Y.

FAITH FOR TODAY
Seventh Day Adventists
355 W. 52nd St.
New York, N. Y.

GOVERNMENT IS YOUR BUSINESS
The Christophers
18 E. 48th St.
New York, N. Y.

HILL NUMBER ONE
Family Theater
7201 Sunset Blvd.
Hollywood, Calif.

JOYFUL HOUR
Family Theater
7201 Sunset Blvd.
Hollywood, Calif.

KYOTO SATURDAY AFTERNOON
Mary Knoll Fathers
Mary Knoll P. O.
Mary Knoll, N. Y.

(Continued on page 74)

FEATURE FILM SHOWS ON TV STATIONS

While all the nation's television stations did not fill in data on this subject in The Billboard's 2nd film survey, more than half the nation's stations did. This list, consequently, not only contains the most complete and authentic data of this nature on the stations listed, but also represents a more than adequate picture of the number and kinds of feature film programs being telecast today. As such we believe the industry will find it valuable.

CALIFORNIA

Los Angeles.....	KNBH-TV	Komedy Klub.....	Mon. thru Fri....	6:15 to 6:55 p.m.
		Cinema Carnival.....	Mon. thru Sun....	10:00 a.m. & 11:15 p.m.
		Fitzpatrick's Travelogs.....	Tues. & Thurs....	5:15 to 5:30 p.m.
	KTLA	Movie Theater.....	Mon. thru Fri....	4:00 p.m.
		The Movies.....	Sunday	7:30 p.m.
		Giant Movie Matinee.....	Saturday	11:00 a.m. to 5:00 p.m.
		Thrill Feature.....	Monday	9:00 p.m.
		Movie Theater.....	Wednesday	9:00 p.m.
		Tim McCoy Films.....	Saturday	6:30 p.m.
		Johnny Mack Brown.....	Saturday	7:30 p.m.
		Your Saturday Night Movies.....	Saturday	7:30 p.m. & 10:45 p.m.
		Movie Theater.....	Sunday	12:00 Noon
		Western Feature.....	Sunday	1:00 p.m.
		Twin Movie Feature.....	Sunday	2:00 & 3:00 p.m.
		East Side Kids.....	Sunday	6:30 p.m.
San Francisco.....	KGO-TV	Matinee Drummond Drama.....	Sunday	7:00 p.m.
		Matinee Drummond Drama.....	Tues. & Thurs....	3:00 p.m.
		TV Theater.....	Sunday	7:00 p.m.
		TV Theater.....	Saturday	8:00 p.m.
		Film Fanfare.....	Monday	10:00 p.m.
		Preview Party.....	Tuesday	10:00 p.m.
		Sylvania Theater.....	Tuesday	8:00 p.m.
		Scotland Yard.....	Wednesday	7:00 p.m.
		Movie With Malloy.....	Thursday	10:15 p.m.
		Movietime.....	Saturday	9:45 p.m.
	KPIX-TV	The Late Show.....	Sun. thru Sat....	11:00 to 12:30 a.m.

WASHINGTON, D. C.

	WTOP-TV	Morning Movie Show.....	Mon. thru Fri....	9:00 to 10:00 a.m.
		Pick Temple at Old Sagebrush.....	Mon. thru Sat....	4:00 to 5:30 p.m.
		Early Show.....	Sunday	2:00 to 3:30 p.m.
		Early Show.....	Mon. thru Sat....	5:25 to 6:30 p.m.
		Late Show.....	Mon. thru Sun....	11:15 to 12:30 a.m.
	WTTG	Channel's Playhouse.....	Sunday	8:00 p.m.
		Children's Hour.....	Sunday	5:00 p.m.
		Early Bird.....	Mon. thru Fri....	10:30 a.m.
		Nite Owl.....	Mon. thru Fri....	11:15 p.m.
		Cartoon Theater.....	Mon. thru Fri....	10:15 to 10:30 a.m.
		Pursuit.....	Wednesday	9:30 p.m.

FLORIDA

Miami.....	WTWJ-TV	Adventure Time.....	Mon. Wed. Fri....	5:30 to 6:00 p.m.
		Good Old Days.....	Mon. thru Fri....	3:30 to 4:00 p.m.
		Saturday Nite Movie Time.....	Saturday	10:30 p.m.
		Western Theater.....	Sunday	9:00 to 10:00 a.m.

GEORGIA

Atlanta.....	WAGA-TV	WAGA's Wild West Theater.....	Mon. thru Fri....	5:30 p.m.
			Saturday	2:00 p.m.
			Sunday	12:05 p.m.

ILLINOIS

Chicago.....	WBFB	Nite Owl.....	Tues thru Sat....	11:30 p.m.
		Movietime at Three.....	Mon. thru Sat....	3:00 a.m.
		National Hollywood Premiere Theater.....	Saturday	10:00 p.m.
		Four Star Movietime.....	Sunday	10:00 a.m.
		Kids' Karnival Kwiz.....	Mon. thru Fri....	5:00 a.m.
	WENR-TV	Market Basket.....	Mon. thru Fri....	10:00 to 11:00 a.m.
		Shoppers' Matinee.....	Mon. thru Fri....	3:00 to 5:00 p.m.
		Spotlight Theater.....	Tuesday	10:30 p.m.
		Quality Theater.....	Wednesday	11:00 p.m.
		Twin Bill.....	Thursday	10:00 p.m.
	WGN-TV	Action Theater.....	Sunday	12:00 Noon
		Morning Movie Time.....	Sunday	11:15 a.m.
		Cinema Show Case.....	Sunday	9:00 to 7:00 p.m.
		Courtesy TV Theater.....	Sunday	10:00 p.m.
		Rhythm Retreat.....	Mon. thru Fri....	11:45 to 12:00 noon
		Trailblazers Theater.....	Mon. thru Fri....	5:00 p.m.
		No Cover Charge.....	Monday	7:00 p.m.
		Motion Picture Academy.....	Monday	10:00 p.m.
		Action Theater.....	Monday	11:30 p.m.
		Armchair Adventures.....	Tuesday	0:30 p.m.
		Music a la Mode.....	Mon. thru Sat....	4:00 to 5:00 p.m.
		Theater Night.....	Thursday	7:30 p.m.
		Request Playhouse.....	Wednesdays	10:00 p.m.
		Hollywood Premiere Theater.....	Thursday	10:00 p.m.
		Community Theater.....	Friday	10:00 p.m.
		Diamond Theater.....	Friday	11:30 p.m.
		Morning Movie Time.....	Saturday	11:45 p.m.
		Action Theater.....	Saturday	12:00 Noon
		Family Matinee.....	Saturday	5:00 p.m.
		Portraits West.....	Saturday	7:00 p.m.
		Saturday Movie Date.....	Saturday	11:00 p.m.
	WNBC-TV	Noontime Comics.....	Mon. thru Fri....	12:00 to 12:30 Noon
		Matinee Playhouse.....	Mon. thru Fri....	1:00 to 2:00 p.m.
		Cactus Jim.....	Mon. thru Fri....	5:00 to 5:30 p.m.
Rock Island.....	WHBF-TV	Summer Theater.....	Tuesday	10:00 to 11:00 p.m.
			Thursday	10:00 to 11:40 p.m.
			Saturday	10:30 to 11:30 p.m.

IOWA

Ames.....	WOI-TV	WOI-TV Theater.....	Saturday	10:15 p.m.
Jayaport.....	WOC-TV	Airflyte Theater.....	Saturday	9:30 p.m.
		Western Playhouse.....	Saturday	4:00 p.m.
		Cowboy Classics.....	Sunday	1:00 p.m.
		Circle 5 Ranch.....	Mon. thru Fri....	4:31 p.m.
		Home Movie Theater.....	Sunday	9:30 p.m.
		Cowboy Ken.....	Friday	5:00 p.m.

KENTUCKY

Louisville.....	WAVE-TV	Masterpiece Movie Line.....	Tuesday	10:00 p.m.
		Old Sheriff.....	Mon. thru Fri....	5:30 to 6:00 p.m.
		Armchair Theater.....	Friday	11:00 p.m.
		Matinee Theater.....	Monday	1:00 p.m.

MARYLAND

Baltimore.....	WAAM-TV	Fun Funnies.....	Mon. thru Sun....	5:00 p.m.
		Wild West Theater.....	Mon. thru Sat....	4:00 p.m.
		Old Nickelodeon.....	Monday	7:00 p.m.
		Morn. & Mat. Movies.....	Mon. thru Fri....	10:00 a.m. & 1:30 p.m.
	WMAR-TV	Boots & Saddles.....	Mon. thru Fri....	6:00 p.m.
			Saturday	10:00 a.m. & 9:00 p.m.
		Hollywood Hits.....	Wednesday	11:00 p.m.
		Premium Playhouse.....	Saturday	10:30 p.m.
		Television Theater.....	Sunday	2:00 p.m.

(Continued on page 32)

BYRON

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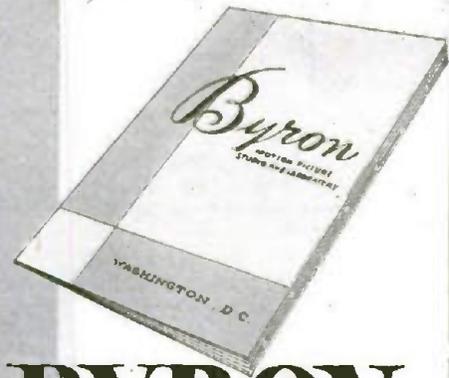


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POLITICAL SHOWS
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COMMERCIALS
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LEIF ERICKSON, JACK OAKIE—and

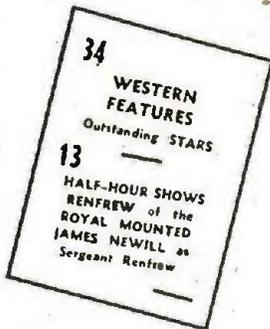
PAULETTE GODDARD, DEBORAH KERR, JANET CAYNOR, CERALDINE
FITZGERALD, SYLVIA SYDNEY, ANN NAGEL, DIANA CHURCHILL,
NOVA PILBEAM

WRITE. WIRE. PHONE

M and A ALEXANDER Productions, Inc.

4040 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 3414



• Continued from page 31

MICHIGAN

Detroit	WWJ-TV	Buckskin Trails	Sunday	10:00 a.m.
		Kartoon Comics	Sunday	11:00 a.m.
		Movie Time	Sunday	1:30 p.m.
		Rough Riders	Mon. thru Fri.	12:30 p.m.
		Champion Sportsshots	Mon. thru Fri.	5:15 p.m.
	WXYZ-TV	Marshal Rocky	Mon. thru Fri.	10:00 a.m.
		Movie Matinee	Mon. thru Fri.	1:00 p.m.
		Cowboy Colt	Mon. thru Fri.	4:00 p.m.
		Action Theater	Sunday	10:00 a.m.
		Sunday Matinee	Sunday	10:00 a.m.
		Motion Picture Academy	Sun. & Fri.	10:30 & 11:15 p.m.
		Feature Film	Mon. thru Thurs.	11:15 p.m.
		White Camellia	Wednesday	7:00 p.m.
		Tales of Hawk	Thursday	10:00 p.m.
		Black Spider	Friday	10:00 p.m.
Grand Rapids	WOOD-TV	WOOD-TV Playhouse	Friday	11:30 to 1:00 a.m.
		Sagebrush Theater	Mon., Wed., Fri.	5:00 to 6:00 p.m.
		Fresh-Up Cartoons	Wednesday	5:50 to 6:00 p.m.
Lansing	WJIM-TV	Film Playhouse	Saturday	11:00 p.m.
		Movie Matinee	Mon. thru Fri.	5:00 to 6:00 p.m.

MINNESOTA

Minneapolis	WTCN-TV	Western Theater	Sunday	9:15 to 10:15 a.m.
		Six-Gun Theater	Sunday	12:30 to 1:30 p.m.
		Front Row Center	Sunday	1:30 to 2:30 p.m.
		Sunday Theater	Sunday	8:00 to 9:00 p.m.
		Masterpiece Theater	Sunday	9:30 to 11:00 p.m.
		Night Owl Playhouse	Mon. thru Sun.	11:15 to 12:30 p.m.
		X-4 Ranch	Mon. thru Fri.	4:15 to 5:00 p.m.
		Hollywood Playhouse	Mon. thru Sat.	2:00 to 3:00 p.m.
		Red Ryder	Saturday	8:00 to 9:00 a.m.
		Serial (Scheduled by Title)	Saturday	10:30 to 11:00 a.m.

MISSOURI

Kansas City	WDAF-TV	Easy Chair Theater	Mon. Wed., Fri.	11:00 p.m. to Close
		Thor Town Theater	Thursday	4:00 p.m.
		Western Matinee	Saturday	12:15 to 1:15 p.m.

St. Louis	KSD-TV	Popular Science	Mon. Wed., Fri.	6:00 to 6:15 p.m.
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NEBRASKA

Omaha	KMTV-TV	Nitehawk Movie	Saturday	10:15 to Midnight
	WOW-TV	Trail Time	Mon., Tues., Thurs., Fri.	4:00 p.m.
		Red Ryder	Saturday	4:00 p.m.
		Morning Movie	Mon. thru Fri.	10:30 a.m.
		Movietime	Mon. thru Fri.	10:30 a.m.
		Matinee Movie	Saturday	11:45 p.m.
			Sunday	9:30 p.m.
			Sunday	1:30 p.m.

NEW MEXICO

Albuquerque	KOB-TV	Cowboy Thrills	Mon. thru Fri.	6:00 to 6:30 p.m.
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NEW YORK

Binghamton	WNEF-TV	Ranch Club	Mon. thru Fri.	5:00 to 6:00 p.m.
New York	WABD-TV	International Playhouse	Wednesday	10:00 p.m.
		Manhattan Playhouse	Sunday	7:30 p.m.
		Frontier Theater	Saturday	6:00 p.m.
		Frontier Theater	Mon. thru Fri.	5:00 p.m.
		Serial Theater	Mon. thru Thurs.	7:30 p.m.

WCBS-TV	Early Show	Mon. thru Sat.	6:15 to 7:30 p.m.
	Late Show	Mon. thru Sun.	11:15 to 12:30 a.m.
	Late Matinee	Mon. thru Fri.	5:00 to 6:00 p.m.
	Laugh Time	Mon. thru Fri.	4:30 to 4:45 p.m.

WJZ-TV	Feature Film	38 hours per week	
WNBT	Hollywood Playhouse	Mon. thru Fri.	10:00 to 11:00 a.m.
	Recess Time	Mon. thru Fri.	12:30 to 12:45 p.m.
	Channel 4 Theater	Mon. thru Fri.	1:30 to 2:30 p.m.
	11th Hour Theater	Mon. thru Sun.	11:15 p.m.
	Bar 4 Ranch	Saturday	10:30 to 11:30 a.m.
	Continuous Performance	Saturday	12:00 to 4:30 p.m.
	Saturday Stagecoach	Saturday	7:00 to 7:30 p.m.

WOR-TV	Movie Matinee	Mon. thru Fri.	3:30 p.m.
	Five o'Clock Show	Mon. thru Fri.	5:00 p.m.
	Merry Mallman	Mon. thru Fri.	6:00 p.m.
	Buster Crabbe Show	Mon. thru Fri.	6:30 p.m.
	Double Feature Western	Saturday	4:00 to 6:00 p.m.
	Movie Classics	Sunday	6:00 p.m.
	Western Playhouse	Sunday	9:01 p.m.
	The Big Picture	Saturday	7:30 p.m.
	Sagebrush Cinema	Saturday	2:00 p.m.
	First Run Theater	Saturday	3:00 p.m.
	Italian Film Theater	Saturday	4:00 p.m.
	Texas Trail Theater	Saturday	5:00 p.m.
	Nine o'Clock Show	Saturday	8:00 p.m.
	Saturday Night Feature	Saturday	10:00 p.m.
	Screening the World	Mon. thru Sat.	12:00 Noon
	Films of Faith	Sunday	2:30 p.m.

WPIX-TV	Movietime	Mon. thru Sat.	11:15 to 10:30 p.m.
	Premiere Theater	Saturday	8:30 to 10:30 p.m.
	Nite Owl	Mon. thru Sat.	11:00 to 12:30 a.m.
	Six Gun Playhouse	Mon. thru Sun.	5:30 to 6:00 p.m.
	Kids Movie	Saturday	4:00 to 5:00 p.m.
	Sunday Film Theater	Sunday	9:00 to 10:30 p.m.

Syracuse	WSYR-TV	Hollywood Matinee	Mon. thru Fri.	12:45 to 2:00 p.m.
		Canyon Jack	Mon. thru Fri.	6:00 to 6:30 p.m.
			Saturday	3:00 to 4:30 p.m.
		Movietime	Sunday	4:00 to 5:00 p.m.
		Hollywood Theater	Sunday	10:30 to 11:30 p.m.
		Genesee Playhouse	Friday	10:45 to 12:00 p.m.
		The Eleventh Hour	Saturday	11:00 to 12:00 p.m.

NORTH CAROLINA

Charlotte	WBTV	Early Show	Thursday	7:00 to 8:00 p.m.
		Late Show	Saturday	10:00 to 11 p.m.
		Bar Noon Ranch	Saturday	12:00 to 1:00 p.m.
		Boots & Saddles	Saturday	5:00 to 6:00 p.m.
		Uncle Buckshot	Tues. & Thurs.	5:00 to 6:00 p.m.
		Junior Rancho	Mon., Wed., Fri.	5:00 to 5:30 p.m.

Greensboro	WFMY-TV	Six Gun Playhouse	Tues. Wed., Fri.	5:00 to 6:00 p.m.
		Saturday Feature	Saturday	12:00 to 1:00 p.m.
		Tele-Toons	Monday	6:00 to 6:15 p.m.
		Tele-Story Time	Monday	3:00 to 3:30 p.m.

OHIO

Cincinnati	WCPO-TV	Starlite Theater	Sunday	7:00 & 9:00 p.m.
			Monday	6:30 p.m.
			Wednesday	8:30 p.m.

TELEVISION
FILMS AVAILABLE

Winter-Spring
52-53

CATALOGUE
Contents:

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HALF-HOUR WESTERNS	16
SHORT SUBJECTS	17

ATLANTIC TELEVISION CORP.
130 West 46th St., New York 36, N. Y. LUzemburg 2-1287

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& ANYTHING FOR YOUR NEEDS!

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ATLANTIC TELEVISION CORP.

130 West 46th St., New York 36, N. Y. LUzemburg 2-1287

Standardized ID's Campaign Pays Off

Dirge need for standardization of station identification specifications was graphically illustrated in The Billboard's First TV Film Quarterly in June, via a detailed chart which listed a different set of ID requirements for practically every one of the 100 stations. In the same issue, McCann-Erickson exec Don McClure expressed the hope that this chaotic condition would eventually be solved thru the combined efforts of a standardization committee, formed by the National Association of Radio and TV Station Representatives and a number of leading advertising agencies.

Since then this group has conducted a vigorous campaign to get all stations to adopt a single set of ID standards (see box). Results have been gratifying beyond all expectations. To date the NARTSR has received written or verbal acceptances from more than half of the stations, including the National Broadcasting Company's owned and operated and represented stations, and the Columbia Broadcasting System's ok's.

On the basis of these returns, NARTSR managing director T. F. Flanagan is now confident that universal standardization of ID's is only a matter of time. Flanagan is particularly pleased that he has received a number of inquiries from TV stations not yet on the air. "Their letters indicate that they are anxious to conform to industry standardization," he said, "because they believe it will help simplify their own decisions in what is becoming an increasingly complicated field of operation."

In line with this, exec noted that America's newest TV sta-

tion KFEL, Denver, Col., has already adopted the new ID standards.

"In an industry of rugged individuality," Flanagan observed, "this standardization move has brought about more general agreement than any other."

However, altho they've agreed to go along with it, not all stations are entirely happy about the plan. Some maintain that the standards aren't the "most practical" from their point of view, and a broadcaster in a one-station market said he hoped they would revise the screen-area allotments later on when more stations were added to his town — theory being that he would need more than a 25 per cent sized station identification symbol to hold his own against competition.

In the last analysis, tho, an ID has to be salable, and agencies and advertisers are very happy with the present standardized set of specifications which permit them to plan a station ID campaign and execute it without going crazy, or broke, or both. The question of height was a decisive factor in determining the 25-75 percentage split on screen space. Agencies maintain they need at least three quarters of the screen to showcase bottle products, etc.

Producers of TV film commercials are also pleased with the standardization campaign, according to Flanagan, who said these firms have voluntarily taken an active part in the drive, which they hope will ultimately simplify their own job. Many of the producers have brought the campaign to the attention of their clients, and, in some cases, (Continued on page 38)

REALISTICALLY PRICED
for Regional and Local
Sponsorship!



DICK TRACY

NOW AVAILABLE

featuring
RALPH BYRD
and
LYLE TALBOT

Crime Busting Thrills for youngsters from 6 to 99... 38 new half-hour episodes filmed expressly for TV. NOW ALSO AVAILABLE IN QUARTER-HOUR SEGMENTS.



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featuring **MARQUIS CHILDS** and a guest panel of congressmen, senators and other important Washington personalities.

A NEW QUARTER-HOUR EPISODE RELEASED EVERY WEEK!

DR. FIXUM

HOUSEHOLD HOSPITAL

WINNING HIGH RATINGS!
→ →
FANTASTIC MAIL RESPONSE!

Mandy household hints... plus an endless array of "build-it-yourself" projects... cleverly presented in a visually compelling manner by ART YOUNGQUIST, household editor of Science and Mechanics Magazine. Ideal for paint, lumber, building supply and other household advertisers.

13 Alexander Korda

FEATURE FILMS

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THE WOODEN HORSE
BONNIE PRINCE CHARLIE
ODETTE
and many others!

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SNADER TELESCRIPTIONS SALES, INC.

MAIN OFFICE: 328 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA

NEW YORK
229 W. 42nd

CHICAGO
59 E. Van Buren

Outlets on Standard I.D. Spot Bandwagon

The following stations have agreed to abide by ID specification standards set up by the NARTSR and major advertising agencies: (In view of the generally wide-spread acceptance of this plan. The Billboard is not carrying a complete list of individual station ID specifications in this issue.)

- | | |
|---|---|
| Alabama
Birmingham: WBRC-TV | Minnesota
Minneapolis: WTCN-TV |
| California
Hollywood: KNBH
Los Angeles: KTTV, KLAC, KMTV
San Francisco: KPIX-TV, KRON-TV | Nebraska
Omaha: KMTV
New Jersey
Newark: WATV
New Mexico
Albuquerque: KOB-TV |
| Connecticut
New Haven: WNHC-TV | New York
New York: WCBS-TV, WNBT, WPLX
Schenectady: WRGB
Syracuse: WHEN-TV |
| Colorado
Denver: KFEL-TV | Ohio
Cincinnati: WKRC-TV, WCPO-TV
Cleveland: WNBK, WXEL-TV
Toledo: WSPD |
| District of Columbia
WMAL-TV, WNBW | Oklahoma
Oklahoma City: WKY-TV |
| Florida
Jacksonville: WMBR-TV | Pennsylvania
Johnstown: WJAC-TV
Philadelphia: WPTZ |
| Georgia
Atlanta: WAGA-TV | Tennessee
Memphis: WMCT-TV
Nashville: WSM-TV |
| Indiana
Bloomington: WTTV
Indianapolis: WFBM-TV | Texas
Dallas: KRLD-TV
Fort Worth: WBAP-TV
San Antonio: KBYL-TV
West Virginia
Huntington: WSAZ-TV |
| Illinois
Chicago: WNBQ
Rock Island: WHBF-TV | |
| Kentucky
Louisville: WAVE-TV | |
| Maryland
Baltimore: WMAR-TV | |
| Massachusetts
Boston: WBZ | |
| Michigan
Grand Rapids: WOOD-TV
Kalamazoo: WKZO-TV | |

Standard ID Specifications

Trade Name of ID Segment: For purposes of standardization and definition of the spot as a specific segment of time, these spots will be identified by agencies and stations as 10-seconds, even tho the actual commercial and stations ID portion total only 8 seconds.

Position of Station Audio ID: Follows audio portion of the commercial.

Position of Station Visual ID: Upper right quarter of screen area, with sponsor's copy utilizing remaining 75 per cent.

Timing: 1 1/2 seconds (36 frames)—Open-Silent.
6 seconds—Commercial Audio.
2 seconds—Station Identification Audio.
1/2 second (12 frames)—Close-Silent.

BERNARD GIRARD

RICHARD J. DORSO

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STAND IN—Humphrey Bogart, Joan Blondell
STAGECOACH—John Wayne, Claire Trevor, Thomas Mitchell
THE KANSAN—Richard Dix, Jana Wyatt, Albert Dekker
TRADE WINDS—Fredric March, Joan Bennett, Ralph Bellamy
SILVER QUIEN—George Brent, Bruce Cabot
SUNDOWN—Gene Tierney, George Sanders
SLIGHTLY HONORABLE—Broderick Crawford, Pat O'Brien, Edward Arnold
32ND STREET—Kenny Baker, Leo Carrillo, Zasu Pitts
ETERNALLY YOURS—Broderick Crawford, Loretta Young, David Niven
HOUSE ACROSS THE BAY—George Raft, Joan Bennett, Walter Pidgeon
TO BE OR NOT TO BE—Jack Benny, Carole Lombard
VOGUES—Joan Bennett, Warner Baxter, Mischa Auer

HISTORY IS MADE AT NIGHT—Charles Boyer, Joan Arthur
CRYSTAL BALL—Paulette Goddard, Ray Milland, William Bendix
YOUNG AND WILLING—Susan Hayward, William Holden
YOU ONLY LIVE ONCE—Henry Fonda, Sylvia Sydney
BLOCKADE—Henry Fonda, Madeleine Carroll
WOMAN OF THE TOWN—Claire Trevor, Henry Hull, Albert Dekker
I MARRIED A WITCH—Fredric March, Veronica Lake
FOREIGN CORRESPONDENT—Joel McCrea, Laraine Day, George Sanders
WINTER CARNIVAL—Ann Sheridan, Richard Carlson, Robert Armstrong
I MET MY LOVE AGAIN—Joan Bennett, Henry Fonda, Alan Marshall
AMERICAN EMPIRE—Richard Dix, Preston Foster
BUCKSKIN FRONTIER—Richard Dix, Jana Wyatt, Albert Dekker

**Most Active Theatrical
TV Film Distributors**
*As selected by the TV Station
Film Directors in The Billboard
First Quarterly TV Film Survey*
MASTERPIECE PRODUCTIONS, INC.
 45 W. 45th St.
 New York, N. Y.

Place	Name	Points
1.	Sander's Telecriptions	76
2.	Masterpiece Productions	31
3.	Unity Television	27

Masterpieces Productions, Inc.
 45 W. 45TH STREET NEW YORK, N. Y.
 LUXEMBERG 2-4717

FIVE STAR Announces

3

DISTINCT PRODUCTION PLANS FOR TV COMMERCIALS

★ ★ ★ ★ ★

PLAN #1

**YOU WRITE THE SCRIPT—
TELL US EXACTLY HOW MUCH
YOU WANT TO SPEND—**

We think most agencies now know what a TV commercial should cost. You set the price—we'll produce it at your figure... or show you how to revise the script so it can meet your budget.

★ ★ ★ ★ ★

PLAN #2

**YOU WRITE THE SCRIPT—
WE'LL MAKE A COMPETITIVE BID
ON IT—**

If you're not sure what your script should cost and you want competitive bids on it—okay! Five Star's 14-year experience makes us 20% to 30% more efficient. Sure—we'll compete!

★ ★ ★ ★ ★

PLAN #3

**YOU SET THE BUDGET—
WE'LL DO THE COMPLETE
CREATIVE JOB**

Tell us how much your budget is; give us marketing data, copy themes, do's and don't's—we'll develop format and script to get the most for your production dollar—and there's no extra charge!

Write for more data...

Five Star Productions, Inc.

6530 SUNSET BLVD., HOLLYWOOD

Specializing in Theater and TV Commercials Since 1938

HARRY WAYNE McMAHAN, President & Executive Producer
 JOHN GLAVIN, General Manager

• Continued from page 32

Your Theater	Mon. thru Sun.	11:10 p.m.
Kartoon Carnival	Mon. Wed, Fri.	5:30 p.m.
6-Gun Theater	Mon. thru Fri.	4:30 p.m.
Premiere Theater	Saturday	9:30 p.m.
WLWT	Family Playhouse	Sun. thru Fri. 11:00 p.m.
	Theater for Youth	Sunday 11:00 to 12:00 a.m.
	TV Story Hour	
	Saturday Matinee	
	Sunday Star Time	
Cleveland WEWS-TV	10:30 Theater	Tuesday 10:30 p.m.
	Feature Film	Sunday 2:00 p.m.
		Friday 11:00 p.m.
	Western	Saturday 1:30 to 5:00 p.m.
		5:30 to 8:30 p.m.
WNBK-TV	One o'Clock Playhouse	Mon. thru Sat. 1:00 p.m.
	Celluloid Playhouse	Mon. thru Fri.
		Once Weekly 11:00 p.m.
	Mainline Theater	Sunday 11:00 p.m.
	2:30 Playhouse	Sunday 2:30 p.m.
	8 p.m. Playhouse	Tuesday 8:00 p.m.
WXEL-TV	Leisy Premiere Theater	Saturday 9:00 p.m.
	Midday Movie	Mon. thru Fri. 1:00 to 3:00 p.m.
	Night Owl Theater	Mon. thru Fri. 11:20 p.m.
	Desert Deputy	Mon. thru Fri. 5:30 to 6:30 p.m.
	Saturday Matinee	Saturday 3:00 to 6:00 p.m.
	Encore Theater	Sunday 2:00 to 4:00 p.m.
	Theater 9	Sunday 7:30 to 9:00 p.m.
Columbus WENS-TV	Armchair Theater	Sat. & Sun. 11:15 p.m.
		Mon. thru Fri. 11:10 p.m.
	Western Roundup	Mon. thru Fri. 4:45 to 6:00 p.m.
	Penny Arcade	Mon. thru Thurs. 6:00 to 6:15 p.m.
	Aunt Fran	Mon. thru Fri. 4:00 to 4:45 p.m.

OKLAHOMA

Tulsa KOTV Cartoon Time Tuesday 5:30 p.m.

PENNSYLVANIA

Erie WICU-TV	Cisco Kid	Friday	5:00 p.m.
		Western Theater	Saturday	1:00 p.m.
		Pio Playhouse	Friday	11:00 p.m.
		Rheem Theater	Monday	11:00 p.m.
Philadelphia WCAU-TV	Movie of the Week	Mon. thru Fri.	12:45 to 1:00 p.m.
		Ghost Rider	Mon. thru Sat.	4:00 to 5:00 p.m.
		Today's Movie	Mon. thru Fri.	5:30 p.m.
		Late Feature Movie	Sun. thru Fri.	11:25 p.m.
		Junior High Jinx	Mon. thru Fri.	5:00 p.m.
 WFIL-TV	Ford Film Playhouse	Saturday	10:30 p.m.
		Stage 5	Tuesday	16:00 p.m.
		Morgan Theater	Mon. & Sat.	8:30 p.m.
		Channel 6 Cinema	Mon. thru Fri.	1:00 p.m.
		Movie Matinee	Mon. thru Fri.	4:00 p.m.
Pittsburgh WDTV	Century Theater	Monday	Night
		Feature Theater	Tuesday	Night
		Anchor Theater	Wednesday	Night
		Encore Theater	Friday	Night
		King's Theater	Sunday	Night

RHODE ISLAND

Providence WJAR-TV Feature Theater Fri. & Sun. 11:30 p.m.

Prairie Playhouse Monday 11:30 p.m.

Adventure Time Tuesday 11:30 p.m.

Death-Danger Thursday 11:30 p.m.

International Playhouse Wednesday 11:30 p.m.

Cartoon Time Tues. & Thurs. 5:15 p.m.

TENNESSEE

Nashville WSM-TV Movietime Sunday 9:00 to 10:00 p.m.

Western Corral Mon. thru Fri. 4:00 to 5:00 p.m.

TEXAS

Dallas WFAA-TV	Morning Movietime	Mon. thru Fri.	10:00 to 11:00 a.m.
		Showtime Matinee	Mon. thru Fri.	10:00 to 2:15 p.m.
		Frontier Playhouse	Mon. thru Fri.	4:00 to 5:00 p.m.
		Channel 8 Theater	Sun. thru Sat.	10:00 to 11:30 p.m.
		Frontier Roundup	Saturday	3:30 to 4:30 p.m.
		Cowboy Classics	Sunday	2:00 to 3:00 p.m.
Fort Worth WCAP-TV	Movie Marquee	Mon. thru Sun.	10:30 p.m.
		Cowboy Thrills	Mon. thru Fri.	6:00 p.m.
Houston KPRC-TV	Six-Gun Theater	Mon. thru Fri.	4:15 to 5:30 p.m.
		Popular Playhouse	Tuesday	10:40 to 12:30 a.m.
		Mystery Mansion	Saturday	12:00 to 1:00 a.m.
		Frontier Playhouse	Saturday	12:30 to 1:30 p.m.
San Antonio KEYL-TV	Korda Features	Daily	Afternoon & Evening
		Western Films	Daily	Afternoon

UTAH

Salt Lake City KDYL-TV	All Star Film Theater	Sunday	9:30 to 11:00 p.m.
		Night Owl Theater	Mon. thru Sun.	11:00 to 12:00 mid.
 KSL-TV	Sagebrush Playhouse	Mon. thru Fri.	4:30 p.m.
		Cloverleaf Theater	Tuesday	7:15 p.m.
		The Late Show	Sun. Thurs.	10:00 p.m.
			Thurs., Sat.	10:00 p.m.

VIRGINIA

Norfolk WTAR-TV	Korda Playhouse	Friday	11:00 p.m.
Richmond WTVR	Celluloid Theater	Mon. thru Fri.	12:00 to 12:30 p.m.
		Sights for Young Eyes	Saturday	10:00 to 10:30 a.m.
		Saturday Double Feature	Saturday	12:00 to 2:30 p.m.
		Night Owl Theater	Saturday	10:30 to 11:45 p.m.
		Flash Gordon	Thursday	5:00 to 5:30 p.m.
		Custer's Last Stand	Saturday	10:30 to 11:00 a.m.

WASHINGTON

Seattle KING-TV	Armchair Theater	Sunday	9:30 to 11:00 p.m.
		Channel Five Playhouse	Thursday	10:15 to 11:45 p.m.
			Saturday	9:30 to 11:00 p.m.

WEST VIRGINIA

Huntington WSAZ-TV	Hollywood TV Theater	Mon. thru Fri.	11:30 p.m.
		Western Theater	Saturday	2:00 to 4:00 p.m.
		Old Wrangler	Mon. thru Fri.	6:00 to 6:15 p.m.

WISCONSIN

Milwaukee WTMJ-TV	Movies at Midnight	Wed. Thurs.	
			Fri., Sat.	12:05 to 1:30 a.m.
		Foreman Tom	Mon. thru Fri.	4:00 to 4:30 p.m.
		Movies for Kids	Saturday	9:30 to 10:00 a.m.

Most Active TV-Film Series Distributors

- Academy Film Productions**
123 W. Chestnut
Chicago, Ill.
- Apex Film Corp.**
971 N. LaCienega Blvd.
Los Angeles, Calif.
- Atlas Television Corp.**
15 W. 44th St.
New York 18, N. Y.
- Beacon Television Features**
420 Boylston St.
Boston, Mass.
- CBS Television Film Sales**
485 Madison Ave.
New York 22, N. Y.
- Consolidated Television Sales**
25 Vanderbilt Ave.
New York 19, N. Y.
- Coronet Films**
65 E. S. Water St.
Chicago 1, Ill.
- Crosby Enterprises**
9336 W. Washington Blvd.
Culver City, Calif.
- Du Mont Network**
Film Dept.
515 Madison Ave.
New York, N. Y.
- Explorers Pictures Corp.**
1501 Broadway
New York 36, N. Y.
- Jerry Fairbanks**
6052 Sunset Blvd.
Hollywood, Calif.
- Film Studios of Chicago**
133 S. La Salle St.
Chicago, Ill.
- Film Vision Corp.**
1501 Broadway
New York 36, N. Y.
- Hollywood Television Service**
Republic Studios
North Hollywood, Calif.
- Ideal Pictures**
65 E. South Water St.
Chicago, Ill.
- International Film Bureau**
6 N. Michigan Ave.
Chicago, Ill.
- Charles Michelson, Inc.**
15 W. 47th St.
New York 36, N. Y.
- Major Television Productions**
1270 Sixth Avenue
New York, N. Y.
- March of Time Television**
369 Lexington Ave.
New York, N. Y.
- Monogram**
4378 Sunset Blvd.
Hollywood, Calif.
- Motion Pictures for Television**
635 Madison Ave.
New York, N. Y.
- Music Corp. of America**
598 Madison Ave.
New York 22, N. Y.
- NBC Film Syndication Sales**
30 Rockefeller Plaza
New York 20, N. Y.
- Official Films**
25 W. 45th St.
New York 36, N. Y.
- Paramount Television Productions, Inc.**
1501 Broadway
New York 18, N. Y.
- Stuart Reynolds Productions**
321 S. Beverly Drive
Beverly Hills, Calif.
- Walter Schwizmer Productions**
78 E. Wacker Drive
Chicago, Ill.
- Screen Gems, Inc.**
729 Seventh Ave.
New York, N. Y.
- Simmell-Meservey**
321 S. Beverly Drive
Beverly Hills, Calif.
- Snader Telecriptions Sales**
229 W. 42d St.
New York, N. Y.

- Specialty Television Films, Inc.**
1501 Broadway
New York, N. Y.
- Station Distributors**
40 E. 51st St.
New York, N. Y.
- Sterling Television Co.**
316 W. 57th St.
New York 19, N. Y.
- Syndicated Films**
1022 Forbes St.
Pittsburgh, Pa.
- Syndicated Television Productions**
1000 Cahuenga Blvd.
Hollywood 28, Calif.
- Tee Vee Company**
445 Park Ave.
New York, N. Y.
- Telecast Films**
112 W. 48th St.
New York, N. Y.
- Teleseco Film Productions**
237 First Ave.
New York, N. Y.
- Television Screen Productions**
17 E. 45th St.
New York, N. Y.
- Tyme Productions**
8 West 40th St.
New York, N. Y.
- J. Walter Thompson Co.**
420 Lexington Ave.
New York 17, N. Y.
- United Artists Corp.**
729 Seventh Ave.
New York 19, N. Y.
- United Television Programs**
444 Madison Ave.
New York, N. Y.
- United World Film**
445 Park Ave.
New York, N. Y.
- Unity Television Corp.**
1501 Broadway
New York 30, N. Y.
- Vogue Wright Studios**
469 E. Ohio St.
Chicago, Ill.
- Louis Weiss & Co.**
855 N. Fairfax Ave.
Los Angeles 38, Calif.
- Western Adventure Productions**
120 S. Poplar St.
Charlotte, N. C.
- Ziv Television Productions**
488 Madison Ave.
New York, N. Y.

Most Active Theatrical TV Film Distributors

As selected by the TV Station Film Directors in The Billboard Second Quarterly TV Film Survey

- Acme Teletronix**
W. 3d & Lakeside
Cleveland 13, Ohio
- American Film Co.**
1329 Vine St.
Philadelphia, Pa.
- Associated Artists Productions, Ltd.**
655 Madison Ave.
New York, N. Y.
- Association Films**
35 W. 45th St.
New York, N. Y.
- Associated Program Services**
151 W. 46th St.
New York, N. Y.
- Atlantic Television Corp.**
130 W. 46th St.
New York 19, N. Y.
- Atlas Television Corp.**
15 W. 44th St.
New York, N. Y.
- British Information Service**
30 Rockefeller Plaza
New York, N. Y.
- Commonwealth Film & Television Co.**
732 Seventh Ave.
New York 19, N. Y.
- Consolidated Television Sales**
25 Vanderbilt Ave.
New York 19, N. Y.
- Dudley Tele Corp.**
9908 Santa Monica Blvd.
Beverly Hills, Calif.
- Bing Crosby Enterprises, Inc.**
9336 W. Washington Blvd.
Culver City, Calif.
- Film Center**
915 12th St., N. W.
Washington, D. C.
- Films of the Nation**
62 W. 45th St.
New York, N. Y.
- Film Studios of Chicago**
135 S. La Salle St.
Chicago, Ill.
- Film Vision Corp.**
1501 Broadway
New York 36, N. Y.
- Jim Handy Organisation**
530 Pennsylvania Ave.
Pittsburgh, Pa.
- Hollywood Television Service**
Republic Studios
North Hollywood, Calif.
- Hyco Television Films, Inc.**
80 W. 46th St.
New York, N. Y.
- Hyperion Films**
1584 Broadway
New York, N. Y.
- Ideal Pictures**
65 E. South Water St.
Chicago, Ill.
- M & A Alexander Productions, Inc.**
6040 Sunset Blvd.
Hollywood 28, Calif.
- Masterpiece Productions, Inc.**
45 W. 45th St.
New York, N. Y.
- Modern Talking Pictures**
45 Rockefeller Plaza
New York, N. Y.
- Magull's Film Co.**
112 W. 48th St.
New York, N. Y.
- Monogram**
4376 Sunset Blvd.
Hollywood, Calif.

(Continued on page 38)

Are you "PRICE-WISE"?

Then...

THIS IS THE STORY*

is your best deal!

You can buy.....

+ 2-15 MIN. TV SHOWS } WEEKLY
+ 3-15 MIN. AM SHOWS }

TOTAL price is the same or less than the average 30-min. film (plus the time slot) with only 3 commercials once a week.

Commercially Speaking . . . THIS IS THE STORY'S
double-barreled frequency gives you 15 one-minute commercials on 5 separate days!

(* Rating-wise, too, THIS IS THE STORY is your best buy—for complete details, write . . .

MORTON TELEVISION PRODUCTIONS, INC.
360 North Michigan Avenue Chicago, (Illinois)

Noted . . . We will sell TV and AM shows separately if requested.

Stars Enhance

Continued from page 24

thing." is an inviolate rule of any entertainment medium. That the most talented actor or actress in the world cannot make a bad play good has been proved time and time again. But to continue and say, therefore, "Then why use stars?" is equally wrong. For a good play can be made into a much better play if the dialog is in the hands of experienced performers of proven ability.

That the potential of a given television show is enhanced considerably by the presence of performers of stature and repute can hardly be contested. The value of "names," properly used, has always increased the mass appeal of any given product. This is in no way intended to deny that a so-called "unknown" actor or actress cannot and will not achieve popular acclaim and success. However, it is hardly conceivable that week after week inexperienced players can maintain the level of performance that can be expected from the more-experienced, proven players. The younger players must be carefully selected and presented. If plays performed by these unknowns are then interspersed with those of the stars, the benefit of appearing in the same company as these known performers would tend to increase the acceptance by the audience of the new talent.

BMI TELEVISION Sketch BOOK

An indispensable compilation of dramatized song sketches of the very latest popular song hits as well as the standard favorites.

Now available for the Producer, Director, Artist as MONTHLY SUPPLEMENTS

Your BMI Television Sketch Book is now a regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. They are developed into photogenic sketches which can be used effectively as complete musical shows or as production numbers in variety shows.



The BMI SKETCH BOOK and SUPPLEMENTS contain 210 sketches for 105 songs. Hit parade tunes, ballads, novelties, standards, folk songs and dance numbers. Each supplement gives you 10 additional songs with 20 new sketches.

TV SKETCH BOOK is serviced to every BMI TV-licensee each month. A limited quantity is available to producers and directors who write to BMI Station Service Department.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 36, N. Y.

52 GREAT 15 Minute Shows...

100 SENSATIONAL, ACTION-PACKED FILMS COVERING EVERY TYPE OF FISH AND GAME FOUND IN THE UNITED STATES AND CANADA



Blue Grouse, golden plover, grouse and other birds have been featured on the world's 52 great 15-minute programs.

Call! Shows great outdoors and sportsmen with real and fun, & shows how to hunt and fish, and how to handle radio programs.

THE SPORTSMAN'S CLUB

Never before has such a comprehensive group of hunting and fishing subjects been filmed and assembled for the television audience. Our experts tell you how to hunt and fish; show you how to hunt and fish; then take you out to the fields and streams and put their preachings into practice. We show Pheasant Hunting in South Dakota; Duck in Arkansas; Geese in Illinois; Quail in The Carolinas; Puma in the West; Turkeys in Texas; Tarpon in Florida; Salmon in Nova Scotia; Striper Bass on Long Island; Marlin off Catalina; Small Mouth Bass in Maine; Bone Fish in The Keys; Southern Large Mouth Bass; Tuna; Trout; Pan and Pier Fishing, plus many, many other subjects which make "The Sportsman's Club" truly the greatest outdoor show on earth! Wire, write or telephone for costs and audition prints.

SYNDICATED FILMS

1022 Forbes St. Pittsburgh, Pa. Phone EXpress 1-1355

TV FILM COMMERCIALS

Listed below are the more active producers of TV film commercials and the products for which they have produced TV films. Material was supplied to The Billboard by the major advertising agencies and producers. In cases where product or sponsor identification is not listed, information was not received from ad agencies at press time. Where two or more film producers are credited with having made films for the same product, it may be either a combination of live and animated film turned out by two different film companies or two separate

TV commercials for the same product. The "Producers List," while not exhaustively complete, is intended to show the TV film companies which have turned out commercials for some of the major products advertised on network television. The "Product List" was compiled to permit the easy identification of the film producer with the commercial sets on TV. Addressees for the producers in the latter listing may be found under "Producers." This special feature will be brought up to date regularly and will appear again in an upcoming issue of The Billboard.

Product List

- Alfa Seltzer** for Miles Laboratories Five Star Productions
- American Weekly** for Journal American American Film Producers
- Amusement Toothpaste** for Black Drug Co. Vitacorn Pictures Corp.
- Army Reserve** for Army Reserve American Film Producers
- Auricle Motors** Gray O'Reilly Studios
- Aviation Cadet Recruitment** for U. S. Air Force Hartley Productions, Inc.
- Bakers 4 in 1** for General Foods Corp. Filmwright Productions
- Banquette Beer** Sarra, Inc.
- Bardahl Oil** for Bardahl Oil Co., Inc. Dynamic Films Inc.
- Bandages** for Bauer & Black Atlas Film Corp.
- Benda Home Appliances** Vogue Wright Studios
- Bisodol Chlorophyl Mints** for Whitehall Pharmaceutical Co. Dynamic Films, Inc.
- Blue Plate** for Weston Oil & Snowdrift Sales Co. Ray Patin Productions
- Book Guild of America** Television Films of America
- Borden's Instant Coffee** for Borden Co. International Movie Producers Service
- Borden's Products** Caravel Films
- Breakfast Cereals** for Kellogg Co. Paul J. Fennell Co.
- Brillo** for Brillo Co. Vitacorn Pictures Corp.
- Brown Aid** for Brown Aid Corp. of America Jack Parker, TV Films of America
- Budweiser Beer** for Adheser-Buch Inc. Five Star Productions
- Butterlin** for Bristol-Myers Co. International Movie Producers Service
- Spelt Dealers Assn. of Detroit** Vitacorn Films
- Switzer** for Switt & Co. Five Star Productions
- Campbell Soup** for Campbell Soup Co. Paul J. Fennell Co.
- Canada Dry** Hartley Productions Inc. Vitacorn Pictures
- Candies** for Russell Stover Co. Five Star Productions
- Canace Nylon Stockings** Radio Productions
- Carman Milk** for Carman Milk Co. Five Star Productions
- Cashmere Bouquet Soap** for Douglas Palmolive Prod. Co. Ben Harrison Prod., Inc.
- Chase & Sanborn Coffee** for Standards Brands International Movie Producers Service
- Cher** for Procter & Gamble Robert Lawrence Prod. Screen Gems
- Cherished Cigarettes** for Liggett & Myers, Inc. Ben Harrison Prod., Inc.
- Chlorox** for Lever Bros. Elliott, Unger & Elliott
- Chow** for Pharmaco Co. Ben Harrison Prod., Inc.
- Cincinnati Bell Telephone Co.** Film Associates
- Cleantone Gas & Electric Co.** Film Associates
- Clot Ruffles** for Zenith Radio Corp. Atlas Film Corp.
- Cora Fritl** for Post Cereals Paul J. Fennell Co.
- Cora Flakes** for Kellogg's Vogue Wright Studios
- Cory Products** for Cory Inc. Commercial Illustrators
- Customs** for Weston Oil & Snowdrift Sales Co. Melrose Picture Advertising Service
- Dodge '53** for Dodge Motor Co. Five Star Productions
- Dairy Breweries** Five Star Productions
- Drout** for The Gallo Corp. Vogue Wright Studios
- Dunkitt Cigarette Holders** for Alfred Dunhill of London Inc. Sun Dial Films, Inc.
- Dupont Products** for E. I. DuPont de Nemours & Co. Screen Television Productions
- Eastman Kodak Co.** Elliott, Unger & Elliott
- Eastside Beer** for Los Angeles Brewing Co. Five Star Productions
- Electrical Appliances** for Sorbman Corp. Atlas Film Corp.
- Eskey Quality Meats** for Schulenberg Meats Inc. Byron Inc.
- Esso** for Standard Oil of Ill. J. Vitacorn Pictures Corp.
- Fabfasts** for National Health Aids Dynamic Films, Inc.
- Falonia Cigarettes** for Liggett & Myers Tobacco Co. International Movie Producers Service
- Fennemore** for Pharmaco Co. Ben Harrison Producers, Inc.
- First Away** for Carter Products Co. Roger Wade Productions
- Ford Camas, Drifts & Drydial** for Ford Motor Co. and Procter & Gamble Co. Hartley Productions, Inc.
- Ford Motor Co.** Wilding Pictures Productions
- Formula 9** for Charles Merrill, Inc. Dynamic Films Inc.
- Frank Fillars** Broyd, Inc.
- French's Bird Seed** for Atlantic Sales Corp. Princeton Film Center Bill Strum Studios
- French's Mustard** for Atlantic Sales Co. Sarra, Inc.
- French's Dessert** for Lipton Tea Co. American Film Producers
- Furteen Fall** for Fairlawn Lynn Club Galt Tele Productions
- Gaines** for General Foods Caravel Films
- General Electric** The Jam Handy Organization
- General Foods Corp.** Deale Production, Inc.
- Gilson Wine** Kling Studios
- Globe A-I Flour** for Pillsbury Mills Film Star Productions
- Goodall Mfg. Co.** American Film Producers
- Grand Prize Beer** for Gulf Oil & Gas Co. Five Star Productions
- Grape Nut Flakes** for General Foods Corp. Audio Productions Paul Fennell Co. The Jam Handy Organization
- Graphland Corp.** Atlas Film Corp.
- Hamlet Breweries** for Washburner Studios Harrell Brand for New England Bkeries Roger Wade Productions
- Hoar Freezers** for Hoar Division, Borg-Warner Corp. Atlas Film Corp.
- Melopal Appliances** Five Star Productions
- Hudson Beer** Film Associates Kling Studios, Inc.
- International Lates Corp.** RKO Radio Wilding Pictures Productions
- Henry Soap** for Procter & Gamble Transfilm Tempo Productions
- Jan Beer** for Jackson Brewing Co. Motion Picture Advertising Co. Tempo Productions
- Jergens Lather Soap** for Jergens Co. Film Associates
- Jergens Lotion** for Jergens Co. Peter Elgar Productions, Inc.
- Johnny Map** for Johnson & Johnson Vitacorn Pictures Corp.
- Johnson & Johnson** Caravel Films
- Klerner's Products** Gray O'Reilly
- Krilium** for Monsanto Chemical Co. Five Star Productions
- Kristalls** for General Foods Corp. Wilding Pictures Productions
- Krueger Beer** for Krueger Brewing Co. Vitacorn Pictures Corp.
- Laco Shampoo** for Laco Productions, Inc. Sarra, Inc.
- Libe Cigarettes** for Brown & Williamson Tobacco Peter Elgar Productions, Inc.
- Life Magazine** Robert Lawrence Productions
- Life Savers Corp.** Robert Lawrence Productions
- Lifeway** for Lever Bros. International Movie Producers Service
- Lipton Iced Tea** for Thomas J. Lipton, Inc. Caravel Films Seaboard Studios
- Lipton Soap** for Thomas J. Lipton, Inc. Seaboard Studios
- Loans** or Bell Savings Vogue Wright Studios
- Long Cabin Soap** for General Foods Filmwright Productions
- Louisiana State Rice Milling** Ray Patin Productions
- Lucky Strike Cigarettes** for American Tobacco Co. Screen Gems
- Lynx** for Shevay Lynx Co. Photo Art Commercial Studios
- Lux** for Lever Bros. Elliott, Unger & Elliott
- Margarine** for Southern Gold Vogue Wright Studios
- Minute Maid Orange Juice** for Minute Maid Peter Elgar Productions, Inc.
- My T Film** for Priests & Ford, Inc. Bill Sturm Studios
- Marathon Gasoline** Film Associates Kling Studios Wilding Pictures Productions
- Messell House Instant Coffee** for General Foods Filmwright Tempo Productions
- Messner Baby Products** Transfilm, Inc.
- Miffette Potatoes** Vitacorn Pictures
- Master Safe Co.** Film Associates
- Math Auto** for Washburner Corp. Hartley Productions, Inc.
- National Film Chapel, Inc.** Television Films of America
- Neitza** for the Neitza Co. Vitacorn Pictures Corp.
- NHA-B Complex** for National Health Aids Dynamic Films, Inc.
- O'Henry Bars** for Williamson Candy Co. Five Star Productions
- Ohio Oil Co.** Wilding Pictures Productions
- Oil Additive** for Casite Co. Vogue Wright Studios
- Oma Products** for Omar Batteries, Inc. Commercial Illustrators
- Orpan Scentery** for Portland Chamber of Commerce Photo Art Commercial Studios
- Pall Mall Cigarettes** for American Tobacco Co. International Movie Producers Service
- Palm Beach Sells** for Palm Beach Co. American Film Producers
- Palmolive Chlorophyl Soap** for Douglas Palmolive Prod. Vitacorn Pictures Corp.
- Palmolive Soap** for Palmolive Prod. Co. Peter Elgar Productions, Inc.
- Parliament Cigarettes** for Benson & Hedges Audio Productions
- Pero** for Intograph Co. Westcot Trailer Service
- Presto Bismarck** for the Norwich Pharmaceutical Co. Tempo Productions
- Put Milk** for Put Milk Co. Five Star Productions
- Petroleum Products** for Pura Oil Co. Atlas Film Corp.
- Pfeiffer Brewing Co.** Five Star Productions
- Phillip Morris Cigarettes** Deale Production, Inc. Showcase Productions
- Phillie Cops** for Bayou Clear Co. Hartley Productions, Inc. Wilbur Strech Productions
- Ponds Extract Co.** Elliott, Unger & Elliott
- Poocorn** for T. V. Time Vogue Wright Studios
- Post Toasties** for General Foods Transfilm, Inc.
- Pron** for Toni Co. RKO Radio, Inc. Transfilm, Inc.
- Floor Polish** for Protocel
- Wetcot Trailer Service**
- Py-Co-Pay Toothbrush** for Slick Drug Co. Ben Harrison Productions, Inc.
- Radio & TV Sets** for Admiral Corp. Atlas Film Corp.
- Rani Head Ale** for Adam Scheidt Brewing Co. Paul J. Fennell Co.
- Raytheon TV Sets** for Belmont Radio Corp. Jerry Fairbanks, Inc.
- Rayve** for Lever Bros. Elliott, Unger & Elliott
- RDX** for Lo-Celery Prod. Co. International Movie Producers Service

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RESTORES THEM TO LIFE and EARNING POWER

Let us restore your shrunken negatives and color prints... Peerless will tell you if they can be restored to usefulness.

Write for PEER-RENU folder: "That's Gold in Them Old Films"

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165 WEST 40TH STREET, NEW YORK 36, NEW YORK
959 SEWARD STREET, HOLLYWOOD 38, CALIFORNIA

Protective film treatments... complete film distribution so strong... and other special services to aid producers and distributors.

Atlas FILMS FOR TELEVISION

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39 BRITISH PRODUCED INTERNATIONAL FEATURES Ratings to 37.7—Top 10 Records in Sound—New Prints—Amer. Int. & Brit. Stars.
AMERICAN FEATURES—Draw—Adventure—Mystery—Comedy. A sound buy.

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FULL LENGTH or HALF HOUR VERSIONS
Tom Tyler, Gabby Hayes, Jack Preen, Lane Chandler, Bob Carter, etc.

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350—15 MINUTE or TWO REEL VERSIONS
Terrific Sales results. Specialty shows for CHILDREN'S SHOWS—also ADULT ENTERTAINMENT. Top Stars—Top Ratings. In Hour Length as COMEDY CARNIVALS.

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A LIBRARY OF 100—Song, Comedy, Dance & Instrumental Shows—Bob Hope, Bing Crosby, Danny Kaye, Ingeborg Berg—A host of other brilliant stars—Running time 2 to 5 min. ap.

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13 HILARIOUS HALF HOUR SITUATION COMEDIES
Produced for TV—Starring that intangible Cameraman HANK McCUNE—A scrubby priced half hour show.

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AMERICA'S SPORTS FAVORITES
13 SEPARATE 15 MINUTE PROGRAMS
timed in exciting competition. The nation's top coaches demonstrating the techniques that made them great. Our most famous athletes and teams striving for the perfection which leads their names to down forever on the Sports Hall of Honor.

Atlas TELEVISION CORPORATION

15 West 44th Street
New York 36, New York
Murray Hill 7-5535

TV-Film Distribs

Continued from page 35
Motion Pictures for Television
655 Madison Ave.
New York, N. Y.
Mutual Television Productions
351 W. 54th St.
New York, N. Y.
NBC Film Syndication Sales
30 Rockefeller Plaza
New York 20, N. Y.
Paramount Television
Productions, Inc.
1501 Broadway
New York 18, N. Y.
Peerless Film Co.
165 W. 46th St.
New York, N. Y.
Peerless Productions, Inc.
729 7th Ave.
New York 19, N. Y.
Pictorial Films, Inc.
1501 Broadway
New York 18, N. Y.
Post Pictures Corp.
115 W. 45th St.
New York, N. Y.
Procter Productions
221 W. 57th St.
New York, N. Y.
Quality Films, Inc.
1040 Las Palmas
Hollywood, Calif.
Sack Television Enterprises
358 W. 44th St.
New York, N. Y.
Select Motion Pictures
228 . . Oak St.
Kansas City, Mo.
Simmell-Moskay
321 S. Beverly Drive
Beverly Hills, Calif.
Snader Telescriptions Sales
229 W. 42d St.
New York, N. Y.
Standard Tele Corp.
1501 Broadway
New York 38, N. Y.
Sterling Tele Co.
316 W. 57th St.
New York, N. Y.
Stuart Reynolds Products
321 S. Beverly Drive
Beverly Hills, Calif.
Telecast Films, Inc.
112 W. 46th St.
New York 19, N. Y.
Tele-Picture, Inc.
1850 Broadway
New York, N. Y.
Times Tele Corp.
1 E. 57th St.
New York, N. Y.
Trafalgar Enterprises
400 Madison Ave.
New York, N. Y.
Twentieth Century-Fox
Television Productions
444 W. 56th St.
New York, N. Y.
Unity Television Corp.
1501 Broadway
New York 38, N. Y.
Vitapix Corp.
5539 Sunset Blvd.
Hollywood, Calif.
Louis Weiss & Co.
855 N. Fairfax Ave.
Los Angeles 36, Calif.
Williams Productions
1041 N. Formosa Ave.
Hollywood, Calif.
Zach Baym Films
13 E. 37th St.
New York, N. Y.
Ziv Television Productions
488 Madison Ave.
New York, N. Y.

Standardized ID's

Continued from page 33
written directly to stations urging acceptance of the plan.
Fianagan said that one advertising agency using an ID schedule, of 10 "standardized" stations, reported a saving of \$1500 for the client; while a film producer said the new set-up had already enabled him to top \$1200 off the price of a commercial job.
Meanwhile, the American Association of Advertising Agencies is forging ahead on another standardization campaign—a drive to establish standard order-forms in spot TV similar to those used in radio. In co-operation with the National Association of Radio and TV Broadcasters, the AAAA has drafted a standard contract form, and NARTB members are expected to accord it final approval by the end of this month.

THE MARKET PLACE for TELEVISION FILM INDUSTRY

The National Weekly Exchange for Films Sellable for TV Programming
CLASSIFIED ADVERTISING

Adventure

Now in production
"THE PHANTOM PIRATE"
Starring Robert Stack
W.M.F. BROIDY PRODUCTIONS, INC.
5545 Sunset
Hollywood 28, Calif.
The Big Came Hunt, jungle adventures of Martin & Osa Johnson. Explorers Picture Corp., 1501 Broadway, New York, N. Y.
This is the story—TV and AM combination offer. Priced right. Vernon Ford, 360 N. Michigan Ave., Chicago.

Adventure-Mystery

Craig Kennedy, criminologist, starring Donald Woods. 26 films now ready. Louis Weiss & Co., 855 No. Fairfax Ave., Los Angeles 36, Calif.
Dick Tracy—half hour dramatic episodes based on famous comic strip. Snader Telescriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

"BOSTON BLACKIE"

TV's greatest combination super-leuth super-salesman
starring
Kent Taylor Lois Collier Frank Orth
as "Blackie" as "Mary" as "Farraday"
and an all-star supporting cast
Each half-hour program a complete episode planned for 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio
New York Hollywood

"DANGEROUS ASSIGNMENT"

Starring Brian Donlevy
Red-blooded adventure with pay-off ratings—for excellent local showing and local sponsorship—all local cost. Already sponsored successfully in 53 markets. These are still some available. Full information from NBC FILM SYNDICATION
30 Rockefeller Plaza New York 20, N. Y.

THE "UNEXPECTED"

Each half-hour program a complete original story where FATE writes "Unexpected" endings.
Every week a new cast of top Hollywood actors—5 sponsor identifications including 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road
Cincinnati 6, Ohio Hollywood
New York

39 International Feature Films

Interglue action in these pictures. Top package deals. You may yet have first run in your market. Atlas TV Corp., 15 West 44 St., New York, N. Y.

Children's

Adventures in Stamp—15-min. TV program at low cost. TV Unlimited, Inc., 341 Madison Ave., N. Y. 17, N. Y.
Kid Magic—mixture of science fantasy, adventure. Weekly hit story series. Snader Telescriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Comedy

Hello, Darling—hit comedy situation weekly 1/2 hr. syndication available. Guild Films, 5746 Sunset Blvd., Hollywood 28, Calif.

Commercials

TV Commercials by Sara writes sales success stories for many of the country's leading advertisers; Stoppet Deodorant & Foot Powder, for example. Among Sara's recent releases are five action spots for Pacific Mills and National Bicycle Co. Let Sara create the best. Sara, Inc., New York, 100 East 56 St., Chicago, 16 East Ontario St.

Drama

SIX NEW TV FILM PROGRAMS
1. "The Louis Bromfield Series"
2. "The Hank McCune Show"
3. "Tales of Carmen Johnson"
4. "Those Were the Days"
5. "Crown Theater"
6. "A Chair on the Boulevard"
Bling Crosby Enterprises, Inc.
9078 Sunset Blvd. Los Angeles 46, Calif.

Half Hour Dramas—Mystery, Crime, etc. Telecast Films, Inc., 112 W. 48 St., New York 36, N. Y.

Pulse of the City, 15 minute first-run Dramas at low cost. Telecast Films, Inc., 237 First Avenue, N.Y.C.

Stranger than Fiction, 65 1/2-hour Human Interest Series. United World Films, Inc., 445 Park Ave., New York.

Feature Films

Alexander Korda Features—18 new feature length films, finest British production. Snader Telescriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.
For the best in Features, Westerns, Shorts

UNITY TELEVISION

Serials, Dramas, Musicals, Comedies, Cartoons, Sports and many others—contact
1501 Broadway, N. Y. 36, N. Y.

Films Wanted

Top 13-Week Feature Film Series. The best of the Lum & Abner and Scatter Good. Baines pictures. Post Pictures Corp., 115 W. 45 St., N. Y. C.

Film Processing

FAST TV SERVICE
16mm S.D.F. Color or Black & White duplicating and printing. Top quality fast service. SATISFACTION GUARANTEED.
HOLLYWOOD-WALLEY FILM LABS, INC., 12522-B Ventura Blvd., Studio, Calif.

"PEER-RENU"

Conquers shrinkage in old films; makes them usable revenue producing.
PEERLESS FILM PROCESSING CORP.
165 W. 46th St. New York

TV SOUND OF BROADCASTING QUALITY

Specialists in sound control for TV reproductions and kinescopes.
Precision Film Laboratories
21 W. 46, N. Y. C.

Miscellaneous

British Information Service—From a 3-minute filter to an 87-minute documentary. B.I.S. has the answers to your TV film problem. Contact Lester Schoenfeld, B.I.S., 30 Rockefeller Plaza, New York 20, N. Y. CI 6-5100.

Ely Laudau, Inc., television programs on film. Telephone, Murray Hill 7-2224. 10 East 44th St., N. Y. C.

For Quality TV Film Production (MURPHY Productions, Inc. Culver City, Calif.)
For Subjects with wide audience appeal. Picture Films, Inc., 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3755.

For the First Time on Television The Eagerly Awaited NEW MARKET OF LIVE TV TO appear during the first week in October in 56 television markets. A few cities still available. Call or write for more information. The March of Time, 369 Lexington Ave., New York 17, Judson 6-1212.

Hollywood Reel—52 glamour-packed behind-the-scenes TV-Film Shows. Paramount TV Prod., 501 Broadway, N.Y.C.

Hollywood Newsreel (9) 15 min. featuring top action personalities. Screen Coms, Inc., 729 Tin Ave., N.Y.C. Circle 5-5044.

Put off the press—Complete catalog TV-films available winter-spring '52-'53. Atlantic TV Corp., 130 W. 46 St., N.Y. 36, N.Y.

"Movie Quick Quiz"—15 minute, across the board TV version of radio's sensational "Tello-Test"—and more effective. United Television Programs, Inc.

United Television Programs, Inc. Largest distributor of quality TV Films. New York—Chicago—Hollywood

Musical

Snader Telescriptions. Complete TV music library of 800 Telescriptions featuring world famous artists. Snader Telescriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

News

TELENEWS—INS
Complete TV News Service, daily film re-lease, news wire service, spot news stills. Robert H. Reed, International News Service, 235 East 45th Street, N.Y.C. MU 7-8800.

For Washington Coverage

Sound or Silent
BYRON MOTION PICTURES
1226 Wisconsin Avenue
Washington, D. C. DU 1500

TV News—Qualified guidance on getting production, dynamic programming of TV news. Maxson TV News, Inc., 15 E 50th St., N. Y. C. Konstantin Kaiser, Executive Director.

Washington Spotlight—Weekly one quarter hour interview with government leaders & news from Capital. Telescriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Services

BMI Television Sketch Book
Working scripts for song presentation available every month. Producers & Directors. Write
BMI
380 5th Ave., N. Y. C.

Sports

RKO Sportreel—Runs 6 1/2 min., 26 available. For info: Edward A. Evans, RKO-Pathé, Inc., 625 Madison, N. Y. C.

SPORTSMAN'S CLUB

15 minutes exciting fishing, hunting adventures, featuring Dave Newell; 52 units. SYNDICATED FILMS, Pittsburgh, Pa. 1022 Forbes St.

Stock Shots

TV STOCK SHOTS
More than 2,000,000 feet of specialized film footage available for live TV film shows and commercials.
STERLING TELEVISION CO., INC., 316 West 57 St., N. Y. C. (Judson 6-3750-1)

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Complete Production & Recording Facilities. All under one roof. Dynamic Films, Inc., 11 W. 89th St., N. Y. C. TR 3-6221.

HAL ROACH STUDIOS, INC.

The World's Largest TV Film Studio
Culver City, Calif.

Western

America's greatest salesman... with a sensational record sales
"THE CISCO KID"
"D. Henry's Famous Robin Hood of Rancho"
starting Duncan Renaldo as "Caval"
Leo Carrillo as "Parcho";
supported by a top-notch Hollywood 3 full-length commercials on each half TV weekly program.

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Available—50 varied features and 37 action Westerns. Film Vision Corp., 15 Broadway, N.Y.C.

EASY AS PIE

Sales jumped 60% within 15 weeks. "The Racer Rider" went on TV in 10 and Providence for Table Talk. Big big sales in your markets can be made with "The Racer Rider" on the Ask CBS Television Film Sales for de New York, Chicago, Los Angeles, Mem

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An American Legend
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HOPALONG CASSID

Fifty-two brand-new HOPALONG adventures are now going on film. Study for All. These half-hour TV films will be available for sponsorship at LOCAL COST. Find out more about HOPALONG man with the national Neilson average of 32.6 by getting in touch now with—

NBC FILM DIVISION

30 Rockefeller Center
New York 20, N. Y.

ADVERTISING RATES

REGULAR-CLASSIFIED	DISPLAY-CLASSIFIED
Usual wanted style, one paragraph, no display. First line set in 4 pt. bold, balance 6 pt. light.	Any advertisement requiring display make-up or white space figure space between cut-off rules, 1 pt. rule borders permitted only extra line or more.
Per word	Per space line
3 or more CONSECUTIVE or 24 insertions, per word	2 or more CONSECUTIVE or 24 insertions, per space line
52 CONSECUTIVE insertions, per word	52 CONSECUTIVE insertions, per space line
minimum 30.	1 inch equals 16 space lines.

ALL ORDERS AND INQUIRY TO TELEVISION FILM MARKET

THE BILLBOARD
1564 BROADWAY
NEW YORK 36, N. Y.

Paramount, New York
(Wednesday, August 27)

Capacity, 3,654 seats. Price policy, 55 cents - \$1.80. Four shows daily. Chain booker, Harry Levine. Show played by Gordon Jenkins ork.

Even if this combo bill doesn't break any box office records, it packs a tremendous entertainment wallop. From the time the show opens with Gordon Jenkins, to the close with Louis Armstrong, it builds until the climax had the house in a virtual bedlam. In fact, Jenkins seemed to have such a good time out there looking at Armstrong and Velma Middleton, he should pay to get in.

The show started with the Jenkins outfit, eight mixed voices plus eight fiddlers, three rhythm and 10 brass, doing a great Viennese waltz. Then the gang went into the Peggy Lee arrangement (announced as such) of "Lover," with each of the voices coming down front for a lyrical line. It was a genuine success.

Topology

Walter Long came next in his topology, mixed in with a little song, mingling all the way with personality bits. His soft shoe routines were particularly effective.

Jenkins came back with his famous "New York's My Town" from his equally famous "Manhattan Towers," blending the voices, the strings and the brass into a beautiful whole that was thrilling to hear and see. After this came Brightly with his throwaway music act and the howls filled the jammed house. Waxing indignant as each "trick" missed, Ballantine loped around the stage in a frenzied fury that pulled some of the biggest laughs heard here in a long time. Why the TV people can't use Ballantine properly is a mystery. He's always been a solid success on personal.

Louis Armstrong came next, first as a single holding his horn and hanky while he gave out with his raspy vocal of "Sleepy Time Down South," and then, backed by his troupe (bass, drums, piano, trombone and clarinet), he really went to work. It was hot jazz from the New Orleans school to the modern, with every guy coming in for a solid ride.

When the gang gave out with "12th Street Rag," the customers couldn't keep their feet (or hands) still. In fact, neither did the sidemen in Jenkins' outfit, or Jenkins either for that matter. When Velma Middleton did her rhythm and blues songs, the band broke up as did the house. And when everybody, including the Jenkins band and chorus, joined Armstrong in the lambunctious "When the Saints Go Marching By," the noise from the audience resembled that usually generated by a Martin and Lewis. It was that kind of show. The pic was "The Crimson Pirate."

Bill Smith.

BEN YOST

GUARDSMEN
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1650 Broadway, New York, N.Y.

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3985 Paramount Theater Bldg.
New York City, L.A. 4444, 4444
Earle Theater Bldg., Philadelphia, Pa.
WA 2-4277 and 2-3172

Night Club-Vaude Reviews

Alan Gale's Celebrity Club, New York
(Thursday, August 28)

Capacity, 375. Price policy, \$3-\$4 minimum. Shows at 8, 12 and 2. Operator, Alan Gale. Exclusive booker, Dick Henry. Publicity, Ed Weiner. Estimated talent budget, including Gale, \$5,000.

A preview run-thru of the show tagged "From Nowhere to Broadway" showed a lot of nuggets in a package that perhaps is over-long, tho packed with enough talent and sold at a competitive price that should bring it business in the weeks to come. Gale is the sparkle of the first show. His intense delivery of chatter mixed up with songs and set ad libs make him one of the funniest comics around. Freddie Stewart's clear tenor-ing of pops and the Haydocks' clearing make the first show a solid contender for dinner business.

The second and third shows, however, are completely different. These have sketches, acts and productions cooked up by Bobby Gordon to keep the pot boiling. The middle and last shows carry Linda Lombard, the Kings and their Ladies, Eddie Hanley, Geene Courtney, Larry Foster, Tom Tannen, and Bobby Baxter. Freddie Stewart and the Haydocks work all three shows.

Using a comedy curtain made up of fowels from various hotels, the subsequent proceedings are named "From Nowhere to Broadway." Given some minor changes plus some tightening show should be a real contender for late business. It has all the necessary corn, chatter and slapstick to make it commercial. The outstanding sketch had Eddie Hanley working with Miss Courtney in a husband-wife thing that was genuinely hilarious. Both performers gave excellent readings for maximum laughs.

The productions were all on the low comedy side, from an opening "Ranger's Song" with all the men onstage in red long underwear, red coats and flop hats, to the finale, a glee club thing which Hanley as the leader in a fright wig. Latter may need more comedy tho, with so much comedy ahead, it probably can stand as it is.

Single Spots

In the single spots, show started with an exciting Latin version by the Kings and their Ladies (five gals; one boy). Rhythmic drum beat and strident terps made for a great opener. Linda Lombard, ex-production singer in her first date caught as a single, surprised with clear soprano in a series of show tunes, spirituals and long-hair numbers. Girl moves with the grace of a dancer. Later, working in a comedy production, she also showed a figure that'll certainly draw whistles. The Haydocks, on next, did a fine hoofing act, winding up with a challenge bit and a seat on a platform number for a great finish.

Larry Foster, boy singer, followed the intervening sketch with a good bary, leaning heavily on take-offs of various name singers climaxing with an excellent Jolson interpretation.

Good Panto

Bobby Baxter with his shy mannerisms and a throwaway magic tricks came on after a production, "Entertaining Boys." In which everybody worked Baxter opened easily, getting sympathetic chuckles with his panto. Switching to talk takes a little edge off the act until the audience gets accustomed to it. Tho once he got into it, he too worked easily for good results and big howls. His audience participation gimmicks were particularly effective.

Don Tannen, last act on before the finale, threw in everything tho his German and Russian things were the real yock pullers. Tannen is really a funny guy. He can do things as the German that he couldn't do as himself. Result is bigger yocks than ever.

All in all, it's quite a show. Customers coming in for the dinner, and staying for the subse-

Palace Theater, New York
(Friday, August 29)

Capacity, 1,650. Price range, \$5 cents to \$1.80. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Over-all, the Palace is back on the beam for a well-balanced seg, spotting terps, song and comedy in proper dimensions. At the top of the bill is Alan Carney, who hasn't changed his act in a good while. As far as Palace audiences are concerned, there seems no reason why he should. The pew-sitters love his brand of clowning. This reporter laughed, too, but is of the opinion that Alan could add a bit of new material, as well as shuffling the old for a general face-lifting. Just because you're good is no excuse for resting on the oars.

A newcomer to this eye and ear is an elongated fem, Jeanne Charlebois, with a set of vocal cords tuned to imitate anything from a trumpet to a four-year-old chanting on a Sunday school podium, thru a wind-up of a male baritone offering up "Yours Is My Heart Alone." Spotting has put Mlle. Charlebois in second place, but she deserves much better. The lady grows progressively, if she has a smart agent, he should head her for TV guest shots. This gal can register air-screenwise.

Jack Little

It could be that it's because this reviewer used to catch Little Jack Little on an ancient three-dial battery set back in the early '20s, that the balding maestro seems so good today. However, disappointing, nostalgia. Little is still a heluva lad, the piano-forte, and gets the same sort of reception from a new generation that he rated in the Turbulent Twenties. His chant-instrumental routine is solid, but could be improved via switching his own arrangement of "Star Dust" (which is somewhat terrific) to a wind-up for a sock finish.

The bill is opened competently by a pair of lapsters, Nicky and Vicki Collins. The duo steps sharply and the gal is easy on the eye, but there is little or no novelty in their projection. More novelty stems from Stan and Patty Parks, a youthful brother-sister act. (Patty has reached the ripe age of 14, and incidentally packs the combo's chief talent.) Her ventro assist with a dummy is excellent, and she can likewise shake quite a foo, when called upon. Her contribution to a soft-shoe and Charleston finish is fine.

Other Acts

In fourth and fifth slots are Strawberry Russell and his stooge Julia, and the Rigoletto Brothers, assisted by Aimee. Russell, as usual, is amusing in the Bert Williams pattern, with his high-point pitched to his one-string, cigar-box fiddle. Julia is a moderate, buxom-singer foey.

The Rigoletto's comedy magic-juggling-clowning didoes stand up so solidly with personable Aimee adding more than adequate eye appeal. The Howard Fuller Trio, Pop, Mom and son, add up on the plus side of the ledger, with solid hand-balance routine for the close-out act, altho sonny boy is a little over-precious in his build-up. Jo Lombardi has the pleasure this week of cutting an overall crowd-pleasing bill.

The pic is "Woman of the North Country." Bob Francis.

quent show, see something new. It's fast, funny, has fine dancing, excellent singing and some of the best three-man comedy parleys currently available in town; plus the kind of corn that is made to order for the belly laughs.

Teddy King's outfit, which, incidentally, plays a tough show in fine fashion, also boasts in its leader, King, quite an actor. King doubles into the productions and performs like he's been doing lines a long time. Molina Trio alternates for dancing.

Paramount, Los Angeles
(Friday, August 29)

Capacity, 2,200. Price policy: \$1.00-\$1.25. Five shows daily. House booker, Harry Levine. Trick band conducted by Dick Stabile.

If Martin and Lewis add any more tricks to their versatile stint, they can start doing theaters and niteries sans any supporting acts. On this 65-minute show, they did better than 45 minutes and their work was so varied that supporting acts were almost superfluous. In addition to their standard comedy, duo has added a bit, in which Lewis plays mediocre trumpet and Martin plays bad trombone, but the accompanying lines and gimmicks tore up the packed morning house. Their tap dancing bit has been lengthened, with Martin showing some good trick clearing, while Lewis does fine rhythm stepping. At one point, Lewis broke into "Because of You," doing the first seven bars of each line in fine baritone and slurring into a false one for the end of each line. Bit should be used more often. Dick Stabile, their musical director, showed comedy promise while he emceed at Ciro's here and boys would do well to work him into the act more for more pacing. Only blot on the show was a dip or two into the blue. The lads, who are so naturally capable and loaded with material and ad libs are guilty of a grievous wrong when they throw in a filthy one at a morning show thronged with kids.

Supporting acts were Barr and Fates, eccentric comedy duo; Mayo Brothers who are continual-ly improving an already top rhythm clearing stink; and Kitty Kallen, who netted good mits for a trio of varied songs.

Show was backed by a 23-piece ork, which is probably the largest vaude band this town has seen in many a moon.

Johnny Sippl.

Chicago, Chicago
(Friday, August 29)

Capacity, 4,300. Price Policy, 48 to 88 cents daily. House Booker, Harry Levine. Show played by Louis Basile and the house band.

This one-week holiday show should do biz based on the marquee power of Rosemary Clooney, the opening day crowds which filled the house for the first two shows and a well-flacked pic.

Miss Clooney makes her first start here since moving into national prominence with her recording of "Come-On-a-My House" a year ago. It is only her second appearance in the Windy City since she's been in the business. She has all the attributes which make for a winner.

Well-gowned and using a straight-forward approach, she catches her audience fast and holds them all the way. With Charles Trotter, her manager, fronting the house band, Miss Clooney relies on a charming, but brief, intro for her various numbers. In all, she did seven tunes, using a wide variety of numbers. All were done in excellent fashion.

Georgie Kaye, ho last appeared here in Merrie Abbott's "Shooting High" revue at the Empire Room, used much of his old routine, but found a receptive audience. He works hard, but almost too fast, with some of his funniest lines actually being thrown away. Mixing his gags with his song material, Kaye drew heavy response and was called back for his psychiatry number.

Florian Zabach, who was a member of the house band here about five years ago, and who has scored heavily on TV since moving East apparently has a lot of fans in his home town. Violinist also has devised a salable book, mixing his numbers well and using as his closer his "Hot Canary" winner. Zabach has developed a fine visual presentation, and while his attempts at humor are not too strong, there was no doubt that the audience found him to their liking.

Opener featured Bud and Cece Robinson, a good dance duo with some excellent routines, who got the bill off to a fast start.

Pic, "Has Anybody Seen My Gal." Norman Weiser.

"BIG CLICK at the COPA"

Ed SULLIVAN



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currently STARRING

COPACABANA, New York

Held Over 5 Weeks...

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SEPTEMBER 5TH
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SEPTEMBER 15TH
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SUMMER SWAN SONG

Cafes Prep for Fall, Winter; NY Has 3 Clubs Going; Chez Does Well

NEW YORK, Aug. 30.—Cafes took a long look back at the summer, and are now preparing for the fall and winter, hoping they'll come up with either a formula, or a strong enough attraction to make up for the summer.

The hottest showbiz town on the East Coast was Wildwood, N. J., with about 25 or more clubs booming along, some with admissions up to buck, using hundreds of performers. In some cases the prices paid compared with those in the biggest clubs in the country. Mainly, however, it was the

small and medium-priced acts that worked the area.

New York had three big clubs going, with a late entry, the French Casino. Of these, the Latin Quarter was probably the biggest money maker. The Riviera did big with certain attractions, and only so-so with others. The Copa, with its natural draw, held up remarkably well considering its lack of heavy marquee names. With the ball ahead, the Copa hopes to come up with enough solid attractions to maintain its competitive position.

Most cities near New York did poorly during the past few months. Philadelphia's Latin Casino was out of action. It has a series of big names lined up for the coming months, and expects to do business. Oddly enough, Chubby's right outside of Philadelphia, has become a real hot room. The spot is now playing top names, and those who never played it before are now listening to offers.

The Chez, however, is as good as its attractions.

Nevada maintained itself as the hottest showbiz state in the union. Las Vegas was, of course, the biggest place, with Elko and Reno running a close second and third. Las Vegas has done so big that even today there isn't a single city in the country that can boast so many top acts. Last week tourist business was so big that hotels with all accommodations sold out were offering sleeping space on the lavens at \$5 per head, with plenty of takers. For the 45, sleepers got police protection so they wouldn't be rolled while asleep.

The West Coast cafes had a poor to a fair summer. When the Hollywood Mocambo or Ciro's had attractions they held up—a repetition of the East Coast's cafe problems. When they didn't have the names, you could shoot deer.

So far, Hollywood's cafes haven't anything solid set up for the fall, with the exception of Ciro's, which will have Johnnie Ray. The hotels in that area, the new Statler and the Ambassador, figure to do okay. They've booked ahead with class attractions.

The Miami area had a so-so season, with hotels doing the bulk of the business using semi-names. A few new clubs are planning to open for the season, but so far nothing has been set.

The big problem is still attractions. Here and there some ops are using ingenuity to produce something more than just a name and two acts. But it is still the big names that ops are fishing for, and only a few are getting them.

Ray Sets Mark At Steel Pier, Above 120G

NEW YORK, Aug. 30.—George Hamid's Steel Pier, Atlantic City, set a record for a non-holiday week \$122,000, when it wound up a seven-day week with Johnnie Ray.

At Rickard, Hamid's booker, bought Ray last February when he was just warming up, ahead of his Copa date. The result was he was able to make a deal to pay \$7,500, plus a split of the gross over \$125,000. The take was slightly in excess of \$120,000—a record—but still short of the split figure.

Ray is now about the only performer who is currently being talked about as being split seven ways for a series of Las Vegas dates. The singer is tentatively set for the to-be-opened Sands Hotel in mid-October. There is doubt, however, that the hotel will be ready. Hal Braudis, talent buyer for the Thunderbird, Las Vegas, has suggested that Ray work the entire town—one or two nights in each hotel for around \$2,000 a shot, so everybody'll get a whack at him.

Tom Rockwell, General Artists Corporation head, said the idea had been proposed but he doubted if the competing hotels would go for it. The plan, proposed by Braudis was to prevent wild bidding of Las Vegas hotels for Ray's services.

In the meantime, Ray is set for Ciro's, the date set before his marriage to Churlie (Mocambo) Morrison's daughter. The lad also has a week at the Fox Theater, San Francisco, for Thanksgiving, followed by a one-day concert at the Shrine Auditorium, San Francisco. The latter date is for \$7,500, against a \$60,999. The auditorium seats 6,700 people.

Combo Grosses Hold the Line

NEW YORK, Aug. 30.—Combo takes held up okay last week, tho the normal fading has taken a slight toll—that plus the competition from the Legion Convention.

Radio City Music Hall (5,945 seats; July average, \$172,000) did \$167,000 for its fourth week with "Invahne" plus its stage show including Bob Williams. Bill started with \$176,000, followed by \$175,000 and \$170,000.

Roxy (5,880 seats; July average \$90,000) did \$88,000 for its opener with Mel Torme, Elliot Reed and "What Price Glory?"

Paramount (3,854 seats; July average \$84,500) wound up its five-weeker on Don Cornell, Trudy Richards, Elbot Lawrence band and "Jumping Jacks" with \$67,000 against a fourth week's take of \$71,000. New bill has "Crimson Pirate" plus Lou Armstrong group, Gordon Jenkins band and Ballantine.

Palace (1,650 seats; July average \$22,000) did \$25,450 for last week's eight-act bill plus "Son of All Baba." New bill has another eight acts plus "Woman of the North Country."

Boston Dull
Boston had little to offer the past 90 days. Cocktail lounges and musical bars, and at least one big room, will start action in the next few weeks. The trade, however, feels that Boston is a place to stay away from.

Buffalo is expected to perk up with Harry Altman's Town Casino set with a line-up of top names, plus showmanship gimmicks that Altman expects will pull additional business.

Chicago's Chez Paree had probably one of its best box office summers in recent years. Much of it was due to the big names it had set for itself early last spring.

ARA, AGVA Reps Meet to Discuss Franchise Issue

Fireworks Start When ARA Vetoes Coverage by Trade Press Writers

By BILL SMITH
NEW YORK, Aug. 30.—The first meeting of the committees representing the Artists Representative Association and American Guild of Variety Artists, since the explosive factor of which org shall control franchises, occurred Tuesday (26). But all it managed to do was take up more than three hours in a squabble about whether or not the press should be present.

The meeting, that started at AGVA's office at 1:30 p.m. had an ARA delegation that included the big brass of the top agencies. The Music Corporation of America was represented by Morris Schrier and Larry Barnett. The Morris office had Nat Lefkowitz and Howard Houtseman. General Artists had Art Weems plus Jack Katz, who also doubles in brass as ARA's lawyer.

ARA's president, Bill Kent, was flanked by Chicago agents, Freddy Williamson of Associated Booking and Lyman Goss of Riley and Goss. AGVA was fronted by its topper, Jack Irvine; its national counsel, Silverstone and Rosenthal, and house counsel, Harry Katz.

The purpose of the meeting was to discuss AGVA's new rule on issuing franchises directly. The rule is to go into effect September 10. ARA sought the meeting and AGVA agreed, claiming it was willing to listen to any complaints.

The meeting, however, wasn't more than a few minutes old when AGVA announced that the trade press had been invited, and fireworks exploded. ARA flatly refused to allow the press in. It couldn't talk freely; it would discuss things better left undisclosed, etc. AGVA claimed it had nothing to hide, and with so

many versions of the impasse between it and ARA circulated, plus the full page ads ARA placed in trade papers recently, it felt that having the press cover the meetings would give performers and agents a better insight of what was going on.

ARA threatened to call off the meeting; it even objected to having a stenotypist present, tho later it relented on the latter. But it was adamant on admitting the press. It even threatened to call off the meeting if AGVA persisted in its stand. AGVA said that it was ARA who sought the confab and if it wanted to walk out, it was okay.

The hassle started at 1:30. At 4:45 p.m. it was still up in the air.

Cause Celebre
The writer, being the only trade press rep present, became a cause celebre. Finally at 4:45, the writer walked into the conference room, told the participants how flattered he was to be "considered so important to have taken up so much of their time," but other appointments called him away... "so now you can go ahead with your meeting."

From 4:45 to 6 p.m., when the meeting broke up, the talk, according to informants (from ARA and AGVA), became general, tho most of it was given over to throwing of compliments, platitudes, breath beatings, viewing with alarm, then promptly pointing the finger.

The only decisions reached were that a smaller committee would meet Wednesday (31), and that nobody would talk about what had happened.

If a statement were to be issued to the press, it would be a joint announcement to the effect that both parties met and "talks were proceeding satisfactorily."

THEY KID HOPE, MEAN MARGARET

STOCKHOLM, Aug. 30.—Bob Hope was given an example of Swedish humor on his arrival here from Copenhagen, on Monday (25). Nearly 100 photographers surrounded Hope and his party to put on a parody of the kind of reception Margaret Truman—and her three-man bodyguard tried to avoid last week. While only two evening tabloids were directly involved in the hallaballoo over Miss Truman's bodyguards, practically all the Stockholm papers joined in giving Hope the full works—as a gag.

Hope cashed in on the Truman incident by coming onstage during his Sunday (24) night shows at the K. B. Hall in Copenhagen. Flanked by three stooges, with slouch hats shading their eyes and hands jammed menacingly in their coat pockets, whom he presented as: "My bodyguards." Gag drew a big laugh.

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HIGH TAB HURTS

Hope Draws Slim Houses In Denmark

COPENHAGEN, Denmark, Aug. 30.—Bob Hope drew very slim houses at both of his appearances here, Sunday night (24), in the big K. B. Hall. The first show, at 7 o'clock, drew about a half house, but at the second show, at 9:15, there were so few in the hall that those occupying the balcony seats were invited to come down and sit in the higher-priced seats.

The hall is rated at 5,000 capacity, including standees, but the second show audience numbered less than 1,000.

The same criticism applies to the Bob Hope show as to the near-fiasco appearance of Lena Horne at the K. B. Hall, August 14. The largest appeal of both artists is to the younger jazz fan element, many of whom cannot afford the high prices for these two events. Top price for the Lena Horne show was \$1.29, while those for the Bob Hope show were at \$2.23—which is excessive for this town.

Hope evidently sensed this, as in his closing remarks to his audiences he expressed pleasure at being in Copenhagen, but quipped that he particularly enjoyed his visit to Tivoli Park, the previous night, because it was jammed. Looking over his small audiences, he grinned and added: "That's where I should have been booked instead of in this garage."

Appearing with Hope were Betty Duncan, vocalist; Carroll Gibbons, pianist, and To Schonberg, Danish comedian. Hope scored with his song numbers, but many of his gags failed to register.

Chi Chez Plugs Berle With TV

CHICAGO, Aug. 30.—Use of TV spots to promote a nitery had been a rarity in this area, but Dave Halper, Chez Paree operator, and Bob Curley, advertising and publicity director of the location, used the medium to its best advantage in the past week. Result was a heavy jump in the nightly business.

Club bought the brief station breaks on Chicago's four outlets plugging the appearance of Milton Berle. Spots featured a head pic of Berle, and the legend, "Now appearing nightly at the Chez Paree."

Comic was shooting for the gross record compiled in the two weeks preceding his current engagement by Martin and Lewis. Aitho off to a slow start, the hypoped biz in the past 10 days brought him near the record figure as the week drew to a close.

AGVA Office Workers Quit During Meet

Walkout Hits Execs In Midst of Confab With Artist Group

Continued from page 1
thing, including a \$4 raise across the board to all AGVA office people, about 28, on a one-year contract.

AGVA negotiators, Jack Irving, Henry Katz and John Donoghue, denied that a one-year contract was agreed upon. Talks, they said, were around a two-year deal. Cohen said \$4 for two years meant only \$2 a year, and the employees wouldn't go for it.

Sanctioned Walkout
Cohan also said that he wired the International for permission to strike, tho that body had sanctioned the walkout with the proviso that Howard Coughlin, vice-president of the International in the area, use his influence to settle the differences. Now, on vacation, is also Local 152's business manager.

AGVA claimed it was in the red, and therefore could not contract to give raises outside of the original agreement.

"We were not notified that our people were walking out. They just didn't show up for work," said an AGVA exec.

Continued from page 1
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Martin-Lewis See 100G for Concert Tour

NEW YORK, Aug. 30.—Martin and Lewis figure to get another \$100,000 for themselves for an Eastern concert tour due to start October 23. The boys start their Southwestern series of one-nighters October 4, winding up October 19, and then immediately start East.

The two comics will do 10 one-night shows starting in Washington October 23 and ending in Newark, N. J., November 1. The deals in most cases call for \$10,000 guarantee against a 60 per cent split, tho in some cases the guarantee calls for \$12,500 against a 60 per cent.

From Washington the company, to include in addition to Martin and Lewis, six to seven acts plus Dick Stabile's band, will go to Providence. Next towns in order are: New Haven, Conn.; Springfield, Mass.; Montreal; Toronto; Troy, N. Y.; Scranton, Pa.; Syracuse, and Newark.

Acts set so far for the tour are Kitty Kallen, Bob Williams, the Mayo Brothers and Barr and Eses. Others will be chosen in the next few weeks.

Salkin Sells Pic Interest

CHICAGO, Aug. 30.—Leo B. Salkin, veteran Windy City booker of theaters and niteries, this week sold his interest in the Eastman Film Company to his partner, Irwin S. Joseph, in order to devote full time in the future to his booking office.

Salkin, who has moved into the television field, booking a number of shows which specialize in up-of vaude acts, also will bulk packages for aud-arena tour later this year.

Mayor Halts Club

SAN ANTONIO, Aug. 30.—Suit for an injunction restraining operation of a night club in Castil Hills was filed by E. E. Horton, mayor of Castle Hills, Tex. The complaint charged that Lesi. Bowman Jr. and Albert Huebner operate a club in the community in violation of a zoning ordinance causing injury to property holders in the area.

Disk Jockeys Get Columbia At-Cost Offer

Stations Off Free List Given Disks At Reduced Price

NEW YORK, Aug. 30.—Columbia Records has expanded its disk jockey service by allowing radio stations not on its free list to purchase records from the firm at cost. The Columbia system is similar to the Capitol-Record plan which was inaugurated last year, which set up a special at-cost service for stations that had never received Capitol platters and wanted them for their deejay shows.

Capitol Records services more than half of the radio stations throughout the country with deejay disks without charge. Stations not on this key list can purchase all Capitol country platters at \$5 per month, all pop platters for \$8 per month, or a combination of both for \$10. Station that purchases all Capitol disks receives between 30 to 40 platters every month. The Columbia plan follows this same pattern.

Object of the Columbia plan of course is to satisfy those stations, mostly located in smaller towns, that have never received any releases from the company, but need them for their programs. Columbia, like most other diskeries, has found that the cost would be excessive to supply all stations in the country for free and limits this list to about 70 per cent of the stations. The new plan has been working out satisfactorily, according to Columbia execs, and stations that did not formerly get the company's disks are pleased with the cost price plan.

RCA Victor has had a system for quite a while, whereby small-town stations not on the firm's list could purchase platters from the RCA Victor distributor at a nominal cost. Decca Records may expand its program shortly to correspond to the Columbia and Capitol cost-price plan for those stations not now receiving waxes from the firm.

New Firm Handles Only Indie LP's

NEW YORK, Aug. 30.—Altho one-stop are a thoroughly established medium of pop record distribution, what is believed to be the first such concern to cater exclusively to the long-play needs of retail stores will open here next week. The firm, the Stanley-Lewis Record Distributing Company, was formed by Stanley Rosenberg and Harry Lew.

The company will handle only indie LP labels. These it plans to offer at regular wholesale prices. In addition, the firm will act as limited metropolitan distributor for a number of LP diskeries, including Period, Bartok, Dial, Esoteric, Eterna and Philharmonia.

Cetra Denies Goody Charges, Asks Court Dismiss Complaint

NEW YORK, Aug. 30.—Cetra-Soria Records this week entered a general denial of charges brought by Sam Goody in a court effort by the retailer to establish the primacy of ceiling prices over subsequent fair trade minimums. Cetra, the only diskery to fail to drop its product since the passage of new federal legislation binding non-signers, asked that the complaint be dismissed by the court.

"The complaint," read the reply filed by Cetra attorney, Ambrose Doskow, "fails to state a claim upon which relief can be granted." It further claimed that the U. S. District Court, where the action was initiated, has no jurisdiction over the controversy.

Cetra, with the suit against it still far from resolution, has

CAPITOL 10-INCH DISK TO JOCKEYS

HOLLYWOOD, Aug. 30.—As a part of the current 10th anniversary celebration, Capitol Records is sending out to d.j.'s and other important music business sources a specially prepared 10-inch LP, which aurally traces the growth of the Wallichs' waxery since the "Cow-Cow Boogie" was the firm's first hit. Narrated and written by Dave Dexter, Capitol a.s.r. rep, the disk contains portions of each of the firm's leading sellers, together with explanatory matter. Glenn Wallichs paraphrases the early history of Capitol as one portion of the disk.

Modern Ships New Disks to Calif. Outlets

HOLLYWOOD, Aug. 30.—The recent announcement by Modern Records regarding its seven-inch semi-microgrooved 78 r.p.m. deejay promotion platters, has stirred some interest here. The Bihari Brothers of Modern have sent two shipments of these disks, as a test, to Melody Sales, San Francisco, and Central Record Sales, Los Angeles, in order to determine the reaction on the retail level. The disks are being sold at standard price. A new firm, which would not disclose full details, is selling the same disks in an experimental set-up thru supermarkets here.

The Bihari Brothers have been contacted by various manufacturers for information about the new disk. The seven-inch 78 weighs one and one-half ounces, as compared to the five and three-fourth to seven-ounce weight of a 10-inch 78 r.p.m. The Bihari disk is a 30 per cent viny. Cheaper manufacturing costs and cheaper shipping, as compared with conventional 78's, are claimed for the small disk.

The Biharis are writing to leading juke box manufacturers to see if the new 78's might work on most boxes. A check with VM and Webster—Chicago changer maker reps here indicate that the seven-inch 78 r.p.m. disk would play automatically on all automatic three-speed players they've manufactured during the past three years.

RECORD FESTIVAL DAY

RIAA Plans Big Fete To Spark Disk Interest

NEW YORK, Aug. 30.—The Record Industry Association of America will stage a Record Festival Day late September or early October as an experimental promotion to increase interest in records. The festival will probably be held in Hartford, Conn., or a similar-sized New England

town. This special affair will be a many faceted promotion, which may set the pattern for similar RIAA promotions in the future. The object of the record festival is to make the city record conscious by creating new interest in disks and disk artists. All types of records will be pushed, including pop, r.&b., c.&w., sacred, etc. On festival day the RIAA will hold a show featuring in person appearance of record stars from the various disk categories. The association expects to broadcast and to televise the program, and to make it an important elvix event.

Plans are now being worked on to merchandise the forthcoming festival. This will entail existing the aid of record dealers, disk jockeys, operators, etc. These plans cover such items as window display contests for record dealers and window contest for other shopkeepers. RIAA promotion exec Joe Martin, in charge of the merchandising of the RIAA festival, hopes to enlist the aid of all the stores in town to help promote the "record" day.

MUSIC ASCAP's New Pub Distribution System Goes Into Homestretch

How to "Cushion" Standard Firms Is Problem in Performance-Based Plan

NEW YORK, Aug. 30.—On Thursday (4), the classification board of the American Society of Composers, Authors and Publishers will consider the pressing problem of working out a new publisher distribution system.

The ultimate adoption of a new method became virtually a foregone conclusion as a result of the furor raised by the Southern availability case, which was settled by a arbitration panel. A procedure provided for in the revised Consent Decree.

The new system, of course, will be based almost entirely on performances, and will therefore constitute a major departure from traditional ASCAP philosophy. It is not known, at this point, just how soon the new system will be crystallized. But one thing is certain: This is the homestretch. Whether the plan will be completed for the October distribution is a moot question.

"Dry Runs" The Society, it is known, has been conducting "dry runs" of plans based, for the most part, on performances. No plan, however, has been accepted as final. One of the stumbling blocks is the problem posed by old line standard publishing firms, such as Carl Fischer, Schirmer's, etc. These firms stand to lose most by a de-emphasis of availability. The chief of a top old line, standard firm, speaking apropos of the approaching de-emphasis of avail-

ability, said this week: "We are quite concerned... we are not very happy about the proposed new plan..."

The problem posed by the standard firms brings forth various reactions among the ASCAP brass. On the one extreme are those ASCAP execs who feel that a fund should be created in order to cushion the losses which standard firms would sustain under a performance-based distribution system. There had been talk of such a fund, to be created for a period of five years, after which the standard firms would be on their own—that is, they would receive no help from a fund designed to minimize losses stemming from de-emphasis of availability.

On the other extreme, there are ASCAP publishers who hold to the proposition that the standard firms deserve no concessions of any kind—no cushions to ease the blow. These publishers hold that the standard horses have been profiting all these years from a "misguided benevolence" on the part of ASCAP. The standard firms, according to this view, should hustle, hire themselves some pluggers, and get to work. The standard firms, it is pointed out, are in a business different than the pop field, have other sources of income, and can stand the loss of income stemming from a new distribution method. In between these two extremes there's considerable

sentiment that a cushion of some sort—altho not necessarily a fund—would be desirable.

Likely Set-Up

Altho the new distribution plan has not yet been crystallized, publishers close to the picture see the likely set-up as follows: (1) Some easing of the standard firms, as indicated above; (2) the payoff basis would be about 85 per cent for performances; (3) Some concessions would be made to the traditional distribution method, with seniority and some aspects of availability worked (Continued on page 43)

DECCA CLUB

Price Drops With Each Purchase

TORONTO, Aug. 30.—Decca Records in Canada has renewed its Decca Record Club. Distributor head George Opfer thinks this will increase the dealers' business greatly.

Here is the modus operandi: Customers sign their names and address on a membership card when making their first purchase. Each Decca purchase is listed on the card, and initialed.

Under it, the customer pays 90 cents each for the first three single purchases, 85 cents for the fourth, 80 cents for the fifth single purchase, and as the number of purchases increases the price drops until it hits 55 cents. When a full card has been used, a new card is issued the customer, and credit is issued by Decca to the dealer. This credit is sent in the form of "Decca Hit Parade Records."

The plan has been backed up by a strong promotion campaign on behalf of the dealers by the Decca company.

WINS Vetos Suicide Ditty

NEW YORK, Aug. 30.—Mostly, it's only when a record is too suggestive or literal in matters romantic that radio stations exercise censorship. But now, some are worried about a tune called "The River," in which sex plays only a minor role.

First waxing of the ditty was by r.&b. chanter Little Caesar. In it he bemoans a romantic disappointment, and ends it all by a leap into the river. The platter closes with a realistic gurgling sound.

Here, local indie WINS has found the disk "too depressing" for exposure to its listeners. It's too much like "Gloomy Sunday," they feel, which about a decade ago was reported to have influenced a minor suicide wave. Other radio stations, like WWRL, have played the record without noticing any appreciable diminution of their listening audience.

Meanwhile, a pop version of the ditty has just been released by chanter Art Lund for Coral. Diskery execs feel the new pressing should be acceptable to even the most finicky broadcaster.

Kramer Leaves Berlin Chi Office

NEW YORK, Aug. 30.—Fred Kramer, head of Irving Berlin's Chicago office, has left the organization to go on his own.

The parting with Berlin was amicable. Kramer had been with Berlin since 1920.

BMI Resurveys Non-Radio Music

NEW YORK, Aug. 30.—Broadcast Music, Inc., is re-surveying the entire non-radio music field with a view toward more adequate licensing hotels, night clubs, etc. Harry P. Somerville, vice-president in charge of non-radio licensing, has been carrying out a revamp of the field staff and very shortly will have a total of 17 field men covering all areas of the country. Three field men

are expected to be appointed shortly. One will operate out of Syracuse, another out of Minneapolis and the third out of Dallas or Portland, Ore.

Somerville, in the meanwhile, has two projects on tap. He is preparing for a country-wide tour starting October 1, and he is getting set for a confab with the Committee on Copyright of the American Hotel Association. Somerville's trek will be for the purpose of contacting field men and assaying the general non-radio licensing situation. He'll confab with Midwest BMI reps in Chicago, and then proceed to Denver, San Francisco and the South.

Hotel Confab

The confab with the hotel men is preparatory to the negotiation of a new contract covering the performance of BMI music. The committee represents approximately 1,200 hotels. These hotels are now licensed by BMI, but the licenses expire December 31. The new terms is expected to be for three years, the same as the paper which expires in December.

Members of the hotel men's committee include Frank A. Paget of the Pierre, Frank Rady of the Waldorf-Astoria and Frank L. Andrews of the New Yorker.

McCloud Heads Wurlitzer Div.

CHICAGO, Aug. 30.—R. O. McCloud, merchandising manager of television radio and records of the Rudolph Wurlitzer Company, has been appointed assistant to the manager of the retail stores division. In his new capacity, McCloud will continue to handle his previous duties but will also handle all buying for the retail division of the firm.

Wurlitzer also promoted Harry E. White, purchasing agent of the retail division, to assistant manager, defense products department, at the company's orth Tonawanda, N. Y., plant.

Both appointments become effective September 1.

Merchandising

Plans are now being worked on to merchandise the forthcoming festival. This will entail existing the aid of record dealers, disk jockeys, operators, etc. These plans cover such items as window display contests for record dealers and window contest for other shopkeepers. RIAA promotion exec Joe Martin, in charge of the merchandising of the RIAA festival, hopes to enlist the aid of all the stores in town to help promote the "record" day.

Deejay's co-operation will be sought to help push the show. General thinking here is to have tapes made by record artists which will be played over local stations to remind listeners about (Continued on page 43)

Old-Line Publishers Expand Activity in New Music Areas

Realize Potential of Country, Blues Fields; Independent Diskers Wood

NEW YORK, Aug. 30. — Top flight publishers, who for many years have confined themselves to the pop field and major record labels, are now actively moving into such specialized musical areas as the r.&b. and c.&w. fields, and even courting some of the independent diskers to wax their tunes. Two examples of this are: Shapiro-Bernstein, which said this week that it will expand its operation to include r.&b., sacred and all other types of ditties, and E. H. (Buddy) Morris, which has been acquiring r.&b. material recently for its Meridian pubbery at a rapid rate. This change of operation by the old-line firms is symptomatic of a changing music industry.

The succession of c.&w. and r.&b. tunes which have become hits in the pop field is one of the reasons why the large publishers are anxious to obtain material from specialty fields. In addition, the big firms are also interested in the loot that can be collected on a tune which becomes a hit solely in the specialty field, since they have discovered that this can amount to a reasonable hunk of change. This latter reason is less important, however, than the fact that the specialty tunes have

become important sources of supply for pop hits.

All-Encompassing
A Shapiro-Bernstein exec stated that a music firm that is not in all fields today is not really in the music business. He felt that the current fad for pop items derived from other fields may not last, he felt that it was of great import at present. Another large publisher said that he regards the c.&w. and the r.&b. fields today

as vital enough to sink a sizable sum of money into, in order to obtain new material from these phases of the music business.

As an indication of the tunes from the c.&w. field which have become pop hits, the current "Jambalaya," "Half as Much," and "Too Old to Cut the Mustard" indicate some of the potentialities of country items. "I Went to Your Wedding," which started as an r.&b. song, appears to be on its way to become one of the biggest hits of the fall season.

Pop's Action
Meridian Music recently took on "Have Mercy, Baby" and "The River"; Valleydale Music is selling agent for "One Mint Julep," and Dave Dreyer is handling "Got You on My Mind." All of these have been strong items in the r.&b. field. All of these firms have been setting their tunes with pop artists and pop labels. "My Song," which has really broken out in the r.&b. field, is being bid for by a number of pop publishers.

In addition to the movement of specialty tunes into pop areas, there has been a reverse movement going on as well. Many r.&b. firms are covering pop hits, and the country labels are engaging in similar activities. "You Belong to Me" has been covered by both r.&b. and country artists, as has "Meet Mr. Callaghan," "I'm Yours," "Here in My Heart" and many others. The pop hits have not gone over very strongly lately when covered in the "specialty" markets. "Because of You" by Ted Smith, ork last year became a big seller in the r.&b. field. Many a.r. men will

(Continued on page 46)

Art Satherley To PM; Plans Own Song Firm

HOLLYWOOD, Aug. 30. — Art Satherley, who resigned as Country and Western a.&r. chief of Columbia Records early in July, has gone into personal management and intends by late fall to announce either a pubbery connection or formation of his own specialty firm. Satherley, who recently returned from Northern Mexico, where he scouted south-of-the-border warblers, has inked Polly Possum and Joe Wolverton, country duo currently in Northwestern territories, and the Callahan Brothers, comedy-song duo currently in Texas, and Rufe Doolittle, all of whom are with Columbia Records.

Satherley starts next week on a five-week junket in the South, New York and Chicago, returning to the Coast via British Columbia. He is seeking talent for recording and publishing.

Ceiling Lifted But Mfrs. See No Hikes

• Continued from page 1

costs and the saving would certainly be passed on to the dealer and retail consumer.

Likelihood is seen, too, for sharply accelerated sales volume of TV and radio sets and phono combinations. Buying has been at a brisk pace so far this year, traders reported, and there is a strong chance that sales of TV sets alone will mount beyond the six million mark in 1952. Incidentally, traders are chucking over a Federal Reserve Board study which anticipates that nearly three million TV sets will be gobbled up by consumers this year (see separate story). Sales approached that figure in the first half of the year.

OPS' price ceiling removal was termed by the agency as a "suspension" of ceilings which will be restored "when and if the index reaches 97 per cent of the January, 1951 level." This would require an advance of 3.8 per cent in its index, using current prices as a basis. OPS said that special attention would be given to table model radios on which prices have been firmer than prices on other products in the industry.

In announcing the action, which was taken with concurrence of Economic Stabilizer Roger L. Fu-nam, OPS Director Ellis Armat stressed that it does not mean "abandonment" of controls in any area where controls are needed. He said that the action means that "economic conditions require firm price controls in pressure areas but permit their suspension in soft market areas."

The ceiling lift, however, pointed up a general trend which has also been marked by easing of several controls of scarce materials. There has been some loosening of restrictions on copper, cobalt and sulphur. However, demand for selenium, used in rectifiers of radio and TV sets, may outstrip supply for "an indefinite length of time," NPA said this week. Members of the NPA's selenium rectifier stack manufacturers advisory committee indicated at a meeting with NPA this week that the growth of TV stations is contributing to the shortage.

"A significant part of the industry's output goes into selenium rectifiers for TV and small radio sets where they convert alternating current to direct current," NPA stated. "Recent authorizations for new TV stations may mean that the 1953 demand for radio and television selenium rectifiers will be up as much as 100 per cent over the 1952 figure." NPA was advised by one member of the advisory committee.

DUKE'S OLD GRADS

Blue Campus Breeds Name Tootlers, Leaders and PM's

HOLLYWOOD, Aug. 30.—It was just 20 years ago this week that the campus of Duke University, Durham, N. C., started a school year that has now become famous because of the music business biggies it developed. An innovation that year was the establishment of two dance bands, made up of students who got free meals for playing a nightly one-hour session at either the East or West night club for Sunday night. One band, the Blue Devils, started with football hero Nick Lany as leader, but a tenor saxman, Les Brown, later took over the helm. Drummer for this crew was Don Cramer, now business manager for Brown. Another band was headed by Johnny Long, with Bubber Miley, now GAC's one-night booker on the Coast, at the Steinyway. A third enterprising orkster who started school that year and later took over one of the campus crews was Joe Burke, now better known as Sonny, who does conducting and Dreyer's a.&r. on the Coast. Others who continued in music business after finishing at the North Carolina campus, Hal Gordon, erstwhile drummer now a presenter with Lew and Leslie Grade's Hollywood office; Dutch McMiller, staff redman at WSM, Nashville; Kirby Campbell, sax, now in the Gotham Radio Studios; Johnny

MDS TO LEVY SERVICE CHARGE

NEW YORK, Aug. 30.—The Music Dealers Service, effective September 2, is levying a service charge of 1-cent per copy on returns of tunes which sell less than 65 per cent of the rack shipping order. Last week, The Billboard said MDS had shelved the idea of a service charge. For the present, the intent is to carry thru on the service charge under conditions described above. If, however, it is found at a future date that business is improved to the extent where no service charge is needed, then changes in policy may be made.

Eng. Columbia Execs Slated to Join Philips

NEW YORK, Aug. 30.—The recent resignation of English Columbia execs Leonard Smith and Norman Newall, because they were "not satisfied with the policy of the Electrical and Musical Industries organization," has led to speculation as to whether the former EMI men will join Philips Record Industries — Holland-based electronics firm — when it starts its disk activities in England this fall. Philips becomes the European representative for American Columbia Records starting January 1, 1953, supplanting EMI in England and on the Continent. An English recording exec told The Billboard that "it is 99 per cent certain that Smith and Newall will join Philips."

Preparations for the launching of the Philips diskery in England are progressing rapidly though no date has yet been announced for the release of the firm's first British wax.

In addition, the complicated factors as to what happens to the masters of American Columbia released by English Columbia and vice-versa, have yet to be settled. Goddard Lieberman, Columbia vicepres, has recently returned from an extended European trip which, it is believed, was partly concerned with handling details of the EMI-American Columbia divorce, and setting future plans for the forthcoming Philips-American Columbia marriage.

Shipped to EMI

At the present time, American Columbia masters in the pop field are being shipped to EMI for re-

(Continued on page 46)

ALPINE ALLEY

Mag Whiting's "Echo" Leads Swiss Parade

ZURICH, Switzerland, Aug. 30. — Perhaps the most popular sound reverberating through the romantic valleys of the Swiss Alps these days is a unique echo belonging to one of America's top fem vocalists. For a study of Switzerland's latest Hit Parade favorites shows Margaret Whiting's version of "Good Morning, Mr. Echo" as the No. 1 seller of American records this month.

Maggie's echo on this platter didn't do much in the United States when first aired several months ago. But the Whiting touch caught on fast with its release here six weeks ago, and the platter is nearing an all-time high in sales for the Capitol Records distributor in Switzerland.

Close on the heels of the "Echo" success is Les Paul's tricked-up treatment of "Walkin' and Whistlin' Blues."

In the No. 3 spot is the current international favorite, "Blue Tango," with versions by Les Baxter and Ray Martin setting the pace.

Top Quintet

Rounding out the current top quintet of American best-sellers are Doris Day's "A Guy Is a Guy" and Nat (King) Cole's "Unforgettable."

The four tongues are spoken throughout Switzerland, very few American imports require a translation to make the Hit Parade. The kids here like English, and, as always has been proven, disks provide one of the best ways for learning a new language.

Switzerland has a population of four million. A platter that goes over 10,000 is regarded as comparable to an American million seller. Maggie's "Echo," at this report, has eclipsed the 7,000 mark.

Pub Royalty on RCA EP's Set

NEW YORK, Aug. 30.—The publisher royalty rule on RCA Victor's Extended Play disks has been set at 1 1/2 cents, according to the office of Harry Fox, publisher's agent and trustee. The EP disk, from the point of view of royalty payment to publishers, is considered the same as a 10-inch LP selling under \$3. The rate in both cases is one and one-half cents per tune. The EP album has equal selection on two records, and the 10-inch LP has eight selections on one record (four per side).

The rate which the Fox office has applied to radio packages selling four records, two selections per side, on micro-groove 78's, has been 1 1/2 cents per tune also. Selling price on this merchandise has been \$2.98.

On LP's selling at \$3, containing top pop hits on a 10-inch disk, the rate is 1 1/2 cents per tune.

On bigger priced LP's the statutory rate of 2 cents applies, the same as on regulation 78's.

Audio-Video Awarded First Recording License by AFM

NEW YORK, Aug. 30.—In a precedent-setting action, the American Federation of Musicians has just granted a recording license to the Audio-Video Recording Company. This is the first time such a license has been issued to cover the manufacture and sale of pre-recorded tape thru retail outlets.

While music on tape has hardly dominated the market to date, Audio-Video is stepping up its plans to release new material for home play-back equipment. Under its new license pact, it has already recorded a reel of Christmas carols. The set will hit the market in about two weeks.

The company's catalog, now numbering 37 foreign-recorded items, is also skedded to hit a total of about 50 by mid-September.

Meanwhile, Vox Records is known to be negotiating with Magwood to arrange a deal whereby certain items in the diskery's catalog would be transferred to tape for retail distribution. Should the deal be concluded, the identical repertory items then would be available both on wax and tape.

This duplication of disked and taped music exists already to a certain extent. Part of the Audio-Video catalog is made up of items also available in the Remington Records line. In these instances, Audio-Video has obtained tape rights to the same performances.

Audio-Video's reels, carrying 30 minutes of playing time, sell for \$5 and \$8.95, depending on reel speed. They are sold primarily thru camera stores.

767 Continues Merger Push

HOLLYWOOD, Aug. 30.—The merger of committee of Local 767, Negro branch of the AFM here, the disheartened by what they feel are insurmountable obstacles upon possible merger by the recent reply of the executive board of Local 47, the white local, are continuing to push for amalgamation, with an active assist from within the membership ranks of Local 47. A talk with reps of the "committee for merger," made up of 47 members, revealed that this committee has 700 different members names on petitions which seek merger. The spokesmen said that they are now working toward a special membership meeting of Local 47 at which time members will be asked to vote upon merger and to set up their own program for merger. Up to now, only the executive board of Local 47 has negotiated with Local 767 reps.

The Local 767 committee has countered the proposals of Local 47 (The Billboard, August 30) by asking that under their proposed merger program, two trustees of the local be named that all Local 767 members under 40 would be eligible for the \$1,000 death benefit of Local 47 one year after they are amalgamated; that money in 767's death benefit treasury be set aside for the payment of a \$400 death benefit to all former 767 members who were over 40 when joining or were life members. The Negro committee turned thumbs down on the Local 47 offer that 767 members joining the merged union lose their seniority and their life membership.

Phila. Lawyer Sues Cugat, Asks \$1,500

PHILADELPHIA, Aug. 30.—A suit for \$1,500 in legal fees was filed against Xavier Cugat Thursday in Common Pleas Court here by local attorney Harry D. Sporkin. Fees were for legal advice allegedly given Cugat from the fall of 1950 until summer of 1951 when the maestro and his former wife, Lorraine Allen, were getting a divorce.

Suit claims that it was on Sporkin's advice that Cugat established residence in Philadelphia in September, 1951, to protect him from the burden of permanent alimony, since Pennsylvania is one of the few states that does not require alimony payment.

Cugat, the attorney said, ignored his demands for payment on his fee. He was divorced last January in California by Miss Allen and he in turn obtained a Nevada divorce from her last April.

Music Publishers' Record Scoreboard

• Sides in Current Release

Week Ending August 30

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

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE GROUP —ACUFF-ROSE	Tennessee Rag You Win Again Come a Little Closer	Country All-Stars, RCA (R) Bobby Williams, MGM (R) Bud & Betty Bryant, MGM (R)
—MILENE	Settin' the Woods on Fire Let's Change Partners	Bud & Betty Bryant, MGM (R) Bud & Betty Bryant, MGM (R)
AMERICAN MUSIC	Common Folds I Was the Last One to Know	Roberta Lee, Dec (R) Ray Anthony, Cap (R)
ANTHONY ARMORE GROUP —ARMORE	Lies Can't You See You Darlin'	Bobby Brooks, RCA (R) Jerry Sherd, Cap (R) Meien O'Connell, Cap (R)
—BEECHWOOD	My Little Girl	Country All-Stars, RCA (R)
BOURNE	Standing Outside	Jack Hunt, Cap (R)
BROADWAY	You're Gonna Be Sorry	Gene O'Brien, Cap (R)
CENTRAL SONGS	Are You Afraid Big Family Trouble	Terry Preston, Cap (R) Sheets McDonald, Cap (R)
CHERO MUSIC	I Don't Want to Let the World on Fire	Tommy Tucker, MGM (R)
COMET	Tennessee Talkin' Doll	Gene O'Brien, Cap (R)
COMMODORE	Trav'lin'	Paul Gayten, Col (R)
CRESTWOOD	They All Asked for You	Paul Gayten, Col (R)
DISNEY	That's What I'm Here For	Billy Williams, Mer (R)
FAMOUS GROUP —PARAMOUNT	My Life My Love Down By the O-Hi-D	Cindy Lord, MGM (R) Jimmy Palmer, Mer (R)
FORSTNER	Send Me the Pillow	Jack Hunt, Cap (R)
FOUR STAR SALES	I'm Only Wishing Don't Let the Stars Get in Your Eyes	Terry Preston, Cap (R) Sheets McDonald, Cap (R)
FRANK GALE & GAILES	No Two People You Like	Barbara Ruick & Carlston Carpenter, MGM (R) Helen O'Connell, Cap (R)
HANOVY BROS	St. Louis Blues	Frans Petty Trio, MGM (R)
HILL & RANGE GROUP —HILL & RANGE	Tinle & Gold I Finally Saw the Light	Dick Haymes, Dec (R) Floyd Tillman, Col (R)
ST. LOUIS	Goodbye Tomorrow Hello to Yesterday The Echo of Your Voice	Floyd Tillman, Col (R) Wade Ray, RCA (R)
HILLCREST	Bill Bailey, Won't You Please Come Home I Went to Your Wedding	Wade Ray, RCA (R) Hadda Brooks, Col (R)
HILLS GROUP —CROMWELL	I Took You to My Wedding Hanky Hank Sweetheart	Hadda Brooks, Col (R) Lona & Oscar, Dec (R)
JENKINS	12th Street Rag	Lionel Hampton, RCA (R)
KIRBY SMITH	Do It If You Want to	Big Boy Crudup, RCA (R)
KRAMER-WHITNEY INC.	That's the Last Teat	Dick Haymes, Dec (R)
LEEDS GROUP —LEEDS	Forever and Forget Meet Mr. Callaghan	Ricky Vallo, MGM (R) Peter Todd, MGM (R)
—PICKWICK	Whitehead	Peter Todd, MGM (R)
—WABASH	Second Man Blue	Big Boy Crudup, RCA (R)
MELLIN GROUP —ALGONQUIN	Some Fella Do, Some Fella Don't Love Is the Thing	Billy Williams, Mer (R) Jimmy "Ricky" Ricks, Mer (R)
—ING CORP GROUP —HARRIS	Moonlight on the Ganges April in Paris	Sauter-Finegan Ork, RCA (R) Sauter-Finegan Ork, RCA (R)
—REBICK	Delicado Comperatrum-Me	Boston Pops Ork, RCA (R) Frank Petty Trio, MGM (R)
DAK MUSIC	Sanabulary's Knocking I Know There's a Grass for Me	Crossroads Quartet, MGM (R) Crossroads Quartet, MGM (R)
DLO CHARTER PAXTON	Goodbye Little Darlin' No. 2 Mighty Lonesome Fella	Lona & Oscar, Dec (R) June Valli, RCA (R)
PEER INTERNATIONAL —PEER	Mighty Lonesome Fella GROOP	Cindy Lord, MGM (R) U. Wasn't God Who Made Honky Tonk Angels
—SOUTHERN	Tahoe	Sammy Kaye, Col (R)
RANDY SMITH MUSIC RECENT GROUP	Till the End of the World Trying	June Valli, RCA (R) Les Baxter, Cap (R)
—HARMAN	Trying	Jimmy Palmer, Mer (R)
ROBBINS GROUP —ROBBINS	Takes Two to Tango You Belong to Me	Loia Ameche, Mer (R) Ken Griffin, Col (R)
—FEIST	Two-Faced Clock Wild Honey	Les Baxter, Cap (R) John Arcesi, Cap (R)
—LION	Hot Lips	Jerry Sherd, Cap (R)
ROXBURY	The Song of the Angels Sing	Mario Lanza, RCA (R)
SANTLY-JOY GROUP —HAWTHORNE	Because You're Mine My Song	Mario Lanza, RCA (R) Hadda Brooks, Col (R)
—SANTLY-JOY	Francisca	Boston Pops Ork, RCA (R)
SHAPIRO-BERNSTEIN	Walkin' to Missouri	Ken Griffin, Col (R)
STARLIGHT SONGS	On the Sunny Side of the Street	Loia Ameche, Mer (R)
TERL MUSIC	On the Sunny Side of the Street	Lionel Hampton, RCA (R)
TOBEY	Warinin	Ray Anthony, Cap (R)
WHITE WAY	Aplog	Bobby Brooks, RCA (R)
	Moonlight Brings Memories	John Arcesi, Cap (R)
	As Sure as There's Heaven	Ricky Vallo, MGM (R)

ASCAP's Distribution System

Continued from page 41

into the framework of a performance-based plan.

The question of how quickly a new distribution plan can be made effective is a moot one. From authoritative sources it is felt that agreement upon a plan is quite close. A top ASCAP exec said: "If it (the plan) does not involve too much clerical work, the Society will put it into effect as quickly as possible."

In the meantime no more availability classification cases have been placed before an arbitration panel. Tom Belviso, music clearance chief of the National Broadcasting Company, chairmaned two such cases—those involving Southern and Fred Fisher. One publisher had threatened to take his availability complaint to court. This action would have gone even beyond the machinery provided for in the Consent Decree. But the Society indicated to him that come October, a new plan would likely be

in effect, and his plans would be stilled.

Milestone

Once a plan is accepted, a milestone will have been reached. It will mean a departure from the concept that has been peculiarly ASCAP's—the concept of availability. The new method will, to a large degree, place the Society's basic philosophy alongside that of foreign performing rights societies. These societies pay off strictly on the basis of performances.

What the dry runs have shown has been detailed to only a few people. It is known, of course, that such runs would show some suffering by old line standard business, like the Warners group, or the Big Three, are believed these have little to fear from a new plan of distribution. Generally, publishers with active operations feel the upcoming plan will be all to the good.

Court Forbids Use of Bellboy

Continued from page 3

Richard E. (Dick) Jones, station manager, McKenzie went on WXYZ a few weeks later, taking a substantial part of his former sponsors along, and WJBK asked damages of \$650,000.

Question of damages was not determined in this week's decision, but the court ordered an accounting to be made to indicate what WJBK had lost by the switch, and indicated that damages would be awarded accordingly. Earlier, attorneys for McKenzie had asked that WJBK be required to post a \$300,000 bond in the case.

On the question of damages, McKenzie pointed out that Judge Lederle had earlier given him a temporary injunction restraining WJBK so that he could continue to use the Jack the Bellboy title in his WXYZ programs, and therefore could not understand how a liability for damages could be incurred since he was in effect operating under court permission. The case will definitely be appealed to the Federal Circuit Court at Cincinnati, McKenzie said.

At WJBK no plans to restore use of the name have as yet been made. It was authoritatively stated.

Hitch Looms On Cugat's TV Seg

Continued from page 3

place the show well above the local cost level in this and other markets. KTLA's Klaus Lansberg demanded the local restriction Thursday (28) in meeting with Biale, Adams and Cugat.

Cugat told The Billboard at press time that while he is interested in a TV show in Los Angeles, he can't agree to remaining blacked out of the national television for a year. Said he:

"I want them to remember Cugat in Boston, too. I don't care what station carries my show, although I like the way Landsberg handles music shows."

He said plans for personal appearance bookings have been made with an eye toward the Los Angeles originating TV show. He was booked into opening the new Los Angeles Stater Hotel here for a 10-week run, plus a run at the Las Vegas Lost Friday Hotel. Later booking is for \$14,500 per week, a new cost high for a Nevada spot.

In addition to the TV hassle, MCA is currently caught in the middle between Cugat and the Stater. Hotel originally was to open its room here in August, later postponed it to September and now wants to hold up the opening until October. MCA holds an exclusive on booking the Stater thru Dave Maumgarten of New York. Hence, MCA is in the middle between its own client (Stater) and its attraction.

La Scala Men Strike, Snafu Urania Plans

NEW YORK, Aug. 30.—A strike of the La Scala orchestra and chorus this week threatened to set back plans of Urania Records here. The LP disks scored a debut recently when it pacted the players of the famous Italian opera company.

The strike was in protest against the suspension of Vittore Veveziani, La Scala musical director, who was charged with violating his contract. Management of the opera company claimed Veveziani conducted for Urania, although its artists are committed to disking activities only for La Scala. The strikers ask the reinstatement of their conductor. Urania execs could not be reached for comment.

Total Sides for Week Released by Each Label

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

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	10	8	—
COLUMBIA	4	2	4
DECCA	4	2	—
MERCURY	6	—	2
MGM	10	6	—
RCA	10	4	4

Total Number of Sides Released by Each Label

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

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	397	134	—
COLUMBIA	217	138	77
DECCA	456	116	56
MERCURY	220	63	62
MGM	267	93	8
RCA	340	141	105

Glenn Miller Week Promotion Gets Under Way in Waterloo

WATERLOO, Ia., Aug. 30.—The Glenn Miller week promotion here instigated by KWLL, Mutual outlet (The Billboard, August 23), moved into the action stage this week with a series of commitments designed to make the promotion, scheduled for the week of September 23-30, one of the biggest of its kind.

Roxie Soles, manager of the State Theater, has booked two pictures, "Sun Valley Serenade" and "Orchestra Wives," both featuring the late band leader and his ork, as a double feature for screening September 23-25.

Bob Bender, manager of the Electric Park Ballroom, has set Ralph Flanagan on a one-nighter September 24, and is billing the appearance as the "Glenn Miller Memory Dance."

Stores which will co-operate in the promotion by featuring window displays include the Jenney Company, W. T. Grant, Russell Goodwin Music and Jenney's Record Room. A number of local stores also will use window placards showing the original Miller band, records cut by the group

and tickets which were used at the last dance played by Miller in Waterloo before his death.

A special announcement, tying in with the promotion, has been recorded by Flanagan and will be featured on the station. Local drugstores and fountains will feature a "Glenn Miller Sundae" during the week.

Meetings in the next week scheduled on the promotion include get-togethers by the record dealers and juke box ops in town to set up their own programs for the city-wide deal.

KWLL will air a one-hour taped show September 30, and will give it to any stations who make a request for the tape. To date six outlets have contacted the outlet for permission to use the show at a later date.

Record Festival

Continued from page 41

the festival. Publicity in local papers and tie-ups with civic organizations and city officials, will bally the event.

Dealer Benefits

It is expected that dealers will benefit sales-wise from the promotion for the festival day. However, what is considered even more important is the good will the show will engender and the long-run pick-up in records that may result from the affair. The RIAA believes that this type of active institutional advertising may help expand the record business and create much greater interest in disks.

The record stars to appear at the festival show will be selected from the more than 40 diskeries that are now members of the RIAA. The idea is to have personalities from the major and the independent diskeries, in order that pop singers, kiddie stars, sacred warblers, classical performers, etc., will be represented.

Notification

The RIAA is sending out a letter to member firms telling about the experimental promotion to be held late September, and explaining that the organization may hold additional Record Festival Days in other towns based upon the experience gained in this first industry-wide promotion. Specific plans for the festival, including date, city and stars of the show, will be available in another few weeks.

Hotel Sued by BMI, Pubbers

NEW YORK, Aug. 30.—Broadcast Music, Inc., and five music publishers filed suit against a hotel owner for alleged infringement of eight of their copyrighted tunes. The suit was filed in New York Federal Court against the Mamakating Park Inn, Wurtsboro, N. Y.

The complaint charges that in July, 1952 and various other times, the defendant infringed on the copyrighted tunes by giving public performance for profit, without a proper license or payment of royalties.

The songs are Peer-International's "Tres Parabras," "Te Quiero Dijiste," "Perfidia," and "La Ultima Noche," Hill & Range's "Any Time," Algonquin Music's "I'm Yours," Duchess Music's "Kiss of Fire" and Promotora Hispano Americana De Musica's "Noche Teresa Lara." The action asks for an injunction, damages sustained of not less than \$250 for each song, plus attorney fees.

HOLLYWOOD, Aug. 30.—A judgment of \$1,750 was returned recently in Federal District Court here in favor of three music publishers who sued Joseph L. Torres, operator of the downtown Club Zorape, for infringement of seven BMI tunes. The action, instituted November 29, 1951, sought damages of \$250 each for seven ditties which BMI alleged were infringed on by the cafe from December 1, 1950, to September 28, 1951. The tunes involved were "Noche De Ronda," "Mentira," "Besame Mucho" and "Nocherita," all owned by Hispano Americana De Musica of South America; "Malaguena," Edward B. Marks, and "Magic Is the Moonlight" and "Granada," both owned by Southern and Peer International.



DECCA DATA

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES-SINGLES

THAT'S THE LAST TEAR FINSEL AND GOLD Perry Botkin's String Band and Cass County Boys	28361*	ON, BRAVE OLD ARMY TEAM (West Point Football Song) ANCHORS AWEIGH	28383*	YOU BELONG TO ME I WENT TO YOUR WEDDING	28388*
COMMON FOLKS I WAS THE LAST ONE TO KNOW	28362*		Jerry Gray		Grady Martin
	28362*			I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	28369*
	Roberta Lee				Webb Pierce

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

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST

COUNTRY

9	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	28232*	Kitty Wells
3	FORTUNES IN MEMORIES SO MANY TIMES	28310*	Armed Tubb
17	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	28091*	Webb Pierce
40	WONDERING New Silver Bells	46364*	Webb Pierce
7	KISSES ON PAPER Are You Trying To Tell Me Goodbye	28288*	Red Foley
63	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573*	Red Foley
11	(The Angels Are Lighting) GOO'S LITTLE CANOLES SOMEBODY BIGGER THAN YOU AND I	28252*	Red Foley with Anita Kerr Singers
15	BACK UP THE BALLS BOYS TILL THE WELL GOES DRY	28146*	Rex Allen
11	"DRAGGIN' THE BOW LIGHTS OUT	28279*	Eddie Zack
4	LONESOME SO LONESOME THERE'S A MULE UP IN TOMSTONE, ARIZONA	28299*	Burl Ives with Anita Kerr Singers

RHYTHM AND BLUES

3	ALL OF ME THERE GOES MY HEART	28335*	Louis Jordan
2	DING-DONG BOOGIE PREVIEW	28321*	Ella Fitzgerald with Sy Oliver Ella Fitzgerald
6	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND BOLLIN'	28293*	Bobby Johnson
6	THE LAST MILE OF THE WAY IN THE GARDEN	28282*	Mister Rosetta Thump with Anita Kerr Singers
7	JUNCO PARTNER AZURE-TE	28211*	Louis Jordan

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

**Another Decca 'Best Seller' makes the 'Best Seller' list this week!

BEST BETS

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

POSITION THIS WEEK

1.	YOU LIKE? SUNSHOWERS	Guy Lombardo	28352*
2.	MEET MISTER CALLAGHAN RUMMIN' WILD BOOGIE	Carmon Cavallaro	28373*
3.	TRYING MY BONNIE LIES OVER THE OCEAN	Ella Fitzgerald Ella Fitzgerald with Bobby Orton's Teen-Aces	28375*
4.	IF WASN'T GOD WHO MADE HONKY TONK ANGELS TENNESSEE WARBLER	Jane Turzy	28374*
5.	I GOTTA HAVE YOU DON'T BELIEVE EVERYTHING YOU HEAR	Red Foley and Roberta Lee	28343*
6.	SOMEONE TO KISS YOUR TEARS AWAY YOU'RE MORE LIKE YOUR MOMMY EV'RY DAY	Dick Todd with Anita Kerr Singers	28353*
7.	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES	Goldie Hill	28355*
8.	MY LOVE AND DEVOTION JUST SAY THE WORD	Gordon Jenkins	28364*
9.	GOODBYE LITTLE DARLIN' No. 7 (Just Met No. 3) HONKY TONK SWEETHEART	Lenzo and Oscar	28363*
10.	WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD	Dick Todd and Grady Martin	28314*
11.	A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN	Bill Monroe	28356*
12.	MADEMOISELLE JAMBALAYA (On The Bayou)	Music by Camarata	28367*
13.	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	Bernie Roberts	28331*
14.	YOU COULD MAKE ME SMILE AGAIN THIS IS THE BEGINNING OF THE END	Tommy Dorsey	28366*
15.	COUNTING MY TEARDROPS HONEYMOON WALTZ	Al Dexter	28345*

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

ALBUM BEST SELLERS

LERoy ANDERSON CONDUCTS His Own Compositions-Vol. 2 DU-885-\$4.75 • 0-274-\$4.15 • DL 7519-\$2.85
SATCHMO AT PASADENA-Vols. 1 and 2 Louis Armstrong and The All Stars 9-334 (Vol. 1)-\$3.75 • 9-337 (Vol. 2)-\$2.75 (DL 8041 includes 9-334 and 9-337 except "Big Daddy Blues")
LERoy ANDERSON CONDUCTS His Own Compositions-Vol. 1 DU-816-\$4.75 • 9-151-\$4.15 • DL 7509-\$2.85
THE KING AND I-Orig. Cast DA-876-\$4.75 • 9-740-\$4.91 • DL 7008-\$2.85
OKLAHOMA!-Orig. Cast DA-359-\$3.85 • 9-4-\$4.45 • DL 6988-\$2.85
PUCCHINI AREAS (Instrumental) CAMARATA and His Orchestra DL 6887-\$2.50
OPERATIC AREAS (Instrumental) CAMARATA and His Orchestra DL 6988-\$2.50
WALTZLAND-GUY LOMBARDO A-247-\$4.15 • 9-729-\$2.75 • DL 5325-\$2.00
JUST FOR YOU BING CROSBY-JANE WYMAN- ANDREWS SISTERS-BEN LESSEY 9-358-\$2.75 • DL 5417-\$2.00
TOP TUNES BY POP ARTISTS-Vol. 1 Leroy Anderson-Four Aces-Louis ARM- strong-Ella Fitzgerald-Peggy Lee and Gordon Jenkins-Mills Brothers-Patsy Andrews-Sy Oliver DL 5421-\$2.00

CHILDREN'S BEST SELLERS

The Adventures of the Lone Ranger HE BECOMES THE LONE RANGER 8-29 • 1-157
HE FINDS SILVER 8-30 • 1-153
MANNERS CAN BE FUN Frank Luther CB-105-\$2.00 • 1-114
THE BIRTHDAY PARTY RECORD Frank Luther 8-13 • 1-122
SUSIE, THE LITTLE BLUE COUPE Sterling Holloway 8-43 • 1-128
THE LITTLE HOUSE Sterling Holloway 8-43 • 1-128
LAMBERT THE SHEEPISH LION Sterling Holloway 8-43 • 1-128
JACK AND THE BEANSTALK Abbott and Costello 8-43 • 1-127
NUTCRACKER SUITE Fred Waring CB-117-\$2.00 • 1-111
NURSEY RHYMES Frank Luther CB-118-\$2.00 • 1-107
78 RPM (2) Records (Obtainable under normal use) Records-\$2.00 plus tax 45 RPM (1) Records (In Decorative Envelope)-\$2.50

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST

POPULAR

5	SHOULD I THERE'S ONLY TONIGHT	28323*	Four Aces
32	BLUE TANGO Belle Of The Ball	27875*	Leroy Anderson
3	WISH YOU WERE HERE HONKY TONK SWEETHEART	28308*	Guy Lombardo
6	ZING A LITTLE ZONG Bing Crosby and Jane Wymen The Maiden of Guadalupe	28255*	Jane Wymen
3	BLUE AND SENTIMENTAL (Why Have A Falling Out) JUST WHEN WE'RE FALLING IN LOVE	28309*	Mills Brothers with Sy Oliver
9	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
13	LOVER You Go To My Head	28215*	Peggy Lee and Gordon Jenkins
2	TWO-FACED CLOCK JAMBALATA (On The Bayou)	28348*	Rex Allen with the Nashville Dixielanders
11	"WALKIN' TO MISSOURI! ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else)	28351*	Buss Margson
3	TRYING Sweet Jennie Lee	28372*	Grady Martin
11	"CARMEN'S BOOGIE AIDS	28342*	Andrew Sisters
9	TILL THE END OF THE WORLD JUST A LITTLE LOVIN'	28265*	Bing Crosby and Grady Martin
4	A TRUMPETER'S LULLABY FIDDLE-FADDLE	28300*	Leroy Anderson
19	WILD SIDE OF LIFE It's So Long And Good-bye To You	28055*	Burl Ives and Grady Martin
8	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	28224*	Jeri Southern with Victor Young

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

**Another Decca 'Best Seller' makes the 'Best Seller' list this week!

THE SENSATIONAL

WEBB PIERCE

- HIS LATEST AND GREATEST

I'LL ALWAYS TAKE CARE OF YOU

and

BACK STREET AFFAIR



Decca 28369* (78 rpm) and 9-28369 (45 rpm)



Dealers! Disc Jockeys! Operators! Here's Exciting News!

FABULOUS STARS!



TED LEWIS



EDDIE CANTOR



JIMMY DURANTE



SOPHIE TUCKER

DECCA PRESENTS

Curtain Call SERIES

GREAT songs . . . great performers . . . great memories. Hear Sophie Tucker, last of the red hot mamas, sing *Some Of These Days* . . . hear Eddie Cantor bring back the glamor of another day with *Makin' Whoopee* . . . listen to Bing launch a career with *Where The Blue Of The Night*. Hear the Mills Brothers hit the musical bullseye with *Tiger Rag* . . . the Andrews Sisters' rocking version of *Bei Mir Bist Du Schön*. Thrill again to Jimmy Durante with *Inka Dinka Doo* and let Ted Lewis work his magic with *When My Baby Smiles At Me*. Call these great stars back again to sing your all-time favorites. Everywhere there's thunderous applause for "Curtain Call."

Available as single 78 and 45 rpm Records and on Long Play



- VOLUME I
TED LEWIS**
WHEN MY BABY SMILES AT ME ★DU-1500
WEAR A HAT WITH A SILVER LINING ★★1-700
- EDDIE CANTOR**
NOW'S THE TIME TO FALL IN LOVE ★DU-1501
MAKIN' WHOPEE ★★1-701
- JIMMY DURANTE**
START OFF EACH DAY WITH A SONG ★DU-1502
INKA BINKA DOO ★★1-702
- SOPHIE TUCKER**
SOME OF THESE DAYS ★DU-1503
LIFE BEGINS AT FORTY ★★1-703

- VOLUME II
BING CROSBY**
I SURRENDER DEAR ★DU-1504
WHERE THE BLUE OF THE NIGHT MEETS THE GOLD OF THE DAY ★★1-704
- ANDREWS SISTERS**
BEI MIR BIST DU SCHÖN ★DU-1505
IN APPLE BLOSSOM TIME ★★1-705
- INK SPOTS**
IF I DIDN'T CARE ★DU-1506
DO I WORRY ★★1-706
- MILLS BROTHERS**
TIGER RAG ★DU-1507
PAPER DOLL ★★1-707

Above selections combined on Decca Long Play Records
DL 7010 - Price \$3.85 (Fed. Tax incl.) DL 7011 - Price \$3.85 (Fed. Tax incl.)

★Désalitic® 78 RPM Record (unbreakable under normal use) in Illustrated Envelope—Price, each \$1.00 (plus tax)
★★45 RPM Record in Illustrated Envelope—Price, each 95¢ (plus tax)

GREAT PERFORMANCES!



BING CROSBY



THE ANDREWS SISTERS



THE INK SPOTS



THE MILLS BROTHERS



Vol. 1
Long Play



Vol. 2
Long Play



Music as Written

ARMSTRONG FETED AT PARAMOUNT

Louis Armstrong, now appearing at the New York Paramount with Gordon Jenkins, was given a backstage party Wednesday (27). The event was sponsored jointly by Decca Records and The Pittsburgh Courier.

HERB ABRAMSON HAS SON

The Herb Abramsons (he's an exec of Atlantic Records) are celebrating the birth of a son, Thursday (28). The lad has been named Robert Harry.

DJ NIGHT HELD AT TEXAS FIELD

A "Radio Deejay Appreciation Night" was held at LaGrave Field, Fort Worth, Tex. last week (22), under the aegis of jocks Jerry Crocker and Joe Nixon of KCUL. Some 8,000 attended the clamor. Talent included Pat, Vic Damone, the 54-piece Fourth Army Band, country singer Johnny Horton and guitarist Jimmy Oliphant. During the show, 66 Fort Worth young men were sworn into the Army.

Alexander Wise, Pubber, Dies

Alexander Wise, in the music business for 23 years as publisher and jobber, died of a heart attack recently at his home in Red Hook,

N. Y. He was co-owner with Al Ashley, of the Ashley Music Supply Company and the Amseo Music Company.

New York

Norman Weinstein, Coral sales manager, is the father of a new baby girl. That makes four children in the Weinstein household. Decca is readying two LP albums of songs by Heinrich Schlusnus, the baritone who died last June. . . . Johnnie Ray opens at the Chez Paree, Chicago, September 5. He'll be there two weeks. . . . Contralto Marian Anderson starts a two-month European concert tour September 6.

Jerry Lewin has returned to St. Nicholas Music as professional manager. Lewin was formerly professional manager with the firm, about three years ago. . . . Redd Evans sold the English rights to "I Laughed at Love" to Sun Music, part of Francis, Day and Hunter, Sun handled Evans' "Too Young" and "Vanity" previously.

Edmund Ros. London wax star, in town for a few days. . . . June Vall makes her first appearance on the "Lucky Strike Hit Parade" program on TV tonight (30). She has been paced for the season by the cigarette's TV stanza.

Nellie Lutchler at the Celebrity Club, Providence, R. I., this week.

Billy May's Ork plays four weeks at the Hollywood Palladium after the band's current thru-week stint at the Thunderbird in Las Vegas. . . . Nat Cole plays La Vie En Rose here in December following the "Biggest Show of '52" concert tour.

Chi's Trianon Up for Auction

CHICAGO, Aug. 30.—Trianon Ballroom, pioneer terpalace which this year marked its 30th consecutive year of operation here, will be offered to the highest bidder at a public auction, October 14. Operated by the Karzas interests, the Trianon, birthplace of many name bands thru the years, will be put on the block by Samuel L. Winternitz & Company.

Located on Chicago's South Side, the Trianon preceded its sister operation, the Aragon, by four years. It was originally opened and operated by Andrew Karzas, as was the Aragon. Currently the ballrooms are operated by William Karzas, with Ken Moore and Byran Karzas also in the management picture.

Currently the Trianon is featuring Chuck Foster and band, with Billy Bishop due in for a month, starting September 4, and Ray Pearl set for an additional month.

The entire building housing the ballroom will be put up for auction, with or without the terper's appointments. Ballroom is air conditioned, has 14,000 square feet of floor for dancing and a capacity of 5,000. Included also are a tea room with 560 capacity, kitchen, and two large bars, as well as a soft drink counter. Checkroom facilities can handle 5,200 persons, while 2,500 can be accommodated for banquets on the ballroom floor and balcony.

Coral Gives Albums Cuffo

NEW YORK, Aug. 30.—Coral Records has set in motion a new package-merchandise promotion plan involving the use of record storage albums as bonus incentives. Under the plan, diskery distributors are able to buy the albums at less than cost and pass them on to dealers for give-away or sale.

Coral is suggesting that its distributors give dealers a free 10-inch storage album for each three LP's ordered. After the dealer has ordered more than a certain number of LP's, he is to get an album for each two disks ordered.

The plan also includes give-aways of 45 r.p.m. storage albums to dealers, on a one-for-one basis, for each package order of doughnut platters. Coral is expected to continue the storage album line as a standard accessory at the conclusion of the promotion.

TURBULENT JAY

McNeely Does Big Biz But Can't Return

HOLLYWOOD, Aug. 30.—The rare case of an attraction, who does capacity business but can't do repeat performances, is occurring in this area with big Jim McNeely as the case in point. McNeely, who recently inked with King Records, has probably the most animated and showmanly act, built around his tenor sax honking and growling, in the business. As a result, he has built a cult of followers who range from San Diego to Santa Barbara when he plays one-nighters in this area. These fans, however, get so frantic that operators are afraid to book returns on the tooter. At the Ebony Hall, San Diego, McNeely tried to get some of the dancers out of the hall by taking his band off the stand and parading thru the hall. He found the dance floor so crowded that he headed for an exit. He reached the outdoors, but his band was lost in the crowd. He continued to tootle on the sidewalk, until a policeman arrested him for disturbing the peace. When the gendarme took McNeely to the station, the fans followed and put up such a squawk, that several of them were arrested.

At recent jazz concerts here sponsored by Ralph Bass or Gene Norman, the curtain had to be pulled on McNeely's act to stop the furor. At the last Norman concert, a jazz aficionado jumped out of the balcony to the stage, a distance of 30 feet. After that band concert, building contractors came in and had to bolster the balcony of the auditorium. Booker Cliff Aronson, who handles McNeely, said that the McNeelys six piece did 2,600 at the Rendevou Ballroom, Balboa, and 2,400 at the Long Beach Auditorium, neither on wax. McNeely back because of the turbulent evening that ensued.

McNeely may be cooling down, for at his date last week at the El Monte (Calif.) Legion Hall, there were no repercussions from the promoter.

Danish Producer To Make Phonos

COPENHAGEN, Aug. 30.—Stig Lommer, one of the leading record producers in Denmark, has organized a stock company to manufacture phonographs.

While details are lacking, it is probable that the Lommer concern will also turn out records, as Lommer has several top ork leaders, musicians and singers under contract in his revues in Copenhagen and Stockholm, several of whom are associated with him in the new enterprise.

English Columbia

Continued from page 42

lease on the English Columbia label. Such hot wax items as Botch-A-Me" with Rosemary Clooney, "Sugarbush" with Frankie Lane and Doris Day, "High Noon" by Lane, and "Give Me Time" by Johnnie Ray, are now falling upon English ears. However, in the classical area, the transfer of masters between EMI and American Columbia has slowed down to a walk.

Philips' activity on the Continent in signing classical artists and orchestras has been intense over the past year. One of the most important acquisitions of the firm was the recently-signed long-term pact with the Vienna Symphony Ork, a major European organization. Classical waxings made by Philips in Europe are expected to be made available to Columbia here when the Philips-Columbia contract starts.

Philips has also been active in the pop field during the past year. The Holland-based firm has issued pop disks in most Western European countries regular on 78 r.p.m. disks as well as on a newer type of 78 r.p.m. record, a semi-microgrooved seven-inch platter called a "Minnigroove" disk. This latter item plays up to three minutes of music as on the regulation 10-inch 78.

MGM, NOVELTY FIRM IN DEAL

NEW YORK, Aug. 30.—MGM Records has worked out an exclusive deal with the manufacturers of "Smarty Pants Patch," the makers of brightly-hued novelty patches for teen-agers to paste on their clothes. The diskery is advertising their platters on the patches. The first one features Billy Eckstine's disk of "Strange Sensation." Manufacturers of the patches will distribute one million thruout the country, to retail at 10 cents each.

Mercury Heads For Hit With Page Wedding

CHICAGO, Aug. 30.—Mercury Records, again running true to past performance, was headed for another summer hit when Patti Page's "I Went to Your Wedding" broke loose this week. Sales for the two-week period the side has been out, soared over the 350,000 mark. Disk was seen as the first 1,000,000 seller in the firm's stable in months, with the tune getting a tremendous send-off on several network TV and radio shows, and benefitting by the hit flip side, "You Belong to Me."

During the past three years Mercury has come up with winners each summer, normally slow sales periods in the industry. What at first appeared to be the first break in the format was shattered when the "Wedding" tune hit disk jockeys early last week and distribs began wiring Morrie Price, Mercury sales manager, reorders even before they had received their initial shipments.

"According to Merc execs here, "Wedding" is the biggest side cut by the chirp since "Tennessee Waltz" and a breakdown of comparative sales during the same period of time shows the new tune way out in front of the "Tennessee Waltz" orders.

Old-Line Publishers Expand

Continued from page 42

not ordinarily wax a country tune here it has caught on in the c.&w. market because altho a hit country item can become a smash in the pop market, it rarely works the other way.

In the r.&b. field and occasion-

Cap Tops U. S. Disks in S'land

ZURICH, Switzerland, Aug. 30.—Eighteen months ago, Capitol Records became available for the first time in Switzerland. Since then it has soared to its present position as the hottest-selling American label in these Alpine regions.

Capitol's phenomenal rise has given all of Swiss' Tin Pan Alley a healthy shot-in-the-arm, reports Maurice Rosengarten, for the past 20 years managing director of Musik-Vertrieb A.G., distributors here of Capitol and Decca London disks.

The recording exec, who brought such famous European melodies as "Tootle Oolie Doolie" and "Forever and Ever" to the attention of American eyes, says that Capitol got off to a fast start in Switzerland and won tremendous prestige with the public as a result of immediate twin hits in Les Paul-Mary Ford's "How High the Moon" and Nat King Cole's "Too Young."

In its 18 months of success here, the label has also led the jackpot with Les Paul's "Wanted" and Whistlin' Blues" (also scoring with a version by the Four Knights) and the guitarist's "Mockin' Bird Hill" and "Tennessee Waltz," with assists, of course, from Mary Ford.

Yma Sumac's "Virgin of the Sun God" has also figured prominently among Capitol's top hits to date in Switzerland, and is continuing a heavy pace as a strong-seller.

The diskery's biggest push is currently on Margaret Whiting's version of "Good Morning, Mr. Echo," which is at the top of Switzerland's Hit Parade. The tune, ironically, attained only so success in the United States a few months ago.

Cap Releases Pop on All Three Speeds

New Move Seen as Hype to LP Sales, Watched by Rivals

NEW YORK, Aug. 30.—Capitol Records will release simultaneously this week five new 78 and 45 r.p.m. pop disks and one 10-inch LP platter containing eight of the 10 pop sides. The disks being issued feature Kay Starr, Nat Cole, Johnny Mercer-Billy May Ork, Stan Kenton Ork, and Ella Mae Morse-Tennessee Ernie, a line-up of top Capitol artists. The LP disk is called "Eight Top Pops" and will be packaged in a special envelope.

Altho Capitol, like other major diskeries, has been issuing pop hits on LP, the firm has usually waited until the 78 and 45 platters have moved up into the best-seller class before releasing them on an LP platter. However, two considerations have caused the diskery to inaugurate this new procedure of issuing these new releases on LP platters immediately. One is that the diskery believes that there are many LP purchasers who buy only LP disks who want the new pop releases quickly, not two or three months after they have been out on 78's. The firm also feels that this new five-platter release with their top artists is a mighty potent group of waxings, and that there will be some strong hits in the bunch.

If the Capitol plan works out on this special release and the diskery moves enough current pop release LP's, the firm will probably continue the procedure. Other diskeries will keep a close watch on this Capitol three-speed pop release system.

Leeds Caters

Leeds Music, a few years ago, set about to cater to the indie labels, to try to find them material, etc. Contact men for a number of large and small publishers visit certain indie labels with their new tunes, and send them special material for specific artists.

The many large publishers had by-passed the sacred field, reports of the sheet music sales of certain sacred or semi-sacred ditties have opened many eyes. Stuart Hamblen's Columbia disk of "It's No Secret," for instance, was never a very hefty seller, but the record started activity on copies that has continued steadily for the past two years. Sales of the sheet music of this opus have climbed near the 1,000,000 mark. Sheet music sales of Meredith Willson's "May the Good Lord Bless and Keep You" are over the 350,000 figure.

Morse Revives Carnival Label

NEW YORK, Aug. 30.—Jerry Morse, head of Banner Records, has revived his Carnival label and is prepping a new push in the pop field. The Carnival imprint has been used only occasionally by the diskery to date. Banner has specialized in Yiddish material.

3 GREAT SONGS!

"TAKE MY HEART"

"STRANGE SENSATION"

"MAKE IT SOON"

SANTLY-JOY, INC.

1619 Broadway New York 19, N. Y.

"HOMINY GRITS"

DEAN MARTIN

CAPITOL

AMERICAN MUSIC, INC.

1576 Broadway N. Y. • 9109 Sunset Blvd. Hollywood

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A "HIGHLIGHT" For Every Program

ONCE IN A WHILE

MILLER MUSIC CORPORATION

VIC DAMONE sings

ROSANNE

Mercury 5077

ABC MUSIC CORP.

11 7th Avenue N.Y. 10, N.Y.

BEAUTIFUL BALLAD!!

"WHEN I FALL IN LOVE"

DORIS DAY JERI SOUTHERN

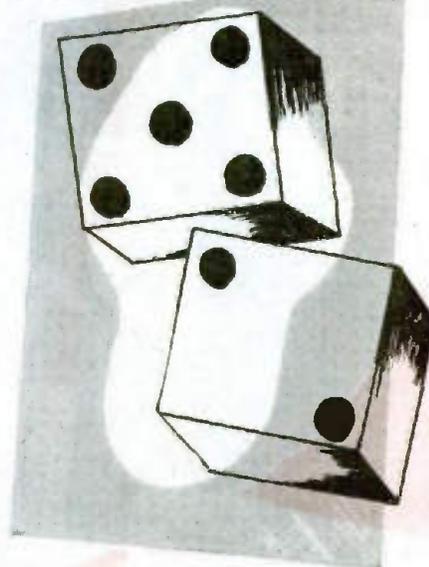
Columbia Decca

VKTOR YOUNG PUB., INC.

7530 Beverly Hills, Calif.



A NATURAL!



RAY ANTHONY

AMERICA'S #1 BAND

SALUTES...

MARILYN MONROE

AMERICA'S #1 MOVIE QUEEN

with a Smash recording of...

"Marilyn"



8 Big Names 6 Smash Records

CAPITOL



Nat "King"
COLE

"I'm Never Satisfied"

and

"Because You're Mine"

Record No. 2212



Kay
STARR

"Three Letters"

and

"Comes A-Long A-Love"

Record No. 2213



Stan
KENTON

"Stardust"

and

"Beehive"

Record No. 2214



SCORES AGAIN with 8 Top Artists on One Release!



Tennessee
ERNIE



Ella Mae
MORSE

"I'm Hog-Tied
Over You"

and

"False Hearted Girl"

Record No. 2215



Margaret
WHITING

"Outside
Of Heaven"

and

"Alone
Together"

Record No. 2217



Johnny
MERCER



Billy **MAY**

"Hello Out There,
Hello"

and

"Memphis In June"

Record No. 2218

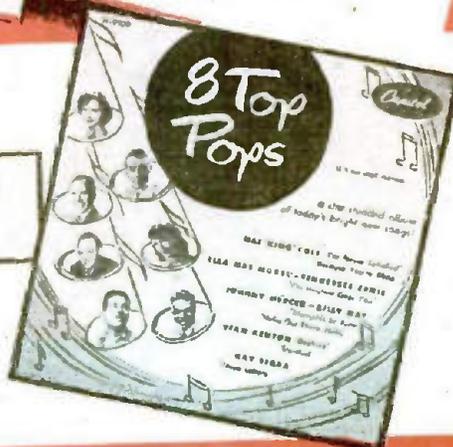
PLUS

Another **FIRST** from Capitol

8 TOP POPS

33 1/3 • Long Playing Album H-9109

8 selections from the release above, all
combined in one **SOCKO** Long-Play Album available
at the Same Time as the Singles!



A New Star is Born!

JOHN ARCESI

(Pronounced ARE-SEE-SEE)



sings

"Wild Honey"

and

"Moonlight
Brings
Memories"

with LLOYD SHAFFER'S ORCHESTRA

Record No. 2206



RECORD PROMOTION: Bob Stern

PERSONAL MANAGEMENT: Bert Richman, 951 North La Cienega, Beverly Hills, Calif.

MANAGEMENT: General Artists Corporation

POOR

Patti

She lost her
sweetheart dancing to
'THE TENNESSEE WALTZ'
...but was "conSOLD" with a
2,500,000 record sale.

NOW she cries, as she sings,
'I WENT TO YOUR WEDDING'
to the tune of 350,000
records shipped in the
first 3 weeks... and
SOARING for a new
record buster... ah, yes
poor PATTI PAGE.





TWO SENSATIONAL HITS

by

**THE
MILLS
BROTHERS**

BLUE *and*
**SENTI-
MENTAL**

**THE
GLOW-
WORM**

with
SY OLIVER
DECCA
28309 (78 RPM) and
9-28309 (45 RPM)

*America's Fastest
Selling Records*



featuring wonderful
new lyrics by
JOHNNY MERCER
DECCA
28384 (78 RPM) and
9-28384 (45 RPM)



Materiale pronto da copyright



A NEW SUPER-SONG-TEAM
Together for the First Time!

DON
CORNELL *and* **TERESA**
BREWER

Melodize on two great new songs

**YOU'LL
 NEVER
 GET AWAY**

and

**THE
 HOOKEY
 SONG**

Coral 60829 (78 RPM)
 and 9-60829 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS INC.)

INFECTIOUS! CAN'T MISS CATCHING ON WITH THIS GREAT COMBINATION!



**RALPH
MARTERIE**

AND HIS ORCHESTRA

WITH
DYNAMIC

**LOLA
AMECHE**

SINGING THE VOCAL



**"TAKES TWO
TO TANGO"**

coupled with "OL' MAN MOSE"

MERCURY 5903-5903X45

DON'T MISS THIS GREAT RENDITION OF

"MEET MR. CALLAGHAN"

MERCURY 5900-5900X45



JAN AUGUST



JERRY MURAD'S
HARMONICATS



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF BARBADA LTD. TORONTO, CANADA

**THE BILLBOARD Music
Popularity Charts**

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The Billboard's 36-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various sources of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received August 27, 28, 29.

Last Week This Week

1. 1. Auf Wiederseh'n Sweetheart

By Parsons & Storck—Published by Hill & Range (BMI)

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Ballard, Gramercy 801; L. Baxter, Cap 2143; Champ Butler P. Faith, Col 39776; DeBarre Sisters, MGM 13778; Ken Griffin, Col; E. Howard, Mercury 5871; G. Lennards, Dec 28703; V. Lynn, London 1227; Shoney & Band, Cap; B. Sheppard, Westminster, V 20-4377; Shoney and the Butchers, Ronda 249.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thelmauz; Julian Gould, Lang-Worth; George Sikma, Associated.

5. 2. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: L. Ballard, Gramercy 861; R. Clooney, Col 39710; C. Lombardo, Dec 28221; K. Martin, Mercury 4264; D. Washington, Mercury 8794; C. Williams, Col 20878; H. Williams, MGM 13762.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.

3. 3. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE: J. Cassidy, V 14-8017; P. Costa and E. Fisher, V 20-4326; J. Frankel, Cap 2154; Harmonicats, Mercury 5900; G. Lombardo, Dec 28508; E. Murray, MGM 13270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leney Herman, Lang-Worth; Earl Sheldon, Associated.

7. 4. You Belong to Me

By Pee Wee King, H. Stewart and G. Price—Published by Redway (BMI)

RECORDS AVAILABLE: E. Barton-B, Greco-Pedocars, Coral 60750; J. Conners, Cap 2130; Jan Jancy, MGM 12295; D. Martin, Cap 2163; F. Martin, V 20-4893; T. Martin, V 20-4891; P. Page, Mercury 5899; S. Thompson, Mercury 6407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

Due to an unprecedented failure in our mechanical tabulating equipment, the tune, "Half as Much," was incorrectly listed in the Honor Roll of Hits in last week's issue of The Billboard in the No. 5 position. "Half as Much" should have been in the No. 2 position in that issue. The Billboard regrets this error, and apologizes, particularly to the publishers, Acuff-Rose, for any inconvenience the mistake may have caused them.

2. 5. Botch-A-Me

By Eddie Y. Starkey, R. Morebitt, L. Altier—Published by Mills (BMI)

RECORDS AVAILABLE: R. Clooney, Col 36367.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thelmauz.

4. 6. Walkin' My Baby Back Home

By Ray Turk & Fred Allert—Published by De Sola, Brown & Henderson (ASCAP)

RECORDS AVAILABLE: Nat King Cole & B. May, Cap 2130; G. Lombardo, Dec 28277; D. Martin, Apollo 1088; F. Norman's Ork, Top-Ten 78-135; J. Ray, Col 39750; E. Sprick, London 10791; J. Stafford, Cap F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ork, Standard Radio; Henry Busse, Lang-Worth; Earl Sheldon, Associated.

9. 7. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; T. Baran, V 20-4878; L. Baxter, Cap 1966; F. Carle, V 20-4541; C. Cavallaro, Dec 28085; X. Cugat, Mercury 5817; M. Davis, Aladdin 5182; D. Hayden, Mercury 5790; G. Lombardo, Dec 28038; K. Panch, Vito 232; J. Thomas, Mercury 6248; W. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Freddie Martin, Thelmauz; Leo Reisman Ork, Billy Mills Ork, Standard Radio; Dave Terry, Associated.

8. High Noon

By Dimitri Tiomkin—Published by Feist (ASCAP)

RECORDS AVAILABLE: B. Hayes, MGM 13264; B. Keith, King 15194; P. Lamb, Mercury 39770; Tex Ritter, Cap 2120; L. Riza, London 1232.

10. 9. I'm Yours

By Robert Merrill—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arson, Col 39737; L. Baxter, Cap 2102; D. Cornell, Coral 60640; J. Crawford, Dec 28234; V. Dillard, Savoy 851; E. Fisher-H. Wildenthal Ork, V 20-4600; B. Flanagan, V 20-4765; Few Aces, Dec 28121; B. Holiday, Coral 7518-R; Homer and Jethro, V 20-4770; B. Light, Tempo 1251; R. Marterie, 5852.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Esman, Associated; Henry Jerome, Lang-Worth.

6. 10. Here in My Heart

By Gene Lewman Barretti—Published by Melvin (BMI)

RECORDS AVAILABLE: T. Bennett, Col 39745; W. Brown, Mercury 582; A. Dove, Coral 60746; V. Damon, Mercury 5818; V. Gillard, Savoy 851; Haymes-Andrews Sisters, Dec 28213; W. Jackson, Atlantic 647; A. Martino, 1261; B. Peacock, King 4943.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Crosby, Standard Radio; De Dawn, Thelmauz; Julian Gould, Lang-Worth; Earl Sheldon, Associated.

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SAMMY KAYE

as always.... the finest!



*Sammy comes through
 again with two great
 new hits*

**I WENT
 TO YOUR
 WEDDING**

**IT WASN'T
 GOD WHO MADE
 HONKY TONK
 ANGELS**

*Both Vocal Choruses by
 Jeff Clay and
 The Kaye Choir*

78 rpm 39856
 45 rpm 4-39856

and naturally on
COLUMBIA  RECORDS
Trade Marks "Columbia," "Masterworks," "M.M." Reg. U. S. Pat. Off. Marcat Registrado

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received August 27, 28 and 29

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Master Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This to date/Week	Weeks	Title	Artist	Label
7	4	1	4	WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V78120-4830; 48347-4830-ASCAP
18	2	2	2	HALF AS MUCH	R. Clooney	Capitol 78139710; 48344-39710-BMI
12	1	3	1	AUF WIEDERSEHN, SWEETHEART	V. Lynn	London 7811227; 48345-1227-BMI
5	5	4	5	YOU BELONG TO ME	J. Stafford	Capitol 78139811; 48344-39811-BMI
12	3	5	3	BOTCH-A-ME	R. Clooney	Capitol 78139767; 48344-39767-BMI
11	6	6	6	AUF WIEDERSEHN, SWEETHEART	E. Howard	Mercury 7815871; 4815871X45-BMI
2	17	7	17	JAMBALAYA	J. Stafford	Capitol 78139838; 48344-39838-BMI
14	10	8	10	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Capitol 7812069; 4818-2069-ASCAP
12	13	9	13	VANESSA	H. Winterhalter	V78120-4691; 48347-4691-BMI
1	-	10	-	I WENT TO YOUR WEDDING	P. Page	Mercury 7815899; 4815899X45-BMI
16	7	11	7	HERE IN MY HEART	A. Martino	BBS 781101; 48143-101-BMI
3	16	11	16	TRYING	Hilltoppers	Decca 7815818; 48345-15818-ASCAP
1	-	13	-	YOU BELONG TO ME	P. Page	Mercury 7815899; 4815899X45-BMI
9	-	14	-	FEET UP	M. Miller-G. Mitchell	Capitol 78139822; 48344-39822-ASCAP
2	25	15	25	MEET MR. CALLAGHAN	L. Poul	Capitol 7812193; 481F-2193-ASCAP
16	11	16	11	WALKIN' MY BABY BACK HOME	J. Roy	Capitol 78110135; 48344-10135-ASCAP
3	12	17	12	DOODLETOWN FIFERS	Sauter-Finegan	V78120-4866; 48347-4866
4	19	18	19	SHOULD I?	Four Aces	Decca 78128323; 4834-78323-ASCAP
4	19	19	19	HIGH NOON	F. Laine	Capitol 78139770; 48344-39770-ASCAP
10	9	20	9	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Capitol 7812130; 481F-2130-ASCAP
13	7	21	7	MAYBE	P. Como-E. Fisher	V78120-4744; 48347-4744-ASCAP
3	-	21	-	SLAUGHTER ON 10TH AVENUE	R. Anthony	Capitol 7817-2065; 4834F-7-2065
19	18	23	18	DELICADO	P. Faith	Capitol 78139708; 48344-39708-ASCAP
9	-	23	-	STRANGE SENSATION	J. Valli	V78120-4759; 48347-4759-ASCAP
2	15	25	15	TOO OLD TO CUT THE MUSTARD	M. Dietrich	Capitol 78139818; 48344-39818-BMI
4	22	26	22	ZING A LITTLE ZONG	J. Wyman-Bing Crosby	Decca 78128255; 48349-28255-ASCAP
2	-	27	-	WALKIN' TO MISSOURI	S. Kaye	Capitol 78139769; 48344-39769-ASCAP
1	-	27	-	I SHOULD CARE	R. Flanagan	V78120-4888; 48347-4888-ASCAP
18	27	29	18	I'M YOURS	E. Fisher-H. Winterhalter	V78120-4888; 48347-4888-BMI
1	-	29	-	MADEMOISELLE	E. Howard	Mercury 7815898; 4815898X45-ASCAP

VOX JOX

By GENE PLOTNIK

Chatter

Donn Tibbets moves over from WKXL to WFEA in Manchester, N. H., beginning September 1. He'll do 21 hours a week of platter spinning there, plus sportscasting. Tibbets was up at the Miller Music office in New York this week taping interviews with artists.

Mike Woloson has switched from WSCR, Scranton, Pa., to WNOR, Norfolk. Bill Randall, WERE, Cleveland, reports that he received 67,000 letters in response to a competition he ran asking listeners to pick their favorite among the several recordings of "High Noon." The Frankie Laine version on Columbia nosed out Bill Hayes' MGM recording. Nick Barry says singer Richard Hayes drove in from Cleveland to be on his 9 a.m. "Breakfast Party" over WCMW, Canton, O., recently. Barry found out that Hayes writes mystery stories under the pen name, Roger Dangerfield.

Clark Reid goes back to his home town, Detroit, to begin deejaying via WJR September 8. Edward Chrenko, who owns the Creek Theater at Swartz Creek, Mich., is joining WMRP, Flint, Mich., with a program of Polish music.

Rex Dale, WCKY, Cincinnati, had Sandy Solo do a guest spot last week and found out the lad does a solid impersonation routine. Leo McDevitt now does a program of Western disks nightly via WBSM, New Bedford, Mass., under the show title, "McDevitt's Ranch House." McDevitt, who also does the "1230 Club," featuring pop records on the same station, had been reluctant to get into the Western field at first on the theory that the audience of each show would regard him as disloyal to their respective causes. But, McDevitt says, the hillbilly music is growing on him. The mail response to the first "Ranch House" airing was quite encouraging.

Dick Biondi, KSYL, Alexandria, La., has started a new disk show from 10:20 to 11:30 p.m. across the board.

Gimmix

Sid Dickler recently pulled a smart tie-in with the Loew's Penn Theater in Pittsburgh for the flick, "Island of Desire." Four lovely young ladies were stationed around Pittsburgh, each carrying a portable radio tuned to Dickler's "Open House" show. The girls carried signs reading "WJFG, Pittsburgh, Mass. is asking listeners to write in suggested titles for their morning show. Winner gets a Singin' in the Rain" album plus one day's services of jox Kirk Anderson, Tal Hood and Bob Oatberg for baby sitting or lawn mowing.

WJIN, Baltimore, is getting loads of listeners to its all night "Battlewax" which has Mike James spinning and splicing for the old jazz classics and Lady Valma (Southard) fighting for the modern sounds.

Jim Gosa, who conducts "Top Tune Time" on KFDA, Amarillo, Tex., from 10 p.m. to midnight across the board, has "Armchair Disk Jockey Night" every Monday, in which he has one of his listeners program the entire show.

Best Selling Sheet Music

Based on reports received August 27, 28 and 29

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

POSITION	Weeks Last	This to date/Week	Title	Artist
10	1	1	AUF WIEDERSEHN, SWEETHEART (R)	Hill & Range
6	6	2	WISH YOU WERE HERE (R) (F)	Chappell
12	3	3	HALF AS MUCH (R)	Acuff-Rose
11	4	4	WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
25	2	5	BLUE TANGO (R)	Mills
17	5	6	I'M YOURS (R)	Algonquin
2	12	7	YOU BELONG TO ME (R)	Ridgeway
7	7	8	BOTCH-A-ME (R)	Hollis
9	8	9	SOMEWHERE ALONG THE WAY (R)	United
19	11	10	KISS OF FIRE (R)	Duchess
7	13	11	MAYBE (R)	Robbins
14	9	12	DELICADO (R)	Remick
1	-	13	ONCE IN AWHILE (R)	Miller
2	15	14	HIGH NOON (R) (F)	Feist
15	10	15	HERE IN MY HEART (R)	Mellin

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences as programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peterson's Auditing Coverage Index. The index is projected upon radio logs made available to Peterson's ACI by the Radio Research Service in New York. Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Listed are the top 30 tunes in the case of ties, tunes alphabetically. This music checked is approximately 60 per cent alone.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (B) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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1.	Auf Wiederseh'n Sweetheart (R)	Hill & Range—BMI
2.	Blue Tango (R)	Mills—ASCAP
3.	Botch-A-Me (R)	Hollis—BMI
4.	Delicado (R)	Remick—ASCAP
5.	Half as Much (R)	Acuff-Rose—BMI
6.	Here Comes That Mood (R)	United—BMI
7.	Here in My Heart (R)	Mellin—BMI
8.	How Close (R)	St. Louis—BMI
9.	I Went to Your Wedding (R)	Whitman—ASCAP
10.	I'm Forget You (R)	Algonquin—BMI
11.	I'm Yours (R)	E. H. Morris—BMI
12.	In the Good Old Summer Time (R)	Duchess—BMI
13.	Kiss of Fire (R)	Burton—ASCAP
14.	Let Me Take You (R)	E. H. Morris—ASCAP
15.	Let's Go to the Sun (R)	T. B. Harner—ASCAP
16.	Love Bloss (R)	Brogan, Vocco & Conn—ASCAP
17.	Maybe (R)	Robbins—ASCAP
18.	Meet Mr. Callaghan (R)	Leeds—ASCAP
19.	My Love and Devotion (R)	Shapiro-Bernstein—ASCAP
20.	Once in a While (R)	Miller—ASCAP
21.	Roses of Yesterday (R)	United—ASCAP
22.	Somewhere Along the Way (R)	Life—BMI
23.	Sweetest Words I Know (R)	United—ASCAP
24.	Vanessa (R)	E. H. Morris—ASCAP
25.	Walkin' My Baby Back Home (R)	De Sylva, Brown & Henderson—ASCAP
26.	Watermelon Weather (R)	E. H. Morris—ASCAP
27.	Wish You Were Here (R)	Ridgeway—BMI
28.	You Belong to Me (R)	Robbins—ASCAP
29.	You Intrigue Me (R)	Burton—ASCAP
30.	Zing a Little Zong (R)	Burton—ASCAP

Top 10 in Television

1.	Do Anything (But Be Mine) (R)	Shapiro-Bernstein—ASCAP
2.	Hang Out the Stars (R)	Disney—ASCAP
3.	Here in My Heart (R)	Mellin—BMI
4.	I Went to Your Wedding (R)	St. Louis—BMI
5.	Kiss of Fire (R)	Duchess—BMI
6.	Lady Love (R)	Cromwell—ASCAP
7.	Loover (R)	Fannon—ASCAP
8.	Somewhere Along the Way (R)	United—ASCAP
9.	Walkin' My Baby Back Home (R)	De Sylva, Brown & Henderson—ASCAP
10.	You Belong to Me (R)	Ridgeway—BMI

England's Top Twenty

POSITION	Weeks Last	This to date/Week	Title	Artist	Label
9	2	1	HOMING WALTZ	Rein	+
14	1	2	AUF WIEDERSEHN SWEETHEART	Maurice	Hill & Range
7	4	3	HIGH NOON	Robbins	Feist
11	3	4	BLUE TANGO	Mills	Mills
8	7	5	I'M YOURS	Mellin	Algonquin
11	5	6	KISS OF FIRE	Duchess	Duchess
19	6	7	NEVER	Francis Day & Huster	+
5	9	8	WALKIN' MY BABY BACK HOME	Victoria	De Sylva, Brown & Henderson
8	11	9	FROM THE TIME YOU SAY GOOD-BYE (The Parting Song)	Pickwick	Pickwick
4	12	10	DAY OF JUBILO	Connelly	Montclair
15	8	12	BLACKSMITH BLUES	Chappell	Hill & Range
17	10	12	PITTSBURGH, PENNSYLVANIA	Cinechic	Orford
6	15	13	TRUST IN ME	Laurance Wright	Advanced
2	20	14	MEET MR. CALLAGHAN	Toff	Leeds
13	13	15	BE ANYTHING (But Be Mine)	Clapham	Shapiro-Bernstein
24	14	15	WE WON'T LIVE IN A CASTLE	Campbell-Conolly	Orford
21	16	17	TELL ME WHY	E. H. Morris	Signet
2	19	18	SOMEWHERE ALONG THE WAY	Maurice	United
17	-	19	WHEEL OF FORTUNE	Valand	Laurel
15	20	20	GANDY DANCERS	Disney	Disney

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MERRY
WIDOW**



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Opening Chorus ★ Duets: A Dutiful Wife
★ Entrance Song: In Marsavia ★ Maxim's ★
Finale, Act I ★ Opening Chorus and Song:
Vilia ★ Duet: The Cavalier ★ March-Septet:
Women ★ Duet ★ Duet and Romance: Love in
My Heart ★ Finale, Act II ★ The Girls at
Maxim's ★ Valse Duet: I Love You So ★ Finale.
Act III

Selections also available in 45 Set B-320
or 78 Set C-320

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produced for records by Goddard Lieberson

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ROBERT ROUNSEVILLE**

with

Genevieve Warner ★ Clifford Harvuot ★ Wesley Dalton
Chorus and Orchestra conducted by Lehman Engel

and

Frank Rogler ★ Jon Geyans ★ Betty Bartley ★ Robert Eckles ★ George Irving

NEW RELEASES

SWING AND SWAY with SAMMY KAYE
I WENT TO YOUR WEDDING
IT WASN'T GOD WHO MADE HONK TONK'
ANGELS
39856, 4-39856

KEN GRIFFIN
YOU BELONG TO ME
WALKIN' TO MISSOURI
39857, 4-39857

THE STAMPS QUARTET
SAVE THY PEOPLE, O LORD
I'VE FOUND A CITY
21005-8, 4-21005-8

PAUL GAYTEN
THEY ALL ASK FOR YOU
TRUE
Okch 6908, 4-6908

FOR YOUR DANCING PARTY
Eight dancing favorites
SWING AND SWAY with SAMMY KAYE
"Lp" CL 6219 • 45 Set B-310 • 78 Set C-310

JOHNNIE RAY and The Four Lads
FAITH CAN MOVE MOUNTAINS
LOVE ME
39837, 4-39837

FLOYD TILLMAN
GOODBYE TOMORROW, HELLO YESTERDAY
I FINALLY SAW THE LIGHT
21004, 4-21004

HADDA BROOKS
I WENT TO YOUR WEDDING
MY SONG
Okch 6910, 4-6910

BECAUSE OF YOU
Tony's greatest hits
TONY BENNETT with Orchestra
"Lp" CL 6221 • 45 Set B-314

BEST SELLERS

YOU BELONG TO ME
PRETTY BOY
JO STAFFORD
39811, 4-39811

JAMBALAYA
EARLY AUTUMN
JO STAFFORD
39838, 4-39838

HALF AS MUCH
POOR WHIP-POOR-WILL
ROSEMARY CLOONEY
39710, 4-39710

HIGH NOON
ROCK OF GIBRALTAR
FRANKIE LAINE
39770, 4-39770

BOUCHÉ-A-ME
ON THE FIRST WARM DAY
ROSEMARY CLOONEY
39767, 4-39767

TOO OLD TO CUT THE MUSTARD
GOOD FOR NOTHING
MARLENE DIETRICH, ROSEMARY CLOONEY
39812, 4-39812

SUGARBUSH
HOW LOVELY COOKS THE MEAT
DORIS DAY, FRANKIE LAINE
39693, 4-39693

WALKIN' TO MISSOURI
ONE FOR THE WONDER
SAMMY KAYE
39769, 4-39769

MEET MISTER CALLAGHAN
HOW STRANGE
MITCH MILLER
39851, 4-39851

FEET UP
JENNY KISSED ME
GUY MITCHELL
39822, 4-39822

WALKIN' MY BABY BACK HOME
GIVE ME TIME
JOHNNIE RAY
98750, 4-98750

DELICADO
FESTIVAL
PERCY FAITH
39708, 4-39708

COLUMBIA 51 RECORDS

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received August 27, 28 and 29

Records listed are those selling best in the nation's top 100 retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last This	Title	Artist	Label
12	1	1. AUF WIEDERSEH'N, SWEET-HEART	V. Lynn	Capitol
5	5	2. YOU BELONG TO ME	J. Stafford	Capitol
8	3	3. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	Capitol
16	2	4. HALF AS MUCH	R. Clooney	Capitol
9	6	5. HIGH NOON	F. Laine	Capitol
11	4	6. BOTCH-A-ME	R. Clooney	Capitol
2	17	7. I WENT TO YOUR WEDDING, P. Page	P. Page	Mercury
2	13	8. JAMBALAYA	J. Stafford	Capitol
15	10	9. WALKIN' MY BABY BACK HOME	J. Ray	Capitol
14	8	10. SOMEWHERE ALONG THE WAY	Not (King) Cole	Capitol
21	9	11. DELICADO	P. Faith-S. Freeman	Capitol
2	21	11. MEET MR. CALLAGHAN	L. Paul	Capitol
10	15	13. SUGAR BUSH	Doris Day-F. Laine	Capitol
7	17	14. INDIAN LOVE CALL	Slim Whitman	Imperial
17	7	15. HERE IN MY HEART	A. Martino	Capitol
13	11	16. MAYBE	P. Como-E. Fisher	Capitol
9	12	17. VANESSA	H. Winterhalter	Capitol
9	17	17. WALKIN' MY BABY BACK HOME	Not (King) Cole	Capitol
1	-	19. MEET MR. CALLAGHAN	H. Grove Trio	Capitol
35	14	20. BLUE TANGO	L. Anderson	Capitol
5	24	21. SHOULD I?	Four Aces	Capitol
5	27	21. FOOL, FOOL, FOOL	K. Starr	Capitol
2	25	23. TRYING	Hilltoppers	Capitol
1	-	23. YOU BELONG TO ME	D. Martin	Capitol
3	22	25. TOO OLD TO CUT THE MUSTARD	M. Dietrich-R. Clooney	Capitol
4	-	26. WALKIN' TO MISSOURI	S. Kaye	Capitol
9	16	27. AUF WIEDERSEH'N, SWEET-HEART	E. Howard	Capitol
1	-	28. JAMBALAYA	Hank Williams	Mercury
1	-	29. TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul-M. Ford	Capitol
3	26	30. LUNA ROSSA	E. Fisher-H. Winterhalter	Capitol
19	23	30. I'M YOURS	A. Dean	Mercury

Best Selling Classical Albums

Last Week	This Week	Best Selling 3 1/3 R.P.M.
4	1	Mozart: Piano: Big Symphony Ork, Sir Adrian Boult, conductor. V (33) LHMV-1002
2	2	Wendy La Traviata (Complete Opera); L. Albanese, G. Caccianini, P. Dennis, J. Garen, M. Merrill, J. Minnelli, J. Peller, M. Stellina, NBC Symphony Ork, A. Chorus, A. Toscanini, conductor. V (33) LHM-6003
-	3	Berlioz: Harold in Italy; W. Primrose, Viola, Royal Philharmonic Ork, Sir Thomas Beecham, conductor. V (33) ML-4542
2	4	DeFalla: Three Corned Hats; London (33) LUP-198
4	5	Henny-Kasberger: Scherzando; San Francisco Symphony Ork, P. Monteux, conductor. V (33) LM-1002

Last Week	This Week	Best Selling 45 R.P.M.
-	1	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Goltchmann, conductor. V (45) WDN-1028
2	2	Tchaikovsky: Nutcracker Suite; Philadelphia Ork, E. Ormandy, conductor. V (45) WDN-1020
3	3	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor. V (45) WDN-920
-	4	Ravel: Bolero; Boston Symphony Ork, Koussevitzky, conductor. V (45) WDN-1220
5	5	Rossini: William Tell Overture; NBC Symphony Ork, A. Toscanini, conductor. V (45) WDN-605

DEALER DOINGS

News and Views

Walter H. Taylor and Richard L. Dean have taken over Sam's Record Shop, a leading Detroit r.&b. outlet, from the former's brother, Sam Taylor, and Idessa Malone. The latter, one-time owner of the Staff record label, is setting up new religious disk line called Divine Recording Service. Jansen Music Store, Watsonville, Calif., writes: "One would think record companies would insist on their distributors giving better service. If some are able to give very fast service, all should be able to. Columbia, the No. 1 with hits, is the biggest offender here. Its sluggish service has cost many lost sales on their many hits." The case of optional centers is still a hot issue. The latest correspondent is Bill Haseaman, owner of Dormant Music, Pittsburgh. He says: "I can't see what all the fuss is about on optional centers. I leave them in until the record is sold, and then ask the customer if he wants them in or out. Here, it's about 60-40, with the majority wanting them punched out. But the 40 per cent who want them left in seem to like the idea of O.C.'s. I feel it's worth the small amount of trouble just to make a customer happy."

Suggestion Box

Aaron Applebaum, of Bergenfield, N. J., has a suggestion to offer: "With the current confusion of prices of LP and 45 r.p.m. albums," he asserts, "I think manufacturers could render a service to all dealers by attaching a removable price tag to each set. Now that fair trade is back, pricing of all sets would prove most helpful." From Mineral Wells, Tex., comes this note, penned by Lawrence Beyer, of Pemberton Plumbing: "I wish Columbia would issue albums of new recordings by such artists as Rosemary Clooney, Guy Mitchell and Tony Bennett. These artists are hot, yet they don't have any albums of new material. With Christmas not too far away, such albums ought to sell extremely well." "Keeping a 3-speed inventory is my greatest headache," writes Somerset Record Shop of Somerville, Mass. "When a record is released, how about manufacturers putting it on all speeds simultaneously, instead of spreading them out over a couple of weeks." Somerset also has a question to ask: "We have a question to ask: 'We have a 90 per cent record trade. How do you try to sell them classical music?' Would any dealer like to supply the answer?"

Chatter

Norwin Music, of Mount Vernon, N. Y. has come up with a good promotion gimmick. Irwin B. Brown, of the outfit, informs: "We distribute permanent memo pads to our customers. On the cover is our firm name and telephone number. The book is marked Record Reminder." Simon Sandler, of Sandier's, Dover, N. H., adds his "note of appreciation and praise for RCA Victor's Bermuda cruise. The Martin B. Iger Company, which handled the travel arrangements, should also be commended for a fine job. It was a pleasure to discover that record company brass are real, honest-to-goodness people." Peggy Hawley, of H. & S. Pogue Company, Cincinnati, says Billy May has become an "important record name overnight" in her territory. The Music Center, of North Little Rock, Ark., rates Red Bronk, of Capitol, "the hardest working salesman we have in this territory."

Best Selling Children's Records

Based on reports received August 27, 28 and 29

Records listed are those records selling best in the nation's retail record stores dealers, according to The Billboard's weekly dealer survey. Records are listed, according to greatest sales.

POSITION	Weeks Last This	Title	Artist	Label
4	2	1. ROBIN HOOD (Two Records)	B. May-E. Palis-G. Whit-E. Mays-L. E. Walker	Capitol
134	1	2. CINDERELLA (Two Records)	L. Woods and Others	Capitol
89	3	3. TWENTY PIE (One Record)	M. Blank-B. May	Capitol
46	4	4. HENRY HAWK (One Record)	M. Blank	Capitol
51	5	5. SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	Capitol
93	10	6. BOZO ON THE FARM (Two Records)	P. Cavigli-B. May	Capitol
187	7	7. LITTLE TOOT (One Record)	Doc Wilson-The Stanbriars	Capitol
67	3	8. LDNE RANGER VOL. 1 He Becomes the Lone Ranger (One Record)	G. Trimble	Capitol
66	10	8. PETER AND THE WOLF (Two Records)	V. Lynn	Capitol
190	8	10. BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Price Colby	Capitol
71	15	10. LITTLE ENGINE THAT COULD (Two Records)	P. Wing	Capitol
2	-	10. ELMER ELEPHANT (One Record)	M. Blank	Capitol
11	-	13. FERDINAND THE BULL (One Record)	D. Wilson	Capitol
57	8	14. ALICE IN WONDERLAND (One Record)	K. Braam-E. Wynn	Capitol
42	13	15. TWEETY'S PUDDY TAT TWIDDLE (Two Records)	M. Blank	Capitol

Best Selling Pop Albums

Based on reports received August 27, 28 and 29

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire to a companion who may be drawn between their 33 pop album sales and 45 per album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 33 and 45 pop albums.

Last Week	This Week	Best Selling 3 1/3 R.P.M.
1	1	1. WITH A SONG IN MY HEART
2	2	2. LOVELY TO LOOK AT
3	3	3. BIG BAND BASH
4	4	4. SINGIN' IN THE RAIN
7	5	5. EDDIE FISHER SINGS
5	6	6. JOHNNIE RAY
7	7	7. SNOW BOAT
-	7	7. WISH YOU WERE HERE
-	9	9. AN AMERICAN IN PARIS
10	10	10. BAND IS BORN

Last Week	This Week	Best Selling 45 R.P.M.
1	1	1. WITH A SONG IN MY HEART (Four Records)
2	2	2. LOVELY TO LOOK AT (Four Records)
3	3	3. BIG BAND BASH (Three Records)
5	4	4. EDDIE FISHER SINGS (Four Records)
4	5	5. SINGIN' IN THE RAIN (Four Records)
6	6	6. JOHNNIE RAY (Four Records)
8	7	7. AN AMERICAN IN PARIS (Four Records)
7	8	8. DANCE TO THE TOP POPS (Four Records)
-	9	9. TV FAVORITES (Four Records)
9	10	10. SNOW BOAT (Four Records)

Classical Reviews

Mozart: Concerto No. 4 in D Major 80
 PROKOFIEV: Concerto in D Major for Violin and Ork—Joseph Szigl
 For Violin and Ork—Joseph Szigl
 Armand Elide as soloist, was only released a month or so ago. Undoubtedly, big name attention will be paid to LP in due course, for the concert is among the finest and most powerful in the literature. Meanwhile, no outside need be given for this reading, a vibrant and enthusiastic performance by the orchestra. Prokofiev's music is full of sparkle and brilliance. Soloist Elide has done herself proud. Recording sound is excellent.

DEBussy: Sinoestrovich Quintet Op. 37; Piano and String Quintet
 Maurice Strakosky Quartet, Victor Alter, piano (3-3) 70
 Capitol (33) P 8175
 Capitol has come up with a platter here that should find ready acceptance among collectors of chamber music. The Sinoestrovich Quintet, a work of immediate appeal, is given a fresh-sounding and persuasive reading by the New West Coast artists. Listeners who reject extreme modernism will shy away from this one. Altho it is undeniably in the modern idiom, it rests easy on ears trained on a more conventional regimen. As an LP "first" the disk is greeted as a welcome catalog addition.

JAN SIBELIUS: Violin Concerto in D Minor, Op. 47—Camilla Wicks, violin; Radio-Stockholm Symphony Ork, Simon Erling, cond. (11-12) 72
 Capitol (33) P 8175
 This is the second rendition of the Sibelius Violin Concerto to All LP lists. And the first, with

**BOTH VERSIONS
BREAKING WIDE OPEN**

"I WENT TO YOUR WEDDING"

STEVE GIBSON
and the original
RED CAPS
featuring **DAMITA JO**
20-4835 47-4835

HANK SNOW
20-4906
47-4906

This week's

New Releases ... on RCA Victor

Release 22-28

Ships Coast to Coast September 7

POPULAR

JUNE VALLI

Mighty Lonesome Plover
Taboo 20-4860—(47-4860)*

SAUTER-FINEGAN ORCHESTRA

Moonlight on the Ganges
April in Paris 20-4927—(47-4927)*

COUNTRY — WESTERN

WADE RAY

The Echo of Your Voice
Bill Bailey, Won't You Please Come Home
20-4828—(47-4828)*

COUNTRY ALL-STARS

GUITAR—CHET ATKINS

GUITAR—HOMER HAYNES (Honor)

MANDOLIN—KENNETH BURNS (Solo)

Tennessee Rag
My Little Girl 20-4921—(47-4921)*

SPIRITUAL

THE ORIGINAL GOSPEL HARMONETTES

Thirty Pieces of Silver
Jesus Is a Rock in a Weary Land
20-4927—(47-4927)*

RHYTHM-BLUES

BIG BOY CRUDUP

Do It If You Want To
Screamin' Man Blues 20-4923—(47-4923)*

BOBBY BROOKS WITH HOWARD BIGGS & HIS ORCH.

Lies
Agave 20-4921—(47-4921)*

*10 P.M. (a.t. time)

Going Strong...

\$ indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- \$ **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)
- \$ **Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)
- \$ **Hot Lips/Hotter Than a Pistol**
Spike Jones 20-4875—(47-4875)*
- \$ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**
Hank Snow 20-4909—(47-4909)*
- \$ **Sweethearts Holiday/My Love and Devotion**
Perry Como 20-4877—(47-4877)
- \$ **Got You On My Mind/One Mint Julep**
Buddy Morrow 20-4868—(47-4868)*
- \$ **Because You're Mine/The Song Angels Sing**
Maria Lorenz 10-3914—(49-3914)
- \$ **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)
- \$ **I'm Yours/Just a Little Lovin'**
Eddie Fisher 20-4680—(47-4680)*
- \$ **A Mighty Pretty Waltz/Two-Faced Clock**
Pec Wee King 20-4883—(47-4883)*
- \$ **I Went to Your Wedding**
Steve Gibson & The Red Caps, featuring Damita Jo. 20-4835—(47-4835)
- \$ **A Full Time Job/Shepherd of My Heart**
Eddy Arnold 20-4787—(47-4787)
- \$ **Boodletown Fifers/Azure-Te**
Sauter-Finegan Orch. 20-4866—(47-4866)*
- \$ **Lady's Man/Married by the Bible, Divorced by the Law**
Hank Snow 20-4733—(47-4733)*
- \$ **I Laughed at Love/Father Time**
Sunny Gale 20-4789—(47-4789)*

Coming Up...

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

HESITATION

Hugo Winterhalter and His Orchestra 20-4851—(47-4851)*
Ogle Jockys Pick, Billboard, August 20th issue.

★ MY LOVE AND DEVOTION

Perry Como 20-4877—(47-4877)
Retailers Pick, Billboard, August 10th issue.

★ DOODLETOWN FIFERS

Sauter-Finegan Orchestra 20-4866—(47-4866)*
Retailers Pick, Billboard, August 30th issue.

TIPS

MOONLIGHT ON THE GANGES/APRIL IN PARIS

Sauter-Finegan Orchestra 20-4927—(47-4927)*



WELL CUT ON BOTH SIDES

(News about the latest Perry Como recording as TIME Magazine might write it.)

Glad-eyed this week were RCA Victor record executives as they listened to Perry Como's diskings of SWEET-HEARTS HOLIDAY and MY LOVE AND DEVOTION. Wary, experienced RCA Victorites were certain this would be another big hit for easy-going, amiable golf enthusiast Perry Como, whose rich baritone tones have made him an established favorite in the popular music field.

From Dandruff to Fame

In a Pennsylvania barber-shop, youthful Perry Como cut countless heads of hair before he ever thought of cutting best-selling records for RCA Victor. The move from dandruff to fame was not a rapid one. It was a trip along a rough economic road, but it was also a journey that enabled Pennsylvania's Perry to acquire the versatility which record listeners can enjoy as they hear his lively rendition of SWEET-HEARTS HOLIDAY, his smoothly romantic treatment of MY LOVE AND DEVOTION.

Microphones on the Golf Course

Recording directors who admire Perry's easy-going manner behind the microphone sometimes think his performances would be even more effective if recording microphones could be placed at strategic points along a golf course. This is because Perry is as happy on the golf course as Jack Benny would be in the U. S. Mint. Friends have implied that Perry would rather win a golf tournament than sell a million records of his latest disk. RCA Victor execs, knowing Como's golf game through personal experience, having heard his recording of SWEET-HEARTS HOLIDAY and MY LOVE AND DEVOTION, think he will do both.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



the
new voice
from
England

JIMMY YOUNG

**"FAITH CAN
MOVE MOUNTAINS"**

"I'LL NEVER BE THE SAME"

1255 45-1255
orchestra directed by
RONNIE GOODWIN

**"AS LONG
AS I LIVE"**

"IF I HAD WINGS"

1254 45-1254
orchestra directed by
RONNIE GOODWIN

LONDON
RECORDS



THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received August 27, 28 and 29

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks Last This	Record	Artist	Label
1-5	6-10	11-15	16-20	21-25
15	2	1. HALF AS MUCH	R. Clooney	Col(78)39710; (45)4-39710—BMI
11	1	2. AUF WIEDERSEH'N, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
9	3	3. BOTCH-A-ME	R. Clooney	Col(78)39767; (45)4-39767—BMI
5	5	4. WISH YOU WERE HERE	E. Fisher-H. Winterholter	V(78)20-4830; (45)47-4830—ASCAP
15	4	5. WALKIN' MY BABY BACK HOME	J. Roy	Col(78)39750; (45)4-39750—ASCAP
4	9	6. YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)4-39811—BMI
13	6	7. MAYBE	P. Como-E. Fisher	V(78)20-4744; (45)47-4744—ASCAP
2	15	8. I WENT TO YOUR WEDDING	P. Page	Mercury(78)5894; (45)5894-45—BMI
10	7	9. SUGARBUSH	Doris Day-F. Laine	Col(78)39693; (45)4-39693—ASCAP
2	10	10. HIGH NOON	F. Laine	Col(78)39770; (45)4-39770—ASCAP
18	12	11. I'M YOURS	E. Fisher-H. Winterholter	V(78)20-4680; (45)47-4680—BMI
2	20	12. JAMBALAYA	J. Stafford	Col(78)39836; (45)4-39836—BMI
<small>(Music by Carmichael Decca 28367; Mace Miltimore, King 1106; Ike Allison Nashville Disklanders, Decca 28341; Neal Martin-Francis Wayne Ork. Col. 40914; Mark Williams, MGM 11283)</small>				
3	15	13. FOOL, FOOL, FOOL	K. Starr	Cap(78)2151; (45)1F-2151
9	8	14. AUF WIEDERSEH'N, SWEET-HEART	E. Howard	Mercury(78)5871; (45)5871X45—BMI
4	15	15. AUF WIEDERSEH'N, SWEET-HEART	Ames Brothers	Cap(78)60773; (45)49-60773—BMI
11	13	16. ONCE IN A WHILE	P. Page	Mercury(78)5867; (45)5867X45—ASCAP
<small>(B. Armstrong Ork. Decca 28306; Guy Lombardo Ork. Decca 28277; Gene Ammons Ork. Chess 1525)</small>				
4	25	16. TILL THE END OF THE WORLD	Bing Crosby-G. Martin	Dec(78)2826; (45)49-2826—ASCAP
<small>(Lak. Benter Ork. Capitol 2205; The Platters, Cap(60811)</small>				
5	27	16. SHOULD I?	Four Aces	Dec(78)28325; (45)49-2832—ASCAP
<small>(C. Harmer MacGregor 1033)</small>				
2	14	19. TRYING	Hilltoppers	Dot(78)15016; (45)45-15016—ASCAP
<small>(Ella Fitzgerald-Bobby D'Orta's Ten Aces, Decca 28373; Johnny Desmond, Coral 60823; Todd Rhodes Ork. King 4556)</small>				
17	18	19. DELICADO	P. Faith	Col(78)39708; (45)4-39708—ASCAP
6	22	19. AUF WIEDERSEH'N, SWEET-HEART	G. Lombardo	Dec(78)28271; (45)49-28271—BMI
1	-	19. TOO OLD TO CUT THE MUSTARD	M. Dietrich-R. Clooney	Cap(78)39812; (45)4-39812—BMI
<small>(Dick Todd-Grady Martin, Decca 28314; Norm Houser Ork. JR R. Me 1431)</small>				
16	10	23. HERE IN MY HEART	A. Martino	SES(78)101; (45)45-101—BMI
3	20	23. INDIAN LOVE CALL	Slim Whitman	Imperial(78)8156; (45)45-8156—ASCAP
2	-	23. HAVE A GOOD TIME	T. Bennett	Col(78)39764; (45)4-39764—BMI
<small>(Ethel Brown Ork. Atlantic 973; Billy Eckstine, MGM 11291)</small>				
3	-	23. HALF AS MUCH	G. Lombardo	Dec(78)28271; (45)49-28271—BMI
2	27	27. WALKIN' TO MISSOURI	S. Koye	Col(78)39769; (45)4-39769—ASCAP
<small>(Class Morgan Ork. Decca 28351)</small>				
6	22	28. ALL OF ME	J. Roy	Col(78)39788; (45)4-39788—ASCAP
<small>(L. Jordan Ork. Dec. 28335; F. Laine, Mercury 5693)</small>				
3	22	28. FEET UP	G. Mitchell-M. Miller	Cap(78)39822; (45)4-39822—ASCAP
2	27	28. NIGHT TRAIN	B. Morrow	V(78)20-4693; (45)47-4693—ASCAP
<small>(Jerry Morand's Harmonicals, Mercury 5849; The Mancos, Decca 28139; Jimmy Forest, United 310)</small>				
1	-	28. MEET MR. CALLAGHAN	L. Poul	Cap(78)2193; (45)1F-2193—ASCAP
<small>(Peter Todd Ork. MGM 30604; Mitch Miller Ork. Col. 39851; The Melchioro Strings, V 20-4691; Chet Atkins, V 20-4696; The Harry Gow Trio, London 1248)</small>				



A GREAT NEW RHYTHM HIT!

'SOME FOLKS DO, SOME FOLKS DON'T'

BY

BILLY WILLIAMS

WITH CHORUS AND ORCHESTRA

WATCH THIS RIDE TO THE TOP!

COUPLED WITH A BEAUTIFUL BALLAD

"THAT'S WHAT I'M HERE FOR"

5902-5902X45



MERCURY RECORDS, CHICAGO, ILL. * MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

HE GAVE YOU
"WONDERING"
 (25 weeks on Billboard's C.+W. charts)

"THAT HEART BELONGS TO ME"
 (Still on the charts and RIDING HIGH)

THEN

AND NOW!
 the best of all

"BACK STREET AFFAIR"
 BACKED WITH
"I'LL ALWAYS TAKE CARE OF YOU"

by



WEBB PIERCE

On DECCA (78) 28369
 (45) 9-28369

**GRAND OLE OPRY'S
 NEWEST STAR**
 (Starting Sept. 13)



THE BILLBOARD Music Popularity Charts

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

Most Played Juke Box Folk (Country & Western) Records

Based on reports received August 27, 28 and 29

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

Table with 3 columns: Rank, Title, Artist. Includes songs like 'IT WASN'T GOD WHO MADE HONKY TONK ANGELS' by K. Wells.

FOLK TALENT AND TUNES

Communications to care The Billboard, 6000 Sunset Blvd., Hollywood 28

By JOHNNY SIPPPEL

Artists Activities

George Lee Maritz, active in the country and Western field a number of years, last with Smiley Burnette, has opened offices in Dallas, where he intends to do TV production and tour rustic attractions.

Best Selling Retail Folk (Country & Western) Records

Based on reports received August 27, 28 and 29

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Table with 3 columns: Rank, Title, Artist. Includes songs like 'IT WASN'T GOD WHO MADE HONKY TONK ANGELS' by K. Wells.

Country & Western (Folk) Record Reviews

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

Record reviews for Paul Brown, Dinah Washington, and Eddie Jefferson. Includes 'Beautiful Angelina' and 'My Song'.

Record reviews for John Greer, Marie Adams, and Lucky Willinger. Includes 'Let Me Hold You' and 'Me's My Man'.

C&W Records to Watch

In the opinion of The Billboard's music staff the following records had the best sales and performance potential among the country and Western records received this week.

daughter when she was felled by complications arising from a mumps attack August 23. Colwell Brothers (Columbia) are participating in a moral rearmament program at Mackinac Island, Mich. Pee Wee King reports that the Redd Stewarts are janglers of the sun, Redd Jr., born August 20, Bob Koester, steel with King, and wife were presented a son, Bob Jr., the same day. King's new NBC webber starts September 8. Mercer Brothers (Columbia) report that Gordon (Cousin Luke) Price, d. j. at WUBB, Macon, Ga., has been promoted to program director, but will continue his mike stunts. Wally Mercer recently became the father of a boy, Wayne Stevens, Denver, Colo. Youngstown, O., has inked a management pact with George Lockhart, Lowellville, O. The group just had its first release on Deme records. Lockhart is setting a fall tour for Denver Bill and the Ranch Hands. Bill Martin, Atlanta, reports that the Stone Mountain Boys are working at WEAS, Decatur, Ga. Dapper an. W.T.H., East Point, Ga., is using Merle Travis "Upper Dan" on Capitol as his theme. Jack Holden and Frances Kay have opened a new disk shop in Atlanta. Smilin' Jay, formerly at WOWN, Lakeland, Fla., has joined WFOM, Marietta, Ga. Martin reports that the star of an all-night sing conductor Bill WFMD, Wally Fowler at the Atlanta Auditorium was 9-year-old Richard Miller, armless and legless Texan. The crowded house also witnessed such acts as the Larnerones, WEAS, Atlanta; the LaFaveros, WGST, Atlanta; the Blackwood Brothers, WMPS, Memphis; and Hovie Lister and the Statesmen, WABB, Atlanta. Curtis Gordon, WABB, Mobile, Ala., has inked with Victor. Kenny Roberts appeared at Shorty Long's Santa Fe Ranch, Reading, Pa., August 17 to a capacity turnout. Nat. Phil and Don Tannan of Tannen Music, attended. Roberts reports that Dave Renny, now in Albany, Ga., is running a folk music party there called Dave Renny's Barn, using talent on week-ends and holidays. His TV outlet, WHIO-TV, Dayton, O., threw a huge free Kenny Roberts Day celebration August 3, which drew huge throngs for three outdoor shows. Roberts writes that Jim Small, manager of Eddy Zack (Decca), is in charge of a folk music party set up by the new h.b. station, WCOB, Boston. Station is now headed by Roy Whitman, formerly with WSM, Nashville. Nelson Bragg is top d. j. on the station, which

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received August 27, 28 and 29

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from 100 weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Table with 3 columns: Rank, Title, Artist. Includes songs like 'JAMBALAYA' by Hank Williams and 'FULL TIME JOB' by E. Arnold.

Advertisement for 'Have a Good Time' by Tony Bennett, Columbia 39764. Includes 'A Mighty Pretty Waltz' and 'I'll Keep on Crying'.

Advertisement for 'Have a Good Time' by Tony Bennett, Columbia 39764. Includes 'A Mighty Pretty Waltz' and 'I'll Keep on Crying'.

is doing a powerhouse job plugging rustic music thru the East. Disk Jockey Doings: Al Miller, of Victor, forwards the recent listeners' poll conducted by Ron Smith, WSIX, Nashville, in which Carl Smith, Eddy Arnold, Hank Williams, Ray Price and Hank Snow finished in that order. Marty Licklider (Coral) is doing a d. j. shot at WICA, Ash-Tabula, O., in addition to his live shows with his Fox Hunters. Bob Linville is spinning the country wax at WCAE, Pittsburgh. Doc Embree has moved from KMA, Shenandoah, Ia. to KRVN, Lexington, Neb. Bob Ferguson, d. j. at KWSC, Pullman, Wash., has his own band, the Ramblers, working a weekly show from the Cordova Theater there. He reports that the Riverside Ballroom there is using country talent. Bill Bold, disk jockey, has left the Pullman outlet for two years of Army duty. Nelson King, WKCY, Cincinnati, and J. Griesshop are co-owners of a new BMI affiliate, Kentucky Folk Music. They have placed six songs with Victor, Mercury, Dot and Coral. Al Turner, veteran d. j. and country music talent plugger at KRLL, Dallas, reports that the Big D Jamboree, long a top-notch show, may go on CBS web in September. The show, which has been a Dallas feature for six years, includes Bobby Williamson (Victor), Riley Crabtree (Columbia), Johnny Hicks (Columbia), the Light Crust Doughboys (King), Paul

Bloom (King) and a cast of 36 others. The show also features a traveling name weekly, Turner and Hicks emcee the show. Lonesome Jim Spero is doing a two-hour morning show over KRUX, Phoenix, Ariz. Larry Meyering is handling the afternoon rustic shows. Bill Hill, manager of WTJH, East Point, Ga., is seeking two h.b. d. j.'s for his staff. Joe M. rita, now program director at WKDK, Newberry, S. C., is reorganizing his Silver Dew Boys, who waxed for 4 Star some time ago. Ted Kirby, WZAB, Fort Payne, Ala., has just purchased a record store which he calls Record Coral. Ann Jones, plugger for country music at KRVN, Vancouver, Wash., reports that Texas Jim Lewis is doing five shows per week at KING-TV, Seattle. Jack Rivers is working for one of the gubernatorial candidates in Washington State. Miss Jones may rebuild her band for personal. Wayne Thomas, KBKO, who records for 4 Star, has several daily disk shows. Sleepy-Eyed John Lepley, of WHHM, Memphis, is working with the National Guard there. The org is promoting square dances Friday nights with a traveling name attraction as feature. Carl Shook, WKYV, Louisville, reports that Jimm's Logsdon is cutting soon for Decca. Vic McWhin, music publisher, is managing Logsdon. Shook says "I Went to Your Wedding" should get a h.b. cutting. Pee Wee King's first NBC show will be September 6 at 8 p.m. (EST).

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THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Rhythm & Blues Records

Based on reports received August 27, 28 and 29

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

Weeks Last This	Position	Title	Artist	Label
16 2	1	HAVE MERCY, BABY	Dominos	Federal (78)1206-0; (45)45-1206-0
7 3	1	TING-A-LING	Clovers	Atlantic 969-881
15 1	3	LAWDY, MISS CLAWDY	Lloyd Price	Society 428-881
5 4	4	MY SONG	J. Ace	Dues 102
8 5	5	MARY JO	Four Blozers	United 314
7 6	6	CALL OPERATOR 210	F. Dixon	Mercury (78)820-0; (45)820-0
1 -	7	DADDY, DADDY	Ruth Brown	Atlantic 973-881
18 7	8	GOIN' HOME	Fats Domino	Imperial (78)5180-0; (45)45-5180-0
6 9	9	I'LL DROWN IN MY TEARS	Sonny Thompson	King (78)4527-0; (45)45-4527-0
1 -	10	BELLS ARE RINGING	Smiley Lewis	Imperial 5194-881

Most Played Juke Box Rhythm & Blues Records

Based on reports received August 27, 28 and 29

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose stations receive rhythm and blues records.

Weeks Last This	Position	Title	Artist	Label
15 2	1	HAVE MERCY, BABY	Dominos	Federal (78)1206-0; (45)45-1206-0
17 4	2	LAWDY, MISS CLAWDY	Lloyd Price	Society 428-881
8 1	3	MARY JO	Four Blozers	United 314
3 5	4	CALL OPERATOR 210	J. Otis-M. Walker	Mercury (78)820-0; (45)820-0
7 7	5	TING-A-LING	Clovers	Atlantic 969-881
1 -	6	JUKE	Little Walter	Checker 758
19 7	7	GOIN' HOME	Fats Domino	Imperial (78)5180-0; (45)45-5180-0
1 -	7	DADDY, DADDY	Ruth Brown	Atlantic 973-881
16 3	9	MOODY MOOD FOR LOVE	King Pleasure	Princes (78)924-0; (45)45-924-0
2 10	10	LET'S CALL IT A DAY	J. Thompson	King (78)4541-0; (45)45-4541-0

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RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Belle McLaurin, with the Derby label, has been signed for personal appearances by the Gale agency. The singer's recent hit was "I'm Gonna Hate Myself in the Morning." Florence Williams, formerly with National Records, is now with Savoy. The thrush, who is under the supervision of Bill Cook, dee-jay over WAAT, Newark, N. J., has just cut "I Went to Your Wedding" for the label. The thrush opened at the Howard Theater, Washington, on August 29 for one week.

Jubilee Records has signed the Ray-O-Vacs, formerly with Decca Records, and will wax the group next week. The discery has also signed Little Sylvia, formerly with Savoy Records. The thrush's first release on the label is "I Went to Your Wedding." Billy Ford, Jr. Sadhead, Charles Brown ork and Shirley Haven go to San Antonio on September 30 to start a one-night tour thru the Southwest that will last until October 23. From October 27 to November 20 the unit will play one-nighters thru the Southeast. The

R&B Records to Watch

In the opinion of the Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week:

PILLOW BLUES	Dinah Washington	Mercury 8292
YOU BELONG TO ME	Buddy Lucas	Jubilee 5094

Charles Brown ork goes into Gleason's, Cleveland, for two weeks starting November 24.

Shaw Artists have picked the Red Rodney ork. The band is now cutting for Okeh Records. Jack Archer, head of Shaw Artists one-nighter department, is back this week from a vacation in Bermuda. Ray Hudson, dee-jay in Youngstown, O., will promote a one-nighter concert on September 23 featuring Ruth Brown, Willis Jackson and Joe Turner. Edna McGriff opens at the Royal Peacock in Atlanta on September 26 for four days. Slim Gaillard goes back into Birdland, New York, on October 23 for four weeks.

Roy Eldridge and Coleman Hawkins, now working together

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* by *
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LLOYD PRICE
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Specialty records
6528 Sunset Blvd. Hollywood 46, Calif.

Rhythm & Blues Record Reviews

RHYTHM & BLUES Record Reviews

JOHNNY WICK ORK
BLUE DAWN.....80-80-80-80
UNITEE 104—Wick's first blues cut particularly well recorded and featuring a somewhat amazing boogie solo.
GLASGOW, KENTUCKY BLUES.....80-80-80-80
The tuba man takes the vocal on this side and delivers a good reading of a slow blues item which should do particularly well in the cities mentioned along the railroad line to Glasgow, Kentucky.

MARIE ADAMS
BY SONG.....68-80-78-82
PEACOCK 1610—Marie Adams does a striking job in this cover version of the hit tune now riding high via the Johnny Ace version on Decca. The drums back this one up powerfully while the ork backs her with a solid arrangement. This cutting should share in the fate of "My Song."

SWEET TALKING DADDY.....73-75-70-74
The thrush explains that her daddy has sweet-talked her for the last time, on this nice blues item. An unimpressive item.

MR. BLUE HEAVEN.....77-77-74-80
Another good performance by singer Florence White on the title, with some effective sax work from Hal Cornsford Singer. Side could catch on.

(Continued on page 73)

with a combo, will be featured on the boat ride out of Washington on September 30. Rides are sponsored by Irving Feld. Joe Morris and his ork go into the Spodoree Club, Youngstown, O., September 8 to 14. Floyd Dixon, Aladdin wax star, starts at the Orchid Room in Kansas City, Mo., on September 22 for a week. The Orioles move into the Storyville Club, New Haven, Conn., September 19, then the Earle Theater, Philadelphia, on October 3. Amos Milburn is set for the Ebony Club, Cleveland, December 1 to 7. The Griffin Brothers start at the Sportsman's Club, Newport, Ky., on September 27 for four days.

Lynn Hope, back from a trip to Arabia, goes into the Showboat, Philadelphia, on September 19. Dolly Cooper Philadelphia blues singer, inked by the Savoy Records label. Jean Frazier leaves the Philadelphia after-dark spots to join Lonnie Shaw's band at the Hotel Dixie in Indianapolis. First r.&b. prom promotion of the new season in Philadelphia brought in Big Joe Morris and The Orioles at Reynolds Hall for a special Labor Day holiday dance promoted by the Jazz Guild, which has Marcus Brown at the helm.

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5197 "POOR, POOR ME"
45x5197 "TRUST IN ME"
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MOUNTAINS**

**LOVE
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*(Baby Can't You
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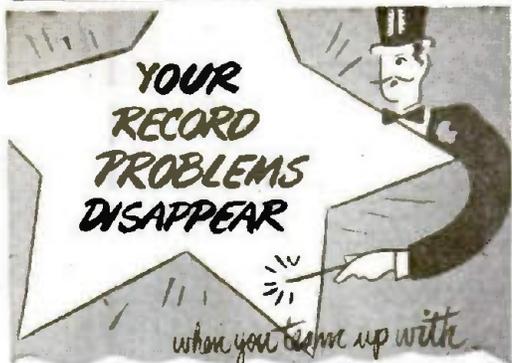
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Over You"**

AND

**"False Hearted
Girl"**



Record No. 2215



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(flip side)

"PORT OF RICO"

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MERCURY RECORDS



CHICAGO, ILLINOIS

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. M. S. indicates record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories: (1) song; (2) lyrics; (3) interpretation; (4) arrangement; (5) name value; (6) record quality (surface, etc.); (7) music publisher's air performance potential; (8) exploitation (retail, advertising, promotion, etc.); (9) other "play" aids; (10) manufacturer's distribution power; (11) manufacturer's production efficiency, 5.

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

POPULAR

Record Reviews

JOHNNY HOLIDAY
IF WE SHOULD NEVER MEET AGAIN . . . 72-74-70-72
CAPITOL 2201—Pretty low tone receives an easy reception from the new Capitol singer. Originality in good songs. Singing is not so good, but appears to be getting too hard on this cutting.
OVER SOMEBODY ELSE'S SHOULDER . . . 69-70-68-69
Holiday sings his best, finding it an agreeable reading.

SAMMY KAYE ORK
IT WASN'T GOD WHO MADE HONKY TONK ANGELS . . . 80-86-86-86
COLUMBIA 39826—The country singer now creating lots of action in the clubs. First is based on a wonderful cover arrangement by the Kaye ork, which fits the tune as a cut, fresh, crisp performance, over a honky-tonk piano and ork arrangement. Wasting is strong and should be big for Kaye.

I WENT TO YOUR WEDDING . . . 80-86-77-83
Group reading on the high-pitched disc is not so strong as the flip, but it contains a good performance by an excellent male singer and the chorus. Organ backing with the ork adds to wedding idea. The lot of effects in the ork up to previous as it should have been. Platter will share some of the loot.

EDDY HOWARD ORK
I DON'T KNOW ANY BETTER . . . 82-84-80-82
MERCURY 5898—This side contains a pretty new ballad in the Eddy Howard pattern, and the warbler bands it a smooth, tender reading while the chorus and ork back him gracefully. Disk could happen.

MADENOISELLE . . . 82-85-82-79
The warbler has a most unusual piece of material here, about a fading star who still has one fan left. It's a big, production-type ballad and the singer, with the help of the ork and chorus, tells it with a lot of feeling, in a dramatic way. It might have a long time catching on, but it is beautifully done.

JOHNNIE RAY
LOVE ME . . . 86-86-86-86
COLUMBIA 39837—Ray hands this beauty, rhythmic item a strong walking 'My 5th Ave. Home' type of reading, backing over the lyrics while the Four Lads and the rhythm section rock along behind him. Should pull lots of juke coin and be another winner for Ray.

FITH CAN MOVE
MOUNTAINS . . . 85-85-85-85
The warbler pours it on here, giving the ballad his best "rolling" vocal. In this special, electrifying style. He has the pretty effort a big reading, and the Four Lads contribute nice backing. Neither side is up to either Ray was, but with the heat on the warbler disk should grab loot.

JANE TURZY
IT WASN'T GOD WHO MADE HONKY TONK ANGELS . . . 80-82-75-82
DCCA 28774—Jane Turzy turned in a fine job on the current G.M. hit singing the tune straight, with a lot of feeling, while the ork furnishes a strong beat and a jerry backing. If the band can move in the pop field this version will start in the low.
TENNESSEE WARBLER . . . 78-82-76-76
A fitting, country-styled Betty is given a very smooth reading by the thrush as she duets with herself on the aid of a duet. Disk could pull spins. A good disc.

SUNNY GALE
YOU COULD MAKE ME LOVE YOU . . . 80-81-78-81
V 20-4901—Miss Gale injects sincerity in this powerful rendition of the beautiful new ballad. Ork backing by the Smar-Finnegan combo is stylish. A good side that should more than pay its way.
TOSSIN' AND TURNIN' . . . 77-79-75-77
The cute ditty is sold strongly by the thrush in her distinctive style. Dealers should welcome.

BETTE McLAURIN
I WON'T TELL A SOUL I LOVE YOU . . . 75-75-75-74
DERBY 804—Pleasant version of the evergreen, featuring a smooth rendition by the thrush with vocal quartet and ork support.
MY HEART BELONGS TO ONLY YOU . . . 82-84-80-82
The thrush hands this appealing new ballad a mighty persuasive vocal, singing it warmly and tenderly, while the Smar-Finnegan ork back pretty backing. A strong disk that could out.

POPULAR

Record Reviews

PATTI PAGE-RUSTY DRAPER
RELEASE ME . . . 79-80-77-80
MERCURY 5895—Tim's rhythmic effort has a bold beat, throat and Patti and Rusty bring easily into the vocal changes. Jones and Jones show it some attention.
WEDDING BELLS . . . 78-80-76-78
Romantic ditty with a happy beat is rendered prettily by the twosome, but side shapes up second best to flip.

LISA KIRK
NOW COME YOU DO ME LIKE YOU DO . . . 79-83-75-79
V 20-484—There's plenty of sex appeal in the chirp's voice as she turns in a powerful rendition of the bluesy duet. Deejays and juke should do well with the side.
IF YOUR HEART IS BREAKING . . . 76-77-75-76
Another strong reading by Miss Kirk, all the better for it. She one also should consider its share of action.

DENNY VAUGHAN
FOREVERMORE . . . 79-80-75-82
MRT 727—Singer Denny Vaughan bows impressively on the new MRT label, pouring his heart into a big new ballad with strong aid from the rich-sounding ork. Vaughan can tell a song, and this disk could pick up lots.
TAKE IT OFF . . . 85-85-85-85
Light novelty ditty receives an agreeable reading from Vaughan and Nancy Reed. Excitement is all on the flip side.

EDDIE (PIANO) MILLER
ME AND MY PIANO . . . 78-78-74-82
V 20-4902—The Irving Caesar oldie receives a mighty effective performance from Eddie Miller as he makes the piano shine in this rhythmic and lovable dishing. Firm war for the bases.
THAT OLD FASHIONED RAG . . . 75-75-72-78
Piano-man Miller cracks off some very interesting and happy ragtime piano on this attractive effort. A good disk for all piano fans.

JANE FROMAN
MY LOVE, MY LIFE . . . 78-80-78-78
CAPITOL 22019—A beautiful and tender ballad is warbled with much feeling by Miss Froman over a lovely, bright ork arrangement. This love, almost a legit item, should be a steady seller over a long pull, and it could break thru.
NO . . . 76-78-76-74
This is another lowly, warm tune, even closer to a show love than the flip. The thrush sings it with care and feeling, showing off her large, well-trained voice. Again the arrangement is right from the top drawer.

SARAH VAUGHAN
MY TORMENTED HEART . . . 77-78-75-78
COLUMBIA 39839—Fine lyrics set to an old familiar melody provide a potent ballad for Miss Vaughan. She awards a vibrant reading to full and lush backing by chorus and outstanding Percy Faith. Side could create some excitement.

SAY YOU'LL WAIT FOR ME . . . 75-76-73-76
A warm interpretation is given by the thrush in another big reading of a beautiful, romantic ballad. Should earn a grateful reception from fans.

JOHN ARMSTRONG
MEMORIES . . . 76-78-75-75
CAPITOL 2206—A lovely arrangement and a pretty tune both serve to introduce warbler Johnny Armstrong on his first outing for the label. Singer, who is smooth and capable does a good job with the item. Disk should get deejay spins.

WILD MONEY . . . 75-77-74-74
Warbler turns to a fine oldie and performs it with feeling and style, in somewhat big-voiced fashion. Ork backing is fine. Singer is impressive on both sides of the platter.

BOBBY WAYNE
MADONNA OF THE ROSARY . . . 76-78-74-76
MERCURY 5897—Wayne sings this new semi-religious item sincerely and reverently. The tune has simple lyrics and melodic appeal, and the arrangement is good. Disk could get spins.

BECAUSE YOU'RE MINE . . . 72-74-70-72
Wayne seems a bit out of his depth here as he tackles the big, big title ballad from the forthcoming Martin Lane film. The warbler sings it adequately over satisfactory ork support.

(Continued on page 72)

LADDER OF Best Sellers FROM King AND Federal RECORDS Popular

STEVE LAWRENCE
MINE AND MINE ALONE
ALL MY LOVE BELONGS TO YOU
15190 and 45-15190
SUDDEN FEAR
ALWAYS LOVE ME
15199 and 45-15199

ROY GOODRICH
JUNGLE DRUMS
TO YOU
15197 and 45-15197

MARY SMALL
EVERYTHING YOU SAID
CAME TRUE
IMMEDIATELY
15189 and 45-15189

Folk/Western
MOON MULLICAN
JAMBALAYA
A MIGHTY PRETTY WALTZ
1106 and 45-1106

EDDIE SMITH
THE PREACHER AND THE BEAR
SNOW DEAR
1095 and 45-1095

YORK BROS.
2 SIDES TO EVERY STORY
TWIRLY WHIRLY
1092 and 45-1092

WAYNE RANEY
I'M REALLY NEEVIN' YOU
BEATIN' ROUND THE BUSH
1087 and 45-1087

DELMO BROS.
MUDDY WATER
GOT NO WAY OF KNOWING
1054 and 45-1054

Rhythm/Blues
SONNY THOMPSON
I'LL DROWN IN MY TEARS
CLANG-CLANG-CLANG
4527 and 45-4527
LET'S CALL IT A DAY
BLUES MAMBO
4541 and 45-4541

THE SWALLOWS
BEHIDE YOU
YOU LEFT ME
4525 and 45-4525

EARL BOSTIC
MOON CLOW
AIN'T MISBEHAVIN'
4550 and 45-4550

TODD RHODES
ROCKET 69
POSSESSED
4528 and 45-4528

TRYING
SMUFF DIPPER
4556 and 45-4556

Federal
THE DOMINOS
HAVE MERCY, BABY
DEEP BLUE
12068 and 45-12068

THE ROYALS
MOONLIGHT
FIFTH STREET BLUES
12018 and 45-12018

LITTLE ESTHER
RAMBLIN' BLUES
SOMEBODY NEW
12090 and 45-12090

JIMMY WITHERSPON
FOOLISH PRAYER
TWO LITTLE GIRLS
12095 and 45-12095

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Kay Starr

tenderly sings

"Three Letters"

her greatest and most unusual

and

"Comes A-Long A-Love"

Kay's at her rockin' best
on this up-tempo tune



Record No. 2213



THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity—as determined by entry into best selling, most played or most heard features of the Chart.

LOVE ME FAITH CAN MOVE MOUNTAINS **Johnnie Ray** Columbia 39637

Johnnie Ray has two potent stems here. The first is a lively, bouncy effort which Ray sings brightly; the flip is a moving ballad sung by the warbler to his best "crying," and most sincere style. Both sides took five winners.

I'M NEVER SATISFIED **Nat King Cole** Capitol 2212

An exciting and infectious novelty is given a slick performance by Nat Cole who hands this fresh tune a mighty hoopy reading. Lou Diamond, on RCA Victor, and Trudy Richards, on Decca, also have good warnings of the item.

COMES A-LONG A-LOVE **Kay Starr** Capitol 2233

A driving, rhythmic tune adapted from a Russian Duet-time receives a solid rendition from the thrush. Should be a big one for Kay Starr.

YOU'LL NEVER GET AWAY **Don Cornell-Teresa Brewer** Coral 60629

Don Cornell and Teresa Brewer team up on a light, fitting piece of material with the flavor of an English round. It's cute and clear, and is performed with spirit and charm.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. YOU LIKE Eileen Barton Coral 60805
2. TAKE ME IN YOUR ARMS AND HOLD ME Les Paul-Wray Ford Capitol 2193
3. EARLY AUTUMN Jo Stafford Columbia 39636
1. TRYING Ella Fitzgerald Decca 28375
2. BECAUSE YOU'RE MINE Marie Lanca Victor 10-39181

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. BECAUSE YOU'RE MINE Marie Lanca Victor 10-39181
2. TILL THE END OF THE WORLD Bing Crosby-Grady Martin Decca 28265
3. CARMEN'S BOOGIE Andrews Sisters Decca 28342
1. TRYING Ella Fitzgerald Decca 28375
5. IT TAKES TWO TO TANGO Pearl Bailey

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. I WENT TO YOUR WEDDING Steve Gibson and the Red Caps Victor 20-4835
2. MADEMOISELLE Eddy Howard Mercury 5896

• The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. BLACKBERRY BOOGIE Tennessee Ernie Capitol 2170
2. FOREVER AND ALWAYS Lefly Frizzell Columbia 20997
3. A MIGHTY PRETTY WALTZ Pee Wee King Victor 20-4887
4. DON'T LET THE STARS GET IN YOUR EYES S. Willet
5. I GOTTA HAVE YOU Red Foley Decca 28343

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A NATION-WIDE HIT
THE VOICE and TUNE
EVERYONE
IS RAVING ABOUT

ALAN DEAN
singing
LUNA ROSSA

b/w
"I'LL FORGET YOU"
MGM 11269—78 rpm • K 11269—45 rpm

HANK WILLIAMS
JAMBALAYA
and
WINDOW SHOPPING
MGM 11283—78 rpm • K 11283—45 rpm

BILLY ECKSTINE
STRANGE SENSATION
and
HAVE A GOOD TIME
MGM 11291—78 rpm • K 11291—45 rpm

BILL FARRELL
A SINNER KISSED AN ANGEL
and
MARIA MIA
MGM 11310—78 rpm • K 11310—45 rpm

FRAN WARREN
WISH YOU WERE HERE
and
WHAT IS THIS THING CALLED LOVE
MGM 11378—78 rpm • K 11378—45 rpm

PETER TODD
MEET MISTER CALLAGHAN
and
WHISTLEWOOD
MGM 30640—78 rpm • K 30640—45 rpm

BILL HAYES
HIGH NOON
and
PADAM PADAM
MGM 11266—78 rpm • K 11266—45 rpm

BARBARA RUICK
SERENADE TO A LEMONADE
and
DELISHIOUS
MGM 11279—78 rpm • K 11279—45 rpm

DAVID ROSE
VANESSA
and
ALL THE THINGS YOU ARE
MGM 30619—78 rpm • K 30619—45 rpm

THE FOUR HORSEMEN
INDIAN LOVE CALL
and
SAN ANTONIO ROSE
MGM 11300—78 rpm • K 11300—45 rpm

GEORGE SHEARING
FIVE O'CLOCK WHISTLE
and
SIMPLICITY
MGM 11282—78 rpm • K 11282—45 rpm

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2 beautiful, moving

love ballads in a

HIT PERFORMANCE

by

**MARGARET
WHITING**



*"Outside of
Heaven"*

and

*"Alone
Together"*

Record No. 2217



THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

Continued from page 64

FOLK Record Reviews
by the material. Though can belt out a tune, and with the right material she may beat them someday.

LOREN JOHNSON
CAN'T SLEEP ANYMORE... 74-75-73-74
KING 4553—Johnson turns in a strong vocal on this semi-Southern blues tune and shows off some top-flight guitar work as well.

MARLO NICHOLAS
YOUR LOVE BELONGS TO ME... 73-75-72-73
V 70-4859—Nicholas does quite well with an attractive new blues ballad. With enough signs this could do nicely for the label and the chart.

JUST LET ME LOVE YOU... 69-72-67-69
Both the material and the performance by George Nicholas and the vocal group are better suited to the pop field than the rhythm and blues market, but not strong enough to make much of a dent in pop circles.

BURNIE PEACOCK DRK
DOG DAYS... 72-73-71-72
KING 4552—A lively instrumental item is done with spirit and the Peacock set for a neat mood adding.

BAKEN BROTHERS
THIS TIME I'M THROUGH... 72-74-69-72
KING 15195—The group seems at home with the spirited dancing, the disc fails to tell into anything more than an okay novelty item.

SHIRLEY HAYEN FOUR JACKS
STOP POOLING AROUND... 68-68-68-68
KING 12098—Shirley Hayen, with the help of the Four Jacks turns in an effective performance of a new ballad. Her performance is better than the material.

TERRIFIC SALES OPPORTUNITY
Prominent recording company in the low-priced field seeks top-notch salesmen to call on department and chain stores with highly competitive product. Several territories open.

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Billboard
1564 Broadway, N. Y. C. 19

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PERMO, INC., CHICAGO 26, ILL.

PROMOTERS
Call on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who will underwrite and promote attractions for auditoriums and arenas.

RECORD PRESSING
Originators of the NON-SLIP FLEX (Pat. Pending)
Research Craft Co.
1037 NO. SYCAMORE ST. LOS ANGELES 26, CALIF.

FOLK Record Reviews

LETTY FRIZZELL
FOREVER... 86-86-86-86
COLUMBIA 20997 — Letty Frizzell, who usually comes up with strong tunes has another fine piece of material here. The words tell a great job with this heartful country weeper ending in a most persuasive melody. Lamb's list another winner for the singer.

LENN WHITMAN
BY THE WATERS OF THE MINNETONKA... 85-85-85-85
IMPERIAL 8133—Follow-up to the singer's hit "Waiting for Me." This time the title gets the whitman special treatment for a tune loaded with potential. Should be a cash caller.

LUKE THE DRIFTER
WHY DON'T YOU MAKE UP YOUR MIND... 80-80-80-80
MGM 13100—Material on this side was penned by Williams. His talk-show style associated with the Luke the Drifter name is particularly effective on this side.

BILLY STARR
TOMORROW YOU'LL BE FREE... 60-81-78-80
COLUMBIA 20983—The country weeper ending by Starr is sung by him with engaging charm. Side has lots of repeat and should win plenty of spins.

JIMMY THOMPSON
THE SWEETEST FALL OF ALL... 72-73-71-72
KING 13107—Idea of the romantic ballad is cute and Thompson carries it pleasantly for a formulaic side.

DON REDWOOD SMILEY
CRAZY FINGER BLUES... 74-75-72-75
KING 13104—Don Reno shows a sparkling technique on the piano in this cheerful instrumental. The side should give many.

Product List
Continued from page 36

- Red Cross Blood Bank for Advertising Council
Rogers Music Productions
Rudy Willmet for Union Electric Co.
Five Star Productions
Robert Weaver Sales for Palm Beach Co.
American Film Producers
Rimco Beer for Lettman-Breweries
Transfilm, Inc.
Ringo for Loner Bros.
Shamus Cahane Productions
Elliott, Unger & Elliott
Roman Products
Ted Nemeth Co.
Folding Beds for Sells Quality Furniture
Marley Productions, Inc.
Sanka Coffee for General Foods Corp.
Veolia Products
Saturday Evening Post for Curtis Publishing Co.
Bill Strum Studios
Searles Edlin for S. A. Schenkein & Co., Inc.
Sun Dial Film, Inc.
Sam 'N' See Bases for Rector Toy Co.
American Film Producers
Scharfer Beer for F. & M. Scharfer Co.
Screen Gems
Schick, Inc. for General Films, Inc.
Edwards Lewis
Scoring Pads for the SOS Co.
Five Star Productions
Seamless Baking Suits for Flexors, Inc.
Dynamic Films Inc.
Sewel Refrigerator for Sewel, Inc.
American Film Producers
Service Products for Benja & Thompson, Inc.
Commercial Illustrators
Shir-R-Eggs for Ullman Co.
Transfilm, Inc.
Shoes for National Shoes
Ben Harrison Productions, Inc.
Sugar Sparing Machine Co.
Audio Productions
Six Dimes for Helms Exchanges
Cine Tele Productions
Sleep or Lounge Directories for Kramler Inc. Co.
Sivra, Inc.
Snowdrift for Weston Oil & Sawdust Sales Co.
Ray Pater Production
Spring Water Sales for Palm Beach Co.
American Film Producers
Soy for Loner Bros.
Elliott, Unger & Elliott
Stardust Oil International for Stardust Oil of R. J. Videman Pictures Corp.
Stoppie for James Montclair, Inc.
Atlas Film Corp.
Sugar Cane Pops for Kellogg Co.
Five Star Productions
Sugar Crisp for Post Foods Corp.
Transfilm, Inc.
Fluorograph
Surt for Loner Bros.
Hartley Productions, Inc.
Sweet Down Cake Mix for General Foods Corp.
Videman Pictures
Vagula Productions
Tea Council
Vogue Wright Studios
Television Receivers for Grayley
Screen Gems
Television Receivers for Public
Sun Dial Film, Inc.
Thor Automatic Washers
Vidco Film, Inc.
Tide for Procter & Gamble
Transfilm, Inc.
Fluorograph
Tempo Productions
Tody for The Weaver Co.
Five Star Productions
Toys Co.
BKO Rate, Inc.
Yellow Fange Beer for Adam Schmidt Brewing Co.
Paul J. Ferrel Co.
Victory Cigarettes for Bragg & Williamson Tobacco
Peter Elgar Productions, Inc.
Videman Pictures Corp.
Vicki for Vidco Film Co.
Bill Sturm Studios
Vitalis for Bristol-Myers Co.
International Movie Producers
Service
Voice of Experience Foundation
Jack Parker, Television Film of America
Washington Garland Co.
Ziv
Weidmann Beer
Vogue Wright Studios
Wesson Oil for Wesson Oil & Snowdrift Sales Co.
Tempo Productions
What Chek, Rice Chex & Instant Raisin for Ralston Purina Co.
Five Star Productions
Woolsey Soap for Jergens Co.
Peter Elgar Productions, Inc.
Zest for A. E. Staley Mfg. Co.
Transfilm, Inc.

Rhythm & Blues Record Reviews

Continued from page 65

RHYTHM & BLUES Record Reviews

FLORENCE WRIGHT
I WENT TO YOUR WEDDING... 80-80-76-84
SAVOY 606—The thrash comes thru with a strongly strong version of the current pop hit. It's an oldie but newie public favorite. Florenza could give other cuttings a run for a.c.b. best.

ROSCOE GORDON DRK
WHAT YOU GOT ON YOUR MIND... 80-80-75-85
RPM 365—A rhythmic jump item, with a solo beat, is given a strong racing by Gordon as the old sounds out the time and feels a growing pulsating. A strong disk.

LITTLE SON WILLIS
SKIN AND BONES... 74-74-74-74
SWING TIME 104—The distinctive style of the record and its flexible-rolled line is fully employed as they read the ballad in solid fashion. Should create some action.

NOTHING BUT THE BLUES... 72-72-72-72
Both the material and the performance are ordinary.

THE MARKET PLACE for the MUSIC-RECORD INDUSTRY

Business Opportunities
CUSTOM RECORD PRESSINGS
Specialists in Long Play recordings 45 and 78 RPM pressings. Materials include pure black and red vinylite, non-breakable extruded and break-resistant by Stafford.

Distributors Agents-Dealers

Dealers Wanted—Blind Blacks and His Boss! Bahamian Calypso Ballads: two RCA pressed albums. 78 rpm and 33 1/2 LP, 21 tunes by Blind now being popularized by Stafford.

SQUARE AND ROUND DANCE RECORDS

One of the largest folk dance lines available. Both with and without call instruction sheets with each record. This is a salable line. Dealer and distributor inquiries invited.

EMPLOYER-EMPLOYEE MEETING PLACE

Song Agent wanted by writer to place new numbers' commission basis. Box 706 Billboard, 1564 Broadway, N. Y. C. 36

ADVERTISING RATES

Table with columns: REGULAR CLASSIFIED, DISPLAY CLASSIFIED. Rows: 10 or more CONSECUTIVE of 30, 30 CONSECUTIVE insertions, 1 inch space 14 copies lines.

RHYTHM & BLUES Record Reviews

GILBERT HOLIDAY DRK
LATE ONE NIGHT... 79-78-78-80
STATES 1073—The Holiday combo has a fine blues item here which could get some action for the electric blues' Starr label.

THE DRONES-BUDDY LUCAS DRK
SEE SEE RIDER... 78-80-75-79
JUBILEE 5092—The Drones and the Buddy Lucas are coming to hand the disc a solid reading featuring a B backing beat.

THE MARYLANDERS-BUDDY LUCAS DRK
MAKE ME THRILL AGAIN... 78-79-77-78
JUBILEE 5091—The distinctive style of the record and its flexible-rolled line is fully employed as they read the ballad in solid fashion. Should create some action.

THE National Exchange for Music Record Personnel, Products, Services and Opportunities

Parts-Products Services

QUALITY CUSTOM PRESSING
6 1/2, 7, 10, 12, 78 RPM, 10", 12", 33 1/2, and 45 RPM Records. A Most Modern and Complete Plant Assures Competitive Prices.

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1564 Broadway, New York 36, N. Y.

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HAWAIIAN RECORDS

Hawaiian Records recorded in Honolulu 31 tracks, regular prices and discounts. Catalogs available. A-1 State Record Co. Honolulu, Hawaii

POLKAS AND POLISH RECORDS

Top independent line in U.S.A. as rated in The Billboard's Annual Rental Survey. 78-45-33 rpm. Write for catalog and distributors.

Dana Records

344 North Ave. New Rochelle, N. Y.
Semi-Religious Songs; copies and dubs available to publishers. Jack Lynch, 916 Bond St., Elizabeth, Ky.

Used 45 RPM Records bought; top cash prices. P. L. Box 19, New York City 35, N. Y.

Vanities-O & J Open Big in Canada Bow

First Date for Olsen and Johnson Bulges Advance Sale; Gross of \$180,000 Seen

QUEBEC CITY, Aug. 30. — Following many days of rehearsals, the Skating Vanities-Olsen and Johnson combined show opened at the Provincial Exhibition here last night, and packed the Coliseum with an enthusiastic audience. The fairgrounds building has a seating capacity of nearly 12,000.

Marking the roller show's fourth straight year and the first Quebec engagement for O & J, a hefty advance sale was indicated. According to Producer Harold Steinman, the addition of the two zanies and their troupe should boost admissions better than 7% per cent over last year's total of about 80,000. The show will do 14 performances at this stand which will represent a gross of nearly \$180,000. Tickets are scaled from a \$3.25 top to \$1.50, tax included. The Exhibition's top attraction runs for 10 days, closing Sunday (7).

The Exhibition expects to top 1951 total admissions of 500,000 by a substantial margin. Good weather was predicted.

In discussing the show, which will make a nation-wide tour following this engagement, Steinman highly praised the efforts of everyone connected with it. In particular, he lauded Gae (Rosy Theater) Foster for her difficult task of integrating both units into a "colorful, well-paced and exciting 2½-hour presentation." Performances will be given nightly, with matinees on Saturday and Sunday.

The skating troupe and the O

Dramatic & Musical Routes

Bell, Book and Candy; (Metropolitan Seattle)
 Call Me Madam; (Public Auditorium) Portland, Ore.
 Century Girl; (Roberta Santa Barbara, Calif., Sept. 1-8; (Pantages Auditorium) Pasadena, 2; (Pantages Memorial Auditorium) Fresno, 4; (College of the Pacific Auditorium) Stockton, 5; (Memorial Auditorium) Richmond, 6
 Four Faces; (Desert) San Francisco
 Guys and Dolls; (Shubert) Chicago
 I Am a Camera; (Case) Detroit
 Joliana; (Curtain) San Francisco
 Moon Is Blue; (Biltmore) Los Angeles, Oklahoma; (Broadway) Kingston, N. Y., Sept. 1-3
 South Pacific; (Philharmonic Auditorium) Los Angeles
 Swing 17; (Ziegler) Chicago

& J funsters will work both independently and in conjunction with each other, the entire show centering around five big production numbers which will see both segments on stage.

Parlez Vous Francaise, Yes!
 Because the show will play to predominantly French-speaking audiences, Olsen and Johnson have worked out a series of bits in which they'll attempt to "speak zee language." The boys have been furiously studying, according to the Steinman office, and the results of their "French Taught Quickly" lessons should prove devastating—they hope.

Films for TV

Continued from page 30

LAYMAN'S CALL TO PRAYER
 Emperor Films, Inc.
 330 W. 42d St.
 New York, N. Y.
LET GEORGE DO IT
 The Christophers
 18 E. 48th St.
 New York, N. Y.
LIFE OF ST. PAUL
 Cathedral Films
 140 N. Hollywood Way
 Burbank, Calif.
PROTESTANT FILM COMMISSION SERIES
 Protestant Council of New York
 71 W. 23d St.
 New York, N. Y.
TELEVISION IS WHAT YOU MAKE IT
 The Christophers
 18 E. 48th St.
 New York, N. Y.
THAT I MAY SEE
 Family Theater
 7201 Sunset Blvd.
 Hollywood, Calif.
THE BARKCLOTH PEOPLE
 Film Distribution Center
 The White Fathers
 1624 21st St. N. W.
 Washington 9, D. C.
THE KID DOWN THE BLOCK
 The Mary Knoll Fathers
 Mary Knoll P. O.
 Mary Knoll, New York
THE WHITE FATHERS
 Film Distribution Center
 The White Fathers
 1624 21st St. N. W.
 Washington 9, D. C.
WORLD'S GREATEST MOTHER
 Family Theater
 7201 Sunset Blvd.
 Hollywood, Calif.

Union Opposes "Subversives" Ban in Seattle

SEATTLE, Aug. 30.—The CIO Council here has opposed a proposed city ordinance which would ban "subversive" groups from using the Civic Auditorium. It was described by the CIO as a violation of freedom of speech and assembly.

Arvid Swenson, secretary of the CIO council, said that while the proposal was aimed at Communists, it might be used against other groups in the future and that police might decide almost any group was subversive.

Fair Asks Reduction
 Meanwhile, a proposal that rental rates on the Auditorium be reduced for the International Trade Fair at for September was received by the city finance committee. Sol G. Levy, speaking for the fair's organization committee, asked that the rent be \$2,000 instead of \$400 daily for the 12-day event. Time for moving in and out would raise the price to \$6,800.

City officials said it would be difficult to reduce the price and suggested that city business leaders might underwrite any deficit. It also was suggested that the city-owned light company give financial aid to the fair as an advertising expenditure.

NEWS NUGGETS

AMA Sets Costly Spec for Members

NEW YORK, Aug. 30. — An elaborate and costly spectacle, designed to fill both the staging areas and the seats of its members houses, will be produced for the Arena Managers Association next year.

As yet unnamed, the spectacle, which will be directed by John Murray Anderson, has the full cooperation of the 32 member group in both its preparation and routing. It will be scheduled at the same time that the AMA sets ice show routes for next year, thus assuring the new endeavor of an excellent choice of dates.

Conflict with the spectacular and costly leers, which it will rival in these respects, will be eliminated and a consistent route, minus costly lay-overs, will result, John Hickey, AMA booking manager said.

Jumbo Considered
 While Anderson received the nod on the ambitious undertaking some time ago, plans jelled only recently. It is believed that original plans called for a revival of Jumbo. However, the super-duper spectacle of more than a decade ago was a one-ring presentation, perfect for the old Hippodrome, but deemed too small for today's big houses.

With budgeting planned to equal that of the biggest leers, six-figure production costs are assured. The presentation will be a combination of spectacle, circus, ballet and thrill show and feature several big name personalities.

Author Charles Sherman will be a contributor. Rehearsals are planned for late June or early July, 1953, with the preem to be staged in September.

COKEE LISTS EVENTS AT NEW ORLEANS...

NEW ORLEANS — Mancuso Bros. will have Johnny Ray at the Municipal Auditorium here September 29. New Orleans Jazz Club has booked the building for the day before. Managing Director William A. Coker announced that the month's schedule will get underway with a Labor Day stage show. Knights Templar will have a four-day session which includes a Passion Play, opera and ball.

NATIONAL CONTRACTS LYNCHBURG, VA. . .

LYNCHBURG, Va. — National Home Shows, Inc. has contracted to produce the first annual Lynchburg Home and Food Show. Event will be in the City Armory November 10-15 under Jaycees auspices.

FILM BUYER DIRECTORY

Continued from page 17

MINNESOTA
 Minneapolis
 KSTP-TV
 Del Franklin, Film Director
 WTCN-TV
 Harry C. Jones, Film Director

MISSOURI
 Kansas City
 WDAF-TV
 Randall S. Jessee, Film Buyer
 St. Louis
 KSD-TV
 Keith Gunther, Film Buyer

NEBRASKA
 Omaha
 KMTV
 Glenn Harris, Film Buyer
 WOW-TV
 Lyle DeMoss, Program Director

NEW JERSEY
 Newark
 WATV
 Robert M. Paskow, Film Buyer

NEW MEXICO
 Albuquerque
 KOBO-TV
 George S. Johnson, Station Manager and Film Buyer

NEW YORK
 Binghamton
 WBNF-TV
 Edward Seala, Program Director
 Buffalo
 WBEN-TV
 George R. Torge, Program Director
 New York
 WABD
 Donald A. Stewart, Film Director
 WCBS
 David Savage, Film Buyer
 WJZ-TV
 Nat Fowler, Film Director
 WNBC
 Richard Paek, Program Manager
 WOR-TV
 Milford Fenster, Film Buyer
 WPIX
 Anthony Azzato, Film Buyer
 Rochester
 WHAM-TV
 David Manning, Film Buyer
 Schenectady
 WRGB
 Albert G. Zink, Film Supervisor
 Syracuse
 WHEN
 Gordon J. Alderman, Film Buyer

WSYR-TV
 Wm. V. Rothrum, Film Buyer
 Utica
 WKTV
 Joseph Casalella, Film Buyer

NORTH CAROLINA
 Charlotte
 WBTV
 Bill Quinn, Program Director
 Greensboro
 WFMV-TV
 Daniel W. Shields, Film Director

OHIO
 Cincinnati
 WCPO-TV
 Ed Weston, Film Buyer
 WKRC-TV
 Barry Hersh, Film Co-Ordinator
 WLWT
 Lin Mason, Program Director
 Cleveland
 WEWS
 G. S. Canfield, Film Buyer
 WNBK
 Albert L. Odeal, Film Buyer
 WXEL
 Sidney Nadler, Film Buyer
 Columbus
 WBNS-TV
 I. R. Reeves, Film Buyer
 WLWC
 Roy Wilson, Program Director
 WTVN
 Wm. T. Wagner, Film Buyer
 Dayton
 WHIO-TV
 Don B. Lyons, Program Director
 WLWD
 Kenneth Sanders, Film Director

Toledo
 WSPD-TV
 Elaine Phillips, Film Buyer

OKLAHOMA
 Oklahoma City
 WKY-TV
 Keith Mathers, Film Buyer
 Tulsa
 KOTV
 Don Thompson, Film Buyer

PENNSYLVANIA
 Erie
 WICU
 John Cook, Film Editor
 Johnstown
 WJAC-TV
 Frank P. Cummins, Program Director
 Lancaster
 WGAL-TV
 Harold E. Miller, Film Buyer
 Philadelphia
 WCAU-TV
 S. Lee Varker, Asst. Film Director
 WFIL-TV
 Walter L. Tillman, Director of Film
 WPTZ
 Edward G. Murray, Film Buyer
 Pittsburgh
 WDTV

Richard C. Dreyfuss, Film Buyer

RHODE ISLAND
 Providence
 WJAR-TV
 Norman Gittleson, Film Buyer

TENNESSEE
 Memphis
 WMCT
 Wilson Mount, Film Buyer
 Nashville
 WSM-TV
 Elmer Cartwright, Film Buyer

TEXAS
 Brownsville
 XELD-TV
 Bert Metcalf, Program Manager
 Dallas
 KRLD-TV
 Roy George, Film Buyer
 WFAA-TV
 Howard Anderson, Film Buyer
 Fort Worth
 WBAP-TV
 Miss Lynn Trammell, Film Buyer
 Houston
 KPRC-TV
 Bert Mitchell, Film Buyer
 San Antonio
 KEYL
 W. B. Robb Jr., Film Buyer
 WQAI-TV
 Ed Hyman, Film Buyer

UTAH
 Salt Lake City
 KDYL-TV
 Connie Eckhardt, Film Buyer
 KSL-TV
 Richard V. Thirlot, Film Buyer

VIRGINIA
 Norfolk
 WTAR-TV
 Winston Hope, Film Buyer
 Richmond
 WTVR
 G. Conrad Rianhard Jr., Film Buyer

WASHINGTON
 Seattle
 KING-TV
 Lee Schulman, Film Buyer

WEST VIRGINIA
 Huntington
 WSAZ-TV
 Ned Brooke, Film Buyer

WISCONSIN
 WTMJ-TV
 James Fitzgerald, Film Buyer

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 ON THE PREMISES



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Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increasing availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write: Arena Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

PROMOTERS

Get on our Mating List each week. The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specifying whether or not you were financially responsible as secured responsible underwriting. Write: Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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BINKMASTER Popular brown fiber, 2 1/2" x 1" Rink tested under actual rink conditions. Superior material... will not swell or crack. Diamond ground tread and hard-wear backing for extra long wear. Fits any standard ball-bearing rink skate. Guaranteed.

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Complete Line of Roller Skate Supplies and Accessories for the Rink Operator

WRITE FOR PRICE LIST
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Factory Representatives:
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Write

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The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Michigan

We invite you to bring your skaters to Curvecrest and see for yourself!

Akron Icery To Be Turned Into Rollyery

AKRON, Aug. 30.—Iceland, this city's only indoor ice skating rink, has been leased to a Canton firm and will be converted into a roller skating rink. It was announced here this week. The move also means the end of the Akron Stars, hockey team which used the rink for its home games.

Louis A. Klages, president of Klages Ice & Coal Company and owner of Iceland, said the building has been leased to Rollercoast, Inc., of Canton, "for several years."

The new operators plan to put in a new wood floor and also are considering redecorations. The rink is expected to be ready for operation sometime in September. It is planned to operate thruout the year.

Klages said the pipes used to preserve ice will be kept in the floor but added that he doubted ice skating would return within the next few years.

Iceland was started as an open-air rink in 1939 and two years later it was roofed over. The arena housed the Ice Cycles on one visit to Akron and also the Akron Skating Club's shows.

Hakim Sails For Junket Thru Europe

DETROIT, Aug. 30.—Shaw D. Hakim, owner of the Fairview Gardens Roller Rink, this week sailed on the new liner, United States, for a three-month visit to Europe. He is accompanied by Mrs. Hakim. Hakim plans to visit in France, Italy, Switzerland and Egypt.

The rink will be operated during his absence by George Montseur, bookkeeper, and Hakim's son, Joseph. The latter is well known to skaters as the winner of two national championships under Roller Skating Rink Operators' Association sanction, the Juvenile A Boys' Championship in 1946 and the Intermediate Men's Speed Championship in 1948.

Jack Adams, of the firm bearing his name, is vacationing in Arizona, having previously sojourned in California.

MT. CLEMENS PATRONS WED ON ROLLERS

DETROIT, Aug. 30.—The Mount Clemens Arena Rink, operated by Earl L. Dunn, was host to a wedding on skates last Saturday (23). The bride was Muriel Jean Bishop, daughter of Adrian Bishop Sr., and the groom was Arthur Stanley Beagle, son of Mrs. Mary A. Brownell, of Toledo.

The parents of the principals, as well as the entire wedding party, excepting the minister, were on skates for the event.

TILTON COMEDIANS, formerly the Tilton and Guthrie Players, are chalking up a good season under canvas in Iowa. Show is playing the established route worked by the Tilton and Guthrie Players for the past 20 years. Org works a week-stand policy and business at each stand played has been better than last year, excess report. Company includes Floyd Dille and Larry Dirksen, singers; Barbara Stock, ingenue; J. W. Lawler, characters and publicity; Maude Nevins, leads; Don Waage, juveniles; Jerry Lewis, leads; Duke and Marnella Montague and company, magic; Bob Gentry, general business; Toby Dick Ellis, comedy; Mrs. M. R. Tilton, characters; Bobbie Gentry Jr., G. A. Tilton, Lee Baird, Lillie Anna Maria Ellis and M. R. Tilton. Recent visitors included Mr. and Mrs. Dale Madden and his mother from Wichita, Kan.; Grady and Fern McClure, Cliff and Helen Carl, Clyde and Miza Cole, King and Dorothy Cole, Gus and Lee Reed, Joe and Charlotte McLaughlin, Eddie and Hettie Dursold, Mr. and Mrs. Ed Hoard, Harold Hoard, Jay and Vera Schmidt, Paul and Gladys, Carl and Bernice and Pauline Schmidt, Bob and Laura Tilton, Lawrence and Eva Tilton, Wiley and Vera Tilton, George and Phoebe Roberson, George, Goldine and Betty Cleber; Mrs. Pat Peterson, Dick and Louise Ballard, Hazel Cass, Mason, Roberts and Claudia Wilkes; Eddie Schroeder and Dad Eisenpeter and family. Many of these folks

Drivin' 'Round the Drive-Ins

A NEW 300-car drive-in theater has been planned for Giddings, Tex. It will be located on Highway 299. Joe DeAtley has been named manager of the Irvington Drive-In, Houston. He succeeds Ray Trojahn. DeAtley formerly managed the Hempstead Drive-In, Jimmie Harris, former assistant manager of the Hempstead, now is manager. Trojahn has been named manager of the Shale Hill Drive-In, Dallas, succeeding Jack Soabee. A. W. (Jack) Lilly has opened the new 330-car capacity drive-in at Com-

merce, Tex. . . . The Twin Drive-In, said to be the largest in the State, has been opened by Charles Weisenberg, Harold B. Wilson and John L. Fagan at Amarillo. Located on a 17-acre tract, it has a capacity of 1,000 cars. Two film projectionists who were associated with Michael J. Daly back in the years when the veteran showman managed the Daly Theater, Hartford, Conn., are working with him again. They are Jack Kearns and Frank Pizzo, who have been named projectionists at the newly opened Blue Hills Drive-In Theater, Bloomfield, Conn., in which Daly is business consultant.

Roadshow Rep

are former members of the Tilton show. At conclusion of the tent season, the company opens a season of circle stock for the winter.

THE KRIEL FAMILY, of Bisbee's Comedians, visited the Ringling Bros. and Barnum & Bailey Circus in Evansville, Ind., and renewed acquaintances with friends with whom they trouped for several years. Crawford Players, now a three-person show, have been vacationing in New Jersey, but will be active on an East-West tour after the middle of September. Current plans call for them to open near Huntington, W. Va. . . . Mr. and Mrs. A. K. Farley advise from Cloquet, Minn., that they again will be active with school and amateur shows this winter. . . . "No matter what one says about flesh show business being off, I find that promoters of amateur production, both minstrel shows and amateur dramatic-style bills, are still numerous," writes Harold Wonson from Towanda, Pa. "I have worked a part of Pennsylvania and a section of New York, as well as much of New England the past four years and have seen no scarcity of home talent shows. I've met them everywhere I went and the ones that have been at it for years are always set to carry on in the territory they have built up. I'm sure that the Midwest and Far West have many directors of amateur style shows who are not starving."

HAROLD FLEMING and Jack Arthur have purchased the 250-car capacity Sun Drive-In at Comanche, Tex. . . . Isaac Sanders has been named manager of the Fox Drive-In at Marshall, Tex., succeeding Charlie Johnson, who has been named manager of the Fox at Bunkie, La. . . . The new 600-car capacity T. W. in Palm Drive-In was scheduled to open September 1 at Corpus Christi. . . . Albert Rains has been given approval by the National Production Authority to build a new drive-in at Houston. Cost is estimated at \$50,000. . . . Joseph Dolgin, film buyer and booker for the Pine Drive-In Theater, Waterbury, Conn., has been named managing director of the Art Theater, Hartford, Conn. Dolgin is a veteran of 30 years in the Connecticut motion picture exhibition field.

The GREAT LONDON GHOST SHOW and SPOOK party

ON THE STAGE
COO THEATRE-CHINA

DR. REESE'S 20TH CENTURY LONDON GHOST SHOW

one of the largest and most entertaining of all the midnight spookers, featuring such gigantic illusions as:

- * The Egyptian Torture Chamber
- * The Osmembodied Princess
- * "Agu," the Floating Lady, etc.

Our blackout is the most sensational ever produced. Do not confuse this midnight spooker with other shows of this kind. The London Ghost Show is imbued with the best effects ever invented for this kind of show. Twenty years of experience stands behind this. We furnish all advertising material, a sound moving picture trailer, newspaper mats, window cards, etc. . . . This show available for engagements after September 15th.

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WILL REESE
502 Berry St., Falls Church, Va.

Wanted immediately—Agent to book this attraction in theatres only on a P. C.

WE BUY AND SELL

all kinds of secondhand Roller Skates

MADAME RENEE'S

BONNY SKATING TIGHTS \$11.50 doz.

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Orderings—12 different and use color—Valiant and Candor.

HOWARD PRECISION . . . \$1.00
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All merchandise guaranteed. Write for complete price list. 173 West 12th St., Toledo, O.

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By buying and selling—repeating and reusing—our 100-page catalog will sell for itself. Write for quotations. One Day Service.

JOHNNY JONES, JR.
representative for CHICAGO ROLLER SKATE CO.
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FOR RENT OR LEASE

Jacksonville's finest Dance Palace or Skating Rink. The heart of Jazz. Fully equipped. Best music. New hardwood maple floor. Advertising ready for the season. Best starting. Inquire

SID WALKER
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150 Pairs of Chicago Skates, 125 Pairs of New Skates, Adjustable and Fixed Plate, 500 Pairs, 1500 Skates, Skate Locker, 1000 Pairs, Will Take \$500.00 for All. Contact

MADISON AMUSEMENTS
321 Madison Ave., Madison, Ill.

WANTED

Musicians for Colored Minstrel Show: Tuba, Cornet, Piano and Slide Trombone Players, Bass, Clarinet, Banjo, Fiddle and Specialty Acts. Sept. 1, Greenville, S.C.; Sept. 8, Rome, Ga.; Sept. 15, Cleveland, Miss.; Sept. 22, Clarksville, Miss. One and all apply.

J. A. JOHNSON, Mgr.
SUGAR FOOT GREEN MINSTRELS
Cleveland, Mississippi

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$195. Time payment available to responsible parties. Giving location and number of cars. SPECIAL Offer! Temporary Masonite & Mercury Letters, 4" x 35"; 8" x 12"; 60"; 8" x 5". C. S. CINEMA SUPPLY CO., Dept. L, 601 W. 32 St., New York 18

WANTED

Musicians for Colored Minstrel Show (has been on the road for 26 years): Alvin Chorus Girls, Boom Canvasser, Banner Man, Novelty Act and Concessions Man. Write or wire. No agitators or agitators need applications.

J. A. JOHNSON, Mgr.
THE FAMOUS GEORGIA MINSTRELS
Cleveland, Mississippi

16MM. SOUND FILMS FOR SALE

Over 300 complete pictures from \$10.00 to \$40.00 each.

FILMS RENTED AT ONE LOW PRICE

\$5.00 to 3 days, \$4.50 per week, \$32.00 per month.

Advertising paper learned too.

ACE CAMERA SUPPLY
642 W. Evans Street, Florence, S. C.

GIVE TO THE RUNYON CANCER FUND

THE "CHICAGO" DANCE SKATE

Approved by Rawson's Laboratory Built for Skate Dancers

With suggestions from the leading expert on dance skating, Mr. Perry Rawson, CHICAGO, has designed skate especially for dancing.

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"Not for Jumpers"

Mr. Rawson says: "This type of skate is the skate for dancing." He should know

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PRO-TEK-TOE

Protects toe at shoe

Easily attached

Won't scratch floors

TOE STOP

FOR MEN • WOMEN • CHILDREN

ORDER FROM YOUR DISTRIBUTOR

PRO-TEK-TOE SKATE STOP CO., BOX 346, WENTZVILLE, MO.

J. P. Rohrs Top Salesman

Continued from page 14

The list, Official Films had two tures for Television, NBC Film salesmen named. Five firms each Syndication Sales. Jerry Fair had one salesman represented: Banks and Music Corporation of Sterling Television, Motion Pic-

HOW TV STATION EXECES RATE THE FILM SALESMEN

Position	Name of Salesman and Distributor for Whom He Works	Points
1	John P. Rohrs United Television Programs	9
2	Charles Reeves CBS Television Film Sales	4
2	George Lyons CBS Television Film Sales	3
2	George Fisher Snader Telecriptions	4
2	Bernice Coe Sterling Television Co.	4

THE FOLLOWING SALESMEN WON STATION MENTION, BUT RECEIVED LESS THAN 4 POINTS:

Dave Williams United Television Programs Sam Weiner Official Films Art Valman Motion Pictures for Television Lamont Thompson CBS Television Film Sales	John Rouves United Television Programs Al Levine Snader Telecriptions Sales Bill Grainger NBC Film Syndication Sales Dick Godney United Television Programs Richard Buch Jerry Fairbanks Bill Bogue Music Corporation of America Paul Blair Ziv Television Productions Leon Bernard Ziv Television Productions Vera Benkhe CBS Television Film Sales
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Producers, Labs Point Fingers

Continued from page 12

scenes in his picture (e.g. fast film types for night scenes, etc.). The Hollywood-vs.-New York lab picture is a big thing with some Manhattan producers, who contend that the West Coast branches do superior work because the bulk of their rich movie trade is located there. Eastern lab officials label this claim ridiculous since "practically all the release prints for the major Hollywood studios—Fox, Paramount, etc.—are made right here in New York by Consolidated, Pathe and De Luxe."

Money is another bone of contention between the producers and labs, with former accusing them and operating on a "strictly cash-and-carry basis" unless a producer has a triple A credit rating. Lab officials say this description of their credit arrangements is "much exaggerated," pointing out that if they didn't extend credit liberally they couldn't stay in business.

Processing prices fluctuate in direct ratio to the amount of film involved, with mass footage orders (on a regular basis) granted substantial bargains. This, of course, works a hardship on smaller outfits, and some of them have retaliated by going into business for themselves. This is particularly true of stations in smaller cities, where the nearest lab is often hundreds of miles away.

And even in the big cities, stations affiliated with local newspapers are branching out into their own processing departments (e.g. The New York Daily News' WPIX-TV; Hearst's WMAR-TV, Baltimore, Md.). The Baltimore operation is making money (via production of commercial spots, newsreels and special civic series) even tho its equipment costs total \$60,000 and it needs \$100,000 a year to operate.

Less costly processing outfits are available to smaller stations, tho with installation and initial equipment costs running from \$2,000 to \$10,000. Operating independent of a processing lab (presuming lab is a considerable distance away) makes it possible for a station to screen local news film minutes after events happen, projecting the negative instead of a reversal print. Thirty-second developers cut the time even shorter. However, film developed this way must be reworked and fixed again after screening or the image fades away after six months.

Assembly line operations of the networks, of course, call for the

services of the film big-time labs. The National Broadcasting Company is housed in the same building with Pathe in New York, and almost all the web's film projects are processed thru that firm. The Columbia Broadcasting Company recently signed what it terms "the largest contract ever inked between a TV network and a film processing laboratory." Pat calls for De Luxe Laboratories, Inc., New York (largest in the world), to handle a minimum of 100,000,000 feet of film processing. CBS's finished negative production for 1951 alone was over 1,500,000 feet more than the entire movie industry produced during the same period.

London Dispatch

Continued from page 2

movie with a strong Scots tang. "The Brave Don't Cry," based on an actual colliery disaster. The most stimulating foreign picture was "Le Plaisir," a re-hash by Max ("La Ronde") Pphuls, of three Guy de Maupassant stories. The most interesting stage production was Charles Morgan's "The River Line," a thoughtful mixture of escape story and problem play. And Emyln Williams followed up his success as a solo performer by reading excerpts from Dickens' "Bleak House." Altogether the Festival was well-received.

BBC MAKES INROAD ON STAGE PLAYS

The British Broadcasting Corporation is gradually beating down opposition by the theatrical managements to having their shows telecast. But Equity still stands firm on its demand for fees which the BBC says it cannot afford to pay. The problem is being partly solved by screening only those plays with small casts, such as "The Gay Dog" and "Meet Mister Callaghan." The BBC's objection was to paying full-acting fees to sword-swingers who simply dress the stage.

Tomorrow ballerina Elaine Field will dance Sugar Plum Fairy in "Casse Noisette" and Odette in

ALLISON—M. A.
24, upstate Jersey, with the Marlon Grayson Show, August 3 in Akron, N. C., of a heart attack. Allison, who was with Paul Premier Show last season, made his home in Miami. His widow, Mary, a daughter, Dorothy, and granddaughter, Jo Ann, survive.

BARTELL—Eva W. Burr.
24, upstate Jersey, at KING, 6-11, July 27 near Arthur, Neb. in an Air Force bomber crash. Previous to entering U. S. Warrent Officers' School in Newport, R. I. last March, Bartell conducted Club 1960 for KING, a graduate of the University of Washington. He was past president of Chi Psi fraternity at that institution and was, recently awarded the De Molay Legion Honor. His widow, mother, and a sister, Georgia, survive. Services August 17 in Seattle, with military services August 21 at Jefferson Barracks National Cemetery, St. Louis.

IN MEMORY OF MY BELOVED HUSBAND RAY BRUMLEY
Who Passed Away July 7, 1952
Jenny Brumley
Jenny Brumley

BURTON—Richard.
78, former vaude performer and in recent years stagecoach attendant at the Hart Theatre, Chicago, August 15 in Chicago. A native of Australia, Burton came to this country about 1900 and was commonly known as The Pirate over the Panhandle Circuit.

COLTIE—Bertram.
48, Manchester, N. H., musician, August 24 in Boston. Born in Boston, he studied at the New England Conservatory of Music and later headed the music department of St. Anselm College, Manchester, organizing several glee clubs there. He was a former organist at Loews State Theatre, Boston, and played for many years in various jazz dance bands. He had been music director at WMUR, Manchester, the past 11 years. His widow and his father survive.

DRAPER—Mrs. Marie.
85, president and one of the founders of the Congress of American Women and mother of dancer Paul Draper, August 28 in New York. She was also chairman of the Women's Division of the Soviet-American Friendship Council. Her son and four grandchildren survive.

ERBEV—Dolly.
60, wife of Col. Jim Erbev, owner of the JH Rauch Radio, August 19 in Watertown, N. Y., after a long illness. She had suffered with diabetes for several years and was recently released from the hospital. She had been a radio singer and died en route to the hospital. Born in Germany, Mrs. Erbev came to this country in 1910. She had a nice and later became a radio performer. Following her marriage, she worked in various fields with her husband. When Col. Erbev died she was in the army, but later confined her activities to the radio. She was a devoted mother. Survived by her husband; two sons, Jim Jr. and Tom; three grand children; two great-grandchildren. Burial in Watertown August 21.

FAST—Bernard F.
60, general manager of Station WKRC, Cincinnati, August 24 in Cincinnati. He had been with various radio stations for 18 years. He leaves a sister and three brothers.

FERGUSON—Elsy O.
39, former drummer with Merle Evans' band on the Blue Bird radio station, August 22 in Miami. His widow survives. Services in Miami August 23.

GARLICKS—Frank.
81, former treasurer of the Metropolitan Opera Association, August 25 in Brookline, Mass. He retired from his post in 1941 after 43 years' association with the Met. No other survivors.

HEISER—Albert Ernest.
48, pioneer broadcaster and general manager of Station WIBC, August 23 in Sandusky, O. He helped establish the station there and has been general manager since December 1, 1947. He also was vice-president of the Lane Radio Broadcasting Company from 1947 to 1950 when he became president. His years in broadcasting included work with many other stations and a consulting job with Radio Corporation of America. His parents, a widow, a son and two brothers survive. Burial in Sandusky.

IN CHERISHED MEMORY OF OUR DEAR MOTHER "MOTHER HUNTER"
Who passed away September 7, 1940
"Never to be forgotten
No one but God knows
How you are missed by both"
Daughter—BADE HUNTER
Son—DRELL HUNTER

HIRSTAND—Col. Frank.
85, parachutist, August 23 in Parkersburg, W. Va., by drowning when the balloon in which he had been riding, August 8 over Smith, was riding crashed in the Ohio River during a performance at the Wood County Fair, Parkersburg. Hirstand, of Grand Rapids, Mich., had broken his leg the previous week and was unable to get out of the balloon. He died while attempting to rescue his partner.

"Swan Lake" as a guest of the Royal Danish Ballet. Miss Ferryfield's husband, John Lanchberry, a director of the Sadler's Wells Theatre Orchestra, will go with her. He will guest-conduct the Danish ork.

KOUSMAPATER—Peter.
34, arrivist, August 20 at the Chatham Exhibition, Chatham, N. H., when he fell 80 feet from his trapeze. He and his brother, George, formed the duo known as the Barrett Brothers, Salside Boys.

LARBAK—Joseph E.
78, in Norwalk, Conn., August 23. He was a charter member of Local 478, International Association of Motion Picture Operators and Signholders. Survived by two brothers, Francis and Raymond; three sisters, Mrs. Catherine Thomson and Mary and Louise Terrault, all of Norwalk. Burial in Riverside Cemetery, Norwalk, August 25.

LESLEY—Mrs. Mary E.
Former film and stage actress known as May Abney, August 20 in New York when she fell from her apartment window. Before her retirement in the 1920s she had worked for the Edison Biograph and Vitaphone film companies and had appeared on the stage most recently in "Anything Goes" and "Red, Hot and Blue." A son survives.

McLAUGHLIN—Ray W.
57, veteran Chicago radio and TV figure, August 23 at his home in that city following a long illness. He was manager of the national spot sales department, American Broadcasting Company's Central Division, at the time of his death. Survived by his widow, Kathryn Beverly; two children. Interment in Rosehill Cemetery, Chicago.

MOAS—Israel.
69, theatrical press agent, August 23 in Montreal. He was formerly a circus advance agent and had been associated with a New York stock company.

Paris Peek

Continued from page 2

with nothing more than CSM engraved on them, and the papers were carrying anagrams and puzzles about the club and the personalities who would be there opening night, before the general public was ever notified a new club was to open.

CHEVALIER CLICKS IN COTE CLUB

Maurice Chevalier's appearance for one night in the casino Jaunes-Pins has proved to be one of the highlights of the Cote nightclub season. Chevalier's program, directed to members of the audience (which included Rosy Dilly, Ginger Rogers and Mrs. Frank Jay Gould, whose husband owns not only the casino but practically the whole town), makes up for the really bad shows many of the guest artists have turned in around the Cote. Chevalier followed this up by an appearance in Deauville, where English impresario Jack Hyllton turned up, with the result Chevalier will tour Sweden and England under the Hyllton management. Hyllton is pretty much set to take over the Paris Empire Theater. The theater probably will turn into something on the order of Hyllton's Palladium in London, with Chevalier again as the star.

Archie Robbins, vacationing in Cannes after his recent stint at the Empire Theater, Glasgow, and Leo Fuld, catching a few days before starting off on a singing tour of North Africa, could be responsible for the appearance of Noel Coward in a New York cabaret sometime soon. Coward and Robbins first met when they both played London nightclubs last year—Coward at the Cafe Paris and Robbins at Ciro's. When Fuld and Robbins ran into him down here, they started discussing the possibility of Coward's repeating his success, this time in New York. Coward admitted he had had many interesting offers, but the only place he could consider would be the Persian Room, because it offers the "intimate" atmosphere necessary for his act. Both entertainers promised the British playwright-actor they would look into it in New York, and urged Coward to give it definite consideration. As said Fuld, "You know America is always looking for new talent."

France is holding its big new song contest in Deauville, and the field for the two offered prizes is down to six. Competing for the Andre Claveau prize are, "Dance My Love," by Paulette Goddard; "Eve's Daughters," by Renée Lamy, and "Claudine de Grenelle," by Henri Becker. Up for the Edith Piaf award are, "I'm a Being," by John Williams; "It's Only That," by Jacques Verrieres, and "Ofrande," by Danielle Darrieu. The winner has his, or her, song sung and recorded by top stars, plus a cash prize.

NOBLE—Ralph.
31, former sports promoter and concessionaire, at Little Rock August 5. He had concessions at Robinson Memorial Auditorium and was general manager of Robb & Rowley Theaters in Little Rock. Survived by his widow and one daughter.

NORKS—Rev. J. Frank.
74, Baptist minister, August 20 in Jackson, Fla. He had built Station WFCB, Fort Worth, in July 1950. In later years he was known for his fight against liquor. He had filed complaints with the Federal Communications Commission against a radio station which would not carry his broadcasts but would carry advertisements for beer and wine. Burial in Fort Worth, where he had his church.

PALE—Harry Lee.
35, concessionaire with Catin & Wilson Shows, August 21 on the State Fair grounds at Redalia, Mo., when the horse trailer in which he was sleeping was upset by the torpedoes. Buried by his widow, Virginia Lee, who sustained minor injuries. A son, Thomas Harry, who was critically injured.

REYNOLDS—John O. D. (Stage Meritman).
71, pioneer star of stage and screen, August 20 in Whitby, Ont.

ROCCA—Phil.
58, outdoor showman, August 5 in Birmingham, Services in Florence, Ala. His widow, Mrs. Louise, and two daughters, Phyllis Carol and Mary Ann, a brother, Gus, and a sister, Mrs. Pauline Deakin, survive.

ROGERS—Robin Elizabeth.
A daughter of film cowboy Roy Rogers and wife, Dale, August 23 in Encinitas, Calif. She had suffered an attack of epilepsy with complications. The Rogers have three other children.

SMITH—Augustus Jon.
23, parachutist, August 23 in Parkersburg, W. Va., by drowning while attempting to rescue his partner, Col. Frank Hirstand, August 23 in Parkersburg. Their balloon into the Ohio River during an evening performance at the Wood County Fair, Parkersburg. Smith's home was in Shelby, Mich.

STEPNIKOVA—Jirina.
35, character actress died mysteriously in prison at Earlport, Vt., Czechoslovakia. She had recently sought to escape from behind the Iron Curtain with her son and two other Czechs, but was forced by border guards to return.

STUMPF—Jack.
Secretary of the Perry County, Ill. Fair and vice-president of the Illinois Association of Fairs, August 23 in Parkersburg, Ill. Services August 30 in Parkersburg.

TEN HAVE—Jean.
78, a member of the Cincinnati Symphony Orchestra and former French consul in New York, August 24 in Saratoga, N. Y., of a heart attack. Ten Have was teaching at the Deerpark Music Center while vacationing at Saratoga. He had been a member of the Cincinnati Conservatory of Music violin faculty since he came to the U. S. in 1917. Before his retirement in 1947, Ten Have had played with the Symphony 27 years. He was decorated by the French government three times for his musical achievements and consular services. His son, Robert, and a sister, Mrs. Joseph Salmon, survive.

THOMPSON—Harold A.
33, character actor and concessionaire, August 23 in Gallatin, Tenn. He did a straight and comedy routine with Browder—Felix and Tullgren's Excelsior Stars in the 1890's, and in later years worked chalk-talk and magic. In recent years he worked at the University Baptist pastor. Buried by a son, Donald, of Michigan. Mrs. a daughter, Mrs. Naomi White, of Grand Lake, Mich., and a nephew, Ray Thompson, formerly of Liberty Center, O.

WAGNER—Ernest.
67, Detroit amusement park operator, in that city August 25. He was a principal figure in bringing the same brand to Detroit for about 40 years, starting with a small ballroom at the Belle Isle Bridge and ending a roller coaster, the noted Pier Ballroom, and about that time the Boardwalk, a unit of mixed amusements, at the Riverfront Park. In 1907 he operated as principal owner until the mid-20s, in what was then called the Riverfront Park. In partnership with the late Max Kerner, he opened Eastwood Park East Detroit, in 1927, and operated it until it was closed three years ago. Before the war he and Kerner bought Jefferson Beach Park in Cleveland, Ohio, and operated it for a time and then closing it and disposing of the property to other interests. He also bought Westwood Gardens, in Inkster, bringing in top bands. Survivors include his widow, Ann, and five children: Milton, Ernest, Walter, and two daughters. He was closely associated with the management of Edgewater Park, Alvin Wagner, Mrs. Harry Grossman, and Louis Rothberg. Interment in Clover Hill Park Cemetery, Detroit.

Births

CLARE—
Twin daughters, Audrey Crystal and Louise Mary, to Mr. and Mrs. William Clark in Detroit August 26. Father is owner of Clark Bookings Service, with which wife, Mrs. Crystal, was associated until recently.

LEBOVITZ—
A son, David, to Mr. and Mrs. Erwin (Lee) Lebovitz August 27 in Plainfield, N. J. Father is an artist with The Billboard.

MANTRANGULO—
A daughter, Angela Pandora, August 15 in Lynchburg, Va., to Mr. and Mrs. Anthony James Mantrangulo. Parents are with the John Marks Show.

WILLIAMS—
A son, Marc Christopher, to Mr. and Mrs. Marc Williams, August 18 at a Bloomington, Ind., hospital. Father is announcer and disc jockey at WFTS and WTV, Bloomington.

12 MORE BULLS COMING

R-B Declares Auspices Plan Okay; Venezuelan Run Still Uncertain

CHICAGO, Aug. 30.—Auspices dates have worked out satisfactorily for Ringling Bros. and Barnum & Bailey, according to a highly placed show staffer, who said tentative plans call for continuing the plan next season.

However, a ratio of three auspices dates to one independent stand will be followed in booking the remainder of the season. The same ratio probably will be used next year. Earlier, the ratio was reported at 50-50. Purpose is to have a continuing check on the comparative effectiveness of the sponsor plan.

Still undecided is whether the circus will send a unit to South America this winter. The annual Cuban run is in the works. The South American possibility would send the unit southward to Venezuela and perhaps other spots. But whether a final deal could be worked out with parties, who would "buy" the show for the winter trek, was not yet known.

12 More Bulls Coming

It looks now as if an additional 12 elephants will be received by the show this fall. These, with the eight young bulls already in training at Sarasota quarters

and those on the show, would bring Ringling's total to 44 elephants. However, about six older bulls will be weeded out.

There has been some difficulty in locating as many baby bulls as Ringling wants to buy in India, but the dozen is reported about ready to sail. Louis Reed, veteran bull man, who brought Dailey Bros.' big shipments of baby bulls to this country in 1947, is breaking the new Ringling bulls at quarters.

The bulls will not be on the show this season. Not yet decided is what kind of act will be built with the new additions.

The 20 youngsters might be used in a single act or they might be broken into three acts for simultaneous appearance in the rings.

Failure of certain preliminary talks to bring about a change in the show's 1953 plans was confirmed when it was stated positively the next season will be launched in New York as usual.

The trend over the past few years to stress the Ringling half of the title, shows up strongly this season on show wagons. "Ringling Bros." appears in big block letters while "Barnum & Bailey" is painted in a much smaller size.

CNE Gate, 'Stand Move Toward Marks

Turnstiles Reach 1,153,000 Thursday; Grandstand Show Scores 10-15% Hike

TORONTO, Aug. 30.—Daily attendance records and a 15 per cent boost in grandstand business have been registered at the Canadian National Exhibition. If weather continues good, officials anticipate a record total attendance.

Despite the attendance, exhibitors are not too happy about the amount of business being done. Attendance marks were set on Saturday (23), Warriors Day, and on Thursday (28). The Saturday score was 281,000, an increase of 7,000, but the best increase came on Thursday, with 197,000, or 16,000 better than last year's comparable day.

Thru Thursday, attendance total was 1,153,500, about 13,000 more than at the same time last year. Other daily totals were Friday (22), 101,000; Monday, 175,000; Tuesday, 189,000, and Wednesday, 209,000.

Grandstand Up

Evening grandstand figures are considered unusually large, and more money is sure to be taken in this year than last if the weather holds out. While the opening night was down sharply, the second night brought a sell-out.

Last year's capacity of \$31,500 was increased this time thru the addition of chairs and re-scaling of the house. Ticket agencies are not moving many tickets, and most of the sales are at the CNE boxoffice. Friday and Saturday (29-30) shows were sellouts in advance.

The afternoon show, featuring George Hamid acts and Jack Koehman's thrill show as well as the Royal Canadian Mounted Police Musical Ride, is grossing 10 to 15 per cent above last year's all-time peak.

Number of passes handed out for CNE was cut 25 per cent this

year, and a further reduction is anticipated for next year. This means an additional \$10,000 for CNE coffers, it was estimated.

Harvey Named General Agent On Clyde Bros.

OKLAHOMA CITY, Aug. 30.—R. M. Harvey has been signed as agent for Clyde Bros' circus, the indoor unit operated by Howard Suesz. Harvey, dean of circus agents, has begun contracting dates in the Middle West.

Harry Allen, manager of Clyde Bros., reported that he had signed John Roy producer, Roy Adkins, Fancher Pierce, Carl Nelson, Raymond Duke, Lee Virtue and Speed Hart as elowns for Clyde Bros. this winter.

PNE Attendance Holds Record Pace

Manager Predicts All-Time High; Midway Spending Off; Circus Booms

VANCOUVER, B. C., Aug. 30.—Pacific National Exhibition rounded out the first week of its 11-day stand with another record attendance Wednesday (27). The total attendance gain thru that date was 37,415. General Manager V. Ben Williams termed attendance phenomenal and predicted an all-time high of 700,000 would be reached if the weather holds.

On Monday (24) a steady downpour failed to stop the youngsters as they boosted Children's Day attendance more than 4,500 above last year's figure. Wednesday was "Miss PNE Day," and paid admissions totaled 58,792. Another Children's Day was to be Thursday (28), when Polack Bros. Circus scheduled an extra morning show for the overflow. Packed houses with turnaways have greeted every performance of the circus here.

Looper Tops Rides

On the midway, "Stars of Harlem" and "French Follies" continued to lead the shows. The Looper, a Cavalcade of the West Shows ride, was far ahead of other rides in take altho it was the only one going for 35 cents. All others are 25 cents. However, spending on the midway is down from last year despite the high attendance at the gate.

Entries in the livestock show are higher despite the hoof and mouth disease on the prairies early this year. There are 646 head compared to last year's 504. Most of the increase is in the dairy cattle display, already the greatest in Western Canada. Hobby show is up slightly.

C-W Shrugs Off Tornado Damage; And Hits Pay Dirt

Indiana State Fair Up 10-15% For Twister-Hit Midway Org

INDIANAPOLIS, Aug. 30.—Wheels were booked, one from Buff Hottie, the other from Jimmy Chanos. Chanos also brought on a Rolloplane, a flying Scooter and Little Dipper. The two C-W Ferris Wheels, which were badly damaged, are at the Eli Bridge Company plant at Jacksonville, Ill., and are scheduled to be returned to the fair.

There was no decrease in earning power here and if anything, the shows presented one of the strongest line-ups of shows and rides that ever played the big Hoosier annual. A total of 25 rides are in operation and 14 shows, all of which are in good shape considering the "eating" of last week.

Co-owners Jack Wilson and Izzy Cedin attribute most of the quick snap-back to the shows' workers who have been laboring day and night since the blow-down, repairing, refurbishing and repainting under the supervision of Charlie Sheesley. Typical of the work was the salvaging of one Ferris Wheel from the three wrecked ones by Clyde Mulligan's crew. For this stand, two Ferris

Wheels were booked, one from Buff Hottie, the other from Jimmy Chanos. Chanos also brought on a Rolloplane, a flying Scooter and Little Dipper. The two C-W Ferris Wheels, which were badly damaged, are at the Eli Bridge Company plant at Jacksonville, Ill., and are scheduled to be returned to the fair.

(Continued on page 81)

Good Weather Builds Crowds At Essex Jct.

ESSEX JUNCTION, Vt., Aug. 30.—Altho attendance figures for the first two days at the Champlain Valley Fair dipped slightly below those of last year, a throng of over 26,000 on Wednesday (27) Burlington Day, assured the success of this event. Perfect weather marked opening day Monday (25) and continued thru the week.

According to James S. Grow, president, exhibits in all departments were the largest ever, and it was necessary to put in a hurry

(Continued on page 81)

Dallas Fair Inks Terrell Music Circus

DALLAS, Aug. 30.—Plans have been finalized for St. John Terrell's Lambertville, N. J., Music Circus to play 59 performances of Jerome Kern's "Show Boat" at the State Fair of Texas October 4-19.

Umbrella-type tent with only two obstructions, seating 1,781, will be pitched just outside main midway entrance, near the Velare Sky Wheels. The show will move to Dallas on eight special seat-wagons, now under construction in Memphis, a ticket-office-stage trailer and a dressing room trailer. Personnel will come from Lambertville by train.

Terrell visited Dallas Tuesday (19) and Wednesday (20) to audition singers for the chorus and to discuss plans with fair execs.

It will be Terrell's first venture into State fairs. If successful, he hopes to make the show available to other fairs. The motorized show probably will tour south after closing in Dallas.

Show will get \$1.20 for adults and 60 cents for kids.

Mrs. Sid Jessop's Parents Pass On

CHICAGO, Aug. 30.—Mrs. Marion M. Jessop, wife of S. T. (Sid) Jessop, lost both her parents, Mr. and Mrs. N. P. Moses, within the past two months. Her father died August 14, her mother June 24, both succumbing here. Jessop is president of the Showmen's League of America and the U. S. Tent & Awning Company, this city.

Edmonton Net Up 59%; Plans Told for '53

EDMONTON, Alta., Aug. 30.—This year netted the Edmonton Exhibition Association \$176,684, directors were told by James Paul, managing director, in an interim report. This was \$59,327 more than the \$117,357 net revenue from the 1951 summer fair.

Expenses, not including those incurred by horse racing, totaled \$120,160, about \$4,000 greater than last year, Paul reported. Gate receipts totaled \$57,791, compared with \$54,887 last year while the afternoon grandstand receipts were \$27,195, up from last year's \$20,643. The evening grandstand's total of \$85,798, compared with \$72,529 in 1951.

The association collected \$42,608 from concessions, an increase from last year's \$31,592.

Midway spending this year totaled \$123,642, an increase of \$15,997 from last year. The association's share of this was \$37,092, compared with \$32,293 from the 1951 take.

May Add Oil Show

Tentative suggestions for the 1953 exhibition were made at the meeting. Paul said that as the exhibition next year will mark the 75th anniversary of the Edmonton summer fair, it was planned to hold a mammoth oil show at the same time.

The board was told it was probable that a second battery of pari-mutuel wickets would be opened on the second floor of the grandstand for the 1953 exhibition race meet. Betting was so heavy this year, directors were informed, that the evening grandstand show was delayed on at least two nights.

A proposal to build a new (Continued on page 81)

Detroit Rodeo Gets Okay Biz

DETROIT, Aug. 30.—Dearborn Junior Chamber of Commerce Rodeo, revived this year after a four-year lapse, closed its eight-day run here Sunday (24) after playing to 9,500 and grossing \$12,000, management reported. The 11-performance show started strong but tapered off due to cool weather. Tri-State Rodeo preceded the show which was sold at \$1.50 for adults and 50-cents for children, including tax.

Last predecessor, held in 1947, pulled 9,396 patrons and grossed \$8,330 in 13 performances.

Gresham, Ore., Pulls 134,275 For New Mark

GRESHAM, Ore., Aug. 30.—Despite a final day rain that washed out the free entertainment, the 48th annual Nulmohah County Fair closed Sunday (24) with a new all-time attendance record. The seven-day operation brought 134,275 thru the outside gate, compared with the '51 record of 117,548.

Biggest day of the run was the turnout of 28,360 on Saturday (23); rain cutting Sunday's attendance to 10,592.

West Coast Shows reported midway grosses up about 18 per cent for the week.

Duane Hennessy, who served his first year as manager of the fair, attributed the big crowds to (Continued on page 81)

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

John Billabury, Hollywood booker, is supplying the talent for the five-night show at the Evergreen State Fair, Monroe, Wash. Acts playing for the office include The Cepler Troupe, Lynn and Linda, The Lywados, and Dick Lewis. Billabury is furnishing for the Central Washington Fair in Yakima, Holters Racing Ostriches and the Cepler Troupe.

Sensational Ortons, Dorrie and Vera, currently playing festivals in England, write that these affairs are quite different from their U. S. counterparts. Many of them date back centuries and yet none have permanent buildings or grandstands. At Shrewsbury, 16 acts were billed, along with three bands and the acts do three-a-day. The two high performers were recent visitors to Bertram Mills' Circus, which was under canvas at Lancaster, and sat with the Lord Mayor of the town.

Fearless Gregg, veteran cannon act impresario, had his big gun at the Pacific National Exposition, Vancouver, last week with the projectile stint. . . In a recent column, Nio Yu, gal tight wire walker, was inadvertently referred to as a contortionist, Nio, due to a broken left wrist, canceled fair dates at Elmira, N. Y., Hamburg, N. Y., and Reading, Pa., and the CNE, Toronto, but expects to be okay for Statesville, N. C., and Simcoe, Ont., annuals.

Big Jon Arthur and his pal, Spacina, of ABC's "No School Today" radio program, have been signed for the California State Fair, Sacramento. Duo are set for September 1 thru September 6. . . Lottis Mayer, who has had her disappearing water ballet at the Steel Pier, Atlantic City, most of the summer, will close there September 7 and is setting a route of indoor dates for the winter.

Great Knoll, high performer, played Henderson, Ky., August 28-29 and was skedded for Arlington, Ky., September 2-3. He is traveling with his wild animal circus, which includes a leopard, monkeys, reptiles and other beasts. . . Red Murphy and wife, Bessie, producers of the Atlantic Barn Dance, Richmond, Va., have been booked for the Greater Houston County Fair, Dothan, Ala., October 27-November 1.

Talent line-up at the Montgomery County Fair, Dayton, O., includes Great Fussner, rolling shoe; Gretana, high wire; Woodson Troupe, acro; Dal Moral Trio, perch; Craig's Chimps; Great Colbert, magic; Andrex, equilibrist; Cleres, casting; Solix, cloud swing; Winlos, cyclist; Los Bolandas, hand-to-hand, and Loretta LaPearl's canines. Show booked thru Pan American Theatrical Booking Agency, Cleveland, also includes an eight-gal line, Larry and Lynn, songs, and the Beaucaires, French dancers.

Acts set for ABC's "Super Circus" television show for Sunday (7) includes Bill Finch, baton twirling; Henri French, cyclist; Capt. Eugene Christy's cuts, and Dalton and Bailey, comedy trapeze. Vic Brown also has booked the following Sunday's bill to include the Deweys, aerialists; Andrex Solix, cloud swing; Honey Girls, acrob tumbling; and Alf Jansley's dogs. September 20 line-up will have Myrle Dunedin and Company, unicycle-juggling; Capt. John Tieber's seals; Hoffmans, plate juggling; and Marsha Cleary, double trapeze.

Skymaster, high act, has been signed to play the Tyler, Tex., Fair, September 8-12, and the Wharton, Tex., annual, September 23-27. Booking was handled by Tommy Sacco, Chicago.

Speedy Babbs, after winding up at the Great Barrington (Mass.) Fair September 13, will set his course for the Sunny South. . . Wally Overman opens at His Majesty's Theater, Montreal, September 9. . . Hank and Thelma Craig presented their chimp act at the Lorain County Fair, Lorain, O., August 20, for the Pan American Agency.

Dime Wilson, recovered from a broken jaw, is back working his table rock. He'll again work his contortion act, assisted by his wife and daughter, Trudy, for Hamid-Morton this fall. . . Helen Haag, working the fairs for the George Hamid office with her four chimps, has been inked for the Shrine Circus at Houston and will make winter dates for Orrin Davenport.

Harold Barnes, high-wire, opened at Palisades (N. J.) Park Monday (25) for a two-week exclusive appearance in that section. Jimmy Featherstone's ork plays for the free show, spelled by Johnny Reo and band, which also alternates with Featherstone in free dance sessions at the spot's casino.

Jack and Gladys Smukler, The Original Michigan Rubes, are at London, Ky., for an extended visit with Gladys' family.

Acts that will support Dean Martin and Jerry Lewis in the auditorium show at the State Fair of Texas, Dallas, includes Kitty Kallen, thrush; Bob Williams, dog act; Soony, dance team; Ben Berl, juggler; Barr and Estes, eccentric dancers; and Dick Stable's ork.

Songstress Margaret Whiting; Liberace, pianist; and the Four Aces, vocalists, will also be at the Texas expo this year, at the free East Texas Day show in the Cotton Bowl the night of October 14. Also on the bill will be the Apache Ballet, precision dancing group from Tyler Junior

GETS CAPACITY

Track Muddy, Kochman Unit Works Infield

MEYERSDALE, Pa., Aug. 30.—Jack Kochman's Hell Drivers took to the infield at Myersdale Fair a week ago to stage their dangerous driving antics after a lengthy rain had turned the race track into a sea of mud.

Altho the rain stopped shortly before show time, it was apparent that a performance could not be staged on the track. While officials were mulling the cancellation of the program Kochman, aware of the packed, but patient crowd on hand, set a crew at work clearing the infield. Living trailers, tents and rigging had to be moved, but when this was accomplished the show went on as scheduled with all features included.

On Wednesday (20), the Kochman group set a new one-day record at the Huntingdon (Pa.) Fair. Traffic was blocked for three miles and State police cut holes in the fence to get automobiles off the highway and into the grounds. This year the fair had added 1,600 bleacher seats and a packed house estimated at 3,750 viewed the show.

P. Kourmapates Of Barrett Bros. Killed in Plunge

CHATHAM, N. B., Aug. 30.—Peter Kourmapates, a member of the Barretts' aerialists, was killed in an 80-foot plunge while appearing at the Chatham Fair here Thursday (28). His age was 34. The accident occurred during a regular performance while he was appearing with his brother, George.

The Barretts, well-known aerial thrill performers, appeared at many fairs and amusement parks in the United States and Canada, having worked for nearly all of the leading booking agencies.

In addition to their daredevil antics atop the rigging, the brothers were known for their extremely rapid ascent to their lofty working perch.

Pat Purcell East On Promotion Deal

DAYTONA BEACH, Fla., Aug. 30.—Pat Purcell, in charge of the National Association for Stock Car Auto Racing office on Feninsular Drive here, is leaving next week for Springfield, Mass., to handle the advance promotion for Olsen and Johnson and the "Skating Vanities" appearances at the Eastern States Exposition to be held in West Springfield September 14-21. From Springfield, Purcell hops to Boston to handle similar details for the same attractions. While in the East he will also conduct business for NASCAR.

Purcell will resume his NASCAR duties here following the Boston stand. He and his wife, Agnes, have purchased a house near the beach between Daytona Beach and Ormond, Fla., with Mrs. Purcell busy these days handling renovation and decorating details.

College. The evening will be climaxed by Theatre-Duffield fireworks.

Joe Basile, rotund band leader, reports that he is in the midst of his usual busy fair season. Besides playing a number of fairs under the George A. Hamid banner, the maestro is making regular weekly appearances on the TV show "Big Top" at Olympic Park, Irvington, N. J. Upcoming fair dates include New York State Fair, Syracuse; Cobleskill (N. Y.) Fair, and Great Allentown (Pa.) Fair. Joe is slated to open with the Hamid-Morton Circus at the Maple Leaf Gardens, Toronto, September 29.

Acts booked into Lyndonville (Vt.) Fair by Adams & Soper Agency, Boston, included Larry Drake, emcee; Koko the Chimp; Les Smith, accordionist; Renee and Jim, ladder act; Ginger Doyle Dancers; Wallace & Gal, balancing; and Elwin Shaw, pickpocket.

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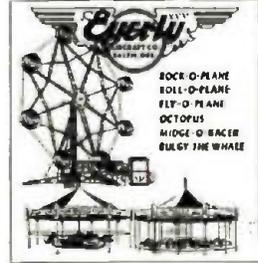
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Coney Island, N. Y.

By UNO

With the 1952 season terminating September 6, a majority of ops and concessionaires complain that business was far behind previous seasons because of the many rainy week-ends. Manager Jimmie Onerato, of Steeplechase Park, however, claimed the season was 21 per cent better than last year. This was due, he said, to the fact that Steeplechase is protected from the wet weather by a roof. George Kistler and Cris Feucht, Cyclone ride ops, also claim that 1952 was better than 1951. In lieu of the Mardi Gras, an afternoon parade and a night of special fireworks was presented September 6.

Another stay by the license commissioner in the hearing of the testimony in connection with the four Girl Shows that had their licenses suspended because of indecent performance complaints, kept all doors open. Probability is that they will continue that way until after the season. L. H. Klein, speaking in behalf of the Chamber of Commerce, stated the shows were warned by board several times and kept hands off through the case for the best interests of all concerned. Talks by the operators in the bally, one of the chief items for the suspension, had been recorded by machines on the spot.

Fred Moran and L. H. Klein interests control and operate our rides, Thunderbolt, Spitfire, Bubble Bounce and Tunnel of Love on the Bowers and Kensington Walk. Mechanics and ticket sellers are Frank Barton, manager; Patsy (Check) Denone, Joe Dennis, Eddie and Johnnie Armstrong, Joe Miller, Phillip Kuntze, Erskin Kilner, Al Malucci, and John Barkner. The Raven, Bubble Bath feature, takes to altitudes after her season as headliner with Cavalcade of Variety show. With her goes a new goliath shape tub that will emit perfumed bubbles. Steeplechase Park shutters September 7 and reopens only for the following Saturday (13) and Sunday (14). Spot was photoed inside and out by cameramen from Metro-Goldwyn-Mayer Studios last week for a new pic, "The Clown," to feature Red Skelton. Park aired the TV program, "We, The People," August 15, with Steve Allen, comedist, and local Dr. Phillip I. Nash doing the chatter about what Coney was long ago.

Charon Elser, fire dancer, joined Tirza's Wine Bath after two months at the Harem nitery, Miami, and will be one of the cast in the Tirza show during the James E. Strates Shows' fair tour. Others will be Shelley Wayne, co-feature with Tirza, Helen Ward, Annette DuValla and

Cedar Point Books 3-Union Holiday Rally

CEDAR POINT, O., Aug. 30.—About 20,000 persons are expected to attend the United Labor Day rally booked for Monday (1) at Cedar Point resort here. AFL, CIO and railway unions are joint sponsors of the event. Tickets were sold in advance and will be exchanged for rides and concessions at the funspot. The picnic committee will provide refreshments.

Up to 50,000 additional patrons are anticipated at Cedar Point on Labor Day, with the attendance for the three-day week-end expected to top 100,000. This will wind up Cedar Point's season, one of the shortest in its history. The resort opened June 14.

E. S. Starr, manager of the resort's park, will supervise a fireworks display Monday evening. Free square dancing is scheduled from 5 to 8 p.m. on Labor Day.

Tanya... Fred Sindell sent his prize freak attraction, Princess Lola and Prince Arthur, billed as "The World's Strangest Married Couple," along with Walter Budd, White Harrison and Jerry Whitney, talkers, to the Royal American Shows to open at Minneapolis State Fair, St. Paul, August 23. Seven other fairs, winding up in Tampa, concludes the tour. Jack W. Donahue, who was the Human Balloon for several seasons with Palace of Wonders, is now boss of an eatery, the Darling Lunch, in Jacksonville, Fla. Where his wife, Alice, assists. Terry and Barbara (Wolf) Wiesel are new owners the Four-Leaf Clover bar and grille, West 12th and the Bowery, formerly operated by Sam Karloff. Terry, for a long time, was head barkeep at the Boardwalk Atlantis.

In lieu of the conventional Mardi Gras, the Chamber of Commerce is arranging an afternoon parade of giant balloons, clowns and other carnive features, and a night of special fireworks, Saturday, September 6, the official finale of the season. Balloons are being designed and made by Jenn Gross, Inc., Pittsburgh. Fred Sindell sent his prize freak attraction, Princess Lola and Prince Arthur, "world's strangest married couple," along with Walter Budd, White Harrison and Jerry Whitney, talkers, to the Royal American Shows to open at the Minneapolis State Fair, St. Paul, Saturday (23). The rest of four takes in Topeka, Kan.; Oklahoma City; Little Rock; Toledo, Wis.; Shreveport, La., and Pensacola and Tampa, Fla. Steeplechase Park, August 15 was the locale for the teevee program, "We, The People," over Channel 4, with Steve Allen, e see, and Dr. Phillip I. Nash doing the chatter about what Coney was long ago.

Willow Grove Expands for '53

PHILADELPHIA, Aug. 30.—Elmer E. Foehl, general manager of Willow Grove Amusement Park here, announced this week that plans are under way to expand the facilities of the 125-acre funspot for next summer. He revealed that new construction has been under way and architects are surveying the operation for further expansion during the winter.

Projects undertaken during the current season include the repaving of the parking area and the construction of additional rest rooms. The eight-mile speedway, which was set up this season for midget auto racing, will be further expanded next year. Architects and engineers, said Foehl, are now making plans to remodel several of the older buildings and work is to be completed before the April 1953 opening.

Bakersfield Quake Skips Plant; Set To Open Sept. 22

BAKERSFIELD, Calif., Aug. 30.—The earthquake that killed two and injured 32 persons here Friday (22) completely passed up the new Kern County fair plant, valued at \$1,000,000. Lloyd (Stony) Goad, secretary-manager, said, the fair will open on scheduled for seven days September 22.

The plant has been under construction for the past 18 months and is south of town. It replaces the one east of the city that was used for many years. This will be the fair's first time in this location.

West Coast Shows are signed for the midway, replacing Foley & Burk Combined Shows which held the contract for over 20 years.

Bernie Mendelson to Wed Alyce DeLott
CHICAGO, Aug. 30.—Bernie Mendelson of the O. Henry Tent & Awning Company, this city, and Alyce De Lott, non-professional also of Chicago, will be married here Sunday September 14. The wedding will be attended only by relatives.

Indiana State Starts Strong, Beats '51 Pace

Shriner-Harris Show Threatens Grosses Set By Hope in '51

INDIANAPOLIS, Aug. 30.—Indiana State Fair this week got off to what could be a record year as far as attendance is concerned. The first two days, Thursday and Friday (28-29) saw 59,791 people on the grounds compared with 45,653 for the same period last year. And today one of the largest crowds on record poured through the big front gates, with fair officials predicting the previous one-day record of 63,000, set in 1949, may go beyond the boards. All gates were closed to automobile traffic by mid-afternoon.

In celebration of its centennial year, the fair is staging an All-Hoosier Show in the Coliseum and if the first two performances are any criterion, the show might over-gross the Bob Hope show of 1950, which took in close to \$60,000. First two performances, Thursday and Friday nights, were close to capacity and the show for this evening is a sell-out. One more performance is scheduled for Sunday afternoon (31).

Irish Horan Thrill Show, in its first show Friday night, outgrossed last year considerably, according to officials. Running races, the afternoon attraction Monday for two days, did little to pull crowds and, according to one fair board member, they probably will be dropped next year. The Horan org will give one more performance tonight and a third Sunday afternoon.

A Barnes-Carruthers Revue takes over the night grandstand here tomorrow for five nights, while harness races come in as the matinee attraction Monday for the rest of the week. Motorcycle races, under the AMA banner, will be the feature afternoon attraction Saturday (6), the added day for this year's centennial run. A giant centennial jumboree, boasting country and Western entertainers from radio Stations WHAS, WLW, WLW and WIBA, will close the fair that evening with a Coliseum hoe-down.

The always-popular horse show gets under way in the Coliseum Monday (1) for five nights. Jan Garber and his orchestra will provide the music.

Supporting acts in the Shriner-Harris show include Rexford Trio, adagio Sportsmen's Quartet; Honey Bros., comedy dance, and the Four Step Brothers, dancers. Jimmy Richard's NBC orchestra is cutting the show.

St. Simons Island Wins Top Crowds; Train Ride Pulls

ST. SIMONS ISLAND, Ga., Aug. 30.—A bang-up season at the Glynn County Casino will be closed here Monday (1) with a Labor Day fireworks finale. Fred W. Fishel, manager, said the spot wrapped up its best attendance and spending scores this season.

Best draw among the rides on the island is the Mule Train, operated by M. L. Long. The truckless train consists of a series of two-wheeled carts hitched together with ball and socket joints and drawn by a jeep. Originally, the ride was pulled by a mule. New lighting system, tables and benches as well as horseshoe shaped multiple charcoal grills have been added, Fishel reported. The spot won publicity during the season when Jimmy Bankston, a life guard, attracted attention with his diving abilities and was signed to attend the University of North Carolina.

Soap Box Champ Hypes Hagan-Wallace Crowds
THOMASVILLE, Ga., Aug. 30.—Hagan-Wallace Circus played to near-capacity houses here Saturday (16). The show's appearance coincided with the return home of Joe Lunn, who won the All-American Soap Box Derby. The youth was greeted with a civic parade and ceremony and then returned to the circus matinee. Shrine Club was auspices for the show.

Rockaways' Mardi Gras Entries Grow

NEW YORK, Aug. 30.—Additional entries for the annual Mardi Gras of the Rockaways, September 2-6, have been listed by the Daniel M. O'Connell American Legion Post, event's sponsor in co-operation with Rockaways' Playland, Queens funspot.

In addition to a float to be manned by 100 members of the American Irish Society, the New York Telephone Company, Ringold Beer, Rotary Club, Rockaway Fishermen and Schenley Distilleries will submit floats for the parade.

Highlights of the five-day event will be televised by WNBT and WPIX, according to Richard Geist, park owner.

Strong's Show Clicks in Utah

TREMONT, Utah, Aug. 30.—Out eight weeks on its first trek outside the 40-mile limit, John A. Strong's One-Ring Circus is meeting with success and giving two shows nightly, the owner said last week. Organization is playing under auspices of the Church of the Latter Day Saints and the Lions. During the time that it has been on the road, the show has had only seven bad days.

Acts include Bill Dedrick and his ponies, Ruth Strong and her dogs, Eddie Emerson, juggling, and Strong with a magic turn. There are 10 displays.

The show moves on three trucks and trailers with Dave Twooney acting as boss canvasman. Big top accommodates 400 people. Mrs. Eddie Emerson has the novelties and Mrs. Ruth Strong the concessions.

Strong said that under the sponsorship, about 90 per cent of the dates are for the Mormons. Admission is 30 cents for children and 65 cents for adults. Tickets are sold in advance by the organization, the auspices having been set up by Fred C. Graham, general agent.

The tour started in Victorville, Calif., June 23 with Boulder City, Cedar City, Utah; Heber, Roosevelt and Vernal giving the show under capacity business. The last spot on the route is to be played in this State September 13, with the show returning to its Hollywood headquarters for dates in the Los Angeles schools until Christmas. The 1953 dates will open in that area about February 1.

N. H. Resorts Win Big Summer Season

CONCORD, N. H., Aug. 30.—New Hampshire resort business has been booming, with funspots doing banner business and hotels hanging out the "no vacancy" signs.

Hampton Beach bathhouse income was \$26,791 for a six-week period this year. In the same period brought in \$15,659. By August 1, the cog railroad running up Mount Washington had carried about 25,000 more passengers this year than last.

At Franconia Notch, the aerial tramway was 20 per cent ahead, tabbing an \$84,998 profit in the year ending June 30. From July 1 thru August 12, income on the tramway was \$113,942. Other ride devices at Franconia Notch grossed \$123,807, a 25 per cent increase in the period between July 1 and August 12.

Free Prizes To Spur Last Weeks

PHILADELPHIA, Aug. 30.—Willow Grove Park, which will remain open for the first two week-ends in September following the Labor Day holiday, has arranged for a featured promotion to stimulate late-season attendance. On closing day, Sunday (14), a drawing will be held for a \$1,000 giveaway in prizes, topped by a large deep freeze home unit with four months' supply of frozen foods. Cards for the free prizes are being distributed to park patrons at booths set up near major rides along the midway.

Out in the Open

Earl E. Buie, manager of the National Orange Show, San Bernardino, Calif.; Paul T. Mennen, secretary-manager, San Diego County Fair, Del Mar, and Oren Robertson, secretary-manager San Bernardino County Fair, Victorville, visited Harry Hofmann, manager of the Farmers' Fair of Riverside County, in Hemet on the opening day, Wednesday (27).

Harry Stahl, manager of Jefferson Beach Park, Detroit, back from a visit to the CNE, Toronto, is planning to enter the hospital for a major spinal operation as soon as the park closes. . . . Robert Templeton, manager of Walled Lake Park, Detroit, left the hospital Monday (25) after an eye operation.

J. Alfred Valentine, president of the Mineola (L. I.) Fair, was featured in the sports column authored by Arthur Daley in The New York Times Monday (25). Valentine and his associates, who also head up Roosevelt Speedway, one of the nation's outstanding trotting tracks, recently acquired control of the Yonkers Raceway, also a top money harness track, for a reported \$2,000,000.

Arl Hoard, announcer for Jack Kochman's Hell Drivers, reports that he has signed to emcee the Michigan Sportsman's Show to be held in Detroit next March. Campbell Fairbanks, Boston, is the promoting group.

Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee, was a Wednesday (27) visitor at the Minnesota State Fair, St. Paul.

Herman Huesaby, art director, Rockaways' Playland, New York, will visit the Canadian National Exhibition to observe that event's famed fun zone.

Following its tour of the Western Canadian Class B Fairs circuit, Irving J. Grossman's grandstand unit, "Round the World Revue," made a first-time appearance at Brandon, Man., Monday (11), under Rotary Club auspices. Show, which was presented in front of the grandstand at the Brandon fairsground, drew a large turnout despite competition from the Clyde Beatty Circus which was in the city at the same time. The Brandon Sun carried a rave review of the Grossman show.

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Mills' Unique 2-Day Stand Draws Crowds

HYANNIS, Mass., Aug. 30.—Playing a unique split two-day stand, Mills Bros.' Circus played to three-quarter sized matinees and near-capacity night houses here Saturday (23) and Monday (25). The show was under Grotto auspices. No shows were given on Sunday.

At Lonsdale, R. I., on Friday (22), the show had a three-quarter matinee and half house at night with Jaycee sponsorship. The stand was near Pawtucket, where a Shrine show closed August 10.

Essex Junction

• Continued from page 78

call for the loan of additional tents to house the overflow.

Grandstand attractions got under way Monday afternoon with the appearance of six George A. Hamid acts. On the bill were and her chimps; Pedro and Durand, comedy balancing; Oldfield and Ware, contortionists; The Brockways, comedy cyclists; The Great Veno, high act; Karle Rodhe and his band, and Elsie Gross at the electric organ played the show.

Horan Featured

Also featured Monday afternoon and evening were the Irish Horan Lucky Hell Drivers. Show drew a near capacity grandstand Monday night.

"Fantasies of '52" joined the other Hamid attractions Tuesday (28). Revue features Rudi Tempelbortone and the Three Murphy Sisters, comedienne Charles Basile is unit musical director and Gene Hamid is unit manager.

Matinee harness racing on Tuesday, Wednesday and Thursday brought a big field of entries. Friday afternoon another thrill and spill show, Jack Kochman and his Hell Drivers took over. Today Sam Nunis presented AAA sanctioned championship auto races.

On the midway Frank Bergen's World of Mirth Shows drew throngs throughout the week. Shows and rides did good business and concessions got a good play.

Build New Speedway

FLAT ROCK, Mich., Aug. 30.—Flat Rock Speedway, a new automobile race track, is being constructed here by a group headed by Ezra N. Nelson. Harry Yanke is vice-president in charge of racing operations.

Edmonton Up

• Continued from page 78

grandstand attractions platform was mentioned. Paul recommended that a delegation of directors inspect a "telescoping" stage at Sioux Falls, S. D. Described as the only one in North America, the stage can be pulled on to the race track in about 15 minutes, he said. It would bring the stage closer to grandstand patrons.

Plans to hold the exhibition org's 1953 rodeo in the Gardens, as was done this year when rain canceled the outdoor show, were discussed. Paul said the indoor show resulted in a profit of \$3,000. Continuing the rodeo in front of the grandstand, would have meant a loss of about \$20,000, he estimated. He said the advance seat sale for the indoor rodeo would be much better than for an outdoor event.

Illions Moves N. Y. Rides, Staffers to Pomona Midway

POMONA, Calif., Aug. 30.—Harry A. Illions, midway director, is getting the fun zone of the Los Angeles County Fair ready for the 17-day stand beginning September 12. Baker and Blackwell "Stars of Hollywood" will be featured along with Rudy Bros.' Circus and the rides of the Frank W. Babcock United Shows.

In establishing the permanent midway, which will cater to industrial picnics after the fair closes its annual run, Illions has imported both people and equipment from his parks in Buffalo and Jamestown, N. Y. Mrs. Ella Swank of Celeron Park, is due to arrive soon to handle the office and she will be assisted by Doc Dan and Carl Rothfuss, auditor and Illions' business associate, also is to be on the staff.

Such well-known Illions rides as the Phoenix Wheel, Bozo, Rapids and Carousel are already installed here. A Flying Skooter from the New Liberty Park also is up with three new kid rides, Sky Fighter, R. E. Chambers' Bug Ride, and Mangel's Whip to be up. Illions will have 16 rides and three fair houses, including the Crystal Maze.

These riding devices will be augmented by those of the Babcock shows which will bring in 9 major and 12 kiddie rides. Rudy Illions and Frank Zambino have already put in their Skooter. Among the concessionaires who have signed for space are Roy B. Wilson, Stephen Vaughn, J. A. Blash, Hazel M. Conners, Al Weisman, Ruth Korte, E. H. Bishop, Frank B. Platten, W. A. Gasaway, Alexander Estham, W. P. McKenny, Harry Dilbeck, Hill-gose & Zamproo, Paul Tieschner, Arthur Primier, James B. Smith, Betty Wicker, Frank L. Platten, Fred Mortenson, E. A. Gillespie, Gladys Mackey, Richard Waters, Irene Castillon, Elmer Hanscom, Mrs. Reeder, and Mrs. Skinner Bullock. Cecchini & Levaggi have obtained all the permanent concession stands just inside the area.

Hagan-Wallace Closes Sept. 6; Sale Rumored

STARKEVILLE, Miss., Aug. 30.—Dub Duggan's Hagan-Wallace Circus will end its season here Wednesday (6) and return to quarters at De Land, Fla., it was reported this week. Unofficially, the show was reported to have had a profitable season.

Duggan recently offered it for sale and current rumors indicate three parties are interested in obtaining it for next year. Duggan, however, has made no comment regarding the season or the possible sale.

Beers-Barnes Substitutes N. Y. for Pa.

GRANVILLE, N. Y., Aug. 30.—Beers-Barnes Circus cancelled several stands north of Philadelphia and substituted an additional 10 days in New York State. The cancelled towns were to follow the show's trek down the Hudson River valley from Whitehall.

The substitute route, between Albany and Elmira, N. Y., has brought satisfactory business, it was reported. Granville came up with strong turnouts for each performance Tuesday (12).

Beers-Barnes was operating under variations of the State seating and exits code. The temporary variations were granted by the New York State Labor Board at a hearing which followed a recent appeal.

MORRIS BULL BOLTS BATH

BETHESDA, Md., Aug. 30.—Kelly-Morris Circus wrapped up a volume of publicity in Washington, D. C., newspapers Wednesday (20) by taking muddy elephants to a quick auto wash emporium.

The bulls wallowed in mud near the show grounds here and then were marched to the washateria. There one of them, Trilby, bolted from the multiple streams of water and paper carried a large photo and long story and a second paper also carried an extensive account.

C. & W. Hoosier Click

• Continued from page 78

Motor-drome. Other back-end units here included a Snake Show, Wild Life, Divena, Lash LaRue, Penguins, Whale, Flash Williams Science Exhibit and a Posing Show. Earl Chamber's Monkey Motor-drome, hard hit by the blow, was up with a mended top and doing good business here.

The disastrous tornado at Sedalia, which caused an estimated \$250,000 in damage, didn't hold up any of Cetlin & Wilson's plans here. The annual preview party for Indiana officials was held as a usual Wednesday night (27) in the Raynell show top. Gov. Henry Schrieker attended, as did fair officials and press and radio reps. Following a bountiful supper, the usual show was staged.

Shows' owners were optimistic about the local stand, which will be a few 10 days this year. Crowds the first three days were well ahead of last year and with the big Labor Day week-end yet to come, all departments are optimistic.

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\$65,000 TAKE AT GLEN ECHO NOT ON BOOKS

WASHINGTON, Aug. 30.—Officials of Glen Echo Amusement Park in near-by Maryland Tuesday (26) discovered the funspot took in \$65,000 more than the books showed, but the park didn't make a penny on the deal.

The money was left in the park for "safe keeping" by Ray Eugene Farmer, a 26-year-old bakery salesman who is alleged to have stolen the money from a Brink's armored truck in Washington, drove to the amusement park and hid the money in a patch of woods under two inches of dirt. Police nabbed Farmer, who lead them to the cash. The money, wrapped in a brown paper bag, consisted of 13 packages of \$5, \$10 and \$20 bills.

Henry Wagner, Detroit Park Veteran, Dies

DETROIT, Aug. 30.—Henry Wagner, a major Detroit park operator for 45 years, died Monday (25) at his home.

Wagner had operated the Pier Ballroom, the Boardwalk and other attractions in the Belle Isle Bridge group generally known as Riverview Park, before opening Edgewater Park in 1927. The latter, which became his major show business activity, was closed three years ago.

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Bob-Lo Closes When Pickets Halt Steamer

Detroit Spots Feel Late-Season Slump; State Fair Hurts

DETROIT, Aug. 30.—Surprise early closing of Bob-Lo Park, Detroit River island funspot, was ordered Wednesday (27) when two unions picketed the steamer Ste. Claire. The ship was unable to move.

The pickets halted the sailing of the boat from Detroit, where about 2,000 persons were waiting to board. The dispute followed the firing of a mate on the boat the night before.

Management charged that the officer "would not keep the ship in shape for operations" and announced that they would "not take any risks with the safety of patrons."

Final regular week-end of the season found parks in this area generally disappointed with business to date, with the fall slump definitely at hand. Business was generally down last week-end despite good weather and the general absence of strong competitive attractions.

Local park operators are resigned to a mediocre week-end (30-1) after conceding they cannot fight the attraction of the State Fair, which opened Friday (29).

Plans at Walled Lake are to drop nightly operation after Labor Day, but to remain open week-ends as long as weather permits, probably for three weeks.

Free-Acts Hyp Manchester Biz

MANCHESTER, N. H., Aug. 30.—Outdoor acts offered as free attractions have been the life blood to business at Harry Prince's New Pine Island Park here this season. George A. Freeman, public relations director, announced here this week.

The funspot began its free-act sked with Torina and Eric July 4 and attendance grew weekly with a succession of acts that included the Aerial Gibsons, the Flying Larmars, Fritz and Betty Kay the Aerial Chapmans, the Four Albanis, the Two Lamberts, the Aerial Dancing Downies, the Silver Condors, and Tramer's Animal Circus, Freeman says. All turns were booked "ru Al Martin, Boston. In addition to the outdoor talent, Record Hops were used as a free attraction in the dance hall, with the moppets flocking there nightly.

Kiddieland business was upped considerably, Freeman says, with the installation of an asphalt base. The miniature railroad also received a stimulant with the addition of a tunnel to the system.

The park's drive-in theater has had a brisk season, with kiddies attending the theater being rewarded with free doughnuts to the kiddie rides. Fun pot will operate week-ends with a skeleton crew closing skedded for Columbus Day, October 12. The drive-in theater will remain open indefinitely however.

Richard Cronin, superintendent of concessions, has a route of fairs set after the park closes. Cliff Barkrott has already left for the fairs with his outfit.

Set Show for Olympic Closer

IRVINGTON, N. J., Aug. 30.—Closing for the season, September 7, Olympic Park has arranged for fireworks, a new show and a memorial concert for the final week. The pyro display will be on Labor Day.

Johnny Wede's Siberian Bears, Mia and Matt; Cal Claude, acrobat, and Payne and Foster, bell-ringers, make up the show which opens Monday (1). The concert, set for closing night, will be dedicated to the works of Stephen Foster.

NIXON RUNS POOR SECOND TO PULCHRITUDE

HAMPTON BEACH, N. H., Aug. 30.—A number of pretty girls in bathing suits, matching their charms to competition for the title of Miss Hampton Beach of 1952, out-drew Sen. Richard Nixon, Republican vice-president aspirant, at least three to one here last week. The bathing beauties appeared Thursday night (2), while Nixon appeared Wednesday afternoon (20). While the weather was ideal on both occasions, the police estimated crowd of 10,000 that heard Nixon was at least tripled for the parade of beauty.

John J. Dincen, operator of the Casino, the resort's largest enterprise, and chairman of the carnival week committee, said: "You keep thinking that you can come with better crowd-getting gimmicks than a lot of pretty girls in bathing suits, but it looks like you can't."

TV to Cover Mardi Gras at Rockaway

NEW YORK, Aug. 30.—The annual Mardi Gras of the Rockaways sponsored by the Daniel M. O'Connell American Legion Post in co-operation with Rockaways' Playland, Queens amusement park, kicks off Tuesday (2) and will be witnessed by over 10 million people, according to the funspot.

Each day, many of the events will be televised by WNBT and WPIX. Celebration runs to Saturday (6) and will be attended by an estimated 1,000 dignitaries, many of whom will take part in the special attractions planned.

A. Joseph Geist, Playland president, announces that for the second time in its 24 year history, the park will remain open on week-ends and holidays for the balance of the year, starting September 13. The funspot will open at 10 a.m. on Sunday and at 1 p.m. on the other days, Geist said.

37,000 Jam Steel Pier to Cry With Ray

ATLANTIC CITY, Aug. 30.—Singer Johnnie Ray, completing a week's engagement in the Music Hall on Steel Pier, grossed the biggest non-holiday week recorded here since Jane Russell made a p.a. in 1946. Ray closed August 23 with nearly 37,000 visitors, jamming in to hear him cry.

George A. Hamid, Steel Pier owner, estimates that 115,000 persons will visit during the Labor Day week-end. The funspot remains open until September 21.

Stevenson Speaks At Flint Funspot

FLINT, Mich., Aug. 30.—Dr. L. H. Firestone's Flint Park will be the scene of a Labor Day speech by Gov. Adlai Stevenson, Democratic nominee for the Presidency. Gov. G. Mennen Williams and Sen. Bligh Moody also will take part in the rally, along with labor leaders.

The rally, a CIO-AFL event, will start at 1 p.m. with a box lunch picnic. Rides will be open to children at CIO and AFL expense. A fireworks show will follow the Stevenson speech.

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Promotions Mark Excelsior Wind-up

Colihan Reports Business Equals '51 Week-end Operation Planned for Sept.

EXCELSIOR, Minn., Aug. 30.—Excelsior Park here has just concluded successful promotion of the annual Miss Minnesota contest and now will follow up a Labor Day promotion with a series of high school band concerts on Sundays thru September.

Manager Joe Colihan said the Miss Minnesota contest drew big crowds to both shows. Rudy Shogran was the promoter. On Labor Day the funspot is tied in with the Minneapolis Shopping News. The paper is sponsoring a family-type picnic, with a six-bike give-

away. The park will serve free coffee.

Business at Excelsior has been on a par with last year, Colihan said, and weather, despite a few bad breaks, has been much better than 1951, which was the park's worst. Picnic bookings also are about equal with last year's.

Week-end Schedule Set

After Labor Day evening operation at the park will be throttled down to a Saturday-Sunday schedule thru September 28. Colihan reported a schedule of repairs, remodeling and painting is set for the off-season.

Dance business has been off, Colihan stated. Local bands have been used one night weekly, and Tony Grise's orchestra is playing at present.

WCCO, local CBS radio-TV outlet, has carried weekly broadcasts from the park all summer. These originated from the open-air stage and were well received.

Fred W. Pearce, president of the firm which owns Excelsior, came up from Detroit for a stay of several days this week.

Colihan reported that his son is now stationed in Tokyo with the Army.

Dallas Midway Stays Ahead Despite Heat

DALLAS, Aug. 30.—The State Fair Summer Midway take is running about 10 per cent ahead of last year despite a heat wave worse than last summer's scorcher, Fred Tennant Jr., Midway superintendent, said.

Dallas had its 21st straight day of 100-plus temperatures on Friday (23). Mercury has zoomed as high as 107 this month. The midway has sponsored a series of pin give-aways and square dance contests each week. Nightly free acts have continued to draw, Tennant asserted.

Semi-finals of square dance contests were held Tuesday (26) and finals will be Monday night (1). Labor Day, Midway Owners Association will award eight loving cups to winning team members.

Chance Vought Club, from big aircraft plant near Dallas, took over the Midway on Saturday (23), with all rides free from 10 to 5 p.m. Club bought rides outright. Club members and families total about 30,000. It was the third year the club bought rides for a Saturday outing. Passes to swimming pool also were arranged.

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Ringling Scores Chicago Turnaways; Wisconsin Strong

Earlier Ind., Mich. Towns Register;
Business Moves Out of Doldrums

CHICAGO, Aug. 30.—Ringling's sleeper play at Chicago caught on with the customers and racked up a powerful score of full houses and turnaways. Show staffers were skeptical of the prospects at the West Side lot beforehand but went away completely sold on the idea. It's likely to be a long time before the show returns to a lakefront location here.

After Friday's (22) fairly good matinee and full house at night, the show won a capacity Saturday (23) matinee and straw house that night. Some were turned away at Saturday shows. The Sunday (24) matinee was another powerhouse with capacity, plus standees.

To make the score near-perfect, the Sunday night show was a heavy turnaway. Advance guessing had put the Sunday finale down as a weak one, so the tremendous turnout was a clincher in selling the new location.

In view of the business done, adding up to about the best at any stand this season, second guesses were that the stand would have been worth five days, the time allotted last year. Actually, Chicago originally was in for five this time but two Indiana towns were inserted to take up the slack when the Chicago out was made.

Four persons were injured and a valuable Haekney carriage horse had to be destroyed as a result of a backyard accident Sunday night. A team of horses bolted at the back door while preparing for a spec. The carriage was damaged when it was drawn up on big top guy ropes. One horse fell and injured two local artists, who were painting at the backdoor and two persons who were watching them. The horses also broke the connection for backyard lights, throwing the area into darkness as the animals stampeded.

A sleeper in the first section was gutted by fire Friday. Although a system Pullman was necessary to house the personnel during the run, the show sleeper was rebuilt in time for the move from Chicago.

Auspices in Chicago was a group of churches which support a home for the aged. They cleared approximately \$4,000 on the show and their parking proceeds were estimated at a like amount. The advance sale in Chicago was better than usual.

Chicagoans made no comment

K-M Season Off 20-25%

PERHAM, Minn., Aug. 30.—Business for Al G. Kelly & Miller Bros. this season has been off by 20 or 25 per cent, it was reported here. Both shows here drew 60 per cent of capacity. The age in a wind storm a week earlier. Freddie Jones, formerly with Kelly-Morris, is the new Side Show manager.

Kelly-Miller will be in Wisconsin until the middle of next week, when it will move into Illinois.

Rogers Wins In Pa. Town

WAYNESBORO, Pa., Aug. 30.—Heavy advance sale with a repeat auspices generated a full matinee and overflow night crowd for Rogers Bros.' Circus here Saturday (16). Auspices was the Lions Club. A noon thunderstorm was all out and over before the matinee started.

In Ephrata on Friday (15), the show had a three-quarter matinee and near-full night house with Joyce auspices. A threat of rain failed to materialize.

and apparently didn't notice the new entrance lay-out in which the ticket wagons are at right angles to the door and only a small canopy is used in place of a marquee. Two cages were spotted outside as has been the practice this season. Inside the tent, the restroom semi-trailers, new this year, remain in unusually good condition. It was observed that most patrons pass up the menagerie section of the top and go direct to their seats. At most shows here it was necessary to open a few end sections of reserves to those holding blue tickets.

1-Day Stands Good

The good business continued Monday (25) at Kenosha, Wis., and Tuesday (26) at Sheboygan, with full and near-capacity houses at both stands.

In Green Bay on Wednesday (27), the aggregation registered a near-capacity matinee and another turnaway for the night performance. It was the first time the show had made the town in eight years. Matinee was untime despite a delayed arrival. South Bend, Ind. (26), gave the show its first full house in some time. It came for the evening show, and then the matinee was a near-capacity. In Kalamazoo, Mich. (19), the matinee was half filled and the night house was better than three-quarters.

PACKS TABS BEST TREK; RODEO SET

November Circus Stands Scheduled
For Baton Rouge, New Orleans Shrines

ST. LOUIS, Aug. 30.—Tom Packs' Circus, which opened in Alabama June 7 and closed in Boston August 16, had the longest and best season since the show was launched in 1940, according to Jack Leontini, Packs executive. Attendance was far above last year's, with good weather most of the time, he stated.

Tomorrow (31), Packs launches the St. Louis Firemen's Rodeo, an eight-day event starring the Cisco Kid and Pancho (Duncan Reno and Leo Carrillo). The championship rodeo will use stock and participants from Col. Jim Eskew's Waverly, N. Y., ranch. This marks the return to a rodeo presentation by the firemen after three years of circus offerings. Event is to be in the Packs-controlled Oakland Stadium, formerly Walsh Stadium, a block from the St. Louis Arena.

Circus Dates Set

Preparations now are underway for Packs' Louisiana Shrine Circus dates. The Baton Rouge stand will be November 17-18 and the New Orleans engagement is set for November 21-30. As in past years, the New Orleans show will be preceded by a major street parade with

North Signs More for '53

COPENHAGEN, Aug. 30.—John Ringling North returned to Hamburg, Germany, this week after visiting most of the big Scandinavian circuses and booking several acts for Ringling Circus' 1953 tour.

Definitely set to join the show next year are the Sons of the Midnight Sun, a group of bona fide Laplanders who have been presenting an acrobatic number with the Circus Moreno this season, and the Three Heltans, antipodists who are with the Circus

BUDDY NORTH SEES BIG YEAR

GREEN BAY, Wis., Aug. 30.—Upsurge of business for Ringling-Barnum has prompted Henry Ringling (Buddy) North, veepee of the show, to predict a "highly successful season." He said business was much better since the end of steel strike and movement of the show to the Middle West. Earlier, the season was running between 10 and 15 per cent behind last year.

Norfolk Suburb Fills King Top 4 Times in Day

AHOSKIE, N. C., Aug. 30.—King Bros. & Cristiani Circus gave four performances at a one-day stand in suburban Norfolk Monday (25) to add big grosses to the show's rich Virginia business.

At Ahoskie on Tuesday (26), King-Cristiani had a half house for the matinee and a capacity night attendance under Kiwanis auspices. Police sponsored the Norfolk date.

A near-capacity matinee and turnaway night was the score at Petersburg, Va., Saturday (23). In South Boston, Va. (20), the show had a weak matinee but a near-capacity night crowd.

The Norfolk lot was in near-by Broad Creek Village, but Norfolk residents crowded into the suburb for the parade as well as the performances.

circus and Shrine units on the evening of November 20.

The 1952 summer tour included more Shrine and Police auspices than in the past, Leontini said. Additional sponsors were two fire departments, one Civilian club and one religious organization.

During the Newark, N. J., engagement, Miss Claudia Hoerber, sister of Mrs. Packs and auditor for the Packs organization, died in St. Louis following a major operation. She was a Certified Public Accountant.

6 Shows on Threshold Of Yearly Ozark Rush

LITTLE ROCK, Aug. 30.—Current route cards and reports of advance contracting indicate the annual rush for the Ozark Mountain country is getting underway. Six circuses, and perhaps more, are jockeying for position in Arkansas and adjacent territory.

Ringling-Barnum already is set for Joplin, Mo., and some Oklahoma towns. When it turns eastward at Amarillo, Tex., chances are that it will touch the Ozark country. Clyde Beatty is in Missouri and probably will dip into Arkansas.

Al G. Kelly & Miller Bros. is on the verge of a southbound dash that will bring the Miller aggregation into Arkansas. Wal-

Capell Blows Matinee

CHIETOPA, Kan., Aug. 30.—Capell Bros.' Circus lost another matinee to hot weather here Friday (15). The show was cancelled for lack of an audience. However, the Legion-sponsored date pulled a three-quarter house at night, when weather was cooler.

DIANO PLANS NEW CIRCUS FOR 1953

Truck Show Will Feature Animals;
Rhino, Hippo, Bulls, Zebras Arrive

CANTON, O., Aug. 30.—Tony Diano announced yesterday that he'll put a new truck circus on the road next season. Features will be the major animals he has on his ranch here.

Just arrived from New York after shipment from Kenya Colony were a two-horned rhino which appeared in two motion pictures, two large elephants, a hippo and five zebras. They arrived in Canton Thursday (28). Diano's animals already included a giraffe, numerous cats and others.

He said the new show will be called "Diamond 'O' Ranch Shows and will consist largely of circus acts and menagerie. Some Wild West turns are to be included.

Will Open Quarters

Winter quarters will be set up at once, he said. Hereafter a charge will be made for admission to the animal farm. Some concessions will be set up at the farm.

Diano recently purchased some equipment from Arthur Sturmak's Howe's Famous Hippodrome Circus. He said, however, that he has not yet purchased the trucks and much other equipment for the new show. He said he anticipated carrying about 12 cages on the show.

Diano has maintained his

animal farm for some time. Until this season he had the giraffe show and concert on King Bros. for several seasons. He also has supplied stock or financial backing for several circus acts and has operated Wild West units for fairs and special events.

BOOK REVIEW

Duncan's 'Ring Horse' Tops Opus

By TOM PARKINSON

While Thomas Duncan was penning his heavyweight "Gus The Great," he took time out to write "Ring Horse." Now "Ring Horse" has been re-published by the J. B. Lippincott Company. It's a short, sentimental story presenting fiction which even the circus fact fans will find absorbing.

Just as "Gus" is generally believed to be based on the careers of Fred Buchanan and William F. Hall, the main character in "Ring Horse" according to the author, was inspired by an old trouper he met in Iowa. The character's tale also bears a resemblance to that of Dan Rice.

Considering the imprint of actual circus personalities upon "Gus," it's inevitable that readers will look for evidence of further historical inspiration in "Ring Horse." The yarn starts with the folding of Colter's Circus, and it is easy to assume Duncan was thinking of the old W. H. Coulter Circus that made a brief appearance in 1911.

The old clown, Dan Gilpin, takes his rosinback into town and promptly becomes all tangled up with lawyers, livery stable loafers, a young girl and, finally, a judge.

Almost none of the story takes place on a show, yet "Ring Horse" has more circus atmosphere than "Gus The Great." It's a more pleasant book and rings more true. Somehow, Duncan's 170-page side show offers more entertainment than did his ponderous main event.

Circus Model Owners Meet

HERSHEY, Pa., Aug. 30.—The huge sports arena here will house upward of 60 model circus displays during the annual convention of the National Association of Circus Model Builders and Owners, August 30-September 1.

Focal point of the exhibit will be the electrically operated Barrett Circus and Mardi Gras Shows, which occupy a space 40 by 60 feet. There will be no admission charged for the exhibits, which will be open to the public.

Hershey Park, as an added salute to the association, has booked the Flying La Farms, French trapeze artists, who will perform twice daily during the convention.

Weak Business Plagues Beatty In Minn., Iowa

MASON CITY, Ia., Aug. 30.—Business for Clyde Beatty Circus continued at an unspectacular pace as the show moved from Minnesota into Iowa. At Mason City Wednesday (27), the show had a half house for the matinee and a three-quarter night showing.

The day before, at Charles City, business was slow because of a strike there. The show was reported to be short of working men.

Mankato, Minn., a Sunday (24) stand, put about 900 in the top for the night show. The matinee was canceled because of a 1 p.m. arrival. At Brainerd, Minn., the show had half and near-capacity houses on Friday (22).

Turnaways Mark Polack's Vancouver Run; Seattle Big

VANCOUVER, B. C., Aug. 30.—Polack Bros.' Western unit was playing to capacity business at the Pacific National Exhibition here this week. The circus, under joint Shrine and PNE auspices, plays the entire exposition run (20-31). Matinees as well as night shows were pulling full houses with turnaways.

At Seattle, near-capacity business marked the start of the five-day run (13-17) and three performances were scheduled on the final day, Sunday (17). The Seattle run was cut from seven to five days to fit the PNE date into the route.

Polack's Reno, Nev., stand (6-9) was strong and wound up slightly ahead of last year. For the fourth consecutive season, a special train from Winnemucca, Nev., brought children to the opening performance in Reno.

After the 11-day run in Vancouver, the show will make six dates in Washington and Oregon. Promotion directors and their moves included George Westerman, Reno to Eugene, Ore.; Joe O'Donnell, Seattle to Huron, S. D.; and Macey Blue, Vancouver to San Antonio.

FAIRS-EXPOSITIONS

St. Paul Gate Lags Slightly Behind Big '51's First 7 Days

Polio, Weather Cuts Attendance; Grandstand Business Holds Firmly

ST. PAUL, Aug. 30.—The 10-day Minnesota State Fair today entered its three-day Labor Day week-end finale with an outside chance of finishing with a bigger gate than its thumping 1951 count of 900,389.

The big annual was given good weather the first six days, at the end of which its attendance stood at 496,221, down about 13,000 from its sturdy 509,288 count to the same point last year. But the gap was widened Friday (29) when light showers fell on the grounds and rain pelted part of the fair's drawing territory.

Polio Cuts In

Official figures for the seventh day were not available early this morning, but estimates put Friday's (29) gate at about 25,000 under that for the corresponding day last year. Thus, the fair entered the week-end tagging last year's attendance by about 38,000. Some fair execs observed that Labor Day week-end turnouts have been building in recent years, and they held the hope that if this trend continues the 38,000 drop-off would be overcome.

Exhibit Space Sells Rapidly At Tri-County

NORFOLK, Aug. 30.—Over 80 per cent of the space set aside for the Merchants' and Manufacturers' Division of Norfolk's Tri-County Fair here, October 1-11, has been sold. It was announced from fair headquarters this week. Secretary Sam Burgdorf credited the good showing to the co-operation of businessmen and organizations in the three counties the fair is serving, Norfolk, Princess Anne and Warwick.

He said that 60 foreign countries have been invited to participate. Also on hand will be county agents, home demonstration agents, 4-H clubs and Future Farmers of America organizations. The Ruritan Club, event's sponsor, is composed of businessmen of this section of Virginia. All money accrued from the event will be put back into the fair plan for the purchase of property and the erection of permanent buildings. This year the fair will be housed for the most part in huge tents.

The fairgrounds has two large race tracks and these will be used for thrill shows and other attractions, including the Renfro Valley Barn Dance, which runs for seven days and nights beginning October 5.

Space Cadet To Appear At Brockton

BROCKTON, Mass., Aug. 30.—Tom Corbett, Space Cadet, will be the lure for the small fry at Brockton Fair, September 6-13, as the 77th version of the fair is run. The annual will bow in with an "atomic explosion" set for 8 p.m. opening day.

Fifteen rides will be set up on a special Children's World midway, with a special children's price of 9 cents. Fairytale Land, with special entrances, featuring all the popular favorites in Mother Goose, will be an added attraction for the kiddies.

Corbett will appear as part of the free attraction program arranged for the Children's World exhibit.

The fair has been hurt by the large number of polio cases in the State. There is no great concentration of these cases in any community, but the State's total, announced Friday (29) at 1,000 cases, is huge. Newspapers and TV and radio stations have not played up the number unduly but the effect of a straight reporting job on the total is considerable in this polio-sensitive State.

Surprisingly, Kids Day, Monday (25) brought out more youngsters than the same day last year. But on all other days there was a marked reduction in children's attendance. Patronage of kids' rides in the Royal American Shows' line-up reflected the smaller number of kids, with those rides grossing disproportionately less than other rides.

Grandstand Biz Firm
Grandstand business for the first six days held close to 1951 levels, with the combined gross for day and night shows virtually matching the take for the same period last year. Night show is the Barnes-Carruthers No. 1 show plus circus high acts, and fireworks, the latter staged by Thearle-Duffield Fireworks Company, Chicago.

The Barnes revue here is supplemented by three acts, namely, the Great Mario, in a rolly bolly (Continued on page 87)

Roanoke Has Best in Years

ROANOKE, Va., Aug. 30.—Opening day paid attendance at Roanoke Fair was "far beyond that of last year," Secretary Arthur Walker reports, and "we had the best opening night in many years." A fair comparison of the 1951 opener could not be made, he said because that year the weather was unsettled and threatening.

This year's event, which closed Saturday (30), had good weather. Exhibit space was practically sold out, and interest was running high. Walker said, "all of which adds up to the best fair we've ever had."

Gate Up, \$\$ Down For Ohio State

Total Attendance At Columbus Tops '51 Grandstand, Spending Dips Sharply

COLUMBUS, O., Aug. 30.—Ohio State Fair rang down the curtain on its 1952 edition here Friday (29), a run that yielded 1951-topping attendance but racked up gross receipts in most cases that were substantially below those of a year ago.

During the fair's eight-day run, a total (paid and free) of 466,468 came thru the outside gates. This compares with 431,045 a year ago. A new one-day record was chalked up Sunday (24) when 115,094 came onto the fairgrounds. Included in this figure is 70,094 paid and 26,000 children who came in free. The remaining 13,000 was made up of members of the armed forces and press and radio reps.

The sharp decline in the fair's income was indicated by Howard S. Foust, director of agriculture and manager of the annual. Receipts the first three days totaled \$133,679.40 against \$138,183.79 for the same period last year.

ONCE SOUGHT U.S. \$\$ BECOME CNE PROBLEM

TORONTO, Aug. 30.—While American dollars being poured into the Canadian National Exhibition by Americans no longer have the value they once had, being worth some 4 1/2 per cent less than the Dominion's counterpart, fair officials are reluctant to pass on the loss to the tourists for fear of rupturing the long existing good relations. According, the CNE is accepting single American dollars at face value for a calculated loss of at least \$5,000. This is regarded as a reasonable investment in good will. Americans who offer bills of larger denominations are asked to exchange them at the bank branches. By so doing they lose four cents on each dollar, but the culprit in this case would be the bank or the government and not the exhibition. Even with their jokes at home about the dollar being worth only 50 cents, its tough to convince Americans that their money is not worth at least as much as any other currency.

Fort Smith Set For Sept. 21-27 District Annual

FORT SMITH, Ark., Aug. 30.—Final plans are in the making for the Arkansas-Oklahoma Livestock Exposition District Fair here September 21-27, according to Jim Krone Jr., amusement manager.

Royal Crown Shows have been booked. A new independent midway, flanking a new \$15,000 entrance, will be put into use for concession stands and civic organizations, he said.

The 10,000-seat Harper Stadium will be the location of three performances (21-22) by the Sioux City White Horse Patrol. Professional wrestling will be staged at the fair Tuesday (23) by Promoter Jimmy Lott. The "Grand Ole Opry," with little Jimmy Dickens, the Duke of Paducah, The Country Boys and Okie Jones will be in for shows Wednesday (24) thru Saturday (27). The Arkansas Conservation Commission and the U. S. Army will have major exhibits on the grounds.

Ottawa Winds Up 'Ahead' Despite Rain

One Wet Day Is Offset by Big Savings Effected on Give-Aways and Expenses

OTTAWA, Aug. 30.—Altho total attendance at last week's Central Canada Exhibition was 50,567 below that of last year, and 77,012 short of the 1950 all-time high, officials expressed great satisfaction with the final outcome. The Exhibition made money and it was the best in the cent's 64-year history.

A breakdown of attendance figures covering the past three years follows:

	1952	1951	1950
Monday	67,877	87,647	73,289
Tuesday	56,556	51,977	63,322
Wednesday	67,817	78,730	80,514
Thursday	43,940	79,871	76,781
Friday	62,638	61,524	63,204
Saturday	78,131	87,578	94,637

"There's no doubt that the rainy Thursday (21) hurt attendance, but even with that, we're ahead," said H. McElroy, general manager. He pointed out that abandoning the auto giveaways and the name bands alone, saved over \$15,000. Elimination of extra promotions and ticket agents' commissions also contributed to greater savings, McElroy said.

Last year, 130,000 three-for-\$1 admission tickets were issued, the commission and handling costs on them being over 20 per cent. This year, only 25,000 advance tickets (at the same price) were allowed, thereby cutting the service fees by 10 per cent. Those who did not buy the three-for-\$1 tickets had to pay a straight 50-cent admission.

George A. Hamid's Grandstand Show grossed \$73,546, an increase of about \$10,000 over 1951. CNE officials pointed out that more \$2 grandstand seats than ever before were made available this year,

which might account, in part for the increased gross.

World of Mirth Shows which had "the best attractions ever brought to Ottawa," were affected by the rain Thursday and cool weather which followed Friday (22). Total midway take for the week was down about \$3,400.

Better Parade in 1953

Next year, officials said, there would be a bigger and better parade than the one seen by thousands Saturday (23), and more emphasis would be placed on the inter-city aspect, with district towns invited to participate as well.

"From an overall point of view, however," said Manager McElroy, "this year's Central Canada Exhibition is regarded as an unqualified success."

Detroit Gate For First Day Tops '51 Total

45,465 Counted Friday; Payers Number 14,765

DETROIT, Aug. 30.—Michigan State Fair opened to strong attendance here Friday (29) that topped last year's starter. Total gate for the day was 45,465, compared to 42,862 in 1951. Paid gate was 14,765, a gain of 40 per cent, with the balance coming in before the entrance charge went into effect at 1 p.m.

Downtown parade, which included recording stars and performers from the Coliseum and grandstand shows, attracted an estimated 200,000. Weather was clear and humid, with a threat today. The fair continues thru September 7.

The Coliseum show got an anticipated slow start. Paid attendance for the afternoon was about 500, and for the evening about 2,000. The night audience, however, was estimated at about 3,000, indicating many stayed thru for a second viewing of the continuous show. Considerable paper also probably was represented.

Names in Show

Acts in the Coliseum show include Les Paul and Mary Ford, Ella Fitzgerald, Al Martino, Gene Krupa Trio, Kirby Stone Quintette, BBI Ward and His Dominoes, Harmonicals, Herschel Leib orchestra and Jimmy Husson, emcee. Max Lieb fronted the band because of Herschel's hospitalization.

Jimmy Lynch's Death Dodgers had the grandstand show and, while no attendance figure was available, the number was reportedly low for the first day.

W. G. Wade Shows, making their first appearance on the midway, played to good business Friday (29), with grosses running about twice the amounts anticipated.

Keene, N. H., Sets Record

KEENE, N. H., Aug. 30.—Cheshire Fair closed its gates here Sunday (24) after recording a new attendance mark of 15,000 for its four-day run.

Opening day, Thursday (21), an estimated 4,500 came out and Family Day, Friday (22), a total of 3,200 patrons were counted. Saturday and Sunday both drew equally good turnouts.

Attractions included Joie Chittwood thrill show; Great Druc, high wire; Charlie and Lee Doran, novelty; Emil and Harrison's animals, and Charlie Rozella, musical. Harness racing was the program on Friday and Saturday afternoons.

Amer. Royal Hikes Prize Money for '52

KANSAS CITY, Mo., Aug. 30.—Considerably revamped in appearance and with new exhibits and new classes approved, the 54th annual American Royal Livestock Exposition and Horse Show will be held here October 18-25. Set for numerous changes is the livestock show where a new class, polled Herefords, will be offered. A total of \$5,000 in prize money will be awarded in this class.

The biggest increase in prize money, however, is in the Hereford department where \$17,040, an increase of \$4,940 over 1951, will be offered. Total cash increase for this year's event is \$8,783, which brings total prize money to \$87,838 for all events.

Premiums for the American Royal Horse Show will total \$50,000 for this year's event, the first under management of W. E. (Bill) Preston, former manager of Missouri State Fair, Sedalia. Bush-Laube concessions will handle the eat and drink stands and other concessions have been consolidated for space reasons.

Jewelry will be handled by Ross L. Sanderson, Indianola, Ia., and novelties by William L. Welch, Kansas City. Show officials predict that this year's attendance will eclipse by 80,000 the count of 145,145, chalked up in 1951 when the Kaw River flooded its banks and virtually wrecked the lower levels of the building.

Manila to Hold 1st Int. Fair

MANILA, Aug. 30.—Philippine Islands will hold the first international fair in its history here from February 1 thru April, 1953. The fairgrounds will occupy 100 acres, half of which will be devoted to amusements.

American attractions are being sought for amusement concessions,

Harness racing, the afternoon (Continued on page 87)

COLLIER'S TALE PLUGS READING

READING, Pa., Aug. 30.—The Reading Fair, which opens its eight-day run on September 7, got a nice publicity break from Collier's magazine. The pub's September 13 issue, which hits the newsstands two days before the fair opens, features a two-page pictorial spread and story on the annual event. The story not only mentions the fair dates but includes pictures taken at the 1951 gala. Details for the article were worked out by Russ Meyer, publicist for the fair, and representatives of Collier's.

Increased Aid Looms For N. H. Annals

CONCORD, N. H., Aug. 30.—New Hampshire's share of parliament wagering at Rockingham Park, which provides State aid for fairs, has shown a sharp increase over '51. State income for the first three weeks of racing there totaled \$770,654.40, compared with \$642,896.50 during the corresponding period a year ago. Additional funds are expected to come from the Rochester Fair's run, which also has pari-mutuel horse racing.

NATIONAL HOME SHOWS INC.
America's Outstanding Trade Exposition Organization
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1952 Fall Schedule

DENVER, Colo., Oct. 11 thru 19
Carl Olson, Director
209 Tramway Bldg.

CHAFFANOC, Tenn., Sept. 18 thru 19
John O. Director
Electric Power Bldg.

KNOXVILLE, Tenn., Oct. 21 thru 26
Paul Waters, Director
317 N. Gay St.

COLUMBIA, S. C., Nov. 18 thru 23
Paul Waters, Director
S/E C. C.

JAYTON SOUGS, La., Oct. 18 thru 23
George Coley, Director
c/o Jaytees

MOBILE, Ala., Oct. 1 thru 5
George Coley, Director
c/o Jaytees

ROANOKE, Va., Nov. 23 thru 28
Chas. W. Moore, Director
410 W. Trust Bldg.

DALLAS, Tex., FALL FAIR OF HOMES
Sept. 14 thru 22
W. Vanhook, Director
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Des Moines Gate Dips, But 500,000 Total Expected

Rain Hits 2 Days, Washes Out 1 Grandstand Show Performance

DES MOINES, Aug. 30.—Iowa State Fair, which tonight ended the eighth day of its 10-day run, is expected to top the 500,000 attendance mark but fall short of its all-time high of 543,461 set last year when for the first time they even ran thru Labor Day.

At end of the eighth day, the gate was off about 25,000 from the count to the same point last year. Rain, which washed out one night show, and delayed a grandstand matinee, cut into the tally. Generally good weather prevailed up to 5 p.m. Thursday (28) when rain fell. It continued thru the evening, washing out the night

Susanville, Calif., Attendance Tops Last Year by 4,000

SUSANVILLE, Calif., Aug. 30.—The free Lassen County Fair & Livestock Show pulled an attendance of 28,000 during its six-day run which ended Sunday (24). A. A. Jensen, secretary-manager, said the '51 mark was 24,000. Superior Shows were featured on the midway. Dick Washburne's Retriever Dog act was booked for the horse show. New buildings included a Floriculture hall and new horse exhibit barns.

Ohio Gate Up

grandstand attraction for six days, pulled its usual good crowds all week. The horse show, which held forth in the Coliseum for eight nights, also pulled well. Plans for next year, when the fair will play an important role in Ohio's Sesquicentennial Celebration, was a big topic here this week. Gov. Frank J. Lausche, in an announcement to the press, deplored the crowded conditions on the fairgrounds and said the Legislature will have to do something to expand operations for next year, hinting that it may run for a month in 1953. The governor predicted the Legislature would provide money for a new junior fair center, a new industrial exhibit building and additional land. Manager Foust, in discussing plans for next year, said he advocates a free outside gate for the big celebration. The fair's parking problem was alleviated somewhat this year by the addition of 60 acres of ground but further expansion is sought by fair executives. Sale of concession space on the independent midway reached record proportions, according to H. J. Swaim, manager of concessions and space sales. Swaim said the demand for industrial space far surpassed the supply. Publicity again was handled by Nick Popa, of Byer & Bowman Advertising Agency here.

St. Paul Runs Behind 1951

down slightly from 1951 due to the fair's attendance dip. Friday's weather and evidences of a tighter dollar. But the drop failed to put much of a dent into the Royal American Shows usual hefty business here. The horse show isn't drawing up to last year when it was resumed in the then new 7,600-capacity Hippodrome. Observers point out that the banner business scored by the event last year was due partly to the fact that the building was being used for the first time. Dollarwise the fair is benefiting from the repeal of the 20 percent federal gate tax, getting all of the 50 cent outside gate fee, whereas last year it received 42 cents. Receipts from the outright sale of space for commercial exhibits and concessions surpass 1951 as a result of a peak demand for space.

grandstand performance by a Barnes-Carruthers revue and fireworks by Thearle-Duffield Fireworks Company, Chicago.

Rain fell again Friday morning (29) and the combination with Thursday's fall mired the race track to such an extent that when the rain ceased Friday noon it was at first thought that the matinee auto races would have to be canceled. However, heavy duty cart-scraping devices, plus scores of heavy trucks, were placed upon the track, and after two hours they ironed it out sufficiently to permit the races to go on before a surprisingly good grandstand crowd of 13,233.

Thursday night's grandstand rainout was the first in 18 years for a Barnes-Carruthers show here, according to veteran fair execs. About \$8,500 was refunded to advance ticket buyers when the show was canceled.

The night's loss cut sharply into the total paid admission Tuesday night, the first seven night grandstand programs. The count for that period was 54,600 as compared to 67,000 last year. Matinee grandstand attendance suffered a smaller cut, dropping from 91,000 last year to 86,000. The Barnes show moved out Thursday night and Leo Cremer's rodeo moved in as the night attraction. The Cowpokes played to an excellent 14,557 thru-out Friday night in the first of four performances.

Sullivan Disappoints
Ed Sullivan, of the "Toast of the Town" TV program was scheduled to emcee the Barnes show Tuesday and Wednesday nights. Brought in by the Lincoln-Mercury dealers, Sullivan was to appear free to the fair. He showed Tuesday night but did not return Wednesday. A rep of the advertising agency handling the Lincoln-Mercury account said Sullivan had been called to New York by demands of his TV show. The fair had clashed its promoter symbols hard over Sullivan's scheduled two-night appearance and fair officials were miffed, to say the least, when he didn't show for the second night. Biggest matinee grandstand crowd was jammed in Sunday (24), for the auto races staged by National Speedways (Al Sweeney and Gaylord White). Paid attendance for the speed program hit 20,950. Stock car racing, presented by the same promotional organization, was held Saturday (23) before 11,204 paid customers and, as already pointed out, big car races pulled a paid crowd of 13,233 Thursday. Today another program of big car racing drew still another good grandstand. All of the auto racing events were staged by the Sweeney-White combination.

Aut Swenson's Thrillcade stunted before a paid grandstand of 9,881 and Joe Chitwood's thrill show squeezed in a performance before 13,959 before Thursday's rain hit. Harness horse races below Tuesday and Wednesday were to crowds of 8,111 and 10,182 respectively.

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WOM TABS GAINS AT ESSEX JCT.

Good Earning Pace Continues for Bergen Organization at Annuals

ESSEX JUNCTION, Vt., Aug. 30.—Showing daily gains throughout the first part of the run, World of Mirth Shows is ready for a big wind-up here today with big car auto races likely to pack the grounds. Although fair attendance was reported down on one day, Frank Bergen, World of Mirth manager, said that funzone gains were registered.

Shows trained in here from Ottawa where a stand at the Central Canada Exhibition got all units

into the win column. Despite heavy rains which cut nearly 50,000 off the attendance Thursday (21) alone, the midway earnings ran less than \$4,000 under last year. On the first two days at Ottawa the gross was \$8,000 ahead of the corresponding period a year ago and the outlook at the time was for a record run.

The increased earnings registered at fairs in Maine, the hefty gross at Ottawa and the splendid start here caused Bergen to predict that the remainder of the fair season would be equally good.

Night Parade Aids

With a prior date at Valleyfield, Que., shows had a fast and easy move into Ottawa. A pre-opening night parade generated considerable interest in the fair and midway units shared in the ballyhoo with the appearance of seven elephants of Barnes Bros' Circus, a midway unit, clowns and other show personnel. The parade was so successful that it is planned to expand it next year.

Wednesday (27) it was necessary to park cars in the race track infield. This was the first time, Bergen said, that he recalled this space being needed for that purpose. Spending has been brisk throughout the run with all midway units sharing. The success of Wednesday was further documented by the staging of two George A. Hami night grandstand shows.

More Space at Rutland

Next week at Rutland, Vt., long-time Labor Day spot for the shows, a better midway display is being made possible as the result of the demolition of one building. The added space will be used to stage a large kiddieland.

However, not nearly enough space will be available for the erection of all midway units and Bergen has arranged to ship 10 car loads of equipment to Brockton (Mass.) Fair where they will be ready for the Sunday (7) preem. Many shows and rides will be included, along with a Diesel light wagon and searchlights.

Dumont Hits South After N. J. Fiasco

ELKTON, Md., Aug. 30.—Dumont Shows began the first leg of their Southern tour here Monday (25), with a Labor Day late set at Richmond, Va.

Last week the shows played a still date at Mount Holly, N. J., and Louis Riley, owner-manager, said that business was as it had been all season—nil.

28 RIDES, 23 SHOWS

W. G. Wade Opens to Double Takes In Initial Detroit Appearance

DETROIT, Aug. 30.—First day's midway business at Michigan State Fair was twice the expectation, according to W. Glenn Wade, whose W. G. Wade Shows are playing the event for the first time. The annual opened Friday (29) and continues thru September 7.

Wade has 20 major rides and eight kiddie devices plus 23 shows in the midway. Layout is more compact than last year's and includes double entrance arch and six light towers. All kiddie rides are laid out in a row at the West side, the area formerly occupied by concessions.

Absence of concessions this year has not hurt attendance, which started with a Friday date of 14,765 paid and 45,465 total, an increase over last year. Ride and show grosses benefited and food concessionaires also reported a hike in spending. Batter up, two African dips, six long ranges and two short ranges are the only games on the grounds.

For the starter, Tilt-a-Whirl

MINISTER HAILS DIVINE TIE-IN WITH CARNIVAL

SENECA, S. C., Aug. 30.—Johnny J. Tinsley Shows were accorded a blessing in the real sense of the word while appearing here last week. The showgrounds, located on Highway 123, were adjacent to a tent revival meeting. A reporter for The Seneca Journal asked the minister in charge if the carnival had hurt attendance. The minister said that, on the contrary, the appearance of the carnival had actually helped attendance. The coming of the carnival was "an act of the Lord," he said, adding that the show was clean and the folks that ran it nice.

Gooding Hits '51 Pace at Ohio State

Stronger Line-up Fails to Produce Increased Takes

COLUMBUS, O., Aug. 30.—Gooding Amusement Company closed its eight-day stand at Ohio State Fair here Friday (29) with grosses that were reported to be on a par with last year. Lower per capita spending was the rule all week and in watching its 1951 business, Gooding did it with a line-up that topped last year by six rides.

The tighter buck was reflected throughout the fair despite total attendance that beat that of 1951. Spending at the fair's grandstand was off sharply and many of the independent concessionaires reported lower earnings.

The Gooding midway was packed with money-winning potential, boasting 16 major rides and 12 kiddie devices, with a strong back-end of six shows. And

(Continued on page 92)

R. McCarter Leaves Model

SPARTANBURG, S. C., Aug. 30.—R. C. McCarter, veteran outdoor showman, has resigned as general agent of Model Shows, Inc., new railroad show managed by Dave Endy. The resignation became effective Saturday (23) at Roncove, Va. McCarter said he had no plans for the future but would rest up until the Chicago convention which he and Mrs. McCarter would attend

ACA Matches 1951 Des Moines Gross

Rain Washes Out Night, Hits One Day; Velare Sky Wheel Registers Big Take

DES MOINES, Aug. 30.—The Amusement Company of America shrugged aside some bad weather breaks in the first eight days of the 10-day Iowa State Fair here, but tonight, at the end of the eight-day stretch, its gross was virtually the same as that for the corresponding stretch in 1951.

A hard rain which set in at 5 p.m. Thursday (28) washed out the play for the remainder of that day, always a big one here. Rain hit again early Friday morning (29) and it continued until noon. The latter rain delayed the start of the grandstand show by almost two hours and the break of the grandstand matinee was set back an additional two hours and this further cut into the midway's potential for the day.

Sky Wheel Goes Big

Despite these bad weather breaks and the fact that the fair's attendance was running slightly under last year, the ride and show gross of the ACA for the first seven days was down less than \$4,000. And that difference was picked up today as the midway enjoyed bumper business.

By feature of the midway is the Velare Sky Wheel, in its initial appearance here. Operating with a 35-cent price, the ride piled up a gross of \$14,000 for the first seven days, show excess expressed confidence that the wheel will top the \$21,000 take it registered at the recent Illinois State Fair, Springfield.

The Kiddieland set-up featured by the ACA is getting excellent

patronage. The eight-ride layout is spotted close to the entrance of the midway, and it has not only enjoyed solid business but has drawn raves from fair execs.

Back-end units are waging a keen fight for the top grossing position. Two shows, one featuring Sally Lane and Her Monkey, the other the Posing Show, which features Anne Perri, are battling it out closely for the No. 1 spot. The unit with Sally Lane was produced by Jack Montgomery, with scenery and lighting by Charlie Teicher.

Charles Taylor's "Cotton Club Revue" is running as the third highest grosser among the shows, with Del Crouch's Motordrome in fourth position.

Tinsley Bags A Record Run At Gainesville

Revival Booking Pays Off Big After Three-Week Slump

SENECA, S. C., Aug. 30.—A lull in business following the Fourth of July gave way to a boom engagement for the Johnny J. Tinsley Shows last week at Gainesville, Ga.

Tommy Thompson, general manager, attributed the biggest week of the current season to the fact that the Tinsley unit was the first to play Gainesville in several years. The natives turned out in force and money was spent freely.

Business for the shows was good up until the first week in July, Thompson reported, and the outlook for the season was excellent. Despite the slackening in earnings which followed, Thompson said that good business is anticipated at fairs which start at the Elberton (Ga.) Nine County Fair, September 8-13. The show has a solid route of annuals running thru Armistice Day, with the wind-up scheduled for Alabama.

Peppers Primed For Expansion, Clicks at Macon

MACON, Ga., Aug. 30.—With his August business running far ahead, Frank Peppers, whose All-States Shows was once a major motorized org., feels well started on a strong come back this fall.

He had a big winner last week in East Macon, and this week moved to a downtown Macon location. At the mid-week point the rides and p.c. receipts were ahead of the same period last week.

Peppers is using his Macon engagements for a breather while he enlarges his show and staff preparatory to starting his celebration.

(Continued on page 92)

I. T. Has Poor Seven-Day Run At Flemington

FLEMINGTON, N. J., Aug. 30.—I. T. Shows wind up a seven-day run at Flemington Fair here Labor Day and then have a week's wait before they play the Mineola, N. Y. Fair, September 8-13.

Business was poor here and some concessions did not operate. Owner Phil Esser says the season has been bad. He blames the weather.

Early CNE Take Points to New Midway Record

Ride, Show Gross Up \$11,000 First Seven Days of 14-Day Run

TORONTO, Aug. 30.—Record-breaking midway gross for the Canadian National Exhibition loomed here tonight as the eighth day of the 14-day exposition was wrapped up.

Figures thru Friday (29) put the gross \$11,000 higher than for the corresponding period last year, a banner one. And, while today's business had yet to be tabulated, a late check indicated the day's gross would top that of the same day last year, thus adding to the over-all increase.

Harry Seber's "Parisian Follies" is the top grosser among the back-end units, with Glen Porter's Side Show in second spot, and Alfie Phillips' Water Show, third.

The enlarged Kiddieland has been doing an enormous business.

(Continued on page 92)

Siebrand Okay After Rough Spring Trek

BOISE, Idaho, Aug. 30.—Siebrand Bros' Circus and Carnival trucked here to the Idaho State Fair this week from Helena, Mont., where the org played its 18th consecutive annual stand to good weather and excellent business. The stand there, under Legion sponsorship, drew an average of 2,500 people each evening, according to Pete Siebrand, owner.

Spring business this year was hurt by weather preceding the North Montana State Fair, Great Falls, and the Midland Empire State Fair, Billings, but the latter two spots came up with strong grosses, William F. Jones, general agent, reported.

Show played host to over 500 youngsters at Helena. Moppets from two orphan homes were treated to a full day of rides, shows, popcorn, candy floss and pop. Harry Ross with his dog and two crows, Moko and Koko, and other performers, paid a special visit to the Shodor Crippled Children's hospital.

Lawrence Biz Poor at Luray

CHARLOTTESVILLE, Va., Aug. 30.—Lawrence Great Shows moved in here Monday (25) to play the Charlottesville Fair after a dismal week at Luray (Va.) Fair.

Owners Sam and Shirley Levy claim this is the worst season of their career and blame the weather, the steel strike, shortage of help, breakdowns to the trucks and damage to the equipment.

Fairs OK for Continental

CHATHAM, N. Y., Aug. 30.—In his third fair here, Roland Champagne, owner-operator of Continental Shows, reported business at annuals good and prospects fine for equalling last year's earnings for the season. Still dates were spotty, giving the shows a poor start as they entered their fair route two weeks ago at Plattsburgh, N. Y.

Last week at the Lydonville (Vt.) Fair business was reported good, despite showers on two days. Some 20,000 were reported on closing Saturday.

Units include Paul Martin's Side Show, Stanley Serurek's Continental Revue and Fred Perkin's Satina. Principal concessionaires are Leo Litchfield and James Totani and Tom Stacy, bingo operator.

Units will shutter October 12 and return to its Lowell, Mass., winter quarters.

Tilt-a-Whirl, Rolloplane and Little Dippers.

The show operators included Curley Sayres, Drome; A. L. Stevens, Penny Arcade; Nellie Sharp, Monkey Drome and Python Show; Mark Williams, Snakes; W. O. King, Minstrel Show; Charles Mapel, Glass Blowers; Jim Walsh, Two-Headed Baby; Norman Smith, Glass House; Fred W. Miller, G-String Revue; Jim Miller, Tropical Exhibit; John P. Jones, Freak Animals; Thomas J. August, Snakes; Charles H. Hodges, Circus Side Show, Diane Ross and Her French Casino Revue, Miss Texas Show, Funhouse, Cash Miller's Wild Life, Eddie Diebert's Monkey Show, Dick Best's Four-Legged Girl; Earl Walsh's Deep Sea Exhibit, Cash Miller's Prehistoric Monsters and Ronnie Street, Midget Show.

Management of concessions was tentatively placed under Bill Farrum, a member of the board of managers, after the board moved to discharge Jack Franko, who formerly held the post.

Midway Confab

Phil Cook, executive secretary of the Miami Showmen's Association, was a New York visitor Tuesday (26). Phil is currently touring the East, soliciting new members for his organization.

Spicer and Daisy Copeland recently joined the Minstrel Show on Virginia Greater Shows. A number of personnel on Gladstone Expo Shows are sporting new cars and house trailers. Edna and Happy Chapman took delivery on a new trailer as did Betty and Johnny O'Connell and Elvia and Jack Elam. Vi and L. H. Hardin are awaiting delivery on a new mobile home and Doris and Otis Howell recently bought a new Cadillac.

Mr. and Mrs. Nate Nye of San Diego visited Isabel and Al (Red) Cohn at their home in Los Angeles. The Cohns marked their 14th wedding anniversary Monday (25) and it was quietly celebrated with the foursome going out for dinner. The Cohns accompanied the Nyes back to San Diego and spent the week-end there. Harry (Murphy) Simons of Chicago, is now a permanent resident of Long Beach, Calif., and reports enjoying the Southern California climate.

Mr. and Mrs. "Big Mike" Vejzaska are operating the B-Smart Food Store, supermarket at Biloxi, Miss., which they recently purchased. Old-timers with Midwest carnivals, the Vejzaskas spent the last 10 years with the Genisch, Groves and Burke shows as digger and photo machine operators.

C. B. (Slim) Fouts has called it a season with his frozen custard truck and has returned to Newsoms, Va., to reopen his variety store. He's mulling plans to launch a Reggo amusement park at Franklin, Va., next season.

After Bobby Gerry's Side Show folded on Shan Bros' Shows, Jackie Lynn, annex attraction and sword swallower, joined the Brown & Wallace Shows at Nashville. Bill and Ella Stroebel were recent visitors at the Cincinnati office of The Billboard on route from Indiana and Illinois fails to continue on more of the same in Ohio.

Mrs. William Pinfold, who with her husband operates concessions on Moore's Modern Shows, sustained a dislocated shoulder, severe cuts and bruises about the head and face recently when she jumped from the cab of the truck in which she was riding with her husband when the vehicle caught fire.

Mr. and Mrs. Pat Farrell played host recently at a birthday for Patricia Burke, who is a member of their mitt camp on the Blue Grass Shows. Among those who attended the affair were Mr. and Mrs. Charles Wright, Mr. and Mrs. Howard Atkins, Mr. and Mrs. E. P. Glosser, Mr. and Mrs. Nick Naylor, Mrs. Cecil Spears, Mr. and Mrs. Bob Jettus, C. C. (Speck) Groscurth, Edna E. Lawson, Mike O'Brien, H. E. (Hawke) Michelson, Johnnie Buckel, Julia the Fat Girl, Jack Corey and Tommie and Rady of the Girl Show.

Mr. and Mrs. Mark Riley, concessionaires, are playing Pennsylvania falls with popcorn, cotton candy, candy apples and snowballs. Mark's brother, a long business agent on the Dumont Shows, Tommy Lewey, concessionaire, for the last several years with Prell's Broadway Shows, is mending nicely after eight months at Will Rogers Memorial Hospital, Saranac Lake, N. Y., and expects to be back on the road next spring. He'd like to hear from friends.

West Coast Exposition Shows, managed by Eddie Hellwig, has had almost an epidemic of broken right feet. Thomas Murray and Blackie Richardson both suffered fractures. Murray, however, recently left the show and is reported recovering, while Richardson is at his job on the Ferns when getting along fine. Sherry Lawler recently left the show because of illness. C. Tuthill has replaced Lawler and is assisted by Tom Doyle.

Phil Cook, executive secretary of the Miami Showmen's Association, and Ethel Weinberg, executive secretary of the National

Showmen's Association, recently chatted with Joe McKee, Park superintendent at Palisades (N. J.) Park. Cook also met the following members of the Palisades staff: Margaret McKee, Joe Weiss, Joe Rinaldi, Hy Malek, Jackie Bloom and Mickey Cochran, while at the National Showmen's Association's clubrooms. Cook met Ike Weinberg, Al Burt, Al Keating, Skeets Stillman, Doc Marcus, Sam Rothstein, Al Jannop, Louis Rosshandler and Doc Morris.

Visitors to the Royal American Shows at the Minnesota State Fair last week included James Paul, manager of the Edmonton (Alta.) Exhibition, and Mrs. Paul; Aid. and Mrs. E. I. Claren, Edmonton; S. N. MacEachern, manager, Saskatoon (Sask.) expo, and Mrs. MacEachern; R. H. McIntosh, manager, Alabama State Fair, Birmingham; P. T. (Pa) Streider, manager, Florida State Fair, Tampa; Robert K. Parker, Ned Torti, William Carlsky, and Cliff Wilson.

Also Joseph L. Streibich, secretary, Showmen's League of America; S. T. Jessop, of U. S. Tent & Awning Company, and Mrs. Jessop; Bill Preston, manager of the American Royal Livestock Show; Mr. and Mrs. William McConnell, Winnipeg; C. A. Tischer, Owatonna, Minn.; Mr. and Mrs. Jack Warren, Saskatoon Exhibition; Bay Kel- publicity agent for "Call Me Madam" and State Sen. Verne W. Hoffman of California.

Sam Greco's iron lung was at the Elkhorn, Wis., fair last week, operated by Tom, Bill and Carmella Horner. Unit also will make the Hoopston, Ill., Sweetcorn Festival, September 11-13.

Lanouette Amusements were skedded to provide the rides, games and shows at the Milford, N. H., Labor Day Celebration.

Steve Byrd is confined to the Veterans Administration Hospital, North Little Rock with an eye ailment and would appreciate getting letters.

Mrs. E. W. (Jean) Wells underwent a minor operation last week at Lakeview Hospital, Danville, Ill., and expects to be confined to the hospital for another two weeks.

Elmer Hanscom, office representative for the Frank W. Babcock United Shows playing the Farmers' Fair of Riverside County, Hemet, Calif., took time off from his duties to chat with Archie Clark, veteran showman, or, Clark now lives in the valley near Hemet. He retired from the business several years ago after operating Clark's Greater Shows.

Phil Cook, executive secretary of Miami Showmen's Association recently visited Bill Page George Whitehead, Charles Travers, Bill Holt, John Kelly, Emil Iodd, Jim Nolan, Kirby McGarry, Harry Bosco, Ed Sweeney and Red Sil- verberg, of Mighty Page Shows; Jimmy Ferenzi, Jack Chicarella, John Ryan, Jerry Gezzard, Bernard (Irish) Dougherty, Jimmy Davidson, Harry E. and Peggy Wilson and Edgar (Freckles) Lewis, of Morris Hannum Shows, and Mark (Curley) Graham, Hardy Brady, Whitey Johnson, Sam Palitz, Stanley (Butch) Plas, Ben Levine, Reuben Kilne, Jim Nolan, Eddie Summerlin, Sol Baron, Bert DeWitt, Harry Moore, Frank Abdreano, Irving Ison and A. J. Herrmann, of Page Amusement Company.

Several members of O. C. Buck Shows have been under the weather. At the Rhinebeck (N. Y.) Fair, Whitey Sutton, Side Show operator, and Harry Schwartz, concessionaire, reported that they have been doctoring for a week or more to rid themselves of virus infections. Owner Oscar Buck; Jim Oulinn, general agent, and Roy Peugh, agent, all escaped the bug. Whitey reports that T. W. (Slim) Kelley, ex-Side Show operator and now a trailer dealer, has been ailing at his Sarasota headquarters. He will, however, make a planned tour of fall events with Eddie La May.

W. M. (Billy) Brees, general agent of Eddie Young's Sterling Crown Shows, spent a recent week-end with Walter B. Fox in

(Continued on page 90)

CETLIN & WILSON SHOWS

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ATLANTIC RURAL EXPOSITION
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DAY AND NIGHT, SEPTEMBER 10 TO 13

FREE GATE—FREE ACTS—RACING—3 CARS GIVEN AWAY—PARADES—FIREWORKS
WANT—Shows of merit, high-type Ding Shows, Arrads; this is a capacity spot.
RIDES not conflicting.
CONCESSIONS—Eating and Drinking Stands all open, French Fries, Custard, Popcorn, Apples, Floss, Ice Cream, Palmistry of high type in trailers, Cigarette, Pen, P. C., Jewelry, Photos, Hats, Novelties, Short Range. *(Pitchmen rates reasonable. Wire for location to Fair.)*
MICKEY PERCELL, Mgr.
Milton, Pa., this week.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

LAJI LALL **"THE GREAT WILNO"** LAST CALL
The Hunan Cannonball

WANT FOR ELBERTON, GA., NINE COUNTY FAIR NEXT WEEK
FOLLOWED BY GRIFFIN, NEWNAN, CANTON, BARNESVILLE, GA.; ROANOKE, ALA.; CHILDESBURG, ALA.; AMERICUS, GA., AND THREE MORE OUTSTANDING DATES TO BE ANNOUNCED LATER. Notice—These are all bona fide Fairs and Annual Events (not promotions in a cotton patch).
SHOWS—Side Show, Fun House, Far Show, Kringets, Glass House, Mechanical City or any novel Attraction.
MOTOR DROME Manager and Riders for nicest framed Silo Drome on the road.
KIDDIE RIDES—Mill place Coaster, Boat Ride or any new Ride not conflicting with what we have.
CONCESSIONS—Cup and Juice, Novelties, Hats and Pennants, Hanky Panks of all kinds.
MINSTREL PERFORMERS—Want Performers, Musicians and Talker for most beautiful Minstrel Show ever framed, all new. Must be able to join at once.
ADDRESS JOHNNY T. TINSLEY SHOWS, 22-A E. COURT ST., GREENVILLE, S. C.

MINEOLA FAIR

SEPTEMBER 9-13 INCLUSIVE

PHIL ISSER WILL BE ON THE GROUNDS AT MINEOLA FROM NOON 'TIL SUNDOWN DAILY BEGINNING SEPT. 4.
CONCESSIONS OF ALL KINDS HANKY PANKS ONLY

PHIL ISSER General Manager
All Answer: 1539 East 29th St., Brooklyn 29, N. Y.
Phone: MAvarre 8-8960
I. T. SHOWS

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation
BIGGEST LITTLE FAIR IN THE STATE
WEST POINT, VIRGINIA, Sept. 8-13
SPRING HOPE, N. C. FAIR; LOUISBURG, N. C. FAIR; EDENTON, N. C. FAIR; ELIZABETH CITY, N. C. FAIR; TROY, N. C. FAIR; DILLON, S. C. FAIR.
WANT—Ball Games, Fishpond, Hi-Striker, Duckpond, Photos, Balloon Darts, Bumper, Hoop-La, one Grab Stand, one Short Range, Jewelry, Penny Pitches, Cork Gallery, P.C. Dealers.
WANT—10-in-1 Manager with 3 or 4 acts. We have everything else. Unborn, Penny Arcade, Pony Ride, any good Grand Show of Merit.
WILL BOOK—Comel, Fly-e-Plane, Tilt-a-Whirl, Spiffire for balance of season.
SUFFOLK, VIRGINIA, THIS WEEK
All mail and wires to WM. C. (BILL) MURRAY

JOHNNY DENTON'S

GOLD MEDAL shows

WANT FOR THE FOLLOWING SOUTHERN FAIRS:

WEST TENNESSEE DISTRICT FAIR, JACKSON, TENN.

GASTONIA, N. C.; CHEROKEE INDIAN FAIR, CHEROKEE, N. C.; DOTHAN, ALA., CHAMBER OF COMMERCE FAIR; MARIANNA, FLA.; PANAMA CITY, FLA.

WANT

WANT

CONCESSIONS—Hat Outfit, Scales and Age, Glass Pitches, High Striker, Fish Pond, Balloon Darts, Juice and Grab Stands, Ice Cream, French Fries, Popcorn and Candy Apples or any other legitimate Concession.

WILL BOOK FLASHY PENNY ARCADE (BUD BUFFINGTON, Answer)

RIDES—Will book Rock-o-Plane, Fly-o-Plane, Pretzel or any other major Ride but conflicting with what we have.

HELP—Want Second Men on all Rides. Man to handle Downey Light Towers.

SHOWS—Will place two or three Grind Shows of merit. (Hass Wood Wild Life, answer.)

Can Place A-1 Cookhouse starting at Jackson, Tenn.

All answers to JOHNNY J. DENTON, Gen. Mgr., Dyersburg, Tenn., this week; then per route

Midway Confab

Continued from page 89

Mobile, Ala., and while there closed with Fox for the Robertsdale, Ala., Free Fair, which Fox is promoting this year. Art Frazier, who closed with Gold Medal Shows recently, has joined Don Franklin Shows.

Harry A. Illions, who is installing a permanent midway on the grounds of the Los Angeles County Fair in Pomona, is using his leisure time to read "Fair Management, The Story of the Century of Progress," by Lenox R. Lohr.

Edna and Tom Rex and their granddaughter Barbara, joined the West Coast Exposition Shows with Dog-on-a-Stick.

Harry Schrieber writes that he is no longer connected with Thomas Joyland Shows and will vacation at his home for a couple of weeks before leaving for the South.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT
FOR THE WILSON COUNTY FAIR AND HORSE SHOW AT LEBANON, TENN., STARTING SEPT. 8, AND FOLLOWED BY THE MID-SOUTH FAIR, MEMPHIS, TENN., AND A CONTINUOUS ROUTE OF FAIRS UNTIL ARMISTICE DAY

SHOWS
CAN PLACE LEGITIMATE PRIZE EVERYTIME CONCESSIONS OF ALL KINDS

RIDES
Will book non-conflicting Shows with own equipment and transportation.

HELP
Can place two major Rides for the balance of the season.

Can place Ride Help of all kinds who are licensed semi drivers. Good salaries and bonus if you can cut it.

WANT
CAN PLACE LEGITIMATE PRIZE EVERYTIME CONCESSIONS OF ALL KINDS

Will book non-conflicting Shows with own equipment and transportation.

Can place two major Rides for the balance of the season.

Can place Ride Help of all kinds who are licensed semi drivers. Good salaries and bonus if you can cut it.

ADDRESS: C. C. GROSCURTH, MGR., CLARKSVILLE, TENN., THIS WEEK

WILSON GREATER SHOWS

Want for the Holbrook, Ariz. Fair, Sept. 18-21; Coolidge, Ariz., Jayco Stampede, Oct. 18-26.

Stock Concessions of all kinds. Will sell exclusive on Norettes. Will book SpHire or Octopus for these Spots and remainder of the season. Will have small unit out all winter. Can place Ride Help who can drive. Concessionaires coming to State Fair at Phoenix, don't overlook Coolidge, 3 days—2 Saturdays and Sundays. This Spot is O.K. Bill Farrow is no longer connected with this Show.

LLOYD WILSON
Pinelop, Ariz., Sept. 1-7.

GIRLS GIRLS

\$100 A WEEK

For Girl Show and Peeking Show. Also want Dancer to feature. Want two Talkers and two Girl Show Ticket Sellers; must drive truck. Want Flagpole Ticker with costume. We have Southern Route of fairs including Jackson, Miss.; Columbus, Ga.; and Dothan, Ala. Steady work till middle November—bonus to all People joining now. Wire

F. W. MILLER
Wade Shows, Michigan State Fair, Detroit, Sept. 1-6; Saginaw, Mich., Sept. 7-13.

THIS IS IT—THE BIG ONE OF THE SEASON

NATIONAL SOYBEAN FESTIVAL, Portageville, Mo., Sept. 8 thru 13

35,000 people expected. Sponsored by Junior Chamber of Commerce, down town. Free Arts, Hillbilly Stars, Parades, Queen Contest and Exhibits. Advertised for 100 miles. A string of good Southern Fairs to follow.

CONCESSIONS—Cook House, Grab, Popcorn, Floss, Frozen Custard, Snow, Novelties, Jewelry, Scales, Age, Photos, Mitt Camp, Long and Short Range Gallery, Cigarette Gallery, Ball Games, Fish Ponds, Glass Pitch and any Hanky Panks.

CONCESSION AGENTS—For Perk and Candy Stores, 6-Cat and Buckets, Caller and Counter Men for Bingo, Agent for Short-Range Gallery.

SHOWS—Girl Shows, Jig Show, Ten-in-One, Drome and any Grind Show not conflicting. (Must have own equipment.)

RIDES—Tilt-a-Whirl, Roll-o-Plane, Spiffier and two more Kid Rides not conflicting.

RIDE HELP—Foremen and Second Men for office-owned Rides. Must drive Trucks. Long season and work in Florida this winter.

All replies to
E. L. YOUNG, Mgr., STERLING CROWN SHOWS
BROWNSVILLE, TENN., THIS WEEK.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT Hanky Panks, No X. Come on, will place you. Any Hanky Panks except Scales, Popcorn, 5 Cats or Buckets. Photos open. Bill Lambert, answer.

SHOWS—Any Family Show that can set on streets. Fun House, Glass, Mechanical, or what have you?

This is the finest fall route in the State of Indiana.

Ohio County Fair, Rising Sun, Ind., Sept. 9-13; 129 Year Celebration. Around Courthouse Square, Franklin, Sept. 15-20; Versailles Pumpkin Show, Around Courthouse Square, Versailles, Ind., Sept. 24-27; Aurora Farmers' Fair, Main Streets, Aurora, Ind., Oct. 1-4; Columbus, Pioneer Days, Main Streets, Oct. 7-11; followed by Rushville, Around Courthouse, National Mechanical Corn Pickers' Celebration, Oct. 13-18. Season Ends.

Why pay blanks when you can play these spots with Indiana's finest carnival.

All Replies Now, BILL GEREN, Gas City, Indiana

THREE CELEBRATIONS

STARTING SEPT. 17

Derion on the Post Road; Westport on the Jaspur Greens; Stamford on the Greenwich Line

All advertised for weeks already.

WANT CONCESSIONS: Duck Pond, Ball Games, Guessing, Hoop-La, Shooting Gallery and all Hanky Panks. RIDES: Major Rides not conflicting. SHOWS: Any worthwhile Show. This is maiden territory. HELP: Want Ferris Wheel Foreman and General Help.

49 Washington St. Phone 8-7221 South Norwalk, Conn.

LEO LANE SHOWS

"THE SOUTH'S FINEST"

WANTED

For Allendale, S. C., Lions' Club Festival, starting Saturday, Sept. 6, and all next week. Then our route of Georgia Fairs including Widley, Clayton, Bailey, Homerville, Mt. Vernon, Crawfordville, and Hawkinsville. Will set up Cookhouse, Custard, Long and Short Range, Age and Weight. All Hanky Panks open. No Copies or flats.

WANT
One or two clean Showmen (No Girl Shows)

WANT
Fly-O-Plane Foreman, Tilt Foreman, Roll-O-Plane Foreman, also Second Men on all Rides. If you drink don't come here. All address LEO LANE, Allendale, S. C., or come on.

E & B AMUSEMENTS

Want Foreman for Caterpillar Roll-o-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty car and Cap Man with Sewing Machine Concession.

Address JOHN A. RASS
45-04 UNION TURNPIKE, BELLEFORE LONG ISLAND N. Y.
Phone: Fieldstone 7-0457 Between 8 and 9 A.M. or Between 12 and 1 P.M.

J. K. WALLACE SHOWS

Blind Coward Fair, Powhatan, Colored, Russell County Fair
A Horse Show, Blind, Va. Fair, Oct. 1st to 4th & Horse Show, Lebanon, Va.
Sept. 19th to 23rd
Want Grind Shows, Girl Shows, Condo, come on, Prof., write. Shows must have own equipment. Want one Major Ride and Kiddie Ride, Ferris, Airplanes, Tilt, Bumper Water Ponds, Balloon Dart, Short and Long Range, Cigar Gallery, High Striker, Milk Bottles, Strike Game, Six Cats, Hoop-La, Pitch-Till-Win, Wheel that work for week. Write or wire J. K. WALLACE, Lexington, Va., this week; Blind, Va., next week.

DAN-LOUIS SHOWS

Will play Breckenridge County Fair, Hardinsburg, Ky., September 17th to 20th; McClean County Fair, Calhoun, Ky., Sept. 18-19-20; Meade County Fair, Brandenburg, Ky., Sept. 24-25-26-27; Hancock County Fair, Sept. 25-26-27; Hart County Fair, Oct. 1-2-3-4.

We have 12 Rides and there will be plenty of Rides including Ferris Wheel and Merry-Go-Round on each Fair Date. We will need a few more Concessors for these Fairs. They are good ones and will assure you to make money if you will try. After September 27th, I will have 1940 Model 611 45 Wheel and 1940 Model Allan Herschell Merry-Go-Round open for booking this fall and winter. Would prefer Florida, in or near Miami. P.S.: I need a good Wheel Man.

Address: LOUIS T. RILEY, Gen. Mgr., Per Route

FOR SALE

12x12 ft. center outfit four-way Duck Pond. All new this season. Anchor name resistant, milrow draw cap. This is a beauty. Can be seen on Wolf Creek in shoes, per route. Contact

C. L. ERICKSON

MARVIN SWEDE JOS

Contact
FRED ROWEY
Care Royal American Shows
Topeka, Kansas

G & B RIDES & SHOWS

WANT FOR GASSAWAY, W. VA. FREE FAM. SEPT. 8-13

Can place Concessions of all kinds except Bingo, Popcorn and Floss. Will book or buy a Tilt-a-Whirl. Must be in A-1 condition for cash. Answer as per route to George Broas, Wadestown, W. Va. Fair, Sept. 2-6; then Gassaway Fair. All replies via Western Union, Mergantown, W. Va.

DRAGO AMUSEMENTS

Want for Akron, Ind. Fair and rest of season: out until mid-October. Derby and Scales open; also Concessions working stock. Will book any Show for small percentage.

Call or wire, Franceville, Ind.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 30.—Visits during the past two weeks included those to B. & C. Exposition Shows and Boxall Concessions, operating jointly at the Waterloo, (N. Y.) Fair, Friday and Saturday (22-23) we visited Carl Ferris and Gaiety Shows at the Henrietta, N. Y., Fair and on Saturday also called on Romy Rides at East Rochester, N. Y.

A total of 43 personnel membership cards have been issued to B. & C. Exposition Shows this season.

Arrangements have been completed for the association's annual meeting, which opens December 1 in the Hotel Sherman, Chicago.

FAIRS

LIMESTONE COUNTY FAIR
Athens, Ala., Sept. 8 thru 13
MISSISSIPPI FAIR AND DAIRY SHOW
Meridian, Miss., Sept. 15 thru 20
TRI-STATE FAIR AND LIVESTOCK SHOW
Mississippi's Most Progressive Fair
Corinth, Miss., Sept. 22 thru 27

COLUMBUS FAIR AND LIVESTOCK ASSN.
Columbus, Miss., Sept. 29 thru Oct. 3
VETERANS' FALL FAIR, V. F. W. #4176
Montgomery, Ala. (Bell St. Showgrounds)
Oct. 6 thru 11
SOUTHWEST GEORGIA FAIR, INC.
Albany, Ga., Oct. 13 thru 18

FAIRS

THE MACON FAIR
Macon, Miss., Oct. 28 thru 25
SELMA, ALA., CELEBRATION
Selma, Ala., Oct. 27 thru Nov. 1
VETERANS' FALL FAIR
Ozark, Ala., Nov. 3 to 8



SHOWS Want Freak Animal, Wild Life, Penny Arcade and any other Shows not conflicting. Good proposition with or without transportation. Frank Zarcia wants two or more Feature Acts for Side Show. Al Demerion wants Man and Wife to manage Snake Show. Dennis and Homer Lee want Blue Singer and Comedian for Minstrel Show. Harry Brock, contact. Also want Talker for same. Bud Bailey can place Clown for Fun House. Frankie Tozani can place Woman or Man Talker, also Girls for Girl Show.

RIDES Will place Live Pony, Train Ride, Pony Cart Ride or any other Kid Rides.
HELP Can use Ride Help of all kinds as extras on all Rides for our Fairs, few Foremen included. Will place Help of all kinds, Ticket Sellers, Tatters, Conventmen.

CONCESSIONS Will place capable Men to handle Frozen Custard, must know his business and take care of truck and drive. Small privilege and 50-50. John Garrett wants Cookhouse Help, also two Men to work Crab Stands. All legitimate Concessions open—Age, Scales, Glass Pitch, Photo Gallery, Novelties, French Fries, Popcorn, Candy, Apple, Candy Floss, Snow Cones. All others come on, we will place you, Mitt Camp. Will set up on Novelties and Hat Bands. Want experienced Bingo Caller (Casey "Bing" Bernstein contract). Also two Countermen for Pool Alley, come on. Want 2 Agents for Buckets. Also Agents for Bin Store.

CAN PLACE FOR THE ABOVE FAIRS

All replies: **BROWN-WALLACE SHOWS, Trenton, Tenn., this week; Limestone County Fair, Athens, Ala., week Sept. 8.**

CENTRAL AMUSEMENT CO.

WANTS FOR GOOD STRING OF PROVEN FAIRS IN EASTERN CAROLINAS AND ALL WINTER IN FLORIDA.

Hanky Panks of all kinds. You don't have to buck flat joints here. Can place some pc if you have stock stores. Want Motordrome, one more free act. Want Eat and Drink Stands. Want Minstrel Show Performers, salaries out of office. Want Hillbilly Show, Mrs. Noblay, I wired you, come on. Can place one more Flat Ride. Can use Ride Men on all rides, especially want Wheel Man. Notice to concessioners! This is one show that doesn't carry flaires or gypsies, hence it is good hanky pank territory or you get free privilege if we misrepresent. All

Contact **Sherman Husted or Harold Haley**
Weldon, N. C., Fair, this week; Lewiston, N. C., Fair, September 8-13, then as per route.

PENN PREMIER SHOWS

*world's cleanest * midway*

TO BOMA FIDE TOBACCO FAIRS, ALL IN HEART OF NORTH CAROLINA

CONCESSIONS Can place Novelists, Age, Scale, French Fries, Photos, Striker, Fish Pond, Hoop-La, Short Range Gallery, Glass Pitches or any other legitimate Concessions.
SHOWS Can place Wild Life, Snake Show, Arcade or any Show not conflicting. Can place Girls for Girl Show or will place Manager who has three or more girls with sound and wardrobe. Earl Moyers can place acts for Side Show.
HELP Can place Chairplane Foreman, also Second Men for all rides who drive semis. We have a long season South. Best of salaries with bonuses.
WANT TO JOIN IMMEDIATELY: MECHANIC WITH TOOLS TO HANDLE FLEET OF GOOD TRUCKS. MUST BE SOBER AND RELIABLE. CART, CONTACT MCGEE AT FAIRGROUNDS, COLLECT. JESS O'DELL, ANSWER.
AGENTS Six Cat Operator, Peek Store Agent, Man to take head of Swinger with Agents. Can place Man for head of Mouse Game. Also Hanky Pank Operators and Men to up and down Concessions and who drive semis.

All mail and wires to
HARRY (BUSTER) WESTBROOK at Fairgrounds
LLOYD D. SERFASS
PENN PREMIER SHOWS
Port Royal, Pa., this week; Emporia, Va., next week; followed by Roanoke Rapids, N. C.; then Durham, N. C.

MODEL SHOWS, Inc.

America's Smartest Railroad Show

ALL FAIRS UNTIL NOVEMBER

Want Foremen for Ferris Wheels, Dipped, Octopus, Good proposition for Scooter Foreman. Can also place Tractor Driver, Train Hands, Polers, come on. All top salaries. Can place Talkers, Grinders for Girl Show. Also Girls for revue; office paid. Want Man to handle Dark Ride or will book same. Also Motordrome Operator. Legitimate Concessions all open.

Address **DAVID B. ENDY, Mgr.**
Alexandria, Va., this week.
P. S.—Now booking Concessions and Rides for the Great Hagerstown Fair.

CAPITAL CITY SHOWS

FAIRS WANT FAIRS
FOR LINCOLN COUNTY FAIR, FAYETTEVILLE, TENN., SEPT. 8 TO 13. OVER 100,000 ATTENDANCE LAST YEAR.
Horse Races • Fireworks • Thrill Show • Barnes-Carruthers Free Acts • Two cars given away free. This is the best county fair in the South. Followed by 11 big fairs in South.

DE KALB CO. FAIR FORT PAYNE, ALA.	GWINNETT CO. FAIR LAWRENCEVILLE, GA.	NORTHWEST GEORGIA FAIR CEDARTOWN, GA.	MACON CO. FAIR MONTZUMA, GA.	7 OTHER SOUTHERN FAIRS UNTIL NOV. 15
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CONCESSIONS Legitimate Concessions of all kinds. All Eating and Drinking open. Custard, French Fries, Steak Wheels, Long and Short Range, Fish Bowl, Live Ducks, Drily Racer, American Camp.
SHOWS Mechanical, Fat, Midget, Wild Life, Unborn, War or Crime. Good opening for large flashy Arcade. Organized Minstrel with own equipment.
RIDES Hook-a-Plane, Little Dipper, Sky Fighter, Bulger, Live Pony, Dark Ride or any Ride not conflicting.
HELP Foreman for #2 Wheel, also Second Men for all Rides who drive Semis. V. L. Collier wants Count Store Agents.
All replies **J. L. KEEF** AMERICAN LEGION, FAIRGROUNDS, DALTON, GA.

WADE GREATER SHOWS

BRANCH COUNTY FREE FAIR
Coldwater, Mich., Sept. 8-13
Can place legitimate Concessions; particularly Hanky Panks of all kinds; such as Ball Games, Milk Bottles, Coke, Cals, etc., Darts, Photos, Floss, Scale and Age, Novelties, Fish Pond, Cork Gallery. Also several out and out sales privileges open. (Cookhouse, Corn Game and Popcorn Sold.)
Address **WADE GREATER SHOWS**
Alpena, Mich., Fair, thru September 3; Pinconning, Mich., Fair, September 4, 5, 6.

F. C. BOGLE SHOWS

FOR OKLAHOMA FREE FAIRS

McAlester Fair, Sept. 10-13—(Defense Plants working)
Stillwater Fair, Sept. 15-20—(10,000 Oklahoma A. & M. Students)
Okmulgee Fair, Sept. 22-27—(One of the Best and Biggest)
CONCESSIONAIRES—HERE IS YOUR WINTER B. B.
Will book all legitimate Concessions—Buyer \$24.50. No "Ea" except Popcorn, Snow and Floss. Will sell "Ea" or B.B.
SHOWS: Shows of all kinds, especially want Athletic, Motordrome, Side Show, etc. (Each Nightworthy, wire at once.)
RIDES: Will book non-conflicting Kiddie Rides, especially Ponies.
HELP: Can place sober, capable Ride Men who drive.
Address **F. C. BOGLE, Mgr.**
Maryville, Mo., this week; then per route above.
P.S.; Blacky Jett, wire at once. Important.

BROWN AND WALLACE SHOWS

WANT FOR BALANCE OF SEASON

First-class Mechanic with own tools, \$100 per week if you can produce. Foreman for Tilt, Wheels, must drive semi, \$75 per week. Foreman for Baiter, top salary. Can place Second Men for Tilt, Wheel, Splitz and Merry-Go-Round. Must drive semi and have driver's license. We pay top salaries and long season. Charlie Lamb, contact. Frank Garcia wants Hair and Hair and Side Show Help. All address: **AL WALLACE or FITZIE BROWN, Trenton, Tenn., Fair, this week; Athens, Ala., Fair, next week.**

TURNER BROS.' SHOWS

WANT FOR DEXTER, MO., FAIR, SEPT. 15-20

CONCESSIONS: Cook House, Photos, Penny Arcade, Ball Games, Darts, Fish Pond, Merchandise Concessions.
SHOWS: Fun House and Shows with own equipment.
HELP: Can use capable Ride Help.
All replies to **WILBUR HALL, DEXTER, MO.**

TWIN COUNTY FAIR

NORTHAMPTON, PA. SEPTEMBER 10 THRU 13

SHOWS Want Monkey, Wild Life, Fun House, Snaks and Girl. Terrific date for Motordrome.
HELP First-class Help for Wheels, Tilt and Chairplane.
All mail and wires to **HARRY WILSON, c/o Fair Grounds, Northampton, Pa.,** Telephone **MORRIS HANNULI, Hotel Welmer, Lebanon, Pa.**

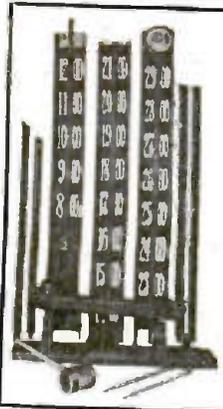
CONCESSIONS Scales and Age, Photos, Novelties, Jewelry, Hats, Popcorn, French Fries, Waffles, Cook House and Grab. 10¢ Stock Concessions. Everybody come on. Reasonable rates. Will place you. No exclusive for this date.

WANT

Girl Show People, Cookhouse and other 10-Cent Concessions for Cross Co. Fair, Sept. 8 to 13, Wynne, Ark., and ten Fairs to follow.
Moore's Modern Show
Eldorado, Ill., this week.

OKLAHOMA STATE SHOWS

Want for Fletcher, Okla. and Stevens, Okla. Fairs, then Fairs and Celebration Arkansas and again for all winter.
Carn Game, Cookhouse, Concessions of all kinds, Hanky Panks, Peanuts, Popcorn, Lemon, Pin Store, Shakes, Burritos, Six Cals, etc. Girls for Girl Show or count Girl Show, Entrance Agent who knows the Southern Territory. Answer or come will place you.
GEORGE HALL, Mgr.
MABLOW, OKLAHOMA (FAIR), THIS WEEK; THEN FLETCHER.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

LAST CALL

FOR NORTH ALABAMA STATE FAIR, FLORENCE, ALA., SEPT. 15-20; FOLLOWED BY HUNTSVILLE, ALA.; LAWRENCEBURG, TENN., AND JACKSON, MISS., STATE FAIR. GOODING'S STATE FAIR UNIT PLAYING ALL FAIRS.

Good opening for Photos, Short Range and French Files. Have none booked so far. Also few more Hunky Panks. Ex on Custard open for Middle Tennessee District Fair, Lawrenceburg, Tenn., Sept. 29 to Oct. 4th, \$75.00. (Morris Linsky, call me.) Ex on Short Range and Fish Pond open for Jackson, Ohio, Apple Show on streets, Sept. 16-20. Can place carable Hunky Pank Agents starting at Knoxville, Tenn., Fair, Sept. 7th. (Dunks, stay where you are.) All reply to

JOHN GALLAGAN

Home address: 2803 E. 5th Ave. Phone 5845; if no answer, call c/o Fair Office, Fair Grounds, Knoxville, Tenn., until Sept. 14; then Florence, Ala., Fair.

LAST CALL

Buck Takes Shaved By Dull Spending

Weather Also Hits Earnings at Annuals; Help Shortage Hampers Operations

RHINEBECK, N. Y., Aug. 30.—Adverse weather and lower per capita spending encountered in most areas have combined to shave the earnings of O. C. Buck Shows as compared to last year. Owner Oscar C. Buck explained, however, that the grosses earned at fairs to date were good, indicating a good run of annuals. While the takes at some fairs have dipped, the losses were measured only in a few percentage points and not deemed important.

At Dutchess County Fair here, shows bagged a banner opening day Tuesday (26), with the emphasis on midget play, after an action-packed prevue the night

before. Given weather, the date should be a winner all around.

Help Shortage Acute

More serious than the diminishing returns has been the lack of suitable help thruout the season. While the lack of adequate labor is prevalent thruout the industry, the Buck organization, playing a restricted territory, was noted for its stabilization in this department.

Altho shorthanded, shows have made their moves on time and their local appearance showed much continuing attention. The jumps, for the most part, have been easy but the shows load out of here tonight for Bath, a lengthy trip, and likely to be tough in view of the holiday traffic that already is promising to clog up State highways.

At the Gouverneur (N. Y.) Fair business was reported a shade off, but good. Takes in the past have meant little. The Elmira (N. Y.) Fair continued as a hard luck spot for Buck. Rain fell four days and while wash-outs were not recorded, the potential take was naturally down. Buck has never had a good week of weather at Elmira which is unfortunate since it is believed that the date would be a big one.

Sandy Creek Off

Sandy Creek (N. Y.) fair was also hampered by bad weather with Thursday, the big day, lost to rain. The weather turned bad here Thursday (28) after two perfect days, but the outlook for the wind-up today is good.

Buck said that per capita spending has been off at many spots thruout the season. It has taken bigger crowds to win earnings on a par with last year.

Harrison Okay At Tasley Fair; Rides, Shows Up

TASLEY, Va., Aug. 30.—Harrison Shows wound up a five-day stand at Tasley Fair here Saturday (23). Tho the shows drew big crowds, a ending was off. Some 20,000 colored persons were on the grounds. Tho rides and shows did capacity, but the concessions were only so-so.

Despite the rain and strikes, Frank Harrison, owner, says that he is having a fair season. He has 10 rides, 7 shows and 40 concessions.

Gooding '51 Pace

Continued from page 88

the layout appeared well painted and was flashed with plenty of light towers, neon and bulb illumination.

Shows included Doc Harwick's Snake Show, Harvey Wilson's Glass House, Keller's Monkey Motordrome, O. (Buck) Saunders' Midget Village, Revere's Cycle Globe, and an office-owned Fun-house and dark ride.

The rides, all office-owned but two included a 11-c-e Ferris Wheels, two Merry-Go-Rounds, two Tilt-a-Whirls, Whip, Octopus, Skooter, Looper, Hurricane, Roll-plane, Flying Skooter, Rockplane, Caterpillar and Zoomer. The last named is a new flat device built by Gus Elsner, of Tampa, that is looked upon by showmen here as a comer. New ride has a capacity of 20 and went for 25 cents here. A dozen kid rides, including a Roller Coaster, also operated.

Ride units of John Enright and William Lunsure were merged here along with other Gooding equipment. The annual's independent midway, as far as games concessions, are concerned, was by far the largest in years. Last year about 20 hunky panks were brought in for the first time but this total was doubled this year. All the operators were from within the State. E. J. Swaim, fair's sales manager of concessions and space sales, said. In addition to the games the usual number of eat stands were in evidence, and according to Swaim, demand for fooding far exceeded any recent year.

A salt water taffy stand, owned by Ed Sutters, of Mansfield, O., was badly damaged late Friday afternoon (29) when a flash fire broke out and gutted the new semi-trailer which housed the concession. The flames were extinguished by fair firemen after damage estimated at \$5,000. Alex Koitcon, son-in-law, and David May, a worker, were burned about the arms.

Early CNE Take

Continued from page 88

Of the major riding devices, the two No. 16 Eli Wheels have done the most notable business. Together, they carried more patrons during the first eight days than the Sky Wheel did in the same period last year. The Elis, however, aren't piling up the same gross as the Sky Wheel, inasmuch as they are operating with a 20-cent price, as against the 35 cents charged for the Sky Wheel.

Elkin Date Good For C. A. Stephens

ELKIN, N. C., Aug. 30.—C. A. Stephens Shows, first carnival org. to play this city in several seasons, chalked up a good week's stand here ending Saturday (23). Altho Tuesday night (19) was lost to rain, remainder of week's business made up for the loss incurred that night.

Monday night (18) Ladies Night gave shows their strongest opening night of the season thus far. Wednesday, Friday and Saturday nights were exceptionally big and all rides and shows reported above-average results. Shows moved to Statesville, N. C., from here.

Peppers Primed

Continued from page 88

brations and fairs in South Alabama and West Florida. During his stay he has overhauled all motors and trucks. He announced that M. M. Roland had been named general agent and H. A. King, contracting agent. Harvey Collins joined as superintendent of rides. Larry Schiff continues as secretary, his fifth season in the Peppers office wagon, and Virgil Dillon stays on as general superintendent. Mrs. Louise Peppers, wife of the owner, is concessions superintendent.

Rhodes Chief Mechanic Richard Rhodes joined here as superintendent of transportation and chief mechanic, with Davey Olds as assistant. Cecil Barker has been made foreman of the Octopus. Other new assignments are N. A. Narland, foreman of Ferris Wheel; Sam Tucker, foreman of Chairplane, and Peter Dakis, nephew of Owner Peppers, foreman of the kid rides. Dakis, a youth who came to this country recently from Greece, has learned the language and the ways of carnival life, and is being groomed by Peppers for more responsibility.

Visitors last week included Mr. and Mrs. Charles Drill, former ride and concession operators, who now operate Drill's Motor Court here; Mr. and Mrs. Bill Franks, former show owners who have a drive-in at near-by Warner Robins Air Base; Mel G. Dodson, former show owner, and DeWitt Hudson, latter's brother-in-law and former Dodson trouper.

WHITESIDE CONCESSIONS FAIRS--WANT--FAIRS

Agents for new Fish Pond and Cigarette Gallery, also Percentage Agents. Capable Agents for Pin Store, Skilloo and Razzle. Can place Bingo Caller and General Help. All replies
A. R. (Dutch) Whiteside
care Harrison Shows
This week, Nashville, N. C., Fair.

FOR SALE OR LEASE

1951 #5 ELI WHEEL

This wheel is like new and has never been moved. Is now operating in park. Write, Wire or Phone

IRVING TAUSTIN

Ocean City, Maryland
Tel. Ocean City 700

Attention, Ride Men

Rides wanted by the Staunton and Augusta County (Virginia) Chamber of Commerce for big
INDUSTRIAL AND TRADE SHOW
for Sept. 17 through 20. This show replaces old Virginia State Fair, formerly held in Staunton, Va. Call and reverse charges—
Day—STAUNTON 5-4355.

WANTED AT ONCE

Shows, Rides and Concessions Two Saturdays and two Sundays, week of September 13 to 21 or October 11 to 19. Race meet and celebration, \$2,000,000 gay roll. No show since March. Good fairground and trailer space. Wire or call (no collect).
LAHL OVERTON, Secy.
SILVER PARK
Phone 771 or 0412
Box 278, Bayard, New Mexico

JIMMY ACKLEY WANTS AGENTS

For Six Cats, Buckers, Fish Pond, Age and Scales—Come to Webster Springs, W. Va.; then, Memphis, Tenn., and Birmingham State Fair
c/o United States Shows
Webster Springs, W. Va.

PROMOTERS

Put on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for auditions and events. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard 188 W. Randolph St., Chicago 1, Ill.

Two Friendly Hotels

To Serve You
GREENLEAF HOTEL
126 Ellis St., N. E. and Allente 2, Ga.
NEW GREENVILLE HOTEL
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MRS. WALTER LEAR, Owner & Mgr.

WANTED

RIDE FOR BARN—Merry-Go-Round, Ferris Wheel, Octopus; salary \$50.00. Must drive semi. Long season south. See Bill November

PECK AMUSEMENTS

OSGILL, Ill., this week Taylorville, Ill., Sept. 26-29th.

ATTENTION, CARNIVAL OWNERS

At Liberty Sept. 15-16
Due to Show Closing Season
Side Show Manager, Have 16-in. 1 Per cent restoring Radio and Television
Wanted!

PRINCE KARMA

c/o BOCCO SHOWS
2324 N. Patterson St., East 8, Minn.
(Phone: 842-7578)

Portable Restaurant

Concession Stand, 20'x24', well equipped with electric boxes, bottle gas stove, etc. Stainless steel front. 30' Trailer to haul same. Indianapolis Fair booked.
Write
ELLIS A. FLYNN, Inc.
1809 E. Market New Albany, Ind.
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ARCADE FOR SALE

Carnage in good shape, top 30x60, 35 machines in first-class condition. Trailer to haul same. All very cheap. Must sell. See at Warsaw, Virginia, Fair Grounds, Sept. 2 to 10, 1952.
CLARENCE CHURCH

FOR SALE D. REX BARNES MONKEYLAND SHOW

You must see this Show in operation to appreciate it, also to see its earning power. This show is without a doubt the most outstanding midway attraction on the road today. Has been booked with Gooding Amusement 12 years. Show can be seen at following Fairs: Dayton, O., Aug. 31-Sept. 4; Saginaw, Mich., Sept. 7-12. Buyer can have possession close of Sojourn Fair. Mr. Murphy, Ringmaster, will stay with show until new owner can take over. Show is booked solid until November. Priced at \$3000.00, this includes truck, new top, 18 line working monkeys, one baby baboon, wardrobe for all. This show is complete in every respect and will pay for itself on four spots.

GREATER DIXIELAND SHOWS WANT FOR NORTH ROUTE OF FAIRS

Starting with Peachmont, Ark., Sept. 8-13, followed by Ashley County Fair, Hamburg, Ark., Sept. 13-20; Deale County Fair, McGehee, Ark., Sept. 17-27; Winn Parish Fair, Winnfield, La., Sept. 24-Oct. 1; Deale Parish Fair, Mansfield, La., Oct. 6-11; March CONGRESSIONS Can place Custard, Jewelry, Fish Pond, Cork Gallery, Bumper, Set Outfit, Blum Spindle, Hoopla, Waterla, Wings Game, Paris, Lions of Short Range Lead Gallery, Seaside and Ago, Simon Flower, Bowling Alley, SHOWS: Want Side Show, Iron Lunge, Mechanical, Wild Life, Fun House or Glass House, Arcade, snake or any circus Grand Show. HELP: Want Ride Trip on all Rides, must drive. Pat Wilson wants Agents for Hunky Panks. All reply to
JIMMIE HENSON, Mgr.
Peachmont, Ark., Sept. 2-12; then par route.

INDEPENDENT CONCESSIONS WANTED

Novelty, Age, Scales, Photo, Crazy Hunky Panks, Custard, Diggers, Working Stock, legitimate Grand Concessions of all kinds. Better Shows—for 6 Big days and nights on the Northwest's biggest tent midway. No flats, P.C. of events.

CORN PALACE, SEPT. 22-27

MITCHELL, S. D. W. T. WILT

WANT FOR LOVINGSTON, VA. FIREMEN'S APPLE FESTIVAL, SEPT. 8-13

SHOWS: Any Grand Show and Girl Show, low percentage. RIDES: Any Flat Ride not conflicting with what we have. CONCESSIONS: Ball Game, Cork Gallery, Age and Weight, Custard, Bingo, Long and Short Range, Bumper, Swinger, Six Cats, Coke Nozzle or any Hunky Pank, etc.; Penny Pitch, Long season South, out Hill Kmas. All replies

W. R. PRICE, JOLLYTIME SHOWS

Woodland, N. C., this week.

J & B SHOWS WANT FOR

Chesterfield Co. Fair, Chesterfield, Va.
Concessions of all kinds that work for stock—Age, Weight, French Fries, Crab, Apples, Popcorn and Candy Floss. Want Rides—Tilt, Octopus or any other Major Rides. Shows that are clean. All replies to

J & B SHOWS

Cordonsville, Virginia

KEYSTONE EXPOSITION SHOWS

ELLOBRE, S. C., THIS WEEK, FOLLOWED BY MEMPHIS, S. C.
Playing the cream of the 1952 season
Want Glass Pitch, Hoop-La, Novelty, Scales, Short Range, American Mitt, Jump, High Striker, Bowling Alley, Basket Ball, Cork Bottles, Snow Balls, Bingo or any other Concessions that will work for stock. Want Kiddy Ride, good proportion, do one more major ride not conflicting. Want Ride Trip who can stand good treatment, all winter's work. Wire, phone or come on. Address:
KEYSTONE EXPOSITION SHOWS, ELLOBRE, S. C.
S. Jack Bouldin, come in at once.

America's Finest Show Convent
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
Immediate Delivery
FLAMEFOIL FABRIC
Available in all colors.
All dyed colors also available
Bernie Mendelson—Charles Driver

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HANKY PANKS

6 CA. W.P. Tents Colored
6 CA. W.P. Tents Colored \$15.00 ea.
Wool Tents in all colors... 12.00 ea.
SPONGE RUB BUCKS... 40.00 pr.
SPONGE RUB BUCKS... 40.00 pr.
Bears—A great addendum
game—A real winner... 28.00 ea.
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BUCKETS... 58.00 ea.
All above complete ready for immediate
delivery. We know you needed it
before.

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7721 OGDEN AVE. LYON, ILL.
Day Phone: LYons 3-4322
Night Phone: BRackfield 8848

WANTED
Hanky Pank Agents
For Tennessee State Fair at Nashville,
with an all fair route to follow to middle
of November. Address:

Norman Littlefield
Cavalcade of Amusements
Columbia, Tenn., Sept. 1 to 6

WANT MECHANIC
With own tools who can handle
fleet of trucks. Must be sober
and reliable. Salary and bonus
to right party. Wire or phone

Lawrence Greater Shows
Virginian Hotel,
Lynchburg, Va.

WANTED
SENSATIONAL HIGH FREE ACT FOR
WEEK OF SEPT. 8, LEBANON, TENN.
Wire

C. C. Groves
Blue Grass Shows
Clarksville, Tenn., this week

FOR SALE
TWO GIRL SHOWS
One 20x40 other 25x55, either with or
without transportation. Wire or write

F. W. MILLER
Detroit Fair Grounds, this week Saginaw,
Mich., Sept. 7-13.

WANTED
Count and Pin Show Agents.
All replies

GEORGE B. YANCEY, Bus. Mgr.
George Clyde Smith Shows
Wetzel, Virginia

WANTED
Winter spot of permanent location for
Bingo, Concessions, Light, Plans or
available for booking on reliable show
with good spots for Southern states.
Reply:

BOX D-213
Billboard Pub. Co.
2140 Patterson St. Cincinnati 22, Ohio

FAIR, Liberal, Mo., Sept. 15-16
Over 14,000 people last year.
Can place Bingo, Grab, Novelties, Food,
Carn, Ball Tents, etc. P.C. open.
Bilt Kamp if you have Concessions.
Any type show. Pay office 10%.
Will book Wheel, one or two Kid Rides.
This unit has 8 Rides and Shows.

EUNLAND SHOWS #2
Call 4772. Same as above come on
to Liberal, Mo. we'll book you

THANK YOU
LLOYD D. SERFASS
Owner Mgr. PENN PREMIER SHOWS
For purchasing Mrs. Serfass' new station
wagon from us. A beautiful gift.

JOHNNY CANOLE
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Monaca, Pa. Phone 137
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HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State
salary and all particulars in West letter.

**COLEMAN TAKES SOAR
UP TO 30% IN NEW YORK**

BALLSTON SPA, N. Y., Aug. 30.—Business for the Coleman Bros.' Shows at fairs continued to build last week at the Altamont (N. Y.) Fair and this week at the Ballston Spa Fair. Earnings at annuals played to date have run from 15 to 30 per cent ahead of last year, Owner Dick Coleman reports.

Only exception to date was the stand at the Middletown (N. Y.) Fair, where earnings on Kids' Day dropped some \$4,000, and the hope for a pick-up during the final sessions was lost when rain washed out the closing Saturday. The scant turnout of moppets was attributed to the prevalence of polio in the area.

Altamont was up some 30 per cent with two banner Children's Day crowds contributing a big percentage of the earnings. All departments did well with the Al Martin grandstand presentation reporting capacity crowds.

Friday Closing
The show got off to a good start here Monday (25), with ideal weather aiding. Local event shuttered last night so that the Coleman org could make the opening of the Fonda (N. Y.) Fair today. A banner Labor Day take was foreseen by Coleman as a result

of the hiked earnings registered to date. The earnings at annuals have been well distributed, with concessions keeping pace with the shows and rides.

**20th Century
Tabs 15% Hike
At Albert Lea**

FARGO, N. D., Aug. 30.—The Al Martin-E. C. McCrary 20th Century Shows trucked here this week to the Red River Valley Fair after racking up business at the Albert Lea, Minn., fair this week was 15 per cent ahead of '51 business.

Kid's day, Tuesday (19), normally one of the biggest youngster days on the org's route, was fully 11 per cent ahead of '51, according to Co-Owner Martin. He said increased takes could also be attributed to the stronger back-end. Skooter topped all the rides with the Tilt-a-Whirl and Ed Siverts' new Jolly Jeep, running second.

Visitors at Albert Lea included Andy Hanson, manager of the All-Iowa Fair, Cedar Rapids, Ia., and Mrs. Hanson; Stan Muckle, secretary of the Steele County Fair, Owatonna, Minn., and Mrs. Muckle, and Pete Holand, secretary of the Mower County Fair, Austin, Minn.

**Western Biz
Okay for Hill**

MILES CITY, Mont., Aug. 30.—Hill's Greater Shows trucked here this week from Powell, Wyo., where business all week, and particularly on kid's day, was quite satisfactory. Rapid City, S. D., played the week previous to Powell, was a red one for all rides, shows and concessions.

Weather was perfect at Rapid City with the Tilt and Rolloplane leading the midway. Mr. and Mrs. Wells did well with their diggers and Mr. and Mrs. Davis reported good business at the Arcade. During the jump into Rapid City, the truck carrying the Tilt-a-Whirl plates turned over but no one was injured and damage was negligible.

M. Van Horn joined recently with age and scale and a nail joint. The Casters are enjoying good business with their cook-house and Mrs. Eugene Hadad and her agent, Darlene Finelle, are working hard with their balloon darts. Mrs. Lea, who has popcorn, candy apples and floss, has been ill but reports she will be able to rejoin for the Texas tour. Mrs. W. L. Dixon and Mrs. Billie Dixon remained at Rapid City to have their house trailer repaired.

Following the Montana trick, show heads south to Ladunja, Colo., then Pecos, Plainview and Lamesa, till in Texas.

**Wolfe Has Good
Week in Virginia**

BUENA VISTA, Va., Aug. 30.—Wolfe Amusement Shows arrived here Monday (25) after a good week at Sperryville, Va. Business was brisk there despite the fact that the town population is only 200 and the lot was two miles from the center of town.

Owner Ben Wolfe expects a good week at Buena Vista Fair. He said that 1952 attendance is running only 3 per cent below 1951 figures.

**Page Banking
On 10 Fair Dates**

KINGS MOUNTAIN, N. C., Aug. 30.—Page Amusement Company moved in here Monday (25) after a good week in Manassas, Va.

Owner Roland Page says the shows have been hit hard by the weather this year, but thinks that the 10 fairs which are coming up will allow him to wind up with a good season.

He now has 4 major rides, 4 kiddie rides, 5 shows and about 40 concessions.

**Groves
Greater Shows**
AMERICA'S CLEANEST MIDWAY

Ville Platte, La., Sept. 1-6; La Salle Parish Fair, Jena, La., Sept. 8-13.
Want for Seven Louisiana Fairs starting Sept. 8 at Jena, La.

CONCESSIONS: Hanky Panks and Stock Concessions of all kind, Diggers, Novelties, Eats and Drinks, Ice Cream, Frosted Pies, Chocolate Dips, Grab and Cook House.
HELP: Want sober, reliable/Bingo Caller, Ride Help who drive same, Chairperson Foreman, Tilt Foreman, Second Men; salary and bonus. RIDES: Will book one or two Major Rides, preferably Octopus Fly-Plane or So-Fire. SHOWS: Have new 20x20 Tilt suitable for Snake Show, Illusion, Midway, Fair Show or small Animal Show. What have you? Good disposition to Shows with own equipment.

All replies **ED GROVES, Mgr.**
Ville Platte, La., Sept. 1-6; Jena, La., Sept. 8-13.

WARSAW, VA., Sept. 8 to 13

WANT—Ball Games, Grab, Fish and Duck Ponds, Pitch-Tilt Win, Cork Gallery, Long and Short Range Lead Gallery, Six Cats, Buckets, Swinger, Jewelry, Penny Pitch, Age and Scales. WANTED—Girl Show, Snake Show, Monkey Show and Motoradrome. WANTED—Octopus and Tilt. WANTED—Ferris Wheel Foreman, Truck Mechanic and general Ride Help. All replies

GEORGE CLYDE SMITH SHOWS
Saxton, Pa., until September 4; then Warsaw, Va.

MARTINSVILLE, VA., FAIR WEEK SEPT. 8TH TO 13TH; HIGH POINT, N. C.; STATESVILLE, N. C.; LEXINGTON, N. C.; LAURINBURG, N. C.; HAMELET, N. C.; AND LANCASTER, S. C., TO FOLLOW.

CAN PLACE
Concessions that work for stock, rides, kiddie rides, tilt or Rolloplane, Blinky Blinky, Rattles, Alley and Pin Agents. Also Car Rack Worker, Contact Bunkie at Ellwood Hotel, 14th Pk., N. C. All others contact

ROSS MANNING
ROSS MANNING SHOWS, ASHEBORO, N. C.

Now Booking for . . .
The Best in the West
FRESNO DISTRICT FAIR
FRESNO, CALIF.—OCTOBER 9-12

ARIZONA STATE FAIR
PHOENIX—NOVEMBER 6-16

Contact: **CRAFTS 20 BIG SHOWS**
7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: SUset 2-3131

LAST CALL LAST CALL
THE GREAT BLOOMSBURG, PA., FAIR, SEPT. 22 TO 27

Have a few choice locations left for additional Rides of all kinds. Also can place Shows, Dole Barron, wire again. Prete Marino, come on. Legitimate Concessions. Wire at once.

KING REID SHOWS
All this week, Schaghticoke, N. Y.; Sept. 8 to 13,
Cohleskill, N. Y.

WANT FOR TENNESSEE STATE FAIR
NASHVILLE, SEPTEMBER 12-20 INCLUSIVE

PENNY ARCADE—This is a good fair for Arcade, MONKEY DROME, MONKEY SHOW, UNBORN and WILD LIFE or ANY SHOWS NOT CONFLICTING. HANKY PANKS OF ALL KINDS (space is limited). Have one good location for Prosen Carners. WANT FOREMAN FOR CATERPILLAR RIDE, (has 00 weekly salary), also FOREMAN FOR FLY-O-PLANE and CAPABLE MAN TO HANDLE TWO ROLLOPLANES.

Address **Al Wagner, Cavalcade of Amusements**
COLUMBIA, TENN., THIS WEEK THEN NASHVILLE.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORADROMES, SHOW TENTS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years
Underwriter's Approved Plans
Resistant Materials Available
3 DAYS SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE INDIANA

MISSISSIPPI FAIR & DAIRY SHOW
Sept. 15 thru 20—Meridian, Miss.

This will be a Free Admission Fair—day and night. Can place Eats and Drinks, Candy Apples, Popcorn, Candy Floss, Demonstrators, Novelties. This will be the best fair in the State of Mississippi. First Free Fair ever held in Meridian. The biggest grandstand program ever shown in Meridian. All Acts and Reuses booked by Boyle Woolfolk Agency. Crowning of the queen and many other acts Attractions to draw people in. Brown & Wallace Show on midway. For space write

BERNEY SMUCKLER
W. E. CANNADY, PRES.
MERIDIAN, MISS.

P.O. BOX 195

Central States Shows
OSAGE COUNTY FAIR, PAWHUSKA, OKLA.,
SEPTEMBER 8 TO 11.
Can place Hanky Panks of all kinds. Wire
CENTRAL STATES SHOWS, Medicine Lodge, Kansas,
September 3 to 6.

WANT FOR STATE FAIR OF TEXAS
DALLAS, OCT. 4 TO 10 INCLUSIVE

CONCESSION OPERATORS: We will book Science and Skill Concessions, and Hanky Panks of all kinds, to augment our regular Concession Line-Up. Can place Grand Derby or Rabbit Show, Pony Concessions and your Operatives must be in line with the high standard of the State Fair of Texas Midway.

PI—Al Cahn, Mickey Ray, Schaefer, Rich, and others who have worked here before, get in touch with us!

LINDSEY-PUGH-MURPHY
20 STATE FAIR OF TEXAS, DALLAS, TEX. CONTACT: JOE MURPHY, Office Phone Herwood 1218; Home Phone AFTER MIDNIGHT until 3:00 A.M., Fairdale 4161.

NOTICE!

Now is the time to run ahead on your payments so we can all enjoy the winter in Florida. Immediate delivery, Vagabonds, Travelers, Airstream, Hawari, and Seaplans. Several used Vagabonds 27'. Write for list here and in Florida. Will Larry Nixson, Walter Miller, Roy McCurdy and Gus Stanley please contact us regarding sales tax exemption certificates!

T. W. Beatty
Box 1916
Sarasota, Florida

Raymond & Carlton Sellhorn
Box 448
East Lansing, Michigan

FLOYD O. KILE SHOWS
WANT WANT

Path Co. Free Fair, Mon., Ariz., Sept. 8-13, then Nevada Co. Fair, Prescott, Ariz.

Will place Stock Concessions of all kind for all fairs (Ill. Nov. 15th). Can use good Ride Help—Second for Wheel, Foreman for Merry-Go-Round and Kid Rides, Bingo Help. Will book two good Grand Shows. Good route for one Major Ride—Octopus, Tilt, Rolloplane, Spiffie. All reply **FLOYD KILE, Greenwood, ARIZ.** this week! Menu sent.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll \$ 1.50	TICKETS	Cash With Order, Prices
Five Rolls 4.50	of every description	2,000 \$ 6.00
Ten Rolls 8.50	THE TOLEDO TICKET CO.	4,000 12.00
100 Rolls 80.00	2005 Crates 25	8,000 24.00
ROLLS 2,000 EACH	Toledo 12, Ohio	16,000 48.00
Double Coupons		32,000 96.00
Double Prices		64,000 192.00
No C.O.D. Orders		128,000 384.00
Size: Empire Trk., 1x3		256,000 768.00

Reprinted from **THE MILWAUKEE JOURNAL** Sunday, July 13, 1952

Trailer Firm Founded on Broken Romance

Marshfield Company Started When Elmer Frey Took a Bride and Sold a Dream

Journal Special Correspondence

Marshfield, Wis. — When Thelma Rustad agreed to marry Elmer Frey, neither of them realized that a million-dollar trailer coach manufacturing business would be one of the byproducts of their romance.

That's an unusual way to start a business, Frey admits with a chuckle. But that was how the Rollohome Trailer Coach Co., which he hopes will gross five million dollars next year, came into being.



They made Rollohome go. John Bertschie (left) and Freys, Norman, Harold, Elmer, Roland

The story of Rollohome, one of the fastest growing trailer coach manufacturers in the United States, is full of love, broken romance and the Horatio Alger stuff of which American free enterprise is made.

Frey, a farm boy, who was reared just north of Marshfield, spent some of the war years as a crane electrician at Pearl Harbor. Upon his return to the States, he cast about, like millions of other young men, for a new vocation.

Looked Mighty Attractive

In California, as he tells the story, he met a girl—not Thelma—in carnival business. She looked mighty attractive to a fellow not long back from Hawaii. Frey had had a taste of carnival business himself before the war. He liked it. He liked her. They decided to get married. They had no money, so Frey decided to return home and build a trailer with which they would hit the road.

He had assembled his first one in Milwaukee—in a back yard garage at 1729 W. Wisconsin av.—during the winter of 1941-'42, and he knew he could build another.

But as he worked away on his new trailer in his father's barn in the fall of 1946, the memory of the girl in California kept fading. His visions of Thelma Rustad got better and better. Finally he and the girl out west decided that they weren't meant for each other.

Elmer and Thelma were married. Thelma was a hombody. They needed money a lot more than they needed a trailer. Elmer decided to sell the trailer. He concluded that it would attract a buyer more quickly if he gave it a name, but none of the names he thought of sounded just right.

Trailer Quickly Sold

Like most farm boys, Elmer does his best thinking while milking cows. He was milking a cow on his dad's farm when the name "Rollohome" came to him.

To his surprise the first coach he built sold at a profit. He got an order for another, bolstered by a \$300 down payment.

That was in December. Things were pretty slack on the farm. Elmer decided that it wouldn't be a bad idea to build a few trailer coaches for sale. His three brothers and a brother-in-law agreed to try it, too—each to build one and keep the individual profits from sales.

The brothers were Harold, who had been a B-17 pilot over Europe; Roland, who had served with a communications unit in Italy, and Norman, who had operated the farm of their father, George Frey, while the other boys were overseas. The brother-in-law was John Bertschie, who quit his job with the Hantzicker Construction Co. of Milwaukee.

The solo plan was so successful that the five decided to go into the trailer coach business. George Frey sold his cattle and rented his land. The boys paid him rent for his barn and used it as a factory.

They started by buying material for five coaches, for easy figuring. Discouraging wholesale buyers, they displayed two finished coaches at the Central Wisconsin State fair in Marshfield in the fall of 1947. Within the week all five of their coaches were sold.

By this time the boys were convinced that they "had something." They began to look around for capital. Their uncle, William Bloch of Wausau, invested several thousand dollars. They approached the Marshfield Industrial Foundation on the subject of a factory site in town. The corporation had a net worth of \$13,200.

After acquiring a site, they began building a 40 by 100 foot quonset. Unexpected delay in getting clearance on their project from the city council forced them into expensive winter construction. They ran out of funds with their building still incomplete.

To meet that difficulty, Bertschie and the three Frey brothers got jobs in the Milwaukee road shops in Milwaukee. Elmer and their only employe, Don Sleeter, remained behind to carry on with the plant.

Lay Half of Floor

In March, 1948, two orders came in. They were accompanied by very welcome deposits. Elmer called the other four partners home. By then their building was up but had only a dirt floor and little heat. They bought an old furnace from a junk man and fashioned a heating plant.

By June they had money to lay floor in half of the building. In July they poured the other half. As profits came in, they continued construction, even as they built coaches. By the end of the year 14 employes had built and sold 44 coaches for a gross turnover of about \$70,000.

But the five partners were by no means out of the woods. The spring of 1949 brought a tremendous slump in the trailer coach business. Orders were hard to get. In that year 19 employes built only 12.

The versatile quintet swung into production of what they called "lakeside cottages," small, cheap, movable homes.

They built 33 but lost the \$3,000 working fund they had accumulated the year before.

In January, 1950, they had to lay off everybody in the plant. Soon they began building L. K. vans. That should have been a good business in a dairy country. But it wasn't. They made about 25 vans and lost more money.

Hired Sales Manager

The partners concluded that the only way they would ever make a success of their business would be to set up a national dealer system, the very thing they once had discouraged.

They hired a sales manager, Mac Matthews, who had spent 13 years in carnival business with Collins Shows, Dyers, Magic Empire, American Beauty and many other Midwest shows. Matthews set up dealerships all over the country—three at first; then 80; now 135. Soon the demand for trailers was greater than the firm's ability to produce them. Elmer Frey became president; Bertschie, vice-president in charge of conveying trailers to dealers; Harold Frey, secretary-treasurer; Norman, vice-president and production engineer, and Roland, assistant secretary-treasurer and plant superintendent. The Freys' uncle long since had been bought out.

With plenty of orders but little money, the partners again approached the Marshfield Industrial Foundation. It endorsed a program under which many Marshfield merchants loaned Rollohome \$100 to \$500 on six-month, 6%, unsecured notes. They were paid off in six months.

Ten Thousand Weekly

In 1950, 90 employes turned out 412 mobile homes, and two more buildings were constructed on the 14-acre site. Building expansion still continues because the present tight quarters are forcing the company to turn down more orders than it is filling, Elmer Frey said.

Part of the loan proposition was that the firm would have a weekly pay roll of \$2,000 for the spending in Marshfield. In 1951 the employe total rose to 104 and production to 857 trailers; by 1952, 180 employes and 707 trailers so far. Weekly pay roll? Ten thousand dollars.

The Rollohome line consists chiefly of 35-foot and 26 1/2-foot models, with one or two bedrooms, sleeping four to seven persons. The price tags range from \$3,195 to \$4,995. Included in most models are shower, toilet, refrigerator with deep freeze, oil heater, forced hot air, butane stove, indirect lighting, snack bar, built-in ironing board, other furnishings, furniture and cabinet work adaptable to a television set.

The only Milwaukee county Rollohome dealer, Hanna's Trailer Sales & Service, 615 W. Layton av., has sold 60 models in two years.

From its accidental start in 1946 with one trailer and an \$800 profit, Rollohome has grown to a 1951 gross of \$1,580,605. Production now is about 27 coaches a week, but before fall that will be up to 40. Full 1953 production, it is hoped, will be 1,600 coaches; employment, 230, and gross, five million dollars.

Elmer Frey says he has two very good reasons for being thankful that he and the California show girl didn't click—Thelma and quite a business.

ROLLOHOME TRAILER CO.

MARSHFIELD, WISCONSIN

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2 1/2" Deluxe Panda Bear, special \$31.00 per doz. 1700 Kansas City \$30.00!

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With High Hat, Wearing Goggles.
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1 1/4" Imported, per gr. \$1.85.
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Pipes for Pitchmen

By BILL BAKER

CLAIRE SHAPIRO... was sighted at the Springfield, Ill. Fair working the new N. K. Morris head scarf to good business. Next spot on her itinerary was to be the Minnesota State Fair, St. Paul.

BOB SMITH... the Old Globe Trotter, who wound up his tour of the Georgia tobacco markets August 25, reports that the take wasn't too good. He says that other pitchmen were conspicuous by their absence. Smith plans to work the bean crop territory in Southern Florida in October with a pic show for a lure.

JAMES GOULD... pens the following from Parish, N. Y.: "I was saddened to learn that the grim reaper took the life of Mrs. Elle, wife of George Elle, noted high pitchman, during the Camillus, N. Y. Centennial Celebration. She was with Whellock Shows on the midway. As pitch-folk and all-round showfolk, the Elles were classed with the late Harold Wood, the late Tommy Barrett and the late Frank Connolly. They were names people will never forget in show business."

JERRY COLLINS... is playing Canadian fairs with the new N. K. Morris Fizz caps.

GEORGE HESS JR... is reported to be working the new N. K. Morris plastic juicer at Eastern spots to good returns.

"THIS SEASON... opened up the slowest in years for us," pencils Mrs. Robert Noell, of Noell's Ark Gorilla Show from Front Royal, Va. "Then at the Volunteer Firemen's Carnival,

Brooklyn, Md., we had the best week in ages. I think a lucky break in newspaper publicity was responsible for that. Then we joined up with the B. Ward Beam Show at Gaithersburg, Md., at the Montgomery County Fairgrounds and business slumped again. We are still with Beam here. Recent visitors included Mr. Grist, Hunt's advance man of a few seasons ago; June Badger, Mr. and Mrs. James Keegan, Dr. and Mrs. W. M. Mann and Mr. and Mrs. Melvin Hildreth and children, Bobby and Jean. When we arrived at Gaithersburg August 18 we had to make a TV appearance with M'Jingo to plug the show on the fairgrounds. On our way home we stopped off at the zoo and introduced M'Jingo to Dr. and Mrs. Mann's staff. Dr. Mann raved over the animal's fine condition. I haven't had any news from my brother in some time, but I understand my father is still in North Carolina. A recent letter from his widow informs us that Ed Bennett died some months ago. I also was surprised to learn while we were in Norfolk that Rusty Lee also is gone."

BERNIE WOLF... of sports show note, is working the new N. K. Morris fizz caps to reported good returns.

THE MORRISSES... Archie and Ruby, are working the Boardwalk in Atlantic City with fizz caps to okay geedus counts.

GUS YOUNG... is purveying an all metal three-way grater to lucrative business in the East.

Under the Marquee

Continued from page 85

Jack Mills, Jack LaPearl and John Lower. Show pulled good business there, McKenna reports. Jim also met up recently with George Hanneford family at a Massachusetts spot.

Emmett W. Sims closed with Barnes Bros.' Circus unit on World of Mirth Shows at the Essex Junction (Vt.) Fair last week. He stopped off in New York en route to join the King-Cristiana Circus in North Carolina where he will also handle press and radio.

Roy Barrett, caught the Ringling show at Chicago after he played Caro, Mich. He'll be promoting down at the Madisonville, Ky., Shrine show, September 16-20, then make the Waterloo, Ia., Cattle Congress show thru October 4, and Orrin Davenport's Houston Shrine stand October 29-November 11.

Clown Ernie (Blinko) Burch received a Distinguished Service Award from the United Cerebral Palsy Association and will work with the fund drive again in 1953. Pvt. John Herriott, formerly with his father, Milt Herriott, on the Cole show, is with the 40th Infantry Division in Korea and is assigned to training dogs for Army work.

Mrs. Garry Vanderbilt, who was with Lemen Bros. Circus as a rider, saw Ringling-Barnum at Warren, Pa. It was the first circus she has seen in 25 years. She retired in 1920, but her late husband continued as a clown until 1933.

Eddie Gould's Ozark Medicine Show was in Whitwell, Tenn., this week and Jasper, Tenn., earlier, reports Hi Lo Merk.

John Purhill, whose father had a large collection of circulsiana, is in the advance of the Buddy Wagner unit of Jole Chitwood's thrill show. He reports that plans are underway to transfer his father's collection to the Museum of the American Circus, Sarasota, Billy Ward, Mr. and Mrs. Paul Jerome, Emmett Kelly, Albert White, Don Edwards and Freddie and Mickey Freeman were guests of Mr. and Mrs. Earl Shipley during the Ringling show's Chicago engagement. Shipley visited fairs at Des Moines and Minneapolis this week and will see Ringling again at Elberton, Ill.

Charles and Edna Kistler, of Allentown, Pa., caught Hunt Bros. in New Jersey and visited with Charles T. Hunt. The Kistlers have seen nine circuses this season and expect to add a couple more... Jack Leontini, of Tom Pack's show; Harry Atwell, circus photographer; Dick Hale, Shreveport, La. newspaper man; Frank Davis, Chicago showman; Bob Behee, formerly of the Flying Behees and Joe Simon of Memphis, formerly with the Ringling band, were among the backyard visitors on the Ringling show in Chicago.

Father Ed Sullivan, Mr. and Mrs. Mitch Corrow, and John Zuel were among those spending a week or more as guests on the Ringling shows... C. H. Highpockets) Baudendistel, former elephant handler, is working out of Thousand Oaks, Calif., for Trader Horne.

Tuffy and Grece Genders, of Ringling, renewed acquaintance with the Lindemanna family at Sheboygan, Wis., and rated a yarn in the local press... Leonard Aylesworth is hospitalized at Bradenton, Fla... CFA members at Battle Creek, Mich., raised the Freddie Freeman-Otto Griebeling Tent while Ringling-Barnum was in town.

Fred Bradna's book, "The Big Top," is to be published September 9 by Simon & Schuster, Inc. The Snell Brothers, clown duo, have closed with the Barnes-Olympia show and will be at Park Ridge, Ill., until they go to Waterloo, Ia., for the Cattle Congress show... Steve Byrd is at the Veterans' Hospital, North Little Rock, and would like to hear from friends.

Mr. and Mrs. Frank Kindler, Mr. and Mrs. Bill Allison, Dr. William Mulligan and Korkey Karkura were guests of Clyde Beatty when the Beatty show played St. Cloud, Minn... Beatty's St. Cloud visitors also included Capt. Bill Curtis and John Staley, both of Royal American Shows; Ira Wals, Kelly Miller superintendent, and Frank Friedman, St. Paul CFA.

Col. H. C. Coffey, who has trouped on circuses and carnivals for the past 20 years as secretary and auditor, recently left the road to accept a position in a commercial enterprise.

Attention: STREETMEN BIG FLASH



BALLOONS BIGGER TOUGHER FLASHIER

- Made from a brand new compound especially developed for outdoor selling!
- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
- Choose from 5 new numbers above. Be sure to ask for Oak's BIG FLASH!
- Priced right-See your Jobber Today!

A GOOD JOINT!

The OAK RUBBER CO. RAVENNA, OHIO.

Men's Idents \$15.00 Gross, Double Head Ident \$14.40 Gross, All Idents Are Made of Brass Nickel Plated, Deposit With Order. A. Leonard Co., 51 Bassett St., Providence 3, R. I.

CARNIVAL & BINGO SUPPLIES CATALOGS BEING MAILED OUT NOW BE SURE AND MENTION YOUR LINE OF BUSINESS. MIDWEST MERCHANDISE CO. 1000 BROADWAY KANSAS CITY, MO.

Oak Balloons For immediate Shipment. Write for FREE Catalog. STATE NOVELTY CO. 618 W. St. Clair Cleveland 13, Ohio.

"ADLAI"—"IKE" Auto mounted "Bug" deflector type (new) Rings, colorful glass, Selling display with each doz. "R. W. sold 63 doz. 1 day." Sells filling stations, access stores, all retail stores. Best to local political groups. Stock or advance comm. plan. Free sample, details and plan. To save time send \$1.10 for 3 signs and display. They are selling retail 49c to 85c. WALT LANG 142 B 28th St. Indianapolis 5, Ind.

SOUVENIR DECALS 2-3 Weeks' Delivery TRAVEL DECALS All 48 States carried in stock. Write for samples and quotations. A. J. WILDMAN & SON, Mrs. 129 W. 19th St. New York 11, N. Y.

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding. Prompt delivery. Minimum order 4 doz. Ask for prices, full number needed. ADIRONDAK CHAIR CO. 1140 Broadway, N.Y. (27 St.), Dept. X-23, MU 3-1285

HERE YE—HEAR YE, JOBBERS AND WAGON MEN Manufacturer has a large accumulation of ladies' all-nylon, full-fashioned sheer quality hose. Close-out of the mill. This lot will be closed out at \$3.75 per dozen. This merchandise has been put up in beautiful fancy packaging and comes three doz. pairs to the box. HEAT'S HOSEY MILLS Chattanooga, Tennessee

Big Profits Own your own business stamping key chains, name plates, social security plates. Sample with name and address. 35c. Bar Mfg. Co. 383 Overway St. Brooklyn 2, N. Y.

10 WATCHES, \$18.00 10 High-Grade Swiss Ladies and Gents' Wrist Watches, needing minor repairs... \$18.00 10 Lbs. of Broken Costume Jewelry \$18.00 For orders only. B. LOWE Holland Bldg. St. Louis 1, Mo.

MERCHANDISE Electrical Appliances, Rogers Silverware, Cuff Links, Giftware, Clocks, Premiums, Novelties. State business when writing for catalog! Priced for YOUR Profit. ROSEL SALES CORP. 264 Canal St., Dept. B New York, N. Y.

COIN MACHINES

METAL PICTURE VARIABLE

NPA Sees Steady Copper Supply in '53, Others Off

WASHINGTON, Aug. 30.—Manufacturers of most coin machine products may be able to get all the copper they require by the second quarter of next year, Henry Fowler, National Production Authority chief, made this announcement in appraising the supply outlook for metals, chemicals and other basic materials.

"After defense needs are met, including the stockpile, full allotments for most civilian needs from combined domestic and foreign sources are a possibility as early as the second quarter of 1953," Fowler said.

NPA's chief was less encouraging on aluminum and steel possibilities. He indicated the supply-demand situation should return to the balance existing prior to the strike for most steel items." He emphasized the pre-

diction hinged on adequate supplies of scrap and iron ore between now and April 1.

Dark View

Meanwhile, Fowler said the aluminum outlook was darkened noticeably by the steel strike. He blamed a loss of at least 100 million pounds in the delay of construction of new aluminum plants which resulted from the steel strike. This, plus the recent government decision to stockpile aluminum again in September, Fowler explained, means aluminum will become increasingly available for all civilian requirements at a slower rate than heretofore expected.

One of the questions to be cleared up next is how long the government will continue its Controlled Material Program. Prior to the steel strike NPA staffers expected to ease controls on steel by the last quarter of this year. Now indications are that CMP will not be abandoned until July 1, 1953.

Distributors Show Skill-Pool, New Gottlieb Game

CHICAGO, Aug. 30.—D. Gottlieb & Company Distributors started operator showings this week of its new five-ball game Skill-Pool, which features a rack of simulated pool balls on the playfield.

Skill-Pool has both high score and special point scoring. Making the 1-15 pool ball sequence, scores special points. The game also has spelled cut features and replays for a mystery rollover when lit. Each of the regular rollover buttons, spots nine balls when lit. Skill-Pool's playfield is equipped with Gottlieb-developed pop bumpers, cyclonic kickers and powered Gippers.

The new Gottlieb product has several play appeal features. Among them are a brilliant flashing center rack up illumination which shows the progress of play and special target scores. Replays also can be made by regular high score and special points.

Bell-O-Matic's Liska Dies

RENO, Aug. 30.—Joseph Liska, 50, in charge of bell assembly at Mills Industries since 1918, died suddenly here Thursday (21). He had been working in Reno for the past year for the Bell-O-Matic Corporation.

Interment was in Mount Auburn Cemetery, Cicero, Ill., Tuesday (26) following services in St. Mary's church. Liska is survived by two sons, Edwin and Lee and a daughter, Henrietta.

Detroit Assn. Set to Launch League Season

DETROIT, Aug. 30.—The Detroit Shuffleboard Association will launch a league organization campaign Thursday (4) at its first meeting of the 1952-53 season, Fred Chlopan, executive director, announced this week.

In a letter to DSA members, Chlopan stressed the constant growth of the group and its increasing importance to shuffleboard minded interests all over the country. He called upon operators to contribute the same wholehearted co-operation which made last season a memorable one.

As in the past year John Westerdale will be director of league activity. Officers of the association are Michael Benson, Barney Burke, vice-president, and Charles Friedberg, secretary-treasurer. DSA directors are Joseph Brilliant, Maurice Feldman and Dale Suave.

SCHOOL KIDS RIDING HIGH

WASHINGTON, Aug. 30.—A free ride on the Ride'm Cowboy mechanical horse is being offered by D. C. drug stores to every child who buys \$1 or more worth of school supplies. The idea was suggested by Jack Katzoff, area representative of King Amusement Company.

Gorney, Mfr.-Designer Of Games, Passes Away

DETROIT, Aug. 30.—Edward A. Gorney, a leading coin machine designer and manufacturer for many years, died August 2 at the age of 61.

In 1935 Gorney designed the Bang-A-Deer target type game as engine designer of the Tru-Shot Manufacturing Company of Detroit. Subsequently he designed the Holly Grip machine made by the Holly Engineering Company, which he owned. Later he became a partner in the Craft Engineering Company which made the Nerve Scale.

Seven years ago, Gorney brought out the line of combination Mercury Scales, organizing the Mercury Athletic Scale Corporation and the Mercury Steel Corporation, as well as the Quizette. He remained president of the Mercury companies until his death, being succeeded by Chester Rozinski, a long-time associate.

Gorney made several trips to Europe and South Africa in recent years, and was in close touch with the trade abroad. He reported on conditions there to The Billboard on several occasions. He is survived by a daughter, Mrs. Roslyn Price.

Art Boudreau Expands N. B. Coin Set-Up

ST. JOHN, N. B., Aug. 30.—Arthur J. Boudreau, owner of the Halifax Coin Machine Exchange, has expanded his distributor-operator set-up to include wider coverage in Newfoundland and Nova Scotia. He made a trip which took him to several remote areas where contractors for the U. S. government are building defense bases.

While visiting places several hundred miles away from civilization, Boudreau urged the location of a wide variety of vendors, game and juke boxes as a morale factor. One of the big problems of operating in the new areas is the arrival of winter in September. Transportation is available only in late spring and summer.

Tho Arthur is the sole owner, three of his brothers also are employed by the firm which was established in 1939.

Raid Philly Sneak Plant

PHILADELPHIA, Aug. 30.—A large room above an auto repair shop on 5th near Berks was raided by police led by Chief Inspector George Kronbar.

Altho the sign on the door read "Battery Service," police, according to Kronbar, found an assembly plant filled with enough parts to make more than 100 bell machines.

The raiders confiscated one machine which was three-quarters assembled, and Police Commissioner Gibbons ordered a 24-hour watch on the room. He asked the FBI to investigate the case for possible violation of a federal law prohibiting the shipping of bell machines across State lines.

Indict 7 in Marble Case

DALLAS, Aug. 30.—Seven local men were indicted last week for exhibiting non-coin operated marble tables as gaming units, a felony under State law. All were charged with using the same kind of machine and paying off winners with cash.

Calendar for Coinmen

- September 8—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- September 11-13—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.
- September 11—Music Operators of Northern Illinois monthly meeting, Site to be announced.
- September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.
- September 18-18—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.

Wurgler Resigns Wurlitzer Post; Bear Sales Mgr.

NORTH TONAWANDA, N. Y., Aug. 30.—Robert H. Bear was named sales manager of the phonograph division of the Rudolph Wurlitzer Company here Wednesday (27), following the resignation of E. R. Wurgler who occupied the post for six years. Official announcement of Bear's appointment was made by Ray C. Halmbaugh, vice-president of the firm.

Bear is a 13-year veteran in the Wurlitzer organization. Upon joining the firm in March, 1939,



ROBERT BEAR

he became a member of the administrative division, which brought him into close contact with the Wurlitzer distributor.

Continued on page 102

United Intros Lite-a-Score

CHICAGO, Aug. 30.—United Manufacturing Company thru Billy DeSelm, sales manager, announced first production on its Lite-a-Score unit which converts early model 2, 4 and 5-player Shuffle Alleys to matched score play.

Lite-a-Score measures but 24 by 10 by 9 inches and can be conveniently located just above the regular backglass section. Shipping weight is 20 pounds. The new unit offers a variety of skill scores. The score to be matched changes after each game. Test locations also have indicated Lite-a-Score stimulates interest in older games.

Klopp Opens New Plant

PLYMOUTH, Mich., Aug. 30.—Klopp Engineering Company, manufacturers of coin counters, has established a new plant at 35581 Schoolcraft Road.

OLD PINS NEVER DIE

Texan Converts Them To Burglar Alarms

SAN ANTONIO, Aug. 30.—Pin-ball machines may be used generally for amusement purposes, but to one local man, they provide a means of capturing criminals.

O. K. Jackson recently purchased 51 obsolete pin ball machines. He will use some of the parts to make inexpensive burglar alarm systems for houses and autos. The tilting mechanism is used in a burglar alarm system for cars that turns on a whistle.

Within several weeks he expects to have some of the house burglar alarms on the market at a price of about \$35. The house alarms provide a bell signal, shoot a gun or even take a photograph of the intruder. Jackson also plans to include ash trays, fishing reels, revolving window displays, money sorters and laundry baskets in his output.

EXHIBIT HORSE AT CNE ANNUAL

TORONTO, Aug. 30.—One of the highlights of the Canadian National Exposition here is the Roy Rogers Ranch featuring 18 mechanical horses manufactured by Exhibit Supply Company, Chicago.

The ranch is appointed in authentic Western motif and the batteries of horses appear to be just as popular with Canadian youngsters as their U. S. counterparts.

The ranch, one of several amusement units and rides at the CNE, was booked in by J. W. (Patty) and Frank Conklin who have been fixtures at the event for several years.

R. I. Firm Chartered

PROVIDENCE, Aug. 30.—The Rhode Island Coin Machine Company of East Providence has been chartered by the secretary of state.

Incorporators were Charles J. McGovern, Cranston, John G. Coffey, East Providence, and Gertrude E. Nickerson, Riverside. The firm is authorized to buy, lease, sell and operate coin machines of all kinds.

SUCCESS FORMULA

Overhead Big Factor Says Philly Operator

PHILADELPHIA, Aug. 30.—Some operators have not come to the realization that they are in business to make a profit, according to Joseph J. Levin, the enterprising boss of the Blue Ribbon Amusement Company.

Levin claims that too few operators know their "overhead" costs and how much it takes to operate a piece of equipment.

In his own operation, Levin makes sure that equipment on location "earns its keep." On late juke box equipment, Blue Ribbon tries to get 2 per cent of the cost of the machine every week. The oldest pieces of music equipment Blue Ribbon has in its territory, which extends from Morrisville to Norristown and from Drexel Hill to Camden, are 1946 models. By mutual agreement with the location, Blue Ribbon takes the first \$8 every week from its juke box locations because it feels that its machines have to return at least that, if the firm is to clear its expenses and make a profit.

Service Cost

Levin figures the cost of servicing juke boxes to be at least \$1 a week for every stop. He states that it also costs a couple of dollars a week for records for each location since "you can't transfer hit records to other lo-

cations, and if the records are not hits, they aren't really worth while transferring."

Moreover, Levin points out that the operator must figure on the depreciation of his equipment. Furthermore, and this item is often overlooked by the operator, he points out there are other things that also constitute "overhead." Levin has eight employees, including one office girl, three mechanics, two truckers and two men who are on the road collecting.

Levin, who has 50 per cent of (Continued on page 103)

COIN, TOBACCO TAX YIELD UP

WASHINGTON, Aug. 30.—July tax collections from coin-operated machines rose \$437,701 over the previous July to a total of \$6,574,058, the Bureau of Internal Revenue reported this week.

Latest figures include \$2,613,014 collected on coin-operated amusement games. Meanwhile, tobacco tax collections also rose, up \$28,303,092 from the same month a year ago and totaled \$140,304,245.

Ex-California Distrib Sues Juke Box Mfr.

LOS ANGELES, Aug. 30.—The Rudolph Wurlitzer Company was named defendant in a suit for damages, totaling \$280,000, filed in Superior Court here by A. M. Mendez and Norman T. Rothschild, who formerly owned the Southland Distributing Company. The plaintiffs claim that the cancellation of the distributorship agreement delayed delivery of Model 1250 and the breach of representation caused them to lose \$265,000. Mendez asks an additional \$25,000 for alleged impairment of credit.

The plaintiffs are Mendez and Rothschild, individually, and Mendez and Rothschild, doing business as Southland Distributing Company. The defendant is named as the Wurlitzer Company, an Ohio corporation, Doe I, Doe II, Doe Company, a co-partnership, and Doe Corp.

A demurrer was filed by Harold R. Collin and William (Continued on page 108)

Delay Decision In OPS-Juke Ceiling Suit

LOS ANGELES, Aug. 30.—The eagerly awaited decision in the suit of the Office of Price Stabilization against two local juke box operators was delayed a week when Harrison W. Call, defense counsel, was unable to be present Monday (25). OPS charged the operators with violation of ceiling prices.

Defendants in the suit are the Hawley Distributing Company and Abraham Rehin, doing business as the Phono Music Company. John Hawley, of the former company, said that the firm named should have been the Los Angeles Music Service and (Continued on page 106)

Atlas of Pitt Exec Injured

PITTSBURGH, Aug. 30.—Phil Greenberg, head of Atlas Music Company here, was seriously injured in an automobile accident on the Pennsylvania Turnpike early this week. Also hurt in the crash were his wife, Ada, and Aaron Bronstein, Greenberg's brother-in-law. Atlas is a Seeburg distributor.

The accident was the head-on variety and was caused by a tire blowout on a car going in the opposite direction. A marine in the car was killed instantly.

The Greenbergs and Bronstein are in a Pittsburgh hospital. Immediately after the accident, Morrie Ginsberg, co-owner of Atlas Music, Chicago, flew here to handle affairs for the Greenbergs.

350 N. Y. Coinmen Plan To Attend UJA Dinner

NEW YORK, Aug. 30.—About 350 reservations from New York area representatives of the coin machine industry have been received for the industry's United Jewish Appeal dinner at the Belmont Plaza here, September 9.

Sidney H. Levine, attorney for Automatic Music Operators Association, Inc., and dinner chairman, said that Moses L. Kova, recently appointed federal prosecutor of the Department of Justice, would be guest of honor.

Honored will be Harry Rosen, dean of the industry here and president of Atlantic New York Corporation. Honorary chairman will be Albert S. Denver, Lincoln Service, Inc., MOA president. These trade leaders are on the

WURLITZER V-P WALLINE DIES

CHICAGO, Aug. 30.—Funeral services were held Sunday (24) for Ralph E. Walline, 39, vice-president and comptroller of the Rudolph Wurlitzer Company. Although he had been ailing for several weeks, his death was unexpected.

Walline joined the Wurlitzer organization as comptroller in 1942 and was elected a vice-president seven years later. Prior to joining Wurlitzer, he had a brilliant career in the accounting field.

The Wurlitzer executive was a graduate of the University of Illinois, a member of the Illinois Society of Certified Public Accountants, the Union League and the Buffalo Athletic Club.

Surviving are his widow, Elsie R., and three children, Edward, Robert and Jane. Interment was in Cambridge, Illinois.

Commend Juke Ops for Army Hospital Gift

DETROIT, Aug. 30.—A letter of appreciation for donations of juke boxes and records and the servicing of them was received by Irving B. Ackerman, counsel for the Michigan Automatic Phonograph Owners Association, from Col. Norman H. Wiley, in charge of the Percy Jones Army Hospital at Battle Creek.

Coin Phonographs were provided the hospital last year, and the MAPOA recently followed thru to show its sustained interest in the entertainment of veterans hospitalized there. New records were presented, and a continuing program to keep the record selection alive was worked out, along with a provision of service to keep the machines in good repair.

The automatic phonograph machines are providing additional entertainment for the enjoyment of the patients. Colonel Wiley wrote, "The continued interest in the welfare of the patients by your group is appreciated."

LOW PRESSURE ROUTE

Los Angeles Op Set for Anything

LOS ANGELES, Aug. 30.—Joe Lein, who has operated juke boxes here for 20 years, has a regular schedule similar to the one he followed last week. On Friday, he fished for albacore and caught three nice ones. Saturday morning was spent on the golf course and that evening was devoted to canasta. Sunday found him taking it easy at home. Monday, Tuesday and Thursday he worked his route. Wednesday? He relaxed.

This allotment of time—four days off—might give the impression that Lein devotes too much time to relaxing. While he takes this seriously, he also sees to it that his 28 locations are properly serviced. In addition to doing this, he is interested in worthwhile fraternal groups and works on their projects.

Lein has always felt that slackening the pace was good, even when he operated 100 machines. The route was reduced about five years ago, with the spots he has now being friends or locations that he has served for years. Some have used his equipment for 18 years.

Advantages There is advantage to a small route and also to such a schedule of low gear living. With only 28 machines, he knows the record taste of the location owner. And, this is carried even a step further; for in some spots he knows the customers by their first names and what they prefer on platters. The contact with the merchant makes it practically impossible for him to be bumped. And his friendliness with the patrons gives him an insight in buying records.

STREAMLINED SESSIONS

MOA Convention Program Covers Wide Range Subjects

CHICAGO, Aug. 30.—Streamlined sessions and discussions by nationally known figures in the music and law making fields will be among the highlights of the Music Operators of America 1952 convention at the Congress Hotel here September 11-13.

The convention will be formally opened until 10 a.m. Thursday (11), the executive board will convene in special session the night before to discuss amendments to the bylaws and other pertinent information affecting MOA members.

George A. Miller, MOA president, stated all scheduled events will begin at the appointed hour. Following the address of welcome Thursday morning all officers and directors will make their annual reports. In addition, speakers from recording companies will tell MOA members of what is to be expected in record trends in the following months.

Also scheduled for the first day, at 12:30 a.m., is a joint

meeting of the MOA executive committee and representatives of several music trade associations. This will be held under the auspices of the Automatic Phonograph Manufacturers' Association, whose membership is made up of Wurlitzer, Seeburg, AMI and Rock-Ola. This session will include a luncheon and addresses by both MOA and APMA spokesmen. This meeting will be officially concluded to allow sufficient time to attend the opening of the exhibits at 2 p.m. They will remain open nightly until midnight.

The initial business session Friday (12) also will open at 10 a.m. The speakers will include leading exponents of sales promotion and public relations, congressmen and a representative of the American Society of Composers, Authors and Publishers. Following the formal speeches the meeting will be thrown open to a question and answer period.

The annual banquet will get under way at 7 p.m. Friday (12) and will be built around a stellar floor show, including some of the nation's best known recording artists. In the latter group will be Patti Page, The Four Aces, Georgia Gibbs, Ella Mae Morse, Johnny Ray, Johnny Desmond, Tennessee Ernie, Don Cornell, Benney Fields and the veteran musical comedy and singing star, Blossom Seelye. Johnny Jones and his band will furnish music for the show.

The final business session will start Saturday (13) at 10 a.m., and speakers from many phases of the industry will address the convention. Election of officers will follow. The exhibits will be open again on Saturday night. Also on the program the first night will be a preview showing of a new picture at one of the major theatres. This has been arranged for MOA members and their wives by Hirsch de La Vriez, association treasurer.

MUSIC ROUTE KEY

Philly Op Cites Overhead Factor

Continued from page 104

his juke boxes in taverns and the rest in luncheonettes, does not believe in using the locations as repair shops. Whenever a machine develops anything more than minor trouble, he pulls it out and takes it to the shop at 2406 Germantown Avenue.

Key Factor "The most important thing in this business is getting good locations," Levin said. He goes out a large part of the week soliciting and looking for new locations. He also has others, such as ice cream salesmen and coat and apron men, doing the same. He reimburses such solicitors, according

to the type of location they secure.

To determine the value of a location when he is just beginning to operate it, Levin takes certain factors into consideration. He claims that the most important thing to look for, is the equipment and building improvements the owner is putting into it.

"However," Levin adds, "sometimes you can be fooled on this, but it is about as reliable a gauge as I have been able to figure out. After all, it just stands to reason that if a man has an investment in a business, he will work hard to keep it going. However, if he has no investment and the sledding gets tough, he will throw in the sponge and call it quits."

Blue Ribbon lets a machine stay on trial in a new location from four to six weeks before it decides to pull it out. Sometimes, however, instead of pulling out a piece of equipment, Levin will approach the owner of the business and point out to him that Blue Ribbon is losing money by letting a new piece of equipment remain on his location. The owner is usually willing to go along on a deal, whereby the new equipment is pulled out and an older piece is substituted.

Nickel All of Blue Ribbon's juke boxes are nickel operations. Levin states, "I believe that there will be a change to dime operation. However, it is pretty tough for one operator to venture out alone on such a conversion. Everybody should co-operate on such a deal."

Levin, who has been an operator for seven years, was a candy salesman. When candy became hard to get after the war, Levin decided to get into another business where he could be his own boss. He explained, "To tell the truth, being a coin machine operator is the first thing that came to my mind. However, I believe that I couldn't have made (Continued on page 106)

HAPPY ENDING

United, Waxers Kiss, Make Up; One Stop Set

MILWAUKEE, Aug. 30.—Differences between United, Inc., Wurlitzer outlet in Wisconsin and Upper Michigan, and three phonograph record distributors have been dissolved, according to Harry Jacobs Jr., United, Inc., executive.

Decca, Mercury and Capitol disk reps until this week had refused to deliver orders sent in by United, Inc., stating their opposition to furnishing wax for cut prices merchandising to operators. More objections were voiced to earlier announced plans of United to stock only hit numbers and not carry general catalogs of pop tunes. Opposition also arose over United's insistence on generous return privileges.

Following a series of conferences between Levin and top brass of the waxeries, all involved agreed to furnish complete co-operation.

De La Viez Guest Newspaper Writer

WASHINGTON, Aug. 30.—How the Music Guild of America pretests new disks on juke boxes was described this week in the Washington Daily News by Hirsch de La Viez, treasurer and director of the Music Operators of America. De La Viez took over Hal Rosen's night club column for a day.

Explaining how the Guild system works, De La Viez wrote, "Most of the record firms now send out test records to the Music Guild of America. These are shipped by express, four or five weeks before the tune is released to the record distributors. The test operators take the record play meters, and if the public accepts the tune, the record firms are notified by the Music Guild of America. Then, and only then, do they know they have a 'hit.'"

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

NO PRICE RISE DESPITE CONTROL-LIFT. Manufacturers expect no hikes on machines (General-Music Departments).

OLD PUBBERS PUSH INTO NEW FIELDS. Realize potential of country and blues markets (Music Department).

CAP RELEASES POPS ON ALL THREE SPEEDS. New move seen as boost to LP sales (Music Department).

NEW MICROGROOVES TESTED ON COAS. Modern Records ships new '78's to California outlets (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

Op Cites Overhead Factor

Continued from page 105

a better choice. This is a good business with great possibilities." Levin, nevertheless, admits that the Philadelphia area is a "tough territory with terrific competition." He believes that all the operators would be much better off if some of them were "educated" to the fact that they are in business to make a profit. He claims that too many are willing

to operate at a loss in the hope that locations will improve. He says that the law of averages is against such operators.

Pins, Venders
Aside from juke boxes, Blue Ribbon also handles pin balls and cigarette machines. Levin claims that pin balls are "kicked around" from one location to another with all a location owner has to do to get a new machine. Is to ask for it. This results in many locations getting better equipment than they warrant. Levin said: "The only way to make a profit is to give locations the type of machines that the locations 'take' warrants. The depreciation of a machine depends on the gross it can take in, and this depends on its public appeal."

Levin pointed out that taxes on pin-ball machines add a big chunk to the overhead necessary to "carry" such machines on a location. For example, Philadelphia has a \$25 a year tax on each machine, and the enforcement of this tax is "tight."

"Adding federal taxes to this, it becomes evident that the cost of taxes on each machine runs from about \$65 to \$70 a year," he said. "Therefore, since it is necessary to service machines every week, they have to gross at least \$8 a week before the operator can break even on any machine."

Competition
In the cigarette vending machine business, Levin claims that Blue Ribbon's only problem is competition. In the Philadelphia area cigarettes vend for 25 cents and this has become accepted by the public so there is no customer resistance on this score.

Levin, however, pointed out that few operators use king-size brands. They have been afraid to start such conversions because of a fear that this might help sell more king-size cigarettes and more brands will follow suit in changing to king-size cigarettes. This would decrease grosses and profits.

Levin's Blue Ribbon Amusement Company headquarters is a beautiful building at 2409 Germantown Avenue. It is about 17 feet wide and 109 feet long. There are two floors and a basement in which equipment can be stored. However, sometimes there is "a run of new locations and not a machine is left in the place." Levin said "Of course," he added "I don't mind such 'runs' at all. In fact, I look forward to them."

Delay Decision

Continued from page 105

not the Hawley Distributing Company, a premium merchandise outfit. Hawley had previously told The Billboard that he had sold his phonograph operating business, retaining only a financial interest. John Augustus Donohi is named along with Hawley as the principals in that firm.

The government was represented at the hearing by Alden Houck, assistant U. S. attorney. Houck has stated that the only issue involved is whether the operators are required to file a pricing statement as covered in the ceiling act. In answering the defense's move for dismissal, he added that it was not a question of profitable or unprofitable operation at the nickel level.

Judge Hall is sitting on the bench in Fresno, holding court in this city only on Monday.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

AIREON	Issue of August 30	Issue of August 23 350.00	Issue of August 16	Issue of August 9
FIESTA				
AMI Model A	\$249.50 254.00	269.00 350.00	\$269.00 275.00	\$269.00 350.00
Model B	274.50 350.00		450.00 450.00	450.00 475.00
Model C	445.00 460.00	475.00	449.00 450.00	475.00
FILBIN Hiwayway				125.00
PACKARD Manhattan 76	89.50	89.00	89.00	89.00(2)
MILLS Constellation	175.50			
ROCK-OLA Commodore		39.00		
Premier 49 & 50	295.00	295.00	32.50	295.00
1422	99.00(2) 99.50	94.50 99.00(2)	99.00 150.00	99.00 150.00
1425	140.00 150.00	150.00	140.00 135.00	129.00 175.00
1432	119.00 135.00	135.00	135.00	175.00
1946	165.00 175.00	475.00		99.50
SEEBURG Classic RC	49.00	49.00	49.00	49.00
Concert Grand				44.50
Envy	49.00	49.00	49.00	59.00
H-145 M. Hiwayway	139.00	139.00	139.00	119.00 139.00
H-147 M. Hiwayway	110.00	110.00	110.00	149.00
H-148 M. Hiwayway	229.00	229.00	229.00	229.00
H-246 M. Hiwayway	90.00	90.00	99.00 129.50	139.00
Hytone	49.00	49.00	49.00	59.00
M-100-A 78 RPM	599.00 650.00	599.50 625.00	599.50 649.50	599.50 675.00
	675.00 695.00	675.00(2)	675.00 725.00	725.00
Majic	49.00	49.00	49.00	49.00
Real	39.00	39.00	39.00	40.00
46	99.00	99.50	99.50	99.50
47	139.00	139.50	139.00	139.50
48 Hiwayway				179.50
146		140.00	147.50(2)	
147		110.00 129.00	99.50 110.00	99.50 129.50
146 M	110.00 129.00	110.00 129.00	110.00 129.00	129.00
146 S	110.00 129.00	110.00 129.00	110.00 129.00	129.00
147 S	135.00 149.00	135.00 149.00	135.00 149.00	149.00
148	135.00	135.00	135.00	
148 Grande	265.00 275.00	275.00	260.00 275.00	275.00
148 ML	240.00 260.00	240.00	240.00	265.00
148 SL	219.00	219.00	249.00	249.00
148 WL Brand	250.00			
1941 Hiwayway	49.00	49.00	49.00	
1941 RC Social				59.00
8200 Lo-Tow RC				54.50
8200 RC				44.50 54.50(2)
WILLIAMS Music Wire			99.50	99.50
WURLITZER				
500	49.00	49.00	49.00	44.50 49.00
600				44.50 49.00
750	49.50 69.00	49.50 69.00	69.00	49.50 59.50
780				69.00
800				49.50 59.50
850	59.00	59.00	59.00	59.00
900				59.00
915				59.00
950	125.00 139.00	125.00 129.50	125.00 129.50	129.50 139.00
1000	159.50 175.00	139.00 140.00	139.00 145.00	169.00 175.00
1080	185.00	165.00 175.00	175.00	
1080A	125.00	125.00	125.00	159.00
1100	169.50	169.50	169.50	
1100	310.00 324.00	295.00 324.00	299.50 305.00	279.50 325.00
1212 Hiwayway	325.00	323.00	324.00 325.00	359.00
249.50		229.50	259.50	
1250	399.00 425.00	399.00 425.00	399.00 425.00	425.00 429.00
	439.50			

GIVE THE FOLKS WHAT THEY WANT

No two ways about it... folks want music... music of high fidelity... true reproduction without tone distortion. They want simple selection to obtain the tunes they want. So give the folks everything they want... give 'em Evans' Jubilee Phonographs.



EVANS' JUBILEE 10/45
20 Records—10 Selections—45 RPM

EVANS' JUBILEE 10/78
20 Records—10 Selections—78 RPM

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

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50 RECORDS—100 SELECTIONS—45 RPM

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147M \$149.00
146M or 5 \$129.00

Hideaways
H148M \$229.00
H146M \$139.00
AMI Model A \$249
WURLITZER 1015 \$139
PACKARD Manhattan \$9
ROCK-OLA 1422 \$9

Wall Boxes
3W7-L56 \$39.50
(5-10-35¢ 3 wire)
3W2-L56 \$17.50
(5¢ 3 wire)
W1-L56 \$5.00
(5¢ wireless)
Wurlitzer Model 3020 \$27.50

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MUSIC SYSTEMS, INC.

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CLEVELAND, OHIO—2600 EUCLED TOLEDO, OHIO—1302 JACKSON

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Little Boy Blue

Little Boy Blue can blow his horn—

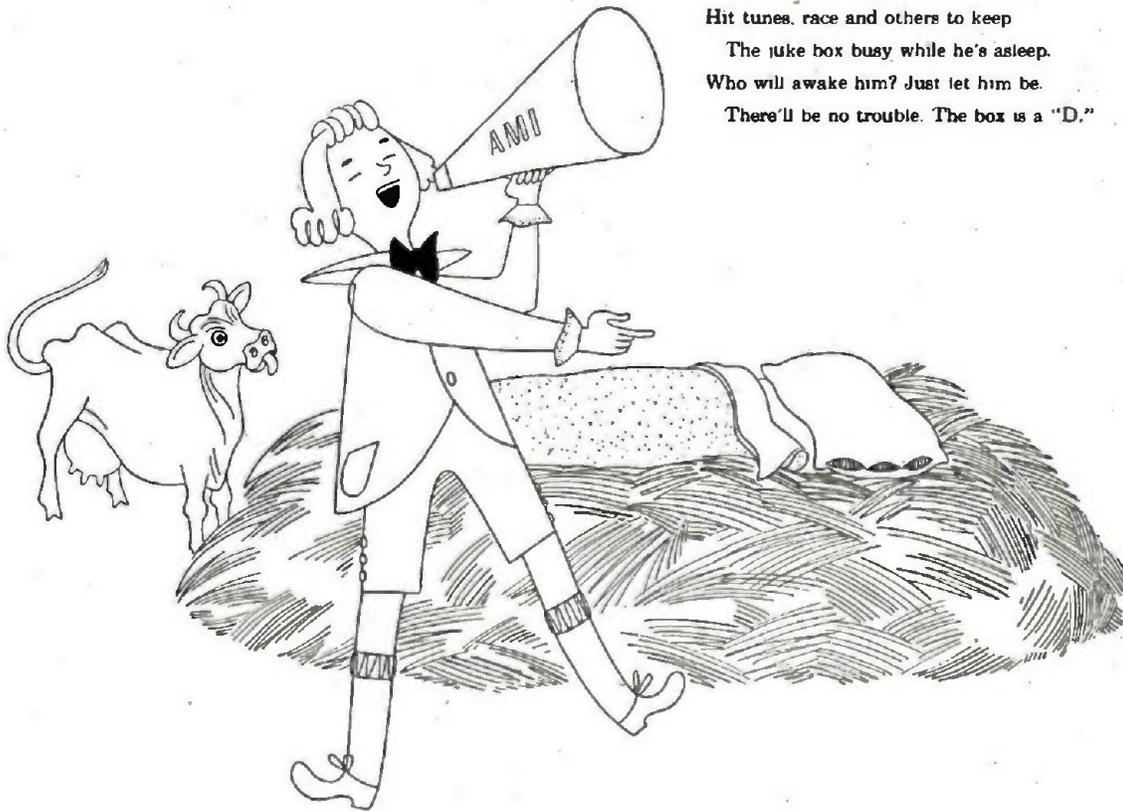
With selections aplenty, both classic and corn:

Hit tunes, race and others to keep

The juke box busy while he's asleep.

Who will awake him? Just let him be.

There'll be no trouble. The box is a "D."

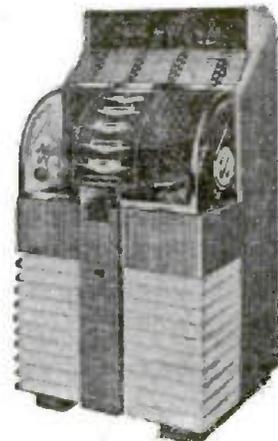


Why shouldn't the azure kid do a little bragging?

This smart youngster gathers a full program of varied selections that suit every fancy, match every mood. He makes sure the music will be played by offering it on the Model "D"—the A M I juke box that plays on and on while the money rolls in.

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SEPTEMBER
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MOA will reserve a single or double
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BMI
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Coral Records
Decca Records
MGM Records
Mercury Records
Miller Needles
National Rejectors
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HERE ARE JUST A FEW OF THE STARS
THAT WILL BE THERE TO GREET YOU:

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Four Aces	Georgia Gibbs
Don Cornell	Tennessee Ernie
Johnny Desmond	Ella Mae Morse

DON'T PASS THIS UP

Wurgler Resigns; Wurlitzer Names Bear Sales Mgr.

Continued from page 104

organization. In 1945 he left for a three-year stretch with the Redd Distributing Company of Buffalo, then Wurlitzer distributor for the area. He returned in 1947 and in December, 1949, was appointed field sales representative of the phonograph division.

Prior to joining Wurlitzer, Bear was associated with the Pennzell Company in Oil City, Pa.; Certain-Teed Products Company in both its Niagara Falls plant and New York City offices and the American Radiator and Standard Sanitary Company in Buffalo. He is a graduate of Temple University Philadelphia.

In his new post Bear will be in charge of the sales, advertising and service departments of the phonograph division and will work directly with the 41 offices of the Wurlitzer distributor organization in the country.

Wurgler Resignation

Wurgler's resignation would span a period of 15 years in the Wurlitzer organization. He joined the firm in 1937 when Homer E. Capehart was general sales

manager. He served both as a special factory representative for the sales department as well as assistant credit and collection manager until July, 1941, when he was made credit and collection chief. In 1945 he became general manager of the phonograph division under M. G. (Mike) Hammergren, then vice-president and director of sales. Upon Hammergren's resignation in September of 1948, Wurgler continued as general sales manager until his resignation Tuesday (26).

A native of Indiana, Wurgler was admitted to the bar there in 1928. He also is a certified public accountant and prior to his association with Wurlitzer served with the National Bank of Indianapolis, Eastern Rock Island Power Company, Keyless Lock Company, Holcomb & Hoke Manufacturing Company and the Anchor Stove & Range Company. Reached at his Buffalo home, Wurgler stated he was leaving for a three-week vacation and would announce his future plans upon his return.

Distrib Sues Juke Box Mfr.

Continued from page 105

Camil of the firm of Wright, Peeler & Garrett, Milton Zerin of the Albert E. Isenberg firm represents the plaintiffs.

Cite Cause

In presenting their complaint Mender and Rothschild allege that February 1, 1949, in Chicago they signed an agreement with the Wurlitzer company for the handling of phonographs and accessory merchandise for the remainder of that year in the Los Angeles area. The time was extended, the plaintiff set forth, to include 1950. During the period that they were representing the phonograph company, the Southland partners said, they were told by E. R. Wurgler, the juke box company's sales manager and/or Roy Hambough, vice-president and plant manager at North Tonawanda, N. Y., that the then new Model 1250 would be ready for distribution by August. In June the delivery it was said, was postponed to October and in November was set for January 1, 1950.

According to the suit, it was not until February 14 that the Model 1250 was received at the Southland headquarters and then only two machines for display on "National Wurlitzer Days." These models declared the plaintiffs, were poor and faulty both in appearance and operability.

It was not until April 1950, that 10 machines were received at the distributors headquarters and it was further claimed that

these also were poor and faulty, representing "no improvement over the two sent for the showing."

Canceled

The plaintiffs assert that August 8, 1950, a letter was received from Wurlitzer that terminated the distributorship contract as of the following day.

On this basis, the plaintiffs claim "by reason of the Wurlitzer company's termination and cancellation of said distributorship agreement and by reason of the delayed delivery of Model 1250 and its poor and faulty condition when delivered, plaintiffs did not have sufficient opportunity to recover their expenses and were unable to reimburse themselves for profits as contemplated by the agreement."

Mender and Rothschild stated that they devoted time, energy and money to carry out obligations to distributors. And they charge that the manufacturer "received benefits and was enriched to the extent of services rendered and expenses incurred." On this basis, the plaintiffs ask \$265,000.

Mender also charges that because of the breach of representation as to the handling of accounts his credit rating was impaired in Southern California. In this regard he asks \$25,000 additional damages.

The defense filed a demurrer claiming that insufficient facts were given to support the complaint and each cause for action.

L. A. Op Set for Anything

Continued from page 105

two weeks he listens to what the dealer has to offer. Because of his close contact with the spot, he seldom buys a dud. His record costs are less than 10 per cent of his gross which makes for a profitable operation.

Lein plans to retire from the business in two years from now when he is 65 years old. However, in the meantime he wants to take care of his route and earn a living. The operator affords him a nice living, as he described it, and he has no desire to expand again.

Own Loan

Lein was born in Russia and came to America when only 12 years old. He has lived in California since 1915. And it was during the crash of 1929 that he began looking for a business, believing always in being self-employed. The crash left him broke and he took a job to tide him over. Later he tried cafe operation and finally, with some of the money received from his soldiers' bonus he made bond to become a route man. From this, he moved into his own business.

Until about 1945 he stuck to one make of phonograph (Wurlitzer) but today carries his equipment. He has 11,100 selection machines, six of them being 45's.

When the local operator switched to a dime, Lein went along with the parade but upon hearing that it was in violation of the Office of Price Stabilization Regulation 34, he switched his machines back to 5 cents.

Altho Lein's route spreads out from the Pacific Ocean for almost 24 miles, he finds it necessary to do a lot of traveling. About 80 per cent of the servicing is done by him as assistant helping on some of the far away calls. Altho this operator believes in taking it easy, he will still answer a midnight call to an all night spot if necessary. Because he studies the phonograph manuals, he is able to remedy the trouble in a matter of minutes and is homeward bound.

Lein has shown that a small operation can be profitable—and enjoyable. He has always mixed leisure with his work and will continue to do so. That's his formula for success.

Atlantic City Site Set for NATD Confab

NEW YORK, Aug. 30.—The 1953 convention of the National Association of Tobacco Distributors will be held in Atlantic City March 15-20, Joseph Kolodny, managing director announced this week.

A "Coming of Age" sales tournament, sponsored by the association in observance of its twenty-first year is currently underway. Only sales personnel of wholesale firms who are NATD members are eligible.

The top five will each receive an all expense paid trip to the convention. Should a winner's home city be within close proximity to Atlantic City, a cash transportation allowance will be made. Kolodny pointed out. Additional awards, consisting of \$25 U. S. Defense Bonds, will be presented to 20 runner-up entrants.

All particulars can be obtained from the contest director at the association offices, 200 Fifth Ave., New York.

AFTER 5 YEARS

Baseball Exec Gets Patent On Vender

WASHINGTON, Aug. 30.—A vending machine patent last week was given to Fred M. Saigh Jr., owner of the St. Louis Cardinals baseball club. Saigh had applied for the patent five years ago.

The application on file at the patent office said the machine could sell cigarettes or other merchandise in packages for four different prices.

Saigh explained that purchaser could buy from one machine, packages costing 10, 15, 20 or 25 cents. When a coin or combination of coins is inserted, the application said, a light would flash on to advise the customer which packages were available.

The electric machine is said to be foolproof and theftproof, because it would refund incorrect insertions and spurious coins.

NABV Announces Meet Program, Exhibitors

CHICAGO, Aug. 30.—National Association of Bulk Vendors announced the business program and exhibitor list this week for its second national convention September 15-18 at the Morrison Hotel here.

While the final speaker and discussion topics will be set by the convention committee next week, Milton T. Raynor, general counsel, said the over-all business program had been outlined. It will start with the NABV board of directors and the convention committee meeting Sunday (14) at 4 p.m. to select a nominating committee. The initial business

Fruit-o-Matic Names Va. Agt.

LOS ANGELES, Aug. 30.—Fruit-o-Matic Manufacturing Company has appointed B. Willis Hopkins, Roanoke, Va., sales agent for its fruit vender in Virginia. Hopkins is a leading fruit grower in the Troutville area of the State.

J. C. de Graaf, sales manager, also announced high trade interest in the firm's exhibit at the recent International Apple Association show in St. Louis.

SHOPPING AREAS LIKELY SPOTS

PHILADELPHIA, Aug. 30.—Vending machine operators would do well to look to shopping centers as potential locations for more of their machines, according to H. Walter Graves, vice-president of Albert M. Greenfield & Company, real estate brokerage firm.

The reason is that the new shopping centers springing up in all parts of the country are changing the buying habits of Americans.

The centers have grown up not because of decentralization of business but because of growth of cities. The new stores have followed the people to places where suburban communities have arisen, where land and taxes are cheaper, and where large areas can be set aside for parking.

Graves said, "A modern shopper is fussy. She wants one-stop marketing, pleasant conditions, ample parking and a minimum of traffic and congestion."

NAMA RED FEATHER DRIVE

250 City, 100 Million Vender Coverage Seen

CHICAGO, Aug. 30.—For the third successive year, operator members of the National Automatic Merchandising Association will participate in local community chest drives over the nation. With the 1952 campaign keynote of "100 million votes" for the vending industry, based on the fact that each Red Feather message is a "vote" for public confidence in the local charity services, operators this week began lining up material (stickers, match books and cups imprinted with chest slogans).

The program will include vender drives in as many as 250 cities this fall. Thomas B. Hungerford, chairman of NAMA's public relations committee, reported. In 1950, first year of vending machine operator participation in the Red Feather campaign, over 63 million Community Chest messages were distributed by NAMA members in 225 cities from coast to coast.

Increased participation on the part of cigarette, candy and beverage operators this year will in-

10c Bars Still "Big Debate" With Nation's Operators

See Nickel Candy as Sales Brake; Cite Other Conflicting Factors

LOS ANGELES, Aug. 30.—While dime bars appear to be on the "acceptance list" of many operators in this area, a majority report using only from 2 to 10 per cent of their column space for the two-nickel items. Usually, 10-cent candy is sold in the same machine along with nickel bars, the ratio depending upon individual location demand. This averages out to two columns per eight-column machine.

There has been no spurt in customer demand or acceptance, of 10-cent candy, operators report. Most dime bars continue to be vended on an experimental or trial basis, with at most four major brands taking the big percentage of all dime volume.

Consensus of operators, however, (Continued on page 110)

NEW YORK, Aug. 30.—Despite the more than 158 dime bars on the market, leading operators in this area take a bleak view of their future. Surveyed firms admitted that increasing production costs might necessitate all bars eventually being sold at 10 cents. The consensus, however, was "as long as standard brands are still around, selling for a nickel, the dime bars don't stand a chance."

M. Eskin & Son, South River, N. J., tried dime bars for some time but reported no sales increases, except for two brands. Less than 10 per cent of the firm's operation is devoted to the 10-centers on an over-all basis. In each machine, the ratio is 90 to 10 against the dime candy.

Eskin is experimenting with (Continued on page 110)

DETROIT, Aug. 30.—The vending of dime bars has had a fluctuating record in this area, with relatively little popular acceptance at the present time. While various factors have contributed, they may be summarized as follows:

1. The uncertainty of employment in Detroit industry during the past nine months, reflecting defense production bottlenecks; the steel strike, and assorted other problems. This has resulted in a general slow-up in the mass spending market—and a natural preference for the lower priced marginal purchase, such as candy bars.

2. Lack of "availability of suit- (Continued on page 110)

Spacarb Sets New Model for NAMA Confab

NEW YORK, Aug. 30.—A new model of Spacarb's soft drink machine will be unveiled at the National Automatic Merchandising Association convention in Chicago September 14-17, it was announced this week.

The model will have a new cabinet, chrome strips and a mirror, but will be the same as the present model mechanically.

District sales representatives will meet at the Palmer House September 12-13 to map out fall strategy and to discuss a forthcoming sales contest. The contest, based on total sales and increased sales, carries as a grand prize an all-expense paid tour to either Bermuda or Mexico City.

Automatic Sets Badger Distrib

NEW YORK, Aug. 30.—Badger Sales Company was appointed a distributor for the Automatic Products Company this week. It will handle Soda Shoppe venders in California, Oregon, Washington and Arizona.

Regional representatives have been named by Badger with Jack Boardman in Oregon and Washington; Alfred Taylor, San Francisco and the Bay area, and Paul D. Hoseman, Arizona.

sure attainment of the 100 million goal, Hungerford predicted.

Sixty local Red Feather chairmen within the NAMA operator membership have been appointed to organize automatic merchandisers at the community level to work with local home-town Community Chest officials.

As in the two previous campaigns, message tapes bearing the national Red Feather slogan "Give the United Way," will be available without cost to NAMA operators at local chest headquarters. Approximately 200,000 venders carried the message in 1950.

Match Books, Cups
Hungerford pointed out that Red Feather-imprinted matches are available thru regular sup-

Heyman Bows New Quik-Kup

NEW YORK, Aug. 30.—Heyman Process Corporation this week announced a new coffee concentrate not requiring refrigeration. Called Quik-Kup, it is a liquid concentrate in which the aroma is said to be restored by brewing the coffee from unground beans in the same container in which it is shipped to operators.

Wilbur A. Heyman, president, said the new product will keep indefinitely while under seal, and will stay fresh for a week to 10 days without refrigeration after it is placed in a machine. Cost will be comparable with competitive brands, Heyman said.

Lunch-o-Mat Ups Power of Cooling Unit

NEW YORK, Aug. 30.—The Lunch-o-Mat Corporation this week announced that the Carrier cooling unit of the multiple food-beverage vender has been increased from 1/2 to 1/2 horsepower.

Lawrence Reiss, Lunch-o-Mat official, said the vender, which was first exhibited in June, is now coming off production lines and will be available to operators in time for the National Automatic Merchandising Association convention in Chicago September 14-17.

The machine lists for \$2,400, and handles hot and cold sandwiches, pies, pastries, milk, hot coffee and fruit juices simultaneously.

ply sources, or direct from the following firms: Bean Match Company, Jaffney, N. H.; Diamond Match Company, 122 E. 42d Street, New York; Lion Match Company, Inc., 250 W. 57th Street, New York; Match Corporation of America, 3433 W. 48th Place, Chicago; Maryland Match Company, 1100 S. Eutaw Street, Baltimore; Ohio Match Company, Wadsworth, O.; and Universal Match Corporation, 1501 Locust Street, St. Louis.

Red Feather Cups, at regular prices: Dixie Cup Company, Eaton, Pa.; Lily-Tulip Cup Corporation, 122 E. 42nd Street, New York, and Maryland Cup Company, 1100 S. Eutaw Street, Baltimore.

Operator Value
The chief value of operator support of Red Feather activities, Hungerford emphasized, lies in advance promotion afforded by vender displays.

The initial Red Feather organizer for NAMA was Aaron Goldman, C. B. Macke Corporation, Washington, now association president. He conceived the idea of using match books to promote Red Feather program in the nation's capital. As 1950 public relations committee chairman, Goldman proposed a national campaign based on his local experience.

NAMA BANQUET

Set Show Program; Reynolds Sponsor

CHICAGO, Aug. 30.—NAMA's annual convention banquet, Wednesday evening (17), will feature several show world personalities and a "full evening of good entertainment." Ben Bouchard, sales manager of Mars, Inc., and chairman of the association entertainment committee, announced this week. R. J. Reynolds Tobacco Company is sponsoring the program.

Mary McCarty, television and stage actress, will be a featured performer, along with Joe Howard, composer and vaudeville actor. Other attractions will include the Merrell Abbott Dancers.

Gen. Leslie Groves, U. S. A., retired and vice-president of Remington Rand, will deliver the feature address on opening day of the convention Sunday (14). He will outline changes that atomic energy will work on industry and how it will affect automatic merchandising.

G. R. Schreiber, chairman of the Convention Program Commit-

tee and editor of Vend, reported this week that the announcement of General Groves' appearance and talk at the 1952 NAMA convention had resulted in high trade interest.

New Cedar Hill Unit Marketed

CINCINNATI, Aug. 30.—Cedar Hill Farms started production this week on its new manual Dari-Mart milk vender following extended field testing.

The new model features three-flavor selectivity and an upright cabinet, instead of the former fully automatic model's console style cabinet. Separate levers and coin mechanisms actuate the three columns. Price of the new model was not reported.

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AMERICA'S FASTEST GROWING METHOD OF RETAIL DISTRIBUTION
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NATIONAL AUTOMATIC MERCHANDISING ASSN.
7 S. Ocarborn Street Chicago, Illinois
Phone: Financial 6-0370

10c Bars Still "Big Debate"

• Continued from page 109

ever, is that as long as there are nickel bars on the market, either name or "unknowns," dime bars will play a secondary place in the vending field.

One operator, Don Richardson, stated that following the addition of 10-cent bars on a trial basis, dollar volume rose 50 per cent in some locations. "Dime vending will come, but we aren't too close to it at present," he declared.

Another operator, M. L. Slater, who started using dime candy six months ago, said they were stocked following some location requests. Most units, however, carry only a single dime column. Currently, tho. Slater pointed out, customer interest is lagging in 10-cent items. Unless the dime bars offered are top buys in quality and in size, they draw little buyer interest. The bulk of dime sales revolves around four items, he said.

Weymouth Service Company, which stocks dime candy in about 2 per cent of its equipment, stated that as long as fair nickel bars continue to be marketed, dime volume will remain poor.

Food-O-Matic Sales Company, which began using dime bars over two years ago, reports using an average of three dime columns in an eight-column vendor. Overall, it reported, it has had good reception on dime items and plans to continue its 10-cent policy.

In the semi-tropical Miami area, dime bars, and candy vending in general, has a decided disadvantage. One of the few

candy routes here, Ace Saxon Candy Service, reported a brief experiment with dime bars with poor results.

Gene Whittaker, of Ace Saxon, succinctly stated: "Five and dime bars were placed in vendors; the nickel bars sold, the dime bars remained." Customer resistance to the higher price, plus the fact that the area is too hot and humid from May to November, doomed the dime bar at the start, Whittaker contended.

Detroit

• Continued from page 109

able bars for the dime market." This is a controversial subject with operators. It is generally felt that only the "name" type bars go over at a dime. Such bars, as Norman P. Nowak, of Variety Vendors, pointed out, have been intensively promoted and the public is more willing to pay the higher price. Other dime bars have failed to go over in adequate volume.

3. Continued manufacturer emphasis upon the importance of dime bars, coupled with intensive promotion and production of nickel bars, does not appear consistent to some operators.

Packaging

A packaging practice of one candy company was also criticized. It is offering nickel bars with net weight more than half that of the average dime bar. The public has learned this—and will buy two such nickel bars in preference to the dime, actually getting more for its money.

4. Non-acceptance of dime bars by industrial locations generally is experienced by most operating companies which have gone to the higher price. Plant workers are price-conscious, and seem to prefer the nickel spending unit. Some individual types of locations, such as theaters and other places accessible to the public, however, do a nice dime bar business.

5. Availability of vending equipment to handle dime bars. Some companies, including larger industrial operators especially, have a heavy investment in specific types of equipment not readily or economically adaptable to dime operation. This condition, however, is gradually correcting itself, and is not met with in newer equipment purchases and replacements.

6. Competition This may come from available over-the-counter sales, or from other vending companies. Up-State, for instance, it is reported that a large part of the territory is functioning smoothly at a dime—but in the Detroit area, where competition between companies is intense, the nickel remains the standard. This competition, also is two-fold—in the approach to the industrial plant manager, as a matter of service policy, and in the point-of-sale appeal to the ultimate consumer.

Need Promotion

7. Absence of any aggressive and effective new sales presentation. This includes both general promotion and point-of-sale advertising, and, while requiring the co-operation of the vendor, is probably only useful when originated and largely underwritten by the manufacturer—such things as cards, signs, and other appeals for immediate purchase.

Local operators in vending have been careful about going into the dime field. They have generally experimented with a few selected locations. Normally, the dime bar seems to be sold here in one or more columns of the same machine which also sells the 5-cent units. Some operators, however, use an entirely separate machine—again, this has been sometimes determined by the type of equipment available.

One company, F & W Products, today is doing about 10 per cent of its candy dollar volume in dime bars. Substantial as this seems, it is a marked drop from last fall, when the figure was 35 per cent.

It took about a year of steady work to build up volume. Then it started to slump and has shown no tendency toward a real pickup. The one disturbing factor is the increased uncertainty of local employment since last fall. This in itself may be the most effective determining cause for the drop-off.

New York

• Continued from page 109

dime lines in vendors at Army camps. He noted that only when a heavy influx of troops got to the machines did the dime bars sell as well as the 5-centers. "When a mob hits the vendors, anything will sell," Max says, "but otherwise, the 10-cent bars just aren't volume pullers."

The winter will shed more light on the situation operators feel. Only one company, however, would give the dime bar future a bright outlook. That was the Canteen Company, which has used 10-cent bars for about two years.

Pro and Con

Walter Coleman, of New York Canteen, feels that eventually all candy bars will be priced at a dime. He cites ever-increasing freight rates, manufacturing and distributing costs, higher taxes, etc., as reasons. Mark-ups will necessarily drop somewhat, he said, and this would also contribute to the forcing of producers to make only dime bars.

Nat Shapiro, of the Candyman Corporation, reported vending from two years ago with disappointing results. He used both straight dime units and mixed nickel-dime columns.

"Unless the 5-cent standard brands are completely eliminated, I can see no future for 10-cent candy," he said.

City Milk Company gave dime bars a trial last year, reportedly with good results. It also believes that elimination of 5-cent bars must take place before anything can be done with dime candy.

Nickel-Dime Ratio

Empire Vending Corporation, Brooklyn, tried to vend dime bars for a three-month period using both five and 10-cent bars and 10-centers alone. Comparisons proved that for every six or seven dime bars 75 nickel bars were sold.

"On one floor of a major life insurance company in New York, we had an 8-column, 5-cent machine, placed alongside an 8-column dime unit, installed by Canteen. In a matter of a week or so, the Canteen unit was taken out," Michael Lomars, of Empire, declared.

Admitting that bars have become smaller in size, Lomars is still confident that "even small 5-cent bars will always sell."

Duncan Fisher's Automatic Merchandisers Service is another large operation which tried vending dime bars. Fisher said he used a combination 5 and 10 machine as well as a straight dime unit. He maintains the public will not accept dime candy when they "still don't have to." "The manufacturers are aware of this," he said. "Suppose all name-brand candy went to a dime? You'd see a terrific number of unknown brands crop up—at a nickel."



GUGGENHEIM'S CHARMS

Send for Price List

Guggenheim

23 UNION SQUARE NEW YORK 1, N.Y.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tob
Gum? Bulk Merchandise?
Mints? Stamps? Perfume
Combs. Sanitary Products
or other Merchandise?

ADVANCE
Is the Vendor for You
Want more information? Write today to

J. SCHOENBACH

Factory Distributor Of
Advance Vending Machines
-1645 Bedford Ave., Bklyn, 26, N.Y.
President 2-2900

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamper-proof held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

East & Midwest:
Al. J. Abelson
Gen. Sales Mgr.
3043 Fifth Ave.
Pittsburgh
Phone AT 1-0478

Pacific Coast
Distributor
OPERATORS VENDING
MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles

IAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY MAKING VENDING IDEAS

Cost you a fraction or a cent a week—when you subscribe to VEND—the magazine of automatic merchandising. Fill to order—out—mail today!

VEND Magazine, 2160 Patterson St. Cincinnati 22, Ohio
1 Year—\$4 — 2 Years—\$7 — 3 Years—\$10
Foreign rates upon request

638

NAME _____
ADDRESS _____
CITY _____ STATE _____
OCCUPATION _____

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Flavor Cards
Silver Toppies
Ball Gums
New Comics
Jewel Rings
Cassette Plates
Lockets
Photo and
Jewel Rings

One is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low prices.

PENNY KING CO.

1538 Mission Street
Pittsburgh 3, Penna

VICTOR'S NEW BABY GRAND VENOS

CHICLE & CHLORO TREATS
4 or more \$13.00 each
100 or more \$12.00 each

CLEVELAND COIN MACHINE EXCHANGE INC.

3071-3033 Prospect Ave., Cleveland 10, O
All Phones: TOver 1-4718

SMOKESHOP "612"
 PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
 230 W. 57th St., New York 19, N. Y.
 Plaza 7-3123

Cont'l Coin To Mfr. New 1c Refunders

CICERO, Ill., Aug. 30.—Continental Coin Devices, Inc., was formed here this week to manufacture and market a line of penny refunders. Bernard J. Kiley Jr., Peter Jackson and William Stockdale head the new firm, which has headquarters at 484 1/2 West Cermak Road.

Jackson formerly headed his own penny refunder firm, Jackson Electronic Machine Company. He will supervise production. New rotary type refunder models will be produced, with the earlier Jackson slide ejector refunders discontinued.

Kiley, who also heads his own operation, Airport Vending Service, will continue his route. Stockdale, not previously associated with the vending industry, will handle sales.

A six-model line of inside mounted and two exterior-cabinet type refunders will be made available following the NAMA convention, at which the new firm will be an exhibitor. Initially, Continental Coin will handle all sales direct, with a West Coast outlet scheduled for appointment later.

Kiley stated the six inside-mount penny refunders will carry a list price from \$28.75 up to \$33.50 depending upon capacity which ranges from 400 to 2,000 pennies. The two cabinet refunders, 1,000 and 2,000 capacity, will list for \$37.50 and \$49.50.

Perfumatic, Ltd., Not '52 Exhibitor

TORONTO, Aug. 30.—The only Canadian exhibitor at the NAMA convention last year, Perfumatic Company Ltd., will not exhibit this year, according to Lawrence Hoffman, president.

Hoffman said that his firm was disappointed at not being able to be a NAMA exhibitor again but "due to the pressure of business it was impossible to spare personnel to man a booth."

VENDER, SCALE USED IN U. S. AIR CORPS FILM

OAK PARK, Ill., Aug. 30.—A cigarette vender and a penny scale will be used as props in a new training film being prepared for the U. S. Air Corps by the Atlas Film Corporation here.

The units will appear in a drug sequence in the special film, it was reported. Atlas Film borrowed the scale from a local distributor, R. H. Adair Company, and the vender from an operator, Robot Sales, Maywood.

PM Cig Stickers Aid Candy Sales

NEW YORK, Aug. 30.—Phillip Morris, as a co-operative sales effort with the candy industry, is again issuing cigarette stickers featuring a "buy candy" theme. The red, white and black promotion pieces show PM's Johnny Loves Good Candy. "Everybody loves good candy. Take some home today and don't forget to call for Phillip Morris."

The stickers are available in two types: one gummed on front for placement on candy cases and under-counter cases and one gummed on back for vending machines and cash registers.

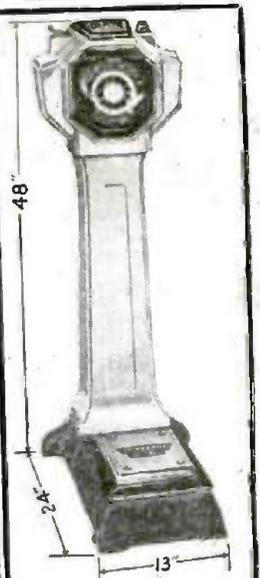
The new series is the third put out by the cigarette firm in co-operation with the candy industry. Over 250,000 of the first two series have been issued.

Lily Readies New Hot Cup

NEW YORK, Aug. 30.—Lily-Tulip Cup Corporation announced this week it would introduce a new hot-drink vending cup during the NAMA convention in Chicago September 14-17. William H. Seldy, manager of the firm's vending product department, stated the cup, No. 2107-V, had been engineered specifically for automatic vending use after a poll of the trade to determine requisites.

Seldy reported the new cup would be available in Lily's stock leaf design in a coffee-brown as well as in various special print and safety slogan designs requested by individual customers. He said it would be a close-nested cup and would thus increase the cup capacity of vendors. It will be packed 75 to a tube and 1,500 to a case.

The Lily NAMA booth, according to Seldy, will be staffed with engineering personnel in addition to sales representatives from all sections of the country. The former will aid operators with problems they might have with cup dispensing equipment and to discuss machine manufacturing programs with vender firms.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CARPET AND RASE. CAST IRON PORCELAIN ENAMELED. FOR OUTSIDE LOCATIONS

WRITE FOR PRICES Invented and Made Only by

WATLING

Manufacturing Company
 4650 W. Fullerton St., Chicago 44, Ill.
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GET HEP CHARM USERS

See King Tut... Cleo... come along with us to the Space Age with the new sensational...

OLYMPIC SERIES
 50 different items including King Tut, Space Ship, Armored Knight on Horse, Cleopatra, Rocket, Flying Saucers, Foxt, Westerns, Dogs and other fast moving numbers.

Finest Bulk Assortment at LOWEST PRICES
 Copper Plated... \$3.50 per M
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Also Wonderful New **FRONT GIMMICKS**
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 1/2 Baseball
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 Fairbelle
 Harmonica
 Oval Colonial
 Frames
 Round Picture
 Frames (Ball
 Players)
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 Basing Gloves
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 Cigarettes

ORDER TODAY
SEE US AT THE SHOW AT THE MORRISON
Plastic Processes Corp.
 300 E. 46th St., New York 17, N. Y.
 Murray Hill 4-9990

VENDING MACHINES COUNTER GAMES SALESBOARDS SUPPLIES and ACCESSORIES

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Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

A guide to efficient and economical operation of coin operated machines

Rake
 609 SPRING GARDEN ST., PHILADELPHIA, PA. LOMBARD 3-2676
 Distributors of Coin-Operated Machines and Supplies

CHLOROPHYL GUM
 CHICLE TYPE
 4 STANDARD SIZES
 210's • 170's • 140's
 430 Count Tabs

Chlor-a-mint delect. furnished with order.
 45 E. F.O.B. factory.

BALL-GUM, INC.
 2610 W. 19th St. Chicago 8, Ill.
 You can pay more—but you can't buy better!

ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Size conversions for all ROWE DU CRENTER, U-NEED-A-PAK and NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

SPECIAL!
 ROWE TAR GUM, 5 Cols., 1s., 400 Cap. \$47.50
 Wounding Bracket \$1.66 Extra

Our Points Are **VENERIZED** Prevents Peeling, Flaking & Busting.

SPECIALS ON CANDY MACHINES
 Dug. Candyman, 11 Cap. Without Base... \$ 57.00
 Dug. Candyman With Base... 62.50
 National 9-16, 162 Cap. 115.00

All Equipment **Unconditionally Guaranteed** Trade Prices 1/3 Dug. Dist. C.O.D.

FOR NEW CHARMS and FEATURE ITEMS
 CONTACT **PAUL A. PRICE CO.**
 220 Broadway New York 38, N. Y.

Silver Quarter Operation; King Size Ind.
 Here are the most sensational bars of factory overhauled and rebuilt electric machines ever offered!

DuGrenier Chameleon
 8-10 cols. (incl. 1) King size cols.; 350 each cap. \$37.50

Rowe Royal
 8 Cols., 320 Phs. or 10 Cols., 400 Phs. \$95.00

CANADIAN OPERATORS!
ACORN VENDOR
 The finest in the vending industry!
 New Brush Housing!
 New Gum Wheel!
 New Mechanism!

Above parts may be bought separately. They fit any Acorn now on location. These new features make the machine unbreakable. Remember, Acorn will vend caramels, charms and any size ball gum. We can also supply you with ball gum, and we carry the most complete line of CHARMS in Canada.

INTERNATIONAL VENDING CO., LTD.
 540 Gerrard St. E. Toronto, Ont. M4C 1S7
 501 Gladstone Ottawa, Ont. K1P 3T2

UNEDA VENDING SERVICE, INC.
 "The Nation's Leading Distributor of Vending Machines"
 NEW... RECONDITIONED LIKE NEW
 166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

SAM AND GEORGE EPPY INVITE YOU TO SEE "The NEWEST in CHARMS" in Room 740 Morrison Hotel, Chicago at the N. A. B. V. Convention

THIS YEAR we bring to Chicago a **LINE of NEW CHARMS** which we consider to be the very BEST NEW CHARMS we have manufactured to date.

THE EXTENT of our NEW LINE of CHARMS, as well as our NEW CHARMS IDEAS, will be better the talk of the Convention. Our display will open Saturday, Sept. 13, and will run until Wednesday, Sept. 17.

SEE WHAT EPPY HAS—In Room 740, Morrison Hotel.

Samuel Eppy & Co., Inc.
 91-15 146th Place Jamaica 2, N. Y.

ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grand Vending 2 for 1c Chicle Treats and Chloro Treats; also going great—our Baby Grand Vending 2 for 5c Chloro Treats. Topper Deluxe at \$14.20 per unit; Baby Grand at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS' EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION
GRAFF VENDING SUPPLY CO.
 2841 WEST DAVIS STREET DALLAS, TEXAS

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 CIGARETTES
 CANDY
 GUM
 TOBACCO
 AND
 OTHER VENDING MACHINES

SUPERIOR SUPER-SALESMEN

The Big 3 by Victor

TOPPER DELUXE

globe style



TOPPER DELUXE

globe style

BABY GRAND

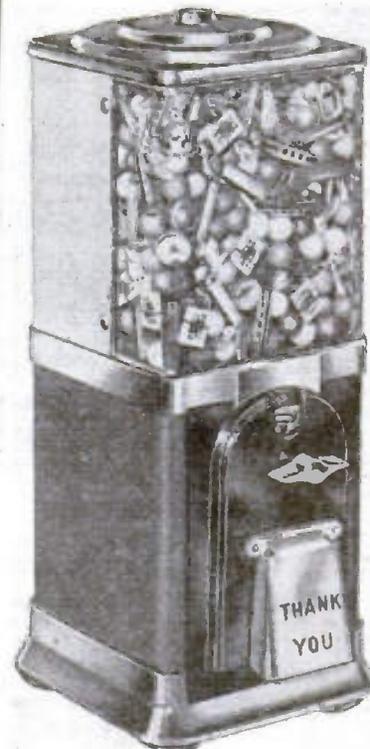


TOPPER DELUXE

half-cabinet style

TOPPER DELUXE

half-cabinet style



Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style
1 to 5 cases at \$56.80 per case of 4
6 to 11 cases at \$56.00 per case of 4
12 to 24 cases at \$55.00 per case of 4
25 or more cases at \$52.80 per case of 4

All orders must specify whether "FOR BALL-GUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

BABY GRAND

Victor's Baby Grand, Chicle Treats and Chloro Treats, the right combination for greater profits and steadier income. Vends Chicle Treats 2 for 1c 300 count per pound, or Chloro Treats, 336 per pound. Or Chloro Treats 2 for 3c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5 1/2 lbs. of Treats. Baby Grand is packed and sold 4 machines to the case.

Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case. One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue

Chicago 39, Illinois

Manufacturers of the famous line of TOPPER vendors

RED HOT PROFITS
Cash in On Chlorophyll
BALL GUM WITH
"SILVER-KING" Vendors
Built for professional operators
5¢
PISTACHIO
NUT
VENDOR
"CHARM
KING"
BALL GUM
VENDOR
NEW
ROTARY
"SUPER-
VENDOR"



VENDS NEW LARGE SIZE 7 1/2" "SUPER GUM" (160 to the pound) or regular 13 1/4" size Nut and Ball Gum, Candy, Charm Vendors, 16-32 U.S. and Foreign Coins. "Hut-Nut" Vendors. Designed for sales compelling eye appeal.

SILVER-KING CORP.
423 Diversay Parkway Chicago, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending 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 of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

	Issue of August 30	Issue of August 23	Issue of August 16	Issue of August 9
Acme Charm	\$150.00	\$150.00	150.00	150.00
Ajax Electric (8 col.)	64.00	64.00	64.00	64.00
Cheerful (3 col.)	84.00	84.00	84.00	84.00
Cheerful (16 col.)	57.50	57.50	57.50	57.50
DuGrener Cashman				
DuGrener Challenger, 5¢	22.50	22.50	22.50	22.50
DuGrener Challenger, 10¢	97.50 125.00	97.50 125.00	97.50 125.00	97.50 125.00
DuGrener Challenger (11 col.)				
Eastern Electric C-8	185.00 189.50	185.00	139.50 185.00	139.50 185.00
Eastern, 1¢	6.95	6.95	6.95	6.95
Fox, Vibrator	139.50	139.50	139.50	119.50
Ice Cream Bar or Cap	450.00	450.00	450.00	450.00
Jennings Nibby Scale			79.50	20.00
Jennings Lobby Scale			185.00	185.00
Juvenile Scale (Wall-Mount)			75.00	54.50
Kenny (9 col.) Electric	185.00	185.00	185.00	27.50
Kid's Gumball Vending Machine	54.50	54.50	54.50	89.50
Kid's Gum Vending Machine	27.50	27.50	27.50	7.45
Kroger Vender 5¢ (2 col.)	89.50	89.50	89.50	50.00
Marion Scale	7.45	7.45	7.45	25.00
Master 5¢	50.00	50.00	50.00	45.00
Millie Penny Personal (Lobby)				
Missy Traffic Scale				
Minut Pop	145.00		95.00	10.00
National Candy (9 col.)				
National Dial Scale				
National Electric Cigarettes	125.00		187.50	109.50
National 9 E Electric	95.00	95.00	95.00 125.00	95.00 99.50 125.00
National 950	130.00	130.00	130.00	125.00 130.00
National 950	145.00	145.00	95.00 129.50	129.50 139.50
National 950			139.50 145.00	145.00
Northwestern 55 Ball Gum	7.45 7.50	7.45 7.50	7.45 7.50	7.45 7.50
Northwestern Deluxe				
1¢ and 5¢	13.95	13.95	13.95	13.95
Northwestern Stamp	69.00	69.00	69.00	69.00
Pace Lobby Scale			69.50	69.50
Pop Cap Scale	59.00	69.50	69.50	99.50
Pop (10 col.)			99.50	25.00
Rock-Ola Lobby Scale	40.00	75.00	75.00 79.50	15.00
Rock-Ola (8 col.)	75.00	154.00	154.00	125.00
Rowe Crusader (10 col.)	155.00			
Rowe Imperial (2 sizes, 1 nickel)			69.50	69.50
Rowe President (8 col.)	145.00		145.00	145.00
Rowe President (30 col.)	155.00			
Rowe Royal (8 col.)	95.00 130.00	130.00	130.00	130.00
Rowe Royal (10 col.)	95.00 140.00	140.00	140.00	140.00
Royal Scale			22.50	50.00
Silver King Hunter	22.50	50.00	50.00	85.00
Slime Brush-Up	50.00	85.00	85.00	95.00
Ureeda Model E (12 col.)	85.00	95.00	95.00	110.00
Ureeda Model E (15 col.)	95.00	110.00	110.00	110.00
Ureeda (9 col.) Model 500	110.00	110.00	95.00 115.00	95.00 115.00
Ureeda (15 col.) Model 500	110.00	110.00	110.00	110.00
Ureeda Monarch (9 col.)	135.00	135.00	135.00	135.00
Ureeda Monarch (12 col.)				
Ureeda Monarch King	79.50	79.50	79.50	79.50
Ureeda Monarch 500 (9 col.)	85.00		79.50	79.50
Ureeda Monarch 500 (15 col.)				
Ureeda Pak Model 500				
(77 col.)	130.00	85.00 130.00	85.00 130.00	85.00 130.00
U-Select	195.00	195.00	195.00	195.00
U-Select	49.50	49.50	49.50	49.50
Wallace Mirror Lobby Scale				45.00

BEST MONEY MAKERS... ANY LOCATION

VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETS VENDOR

Vends 2 for 1c or 2 for 5c
Advice manual desired when ordering
4 or more, \$13.00 each
100 or more, \$12.00 each
Chicle Treat Gum—45¢ per pound
Chloro Treat Gum—12¢ per pound (for 1¢ machine)
Chloro Treat Gum—10¢ per pound (for 5¢ machine)
5¢ model brings last returns of \$6.25 per pound.
ORDER NOW

Parkway Machine Corp.
715 E. 1st St. Baltimore 2, Md.

PROMPT SHIPMENT



GET READY FOR KING SIZE!

Get your most older equipment to King Size with completely new cigarette magazines capable of holding regular or King Size in each and EVERY column. Now available for the following types of machines:

DuGRENIER S. V. VD, W & WD: U-NEED-A-PAK 6, 8 & 9 'A' & 'E' Models NATIONAL 9-30 & 9-50

We have kits to convert any DuGrener, Champion that is now King Size magazine are not new to us. We've been making them for years—your guarantee of assured performance and satisfaction.

BE READY FOR ANY COMING EMERGENCY!

For further information contact

CENTRAL VENDING MACHINE SERVICE COMPANY
292 Parrish Philadelphia 4, Pa.
Phone: BV 4-244 or BA 7-8716

IN STOCK VICTOR'S New BABY GRAND CHICLE TREETS VENDOR also JUMBO 100



ORDER TODAY

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcut 7-1448

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY... LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
810 S. ARMSTRONG ST., MORRIS, ILL.

30 DAY MONEY BACK TRIAL

Northwestern TAB GUM
10-COLUMN 1¢ Selective

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

PRICES
Last than 25¢
100 or more \$25.95
Less than 100 \$25.45
100 or more \$24.95
F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1¢ and 5¢ Combination... \$12.95	CHALLENGER 10, 3 Col. Plastic Globe \$29.50
MASTER 5¢ 7.45	MUSTER, Like New... \$27.50
	ESQUIRE, 11 4.71

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen 45	VIRGINIA PEANUTS 1.28	BALL GUM, All Sizes 200 Lbs. Min. 3.24
ZENOBIA PISTACHIO 21	SPANISH PEANUTS 28	Prepaid, Per Lb. 5.24
ZENOBIA PISTACHIO 21	ALMONDS, 40 Count, 1.18	ADAMS GUM, All Flavors, 100 Count 4.24
PISTACHIO 4-STAR 21	PEAS, Vacuum Packed 28	WRIGHT'S GUM, All Flavors, 100 Count 4.7
PISTACHIO Vendors MIX 21	SAHED Beated and 23	BURCHARD CHOCO-LATE, 200 Count 1.20
PISTACHIO 5-Star 29	RAINBOW PEANUTS 28	HEENEY'S CHOCO-LATE, 200 Count 1.30
CASHW, Whole 45	BOYTON BARKED 28	LIQORICE LOZENGES 25
CASHW, BUTS 60	BEANS 28	M & M 37
FILETS 58	M & M 37	Minimum Order, 25 Boxes.
MIXED NUTS 55		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
112 DuPont, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longacre 4-6467
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

TV IS ALL OF SHOWBUSINESS
ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

LOSSES UP? GOT YOU DOWN?

Install Chicago ACE Locks

When losses get you down it's high time to install CHICAGO ACE Locks. Here's why:

The Chicago ACE Lock provides full 7 pin-tumbler security, over 50,000 key changes, the protected ACE key ring, and changes registered in your name. Only you can get Chicago ACE keys. For even better security ACE security is not required, Chicago Double-Billed and Single-Billed Locks offer maximum security at budget prices. Sizes and types for practically every new and replacement use.

CHICAGO LOCK CO.
1075 N. BACINE AVENUE - CHICAGO 33, ILLINOIS

For more information write Dept. B.



5¢ BABY GRAND & JORDANETTES

(Candy coated Tiny Almonds assorted flavors and colors)

JORDANETTES 30 LB. CS 75¢ lb. (350 Count)

HOLDS 5# EMPTY MACHINE GROSS APPROX. \$12.50

Baby Grands also for Chloro Treets. \$13.00 per unit—\$12.00 hundred lots

STANDARD SPECIALTY CO.
5115 E. 14TH ST. OAKLAND 1, CALIF.



Let Us Arrange a **FREE DEMONSTRATION** of the **Kenny Deluxe Electric CIGARETTE VENDOR**

For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 30th St. Chicago 32, Ill.



LOOK BABY GRANDS on TIME PAYMENT

In lots of 8 or more

8 Baby Grands	\$104.00
50 Lbs. Chicle Treets	22.50
Finance Charges—50¢ Per Machine	4.00
Total	\$130.50

3¢ down—balance in 20 weekly payments. Write for details and credit application.

ROY TORR-LANSLOWNE, PA.



Your ticket to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

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New York

Seen on the avenue during the pre-holiday week were Fred Iverson, of Buffalo; Jerome Romiger, of Jet Music Company, the Bronx; Ivan Mussel, of Kingston, N. Y.; Jerry Basile, Brooklyn; Bob Lutzman, Forest Hills, L. I.; Max Schwartz, Suburban Music, the Bronx; James Weeman, old time music, op. Abe Bernstein, of Academy Cigarette Service, Freeport, L. I., and Albert Arnold, of Empire Amusement Company, Flushing, L. I.

Irving (Kempy) Kempner, of Runyon Sales, celebrated his 41st birthday Thursday (29). The Runyon firm has donated a juke box to the Veterans of Foreign Wars. The machine will be used in the VFW Canteen in the Hotel Lincoln here.

Beating the holiday-bound crowds by leaving the city early last week was Harry Berger, of West Side Distributors, and his family. Al Gilbert, of United Play Machines, is another who took off for the mountains with his family. The Gilberts are at White Lake, N. Y.

Nat Hockman and Harry Ebbin, of Unedeia Vending, are still searching for a new building, one big enough to take care of their expanding business. The partners prefer to remain in Brooklyn, but are looking around Manhattan and elsewhere.

Now back on full schedule, Atlantic New York Corporation will remain open on Saturdays for the balance of the year, beginning September 6. Tommy Green, Glasgow, N. Y., op. and reps from Pleasant Music and Sunshine Music companies, both of Jersey, visited during the week.

Bill Burke, in charge of vending sales for the Minute-Maid Corporation, is enjoying a week's vacation.

Irving Fink, of Brooklyn Amusement Company, is back on the job after undergoing minor surgery. Louis Flav now in his new home in Flatbush.

Jack Borenstein, of B & K Music Company, has sold part of his route to Irving Kleinsky and Izzy Lutzker, of City Music Company.

Detroit

Roy Clason, executive secretary of the Michigan Automatic Phonograph Owners Association, has returned to his post fully recovered, after an illness that kept him in the hospital and at home for several months. Morris Goldman, president of the MAPOA, and operator of the Morris Music Company, is back from a vacation at Atlantic City.

Otto Wisner, Mount Clemens, was in town on a buying trip. Carl J. Angott, of the Angott Distributing Company, is at his summer lodge at Manistiquie in the Upper Peninsula. His son, Carl Jr., is with the National Guard for two weeks of maneuvers at Graying, Ill.

Angott's record manager, is back on the job after a vacation cruise to Bermuda. Mary Jo Martin, also of Angott, has returned from an extended trip thru Pennsylvania, visiting relatives. Ted Parker reports the firm is receiving the new Wurlitzers, and looks forward to a good fall season.

Marty Rice, Rice Music, has returned from a vacation trip. Mrs. Lillian Patton, the new

Coinmen You Know

proprietor of the White Novelty Company, had an important appointment with her hair-dresser Wednesday. Frank Alluvor, owner of Frank's Music Company, is commuting from Cass Lake in Oakland County. He manages to make the long trip to his office almost every day, even in hot weather. Frank Alluvor Jr., now 23, has received his honorable discharge from the Navy after four years, and will join his father in business. He formerly worked around the shop during his school days. Ed Carlson, Carlson Music, is planning a business trip to Chicago.

William Patterson postcards from Yellowstone Park, where he has been vacationing and forgetting the problem of music promotion. Frank Stankiewicz, of Ace Music Company, has been vacationing in New York City—strictly a pleasure trip. Tony Sircanus, owner of Gunn Music Company in Dearborn, has left for parts unknown on a vacation trip.

Meltons Music, operated by Vincent F. Mell, was host to a large number of music operators Saturday at a picnic gathering. Mrs. Lillian Patton, who recently took over the White Novelty Company, is adding a complete line of record players and other accessories. Charles A. Blazner, formerly with the Eastwood Gardens Arcade, is now managing the enlarged Arcade at Edgewater Amusement Park, which is doing steady business with a wide variety of equipment.

Calderon Distributing Corporation makes a glowing report of the activity in Bally games, Bingo and Palm Beach are in active demand. Joe Flynn, of Shaffer Music Company, Columbus, O., is at the local office, and spent the week visiting operators over the State. Henry Windt, of Simplex Music Company, is at the Methodist Hospital, where he underwent surgery today (20). The nature of his illness was not disclosed.

Don Donars, operator at Terre Haute, Ind., is under observation at a hospital there. The Shaffer Music Company is in the midst of remodeling its location, according to Manager Gene Ford.

Mrs. Blanche Jones, of Jones Music Company, returned from a vacation in Fresno, Calif. She relates some hair-raising experiences that occurred during the earthquake there and is well satisfied to be back home. She made a business trip to Chicago the past week.

The Armstrong Automatic Vending Company is in the midst of remodeling its quarters. Plans for a gala opening are in the making, according to Woodrow Armstrong. The Sicking Company, Inc. as reported by Mrs. Lottie Berman, has had better business this year than last.

The Calderon Distributing Company reports an increasing demand for the Bally horse, The Champion, and the Palm Beach game. Business generally is ac-

tive over the State. In fact, there is no reserve stock on hand since the games are moving to location as quickly as they arrive from the manufacturer. Dayne Sarsafy, accountant and office manager, is vacationing in Michigan.

Joe Flynn, Shaffer Music Company, Columbus, O., was a business visitor during the week. With more Seeborg Phonographs coming from the factory according to assistant manager, John Stockdale, business is good. J. L.

McClelland, and Edward Shafer, attended the funeral services of Dan Shry, phonograph operator who passed away Saturday (23). Shry was one of the leading operators in Anderson and surrounding territory.

The Sicking Company reports a good demand for the various games. United Stars and the Star Shuffle Alley are in good demand.

Lyle Harper, mechanic at Jones Music Company, is spending his (Continued on page 116)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

Business Opportunities

Coin radios and televisions; buy direct from manufacturer and save; street cabinet, modern design, coin receptor. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Pin Ball Mechanic wanted; good pay and good working conditions; must be sober. Write Box 547, Billboard 188 W Randolph St., Chicago, Ill.

Parts, Supplies & Services

Details for Vending Machines; safety designs, low price; write for folder. Grand, 2506B 52nd, Kenosha, Wis.

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Indianapolis

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vendo Sales Co., 2174 Market St., Philadelphia 3, Pa. LOCAR 7-1448

KING & CO.

Distributors of North-American Model 49 and Tab Gum Venders Chicago 12, Illinois 2700 W. Lake St.

Positions Wanted

Mechanic desires position in South. South-west. West: 10 years in repair work; good on games; best on phonos; setting 100s and amplifiers. Box 556, The Billboard, Chicago 1, Ill.

Routes for Sale

Osark Cigarette, Candy, Gum and Nut Route: 160 machines, gross \$36,000 yearly \$12,500 stock at invoice price. R. I. Shumberger, Route 4, Bentonville, Ark. Phone 504-84.

Western Michigan; established 22 years; 400 pin phones, Pin, Allen, Board; taken \$30,000 down or may split into routes; satisfactory income; owner wishes to retire. Box 345, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarette and Candy Vending Machines, all makes and models; lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

For Sale—Adams Tab Gum 4 Column Machine, chrome fronts, \$11 each. Vincent Wallace, 415 Hillside Ave., Northham Heights, Mass.

For Sale—Bowl-O-Matics, like new. \$375 each; Williams All Stars, \$45; Star Series, \$69.50; Super World Series, \$35; Exhibit Jet Gun, \$175; Bokerino, \$35; Keeney Submarine, \$75; Bally Heavy Mitter, \$35; United Tenth Inning, \$35. King Pin Equipment Company, 925 Mills St., Kalamazoo, Mich.

For Sale—Mills, Jennings, Pace, Welling Bolls, Double Lips, Super Bonus, Singlet-Tone; beautifully, reconditioned; Evans Races, \$100; new Bally Clover Bells, General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAJRU 2-4378.

For Sale—Perfect condition, like new; Conco, Island, latest model models with 5 contracts, \$375; Leaders, \$325; Hot Rods, \$60; Citations, \$35; various late Flipper Kings, write. Va dep. sal. C.O.D. W. E. Keeney Mfg. Co., 225 S. Kedzie Ave., Chicago, Phone Hemlock 4-3844.

CLASSIFIED ADVERTISING

Like New—Advanta, Columbus, North-western, Master Ball Gum Machine, 3,500 balls best \$1.75 gum only \$15. Peanut Machines with 25¢ of salted Spanish peanuts, \$15; Imps. \$10; Gottlieb latest model Three-Way Crisp, never on location, \$22.50. T. O. Thomas Co., 1572 Jefferson St., Parkurst, Ky. Phone 2131

National Cigarette Machines postwar 9-E model, excellent condition, \$75 each. Du-Kay Vending Co., 19 Selden St., Detroit, Mich.

NEED ROOM

- CLEAN GAMES—READY FOR LOCATION: 1 Chicago Gum Ball Gum Machine \$ 85.00 4 Williams Sea Lockers 225.00 Ea. 4 Williams Spark Plugs 225.00 Ea. 2 Williams Jokers 225.00 Ea. 2 Gottlieb Knockouts 70.00 Ea. 1 Chicago Coin Pin Bowler 95.00 1 Genco Flying Saucer 75.50 6 Genco Bing-A-Rolls 50.00 Ea. 6 Universal Twin Bowlers 39.50 Ea. 4 Genco Gliders 25.00 Ea. 1 Gottlieb Bowler 30.00 2 Universal Super Twin Bowlers 75.50 Ea. 1 Williams El Paso 49.50 1 Premier Shoe Alley 50.00 4 Keeney Four Ways 150.00 Ea. 1/2 with order, balance C.O.D. LIBERTY BELL AMUSEMENTS 86 Prospect St., Rochester 8, N. Y.

U-Select-It, 72-bar size, \$27.50; 74-bar size, \$31.50; Shipman 3 column like new Candy Bar Machines, \$22.50—cost \$69.50; Cigarette Machines, quarter operation, all makes, \$22.50 up. Hartz Vending, 2717 N. Park Ave., Philadelphia, Pa.

Wanted—Used Bingo Games, new Silver King Muntz Guns, Sologno, Selective Boxes and Hideaways; best price and condition of equipment. Box 555, The Billboard, Chicago 1, Ill.

Will trade Two Kings (like new) for music, cigarette or any other machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

Wanted to Buy

Wanted—Bar-Room Plans of all types; need not be working; also parts, rolls. Art Sander, Dearborn, N. Y.

For Subjects with wide audience appeal, Pictorial Films, Inc., 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3758

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words. 2: Now check off the classification you want your advertisement to appear under. 3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch. 4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard.

Agents and Distributors Wanted Help Wanted Parts, Supplies and Services Positions Wanted Routes for Sale Used Coin-Operated Equipment Want to Buy Gentlemen: Run this in your "Market Place" as indicated below: Next 6 issues Next 4 issues Next 3 issues Next issue only Payment enclosed Bill me Name Address City Zone State

ADVERTISING RATES REGULAR CLASSIFIED: 10¢ per word per week for 1st 10 words, 5¢ thereafter. DISPLAY CLASSIFIED: 1¢ per word per week for 1st 10 words, 5¢ thereafter. ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Table with 5 columns: Issue of August 30, August 23, August 16, August 9, August 2. Rows include 3-4-S (United), Mills (Chicago Cigs), Total Roll (Genco), Tru-donax (United), Teachdown (United), Tripax (Genco), Tripax (Chicago Cigs), Triple Action (Genco), Triplex (Genco), Tri-Score (Genco), Tucson (Williams), Tumbler (Genco), Top King (Genco), Utah (United), Virginia (Williams), Watch My Line (Genco), Whinn (Universal), Wisconsin (United), World Series (Rock-Dial), Walk (Williams), Zippo (United).

New Napkin Vender Set by Calif. Firm

HOLLYWOOD, Aug. 30.—A new 144 unit capacity sanitary napkin machine will be distributed nationally by the Delicate Products Sales Corporation here. Contract for the manufacture of the vender has been signed with the Shipman Manufacturing Company with production set for October 1. Delicate held open house Saturday (23), displaying several of the hand-made models. Officers of the distributing company are Billy B. Morris, president, Stanley Winston, vice-president, and George E. Morris, secretary-treasurer. The Morrises also head the promotional firm, Thrifty Venders, New York.

The machine will be 16 inches wide, 28 long and 5 deep, finished in light blue enamel with gold and white stars. On each side

Fast-Dry Vender Paint Introduced

NEW YORK, Aug. 30.—The Lankote Division of the J. Landau Company has announced a new "hammer-effect" paint this week for vending machines. According to the company, the paint, called Lanatone, can be sprayed over old finishes and machines do not have to be stripped to bare metal before application is made. Lanatone is said to have a high gloss and quick-drying value. Samples of the 20 pastel shades are available, the company announced.

metal pockets will permit placement of advertising brochures. The company is said to be establishing supply warehouses thru which the product will sell for 10 cents per package to operators. Retail price is 25 cents.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of August 30	Issue of August 23	Issue of August 16	Issue of August 9
See Bomber (Miscellaneous).....	\$150.00	\$150.00	\$150.00	\$150.00
Air Raider (Keweenaw).....	125.00(2)	125.00(2)	125.00(3)	125.00(3)
All Star (Williams).....	109.50	109.50	109.50	109.50
All Star Hockey (Chicago).....	49.50	49.50	49.50	49.50
All Star Hockey (Chicago).....	49.50	49.50	49.50	49.50
Atomizer 100 (Miscellaneous).....	95.00	95.00	95.00	95.00
Atomizer Bomber (Miscellaneous).....	175.00	175.00	175.00	175.00
Big Tearing (Bally).....	185.00	185.00	185.00	185.00
Blue Bomber.....	100.00	100.00	100.00	100.00
Balancer (Supreme).....	180.00	100.00	100.00	100.00
Bookkeeper (Miscellaneous) (Cap.).....	45.00	45.00	45.00	45.00
Bonus-Mark (Diner).....	200.00	200.00	200.00	200.00
Challenger (ABT).....	29.50	29.50	29.50	29.50
Chicken Sam (Seaburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Clair Gun (Exhibit).....	59.50	59.50	59.50	59.50
Clair Gun (Exhibit).....	65.00(3)	65.00(3)	65.00(3)	65.00(3)
Clair Gun (Exhibit).....	75.00(1)	75.00(1)	75.00(1)	75.00(1)
Clair Gun (Exhibit).....	94.50	94.50	94.50	94.50
Clair Gun (Exhibit).....	95.00	95.00	95.00	95.00
Clair Gun (Exhibit).....	79.50	79.50	79.50	79.50
Clair Gun (Exhibit).....	195.00	195.00	195.00	195.00
Clair Gun (Exhibit).....	399.50	399.50	399.50	399.50
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	17.50	17.50	17.50	17.50
Clair Gun (Exhibit).....	75.00	75.00	75.00	75.00
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	95.00	95.00	95.00	95.00
Clair Gun (Exhibit).....	100.00	100.00	100.00	100.00
Clair Gun (Exhibit).....	125.00	125.00	125.00	125.00
Clair Gun (Exhibit).....	140.00	140.00	140.00	140.00
Clair Gun (Exhibit).....	19.00	19.00	19.00	19.00
Clair Gun (Exhibit).....	199.50	215.00	190.00	215.00
Clair Gun (Exhibit).....	225.00	225.00	225.00	225.00
Clair Gun (Exhibit).....	215.00	225.00	215.00	225.00
Clair Gun (Exhibit).....	69.50(2)	69.50(2)	69.50(2)	69.50(2)
Clair Gun (Exhibit).....	45.00	45.00	45.00	45.00
Clair Gun (Exhibit).....	69.00	69.00	69.00	69.00
Clair Gun (Exhibit).....	129.00	129.00	129.00	129.00
Clair Gun (Exhibit).....	95.00	109.50	95.00	109.50
Clair Gun (Exhibit).....	225.00(2)	225.00(2)	225.00(2)	225.00(2)
Clair Gun (Exhibit).....	249.50	275.00	249.50	275.00
Clair Gun (Exhibit).....	29.96	29.96	29.96	29.96
Clair Gun (Exhibit).....	100.00	100.00	100.00	100.00
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	199.50	199.50	199.50	199.50
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	225.00	240.00	225.00	240.00
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	225.00	240.00	200.00	225.00
Clair Gun (Exhibit).....	650.00	650.00	650.00	650.00
Clair Gun (Exhibit).....	100.00	115.00	89.50	100.00
Clair Gun (Exhibit).....	129.50	115.00	129.50	129.50
Clair Gun (Exhibit).....	140.00	185.00	140.00	185.00
Clair Gun (Exhibit).....	99.50	99.50	99.50	99.50
Clair Gun (Exhibit).....	290.00	340.00	275.00	340.00
Clair Gun (Exhibit).....	75.00	75.00	75.00	75.00
Clair Gun (Exhibit).....	15.00	15.00	15.00	15.00
Clair Gun (Exhibit).....	75.00	75.00	75.00	75.00
Clair Gun (Exhibit).....	100.00	100.00	100.00	100.00
Clair Gun (Exhibit).....	125.00	125.00	125.00	125.00
Clair Gun (Exhibit).....	125.00	125.00	125.00	125.00
Clair Gun (Exhibit).....	99.50	120.00	120.00	120.00
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	49.50	49.50	49.50	49.50
Clair Gun (Exhibit).....	29.50	29.50	29.50	29.50
Clair Gun (Exhibit).....	225.50	225.00	225.00	225.00
Clair Gun (Exhibit).....	275.00	275.00	275.00	275.00
Clair Gun (Exhibit).....	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Clair Gun (Exhibit).....	319.50	319.50	319.50	319.50
Clair Gun (Exhibit).....	114.50	185.00	150.00	185.00
Clair Gun (Exhibit).....	165.00	175.00	165.00	175.00
Clair Gun (Exhibit).....	190.00	179.50	179.50	179.50
Clair Gun (Exhibit).....	195.00(2)	190.00	195.00	195.00
Clair Gun (Exhibit).....	150.00	150.00	150.00	150.00
Clair Gun (Exhibit).....	39.50	39.50	39.50	39.50
Clair Gun (Exhibit).....	49.50	49.50	49.50	49.50
Clair Gun (Exhibit).....	125.00	125.00	125.00	125.00
Clair Gun (Exhibit).....	60.00	70.00	70.00	70.00
Clair Gun (Exhibit).....	300.00	300.00	300.00	300.00
Clair Gun (Exhibit).....	100.00	139.50	100.00	139.50
Clair Gun (Exhibit).....	125.00	125.00	125.00	125.00
Clair Gun (Exhibit).....	19.00	19.00	19.00	19.00
Clair Gun (Exhibit).....	70.00	70.00	70.00	70.00
Clair Gun (Exhibit).....	139.00	169.50	129.00	169.50
Clair Gun (Exhibit).....	75.00	75.00	75.00	75.00
Clair Gun (Exhibit).....	149.50	149.50	149.50	149.50
Clair Gun (Exhibit).....	95.00	95.00	95.00	95.00
Clair Gun (Exhibit).....	625.00	625.00	625.00	625.00
Clair Gun (Exhibit).....	85.00	85.00	85.00	85.00

Coinmen You Know

Continued from page 115

vacation fishing in the lakes of Michigan... The James Record Shop, in charge of Clarence Hohman, is having an unusual summer demand for records. Business in this department is holding up unusually good, and better than any previous year.

Miami

Sam Taran, president of Taran Distributing Company, is wearing a broad smile these days. His daughter, Geri Lois, and her husband, Marv Lieber, became the parents of a girl August 22. The new arrival, Michelle Altrice, is the first Taran grandchild.

The AMOA is seeking to line up talent for its annual banquet in November at the Saxony Hotel, Miami Beach. Joe Mangone, All-Coin Amusements, is chairman of the entertainment committee... Mrs. Harman Perin, secretary at the AMOA business office, expects to become a grandma any day.

Hank Stone, Stone Distributing Company, spent some time with Sydney Nathan, president of King Records, on the latter's sojourn in Miami. Stone recently returned from an extensive selling trip over the State. Ken Williams, export manager at Bush Distributing Company, and his wife Evelyn are back on the job after an enjoyable vacation trip to Canada.

Cleveland

Mr. & Mrs. Roy Monroe, of Monroe Coin Machine, and Mr. and Mrs. George Fancher spent a week at Camp Cleveland, near Peterboro, Canada. Roy returned to work tanned and in the best of spirits, having caught a lot of fish, including a 15-pound muskie. Industrial Candy Vending Company will soon have a new modern front. The improvement will also give George Golden more office space.

Sol Weiss, of Cleveland Coin Machine, returned from a three-week vacation sightseeing thru Yosemite National Park, and also a visit with his parents in North Hollywood and Burbank, Calif. Another member of the firm, Dave Lishling, left on a week's vacation in Ohio. M. S. Gisser stated that construction on Cleveland Coin's new office and showroom building, is adjacent to the present site, is now underway. The addition will cover 4,000 square feet.

Hartford

Ed Novickas, who gave up his cigarette vending machine route some time ago to concentrate on his 100-music machine route in the Hartford area, is helping his brother, George, in operation of Wright's Steak House, on College Highway, Plainville. George is managing the spot, assisted by sister, Alice, and Ed, who is listed as treasurer.

Canteen candy vendors continue to stress public safety on machine fronts, with such worded messages as "Drive Carefully" displayed next to a youngster's picture.

After looking for a number of months, Mac Parلمان Hartford branch manager for Atlantic-New York Corporation, Seaburg distributors, bought a new home in West Hartford. Jim Tollano, president of the Connecticut State Coin Association, and Lewis Naclario, of Waterbury, will represent CSCA at the MOA convention in Chicago in September. The pair will report on the convention activities at a mid-September CSCA meeting.

Connecticut business maintained and even bettered previous gains in the first half of 1952. The Connecticut Development Commission reported in its semi-annual economic release.

Pittsburgh

William F. Hamel, division sales manager, Cole Products Inc., reports patrons at drive-in theaters make considerable use of coin machines in intermission periods. Jim Thompson, Thompson Music, built a larger repair area by combining his 25 by 35-foot garage with the shop.

GENUINE DE LUXE FORMICA TOPS The only original Formica Top with original die stamped playing instructions. New low prices—far value is what we mean. Why? Because they're frequently worn. Formica Tops are economical. All United Chicago Coin, Universal and Keweenaw games. Includes each of special blue stand. \$16.95 Lots of Five or more \$15	MISCELLANEOUS GAMES BOWLING SHOOTER EXHIBIT GALE SUN..... 61.95 Wms. SUPER WORLD SERIES..... 72.50 Seaburg SHOOT THE BEAD..... 27.50 EXHIBIT SILVER BULLETS..... 14.50 Bally TUMP KING..... 109.50 Wms. DOUBLE HEADER..... 35.50 Wms. PARK PULL..... 19.50 Wms. HAYBURNER..... 19.50 QUIZZER..... 19.50 Keweenaw BOWLING CHAMP ATTACHMENT..... 75
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ACE COIN COUNTER 1923 Model Precision operation, Tubed Motor, Trav. Counts \$159.50	MUSIC SPECIALS SEABURG M-100, Late 5-1/2" Max. 5475 Williams New MUSIC MITE, 54 143 4-1/2-2 1/2 195	NEW GAMES UNION & PLAYER STAR Wms. SPORTSMAN..... 100.00 Bally ATLANTIC CITY Game "480"..... 75
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WANT TO BUY Bally PALM BEACH Bally OCEANIC CITY Bally BRIGHT SPOT Bally CONEY ISLAND United 4, 5 & 6 PLAYERS UNITE TWIN REBOUND Keweenaw 4 & 6 PLAYERS Williams DOMINO	Gottlieb & HORSEMAN Gottlieb MINISTEL MAN Gottlieb GLOBE TROTTER Gottlieb WILD WEST Williams MAJORETTA Williams OLYMPIC Williams DOMINO	WILLIAMS NEW LONG BEACH 3-card, 5-ball Bingo Game with double score game-to-a-game feature for repeat play. Different exciting! Player can buy up to 3 balls—double feature carries over from game to game until scored. TERMS: 1/3 deposit, balance sight draft
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Bally's CHAMPION

The wonder horse sensation! Smooth riding action. Completely safe for all children. Slip proof tread. Quiet operating mechanism. Retractable covers for easy handling. Financing available.

WORLD WIDE DISTRIBUTORS

Phone: Everglade 4-2300
2330 N. Western Ave. Chicago 4

YOUR CONFIDENCE IS OUR MOST IMPORTANT ASSET. That's Why You Always Get a Better Buy from LONDON!

SHUFFLE GAMES Shuffle Bowler Chicago Coin Bowling Alley Universal Twin Bowler Deluxe Bowler Speed Bowler	TAKE YOUR CHOICE Ten Pins Shuffle Alley Bowling League Shuffle Lane Pin Boy Shuffle Bowler EA Bowlers Twin Shuffle
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USED All Star Baseball..... 54.50 Eck-Scar Star-Scor..... 49.50	NEW GAME SPECIALS Eck-Scar Star-Scor..... 49.50 Eck-Scar Star-Scor..... 49.50
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Exclusive Distributors SEABURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 6, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

Exclusive **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.
140 Jefferson St., Lexington 2, Ky.
129 W. North St., Indianapolis, Ind.

1000 Broadway, Cincinnati, Ohio
1011 E. Madison Ave., Ft. Wayne 4, Ind.

DeVine, Mich. Op, Dies

DETROIT, Aug. 30.—Donald J. DeVine, Southwestern Michigan operator, who lived at Saugatuck, died recently. He operated a diversified route of juke boxes, cigarette and candy vendors, under the name of the DeVine

Vending Company, and had been in business over 20 years. He is survived by his widow, Mrs. Jean DeVine, and a son Pat. The funeral with interment at Douglas, Mich., was attended by a number of operators and distributors.

Pittsburgh

William F. Hamel, division sales manager, Cole Products Inc., reports patrons at drive-in theaters make considerable use of coin machines in intermission periods. Jim Thompson, Thompson Music, built a larger repair area by combining his 25 by 35-foot garage with the shop.

IT'S NEW... IT'S DIFFERENT...

It's THE Coin Machine of Tomorrow!

GUARANTEED USED BINGOS & ONE BALLS

Ready for Location at Lowest Prices

BRIGHT LIGHT	5249.50
BRIGHT SPOT	349.50
UNITED LEADER	289.50
SPOT-LITE	349.50
TURF KING	149.50
WINNER	89.50
CHAMPION	74.50
CITATION	49.50

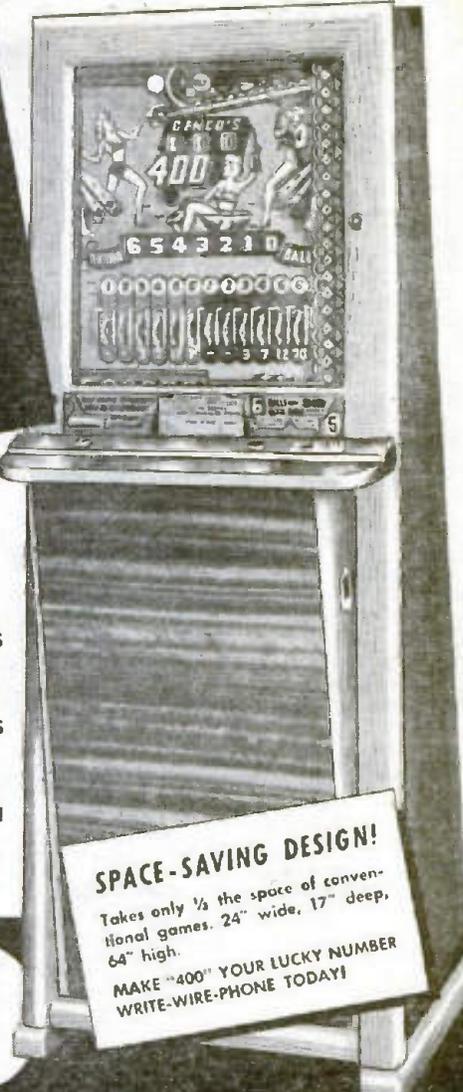
1/2 deposit with all orders.
SICKING, INC.
 America's Oldest Distributor
 Established 1895
 1401 Central Hwy., Cincinnati 14, Ohio

GENCO'S FLASHY, FANCY, FASCINATING

400

UPRIGHT CONSOLE BINGO GAME

NOTHING LIKE IT FOR FLASH... FOR CLASS... FOR EXTRA TAKE!



- EXCLUSIVE ORIGINAL DESIGN
 - UP TO 540 REPLAYS
DOZENS OF WINNING COMBINATIONS
 - ABSOLUTELY TROUBLE-FREE
PROVED BY 5 MONTHS ON ACTUAL TEST LOCATIONS
 - SPECIAL SKILL CONTROL
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!
- FASTEST-PLAYING, BIGGEST-PAYING GAME IN COIN MACHINE HISTORY!**

SPACE-SAVING DESIGN!

Takes only 1/2 the space of conventional games. 24" wide, 17" deep, 64" high.

MAKE "400" YOUR LUCKY NUMBER
WRITE-WIRE-PHONE TODAY!

READY FOR LOCATION!

BRIGHT SPOT	5349.00
BRIGHT LIGHT	279.50
SPOT-LIGHT	389.50
MAJORETTES (Brand New)	210.00
SEEBURG 148 ML	260.00
ROCKOLA 1422	125.00
C.B. ELECTRIC CIGARETTE VENDER	189.50
WURLITZER 1015	169.00

NEW
 Palm Beach—Long Beach—Big Hit—Super Twin Rotation—Shipman Slamp Vender—
 Write for complete list
 New and Used!
 Terms: 1/2 Deposit, Balance C.O.D.
ACME-INTERNATIONAL DISTRIBUTORS
 Phone: Whitehall 3-0813, Tr. Oviitz
 2027 N. Halsted St., Chicago 14, ILL.

FOR SALE 5 Genco Scoreboards \$85.00 each

Bright Lights	\$225.00
Spot-Lites	395.00
Bright Spots	325.00
Leader	235.00
Turf King	125.00
Champion	75.00
Date Gun	49.50

University Coin Machine Exchange
 854 N. High St., Columbus 6, Ohio
 Tel. UN 6900

Coin Machine Salesman

Travel Eastern territory. Distributor or nationally advertised products wants top man. Excellent drawing account, bonus arrangement. This could be the big chance you've been waiting for. State reference, age, and qualifications.

BOX D-240,
 Care The Billboard,
 Cincinnati 22, Ohio

The Game That's Changing an Industry Super TWIN ROTATION

Immediate Delivery
 Reputable Telling and Cash Vending Machines and Supplies included in Our Catalog FREE Upon Request
MIKE MUNYER
 877 Tenth Ave. 1st 42nd St.,
 New York 18, N.Y. BRyant 9-6677
 40 YEARS SERVICE SINCE 1912



Whether you're voting "for" or "agin" Registration is How you begin

GENCO

2621 N. ASHLAND AVE., CHICAGO 14, ILL.

OUT NEXT WEEK
 THE BILLBOARD'S
FALL COIN MACHINE SPECIAL
 Distribution at MOA SHOW and NAMA CONVENTION

ADVERTISING DEADLINE
 THURSDAY, SEPTEMBER 4th

Call Your Nearest Billboard Office

GIVE TO DAMON RUNYON CANCER FUND

FOREIGN BUYERS

We Are Now Delivering
 Gottlieb's Latest
SKILL-POOL
 Get's the "Break" That Drops Profits Right Into Your Pocket

Watch for Announcement on Our Showing of the New Evans CENTURY 100/45

REMEMBER: For export and domestic business it is International and Scott-Crosse!

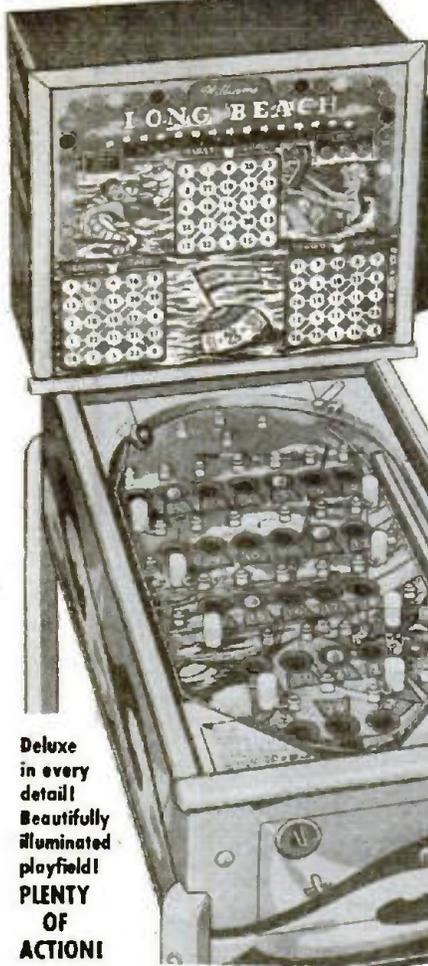
Free price list and order forms on request.

INTERNATIONAL AMUSEMENT CO. **SCOTT-CROSSE COMPANY**
 1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.
 Branch: 906 Capshaw Avenue, Scranton, Pa.

NEW Star Shuttle-Aster	Rock-Dia 1422	3150
Chi. Coin Match	Evans Constellation	428.00
6-Player Derby	Seeburg 148 Blind	275
American Bank	Seeburg M-100A	495
Shot	A.M.I. Model C	475
Keener High Score	A.M.I. Model B	350.00
Leads Bowler	Wurlitzer 1008	150.00
	Wurlitzer 1000	475
	Wurlitzer 1100	375
	Wurlitzer 1018	275
	Seeb. Shoot the Bear	275
	Reconditioned-Refinished	

Terms: 1/2 Dep., Balance C.O.D.

Foreign Buyers—Write for Latest Postwar Photograph Catalog
KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!
ATLAS MUSIC COMPANY
 2200 N. WESTERN AVE. CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005



NEW! SENSATIONAL! EXCITING!
Williams
LONG BEACH
 3 CARD—5 BALL with NEW DOUBLE SCORE
 GAME-TO-GAME FEATURE FOR REPEAT PLAY!

3-4 OR 5 ADJOINING NUMBERS CONNECTED BY WHITE LINES IN ANY SECTION SCORE REPLAYS

NEW "DOUBLE" FEATURE CARRIES OVER FROM GAME TO GAME UNTIL SCORED. NOTHING LIKE IT EVER BEFORE! IT'S EXCLUSIVE WITH LONG BEACH AND THE GREATEST CARRY-OVER OF ALL TIME!

RETURN BALL POCKET WHEN LIT ADVANCES ARROW ACROSS BACKGLASS TO DOUBLE SCORE. REMAINS LIT FROM GAME TO GAME UNTIL SCORE IS MADE IN EACH SECTION!

EXTRA BALL FEATURE: PLAYER CAN "BUY" UP TO 3 ADDITIONAL BALLS WITH EXTRA COINS!

It's
"LONG BEACH"
 BY WILLIAMS
LONGER ON PROFITS!

CREATORS OF DEPENDABLE PLAY APPEAL!
 4242 W. FILMORE ST. CHICAGO 24, ILL.



Deluxe in every detail! Beautifully illuminated playfield! PLENTY OF ACTION!



THE WIZARD

Place "Wizard" machines in markets, drug stores, bus depots, hotels, restaurants, cigar stands, cafes, ice cream & mail stores, newsstands, taverns, phone stores, office buildings, etc., wherever people use it. It will sell cards—and lots of them! Special Price \$49.50, including 1000 cards free, which return you \$30.00.

ARCADE EQUIPMENT

Ace Bomber	\$150.00
Astrocopier	95.00
Bel-a-Ball, new	75.00
Bowling	45.00
Bully Big Tinning	185.00
Bully Defender	95.00
Bully Heavy Hitter	67.50
Bully Rapid Fire	125.00
Chi. Coin Machine	75.00
Chi. Coin Pistol	100.00
Chi. Coin Gun	105.00
Chi. Coin Banker	105.00
Ball Champ	235.00
Chi. Coin Deluxe	125.00
Dale Gun	65.00
Edisto Pool Table	75.00
Ex. Big Bronco, new	97.50
Jack Rabbit	95.00
Kearney Sub Gun	125.00
Kearney Air Raider	125.00
Nite Wide Bomber	150.00
Mercury Ath Scores	75.00
Mills Panorama	225.00
Mountain Climber	165.00
Mult. Photo, late	650.00
Mule, 4-player	155.00

SO ROLL DOWNS
 such as Tally Balls, Advance Balls, Bingo Balls, etc.—Make Offer

COUNTER GAMES

S.E. Duck-Lander and 47.50	
Hip-Moments, new	22.50
Shirley's Twin Bowler	150.00
Kicker & Catcher, new	54.50
Adv. Shooter, new	34.50
Shirley's, new	50.50

SPECIALS

5c Klondike Venders	\$ 37.50
10c Coin Operated Automatic Bowling	150.00
Danco Punch a Ball, Remco operated counter games	15.00
Ice Cream Bar or Cup Venders	60.00
Mills Penny Personal Weight Scales, lobby type	30.00
Brand New Aircon Life-Up Speakers, originally \$30.00	17.50
50 Rock-Ola Lo-Bow Scales	40.00

Mult. Voiceograph \$425.00
 Star Series 100.00
 Pop 802 69.00
 Magic Pop 100.00
 Pitch'n & Bat'm 105.00
 Gaucher & Film 100.00
 Beach-Or World Series 75.00
 Saw's Brush Up 50.00
 Sgt. Poverness 75.00
 Standard Metal Typers 150.00
 Mildest Movies 200.00
 Six Shooter 295.00
 SeaBurg Bear Gun 165.00
 Supreme Bolscere 100.00
 Tendo Locomer 30.00
 Yan Strikes 75.00
 Wmns. Super World Series 375.00
 Wacky Gay Records 150.00
 Wurflizer Skooball 150.00
 Western Baseball 85.00

ATTENTION ALL FOREIGN BUYERS

Joe Ash

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

EVANS' PROFIT STIMULATING COUNTER GAMES

NOT COIN OPERATED!
 TAX FREE!
 NO LICENSE REQUIRED!

MONTE CARLO

Good for Clubs, Fraternal Organizations, Clear Counters or wherever people congregate! Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
 SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 106

AMI NOW DELIVERING MODEL B

Cleveland Coin MACHINE EXCHANGE, INC.

M. S. GISSER Sales Manager

2021-2025 Prospect Ave., Cleveland 15, Ohio
 All Phones: Tower 1-6715

ACTIVE AMUSEMENT MACHINES CO.

606 N. Broad Street, Philadelphia 30, Pa.
 Phone: FRamont 7-6495

"You can always depend on Active—ALL WAYS!"

WANTED FOR CASH
 20 AMI MODEL A—IMMEDIATELY

Specify Mechanical Condition and Appearance

RECONDITIONED 3 BALLS		PHONOGRAPHS	
Bowling Champ	\$ 60.00	Rock-Ola 1422	\$140.00
Buccaneer	75.00	Rock-Ola 1426	165.00
Cellulose Dots	70.00	Seeburg 148	285.00
Control Tower	140.00	Seeburg M 100A	650.00
Dreamy	100.00	AMI Model C	460.00
4 Movements	115.00	AMI Model B	450.00
Georgia	95.00	Wurflizer 1100	310.00
Harbinger	230.00	Wurflizer 1015	185.00
Jalap	115.00		
Juliet	80.00		
Jul 21	60.00		
Knockout	95.00		
Midwest Man	165.00		
Madison Square Garden	115.00		
Sharp Shooter	80.00		
Sea Jackey	\$326.00		
Telegraph	65.00		
Trinity	110.00		
Wild West	150.00		
Rock-Ola	175.00		

BINGO GAMES

Bright Spot	\$355.00
Bright Lights	295.00
Coney Island	375.00
Universal 5 Star	140.00
ABC	175.00

BOTTOM PRICES THOROUGHLY CONDITIONED EQUIPMENT

- SEEBURG M-100A \$599.50
- WURL. 1080A \$169.50
- KEENEY Deluxe LEAGUE BOWLER 319.50
- 780-E COLONIAL \$99.50

WANT TO BUY: Late Model Phonos, Bingos, Pins, State quantity, condition, price in first letter.

COVEN distributing company
 3181 Elston Chicago 18, Ill.
 Independence 3-2210

EXCLUSIVE DISTRIBUTORS OF WURLITZER PHONOGRAPHS

Dancer Dan

NEW 1c GAME ONLY \$29.50!

"DANCER DAN" broad catcher and trade stimulator. New, different catches hundreds of pennies. 10 sq. marionette tap dances automatically when pennies land in target cup. Electrical. Patron banks coin against backboard. Most pennies fall below in cabinet. Wood cabinet. Lights under awning. Ht. 19 in. Width 17 in. Ships w/ 20 lbs. Send full amount. Immediate delivery. WEBB DISTRIBUTING CORP. each \$29.50
 3206 W. Chicago Ave. Chicago 81, Ill.

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 1-6466) CHICAGO 14

SOMEWHERE IN THE WORLD...
 There's a buyer for your talents—services—or merchandise.

Changes you won't find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding you (the only one) can cost as little as \$3 —!

THE 2 BOWLING GAMES MOST IN DEMAND!

Chicago Coin's 6 PLAYER

10th FRAME BOWLER



SIZE
8 FT. x 2 FT.

**"JUST LIKE
REGULATION BOWLING"**

A STRIKE IN THE 10th FRAME
GIVES PLAYER 2 EXTRA SHOTS.

A SPARE IN THE 10th FRAME
GIVES PLAYER 1 EXTRA SHOT.

NO MORE "ONE-SIDED" SCORES

GAME IS COMPETITIVE
'TIL LAST PUCK IS THROWN.

Features

- HIGH SCORE OF THE WEEK
- INDIVIDUAL SCORE DRUMS
- 7-10 SPLIT PICKUP
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND 20-30 SCORING

Chicago Coin's 6 PLAYER

MATCH BOWLER

Sensational "2-WAY" MATCHING FEATURE



SIZE
8 FT. x 2 FT.

1- MATCH A NUMBER

2- MATCH A STAR

1-2-3-4-5
OR 6
CAN PLAY
10¢
PER PLAYER

EASY TO READ INDIVIDUAL SCORE DIALS

- FORMICA PLAYFIELD • JUMBO "FLY-AWAY" PINS • 7-10 SPLIT PICKUP
- HIGH SCORE OF THE WEEK • STRIKE & SPARE FLICKER LITES
- REBOUND ACTION 20-30 SCORING

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates
Fill In and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Yes Please send me The Billboard for one year at \$10.
 Check here for trial subscription of 12 weeks at \$3.
Foreign rates upon request. 640

Name

Address

City Zone State

Occupation



I feel like a Heel

"In our town, registration is over—and I forgot. So now I can't vote in that big, exciting election coming up Nov. 4. I feel like a heel! ... You folks are lucky you still have time to register to be sure you can have your say on Election Day."

(To find out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House.)



I Found My Best Equipment at PURVEYOR!

FORMICA TOPS

Shuffleboard Supplies
Shuffle Game Wks. 6 8.50
Case 112) 6.50
Fast Wipe Coat 112) 6.50
Pucks (Set of 8) Write
Score Sheets, 10 Pads 7.50
Fluorescent Lites 12.50
Ball 12.50
Rebound Lites, pr. 12.50
adjusters 12.50

SHUFFLE GAMES

6 Player	175.00
5 Player	245.00
TWIN REBOUND	145.00
Shuffle Shogger	72.50
Shuffle Express	68.00
Bally Shuffle Line	125.00
Shuffle Target	119.00
Super Twin Bowler	67.00
Deluxe League	165.00
Bowler	295.00
Shuffle Alley	79.00
Rock-Die Shuffle	79.00
Chicago Baseball	65.00
EXHIBIT STANIER	67.50
WILLIAMS DOUBLE	45.00
READER	49.00
Bally Baseball	49.00
Universal Twin Bowler	49.00

PURVEYOR Shuffleboard Co.

4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

TV IS ALL OF SHOWBUSINESS
ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

12 Great Features in **1** Great Game

- 1 • NEW SUPER-CARDS
PRODUCE SUPER-PROFITS
See this new extra-coins attraction in action at your Bally Distributor.
- 2 • NEW STAR ROLL-OVERS
"SPOT" UP TO 5 NUMBERS BY SKILL
- 3 • POPULAR "IN-LINE" SCORES
3, 4, 5-IN-LINE ON MASTER-CARD
3-IN-LINE ON "SUPER-CARDS WHEN LIT
- 4 • CORNERS SCORE 400
ON SUPER-CARD WHEN LIT
MASTER-CARD CORNERS SCORE 200
- 5 • MYSTERY "SPOTTEM" FEATURE
IN ADDITION TO STAR "SPOTTING"
- 6 • EXTRA BALLS FEATURE
ATTRACTS EXTRA COINS EVERY GAME

- 7 • FAMOUS ADVANCING SCORES
GREATEST SCORING APPEAL
IN PINGAME HISTORY
- 8 • SPECIAL SUPER-CARD SCORES
3-IN-LINE IN SUPER-CARDS
SCORE 4-IN-LINE SCORES
- 9 • SELECTIVE-BUTTON PLAY
INSURES BIG EXTRA-COIN PROFITS
- 10 • GAY HOLIDAY COLORS
IN BACKGLASS, CABINET
AND PLAYFIELD
- 11 • ILLUMINATED
PLAYFIELD
- 12 • TROUBLE-FREE
MECHANISM
NATIONAL REJECTOR

ORDER FROM YOUR
BALLY
DISTRIBUTOR
TODAY!



THE
CHAMPION
COIN-OPERATED HORSE
SEE PAGE 124

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

WATCH for IMPORTANT ANNOUNCEMENT on the

greatest MATCHING CONVERSION UNIT for your SHUFFLE ALLEYS

Ready for Delivery
Next Week!

All tests prove this greatest
Shuffle Alley Conversion Unit
the best on the market.

- ★ Entirely new action principle
- ★ Stimulating competitive play appeal
- ★ Outstanding design and performance
- ★ Installed in minutes on location
- ★ Fool-proof operation

Lowest Price
Only **\$42.50**
Complete

For Advance
Sample
Send 1/3 Deposit,
Balance C.O.D.

For advance details
phone - wire - write

KINGS AMUSEMENT COMPANY

1505 Coney Island Ave., Brooklyn 30, N. Y.

Distributor territory available

ESplanade 7-0787

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

OVERHEAD MODELS
Horseshoe (15-21-50 pts.)
Marvel Score (15-21 pts.) \$125.00 ea.
2845 W. FULLERTON, CHICAGO 47, ILL.
MARVEL MFG. CO. (Tel.: Dickens 2-2424)

WALL MODELS
Horseshoe (15-21-50 pts.)
Marvel Score (15-21 pts.) \$95.00 each
Terms 1/3 dep., bal. C.O.D. or S.D.

BRIGHT LIGHT\$274.50
BRIGHT SPOT 339.50
CONEY ISLAND 349.50
SPOT LIGHT 359.30
TURF KINGS 119.50
1/3 Dep., Balance Eight Draft.
KRAMER DIST. CO.
757 Camb. St., New Orleans, La.
Tel. Tulane 4728

Call Your Shots

TRIMOUNT'S
Now Delivering
GOTTLIEB'S

"SKILL-POOL"

GET THE "BREAK" THAT DROPS PROFITS
INTO YOUR "POCKETS"

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS

T. L. Bellamy 2-9160



Brand New!

**Buckley CRISS-CROSS
JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY 70-34-32
WALL AND BAR Record Selections
MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4225 W. Lake St. Chicago 26, Ill.

WANTED TO BUY FOR CASH

WRITE—WIRE—PHONE

SEEBURG 100 78's
SEEBURG 100 45's
SEEBURG 100 WALL BOXES
10-COL. ELECTROS

WURLITZER 1400-S
ROCK-OLA '52-'50 1434
A. M. I. MODEL B
8-COL. ELECTROS

QUOTE QUANTITY AND PRICES

BADGER SALES COMPANY, INC.

2251 WEST PICO BLVD. LOS ANGELES 6, CALIF.
Telephone: DUnkirk 7-2243



MR. OPERATOR:

Our SKILL POOL is the greatest machine presented to the industry since Humpty Dumpty. 20 machines on 4 months test justifies this statement.

Dave Gottlieb

FLYING SAUCERS? LIGHTS IN THE SKY? We'll Let You in on a Secret!



★
They're only
Reflections from
the Test Samples of
GOTTLIEB'S NEW
Brilliantly Colorful . . .

SKILL-POOL

- ★
- 1 to 15 POOL-BALL SEQUENCE . . .
 - TARGET, When Lit . . .
 - SKILL, Spelled Out . . .
- REPLAYS for
- KICK-OUT HOLE, When Lit by S-K-I-L-L Sequence
 - MYSTERY ROLL-OVER, When Lit
 - HIGH POINT SCORE
 - HIGH SCORE TO 6 MILLION

FLASHING CENTER" RACK-UP" ILLUMINATION!
All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

- "POP" BUMPERS COMPLETED SKILL SEQUENCE EACH ROLL-OVER BUTTON
- SUPER-SCORING Increases Kick-Out Hole SPOTS 9 POOL BALLS,
- CYCLONIC KICKERS Scoring Values Up to 400,000 When Lit
- SUPER-POWER FLIPPERS

**YOUR "CUE" FOR PROFITS—
ORDER FROM YOUR
DISTRIBUTOR NOW!**

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

Ride THE CHAMPION

TRADE MARK REGISTERED

By Bally
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

110 VOLT
A. C.

RIDE THE CHAMPION 10¢



THE CHAMPION in children's-wear department of a New York department store simulates extra sales of play-garments.



Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH
See Page 122

THE GAME THAT'S CHANGING AN INDUSTRY!

"Super TWIN ROTATION"

THE ELECTRONIC SENSATION!



**IMPRESSIVE! FUN! PROFITABLE!
MYSTERIOUS! REALISTIC!**

If you have not yet ordered yours, do so at once! **TO-DAY!** Start getting your share of the profits from

"SUPER TWIN ROTATION"

the Electronic Sensation

SEE HOW REALLY SENSATIONAL "SUPER TWIN ROTATION" IS! PLAY IT AT YOUR DISTRIBUTORS

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

ADVANCE AUTOMATIC SALES CO.
1350 Howard St., San Francisco 9, Calif.
ALBERTA VENDING MACHINES, LTD.
109 Seventh Ave., E., Calgary, Alberta, Canada

ATLAS MUSIC CO.
221 Ninth St., Des Moines, Iowa
BIRMINGHAM VENDING CO.
540 Second Ave., No., Birmingham, Ala.
BORDER SUNSHINE NOVELTY CO.
35 19 N. Fourth St., Albuquerque, N. M.
LYN BROWN CO.
1909 W. Pico Blvd., Los Angeles, Calif.
BUSH DISTRIBUTING CO.
286 N. W. 29th St., Miami, Fla.
BUSH DISTRIBUTING CO.
50 Riverside Ave., Jacksonville, Fla.
CLEVELAND COIN MACHINE EXCH.
2021 Prospect Ave., Cleveland, Ohio

COPELAND DISTRIBUTORS
900 N. Western, Oklahoma City, Okla.
EMPIRE COIN MACHINE EXCHANGE
1014 Milwaukee Ave., Chicago 22, Ill.
FIRST DISTRIBUTORS
1750 W. North Ave., Chicago, Ill.
GENERAL DISTRIBUTING CO.
2814 Main St., Dallas, Texas
GENERAL VENDING SALES CORP.
245 W. Biddle St., Baltimore 1, Md.
CINSBORG MUSIC CO.
Roswell, New Mexico
T. B. HOLLIDAY CO.
727 Main St., Columbia, S. C.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., No., Minneapolis, Minn.
MILLER-NEMARK CO.
42 Fairbanks St., N.W., Grand Rapids, Mich.
MODERN DISTRIBUTING CO.
3222 Tejon St., Denver, Colo.
MIKE MURPHY CORP.
577 Tenth Ave., New York, N. Y.
PHILADELPHIA COIN MACH. EXCH.
944 N. Broad St., Philadelphia, Penna.
REDD DISTRIBUTING CO., INC.
298 Lincoln St., Alston, Mass.

REDD DISTRIBUTING CO., INC.
811 Union St., West Springfield, Mass.
A. P. SAUVE & SON CO.
1525 Grand River Ave., Detroit 4, Mich.
SOUTHERN AUTOMATIC MUSIC CO.
135 So. Brook St., Louisville, Ky.
SOUTHERN AUTOMATIC MUSIC CO.
740 Jefferson St., Lexington, Ky.
SOUTHERN AUTOMATIC MUSIC CO.
2011 E. Meunier Ave., Ft. Wayne, Ind.
SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St., Indianapolis, Ind.
SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway, Cincinnati, Ohio

DAN STEWART CO.
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CHICAGO 24, ILLINOIS**

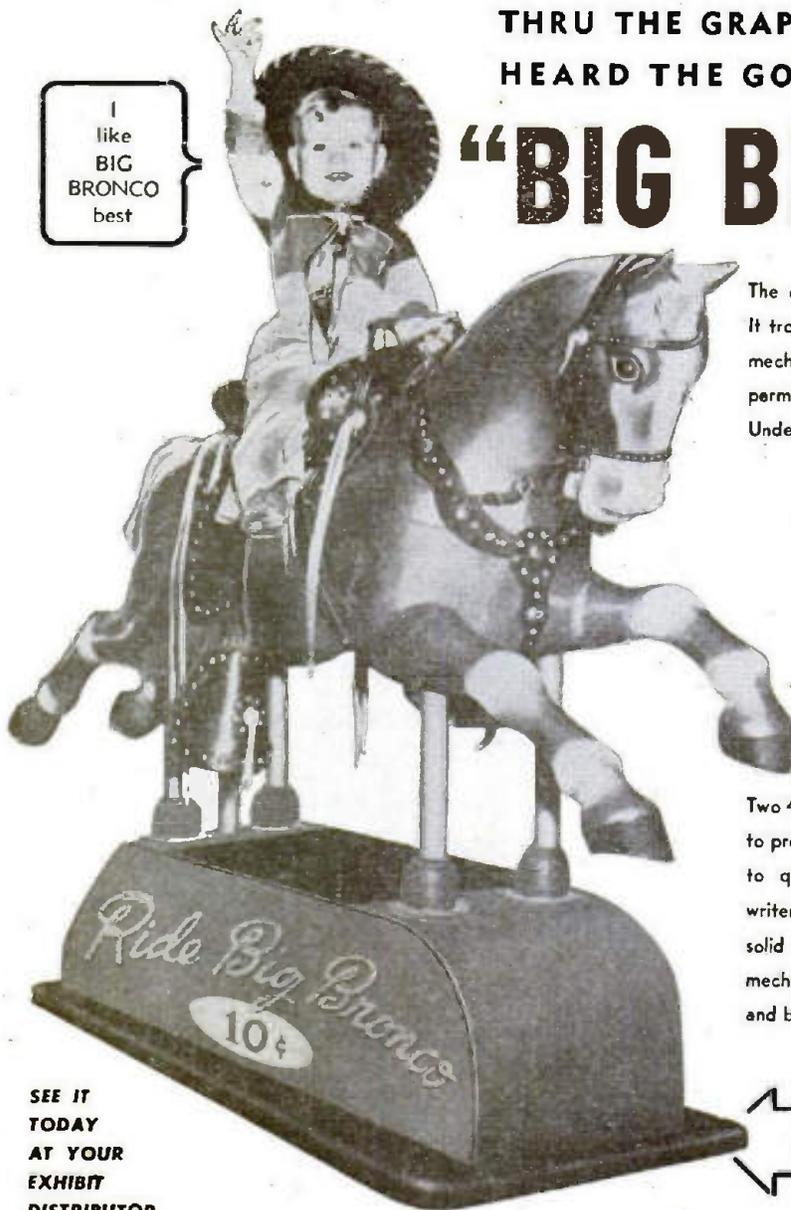
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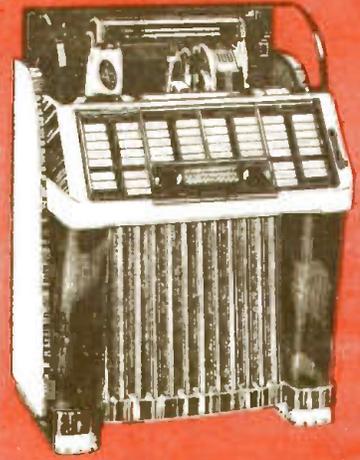
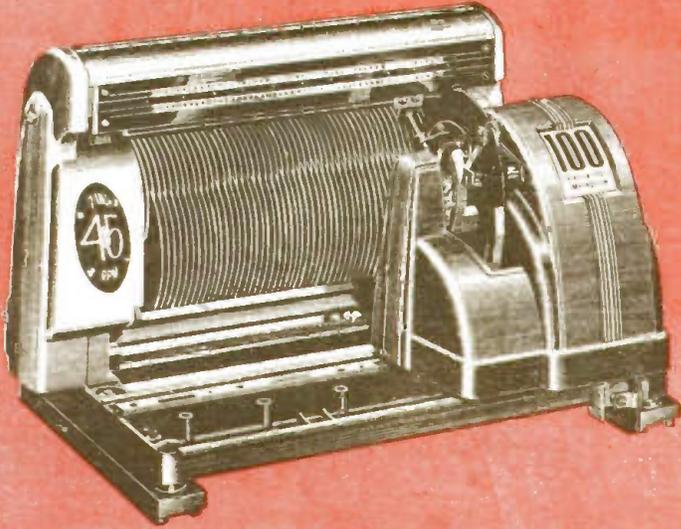
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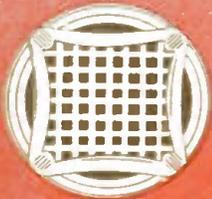


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