

Billboard Backstage

By PAUL ACKERMAN

One of the most critical periods in the recent history of the music business has quietly come upon us — and it has done so with scarcely a ripple among those who are likely to be most affected, the publishers and writers. As we go to press, it is being decided among high levels whether the motion of the telecasters to intervene in ASCAP's motion to amend the Consent Decree shall be heard Tuesday (6) in U. S. District Court. This hearing may be postponed. This is considered a strong likelihood in view of the court's wish to get on with the work of examining evidence in order to set rates. There is also a possibility, considered small at this stage, that a committee of telecasters may yet attempt to sit down with ASCAP and settle both the per-program and the blanket license issued out of court (see separate story).

However, the case, which has been developing and crystallizing for years, is now on the threshold of the courts—and once it crosses that threshold the carefully-nurtured animosities, which have been growing with the years, will receive a general airing. The areas of conflict cover more than

merely a decision as to what shall be charged for the per-program and blanket licenses. Rather, the court must become a sounding board for ASCAP's long pent-up allegations against BMI. Moreover, it is likely that the open court argument will precipitate a bevy of BMI grievances against ASCAP, for it has long been known that BMI has quietly chafed and smarted under the ASCAP-imposed role of villain; that this irritation was tremendously aggravated by the 95-page document which ASCAP drew up in support of its motion that the Consent Decree be altered. In short, the atmosphere is such that BMI will not be satisfied with merely taking a defensive position.

The tactical and strategic turns taken by the protagonists in this story have been complex. The threads of the story have been closely followed by the embattled telecasters and by a small circle of men on the executive levels of ASCAP and BMI. It is singularly illuminating that the average music publisher and writer—whose pocketbook must ultimately reflect the decisions of the courts on this matter—is remark-

ably unaware of the entire business.

In a field of endeavor so commercial, it is odd that such a situation should obtain. Yet it is a fact. At stake is the music world's licensing arrangements with the greatest entertainment medium. At stake are possibly profound changes in the competitive music licensing picture.

Yet, none of this has caused as much stir in the Brill Building as Decca's release on the pop label of "Mandolins in the Moonlight," which would seem to require gondolas for proper exposure; or "Mogambo," the M-G-M side which is creating some excitement with a flock of African natives.

These disks, of course, have more commercial immediacy, let us say, than the performance monies to be collected from TV or possible changes in the physical and administrative structure of ASCAP and BMI.

The music business is assuredly an interesting one. Sometimes its people are wonderfully acute and adult, at other times almost impossibly child-like.

Lady, play that mandolin!

Legit Line-Up

By BOB FRANCIS

Equity Council at its Tuesday (29) weekly meeting adopted the anti-Communism resolution which it presented recently to a general membership meeting at the Hotel Astor. The resolution calls for the expulsion of any member of the union proved "by due process of law" to belong to the Communist Party or an affiliated group, or to be guilty of any subversive act. In addition to providing for such automatic expulsion, the union pledged "the weight of its influence to combat the legally proved plan of the Communist Party to overthrow the United States Government by force and violence."

John MacArthur, editor and publisher of Theater Arts mag., has received an anonymous gift of \$50,000, "to help us re-establish legitimate theater to its rightful niche as the nation's most important cultural art." His first step will be a fight for the elimination of the admission tax, and he already has his representatives conferring with various stage groups for that purpose.

Elmer Rice has chosen June Lockhart for the fem lead in his new play, "The Winner," which The Playwrights' Company plan to bring to the Stem in later December. Miss Lockhart won the Donaldson Award for Best Debut of the 1947-'48 season in the comedy "For Love or Money," but has not appeared here since. "Winner" will be The Playwrights' third offering, following "Sabrina Fair," in which Margaret Sullivan and Joseph Cotten are currently practicing for a November

11 opening at the National Theater.

PETIT BALLETS BACK IN JAN.

Roland Petit and his Les Ballets de Paris, in which Les Legs Colette Marchand is starred, will come over in January for their first return date here in three years. S. Hurak is the sponsor for their visit this time, with Lee Shubert in on the deal as associate. The troupe will play an extended stand in one of the larger Shubert houses. Gene Lyons has been signed for the male lead in Horton Foote's "The Trip to Bountiful," which comes to the Henry Miller Theater November 3, after try-out stands in Wilmington, Del., and Philadelphia. Lillian Gish is starred. Incidentally, Fred Coe, co-producer with the Theater Guild of "Bountiful," has acquired another Foote script. The latter is titled "Traveling Lady," a comedy set in a Texas town, which may be right for Kim Stanley. Latest advices have Edwin Lester's musical version of "Kismet" making a stop-over in Boston, instead of jumping directly here from the West Coast. Its arrival at the Mark Hellinger will therefore be put back to early November. It was originally due in October 20. Roger Livesey and his wife, Ursula Jeans, who arrived here last week, are rehearsing in Robert MacDougall's comedy "Escapade." They were last on view here in "Storm Over Patsy" in 1937. In supporting cast are Melville Cooper, Margery Maude,

Murray Matheson and Felix Deebank. Unveiling is set for November 12 at the 48th Street Theater. Alfred de Liagre Jr. is staging, and Donald Oenslager is doing the scenery. The Caravan Theater announces an off-Broadway tryout of Law Vonharden's adaptation of "Arden of Feversham in Kent," Elizabethan drama which has been adapted by some of Shakespeare's authorship. Unveiling takes place November 23 at the org's little theater, Caravan Hall, on East 59th Street.

CONFLICT ARISES ON OPENING DATES

Opening night conflicts rarely occur any more, but unless someone gives way, first-string aisle experts will have to make a choice on November 3. Both the Theater Guild and Bill Doll are currently standing pat on that date, the former bringing "Trip to Bountiful" into the Henry Miller, and the latter ushering his "Sherlock Holmes" production into The Century. Incidentally, Chester Stratton is the latest addition to the Holmes cast. Richard Rodgers sailed for London this week to join Oscar Hammerstein 2d in supervising the British production of "The King and I." The musical opens at the Drury Lane. Lorne Greene, Canadian actor who appeared on "Studio One" TV program last week, is a likely choice for a top stint in "The Prescott Proposals," the Howard Lindsay-Russell Crouse play due here in mid-December.

Picture Business

By LEE ZHTO

HOLLYWOOD, Oct. 3.—Quotes from the week's notebook—Hal Roach Sr. on wide-screen vs. conventional screen movies: "One important element the motion picture medium has had over the legitimate stage was the creation of the intimate mood. In movies, you could cut away the sides of the set and move in for a close-up, a method used to convey the intimate mood or focus the audience's attention on a single point of action. By widening the screen as in Cinerama or Cinemascope, the screen is back to the size of the stage. A close-up here becomes immense. The screen loses its old avenue of intimacy. Wide-screen movies are ideal for the super spectacle, for special news or sports events. I'd love to see a baseball game on wide-screen, but for drama, I think you'll find the conventional sized screen more than adequate to tell the story."

Hal Roach Jr. on syndicated vs. national sponsor sale of TV films: "I think that the future of the TV film industry will demand product both for national and syndicated sponsorship—and that the producer will always keep in mind the method of sale in making a series. Both means of sponsorship

will always exist. Some series are better suited for syndication, others for national sponsorship. The series with a single entity, whether it is a star, specially created character or theme, will be better suited for national sponsorship since this gives the sponsor an identifiable link with which to tie his product or sales campaign."

Again, Hal Roach Jr. on the effect the widening syndication market is having on the producer: "Thanks to syndication, the TV film industry is rapidly losing the curse of being a seasonal business. The producer no longer has just two times of the year—spring and fall—to market his product. There's no longer a need to hold up production plans for the two sales seasons. The producer can now settle down to a year-round operation, realizing that any time he has a salable series, a strong and profitable market exists ready to absorb his product. This takes the TV film industry out of the calendar followed first in radio and now in live TV production."

Matty Fox, whose Motion Pictures for Television, Inc., is financing production of seven new TV film series (The Billboard, October 3): "I don't want to make the pic-

tures, I just want to distribute them. I've had all I want in movie making. Let somebody else make the films, we'll sell 'em—even if it means paying for the production."

Jack Gross, who with partner Phil Krasne last week bought out remaining interest in United Television Programs, Inc., TV film distributing firm (The Billboard, October 3): "All I want to do is produce more 'Big Towns' (for Leves Brothers' sponsorship). I want no part of distribution. Phil Krasne (UTP's new prexy) can worry about the sales end. I just want to make pictures."

Roland Reed, whose firm is currently producing the futuristic science-fiction adventure series, "Rocky Jones, Space Ranger": "You'd think only the viewer imagines himself as part of a show. The boys working on the 'Space' series get so deeply involved in it, they start insisting among themselves exactly how conditions should be on a planet that doesn't even exist."

A pied-typer after rounding out a week of nightly press cocktail parties staged to kick-off the season's new shows: "This is harder work than war!"

Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 3.—The Supreme Court, which opens Monday (5), is primed to decide fast on whether it will review the controversial TV-radio "give-away shows" case (The Billboard, September 19). The question is high on the agenda as the result of the Federal Communications Commission's appeal last June against a Federal Court decision favoring three networks in their move for a permanent injunction against the Commission's anti-broadcast rule.

WHAT GOOD IS D. C. WITHOUT TV?

Just to show you how subtly TV is interlaced with Washington doings, consider such unrelated events as Helen Traubel's press conference at the Statler here and President Eisenhower's White House luncheon for Adlai E. Stevenson.

The Yankee-Dodgers game was coming in full blast on a TV set during Miss Traubel's press conference. The noisy telecast provided an appropriate background for a verbal slugfest which developed between the newsfolk and Miss Traubel's manager-husband, William T. Bass, who didn't like the press' questions. Miss Traubel finally called everybody's attention to the TV screen where one of the ball club managers was seen trudging onto the field to

talk to his pitcher. "A manager," sighed Miss Traubel, "has a tough job." That produced laughs and broke up the argument in the hotel room. Soon afterward, the game ended, the TV set was turned off, and the singer took that as a cue to wind up the press conference too.

At the White House that day, Stevenson wanted to get the latest on the World Series game and asked newsmen if the President had a TV set. "If he doesn't," said the defeated presidential candidate, "you fellows should buy him one." At the President's luncheon table, TV turned up again, personified by FCC Chairman Rosel H. Hyde and Commissioner Robert T. Bartley. Hyde, a Republican, and Bartley, a Democrat, were among 16 choice guests.

"JUSTICE'S" GAIN IS FCC'S LOSS

The FCC will find it hard to fill a gap left by Frederick W. Ford's shift to the Justice Department where on Monday (5) he becomes top assistant to Assistant Attorney General J. Lee Rankin. Ford, who was chief of the FCC's hearings division, rose to prominence as chief aide to then General Counsel Ben Cotton in the celebrated G. A. Richards case. His reputation was solidified in the American Broadcasting-United Paramount merger case. Ford played a big part in cutting down the FCC's heavy hearing case load in recent months. He's a careerist worth watching.

COPYRIGHT LAWSUITS ARE ON THE RISE

Copyright lawsuits are on the rise, cases in the federal courts charging violations of copyright laws have soared to 199 this year, the highest since 1948 when 246 charges were heard. The number of copyright cases filed in federal courts so far this year is already five ahead of 1952's and 53 more than in 1951.

IS CP RECRUITING BEFORE BIRTH?

Here's an interesting excerpt from the just-published printed hearings of the House Un-American Activities Committee on subversive activities in the entertainment industry, with screen writer Roland Kibbee on the witness stand:

Question: "Where were you born and when?"
Answer: "Feb. 15, 1951."
Question: "When did you first join the Communist party?"
Answer: "In 1937."

LA Again Focus of Un-American Probe

WASHINGTON, Oct. 3.—The House Un-American Activities Committee has tentatively slated later November hearings on Communist activities in the Los Angeles area. The committee, which this week released closed-door testimony by actors Lee J. Cobb, Roland William Kibbee and Larry Parks, is uncertain yet whether the hearing will be in D. C. or L. A. The witnesses identified themselves as former Communist party members and named others who they said had attended meetings with them.

Cobb said he had been a Communist party member from about 1941 to 1946. He told the committee the group to which he belonged in Hollywood worked toward "the indoctrination and general orientation of actors." Asked whether an actor "can portray the Communist party line" thru his acting, Cobb said he did not "think that was at all possible."

Also made public was a letter from Parks to Rep. Harold Velde (R., Ill.), committee chairman, in which Parks wrote that "to assist your committee in obtaining full information about the Communist party and its activities is the duty of all who possess such evidence."

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BROADWAY SHOWLOG

Performances Thru October 3, 1953

DRAMAS

Dial "M" for Murder	10-29, '52	452
My Three Angels	3-11, '53	248
Picnic	2-19, '53	260
Take a Giant Step	9-24, '53	12
The Seven-Year Itch	11-20, '52	364
Tea and Sympathy	9-30, '53	5

MUSICALS

At Home With Ethel Waters	9-22, '53	15
Can-Can	5-7, '53	172
Comets in Comedy	10-2, '53	3
Guns and Dolls	12-15, '50	1,159
He and Juliet	5-25, '53	148
Paint and Brick	3-10, '53	242
South Pacific	4-16, '49	1,821
The King and I	3-19, '52	1,852
With You Went Herz	8-25, '52	533
Wonderful Town	2-25, '53	252

CLOSED

A Red Rainbow	7-25, '53	18
Strong Are Lonely	10-3, '53	7

COMING UP

The Little Hut	10-7, '53	
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Billboard

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3 Webs Black Out in AT&T Cable Failure

NEW YORK, Oct. 3.—American Telephone & Telegraph had a bad night Tuesday (30), and at considerable expense to three of the TV networks, CBS, NBC and ABC. It all started at 8:30 p.m. when the first six minutes of the video on Red Skelton's CBS show were lost. Then the AT&T gremlin hopped over to ABC's channel and pre-empted the cable from the Texas stations just three minutes before the Danny Thomas show was scheduled to debut over those outlets. NBC got it at 9:20 when the video went off on "Fireside Theater" on all the web's stations west of Toledo.

CBS took it the hardest, since the loss of video at the very start of the show made it a safe bet that Skelton had lost a heavy amount of viewers to Milton Berle before the video was restored. ABC bemoaned the fact that AT&T hadn't notified them about the pre-emption sooner, so they could have shipped prints of the Thomas Show in advance to the Texas stations, rather than having them remain dark for the half hour.

AT&T extended apologies all around, and, of course, will rebate the cable costs for the time lost to the webs. However, the joker is that AT&T computes its rebate money by dividing the time lost into the total amount each web shells out for cable time each month.

Consequently, the webs are out the time and talent costs to the sponsor — usually for the entire show — while AT&T settles accounts with comparatively little trouble. A five or six minute video or audio loss seldom costs them more than \$25 or \$50. The webs complain loudly about the setup, but there's nothing they can do about it. The contracts are drawn up that way and they can't get any insurance to cover it.

TOPS FIELD

Berle Rating Rings Bell in Season Bow

NEW YORK, Oct. 3.—Milton Berle's debut program of the new season on NBC-TV, Tuesday (29), 8-9 p.m., saw him ring the bell rating-wise. The show received a Trendex hourly rating of 39.9 and a share-of-audience figure of 74.1.

From 8-8:30, Berle got a 40.4 rating and audience-share of 75.8 vs CBS-TV's Gene Autry, who got an 8.2 rating and 15 audience share. In the second half-hour, Berle hit a 39.4 and 72.4 share-of-audience in comparison with Red Skelton's 11.1 and 19.9 share-of-audience on CBS-TV.

NARTB Group To Map Meet

WASHINGTON, Oct. 3.—Preliminary planning for the National Association of Radio and Television Broadcasters' annual convention in Chicago next May 23-28 is about to get under way. NARTB President Harold Fellows yesterday announced appointment of a convention committee which will meet November 12 at the Palmer House in Chicago. The committee, headed by Kenyon Brown, KWFT, Wichita Falls, Tex., includes: Hugh K. Boice Jr., WEMP, Milwaukee (director of District 9, in whose territory the convention will be held); C. L. McCarthy, KROY, Sacramento; Clair R. McCollough, WGAL, WGAL-TV, Lancaster, Pa. (past chairman of the 1952-53 convention committee); W. D. Rogers Jr., KDUB-TV, Lubbock, Tex.; James D. Russell, KKTU, Colorado Springs, Colo., and Owen F. Uridge, WQAM, Miami.

Association staff members who will participate in the meeting will be Robert K. Richards, administrative vice-president; C. E. Arney Jr., secretary-treasurer, and Fellows.

CBS Color Clinic Starts

NEW YORK, Oct. 3.—CBS-TV will get its color clinic under way next Friday (9). The network will show the latest developments in CBS-TV engineered modifications on the basic compatible color system to top execs from its affiliates.

But it is known that the network is keeping some allegedly earth-shaking color equipment improvements under wraps. What exactly they are has not been learned, but speculation centers about a CBS-TV color tube.

Coke Buys 'Nonsense'

NEW YORK, Oct. 3.—In the biggest local deal so far this season, WABD this week signed the Coca-Cola Bottling Company to 52-week sponsorship of "Sense and Nonsense," starring Bob Kennedy.

The show, which was previously on WNBT, begins next week, 6:30-7 p.m., daily. The entire deal represents \$300,000. William Esty was the agency.

CHI TV WOOS TINY TOT EYES

CHICAGO, Oct. 3.—Preschool children, ignored completely by TV a couple of years back, are now the most sought after viewers in Chicago from 9 to 10 a.m. every weekday morning.

Three of the four Chicago stations have half-hour morning shows for the three to six-year age group. Newest is WGN-TV's "Time for Stories," with Tihia Redmon reading to the tots. The advertising philosophy, which obviously is working, is that the mothers are so grateful to have the kids out of their hair that they'll buy the sponsors' products.

FIDLER PAYS

Tax Court Ruling Vs. Gossiper

WASHINGTON, Oct. 3.—U. S. Tax Court ruled this week that alimony payments by radio commentator Jimmy Fidler were not deductible from his income taxes in the period from 1944 thru 1946. The court ruled that Fidler's monthly payments of \$800 during this period to Ruth Law Fidler constituted "installment payments" and were not deductible under the Internal Revenue Code. The divorce decree had provided that \$300 of the \$800 monthly alimony payments were to be paid only if Fidler's sponsor continued his radio contract.

At the same time, the court ruled that a loss sustained by Fidler in selling literary and movie rights to novels and plays by writer William N. Selig was deductible under the law. Fidler lost \$4,750 on Selig's works, which he purchased for \$5,000 in 1937 and resold in 1945.

Two Webs Pitch Woo at Purex

NEW YORK, Oct. 3.—Purex this week was getting the full romance treatment from NBC-TV and CBS-TV. The advertiser has been considering several network prospects among which are alternating sponsorship with Armour of the first half hour of NBC-TV's "Your Show of Shows," the only segment of "Omnibus" open for sponsoring on CBS-TV, and one of the five quarter hours available on the Bob Crosby daytime show on the latter web.

Purex, however, is trying to get itself a strong nighttime program in a good time period and so far has not made a commitment. The advertiser did well with Jackie Gleason and Larry Storch this summer. Foote, Cone & Belding, of California, is the agency.

NARTB-Nets Meet On Tele Aud. Study

WASHINGTON, Oct. 3.—Top brass of the National Association of Radio and Television Broadcasters will meet at last with heads of the major networks Thursday (8) in New York on NARTB's plan to establish a fabulous new measuring rod for TV network audiences (The Billboard, July 11, September 19). NARTB officials are hoping to get support of the networks in putting the new circulation measurement scheme into operation as a major service for networks, advertising agencies, station operators and producers.

The new gimmick for TV audience measurement has been in the works for several months, and is getting generous financing by NARTB, which views the yardstick as a supplement to TV audience measurement devices now being used. The trade association envisions the new device as the first universally-used measurement of its kind, which will make it possible for ad agencies, sponsors and networks alike to get a look-see on a day-to-day basis at where the TV audiences are, when they are tuned in, what shows they are viewing, and the like.

NARTB President Harold Fellows will attend the New York confab, accompanied by TV Vice-President Thad H. Brown, Research Manager Richard M. Alerton, and the following newly

appointed members of the association's TV circulation study committee: Campbell Arnoux, WTAR-TV, Norfolk; Richard A. Borel, WBNS-TV, Columbus, O.; Kenneth L. Carter, WAAM, Baltimore; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; J. Leonard Reinsch, WSB-TV, Atlanta; Donald W. Thornburgh, WCAU-TV, Philadelphia, and Lee B. Wailes, Storer Broadcasting Company. A chairman will be appointed from this group. Robert D. Swezey, WDSU-TV, New Orleans, chairman of the NARTB television board of directors, and Dr. Franklin R. Cawl, consultant in marketing and advertising, who has assisted in the development of the new study for TV audience measurement, will participate in next week's meeting.

WOR-TV Comes Back Oct. 12 With New Skeds

NEW YORK, Oct. 3.—WOR-TV will resume programming October 12 with a line-up that includes "Broadway TV Theater" and two new live shows conceived and produced by the station's program chief, Lawrence Menkin. The schedule will initially run 4 to 11 p.m., using the same facilities the station had at the time it went off the air, September 13, as a result of the technicians' strike and the plan to convert to facilities at the Empire State Building. When the latter set-up is ready, WOR-TV will sign on earlier and run to midnight.

The first play on the five-night-a-week "Broadway TV Theater" is "Twentieth Century," with Constance Bennett and Fred Clark. The latter was previously with the Burns and Allen show. The second week will have "Front Page," with cast still unset. Three new sponsors have been signed for the hour-and-a-half dramatic series: Nash, White Rose and Sun Oil.

The two new live shows are "Harlem Detective," slotted Wednesday, 9:30-10 p.m., putting it between "Badge 714" and "Captured"; and "High Tension," slotted Thursday, 10:30-11 p.m. The former show, the first known instance of a mystery series with a Negro lead, will use an arena technique. "High Tension" will use a single actor with another voice off camera.

With the return of WOR-TV, "The Merry Mailman" will be increased to an hour, 5 p.m. daily. The station will also resume its Saturday night "Double Exposure" line-up, now bolstered by "Captain Midnight" and winding up with two 15-minute syndicated film shows, "Lilli Palmer" and "Pulse of the City." Negotiations are now in progress to bring in "Kit Carson," which is sponsored nationally by Coca-Cola and has never been played in New York.

The strike of Local 1212, International Brotherhood of Electrical Workers, was settled Monday (28) with a compromise on the job "double up" issue. WOR-TV was carrying the World Series this week on a public service basis.

Wood to Prep Color Tests

NEW YORK, Oct. 3.—Barry Wood, NBC-TV color co-ordinator, left for Hollywood yesterday (2) to prepare Coast-originated shows for their color tests. With Dinah Shore, Bob Hope and Donald O'Connor already set to come to New York for their multi-chrome shots, Wood now is setting up arrangements for Jimmy Durante, Dean Martin and Jerry Lewis, Eddie Cantor and the Ralph Edwards "This Is Your Life" opus.

While in Hollywood, Wood also is overseeing arrangements for the New Year's Day colorcast of the Pasadena Rose Bowl Parade.

Tums Is First on NBC's 3-Plan

NEW YORK, Oct. 3.—The Lewis Howe Company, for Tums, this week became the first sponsor to jumb aboard NBC's radio's new 3-Plan by buying three insertions weekly over a 13-week period.

The business, placed thru Dancer-Fitzgerald-Sample, is expected by the web to be just the first of a number which are now in negotiation.

Tums will be plugged on each of the three five-minute strips which make up the plan, with all being used on Tuesdays, starting October 13.

Plymouth Mulls Skelton Buy

NEW YORK, Oct. 3.—Plymouth Motors this week was considering the purchase of Red Skelton. The comic is now on CBS-TV, Tuesdays 8:30-9, EST, opposite the second half of Berle-Hope for Geritol, but the buy is a short-term one and so Skelton is available. Geritol is also known to have received a programing contribution by the network.

Plymouth wants a comedy personality because of the success achieved by De Soto with Groucho Marx. N. W. Ayer is the agency.

Baseball Monopoly Charge For Supreme Court Hearing

WASHINGTON, Oct. 3.—Slated for a Supreme Court hearing during the week of October 12 is a monopoly charge against big league baseball which will have important reverberations in restrictive sportscasting cases pending in the courts and before the Federal Communications Commission. Before it rules on charges by three professional ballplayers that big league ball clubs monopolistically control players, the Supreme Court will have to decide whether baseball is a form of interstate commerce and is therefore subject to jurisdiction of antitrust laws. The court will have to reconsider its 1922 ruling which held that baseball is classed as a "sport, not trade."

A ruling determining whether baseball clubs are engaged in interstate commerce would set a precedent that might touch off a chain reaction in restrictive TV cases now before the courts. The

reaction might start in Philadelphia, where the government's charges of illegal restrictive TV practices against the National Professional Football League are pending decision in a Federal District Court. NPFL entered a petition asking the court to stay its decision pending outcome of the Supreme Court's ruling on the baseball issue. Altho NPFL's petition was denied, a Supreme Court precedent on the definition of sports as interstate commerce would probably affect the outcome of the case.

Furthermore, Justice Department has announced that it is keeping a close watch on the NPFL case and that it has suspended action in pressing similar charges against the National Collegiate Athletic Association until the professional football case is decided.

A precedent-setting ruling by the Supreme Court might also

have repercussions in Liberty Broadcasting System's still-pending antitrust suit against 13 major league ball clubs, in which Gordon McLendon, president of Liberty, charges "arbitrary exclusion" of the network from a "game of the day" series of broadcasts. In another action, before FCC, McLendon has replied to charges of "unauthorized broadcasting" of "recreated games" brought by the New York Yankees and Brooklyn Dodgers ball clubs with counter-charges of a monopoly by the ball clubs.

In the case coming before the Supreme Court, appeals have been filed by professional ballplayers, George Toolson, Albert Kowalski and Jack Corbett, charging the New York Yankees and former Baseball Commissioner A. B. Chandler with monopolistic practices in contracts permitting the clubs to trade, sell or assign players to other teams.

Expansion of Tele Slated for Canada

Continued from page 1

end of 1952 enable CBC to carry programs originated by National Broadcasting Company and Columbia Broadcasting System. CBC at Toronto maintains a direct link with U. S. networks, and all three government-operated stations carry NBC and CBS network shows. Spokesman for CBC here told The Billboard that close affiliation between Canadian radio networks and both American Broadcasting Company and Mutual Broadcasting System may lead to further TV agreements.

Two Advances Marked in Theater-TV

NEW YORK, Oct. 3.—Continued development in the Theater-TV field was made this week when one company unveiled a color system for closed-circuit business meetings and another inaugurated a plan to lease TV projection equipment to theaters.

Theater Network Television's business meeting subsidiary, Tele-Sessions, staged its first color show for the Frank H. Lee Company, hatters, at the Plaza Hotel here Wednesday (30). A fashion show originating from a studio in the hotel was shown on a big screen to over 600 viewers assembled in the ballroom. The color was via CBS's field sequential system.

Box Office Television, Inc., which will theatercast six Notre Dame football games beginning Saturday, October 17, has arranged to give theaters taking any of its attractions the necessary projection equipment at a "nominal fixed fee." For larger theaters BOTV is making available the RCA equipment, and for smaller houses it is offering specially designed portable equipment which involves no installation cost. BOTV will demonstrate the portable equipment next week at the Allied Theater Owners' convention in Boston.

Sponsors Eye Toscy Series

NEW YORK, Oct. 3.—This fall's series of NBC Symphony broadcasts, already dubbed in the trade as "Arturo Toscanini's Farewell Series," very likely will find the 87-year-old maestro with a bankroller. The 14-concert series, which currently is skedded to kick off on November 7, has created considerable stir among sponsors seeking an institutional show, because of the prestige of Toscanini, who has declared his intention of retiring.

Several sponsors are reported dickering with the web, which may even shift the concerts from their accustomed Saturday evening slot to accommodate the needs of a sponsor.

Privately owned stations planning to begin operations this year are: CKSO-TV, Sudbury, Ont.; CFPL-TV, London, Ont.; CFQM-TV, Quebec City, and stations at Hamilton, Ont., and St. Johns, Nfld.

Skedded to go on the air in 1954 are privately owned stations at Windsor, Ont.; Sydney, N. S., and Rimouski, Que.

All stations licensed so far have been for operation on VHF channels. Plans for expansion of TV service do not include licensing of UHF outlets until certain "technical difficulties" are solved. Commerce Department reported. CBC has allocated 109 VHF channels and 121 UHF channels to localities thruout Canada.

HIGHEST VIDEO SITE IN WORLD

CLIMAX, Colo., Oct. 3.—This mining town of 2,000 today is skedded to become the highest video community in the world, with the installation of three master antennae atop neighboring Mount McNamee, which will enable the townfolk to pull in signals from Denver, some 100 miles northeast. It was hoped that the installation would be concluded prior to the start of the World Series, but residents of Climax will settle for the climax.

The town itself is situated 11,400 feet high in the Rockies, or 1,400 feet higher than the point at which Air Force pilots don oxygen masks. The town is the site of the second largest underground mine in the world, operated by the Climax Molybdenum Company.

TV, AM Sets to Boom Electronics Industry

WASHINGTON, Oct. 3.—TV radio sets production will place a growing boom in the electronics industry for the next decade, the Labor Department predicted this week. Increasing the number of TV homes "to the point reached by radio would alone provide four years of sales" at peak levels, the Labor Department said, adding: "Moreover, as with radio, another large market will probably develop from additional sets for the home and the demand for replacement sets."

Continued expansion of the TV industry will be based not only on opening new TV areas, said the Labor Department, but "even in old television areas, television set ownership is hardly as extensive as radio and offers a continuing market."

With productive capacity at an

all-time high, and with TV sets manufacture in the van, the electronics industry will reach a new peak in the final months of this year, the Labor Department predicted. Pointing to a 300 per cent increase in last year's output of electronics equipment over 1947, the agency's experts said the upward trend will continue even after military demands level off at the end of this year because of increased demand for TV sets in hitherto un serviced TV markets. Output of TV and radio sets "will probably remain the most important determinant of electronics employment for the next decade," said the agency.

During the first eight months of this year, production of TV sets reached a record level for that period and radio production ran almost 2,400,000 above the same part of 1952. Radio-Electronic-Television Manufacturers' Association reported this week. TV sets produced in the first eight months of 1953 numbered 4,754,285, as compared with 2,914,925 sets produced in the same part of 1952, RETMA reported. Production of radio sets in the first eight months of this year was reported at 8,932,638.

NEWS CAPSULES—COAST TO COAST

NY Outlets to Cut Election's 200G; ABC-TV Inks New Situation Show

NEW YORK, Oct. 3.—Indications this week were that about \$200,000 would be spent with broadcasting media on the may-orally campaign here by the four candidates, about three-quarters of it going to TV stations and the rest to radio. The largest spender will be the Democratic Party which has already allocated \$130,000 for radio and TV to advertise the virtues of Robert Wagner. The Republicans will spend an estimated \$60,000 on the campaign of Harold Riegelman. The other two candidates will spend very little. Rudolph Halley, the Liberal Party standard bearer, will concentrate on a street corner, whistle-stop pitch, and Vincent Impellitteri, the incumbent, will have only limited funds available.

ABC-TV SETS JEAN CARROLL...

NEW YORK — ABC-TV this week inked a new situation show starring comedienne Jean Carroll, a kine of which will be cut October 10. The show is packaged by General Artists Corporation and will be scripted by Coleman Jacoby and Annie Rosen, who do Miss Carroll's night club material. Bob Lewine of ABC will produce with Harry Anger of GAC.

SYLVANIA AWARDS SET FOR DEC. 1...

NEW YORK—Sylvania Electric Products has decided to present its Sylvania TV Awards for creative programing for the third consecutive year. The awards will be presented at a dinner at the Hotel Pierre on December 1. Among the new judges this year are Charles Brackett, Frank Leahy, Judge Samuel Leibowitz, and Raymond Loewy. Deems Taylor is again chairman.

SEELEY-FIELDS SIGNED BY WMGM...

NEW YORK — WMGM this week signed Blossom Seeley and Bennie Fields to do two hours a day, six days a week, of disks and reminiscences. Meanwhile, the

station had a setback in the libel suit brought by Robert Courtney when N. Y. Supreme Court Justice William Hecht Jr. denied defendants' motion for dismissal. Courtney, naming the Marcus Loew booking agency, Cal Ross and the Copacabana as defendants, charged he was slandered in Ross's show of November 28 and 29, 1951, when Ross allegedly referred to him as a phony producer. Judge Hecht declared that Courtney had a good case in slander since the complaint showed evidence of a direct tendency to damage his business. The defendants are appealing.

MUTUAL NAMES FOUR DIRECTORS...

NEW YORK — Mutual this week elected four of its veepees to its board of directors. The four are Jim Gaines, charge of WOR-AM-TV; Adolf Hult, charge of sales; Earl (Pete) Johnson, charge of engineering and station relations; Bob Schmid, charge of advertising, public relations and research.

SEN. NARBA ACTION CUES FCC POLICY...

WASHINGTON.—Federal Communications Commission will continue to turn down applications for clear channel AM operations pending Senate action on the North American Regional Broadcasting Agreement, the agency declared last week in refusing to grant radio Station WGAY, Silver Spring, Md., permission to operate uniformly thruout the year from 4 a.m. to 7 p.m. In turning down WGAY's request, FCC said that as long as NARBA discussions with Mexico "hold promise of a mutually satisfactory and beneficial agreement, only the most compelling reasons would warrant departure from the policy followed thus far and set out in our rules and regulations."

TALENTS NOTES ON AIR AND SCREEN...

Eric Sevareid, CBS radio's chief Washington correspondent, received the Quartermaster Association's "First Annual Award of Distinction in News." Bill Slater, emcee of "Broadway to Hollywood" on the Du Mont net, has returned from his vacation. Jess Cain, co-star of "Marge and Jeff," is changing his name legally to Jeff Cain. Ernestine Holmes, organist, who has been appearing on "Break the Bank" on TV, has been signed for 13 weeks on the radio version of the show coming up on NBC. Hank Sylvern, musical conductor for the CBS-TV "This Is Show Business" program, is responsible for the writing of the new theme song featured on the show. Don McNeill, toastmaster of ABC's "Breakfast Club," is on vacation in New York. The Robert L. Van award for "Americanism and Humanitarianism" was made to Ted Mack, of the "Amateur Hour," by the Pittsburgh Courier. Charles Dingle, character actor, will appear in "Foursome," the new repertory theater series Tuesday (6), over WABD and the Du Mont net. Bobby Hackett and his ork and songstress Elise Rhodes have been signed as regulars on the new Jack Gregson program on ABC radio. Garry Moore

launched his fourth year as star of CBS' Television's feature, the "Garry Moore Show." The Joe Miller Chapter of the National Association of Gagwriters has elected Bob Haymes, WCBS radio, head of the "Pass the Laugh" committee of New York City.

Fred Langdon, fiddling wizard of WLW-AM and TV, Cincinnati, took first place in the recent sixth annual International Fiddle Contest held this year at the Kentucky State Fair, Louisville.

Jack McKay, producer of the NBC-TV "Glamour Girl" daytime strip, will shortly himself take over the emcee chores now handled by Harry Babbitt. Freddy Robbins is slated to become host of Eddie Fisher's "Coke Time" show via NBC-TV, replacing Don Ameche, who leaves after the October 3 show. Groucho Marx has been set for a guest shot on "Show of Shows," November 14.

OTHER NEWS IN BRIEF...

Ralph Story will emcee the Southern California Broadcasters Association's ninth annual "Whingding" Wednesday (14). Erwin, Wasey & Company, Los Angeles, is enlarging its Coast office by approximately 75 per cent. It will be ready for occupancy in about six months, according to Emmett C. McGaughey, executive veepee in charge of the Los Angeles operation. Joseph Connolly and Robert Mosher have been re-signed to write CBS Radio's "Amos 'n' Andy" series. Actors signed for the season are Ernestine Wade, Amanda Landolph and Johnny Lee. KTLA will telecast another "City of Hope" telethon Saturday (17) with Klaus Landsberg producing. New national advertising rep for Station KMPC is AM Radio Sales of Los Angeles, Chicago and New York, effective October 15, according to station veepee and general manager Robert O. Reynolds. John Meston has been inked to

script the CBS Radio "Gunsmoke" series. Singing emcee Harry Babbitt last week started his sixth year with KNX-Columbia Pacific Network.

Norman Nelson, managing director of the Southern California Broadcasters' Association, departs for New York to deliver the SCBA 1953 radio presentation to all major advertising agencies and advertisers. He will be gone approximately five weeks.

Regulars signed as panelists for Mike Stokey's "Pantomime Quiz" over KTTV include Jan Clayton, John Barrymore Jr. and Jeff Donnell on one "team" and Jackie Coogan, Rose Marie and Dave Willock on the alternating group. Bill Tusher interviews Frank Sinatra on his initial "Bill Tusher's Hollywood" program on KBIG Monday (5). Writer Jackie Barnett has signed with Jimmy Durante for his 11th year as the Schnozzle's song writer and "voice of his conscience."

ABC-TV has formed a Pacific Coast Regional Network going as far east as Albuquerque, N. M., and as far west as Honolulu. First commercial show is "Your Claim to Fame" sponsored by Regal Amber Beer. Hearing of demurrers in Peter Potter's \$1,000,000 damage suit against CBS and Ross-Danzig Productions has been set for Thursday (8) in Los Angeles Superior Court. He charges that "Platterpanel" has the same format as his "Juke Box Jury." Audience Analysts has been incorporated in Philadelphia to do depth audience research. Commercial stations in Iowa are filing a formal protest to the governor on the non-commercial status of WOI-TV, Ames.

WNBT, New York, preems a new panel show next week. Titled "Let's Take Sides," it stars Nina Foch, Bob Considine and Maria Riva. June 14 has been set as the trial date of Arthur Kurlan's suit against CBS and others.

(Continued on page 3)



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WGAL-TV

NBC • CBS • ABC • DuMont
Lancaster, Pa.

market prosperity . . . loyal viewing audience. Write for information —

Sales Representative
MEEKER
New York Chicago Los Angeles San Francisco

the people SEE WDEL-TV

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products
Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM
A Stationman Station

Sales Representative MEEKER

New York • Chicago • Los Angeles • San Francisco



THE BILLBOARD

Radio-TV Show Charts

Top 10 TV Shows Each Day of the Week in BALTIMORE (410,000 TV sets; Panel Size 400) ... According to Videodex Reports

Table with 3 columns: Station, Network, and Rating. Includes WAAM, WBAL-TV, and WMAR-TV.

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

JULY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF. Table listing programs like 'Toast of the Town' and 'What's My Line?' with times and ratings.

MONDAY SIGN-ON TO SIGN-OFF. Table listing programs like 'I Love Lucy' and 'Talent Scouts' with times and ratings.

TUESDAY, SIGN-ON TO SIGN-OFF. Table listing programs like 'Fireside Theater' and 'This is Your Life' with times and ratings.

WEDNESDAY, SIGN-ON TO SIGN-OFF. Table listing programs like 'Godfrey & Friends' and 'Strike It Rich' with times and ratings.

THURSDAY, SIGN-ON TO SIGN-OFF. Table listing programs like 'Dragnet' and 'Best of Groucho' with times and ratings.

FRIDAY SIGN-ON TO SIGN-OFF. Table listing programs like 'Our Miss Brooks' and 'My Friend Irma' with times and ratings.

SATURDAY, SIGN-ON TO SIGN-OFF. Table listing programs like 'Jackie Gleason Show' and 'Saturday Night Revue' with times and ratings.

*Based on NBC estimate for April 1953.

Top 5 Radio Shows Each Day of the Week in BALTIMORE (387,900 Radio Families*) ... According to Pulse Reports

Table with 3 columns: Station, Watts, and Rating. Includes WBAL, WBMD, WCAO, and WCBM.

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

JULY-AUGUST, 1953

SUNDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Richard Diamond' and 'My Little Margie' with times and ratings.

MONDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Lux Summer Theater' and 'Crime Classics' with times and ratings.

TUESDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Johnny Dollar' and 'People Are Funny' with times and ratings.

WEDNESDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Dr. Christian' and 'Philp Morris Playhouse' with times and ratings.

THURSDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Eddie Cantor, Eisenhower' and 'Counterspy' with times and ratings.

FRIDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Mr. Keen' and 'Mr. Chameleon' with times and ratings.

SATURDAY, 7 P.M. TO 12 P.M. Table listing programs like 'Gangbusters' and 'Gunsmoke' with times and ratings.

MONDAY-FRIDAY, 6 A.M. TO 7 P.M. Table listing programs like 'Arthur Godfrey' and 'News, Melody Time' with times and ratings.

SATURDAY, 6 A.M. TO 7 P.M. Table listing programs like 'Let's Pretend' and 'Theater of Today' with times and ratings.

*Based on U.S. Census Radio Ownership of 1950 and Sales Management 1953 estimate of families in Baltimore City and part of Baltimore, Howard & Anne Arundel Counties

SPOT CAMPAIGN

NBC O.&O. TV Outlets To Boost Radio Web

NEW YORK, Oct. 3. — While NBC's owned and operated TV stations this week prepared to air a saturation spot campaign designed to help bring business to the NBC radio web, local indie AM outlet WNEW was giving the business to TV broadcasters via a spot campaign of its own.

The NBC campaign, which will continue for an indefinite period, may be expanded as the web is considering a request to all its video affiliates which are in the same city with an NBC radio outlet to participate.

The campaign consists of 10-second, 20-second and one minute announcements, using telops, which plug the eight new radio shows being aired by the AM web. The theme, recognizing the massive out-of-home listening, is that "wherever, whenever you listen to radio, listen to NBC radio."

Jingle Series. Meanwhile, the WNEW jingle

SELF-SALE

WGN-TV in Pitch for Sustainer

CHICAGO, Oct. 3. — WGN-TV used one of its own sustaining shows to make a direct-sales pitch to prospective sponsors, and reports excellent results.

On the co-operative Monday night boxing show from Du Mont, the Chicago station used its unsold commercial time to say this in effect: "This program is for sale. It is one of the very best advertising buys available."

World System Hits Record

NEW YORK, Oct. 3. — World Broadcasting System this week chalked up a record in the radio transcription industry, with over 1,000 station subscribers signed to date.

New station - clients include WIBX, Utica, N. Y.; WAYN, Rockingham, N. C.; Marine City, Mich.; WTXL, West Springfield, Mass.; KASL, Newcastle, Wyo.; WEAV, Plattsburgh, N. Y.; KSFO, San Francisco; KCRE, Crescent City, Calif.; KANE, Iberia, La.; KULA, Honolulu; KGIL, San Fernando, Calif.; KROS, Clinton, Ia.; KISW, Seattle; WPDQ, Jacksonville, Fla.; KLJW, Tallulah, La.; KPLN, Camden, Ark.; KWBL, Blackwell, Okla.; KWRF, Warren, Ark.; KVOM, Morrilton, Ark.; WTUP, Tupelo, Miss.; KNOE, Monroe, La., and WRUM, Rumford, Me.

March of Dimes Gets ABC Circuit

NEW YORK, Oct. 3. — ABC-TV kicked off the first in a series of 13 weekly closed circuit broadcasts Friday (2), in co-operation with the March of Dimes campaign. The 13 shows will be beamed to March of Dime workers gathered at hotels in a different city each week with Seattle first on the agenda.

The hour show feature musical comedy stars Martha Wright and John Raitt, with March of Dimes head Basil O'Connor on hand as speaker. The shows, originating from ABC-TV studios here, will run from October 2 thru November 20, with time periods ranging from 12:30-1:30 p.m. to 5-6 p.m.

series is satirizing the less attractive aspects of video programming fare. Manager Bernice Judis' thinking on this point is to point up the fact that the station's mostly-music policy is easier on the ears than some of the more inane offerings on TV today.

The spots carry a "you'll never hear this on WNEW" theme, with deejay Gene Klavin doing capsule take-offs on "What Am I?" a panel show; "Trouble Can Pay," a help the needy epic; a know-it-all news reporter; and the Midget Miracle Do-All pitchman. At the finish, the announcer says: "No, you'll never hear that on WNEW... but you will hear..." followed by the theme music of one of the indie's many disk jockey shows—Art Ford, Martin Block, Al Collins, etc.

Am. Chicle Buys 'Name's Same'

NEW YORK, Oct. 3. — American Chicle this week signed to sponsor "The Name's the Same" on alternate weeks over ABC-TV, beginning Tuesday, December 1. The buy gives American Chicle three network TV shows — the other two being the Stark-Layton packages "Rocky King" and "Colonel Humphrey Flack" on Du Mont.

Earlier this week, ABC-TV signed Whitehall Pharmaceutical Company as sponsor of half of John Daly's new Monday thru Friday news program, beginning Monday (12), 7:15-7:30 p.m. marking Daly's first ABC-TV assignment since he joined the web August 1, as news and special events veepee.

ABC Affils Meet in NY

NEW YORK, Oct. 3. — The radio and TV stations Advisory Committees of ABC will meet here next week, with the radio confab scheduled on Thursday (8) and the video gathering on Friday (9). ABC prexy Robert Kintner will preside at both day-long meetings.

Sales, programing, promotional, research and station relations execs will be on hand to discuss the web's current and future plans.

Visual Cut-In for Local Sponsor Now Allowed by 'Today'

NEW YORK, Oct. 3. — A new plan is being presented to sponsors on NBC-TV's early morning "Today" strip, whereby for nominal costs they can secure local visual cut-ins. The plan provides for the last 10 seconds of a 60-minute spiel by Dave Garroway to permit local video stations to flash the local retailers' name and address, while Garroway continues on audio, urging viewers to seek the product in the place shown on their screens.

Altho the price is not yet set for this plan, Joe Culligan, who heads the "Today" sales unit, says it will not exceed \$30 per station. Two bankrollers already have decided to use it: Crosley division of Avco, and Spring Mills' sheet division.

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 the full services of the research organizations featured on these pages.

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

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

For the ARS service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

NEXT WEEK

Top 10 TV Shows Each Day in ATLANTA ... According to Videodex

Top 5 Radio Shows Each Day in ATLANTA ... According to Pulse

Knights of Pythias in New Jersey. Bruce Bryant, account exec for CBS-TV Spot Sales in Chicago, has been moved to New York in the same capacity. Marion Lonsberry has been upped to manager, WCBS-TV operations department, and Haworth White named to the newly-created position of manager, WCBS-TV business department. Marvin Corwin and Douglas Manson have been elected veepees of Benton & Bowles, Inc.

News Capsules

Continued from page 4

charging misappropriation of the format of "My Friend Irma."

RESTLESS PEOPLE AND REVOLVING DOORS

Some 25 years ago, on October 18, NBC veepee Bill Hedges was elected fourth president of the National Association of Broadcasters. Irma B. Faught, re-

cently of Fulton Recording Company, has joined Teleprompter National Sales Corporation in both the public relations and sales divisions. Vincent Francis, manager of KGO-TV, San Francisco, is in New York for a series of meetings with ABC officials and the United Cerebral Palsy people.

Hal Gold, broadcast news editor of the Mutual net's press information department, has been named chairman of the public relations committee for the

WJZ NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERRY CO.

insures Billboard readers of a high standard of useful editorial services

THIS WEEK'S SPOTLIGHT FEATURE

Advertiser & Agency Film Buying

Sponsors, Agencies Puzzle Station Overlap Problems

Seek Formula to Handle Film-Buys As New Outlets Offer Complications

Continued from page 1

does not constitute a "must" station buy, in addition to the web's basic station line-up. But even here they have found themselves treading on unsure ground.

Because of the rapidity with which new video stations are going on the air, insufficient data is available as to exactly how they penetrate adjoining localities. And so the same lack of information which hampers them on recommending stations to network

clients manifests itself on a local film purchasing level.

The question of whether advertisers are willing to pay distributors extra when they demand exclusivity, thus canceling a potential sale to the adjacent station, is an important one to distributors. The agency brass feels that exclusivity and protection is included in the price of the show when it is offered to them by syndicators.

Short Termers?

This naturally makes it mandatory that film distributors study markets before pricing their properties. Should one price be set and should overlapping later create a demand for higher charges by syndicators for exclusivity, sponsor resistance may be met.

One media exec recommended that distributors decide prices on the basis of TV areas, rather than cities. He maintained that once complete overlapping has been proved, a compromise cost be set for both cities. His point is that only one area is actually being delivered, and that sellers of film have no right to ask two fees.

May Factors

There is also a question of whether an advertiser will allow the sale of a property he is sponsoring locally to even a partially overlapping market. This, agency toppers claim, is dependent upon

many factors. Among considerations are where the show would be programed, daytime or night time, and in what time period; whether merchandising of the central character is contemplated; whether it would be a re-run; time of the year; sponsorship identification desired, and many other such facts. Every situation is a special one and should be evaluated accordingly.

Cover Span

Some agencies use a 30-mile UHF and 60-mile VHF coverage measuring rod; others use a 35-mile UHF and 65-mile VHF coverage basis. One advertiser demands exclusivity where there is even a 40 per cent overlap.

But it is evident that no final agency policy can be set until enough coverage data is available to enable the agencies to feel sure of their decision. It is hoped that such information will be ready by the spring of 1954. This makes the present task of distributors' selling overlapping markets a difficult one, but no more difficult than that of the agencies who have to spend their clients' dollars.

UTP Switching Hq. to Coast; Holds Huddles

HOLLYWOOD, Oct. 3.—Policy meetings of the newly reorganized United Television Programs, Inc., continued behind closed doors thru the weekend with Phil Krasne, new proxy of UTP and still veepee and co-producer of Gross-Krasne Productions, presiding over the sessions. Issue determined so far is that UTP will switch its headquarters to the Coast. Attending the meetings are UTP's sales execs called in from the distribution firm's Eastern offices. These include George Weiss, Aaron Beckwith, Wynn Nathan and Monroe Mendelssohn. Heretofore, UTP had used its New York Madison Avenue offices as its national headquarters.

Since Jack Gross and Phil Krasne bought out the remaining stockholders in UTP (The Billboard, October 3) for \$250,000, thereby retiring from the firm Harry King, Milt Blink, Ben Frye and Sam Costello, new owners feel firm must headquarter its operations where they can closely supervise its activities. California Studios, site of G-K's production, will serve as base for UTP's national operations. Eastern offices, however, will continue to be maintained. Others attending the meetings included Sol Dolgin, who heretofore has served as producers' representative for G-K, and Al Joyce, G-K director of publicity.

Tele-Pictures Gets Cartoon Film for TV

NEW YORK, Oct. 3. — Tele-Pictures, Inc., this week acquired a feature-length animated cartoon film for TV distribution. The picture, which was produced in Denmark with English dialog, is entitled "Tinderbox" and is based on the Hans Christian Andersen story. Running time is 85 minutes, but Tele-Pictures intends cutting it to 56 minutes for one-hour slotting.

Joe Smith, general sales manager of Tele-Pictures, said he plans a special promotion on the picture for Thanksgiving and Christmas, after which he will make it part of the next package of Robert Lippert-produced features that he releases.

"Tinderbox" is in Kodak color. It has never been played in the U. S., theatrically or on TV. The only other feature-length cartoon movie to play TV, according to the best information, is Leo Bunin's "Alice in Wonderland," which is actually a puppet technique rather than cartoon.

Tele-Pictures this week sold its library of three-minute musicals and its girl-wrestler series to KCMO, Kansas City, Mo., and KLPB, Oklahoma City.

Du Mont Loses Colman Option

NEW YORK, Oct. 3.—Official Films this week canceled the four-month option that the Du Mont network had on the packager's new filmed Ronald Colman property. Official has already made a pilot in the series, "A String of Beads," an adaptation of a story written by Somerset Maugham.

But Du Mont was to share costs on the making of the pilot and did not put up the required sum of money. Official consequently has full title to the series and is currently beating the bushes for a network sponsor. Du Mont was interested in the program for Saturday night.

RCA's NEW CAMERA

Films' Quality to Equal Live Via Vidicon Tube

CHICAGO, Oct. 3.—A new type of TV camera, which utilizes a vidicon tube and is about three times more sensitive in the projection of film than the present iconoscope camera, has been developed by RCA Victor. Dr. Henry N. Kozanowski, research engineer for the firm, told a meeting of the National Electronics Conference here that the new camera is a major step in the development of equipment which will make film airings equal in quality to live pick-ups.

The new camera probably will go into production early next year. Its sensitivity will provide picture quality comparable with live pick-up performance, according to Kozanowski, who also said the camera can be operated non-synchronously. This makes it possible to use local film inserts in network programing.

Film Trend

Kozanowski added that "there has been a definite trend in the direction of recording certain programs directly on film for reasons of smoother performance, possi-

GE Seeks New Film Producer

NEW YORK, Oct. 3.—General Electric is now shopping for a new producer for its filmed "GE Theater." The show was produced by Gil Ralston and Stuart Reynolds, but they have split their partnership and gone separate ways. GE has enough films in the series made in advance to continue without new production for a while. The advertiser may decide to split up production among several producers instead of concentrating it with one.

Ralston and Stuart are also the producers of "Your Jeweler's Showcase," for Hamilton Watch. This client also has a number of films in the series made in advance, but may, in the future, turn some production over to Ralston.

Du Pont also used the services of Ralston and Reynolds for "Cavalcade," but its films are now being made by Jack Chertok. Batten, Barton, Durstine & Osborn is the agency for all three sponsors.

The Billboard
TV FILM SECTION

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

plus, rotated weekly.

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

NEXT WEEK

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

U. S. TV Film May Air in Latin-Am.

Ziv Launches Promotion Pegged at Latin Markets; Crew Tours S. A.

NEW YORK, Oct. 3.—American advertisers and ad agencies interested in the Latin-American market soon will be able to buy U. S.-made TV films for airing in that area. Broadcasters from Cuba, Mexico and South America have been quietly buying U. S. film for the last year. The big-money possibilities of the territories were further spotlighted this week when Ziv Television Programs, Inc., launched the first full-scale TV film sales promotion program especially designed for the Latin-American markets.

The most interesting aspect of the Ziv Latin-American campaign is that the firm is handling the sales and distribution operation itself, via a special multi-lingual sales crew now touring thru the South American video markets in a chartered plane.

This means that Ziv is setting a precedent for U. S. film outfits to maintain active control of their foreign distribution, rather than merely turning over their properties to a foreign broadcaster or sales agent. In line with this, Ziv has already signed up five major advertisers as sponsors of Ziv shows in Mexico and Cuba. These reportedly include tentative percentage-sales deals with Gear Mestre, Cuba's TV chief, and Mexico's head video men, Emilio Asgarra and Romulo O'Farrell, but the firm's ultimate plan calls for Ziv to work exclusively thru its own local offices in each country. The Latin-American project was set up this summer in Mexico by founder Frederic W. Ziv and proxy John Sinn.

52-Week Policy

Ziv's Latin-American deals will operate on the same flat 52-week policy, with the firm's ban still standing against stations using the shows as sustainers. Ziv estimates its new foreign operation will bring in around \$2,500,000 in additional gross revenue next year, coming from Latin-American TV areas.

First sponsors lined up in Mexico include General Electric of Mexico for "Favorite Story"; American Airlines, "Yesterday's Newsreel," and Jimbo Bread for "Cisco Kid." Cuban advertisers

are Canada Dry for "Favorite Story" and Esso of Cuba for "Sports Album." Ziv is backing up its Latin-American film sales with its usual extensive merchandising and promotion material, and a special department has been set up at Ziv's Cincinnati office to turn out special Spanish language promotional aides.

Ziv is dubbing Spanish sound tracks in Hollywood for all of its personally produced film properties, and other language versions will be dubbed the same way. The dubbing process is an expensive one. A conservative estimate is said to be around \$5,000 for a half-hour show, altho most of Ziv's films are heavy on action and narration, which should cut down the cost.

Too Expensive

Nevertheless some U. S. film distributors think the dubbing idea is too expensive for the market's potential. Most of them are selling Spanish sub-titles or "clip and script" shows. NBC has sold its hour-long "Hopalong Cassidy" films with sub-titles in several Latin-American markets, and Consolidated TV Sales this week sold its Station Starter Plan (nine series library for 18 months at total fee equal station's Class A hour rate) to KAG, Puerto Rico, with just the regular English sound tracks. The Puerto Rican station goes on the air for the first time January 1.

The "clip and script" solution is utilized by Fremantle Overseas Radio, Inc., which sold its "Call the Play" series to CMUR-TV, Havana, on that basis. The station is supplied with film clips for the sports quiz show, and a script for a local announcer, with latter using the clips as quiz questions for local viewers.

NEW YORK, Oct. 3.—Four new sales staffers joined the NBC Film Division's sales force this week. They are Robert Brenner, James Monohan, Thomas Shull and Hap Eaton.

The first two salesmen will headquarter in New York; the others will work out of the division's Chicago office.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates. Foreign rate \$20.

 Payment enclosed Bill me

926

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Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

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

Cartoons, Used Well, Can Fill Big Niche

By HORACE S. SCHWERIN, President, Schwerin Research Corporation

Let's continue the "animated" conversation started by Al Cantwell in the September 12 issue. The Billboard's critic has touched upon a point that is too seldom appreciated. The point I have in mind is the real advantage of animated cartoons in TV advertising.

Schwerin Research has run over 1,000 remembrance and belief tests of TV commercials. A basic conclusion we have drawn from the experience is that the animated cartoon can do certain things better than any other presentation technique. But these advantages are not widely enough understood; cartoons are often not used when they should be, and perhaps even more frequently used when they should not be.

What are these distinctive points of superiority enjoyed by the animated cartoon? Fundamentally they are based on a psychological set-up that might be summed up this way:

The cartoon established its own world. Within that world, the viewer will accept certain actions and occurrences that he would not accept in a commercial with real people. This acceptance can often be translated into audience remembrance and belief of the sales points illustrated in the cartoon.

General Rule

If a sales point can be effectively illustrated or demonstrated using live techniques, it is generally better to do so. But where it cannot, the cartoon will usually provide the solution. That is the general rule. There are a number of specific applications.

In the first place, there are certain sales points that are almost impossible to illustrate forcefully in live commercials. Most of the "intangibles" tend to be in this class. The idea of brightness or cleanness is an example that comes readily to mind. In cleanser commercials, we have found cartoon sparkling effects do a particularly good job of getting audiences to remember these ideas. Any producer knows how

TV Film Guest of the Week



HORACE SCHWERIN

Horace Schwerin is president of Schwerin Research Corporation, the leading independent organization doing qualitative audience testing of radio and TV programs and commercials. Schwerin started the firm in 1946. During the war he did research on food conservation for the Army that resulted in the savings of about \$100,000,000 annually. He subsequently worked on conservation plugs for Armed Forces Radio. Before the war, beginning in 1936, Schwerin pioneered with Dr. Frank Stanton and Prof. Paul Lazarsfeld, in qualitative audience research techniques. For the past few years the Schwerin organization has been pre-testing the formats of TV commercials.

difficult it would be to get similarly convincing gleams from a real bathtub, however shining.

A special application of cartoons in the above area is the use of characters to personify abstract ideas. Thus, note how Alka-Seltzer uses the little figure "Speedy" to emphasize "quick relief."

Cut Corners

Then again, many products feature claims having to do with ease or speed. Even the true, this

sort of statement is sometimes hard to illustrate convincingly. Even a skilled demonstrator showing that the product is "easy to use" may fumble a bit; or, alternatively, he may be so proficient that the audience scoffs. "It can't be that easy!" As for the claim that a product "acts quickly," even a few seconds in a commercial can seem like the Dempsey-Tunney long count, yet shortening the time may leave a false impression. A cartoon can cut corners in these cases without any jarring effect on the audience. As Coleridge said in another connection and in a pre-TV era, there is a "willing suspension of disbelief" on the part of the viewer.

There are a couple of other areas that I should like to mention more briefly. The cartoon can sometimes make things more pleasant than they would be if photographed live. For example, in selling food products it's frequently important to emphasize the fine ingredients that are used. Campbell Soups do this in their commercials, but when it came to clam chowder they had a special problem. Real clams aren't very videogenic. The solution? The cartoon Campbell Kids were shown carrying a basketful of cartoon clams.

Avoid Ridiculous

Another area where cartoons sometimes help is in putting across sales points by using associations that might seem ridiculous if done literally. For instance, the use of cartoon doctors "advising" the dogs in pet food commercials has proved useful in establishing the concept of nutritional benefits.

In the above instance, and indeed generally, the viewer's relationship to the cartoon is good-humored. But unconsciously, if the commercial is soundly conceived, the audience will nevertheless absorb and accept the underlying serious message. The mental pattern is to go along with the old saying, "Many a true word is spoken in jest."

I am frequently asked whether live or cartoon commercials are the more effective. The question has no meaning. It depends upon the ideas the advertiser desires to put across and upon the devices he has conceived for that purpose. Finally, it depends upon the "personalities"; for a cartoon character, like an announcer or actor, can either enlist or alienate the audience's sympathy.

RUNDOWN OF MONTH'S COMMERCIAL ACTIVITY

The following is the second installment of The Billboard's monthly review of activity among the producers of TV film commercials. The chart covers commercials completed by the producers during September. While this chart is not a complete accounting of commercial production during that month, it does give an idea of the type and amount of work coming out of some of the studios.

In future issues this feature will give a more comprehensive listing in terms of the number of producers and the data on each.

Producer	Sponsor	Agency	Number	Length
Fletcher Smith Studios	Quality Bakers' Assoc.		6	20 sec.
	Oldsmobile	D. P. Brothier	3	60 sec.
Sarra, New York	Encore Cigarettes	Kudner	1	70 sec.
	Philco	Hutchins	1	60 sec.
	(Opening for "Philco TV Playhouse")			
	Lederle Products	Conklin Mann & Sons	3	60 sec.
Peter Elgar	Hills Brothers Coffee	N. W. Ayer	3	60 sec.
			1	20 sec.
	Bosco	Ruthrauff & Ryan	6	60 sec.
	Gulf	Young & Rubicam	2	60 sec.
			2	90 sec.
American Film Producers	U. S. Army Recruiting	Dancer-Fitzgerald-Sample	6	60 sec.
	National Guard	Robert Orr	7	60 sec.
	Department of Defense	Direct	1	60 sec.
	(Blood Bank)			
			1	2 min.
Becker & Wulzen	SOS Scouring Pads	McCann-Erickson		
Robert Lawrence	Cavalier Cigarettes	William Esty		
	Procter & Gamble	Young & Rubicam		
	(Cheer)			
	General Mills	BBD&O		
	(Betty Crocker Cake Mixes)			
	Vitalis	Doherty, Clifford, Steers & Sheffield		
	Plymouth	N. W. Ayer & Son		
	Jacques Kreisler	Foote, Cone & Beiding		
	(Watchbands)			
	Shell Gasoline	J. Walter Thompson		
	Johnson & Johnson	Young & Rubicam		
	(Super-Stick Plastic Strip)			
	White Sewing Machines	BBD&O		
	Playtex Girdles	Foote, Cone & Beiding		
	Simmons Hide-A-Bed	Young & Rubicam		
	Simmons Beautyrest	Young & Rubicam		
	Eastern Air Lines	Fletcher D. Richards		
	20th Century-Fox	Direct		
	("The Robe")			
IMPS, Inc.	Dunhill Cigarettes	Blow		
	Lilt	Blow		
	Prince Albert Tobacco	William Esty		
	Ponds Angel Skin	J. Walter Thompson		
	Ex-Lax	Warwick & Legler		
	Borden's Instant Coffee	DCS&S		
	Lady Esther	Blow		
	Ipana	DCS&S		

Commercial Critique

By AL CANTWELL

An effective television commercial has at least one thing in common with an effective television drama: A good story—well told. There's nothing particularly new about this observation, but it seems to me that a good many commercial writers and producers forget that commercials are just another form of story telling. Perhaps the analogy might be clearer if we likened commercials to a Western movie. In a Western, the line between the good guys and the bad guys is clear and uncluttered. The story is uncomplicated by subtleties and innuendo. So, in a commercial, the story about the hero (the product) should be told as simply and directly and possibly by eliminating any unnecessary elements that tend to detract or distract from the central theme.

No Distractions

The difference in the time available to tell the story makes a distracting second or two in a commercial roughly comparable to an unnecessary and distracting 10-minute sequence in a feature picture. An example of this type of distraction comes to mind in the early NFS commercials made for Piels beer. The basic story was that Piels had less NFS and therefore was a dryer beer. They went to great lengths to show the relative size of the mountain of sugar possible (but not probable) in other beers as compared to the speck of sugar in Piels. But in the middle of the pay-off line about less sugar in a quart of Piels, someone felt compelled to add, via voice and picture, the startling news that a quart of Piels held five big glasses. Altho the difference in quantity between a Piels quart and any other beer's quart was never explained, this irrelevant and slightly ridiculous line might have fitted into the commercial somewhere. But it certainly did not belong as a distracting influence in the middle of the NFS story. I might add that this distraction is not present in the current commercials made for Piels by their new team of Young & Rubicam and Screen Gems.

An example of the good story well told, let me point out the one-minute Hostess Cupcake commercials made by Sarra for Ted Bates used on the "Howdy Doody" show. The commercial

opens with an animation sequence of children at play that seems certain to hold the interest of the kids watching "Howdy Doody." A switch to some of the famous Sarra stop motion displays the product most appetizingly, and the pay-off comes with live action kids chomping away on the cupcakes. The story in this commercial is the quick energy and reserve energy contained in the cupcakes, and the story is well told.

Wrong Story

However, I have a feeling that the hero of this story is miscast. In other words, it's the wrong story for the product, especially on "Howdy Doody." On a program whose audience is composed largely of youngsters from two to eight, I think they would sell more cupcakes if someone told them how good they taste. The taste appeal of the product was practically ignored in the devoted attention to the energy story. This might be justified if the audience had a sizable secondary audience composed of adults or older children. But I think more youngsters would badger their mothers into buying the product if the emphasis in the commercial was on the pleasure derived from the cupcakes rather than the nutritional value. I doubt that this energy story impressed many of the tots and toddlers who elected Howdy Doody president of Doodyville last November.

Allow me to conclude this piece with crimson face by correcting an error in last month's love song to the Mennen Spray Deodorant commercial. It was made by Shamus Culhane Productions, and I hasten to give proper credit to them for a fine job.

Coast Syndicate to Buy Prockter; MPTV May Be Film Distributor

NEW YORK, Oct. 3.—Negotiations this week were well along for the sale of Prockter Syndications International to a West Coast investors combine. The film distribution firm is reportedly being bought by a group headed by realtor Bert Levy, who is said to be thinking of having the film involved distributed by Motion Pictures for Television.

PSI-TV is the film distribution subsidiary of Prockter TV Enterprises. It partially owns and distributes 26 episodes of three different series: "China Smith," starring Dan Duryea; "Orient Express," and an anthology dramatic series formerly sponsored by Schlitz beer. Also included in the PSI-TV bundle is a series of British features.

Prockter TV Enterprises, of course, continues as a packager of network shows. Current properties include, "Big Story," "T Men in Action" and "The Man Behind the Badge," its newest police drama.

New Properties

Several new film properties are being made for PSI-TV distribu-

tion. The first 13 episodes have been made of "International Police," and "Reader's Digest" goes into production shortly. The first will probably go along to the new owners of PSI-TV for local syndication, and the second show probably will be sold to a network client, or if not, it too goes to them for local sale.

The reason for the sale of the distribution firm is that Bernard Prockter, its head, believes that he is essentially a producer rather than a distributor. He has found that the selling organization interfered with his production work and vice versa. From now on he will concentrate on production.

PSI-TV has been in film syndication for about two years. During its first year, it was headed by Paul White, who resigned. Prockter himself took over for the last nine months. Undoubtedly, most of the personnel now at PSI-TV will not be retained. A few however, may catch on with MPTV.

Should MPTV get the PSI-TV properties, it would project the former firm into an immediate position of importance in the syndication of film series. MPTV now has "Flash Gordon" avail-

able for local sale, but its "Duffy's Tavern" will not be ready for station use before January 1, tho selling will obviously begin before then. With the PSI-TV catalog, it would be able to begin immediate large scale distribution selling and follow that up with the name properties which it is placing into production shortly.

Gross-Krasne Maps O. Henry Film Series

HOLLYWOOD, Oct. 3.—Gross-Krasne Productions will film a series of 39 half-hour shows based upon the writings of Sidney Porter to be called "The O. Henry Television Playhouse." Series will be pitched for national sponsorship. G-K feels that the importance of the property and its own stature in the field will make sale to a bankroller possible without the necessity of first making a pilot reel. Plan is to start series rolling as soon as series is sold.

G-K acquired the rights to the complete 240 Porter stories written under the O. Henry pen name from Doubleday & Company, New York, owner of the rights. Negotiations were made and deal concluded thru Doubleday's legal rep. Leonard Myberg. Budget has as yet not been set. G-K plans to use a single personality thruout the series to tie in the half-hour films and intends to cast name personalities for the leads. Casting will get under way in the immediate future.

As a sales promotional stunt, G-K is sending a two-volume set of the complete O. Henry stories, plus a tastefully engraved announcement card, to key agency execs. Set is the same currently being issued by the Book of the Month Club.

Leonard Megs Thomas Films

HOLLYWOOD, Oct. 3.—Sheldon Leonard, veteran radio-TV-motion picture actor, has contracted to direct the next 10 Danny Thomas TV episodes in the filmed series, "Make Room for Danny"

Leonard assumes the directorial duties today with shooting of the seventh in the series. William Asher megged the first six, but relinquished the job to return as director of the Desilu "I Love Lucy" series. Leonard had previously megged the Damon Runyon pilot film and a story for the Famous Playhouse.

Michelson Set For TV Film

NEW YORK, Oct. 3.—Charles Michelson, Inc., veteran radio transcription distributor, was set to go into TV film production this week with a five-minute mystery series starring John Ridgely. Production starts November 2, with 39 segments planned initially and 260 ultimately.

Michelson has pegged the price at a low of \$17.50 per segment and a high of \$98.25. Michelson's only previous TV film venture was a series of open-end commercials.

'Amos-Andy' Nat'l, Local Ratings Offer Evidence of Re-Run Values

A study of the re-run ratings of "Amos 'n' Andy" by both Trendex and Telepulse, the former nationally and the latter locally, provides outstanding evidence of the second-run value of this property for this, another in the series of re-run studies by The Billboard. The Trendex ratings cover the program from its inception in October, 1951, to its cancellation as a CBS-TV network package in April, 1953. The Telepulse ratings are for Chicago, Philadelphia, Los Angeles, Washington and New York City. The accompanying chart shows the rating story in detail.

Strikingly, the second run nationally of the property achieved a higher share of audience in its six months than did the first run, averaging 44.7 to the first run's 44.5. A comparison of the ratings on the same basis shows that on the first run the situation-comedy hit a 5.1 average and on a second run 4.9.

Rating-wise, the 1952 second run of the show reached a 29.5 peak in January, 29.5 in February and 29.1 in March. The three top first-run ratings were 27.3 in December, 1951; 27.3 in November, 1951, and 24.2 in December, 1952.

Audience-Share

It was in share-of-audience that second-run particularly proved its attractiveness to viewers. Only one of its six months, May, dropped below a 40 share. Of the

13 months of first runs, seven were below 40. The program major network competition was "T-Men in Action," via NBC-TV. On a local basis, Chicago's second runs, according to Telepulse, indicate an even more noteworthy record of achievement. Its re-run ratings were consistently better than Chicago first-run ratings, hitting a top of 26.0 in May, 1952.

In Philadelphia, in January, 1952 the comedy scored a 30.3 in re-run and a 28.5 also in re-run in May of that year. The highest first-run rating was a 27.5, in December, 1951. Its closest competition was the 25.4 which "T-Men" hit in January, 1953, but, as a rule, "Amos 'n' Andy" proved consistently better than the opposition, during both its first and second run.

Washington Story

The same Telepulse rating story is told in Washington. There its top second-run rating was 31.3 in April, 1952, better by over four

points than its best first-run rating. And against other programs, the story was repeated. "T-Men," the strongest competitor, achieved a 28.2 in April, 1953, but otherwise was even more drastically outpulled.

In the seven-station Los Angeles market, second runs of the show, on an average, more than held their own against first runs. Best L. A. first-run rating was 19.6 in November, 1951, versus a top second run of 19.4 two months later. The only show to do a better job was "Dragnet," which built to a 29.7 in March, 1953.

N. Y. Market

In the intensely competitive New York City market, "T-Men" shaded second runs of "Amos 'n' Andy" three times and the re-run comedy topped "T-Men" three times. But "Amos 'n' Andy" proved a much stronger audience-getter during its second runs than during its initial screening. The best first-run rating was 21.7, a mark topped four times in re-run.

'No Preference' Policy Affirmed by NBC Exec

NEW YORK, Oct. 3. — Robert W. Sarnoff, head of the NBC-TV film division, this week refuted the charge made by General Manager Gene O'Fallon, of KFEL-TV, Denver, that his station was not given the opportunity to renew the "Hopalong Cassidy" series after carrying it for a year. Sarnoff states that O'Fallon mistakenly assumes a first letter sent by the NBC-TV Film Division to all affiliates was a reply specifically to the manager's protest. It was, said Sarnoff, "an attempt to articulate a policy."

This policy is that the NBC-TV Film Division must sell to all TV stations "without preferential

treatment" to safeguard the interests of the producers who give the networks their shows to distribute. Sarnoff, in his letter to O'Fallon, claimed that KFEL-TV had been aware for some time of "Hopalong's" availability, and could have acted prior to the termination of the series' contract, which was with the sponsor.

The NBC-TV topper pointed out that KFEL-TV made no move to purchase that series and had no interest in it until a competing station bought the Western series. "In fact," he stated, "your interest in contracting directly for the purchase of our film programs has been virtually nil."

Name Reynolds Sovereign Head In Reshuffle

HOLLYWOOD, Oct. 3.—Stuart Reynolds has been named president of Sovereign Productions in a general reorganization of the TV film producing company this week. Edward Gray is vice-president and Rudolph Monter is secretary-treasurer.

Reynolds continues as executive producer. Named to head production are Joseph Siström, veteran film producer, who will serve as associate producer, and another top motion picture exec, David Hire, who will serve in a similar capacity.

Rounding out the firm are Stu Thompson, cameraman; Chris Beute, production manager, and Les Mitchell, story editor.

Expansion of both office and stage space is included in current plans at Sovereign's headquarters at Eagle-Lion Studios.

Paul, Ford in Vidfilm Series

NEW YORK, Oct. 3.—Les Paul and Mary Ford this week went into production of a new five-minute TV film series which Lambert Pharmacal will spotlight in an intensive saturation campaign for Listerine Anti-Enzyme toothpaste. The sound track of the films will also be spotted on radio stations.

Paul and Miss Ford went into production Thursday (1) at their home in New Jersey, making five segments per day. Most segments will carry two musical numbers, including the team's latest pop hits. This unique move in TV film programming was done with the thought that Paul-Ford pops quickly take on the status of standards.

The show, titled "Les Paul and Mary Ford at Home," is being produced by Instructo Corporation, a firm headed by their personal manager, Gray Gordon. The firm, which was originated on another production idea, was revived for the purpose of this show. Filming is being done by Fordel Corporation, producer of educational films and commercials. The deal with the artists was agented by Jay Michaels, of General Artists Corporation. Paul and Miss Ford are working on salary. The deal with Listerine is for three years, after which residuals on the series will revert to Instructo. The show is due to green October 12.

Consolidated Television Sales this week sold "Public Prosecutor" to WFAA, Dallas, for sponsorship by Flexlet Watch Bands. "Time for Beany," which has just recently been added to Consolidated's roster, was sold to KAQ, Porto Rico; KTVU, Stockton, Calif.; KFAY, Bakersfield, Calif.; KCOK, Tulare, Calif.; KZTV, Reno, Nev., and KFMB, San Diego, Calif. Other sales include "Hollywood Half Hour" to WABC-TV, New York, and the "Station Starter Plan" to WTAO, Cambridge, Mass.

Guild Films added three more markets to its "Liberace" list, bringing the total to 103. Sales this week were WDUP, Decatur, Ill., for National Bank of Decatur; WBUF, Buffalo, for the Zenith distributor, and XELD, Brownsville, Tex. "Life With Elizabeth," which has been on the market for three weeks to date, has been sold to 27 markets. Latest Guild sales on this show are Portland, Ore.; Seattle, and Denver. "Life With Elizabeth" will also be seen on WABD, New York, Sunday (18), 7-7:30 p.m. for Piel's Beer.

NBC Film Division chalked up the following sales on "Badge 714"—KEYT, Santa Barbara, Calif.; Fargo, N. D., for Schmidt Beer; WIRK, W. Palm Beach, Fla.; KTXL, San Angelo, Tex., and WDAK, Columbus, Ga. "Victory at Sea" has been sold to WKJG, Fort Wayne, Ind.; WREX, Rockford, Ill., and WEAR, Pensacola, Fla. Other NBC sales include "Captured" to WREX, Rockford, Ill., for Kingsbury Brew; "Daily News Report" to WOKY, Milwaukee; "Weekly News Report" to KCMO, Kansas City, Mo., and "Doug Fairbanks Presents" to WEAR, Pensacola.

Television Screen Productions sold "Jim and Judy in Teleland" to Tucson, Ariz., thru Louis Weiss & Company,

its Western rep. TV Exploitations sold its sports show, "Roller Derby," to the following markets: Cambridge, Mass.; Monroe, La.; Elmira, N. Y.; Albuquerque, N. M.; Buffalo, and Kansas City, Mo.

Following the announcement that CBS Television's "Newsfilm" service would be made available for syndication, station KLZ-TV of Denver was the first station in the country to sign for the daily newsfilm. The "Newsfilm" service also will begin immediately to WCBS-TV, New York; WBBM-TV, Chicago, and KNXT, Hollywood.

Louis Weiss & Company, Los Angeles distribution firm, last week announced sale of TV rights to a series of Western features and other film properties to four tele stations. WGAL-TV, Lancaster, Pa., purchased rights to 52 Western features, while KOAT-TV, Albuquerque, N. M., bought additional films to give the station 25 full-length features from Weiss. KZTV in Reno and KGO-TV, San Francisco, meanwhile, concluded sales agreements for 13 quarter-hour "Canine Comments" films. KZTV acquired two-run rights, while KGO-TV made the purchase for a single-run basis.

The "Captain Midnight" series last week was purchased for sponsorship over KNXT by the Wander Company of Chicago for its product, Ovaltine. The 26-week contract was negotiated by Bruce Bryant, of CBS-TV Spots Sales, Chicago, thru the Grand advertising agency, according to KNXT sales manager, Edmund C. Bunker.

KRLD-TV, Dallas, has concluded a lease agreement with Louis Weiss & Company, Los Angeles, for unlimited runs for one year on 10 Walt Disney cartoons and four Krazy Kid cartoons.

Re-Run Case History

The following chart tabulates the re-run history of "Amos 'n' Andy," both on a network and a local basis. The national ratings were provided by National Trendex, while the local histories, for Chicago, New York, Los Angeles, Philadelphia and Washington were based on Telepulse Reports.

The show aired originally via CBS-TV, and only now is going into syndication. For an analysis of the following figures, see accompanying story in adjoining columns.

AMOS 'N' ANDY
(1/2 hr. situation comedy)

Producers:
Distributor: CBS-TV Film Sales

NATIONAL NETWORK (CBS-TV) (8:30-9 p.m. Thursdays)			
	FIRST RUN	S.L.U.	Rating Share
1951:			
October	56.3	23.5	41.8
November	57.7	24.1	41.7
December	57.3	27.3	47.4
1952:			
January	65.5	21.5	32.8
February	62.0	24.2	39.0
March	60.6	21.0	34.7
April	55.0	18.4	33.5
SECOND RUN			
1952:			
January Average	62.2	29.5	47.5
February Average	61.1	29.5	46.2
March Average	59.0	29.1	49.3
April Average	57.3	24.9	41.4
May Average	49.6	18.9	38.1
June Average	41.9	17.5	41.7

CHICAGO (WRBK)

Date	(First Run)	(Second Run)	(Top Opposition)	S.L.U.	Rating Share
8/51	14.3		Stop Music		15.0
10/51	15.3		T-Men		16.3
12/51	19.3		T-Men		19.3
1/52		21.5	T-Men		22.3
4/52		24.5	T-Men		23.0
5/52		26.0	T-Men		23.3
6/52		24.8	T-Men		18.3
8/52	17.0		Wh. Happened		10.0
9/52	20.2		T-Men		21.4
1/53	23.0		T-Men		24.2
2/53	23.2		T-Men		25.2
3/53	24.8		T-Men		25.8

NEW YORK (WCBS-TV)

Date	(First Run)	(Second Run)	(Top Opposition)	S.L.U.	Rating Share
7/51	18.2		Baseball		15.2
9/51	19.0		Stop Music		11.0
11/51	21.0		T-Men		14.6
1/52		21.3	T-Men		16.7
2/52		25.0	T-Men		19.0
3/52		23.0	T-Men		23.3
4/52		23.7	T-Men		26.7
5/52		17.9	T-Men		24.9
6/52		23.3	T-Men		22.5
8/52	13.9		Baseball		20.8
9/52	20.0		T-Men		20.2
1/53	21.7		T-Men		25.2
2/53	20.9		T-Men		25.9
3/53	21.0		T-Men		26.0

LOS ANGELES (KTLA-TV—7/51 and 9/51); (KNXT—11/51-3/53)

Date	(First Run)	(Second Run)	(Top Opposition)	S.L.U.	Rating Share
7/51	18.3		Wrestling		15.3
9/51	19.0		Wrestling		16.6
11/51	19.6		Wrestling		15.6
1/52		19.4	Wrestling		12.8
2/52		18.8	Wrestling		14.6
3/52		19.2	Wrestling		16.2
4/52		16.2	Wrestling		14.0
5/52		18.3	Wrestling		13.9
6/52		15.2	Dragnet		16.7
8/52	15.2		Gangbusters		13.5
9/52	16.5		Gangbusters		12.4
1/53	13.5		Dragnet		26.9
2/53	12.5		Dragnet		18.9
3/53	14.9		Dragnet		29.7

PHILADELPHIA (WCAU-TV)

Date	(First Run)	(Second Run)	(Top Opposition)	S.L.U.	Rating Share
7/51	11.3		Stop Music		14.8
8/51	15.3		Stop Music		13.3
9/51	17.8		Stop Music		20.5
10/51	22.3		Stop Music		19.3
11/51	24.8		Stop Music		
12/51	27.5		T-Men		18.3
1/52		30.3	T-Men		18.9
2/52		24.8	T-Men		21.0
3/52		22.3	T-Men		19.3
4/52		26.8	T-Men		18.8
5/52		28.5	T-Men		21.3
6/52		24.8	T-Men		18.0
8/52	21.5		T-Men		8.8
9/52	25.0		T-Men		12.0
1/53	26.2		T-Men		25.4
2/53	25.4		T-Men		22.8
3/53	26.2		T-Men		23.1

WASHINGTON (WTOF-TV)

Date	(First Run)	(Second Run)	(Top Opposition)	S.L.U.	Rating Share
8/51	15.0		Baseball		20.0
9/51	18.5		Stop Music		14.0
10/51	16.0		T-Men		14.5
11/51	20.5		Stop Music		16.0
12/51	22.0		T-Men		15.3
1/52		20.3	T-Men		17.0
2/52		26.3	T-Men		15.0
3/52		28.8	T-Men		16.0
4/52		31.3	T-Men		15.8
5/52		23.8	Baseball		25.0
6/52		28.0	T-Men		19.5
8/52	24.0		Chance Lifetime		7.3
9/52	26.8		T-Men		12.3
1/53	24.6		T-Men		23.0
2/53	25.4		T-Men		24.4
3/53	24.0		T-Men		23.8
4/53	20.0		T-Men		28.2

Quick Takes

Wade Barnes, Southwest sales manager of Consolidated TV Sales, Inc., is in town this week for a confab with Halsey Barrett, Eastern sales manager, and the firm's sales chief, Pete Roebeck. . . . Television Programs of America this week inked two more sales reps. James Rennie, formerly account exec for KTVL-TV, Phoenix, Ariz., will cover the Southwest, and Casper Chouinard, formerly of Warner Bros., will cover the Northwest.

Marsha Hunt has been signed by Screen Gems to play the top supporting feminine role to Laraine Day in "Double Bet" for Ford Theater. . . . Alfred Butterfield has been named executive producer for news and public affairs of the CBS Television Newsfilm or-

ganization. . . . Dynamic Films has taken over half of an additional floor at its building to provide additional office space and shipping and storage rooms. . . . A series of 20-second and one-minute TV film commercials, featuring stars of the Metropolitan Opera Company, has just been completed for Gallo Wine by the Carlo Vinti ad agency at Nola Studios.

Jack Farren, of the "Howdy Doody" NBC-TV directorial staff, has resigned to become associate producer on the "Johnny Jupiter" film show produced by Kagan Corporation. . . . Stevens Pictures, of Atlanta, has been appointed distributor for "Jim and Judy in Teleland" by Charlie Basch, proxy of Television Screen Productions.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

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

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted. For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart, which appears once every four weeks following this cycle.

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

NEW YORK 7 STATIONS

Table with columns: TITLE OF SHOW, CATEGORY, STATION-DAYS-TIME, AUG. ARB RATING. Lists various shows like 'China Smith', 'Foreign Intrigue', 'Dangerous Assignment' with their respective ratings.

PHILADELPHIA 3 STATIONS

Table with columns: TITLE OF SHOW, CATEGORY, STATION-DAYS-TIME, AUG. ARB RATING. Lists shows like 'Ramar of the Jungle', 'Foreign Intrigue', 'Time for Beany'.

SAN FRANCISCO 3 STATIONS

Table with columns: TITLE OF SHOW, CATEGORY, STATION-DAYS-TIME, AUG. ARB RATING. Lists shows like 'Dangerous Assignment', 'Foreign Intrigue', 'Ramar of the Jungle'.

WASHINGTON 4 STATIONS

Table with columns: TITLE OF SHOW, CATEGORY, STATION-DAYS-TIME, AUG. ARB RATING. Lists shows like 'Foreign Intrigue', 'Junior Cross Roads', 'Abbott & Costello'.

Murphy Plans Farmer Film

NEW YORK, Oct. 3. — Owen Murphy Productions, Inc., here will cover the Future Farmers of America convention in Kansas City, Mo., next week (October 12-16), filming the entire program as a public service venture for the Firestone Tire and Rubber Company.

Murphy is also shooting a series of public service films here for Harvey Firestone Jr. at the United Nations building. The series, designed to promote the UN and its program, will be spotted in theaters and on TV during UN week this fall.

GET OUT THE CRYSTAL BALL

NEW YORK, Oct. 3. — Chuck Henderson, who heads up the NBC Film Division's press operations, recently inquired of stations which are clients whether he could render any additional services. One outlet, apparently under the delusion that Henderson's powers include the occult, replied with a request for advance story lines on the NBC "Weekly News Review."

week this fall. Owen Murphy produces industrial movies and TV film commercials for Firestone.

Nationally Spot Booked Films and American Research Bureau Ratings

The following chart is a service which will appear in The Billboard every four weeks listing TV film shows which are nationally spot booked by the sponsors and which are unavailable for further syndication at present. Ratings are based on the American Research Bureau's findings and cover those cities now being surveyed.

Table with columns: Sponsor & Show, Station, Day, Time, Aug. ARB Rating. Lists shows like 'Canada Dry Ginger Ale Co. TERRY AND THE PIKATES', 'The Coca-Cola Co. KIT CARSON', 'The Kellogg Co. PROG. NO. 1 WILD BILL HICKOK'.

Table with columns: Sponsor & Show, Station, Day, Time, Aug. ARB Rating. Lists shows like 'New York WABD', 'The Kellogg Co. PROG. NO. 2 SUPERMAN', 'Pacific Coast Borax Co. DEATH VALLEY DAYS', 'RX15 Fertilizer Co. MIRACLE GARDEN', 'Wander Co. (Ovaltine) CAPTAIN MIDNIGHT'.

'DRAGNET' RAID AT P.M. BALL

HOLLYWOOD, Oct. 3. — Guests of Lucille Ball and Desi Arnaz were having a grand time this week when the couple hosted a buffet party and pre-showing of "I Love Lucy." Agency men were busy passing out complimentary packages of Philip Morris cigarettes even as huge banners on two walls attested to the fact Philip Morris sponsors the comedy series. In the midst of this activity, Desi's rumba band struck up with the "Dragnet" theme, the detective, tele series sponsored by Chesterfield cigarettes. No one seemed to notice.

'Prof.' Sales Keyed To Local Clients

NEW YORK, Oct. 3. — A test campaign for a new TV film quiz show bankrolled by the Crosley Dealers of Pittsburgh via that city's WDTV may very well set a pattern of national sale for the syndicated stanza "Professor Yes 'n' No" by its distributor, Screen Gems, Inc. With 26 episodes of the 15-minute stanza in the can for several months, Screen Gems sales chief John Mitchell sought for some formula which would simplify the task of marketing the show. The test run by Crosley provided Mitchell with the ammunition which enabled Screen

Gems to just finish racking up sales in less than two weeks in Butte and Billings, Mont.; Seattle, Spokane and Tacoma, Wash.; Portland, Ore.; Colorado Springs, Colo.; Salt Lake City, and Albuquerque, Amarillo and Houston, Tex., with a sale made in every market pitched at. The problem was how much mail pull would be created by a quiz show in which all viewers could participate, and how a local sponsor could cash in on that mail. The Pittsburgh test has convinced Mitchell that he has a property which is ideal for the smaller advertiser, and he now has the necessary proof of performance which such bankrollers demand before buying. In the first 13 weeks of showing in Pittsburgh, "Professor" pulled nearly 80,000 letters from viewers — an average of better than 6,000 weekly. The prizes offered generally are the same type of merchandise which the local sponsor sells—thus assuring that each entrant is a prospective purchaser of such goods. Mitchell's pitch, in the new markets in which the series has been sold, is that local merchants there can duplicate the Pittsburgh pattern and capitalize on the mail-pull of the series. The current concentration on Western markets by Screen Gems is intended to accumulate additional evidence of "Professor's" effectiveness prior to a national sales push. Angled Locally Mitchell says he is angling sale of the show to such local merchants as appliance dealers and credit jewelry merchants. The viewers' mail provides such merchants with a valuable prospect list for either direct mail or other solicitation. In addition, Mitchell said, some of the new bankrollers will utilize the series to stimulate traffic in their stores by printing inexpensive blanks which must be picked up at the sponsor's place of business. "Professor" features Bill Cullen as emcee, with a live local cut-in from the film provided, whereby the local bankroller can ask an additional question dealing with his own business, if desired. The series, which has 13 more films about to go into production, is turned out by Tragbom Productions of Pittsburgh, and is shot in New York. Screen Gems' selling price is believed to be about 75 per cent of the station's 15-minute time charge. A letter from WDTV to Mitchell stressed that "the sponsors are most happy and so are we," and stated that "in addition to answering the questions for prizes, our entrants are saying many nice things about your program in their letters."

Nat'l Comics Talks TV Pix Of Tomahawk

NEW YORK, Oct. 3. — National Comics, Inc., this week was in negotiation with an advertiser interested in the production of a TV film series based on its comic strip, "Tomahawk." The name of the potential sponsor was not ascertained, but it is understood the advertiser approached the comic publisher with the proposition. National Comics also recently received unsolicited queries from advertisers on two more of its titles, "Bat Man" and "Congo Bill," both of which have been made into theatrical serials by Columbia Pictures. Superman, Inc., the publisher's TV film production subsidiary, this week completed a 15-minute film, a one-minute spot and a 20-second spot for the Treasury Department's defense bond drive. The films star George Reeves as Superman. The 15-minute film will be distributed to schools all over the country, and the two spots will go to TV stations. Superman, Inc., last week completed shooting on the second series of 26 segments of the "Superman" series under a four-year contract from Kellogg's, which spots the show in over 50 markets. Prior to the recent advertiser queries, the comic book publisher had not anticipated any TV film production other than "Superman." The negotiations on "Tomahawk" are being handled here by Jack Liebowitz, exec veepee of National Comics.

Small Titles Now Total 28

NEW YORK, Oct. 3. — Two more feature films produced by Edward Small have been put into TV distribution by Television Programs of America. The two pictures, which increase the Small package to 28 titles, are "Black Magic" starring Orson Welles and "The Parade of the Wooden Soldiers" starring Laurel and Hardy. The latter had been sold for special airing last Christmas. TPA, which sells the features only as a package, has signed them into seven more markets in the past two weeks, which puts them into a total of 43. In the past two weeks, TPA also set the "Ramar of the Jungle" series in 24 more markets, all but four of which were 52-week deals. The other four, Baltimore, St. Louis, San Francisco and Providence, signed for two years. "Ramar" was playing in 45 markets when TPA took it over last month.

Roach to East for Film Sales Confabs

HOLLYWOOD, Oct. 3. — Hal Roach Jr. explained yesterday for New York, where he will hold sales meetings for a week in connection with three TV film pilots he recently completed for ABC. Pix

U. S. Filmmakers Set Pact With British

WASHINGTON, Oct. 3. — Agreements between the British government and American motion picture officials were renewed this week, permitting American film companies to take out of Britain upward of \$17,000,000 of their earnings there next year. Officials of the British Board of Trade, the Motion Picture Export Association and the Independent Motion Picture Export Association concluded the agreement, which also provides for "bonuses" that have in the past enabled American film companies to withdraw yearly totals of more than \$21,000,000 from revenues gained by British distribution of their films. involved are "White Collar Girl," "Guns of Destiny" and "Tales of a Wayward Inn."

TV Film Reviews

Orient Express

TV FILM—Reviewed Monday (20), 9:30-10 p.m. EST. Sponsored by Piel's Beer thru Young & Rubicam via WABC-TV, New York. Producer, John Nash. Director, Robert Spafford. Script, Sam Locke. Cast, Peter Van Eyck and Geraldine Brooks. Distributor, Procter Television Enterprises, 221 West 57th Street, New York.

The plot of the first segment had more twists than a mountain road, and the cast seemed to be having a laborious time plodding its way up the hills.

"Orient Express," which made its New York bow this week, appears to be another series steeped in intrigue and plot gimmicks. In this respect it resembles Procter's previously released series, "China Smith." But that's the extent of the similarity. Whereas the "Smith" series is tied together by a single character, "Express," is an anthology, all the segments of which, apparently, will somehow touch on the railroad after which the show is named.

The stanza with which the series started on WABC-TV had enough twists to serve a half dozen segments. Titled "A Matter of Calculation," it concerned a ruthless German businessman. At the outset he chews out an elderly clerk in his employ who, taking his boss' moves to be honorable, almost scotches the whily maneuver. He tells the little man that business success is a matter of calculation and not ethics.

Dirty Work

The schemer soon discovers that his wife and his partner have fallen in love. And on this fact he pegs his dirty work.

The wind-up of the half hour took place on the train to Paris, where the trio presumably was going to arrange a divorce. For 10 minutes the two partners kept maneuvering for the upper hand, until the heavy was finally set to pull the trigger and wipe out wife and partner. Just then a telegram arrived from the little clerk of the first scene saying he'd been convinced it was all a matter of calculation, so he'd taken all the company's loot and caught the first ship for South America. At that news the schemer jumped off the train, and by perfect calculation hit a pile of rocks that killed him.

False Ring

A cleverly turned plot like this will, of course, always hold an audience to the bitter end. However that may be, the show could have stood improvement in the acting department. None of the characters had more than two dimensions, and all too often the readings simply did not ring true.

It was originally announced that the series would start here with "The Man of Many Skins," starring Erik von Stroheim. But since the start of the run came so quickly after the deal was firm, it was certainly wise to hold a stronger segment until the show has had time to build a following.

Gene Plotnik.

Operation Herbert

TV FILM—Reviewed at special screening. Running time 30 minutes. Produced by Marshall-Hester Productions, Inc. Director, Jack Glenn. Script, Harriet Hester. Cast: Jackie Kelk, Irene Hubbard, Margaret Draper, Grant Gordon, Peggy Stanley, Grant Richards, Pat Hingle. Distributor: American Medical Association thru County and State medical societies.

This public service film employs comic values to show why hospitalization and surgery cost what they do. It was mostly slow going.

Stations will be gobbling up this new half-hour film for public service credits. In it the AMA, with a light touch, manages to put across the idea that the cost of hospitalization and surgery is not as high as it seems. It also shows how simple it is to go thru an appendectomy. All this information is brought out by the hero, a determined, Milquetoast-type intellectual named Herbert, who always insists on getting at the facts. Herbert is constantly plagued by his vixenish maiden aunt, who keeps insisting her own appendectomy of 15 years ago was a better buy.

Jackie Kelk played the lead in a piping voice, looking sheepishly thru a pair of horn-rimmed glasses. His performance was occasionally laugh-provoking. An added comic touch was the aunt's auto, an old canvas-top sedan.

Gene Plotnik.

I Led Three Lives

TV FILM—Reviewed Sunday (27), 10:30-11 p.m. EST. Sponsored by Encore Cigarettes and Runtini Macaroni, via WNET, New York. Produced by Ziv Television Programs, Inc. Production chief, Maurice Unger. Director, Eddie Davis. Assistant director, Ed Stein. Writer, Donn Mullally. Cast: Richard Carlson, Jeanne Cooper, Robert Anderson, Waldo Boyle, Emerson Treacy, John Frank, Gregory Walcott, William Grunberg and Earle Kean. Distributed by Ziv Television Programs, Inc.

Ziv's new film series, "I Led Three Lives," based on Herbert Philbrick's counter-spy activities for the F.B.I., can't miss. One of the best syndicated film properties Ziv has turned out to date, it was sold in more than 94 TV markets before it even went on the air last week.

"I Led Three Lives" is a prime example of how a documentary theme can be liberally spiced with showmanly cloak and dagger production gimmicks, yet retain an essential dignity of purpose and factual content. Herbert Philbrick's ulcerous three-way existence (as a Boston advertising exec, key member of a Communist cell and counterspy for the FBI) was a natural for dramatization, and Ziv has wisely let the story speak for itself.

The initial film presented an action-packed outline of Philbrick's dangerous design for living, with the camera following around while he held code conversations with Commie members of his cell, tipped off the FBI in still another code, maintained a business-as-usual facade at the office and polished off the day by retiring to a secret attic room where he typed up his reports on the Reds for J. Edgar Hoover.

Good Scenes

Philbrick's trek around the city (backed by a running commentary) provided the most exciting moments on the opening show, with the documentary flavor of the outdoor photography particularly outstanding. The interior scenes were marred slightly by the fact that the lip-sinc didn't always keep pace with the actor's lip movements.

Richard Carlson was excellent as Philbrick, and the rest of the cast turned in performances of equal caliber. However, on future airers it is to be hoped that Carlson won't be required to register so much inner anxiety in close-up. Once or twice is quite sufficient.

Ziv is backing up its new property with the most complete merchandising and promotion campaign in the firm's history, with the show's advertising budget Ziv's largest to date.

June Bundy.

Pride of the Family

TV FILM—Reviewed Friday (2), 9-9:30 p.m. EST. Sponsored on alternate weeks by Dial Soap and Dial Shampoo, and the Bristol-Myers Company for Ipana Tooth Paste and Bufferin. Produced by Revue Productions, Inc. (MCA). Producer, Sam Perrin. Director, Robert E. Finkel. Writers Paul Schneider and Clint Cornford. Director of photography, Clark Ramsey. Art director, Martin Ostina. Editorial supervisor, Richard Currier. Film editor, Richard G. Wray. Sets, James S. Redd. Cast: Paul Hartman, Fay Wray, Natalie Wood, Bobby Hyatt, Frank Ferguson, Willis Bouchez, Bill Baldwin and Frank Connor.

"Pride of the Family" is a rather slow-moving situation comedy series with a competent cast, but only so-so scripting. Its ultimate success will depend on whether audiences are able to accept dancing comedian Paul Hartman as "the average American man," with nary a time step to vary the mean.

The hero of ABC's new film series, "Pride of the Family," is described as an "average man" and that just about sums up the series as a whole—"average," or, as defined by Webster, "little more than ordinary; the common run." It takes a superior script to translate the living pattern of an "average family" into warmly human video fare. Unfortunately, the first Hartman show carried a contrived comic strip plot line, and the dialog (while not outrageously corny) was too pedestrian to spark much viewer interest in the family itself.

The story revolved around Hartman's efforts to raise \$600 so his teen-age daughter could go on a trip with the rest of her graduating class—evidently a well-heeled little group of scholars. He finally promoted a loan from his boss, and the last part of the show was based on a rather grisly gag, with the family (Mother Fay Wray, teen-age daughter Natalie

Wood and pre-teen son Bobby Hyatt) suspecting he planned to do away with himself so daughter-teacher could cash in on his insurance policy.

On the plus side was the fact that the family behaved with an air of welcome restraint, as contrasted with the wild slapstick activities of some other situation comedy tribes on video today. Former movie actress, Miss Wray, the gal King Kong had a crush on back in the Thirties, was gracious and telegenic, and Hartman revealed an unsuspected gift for pathos.

New Character Needed

However, he isn't as funny without his ex-frau Grace as a foil, so perhaps the producers would be wise to introduce another character—maid, relative, or what have you—to provide the spaniel-eyed comic with a springboard for his dead-pan reaction routines.

The series is sponsored alternately by Armour for Dial Soap and Shampoo and Bristol-Myers for Ipana and Bufferin.

June Bundy.

Pepsi-Cola Playhouse

TV FILM—Reviewed Friday (2), 8:30-9 p.m. EST. Sponsored by Pepsi-Cola Company thru Blow Company via ABC-TV. Produced by Revue Productions, Inc. Director, Robert G. Walker. Writer, Lawrence Kimble. Cast, Marguerite Chapman, Ron Randall, James Milligan, Barbara Billingsley.

Pepsi-Cola returns with a new half-hour drama series from the Hollywood formula book—name star, stock pilot, plenty of movement. It should be a commercial if not artistic triumph.

Here is another Hollywood pot-boiler with all the standard ingredients—fair-to-good photography, adequate acting, a hackneyed plot, and dialog right out of the high school drama class. The first show opened with the husband walking into a darkened room and calling cheerfully, "Well, let's shed a little light on the subject."

The show was smooth and commercial. Marguerite Chapman in a tight sweater is enough in itself to hold the male interest, and any woman who ever suffered along with a soap opera was at home with this plot.

The husband, haunted by his wife's apparent devotion to a past lover, went out of town ostensibly on a business trip. He traced the old lover, and determined that he was at heart a fortune hunting scoundrel who had merely toyed with his wife's love.

The husband tricked the lover into coming to his home. There the wife listened from behind a door as the lover, not knowing the identity of the couple, laughingly recalled his conquest. The wife marched into the room, looked haughtily at her ex-lover, and went into a clinch with her husband as the lover grabbed his hat and slunk out. It was unimaginative, stereotyped slop, unfortunately of the type that is still being lapped up by enough housewives to make it profitable.

There were three commercials, two with Arlene Dahl giving a fashion hint and then pitching Pepsi. They were brief and excellently done.

Jack Mabley.

Rocky Jones, Space Ranger

TV FILM—Reviewed Tuesday, September 29, at special screening. Producer, Roland Reed Productions. Executive producer, Guy V. Thayer Jr. Associate producer, Arthur Pierson. Teleplay by Warren Wilson. Director, Holly Morse. Assistant director, Dick Moder. Technical advisor, Dick Morgan. Art director, MacClure Capps. Director of photography, Walter Stronge. Photographic effects, Jack Glass. Cast: Richard Crane, Scotty Beckett, Sally Mansfield, Robert Lyden, Maurice Cass, Leonard Penn, Charles Meredith, Frank Pulaski, Bill Hudson. Distributor, United Television Programs, Inc.

"Rocky Jones, Space Ranger" is an intelligent effort to capture the adventure of life in space as it might be imagined today. While primarily aimed toward a youthful audience, adults will find in it escapist entertainment. It introduces at least three refreshing and believable personalities whose value for merchandising tie-ins augur well.

Picturization of life in the celestial orbit heretofore has taken on unbelievable fantastic turns. However, with "Rocky Jones, Space Ranger," a new and intelligent approach is manifest. Syndicated series is laid in the present day, but utilizes vivid imagination in its plausible approach to inter-

Radio-TV Reviews

Jerry Lester Show

TELEVISION—Reviewed Tuesday (23), 3-3 p.m. EST. Sustaining via WABC-TV. Producers, Milton Stanson and Vernon Becker. Director, Bill Dodaun. Music, Buddy Weed and combo. Cast: Jerry Lester, Lorenzo Fuller, Kathy Collins, and Eleanor Russell. Guest, Leon Belasco.

In spite of the inimitable Jerry Lester personality, this program needs plenty of work if it is ever to become a local daytime fixture.

Inevitable comparisons are going to be made between Jerry Lester's current daytime opus and his old successful "Broadway Open House." The fact that both programs are basically the same makes the comparisons even more to the point. The sad truth is that the Lester on his new stanza is his usual eye-flashing, plastic-faced self, the cast of performers surrounding him is not in the same league with his former troupe.

Supporting Lester are performers who can handle their numbers but aren't used in sketches and don't do more than answer his questions. They should be able to read lines and have the kind of TV personalities that would enhance Lester's wit, as did Milton De Lugg and Dagmar on "Open House." Production-wise, the show should be better paced, and Lester's interminable interviews should be cut.

Supporting Crew

Of the present supporting cast, Lorenzo Fuller made the best showing, with rhythm singer Eleanor Russell running him a close second. Fuller's "Necessity," which showcased his singing, dancing and piano-playing was top flight, but ran too long. The Miss Russell was cut off in the middle of "I Wish I Was in Love Again," she has a first-rate bouncy singing style and deserves a more important spot in the program. Ballad singer Kathy Collins handled "Falling in Love Again" fairly well. And Leon Belasco's fiddling and singing of "The Day You Give Your Heart Away" was in a sentimentally acceptable vein. Buddy Weed's combo sounded thin in its rendition of an overplayed standard, "I Found a New Baby."

Small Budget

Undoubtedly, many of the problems of the show stem from its small budget. If WABC-TV and the network can't afford to sustain more of a talent load, an alternative suggestion would be to cut the program to a half-hour strip. And the station could also help by shifting the program to another studio where the band isn't "out in left field" as Lester termed it.

Lester might also rid himself of his annoying habit of having cross-conversations with the studio audience. This becomes irritating and confusing, especially when they can't be heard or seen.

Leon Morse.

planetary travel and life as it might exist elsewhere in the universe. Format is basically the same as its contemporaries—the hero and a sidekick being keepers of the peace as they patrol space in a rocket ship. And, of course, there's a pretty girl.

Aside from the plausibility of the situations, "Rocky Jones" differs in other respects, chief of which is the effective use to which photographic effects are put and the general over-all production. General effect is one of belief, particularly where the characters are concerned, since there are no ogres or half-men, half-beasts—just people, good and bad.

Richard Crane as "Rocky" turns in a creditable performance. A handsome, well built young man with a winning personality, Crane could easily develop into the "ideal" of many American youngsters. His sidekick, "Winky," is portrayed by youthful, clean-cut Scotty Beckett, who provides the comic relief without the usual obvious muggings and artificial dialog. The feminine interest is supplied by an attractive and competent actress, Sally Mansfield. In this first stanza the half hour was devoted principally to establishment of characterizations and situations, deftly done and culminating in a desire to see more.

"Rocky Jones, Space Ranger" is due for its TV debut in at least three sponsored markets within two weeks.

Ed Velarde.

Come Back Story

TELEVISION—Reviewed Friday (2), 8:30-10 p.m. EST. Sponsored by Sealy Mattresses via ABC-TV. Produced by Louis O. Cowan. Executive producer-director, Sherman Marks. Associate producer, Hal Gross. Cast: George Jessel, Bobby Breen and family.

This show is another ruthless attempt to pull in viewers by their now overstretched heart strings. Embarrassingly, the sentimentality verged on hysterics, but the heart strings didn't give.

TV is supported by advertising. Advertisers come to TV to sell their products to a broad audience. This inexorable economic fact has been the justification for much questionable show business over the years, a lot of it specifically designed to appeal to the morbid curiosity of the public by exposing the lives of a lot of valiant, frustrated people, some of them famous. The industry can always excuse these painful demonstrations with billings and ratings.

"Comeback Story" is another tired repetition of this formula, and its debut did not look as if it will be able to come up with the ratings to pale the blushes it will surely provoke. It brought up erstwhile boy singer Bobby Breen, and emcee George Jessel submitted him to rapid review of his life. Over a monitor, called the Sealy screen, in the background, appeared via re-enactments, film clips, still pix and silhouettes, scenes out of the boy's past, to Breen's obvious discomfort. At wind-up he sang "I Believe" to tumultuous applause, after which Breen broke down and sobbed, while Jessel, his eyes filled with tears, held his arm around his shoulder. Breen's family was in the first row of the orchestra looking extremely distraught in many close-ups and interviews. It was unspeakably embarrassing.

On "This Is Your Life," the outstanding show of this type, the victim, for all the audience knows, is tricked into appearing. But Breen submitted himself to the punishment of "Comeback Story" with knowledge and forethought. His advance bookings announced by Jessel at the end could hardly have justified it.

Gene Plotnik.

Philco Radio Playhouse

RADIO—Reviewed, Wednesday (30), 9-9:30 p.m. EST. Presented by Philco thru the Hutchins agency via ABC. Producers, James Burton and Eugene Schless. Script, Sumner Locke Elliott. Adaptation, Paul Dudley. Music, Glen Oesser. Host, Joseph Cotten. Cast: Jesse Royce Landis, Sidney Blackmer, Hedda Hopper, Everett Sloane, Joan Shea, George Petrie, Ann Toint, Marian Brash and Peggy Labin.

The Philco Radio Playhouse is a slick half-hour dramatic version of its unusually successful video series. It should appeal to many listeners.

Using as material radio adaptations of the top dramatic scripts seen on Philco's "TV Playhouse," the same advertiser's AM dramatic property should be able to present something in the way of fresh stories to radio listeners. Judging from the first script, a superficial but potent formula tale about an aging actress in Hollywood, the program should hit a level that will sustain the interest of most viewers.

The story was about the difficulty the actress and her husband were having making a living after the parade had passed her by. Suddenly a big director remembers her, decides to cast her in a leading role, but she loses out because her husband has neglected to pay the phone bills, even after she has given him money. She collapses and winds up in the hospital. Hubby, however, goes to the director and persuades him to visit her in the hospital to renew her courage. Everything winds up in a blaze of happiness via a gimmicked-up solution that brings in Hedda Hopper.

The script did give three actors an opportunity to show their ability: Jesse Royce Landis, as the aging star; Sidney Blackmer, who was never better, and the always excellent Everett Sloane. Joseph Cotten acted as host and narrator.

Philco tied in Davega stores, via a local cut-in, in its commercial, which stressed the advantages of "deep dimension." Davega, of course, handles the Philco line in New York.

Leon Morse.

Hallmark Hall of Fame

TELEVISION—Reviewed Sunday (27), 8-9 p.m., EST. Sponsored by Hall Bros. Inc., thru Pacific, Co. and Brading, via NBC-TV. Producer-director, Albert McCleery. Writer, Harold Callen. Hostess-narrator, Sarah Churchill. Cast: Sarah Churchill, William Ching, Edward Ashley, William Woodson, Frank Boehnen, Davis Lloyd, Kate McKenna, John O'Malley and others.

Program expansion to full hour, via live show emanating from Hollywood looks promising. Scripting of tee-off program has its faults, but direction and acting were superior, as usual. New film commercials for Hallmark cards pack imagination and salesmanship.

Tee-off of Hallmark's season return, with time span extended to a full hour, looks promising. The new network drama series emanates from Hollywood, and is the first such to be produced live in the West Coast.

The opening program, an original yarn by Harold Callen, based on factual career of a lady spy in World War II, again spotted its hostess-star, Sarah Churchill, as the center of attraction. As the refugee Polish countess escaped capture by hairbreadths thruout the war while spying for the British, only ironically to fall victim to a psycho suitor's knife when it was all over, Miss Churchill turned in one of her best stints.

Jumpy Vignettes

Script-wise, however, "A Smile for Danger" left a lot to be desired. A biographical sketch of this sort has to cover a lot of territory, and, in order to pack everything in, Callen resorted to a jumpy vignette technique which left a viewer frequently baffled. A moment's wandering attention might find the lady out of Poland and into Budapest or France. It was a little frustrating. A more direct, narrative approach, leading to a major climax, rather than half-a-dozen minor ones, would have made for infinitely greater impact.

Fine Support

But choppily as it was told, Christine Granville's career had a fine cloak-and-dagger flavor to it for over-all interest, and Albert McCleery directed it not only to maintain suspense, but to get in some scenes of sharp characterization. The star got fine support from William Ching as a fellow spy who loved her. William Woodson added a splendidly "underplayed" job as a Gestapo interrogator, and there were any number of fine lesser bits contributed by a big cast. The camera work, incidentally, was excellent thruout.

Commercials for Hallmark Greeting Cards have been given a solid filming twist. Plugs feature typical families on a typical suburban street, with continuity carried thru four presentations before and after each act. Approach is far more imaginative than usual and packs interesting salesmanship. Bob Francis.

Stage Struck

RADIO—Reviewed, Friday (2), 8:30-9:30 p.m., EST. Sustaining via CBS. Producer, Howard G. Barnes. Director, Bruno Zirato Jr. Script, Bob Corcoran. Host, Mike Wallace. Special music, Arthur Schwartz and Howard Dietz. Guest, Cy Feuer. Lilo, Charles Baker. Eva Marie Saint, Pat Rooney, Shirley Booth and Arthur Schwartz.

A promising beginning for a new program that will inevitably bring the theater closer to the radio public.

The host of theater-lovers thruout this country will welcome "Stage Struck" for its accurate depiction of the human interest story behind the lives of the mummies who tread the boards. And even those listeners who previously have not displayed any interest in the stage probably will find much in the show to keep them tuned in regularly.

Much of the color, the struggles and the existing picture of theatrical reality was covered in the initial program by some of the biggest personalities in the business. Among the general topics were the death of the Empire Theater, new acting talent and their problems as seen by a casting agent, and the discovery of a new star. Among those personalities presented were Lilo, Rosalind Russell, Shirley Booth, Edna Wallace Hopper and others.

These topics were covered via tape interviews conducted intelligently and capably by Mike Wallace. A high spot was a meeting between Eva Marie Saint, picked as a coming acting star by her agent, and Pat Rooney, the oldest actor on Broadway. The 73-year-old Rooney sang in his quavering

voice "More I Cannot Give You," from "Guys and Dolls."

Another high spot was an interview with Edna Wallace Hopper, who was in the first show to play the Empire Theater, and with Shirley Booth, who was the star of the last play to be booked into that theater. This last touching interview segued astutely into a recording of Basil Rathbone doing Shakespeare's "Tempest."

On the musical comedy side there were excerpts from "Can Can," "Wonderful Town," and from the soundtrack of "The Bandwagon," as well as interviews with musical comedy stars. The music, however, was so well integrated that altho the selections were taken from longplay records they sounded as if they were specially made for this CBS show.

There was perhaps an overabundance of talk, but within the limitations of the program's budget an unusually good job of producing and directing was done by Howard Barnes and Bruno Zirato Jr. Leon Morse.

Frank Leahy Show

TELEVISION—Reviewed Sunday (27), 7:30-7:45 p.m., EST. Co-op via ABC-TV. Producer-director, Dan Schuffman. Cast, Frank Leahy. Guest, John Lujack.

The coach of the Notre Dame grid team handles neatly but without much spark a 15-minute stanza prior to the showing of films of the game played by his squad the preceding afternoon.

For a man who can inspire his team to spectacular derring-do, whatever the odds against them, Frank Leahy is a mild-appearing gentleman indeed. His new TV show, which airs co-op via ABC-TV, shows him as an almost little-boyish, sweet-tempered Jimmy Stewart type. How different this may be from his locker-room personality the viewer himself must guess.

Lotsa Flowers

The initial outing had Leahy casting bouquets in wholesale lots at his coaching staff, tea, even the alumni, fans and the opponents of the previous afternoon, Oklahoma. His guest, assistant coach Johnny Lujack, demonstrated a play via miniature figures on a scaled-off playing field, and in keeping with the aura of love, it was an Oklahoma play. Leahy also showed one of the Fighting Irish squad's porous cotton shirts, and told of the team's wearing African sun-hats filled with ice while on the bench, because of the 94 degree heat. The only statement approaching the controversial which he ventured was that he favored the old free-substitution rule over the current one-platoon brand of football. Both Leahy and Lujack had waxed radio series of their own, and should be aware that something more stimulating than back patting is needed to generate some interest. Sam Chase.

Dave Garroway Show

TELEVISION—Friday (2), 8-8:30 p.m., EST. Sponsored by Pontiac Motors via NBC-TV. Producer and writer, Charlie Andrews. Director, Mike Zeamer. Cast, Dave Garroway, Cliff Norton, Jack Haskell, Jill Corey, Shirley Harmer, Sinclair and Spaulding. Musical director, Skitch Henderson. Guest, Wally Cox.

Garroway returns to nighttime TV with a pleasant, rather slow-moving variety show patterned after his old "Garroway-at-Large," but lacking the spark of the Chicago show.

Dave Garroway walks a fine line. The relaxed style which is his trade mark is a valuable commodity, but he runs the constant risk of getting over-relaxed and becoming dull. Garroway's return to the air in a nighttime show brought a pleasant, unexciting, variety program. The format was that which he popularized on "Garroway-at-Large" out of Chicago. Garroway roamed a huge studio, from set to set, talking with the crew, as relaxed as cold spaghetti.

The lighting was often fuzzy. The patter was straight Garroway. Wally Cox was guest, wandering onto the set for the ostensible purpose of timing the acts. It was good to see Cox out of the Peepers role, but he was sluffed off with a couple of bits that didn't do him justice. He's worth more, and needs more to register.

A meeting of Garroway and Cox has all the spirit of a couple of icebergs rolling down a valley unless the material is unusually good, and it was very ordinary in this case.

Garroway has brought back Cliff Norton and Jack Haskell, his comedian and singer from Chicago. Norton had little more than

Caught Again

Paul Killiam Show (TV film), WCBS-TV, New York, Saturday (26), 6:30-6:45 p.m., EDT.

This series of 15-minute films, being distributed by Sterling TV, consists of ancient pix from the Thomas Edison Library, edited down to quarter-hour size, and narrated by producer Paul Killiam. The initial opus, titled "Daughter of the Wilderness," was a melodramatic item which would be unbearable in its original length, but cut down to its current size is vastly amusing with Killiam's wry commentary in the background. Killiam not only uses varied voices to give sound to some of the speeches—albeit not the phrases originally conceived for the film—but his gentle ribbing is in just the right spirit for the overplush thesping seen here. The series constitutes a good off-beat bit of programing which many local stations doubtless will welcome. Sam Chase.

Kraft TV Theater (TV), NBC-TV, Wednesday (30), 9-10 p.m., EDT.

Kraft this week aired a sequel to its hit comedy-fantasy, "Mr. Mergenthwicker's Lobbies." The sequel was called "Lobbies Never Lie," and showed how the lobbies' stock market and track predictions always prove correct, as does their warning that it's impossible to profit by them. The show had a couple of good trick bits, one in which the two little invisible creatures of the title drink buttermilk, and another in which they harrass the stuffy newspaper publisher. Vaughn Taylor again carried off the role of Mergie with pixilated charm. And he got sure-fire support from Vinton Hayworth as Mergie's newspaperman-pal. The airing of this sequel raises the question of whether there's enough stuff in this lobby gimmick to make a continuous TV series. Gene Plotnik.

Melody Street (TV) Du Mont, Wednesday (30), 9-9:30 p.m., EDT.

The format of "Melody Street" consists of dance and mime routines to records. It is a simple, pleasant format, and, of course, has some of the values of "Your Hit Parade." It has been tried by a few local stations and other network shows with some success, and is also feasible via two groups of films on the market. The Du Mont version this week had eye-filling productions to "Tuxedo Junction," "I Left My Hat in Haiti" and "Mr. Tap Toe." The several productions were tied together by "Mr. DeeJay," who sat and mused at a piano stationed at the end of Melody Street, which was an abstract set of marquees and billboards. Bandleader Elliot Lawrence took over the role of "Mr. DeeJay" this week, but proved the show's weakest link. While his piano tinkling was good, his copy was dull and he handled it with an overabundance of head-shaking, wide-eyed exuberance. It would be preferable to have continuity that occasionally sparkled, calmly and suavely delivered. Gene Plotnik.

Fred Waring Show (TV), CBS-TV, Sunday (27), 9-9:30 p.m., EDT.

Fred Waring and His Pennsylvanians returned to CBS-TV with a lilting, pretentiously informal half hour of song. Visually it had a wealth of camera movement, mood lighting and special effects, all

a walk-on, and Haskell did "Gambler's Guitar" in stock fashion.

Jill Corey and Shirley Harmer handled the female vocals. Both have excellent voices and are unusually fresh and pretty. The best word is wholesome, an adjective you never would have used for Connie Russell.

Comparisons with "Garroway-at-Large" are inevitable. The new one suffers. It simply lacked the drive, the excitement, the inventiveness, the beat which put heart into "Garroway-at-Large." Those characteristics stemmed from hunger, something that isn't too much of a factor in TV any more. Jack Mabley.

skillfully blended into the over-all pleasantly placid pacing of the show. But the visual content was nothing more than Waring, his singers and his musicians. The elimination of dance productions and guest stars undoubtedly narrows the appeal of the show. While the Waring brand of music has certain charms, by itself it is not sufficiently commanding to make a strong bid in the rating sweepstakes. The General Electric commercial about the development of speed in aviation was one of the most interesting to be seen, and was suavely delivered by Red Barber. Gene Plotnik.

Buick-Berle Show (TV), NBC-TV, Tuesday (29), 8-9 p.m., EST.

Milton Berle's return for the new season was a fast-paced, entertaining stanza all the way, with Frank Sinatra and Tallulah Bankhead offering top-flight support. Again using the story-line format introduced last year, Berle's scripting staff, headed by Goodman Ace, came thru with a top-flight job. The premise on the preem was Berle's desire to get into legit and his struggle to beat out Sinatra for the male lead opposite Tallu.

This gambit led to some fast and funny exchanges among the three of them, culminating in a sketch which was to be an audition for Frankie and Miltie. Sinatra played a counterman who brought together again a has-been actress and a down and out comic. The drama was well integrated with the rest of the show and did not seem out of place, altho Berle will never win any Academy Awards for serious thesping. The show was buttressed by fine support from a couple of good comic characters, Ruthie Gilbert and Arnold Stang. Alan Roth's band provided the music.

Even the stanza's opening was good for some yocks, as the old "Texaco Star Theater" billboard was flashed, with the "men of Texaco" on hand to open as in past seasons. Berle interrupted to salute his new bankroller, Buick, and also gave that firm a warm pitch at the end. The commercials were handled by Vinton Hayworth in highly convincing fashion, altho the middle plug seemed a bit over-produced, what with film integrated into a live pitch and a local cut-in for price. Sam Chase.

Bing Crosby Show (Radio), CBS, Sunday (27), 8-8:30 p.m., EDT.

Bing Crosby returned to the air this week in good voice and a gay old mood. There was a time a few years ago when Crosby was developing an unfortunate habit of slurring his ballads, as in "Golden Earrings." But there was no trace of that this week. His "Vaya Con Dios," while somewhat slower than the Les Paul-Mary Ford version, was as clear as his best record hits. His guest this week—and again next

week—was his son, Gary, who seems to sound more like Crosby every time he's heard. He gave out with a snappy "Gambler's Guitar," and then joined his dad in a cute duet. John Scott Trotter's ork got its turn with a plush "Dancing in the Dark." In a season in which Crosby is due to bow on TV on a somewhat regular basis, it's worth noting that his current radio show is strictly a radio show, consisting of songs and pleasant chatter. While his zillions of fans would no doubt flock to see him do no more than that, it is nevertheless to be hoped that Bing will pay some attention to developing a really televisable format. Gene Plotnik.

Two to Go (TV), Du Mont, Tuesday (29), 8-8:30 p.m., EST.

"One Minute, Please," the third program to be showcased by Du Mont in this slot prior to Bishop Sheen's return to the air, is a panel show that involves a lot of palaver. The emcee, John McCaffery, tossed a subject at each of his panelists in turn, and they had to talk for one minute without getting off the subject and without repeating themselves. The show is said to have been a hit on the British Broadcasting Corporation for some time, but it is doubtful that American audiences will find point-less chatter on such topics as "auction sales in the country" and "the ideal man" quite as exhilarating, especially since trickier-bull throwing has already been seen on another panel show, "It's New to Me." However, there was another gimmick in the format which, tho simple, did create some laughs. That was a "key" word. The first panelist to hit the key word in each round got extra points. From then on the other panelists had to dodge it. The panel carried off this slight game with wit and grace, and McCaffery kept it moving along at a good pace despite a confusion of buzzes and horns for challenges, key words and end of minutes. Gene Plotnik.

Jamie (TV), ABC-TV, Monday (28), 7:30-8 p.m., EST.

For the beginning of its regular run, "Jamie" used essentially the same script that it showcased on the "ABC Album" last season. The script did a serviceable job of setting the scene and of introducing the program's heart-warming characters, the 11-year-old orphan boy of the title, played by Brandon de Wilde, and his affectionate but puerile grandpa, played by Ernest Truex. The stanza showed Jamie's arrival at his grandfather's house and how the latter made him feel welcome. The title role appears to have been tailor-made for young de Wilde, who, with only a few subtil bits of business, rounded out a perfect characterization. Truex, on the other hand, played the mushy grandfather with broad strokes and managed to produce a number of moments that might have elicited a tear from an adult viewer. Between the young and the old man, "Jamie" stands a good chance of developing a broad following in the sentimental public. Gene Plotnik.



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Legit Reviews

COMEDY IN MUSIC

(Opened Friday, October 2)
Golden Theater

One-man show starring Victor Borge. General manager, Irving Squires. Stage manager, Lester Hamilton. Press representatives, Karl Bernstein and Harvey Robinson. Presented by Harry D. Squires.

Victor Borge and his piano make an auspicious debut in a Broadway theater. The familiar Borge technique of kidding the longhairs for the benefit of the crewcuts pays off in fun. Borge fans, and there are a host of them, will get a great kick out of his current effort.

During the intermission at the unveiling of Victor Borge's one-man show, "Comedy in Music," a first-night fem regular remarked, "I came just daring him to make me laugh—and I haven't stopped giggling since the curtain went up." That just about sums up Mr. Borge's efforts. He could, without doubt, sit down at the piano and give out with a full-length concert, for Mr. Borge is hot as a dollar pistol at the keyboard.

But that approach would just mean another billing on the front of Carnegie Hall, and long ago Mr. Borge found that kidding the longhairs for the benefit of the crewcuts paid off in popularity as well as in dollars. His current venture at the Golden, his first appearance in a legitimate Broadway theater, has all the earmarks of a continued pay-off.

It is as hard to put a finger on Mr. Borge's charm, as it is to predict what he will do next. Perhaps it is his unpredictableness which gives the most zest to his shows. More likely it is the fact that the fun he makes is spontaneous. Without any reach for sophistication and apparently without the least idea of what he is going to do next, he can run on effortlessly on the funny-bone beam. Nothing musically is sacred from his harpoons. But make no mistake, for all his artlessness he is a canny comedian who knows all the answers to the throw-away and the laugh wait. His timing is superlative. And by the same token, when he chooses to go serious on the keyboard (which isn't often), he can hold a house spellbound. Mr. Borge is quite a showman-musician.

Since his following via television and touring appearances has become somewhat staggering, it would seem that "Comedy in Music" ought to be in for a pretty solid draw. Anybody who likes Mr. Borge's musical didoes will have a rewarding evening. He's a lot of fun.

Bob Francis.

TEA AND SYMPATHY

(Opened Wednesday, September 30)
Barrymore Theater

A drama by Robert Anderson. Staged by Elia Kazan. Setting by Jo Mielziner. Costumes by Anna Hill Johnstone. General manager, Victor Samrock. Stage manager, Seymour Milbert. Press representatives, William Fields and Walter Alford. Presented by the Playwrights' Company, in association with Mary E. Frank.

Laura Reynolds Deborah Kerr
Lilly Sears Florida Friebus
Tom Lee John Kerr
David Harris Richard Mingley
Ralph Alan Buech
Al Dick York
Steve Arthur Steuer
Bill Reynolds Leif Erickson
Phil Richard Franchot
Herbert Lee John McGovern
Paul Yale Wexler

A fine and sensitive play, brilliantly acted, Deborah Kerr's American debut a minor triumph. Likewise, author Robert Anderson debuts the second fine script-writing talent to come to Broadway this season. "Tea and Sympathy" is here to stay.

Some half-lozen years ago this reporter sat in on an opus presented off-Broadway by the

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Blackfriars Guild. It was called "Come Marching Home" by a U. S. Navy vet, Robert Anderson. It was not too impressive, but pointed the way. Now Anderson has come of age as a playwright, and his first stem effort, "Tea and Sympathy," marks him up as the second new talent to reach Broadway this season. This is a big start legitwise as of October 1.

"Sympathy," obviously, in thought rings back to John Van Druten's "Young Woodley" and Lillian Hellman's "Children's Hour," since its premise has to do with a romantic attachment by a student for a master's wife and false charges of homosexuality. Neither ideas were, nor are, tasteful subjects, except in the hands of sensitive playwrights. Anderson, with "Sympathy," definitely joins those ranks. Perhaps some of his moments are contrived, but they are treated with such tenderness and sympathy, as to add up to completely absorbing drama. "Sympathy" has got what it takes both intelligently and commercially—a fairly rare combination.

Anderson is primarily concerned with a decent 18-year-old in a boys' school, who suddenly becomes suspect of being sexually off the beam. His sole supporter is the wife of a brutish, over-masculine house-master who takes a sadistic delight in promulgating the injustice. When the lad is driven to the tentative embraces of the local campus tramp in order to prove his manhood, with dire results, the house mistress really takes steps. She confronts her he-man husband with the fact that his ruggedly athletic masculinity is a cover-up for his own self-doubt and challenges him with the notion that the suspected lad is more of a man than he is. Her subsequent normal is handled with delicacy and skill.

Deborah Kerr makes the character of the understanding house-mother as lovely as she looks—a beautifully shaded portrait of appealing sincerity. This is really a top American stage debut. John Kerr (no relation) adds an amazingly skillful performance as the troubled boy. Like the author, he too has come dramatically of age. Leif Erickson is quite right in the nasty role of the brawny husband, building to a sharp dramatic fade-out, when his underlying tensions are exposed. There are further excellent contributions from John McGovern as the lad's imperceptive father and John York as a confused but would-be loyal room-mate.

Elia Kazan has directed his players admirably and Jo Mielziner's multiple set catches the bleak atmosphere of many of our select private educational salons. "Tea and Sympathy" is a fine play, finely acted. It is here to stay.

Bob Francis.

THE STRONG ARE LONELY

(Opened Tuesday, September 29)
Broadhurst Theater

A drama by Fritz Hochwalder, adapted by Eva Le Gallienne. Staged by Margaret Webster. Set and costumes by Wolf Gerard. General manager, Elia Kazan. Stage manager, Thelma Chandler. Press representative, Bill Doll. Presented by Walter P. Chrysler Jr.

Alfonso Fernandez, S.J. Victor Francen
Ladistaus Oros, S.J. Wesley Addy
Rochus Lieberman, S.J. Earl Montgomery
Candia Edward Grogg
Naguaca Junaluska
Andre Cornelis Nils Asther
William Clark, S.J. Paul Ballantyne
Don Pedro de Miura Dennis King
Sergeant of the Guard Stuart Vaughan
Captain Villano Martin Rudy
Captain Arago Frederick Holt
Lorenzo Quisina Philip Bourneuf
Carlos Gervasoni Kermit Murdock
Jose Bustillos John Marley
Garcia Quesada Dion Allen
Alvaro Catalde John Straub
Father Reinegg, S.J. Joseph Dooley
Father Torres, S.J. Ray Rizzo
Father Claussner, S.J. Dion Allen
Acatu Kuruku Pahitu
Barrigues Dehl Berti
Young Indians Ernesto Gonzalez, Taktu
Soldiers of the Spanish Army Robert Ludlum, Wyatt Cooper

A provocative drama arguing the conflict between spiritual integrity and political compromise. It is meticulously presented and acted. It has scenes of dramatic and emotional impact, and its ideas are pungent and frequently arresting, even if the answers are not supplied. But commercially, it seems doomed by its own intellectuality, which gaits it to a limited audience.

"Intellectually provocative" is a good summation for "The Strong Are Lonely." But that is not entirely fair, since Eva Le Gallienne's adaptation of Fritz

Night Club-Vaude Reviews

Chez Patee, Chicago

(Friday, September 25)

Capacity, 650. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9:30 and 11. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive.

Dorothy Dandridge scored big here with looks, singing and selling. Joey Bishop, holdover, hits hard with fresh angle material.

Dorothy Dandridge tabbed an excellent reception for her sweet and sexy looks and lyrics. Sometimes with an effective quiver in her voice, sometimes with a Katherine Hepburn touch to her talk, she scored with the strong turnout at the tables.

The looker alternates pop tunes with specialty numbers and it is the latter which set the act apart. "Taking a Chance on Love," "What Is This Thing Called Love?" and "Just One of Those Things" are okay. But "Sweet Talk" really starts things off. "Blow Out the Candle," with three lighted candles to point up the lyrics, changes pace and heightens interest. "You've Gotta See Your Baby" caps the turn in fine style. Her manner, walks around the stage, dance bits and other business all contribute.

Joey Bishop, held over, delivers fast quips, fresh-angle material and a assortment of subtitles in good fashion. There are lots of laughs for everyone, and they ante with call-back applause.

Los Barrancos, South American jitterbugs, round out the strong show with rapid footwork and acrobatic trim that earn big hands. The Chez Patee Adorables appear in one of their final productions. Tom Parkinson.

Hochwalder's "On Earth as It Is in Heaven" contains scenes of dramatic and emotional forcefulness, and for three quarters of its span it is sensitive and frequently moving. "Lonely" has to do with the conflict between spiritual integrity and political compromise. It is a challenging theme, unfortunately the argument doesn't seem to get any satisfactory answer.

The premise concerns the establishment of a Utopian state by a band of zealous Jesuits among the Indians of Paraguay back in the 18th century. The fathers' motives are of the highest, to protect the natives from exploitation and aggression, in short, to establish a literal Kingdom of God on earth. However, this radical conception of communal perfection is dynamite to current temporal power and to the church as well. The fathers' are charged with everything from destruction of colonial trade to sedition against the Spanish crown. A royal deputy comes from Madrid to investigate. Obviously, the charges are fantastic but for policy the Jesuits must go. The Father Provincial flares in open rebellion, for which he has the means, but a delegate from his own superior forces him to his vow of obedience. For the good of his Order, he must doom his life work and his Indian converts to a return to slavery. It is a bitter and tragic debacle from which there is no escape.

Victor Francen has played the part of the Jesuit leader with great success in France and brings a splendid portrait of combined spiritual integrity and humility to this adaptation. It is a performance of power and sincerity. Co-star Dennis King makes another of his superlative contributions as the king's deputy who doesn't like what he had to do but does it with authority none the less. Philip Bourneuf has one scene of almost sadistic impact, when he beats the leader to his knees under the duress of ecclesiastical obedience. Wesley Addy as a militant priest, Earl Montgomery as a guileless gentle one and Nils Asther as a clear-thinking Dutch merchant add fine character studies. Except for the very last scenes, which ring somewhat hollowly anti-climactic, Margaret Webster's direction solidly underscores the play's underlying tensions.

In sum, "Lonely" is meticulously acted and produced. Its ideas are pungent and arresting. But it is gaits to a limited audience. It's apt to make you think.

(Closed Saturday after seven performances. Printed here for the record.)

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, September 29)

Capacity, 960. Price policy, \$3 cover. Shows at 10:30 nightly; 9:30 and 12 Saturdays. Owner, Schine Hotel chain. Publicity, John M. Hayes. Booking policy, non-exclusive. Estimated budget this show, \$45,000. Estimated budget previous show, \$7,500.

Darvas and Julia head the bill, altho Latin bombshell Estellita steals the thunder. Latter's vivacity provides too much competition for the terp act, despite the fact that Darvas and Julia show solid class.

Topliners Darvas and Julia's superb terp act comes off second best to Latin song-siren Estellita in the current Grove bill. Dance team's stint was short with only seven minutes on the floor, and drew a so-so mitt, altho their routine was exceptional.

Altho brief, Darvas and Julia was definitely of class caliber with top notch flashes of ballet, spins and whirls performed. Highlight is the finish in which the fem completely entwines herself around Nicholas Darvas as the latter whirls around the room at a rapid pace.

Chirp Estellita's 35-minute chore provides the real entertainment here as the lass more than adequately shows polish, poise and a solid repertoire of songs. Her renditions of "Comanchero," "Noche De Ronda" and "The Brave Bulls" (The Bullfighter's Prayer), all warbled in her mother tongue, drew raves. Gal likewise drew a heavy palming via her special material—with props—in "Cuban Hillbilly" and a sock set of lyrics to the standard "Quisas, Quisas, Quisas." Altho her piping lacks range, she more than makes up for it via sales ability. Costumed in a silver feathered affair, she has no trouble in pleasing thruout her hip shaking routine. She clicks via the novelty, "You Like," and walks off to a Latin accented "Darktown Strutters Ball" displaying her gams for the closer.

Acro-balancing act by the Amin Brothers spotlights a series of unusual flying spins. Routine was well staged and deserving of the crowd's applause.

Teddy Phillips' ork opens the show, offering musical impressions of other maestros' theme songs, including Billy May, Frankie Carle, Wayne King, Guy Lombardo, etc. Phillips' crew capably backs the show with the maestro handling the emcee shores. West Coast debut of the Phillips ork should provide them with a solid niche for future dates here. Tico Robbins Latin combo (5) plays the intermission. Joel Friedman.

Chicago, Chicago

(Friday, October 2)

Capacity, 3,915. Price policy, 30 to 90 cents. Five shows daily. House booker, N. M. Platt. Show played by Henry Brandon and house band.

Bobby Van's first appearance in a year and his first theater date in two and one-half years shows the dancer-singer-comedian in great form. Current showing of his M-G-M picture, "The Affairs of Dobie Gillis," should add to the box office.

One thing evidenced and appreciated by the audience is the fact that Van has as much fun as the audience. He opens fast with a vocal on "It's a Good Day" and segues into singing impressions of Cary Grant, Cagney and others for a solid reception. His loose style of dancing brings chuckles and plenty of mits. His wholesome appeal and shy humor get him a solid hand for his interpretation of "The Old Soft Shoe."

Sharkey Hits

Opening the bill is a strong and captivating performance by the world-famous Sharkey the seal. There is hearty laughter and plenty of applause even in-between spacing and pauses for mits. Seal does usual nose-balancing, but shows plenty of training when he actually clowns with the audience. Two outstanding highlights of the act were given plenty of palms as Sharkey took his own shower and later gave his impressions of a lion, a B-36 and a jet plane in flight. This is one of the stronger opening acts caught.

Bill Lawrence, who gained fame as a vocalist on Arthur Godfrey's

shows, displays plenty of strength with the bobby-sox set. The handsome lad starts off with "Bye, Bye Blackbird," moves into a fast "Goody Goody" and bowed out with plenty of hands on his new Mood Records release, "Little Girl." Shy facial expressions win the female segment completely.

Winding up a strong show with a well-deserved hand are the Stuart Morgan Dancers. Plenty of high tosses for the blond young beauty between the three muscular males brings good response. Precision timing, close shaves with the floor and motionless hand-balancing of the girl draw more than usual mits.

Henry Brandon and the Chicago Theater orchestra backed the show. Steve Schickel.

Palace, New York

(Friday, October 2)

Capacity, 1,650. Price range, 85 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's house ork.

Better than average line-up for last stanza of eight-act bill. A couple of newcomers to the Palace click heftily. A juggling trio and a dancing duo look like TV variety naturals. Buddy Clayton scores, as usual, with his impressions.

Final 10-day stanza, before the house goes two-a-day on October 14, boasts a better than average line-up. Three of the acts are new to the house, and two of them are welcome additions to Palace alumni ranks.

Wilfred Mae Trio gets the bill off to a sock start. Wilfred (Gregory) is about the best hoop juggler this reporter has ever seen. His two assistants (man and fem) serve as little more than stooges, but Gregory packs juggling virtuosity in handling the steel rings.

Likewise excellent is the young dance team, Marty and Margie Rogers. Pair feature a "Turbulent Twenties" terp medley, which an older can guarantee authentic, along with an amusing panto shop-window, mannekin routine—a clean, handsome act that rates plenty of TV variety show interest. Also new is Sasha Leonoff and his accordion. Latter is a crusher adept, but would do well to play a little more and talk a little less. His music speaks better for him than his material.

Vets back in the house are Bert Howell and Frank Radcliffe, this session in next-to-closing. Negro duo, as usual, keep their material clean, and Radcliffe scores solidly with his trick vocal range. Act doesn't seem strong enough as spotted, but serves commendably. Real comedy clicks of the line-up are the familiar (Arthur Godfrey, et al.) impressions of Buddy Clayton. Lad really puts the customers on their respective ears with wind-up imitation of Peter Lorre. He gets better each time caught.

John and Eva Kemmy are other welcome returnees with their good comedy, acro-terp antics, and the Rigoletto Brothers and Aimee are back with their novelty magic-juggling-terp-comedy pot-pourri. Marie Louise and Charles supply a satisfactory acro finish, altho this reporter was disappointed that the lady has dropped her sensational, upside-down, ring-walking stunt, in favor of trapeze calisthenics.

Pic is: "99 River Street." Bob Francis.

Hotel Sahara, Las Vegas, Nev.

(Thursday, October 1)

Capacity, 500. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Operator, Milton Prell. Entertainment director, Stan Irwin. Bookers, Bill Miller. Publicity, Larry Stone. Estimated budget this show, \$15,000.

The third time here in seven months is apparently too quick a return. Audience reaction was less enthusiastic on this date.

Returning to the Sahara for the third time in seven months, Lauritz Melchior this week brought mostly a new group of young singing artists with him. While they show off well, their stress on musical comedy instead of classical and operetta, as in the past, was noticeable in audience reaction, which was not nearly so vehement this time.

Accompanying the Metopera Wagnerian tenor are soprano Angelene Collins, coloratura De-

Jores Davis, mezzo Rose Marie de Carlo, tenor Alec Martin, baritone Lee Sweetland, and bass-baritone Bill Chapman. Pianos are handled by George Roth and Sarah Piaf.

Melchior highlights the show with solos of "Sorrento," "Vesti La Giubba," "The Last Time I Saw Paris" and "You Are Love." With the group he leads a gay Norwegian drinking song, entitled in English "Bottoms Up."

The six young artists team up for a lyrical "Wunderbar" and excerpts from Jerome Kern, which feature the last half of the production.

Top solos among the youngsters are "The Waltz" from "La Boheme" by Miss Collins and "I Believe" by Sweetland, with Miss Collins and Chapman doing the colorful duet from "Call Me Madam," "You're Just in Love."

Midway thru the Jerome Kern round-up, a clever "Roaring '20's" sequence is staged, with the singers delivering the composer's top tunes of that period as the chorus line, in waistless, above-the-knees costumes, goes thru the nostalgic, zany dances of the prohibition era.

Pianist Roth takes the spotlight with a tailored "Bolero," by Ravel, not the ideal night club selection because of the pounding repetition.

Behind a cheesecloth screen, two ballet dancers pose in novel tableau scenes, as Roth delivers the "Minute Waltz." Later, for his effective "Pagliacci" scene, Melchior uses the same framed tableau stage.

Music is by Cee Davidson and his orchestra. The chorus line is supervised by George Moro.

Black Orchid, Chicago
(Tuesday, September 29)

Capacity, 150. Price policy, \$4 minimum. Shows from 10 p.m. Owner, Al Greenfield. Publicity, Max Cooper. Booking, non-exclusive.

Arthur Blake's take-offs smash-eroo here: Johnny Martin's preem as single good but needs more experience to make it in fast company.

Arthur Blake is more than an impressionist. He's an actor in vignette roles, and his excellent portrayals are built into productions by effective use of props, scenery, wardrobe, music and lighting. SRO crowd thought he was exceptional.

Material is peppered with en-

tendre that's clever. His Orson Wells builds to a good laugh. His Tallulah Bankhead, in which he wanders thru the room, is tops, and his closer, Louella Parsons, certainly is among the best of the many take-offs on her.

Called from the tables to appear with him in the Louella skit was Gloria Swanson and this added up to a real treat.

In a satire series of 12 movie stars, Blake was at his best. His pantomime of Charlie Chaplin and another of Mary Pickford are like cuttings from old films. Blake's own acting is enhanced by a flicker lighting effect which gives the illusion of an early movie and results are tops.

His versions of Shirley Booth in her "Sheba" role, George Arliss as Disraeli, Charles Laughton as Captain Bligh, Jose Ferrer as Toulouse Lautrec and Jimmy Stewart in "Harvey" are typical of the double impersonations he does, and each is a hit.

Blackout while he makes each change is filled with record material supposedly coming from the room and recalling each name. Format is fine but the material is corny and reveals little awareness of geography between coasts.

Nicole entertains with songs in French and English. Her selection of both flip and torch numbers is well done and appearance is pleasantly French. Altho well received, the act has little to set it above average.

Johnny Martin is known to clubbers here for his long run as production singer at the Chez Paree. This is the debut of his new single singfest and the Mercury artist starts off well enough. He was at his best with "Auf Wiedersehn," and other vocals are good. Facial dramatics and a humble bow are sometimes overdrawn, and at the outset his volume was too great for this small room. But the drawbacks are minor and his act should sell, particularly away from the scene of his former role. Tom Parkinson.

Basin Street, New York
(Thursday, October 1)

Capacity, 200. Price policy, \$3.50 minimum. Shows at 8:30, 12:30 and 2:30. Operators, Albert Carlo-Ralph Walkins. Booking, non-exclusive. Publicity, Jim Moran Agency. Estimated budget, this show, \$1,500.

A new spot with Phil Napoleon's great band plus a show that could prove commercial for the West side. A chi-chi room, separated from the club, has the superb Jose Meles and Billy Taylor.

This new operation has a gimmick—bringing New Orleans to New York. To back it up it has spent heavily on a major renovating policy (last club here was Harry Steinman's Sugar Hill), has broken thru walls and has made he night club Mamou, into a room holding about 200 with a platform stage right of the entrance and a long bar at the left. Band sits onstage. The decor is supposedly New Orleans. Its class room, Salle D'Orleans, operates on a food policy, no minimum or cover. This one is tastefully done in East Side fashion, with Gabriel Massonnet, chef, responsible for New Orleans dishes. For entertainment the Salle has Jose Melis and the Billy Taylor groups but no dancing. Melis is superb. His pianistic alone overcome the handicaps of poor service. The Taylor outfit is also excellent.

The show in the Mamou, however, can stand plenty of improvement and tightening. The big feature here is apparently Lilly Christine, billed as the "Cat Girl." Miss Christine, a well-stacked, long-haired blonde, gets plenty of production support. Working with two boys on a set that has a prop door and a street lamp, the gal goes thru a series of torrid bumps and grinds. The G-string costume and bra (plus net pants) make her something to gape at, a situation that didn't escape the first night mob. The choreography, however, is dull, even tho it's a good sight act and well sold.

The major production assist is given Jana Mason (ex-Jones). Working in front of a male singing quartet, the Furness Brothers, the gal had all sorts of light cues. Still she didn't register too strongly. When previously caught on the East Side the singer had a freshness and vitality plus a melodic line that marked her as somebody to watch. Now she has a slickness, a studied selling style with exaggerated gestures that put her in the same category with hundreds of other girl singers.

Vocal stylings frequently resemble those of Lena Horne. Her routine consisted of "Lover Man," "Happiness is a Thing Called

Joe," "Saints Come Marching Home," "I Believe" and a "Basin Street" walk-off. With the exception of "Saints" and "Basin Street," her other numbers meant nothing, and on both of these it was the terrific backing by the Napoleon outfit that gave it the lift. Miss Mason can sing; she proved it when she used the Jones handle. She showed it here every now and then. But the new style doesn't suit her and doesn't do anything for her or she for it.

The show started with the Step Brothers with their standard hoofology, now including comedy chatter. The boys are excellent dancers. Their Sammy Davis Jr. bits with mild overtones of Jerry Lewis might develop into a comedy act. Right now they're trying and groping. For effort alone they rate an "A." The crowd greeted them enthusiastically.

Bill Smith.

Chase Club, St. Louis
(Monday, September 28)

Capacity, 650. Price policy, \$1.50-\$2.50. Booking, non-exclusive. Manager, Harold Koplar. Publicity, Virginia Davis. Musical director, Bobby Swain. Estimated budget this show, \$7,500.

In his first hotel date Johnnie Ray was as big as he has been in straight niteries. Even those who were prejudiced against him were impressed.

If there is any more dynamic entertainer around today than Johnnie Ray, we couldn't say who it might be. Too much has been written already in an attempt to analyze his amazing exhibitionistic style of singing. Suffice it to say he held a back-jammed room in the palm of his hand from the moment he entered till he begged off. Some came to jeer and scoff. They also went away impressed.

On the show caught, Ray opened with "Please Don't Talk About Me When I'm Gone" and "Somebody Stole My Gal." A change of pace brought "With These Hands," then into "Walkin' My Baby Back Home." The last number was replete with kisses for ladies on the ringside, a smart bit of showmanship. "Sinner Am I" was another high spot, climaxed by a medley of his big wax smashes including "Cry" and "Little White Cloud." He socked every number across in big fashion and left 'em wanting more.

A dance duo, Vince and Gloria Haydock, offered some neat tap routines, including some amazing challenge work. The gal is shapely and the couple made a nice impression.

Comic Gary Morton scored with a "Dragnet" take-off and some gagged-up trumpet playing a la Berle.

Tony Pastor's ork did a superb job on some very difficult show music and played for dancing. The fronter did one vocal on the show—"It's a Great Day." Featured on vocals with the dance sets were Stubby Pastor and Marie Johnson.

Upstairs in the Zodiac Lounge was one of the funniest guys ever to play the Chase—Charley Chaney. He panicked 'em every minute he was on.

Abe L. Morris.

Billy Gray's Band Box, Hollywood
(Thursday, October 1)

Capacity, 300. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Booking policy, non-exclusive. Publicity, Maury Paladare. Estimated budget this show \$2,000.

Buddy Hackett's return date here is big as ever. His overuse of the Yiddish idiom, however, slows down pacing. Barry Sisters are one of the better sister teams to work the room.

It isn't so much what pudgy Buddy Hackett says as the way he says it. And he says a lot of it. It's like he says—if the crowd doesn't mind he can go on all night. As a matter of fact he nearly does, and everybody likes it.

Highlight of his monolog is a hilarious take-off on a Chinese waiter. After that there's so much bedlam it's just as well the comic bows off. Before that bit, however, there's a smattering of Army gags, topical stuff and Brooklynese yarns that somehow have as much impact on this clientele as in the New York borough. There's universal appeal in Hackett's explanations of how easy it is for him to get into trouble. While comedian acknowledges he likes to talk, actually he could get the yocks solely by his expressive face and body mannerisms. Only deduction is his overuse of the Yiddish idiom, whose limited appeal slows the pacing.

The attractive brunet Barry

serve up a sparkling bit of melody, charm and comedy to prove they're one of the better sister acts. They do a particularly sock interpretation of Kay's Starr's multiple recording of "Side by Side," but step off the deep end with an ineffectual "I Believe." Their harmonizing and off-beat melodies are standout.

Rounding out the hour and a quarter bill is clever tap dancing, singing, xylophone-playing Jimmy McVey. Top backing is done by the Larry Green Trio (piano, bass, guitar). Ed Velarde.

Radio City Music Hall, New York
(Thursday, October 1)

Capacity, 6,300. Price range, 50 cents to \$2.40. Four shows daily. House-booker-producer, Leon Leonidoff. Show played by Raymond Puig house ork.

A good, solid bill, packing imaginative production via superlative scenic and lighting effects. Corps de ballet and Rockettes at their best. A fast, showy, hour-plus entertainment. Should be a customer-pleaser.

Plenty of credit goes this season for an excellent, over-all imaginative production by Leon Leonidoff. Ditto goes for James Morcom's sets and Frank Spencer's costumes, with a special bow to Eugene Braun's affective lighting. "Million Dollar Look" is in some sense a fashion show, carrying the choral group, after a suitable intro, thru a legit, opening-night routine, to a trans-Atlantic flight to Paris. Background obviously serves to springboard appearances of corps de ballet, the Rockettes and a couple of vaude interludes. The whole adds up to a solid show.

Opening scene spots some nice touches, via a flash-back to the Florodora Sextette, syphoned into modern swing. Last serves as an introduction for the standard acro nonsense of the Honey Brothers, who again register heftily with Music Hall customers. "Opening Night" sequence gets group into chanting groove with such items as "Another Opening," "Great Day" and "Still of the Night," to lead into an excellent routine by the corps de ballet. Ensemble is far better projectionwise than anything that soloist Jeanette Tannan adds to it. Latter seems strictly a run-of-the-mill, commercial ballerina.

Scenically and productionwise, current show gets its real punch in the plane flight sequences, wherein the fashion models take off in the kind of optical illusion which the Music Hall can do best, and continues in a fantastically plush, flying-night-club interior. The last serves to spot Chiquita and Johnson, up-and-coming adagio-acro-terp team. Gal has a super-limber back on the contortionist side and can take to toe-points at the drop of a hat. Routines are showy and score accordingly, but somehow or other the act's obvious technical skill lacks an essential selling warmth. This may be due in part to the overplayed posing and gestures of Johnson, which give the proceedings the flavor of a long-range circus stint. Pair score, as it is, on gal's virtuosity, but are still far from a top combo in its field.

Wind-up, of course, features the Rockettes. This time the gals indulge in a crack precision routine with Zulu over-and-undertones. Colorful and sock, as usual. Presumably, a tie-up theme to the current pic "Mogambo," which features an African locale.

Outlook is for current good business. Bob Francis.

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Mayor Called on as Arbitrator in Union LQ Strike Threat

All-Day Huddle Reaches Deadlock; Clubs Fear New, Retroactive Tax

Continued from page 1

until he's national director of AGVA. AGVA hasn't the support of its members. They're just a lot of yes-men up there. Irving (Jack Irving, AGVA national administrator) is a gentleman. I can do business with him but not Jones."

An offer of arbitration was made to Frank Reel of AGVA national counsel, and it was refused. Subsequently, a wire was sent to Irving which repeated the arbitration offer.

But if the LQ versus AGVA battle has yet to be determined, the first actual strike by the union against a local night club ended with the union's getting what it wanted. AGVA called a strike against the Blue Angel Wednesday (30) and placed a picket line in front of the room. Two days later the Blue Angel signed. Ops, however, were bitter because the Cafe Owners' Association of New York, of which it was a member, gave it no assistance.

Major Bone

The major bone of contention

Miami Beach Hopeful Over Coming Season

MIAMI BEACH, Oct. 3.—Optimism is the keynote for the 1953-'54 night club season in this area, as major club owners are booking 'em early this year and every nitery except one is definitely set to re-open. The lone exception may be the big Copa City, which Bill Miller operated last year as the Riviera and lost dough. So far, no one is in the picture to open the club.

The loose-spending days of the postwar era have vanished; Kefauver kiboshed gambling hereabouts, but there've been few casualties. The plush Colonial Inn is now a restaurant, and the Brook Club is being converted into a supermarket. Club Boheme remained dark last year, and probably will ditto next season unless somebody with a lot of money comes along.

Some club ops have been hesitant in lining up talent this early, probably due to the Las Vegas influence. But already enough names have been signed, and enough touring attractions set, to make the up-coming season at least an optimistic one.

Clover Club has signed Lena Horne, Charlie Farrell, Dick Haymes, Johnnie Ray and Billie

Continued on page 49

Orsatti Cafe Burns in N. J.

SOMERS POINT, N. J., Oct. 3.—Fire on Monday (28) virtually destroyed Orsatti's Cafe, night club at this resort near Atlantic City, operated during the summer season by Arnold Orsatti, Philadelphia night club operator. Firemen reported the blaze started in a liquor storage closet off the main dining room. Flames spread quickly thru the main room and bar and broke thru the roof over the closet. Orsatti said the entire interior would require rebuilding.

Orsatti bought the roadside tavern about four years ago and has operated it since. He formerly was operator of Orsatti's Casino here, where name bands and shows were one of the more popular night club attractions of this area. The Casino was discontinued two years ago and has since

Lang Charged With Assigning 50% Ray \$

NEW YORK, Oct. 3.—A complaint filed in the United States District Court yesterday (2) alleges that Johnnie Ray's personal manager, Bernie Lang, assigned 50 per cent of all the monies to be received by Lang from Ray to Danny Kessler, former a.&r. chief of Columbia's Okeh label and current rhythm and blues topper for RCA Victor. The complaint, filed in the Southern district Court here, also states that in 1951 Lang entered into an agreement with Ray for a term of seven years, under which Lang was to receive 25 per cent of the singer's gross receipts.

The action lists Rochelle Lewis as plaintiff. The complaint charges Kessler assigned his cause of action to Miss Lewis. Defendants are Lang and Ray. Attorney Lee Eastman, who filed the brief, also demanded a trial by jury.

The complaint says that Lang, in or about May, 1951, assigned to Kessler "50 per cent of any and all monies to be received by Lang from Ray pursuant to said agreement after deducting from said sum received from Ray all expenses and disbursements incurred by Lang in connection therewith." The brief adds that Lang has paid over to the plaintiff's assignor (Kessler) the sum of \$1,800, "but except for such sum, Lang has refused and continues to refuse to pay over to plaintiff's assignor such 'assigned monies'."

Seeks \$750,000

The complaint claims that \$750,000 is now due the plaintiff and asks for a judgment against Lang, directing an accounting for the assigned monies and to pay same to plaintiff with interest. The brief also asks the court to direct Lang to pay court costs, but points out that "no relief is sought against Ray, other than that Ray may be directed to hold 50 per cent of all monies payable by him to Lang pending final determination of this action."

Lang now has 20 days to file a reply to the allegations in the complaint.

HOLLYWOOD, Oct. 3.—Herman (Turk) Prujansky, involved

Continued on page 16

PRESS MAKES CENTS

Front Page Breaks Hike Actors' Dough

Continued from page 1

regulation authorities for "illegal re-entry" into the Continental United States. Haymes, an Argentinian citizen, had gone to Hawaii to visit Rita Hayworth shooting a picture on location. At first it looked like curtains for Haymes. All the claims against him were dug up, back income tax, debts, etc. Oddly enough this publicity interested cafe buyers. Their theory was anybody who gets Page One will do business. It was the theory that Oscar Hammerstein used to work on when he booked hatchet swingers and other freaks. In any event, Haymes who worked for around \$2,500 prior to the publicity and got \$4,000 in Vegas, had his price jump to \$5,000 and \$6,000. When he married Rita Hayworth the publicity piled up and so did bookings.

Turkish Dancer

Nejla Ates, a little Turkish dancer, was brought here by Lou Walters of the Latin Quarter, starting her in Miami last season. From there she went to the Desert Inn, Las Vegas, as part of a LQ road show and then to the Coast to do a picture for RKO. While there she doubled into Larry Potter's in The Valley. When she opened for Walters local LQ her salary was \$400. So far she was a fresh-faced, tiny, Oriental dancer who did a fine job in her spot and that was that. One night Sheperd King, married to Egyptian belly dancer Samia Gamal, walked into the LQ, saw Miss Ates and according to the press agents "was smitten." In any event, he proposed marriage and via well handled and skillfully steered publicity, announced he was divorcing Miss Gamal and was planning to marry Miss Ates. Both dancers are plenty photogenic and made good pix.

The tabloids gave the Sheperd King-Nejla Ates romance a lot of play, two-column stories with pictures. The result was that the \$400 dancer, handled by indie agent Miles Ingalls, was submitted for \$3,000 out of the Latin Quarter. According to Ingalls he's already set a couple of dates for that figure.

Probably the biggest publicity play on a legit basis in the past

year is that given to Red Buttons. He's made the cover of Newsweek with a feature yarn inside. But unlike those mentioned above Buttons is not in a position to cash in immediately on this publicity. He has his TV show. But it does mean an added audience, and when contract time comes up, it must certainly figure in the bargaining.

Peace Near on Welfare Fund Battle in Chi

NEW YORK, Oct. 3.—Peace in the long drawn war in Chicago between the American Guild of Variety Artists on one side and the agents and cafe operators on the other side was forecast in the immediate future, according to well informed sources.

The strike started about a year ago when AGVA demanded that agents contribute to its welfare fund for club dates at the rate of \$1 per person for each show. Agents refused.

The agents have tentatively agreed to contribute to AGVA's Welfare Fund at the rate of \$1 per person per show on all club dates provided they received a "favored nation's" clause. The clause was not explained.

Cafe operators who were asked to pay \$2.50 per week a year ago, and refused have now indicated they will agree to AGVA's terms.

The chief bone of contention still remaining is how will AGVA discipline its members who worked for unfair Chi spots, crossed picket lines or worked for unfair agents.

At the time of the strike ops

Continued on page 49

Helen Traubel Gets 17½G Bid

LAS VEGAS, Nev., Oct. 3.—The race for the names continues here, with Herman Hover, in New York for the World Series, entering the mad scramble for attractions. Hover is buying for the Last Frontier. He's also the owner of Ciro's Hollywood.

The biggest bidding in recent weeks is for Helen Traubel. The Met soprano, who got \$4,000 in Chicago at the Chex, was submitted to rooms here for \$17,500 a week. Bill Miller, who books the Sahara, offered \$12,500. Jack Entratter topped it with \$15,000. Hover asked the Music Corporation of America, which handles the Wagnerian soprano, to hold off until he could make an offer. Entratter then upped it to \$17,500. So far MCA is holding back. Up to this writing, no local spot has a deal.

Miss Traubel is also being sought for the Copa in New York. The deal has been tentatively set, tho hardly at Vegas figures. MCA is now trying to juggle dates so the Copa can get her.

MARTIN-LEWIS DATE ON AGAIN

NEW YORK, Oct. 3.—Martin and Lewis have decided again—this time that they will play the Copa. But the date they offer is a two-weeker to start January 21.

The two comics finally wired their okay to the Music Corporation of America early last week. The previous week the deal was definitely off. They claimed new picture commitments made their January date impossible.

HOT MAMA'S NIGHT

Greats of Showbiz to Dine In Sophie Tucker's Honor

NEW YORK, Oct. 3.—If the Sophie Tucker dinner Sunday (4) does nothing else, it will bring together some of the greatest names in showbiz, particularly those who pull the strings—the big brass from all branches of the business.

To help celebrate her 50th year in the business, a Golden Jubilee Testimonial show will start with

Sennes Leases Earl Carroll's

HOLLYWOOD, Oct. 3.—The Earl Carroll theater restaurant is scheduled to reopen Christmas Eve as a nitery featuring a production and a line of girls. Frank Sennes has leased the theater and has set Donn Arden, currently producing shows at Wilber Clark's Desert Inn, Las Vegas, Nev., to produce the shows for the spot.

Sennes has given the present owner a guarantee against a percentage of the gross and is planning a package, food and drink policy for a \$5-per-person tab.

Last regular operation at the Carroll theater was a short lived presentation of the Lou Walters Latin Quarter revue. Possibility of a name change for the location is

Georgie Jessel as the narrator for the "Sophie Tucker Story." The piece has been written by Joe Laurie Jr., Mort Sunshine and John Effrat. The story will be a cavalcade of showbiz and will include Tallulah Bankhead, Deborah Kerr, Betty Hutton, Jane Froman, Milton Berle, Gertrude Berg, Shelton ("Some of These Days") Brooks, Adolph Zukor, Joe E. Lewis, Jim Barton, Fritz Scheff, Gene Buck, Jack Pearl, Andre Kasen, Smith and Dale, Jack Whiting, Joe E. Howard, Martha Raye, Sid Caesar, Blanche Ring, Patsy Shaw, Edward G. Robinson and Celeste Holm.

Big Shots

Sitting on the dais will be Gen. David Sarnoff, chairman of the board of RCA; Spyros Skouras, president of 20th Century-Fox; Leonard Goldenson, president of ABC-United Paramount Theaters; Adolph Zukor, chairman of the board of Paramount Pictures; Si Fabian, president of Warner Theaters; Barney Balaban, president of Paramount Pictures; Harry Brandt, president of the Independent Theater Owners Association; Eric Johnston, president of the Motion Picture Association; Gen. James A. Van Fleet; Dr. Ralph Bunche; Glenn McCarthy; Betty Hutton; Georgie Jessel; Martha Raye, and others.

Seat buyers—at \$50 a crack with proceeds for the Jewish Theatrical Guild—range from theater owners, cafe men to various national political figures.

ECHO CHAMBER MIKE IN CLUB

NEW YORK, Oct. 3.—To top the pic's 3-D products for theaters, a 3-D gimmick has also been developed for cafes. Herman Hover, Ciro's Hollywood, op and booker for the Last Frontier, Las Vegas, Nev., has an attachment for standard mikes that will turn them into echo chambers. The device, developed by a refugee, has already been installed in Ciro's, and Hover is now putting it into the Last Frontier. Hover, now working on a deal to license the attachment, claims it will reproduce vocal sounds equal to that heard on a record, and should make record singers sound a lot better.



FRANK SINATRA



TONY MARTIN



LENA HORNE



SOPHIE TUCKER



RITZ BROS.



DANNY THOMAS



DANNY KAYE

A FEW OF THE GREAT STARS WHO HAVE GRACED THE RIVIERA DURING THE PAST TWO DECADES

"EDDIE FISHER JOINS THE RIVIERA HALL OF FAME"



DEAN MARTIN



TED LEWIS



AMES BROS.



HARRY RICHMAN



LOUIS SOBOL

N. Y. Journal-American



JERRY LEWIS



JOE E. LEWIS

For what may be the final show before this Palisades nitery landmark makes way for a New Jersey highway, Bill Miller has come up with a sock talent medley. Following Frank Sinatra's great stand here is, of course, a tough assignment, but this lineup of Eddie Fisher, Henny Youngman and the Blackburn Twins with Marion Colby is far from a letdown in its crack blend of song, comedy and hoofing.

Fisher, who has had an unbroken three-year string of disclicks for RCA Victor despite a two-year hitch in the U. S. Army, is the current bobbysoxer fave, perhaps comparable to Sinatra's status a decade ago. He's a natural for the kids at the N. Y. Paramount Theatre, where he was in his element during his recent stand there. A bit surprisingly, Fisher scores with equal impact in the mature atmosphere of this club.

Fisher's boyish charm, his artfully tousled hair, the appeal of the success saga which catapulted him from the Borscht Belt to Broadway without marring his unsophistication, are among the keys to this current show biz phenom. Fisher's vocal ability is undeniable but, in this case, the personality framework seems to be furnishing that extra kick that sets him apart and above the present crop of juvenile singers.

Fisher is delivering a big package of tunes here but it's not affecting the ease and simplicity of his full-voiced style. Backed on piano by Harry Akst (who was accompanist for the late Al Jolson) and with his Victor musical director, Hugo Winterhalter, maestroing a strong orch, Fisher has an ideal setting for his repertoire of some 17 numbers.

Foundation for this songalog are his numerous Victor hits, opening with his first smash, "Anytime," and including "I'm Walking Behind You," "Lady of Spain," "Downhearted," "Even Now," "I'm Yours," and his current "With These Hands" and "Many Times." Songs not in his personal disk catalog but equally potent are "I Feel A Song Coming On" and "I Believe."

Fisher, who previously played the Riviera before entering the service, is now adding a good touch in his takeoff on Eddie Cantor, who discovered him at Grossinger's and sponsored him into the bigtime. It's a respectful piece of mimicry that segues into Fisher's individual interpretation of the Cantor-identified "Making Whoopee." Fisher also salutes Akst with a medley of the latter's song hits, including "Baby Face," "Am I Blue," "Is It a Sin" and "Dinah." Fisher gets off to a peak mitting with a special material number, "Don't Let Them Tear The Riviera Down," a name-dropping cavalcade of the stars that have played this nitery.
—Herm, Variety, Sept. 30, 1953.



MARTHA RAYE



JANE FROMAN

EDDIE FISHER

SINGING HIS GREAT RECORD HITS

with the famous composer | and RCA VICTOR'S outstanding Musical Director
HARRY AKST | HUGO WINTERHALTER

For The Coca-Cola Company
"COKE TIME" --NBC-TV NETWORK
WEDNESDAY AND FRIDAY—7:30 P.M.



BILLY DANIELS



VIC DAMONE



PETER LIND HAYES



PAUL WHITEMAN

ASCAP Reports \$11 Mil Gross In First Eight Months of '53

Coast Confab In Harmony as Adams Presides

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 3.—The heaviest turnout of Coast resident members of the American Society of Composers, Authors and Publishers heard President Stanley Adams reveal income statistics of \$11,385,000 for the first eight months ending August 31, 1953, at a general meeting here September 28 at the Beverly-Willshire Hotel.

In his first address to ASCAP Coast members, Adams, the youngest president in the Society's history, declared that the organization today is working with more harmony than at any other time. The meeting was marked by a general fraternal spirit, with no outcry raised even when members were ingeniously told that individual royalties would not be appreciably higher, despite the fact that the Society is grossing more coin.

ASCAP's eight-month take compares favorably with their 1952 meien which grossed slightly more than \$16,000,000. Adams later told The Billboard he believed the total 1953 take would come up to last year's figures and might surpass the '52 season, which represented the highest ever amassed in ASCAP's history.

Few barbs were tossed at Broadcast Music, Inc., unlike the meet (Continued on page 45)

Columbia Cuts Movie Albums

NEW YORK, Oct. 3.—Columbia Records is now working on two movie sound track albums to be released this coming winter. One will feature Doris Day and Howard Keel singing songs from the forthcoming Warner Brothers' flick, "Calamity Jane." Keel, who stars in the flick with Doris Day, is an M-G-M recording artist, and was "loaned" to Columbia for the album release.

The other flicker sound track that will be released by Columbia will feature Judy Garland with tunes from her Warner Brothers' movie, "A Star Is Born." The thrush has already recorded five of the songs for the studio. The score was composed by Ira Gershwin and Harold Arlen.

PHONO SALES DRIVE

RIAA Launches Test Push With Baltimore Paper Ads

NEW YORK, Oct. 3.—The Record Industry Association of America's three-week test promotion on phonograph sales will kick off tomorrow (4) in Baltimore with a 1,000-line ad in The Baltimore Sun, to be followed by a heavy concentration of phonograph advertising in all Baltimore newspapers for the next three weeks. The campaign is being co-ordinated for the RIAA and participating record player and phono needle manufacturers by Henry Onorati.

Among the equipment manufacturers who have contributed financially to the campaign are RCA Victor's Home Instrument Division, V-M, Webcor, Philco, Magnavox, Zenith, Motorola and Stromberg-Carlson. Needle firms participating financially and with advertising are Jensen and Permo. Each of the record firms participating will place large amounts of either factory or dealer-co-operative advertising during the three-week campaign.

The RIAA itself is not spending

TELECASTER TO SEEK DELAY

NEW YORK, Oct. 3.—The telecasters who are opposing the rate demands of the American Society of Composers, Authors and Publishers Tuesday (6) are expected to ask a postponement of the TV stations' request to intervene in ASCAP's motion to amend the Consent Decree. The stations' request will ask that their motion seeking to intervene be withdrawn, "subject to restoration on five days' notice." The motion to intervene was filed recently (The Billboard, September 26) by Paul Weiss, Rifkind, Wharton & Garrison, in conjunction with Stuart Sprague, of Sprague & Peck. It was speculated this week that the new move would make it possible for the court to proceed with another tangent of the case, namely, the matter of determining license rates. There were other speculations (See Billboard Backstage).

ASCAP Preps Promotion Via Radio Shows

NEW YORK, Oct. 3.—The American Society of Composers, Authors and Publishers is quietly unlimbering what promises to be a promotion campaign of considerable potential. Stanley Adams, ASCAP chief, told The Billboard that he and other Society execs would shortly initiate a goodwill trek to inform licensees of the Society's functions and aims. (See companion story.) Additionally, considerable activity is crystallizing on the radio and newspaper promotional front.

In charge of the latter project is Paul Cunningham, member of the board, who is putting into motion a project calling for half-hour radio programs on stations all over the country. The format is based upon the local-boy- (Continued on page 45)

Detroit, Hub to Test New Camden Line

Victor Low-Cost Label Has 75 Albums At 69c for EP's and \$1.89 for LP's

NEW YORK, Oct. 3.—RCA Victor will finally introduce its low-priced Camden line on October 12 when department stores in Boston and Detroit will test the first release of 75 albums. The stores are Jordan Marsh in Boston and both Grinnell's and J. L. Hudson in Detroit. Disks will be priced at 69 cents for the EP packages and \$1.89 for the 12-inch LP's. The new line places Victor in direct competition with the two biggest low-priced firms, Don Gabor's Remington and Eli Oberstein's Royale.

As previously reported in The Billboard, the Camden label project of Victor Custom division will be handled on a direct-to-dealer basis, the Victor distributors will get an over-ride on all sales in their territory. In exchange for the "commission," the distributors will help set up the limited retail outlets and handle the billing, but not the actual records.

Next week, the Camden line is expected to announce that Frank O'Donnell has been named to handle advertising and sales promotion for the line. Plans call for

a particularly heavy co-op ad budget to promote the low-priced disks. O'Donnell is currently in charge of pop publicity for RCA Victor Records. O'Donnell will also handle advertising and promotion for the rest of the Custom division's activities.

Camden Staff

Artists and repertoire work for the Camden line is being handled by Ben Selvin in addition to his other duties in the transcription division. The Custom division is headed by Jim Davis, with Dave Finn as next in line.

The first release will consist of 27 classics, 20 light concert items, 13 in the march-Christmas-choral-Western categories, 15 pop standards and four current pop packages. Most of the material is drawn from the vast Victor catalog, but in many cases the names of the artists and orchestras have been changed, so as not to "jeopardize the sale of current record" (Continued on page 45)

Cuba Enjoys Boom in LPs; Hi-Fi Also Big

NEW YORK, Oct. 3.—Cuba is currently in the midst of an LP boom, with the demand for classical music increasing markedly, according to Leopoldo B. Nunez, here last week on a buying trip. Nunez, proprietor of Havana's largest record store, also reported that the hi-fi fever has spread thru the island, leading to a thriving business in custom-made equipment. Columbia's 300 player is the only manufactured hi-fi set sold in Cuba.

Most LP's sold in Cuba are United States imports, with all the important labels enjoying wide circulation. This despite the high local cost per record. Current prices range from \$6.85 per 12-inch LP (Vox, Westminster and London) to \$7.50 for RCA Victor, Columbia and Mercury, and a high of \$7.95 for the Capitol product.

Most pop records sold still feature Latin-American artists. A consistent best-selling artist is chanter Pedro Vargas, whose waxings are released by Victor. The Casino ork, which cuts for the only local diskery, Panart Records, is the most popular instrumental combo. Biggest current hit in Cuba is a humorous take-off on Christine Jorgensen.

SPONGE RUBBER AIDS DISKERY

NEW YORK, Oct. 3.—Small one-inch cubes of sponge rubber are now helping London Records ship multi-disk albums safely and economically. Compressed when the boxes are shut, the rubber holds the disks firm, preventing scratch-producing friction while in transit. The need for more expensive cardboard filler is also by-passed.

Ray Manager Being Sued by Danny Kessler

Continued from page 14

in a lawsuit against singer Johnnie Ray and his personal manager, Bernie Lang, was arrested here this week on a Detroit warrant charging conspiracy to commit extortion.

He was booked at the local Lincoln Heights jail, where he indicated he will fight extradition on an indictment returned by the Wayne County Grand Jury in Detroit on September 3.

HOLLYWOOD, Oct. 3.—Counsel for Johnnie Ray and Bernie Lang sought to vacate the suit brought by Herman (Turk) Prujansky by filing for dismissal of the action in Federal Court here this week.

Stewart L. Kadison, of the firm of Pacht, Tannenbaum & Ross, filed two separate motions in answer to Prujansky's suit for \$100,000 against Ray and Lang. First called for dismissal, and the second motion called for a summary judgment for Ray.

The singer's motion contended that Prujansky had been hired as a bodyguard on a week-to-week basis. Prujansky's claim in the suit was that he was hired for \$200 per week for as long as Ray was a singer.

Case is scheduled to be argued before Federal Judge William M. Byrne on October 26. Ray contends that the plaintiff was fired as a bodyguard on December 3, 1952.

S-B Pubbery Names Gallico

NEW YORK, Oct. 3.—Al Gallico, of Al Gallico Music, has been appointed general professional manager of Shapiro - Bernstein Music, Inc., and will take up his new post on Monday (5).

Gallico's own music company will be deactivated. One of the tunes in his firm, "My World Is You," by Don Reid and Arthur Altman, which was recently waxed by Patti Page, has been taken over by Shapiro-Bernstein.

DISK ROMANCE IN 4TH PHASE

'The Proposal' is Newest Issue of Shirley-Lee Series

Continued from page 1

Shirley expounded her reasons for returning to her boy friend, and Lee chimed in with heartfelt thanks. By now Aladdin had established the pair, both as personalities in their own right, and as two people in love who had gone thru all the throes of pain and happiness that beset any love affair.

And this month the diskery issued the fourth in the Shirley and Lee series. As should happen with two people in love, it tells of "The Proposal." Lee asks Shirley for her hand, and Shirley is in seventh heaven. However, with due propriety, she informs Lee that he must ask her parents.

As any hip a.&r. man can see, the prospect is now bright for a string of additional Shirley and Lee records. The Billboard suspects that December's release could be called "The Marriage,"

Phono, AM-TV Trades Pace Excise Takes

WASHINGTON, Oct. 3.—Taxes on phonograph records, radio-TV sets and phonographs were almost alone among amusement excises which showed revenue gains in July over the same month last year. Internal Revenue Service's latest report, out this week, showed. Biggest gain was shown in collections from the tax on phonograph records, which ran to \$545,000 in July, a gain of \$223,000 or 72 per cent over the collections the previous July.

The federal tax on phonographs, TV sets, radio sets and components yielded \$7,608,000, a gain of \$864,000 or nearly 13 per cent over the collection in the previous July.

The tax on musical instruments yielded \$497,000, down \$275,000 from the previous July. Collections from the tax on admissions to theaters and concerts totaled \$28,362,000, a decrease of \$331,000 below the previous July. The tax on admissions to cabarets and roof gardens yielded \$3,757,000, down \$243,000 from the previous July.

The tax on coin-operated amusement devices produced \$2,623,000 in revenue, up \$10,000 from the same month the previous year. The tax on coin-operated gaming devices yielded \$3,603,000, a decline of \$358,000. Alcohol taxes yielded \$243,585,000, a decline of \$1,954,000.

Cap Expands In Far East

HOLLYWOOD, Oct. 3.—Glenn A. Wallichs, proxy of Capitol Records, Inc., announced the appointment yesterday of Warren Birkenhead as special representative for the firm in the Far East as part of a general expansion in their foreign division.

Wallichs disclosed that the appointment was made on his recent business trip to Tokyo. Birkenhead is in New York for confabs with Cap's head of their international department, Sander A. Porges, who leaves for Amsterdam, Holland, Monday (5).

While en route to this country from the Far East, Birkenhead established Capitol distribution and pressing facilities in Manila. Future plans call for like representation for Capitol in Hongkong.

Birkenhead sails November 5 on the President Cleveland for Tokyo, where he will headquarter. He formerly was associated with Capitol Records and left the firm for duty with the U. S. Navy in the Korean theater. As an electronics engineer with Capitol, his efforts were largely responsible for the platters' switch to the use of tape in recording, a system which Capitol pioneered.

and the August or September release of 1954 could be called "Our Little One." They could have many children, each one necessitating a new record, or they could have a spat and separate, with all of their domestic tiffs recorded permanently on wax. Under any circumstances, Aladdin is not tipping its hand this far in advance.

That the duo's fans really look forward to the chronicles of Shirley and Lee is evident from the fact that the first three disks all made The Billboard charts. And according to many, the marital doings of the two lovebirds makes their future, for another year at least, look very bright record-wise. This is in spite of the fact that the last Shirley and Lee slicing is less a strict r.&b. type record than their others. But certainly, it has such a good story that that really doesn't matter.

D. C. LOUITS

They Ruffle Feathers of Traubel Mgr.

WASHINGTON, Oct. 3.—Popular hits acquired a new classification this week. Helen Traubel, outlining her program for a night club performance here, said she would sing, among other things, two "American success songs — 'I Believe' and 'No Other Love'."

Miss Traubel, at the Statler Hotel in her second night club appearance, said she's enthusiastic about the public's response to her switch from opera to TV and night clubs. She has some 50 concert and recital engagements this year, but she said her night club schedule is still uncertain. Here's how she explained her switch to nightclubs: "I was on five TV shows with Jimmy Durante and the public responded in such a way that I wanted to get closer to them."

Incidentally, newsmen who attended the singer's press conference here agreed she could improve her chances to get closer to the public if she can induce her husband-manager, William T. Bass, to display less temperament with the press. Bass tangled with the newsmen when he didn't like the questions they were asking his wife. The conference nearly broke up when the manager declared, "She's not used to being questioned by louts."

Hilliard Steps Into Top Spot With 'Label X'

NEW YORK, Oct. 3.—The long-awaited naming of Jimmy Hilliard as top exec in the proposed "Label X" subsidiary of RCA Victor is set to take place this coming week. Hilliard will take over the job on Tuesday (6) making his headquarters at the Victor 24th Street offices.

The Victor brass meanwhile is still trying to clear a name for the label and is reported to have boiled down the list to about a half dozen possible tags for the subsidiary line.

First releases are expected to be marketed some time after the first of the coming year, tho the possibility exists that a few disks may be shot out on an experimental basis before 1954.

Hilliard is reported to have several artists ready for recording, tho contracts are not yet signed with any talent. Plans call for moving "Label X" into the pop, c&w and r&b fields.

Cole Library Sold 'Forever'

NEW YORK, Oct. 3.—Harry S. Goodman, transcription producer, has been designated as selling agent for the M. M. Cole transcription library, and is selling the library to stations on a "forever basis." Stations which pay \$400 get the right to perform the disks forever. There are 2,200 selections on 200 disks, chiefly Westerns, religious and country music.

Included in the deal is an offer by Cole, thru Goodman, to replace defective or damaged disks during the first 15 months after purchase. After that period, disks would be replaced for \$2.50 each.

NO BIZ DURING ALTERCATIONS

Wheels of Music Industry Grind to Halt for Series

NEW YORK, Oct. 3.—The music industry is composed of a hardy group of people. Publishers, record execs and artists are relatively unmoved by the majority of political, economic and even social events. But when it comes to the World Series, all reserve breaks down, and the wheels of the music business grind to a stop. This in capsule form is what happened in the Brill Building, in diskeries and around record shops this week.

Instead of being in their offices to listen to potential hits from songwriters, or out seeing a.&r.

BING DEBUTS A NEW THEME

HOLLYWOOD, Oct. 3.—Bing Crosby's theme song since 1931, "Blue of the Night," has been put to pasture.

It was Crosby's own decision to discard his well-known identification tag heard via CBS radio weekly, and start this season anew.

New theme bowed on Crosby's season opener this past week (27) and as yet remains untitled and minus lyrics. Tune was penned by conductor Victor Young.

Hampton Pulls Solid Grosses In Europe

PARIS, Oct. 3.—Lionel Hampton and his ork are racking up solid grosses on their one-nighter concerts thruout Europe. There is little doubt that the band has created great excitement among jazz followers here. The frenzied vibrist and the pulsating rhythms of the ork, have captured the fancy of jazz fans from Denmark to France.

The Hampton ork scored hits with its two concerts at the KB Hall in Copenhagen, September 17. Tho neither appearance was a complete sellout, the crowds were good and the audiences were wildly enthusiastic. Critics praised the orkster, pianist George Wallington, drummer Curly Hammer, and singer Sonny Parker. Annie Ross, however, received only fair notices.

The Copenhagen date was handled by promoter Richard Stangerup in association with the Wilhelm Hansen Concert agency. Tickets were priced from 56 cents to \$1. Both Hampton and Stan Kenton, who also performed in Copenhagen recently, appeared there too early in the season to come up with sellouts, but the Hampton band established itself so well with the jazz fans that it

(Continued on page 38)

Folster Gives Account Of Jap Music Business

NEW YORK, Oct. 3.—George Thomas Folster, who represents the American Society of Composers, Authors and Publishers, as well as British and French counterparts in Japan, is now in this country contacting American publishers for representation abroad. Also NBC's Far Eastern New Bureau chief for 13 years, Folster represents over 70 American publishing firms abroad, as well as some major book companies. He says that altho mechanicals are now the chief source of income for American copyrights in Japan, the Japanese Society, JASRAC, is doing an increasingly better job of licensing American works for public performance within the restrictions of the Japanese copyright law. For the Japanese, the licensing of foreign-owned tunes is something new, and the theory of it is now beginning to be understood.

Western music is now at a critical point in Japan, in Folster's opinion. It is riding the crest of the popularity wave created by the occupation forces and the

men to get a record, most pubbers were either at the stadium or watching the game on TV in the Turf and Jack Dempsey restaurants. The reason for not seeing a.&r. men was simple: most of them were watching the game too.

Thru the Brill Building, except in the case of those publishers who had a TV set in their office, doors were locked, with notices posted reading "In Jack Dempsey's." And at the record companies the execs were grouped around TV all afternoon, and brushing away all phone calls

(Continued on page 38)

OUTSIDE MASTERS CLICK FOR A&R MEN

Diskers Find Costs Cut, Profits Up By Leasing or Buying Ready-Mades

By JOE MARTIN

NEW YORK, Oct. 3.—The record masters for sale or lease which continue to flood the disk market are now coming in greater volume from artists and their managers and in decreasing volume from the music publishers. This is the considered opinion of diskery artists and repertoire directors contacted this week. One facet of this end of the business, however, has remained constant; it's usually a profitable venture for the record firm — which gambles very little.

One a.&r. man this week estimated that he had been offered over 60 "acceptable" masters in the past three weeks of which only about a dozen were offered by music publishers. He did, however, point out that music publishers or writers were "partners" in a good portion of disks brought in by personal managers.

Omitted from the estimated 60 masters, too, were the innumerable offers of European tapes of instrumental items cut in England and on the Continent.

The latter are usually divided fairly evenly between music publishers who've acquired American rights to the material and the entrepreneurs who make a living out of peddling tapes.

Deals Are Lucrative

That the acquisition of tapes or masters via lease or purchase deals has been lucrative in many instances is best demonstrated in the following listing of disks turned over to the record firms from outside sources: Joni James' first three M-G-M records; the Benny Goodman Carnegie Hall concert on Columbia; Victor's newly issued Glenn Miller "Limited Edition" album; the Sylvana Manganio waxing of "Anna" on M-G-M; Essex Records' "Oh

Happy Day," and John Standley's "It's in the Book" on Capitol.

The standard deal being offered to holders of the masters now appears to be no advance money, no payment for the session and a flat 3 to 5 per cent royalty on sales. In some cases the diskery will split the costs of the session or agree to pay for the session after the record has sold more than a specified amount. Diskery execs will ordinarily pay some advance money for masters which will make up an album.

From the record company viewpoint, the purchase or lease of masters is a good bet for many reasons. Of interest to economy-minded a.&r. men is the fact that even payment for the cost of the musicians on the date is inexpensive since it never runs into overtime money. You pay for a four-side session and you get four sides which can be released.

Pubbers Also Active

Publishers, of course, are still active in many instances. One of the most active pubberies is still Mills Music which has been recording heavily and having good luck in getting the material issued. Mills efforts cover almost every category of music.

And while some of the big labels have shied away from purchased masters, it is now considered possible to sell a master to almost every label in the business — even those which have steadfastly refused to buy them in previous years.

Peatman Gives 'Dragnet' Credit

NEW YORK, Oct. 3.—Interesting trade sidelight surrounding the instrumental, "Dragnet," and the Stan Freberg follow-up coupling of "St. George and the Dragonet" and "Little Blue Riding Hood" is the crediting of performances on any of the three waxings. Dr. John Peatman's Office of Research, Inc., at the request of Alamo Music, is crediting all performances of "Dagonet" and "Riding Hood" to "Dragnet."

Peatman office execs claim that this is not a precedential action and that material, considered parodies of copyrighted songs, have received similar treatment in the past. Typical parodies whose performances were handled in the same way were the Homer and Jethro hillbilly versions of "Kaw Liga," "How Much Is That Doggie in the Window" and others.

Basic difference, however, between the true parodies and the "Dragnet" offspring is the lack of music on the latter except for introductions and scattered cue music.

Stokowski Set For Can. Night

NEW YORK, Oct. 3.—Leopold Stokowski, who will conduct the special concert of Canadian music at Carnegie Hall October 16, has chosen soprano Lois Marshall and violinist Noel Brunet to appear as solo performers with his ork. The concert is sponsored by Broadcast Music, Inc.

Stokowski is understood to have examined over 200 scores before the six works to be presented were chosen. To be heard are two songs by Godfrey Ridout, a violin concerto by Alexander Brott, plus selections by Colin McPhee, Healey Willan, Pierre Mercure and Francois Morel. Both BMI and ASCAP composers are represented.

S-F Begins Tour Of 1-Nighters

NEW YORK, Oct. 3.—The Sauter-Finegan ork started a seven-week tour of one-nighters Thursday (1), playing major schools and colleges around the country.

The ork, which has taken over the band assignment on the CBS Camel Caravan on which Vaughn Monroe is singing emcee, will play about 70 dates during the tour.

Dance Hypo Claims Attention of NBOA

TV Shows in Ballrooms Get Hearing; Tom Archer, Des Moines, Named Prexy

By STEVE SCHICKEL

CHICAGO, Oct. 3.—With an obvious new feeling of good will between bookers and the nation's ballroom operators, the three-day annual convention of the National Ballroom Operators' Association at the La Salle Hotel here this week turned its attention to getting the American public to revive its interest in dancing.

Discussed in the confab were the usual topics of admission tax, TV presentations and promotions. The association adopted a resolution of accord which stated the NBOA felt the recent veto of the Mason Bill, which would have

eliminated the admission tax, was highly discriminatory and would create a hardship on ballrooms and other amusements. The NBOA felt it should be accorded the same relief as the movie theaters.

Because it would affect the bands themselves, to a large degree, the group decided to enlist the aid of the band leaders in the fight to get proper legislation. At one point in the program, R. E. (Doc) Chinn, outgoing president of the group, stated that politicians were voting "not because they see the light, but because they felt the pressure." He urged the association to set up a plan to do away with the present 20 per cent federal amusement tax.

New Officers

The final day of the session saw the following take office: Tom Archer, Tromar and Val-Air ballrooms, Des Moines, president; re-elected to the post of vice-president was Alice McMahon, Indiana

(Continued on page 47)

Cadence Inks Disk Talent

NEW YORK, Oct. 3.—Cadence Records, the indie firm which has never released anything but Julius La Rosa platters, is ready to make its long expected expansion move. The diskery has signed radio-TV star Don McNeil, thrush Eileen Parker, TV performer Aileen Dalton, John Sebastian and Rocky Marciano. In addition, Archie Bleyer, who founded the label, will start recording instrumental material in addition to backing La Rosa.

According to the Cadence topper, Bud Moss, Sebastian has already been recorded on harmonica solos, while record dates are currently being held with Don McNeil and Miss Dalton. McNeil will cut poetry, reading as he performs them on the network show, while Miss Dalton is known as "The Story Princess" on the Kate Smith show.

Miss Parker is currently featured fem vocalist on the McNeil show. Marciano will wax a kidisk item based on health and keeping fit. Plans call for issuing singles and albums in the pop, semi-classical and kiddie fields.

Garner Trio to Join Kenton Touring Unit

DETROIT, Oct. 3.—Errol Garner, featured pianist, and his trio, are closing a nine-week West Coast tour October 9, to come East to join the tour of the new Stan Kenton unit, "Festival of Modern American Jazz" at the end of the month. En route they will play a week each in Omaha and Kansas City, according to Martha Glaser, Garner's personal manager, currently making her headquarters here.

Armed Forces Radio Station. For eight years AFRS broadcast 18 hours of Western music daily, mostly pops. As a result the population (circa 88,000,000) follows the American top tunes—which begin to stir some action several weeks later than their exposure in America. The Lucky Strike "Hit Parade," of course, is rebroadcast over AFRS on Saturday.

Other-Than-Tops

Folster creates some activity on other-than-top hits by having a number of 45 r.p.m. disks flown over periodically. These he plays in his office to disk manufacturers who send to the United States for masters or cut the disks in Japan with local talent and permission of the American publisher. In the last two years, Folster says, the percentage of locally made records of American tunes has jumped, and this, of course, means additional income for American publishers.

Biggest plug for Western music in Japan is AFRS. The chief record companies are Nippon Columbia; Victor, Ltd., of Japan, both of which press from American matrices but use a lot of local talent too; King Records, tied to Capitol; Taihie, pacted to Mercury, and Tieichiko, tied to Decca.

All except Taihie, according to Folster, accept the philosophy of paying royalties.

Piracy in the sheet music field is rampant, according to Folster, who is instituting a test suit. The pirated editions are photo-offset jobs and are both single copies and folios.

Altho Western music has received such a hypo via the Armed Forces and AFRS, there is a noticeable "Play more Japanese" movement. This, despite the tremendous popularity of Bing Crosby, Gene Krupa, Patti Page, etc. Hot jazz combinations are growing in popularity, and Latin-American music is very big. Xavier Cugat has an impressive personal appearance tour and is

(Continued on page 37)

22 Publishers Split 27 Hits On Nine-Month Music Score

• Continued from page 1

the top 10—74 per cent—certainly a remarkable comeback.

Second Ten

While the top 10 of the Honor Roll is considered the select circle, the chart actually reports the 20 top tunes. A summary of the total chart including the second 10 shows much the same picture. There are more tunes involved—62—but also more publishers—37. Again it averages out to less than two tunes per publisher group.

PLAY THIS ON YOUR PORTABLE

NEW YORK, Oct. 3.—While all sorts of exotic instruments have occasionally been called upon to spice up pop instrumental waxings, Leroy Anderson has called upon the common typewriter to provide the percussive emphasis in his latest score, "The Typewriter," just cut by the orkster-cleffer on Decca. Band and ork arrangements of the score carry two extra staff lines, one for typewriter and one for the bell. Two percussion men are * @ + ? Oops, wrong note.

ANOTHER BMI "PIN-UP" HIT



IN THE MISSION OF ST. AUGUSTINE

Recorded by SAMMY KAYE ... Columbia
THE DRIFTERS ... Jubilee
THE BUCCANEERS ... Ramo

Published by REPUBLIC MUSIC CORPORATION

Everyone's Big Favorite!



MISTER PEEPERS

Theme of the NBC-TV Show, "Mister Peepers"

JACK PLEIS
Orchestra—on Decca Records

TEX BENEKE
Orchestra—on Coral Records

HOLLIS MUSIC, INC.

The Terry Theme

from "LIMELIGHT"—instrumental—

"Eternally"

from "LIMELIGHT"—vocal—

BOURNE, INC.

Bing Crosby sings...



Mademoiselle de PAREE

DECCA # 28814

MILLS MUSIC, INC.

The Big Three again holds sway here, having accounted for seven different tunes in this weekly listing of 20 tunes. From there it falls off to Leeds' four entries. Three each were racked up by Brandom, Chappell and the Hill & Range group (again if "St. George" and "Little Blue Riding Hood" are considered separately). Ten publisher groups have placed two tunes each—Mills, Montclare, Santly-Joy, Frank, Acuff-Rose, Hollis, Broadcast, Morris, Southern and Bourne. Twenty-two others have

50G BE Suit Vs. Hampton

HOLLYWOOD, Oct. 3.—Lionel Hampton, Gladys Hampton, Bobby Phillips and the Associated Booking Corporation were named as defendants in an action filed here Wednesday (30) in Superior Court by Les Sill, Ralph Bass and Jack Levy, doing business as Brisk Enterprises.

Plaintiff, charging fraud and breach of contract, is asking for \$52,812, of which \$25,000 represents punitive damages.

Suit charges that Brisk made an oral contract to book Hampton on a series of one-nighters throughout California, Oregon and Washington and in Vancouver, B. C. Hampton, thru ABC, was supposed to supply the dance promoters with a list of cities in which he had previously appeared at a profit. Action, prepared by attorney Lou Warren, charges the list showed dates Hampton had never previously played in addition to the breach of contract when the Hampton band refused to play six dates that were scheduled.

Brisk claims the tour was not successful. Oral agreement with Hampton was entered into in June of 1952, the suit charges, and is based upon a tour Hampton was supposed to have made the previous year from which the dates and cities were to have been supplied.

Stegmeyer Signed To Benida Pact

NEW YORK, Oct. 3.—Dewey Bergman, vice-president in charge of artists and repertoire for recently-formed Benida Records, has signed Bill Stegmeyer to the post of musical director and assistant a.&r. chief. The name of the fledgling diskery was changed from its original tag of Triangle Records due to prior usage by another firm.

Stegmeyer, formerly a clarinetist with Glenn Miller, Benny Goodman and other top bands, is arranger for the "Hit Parade" and Kate Smith shows. Bergman has also appointed Frank Lohman as juke operator relations manager. Lohman will work with promotion chief Paul Brown.

First Benida disk, featuring chanter Mark Stuart, is due for release later this month.

'JALOPY' STRIKES BUMP IN ROADS

LONDON, Oct. 3.—"My Old Jalopy," a Columbia disk issued here last month, has come up against its first red light. With music by Ray Martin under the pseudonym of Gus Nortimer, lyric by Al Yak and sung by Diana Decker and Ray Burns backed by the Norrie Paramount ork, it tells the story of a boy taking his girl for a drive. Part of the lyric runs—"With one hand on the wheel and the other around you, we shyly steal a kiss, hug-hug-hugging along." This affronted Road Safety Officer Robert Carter whose main work is preventing that and other similar dangerous habits. No official action was taken to get the disk withdrawn, but Carter asked BBC jockeys to introduce the record like this: "Enjoy the song, but don't forget; never do what it says. At least," he added, unofficially, "not while the automobile is moving!"

each logged a single tune in the top 20 listing.

Based on the tunes in the top 20, ASCAP again shows its heels to BMI, accounting for 70 per cent of these 62 tunes.

Hub Cuts Sun. Fee on Use of AM-TV, Jukes

BOSTON, Oct. 3.—The license fee for restaurants using mechanical entertainment devices on Sunday was reduced today by the Boston City Council. Approval was given a recommendation by Mayor Hynes that the fee for licenses, which permit the use of radios, television and jukeboxes, be set at \$50 a year.

This is in line with a recommendation of the Massachusetts Legislature setting \$50 as the license fee in the State's other cities and towns. The present fee in Boston is \$2 a week, or \$104 a year; so the net loss in revenue to the city, based on an average of 300 such licenses issued each Sunday, will be about \$16,000 a year.

36G Error

Simultaneously, the council continued in effect the present fee of \$10 a Sunday for halls and theaters and \$5 for rooms that present live entertainment such as floorshows. W. H. Kerr, assistant corporation counsel, told the council that the Legislature, thru a draftsman's error, had also set such fees at \$2. He added that if they became effective here, the net loss to the city would be \$36,000 a year.

Don Pierce Buys Third Interest in Star-Day Records

HOLLYWOOD, Oct. 3.—Don Pierce, who resigned his post with Four Star Records here recently, has acquired a one-third interest in Star-Day Records, Houston.

Pierce will handle sales, production and national distribution of the indie label and will headquarter here. In addition, Pierce has formed a publishing affiliate, Star-Rite Publishing Company, via a BMI license.

Pierce also disclosed the formation of Hollywood Records, indie rhythm and blues label. He will lease masters from r.&b. dealer John Dolphin, who has a 50 per cent interest in the plattery and whose sole business activity will be limited to recording and signing talent. Pierce will likewise set national distribution and handle sales and promotion for the Hollywood diskery.

Fine Sound Takes Over N. Y. Studios

NEW YORK, Oct. 3.—Bob Fine, head of Fine Sound, Inc., recording engineering firm, has taken over part of the old WMGM recording studios here and has set up a complete recording service. Fine formerly performed his recording work for diskeries at Tomkins Cove, Long Island. The new office contains three studios, two motion picture studios and one music studio.

Fine has set up his new place to handle motion picture recording and scoring, in addition to recording work. When it is completed it will have 11 disk and tape channels, mixers, etc. The Fine Sound mobile unit will continue to be available for location dates in America and Europe. As for the Tomkins Cove studio, this will be used solely as a sound research laboratory.

Decca Signs Up Brace of Artists

NEW YORK, Oct. 3.—New additions to Decca Records' artist roster include Chicago thrush Janet Brace, signed this week by a.&r. chief Milt Gabler. Also, Bobby Shad, head of the diskery's rhythm & blues department, has just inked tenor saxist Paul

M-G-M RUSHES 'MOGAMBO' DISK

NEW YORK, Oct. 3.—Figuring that the upcoming Ava Gardner-Clark Gable film, "Mogambo," would create a big stir, M-G-M Records has rushed the release of an Art Mooney ork instrumental by the same name. The tune, however, is an original penned by arranger George Williams and is not used in the film at all. The only connection between film and disk (other than the title) is the use of small portion of the sound track as the intro on the disk. Sliced from the sound track and spliced to the ork's tape is the chant of the African native tribe seen in the film. Not AFRA, either, these Africans.

RCA Sets New Sept. Record

NEW YORK, Oct. 3.—RCA Victor's general manager and veepee, Manie Sacks, this week announced that the label has chalked up the biggest September sales in eight years. Total sales during the four-week period are said to have surpassed even the sales of the last quarter of 1952.

According to the label it registered a 111 per cent increase in LP sales over the previous September, and a 329 per cent increase in EP sales.

100,000 on Ethel & Mary

NEW YORK, Oct. 3.—Decca Records has moved about 100,000 sets of its waxing of the Ethel Merman-Mary Martin duet taken from the Ford 50th Anniversary TV show during its first week of release. The package is selling best in its LP version in the East, while the 78 r.p.m. semi-microgroove duplication is moving fastest in the West. The set is also available on EP.

The Merman-Martin duet is one of several albums that will receive major promotion in coming weeks. Due for early release are the sound track etchings of the movies, "The Robe" and "Island in the Sky," and the Gordon Jenkins opus, "Seven Dreams."

Granz Nears 18G In 2 Detroit Shows

DETROIT, Oct. 3.—Norman Granz "Jazz at the Philharmonic" package show played to two capacity houses totaling about 7,500 people at the Broadway-Capitol Theater Saturday night (5). With the house scaled at \$2.50 to \$4.75, the gross was estimated at \$18,000.

The gross was the best yet reported for the one-nighters which have been a feature of the house for the past year and a half, with a similar Granz package grossing \$17,000 last October, with a second unit taking \$16,500 on November 1.

MUSICIAN, 81, CUTS 1ST SIDE

NEW YORK, Oct. 3.—Carl Friedberg, 81-year-old concert pianist and teacher, who has been appearing before the public since 1887, is now holding his first recording sessions, with the initial set of a projected series of LP's due for early release. "I just never believed a machine could reproduce music properly," he explained.

Friedberg, who has an international reputation, is probably the only living pupil of Clara Schumann. A former teacher at the Juilliard School of Music, he is still active and conducts master classes at many American universities. He is noted as a Brahms, Beethoven and Schumann interpreter.

The pianist's records will be issued on the Zodiac label, until now known as a producer of Norman (Jolson) Brooks clicks.

MU FLAUNTED

A Drummer Ad Libs at Wilson Date

LONDON, Oct. 3.—Teddy Wilson, classed by the Musician's Union here as a concert artist and therefore prevented from playing with his usual rhythm section backing on a tour organized by "The New Musical Express," hit the headlines when a drummer joined him uninvited on the platform of the Royal Albert Hall during a concert before 8,000 fans. Near the end of the Wilson act, drummer Lennie Hastings, who had played previously in the show with the Freddy Randall ork, climbed on the platform and accompanied Wilson for a couple of numbers. Said he, "I couldn't let him sit there without giving him some sort of rhythmic backing."

After hasty consultations the MU agreed to take no action against Hastings, provided the national press gave the incident no publicity. But the gesture made headlines. Now the MU is considering its next move. If Hastings is fined, many musicians who applauded his action have agreed to club together to pay the toll.

Burke, Van Heusen Leave for Coast

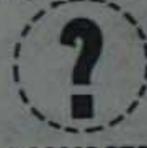
NEW YORK, Oct. 3.—Johnny Burke and Jimmy Van Heusen will leave for the Coast next week, after spending the past months in the East.

They will return to New York in November to start work on the score for a new musical, as yet unnamed. Burke and Van Heusen will be the producers of the new show.

Cordell Named Mgr. Of Cadet Promotions

DETROIT, Oct. 3.—Bob Cordell, former disk jockey on WKMH, WJBK and CKLW, has been named promotion manager of the Cadet Distributing Company, independent record distributors. He was also business agent and promotion agent of Dee Gee Record Company, independent label in which Dizzy Gillespie was a principal, until joining Cadet. Appointment was confirmed by Harry Levin, president of Cadet.

Nothing Like It Ever Before!



WOMAN IS STRANGE

PAUL WINCHELL-JERRY MAHONEY
on MERCURY RECORDS

TWIGG WILSON ORCHESTRA
on M-G-M RECORDS

ESSEX MUSIC, INC.

FRANK CHACKSFIELD'S
NEW RECORD SMASH!



EBB TIDE

ROBBINS MUSIC CORPORATION

THE HAPPY HIT!
TENNESSEE
WIG-WALK

RUSS MORGAN-DECCA
JILL WHITNEY-CORAL
SONNIE LOU-KING

Village Music Company
Copyrighted material

THE HOTTEST SELLING ALBUM OF THE YEAR!

Dealers are Cashing in Now!

ETHEL MERMAN & MARY MARTIN

the Duet from the FORD 50th ANNIVERSARY TELEVISION SHOW



as produced by LELAND HAYWARD staged by JEROME ROBBINS conducted and arranged by JAY BLACKTON

All speeds Unbreakable under Normal Use.
 *DL 7027 (33 1/3 rpm Long Play Record) \$3.85
 ED 593 (45 rpm Extended Play) \$2.80
 DU 999 (12-in. 78 rpm Record) \$2.80
 *DL 7027 includes three additional full-length songs.

Long Play Price Includes Fed. Excise Tax.
 45 & 78 rpm prices do not include Fed., State or Local Taxes.

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS

DECCA Data

BEST SELLERS

COUNTRY

I'M WALKING THE DOG THERE STANDS THE GLASS	28834*	Webb Pierce
DON'T THROW YOUR LIFE AWAY IT'S BEEN SO LONG	28725*	Webb Pierce
PUCKER UP THAT'S WHEN I NEED YOU THE MOST	28778*	Autry Inman
HEY, JOE MY COLD, COLD HEART IS MELTED NOW	28797*	Kitty Wells
THE LAST MILE OF THE WAY THE KEYS TO THE KINGDOM	28796*	Red Foley
THE BEGINNING OF THE END I'D LOVE TO BE YOUR DARLING	28825*	Jim Eanes
A DEAR JOHN LETTER (With Ernest Tubb) MEAN AGE IN BETWEEN AGE BLUES	28837*	Scooter Bill Tubb
LESSONS IN LOVE SHADOWS	28826*	Hank Locklin
JEALOUS LOVE BUMMING AROUND	28579*	T. Texas Tyler
A DEAR JOHN LETTER BROWN EYED BABY	28798*	Autry Inman

BEST SELLERS

RHYTHM and BLUES

TEMPTATION MY MOOD	28867*	Arthur Prysock
TIME MARCHES ON THERE MUST BE A WAY	28820*	Louis Jordan
MY SAVIOR WHISPERS A PRAYER IN GOD'S HOUSE	48303*	The Sisters of Song—Barbara Shaw, Sarah Scott
THE WAR IS OVER POLICY GAME	28841*	Lightning Hopkins
SNATCHIN' IT BACK DO I (Look Like a Fool to You)	28872*	Margie Day

*Available in 78 RPM and 45 RPM speeds. For 45 rpm add prefix "9." to number.

BEST SELLERS

POPULAR

I'VE BEEN WAITING A LIFETIME LAUGHING ON THE OUTSIDE	28843*	The Four Aces
WHO PUT THE DEVIL IN EVELYN'S EYES BEWARE	28818*	The Mills Bros.
CRYING IN THE CHAPEL I THANK THE LORD	28758*	Rex Allen
SHAKE A HAND (With Anita Kerr Singers) STRANDED IN DEEP WATER	28839*	Red Foley
THE TENNESSEE WIG-WALK ON THE CAROUSEL	28846*	Russ Morgan
TONIGHT, LOVE COME TO ME	28706*	Bill Darnel
WHEN I PLUNK ON MY GUITAR WOULD IT BE WRONG	28858*	Guy Lombardo
SHAKE A HAND SHED A TEAR	28836*	Savannah Churchill
YOU'LL HAVE TO SWING IT (Parts 1 and 2)	28774*	Ella Fitzgerald
WHEN I'M WITH YOU HORS D'OEUVRE	28848*	The Commanders
I LOVE PARIS EBB TIDE	28875*	Charlie Applewhite, Comarata
TOO LONG FOR NOW AND ALWAYS	28844*	Dan Cherry, Comarata
DRAGNET THE VELVET GLOVE	28845*	Grady Martin
RAGS TO RICHES LET ME GO, DEVIL	28838*	Georgie Shaw
THE EIGHTEENTH VARIATION MR. PEEPERS	28874*	Jack Pleis
FALSE LOVE DON'T FORGET ME	28744*	The Four Aces

*Available in 78 RPM and 45 RPM speeds. For 45 rpm add prefix "9." to number.

NEW RELEASES—SINGLES

THE TYPEWRITER 28881*	I BELIEVE IN THE MAN IN THE SKY 28868*	VICKI SOMEONE 28877*
THE GIRL IN SATIN Leroy Anderson	WHEN THE CHIMES RING Billy Kenny	DIVORCE GRANTED COUNTERFEIT KISSES Ernest Tubb
THE NIGHT HOLDS NO FEAR 28889*	BY THE WATERS OF MINNE-APPLS, PEACHES & CHERRIES Peggy Lee	BEAUTIFUL BELLS WITH GOD'S HAND IN MINE Rex Prophet
	TONKA 28859*	
	STRINGBEAN BOY Tony Pastor	

NEW ALBUMS On Extended Play 45

WAGNER "Love-Death" from TRISTAN UND ISOLDE—"Dance of the Apprentices" and "Entrance of the Meistersinger" from DIE MEISTERSINGER VON NURNBERG. The Wurttemberg State Orchestra, Stuttgart, Ferdinand Leitner, Conductor. ED-3522*	WAGNER "Ride of the Valkyries" and "Magic Fire Music"—"Prelude to Act III" of LOHENGRIM ED-3523*	SONGS OF DEVOTION FRED WARING and His Pennsylvanians ED-577
EILEEN JOYCE PIANO MUSIC Vol. 2 ED-3527	CAROUSEL Featuring Members of the Original New York Production ED-804	SOUVENIRS GUY LOMBARDO and His Royal Canadians ED-572
STRAUSS WALTZES Vol. 1 Berlin, Philharmonic & Wurttemberg State Orch. ED-3524*	ST. PATRICK'S DAY with BING CROSBY ED-579	MILLS BROTHERS SOUVENIR ALBUM ED-582
	SWEETEST MUSIC THIS SIDE OF HEAVEN GUY LOMBARDO and His Royal Canadians ED-574	I'LL SEE YOU IN MY DREAMS CARMEN CAVALLARO at the piano ED-589
		SING A SONG OF CHRISTMAS Volume 1 & 2 Ernest Tubb (I) Red Foley (II) ED-2089 (I) ED-2090 (II)

*Recorded by Deutsche Grammophon in Europe.

LEROY ANDERSON

and His "Pops" Concert Orchestra Play

The TYPEWRITER

and

The GIRL in SATIN

Decca 28881 (78 RPM) and 9-28881 (45 RPM)

Here it is!
 a NEW
 Anderson
 hit!





Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD S. Freberg 2596
2. WHEN MY DREAMBOAT COMES HOME
SWAMP-FIRE K. Starr 2595
3. OH!
SAN P. Hunt 2442
4. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
5. DRAGNET
DANCING IN THE DARK R. Anthony 2562
6. FORGIVE ME JOHN
MY WEDDING RING J. Shepard & F. Huskey 2586
7. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW OLD
WITHOUT YOU) J. Shepard & F. Huskey 2502
8. I LOVE PARIS
GIGI L. Baxter 2479
9. FROM HERE TO ETERNITY
ANYTIME-ANYWHERE F. Sinatra 2560
10. SUGARPLUM KISSES AND VINEGAR TEARS
WHY SHORE D. Shay 2597
11. BOO-DAH
GIVE ME THE RIGHT D. Ellington 2598
12. LOVER, COME BACK TO ME!
THAT'S ALL N. Cole 2610
13. I JUST LOVE YOU
THE NIGHT HOLDS NO FEAR M. Whiting 2599
14. PROUD NEW FATHER
CLAP YOUR HANDS J. Standley 2569
15. A WALKIN' TUNE
EMBRASSE G. MacKenzie 2600
16. A FOOL WAS I
IF LOVE IS GOOD TO ME N. Cole 2540
17. 40 CUPS OF COFFEE
OH! YOU CRAZY MOON E. M. Morse 2539

LATEST RELEASE

No. 389

- LOOKING AT THE MOON AND WISHING ON A STAR
I NEED YOUR LOVE Skeels McDonald 2607
- HOT DOG! THAT MADE HIM MAD
I'M NOBODY'S BABY Betty Hutton 2608
- MARTIN KANE THEME
MAKE BELIEVE THAT YOU'RE IN LOVE WITH ME Nelson Riddle 2609
- LOVER, COME BACK TO ME!
THAT'S ALL Nat "King" Cole 2610
- NEW DO RIGHT DADDY
DON'T DOG ME 'ROUND Leon Chappel 2611
- I LOVE GOD'S WAY OF LIVING
PREACH THE GOSPEL The Louvin Brothers 2612

● top arranger . . . top performance!

NELSON RIDDLE

and his orchestra play

- 'Martin Kane Theme'
 - and
 - 'Make Believe That You're in Love With Me'
- with vocal by Pat Auld

Record No. 2609

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN
GROW OLD WITHOUT YOU)
J. Shepard & F. Huskey 2502
2. FORGIVE ME JOHN
MY WEDDING RING
J. Shepard & F. Huskey 2586
3. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
4. THE HOUSE OF BLUE LIGHTS
BELL BOTTOM BOOGIE
M. Moore 2574
5. BORN AGAIN
FROM MOTHER'S ARMS TO KOREA
Louvin Brothers 2510
6. THAT'S WHAT I'D DO FOR YOU
BABY MY HEART
F. Young 2570
7. YESTERDAY'S GIRL
JOHN HENRY
H. Thompson 2553
8. RE-ENLISTMENT BLUES
DANCE OF THE GOLDEN ROD
M. Travis 2563
9. LET ME GO, DEVIL
THE LONG BLACK RIFLE
T. Riffer 2594
10. LET ME BE THE ONE
I'M STILL A PRISONER
B. Strange 2592

BEST SELLING—

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. NAT "KING" COLE SINGS FOR TWO
IN LOVE
NAT "KING" COLE 420
3. CAN-CAN
Original Broadway Cast 452
4. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
5. JOE "FINGERS" CARR AND HIS
RAGTIME BAND
Joe "Fingers" Carr 443
6. INCA TAQUI
Yma Sumac & Moises Vivanco 423
7. GERRY MULLIGAN AND HIS TEN-TETTE
Gerry Mulligan 439
8. SKETCHES ON STANDARDS
Stan Kenton 426
9. THE DESERT SONG
Gordon MacRae & Lucille Norman 351
10. PREMIERED BY ELLINGTON
Duke Ellington 440
11. THE PARK AVENUE HILLBILLIE
Dorothy Shay 444
12. MIDNIGHT ON BOURBON STREET
Sharkey 367
13. THE STUDENT PRINCE
Gordon MacRae & Dorothy
Warenskjold 407

BEST SELLING—

CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. MICKEY MOUSE'S BIRTHDAY PARTY
Stan Freberg 3165
2. SNOWBOUND TWEETY
Mel Blanc 3169
3. DINKY PINKY
Stan Freberg 3162
4. WOODY WOODPECKER AND THE
LOST MONKEY
Mel Blanc 3161
5. HOPALONG CASSIDY AND THE
HAUNTED GOLD MINE
William Boyd 3166
6. TWEETY PIE
Mel Blanc 3074
7. I'M A LITTLE TEAPOT & THE TEDDY
BEARS' PICNIC
Frank DeVol 3083
8. THE LITTLE ENGINE THAT COULD & THE
OLD SOW SONG
Rufe Davis 3142
9. I TAUT I TAW A PUDDY TAT &
YOSEMITE SAM
Mel Blanc 3104
10. BONGO THE CIRCUS BEAR & ELMER
ELEPHANT
Don Wilson 3185
11. HOPALONG CASSIDY AND THE MAIL
TRAIN ROBBERY
William Boyd 3164
12. NEVER SMILE AT A CROCODILE &
FOLLOWING THE LEADER
Jerry Lewis 3163
13. DAFFY DUCK MEETS YOSEMITE SAM
& PORKY PIG IN AFRICA
Mel Blanc 3178

and still
ANOTHER
great
record...

**'LOVER, COME
BACK TO ME!'**

with BILLY MAY
and his orchestra

an exciting voice
plus
two big ballads
equals

**'THAT'S
ALL'**

with orchestra
conducted by
NELSON RIDDLE

sung by
**NAT
'KING'
COLE**

No. 2610

**BOB
MANNING'S**

**'It's Easy to
Remember'**

and
**'I Feel
So Mmmm'**

— with orchestra conducted
by MONTY KELLY

on
Capitol
Record
No. 2587

Music as Written

Continued from page 20

Eternity." Under the pic is the caption, "Is It True They Are Listening to 'Ebb Tide' by Vic Damone?" Ted Travers, local deejay for Skycoach on WIND and WCFL, has penned a tune along with Johnny Lehmann and Jerry Brooks and published by Lakeside Music, an ASCAP affiliate. The tune, "How Lucky You Are," has been recorded by Archer Records, headed by George Tasker, former manager of Red Nichols. Travers does the singing with Chuck Cavallo's orchestra doing the backing.

Bill Haley and his Essex recording Comets closed the Preview and open at Sciolla's, Philadelphia, Monday (5).

Harry James and his music makers, featuring Buddy Rich at the drums, opened at the Aragon Ballroom for a four-night stand Thursday (30). He will be followed by Tommy Dorsey's orchestra which will remain for one week.

Ari Kassel and his band, with Gloria Hart on the vocals, open at the Martinique Restaurant October 7.

Patti Page, Liberace, Robert Q. Lewis, Morton Downey, Wally Cox, and Sammy Kaye's orchestra recently performed for the National Association of Food Chains convention held at the Palmer House. Johnny Martin, former vocalist at the Chez Paree, currently appearing at the Black Orchid.

The Vagabonds, well-known madhouse group because of their Arthur Godfrey appearances, open at the Chez Paree October 6.

Bill Lawrence another starter on

Godfrey's show, is currently vocalizing at the Chicago Theater.

Hollywood

Betty Bennett, thrush formerly with the Claude Thornhill, Charlie Barnet and Charlie Ventura orks, has signed a wax pact with Trend Records.

Xavier Cugat and company into Ciro's for two weeks starting Tuesday (6).

Emil Newman has been signed to score the Columbia pic, "The Mad Magician."

Rex Allen, of "Crying on the Chapel" note, busy with a series of flickers at Republic Pictures.

Walter Gross handling the piano accompaniment for Stuzari Harris, balladeer who bowed at the Crescendo last week.

Singer John Arcesi, minus gimmicks, into the Billmore Rendezvous for two weeks.

Mort Ruby is now handling his personal management. Joni James continues her trek of one nighters thru Texas and Oklahoma.

Pat Harding and Jan Marlow have joined the cast of the "Spade Cooley Show."

Ray Anthony ork drew a fair 14,855 in its first week at the Palladium.

Philadelphia

The Music Counter, new pubbery of Eddie Khoury and Ronnie Bonners, kick off with two of their own tunes, "You Should Talk" and "Beginning Tomorrow," while the Myers Music Company here puts out Khoury's novelty, "Well, Well, Well, of All People"

Rocky Valentine's band, plus Dave Appell's unit, launch the fall season at the Cadillac Sho-Bar.

Sid Paul, local promotion manager for Capitol Records, leaves for Chicago to take the same spot there for the waxery.

Herbie Collins is promoting Tuesday night mambo dances at the Philographic, with free instructions offered an hour before the band starts.

Detroit

Gene Krupa was host to local disk jockeys in a greenroom party Saturday (6) at the Broadway-Capitol Theater, in between shows of "Jazz at the Philharmonic."

Marty Robbins and His Arizona Ramblers played a one-night stand Friday at the Madison Ballroom.

Betty McLaurin, Derby record artist, is the new headliner at the Flame Show Bar.

Mrs. Helen Schneider, wife of Sam Schneider, now of Montreal but formerly owner of Al's Record Mart, leading downtown store here, was a visitor here during the past week.

'DRAGNET' USERS MAY DRAW FIRE

HOLLYWOOD, Oct. 3.—With the popularity of "Dragnet," "St. George and the Dragonet" and other parodies spreading like wildfire, a possible crackdown against the unauthorized use of commercial jingles of "Dragnet" on radio and TV loomed here this week.

Increased commercial use of said jingles has been spreading almost as rapidly as the popularity of the platters, with local sponsors running the gamut from used car dealers to patent medicine concerns taking advantage of the now familiar "four-bar opening."

Jack Webb indicated that only current disk versions on the market have been authorized and that no commercial jingles have been licensed to use any portion of the theme.

Trinity Gets Film Score

NEW YORK, Oct. 3.—Trinity Music, Santly-Joy's Broadcast Music, Inc., affiliate, has acquired its first film score.

The tunes are three from the highly-touted flick, "The Little Fugitive," produced by Morris Engel and Ray Ashley and presenting the kiddie star, Richie Andrusco.

The songs, written by Eddy Manson, are part of the film's background music and include "The Joey Theme," which is the chief number; a second piece tentatively titled "Coney Island Montage," and thirdly, "Home on the Range Blues." They are all instrumentals.

Santly-Joy is making demos and will first pitch the songs as instrumentals.

The flick, which was produced at a cost of \$70,000 and which won a Silver Lion Award at the Venice Film Festival where it was shown in competition with top Hollywood products, is the subject of a two-page spread in current issue of Life. It has also received extensive publicity breaks in This Week and other news magazine outlets.

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Wemar-Harvard Suit Settled Out of Court

NEW YORK, Oct. 3.—The suit brought last week by Wemar Music against Harvard Music over the ditty "Can't I" (The Billboard, October 3) has been settled out of court.

The song remains in Ivan Mogull's Harvard pubbery for another year, at which time it reverts to Wemar for the balance of the copyright life.

86,000 LIMIT SET ON ALBUM

NEW YORK, Oct. 3.—RCA Victor has stopped taking orders on the Glenn Miller Limited Edition album at the 86,000 mark.

The sale of this quantity of albums at the \$24.95 price would mean a gross retail sale of over \$2,100,000.

The diskery has also notified all distributors that the massive collection of previously unreleased Glenn Miller band performances will not be broken up into small units of single or multiple disk LP and EP packages until the 86,000 limited edition sets have been moved from dealer shelves into the hands of consumers.

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Vast Market Awaits Home Phono Seller

is a vast untapped home phonograph market. The market is being opened by the fact that there are more than 17,000,000 sets which can handle records only. Since the product was the

has set a major advertising tie-in with Robert Q. Lewis which encompasses newspaper, magazine and radio advertising. With one's late summer campaign featuring Lewis included many such publications as Evening Post, Cottier, Yucker, Holiday and Product was the

Manufacturer Hi-Fi Race Brings New Sound to Cash Registers

In a very real sense the player field has been undergoing a significant revolution in the past year. And fortunately it's a revolution that can add an additional income.

them M-G-M and RCA Victor have introduced self-contained players carrying the hi-fi label. Other major are known to be experimenting with competitive sound systems.

they are talking into an

WANTED!

20 Million Separate Phonographs of High Quality at Reasonable Cost

REWARD!

\$2 Billion in Retail Sales Volume

SEE...

A Golden Opportunity for the Record Counter

Why consumer phono interest flows first to the record counter . . . what the potential phono buyer expects of the record dealer . . . how record store personnel can help their customers—and thus increase sales and profits. Valuable sales and profit tips supported by a store-by-store survey of key record counters in 17 major markets, plus important facts gathered from a brand-new mail survey among 8,000 key record outlets thruout the country.

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

"The Merchandising Revolution in Records and Phonographs"

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





mood

RECORDS

proudly presents

3 GREAT NEW EXCITING

mood RECORDS BY

3 Great Artists...



FAY DE WITT

"MISERLOU"

b/w

"Snap-Snap-Snap Your Fingers"

Mood # 1014



BILL LAWRENCE

"I'LL WAIT FOR YOU"

"LITTLE GIRL"

Mood # 1013



LEON MERIAN

his trumpet and Ork.

"TURKISH DELIGHT"

b/w

"THE WAY I LOVE YOU"

Mood # 1012

Available on 78's & 45's

mood

RECORDS

42 Points of Distribution. A few territories Available — Inquiries Invited.

74 PROSPECT ST. (Un. 4-2200) CAMBRIDGE, MASS.

GEORGIA GIBBS



A
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'BRIDGE OF SIGHS'

A POWERFUL BALLAD DIRECT FROM ENGLAND

'HOME LOVIN' MAN'

A DIFFERENT GIBBS WITH A RHYTHM AND BLUES HIT!

A GREAT TWO SIDED RELEASE!

MERCURY 70238 • 70238X45

GOOD, AS IN

M M M M M M M M M-G-M



VICKI BENET

WHEN HE TAKES ME IN HIS ARMS Mmm

TWO LOVERS

MGM 11581 78 rpm
K11581 45 rpm

JONI JAMES

MY LOVE MY LOVE

MGM 11543 78 rpm

YOU'RE FOOLING SOMEONE

K11543 45 rpm

BILLY ECKSTINE

FORTUNE TELLING CARDS

MGM 11587 78 rpm
K11587 45 rpm

I'M SAVING DREAMS FOR A RAINY DAY

With the METRONOME ALL STARS
ST. LOUIS BLUES PARTS 1 and 2

MGM 11573 78 rpm
K11573 45 rpm

PAT O'DAY and the FOUR HORSEMEN
A DEAR JOHN LETTER

NO STONE UNTURNED MGM 11566 78 rpm K11566 45 rpm

TOMMY EDWARDS

SO LITTLE TIME

MGM 11582 78 rpm

BLUEBIRD

K11582 45 rpm

LESLIE CARON and MEL FERRER

HI-LILI, HI-LO

MGM 30759 78 rpm

LILI AND THE PUPPETS

K30759 45 rpm

THE NOCTURNES

GUISEPPE'S SERENADE

MGM 11525 78 rpm

AS YOU DESIRE ME

K11525 45 rpm

BERYL DAVIS

ONE MOMENT MORE

MGM 11586 78 rpm

FLY, LITTLE BLUE BIRD

K11586 45 rpm

GEORGE BASSMAN
THEME FROM "THE JOE LOUIS STORY"

MGM 11585 78 rpm
K11585 45 rpm

and his ORCH.
I'LL BE AROUND

HANK WILLIAMS

WEARY BLUES FROM WAITIN'

MGM 11574 78 rpm

I CAN'T ESCAPE FROM YOU

K11574 45 rpm

GINNY GIBSON

DANSERO

MGM 11571 78 rpm

NO MORE TEARS

K11571 45 rpm

FRAN WARREN

SHAKE A HAND

MGM 11583 78 rpm

THE ANGEL PASSED BY

K11583 45 rpm

BERT SHEFTER

GIOIA MIA (JOY-ay-Mee-ah)

MGM 30803 78 rpm

and his ORCH.

FIDOODLIN'

K30803 45 rpm

"TEXAS JIM"

BEWARE

ROBERTSON SCRATCHBRITCHES HILL, TENN.

MGM 11591 78 rpm
K11591 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Ten Top Tunes

... for Week Ending October 3

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

This Week Last Week Chart

1. Vaya Con Dios 1 16

By Larry Russell-Buddy Pepper & Inez James—Published by Ardimore (ASCAP)

BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystalite 654; W. Manno & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.

2. You, You, You 2 14

By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI)

BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

3. Crying in the Chapel 3 12

By Darrell Glenn—Published by Valley (BMI)

BEST SELLING RECORDS: J. Valli, V 20-5368; Orioles, Jubilee 5122; B. Allen, Dec 28758; D. Glenn, Valley 105. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; Four Duks, Duke 116; K. Griffin, Col 40062; S. Lanson, Bell 1008; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosella Tharpe, Dec 48302; W. Tuttle, Cap 2543. TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus.

4. Oh 4 13

By Bryan Gay-Arnold Johnson—Published by Feist (ASCAP)

BEST SELLING RECORD: P. W. Hunt, Cap 2441. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; K. Griffin, Col 40062; Sauter-Finnigan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

5. Dragnet 5 7

By Walter Schumann—Published by Alamo (ASCAP)

BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: T. Heath, London 1379; B. Morrow, V 20-5398; S. Jones, V 20-5472.

6. No Other Love (M) 6 17

By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)

BEST SELLING RECORD: P. Como, V 20-5317. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

7. St. George and the Dragonet 18 2

By Stan Freberg, Daws Butler, Walter Schumann—Published by Alamo (ASCAP)

BEST SELLING RECORD: S. Freberg, Cap 2596

8. P.S.: I Love You 7 16

By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)

BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: J. Bruno, Banner 512; C. Cavallaro, Dec 24955; L. Clinton-A. Lloyd, Bell 1004; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 2717; C. Stapleton, London 282; S. Stitt, Prestige 757. TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus.

9. Ebb Tide 8 6

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)

BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toots Ork, Dec 28875; V. Damone, Mercury 70216; R. Maxwell, Mercury 70177. TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

10. I'm Walking Behind You 9 22

By Billy Reid—Published by Leeds (ASCAP)

BEST SELLING RECORD: E. Fisher, V 20-5293. OTHER RECORDS: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connell, Dec 26692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314.

Second Ten

- 11. WITH THESE HANDS 10 13
Published by Ben Bloom (ASCAP)
- 12. EH CUMPARI 11 4
Published by Rosarch (BMI)
- 13. MY LOVE, MY LOVE 12 8
Published by Meridian (BMI)
- 13. HEY, JOE 13 6
Published by Tannen (BMI)
- 15. I BELIEVE 14 32
Published by Cromwell (ASCAP)
- 16. C'EST SI BON 15 12
Published by Leeds (ASCAP)
- 17. RAGS TO RICHES 16 3
Published by Saunders (ASCAP)
- 17. LITTLE BLUE RIDING HOOD — 1
Published by Alamo (ASCAP)
- 19. SONG FROM MOULIN ROUGE 19 27
Published by Broadcast (BMI)
- 20. DEAR JOHN LETTER 19 5
Published by American (BMI)

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Back Again with a "DOWN YONDER" flavor!
AND GOING LIKE MAD...

Del Wood

Plays

"BACKROOM POLKA"

^{B/W} = "Ragtime Annie"
7057

Ask about these L.P. and E.P. Albums

E.P. #2000
DEL WOOD FAVORITES
Down Yonder
Dreamy Eyes
Sweethearts or Strangers
Please Don't Talk About Me

E.P. #2001
DEL WOOD FAVORITES
Waiting For the Robt. E. Lee
Slanty Town
Runaround
Nobody's Sweetheart Now

also on L.P. #900

E.P. #2002
DEL WOOD PLAYS
BERLIN AND COHAN
Alexander's Ragtime Band
When I Lost You
Give My Regards to Broadway
It's a Grand Old Flag

E.P. #2003
DEL WOOD PLAYS
BERLIN AND COHAN
Marie
Over There
Yankee Doodle Boy
Easter Parade

also on L.P. #901

E.P. #2004
RAGTIME FAVORITES
12th Street Rag
Wabash Blues
Rainbow
Tavern in the Town

E.P. #2005
RAGTIME FAVORITES
Ragtime Melody
Beer Barrel Polka
Red Wing
Pickin' and Grinnin'

also on L.P. #902

REPUBLIC DISTRIBUTORS

- Richmond, Virginia
Allen Distributing Co.
420 W. Broad Street
- New Orleans, Louisiana
Amonn Distributing Co.
642 Baronne Street
- Portland, Oregon
B. G. Record Service
337 N.W. 6th Street
- Dallas, Texas
Big State Distributors
137 Glass Street
- Jacksonville, Florida
Binkley Distributing Co.
50 Riverside Avenue S.
- Miami, Florida
Binkley Distributing Co.
301 S.W. 6th St.
- Detroit, Michigan
Cadet Distributing Co.
3766 Woodward Avenue
- Oakland, California
Chatton Distributing Co.
1921 Grove St.
- New York City, New York
Cosnat Distributing Co.
315 West 47th Street
- Newark, N. J.
Cosnat Distributing Co.
278 Halsey St.
- Philadelphia, Pa.
Cosnat Distributing Co.
1710 North St.
- Los Angeles, California
Diamond Distributors
1819 West Pico Blvd.
- Atlanta, Georgia
Dixie Distributing Co.
445 Edgewood Ave., S.E.
- Chicago, Illinois
Frumkin Sales Co.
2007 S. Michigan Ave.
- Cincinnati, Ohio
Hit Record Distributing Co.
1043 Central Avenue
- Indianapolis, Indiana
Indiana State Distributors
305 East Washington St.
- El Paso, Texas
M. B. Krupp Distrib. Co.
309 S. Santa Fe Street
- Minneapolis, Minnesota
Lieberman Music Co.
257 Plymouth Avenue, N.
- Baltimore, Maryland
Mangold Distributing Co.
215 S. Eutaw Avenue
- Charlotte, North Carolina
Mangold Distributing Co.
913 Clarkson Street
- Denver, Colorado
Mountain Distributors
3630 Downing Street
- Omaha, Nebraska
Murphy Sales Co.
711 S. 16th St.
- Nashville, Tennessee
Music City Distributors
403 Lea Avenue
- Memphis, Tennessee
Music Sales Co.
1117 Union Avenue
- Seattle, Washington
Northwest Tempo Dist. Co.
310 Ninth Ave., N.
- Cleveland, Ohio
Ohio Record Distributors
1737 Chester Avenue
- Oklahoma City, Okla.
Okla. Record & Supply Co.
627 N.W. Second Street
- Boston, Massachusetts
Records, Inc.
255 Huntington Ave.
- Kansas City, Missouri
Roberts Record Distributors
321 Southeast Blvd.
- St. Louis, Missouri
Roberts Record Distributors
1518 Pine Street
- Pittsburgh, Pa.
Standard Distributing Co.
1705 Fifth Avenue
- Madison, Wisconsin
Tell Distributing Co.
2702 Monroe Street

REPUBLIC RECORDS

NASHVILLE, TENNESSEE

DISK JOCKEYS OPERATORS RETAILERS

"Because of You"
we've gone from

"RAGS TO RICHES"

Columbia 40048

Gratefully

TONY BENNETT



Personal Mgt.
RAYMOND MUSCARELLA
1780 Broadway



exclusively

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending October 3

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. CRYING IN THE CHAPEL (R)—Valley	1	10
1. VAYA CON DIOS (R)—Ardmore	2	15
3. YOU, YOU, YOU (R)—Mellin	3	12
4. I'M WALKING BEHIND YOU (R)—Leeds	4	22
5. OH (R)—Feist	8	9
6. P.S.: I LOVE YOU (R)—La Salle	6	13
7. I BELIEVE (R)—Cromwell	7	22
8. NO OTHER LOVE (R) (M)—Williamson	5	15
9. DRAGNET (R)—Alamo	10	4
10. EH CUMPARI (R)—Crescent	—	1
11. I SEE THE MOON (R)—Plymouth	—	1
12. SONG FROM MOULIN ROUGE (R) (F)—Broadcast	11	26
13. WITH THESE HANDS (R)—Bloom	9	11
14. APRIL IN PORTUGAL (R)—Chappell	12	26
15. EBB TIDE (R)—Robbins	14	3
15. MY LOVE, MY LOVE (R)—Meridian	14	2

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

Baby, Baby, Baby (R) (F)—Famous—ASCAP	I'm Walking Behind You (R)—Leeds—ASCAP
Est Magnifique (R)—Chappell—ASCAP	It's Easy to Remember (R)—Famous—ASCAP
Est Si Bon (R)—Leeds—ASCAP	Keep It Gay (R) (M)—Williamson—ASCAP
Choo Choo Train (R)—Disney—ASCAP	Mary Times (R)—Broadcast—BMI
Crying in the Chapel (R)—Valley—BMI	My Love, My Love (R)—Meridian—BMI
Cup of Joy (R)—Southern—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Don't Take Your Love From Me (R)—Wiltmark—ASCAP	Oh! (R)—Feist—ASCAP
Dragnet (R)—Alamo—ASCAP	P.S.: I Love You (R)—La Salle—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Sittin' in the Sun (R)—Berlin—ASCAP
Eh Cumpari (R)—Rosarch—BMI	Vaya Con Dios (R)—Ardmore—BMI
Embrasse (R)—Disney—ASCAP	When My Dream Boat Comes Home (R)—Remick—ASCAP
Gambler's Guitar (R)—Frederick—BMI	With These Hands (R)—Ben Bloom—ASCAP
Hey! Joe (R)—Tannen—BMI	You, You, You (R)—Mellin—BMI
Hi Lili Hi Lo (R) (F)—Robbins—ASCAP	You're the Right One (R)—Paramount—ASCAP
I Believe (R)—Cromwell—ASCAP	
I Guess It Was You All the Time (R)—Famous—ASCAP	
I Love Paris (R) (M)—Chappell—ASCAP	

Top 10 in Television

Choo Choo Train (R)—Disney—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Dragnet (R)—Alamo—ASCAP	Oh! (R)—Feist—ASCAP
For Now and Always (R)—Hill & Range—BMI	P.S.: I Love You (R)—La Salle—ASCAP
It's Autumn Again (R)—Dietz—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
I Got the World on a String (R)—Mills—ASCAP	You, You, You (R)—Mellin—BMI

England's Top Twenty

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

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

From me...

to you



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

Dear Mr. Music Machine Operator:

Last week I told you I was going to tell you how and why the McCarran bill -- which puts the 1909 copyright law in step with 1953 -- is good business for you.

Here's the how and why.

You're a businessman. You have to be a good businessman to stay in business.

The more locations you have, the more money you will make. Sure, you grumble about today's high costs. So do I. So does everybody. But in order to make money, you pay for your boxes, you pay your servicemen, you pay for your records, you pay for transportation and all the other costs necessary to serve your locations efficiently and well.

But you don't pay me for the money you are making out of my music.

Radio stations pay for the right to use my music. Television pays. Motion pictures pay. Hotels and night clubs pay. So do skating rinks, dance halls, carnivals, and all other commercial users of my music -- except juke boxes.

If my songs are a good investment for everybody else in the music business -- it stands to reason they're a good investment for you.

I'm asking you to invest a few pennies a week in sound merchandise -- songs which juke box patrons demand. I want to help you build your business. The McCarran bill would make this possible, by giving me an incentive to produce more and better songs for you.

Working together, you -- the operator -- and we -- America's song-writers -- can build your business to new heights of prosperity and security.

How about teaming up?

Next week I'm going to try and answer some of the arguments of people claiming to represent you.

Sincerely,

The Songwriter
The Songwriter



The Billboard's Music Popularity Charts

... for Week Ending October 3

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

FOUR ACES-AL ALBERTS
Landing on the Outside... 85
DECCA 28843—The oldie has considerable zest as sung by the Four Aces. The performance has drive and a beat. A solid side, and one that should see plenty of daisy and operator exposure. Could be a big one. (Broadcast, BMI)

I've Been Waiting a Lifetime... 75
The Aces do this ballad very straight. It's pleasant warbling, tho not exciting. (Signet, BMI)

ARTHUR GODFREY
Wait Till the Sun Shines Nellie Blues... 82
COLUMBIA 40003—The master TV showman warbles the old standard warmly. It's a lovely old ditty, to which is added, by Mr. G., a bright patter chorus and a duet with himself via "dub-ins." A good wailing that could make it. (Harry Von Tilzer, ASCAP)

Don't Tell Me the Same Things... 75
Cute ditty with novelty appeal and old-time flavor. The big attraction is Godfrey's warm vocal style. (Jubilee, ASCAP)

BILL HALEY
Farewell—So Long—Goodbye... 81
ESSEX 332—Singing has more than a passing resemblance to an r.&b. ditty, with a solid beat and good o.k. effect. Haley socks across the lines with spirit and infectious energy. This one could snare plenty of action. (Eastwick, BMI)

Live It Up... 75
Halley has penned what could develop into a fairly strong follow-up to his "Crazy, Man, Crazy." It has lots of the same energy and hopping beat. Jukes should be able to find a spot for this one. (Eastwick, BMI)

NAT (KING) COLE
That's All... 80
CAPITOL 2610—A lovely new tune receives one of Nat Cole's usual smooth and heartwarming vocals, while the o.k. supports him with a stylish arrangement. The lyrics are good, and the tune is melodic. Could pull lots and has a chance to step out. Watch it. (Meridian, BMI)

Lover, Come Back to Me... 78
This one may never become a big hit, but a lot of jazz followers of Nat Cole will get their kicks from it. It's a wild, jazzed-up version of the oldie, sung by Nat in his old-time style with fine support from the Billy May o.k. Jukes may wear this side out, and Nat's fans will certainly enjoy it. (Harms, ASCAP)

MARIO LANZA
Call Me Fool... 78
V (45) 49-4211—Big elaborate ballad gets a performance to match from the Lanza pipes. The tenor's fans should go for this one in a big way, and other sales should follow. Young fans ought to thrill to the vibrant pleading for love by Lanza. (Rush, BMI)

You Are My Love... 75
Another strong performance, but of a more legit-type ballad. (Robbins, ASCAP)

CHARLIE APPLEWHITE-CAMARATA ORK
I Love Paris... 78
DECCA 28875—The new Decca chanter comes thru with a most impressive debut dinking, projecting the ballad with a big voice and fresh style. Backing by Camarata is somewhat too busy, but still adds to the excitement of Applewhite's piping. Side could get many spins. (Buxton Hill)

Ebb Tide... 70
The young warbler is not as effective here as on flip, tho he does turn in a more than respectable performance. (Robbins, ASCAP)

PATTI PAGE
Father, Father... 77
MERCURY 70222—This is based on the Hebrew song, "Eli, Eli." It's a very sincere reading by Patti, with the minor key being ideally suited to her expressive voice. Chorus backs her up effectively. There are a number of religious and semi-religious tunes around today which should give this more than a normal chance. Certainly her loyal fans will want this, but whether it can break big is another question. (Leas, ASCAP)

The Lord's Prayer... 76
The thrush does another lovely job with the meaningful religious tune. (G. Schirmer, ASCAP)

PAUL WESTON ORK
Planters Funch... 77
COLUMBIA 40886—A bright ruff item, penned by the o.k. leader himself, receives a foot-tapping instrumental performance by the o.k. Tone is swingy, and the o.k. supplies a beat, making it a good one for the jocks. (Hanover, ASCAP)

You're the Right One... 74
The Normus Luboff Choir turns in a smooth reading on a new tune from the slick "The Caddy." The o.k. supports the group neatly. Could get some action due to the movie. (Paramount, ASCAP)

DEL WOOD
Back Room Polka... 76
REPUBLIC 7057—Del Wood rattles

Sacred

JO STAFFORD
Invisible Hands... 80
COLUMBIA 21165—A beautiful and meaningful new gospel tune receives a heartfelt reading from the thrush. Tune has a strong melody and a strong lyric, and Miss Stafford sells it warmly. Tune is one that could stick around a long time in the sacred field, and this platter should be a steady seller thru the gospel belt, as well as pop-wise. (Alamo, ASCAP)

I Found a Friend... 78
Another first-rate performance by the thrush, this time on a ballad-type sacred tune, with the o.k. backing her quietly. Both of these sides should pull a lot of spins. (Meril, ASCAP)

BURL IVES
Brighten the Corner Where You Are... 78
DECCA 28849—The well-known Salvation Army tune receives a straightforward reading from folk-singer Burl Ives, with good support from the Anita Kerr Singers and the o.k. It's a pleasant, unassuming record, and it should have some appeal in the sacred field. It might pull some pop plays too. (Rodeheaver, ASCAP)

Great White Bird... 72
A folk-styled sacred ditty is handed a sincere reading from the folk-balladeer, again with help from the singers and the o.k. (Randy Smith, ASCAP)

THE JORDANAIBES
Is He Satisfied?... 75
V 20-5468—The fine Stuart Hamblin song receives a sincere performance from the group with some of the boys taking solos now and then. Side is a good one for the family trade. (Hill & Range, BMI)

I Am So Glad Jesus Lifted Me... 72
Here's a good job by the Jordanaires as they tell of the help and inspiration they have received from the Lord. Should do okay in the sacred market.

DON RENO, RED SMILEY
He's Coming Back to Earth Again... 74
KING 1263—Reno and Smiley collaborate here on the vocal of this rhythmic religious tune. The basic theme is expressed in the title of the song. (Lois, BMI)

My Mother's Bible... 71
The duo evokes the picture of their late mother reading the Bible, and commenting on its meaning for them. Its sentimentality is an asset. (Lois, BMI)

THE RAINBOW QUARTET
I Want to Walk... 73
BIBLETONE 4510—A strong bass lead turns in a good job on this bouncy sacred tune with good support from the other members of the group. Listenable wax.

Telephone Uplinks... 72
Group handles this one with ease, and the clever arrangement makes it a disk that could pull spins with the gospel jocks. Flip appears to be a nice stronger, however.

THE SINGING STAR TRIO
You Won't Have to Worry 'Bout Your Crown... 84
BIBLETONE 3511—Group sings this rhythmic ditty with some spirit, and the piano backing helps it move. Could get spins in the gospel territory.

I'm a Little Bit Lonesome... 82
Trio comes thru with so-so vocal on a listenable religious item.

THE GRISWOLD TRIO
Ask the Lord to Visit You... 84
BIBLETONE 6510—Pleasant reading of a melodic gospel ditty by the bass, lead helped somewhat by the rest of the trio.

All That Thrills My Soul Is Jesus... 55
Uninspired performance by the group on a routine sacred tune. Group could use some vitality in their singing.

International

FRANK WOJNAROWSKI
Gold Mine Polka... 74
DANA 3137—The sharp polka o.k. kicks this effort off brightly and continues briskly thru to the close. A good instrumental slicing that will help raise the dust on the dance floor.

American Polka... 75
More of the same.

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ATLAS	1	1	1
BELL	4	1	1
BRUNSWICK	1	1	1
CAPITOL	3	2	1
COLUMBIA	3	2	1
CORAL	3	1	1
DECCA	6	5	1
DELLA	1	1	1
ESSEX	1	1	1
FEDERAL	1	1	1
FLAIR	1	1	1
IMPERIAL	1	1	1
KING	1	1	1
MELODY	1	1	1
MERCURY	3	2	1
M-G-M	5	3	1
MODERN	1	1	1
MOOD	1	1	1
NATIONWIDE	1	1	1
NUCRAFT	1	1	1
RCA VICTOR	3	3	1
REPUBLIC	1	1	1
RPM	1	1	1
SMART	1	1	1
TIMELY	1	1	1
TOTAL	39	20	16

Spiritual

SISTER ROSETTA THARPE
Feed Me, Jesus... 83
DECCA 48304—Here's a standout performance by Sister Rosetta Tharpe on a striking gospel tune. The use of the two voices via the "dub-in" process makes it a sock recording that should appeal strongly to the spiritual singer's many fans. A very potent dinking. (Rockland, BMI)

Smile It Thru... 78
The thrush turns in another good job on an infectious rhythm effort, advising her listeners to be of good cheer under all circumstances. (Taps, BMI)

BARBARA SHAW-SARAH SCOTT
My Sistine Whispers a Prayer... 74
DECCA 48303—Barbara Shaw and Sarah Scott team up for a strong reading of a jubilee spiritual which they sell with spirit and feeling over rhythm backing. Good wax. (Causeway, BMI)

In God's House... 73
Same comment. (Causeway, BMI)

THE SILVER STARS
12 Years Old... 74
CHECKER 766—The a cappella singers will pull a sympathetic response from many with this fine rendition of a mournful ballad. They impress strongly with their sincere style.

Take to the Lord... 70
The male vocal group starts this one quietly, but builds well toward the close.

BROTHER CECIL L. SHAW
I Got Jesus in My Heart... 75
IMPERIAL 5253—Happy spiritual about the power of faith is sung inspiringly by Brother Shaw. Should sell well in the market.

Heaven Bells
Have Called Mother Home... 73
Brother Shaw wails the dirge movingly to good backing by an a cappella male chorus. A good side.

PRISONAIRES
My God Is Real... 74
SUN 189—This unusual group does a good job on some excellent spiritual material, noteworthy for its conviction. (Bobb, BMI)

Softly and Tenderly... 72
Everyone knows this hymn, but few people are likely to know of such an animated version of it as this one. The driving beat gains momentum as it goes along, yet loses none of its religious feeling. (BMI)

THE COLEMANAIRES
Old Ship of Zion (Part 1 & 2)... 72
TIMELY 101—Thrush Cynthia Coleman is the featured singer on this two-part gospel effort, and she tells the story of the "Old Ship of Zion" with feeling and spirit, backed smoothly by the Colemanaires. Chantress can sock over a tune, and she handles this one with excitement, showing off a wide vocal range.

Country & Western

THE DAVIS SISTERS
Sorrow and Pain... 85
V 20-5466—Follow-up to the Davis Sisters' current hit has every earmark of being another. Both girls are in top-notch form, and the backing is very attractive. It's a record that is very good in its own right. With so many of the duo's fans waiting for their next release, this should create a heavy demand. (Tannan, BMI)

You're Gone... 78
Another fine performance by the girls. This, too, should pull a lot of foot. (Tannan, BMI)

THE CARLISES
Tain'ly Nice... 81
MERCURY 70237—The Carlises get together for a duo nonsense side that makes for a lot of kicks. It's a give and take effort that should appeal to many. Watch it. (Acuff-Rose, BMI)

Unparker... 81
Bill likes his smooching, but it seems that every time he's about to make some time, his gal tells him to unparker because her ma is watching. Record really moves, with top instrumentation backing the vocal effort. Things could happen here. (Acuff-Rose, BMI)

JOHNNY HORTON
Broken-Hearted Gypsy... 80
MERCURY 70237—Exciting gypsy rhythm backing with lots of strumming guitars and frequent steel guitar strings is an effective backdrop with a top-notch vocal by Horton. It could click, and if it does, it might set the pace for more of this type of backing. (American, BMI)

The Love of a Girl... 74
A very tentative slow-paced ballad which Horton handles very expressively. Good record. (American, BMI)

BETTY CODY
I Found Out More Than You Ever Knew... 75
V 20-5467—An answer to "I Forgot More Than You'll Ever Know." It's a very studied copy of the Davis Sisters' style, with Miss Cody harmonizing with herself. The result is not up to the original, but it will probably catch a lot of plays under the circumstances. (Fairway, BMI)

Don't Believe Everything That You Read About Love... 68
Thrush works with only one tape on this side. It doesn't come up to the other side and isn't helped by the instrumental section. (Trinity, BMI)

TIBBY EDWARDS
Walking and Crying With the Blues... 74
MERCURY 70236—Edwards has a fairly strong weeper ballad which he projects for a good reading. (Acuff-Rose, BMI)

If You Love Me Let Me Know It... 72
Good chanting on a good piece of country material. (Acuff-Rose, BMI)

TEXAS JIM ROBERTSON
Scratchin' the Hill, Tenn... 74
M-G-M 11591—Robertson debuts on

Rhythm & Blues

JOHN LEE HOOKER
Too Much Trouble... 80
MODERN 916—This one contains an ingenious lyric built around one riff. John Lee Hooker talks the blues here. It's unusual and cool, with exposure, turn into a real coin-grabber. Watch this one. It's exciting. (Modern, BMI)

Need Somebody... 73
Deep Southern blues, sung in John Lee Hooker's highly individualistic style, with typical Southern guitar. Plenty of mood in this side. (Modern, BMI)

CHRISTINE KITTRELL
Every Day in the Week... 79
REPUBLIC 7055—Smart material and equally impressive chanting make for a good bunk of wax. Could pull coins, and has a real chance to move out. (Raleigh)

Evil-Eyed Woman... 71
The thrush again demonstrates her solid style on an effective slow blues opus. (Raleigh)

OSCAR McLOLLIE
All That Oh in Texas... 74
MODERN 915—The McLollie crew may pick up spins and plays with this dinking. Tune is a routine riff, but the gang vocal and the o.k.'s hefty beat lift it above the ordinary. Oscar himself helps out on the vocal. (Leon Rene, ASCAP)

Be Cool, My Heart... 69
New ballad is given an unusual reading by warbler Berdell Forrest, with help from a vocal group and the o.k. Smooth but unexciting. (Leon Rene, ASCAP)

THE HUNTERS
Down at Hayden's... 75
FLAIR 1017—The male group sets up a big heat and a raucous-type reading of a piece of material which sounds like an ode to a joint. It's still sufficiently exciting to get attention. (Flair, BMI)

Rabbit on the Log... 75
Again the heat and spirited chanting are stand-out, tho the material, hunting type ditty, sounds like better stuff for the Southern market. (Flair, BMI)

RICHARD BERRY ORK
I'm Still in Love With You... 75
FLAIR 1016—Richard Berry on this waxing tells why his nights are lonely since his gal left him. His vocal is only adequate here, but the o.k. backing is hefty with a steady, pounding beat. Better-than-average item. (DAM, BMI)

One Little Prayer... 68
Rustic ballad is sold with feeling by the warbler. (DAM, BMI)

CAMILLE HOWARD
You're Lower Than a Mole... 74
FEDERAL 12147—Camille Howard does a fast blues here, with an interesting lyric twist and considerable instrumental excitement. (Cawillie, BMI)

Loading Your Mind... 72
Still another copy of "I Don't," with Camille Howard singing the vocal. Lyrics are cute, and performance has zest. (Camille, BMI)

LITTLE TOMMY BROWN
Face Dat Train... 74
KING 4655—The gimmick here is a crying jag over the loss of a dame. If the public wants to buy the gimmick, the disk could happen. (Jay & Cue, BMI)

How Much Do You Think I Can Stand?... 70
Okay chanting on a repetitiously infectious up-blues. (Jay & Cue, BMI)

SAM BUTTERA
Easy Rocking... 73
V 20-5469—Buttera is a tenor man.

Jazz

STEVE ALLEN
Snow White and the Seven Dwarfs... 75
BRUNSWICK 80231—In one of his own creations, Monk sets a brisk pace for his combo to follow. This they do cleanly and with precision. A good side for collectors.

Let's Cool One... 62
Thelonious Monk at the piano plays unobtrusively in the background for the most part as the group wends its way thru the opus in respectable fashion. Limited potential, except for the dedicated few.

THE TONY GRAYE QUARTET
S' Wonderful... 60
SAXON 109—The George Gershwin classic is read smoothly by the combo for a listenable side. (New World, ASCAP)

Graye-Blue... 60
Smooth run-thru of the slight item has a good beat and showcases Stan Stewart in an effective solo bit on the bud liddle. (Saxon, BMI)

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

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

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

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

DEL WOOD
Back Room Polka... 76
REPUBLIC 7057—Del Wood rattles
(Continued on page 29)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending October 3

RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 • 4-40048
IN THE MISSION OF ST. AUGUSTINE NO STONE UNTURNED	Sammy Kaye	40061 • 4-40061
ANSWER ME BLOWING WILD	Frankie Laine	40079 • 4-40079
I SHOULD HAVE TOLD YOU LONG AGO ISTANBUL	The Four Lads	40082 • 4-40082
HEY, JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
I SEE THE MOON I JUST WANT YOU	The Mariners	40047 • 4-40047
I WON'T BE HOME NO MORE YOU COULD BE MY LOVE	Lu Ann Simms	40084 • 4-40084
VALLEY SPRING POLKA ONE MORE DANCE	Frankie Yankovic	40075 • 4-40075
I FORGOT MORE THAN YOU'LL EVER KNOW ANYMORE	Toni Ardan and The Four Lads	40081 • 4-40081
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith, Felicia Sanders	39944 • 4-39944
STROLLIN' BLUES SIPPIN' SODA	Guy Mitchell	40077 • 4-40077
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN	Doris Day	40063 • 4-40063
MANY TIMES IN LOVE	Percy Faith	40076 • 4-40076

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending October 3

HEY, JOE! DARLIN', AM I THE ONE	Carl Smith	21129 • 4-21129
LET ME GO, DEVIL! WILDCAT BOOGIE	Johnny Bond	21160 • 4-21160
THE WRONG SIDE OF TOWN WHO STOLE THAT TRAIN	Ray Price	21149 • 4-21149
SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY	Marty Robbins	21145 • 4-21145
TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
BEFORE YOU GO MAKE SURE YOU KNOW TWO FRIENDS OF MINE	Lefty Frizzell	21142 • 4-21142
THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I'LL FURNISH THE SHOULDER YOU CRY ON THE LONESOME WALTZ	George Morgan	21151 • 4-21151
LOVE LEADS THE WAY HOME OF THE SOUL	The Chuck Wagon Gang	21153-s • 4-21153-s
I'M A LITTLE RED CABOOSE THESE WASTED YEARS	Rose Maddox	21155 • 4-21155

BEST SELLING MASTERWORKS ALBUMS

Tchaikovsky: NUTCRACKER SUITE and SLEEPING BEAUTY. The Philadelphia Orchestra, Eugene Ormandy, Conductor. "Lp" ML 4729

Beethoven: SYMPHONY NO. 3 in E-Flat Major (Eroica). Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. "Lp" ML 4698

ANNA RUSSELL SINGS! AGAIN? "Lp" ML 4733

CLAIR DE LUNE and other favorites. Andre Kostelanetz and his Orchestra. "Lp" ML 4692

Stravinsky: FIREBIRD SUITE and Moussorgsky-Ravel: PICTURES AT AN EXHIBITION. The Philadelphia Orchestra, Eugene Ormandy, Conductor. "Lp" MY 4700

BEST SELLING POPULAR ALBUMS

PERCY FAITH PLAYS CONTINENTAL MUSIC. "Lp" CL 525

JO STAFFORD and FRANKIE LAINE in NEW ORLEANS. "Lp" CL 6268 • 45 Set B-342

ROMANCE with FRANK PARKER and MARION MARLOWE. "Lp" CL 6267 • 45 B-1754 • 78 Set C-344

Music from ME AND JULIET and CAN-CAN. Ferrante and Teicher. "Lp" CL 6265

SUGAR AND SPICE. Otto Cesana. "Lp" CL 6261

NEW POPULAR RELEASES

JOHNNIE RAY
PLEASE DON'T TALK ABOUT ME WHEN I'M GONE
AN ORCHID FOR THE LADY
40090 • 4-40090

TOM SCOTT
38TH PARALLEL
Theme of CBS Radio Feature Project Production
"38th Parallel"
COLORADO TRAIL
40091 • 4-40091

FERRANTE and TEICHER
TABU
SEMPER FIDELIS
40088 • 4-40088

NEW CHILDREN'S RELEASES

Singing Time with BURL IVES
The Little White Duck • The Lollipop Tree • The Little Engine That Could • Two Little Owls
J-1777

Christmas Fun with GENE AUTRY
Rudolph, the Red-Nosed Reindeer • Here Comes Santa Claus • Frosty the Snow Man • Up on the Housetop
J-1782

NEW FOLK MUSIC RELEASES

LEFTY FRIZZELL
HOPELESS LOVE
THEN I'LL COME BACK TO YOU
22169 • 4-21169

GEORGE MORGAN
EV'RY PRAYER IS A FLOWER
HOW MANY TIMES
21170-s • 4-21170-s

BEST SELLING EXTENDED PLAY RELEASES

LIBERACE BY CANDLELIGHT, Vol. 1. B-1562
LIBERACE BY CANDLELIGHT, Vol. 2. B-1657
SKIN DEEP and THE MOOCHE—Duke Ellington. B-1629
CHRISTMAS CAROLS by The Norman Luboff Choir. B-1511
MUSIC FROM HOLLYWOOD (The Song from Moulin Rouge ★ The Bad and the Beautiful)—Percy Faith. B-1693

everybody's favorite

LIBERACE

plays

The Eighteenth Variation

theme from

THE STORY OF THREE LOVES MAIDEN'S WISH SAMBA

Orchestra conducted
by George Liberace

78 rpm 40099 • 45 rpm 4-40099

COLUMBIA RECORDS

THIS WEEK'S BEST BUYS

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

Popular

WHEN MY DREAMBOAT COMES HOME (Witmark, ASCAP)
SWAMP-FIRE (Lutz Bros., ASCAP) — Kay Starr—Capitol 2595

Strong reports on this from New York, Milwaukee and St. Louis. Philadelphia, Buffalo, Durham and L. A. said good action. Most action on "Dreamboat" tho several areas said "Swamp-Fire" is the selling side. A previous "New Record to Watch."

EIGHTEENTH VARIATION (Charles Foley, ASCAP) — William Kapell — RCA Victor 10-4210

This a retail recommendation. Title strips are not being issued. It's the Rachmaninoff theme, better known in the pop market as "Story of Three Loves." (The Jerry Murad Mercury version has already been selected as a "Best Buy" and continues as the best-selling version.) The Kapell, from a Red Seal album has been stirring up considerable retail action in some quarter. It's strong in Durham and Milwaukee. Three

very good reports came in from Chicago as did one from Buffalo and Pittsburgh. Flip is another section of the album, "Introduction, Theme and Five Variations."

Country & Western

THERE STANDS THE GLASS (Country, BMI)
I'M WALKING THE DOG (Cedarwood, BMI)

—Webb Pierce—Decca 28834

Very good reports from a number of areas. Most of the Southern hillbilly market is going for "Glass" while Milwaukee, Philadelphia and L. A. said that "Dog" was the side selling. A previous "New Record to Watch."

SORROW AND PAIN (Tannen, BMI)
YOU'RE GONE (Tannen, BMI)—Davis Sisters

—RCA Victor 20-5460

Very good reports received from Durham, St. Louis, Eastern Pennsylvania, Tennessee and Cleveland. Most action on "Sorrow and Pain." A previous "New Record to Watch."

Rhythm & Blues

MISSION OF ST. AUGUSTINE (Republic, BMI)
WRITE AND TELL ME WHY (Valley, BMI)

—Orioles—Jubilee 5217

On the Philadelphia chart already and very good reports received from St. Louis, one L. A. store, Cleveland and Durham. Except for L. A., it's "Mission." A previous "New Record to Watch."

THE PROPOSAL (Aladdin, BMI)—Shirley and Lee—Aladdin 3205

Strong in Durham, good in Philadelphia, Buffalo, L. A. and Cleveland. Flip is "Two Happy People" (Aladdin, BMI). A previous "New Record to Watch."

MONEY HONEY
THE WAY I FEEL—Clyde McPhatter—Atlantic 1006

Still to be received in many sections but already strong in Dallas, Cleveland and Durham. Good in L. A. and Pittsburgh. A previous "New Record to Watch."

NEW RECORDS TO WATCH

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

Popular

LES PAUL-MARY FORD

Don'cha Hear Them Bells (Iris-Trojan, BMI)
The Kangaroo (Iris-Trojan)—Capitol 2614
"Bells" is the old spiritual which the duo wraps up in great style. Should be a good follow-up to "Vaya." Flip is a haunting re-entive instrumental by Paul which could catch a good deal of action.

LEROY ANDERSON

The Typewriter (Mills, ASCAP)
The Girl in Satin (Mills, ASCAP)—Decca 28851—First instrumentals from Anderson in some time, and both stack up well. "Typewriter" makes intriguing use of the instrument of the same name in a featured role while the flip is a waltz.

PEGGY LEE

The Night Holds No Fear (Trinity, BMI)—Decca 28889—Thrush does a first-rate job on this very moody tune. It's a first-class

effort but the kind of thing that takes work to make. Given the push, it could do okay. Flip is an up-tempo item, "Apples, Peaches and Cherries" (Broude, ASCAP).

VOICES OF WALTER SCHUMANN

All Alone (Berlin, ASCAP) — RCA Victor 20-5478—First effort by the group for the label makes for beautiful listening. It could catch an awful lot of air play. Flip is the previously recorded "I See the Moon" (Plymouth, ASCAP).

ARTHUR GODFREY

Wait Til the Sun Shines Nellie Blues—(Von Tilzer, ASCAP)—Columbia 40083—Godfrey's first disk in some time. It's the oldie with the publisher contributing the royalties to the Runyon Cancer Fund. As such it could get a tremendous play. Godfrey fans could go for this. Flip is "Don't Tell Me the Same Things" (Jubilee, ASCAP).

Country & Western

CARL SMITH

Satisfaction Guaranteed (Alamo, ASCAP)
Who'll Buy My Heartaches (Aberbach, BMI)
—Columbia 21166—Two fine sides by the warbler, either one or both of which could make a lot of noise. "Satisfaction" is a gay rhythm number with flip a solid weeper.

JOHNNY HORTON

Broken Hearted Gypsy (American, BMI)—Mercury 70227—Horton has come up with his best in some time. It's set to an infectious gypsy rhythm and he throws in a solid vocal. Could happen. Flip is "The Love of a Girl" (American, BMI).

Rhythm & Blues

JOHN LEE HOOKER

Too Much Boogie (Modern, BMI)—Modern 916—Always good for the Southern market, this up-tempo ditty could cause a lot of action in other areas as well. Flip is "Need Somebody" (Modern, BMI).

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

CARIBBEAN
Mitchell Torok—Abbott 140
DEAR JOHN LETTER
Pat O'Day—M-G-M 11566
EBB TIDE
Vic Damone—Mercury 70216
FROM HERE TO ETERNITY
Frank Sinatra—Capitol 2560
I LOVE PARIS
Les Baxter Ork—Capitol 2479
I WANT TO BE EVIL
Eartha Kitt—RCA Victor 20-5442
ISTANBUL
Four Lads—Columbia 40082
LAUGHING ON THE OUTSIDE
Four Aces—Decca 28843

LOVE WALKED IN TO BE ALONE
Hilltoppers—Dot 15105

MANY TIMES
Eddie Fisher—RCA Victor 20-5453

MISSION OF ST. AUGUSTINE
Sammy Kaye Ork—Columbia 40061

MY LOVE, MY LIFE, MY HAPPINESS
Ames Brothers—RCA Victor 20-5404

PA-PAYA MAMA
Perry Como—RCA Victor 20-5447

THREE O'CLOCK IN THE MORNING
Monty Kelly Ork—Essex 328

THE VELVET GLOVE
Henri Rene-Hugo Winterhalter—RCA Victor 20-5405

Country & Western

GAMBLER'S GIT BOX YOUR CLOBBERED HEART
Homer & Jethro—RCA Victor 20-5429

NORTH WIND
Slim Whitman—Imperial 3208

WHY DON'T YOU OPEN THE DOOR?
York Brothers—King 1248

Rhythm & Blues

THE COME BACK
Memphis Slim—United 156

I WISH YOUR PICTURE WAS YOU
Lloyd Price—Specialty 471

PERFECT WOMAN
Four Blazers—United 153

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

SHAKE A HAND
Savannah Churchill—Decca 28836

THE TEARS KEEP TUMBLING DOWN
Ruth Brown—Atlantic 1005

TV IS THE THING
FAT DADDY
Dinah Washington—Mercury 70214

MEMORIES
THE VERY THOUGHT OF YOU
Earl Bostic—King 4653

CURRENT TOP RECORDS

See page 32 for the current top pop records.
See page 44 for the current top c.&w. records.
See page 46 for the current top r.&b. records.
See pages 40 and 41 for the current top packaged records.

With a Reverent Touch
PATTI PAGE *Sings*

**"THE
 LORD'S
 PRAYER"**



**"FATHER,
 FATHER"**

MERCURY 70222 • 70222X45

COMING NEXT WEEK . . . NEW PATTI PAGE "POP" HIT!

BEST SELLING POPS!

COUNTRY HIT!

**A JUKE BOX
 NATURAL!**

1. **STORY OF THREE LOVES**
SWEET LEILANI
 Jerry Murad — Richard Hayman
 MERCURY 70202 • 70202X45
2. **EBB TIDE**
IF I COULD MAKE YOU MINE
 Vic Damone
 MERCURY 70216 • 70216X45
3. **GAMBLER'S GUITAR**
FREE HOME DEMONSTRATION
 Rusty Draper
 MERCURY 70167 • 70167X45
4. **WARSAW CONCERTO**
LAZY RIVER
Ralph Marterie
 And His Downbeat Orchestra
 MERCURY 70221 • 70221X45
5. **MIS'RABLE LOVE**
HIS BUSINESS IS LOVE
 Bobby Wayne
 MERCURY 70211 • 70211X45
6. **TV IS THE THING**
FAT DADDY
 Dinah Washington
 MERCURY 70214 • 70214X45
7. **BUTTERFLIES**
THIS IS MY SONG
 Patti Page
 MERCURY 70183 • 70183X45
8. **MOONLIGHT**
LONELY
 Richard Hayes
 MERCURY 70215 • 70215X45
9. **SKIRTS**
THE PRICE I PAID FOR YOU
 Eddy Howard
 MERCURY 70225 • 70225X45
10. **SHAKE A HAND**
EMBRASS
Bernice Parks
 MERCURY 70224 • 70224X45

"UNPUCKER"

AND

"TAIN'T NICE"

MERCURY 70232 • 70232X45

The CARLISLES



SHE'S COMING!



**"COW COW
 BLUES"**

**JAN
 AUGUST**

**HIS PIANO
 AND RHYTHM FIVE**



Flip Side . . . the Oldie "MARTHA"
 MERCURY 70228 • 70228X45

JIMMY PALMER

AND HIS ORCHESTRA

**"SOFT
 SHOULDERS"**

AND
**"MAMA'S GONE
 GOODBYE"**

MERCURY 70234 • 70234X45



TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	8	2	ST. GEORGE AND THE DRAGONET—S. Freberg	Cap 2596—ASCAP
2.	1	17	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
3.	2	16	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-25—BMI
4.	4	14	OH—Pee Wee Hunt	San—Cap 2442—ASCAP
5.	5	6	EBB TIDE—F. Chacksfield	Waltzing Bagle Boy—London 1358—ASCAP
6.	3	7	DRAGNET—R. Anthony	Dancing in the Dark—Cap 2562—ASCAP
7.	6	5	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—ASCAP
8.	9	11	CRYING IN THE CHAPEL—J. Valli	Love Every Moment You Live—V 20-5368—BMI
9.	7	17	NO OTHER LOVE—P. Como	Keep It Gay—V 20-5317—ASCAP
10.	10	16	P. S.: I LOVE YOU—Hilltoppers	I'd Rather Die Young—Dot 15085—ASCAP
11.	11	4	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
12.	—	1	LITTLE BLUE RIDING HOOD—S. Freberg	St. George and the Dragonet—Cap 2596—ASCAP
13.	—	7	CRYING IN THE CHAPEL—Orioles	Don't You Think I Ought to Know?—Jubilee 5122—BMI
14.	—	1	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
15.	15	7	MY LOVE, MY LOVE—J. James	You're Fooling Someone—M-G-M 11543—BMI
16.	19	6	DEAR JOHN LETTER—J. Shepard-F. Huskey	I'd Rather Die Young—Cap 2502—BMI
17.	12	6	HEY JOE—F. Laine	Sittin' in the Sun—Col 40036—BMI
17.	18	3	I SEE THE MOON—Mariners	I Just Want You—Col 40047—ASCAP
19.	16	10	CRYING IN THE CHAPEL—Rex Allen	I Thank the Lord—Dec 28758—BMI
19.	20	2	STORY OF THREE LOVES—J. Murad	Sweet Lullaby—Mercury 70202

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	16	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
2.	2	15	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
3.	3	13	OH—P. W. Hunt	San—Cap 2442—ASCAP
4.	4	8	CRYING IN THE CHAPEL—J. Valli	Love Every Moment You Live—V 20-5368—BMI
5.	6	5	DRAGNET—R. Anthony	Dancing in the Dark—Cap 2562—ASCAP
6.	7	16	P. S.: I LOVE YOU—Hilltoppers	I'd Rather Die Young—Dot 15085—ASCAP
7.	12	5	DEAR JOHN LETTER—J. Shepard-F. Huskey	I'd Rather Die Young—Cap 2505—BMI
8.	5	15	NO OTHER LOVE—P. Como	Keep It Gay—V 20-5317—ASCAP
8.	10	11	CRYING IN THE CHAPEL—R. Allen	I Thank the Lord—Dec 28758—BMI
10.	8	20	CRYING IN THE CHAPEL—D. Glenn	Hang Up That Telephone—Valley 105—BMI
11.	9	8	HEY JOE—F. Laine	Sittin' in the Sun—Col 40036—BMI
12.	13	10	C'EST SI BON—E. Kitt	African Lullaby—V 20-5358—ASCAP
12.	14	5	CRYING IN THE CHAPEL—Orioles	Don't You Think I Ought to Know?—Jubilee 5122—BMI
14.	11	23	I'M WALKING BEHIND YOU—E. Fisher	Just Another Polka—V 20-5293—ASCAP
15.	15	4	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—BMI
15.	17	15	GAMBLER'S GUITAR—R. Draper	Free Home Demonstration—Mercury 70167—BMI
15.	19	2	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
18.	—	1	I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	Rock-A-Bye Boogie—V 20-5345—BMI
19.	15	12	WITH THESE HANDS—E. Fisher	When I Was Young—V 20-5365—ASCAP
19.	17	7	YOU'RE FOOLING SOMEONE—J. James	My Love, My Love—M-G-M 11543

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	15	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
2.	3	7	DRAGNET—R. Anthony	Dancing in the Dark—Cap 2562—ASCAP
3.	2	16	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
4.	—	1	ST. GEORGE AND THE DRAGONET—S. Freberg	Little Blue Riding Hood—Cap 2596—ASCAP
5.	5	13	OH—P. W. Hunt	San—Cap 2442—ASCAP
6.	4	16	NO OTHER LOVE—P. Como	Keep It Gay—V 20-5317—ASCAP
7.	7	7	EBB TIDE—F. Chacksfield	Waltzing Bagle Boy—London 1358—ASCAP
8.	6	11	CRYING IN THE CHAPEL—J. Valli	Love Every Moment You Live—V 20-5368—BMI
9.	—	1	LITTLE BLUE RIDING HOOD—S. Freberg	St. George and the Dragonet—Cap 2596—ASCAP
10.	9	4	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—BMI
11.	10	18	P. S.: I LOVE YOU—Hilltoppers	I'd Rather Die Young—Dot 15085—ASCAP
12.	—	1	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453—BMI
13.	17	2	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
14.	8	7	MY LOVE, MY LOVE—J. James	You're Fooling Someone—M-G-M 11543—BMI
15.	—	2	FROM HERE TO ETERNITY—F. Sinatra	Anytime—Anywhere—Cap 2560—ASCAP
16.	18	2	I LOVE PARIS—L. Baxter	Gigi—Cap 2479—ASCAP
17.	11	8	HEY JOE—F. Laine	Sittin' in the Sun—Col 40036—BMI
17.	13	1	WITH THESE HANDS—E. Fisher	When I Was Young—V 20-5365—ASCAP
19.	14	1	C'EST SI BON—E. Kitt	African Lullaby—V 20-5358—ASCAP
19.	16	3	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP

VOX JOX

B. CHARLOTTE SUMMERS

Question: "What is the name of the well-known song in which the phrase, 'From Here to Eternity' appears? Lou Barile, WKAL, Rome, Ga., writes us that this is the question of the week on his show which offers theater tickets for the correct answers. Barile would like to know how many jocks know the answer... Don Sherman, WKXL, Concord, N. H., is trying out a new programming idea. His show, "Concord Ballroom," is heard every afternoon in two segments—with a 35-minute break between the two. Sherman used to spin the top pops by request in both segments, but now is devoting the first half to a different gimmick and the second and longer portion to requests. He says, "I'll use gimmicks as the 'Band of the Day,' 'Hit Tunes of the Past,' 'A Boy,' 'A Girl,' etc. This I think will lend interest and variety to the show and take it out of the category of just another deejay show. If it works, I hope

other jocks will adopt the idea, particularly at net affiliates where time is limited. A little production and programming in advance is all that's needed to improve most of today's shows 100 per cent." Joe Knight, KRMG, Tulsa, Okla., is working on a new half-hour show, called "Jazz Concert Hall," which will feature a top band, vocalist and intermission pianist. The gimmick is that the show will be aired complete with applause and a new "secret electronic device" that gives the whole package a live quality. Let's hear more about it.

Surface Noises

Ray Golden, KSTN, Stockton, Calif., a jock of few words writes, "No guests—no fan mail—no gimmicks—just commercials and music and a 6.3 Hooper." Steve Evans, WLDY, Ladysmith, Wis., gripes, "Still getting swamped with throwaways from the (Continued on page 38)

See PAGES 40 AND 41

for The Billboard Package Record Buying Guide

Best Sellers in These Categories:
SYMPHONY SHOWS, MOVIES AND TV
COMPLETE OPERAS AND ORATORIOS
Packaged Record REVIEWS

Folster on Jap Music Biz

Continued from page 17

reported set for a return engagement.

With regard to personal appearances by American artists generally, there is some financial potential there, says Folster, but the distance is so great that the plane fare itself is a major drawback. Those artists who play that section of the globe usually travel the circuit, which includes dates in Manila, Hong Kong, Guam and Honolulu.

The use of local talent is growing, and altho a play Japanese movement has gained some ground (similar to what has happened in other countries where American music is played), most disk sales are for disks pressed from American masters. This, of course, stems from the effect of AFPS and the movies. The latter, of course, are the biggest single entertainment medium in Japan.

American tunes which capture the melodic bent of the Japanese are performed with a split lyric—American and Japanese—in Japan. "Come on a My House," a smash, was a hit both in its America and Japanese lyric versions.

Most music performed in Japan is recorded music. Phonograph equipment is good, and is mostly locally manufactured. Disks, of course, are mostly 78's, altho 45's and LP's are coming in.

Japan, of course, is blanketed with radio stations. Television is an infant industry. There are 3,200 sets in the Tokyo metropolitan area. It is estimated that in three years this figure will jump to 3,000,000 when the price of receivers drops. The government-sponsored NHK network is non-commercial and is patterned after non-commercial governmental European operations. A commercial TV outlet recently debuted in Tokyo, and another is scheduled for Osaka.

Longhair classics are very popular, and leading cities sustain symphony orchestras. Occasional visits by classical artists rock the Nipponese. Such an occasion was Marian Anderson's tour.

Only a few cities have night clubs and ballrooms.

The Japanese Theater, called Kabuki, is attended with religious fervor.

SALES GROW WHEN YOU GO 45

The Record Event of the Year



The Glenn Miller Limited Edition Album

- 70 recordings by the Glenn Miller Orchestra, most of them never before released
- Bound in a handsome deluxe album
- Available on 45 rpm and Long Play

\$24.95

The DAVIS Sisters have a new Hit!

SORROW and PAIN

AND

YOU'RE GONE

Bigger than "I Forgot More Than You'll Ever Know"

20/47-5460



FREE to DJ's

If You Want It—
But You Won't Believe It!

Back in 1925, when everybody was goin' "collegiate" and the coonskin coat, the flivver and "vo-do-do-de-o-do" were the rage, Fred Waring's Pennsylvanians recorded "Collegiate"—the hit tune of the day. Last month, Jim O'Hara, a DJ in Milwaukee, pulled this particular record out of the dusty files and started to spin it. Overnight the demand was phenomenal. We still can't believe it, so we're not shipping the record to our DJ list. But if you're in the mood to experiment and would like a copy for free and postpaid, drop a line to Bernie Miller, RCA Victor Records, 630 Fifth Avenue, New York 20, N. Y., and ask for Waring's Pennsylvanians' original and authentic recording of "COLLEGIATE."

NEW RELEASES

RCA Victor—Release #53-41

POPULAR

I SEE THE MOON ALL ALONE
"The Voices of Walter Schumann"
Vocal solo by Marie
Vernon20-5478 (47-5478)*

CARESSING YOU, CARISSIMA THE QUIET HILL
(Adapted from Debussy's "Beau Soir")
Freddy Martin and his
Orch.20-5479 (47-5479)*

I KNOW FOR SURE (All Roads Lead To) THE FIESTA
Vaughn Monroe with Orch.
Conducted by
Hugo Winterhalter20-5480 (47-5480)*

TALES OF BOOGIE MAMBO INN
Bobby Woodlen's Harlem Mambos
Arrangements by
Edgar Sampson20-5477 (47-5477)*

COUNTRY/WESTERN

MY HEART IS LIKE A TRAIN THAT NEW VITAMINE
Grandpa Jones20-5475 (45-5475)

SACRED

NOW I BELONG TO JESUS MY CATHEDRAL
George Beverly Shea
With organ and piano ..20-5476 (47-5476)*

POPULAR COLLECTORS'

COLLEGIATE OH, DONNA CLARA
(from the Continental Novelty "The Wander Boy")
Fred Waring's
Pennsylvanians420-0030 (447-0030)*

ALBUMS

AROUND THE WORLD IN MUSIC—Venezuela
Billo's Caracas Boys
Orch.LPT-3050** (EPBT-3050)*

I HEARD MY SAVIOUR CALL
Johnnie and Jack,
The Tennessee Mountain Boys,
With Kitty Wells (EPA-502)*

*45 rpm cat. nos.
**33 1/2 rpm cat. nos.

BEST SELLERS

POPULAR

Pa-Paya Mama/You Alone
Perry Como20-5447 (47-5447)

Many Times/Just To Be With You
Eddie Fisher20-5453 (47-5453)

You, You, You/Once Upon A Tune
Ames Brothers20-5325 (47-5325)

I Want To Be Evil/Annie Doesn't Live Here Anymore
Eartha Kitt20-5442 (47-5442)

Don't Take Your Love From Me/Under Paris Skies
The Three Suns20-5347 (47-5347)

Eighteenth Variation/Introduction, Theme & Five Variations
William Kapell10-4210 (49-4210)

Go Other Love/Keep It Gay
Perry Como20-5317 (47-5317)

Crying In The Chapel/Love Every Moment You Live
June Valli20-5368 (47-5368)

I'm Walking Behind You/Just Another Polka
Eddie Fisher20-5293 (47-5293)

C'est Si Bon/African Lullaby
Eartha Kitt20-5358 (47-5358)

Gambler's Gift Box/Your Clattered Heart
Homer & Jethro20-5429 (47-5429)

Love Me Again/Before It's Too Late
Sunny Gale20-5424 (47-5424)

The Velvet Glove/Elaine
Hugo Winterhalter-
Henri Rene20-5405 (47-5405)

My Love, My Life, My Happiness/If You Want My Heart
Ames Brothers20-5404 (47-5404)

With These Hands/When I Was Young
Eddie Fisher20-5365 (47-5365)

COUNTRY/WESTERN

I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie
Davis Sisters20-5345 (47-5345)

Sorrow & Pain/You're Gone
Davis Sisters20-5460 (47-5460)

I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love
Betty Cady20-5462 (47-5462)

I'm Casting My Lasso Towards The Sky/There's A Rainbow In Ev'ry Teardrop
Slim Whitman20-5431 (47-5431)

Mama, Come Get Your Baby Boy/If I Never Get To Heaven
Eddy Arnold20-5415 (47-5415)

How's The World Treating You/Free Home Demonstration
Eddy Arnold20-5305 (47-5305)

The Mark 'Round My Finger/A Heap Of Lovin'
Hawshaw Hawkins20-5444 (47-5444)

Maybe I Was Wrong/I Feel The Blues Comin' On
Elton Britt20-5402 (47-5402)

My Adobo Hacienda/Spanish Two-Step
Pee Wee King20-4969 (47-4969)

Let Me Go, Devil/Too Late To—
Wade Ray20-5440 (47-5440)

RHYTHM/BLUES

Beginning To Miss You/Rhythm In The Breeze
John Greer20-5370 (47-5370)

Somebody Work On My Baby's Mind/Whatever You're Doin'
Du Droppers20-5425 (47-5425)

Let's Go To The Dance/How Would You Know
The Robins20-5434 (47-5434)



Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

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

Boston... PA PAYA MAMA	P. Como, Victor 20-5447
Cincinnati... LOVE WALKED IN	Hilltoppers, Dot 15105
Milwaukee... COLLEGIATE	J. (Fingers) Carr, Capitol 2581
Pittsburgh... ISTANBUL	Four Lads, Columbia 40082
St. Louis... THREE O'CLOCK IN THE MORNING	M. Kelly, Essex 328

Territorial Best Sellers

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

Atlanta

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Crying in the Chapel
J. Valli, Victor
3. You, You, You
Ames Brothers, Victor
4. No Other Love
P. Como, Victor
5. Rags to Riches
T. Bennett, Columbia
6. Little Blue Riding Hood
S. Freberg, Capitol
7. St. George and the Dragonet
S. Freberg, Capitol
8. I'm Walking Behind You
E. Fisher, Victor
9. Ebb Tide
F. Chacksfield, London
10. Oh
P. W. Hunt, Capitol

Boston

1. Rags to Riches
T. Bennett, Columbia
2. St. George and the Dragonet
S. Freberg, Capitol
3. Ebb Tide
F. Chacksfield, London
4. You, You, You
Ames Brothers, Victor
5. Eh Cumpari
J. La Rosa, Cadence
6. Many Times
E. Fisher, Victor
7. Story of Three Loves
J. Murad, Mercury
8. Pa-paya Mama
P. Como, Victor
9. Little Blue Riding Hood
S. Freberg, Capitol
10. Ricochet
T. Brewer, Coral

Buffalo

1. No Other Love
P. Como, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. St. George and the Dragonet
S. Freberg, Capitol
4. My Love, My Love
J. James, M-G-M

Chicago

1. Eh Cumpari
J. La Rosa, Cadence
2. Ebb Tide
F. Chacksfield, London
3. St. George and the Dragonet
S. Freberg, Capitol
4. Dagnet
R. Anthony, Capitol
5. Don't Take Your Love From Me
Three Suns, Victor
6. Ricochet
T. Brewer, Coral
7. You, You, You
Ames Brothers, Victor
8. Rags to Riches
T. Bennett, Columbia
9. Story of Three Loves
J. Murad, Mercury
10. Vaya Con Dios
L. Paul-M. Ford, Capitol

Cincinnati

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

4. Ebb Tide

4. Ebb Tide
F. Chacksfield, London
5. St. George and the Dragonet
S. Freberg, Capitol
6. No Other Love
P. Como, Victor
7. Dagnet
R. Anthony, Capitol
8. Love Walked In
Hilltoppers, Dot
9. Eh Cumpari
J. La Rosa, Cadence
10. Many Times
E. Fisher, Victor

Cleveland

1. St. George and the Dragonet
S. Freberg, Capitol
2. Eh Cumpari
J. La Rosa, Cadence
3. Ebb Tide
F. Chacksfield, London
4. Story of Three Loves
J. Murad, Mercury
5. Many Times
E. Fisher, Victor
6. Hey Joe
F. Laine, Columbia
7. Vaya Con Dios
L. Paul-M. Ford, Capitol
8. In the Mission of St. Augustine
S. Kaye, Columbia
9. Oh
P. W. Hunt, Capitol
10. You, You, You
Ames Brothers, Victor

Dallas-Ft. Worth

1. St. George and the Dragonet
S. Freberg, Capitol
2. You, You, You
Ames Brothers, Victor
3. Oh
P. W. Hunt, Capitol
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Ebb Tide
F. Chacksfield, London
6. Dagnet
R. Anthony, Capitol

Denver

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. St. George and the Dragonet
S. Freberg, Capitol
4. Ebb Tide
F. Chacksfield, London
5. Eh Cumpari
J. La Rosa, Cadence
6. Oh
P. W. Hunt, Capitol
7. P. S.: I Love You
Hilltoppers, Dot
8. Gambler's Guitlar
R. Draper, Mercury
9. No Other Love
P. Como, Victor

Detroit

1. St. George and the Dragonet
S. Freberg, Capitol
2. Ricochet
T. Brewer, Coral
3. Ebb Tide
F. Chacksfield, London
4. You, You, You
Ames Brothers, Victor
5. Many Times
E. Fisher, Victor
6. Little Blue Riding Hood
S. Freberg, Capitol
7. Vaya Con Dios
L. Paul-M. Ford, Capitol

8. Velvet Glove
H. Winterhalter-H. Rene, Victor
9. Eh Cumpari
J. La Rosa, Cadence
10. Rags to Riches
T. Bennett, Columbia

Kansas City, Mo.

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Oh
P. W. Hunt, Capitol
3. St. George and the Dragonet
S. Freberg, Capitol
4. You, You, You
Ames Brothers, Victor
5. Dagnet
R. Anthony, Capitol
6. Crying in the Chapel
J. Valli, Victor
7. Ebb Tide
F. Chacksfield, London
8. C'Est Si Bon
E. Kitt, Victor
9. No Other Love
P. Como, Victor
10. With These Hands
E. Fisher, Victor

Los Angeles

1. St. George and the Dragonet
S. Freberg, Capitol
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Ebb Tide
F. Chacksfield, London
4. Crying in the Chapel
Orioles, Jubilee
5. You, You, You
Ames Brothers, Victor
6. P. S.: I Love You
Hilltoppers, Dot
7. Dagnet
R. Anthony, Capitol
8. My Love, My Love
J. James, M-G-M
9. Oh
P. W. Hunt, Capitol
10. C'Est Si Bon
P. W. Hunt, Capitol

Milwaukee

1. St. George and the Dragonet
S. Freberg, Capitol
2. Crying in the Chapel
R. Allen, Decca
3. Eh Cumpari
J. La Rosa, Cadence
4. Ebb Tide
F. Chacksfield, London
5. Collegiate
J. (Fingers) Carr, Capitol
6. You, You, You
Ames Brothers, Victor
7. I See the Moon
Mariners, Columbia
8. Vaya Con Dios
L. Paul-M. Ford, Capitol
9. My Love, My Love
J. James, M-G-M

New Orleans

1. Oh
P. W. Hunt, Capitol
2. Rags to Riches
T. Bennett, Columbia
3. St. George and the Dragonet
S. Freberg, Capitol
4. Ebb Tide
F. Chacksfield, London
5. You, You, You
Ames Brothers, Victor
6. I'm Walking Behind You
E. Fisher, Victor

New York

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. St. George and the Dragonet
S. Freberg, Capitol
4. You, You, You
Ames Brothers, Victor
5. Eh Cumpari
J. La Rosa, Cadence
6. No Other Love
P. Como, Victor
7. Crying in the Chapel
Orioles, Jubilee
8. Rags to Riches
T. Bennett, Columbia
9. My Love, My Love
J. James, M-G-M
10. With These Hands
E. Fisher, Victor

Philadelphia

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. You, You, You
Ames Brothers, Victor
3. St. George and the Dragonet
S. Freberg, Capitol
4. Oh
P. W. Hunt, Capitol
5. Crying in the Chapel
Orioles, Jubilee
6. Ricochet
T. Brewer, Coral
7. In the Mission of St. Augustine
S. Kaye, Columbia
8. No Other Love
P. Como, Victor
9. Hey Joe
F. Laine, Columbia
10. Ebb Tide
F. Chacksfield, London

Pittsburgh

1. Rags to Riches
T. Bennett, Columbia
2. St. George and the Dragonet
S. Freberg, Capitol
3. Istanbul
Four Lads, Columbia
4. Eh Cumpari
J. La Rosa, Cadence
5. Little Blue Riding Hood
S. Freberg, Capitol
6. Dagnet
R. Anthony, Capitol

St. Louis

1. You, You, You
Ames Brothers, Victor
2. St. George and the Dragonet
S. Freberg, Capitol
3. Eh Cumpari
J. La Rosa, Cadence
4. Little Blue Riding Hood
S. Freberg, Capitol
5. Ricochet
T. Brewer, Coral
6. Ebb Tide
F. Chacksfield, London
7. My Love, My Love
J. James, M-G-M
8. Hey Joe
F. Laine, Columbia
9. Three o'Clock in the Morning
M. Kelly, Essex

San Francisco

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

Seattle

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Little Blue Riding Hood
S. Freberg, Capitol
4. Dagnet
R. Anthony, Capitol
5. St. George and the Dragonet
S. Freberg, Capitol
6. Story of Three Loves
J. Murad, Mercury

Washington, D. C.

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. You, You, You
Ames Brothers, Victor
4. Crying in the Chapel
J. Valli, Victor
5. St. George and the Dragonet
S. Freberg, Capitol
6. No Other Love
P. Como, Victor
7. Oh
P. W. Hunt, Capitol
8. P. S.: I Love You
Hilltoppers, Dot
9. Dear John Letter
J. Shepard-F. Huskey, Capitol



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Popular Record Reviews

Continued from page 28

off an infectious piano instrumental here. It's strictly barroom on style, and will merit juke box spins. Watch it. (Acuff-Rose, BMI)
Ragtime Annie... 76
Same goes for this side. A double threat.

CAR CALLOWAY
Hey, Joe... 76
BELL 1009—If Calloway had hit with this one first, it could have been the big disk. As it is, it's a fine coverage—particularly for 35 cents. (Tames, BMI)
Gambler's Guitar... 76
Same comment. (Fredrick, BMI)

XAVIER CUGAY ORK
Stay Away From My Window... 76
V (45) 47-5470—The big ork, with the accent on the fiddles, contributes a lush version of the thrice familiar "Cielito Lindo" melody. Novelty lyrics have been set to the tune. Should get lots of spins. (E. B. Marks, BMI)
Rose of the Rancho... 76
Ranchero ballad has a good tune, and here it's played gracefully by the Cugat ork. Abbe Lane and Juan Manuel share vocal duties. (E. B. Marks, BMI)

AMES BROTHERS
Stardust... 75
CORAL 61060—Still another disk on the great copyright. It's a slow, listenable side, with the Ames Brothers in nice vocal form. Should get many spins. (Mills, ASCAP)
Lazy River... 75
Same comment. (Peer, BMI)

TOMMY DORSEY ORK
I Wonder Who's Kissing Her Now?... 75
DECCA 28847—The beautiful standard is played delightfully by the ork. A good platter for listening or dancing, and one destined to receive good jockey attention. (E. B. Marks, BMI)
Falling in Love With Love... 74
Use of a string section adds new color to the Dorsey tune. The ork recreates the oldie pleasantly for a fine instrumental waxing. (Chappell, ASCAP)

LOUIS PRIMA
Barnacle Bill the Sailor... 75
COLUMBIA 40064—A familiar ballad is heard on the flip. This is a streamlined version spruced up with smart new lyrics that amuse all the way. Could grab spins. (Peer, BMI)
Shepherd Boy... 72
The witty repartee exchanged between Prima and thrush Keely Smith good-naturedly satirizes the spirit of that pastoral classic of a bygone year, "Nature Boy." (Roger, ASCAP)

DUKE ELLINGTON ORK
Boo-Dah... 74
CAPITOL 2598—Ellington has a smooth riff item here in this listenable effort by Billy Strayhorn, and the band sells it with a warm beat with solos by some of the members of the ork. It's one of his best since joining the label, and it could pull many spins with the jazz jocks. (Tempo, ASCAP)
Give Me the Right... 74
Jimmy Grissom comes thru with a strong vocal on this new ballad, helped a lot by the ork's fine backing. With exposure this side might get some action. (Mellin, BMI)

BILLY ECKSTINE
Fortune Telling Cards... 74
M-G-M (45) K11587—Eckstine's reading of a potentially strong Benjamin and Weiss ballad figures to intrigue his fans and many a disk buyer. Good wax.
I'm Saving Dreams for a Rainy Day... 72
Backed by the Nelson Riddle ork and Lee Gordon vocal group, Eckstine delivers one of his typical vocal efforts on a nice ballad.

BERNICE PARKS
Shake a Hand... 74
MERCURY 70224—Pop version of the r.&b. click is projected forcefully by Miss Parks to big backing by the ork. A good side that could earn some juke coin. (Broadcast, BMI)
Embrasse... 70
The songstress pours on the sentiment a little too broadly for maximum effect, tho her pleading style is likely to appeal to some. (Disney, ASCAP)

DONALD O'CONNOR
Love Is in the Air... 73
DECCA 28816—Cute lyrics set to the familiar melody, "Entry of the Gladiators," are sung brightly by the actor-singer. B-risk, romantic novelty should get fair deejay exposure. (O'Connor & Miller)
The Biggest Bloomin'
Bumbershoot in the World... 71
Another listenable novelty is performed gaily by O'Connor. This one is about a big umbrella. (O'Connor & Miller)

BILLY LEIBERT
Moonlight Cocktail... 73
IMPERIAL 8209—The oldie is served up in the characteristic Leibert manner. That is to say, a little old-fashioned and unburied. Fine for the older set. (Jewell, ASCAP)
That Old Gang of Mine... 78
Another evergreen in a restrained tempo and ornamented with Leibert's gingerbread pianistics. (Bourne, ASCAP)

ANNE LLOYD
Vixen Con Dies... 73
BELL 1004—Excellent coverage of the hit by Miss Lloyd and the Larry Clinton ork. The new "price" line should do well with it in the outlets.

(Continued on page 32)

VOX JOX

Continued from page 32

people who don't send records. This includes record companies which have never seen fit to send one disk, but would like to get listed in The Billboard. Ha! Ha! Of course sales in the

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

OCTOBER 9, 1943:

1. Sunday, Monday or Always (Crosby)
2. Paper Doll
3. Pistol Packin' Mama
4. I Heard You Cried Last Night
5. You'll Never Know (Sinatra)
6. In the Blue of the Evening
7. All or Nothing at All
8. You'll Never Know (Haymes)
9. People Will Say We're in Love
10. Sunday, Monday or Always (Sinatra)

OCTOBER 9, 1948:

1. You Call Everybody Darlin'
2. A Tree in the Meadow
3. It's Magic
4. My Happiness
5. Twelfth Street Rag
6. Underneath the Arches
7. Hair of Gold, Eyes of Blue
8. Maybe You'll Be There
9. Love Somebody
10. Bluebird of Happiness

local diskeries reflect just what is sent and what is heard. But they will never learn."... Dan Moss, WWGP, Sanford, N. C., who has just completed his second month as a deejay, writes, "This is my first job in radio. I can say I am crazy about it and hope to make it a career."... Lee Hickling, WDOS, Oneonta, N. Y., is burning about what he considers a shady deal. He writes, "We got requests for Pee Wee Hunt's 'Oh!-San' coupling from well outside our signal area,

from people (who may have been for real for all I know) urging us to play this great instrumental. I was so sore it was weeks before I played the disk, and I still play it only on (authenticated) request. There's no objection here to any kind of song-plugging, as long as it doesn't use a Trojan Horse. I doubt that Capitol Records was involved."

Change of Theme

Neal Warner, formerly first trumpeter with Kerry King, is now spinning the "Hillbilly Bandwagon" and "1450 Club" for KSIG, Crowley, La. . . . WPTS, Wilkes-Barre, Pa., will move its turntables to the Pittston Records Shop for a half-hour each day with Claude Martin at the helm. . . . Bruce Vanderhoof, KDYL, Salt Lake City, made his television debut on KDYL-TV September 28. His TV spot runs 90 minutes daily and is called, "Bruce Vanderhoof's Open House." In addition to this seven-and-a-half-hour stint, he will continue his three hours a week on KDYL Radio. . . . KCID, Caldwell, Idaho, has moved to new studios. Niki Hull, 15-year-old deejay; Joy Meyers and Dick Natsinger (recently married) continue to do the spinning for KCID.

This 'n' That

Bob Beattie, KPQD, Oaks Park, Portland, Ore., claims it was his area that put Jimmy Boyd's "Owl Lullaby" and "God's Little Candle" on the road to success. Beattie is working hard on Callie McGuire's "Train in the Night" on Allied. He says he's doing well since Miss McGuire is a Portland girl. He wants to add his name to all those who are asking the question, "What will Lucky Strike do the Chesterfield's 'baby' on the 'Hit Parade'?"

The Billboard
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Billboard Picks These
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SINCE YOU SAID GOODBYE
Bonnie Lou KING 1272
DEAR JOHN JACK CARDWELL
YOU'RE LOOKING FOR SOMETHING 1269
TENNESSEE WIG-WALK Bonnie Lou
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New York, N. Y., Times

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Cleveland, O., Plain Dealer

"One received the definite impression that almost all feelings and moods, which may be expressed in music, can be expressed with a harmonica in the hands of an artist like Sebastian."

Decorah, Ia., Posten

"Sebastian taught Shreveporters that the harmonica no longer is for American tunes like 'Home on the Range'—he displayed it as a combination of the clarinet, violin, flute and musical instruments common with the Inca Tribes of Peru."

Shreveport, La., Times

"This magnificent artist has created an art that is a complete revelation—the harmonica as he plays it, astonishes, enchants and captivates."

Le Progres du Saquenay,
Chicoutimi, Quebec

"John Sebastian has created out of a child's toy, a sensitive instrument which reflects the varied moods of Bach, Handel, Debussy, Shostakovich, Lecuona, Enesco and Gershwin."

Herald-Courier, Bristol, Virginia

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Popular Record Reviews

Continued from page 36

carrying the disks. (Ardmore, ASCAP)
P.S. I Love You... 68
 The gal who made zillions of kidisks for Little Golden returns to her original pop style and comes thru with an effective reading of the current click which should catch sales at the 35-cent price. (La Salle, ASCAP)

FAY DEWITT-LEON MERIAN ORK
Mishra... 73
MOOD 1014—Fay Dewitt gets considerable emotion packed into her vocal effort here. Ork backing is frantic and precise. An interesting side.

Snap-Snap-Snap Your Fingers... 65
 Fay Dewitt tries a rhythm tune here. Her vocal is adequate. (Abbott, BMI)

JOE MARINE
Don't Push Me Now... 72
DECCA 28866—Boy-girl novelty with Joe Marine via a via Bernadine Read. The tune has the touch of material which makes it somewhat difficult to catch on. It has rhythm and style, however. (Shawnee Pub)

BERNADINE READ
All I Did Was Stand There and Cry... 70
 Bernadine Read belts out a weeper. A

good, sincere touch in her style. (Shawnee Pub)

CHRIS MARTIN
Six Buzzard Feathers and a Mockin-Bird's Tail... 72
SMART 2002—This folk-flavored tune is a flashy one, redolent with voodoo mysteries. Chris Martin's vocal and the orchestral backing capture much of the color of the lyrics. Might stir some action. (ASCAP)

Always in My Heart... 69
 The oldie gets an unvarnished, simple arrangement and vocal by Chris Martin. Fair rendition. (ASCAP)

ROGER DANN
Within Your Arms... 72
CORAL 61049—The tune is a romantic French import ("Dans ses bras") and captures all those mysterious qualities called continental. The chanter, Roger Dann, projects a personality that will appeal to the ladies. (Wemar, BMI)

An Empty Chair... 69
 In this nostalgic ballad, Dann pulls at the heart strings. Late-evening deejays will like it.

SY OLIVER ORK
Dragnet... 72
BELL 1011—The Oliver crew comes up with a good instrumental version of the click theme. (Alamo, ASCAP)

TONY RUSSO
My Love, My Love... 68
 Russo, backed by the Sy Oliver ork, has an okay reading of the Jini James hit which should do nicely in the low-priced disk market. (Meridian, BMI)

SNOOKY LANSON
You, You, You... 72
BELL 1008—Dubbing and group backing makes this a first-rate copy of the Ames Brothers' click. The price is a strong factor in most locations. (Mellin, BMI)

Crying in the Chapel... 68
 Lanson does okay with his coverage of the ballad. (Valley, BMI)

BETTY HUTTON
Hot Dog That Made Him Mad... 71
CAPITOL 2508—A rather odd blues effort is handed an okay performance by Betty Hutton, backed with a beat by the ork. It ain't the old Betty Hutton here, however, but part of the fault may be due to the material. (Leeds, ASCAP)

I'm Nobody's Baby... 70
 The evergreen, helped by a fresh arrangement, receives a fair vocal by the flick star, with support from a male group. It would be tough for the thrush to break thru with this type of material, since she is known for her rhythm songs, and sings the fast ones much better. (Feist, ASCAP)

Other Records Released This Week

Popular

That's Amore—Blue Barron Ork (Till We Love Again) M-G-M (45) K11584
Till We Love Again—Blue Barron Ork (That's Amore) M-G-M (45) K11584

Jazz

Carolina Moon—The Thelonious Monk Sextet (Hornin' In) Blue Note 1603
Hornin' In—The Thelonious Monk Sextet (Carolina Moon) Blue Note 1603

Latin American

Distancia As De Corazon—Lydia Fernandez (Nadie Tus Pupilas) V 23-6 138
Nadie Tus Pupilas—Lydia Fernandez (Distancia As De Corazon) V 23-6 138

theme. The rhythm is infectious and apt to please the customer looking for something "new" in a band. (Peer, BMI)

Love in Tenochtitlan... 65
 The flip is also a tepo and matches the one above in bright new sound and impressive ensemble. (Peer, BMI)

World Serious

Continued from page 17

with the legendary "in conference."

Sam Goody's gigantic emporium, midway thru the first game of the Series, looked as empty as many of Goody's competitors had always desired it to be. No crowds were standing in front of Broadway record shops that were playing "St. George and the Dragonet," despite the fact that last week this record was Broadway's biggest crowd-stopper since the invention of the traffic light. As one tradester put it "The Series may really slay that dragon."

One Billboard reporter, foolishly attempting to see a booking agency exec during game number two, was told, "What's the matter with you? Don't you know this is Series week! See me when it's over."

Juke box operators weren't too happy about the series either. Juke boxes were forgotten from 1 p.m. to 4 p.m., EST, and it wouldn't have mattered if anyone had shoved a coin in anyway, since the music wouldn't have been heard over the din of the TV set and the noise of the customers in the restaurants and bars.

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BETTY McLAURIN
I Wouldn't Know Where to Begin... 71
CORAL 61064—Miss McLaurin continues her invasion of the pop field with a slick new ballad which deserves attention. The gal has an identifiable sound, but it's just a bit questionable whether it can go big on pop ballads. (St. Nicholas, ASCAP)

Among My Souvenirs... 67
 An okay reading of the wonderful old standard. Just doesn't seem to fit the voice. (De Sylva, Brown & Henderson, ASCAP)

BOB SANTA MARIA
I Should Have Told You Long Ago... 70
M-G-M (45) K11588—The label's new bary impresses with his sound and singing abilities. With exposure this could make some noise for the guy.

You're the Right One... 70
 Ditty from the Martin and Lewis flick, "The Caddy," gets the same kind of treatment.

BERYL DAVIS
One Moment More... 70
M-G-M (45) K11586—The former English thrush now living on the West Coast continues to impress as an above-average singer. She does nicely with an okay ballad entry backed by the Earle Hagen ork.

Fit, Little Bird... 68
 Waltz ballad here is less effective material for the gal.

GEORGE BASSMAN ORK
Theme From "The Joe Louis Story"... 70
M-G-M (45) K11585—Instrumental is taken from the sound track of the upcoming film. It's easy music to listen to, and will probably get extra spins because of its origin.

I'll Be Around... 65
 Another engaging excerpt from the "Joe Louis" sound track.

ISSMAEL DIAZ ORK
Harlem Tempo... 68
V (45) 47-5471—The first of this pair of Diaz compositions is an exciting, jumpy instrumental with a bluesy

STEVE ALLEN
But Officer... 68
BRUNSWICK 80230—This new effort by Steve Allen is less a sing than it is a talking record by the comic and deejay. It is supposed to be funny, but it is merely in bad taste. The use of a Jim Crow dialect will make it offensive to many people, and there is no justification for the dialect anyway. Poor was in many ways. (Aladdin, BMI)

But Baby... 65
 Same comment. (Aladdin, BMI)

BERT SHEPHER ORK
Fiddolin'... 67
M-G-M K30805—Listenable instrumental effort by the ork should get some spins.

Gloia Mia... 67
 Another nice instrumental effort.

LINDA SHANNON
If You Only Knew... 60
KING 1261—Linda Shannon's vocal is clean, but it doesn't stand out on this new slicing. Ballad is pleasant, and the ork backs her in uninspired fashion. (Mills, ASCAP)

Just As Long As You're With Me... 60
 Another ineffective vocal by the thrush, with the ork supplying routine support. (Sherwin, ASCAP)

JACKIE VAN
One Sided Love... 55
NATIONWIDE 2537—Jackie Van shows herself a sensitive songstress in this pleasant reading of the Continental-type ballad. (BMI)

When U and I are One... 52
 Another good vocal effort by Miss Van, but material proves only a fair vehicle for her abilities. (BMI)

NAPOLI MANDOLIN MEN
Sandy's Tune... 60
DECCA 28821—A mandolin instrumental is not released too often these days. This one makes pleasant, not

Hampton Pulls

Continued from page 17

should pull full houses on a return trip.

The Hampton crew played concerts dates in Germany before making its first appearance in France at the Palais de Chaillot in Paris. The ork gave four concerts at the Palais, two on Saturday (26) and two on Sunday (27). New records were set at the hall with these four concerts.

Hampton and the ork have been booked back into a number of Scandinavian countries, and the band's tour will be extended by at least a week with these new engagements. Hampton is due to return to the United States early in November to go out on a one-nighter tour for the Associated Booking Corporation.

too exciting, listening. (Shapiro-Bernstein, ASCAP)

Mandolins in the Moonlight... 60
 The lack of gondolas on the domestic scene will make it difficult to get adequate exposure for this mandolin instrumental. It's nice, nevertheless, in a Venetian kind of way. (Shapiro-Bernstein, ASCAP)

BOBBY DOYLE
I'm Ashamed of Myself... 55
DELLA 127—Doyle pleads for forgiveness with resonant sincerity. The chanter projects well on this so-so material. (Choir, ASCAP)

Masquerade... 55
 Same comment. (Elliott, ASCAP)






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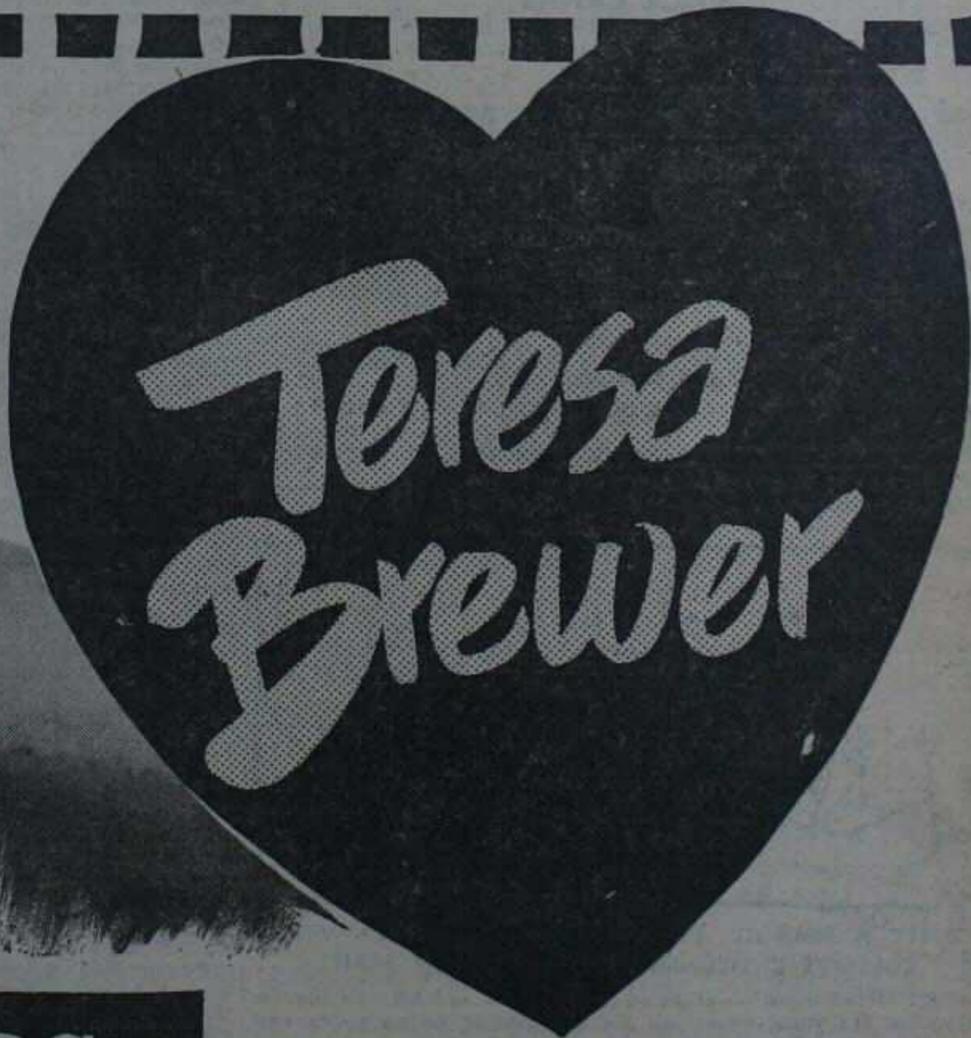
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The Billboard Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

SYMPHONY

- BEETHOVEN: SYMPHONY NO. 5; EGMONT, CORIOLAN AND LEONORE NO. 3 OVERTURES (1-12")—Minneapolis Symphony Ork; A. Dorati, Cond. Mercury MG50017 76
- BEETHOVEN: SYMPHONY NO. 3 IN E FLAT MAJOR, OP. 55 (EROICA) (1-12")—Vienna State Opera Ork; H. Scherchen, Cond. Westminster WL5216 75
- COPLAND: SYMPHONY NO. 3 (1-12")—Minneapolis Symphony Ork; Antal Dorati, Cond. Mercury MG50018 73

INSTRUMENTAL

- CHOPIN: WALTZES (1-12") — Guiomar Novaes, Pianist. Vox PL8170 78
- DE FALLA: COMPLETE PIANO MUSIC (1-12")—Jose Echaniz, Piano Westminster WL5218 75
- PAGANINI: CAPRICES NOS. 1 TO 12 (1-12")—Ossy Renardy, Violinist; Eugene Helmer, Pianist, Remington R199-146 74
- TARTINI: SONATA IN G MINOR (DEVIL'S TRILL); BEETHOVEN: SONATA IN F MAJOR, (SPRING); SCHUBERT: SONATA NO. 5 IN A MAJOR, OP. 162 (1-12")—David Oistrakh, Violin; Lev Oborin, Piano. Period SPL573 72
- RECITAL AND ENCORES: LUBOSHUTZ AND NEMENOFF, DUO PIANISTS (1-12") Remington R199-143 72
- BACH: SUITE NO. 1 IN G MAJOR; SUITE NO. 3 IN C MAJOR FOR CELLO UNACCOMPANIED (1-12")—Antonio Janigro, Cello. Westminster WL5217 71
- RAVEL: TZIGANE; CHAUSSON: POEME FOR VIOLIN AND ORCHESTRA; Elizabeth Lockhart, Violin. HONNEGGER: CONCERTINO FOR PIANO; MILHAUD; PIANO CONCERTO NO. 1 (1-12")—Fabienne Jacquinet, Piano; Philharmonia Ork; Anatole Fistoulari, Cond. M-G-M E3041 70
- MOZART: SONATA IN A MAJOR, K. 331; HAYDN: SONATA NO. 1 IN E FLAT MAJOR AND SONATA NO. 7 IN D MAJOR (1-12")—Leonid Hambro, Pianist. Remington R199-135 70
- KREISLER FAVORITES: ENCORES FOR THE CELLO: (1-12")—Michele Auclair, Violin; Gaspar Cassado, Cello. Remington R199-128 65

CONCERT BAND

- AUSTRIAN FOLK MUSIC (1-10")—Deutschmeister Band; Julius Herrmann, Cond. Westminster WL3009 63
- GALOPS, POLKAS AND POTPOURIS (1-10") — Deutschmeister Band; Julius Herrmann, Cond. Westminster WL3007 63

LISTENING MUSIC

- ECHOES OF VIENNA (1-10") — George Feyer, Piano. Vox VX550 70
- GYPSY MUSIC, VOL. IV: ANTAL KOCZE (1-10") — Westminster WL3008 69

DRAMATIC WORKS

- JOHN BROWN'S BODY (Benet) (2-12")—Tyrone Power, Judith Anderson, Raymond Massey; Adapted and Directed by Charles Laughton. Columbia SL-191 72

POPULAR ALBUMS

DANCE BANDS

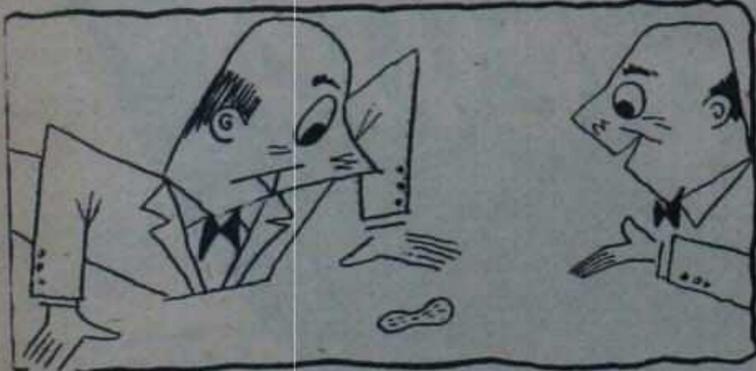
- GLENN MILLER LIMITED EDITION (14 EP) RCA Victor EPNT 6700 90

VOCAL

- MARY MARTIN-ETHEL MERMAN: DUET FROM FORD 50TH ANNIVERSARY TELEVISION SHOW (1-12") Decca DU999 85

JAZZ

- BATTLE OF JAZZ VOL. 5 (1-10")—Bobby Hackett, Max Kaminsky Orks. Brunswick BL 58043 77
- BATTLE OF JAZZ VOL. 8 (1-10") — Johnny Dodds, Jimmy Noone Orks. Brunswick BL 58046 76
- SHADES OF BIX (1-10")—Jimmy McPartland Ork. Brunswick BL 58049 74
- PAUL LINGLE AT THE PIANO (1-10")—Good Time Jazz L 13 73
- THREE OF A KIND (1 EP)—Barney Bigard Trio. Brunswick EB 71005 70
- PETE JOHNSON'S: BOOGIE WOOGIE MOOD, VOL. 1 (1 EP) Brunswick EB 71003 65
- HARRY EDISON QUARTET: SWEETS AT THE HAIG (1-10") Pacific Jazz PJLP-4 65
- HOWARD MCGHEE, VOL. 2 (1-10") Blue Note 5024 60



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EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 50-59, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Merman-Martin

Ford TV Seg
Waxing Held
Dealer 'Must'

Decca's off-the-air recording of Ethel Merman-Mary Martin Duet from the Ford 50th Anniversary television program would seem to be a must item in dealers' inventories, for it has several standout commercial advantages. Firstly, it is a recording of a program which received extraordinary acclaim; secondly, its stars, Ethel Merman and Mary Martin, while not disk names in the usual sense, are likely to appeal to a market far wider than does the more limited disk name; thirdly, Ford and the Ford agency, Kenyon and Eckhardt, are giving this package standout promotion on many levels. This is in addition to the Decca push, which in itself will be big.

In the grooves of this recording are a flock of solo and duet numbers by two great musical comedy thrushes. There is also the applause and the excitement attaching to a live performance. For many people, the disk will recall many memories of pleasant evenings in the theater.

Can these advantages outweigh the reluctance of the consumer to pay the price of this disk? That's a moot question. The 78 r.p.m. version, a semi-microgroove job with about 12 minutes of playing time, sells for \$2.80. The EP version carries a similar price tag. There's also an LP job, with the Merman-Martin duet on one side and another coupling on the other.

Disk opens up with Miss Merman socking over her big hit from "Annie Get Your Gun," the vibrant "No Business Like Show Business," and then Miss Martin turns in an ecstatic rendition of her smash "I'm In Love With a Wonderful Guy" from "South Pacific." After that the two first ladies of the musical stage team up for snatches from tunes they introduced on Broadway, tunes by Porter, Berlin, et al, and items that have become favorites throughout the world. Mary Martin sings 'em better, and Ethel Merman sings 'em louder, but both thrushes are pretty good.

Paul Ackerman.

For Piano

New Sets Held
Likely Sellers

Competition in the lucrative keyboard field continues to cause the various labels to try to outdo each other in smart programing and packaging policies. An example of how this redounds to the consumer's benefit is Westminster's new Complete Piano Music of de Falla, played by Jose Echaniz. Besides being a recording coup, in that it offers all this popular Spanish composer's piano

In Memory of Glenn Miller
'Limited' Edition of Air Checks
Is Plush Collectors' Package

The gimmick of making a "limited edition" out of the massive collection of Glenn Miller band air checks and unreleased disk masters figures to be a powerful selling influence for the smartly packaged Glenn Miller Limited Edition. The fact that some 70 or 80 thousand "limited editions" will be distributed shouldn't detract from the usual customer ego-satisfaction, since the diskery, RCA Victor, has numbered each album in a sufficiently clever way to avoid such numerical designations as 68,978. Everybody will probably get an album numbered from 1 to 999.

As for content, the album is a delightful collection of some of Miller's best band performances. It covers the band from April, 1939, thru September, 1942, and includes recordings never released and air checks of remote shows. In several instances Miller's voice is heard introducing numbers and the crowd noises are also evident.

The \$24.95 price, one of the highest retail tags ever placed on

a pop disk package, should make this good meat for dealers looking for the big unit sale. Packaging and promotion make it a good bet to become a best-seller. Included in the package are some well written notes by George Frazier about the band and the music. A couple of arty sketches of Miller add to the eye appeal.

Sidemen heard include Miller, Hal McIntyre, Tex Beneke, Ernie Caceres, Billy May, Ray Anthony, Alec Fila, Trigger Alpert and Bobby Hackett. Vocalists include Paul Kelly and the Modernaires, Ray Eberle, Beneke, Dorothy Claie, Marian Hutton, Kay Starr and Jack Lathrop. In all, this is a musical history of the band and the times in which it existed. The songs and the performances, in addition to their musical interest, set the scene for nostalgic remembrances.

While this is a slick package in every way, it could have been still better with the addition of some photos of the band and the featured sidemen and vocalists. In addition, the written material could have been improved with the inclusion of a listing of the performances as they appear on the various disks. Current listing is in chronological order, making it a bit difficult to locate the wanted selection on one of the 28 extended play sides in the album.

Joe Martin.

Symphonies

2 Warhorses,
1 Colt Among
New Releases

Two new recordings of standard repertoire and a catalog "first" make for an attractive offering of symphony disks this week. On the warhorse side are Mercury's Beethoven Fifth in the label's Olympian Series (Minneapolis-Dorati), and Westminster's Beethoven Third ("Eroica") conducted by Hermann Scherchen. Both, by virtue of performance and engineering, are excellent disks, tho the competition is heavy in these works. Apparently with an eye to the competitive situation, Mercury has come up with a coupling that should enhance the sale of the Dorati disk. Paired with the Fifth Symphony are three Beethoven overtures—the Lenore No. 3, Egmont, and Coriolan. The Westminster effort should find a ready market among the growing coterie of Scherchen fans. This incidentally is the fifth Beethoven symphony LP for him.

A second Mercury disk—this too by Dorati—is Copland's Third Symphony. One of the most important contemporary American composers, this is the first time the work has been available in recorded form. It's a "big" symphony with flashy moments in which the brasses and percussion play a major part. The work, which calls on the conductor to hold firm control over the orchestra, is an exciting one and could create a lot of interest among the segment of LP fans looking for the new and unusual.

Nev Gehman.

music on one LP for the first time, this package is the more remarkable for offering a total of an hour and five minutes play. Dealers can plug this set for its solid value.

For that numerous host that admired Guiomar Novaes' earlier Chopin recordings (particularly the Etudes and the Preludes), Vox's release of her interpretation of his Waltzes is an event of considerable importance. Novaes' Chopin was always meant more to charm than to dazzle, and here again she avoids break-neck tempi to focus attention on the fragility and color of the Waltzes

(Continued on page 41)

Rosin Dust
Violin & Cello
Disks Bowed

Strings come in for an unusual amount of attention in current releases of disks for solo instruments. The five sets just issued aim at several audiences, from those interested primarily in pyrotechnical display, to the listener concerned more with solid musical values. Each, in its own way, provides the possibility of some plus business to the dealer who knows where his customers' preferences lie.

In many ways the most interesting of the lot is the new Period set featuring Soviet violinist David Oistrakh. There's lots of music in this package. And the grouping of the selections should attract collectors who go for both the gloss and substance of fiddle music. In Tartini's Devil's Trill Sonata, Oistrakh's phenomenal technique is given ample scope. When it comes to Beethoven's Spring Sonata and the Schubert Sonata No. 5, he shows himself equally adept as an interpreter. The sound pulled from the imported tapes is acceptable.

Two records from Remington vary widely in quality, both in sound and substance. Violinist Michele Auclair and cellist Gaspar Cassado are heard in a collection of encore-type pieces of rather specialized appeal. Neither playing nor recording is impressive. In Ossy Renardy's rendition of the first 12 Paganini Caprices, however, there is enough razzle-dazzle to produce gulps of amazement from most any listener. Renardy, new to the Remington label, has made a specialty of these bravura items, featuring them frequently at his recitals. He tosses off the difficult pieces with quick ease. A good many professional and student fiddlers can be sold this set.

M-G-M's foray into field Violinistic brings us highly individualized readings of Ravel's Tzigane and Chausson's familiar Poeme, played by Elisabeth Lockhart. The diskery has wisely coupled these items with the product of a previously issued 18-inch featuring pianist Favianna

(Continued on page 41)

The Billboard Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY — SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini) RCA Victor LM 1757
BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini) RCA Victor LM 1755
BEETHOVEN: SYMPHONY NO. 7 (NBC Symphony-Toscanini) RCA Victor LM 1756
BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch) RCA Victor L 6011
BRAHMS: SYMPHONY NO. 2 (NBC Symphony-Toscanini) RCA Victor LM 1731
HANSON: SYMPHONY NO. 2 ("ROMANTIC"); MACDOWELL: CONCERTO NO. 2 (Eastman-Rochester Symphony-Hanson) Columbia ML 4638
MENDELSSOHN: SYMPHONY NO. 4 ("ITALIAN"); BEETHOVEN: SYMPHONY NO. 8 (Royal Philharmonic-Beecham) Columbia ML 4681
PROKOFIEV: SYMPHONY NO. 7: LT. KIJE SUITE (Philadelphia Orchestra-Ormandy) Columbia ML 4683
SIBELIUS: SYMPHONY NO. 1 IN E MINOR (Royal Philharmonic-Beecham) Columbia ML 4653
VAUGHAN WILLIAMS: PASTORAL SYMPHONY (London Philharmonic-Boult) London LL 721

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BACH, J. S.: ST. MATTHEW PASSION (Amsterdam Concertgebouw-Mengelberg) Columbia SL 179
HANDEL: IL PASTOR FIDO ("THE FAITHFUL SHEPHERD") (Warner, Hunt, Rowe, Columbia Chamber Orchestra-Engel) Columbia ML 4685
HAYDN: THE SEASONS (Trotschel, Ludwig, Chorus, RIAS Symphony-Fricsay) Decca DX 123
HONEGGER: JEANNE D'ARC AU BUCHER (Zorina, Philadelphia Orchestra-Ormandy) Columbia SL 178
LEONCAVALLO: I PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Tucker, Amara, Valdengo, Metropolitan Opera Chorus and Orchestra-Cleva) Columbia SL 124
LEONCAVALLO: I PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Bjoerling, Milanov, Shaw Chorale, RCA Victor Orchestra-Cellini) RCA Victor LM 6106
ROSSINI: THE BARBER OF SEVILLE (Capsir, Stracciari, Milan Symphony Orchestra-Molajoli) Entre EL 1
STRAVINSKY: OEDIPUS REX (Cocteau, Chorus, Cologne Radio-Stravinsky) Columbia ML 4644
VERDI: OTELLO (Nelli, Merriman, Chorus, NBC Symphony-Toscanini) RCA Victor LM 6107

Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers thruout the country. Musical category changes weekly.

- 1. ME AND JULIET—Original Broadway Cast RCA Victor OC 1012
2. GENTLEMEN PREFER BLONDES—J. Russell, M. Monroe M-G-M E 208
3. BAND WAGON—F. Astaire M-G-M E 3051
4. CALL ME MADAM—E. Merman, D. O'Connor Decca DL 5465
5. DESERT SONG—N. Eddy Columbia ML 4636
6. SHOW BOAT—Bliss Bruce; THE CAT AND THE FIDDLE—Douglass, Neway RCA Victor LPM 3151
7. OKLAHOMA!—Northrup, Raitt; CAROUSEL—Lewis, Morrow, Raitt RCA Victor LPM 3150
8. SO THIS IS LOVE—K. Grayson RCA Victor LOC 3000
9. SALOME—R. Hayworth, S. Granger Decca DL 6026
10. CAN-CAN: ME AND JULIET—G. Jenkins Decca DL 5469

BROADWAY SHOWS, MOVIES AND TV

- 1. HANS CHRISTIAN ANDERSEN—D. Kaye Decca DL 5433
2. SOUTH PACIFIC—Original Broadway Cast Columbia ML 4180
3. AMERICAN IN PARIS—G. Kelly M-G-M E 93
4. SHOWBOAT—K. Grayson, A. Gardner M-G-M E 84
5. STARS AND STRIPES FOREVER—A. Newman Ork M-G-M E 176
6. KING AND I—Original Broadway Cast Decca DL 9008
7. OKLAHOMA!—Original Broadway Cast Decca DL 8000
8. NEW FACES OF 1952—Original Broadway Cast RCA Victor LOC 1008
9. GODFREY TV CALENDAR—A. Godfrey Columbia GL 521
10. WITH A SONG IN MY HEART—J. Froman Capitol L 309

John Brown's; Specialty Item

Varied Musical Fare On New 'Pop' Albums

The dealer who is constantly reinforcing himself on the peculiar likes and dislikes of his customers can often find packaged material particularly suited to segments of his clientele. Examples of the material which can have greatly varied sales appeal to disk buyers are four recent albums: George Feyer's Echoes of Vienna on Vox; Gypsy Music, Vol. IV; Galops, Polkas and Potpourris by the Deutsche Meister Band, and the same group's Austrian Folk Music. The latter three sets are all on Westminster.

Feyer, European expatriate, has been doing well as an East Side bistro pianist, and his first Vox

CHART COMMENTS

SYMPHONY

This is the third time that the symphony group has been surveyed, and we are now able to draw some fairly definite conclusions from the catalog chart. With the exception of the Brahms No. 4, all of the records on this catalog chart have appeared on both the earlier symphony charts, certainly testimony to the continued selling strength of these records. These are records which every dealer in the classical business should certainly always have in stock.

The recent release chart shows up a number of changes from the last survey. Four new RCA Victor works, the three Beethoven disks by Toscanini and the Romeo and Juliet, just released in the last month, appear on the chart. The remainder of the listing has been on either one or both of the earlier survey results. Note the strength of Toscanini. Seven entries on the two charts are his.

Next Week

CLASSICAL

★ Extended Orchestral Works

★ Concertos

CHILDREN'S RECORDS

SHOWS, MOVIES AND TV

The results this week are shown in order of sales importance.

COMPLETE OPERAS AND ORATORIOS

Four newly-released sets are listed among the top-selling recent releases in this category. The two Handle oratorios, the RCA Victor Cav and Pag coupling, and the new Otello have made the

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY — SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) RCA Victor LM 6009
BERLIOZ: HAROLD IN ITALY (Royal Philharmonic-Beecham) Columbia ML 4542
BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) RCA Victor LM 1702
BRAHMS: SYMPHONY NO. 4 (NBC Symphony-Toscanini) RCA Victor LM 1713
DVORAK: SYMPHONY NO. 5 ("NEW WORLD") (Chicago Symphony-Kubelik) Mercury MG 50002
FRANCK: SYMPHONY IN D MINOR (San Francisco Symphony-Monteux) RCA Victor LM 1065
SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED") (Royal Philharmonic-Beecham) Columbia ML 4474
TCHAIKOVSKY: SYMPHONY NO. 6 ("PATHETIQUE") (Philadelphia Orchestra-Ormandy) Columbia ML 4544

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, RCA Victor Orchestra-Shaw) RCA Victor LM 6102
GOUNOD: FAUST (Steber, Conley, Siepi, Metropolitan Opera Chorus and Orchestra) Columbia SL 112
OFFENBACH: TALES OF HOFFMAN (Royal Philharmonic-Beecham) London LLA 4
PUCCINI: LA BOHEME (Albanese, Pearce-Toscanini) RCA Victor LM 6006
PUCCINI: MADAME BUTTERFLY (Tebaldi, Campora, St. Cecilia Orchestra-Erede) London LLA 8
STRAUSS, J.: DIE FLEDERMAUS (Pons, Welitch, Metropolitan Opera Chorus and Orchestra-Ormandy) Columbia SL 108
STRAUSS, J.: DIE FLEDERMAUS (Vienna Philharmonic-Krauss) London LLP 281-2
VERDI: AIDA (Tebaldi, del Monaco, St. Cecilia Orchestra-Erede) London LLA 13
VERDI: LA TRAVIATA (Albanese, Pearce, NBC Symphony-Toscanini) RCA Victor LM 6003
VERDI: IL TROVATORE (Bjoerling, Milanov, Shaw Chorale, RCA Victor Orchestra-Cellini) RCA Victor LM 6008

Jazz Spread: From N. Orleans to Swing

Jazz followers who belong to the conservative wing of jazzdom, and still believe the two-beat and swing style are more exciting and

listenable than bop or progressive music will be pleased with the disks Brunswick is issuing these days. The Battle of Jazz series on the label consists of masters waxed by the giants of other days, some of them cut over a decade ago, and now collated on LP. Volume Five in the series features Bobby Hackett and his ork on one side, plus Max Kaminsky and his band on the other. The Hackett crew does a fine job with evergreens in a solid two-beat style, and Kaminsky gives out on the horn with some well-known old jazz standards.

(Continued on page 48)

Manufacturer Hi-Fi Race Brings New Sound to Cash Registers. Vast Market Awaits Home Phono Seller. WANTED! REWARD! SEE... 20 Million Separate Phonographs of High Quality at Reasonable Cost. \$2 Billion in Retail Sales Volume. A Golden Opportunity for the Record Counter. Why consumer phono interest flows first to the record counter... what the potential phono buyer expects of the record dealer... how record store personnel can help their customers—and thus increase sales and profits. Valuable sales and profit tips supported by a store-by-store survey of key record counters in 17 major markets, plus important facts gathered from a brand-new mail survey among 8,000 key record outlets thruout the country. This is just one of more than a dozen valuable features in... "The Merchandising Revolution in Records and Phonographs" A Special Section of The Billboard... October 24 Issue

Columbia Records' latest major project in the field of recorded dramatic works is the recently released version of a dramatic reading of Stephen Vincent Benet's narrative poem John Brown's body. The Pulitzer Prize work would be of great interest to many people, particularly those already exposed to dramatic readings on disks. As an educational aid, the package is certainly a valuable issue. However, for pure entertainment (Continued on page 48)



London Records is going to follow its most successful summer with its most successful fall. Releases such as this one will guarantee that!

LONG PLAYING 33 $\frac{1}{3}$ RPM

LEONCAVALLO

I PAGLIACCI (complete opera)

Mario del Monaco, Clara Petrella, Aldo Pratti, etc., with the Chorus and Orchestra of l'Accademia di Santa Cecilia, Rome, conducted by Alberto Erede

OPERATIC PROGRAM BY MARIO DEL MONACO (4th Side)

Arias from Gioconda, Rigoletto, La Juive, Forza del Destino, and Pagliacci

LL-880/1

RAVEL

VALSES NOBLES ET SENTIMENTALES

LE TOMBEAU DE COUPERIN

L'Orchestre de la Suisse Romande
Conductor: Ernest Ansermet

LL-795

WAGNER

TANNHAUSER—Overture and Venusberg Music

THE FLYING DUTCHMAN—Overture

DIE WALKURE—Ride of the Valkyries

The Vienna Philharmonic Orchestra
Conductor: Hans Knappertsbusch

LL-800

SIBELIUS

SYMPHONY No. 2 IN D MAJOR (Opus 43)

The London Symphony Orchestra
Conductor: Anthony Collins

LL-822

BEETHOVEN

SYMPHONY No. 1 IN C MAJOR (Opus 21)

The Vienna Philharmonic Orchestra
Conductor: Carl Schuricht

SYMPHONY No. 8 IN F MAJOR (Opus 93)

The Vienna Philharmonic Orchestra
Conductor: Karl Böhm

LL-825

IRVING BERLIN SUITE

Say It With Music • A Couple Of Swells • Cheek To Cheek • They Say It's Wonderful • No Strings • Say It Isn't So • Piccolino • Maria • How Deep Is The Ocean • Simple Melody • The Song Is Ended • A Pretty Girl Is Like A Melody • Show Business
Stanley Black and the Kingsway Promenade Orchestra

LL-811

SCHUMANN

CONCERTO FOR PIANO AND ORCHESTRA IN A MINOR

Wilhelm Kempff (piano) with
The London Symphony Orchestra
Conductor: Josef Krips

LL-781

SCHUBERT

FOUR IMPROMPTUS (Opus 142)

Clifford Curzon—Piano

LL-720

CHOPIN

TWENTY FOUR PRELUDES (Opus 28)

Friedrich Gulda—Piano

LL-755

MOZART

SONATA No. 8 IN A MINOR (K. 310)

RONDO IN D MAJOR (K. 485)

BACH

PRELUDE AND FUGUE No. 32 IN E FLAT MINOR

ENGLISH SUITE No. 3 IN G MAJOR

Friedrich Gulda—Piano

LL-756

RAVEL

L'HEURE ESPAGNOLE (The Spanish Hour)—Complete Opera

Suzanne Danco, Paul Darenne, Michel Hamel, Heinz Rohlfuss, Andre Vessières, with
l'Orchestre de la Suisse Romande conducted by Ernest Ansermet

LL-796

BRAHMS

WALTZES (Opus 39)

SCHUMANN

FASCHINGSCHWANK AUS WIEN

Robert Weisz—Piano

LL-798

BARTOK

EIGHT PIECES FROM MIKROKOSMOS (Vol. VI)

ROREM

SONATA No. 2

Julius Katchen—Piano

LL-759

SPANISH KEYBOARD MUSIC

PORTUGUESE KEYBOARD MUSIC

Felicja Blumental—Piano

LL-769

STRAUSS

SONATA IN E FLAT MAJOR FOR VIOLIN & PIANO (Opus 18)

PROKOFIEV

SONATA No. 2 IN D MAJOR FOR VIOLIN & PIANO (Opus 94)

Ruggiero Ricci (Violin) and Carlo Bussotti (Piano)

LL-770

CHAUSSON

POEME (Opus 25)

RAVEL

TZIGANE

HONNEGER

SONATA FOR UNACCOMPANIED VIOLIN

Christian Ferras (Violin) with L'Orchestre National de Belgique,
Conductor: Georges Sebastian

LL-762

SONGS OF ENGLAND

Jennifer Vyvyan (Soprano) and Ernest Lush (Piano)

LL-886

A RECITAL OF ARIE ANTICHE AND GERMAN LIEDER

Irma Kolassi (Mezzo soprano) and Jacqueline Bonneau (Piano)

LL-747

STRAUSS

THE BLUE DANUBE

THE EMPEROR WALTZ

The New Symphony Orchestra—Conductor: Josef Krips

LD-9015

TED HEATH AT THE LONDON PALLADIUM

(Recorded at Ted Heath's 89th London Palladium Sunday Concert, April 12, 1953)
The Champ (Gillespie) • Eloquence (Keating) • Do Nothin' Till You Hear From Me (Ellington, Russell) • Pick Yourself Up (Kerns, Fields) • Blues For Moderns (Ray Owen) • Fourth Dimension (Dallimore) • Etrospect (Horrox) • Dark Eyes (Traditional) • Solitude (Lange, Mills, Ellington) • The Hawk Talks (Belton) • I Got It Bad (Ellington, Webster) • Rhapsody For Drums (Dallimore, Verrell)

LL-802

The following powerful London Records' release including long play classical works, standard and popular extended plays and red hot top hits is just typical of all forthcoming London releases.

EXTENDED PLAY 45 RPM

- A MANTOVANI CONCERT**
La Mer (Beyond The Sea) • Night And Day • The Green Cockatoo • El Toreador
BEP • 6014
- HARMONICATS—SOUVENIRS**
Peg O' My Heart • That Old Gang Of Mine • Fantasie Impromptu • Always In My Heart
BEP • 6038
- ON PARADE**
Stars And Stripes Forever • The Liberty Bell • The Turkish Patrol • The Shanghai Sailor
Band of H. M. Irish Guards
BEP • 6021
- HORS D'OEUVRES**
Hors d'Oeuvres • Copenhagen • The Night Ride • Tarantula
Ambrose and his Orchestra
BEP • 6032
- TERESA BREWER**
Jazz Me Blues • Longing For You • I Wish I Wuz • If You Don't Marry Me
BEP • 6041
- EDMUNDO ROS—RUMBAS**
Walter Thornton Rumba • Gimpel Baynish Rumba • Humphrey Bogart Rumba • Say Si, Si
Edmundo Ros and his Orchestra
BEP • 6050
- SPRING FEVER**
I'll Remember April • It Might As Well Be Spring • One Morning In May • Garden In The Rain
Ralph Sharon, piano, with Instr. Accomp.
BEP • 6052
- HIGHLAND PIPES**
The Road To The Isles • Back o' Benachie • El Alamein • Eightsome Reel • Mrs. Kirkwood's Waltz
Pipes and Drums of H. M. Scots Guards
BEP • 6070
- FARNON PLAYS SCHERTZINGER**
Kiss The Boys Goodbye • Tangerine • Sand In My Shoes • The Fleet's In
Robert Farnon and his Orchestra with the Johnston Singers
BEP • 6071
- MUSIC BY CAMARATA (Vol. II)**
Rumbalero • Rhapsody for Saxophone
Camarata and the Kingsway Orchestra
BEP • 6085
- IN A MONASTERY GARDEN—Music of Ketelby**
In A Monastery Garden • In A Persian Market • In A Chinese Temple Garden • The Sanctuary Of The Heart
Roy Robertson conducting the New Promenade Orchestra with the Wardour Singers
BEP • 6086
- CATHOLIC HYMNS (Vol. I)**
Ave Maria • Dear Guardian Of Mary • Mother Dear, O Pray For Me • Mother Dearest, Mother Fairest
Choir of the Church of the Immaculate Conception
BEP • 6087
- CATHOLIC HYMNS (Vol. II)**
Holy God, We Praise Thy Name • Come, Holy Ghost • To Jesus' Heart All Burning • O Lord, I Am Not Worthy
Choir of the Church of the Immaculate Conception
BEP • 6088

POPULAR 45 & 78 RPM

- DICKIE VALENTINE**
Guessing • I See You Again Every Night
Accomp. directed by Stanley Black
1378 & 45-1378
- MANTOVANI**
Swedish Rhapsody • Jamaican Rumba
Instrumental
1369 & 45-1369
- TED HEATH AND HIS MUSIC**
Dagnet • Sloppy Joe
Instrumental
1379 & 45-1379
- JOAN REGAN**
Rag-A-Bone Man • The Long Way
Vocal
1372 & 45-1372

TOP CURRENT LONDON HITS

EBB TIDE (Instrumental)
FRANK CHACKSFIELD
1358 & 45-1358

MY LIFE, MY LOVE, MY HAPPINESS
I'LL WAIT FOR YOU
VERA LYNN and MANTOVANI
1317 & 45-1317

TILL THEY'VE ALL GONE HOME
JOAN REGAN
1353 & 45-1353

FROM YOUR LIPS TO THE EARS OF GOD
SORRENTO AND YOU
DOROTHY SQUIRES
1371 & 45-1371

London

ffrr



The Billboard's Music Popularity Charts

TOP C&W RECORDS

For Week Ending October 3

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	1	11
T'd Rather Die Young—Cap 2702—BMI		
2. I FORGOT MORE THAN YOU'LL EVER KNOW—	2	9
Davis Sisters..... Rock-A-Byc Boogie—V 20-5345—BMI		
3. HEY JOE—Carl Smith.....	3	12
Darlin' Am I the One?—Col 21129—BMI		
4. IT'S BEEN SO LONG—W. Pierce.....	4	15
Don't Throw Your Life Away—Dec 28725—BMI		
5. CRYING IN THE CHAPEL—Rex Allen.....	5	10
I Thank the Lord—Dec 28758—BMI		
6. CARIBBEAN—M. Torok.....	6	8
Weep Away—Abbott 140—BMI		
7. WEARY BLUES FROM WAITIN'—H. Williams.....	—	1
I Can't Escape From You—M-G-M 11574—BMI		
8. LET ME BE THE ONE—H. Locklin.....	7	3
I'm Tired of Bumping Around—Four Star 1641—BMI		
9. TENNESSEE WIG WALK—Bonnie Lou.....	8	3
Hand-Me-Down Heart—King 1231—BMI		
10. FORGIVE ME JOHN—J. Shepard-F. Huskey.....	—	1
My Wedding Ring—Cap 2586—BMI		
10. SHAKE A HAND—R. Foley.....	—	1
Stranded in Deep Water—Dec 28839—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. HEY JOE—Carl Smith.....	1	11
Col 21129—BMI		
2. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	3	12
Cap 2502—BMI		
3. I FORGOT MORE THAN YOU'LL EVER KNOW—	3	7
Davis Sisters..... V 20-5345—BMI		
4. IT'S BEEN SO LONG—W. Pierce.....	2	15
Dec 28725—BMI		
5. CARIBBEAN—M. Torok.....	6	6
Abbott 140—BMI		
5. LET ME BE THE ONE—H. Locklin.....	8	6
Four Star 1641—BMI		
7. CRYING IN THE CHAPEL—D. Glenn.....	5	11
Valley 105—BMI		
8. FORGIVE ME JOHN—J. Shepard-F. Huskey.....	—	1
Cap 2586—BMI		
9. MAMA COME GET YOUR BABY BOY—E. Arnold.....	—	1
V 20-5115—BMI		
9. YESTERDAY'S GIRL—H. Thompson.....	—	2
Cap 2553—BMI		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. DEAR JOHN LETTER—J. Shepard.....	2	8
Cap 2502—BMI		
2. HEY JOE—Carl Smith.....	1	11
Col 21129—BMI		
3. I FORGOT MORE THAN YOU'LL EVER KNOW—	3	5
Davis Sisters..... V 20-5345—BMI		
4. CRYING IN THE CHAPEL—Rex Allen.....	4	6
Dec 28758—BMI		
5. CARIBBEAN—M. Torok.....	5	3
Abbott 140—BMI		
6. IT'S BEEN SO LONG—W. Pierce.....	7	15
Dec 28725—BMI		
7. I WON'T BE HOME NO MORE—H. Williams.....	9	8
M-G-M 11533—BMI		
7. CRYING IN THE CHAPEL—D. Glenn.....	—	9
Valley 105—BMI		
7. SHAKE A HAND—R. Foley.....	—	1
Dec 28839—BMI		
10. RUB A DUB DUB—H. Thompson.....	5	19
Cap 2445—BMI		



Hank WILLIAMS

singing

"WEARY BLUES FROM WAITIN'"

"I CAN'T ESCAPE FROM YOU"

M-G-M RECORDS

THE GREAT NAME IN ENTERTAINMENT

MGM 11574

TOP COUNTRY & WESTERN RECORDS

C & W Record Reviews

Continued from page 28

the label with two humorous songs. In the first, he convincingly proves that the girls in the country are smarter and prettier than those in the city.

Beware... 70
Here we have an old tune furnished new lyrics by Fred Rose. It's a warning against the wiles of the opposite sex, and Robertson, with his cellar-deep bass voice, turns in a lively performance.

JIMMY LOGSDON

Where the Old Red River Flows... 74
DECCA 28864—A very catchy side which is handled in fine style by Logsdon. A few more like this, and the singer is liable to crack thru with a big one. Tune is about heading back to his Louisiana farm after a fling in the big city. (Peer, BMI)

Let's Have a Happy Time... 70
As the title suggests, this is a happy tune, and Logsdon projects it brightly. Disk should pull its weight in boxes. (Melody, BMI)

THE DRIFTING COWBOYS

Canal Street Parade... 73
M-G-M 11590—The boys let go with a swinging instrumental here that sounds as if they had a good time cutting this platter.

Swing Shift Bounce... 73
Shifting over to boogie tempo, the group does an equally fine job on the flip. It has an engaging melody and a good solid beat which indicates that the boys put their heart into their work.

LEON PAYNE

Don't Be Afraid... 73
DECCA 28851—Rhythm ballad with beat punctuated with hand claps from time to time. Good tempo for rural dances. (Hill & Range, BMI)

Pedro, the Hot Tamales Man... 72
Tempo is really up for this novelty. Lyrics are rapid fire, and Payne adds an Italian accent for good measure. Good for kicks. (Hill & Range, BMI)

COUSIN HERB HENSON

You-all Come... 73
CAPITOL 2606—An original lyric that glorifies the hospitality of country people, while not failing to point out some of the humorous consequences of generosity. (Starday, BMI)

I Wrote My Heart a Letter... 71
This is familiar weeper material, and is given a sincere, emotion-packed performance by Henson. (Central, BMI)

DUB DICKERSON

One-Night Stand... 73
CAPITOL 2605—Dickerson is quite effective here in this cute song in which he outsmarts the girl who thought she was putting one over on him. It carries a punch all the way and ought to stir up interest outside his own following. (Central, BMI)

Dear Love... 68
The singer sends his love a tearful letter. In this case, Dickerson does not exert himself beyond a routine run-thru of the material. (Central, BMI)

TOM ANDERSON

As the Hands Go Round the Clock... 72
M-G-M 11589—This romantic ballad is sold persuasively by Anderson. He has some good material, and he interprets it with feeling.

A Million Tears... 71
Going into a minor key here, Anderson turns in a fine reading of this weeper. There are two good sides on this platter, and if either gets enough exposure, could gather some coin.

(Continued on page 47)

FORTUNE has the best!

DAVIS SISTERS'

Recording of

SORROW AND PAIN

Fortune #174, 78 and 45

on the Charts and Bigger Than Ever!

JEALOUS LOVE

THE DAVIS SISTERS

Fortune #170, 78 and 45

Some Territories Still Open

WRITE—WIRE—PHONE

FORTUNE RECORDS

11629 Linwood

Detroit 6, Mich.

Phone: TO 7-3077

FOLK TALENT AND TUNES

Nashville's "Grand Ole Opry" has a good chance of taking over from New York's "Grand Opera," at least as far as Helen Traubel is concerned. Last week Cousin Minnie Pearl wired Miss Traubel inviting her to appear on "Grand Ole Opry" with the reporter from Grinders Switch. She was also invited to be her house guest while in Nashville. The invitation followed Miss Traubel's break with the Metropolitan Opera Company. The latest report was that Miss Traubel was trying to clear a date for the Nashville appearance. Miss Traubel would be the second Metropolitan singer to come to the country's top outline show. Joseph McPherson, a member of the Old Hickory Singers, was with the Met six years before returning to his Nashville home 12 years ago. He's been a regular member of the "Grand Ole Opry" cast ever since.

KWKH's "Louisiana Hayride," Shreveport, La., recently signed Mitchell Torok, the up-coming Abbott Record singer and songwriter; Tibby Edwards, new Mercury singer, whose first record got top attention, and Carolyn Bradshaw, who has been getting top attention from her Abbott releases. Aury Inman, currently stationed at Camp Polk, La., with the Army, will also appear on the "Hayride," as often as he can make arrangements for leave. His first appearance was October 3. The Carlises headed the cast of Dallas "Big D Jamboree" last week (26) to open the new Sportatorium. They played to a capacity audience of 6,300. Group tours next two weeks under new Americana pact. They opened in Lubbock, Tex., October 1, and continued to Amarillo, Tex., and Colorado states.

At this writing, Hank Snow was en route to Liverpool, N. S., to the bedside of his mother who has been bedridden for some time. WSM's Smilin' Eddy Hill's Grandmother has been seriously ill. Ted Browne, Brandom Music representative, lost his wife in Chicago recently. Bill Martin, of Atlanta, lost his father September 24 in Atlanta. Bill is prexy of Red Garrett's Fan Club and active in country music circles around Atlanta. He's heading the Fan Club Convention slated for Nashville November 27-29. Art Barrett, leading outline spinner of the Norfolk area, has suffered a time loss when WSAP was sold and new owners renamed the station WAVY. Station is now NBC outlet and has scheduled net shows during part of Barrett's former time. Ray Honaker, formerly country spinner at WOKE, Oak Ridge, Tenn., now at WCAV, Norfolk, with non-country duties. Art Barrett, Sheriff Tex Davis and Norman, Willie and Earl Phelps were guests of Bill Railey at "Grand Ole Opry" show in Richmond, Va., September 27. Ernest Tubbs, Ray Price, the Drifting Cowboys, Bill Monroe and Rusty Gabbard played the show at Richmond's Mosque to a full house. After the show, Railey, of Railey's Record Shop, hosted the entire group at a party. Earl (Grandpappy) Davis now spinning at WFHG, Bristol, Va., after leaving Coral sales job. Davis was at WBOOK, New Orleans, before joining the Coral organization. Sammy Lillibridge has moved to KERO, Longview, Tex., from Hamilton, Tex., post. Shel Horton, WHUN, Huntington, Pa., visited Tom Edwards' show on WERE, Cleveland, last week. Shel was completing a two weeks' vacation that had taken him to Nashville, St. Louis and Chicago. Henry Tuck leading country spinning activities at WREV, Reidsville, N. C., with Wednesday and Thursday two-hour sessions in addition to other spots. Peoria, Ill., being spun country platters by Dick Coffeen, at WMBD, and Ken Scott, at WPEO. Phil Strand handles outline duties at WSIV, Pekin, Ill., with Johnny Barton holding out at WHOW, Clinton, Ill. Colwell Brothers, currently at Moral Re-Armament Convention in Caux, Switzerland, report that their renditions of U. S. country songs have gone over big with local and visiting personnel. They

have a new Columbia platter on a recent release. Johnny Bond made two appearances on Jimmy Wakely's CBS show last week. Bond has returned to his Burbank, Calif., home after a successful summer at WFAA, Dallas. Skeets McDonald covered Northern California last week introducing his new Capitol wax. Carolina Cotton was first to volunteer her services for the Christmas holidays in Korea. She's already been accepted by the Hollywood Co-Ordinating Committee. This trip will be her fourth overseas. Carolina recently wrote a guest column for Jimmy Fidler and headlined rodeo and horse shows at Chula Vista, Calif., and La Mesa, Calif.

Jim Reeves and Johnny Horton set to headline "Louisiana Hayride" cast in Texarkana, Tex., October 9, with Jewell House booking. Dave Stone and "Hi-Pockets" Duncan hosted flock of country names during opening of their KDAV, Lubbock, Tex., September 24. Among those participating were Billy Walker, Tommy Hill, Jean Shepard, Ferlin Huskey, Hoot and Curley, Hank Locklin, Slim Willet, Claude King, Red Sovine and Vin Bruce. Station is featuring country and western music and owners will continue to promote local appearances of name artists. Jack Starns off on tour with his Starday Records roster of Blackie Cranford and the Western Cherokees, Arlie Duff and Bob Hepler. They have covered the Peanut Festival at Grapeland, Tex.; Longhorn Ranch, Dallas; Oklahoma City; Ardmore, Okla.; Lawton, Okla., and were set for October 3 at Riverside Rancho Club, Kansas City, Mo. From there they tour into South Dakota, joining the Cousin Minnie Pearl show at Vermillion, S. D., and continuing to Spokane, Wash., to be a part of the Eddy Arnold opening of a new Purina mill. Boots Woodall and the Smith Brothers opened Atlanta's Southeastern World Fair at Lake Wood Park October 1, to continue for 11 days. They're doing 15 shows daily. Curtis Gordon filled in for Boots Woodall and the Smith Brothers September 29 on their WAGA-TV (Atlanta) show while both were in Nashville recording. Gordon had just completed a Nashville session and was returning to his WABB, Mobile, Ala., post. Zeke Clements doing three WSB-TV spots weekly in addition to his daily WSB disk work. Atlanta's Peachtree Cowboys doing a daily noon WSB-TV'er in addition to their Wednesday, Friday and Saturday, Coveredwagon dances. the Swingbillies seen in Atlanta nightly on WLWA-TV. Johnnie and Lee Wills upped their daily KVOO-Tulsa, Okla., time by 15 minutes. Their shows recently originated from Oklahoma Free State Fair, Muskogee. Sunshine Ruby has just completed a year on the Dallas "Big D Jamboree." She's back in high school now after recent guesting on Eddy Arnold's TV'er from Chicago. Aubrey Mayhew now directing WCOP's "Hayloft Jamboree Artists Bureau" after giving up duties at WWVA, Wheeling, W. Va. Bob Stock accompanied Aubrey in the move as assistant. Warren S. Freeman is promotional manager for the bureau. Slim Whitman set to headline a WCOP show at Symphony Hall in Boston October 2. Bill Ring and Porter Wagoner headed a big cast in opening Springfield, Mo.'s second TV station, KYTV, October 1. Others on the show were Tommy Soseboe, the Willis Brothers, Slim Wilson, Sally Briggs, Doc Martin, Speedy Haworth, Jack and Gertrude Dunigan, Paul Mitchell and Howard McGilvry and band. Jack Cardwell, of the "Tom & Jack" recorder WKAT, Mobile, Ala., hospitalized for ruptured disc in his back instead of going on promotion trip for new King release of his "Dear Joan." Cracker Jim Brocker, of WMIE, Miami, hosting "ally Fowler's "All Night Sing" in Miami October 10. Others on bill are Fowler's Oakridge Quartet, Fred Maples and the Harmonizers Quartet, the LeFever Trio and LeFe-

This Week's New Territorial Best Sellers to Watch

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

Houston... YOU ALL COME

A. Duff, Starday 104

Memphis

New Orleans... FORGIVE ME, JOHN

J. Shepard-F. Huskey, Capitol 2586

Nashville... THERE STANDS THE GLASS

W. Pierce, Decca 28834

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. Dear John Letter
J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. Hey Joe
C. Smith, Columbia
4. It's Been So Long
W. Pierce, Decca
5. Tennessee Wig-Walk
B. Lou, King
6. Let Me Be the One
H. Locklin, Four Star
7. Dear Joan
J. Cardwell, King
8. Caribbean
M. Torok, Abbott
9. Jealous Love
Davis Sisters, Fortune
10. Oh Miserable Love
C. Gore, King

Memphis

1. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
2. Dear John Letter
J. Shepard-F. Huskey, Capitol
3. Hey Joe
C. Smith, Columbia
4. Forgive Me John
J. Shepard-F. Huskey, Capitol
5. Why Don't You Open the Door
York Brothers, King
6. Dear Joan
J. Cardwell, King
7. Let Me Be the One
H. Locklin, Four Star
8. It's Been So Long
W. Pierce, Decca
9. If I Never Get to Heaven
E. Arnold, Victor
10. Shake a Hand
R. Foley, Decca

Dallas-Ft. Worth

1. Caribbean
M. Torok, Abbott
2. Hey Joe
C. Smith, Columbia
3. Dear John Letter
J. Shepard-F. Huskey, Capitol
4. Let Me Be the One
H. Locklin, Four Star
5. It's Been So Long
W. Pierce, Decca
6. Tennessee Wig-Walk
B. Lou, King
7. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
8. Crying in the Chapel
D. Glenn, Valley
9. Shake a Hand
R. Foley, Decca
10. Sing Me Something Sentimental
R. Foley, Decca

Nashville

1. Dear John Letter
J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. Hey Joe
C. Smith, Columbia
4. It's Been So Long
W. Pierce, Decca
5. There Stands the Glass
W. Pierce, Decca
6. Let Me Be the One
H. Locklin, Four Star
7. Crying in the Chapel
R. Allen, Decca
8. Shake a Hand
R. Foley, Decca
9. My Wasted Past
E. Tubb, Decca
10. Weary Blues From Waitin'
H. Williams, M-G-M

Houston

1. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
2. Weary Blues From Waitin'
H. Williams, M-G-M
3. Hey Joe
C. Smith, Columbia
4. Shake a Hand
R. Foley, Decca
5. It's Been So Long
W. Pierce, Decca
6. Mama Come Get Your Baby Boy
E. Arnold, Victor
7. You All Come
A. Duff, Starday
8. Let Me Be the One
H. Locklin, Four Star
9. Don't Brush Them On Me
E. Tubb, Decca
10. Caribbean
M. Torok, Abbott

New Orleans

1. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
2. Weary Blues From Waitin'
H. Williams, M-G-M
3. Dear John Letter
J. Shepard-F. Huskey, Capitol
4. Forgive Me John
J. Shepard-F. Huskey, Capitol
5. Yesterday's Girl
H. Thompson, Capitol
6. Crying in the Chapel
R. Allen, Decca
7. Hey Joe
C. Smith, Columbia
8. Mama Come Get Your Baby Boy
E. Arnold, Victor
9. Trademark
C. Smith, Columbia
10. Caribbean
M. Torok, Abbott

veraires. Show at Dade County Auditorium.

Red Webb, of WLBG, Laurens, S. C., was WSM's "Mr. Deejay USA" October 2, with Bob Martin on WMIL, Milwaukee, and Aunt Louise Foster, of KAND, Corsicana, Tex., taking next two weeks. "Mr. Deejay USA" show changes from 7 p.m. spot to 9.30 Friday nights beginning October 9. Hank Snow chosen to cut 15 minute transcriptions for Cancer Society for distribution to all sta-

(Continued on page 48)

LULU BELL SI

NEW HILLBILLY STAR

Winner of popularity poll 10 times on WSM. Distributors, write for this new record hit.

"CAST A SPELL ON ME" and "KENTUCKIANA WALTZ"

HAMILTON RECORDS & MUSIC PUBLISHERS

233 N. Delaware St. Indianapolis, Ind.

The Billboard Music Popularity Charts

... for Week Ending October 3

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Week on Chart	Title	Label
1	1	8	SHAKE A HAND—F. Adams	Herald 416—BMI
2	3	15	GOOD LOVIN'—Clovers	Atlantic 1000—BMI
3	2	11	CRYING IN THE CHAPEL—Orioles	Jubilee 5122—BMI
4	4	*8	TOO MUCH LOVIN'—Five Royales	Apollo 448—BMI
5	7	3	ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn	Aladdin 3197—BMI
6	5	3	HONEY HUSH—J. Turner	Atlantic 1001—BMI
6	6	2	FEELIN' GOOD—Little Junior's Blue Flames	Sun 187—BMI
8	—	10	DON'T DECEIVE ME—C. Willis	Okeh 6785—BMI
9	9	12	PLEASE DON'T LEAVE ME—Fats Domino	Imperial 5240—BMI
10	8	16	PLEASE LOVE ME—B. B. King	RPM 386—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Week on Chart	Title	Label
1	2	11	CRYING IN THE CHAPEL—Orioles	Jubilee 5122—BMI
2	3	10	GOOD LOVIN'—Clovers	Atlantic 1000—BMI
3	1	7	SHAKE A HAND—F. Adams	Herald 416—BMI
3	5	4	NADINE—Coronets	Chess 1549—BMI
5	4	4	HONEY HUSH—J. Turner	Atlantic 1001—BMI
6	7	2	DRUNK—J. Liggins	Specialty 470—BMI
6	9	2	PLEASE HURRY HOME—B. B. King	RPM 391—BMI
8	—	1	BLUES WITH A FEELING—Little Walter	Checker 780—BMI
9	—	14	PLEASE LOVE ME—B. B. King	RPM 386—BMI
10	8	11	PLEASE DON'T LEAVE ME—Fats Domino	Imperial 5240—BMI

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Joe Turner, whose Atlantic waxing of "Honey Hush" hit The Billboard charts last week after grabbing attention in New Orleans, is set for a string of one-nighters thru the Texas area with his ork, starting October 10 until November 22. After that the vocalist goes into the Louisiana-Mississippi territory, where he will work until January. Amos Milburn will play club dates as a single during November, while Paul Williams is out on a Southern tour. Milburn will join up with Charles Brown and the Choker Campbell ork in December, and the package will do one-nighters during December and January in the South. Campbell and his ork have been signed by Atlantic Records.

Chuck Willis will do a string of one-nighter dates with the Mill Buckner crew starting November 4. The Dominoes, skedded to go into the Bantbox, New York, with the Sugar Ray Robinson unit, have cancelled out, and the Ravens will replace them for the New York date. The Dominoes, however, are set to go out with the Robinson package when it hits the road for one-nighters. (see separate story in Music department.) A new group on the Savoy label is The Wanderers, a rhythm quartet, which bowed with a first waxing this week. Varetta Dillard does a week at the Apollo, New York, starting October 16.

Oliver Allen, of WRAP in Norfolk, was recently appointed program director, and Starling Merritt has joined the station's announcing staff. Atlantic has signed Tommy Ridgely, a blues singer from New Orleans, and Professor Longhair, pianist and singer.

This Week's New Territorial Best Sellers to Watch

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

- Los Angeles
New Orleans... ROSEMARY Fats Domino, Imperial 5251
Philadelphia... IN THE MISSION OF ST. AUGUSTINE Orioles, Jubilee 5217

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- Shake a Hand F. Adams, Herald
- Feelin' Good Little Junior's Blue Flames, Sun
- Good Lovin' Clovers, Atlantic
- Crying in the Chapel Orioles, Jubilee
- Honey Hush J. Turner, Atlantic
- Please Hurry Home B. B. King, RPM
- Too Much Lovin' Five Royales, Apollo
- One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
- Don't Deceive Me C. Willis, Okeh
- Blues With A Feelin' Little Walter, Checker

Charlotte

- Shake a Hand F. Adams, Herald
- Good Lovin' Clovers, Atlantic
- One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
- Crying in the Chapel Orioles, Jubilee
- Mercy, Mr. Percy V. Dillard, Savoy
- Don't Deceive Me C. Willis, Okeh
- Too Much Lovin' Five Royales, Apollo
- Clock J. Ace, Duke

Chicago

- Crying in the Chapel Orioles, Jubilee
- Good Lovin' Clovers, Atlantic
- Shake a Hand F. Adams, Herald
- Please Love Me B. B. King, RPM
- Please Don't Leave Me Fats Domino, Imperial
- Feelin' Good Little Junior's Blue Flames, Sun
- Too Much Lovin' Five Royales, Apollo
- Don't Deceive Me C. Willis, Okeh
- Honey Hush J. Turner, Atlantic
- Clock J. Ace, Duke

(Continued on page 47)

DUKE LEADS THE HIT PARADE

WITH FOUR NEW RELEASES!!

ROSCOE GORDON

offers a real blues number

"AIN'T NO USE"

b/w

"ROSCO'S MAMBO"

this disc will ring up extra sales

Duke #114

BOBBY BLUE BLAND

has come up with a truly great number

"ARMY BLUES"

b/w

NO BLOW, NO SHOW

Duke #115

THESE ARE FIRST RELEASES

DON'T MISS THE BOAT

MID-SOUTH SINGERS

are touching in this great pair of sides

"WILL MEET YOU IN THE MORNING"

b/w

"LORD, COME ON AND SEE ABOUT ME"

Duke #202

HEAVEN BOUND FOUR

releases two great sides

"THERE'S A HAND GONE BEFORE LEADING ME"

b/w

"I'M GIVING UP THIS WORLD TO LIVE WITH GOD"

Duke #203

both sides are very touching

WATCH FOR DUKE'S NEW RELEASES

DUKE RECORDS

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JOIN THE HIT PARADE NOW BUY DUKE RECORDS



A new waxing by Checker bearing the lucky number 782 is destined to be one of the greatest put out by the label. On it The Bluejays are featured in a two-sided hit version of "White Cliffs of Dover," backed with "Hey, Pappa." The "Cliffs" side is a real gone ballad done excellently well. The "Pappa" side is a solid jump tune good for many, many juke plays. Watch this biscuit.

Willie Mabon is still riding high and picking up on sales all over the country on his Chess (1548) recording. He does "You're a Fool," backed with "Monday Woman." Response on the two sides have been simply terrific. Don't pass this item up.

Chance Records have come up with a new and refreshing item on their release 1144. It features the jazz piano stylings of Johnny Young. The two sides, "You Go to My Head," backed with "Memories of You," are both solid hits. Another new release out is Chance 5007, featuring the well-known spiritualist Sister Rosa Shaw. She scores with two well-done versions, including "His Dying Was Not in Vain" and "I'll Be Leaving Soon." This just can't be missed.

The new group on Sabre 102, the Five Echoes, are selling their version of "Lonely Mood" and "Baby, Come Back to Me" like hotcakes. The group delivers a clear sound with plenty of strength.

"Perfect Woman" and "Elta Louisa," done by the Four Blazers on United 158, is proving to be a solid smash with the buying public. The disks are selling like mad and Willie's happy about it. A hot tip passed on to you a week or so ago is proving to be a money maker for those who took the tip. The item is Jack Cooley's recording of States 125, featuring "Rain on My Window," backed with "Could, But I Ain't."

A new release destined to be a hit is Terry Timmons' United 161 version of "Never Let Me Go" and "My Last Cry." She has an exceptional voice and does the tunes in a blues kick. The job in her voice gives her the quality to make her a great name in this business.

Your dealer has these "picks" in stock. Call or see him today. (Adv.)

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by JIMMY LIGGINS

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JOE TURNER

ATLANTIC 1001

Atlantic RECORDING CORP.
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"I LOVE YOU"

STILL GOING STRONG #397

"MERCY MR. PERCY"

2 Big Hits by Varetta Dillard

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

R & B Territorial Best Sellers

Continued from page 46

Cincinnati

1. Shake a Hand
F. Adams, Herald
2. Good Lovin'
Clovers, Atlantic
3. Too Much Lovin'
Five Royales, Apollo
4. Get It
Royals, Federal
5. Crying in the Chapel
Orioles, Jubilee
6. Feelin' Good
Little Junior's Blue Flames,
Sun
7. Baby It's You
Spaniels, Chance
8. Please Don't Leave Me
Fats Domino, Imperial
9. Clock
J. Ace, Duke
10. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin

Philadelphia

1. Shake a Hand
F. Adams, Herald
2. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
3. In the Mission of St. Augustine
Orioles, Jubilee
4. Nadine
Coronets, Chess
5. Too Much Lovin'
Five Royales, Apollo
6. Please Don't Leave Me
Fats Domino, Federal
7. Baby It's You
Spaniels, Chance
8. Please Love Me
B. B. King, RPM
9. Good Lovin'
Clovers, Atlantic
10. No More In Life
B. Doggett, King

Detroit

1. Shake a Hand
F. Adams, Herald
2. Too Much Lovin'
Five Royales, Apollo
3. Good Lovin'
Clovers, Atlantic
4. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
5. Crying in the Chapel
Orioles, Jubilee
6. Fat Daddy
D. Washington, Mercury
7. Clock
J. Ace, Duke
8. The Come Back
Memphis Slim, United
9. Help Me, Somebody
Five Royales, Apollo
10. Baby It's You
Spaniels, Chance

Los Angeles

1. Crying in the Chapel
Orioles, Jubilee
2. Shake a Hand
F. Adams, Herald
3. Rosemary
Fats Domino, Imperial
4. Nadine
Coronets, Chess
5. Honey Hush
J. Turner, Atlantic
6. Feelin' Good
Little Junior's Blue Flames,
Sun
7. The Come Back
Memphis Slim, United
8. Get It
Royals, Federal
9. Clock
J. Ace, Duke
10. Good Lovin'
Clovers, Atlantic

New Orleans

1. Shake a Hand
F. Adams, Herald
2. Honey Hush
J. Turner, Atlantic
3. Blues With a Feelin'
Little Walter, Checker
4. Please Hurry Home
B. B. King, RPM
5. Rosemary
Fats Domino, Imperial
6. Feelin' Good
Little Junior's Blue Flames,
Sun
7. Please Don't Leave Me
Fats Domino, Imperial
8. Too Much Lovin'
Five Royales, Apollo
9. Third Degree
E. Boyd, Chess
10. Goin' to the River
Fats Domino, Imperial

New York

1. Shake a Hand
F. Adams, Herald
2. Crying in the Chapel
Orioles, Jubilee
3. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
4. Don't Deceive Me
C. Willis, Okeh
5. C'Est Si Bon
E. Kitt, Victor
6. Too Much Lovin'
Five Royales, Apollo
7. St. George and the Dragonet
S. Freberg, Capitol
8. Clock
J. Ace, Duke
9. Please Love Me
B. B. King, RPM
10. Drunk
J. Liggins, Specialty

3. Blues With a Feelin'
Little Walter, Checker
4. Nadine
Coronets, Chess
5. Good Lovin'
Clovers, Atlantic
6. Clock
J. Ace, Duke
7. Too Much Lovin'
Five Royales, Apollo
8. Crying in the Chapel
Orioles, Jubilee
9. Baby It's You
Spaniels, Chance
10. Please Hurry Home
B. B. King, RPM

Washington - Baltimore

1. Shake a Hand
F. Adams, Herald
2. Crying in the Chapel
Orioles, Jubilee
3. Good Lovin'
Clovers, Atlantic
4. Fat Daddy
D. Washington, Mercury
5. Honey Hush
J. Turner, Atlantic
6. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
7. Wish Your Picture Was You
L. Price, Specialty
8. Help Me, Somebody
Five Royales, Apollo
9. Wild, Wild Young Men
Ruth Brown, Atlantic
10. These Foolish Things
Dominoes, Federal

C & W Record Reviews

Continued from page 45

THE COLWELL BROTHERS
No Down Payment—Easy Terms...68
COLUMBIA 21164—Novelty-type material should get spins for the group. (Peer, BMI)

Morgan Poisoned the Water Hole... 67
More of the same, tho not as brightly written. (Brenner, BMI)

JUSTIN TUBB
Ooh-La-La...68
DECCA 28865—Rhythm novelty about a gal in Paris is sung forcefully by Ernest Tubb's son. Singer handles himself nicely. (E. Tubb, BMI)

The Story of My Life...65
Tubb switches to a weeper on this side. It's a good tune which he penned himself. He delivers it in straight-forward fashion. (E. Tubb, BMI)

CURTIS GORDON
Where'd Ja Get So Much Of...68
V 20-5461—Up-tempo novelty is sung brightly by singer. Includes some very listenable fiddling. Could pull juke box coin. (Barton, BMI)

I Just Don't Love You Anymore...65
A slow weeper which Gordon projects with a tear in his voice. Nice instrumentation here. (Fairway, BMI)

BOB AND WANDA WOLFE
I Would Never Grow Tired of Love'n You...68
FLAIR 1017-18—Pair sings this new ballad with a lilt as they show off some listenable duo singing. Disk may get a few spins with Western jocks. Label is not related to the r.&b. Flair label. (Four Star, BMI)

Let's Be Sweethearts...60
Bob and Wanda Wolfe sing "Let's Be Sweethearts," but somehow they don't sound very excited about it. (Four Star, BMI)

HOWINGTON BROTHERS
Two Faced...68
DECCA 28850—The brothers go in for a lot of note bending on this lively ditty. Has its pleasant moments. (Melody, BMI)

Tennessee Rooster Fight...62
This is about a cock fight, with the Tennessee roosters showing those brought in by a city slicker from New York a thing or two. Lots of rooster crowing but not much else. (Melody, BMI)

Come Right In and Set a Spell...67
COLUMBIA 21163—Country bounce item sounds like a good item for theme usage on c.&w. shows. Ragsdale does it nicely. (Robert, ASCAP)

Wrong Side of the Fence...66
Okay verse-chorus item combines the efforts of Ragsdale and a gang-sing group for some fair wax. (Southwest, BMI)

THE JUD CONLON SINGERS
Tenderly...65
DECCA 28863—The wonderful old standard is given a very listenable performance by the Conlon Singers. Featured is the trumpet of Charles Pariato. Good late programing disk for jockeys. (E. H. Morris, ASCAP)

I'm in the Mood for Love...60
Another old favorite revived, this time with the group's approach on the ethereal side. (Robbins, ASCAP)

ROCKY RANCH BOYS
Why Did You Leave Me Brokenhearted?...60
MELODY GUY 101—New label bows with an okay reading of a fairly good country ballad. Ork backing is good.

Farewell, Lillie...58
Routine material loaded with cliches makes for a fair disk.

Rhythm & Blues Record Reviews

Continued from page 28

from New Orleans who blows a lot of sax. This is a moody instrumental with Buttera leading all the way. Side has appeal. (Mills, ASCAP)

Chicken Scratch...69
This instrumental is based on a riff from "Tutkey in the Straw." Buttera blows up a storm with his loose reed. Tempo is on the slow side, and beat is very heavy. (Campbell, BMI)

SONNY THOMPSON
My Heart Needs Someone...70
KING 4657—A pleasant, relaxed side this, by Sonny Thompson. Rufus Junior does a vocal with a good measure of individuality. (Jay & Cee, BMI)

Let's Move...67
Not too much ingenuity or excitement to this instrumental, tho it's good musicianship, verging on the cool jazz side. (Jay & Cee, BMI)

ROSCOE THORNE
Dolores...68
ATLAS 1033—Pretty ballad set above a slow beat is sung persuasively by Thorne. A listenable slicing that sets a fine mood.

Peddler of Dreams...68
Imaginative ditty is by Churchill Kohlman, author of "Cry." Performance by the chanter is good.

CESTA AYRES
Love Is So Low Down...68
IMPERIAL 5255—This one, sung by Cesta Ayres, is moody, bluesy and a weeper to boot. Lacks sustained interest.

You Got a Time...68
Ditto.

OTIS HINTON
Emmaline...68
TIMELY 1003—Okay material and some Southern blues singing and in-

strumental backing.

Walkin' Down Hill...65
Good Southern blues chanting and material.

"BOOGIE BILL" WEBB
I Ain't for It...68
IMPERIAL 5257—Could make noise in the Southern area via the strong chant and okay material. (Commodore, BMI)

Bad Dog...64
Good blues singing on a familiar riff. (Commodore, BMI)

JESSE ALLEN-AUDREY WALKER
Gonna Tell My Mama...67
IMPERIAL 5256—The boy-girl team sounds good here, but the material is just a bit too ordinary. (Commodore, BMI)

Gotta Call That Number...65
Again the material is only fair. Moreover, the gal is far less effective on this side. (Commodore, BMI)

KING PERRY ORK
Welcome Home, Baby...67
RPM 392—The ork leader gets off an effective vocal on a routine jump blues, with the ork lending a draggy beat.

Card Playin' Blues...55
King Perry does a poor job as he tells of his card playin' woman. Not much here.

RAILROAD EARL
Foldin' Money...55
NUCRAFT 115—Earl is out for a lot of that green stuff, if we can believe the lyric. The possibility of making something out of this material is lost, however.

Pretty Baby...50
This blues material does not have the kind of lyric or beat that can sustain attention throughout the side.

Dance Hypo Stimulates NBOA

Continued from page 17

Roof, Indianapolis; Joe Malec, Peony Park, Omaha, treasurer, and Kirk Hayes, Ali Baba, Oakland, Calif., executive secretary. Elected to the board of directors for a three-year term were R. E. (Doc) Chinn, Fargo, N. D.; Kenneth Moore, Chicago; Vic Sloan, Lincoln, Neb.; Jack Stoll, Pittsburgh, and Sylvester Esler, Appleton, Wis. Archer, one of the founders of the organization, in his acceptance speech, asked complete co-operation of the members in the critical year ahead.

The highlight topic of the convention was the lack of interest in dancing, and Kenneth Moore, operator of the Aragon and Trianon in Chicago, delivered the address covering a recent survey made of the country's locations. Questionnaires were sent out to all ballrooms to determine methods being used to teach dancing in schools, how it was being done, results, etc. Replies varied, some showing active plans for dance education, some showing no efforts at all.

Moore Sums Up
Moore suggested various plans to the attending operators and summed up the situation by saying: "It seems to me the ballroom business is suffering currently from three adverse factors.

"First, the early age of marriage which has prevailed during the past 13 or more years which has greatly reduced the potential market for dances. It is revealed that the courting period has been reduced by one-half, and the single population has been reduced by one-third.

"Secondly, the discriminating federal amusement tax has artificially boosted prices and reduced profit margins.

"Third, there has been a definite decline in interest in dancing among young people and in their ability to dance."

He pointed out the NBOA couldn't do much about the first two problems, saying, "Each operator could help to correct the lack of interest of young people in dancing in his own community by the following:

"First, provide a regular program of dances for teen-agers with relative high frequency, and secondly, provide dance instruction in large classes at a low cost and catering to an early age level."

One of the examples of the best developed dance program, cited by Moore, was the one conducted by the Chicago Board of Education in high schools.

Chicago's Answer
Last year 20 high schools conducted dances in their auditoriums at two-week intervals (10 on one Friday and the other 10 on the following Friday). The dances averaged 500 per dance or a total of 20,000 high school students per month thruout the school year. Live music was presented with between five and seven pieces. Moore pointed out that the program has been so successful that this year an additional four schools had joined the program. Each Friday night dance featured an instruction class as an added feature.

Moore suggested that member operators enlist the aid of such agencies as schools, PTA groups, parks, Elks' clubs and Chambers of Commerce, in the program to revive interest in dancing. Other items covered by the convention were "Dispenser vs. Bottle Goods," "Liability Insurance Problems" and "Inventory Control."

Bookers' Views
Another highlight of the meeting was an address by Fred Williamson, vice-president of the Associated Booking Corporation and head of the firm's Chicago office, who spoke on "The Booker's Standpoint." He outlined the problems facing the booker—the middle man, as he called it. The topic, which usually evoked considerable comment from the operators, this time received more or less the approval of the group, following Williamson's speech.

Another indication of the operator's accord with another group was the presence of both ASCAP and BMI representatives at all the meetings of the operators. NBOA just recently reached agreements with both ASCAP and BMI to set licensing fees, according to the amount of the box-office receipts.

TV
Another topic which aroused considerable discussion among the operators was the cost and problems of staging TV shows from ballrooms. Joe Malec, Peony Park, Omaha, spoke on the use of TV in his operation, and told the operators of the troubles they would run into in a program of this sort. NBOA felt that TV could be of

assistance in the promotional end if the band leaders could work up a short TV commercial to be used in advance promotion in TV town appearances. The operators would pay for the air time.

The closing banquet included a show with talent donated by the various agencies. Appearing on the bill were the Gaylords, courtesy ABC; Frank Yankovic and his orchestra, and Benny Sharp and his orchestra, MCA; the Lenore Sutton Dancers, GAC; Ben Berry, courtesy Willard Alexander; and Manny Oppen, McConkey.

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c/w
"TAKE A GOOD LOOK AT ME"
Vanity Record #510
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by Kuzzen Zeke
c/w
"I'M RELAXIN'"
Vocals by
Cal Cala—Jo Ann Lear
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Coast Confab in Harmony

Continued from page 16

of a year ago in which L. Wolfe Gilbert, Coast ASCAP patriarch; Irving Caesar and past prexy Otto Harbach pinpointed their respective messages against BMI.

Adams, who was joined here by Herman Starr, executive committeeman and general manager of the Warner Bros. music publishing affiliates, Harms, Remick & Witmark; Counsel Herman Finkelstein and Controller George Hoffman, told the group that ASCAP had only "five resignations from songscribe ranks since he ascended to the presidency, with four of the five coming from longhair ranks." No mention was made of music publishers, altho relations with the latter group are appreciably better since ASCAP introduced their present method of royalty disbursement.

George Hoffman revealed that the cost of the Society's running expenses for the eight-month period totaled \$2,159,000, and that the Society is spending less for its cost of operations than it did last year, which totaled \$3,100,000. Eight-month cost of operations amounted to 18.9 per cent of the intake as against 20 per cent in 1952.

Ten per cent of the above cost went for salaries and the balance for rent, legal expenses, operational overhead and charity outlays.

L. Wolfe Gilbert, in introducing Adams to the membership in the latter's debut here, pointed up the fact that the Society, in electing Adams to the presidency, had seen fit to recognize that "youth was on the march." Adams is 46.

The Coast group gained recognition in 1947 following a stormy year of bickering with New York factions of ASCAP.

Following the session, Adams told The Billboard that he and other executive members of the Society would shortly embark on a good-will tour to sell ASCAP to their licensees and to acquaint same with the principals of the organization. ASCAP will use some of their top songwriters in the public relations project which will cover every field of ASCAP music subscribers.

Adams further revealed that high on the list of legislation that ASCAP was primarily interested in was the pending McCarren Bill, and the renegotiation of TV pacts with the networks and individual station owners. Negotiations with the latter have been continuing, with the present status representing an impasse. Adams believed that the situation would be resolved shortly, and that ASCAP would continue to press for an equitable agreement.

Altho no outright alignment

with BMI has been made in support of the McCarren Bill and its sister act, the Dirksen Bill, both ASCAP and BMI have been working with less acrimony than in past years in an effort to gain approval when Congress reconvenes in January.

ASCAP's heavy support of the McCarren Bill gained appreciably when a junkie of Coast writers, including Sammy Fain, Hoagy Carmichael, Harry Warren and Harry Ruby, among others, planned to Reno in honor of Sen. Pat McCarren recently at the Nevada State Fair.

ASCAP Preps

Continued from page 16

makes-good theme. Last week, Cunningham kicked off the first of these shows with a half-hour program over WGN, Chicago.

Featured was Johnny Loeb, cleffer who came from Chicago. The program included Loeb and local dignitaries, including Mayor Martin Kennelly and Rudolph Ganz, president of Chicago Music College. The next such program is scheduled for WIRE, Indianapolis, with cleffer J. Russell Robinson scheduled as the local boy. Of course, in all these local programs, heavy press coverage and support is virtually assured.

More Programs

Cunningham has already surveyed the radio situation in Wisconsin, Indiana, Ohio, Tennessee, Michigan, New York and other States, and plans are crystallizing for the presentation of many more such programs.

Cunningham has also quietly set a show upon WNBC, NBC's New York flagship. This is tabbed "Meet the Songwriter," and kicks off today at 4-4:30 p.m., with Abel Baer featured. Next week the featured cleffers will be Jimmy Shirl and Erwin Drake.

Cunningham is masterminding the entire radio project, and is even supplying scripts to those stations who want his shows. He has also been empowered to call upon Otto Harbach and various other of the Society's dignitaries for collaboration.

New Pop Albums

Continued from page 41

Album, "Echoes of Paris," did quite well. This new package of Viennese music should make for good listening as background music. The Antal Kosce gypsy combo has already made itself available on three previous albums. This addition may be in the nature of gilding the lily, but

Phono Sales Drive

Continued from page 16

been contacted and asked to pledge his co-operation. Results are reported to have been excellent. The RIAA is supplying dealers with cards on which the names and address of phono purchasers are to be listed.

Early in 1954 the RIAA will return to Baltimore for a survey of those persons who purchased phonos during the three-week test period. Primary objectives are: (1) To discover whether an appreciably greater number of phonographs is sold if the manufacturers combine their efforts during a specified period, and (2) to discover what effect the "forced sale" of phonographs has on the eventual sale of records.

Ad copy running tomorrow reads: "It's the popular swing everywhere—the swing to phonographs and records. Yes, it's smart to know and talk records. And, in Baltimore, it's extra smart to buy a phonograph during October."

"America's foremost manufacturers have come to town with the greatest array ever of the new phonographs and record-playing equipment you've been reading about."

"See them! Hear them. Learn how your dealer makes owning a new phonograph really easy. Visit him at this time. You'll be pleasantly surprised."

The ad is signed by the RIAA.

Detroit & Hub

Continued from page 16

ing by having their names appear at the same time on a low-cost label."

Among the artists whose names will appear on the Camden label are Richard Crooks, Lawrence Tibbett, Kenny Baker, Joe Reichman, Raymond Paige, George M. Cohan Jr., Edwin Franko Goldman and others.

It is known that the diskery intends to keep the retail outlets handling the line down to a minimum in each city. It is possible that the stores handling the line in the tests will eventually be the stores in that area to continue selling Camden disks. The tests will be supported with large space ads in the leading newspapers in both cities.

it's still good listening.

As for the Deutschmeister brass band, it, too, has been waxed and issued on previous disks by the same label. Here the music is lilting, pop - concert - in - the-park material and designed for a fairly limited audience. In all instances, the record quality is excellent and the packaging attractive. Joe Martin.

FOLK TALENT AND TUNES

Continued from page 45

tions this year. . . Talks going on that may bring Red Foley back to "Grand Ole Opry" but probably not to head the Prince Albert NBC'er as before. . . Webb Pierce headed Prince Albert show (3), with Elton Britt as guest. Cowboy Copas set for top spot (10) with replacement for Moon Mullican, who is in Korea with Roy Acuff show. Jimmy Dickens and Carl Butler will be heard October 17. . . Sunday, October 11, will find Hank Snow showing in Salt Lake City; Lonzo and Oscar and Marty Robbins at Memorial Hall, Dayton, O.; Webb Pierce, in California; Ernest Tubb and the Carter Family at Memorial Auditorium, Gary, Ind.; Cowboy Copas, Norfolk, Neb., and Cousin Minnie Pearl, Lewiston, Idaho. . . Following week (12-17) has Snow touring Idaho and Montana; Ray Price and Autry Inman, in Texas Colo.; Ernest Tubb, George Morgan, Anni Lou and Danny, and the Duke of Paducah all week at Red River Valley Exposition & Oil Progress Week, Paris, Tex.; Martha Carson in Florida, Missouri and the Carolinas; Cowboy Copas in Iowa, Wisconsin and Missouri, and Carl Smith at York County Fair, Rock Hill, S. C.

WERE's Tom Edwards, Cleveland, emceeing teen-age fashion show in local department store October 10, with Darrell Glenn headlining. Glenn in Cleveland at Alpine Village for week starting October 9. On October 11 local club is running special teen-age night with Glenn and regular cast putting on special show for the youngsters, with Edwards also emceeing.

'John Brown'

Continued from page 41

ment it is questionable whether a mass market exists for this specific recording. The work, well known as it may be, doesn't have the best-seller appeal of material written by Shaw or Shakespeare. The in-person tour of the "John Brown's Body" company did garner the excitement attending the "Don Juan in Hell" tour. And it must be said that only Tyrone Power impresses with his performance on the recording—both Raymond Massey and Judith Anderson seem, at times, to be either miscast or unhappy with their lines.

The recording quality is near superb and the package is eye appealing. There is no libretto, but the original Benet work is, of course, readily available in stores and libraries—and isn't really necessary to full enjoyment of the recording.

Kudos should go to the Walter Schuman choral group which acts as the setting and background via a cappella interjections. In all, this doesn't figure to be another "Don Juan in Hell," tho it deserves attention because of the basic material rather than the performance. Joe Martin.

Rosin Dust

Continued from page 40

Jacquinet in works by Honegger and Milhaud. This coupling should make it easier to move the package, which now could quite profitably be presented as a generous grouping of rather modern French music for solo instruments and ork.

Last but far from least among the string group is Westminster's dishing of the First and Third Suites for Unaccompanied Cello by Bach. Performances by Antonio Janigro, also featured in many of the label's recordings of concerted chamber works, are outstanding for their simple and unaffected approach. The sound captured on vinyl here is unusually true to the instrument. In all, a record that dealers should have no hesitation in recommending to their most finicky patrons. Is Horowitz.

LONDON, Oct. 3. — Edmundo Ros and his full rumba ork have been offered a three-week tour of Israel next summer. Negotiations for A. Epstein of Tel Aviv are being handled in London by Jarvis Astaire. The deal should be clinched this week.

Ros' records, which are best sellers in Israel, sparked off the first interest in booking his band. Recent concert-cabaret tours of

Jazz Spread

Continued from page 41

Volume Eight of "The Battle of Jazz" reaches way back to feature two great clarinetists, Johnny Dodds and Jimmy Noone, swinging out with their orks in true New Orleans style. Waxings were cut in 1937-'38 and are certain to interest older and inquiring younger fans.

Brunswick has also released a most interesting new set, Shades of Bix, featuring Jimmy McPartland playing tunes associated with, or composed by, the now legendary cornetist. McPartland does a fine job, and tho it isn't the real thing, it is mighty close to the Bixian mood. This set will be a must for many who remember the great trumpet-man.

A truly fine talent has finally been captured on wax by the Good Time Jazz label with the release of the first album by pianist Paul Lingle playing some of the great old New Orleans tunes, including "Yellow Dog Blues" and "Memphis Blues." Tho Lingle has been around for a long time, his remarkable work on this slicing will enable him to be "discovered" by many, and enjoyed by many, too. This set could become a collector's item and should have a steady sale.

Harry Edison, or "Sweets" to the trumpet-man's fans since the old Count Basie days, turns out some pleasant work, in the commercial modern jazz vein, with his quartet on a new disk issued by Pacific Jazz Records. . . . Peta Johnson comes thru with some exciting barrelhouse piano on a new Brunswick EP, "Boggie Wood Mood," for the small coterie who still go for low-down piano.

Barney Bigard, plus Eddie Heywood and Shelly Manne, deliver some fine performances on four standards on another Brunswick EP, Three of a Kind. Good work, good jazz and a salable EP.

In the very cool, modern mood, trumpet-man Howard McGhee and a group of progressive jazzmen sell a collection of original tunes with a lilt on a recently released Blue Note LP. For modernists only. Bob Rolontz.

For Piano

Continued from page 40

rather than their formal contours. Novaes has made money for dealers in the past and they stand to do quite well by her on this package also, despite the fact that the Lipatti and Brailowsky interpretations have dominated here with little opposition.

Speaking of bargains, we might draw attention to the Remington package which offers Leonid Hambro in perhaps the best-known piano sonata of Mozart, No. 11 in A major, K. 331, and two of the most familiar of Haydn, Nos. 1 and 7, on one LP. Every piano student has to hurdle these deceptively simple works, and would find them considerably less formidable if he could see thru them with Hambro's penetration. Young students and collectors should be easy to approach on this one.

Another well-programed package comes from Remington, for whom the famed team of duopianists, Luboshutz and Nemenoff, has recorded a recital of works that has novelty, variety and musical integrity to recommend it. Heading the program is Max Reger's "Introduction, Pasacaglia and Fugue," in the LP catalog now for the first time. The other selections are shorter concert favorites by Weber, Chopin, Brahms and Rossini. All those qualities that endear this team of concert-goers are here to attract a vast record audience. Gary Kramer.

Phillips Goes to Pigalle, Palladium Hires Hagley

LONDON, Oct. 3. — Woolf Phillips, who resigned as the Palladium's musical director after five years with the theater, is taking over Lew Stone's baton at the Pigalle Restaurant. He opens there on October 19 fronting for two bands—one playing dance music, the other rumbas. The Pigalle features one of London's largest cabaret acts, a twice nightly show of over 40 artists. Taking over at the Palladium is Frank Hagley, late music director at the Birmingham Hippodrome.

the number one spots of that country were completed by film star Yvonne de Carlo and singer Leo Fuld.

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Burlesque Bits

By UNO

Lilly White made her debut as a feisty danseuse in a skit with the "Jocularities of 1953" (famous jockeys of the world) in the Grand Ballroom of the Waldorf-Astoria, New York, on September 25.

Sid Pink opened his "French Postcard Revue" at the Marcal Theater, Hollywood, on October 2. The show stars Gloria Pall, with Frank Scannell and Danny Beck as comics. Frank Silk, comic, gave his daughter, Marie, in marriage to Joseph Haddigan in Old St. Joseph's Church, Philadelphia, on October 3. Both newlyweds are employed with the Pittsburgh Plate Glass Company there, Marie as a book-keeper and Joseph as a mechanic.

Jimmy Adano, house singer at the Hudson, Union City, N. J., also a RCA Victor recording star and a show-stopper every time he does a solo specialty, took three weeks off for an engagement at the El Mambo Club, New York. Mark Leonard will do the vocals in his absence.

Mae Brown, who was one of burly's earlier strippers headed for stardom, is out of a hospital after a major operation and is convalescing at the San Raphael Hotel on West 44th Street, New York, where she would like to hear from old-time co-principals and friends. A recent death in her family is that of a brother, John Kinik, 35, in Mountain View, N. J.

Mrs. Ella Bennett, now with the Broadway-Capitol Theater, Detroit, and the wife of Jim Bennett, veteran burlesque comic and producer, has entered a local hospital for treatment for severe headaches.

New features at The Adams, Newark, N. J., October 2, are Marilyn Marzette, the Calendar Girl, from Western and Southern tours, and Lorraine Long.

Marion Russell's reappearance the week of September 20 at the Hudson, Union City, after four years' absence, co-featured with Irma, the Body, brought her repeated encores via a routine that had the gallery-ites in a constant uproar.

Les (Nature) Nichols and his Side Show of six freaks and four novelty acts finished the

fair season with the King Reid Shows on October 3 in Bloomsburg, Pa., and is already laying plans for another show for next season.

Mandy Kay has shelved his comedian make-up to operate, with his son, Marvin, an Army Surplus store in Las Vegas, Nev.

Headliners at the Hudson, Union City, after Winnie Garrett on September 27, will be Georgia Sothern, October 4; Siska and her macaw, October 11; Gay Dawn, October 18; Vickie Wolf, October 25, and Rose LaRose, November 1.

Request for a burlesque show okay at the Colony, Union City, was turned down in a lower New Jersey court last week.

Victor Dunn, former emcee of Sunset and Laurel theaters in Los Angeles, is now manager of the Canon Theater in Beverly Hills, Calif.

Writes Higgie King from the President-Follies, San Francisco, anent the conditions for burly players in the West, "With the Capitol in Portland, Ore., now hitting on all fours as well as at other theaters in and near California, we have quite a few weeks. Salaries are going up, and most of the performers do not want to leave. They all get pretty good runs and can work all the year round. One week lay-off between jobs. We stay in one spot from eight to 12 weeks. I'm in my 32d week here."

Jack Wendroff, Broadway producer, and Jacqueline Wachter, Conover model, were married September 17 in Greenwich, Conn.

Miami Beach

Continued from page 14

Gray. The Beachcomber, for two seasons varying between low-talent and low-cost revues and strips, comes back into the big-time this year with Sophie Tucker as resident star for about three months. This spot will be operated by Norman Schuyler, who will also have the Five o'Clock Club in action. Beachcomber is already getting a refurbishing job.

Joe E. Lewis, the Bernard Brothers and Jane Morgan are reported set for Lou Walters' Latin Quarter. The Vagabonds, of course, will return to their own club on the Miami side of the bay while Ciro's, the Bar of Music and a scattering of other smaller spots around town will be ready to swing come winter season time.

While the conventional clubs are prepping the season's activities, the oceanfront hotels will be ready to provide 'em with plenty of competition again this year. Headline talent, as usual, will be employed at the Saxony, Sans Souci, Nautilus, Algiers, Biltmore Terrace, and the two new hotels rapidly nearing completion. These are the DiLido (which will be Miami Beach's largest), and the Sterling. The Casablanca Hotel, which in past years has had acts, is still undecided whether to continue with a legit theater policy, horseshoe style, or to revert to name entertainers.

The two major local auditoriums will also provide some competition. The Miami Beach arena has already set "John Brown's Body," "Hippodrome of 1954," and various dance band concerts.

The Dade County Auditorium in Miami has lined up "Guys and Dolls," "Oklahoma!" Jose Greco and his dance troupe, Stephen Foster-Americans, and a Sammy Kaye show. Also, at least three professional legit groups will be operating next season.

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DOUBLE TALK DOUBLE TAKE

DETROIT, Oct. 3. — Al Kelly, double-talker comic here to do a club date, was met at the airport by a friend, and both took a cab to a hotel.

Getting into the car Kelly turned to his companion and said, "Watch me get that cabbie crazy." Then starting on directions in double talk.

The driver just grunted. As Kelly's directions became more confusing, the driver said, "Look mister, I don't know." He stopped, did a take and yelled, "Abe Kailler—doncha remember me? We both went to school in the Bronx. I see you still talk funny."

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Detroit Gets New Gardens

DETROIT, Oct. 3. — The 20 Grand Recreation, local spot which switched to a Negro talent policy three months ago, has found it so successful that a large new room, the Terrace Gardens, is being opened in formerly vacant space on the second floor.

Originally a large bowling alley with a bar attached, the 20 Grand will operate two rooms with shows. The bill has the William Gooden Trio and singer Bobbe Caston in the Terrace Gardens, while downstairs the Driftwood Lounge has singer Tina Dixon and the Willie Anderson Trio. The place is managed by Jim Adams and Bill Kabbush.

Extra Added

COLONNA SET FOR MIDWEST ONE-NIGHTERS

Jerry Colonna has been set for a two-week one-nighter tour covering 13 cities thruout the Midwest, starting October 6 in Des Moines. Tour has been booked thru Associated Booking Corporation, with Charles Jacobsen promoting. Colonna's deal calls for a minimum guarantee of \$1,000 per night against 60 per cent of the gross.

HARMONICA SCORE AIDS PIC WINNER

Eddy Nanson, harmonicist, underscored the entire film, "Little Fugitive," sole U. S. film to win the Silver Lion of St. Mark Award at the recent International Film Festival, Venice. It's the first time in picture history that a harmonica was the sole orchestra. Nanson led in influencing the American Federation of Musicians in recognizing the harmonica as a legit instrument.

JACK ADAMS' WIDOW RUNS AGENCY

Marie Adams, Montreal indie, is carrying on the agency started by her late husband, Jack Adams, who died suddenly last July en route to Miami.

FLAMINGO OPENS IN MILFORD

The New Flamingo Club, located on the Boston Post Road, Milford, Conn., opened last week under the ownership and management of Joe Moffett and Margie Poirer. The opening show headlined Buddy Frazer and Artie Byman.

LAUREL-HARDY BIG IN ENGLAND

Laurel and Hardy are still top drawing names in England. On a recent vaudeville tour they drew big business. Now they have been booked to appear in London November 30, and wind up the year at the Nottingham Empire in a special Christmas show.

B'PORT FIRSIDE IS BANKRUPT

The Fireside Restaurant, Milford, Conn., well known as a niter, has been adjudicated bankrupt. Among the liabilities are \$8,000 owed for government taxes, \$182.31 for State taxes and \$722.34 for county, district and municipal taxes. No assets were disclosed.

New York

Paula Glason (she and husband Billy are publishers of the Fun-Master gag file) is out of the hospital after serious operation.

Abie I. Feinberg has formed "Kid-dieville Attractions" to handle moppets for TV and p.a.s.

Comerford Capitol, Binghamton, N. Y., will now do spot shows. It now has "Asylum of Horrors."

The Waldorf-Astoria's new Peacock Alley unveiling drew long lines. The hotel gave out pink champagne and perfume (not together).

Kitty Kallen will be on Red Buttons' TV show October 5.

Veloz and Yolanda, back to cafes, opened at The Flamingo, Las Vegas, Nev., October 1.

Julie Wintz, head of MCA's band department, is back at his desk after a serious illness. Wintz underwent serious surgery three months ago.

Indianapolis

Liberace has been booked into Caddie Tabernacle by the Ross W. Christena Entertainment Service for October 26 and 27. Liberace's TV sponsors, Riddick Piano Company, Fidelity Trust Company and Gasteria, Inc., as well as St. Margaret's Guild are sponsoring his appearance the first night, with the local Council of Women sponsoring the second night.

Future Christena bookings for the Jaguar Room call for appearances

Hocus-Pocus

By BILL SACHS

JAY PALMER and Doreen are resting up in New York after winding up another extensive trek for USO Camp Shows, Inc. thru Japan, Korea and the Far East, during which they traveled over 20,000 miles. They entertained servicemen on the front line and in res' camps in Korea and Japan, as well as returned P.O.W.'s in Freedom Village.

LePaul, who is still in Korea, caught the Palmers' show in Teague, Korea. "We didn't get a chance to do much writing on this trip," Jay pens. "We traveled so fast we hardly had time to sleep. For our work in entertaining thousands of servicemen abroad for USO in recent years, I was honored by the Lambs' Club in New York September 3, on which occasion I was presented with a beautiful silver cup. On the same night, the Lambs' members staged a dazzling magic show in honor of Harry Blackstone, who also was presented with a beautiful silver cup. All in all, it was a wonderful evening of magic."

Louis Di Dio, known professionally as Luigi D. D. O., is new president of the Independent Magic Club, Bridgeport, Conn.

Dr. Marcus Bloch, who operates the Dr. Bloch Institute of Hypnotism, New York, reverted to his vent act recently to put on a special soldiers and sailors benefit show at the home of Mrs. Anna Marshall in Bloomingdale, N. J.

L. E. (Roba) Collins, who remained off the road this summer for the first time in many years, is still holding down an important post at the McDonnell Aircraft plant in St. Louis.

Doc Weiss, escapologist, and his assistant, Miss Terry Lee, did three shows at the Gertz department store, Jamaica, N. Y., Saturday (3) as a bally for the new "Houdini" flicker.

Bob Haskell is appearing in "The Mad Magician," new motion picture now in production on the West Coast. He is also serving as technical director for the film.

Merv Taylor is furnishing the illusions for the picture.

JOAN BRANDON, after a week at Rhode Island Auditorium, Providence, her second engagement in that city in a month, has embarked on a tour that will carry her to the West Coast and back over a period of five weeks.

Maurice Osborn, whose passing is listed under The Final Curtain in this issue, was well known in magic circles from coast to coast as the inventor of a number of magical effects, among them the Magicians' Third Hank and the Jumping Thimbles. He had recently completed his own theater at his home in Silver Springs, Fla., to be devoted exclusively to magical productions. He was taken ill after the opening performance at his theater, but was believed fully recovered when finally stricken. Several years ago, Osborn operated an amusement park at St. Petersburg, Fla., and for a time also presented a Monkey Show at Ross Allen's Reptile Institute at Silver Springs.

Walter Cummings is now in charge of Dell O'Dell's magic shop in Los Angeles, replacing George Boston, who is devoting his full time to scouting talent for and directing TV shows on the Coast.

Sam J. Collins, of Hillsboro, O., and Mr. and Mrs. Sherwyn Buckley, of Wilmington, O., caught the McDonald Birch show at the McClain High School, Greenfield, O., Wednesday night, September 23. Buckley was formerly assistant to Birch. "The show is newly painted and dressed," Collins scribbles, "and the performance ran off very smooth."

Arthur J. Brandon, "the Man From Mars," who has been presenting his illusions under canvas with the Douglas Greater Shows at fairs in the State of Washington in recent weeks, is slated to move into theaters under direction of the veteran Anton Scibilia in mid-October. The unit, working both midnight and full-evening performances, will concentrate on the Middle West.

Visitors to the Magic Desk over the last weekend were Walter and Flossie Griffith, of Vancouver, B. C., and Percy Hall, of Harold, Ky., accompanied by Rudy Lenzer, ardent Cincinnati magic enthusiast. The Griffiths and Hall were in Cincy for a special meeting of the International Brotherhood of Magicians' Sick Committee at the home of Ronald Haines in Norwood, O. Also in town for the occasion was Harry E. Cecil, "world's worst magician," of Detroit.

Peace Near

Continued from page 14

and agents told acts that if they disregarded AGVA's unfair list they would have their fines paid for them in case AGVA levied such fines.

According to sources close to the picture, AGVA will go along. "We will discipline our members by giving them suspended fines," was one explanation.

AGVA's national board will meet in Buffalo for three days starting October 13. Among the subjects that will be brought up as a result of the Chicago strike will be an attempt to recognize all agents' organizations, thus rescinding a prior stand that the union would not recognize or deal with any such bodies.

CHICAGO, Oct. 3.—Ernie Fast, Midwest regional director of the American Guild of Variety Artists, this week threatened to declare all niteries in near-by Calumet City, Ill., "out of bounds" for AGVA performers unless negotiations on a minimum basic agreement are started by October 9.

The local AGVA head, in a letter to the dozen clubs last month, proposed working conditions and wage scales for the suburban bistros but no answer was received from the club owners.

According to Fast, the local executive committee has authorized a fine of up to \$500 and or suspension from the union for any performer violating the threatened out-of-bound edict.

by Mel Torme, Ethel Smith and the Stan Nelson Trio.

Philadelphia

June Valli, goes into Scioila's Cafe, followed by the Four Aces for the November-23 week, and Tony Bennett for the January 18 week.

Alan King will tour Europe with Tony Martin.



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Chi Bar of Music Sets Booking Sked

HOLLYWOOD, Oct. 3.—Folk singer Josh White has been booked for a four-week engagement at the local Bar of Music starting April 1, 1954, thus completing the niter's schedule thru next summer.

Singer Anne Triola follows current headliner Paul Gilbert October 15 for four weeks, with Arthur Lee Simpkins and Dave Barry opening on November 12 for a similar period. Mimic Arthur Blake and comedienne Odette Myrtle bow on December 10 for 16 weeks.

Dwight Fiske and calypso singer Josephine Premice are slated to return in July and August respectively.

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Rawson Skating Laboratory,
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FOLLOWING closely upon The Billboard's August 15 introduction of an old member, Seriousness, at the RSROA convention, C. V. Sefferino again did a swell job in the September 5 and 12 editions for anyone interested in saving the roller skating industry. I use the word "again" because Sefferino has done it before. So has The Billboard; so have I; so have others. However, Sefferino said that "no one would listen."

My optimistic bulletin (No. 94 on skidding business; copy will be sent upon request) followed promptly the report in The Billboard of August 15. I am optimistic because I happen to know that a few are listening. Others will be forced to listen soon because a skidding box office has no medicine for a dying bank-roll.

Sefferino referred to me as "one who seems to be fading from the skating picture." Let's put it this way: The skating picture is fading from me. I stepped over to the "money" side of the street, as opposed to the medal side, in 1945. Not many people came over to my side (the unpopular), so the sheriffs all have a hopeful look.

It is the present skating picture that is fading away from me, not the future picture. That future picture will rise on the ashes of the present picture. It will be painted in brilliant colors; it will dazzle the imagination. It will bring back the glorious roller skating days of the 1800's when thousands of persons jammed rinks because Plympton invented a flexible roller skate that would skate fatigue-free curves (edges) without killing the customers.

Plympton's invention has been pretty well forgotten today. That

is the main reason for the debacle, in case anyone is listening. It is a result that can not be counteracted by skate queens, TV plugs, press relations, tie-ups, advertising, pictures, giveaways, contests and ballyhoo.

Rink men must get back to the Plympton invention. But how? Many are listening for the answer to that one but hear nothing. Sefferino gave everyone a tip by again mentioning the blind spot in skates—a killer of business. Did anyone listen?

Those few who have listened, tested and proved send me fervent testimonials on the Rawson laboratory stuff—the Rawson system, which is the only natural system; the Rawson gadgets and the Rawsonized equipment. These testimonials are 100 per cent. For anyone interested, we have everything ready and waiting; even the music which Sefferino mentions as being so important. As a matter of fact, The Billboard has been printing the stuff for seven years—a long time to remain deaf. That's why so many sheriffs are getting into the act.

In referring to his laboratory-approved skate (an early entry), Sefferino said: "If I could get one large skate manufacturer to sit down with me for one hour and go over the facts I am certain I could convince him of the great improvement possible in the equipment."

That is true. I have done it myself. But unless a miracle happens it may take a revolution to restore the Plympton type of skate, no matter how many manufacturers are convinced.

Sefferino says he doesn't care whether customers are on flats or on the seats of their pants, but there is no big money in flats and the push for flats is rearsup and rearsup is fatigue. Thus the revolution will have to consider sidepush, fatigue, absence of floor powder, the feminine hair-dos, first-aid rooms and painful shoes. If the revolution ensnares the mass adults, our skate queens will not have to carry the rinks on their shoulders.

Portugal Returns To Road for Jones

PITTSBURGH, Oct. 3.—Harry Portugal, well known figure in the rink skate trade and direct sales representative of the Johnny Jones Jr. firm here, rink equipment supply firm, has completely recuperated from a recent illness and is back in his territory calling on rinks and stores in Ohio, Michigan, Illinois and Indiana.

Arena Routes

Hippodrome of 1954: (Auditorium) Providence, R. I., 5-11; (Arena) Milwaukee, Wis., 14-18.
Holiday on Ice of 1954: (Memorial Coliseum) Fort Wayne, Ind., 5-9; (Sports Arena) Troy, O., 10-14.
Ice Capades of 1954: (Arena) Cleveland, O., 3-18.
Ice Follies of 1954: (Pan Pacific Auditorium) Los Angeles, Calif., 5-11; (Coliseum) Denver, Colo., 14-20.
Night at Mardi Gras, with Jerry Colonna: Ottumwa, Ia., 13; Lincoln, Neb., 14; Galena, Kan., 15; Topeka 16; Wichita 17; Tulsa, Okla., 18; Little Rock, Ark., 19; Hot Springs 20.

AOW Prepping For Big Year In Speed Field

ELIZABETH, N. J., Oct. 3.—Inter-rink racing resumes in the America on Wheels chain of rinks on October 10 at the Paterson (N. J.) Arena, kicking off a season which Jack Edwards, AOW director of racing, believes will set a new record for the William Schmitz-directed chain.

Edwards reported heavy enrollment up to the October 1 deadline for entries and the return of rinks in Reading, Pa., and Florham Park, N. J., to the competitions. These rinks are not members of the AOW chain but have participated in its speed competitions in recent years. The old Reading entry will be back in the chain's Northern division and in addition the Sinking Spring Rink at Reading is entering a team in the Southern Division, which debuts its speed program October 17 at National Arena, Washington.

Schedule for the Northern division is as follows: Paterson, October 10, January 30, May 22; Boulevard Arena, Bayonne, N. J., October 24, February 13; Twin City Arena, Elizabeth, November 7, February 27; Florham Park, November 21, March 27; Reading, December 19, April 10; Capitol Arena, Trenton, N. J., January 2, April 24, and Peekskill (N. Y.) Arena, January 16, May 8.

Southern division schedule: National Arena, Washington, October 17, February 6; Bladensburg (Md.) Arena, October 31, February 20; Sinking Spring, November 14, March 6; Alexandria (Va.) Arena, November 28, March 20; National Arena, December 12, April 3; Bladensburg, December 26, April 17; Sinking Spring, January 9, May 1, and Alexandria, January 23, May 15.

The chain's annual Cherry Blossom meet is slated for April 3 at National Arena, and the North and South meet is set for Twin City Arena, January 30. Grand finals will be held June 5 at a location to be announced later.

Dramatic & Musical Routes

American Savoyards: (Harris) Chicago. Anna Lucasta: (Copley) Boston. Bagels and Yox: (Biltmore) Los Angeles. Children's Hour: (Ford) Baltimore. Frogs of Spring: (Plymouth) Boston. Girl Can Tell: (Cass) Detroit. Good Night Ladies: (Playhouse) Portland, Ore. Green, Joe: (Shubert) Washington. Guys & Dolls: (Auditorium) Little Rock, Ark., 8-10. John Brown's Body: (Geary) San Francisco. Kind Sir: (American) St. Louis. Little, Beatrice: (Her Majesty's) Montreal. Ladies of the Corridor: (Walnut St.) Philadelphia. Late Love: (Wilbur) Boston. Love of Four Colonels: (Nixon) Pittsburgh. Maid of the Ozarks: (Royal) Alexandria, Toronto. Misalliance: (Locust St.) Philadelphia. New Faces: (Great Northern) Chicago. Pal Joey: (Auditorium) Portland, Ore., 8-9; (Metropolitan) Seattle, Wash., 10. Postman Always Rings Twice: (Shubert) Detroit. Sabrina Fair: (Shubert) New Haven, Conn., 8-10. Seven Year Itch: (Erlanger) Chicago. Solid Gold Cadillac: (National) Washington. South Pacific: (Auditorium) Rochester, N. Y. Time of the Cuckoo: (United Nations) San Francisco. Time Out for Ginger: (Court Square) Springfield, Mass., 8-7; (Parsons) Hartford, Conn., 8-10. Teahouse of August Moon: (Shubert) Boston.

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RODEO SALES OFF; 7 PM HYPO FLOPS

Warm Spell Curbs Attendance But Garden Predicts Upswing

NEW YORK, Oct. 3.—Attendance during the first nine days of the World's Championship Rodeo in Madison Square Garden was trailing last year's badly, the picture taking on added gloom after the flop produced by the earlier 7 p.m. Sunday (27) showing. Management blamed a stretch of pleasant weather for holding down turnouts at the indoor event, and for putting a damper on impulsive ticket-buying which is prevalent on wintry and rainy days.

Moving up the Sunday night shows was designed to attract suburbanites and induce city parents to bring children with the assurance of getting out reasonably early. But the house held

less than 40 per cent of its 14,400 capacity the first Sunday, which Manager Frank Moore described as worse than on Sundays of past years. Moore figured there was nothing to lose in trying the 7 p.m. hypo, the Sunday night session being typically the poorest for the rodeo here.

Ticket Sales Spurt

Altho star Gene Autry had overcome his attack of laryngitis and was in increasingly better voice last week, attendance still lagged on weekdays. Moore said advance sales picked up for this and following week-ends and were good except for the Sunday nights, but not as good as the strong week-end crowds of last year.

One change in the program was the elimination of the Holland Furance Company chariots, consisting of three hitches of four Shetland ponies apiece. In addition to tightening up the program to allow for more competition time, the change served to salve the complaints of cowpokes in the bronk riding event, who had said the chariot wheels were cutting up the turf and throwing their mounts off stride.

Steinman to Try Double Matinee Sunday Set-Up

MILWAUKEE, Oct. 3.—Harold Steinman's "Hippodrome of 1954" will experiment here October 16 with the increasingly popular idea of replacing a Sunday night show with an extra Sunday matinee.

Plan here is being pitched to out-of-towners. It's pointed out that they may see the show at 1:30 or 5:30 p.m. and still have time to drive back home Sunday evening. Experiment will be run on the final day of the show's engagement at Municipal Auditorium here.

'Biggest Show' Books Detroit

DETROIT, Oct. 3.—"The Biggest Show of 1953" has been booked for one performance, October 24, at Olympia Stadium with the advance campaign launched this week by Martha Glaser. This event has drawn the biggest crowds of the entire tour in Detroit during each of the past three years.

"The Biggest Show" will play the Arena in Cleveland October 22. Miss Glaser will commute across Lake Erie to handle the advance campaign for the Cleveland date as well, returning here to work advance for the Stan Kenton Package, "Festival of Modern American Jazz," set for the Masonic Temple, November 21. Both shows are booked thru the Gale Agency.

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One piece. Polished Steel Bushing.

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Laminated Maple two-piece Bushing.
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Roadshow Rep

The Final Curtain

HARRY G. HALMES writes from Waco, Tex., that he has been working that area with a solo show to meager results and expects to move into Southwest Oklahoma for some school dates. Halmes, who has a musical show, has made several celebrations since early summer, but says that there was little kick in them due to severe drought conditions. Ernest Ordway, Columbia, S. C., writes in his wishes for good luck to the **Harry Mack** minstrel show and says he is looking forward to catching it this fall. **Joe La Flippe**, New England French-English type performer, has been in Manchester, N. H., most of the past summer. Joe is a former tab show comedian. **Gitt's Show**, which has been laying up since late last spring, is now in Utah and will make a road tour with Florida the ultimate goal. **E. V. Gitt** has been under the weather and says he will play the Florida sand dunes for a while. **Robert Carney** expects to promote some amateur minstrel shows in the New Britain, Conn., area and in Western Massachusetts. **Everett Gray** plans on trying some indoor fair dates in Northern New Hampshire and may go over into Quebec. Gray has promoted that type of show in the past. **Jack Lord**, formerly of **Lord and Vernon**, is confined in Maywood Hospital, Detroit, and would like to read mail from friends. Lord was struck by an automobile last March and has been in the hospital since. He now is convalescing and expects to be discharged next spring. **Capt. Billy Bryant**, former operator of Bryant's Showboat, had a narrow escape recently when a bus in which he was riding collided with a car and turned over in Gary, Ind. Bryant, who was en route from Chicago to Michigan State Fair, Detroit, suffered minor bruises and an arm injury.

RECENTLY a reader requested the roster of the old **Ward Hatcher Players**, writes **Harry Frazier**, "so I am sending it in for

publication. This cast, of which I was a member, was for the season of 1920. In the line-up were **Ward Hatcher**, owner-director; **Margaret Hatcher**, characters; **Carrie Elliott**, leads; **Leslie Elliott**, characters; **Elmer Nordseth**, leads; **Harry Frazier**, heavies, and **Horace Walker**, general business. We opened in Braymer, Mo., featuring 'My Wild Irish Rose,' and played all thru Northern Missouri. It was one of the most pleasant engagements I ever had. I would love to read something about that old bunch in the Rep column. While on the subject of oldtimers, I'd like to report that **Maude Wagle** died in Portland, Ore., a few months ago. Her husband, **Mex** (also deceased) had the **Golden Eagle Shows**, featuring the **Baukon & Morris Stock Company**. Recent visitors on **Bisbee's Comedians** included **Lee Allan Estes**, safety magician for the Kentucky State Police; **Mac and Gladys McQuirter**; **Chubby Embry** and family, Station WHOP, Hopkinsville, Ky.; **Ray Zarlinton** and family; **Jack Owens**, Gem City Shows; **Mr. and Mrs. Robert E. Lee**, Mr. and Mrs. **Archie Choate**, **Paul Brasfield**, Mr. and Mrs. **Ralph Bisbee**, Mr. and Mrs. **J. J. and Victor Girard**, **Henry and Mercedes Brunk**; **Don Redmon**, **Redmon Magic Company**; the **Dodsons**, and **Roy Tice**, ex-trouper from Owensboro, Ky. The cast remains the same, according to **Dick Tanas**. The bills include "The Girl Next Door," "Toby Goes to Washington," "Why Lindy Ran Away," "Toby Steps Out" and "Mr. Wimple Had a Dimple." Business has been holding close to last year's despite drought conditions that have caused poor crops. **Little Welby Choate**, who had been doing such a fine job with vocal numbers in the main show, has returned to school. **Fred Harris** joined recently to help with the tent. He replaces **Calvin Smiley**, who left due to illness of his father. The show will cover West Tennessee during its remaining weeks on the road and will winter in Memphis.

BRUNEMER—Gladys, 59 veteran concessionaire, September 27 at Henderson, Ky., after a short illness. She was the mother-in-law of **Alonso Fence**, Tilt-a-Whirl foreman for a Gooding Amusement Company unit and was a ticket seller for the org. She and her late husband operated concessions for many years. Services in Indianapolis September 24.

COMPTON—Mrs. Golden, 68, mother of former movie star **Joyce Compton**, September 30 in Sherman Oaks, Calif. Surviving are her daughter; her husband, **Henry W.**, and a brother, **Rev. Raymond S. Beck**.

DAVID—Harry, 64, veteran concessionaire, recently at Greenville, O., of a heart ailment. He was working at a concession at the **Darke County Fair**, that city, when he suddenly collapsed. Efforts are being made to locate his relatives.

DOW—Mrs. Goldie, September 19 in Dunn Memorial Hospital, Bedford, Ind. She was the wife of **Tex Beanie Dow**, veteran fish pond concessionaire. Survived by her husband; two daughters, **Pearl Coleman**, West Palm Beach, Fla., and **Mrs. Jack Smith**, Washington, Ind.; a son, **Tony Morris**, and her mother, **Mrs. Judah Wagner**. Burial September 23 in Mt. Pleasant Cemetery, Silverwell, Ind.

IN LOVING MEMORY
Of My Dear Husband
WAYNE DeWALDO
Who died October 2, 1952.
HANNA DeWALDO
and
DeWALDO ATTRACTIONS

DUKE—Charles J. Jr., 35, president of Fortsmith (Va.) Radio Corporation, owner of WAVY, of a heart attack September 26. Duke only recently entered the radio field and headed the group which purchased WSAF from **Tom E. Gilman & Associates** in July and subsequently applied for VHF Channel 10. He was for 14 years bursar of **William and Mary College**. As director of the Virginia State reorganization under former Gov. **William Tuck**, Duke supervised changes in the State government that reduced its administrative expenditures an estimated \$1,500,000 annually. He is survived by his widow, **Virginia**; a son, **Charles Bryan**; a daughter, **Anna**, and two sisters, **Emily** and **Lillie Duke**.

FLAIG—Gus, 65, veteran tab show, vaudeville and musical performer, September 29 in Baltimore. Born in Cincinnati, he started his show business as a vaudeville straight man and character actor. For many years he played through the South and finally came to work in Baltimore for the late **Hon. Nickel**. For the past 25 years he was manager of the **Gayety Theater**, that city.

GRADY—Robert L., son of **Eddie C. Grady**, September 13 at Dayton, Ohio.

GRAY—Mrs. Jean, 51, screen actress, September 30, in Beverly Hills, Calif. A native of Guthrie, Okla., she went to Southern California 33 years ago. Survived by a daughter, **Mrs. Dorothy G. Breed**, and two sisters, **Mrs. Ethel Joers** and **Mrs. Helen Sacasot**. Interment in Forest Lawn Memorial Park, Glendale, Calif.

HARMON—Wilbur H., 65, at his home in South Fort Mitchell, Ky., October 1. For many years he was manager of the park office for **Coney Island**, Cincinnati amusement park. Survived by his widow, **Gertrude**; a son, **Kenton D.**; two daughters, **Alice** and **Mrs. Jane H. Doyle**, and two sisters, **Mrs. Clara Nuernberger** and **Mrs. Stella Johnson**. Burial in Highland Cemetery, Fort Mitchell, Ky.

HICKMAN—George, 78, early vaudeville of the comedy-song and dance team of the **Hickman Brothers**, September 29 in his home at El Monte, Calif. He and his brother, **Paul**, had plied the boards for 35 years, appearing with such performers as **Al Jolson** and **Will Rogers**, and were featured in the **Gus Edwards** revue. The team retired from show business 10 years ago. In addition to his brother, **Hickman** is survived by a son, **George**, Los Angeles, and a sister, **Rosie**, of El Monte. Interment in Rosehill Cemetery, El Monte.

JACOBS—William, 66, veteran Warner Bros. film producer-writer, September 30 in Beverly Hills, Calif. A native of Chicago, he went to Los Angeles in 1924 and began working at **Warner's** as a screenwriter, and in 1938 became a producer. His latest unreleased picture is "Catalina Jane." Among his recent productions were "On Moonlight Bay," "Lullaby of Broadway," "Tea for Two," "Rocky Mountain" and "The Story of Seabiscuit." Survivors include a brother, **Frank**, Chicago, and three sisters, **Sadie** and **Mrs. Florence Hart**, both of Beverly Hills, and **Mrs. Robert Ehrenberg**, Chicago. Interment in Forest Lawn Memorial Park, Glendale, Calif.

JONES—Tom (Pep), 68, veteran vaude performer, recently at Burbank, Calif., of a heart ailment. For more than 30 years he toured vaudeville with his wife, **Una**, and his sons, as the musical team **Vernon Rathburn Quintette**.

LAUNDERS—Guy Henry and wife, Viola, victims of a traffic accident September 29 in Los Angeles. **Launders**, 71, was the retired **Paramount Pictures** fire chief. His wife was 69. He had spent more than 47 years as a fireman, joining **Paramount** in 1926 after retiring from the **Los Angeles** fire department. **Launders** leaves one brother, **Del**, Fullerton, Calif. **Mrs. Launders** is survived by a son, **Gena**, Beverly Hills; a daughter, **Mrs. Wilona Hookstrappen**, Los Angeles; two sisters, **Mrs. Eugene DeFord**, Pacific Palisades, Calif., and **Mrs. Marie Marble**, Los Angeles, and a brother, **Thomas Sweet**, Palmdale, Calif.

LONG—Denise H., 76, theater magnate, September 24 near Seymour, Ind. He was half-owner of **Greater Indianapolis Amusement Com-**

pany, Inc., which operated the **Circle**, Indiana, Keith and Lyric theaters in Indianapolis. Long also owned theaters in Louisville and La Fayette, Ind. His widow and a son survive.

LOVELL—Raymond, 53, English stage and screen actor, October 1 at London. A familiar British stage player since 1924, his only Broadway appearance was in "Cry of the Peacock" which ran two performances in April, 1936. In films he was better known here, having appeared in "Quartet," "The Invaders," "The Young Mr. Pitt," "Cesar and Cleopatra" and many others.

MADDEN—Mrs. Ella Y., 60, wife of **Elmer Madden**, former side operator, and mother-in-law of **John H. McMurray**, Western Washington Fair secretary-manager, September 25 in Puyallup. Survived by her husband; daughter, **Mrs. Ellen McMurray**, and granddaughter, **Joell McMurray**. Funeral September 29 in Yakima, Wash.

MAGNANI—Joseph, 46, owner of the **M&M Music Company**, September 26 in Galveston, Tex.

MANION—Mrs. Raymond, 79, Broadway ingenue and vaudeville performer of the early 1900's, October 1 at her home in Santa Monica, Calif. She was born **Ida Monda Jennings**, and with her husband, **Raymond**, who survives, formed the vaude team of **Glendower and Manion**.

MARINO—Ezecla, vaudeville performer, September 28 in New York. Her husband, **Eddie Marino**, former magician, survives.

METZNER—Erno, veteran art director, of a heart attack September 25 in Hollywood. Born in Hungary, he joined **Ernst Lubitsch** in Berlin in 1920 as an assistant art director. He later directed silent pictures in Germany and became an art director. He moved to Gaumont-British in 1923, and worked on such films as "Chu-Chin-Chow" and "Trans-Atlantic Tunnel," and went to Hollywood in 1936. Among others he was art director on "The Macomber Affair," "Jungle Book" and "It Happened Tomorrow." Surviving are his widow, **Grace**; a son, **Henry**, and a brother and sister. Interment in Holy Cross Cemetery, Hollywood.

MUNN—Frank, 59, Irish tenor known to millions as "The Golden Voice of Radio" during the heyday of the medium, October 1 at St. Albans, Quebec. He collapsed and died while visiting relatives. In 1946, he retired to Southampton Shores, L. I., after a 20-year career singing for records and radio. He made his radio debut in 1923 on the "Brunswick Hour of Music" as a protégé of the orchestra leader, **Gus Haenschen**. He sang as **Paul Oliver** on the "Palmsolive Hour" and later on "Lavender and Old Lace" and on "American Album of Familiar Music" and "Waltz Time." Unlike many other singers, he never performed at concert, theater or night clubs. He leaves his wife, **Anne**.

NALLY—Edward J., 84, one of the country's pioneers in telegraphy and wireless communications, September 22 in Bronxville, N. Y. He served as the first president of the **Radio Corporation of America** when, in 1919, it took over the old **Marconi Wireless Telegraph Company**, of which he was vice-president and general manager. Since his retirement as president of **RCA**, he has remained a director of the corporation as well as **RCA Communications, Inc.**, and the **National Broadcasting Company**.

NICHOLS—Hal G., 68, co-founder and owner of **Station KFOX**, Long Beach, Calif., September 30 in Seaside Hospital, that city, of a stroke. He founded the station (then known as **KFON**) in 1921. In his native city of Denver he led an orchestra and played violin. He played the role of the school teacher for nine years in the radio production of "School Days" and the part of **Al** in the team of **Al** and **Molly**. Survived by his widow, **Dorothy**.

ONBORNE—Maerice, 54, magician and inventor of magic tricks, suddenly September 24 at his home in Silver Springs, Fla. Survived by his widow, **Katherine**; a daughter, **Cathy**, and a son, **Alvin**. (Further details under **Hocus Focuss column** in this issue.)

PAYESE—Carl, 66, musician, September 15 in Detroit. A harpist, he played with the **Eduard Werner Orchestra** in the Madison, Broadway-Capitol and Michigan theaters in Detroit for decades. In recent years he was with the **Miami, Fla.**, **Municipal Band**. Survived by his widow, and a daughter, **Mrs. Sheila Dakin**. Burial in Buffalo, N. Y.

QUILTER—Roger, 75, British composer, September 21 in London. He was a composer of songs

and children's music, gaining wide popularity with his musical adaptations of poems by Shakespeare, **Herrick** and **Pennycuik**. Besides his "Children's Overture" and incidental music to "Where the Rainbow Ends," he wrote a light opera, "Love at the Inn."

RICHARDS—Donald, 34, former singing lead of "Finian's Rainbow" and actor in other Broadway plays and radio shows, in an automobile accident September 26 in Ridge-wood, N. J. Beginning in radio as a child, **Richards** appeared with the **St. Louis Grand Opera Company**, and at 19 he won lead roles in "Faust" and "Pagliacci." Later, while in the **Air Corps**, he appeared on Broadway in "Winged Victory." After his "Finian's Rainbow" stint, he appeared in "Along Fifth Avenue" and later on **NBC** radio and television shows, as well as in night clubs. His widow and his parents survive.

ROWE—Ford F., 91, newspaper publisher at Kalamazoo, Mich., September 19. Before the turn of the century he was in the circus business. Survived by his widow, **Mary**, and a son, **Everett**. Interment at Rockford, Ill.

SANTO—Prof. Charles, 71, for 38 years director of the American passion play, "Veronica's Veil," October 1 at his home in Union City, N. J. He was organist and choirmaster of **St. Francis R. C. Church**, and a lay member of the **Third Order of St. Francis**.

SHAPIRO—Louis, 53, location manager for **RKO**, September 26 in Hollywood. He was a native of St. Paul, and had lived in Hollywood 26 years. He leaves his widow, **Laverne**; a son, **Louis Jr.**, and three sisters, **Mrs. Rose Cohen**, **Mrs. Mollie Madison** and **Mrs. Goldie Paier**. Burial in **Heth Olam Mausoleum**, Hollywood.

SIMONS—Robert A., 70, manager of the **Poley & Burke Shows** and former burlesque manager for the **Casino**, Philadelphia, and the **Gayety**, Buffalo, in Merced, Calif., September 14 of a heart attack. Interment in **Calvary Cemetery**, Los Angeles. Survived by his widow, **Irene**, and a sister, **Marie Simons**.



In Memory of My Beloved husband
J. C. (Jimmie) SIMPSON
Who passed away
OCTOBER 4, 1943
MARIE SIMPSON

SUTHERLAND—Arthur, founder and co-producer of the **International Players**, September 30 in Kingston, Ont. One of the three founders of **Imperial Players**, a professional company that played the **New York area** for six years, **Sutherland** formed the **Canadian company** six years ago, leading the company to a stock theater record of more than 1,000 consecutive performances. He had been an actor on Broadway and in several motion pictures before his **Kingston** venture.

TANDLER—Adolf, 73, first conductor of the pioneer **Los Angeles Symphony Orchestra** from 1899 to 1920, September 30, in Los Angeles, a suicide. The Viennese horn conductor-composer, well known through the concert music world, resided in Los Angeles after retiring from the concert stage.

WELLER—Charles, 75, magician and member of various magical societies, September 19 at Mitchell, S. D., after a lengthy illness. He was the manufacturer of rubber figures frequently used by magicians and comedians.

Drivin' 'Round the Drive-Ins

DRIVE-IN theater owners will hold their first national convention in Cincinnati February 2-4, according to **Robert Wile**, Columbus, O., secretary of the Independent Theater Owners of Ohio, who recently visited Cincinnati to make convention arrangements. The **Allied State Association of Motion Picture Exhibitors** will convene at the same time, both at the **Netherland Plaza Hotel**. The number of drive-in theaters now represents 22 per cent of the total amount of film revenue, said **Wile**. There now are 4,400 drivings in the United States, with Ohio having 400 of them. It is surpassed in number only by such "perpetual summer" States as California, Florida and Texas. **Wile**, a former **Universal** man, said that the public still will go to see any picture it wants to see. The problem, he admitted, is to make people want to see more movies. **Zebra Drive-In Theater, Inc.**, **Pine Bluff, Ark.**, has been granted a charter by the secretary of state. Authorized capital stock is 1,000 shares, no par value. **M. S. McCord**, **Robert S. McCord** and **W. B. Sockwell**, all of North Little Rock, were listed as incorporators.

HUGH BRAND has taken over management of the **Post Oak Drive-In**, Houston. He is a son-in-law of the late **Jack S. Groves**, former owner of the drive-in. **Tex Drive-In** is being constructed at **Port Arthur, Tex.**, by **Howard L. Arthur**, **Robert M. Rogers** and **Jack W. Wolder**. The drive-in is expected to be completed within six weeks. High winds have wrecked the screen tower of the **Triangle Drive-In**, **Ozona, Tex.**, which had been opened two weeks previously. **W. V. Adwell**, owner of the drive-in, has estimated

damage at \$7,000. **Bill McLaughlin** has announced plans for construction at **Frisco, Tex.**, of a new drive-in with capacity of 240 cars. **Waco Drive-In**, **Waco, Tex.**, staged a special Western week recently, according to **C. W. Davis**, manager. A Western picture is booked each day with Western short subjects and Western cartoons. Prizes are given for best costume to a boy and girl each night. Ponies are made available to the kids for free rides. The **Lobo Drive-In** is being built at **Monhans, Tex.**, by **Paul Klatt**, **K. L. Turner** and **L. W. Taylor**. The new 600-car **Perrin Drive-In** has been opened at **Sherman, Tex.** What is believed to be the biggest curved screen in the world is the 45 by 85-foot screen at the **Rocket Drive-In**, **San Angelo, Tex.**, operated by **Rowley United Circuit**. Burglars made off with an undetermined amount of cash when they broke into the **Fox Drive-In**, **Marshall, Tex.**, recently.

HI-PARK DRIVE-IN, **San Antonio**, is advertising: **Kiddies Free**. If you don't have any bring your neighbors. Round Top Drive-In has been reopened at **La Grange, Tex.**, by **Herbert H. Rehmman**. The drive-in was previously owned and operated by the late **C. A. W. Schiege**. **Mrs. C. W. Matson** has opened the new **Belle Drive-In**, **Caldwell, Tex.** **T. A. Little**, **Charlotte, N. C.**, has sold the **New-Con Drive-In Theatre**, **Conover, N. C.**, to **Colonial Theatres, Inc.**, of **Valdese**. **Don L. Hollar**, manager of the **Canova Theater**, **Conover**, a unit of **Colonial Theatres**, will also be in charge of the **New-Con**. The four **Kitchen brothers**, who operate drive-ins at **East Lansing** and **Bad Axe, Mich.**, are teaming up to establish a television station in **Central Michigan**. **Harold Muir**, manager of the **Burnside (Mich.) Drive-In**, also manages the **Imlay City Fair**, runs free movie shows one night a week for merchants in four **Central Michigan** communities, and during the winter runs shows regularly in 55 schools.

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IN MEMORY
MARGIE CETLIN
Two who never will forget the past
Nor ever let the future dim the years
We spent together here.
October 5, 1947.
Sadie—WILSON—Jack

NEW MEXICO STATE OVERCOMES TIGHT \$

Attendance Up Despite Economic Conditions; Mutuel Take Dips

ALBUQUERQUE, Oct. 3.—The New Mexico State Fair, despite tighter economic conditions stemming from sharply lower cattle prices and drought conditions, this week was giving a good display of its strength. Thru Thursday (1), attendance was a few percentage points ahead of the same period last year and pari-mutuel wagering was only 2 per cent off the '52 pace.

Fair, which opened Saturday (26) and runs thru Sunday (4), had one of its best days on record the first Sunday when over 54,000 patrons swarmed over the grounds. The press was so great that the automobile gates were closed to traffic by 4 p.m.

Grandstand business held up well during the week. Added

features to the afternoon horse races are the Great Fussner and Egoony Bros., both thrill acts. Total wagering thru Thursday was \$1,458,778 against \$1,524,670 during the same period a year ago.

Night grandstand feature is Buetler Bros.' Rodeo, plus the two thrill acts, with Cy Tailon handling the mike chores. Thearle-Duffield Fireworks, Inc., with Art Briese on hand for the firm, produce the nightly pyro displays.

Midway Okay

Siebrand Bros.' Circus and Carnival, the midway attraction, had its ups and downs during the week. Business for the org, which has 22 rides and 6 shows in operation, however, was expected to end up a few percentage points ahead of last year, despite some slow days.

Wednesday (30) was Indian Day and broke all previous records for that day as the colorful spectacle of native Americans doing their tribal dances was well patronized.

The fair board has launched a big building program that includes the building of a 13,000-seat Coliseum sometime in the near future. Additions this year are a new women's hall, new barns, an exhibit building and construction of a third floor section in the grandstand with 40 additional pari-mutuel windows.

Evansville, Ind., Fair Bows; Sets Repeat for '54

Gate, Grandstand Biz Below Expectations But Builds Steadily

EVANSVILLE, Ind., Oct. 3.—Heartened by the response of the maiden run of the six-day Tri-State Agricultural and Industrial Exhibition, which closed Sunday (27) at Dade Park, two miles from this city, the sponsors, the Courier Charities, Inc., already are pushing plans for a second edition in '54.

The initial run was a mixed success. Attendance, while not quite up to expectations, rose steadily with the passing of each day, indicating a mounting interest.

Grandstand patronage followed the same pattern. It, too, built with each succeeding day until Saturday (26), the biggest of the event. The night grandstand offering was a Barnes-Carruthers revue. Daytime attraction was harness horse races.

Commercial exhibits, which were strongly accented, scored big. There were more than 80 exhibitors and many reported that they had met with sales that surpassed expectations. A large number already have made space commitments for next year, and not a few asked for more space.

Stock Show Raves

The livestock show was excellent, and it drew raves from exhibitors and visitors alike.

Of all segments of the fair, the one which met with the least success was the midway. The Gooding Amusement Company supplied the attractions which were praised highly by fair officials. Weak midway patronage was attributed to fact that there were relatively few children and young people in attendance.

Plans for next year call for 4-H and other youth organization participation, plus a home economics department. Addition of youth activities, fair execs pointed out, should provide midway with far greater patronage.

The Courier Charities, Inc., is an organization founded by The Evansville Courier to raise funds for charity work in the Evansville area. Charles Becker and Homer Bow, Courier Charities execs, were in charge of the event.

Charter Reptile Org

FRANKFORT, Ky., Oct. 3.—Secretary of State has issued a charter to Florida Reptile Land, Bowling Green, Ky., to own and sell property and offer public entertainment, including exhibits, wildlife displays, rides, and shows. Incorporators were Charles Garvi, Marshall Funk and Jerry L. Moore, all of Bowling Green.

NO LONGER PUBLIC? 'PHOOEY,' SAYS CONEY OF MAG ARTICLE

NEW YORK, Oct. 3.—Parents' Magazine, with a monthly circulation of more than 1,450,000 copies, committed a blunder which had the Coney Island Chamber of Commerce doing a slow burn all season. In its Metropolitan Section it urged families with children to visit Coney, "since this may be Coney's last summer as a public beach."

The mag wrongly interpreted news stories of rezoning at the resort from business and retail, to residential. But, says the chamber, the changes were only in a fringe area and left the amusement area intact. And besides, it says, the beach certainly would have remained public. The new zoning will be a boon to operators at the fun area, since it will result in a greatly-increased population near by. Reactions to the article: Coney Island Chamber of Commerce, angry. Parents' Magazine, embarrassed.

ESE Pulls 456,370 For All-Time Mark

SPRINGFIELD, Mass., Oct. 3.—Virtually all phases of the Eastern States Exposition did exceptionally well during the eight-day run which ended Sunday (27), the stand producing an all-time attendance record of 456,370 admissions. The former record of 437,350 was established last year. Manager Jack Reynolds said that despite overcast skies on both week-ends, there was no rain and the patrons kept crowding in at \$1.25 a head and a quarter for children.

Attendance for the first five days was 302,770 and closing days' figures were as follows:

	1952	1953
Friday	32,813	40,384
Saturday	76,337	75,362
Sunday	37,355	37,854

Besides smashing records at the gate, the crowds poured into the new race track area at the rate of 8,000 on Friday (25) to see AAA big car events, and 11,000 the following day when the program consisted of midget and stock car racing.

Water Spec Solid Hit

Reynolds said food spending at his annual took a rise over last year's, but that the dollar output at other segments either held steady or dipped slightly. King Reid Shows turned good grosses on the midway and the Dancing

Phoenix Sets Headliners

HOLLYWOOD, Oct. 3.—The Carsons Bros. will headline the show, "Hollywood on Parade," at the Arizona State Fair in Phoenix this year, Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, announced. This marks the fifth consecutive year this booking office has had the show.

The show will be produced by Brunson and his wife, Jo. Other acts definitely signed include the Dwight Moore Mongrel Revue and the Rankin Dancers, a group of nine.

The Phoenix fair opens November 6 for 10 days. George Blake is the manager. Crafts 20 Big Shows will be featured on the midway.

N. H. Fairs Split Track Money

CONCORD, N. H., Oct. 3.—Perley I. Fitts, State commissioner of agriculture, announced distribution of \$51,735 in Rockingham Racetrack subsidies to the State's 13 largest fairs. The cash goes to fairs which spend more than \$500 a year in premiums. Plymouth Fair received the largest share, \$9,198, followed by Rochester Fair with \$7,751 and others down to Sunapee Grange Fair, \$508.

Larger checks will go to the associations from Rockingham's fall meet of 30 days, which opens Monday (28).

Raceway OK'd In Linden, Pa.

HARRISBURG, Pa., Oct. 3.—A Pennsylvania corporate charter has been issued to Williamsport Speedway, Inc., Box 3, Linden, Pa., authorizing the new corporation to capitalize at \$225,000 for the purpose of operating a speedway.

Incorporators are listed as H. E. Neill, Clarence F. Beck, Carl R. Babe, and Ray Matthews.

Chattanooga Races Ahead Of '52 Attendance Pace

CHATTANOOGA, Oct. 3.—The Chattanooga-Hamilton County Interstate Fair closed its six-day run here Friday (25) with a sharp increase of 25 per cent in attendance over the 1952 run which was hurt by rain. Misty rain on this year's final day also cut into some activities but did little damage.

Rain also held down Thursday's afternoon attendance, but the skies cleared and a large crowd came out to spend the evening on the grounds. Fair opened Monday (21) by establishing a new all-time attendance record for opening day.

The fair operated without a grandstand this year, having lost it in a fire last October. In place of the usual free show booked thru one of the major offices, Mrs. Maude Atwood, serving her 38th year as secretary, had a bandstand erected on the site and afternoon band concerts were the fare. At night a fireworks show produced by Illinois Fireworks Company, Danville, Ill., was fea-

tured, with John W. Dailey and James Gray in charge of firing for Joe Porcheddu.

Latest addition to the plant here is a new 180 by 340-foot automobile and general exhibit building. The brick structure contains, in addition to exhibits from area auto dealers, 75 additional commercial exhibits. The Women's Building was filled with eye-catching displays this year and total entries topped those of any previous fair.

Premiums set a new record with a total of \$15,000 offered, compared with \$2,100 just seven years ago. For the first time, the Sears, Roebuck Foundation had a prize hog exhibit at the fair, and the Tennessee Game and Fish Commission had an elaborate display.

Midway takes were ahead of last year when rain cut into business. Grosses of both the permanent rides and the Amusement Company of America Shows were reported substantially higher than in '52.

Waters spectacle, under canvas, drew packed houses for its continuous performances, with many repeat customers noticed. Only drop compared with 1952 business, Reynolds commented, was recorded by Harold Steinman's Hippodrome in the Coliseum.

Attendance thruout the running topped that of last year on every day but Saturday (26). Last year's Saturday record of 76,337 was set the day after Adlai Stevenson appeared at grounds that were drenched with rain. The rain held down the crowds, but they turned out in increasing numbers thruout Saturday.

Record Stand 'n Store for Rocky Mount

ROCKY MOUNT, N. C., Oct. 3.—The record 70,000 attendance for the Rocky Mount Fair, set in 1952, will go by the boards by 20 per cent, according to results of the first four days of this week's event. Norman Y. Chambliss, manager, reported great success at presenting the Hamid grandstand revue free, and said front gate crowds have boomed, being attracted by the free offering.

Also part of the one-admission policy were the Irish Horan Lucky Hell Drivers which were presented Sunday (27). Prell's Broadway Shows is providing the midway attractions.

Children's day for Negro patrons was a success Wednesday (30) and was offered for whites on Friday (2). Kids were let in free up to 6 p.m.

2-Day Rain Foils Shelby Record Bid

SHELBY, N. C., Oct. 3.—A heavy downpour that started on Children's Day Friday (25) washed out the closing days of the 30th Cleveland County Fair, and with them the hopes officials had of topping last year's total of 110,000 admissions. The rain started before sunrise and came down in torrents. The washout affected Friday's stock car races and Hamid revue performance, and Saturday's (26) Joie Chitwood thrill drivers and big car racing.

Dr. J. S. Dorton, general manager, said the turnouts had been holding up well thru Thursday (24). Crowds at the grandstand attractions — the Jack Kochman thrill drivers, Hamid revue, stock car and harness racing — were good altho off slightly from last year's. Shelby seats 4,500 spectators, with tickets going at \$1.25 and \$1.60.

Exhibitwise, there were more entries and displays than the annual ever had before, with every foot of space taken. Altho attendance was good before the rains started, Dr. Dorton said, spending was down slightly, possibly due to the year's hot, dry weather having adversely affected the cotton market. Nightly fireworks were shot off by Tony Vitale, of New Castle, Pa., and the James E. Strates rail carnival held down the midway.

Okla. City Fair In Small Slide; Heat, Series Hit

100 Degree Weather Hurts Gate, Stand; Midway Receipts Up

OKLAHOMA CITY, Oct. 3.—The Oklahoma State Fair, which opened its eight-day run here Saturday (26), ran into a combination of extremely hot weather and the competition posed by the World Series. The gate count thru Friday (4) tho, was off but slightly from '52.

Hot weather marked every one of the first seven days, with the mercury nudging over the 100 degree point most days and on one day—Monday (28), Kids' Day —rising to 104 degrees. Attendance thru the first four days nevertheless ran higher than last year, a banner one, but as the heat spell continued and the World Series opened, day-time attendance went into a slide.

Opens Strong

However, Pete Baker, fair secretary, pointed out that the fair stands a good chance of overcoming the slight gate drop.

Night grandstand business started off on an unusually strong note, with Aut Swenson's Thrillcade, in Saturday (26), pulling an excellent crowd and with a Barnes-Carruthers revue, handled by Mike Barnes, registering a 25 per cent better Sunday night grandstand than last year. Thereafter, however, the night grandstand business skidded, and at the end of the first seven days, Baker estimated grandstand receipts, for matinees, as well as nights, were off about 2 per cent.

Thrill Show Pulls

The grandstand matinees opening week-end were exceptionally strong, with big car races, staged by Frank Winkley, accounting for a 10 per cent bigger turnout than last year and with Swenson's thrillcade chalking up a record for a thrill show crowd here.

Other matinee offerings, tho, were about equal or slightly below those for the corresponding days last year. Auto races by Winkley yielded as good Monday and Tuesday crowds as last year, but running horse race turnouts the following three afternoons were down.

On the midway, the Royal American Shows were running close to 5 per cent ahead of last year's ride and show grosses at the end of the first seven days. Receipts would have been substantially higher if the weather had been more conducive to longer stays.

This is the first year in the memory of veteran fair officials that the fair and the World Series fell on the same dates. Fair dates are later than usual and the series dates earlier than customary, causing the conflict, the affects of which, fair execs conceded, were difficult to estimate.

Edelstein Runs Olympic Rink

IRVINGTON, N. J., Oct. 3.—With Olympic Amusement Park shuttered until next year, the roller rink, which was closed during July and August, has been reopened on a four-a-week basis. Operator Jack Edelstein, who leases the rink from the Guenthers, park owners, is running it on Tuesday, Friday and Saturday nights, and on Sunday afternoons.

KING-CRISTIANI RUNS TO NOV. 28

SANDERSVILLE, Ga., Oct. 3.—Closing date for King Bros. and Cristiani Circus now is set for November 28 here. Following the 31-week season, the show will return to winter quarters at Macon, Ga.

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Talent Topics

Free acts for the final weeks at Copenhagen's Tivoli Amusement Park were the Seven Leotaris, trapeze; Two Brunos, hand-to-hand, and the Kalsky Ballet, acrobatic dance.

Wilson Storey, of the Pan American Booking Agency, Cleveland, has signed to supply grandstand attractions for the Southeastern Fair Aganza, Atlanta, October 5-8. Talent line-up includes Darrell Glenn, recording artist; Rieta, high pole; Pickard's Seals; the Valentinos, trampoline; Flying Lavals; Rositas Sisters, perch; Slivers Johnson, comedy auto; Happy Harrison, dogs and ponies, and Miss Vivian, single trap. Talent set by Pan American for Circo Atayde, Mexico City, starting December 25, includes the Hildalys; Malikova, high wire; the George Hanneford riding family, and the Malkos, flying act.

Billy Barton is with Sherman Husted's Central Amusement Company as the free attraction. George and Marguerite Barton, Billy's parents, are also with the org, operating a circus unit on the midway and using their mechanical riding school comedy as a second free act.

Denise Reynolds, of the London Girls, will operate the Bellwood Trailer Court in Richmond, Va., in conjunction with her juggling act. She is the married daughter of talent booker Stanley W. Wathon, who bought the court as a present for her.

Sensational Ortons, Dorrie and Vern, write that they are playing a month's engagement at Coney Beach, Portcharwell, South Wales. The management there features a month of fireworks in connection with the Orton act.

Mrs. Lucia Belley, who with her husband, Danlo, had their dog act at the Plymouth, N. H. fair, made the longest call on the telephone company's mobile set-up there. She called her sister, Gina, in Viareggio, Italy. The Belleys plan to return to Italy this fall but are scheduled to be back in the U.S. for the '54 outdoor season.

The Purcells, who, with their dogs and monkeys, began the season with Capell Bros.' Circus March 23, closed with that org Septemebr 14. After playing several fairs, they'll close their outdoor season at the Little Rock Live Stock Show October 10 and will open the school season at Pine Bluff, Ark.

The Kriel Family returned to Chicago recently after eight weeks of fairs for the Barnes-Carruthers office. Albert and Judy Spiller, Spiller's Seals, completed 41 weeks of appearances in Canada with their recent performances at the Chatham (Que.) Fair. They have left Canada to fill fair and circus dates in the States.

Aerial Alcidos, Edna and Louie, celebrated their fifth wedding anniversary September 18 at the South Paris (Me.) Fair. Guests at the party included Marcelli and Janice, Reggi Sax, Shirley and Cora Hayward, Emil Palenberg.

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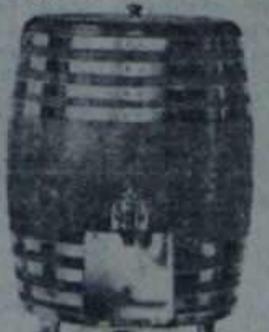
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Long Beach Amusements Adds Second 10G to Video Budget

LONG BEACH, Calif., Oct. 3.—The Long Beach Amusement Company, operator of the Nu-Pike and Virginia Park, will spend \$20,000 in television promotion this year. Mason E. Kight, president, said. With \$10,000 already spent so far this year, the second stanza was launched this

week with L. P. (Pat) Murphy, manager, signing a sports show. Murphy bought a 15-minute show "World Series Warm-Up" featuring Cleve Hermann and Eddie Malone, catcher for the Hollywood Stars baseball team over KNBH. The show is on just before the game and includes showing of the amusement company's own two films. Commercials are sugar-coated, with Hermann and Malone bringing out the park's features in conversation. The television push is being set to draw late-fall and early-winter patrons to the area. Parks operate the year round.

San Antonio Spot Plans Kiddie Day With Press, Radio

SAN ANTONIO, Oct. 3.—The San Antonio Express and San Antonio Radio Station KTSA will sponsor a Kids' Day at Playland Park here Saturday (10).

Each day until then special tickets in the two newspapers are being printed. Each of the tickets with 5 cents for kiddie rides or 9 cents for the majors, will be good for any one of the 16 rides at Playland.

Time limits established for all the rides will be 10 a.m. to 6 p.m. There will be no limit to the number of coupons a person can use. Jimmy Johnson, owner and operator of Playland Park, said he believed this would be the biggest day of the year.

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- American Beauty (Fair), East Prairie, Mo.
- American Eagle, Louisville, Miss.
- Amusement Co. of America, State Fair, Birmingham, Ala.
- Bears & Albs, (Fair), Brookneal, Va.
- (Fair), Rustburg 1-17.
- S. & H. (Colored Fair), Grapeland, S. C.
- Big Four Am., Leachville, Ark.
- Big State, Chickasha, Okla.
- Blue Grass, Sandersville, Ga., American 12-17.
- Butterland, Grandview, Tex.
- Brown & Wallace, (Fair), Vicksburg, Miss.; (Fair), Alexandria, La. 12-17.
- Book O' C-Moel, Greenwood, S. C.; Rock Hill 12-17.
- Burke, Harry, (Fair), New Roads, La.; Abbeville 12-17.
- Butchart, Humphrey, Ark.
- Byers Bros., Lake City, Ark.
- Capital City, (Fair), Monticello, Ga.; (Fair), Fitzgerald 12-17.
- Cavalcade of Amuse., Columbus, Miss.; Hama, Ga. 12-17.
- Central Am. Co., (Fair), Pembroke, N. C.; (Fair), Tahlequah 12-17.
- Celle & Wilson, (Fair), Anderson, S. C.; (Fair), Swainsboro 12-17.
- Cherokee Am. Co., Moran, Kan. 8-3; Fredonia 8-10, Broken Arrow, Okla. 12-17.
- Crafts Expo., (Fair), Fresno, Calif., 5-11; (Fair), Hanford 12-18.
- Cumberland Valley, (Fair), Summerville, Ga., season ends.
- Drew, James H., Swinburn, Ga.; (Fair), Metter 12-17.
- Dumont, (Fair), Littleton, N. C.; (Fair), Greensboro 12-17.
- Dyer's Greater, Bruce, Miss.
- Empire State, Fort Gaines, Ga.; Chipley, Fla. 12-17.
- Petrie Carl D., Louisa, N. C.; Roxboro 12-17.
- Festival of Fun, (Fair), Marks, Miss.
- Fleming, Mod' Cody, (Fair), Greensboro, Ga.; (Fair), Lenoir 12-17.
- Franklin, Dan, No. 1 (Fair), Angleton, Tex.; Franklin, Dan, No. 2 (Fair), Crockett, Tex.; Bellville 12-17.
- Frazier, Duncan, Ark., 7-11.
- Gen. City, Enterprise, Ala.
- Gentish, J. A., Natchez, Miss.; Greenwood 12-17.
- Georgia Am. Co., (Fair), Griffin, Ga.; (Fair), Wighamville 12-17.
- Gladstone Expo., (Fair), Cleveland, Miss.; (Fair), Batesville 12-17.
- Gold Medal, (Fair), Tupelo, Miss.; (Fair), Meridian 12-17.
- Gooding Am. Co., No. 1 (Street Fair), Loudonville, O.
- Gooding Am. Co., No. 2, Columbus, Ind.
- Gooding Am. Co., No. 3 (Fair), Atlanta, Ga.
- Gooding Am. Co., No. 4 (Sesquicentennial Celebration), Ironton, O.
- Gooding Am. Co., No. 5 (Fair), Georgetown, O. (Continued on page 68)

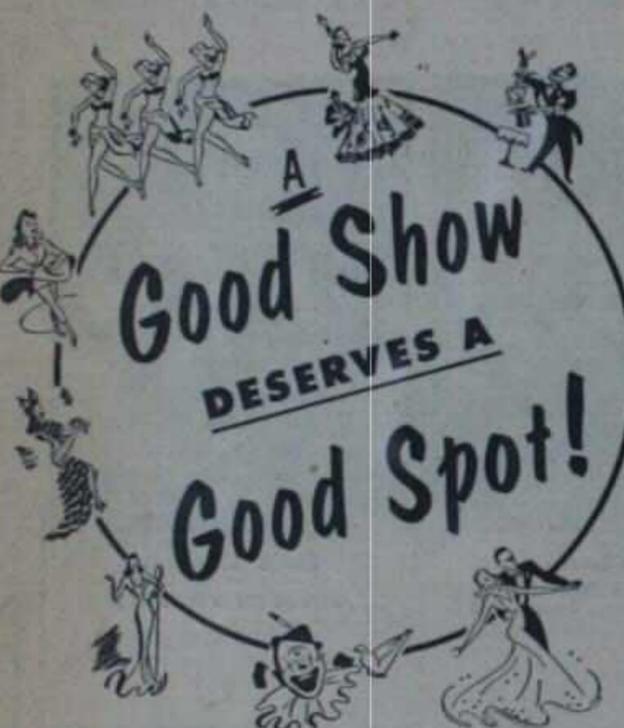
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- Beatty, Clyde, Knoxville, Tenn. 6-7; Chattanooga 8; Nashville 8-10; Clarksville 12; Paris 13; Humboldt 14; Memphis 15-17; Hagen Bros., Woodward, Okla., 6; Wayneska 7; Fairview 8; Watooga 9; Guthrie 10; season ends.
- Barris & Rowe, Indoor, Columbus, Miss., 5-10; Jackson 12-17.
- Kelly-Miller, Purdy, Ark. 6; Warren 7; McChee 8; Lake Village 9; Hamburg 10; King Bros. & Christian, New Iberia, La. 6; Crawley 7; Lake Charles 8; Alexandria 9; Ruston 10; Monroe 12; Natchez, Miss. 13; Brookhaven 14; Hattiesburg 15; Meridian 16; Tupelo 18; Ala. 17.
- Millie Bros., Arkadelphia, Ark. 6; Pine Bluff 7; El Dorado 8; Magnolia 9; Texarkana 10; Homer, La. 12; Monroe 13; Alexandria 14; Lake Charles 15; Jennings 16; Franklin 17.
- Polank Bros., Eastern, (Sports Arena), Toledo, O., 7-10; (Yankee Armory), Newark, N. J., 14-18.
- Polank Bros., Western, (Auditorium), Harlingen, Tex. 8-10; (Auditorium), San Antonio 12-18.
- Rising, Bron, and Reuben & Balder, Phoenix, Ariz., 6-7; Tucson 8; El Paso, Tex., 8-10; Albuquerque, N. M., 11-12; Clovis 13; Lubbock, Tex., 14; Amarillo 15; Oklahoma City, Okla., 16-17; Tulsa 18.
- Wallace Bros., Houston, Miss., 6; Winona 7; Moorhead 8; Belzoni 9; Yazoo City 10; Oak Grove, La., 13; Chatham, Mich., 10; 13; Ringgold 14; Loganport 15; Wallace & Clark, Bonaville, Calif., 9; Haldsburg 7; Mendocino 8; Hollister 9; King City 10; Morro Bay 11; Lompoc 12; Ojai 13; season ends.

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17% Rise Noted as Steeplechase Shuts

NEW YORK, Oct. 3.—Steeplechase Park at Coney Island shut down daily operations Sunday (27) after a huge outing thrown the previous day for 10,000 people

PLANS FILED

OK Waited for Rocks' Aerial Batting Range

NEW YORK, Oct. 3.—Plans for Rockaways' Playland's elevated batting ranges are progressing rapidly, with construction details having been submitted to city engineers. Upon approval, bids will be sought for the 10 units which will be set on a rooftop to form an illuminated landmark 100 feet above the ground. Operation of the ranges will be on a partnership basis between the management and John Cahill, who already operates five batting units at Playland.

Cars of the Cuddle-Up ride are being removed from its platform and replaced with two kiddie rides for the winter. Being installed are an Eyerly Jet midjet auto racer unit and an eight-bucket Pinto Ferris Wheel.

The park is awaiting shipment of its Mirror Maze purchased from Cedar Point Amusement Park, Sandusky, O.

by the Charles Pfizer drug manufacturing firm. Manager Jimmy Onerato said that with more than a million admissions thru the season, the funspot's business was about 17 per cent ahead of last year's. Peak year was in 1948.

Tons of food were consumed at the catered affair, Onerato said. It was held from 1 to 11 p.m.

Steeplechase is having its equipment dismantled and taken indoors for repairs prior to a general shuttering of the park. Only items slated to operate are a few kiddie rides along the boardwalk, which will run weekends as long as weather permits.

3,875,000 Sets Mark at Tivoli

COPENHAGEN, Denmark, Oct. 3.—Tivoli wound up its season on Sunday night (13) with a final-day gate of over 55,000 and an all-time season attendance record of 3,875,000 paid admissions, plus sale of more than 20,000 season tickets. Unfavorable weather the last two weeks cut attendance sufficiently to spoil the park's chance at hitting a 4,000,000 gate but as this year's total topped the best previous record by more than 302,000 the Tivoli directors, Inge-Lise Bock and Henning Soager were happy.

Final day was a gay one, with ideal weather and special events keeping the park jammed until after the elaborate farewell display of fireworks.

Va. Spots Do Okay Despite Slight \$ Dip

NEW YORK, Oct. 3.—Altho business was down slightly at his Virginia park operations, Jack Greenspoon termed the just concluded season highly satisfactory in every way.

The aggregate losses of gross revenues at Ocean View Park, Norfolk and at Seaside Park, Virginia Beach, ran about 10 per cent. But, it was noted, the base figures are among the highest ever earned at these funspots.

Greenspoon indicated that if each succeeding season was no worse than the one just concluded, operators and concessionaires alike would have no complaint.

Urge Spots to Hire PR Men

BOSTON, Oct. 3.—New England funspots, amusement areas and communities would get more for their promotion dollar by hiring experienced public relations experts instead of trying to do the job themselves, was the conclusion agreed upon at a panel discussion during the convention of the New England Chapter of the Public Relations Society of America in the Hotel Statler.

Panel members generally were hopeful and optimistic about business prospects.

Kiddie Parks \$\$ Up But Spending Dips

Patrons Avoiding Mass Purchases As Hiked Volume Boosts Grosses

By IRWIN KIRBY

NEW YORK, Oct. 3.—With daily operations of kiddie amusement parks at an end and operators looking forward to the weekend cold weather business, two facts stand out in discussions of this past season. First, the moppet parks have earned a shade more than they did in the comparable time last year. But on the darker side is the reflection that the larger grosses were due to a larger volume of customers, with less spending reported per capita.

A sampling of this area's kiddie parks produced several comments that parents are no longer plunking down bills and asking for a dollar's worth of tickets, as was not unpopular up thru last season. Where tickets are sold in strips of three, with a proportionate saving if strips of six are bought, the tendency is for the patron to purchase the smaller quantity. The same customer is likely to return later for three more tickets, and perhaps even a third time, but he will resist getting a half-dozen at once.

At least one operator who sells six-ticket strips only, in this case six for 50 cents, has been so impressed with customers asking for smaller quantities that he will be selling three for 29 cents soon. Albert Seyman, who with Frank Sadowski owns the seven-ride Kiddie Park in Queens, noticed a brisk demand for the three for 29s at their five-ride Dreamland spot, which opened in June. The change will be instituted in a couple of weeks.

Many Workers Idle

It has been suggested that widespread idleness this year in the construction industry, for one, has taken its toll among potential kiddie park patrons. Idleness also struck bus drivers and the docks causing the manual workers of this area to tighten up on spending.

Because of the strikes, park men were beset with requests for help, whereas students had formerly been the chief source of summer labor.

Operators eye good week-ends from here on out, especially when the weather forces closing of major amusement parks, which cannot afford to shut down their adult rides and attempt to profitably operate their moppet layouts only. With only one major funspot running the year around, kiddie operators soon will have the field to themselves.

In anticipation of the slight upsurge in trade, Bernie Finkel's six-ride Roadside Rest kiddie park in Oceanside is undergoing a general repainting and face-lifting. Finkel this year added a children's zoo and sells his 9-cent tickets at 30 for a \$2 book, with a 14-cent zoo ducat thrown in free. Pretty-

ness is one of several methods of attracting more of today's tight-fisted patrons—beautifying the kiddie park. Luring more customers is the solution to a decline in spending, and there are many ways to do it. With rides costing thousands of dollars and with electric bills varying from \$100 all the way to \$300 and more, seats must be kept filled, operators and managers realize.

Owners and managers spoken with around Gotham include Irving Greenfield and Gabriel Dillio of the six-ride Playland Center in Queens, Arthur Becker of Kiddie Park and Funland in the Bronx, five rides each; Max Gruberg of 17-ride Funland in Long Beach, Leo Davis and Irving Miller of eight-ride Fairyland in Brooklyn, Al McKee of 15-ride Fairyland in Queens, Mortie Spicer of nine-ride Joyland Kiddie Park in the Bronx, and Mrs. Miriam Nunley, who operates 10-ride Nunley's Happyland in Bethpage and other funspots in Baldwin, Rockaway, Yonkers, and Broad Channel.

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KIDDIE RIDES

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Deluxe 24-pass. Boal Rides. Adaptable to wet or dry bases. 20-pass. Silver Streak Train Ride; runs on rubber-tired wheels—no tracks. Write for free photos and literature. University 8674 or phone Taylor 7344.

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Make plans now to check every issue of The Billboard for the best in used equipment buys—or to offer your surplus equipment thru a

LOW-COST HIGH-RETURN BILLBOARD AD

NEW ENGLAND YIELDS \$242,000 IN TAX HUNT

BOSTON, Oct. 3.—The hunt for income tax delinquents in amusement spots, hotels and resorts has been successful in New England, Commissioner T. Coleman Andrews said.

"So far," he pointed out, "the campaign is paying big dividends. In New England 8,000 taxpayers were contacted in two days, 1,150 were found to be delinquent, and \$242,000 in delinquent taxes was collected—both from those who were visited by the agents and others who were not contacted but who filed and paid as a result of the canvass. And they're still coming in."

On the cost of the Boston operation, Andrews said, "258 agents worked two days at a salary cost of \$10,250. They collected \$24 for every \$1 spent." He said the service took "a calculated public relations risk when we started this organized effort to seek out the men and women who hadn't been playing square with the government or their fellow citizens."

Newspapers Object

The commissioner said he felt the canvass was not unfair or unwarranted or, "as some have said, 'un-American.'" Newspapers in Boston blasted the operation as a "Tax Snoop" and "Operation Snoop." Particularly

outspoken against the campaign were the Hearst Newspapers, the Boston Record, Boston American and Boston Sunday Advertiser.

The commissioner said his agents would not force their way into business places. "Our men are instructed to be courteous, impartial and helpful," he said. "They identify themselves properly and explain the purpose of their calls. If the taxpayer is unwilling to talk, that ends it."

Mickey Rooney In Light Draw At Buck Lake

ANGOLA, Ind., Oct. 3. — Mickey Rooney failed to pull more than routine business for Harry Smythe's Buck Lake Ranch here September 20. Smythe said he was unable to say why the movie figure had not attracted more patrons.

The spot normally uses names from the country music field. Rooney appeared for closing day only and a big turnout had been anticipated. Smythe said weather was good.

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Plan to come, see it & place your order. Production definitely limited. Demonstrations at our Factory for the next 10 days.

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Ringling's 1st Pass At Los Angeles Tabs A Hefty Weekend

Second Time on Lot Looks Good; Long Beach Runs Up Strong Gross

LOS ANGELES, Oct. 3.—Ringling Bros. and Barnum & Bailey Circus doubled back for a second engagement at Rodeo Road and Jefferson this weekend, and advance sale indicated business would be as big as that of last week-end.

The show played to turnaways during its first '53 Los Angeles run (24-27). The big score was

especially welcome in view of spotty takes the show has garnered in recent weeks.

After three-quarter and two-thirds houses at San Luis Obispo and Oxnard (22, 23), the show moved to Los Angeles for half and three-quarter turnouts Thursday (24). The Friday business was three-quarters in the afternoon and full at night. Saturday and Sunday performances brought turnaways despite the heavy competition of several football games, a movie premiere, "Ice Follies" and the Pomona fair.

Unusual Routing

The unusual routing which has the show playing the same lot twice in the same season was mapped to put it in Los Angeles on two week-ends and elsewhere for week days which have generally proved weak in Los Angeles. Originally, it was planned to play a different lot for the second run, but that failed to develop.

The stands between two Los Angeles runs, San Diego, Long Beach, Van Nuys (Panorama City) and Pasadena, were paced by the two full houses at Long Beach (29).

Coming into Los Angeles on Thursday (24), a flat car was derailed and railroad trucks on it and a sleeper behind it were torn loose before the Pacific Electric engine stopped the train. The cars, part of the third section, were set out and the two seat wagons on the flat were not available for the first performance. About 30 persons in the sleeper were shaken up but there were no serious injuries.

Western Stands Hold Strongly For Polack Unit

DENVER, Oct. 3.—After nearly six months in the Far West, Polack Bros.' Western unit moved to Denver for its 12th annual Shrine appearance this week. From here the show jumps to Texas for dates in Harlingen and San Antonio, then will return to California for its engagement the third week in October in Los Angeles.

Louis Stern expressed gratification over the way business has held up since the big run at the Pacific National Exhibition in Vancouver, B. C.

At Eugene, Ore., the first stand back in the States, the show's stay was increased from two to three days and business was double that of last year.

A string of open-air dates followed in Roseburg and Medford, Ore., and Redding and Marysville, Calif., all of them with favorable weather and big crowds. Redding and Marysville were new on the show's route, and the latter was big for an opening date.

The current run in Denver opened strong, dipped slightly the second day and then started to build to what promised to be a weekend of capacity houses and turn-aways. The week's stand of 14 performances ends Sunday (4).

Harlingen, Tex., will be the show's final outdoor date of the season.

Allen's Animals Is New Moniker For Woods Show

BURDICK, Kan., Oct. 3.—Bryan Woods' dog and pony show has been renamed Allen's Famous Wild Animals and has been playing Kansas towns. The Woods show has operated out of Houston for several years. Charles Allen recently joined with his performing bears.

Performance also includes Billie Woods, monkeys and baboons; Bryan Woods, pony drill; Beverly Allen, trained Brahma bull, and Charles Allen, menage horse. Admission is 40 and 65 cents.

Fla. Blow Misses King-Cristiani

GULFPORT, Miss., Oct. 3.—King Bros. & Cristiani Circus escaped damage when a hurricane struck the Panama City, Fla., area while the show was there Saturday (26). Show lost the matinee because of high winds, but it staged a torchlight night parade thru the windblown city and gave the night performance.

Weather began working against the show at Albany, Ga. (24),

where rain held crowds to one-quarter and one-half houses. At Dothan, Ala., Friday (25), high winds began.

In Gulfport on Wednesday (30), King-Cristiani was back in good form, with the matinee drawing a near-capacity house and the night performance attracting turnaway business that forced the closing of the ticket windows before show time. Jaycees were the auspices.

RINGLING SETS NOV. 22 CLOSING

LOS ANGELES, Oct. 3.—Tentative closing date for Ringling Bros. and Barnum & Bailey Circus has been set at November 22 at Miami. Meanwhile, the show's route in the Southwest has firmed.

After Phoenix and Tucson, Ariz., the show makes El Paso, Tex.; Albuquerque and Clovis, N. M.; Lubbock and Amarillo, Tex.; Oklahoma City, Tulsa, and then one stand each in Missouri and Kansas before dipping back into Oklahoma. It will play Fort Worth on a Sunday but will skip Dallas and Houston. Port Arthur, Tex., has been set, and Ringling will be the first railroad show to appear there in years.

Tenn. Towns Big For Kelly-Miller

HENDERSON, Tenn., Oct. 3.—Al G. Kelly & Miller Bros. Circus played to an outright capacity house at night here Tuesday (29). The matinee was half filled. Show was first to make the town in two years.

Pulaski, Tenn., Saturday (26), came thru with a straw house at night and a three-quarter matinee take.

Campas Reported Leaving Wallace

COMMERCE, Ga., Oct. 3.—Wallace Bros. Circus played here Thursday (24) to three-quarter houses with Kiwanis auspices. It was reported by several sources that the Campa Family was leaving the show and that Owner Ben Davenport might provide equipment with which they would operate a circus in Mexico.

Hunt Back in Barn; Grosses Top 1952

Usual Territory Gives Org Good Season; Animals Again Set for Danbury Fair

FLORENCE, N. J., Oct. 3.—Hunt Bros. Circus arrived back in winter quarters this week after concluding a season that was slightly ahead of last year. Last year, and the past several years for that matter, have been very good for the Hunt organization.

The season concluded last Saturday (26) at Middletown, Del. It was the last stand along the eastern shore territory, that reportedly failed to hold up for the show. In most other sections, dates were reported on a par and ahead of last year.

The show animals this week were en route to the Danbury (Conn.) Fair where they have been featured for several years. The fair opens today and continues thru next Sunday (11).

Television Dates

A busy schedule of winter television appearances for the Hunt animals and the family members, who do a number of acts, is now being lined up by Charles T., head of the family, and his son, Harry. The television earnings of the organization have run into important money with the growth of that medium.

In addition to being profitable, the season was a pleasant one as the organization avoided much bad weather. The route followed substantially the same pattern that has been utilized by the organization for some 50 years. After an April opening in the vicinity of Washington, the show trekked north thru Jersey and New York and into New England and retraced its movements with excursions into Long Island and Pennsylvania.

The show in the past has ventured deep into Virginia for final dates, but the Southern tour was eliminated this year. At best, in the past, it has mostly served to extend the season.

The show had much of the territory played this year to itself

when the Ringling Circus routed out of New York State after showing Madison Square Garden in New York and then skipped hurriedly thru New England.

Final plans are being drawn up for the show's new big top which will be ready for the start of the tour next year.

Shawnee, Okla., Light for Mills; Cushing Strong

SHAWNEE, Okla., Oct. 3.—Mills Bros. Circus worked in unseasonable 110-degree heat here Monday (28) and played to two one-quarter houses in the face of opposition from a police-sponsored fish fry and the coming Ringling-Barnum date (23). Show had Elks Club auspices.

In Cushing, Okla., Wednesday (23), the Mills show scored a near-capacity night house and a half house matinee. Lions auspices had a \$2,000 advance.

Cushing club had staged a contest using a local man as clown for downtown bally. Newspaper coverage in advance was strong.

Rubens to Quit Road; Minstrel Sold to Edlin

FORT MYERS, Fla., Oct. 3.—Ted Edlin, agent for Rogers Bros. Circus, has purchased the Bill Bailey Minstrels from Si Rubens and was negotiating this week for the Rogers Bros. Circus power plant and 15 trucks which would be used to move the corer.

Rubens, owner of the Rogers show, had previously planned to troupe the minstrel. He announced at the time of the sale that he would retire from show business at least temporarily. Earlier, he had stated he would sell Rogers Bros. equipment and discontinue circus business after this season.

Edlin was joined in the purchase by persons from Nashville, it was reported. Happy Kellems will produce the minstrel as planned earlier.

Gosh Office Signs For Southern Dates

KNOXVILLE, Oct. 3.—The Auditorium Booking Company, operated by Byron Gosh, has contracted indoor circus dates under auspices at more than 45 towns in seven Southern States for this fall. Gosh will be manager of the shows for the auspices. His unit is billed as the All-American Indoor Circus.

Under the Marquee

Charles (Trombone) Kelly and wife joined Mills Bros. Circus recently. . . . W. C. Clark, 78, veteran circus performer who has been with such orgs as the Ringling, Hagenbeck-Wallace and Sells Bros. shows, was the subject of a feature article in the September 27 Tuscaloosa (Ala.) News. The son of a performer, Clark's last engagement was with Rogers Bros. Circus last winter at Fort Meyers, Fla. However, he had to leave the show because of illness. The article gave his life history and related that he now spends most of his time entertaining children. Accompanying the piece was a photo showing Clark doing foot juggling.

H. A. (Kid) Morrison, contracting agent, is located at Miami. Morrison, who is a member of the Miami Showmen's Association, was recently elected president of the Billposters & Billers' Union, No. 89. He is also selling cars and trucks for Tamiami Motors on the Trail.

Emilio R. Razzore, Gran Circo Razzore, Havana, was in Chicago recently to order a tent—a 120

footer with three 40-foot middles—from United States Tent & Awning Company. . . . Joe Lewis, clown-cop with the King-Cristiani show, reports that he'll play Orrin Davenport's Shrine Circus, Houston, on November 14. Eva May, who was hospitalized after a fall during an aerial performance at the Detroit Shrine Circus in February, will not work for some time, according to Lewis. She is living in Sarasota, Fla., with her sister.

The Stardusters were visited at the East Longmeadow, Mass., Fair by Charles Davitt and Joe Beach, of Springfield, Mass. Joe and Wally Beach visited Mickey Sullivan, Howard and Wanda Bell, Tien Tsi Liu troupe, Leon Smith and company, the Chapmans, Mel Hall and company, Larry Griswold, Harry Stockwell, and Owens & Johnson, when these acts appeared at the Eastern States Exposition, West Springfield, Mass.

Carleton Smith and Jesse Amonett visited the Dick Berg family and the Noble Trio at Wayne County Fair, Wooster, O., recently. They also enjoyed a visit with the Arwoods when they caught Summit County Fair, Akron.

Frank Keitrow is visiting with friends in Virginia after closing the season with Von Bros. Circus. . . . Arthur Sturmack is at Barrington, Ill. . . . Spangles Le-Tour is at Decatur, Ill., following celebration dates. . . . Mr. and Mrs. Ernie Palmquist exhibited their miniature circus at a Cedar Rapids, Ia., store and has signed dates in Springfield, Mo.; Wierton, W. Va.; Tampa and St. Petersburg, Fla. They played fairs under canvas.

The John Arters, Bette Leonard and Noran Senhauser, fans, caught Cole & Walters and visited

with George Bell, Jack Bell, the Jacksons, Bob Grubb, and Herb Walters. . . . Walter Stevens reports his wife, who was forced by illness to leave Kelly-Miller early in the season, is recovering now. . . . Mr. and Mrs. Frank Dunegan, Wichita, Kan., caught Cole & Walters.

Hardy O'Neal, Shreveport, La., fan, notes that there will be a big gathering of show people in that neighborhood, with King-Cristiani in Monroe, October 11-12; Mills in Homer, La., October 11-12, and Monroe, October 13, and Gil Gray closing a week in Shreveport on October 18.

M. G. Dodson, formerly of Dodson's World's Fair Shows, caught the King-Cristiani show at Savannah, Ga. . . . Jimmy Olsen and Bob Lorraine saw King-Cristiani at Dothan, Ala. . . . Joe O'Donnell, Polack promotion man, (Continued on page 59)

2 Days Okay for Beatty; Start Movie at Memphis

LYNCHBURG, Va., Oct. 3.—Clyde Beatty Circus played to good business here Tuesday (29), where the Moose Lodge auspices had an advance sale of 2,500 tickets and the show drew a near-full matinee plus a three-quarter night house. Matinee was scheduled an hour later than usual to coincide with early dismissal of schools.

At Ashland, Ky. (24), the show had a three-quarter matinee and 35 per cent matinee in cool weather. It was Beatty's first stop there since 1945.

Movie crews were scheduled to join the circus soon, probably

at Memphis (15-17), and start work on the new Beatty picture. They will take stock scenes of loading and unloading, putting up the tent and similar show action for inserting into the completed film.

The new big top is being delivered by O. Henry Tent & Awning Company, Chicago, for use in road film work, and will be used at Memphis.

Plans call for the show to go into winter quarters at Deming, N. M., where it will use an inactive airport. One hanger is to be used as a movie studio. Mountain background available there also fits into picture plans.

Under the Marquee

Continued from page 58

will return to work October 25 following a two-week vacation in the Hawaiian Islands.

Troy Scruggs, Royal American Shows; his daughter, Susan, and Mr. and Mrs. Ed Lester inspected the old William P. Hall farm, Lancaster, Mo.; visited Bill Green, Jim McRoberts and John Thiele, Kansas fans, and saw Mills Bros. Circus, where they were guests of Jack Mills. Mrs. Peggy O'Neal, flyer with the Gainesville Community Circus and former society editor at A. Morton Smith's Gainesville Register, now is city editor of the Irving (Texas) Citizen, which was purchased recently by Tommie Randolph, circus fan and photog. She and her husband, Charles, catcher in the act, now live in Dallas.

Richard Conover, Xenia, O., fan has returned from his European trip and is on the road in the States again. Fans John Arter, Garland Potterfield; Paul Rusk, Graves Perry, Arthur Thomas, Gail Thomas, Ray Markle, Lloyd Bender, Leo Winters, and Don and Ruth DeWees, from Ohio and West Virginia, caught the Beatty show at Charleston, W. Va.

Mr. and Mrs. Neal Walters, Eureka Springs, Ark., have announced their daughter, Ruth, will be married October 19. Walters is president of the Neal Walters Poster Corp.; Red Davis, Philippi, W. Va., caught the Beatty show at Charleston, W. Va. Paul M. Conaway, circus attorney of Macon, Ga., has turned out an attractive booklet containing a city water department report.

E. J. Floyd, formerly for several years with circuses and thrill shows, now operates Associated Production Enterprises, a promotion venture with headquarters in Des Moines. For the last two summers he has also been agenting the Avalon, an excursion boat which piles the Ohio River from Cairo, Ill., to Pittsburgh, with coverage off the Ohio down the Kanawha River from Point Pleasant, W. Va., to Charleston, W. Va. The Avalon also plays the Tennessee River from Paducah, Ky., to Knoxville, also taking in the Kentucky Lake resort area. Operating from April 15 to October 30, the Avalon also makes a number of Mississippi River towns.

Al Porter, formerly with Dub Duggan's circus, has returned to Arlington, Va., after visiting aboard the Duggans' yacht at Mount Doro, Fla.; Bill Mahoney,

kiddie ride maker; Captain Peterson, of Africa, USA; Ann Teeter, formerly with Hagan-Wallace and now a nurse at Daytona; Swede and Mabel Johnson; Bill Davis, of the Jacksonville pony farm and zoo; and Milt Robbins, of the Wallace show at Statesboro, Ga.

Senior Emilio Razzore, owner of the Circo Razzore in Cuba, is in Cleveland conferring with Wilson Storey, of the Pan American Booking Agency, for a '54 program.

Fred G. Barker, formerly with Ringling-Barnum, is ill at his Johnstown, Pa., home, according to Patrick Moran, Leechburg, Pa. Rudy Bros. Circus will be at Coalinga, Calif., Monday (28). Wallace & Clark will play Arcata, Calif., Tuesday (29). Zugspitz-artisten, German aerialists, made a Berkeley, Calif., date, September 15-18. Jorgen Christiansen Tent of CFA attended the Ringling show at San Francisco Friday and Saturday (18-19).

Wally Wallace & Co. clowns, have been playing California drive-in theaters. John Brott, Eureka, Calif., CFA, saw Ringling at San Francisco. Don Marcks, El Cerito, Calif., fan, had his miniature circus on display for a Richmond, Calif., organization.

Bill Babe and Buckles Woodcock, with Miller's Performing Elephants, are playing Gus Sun fair dates in Ontario thru October 3, when they close at Caledonia. Woodcock has been visiting Lee Melvin and other fans. Silvers and Jo Madison, of the Tom Packs Elephants; Terrell and Jean Jacobs, and the Woodcocks visited when all played the Michigan State Fair recently. Herbie Head and other Detroit fans decorated a Terrell Jacobs truck during the run. Fan Don Smith visited at the fair.

Will Hill and his dogs, ponies, and elephant played the Franklin County Fair, Greenfield, Mass. Jake (Clown Cop Corrigan) Disch, Cudahy, Wis., has been busy with dates since July 4 and had a date at Wisconsin Rapids, Wis., (25-26). Bink's Circus Dogs, with George Bink and Leo Demers, are playing fairs and celebrations. Bob and Eva Nelson, former acrobats, have a refrigeration business in Milwaukee.

Harry Haag sold his elephant in South America at the conclusion of his engagement there. Joan Woolford, member of the Wallenda aerial ballet, has recovered from a recent fall and will be with the troupe when it joins Polack Eastern for fall dates.

Henry Barrett, promotional director with Polack Bros. Eastern unit, along with Mrs. Barrett and daughter, Louise; Jack Oweit and Jim Harrison, of Barrett's staff, visited Jo and Silvers Madison at the Michigan State Fair, Detroit. The Madisons were presenting the Tom Packs bulls at the Nash exhibit. Barrett and his party also stopped by to visit with Bill Green, who is advertising and publicity director for Cinerama at Detroit's Music Hall.

Ruth Williams, of the Brown & Wallace Shows, visited Helen Haag recently in Fayetteville, Tenn. They formerly were on the Mighty Haag Circus. Helen, who is playing Shrine circuses and fairs with her chimps, visited Ray Marsh Brydon and Mr. and Mrs. L. H. Hardin recently. She is skedded to play Virginia State Fair, Richmond, for George A. Hamid & Son, and will play fall and winter dates for Orrin Davenport.

Dressing Room Gossip

Ringling Bros.

Esther (Daisy) Chaney and Phil Hall were married during our Los Angeles stand. Bob Dover is back from Korea. Dolly Copeland and Tell Teigan have also rejoined the show following illnesses. Mara is still confined to the hospital.

Birthdays were celebrated by Gladys Rimmer, Esther Chaney Hall, Fanny McClosky and Ina Alsetty. Everett Hart gave a party for his midget friends.

Visitors: Red Moyer, Jimmy and Gallagher Reynolds and daughter, Elizabeth Clarke, the Escalante family, Bill Baker and wife, Ferris Brown, Lorraine Carouso, Billy Ward's mother and sister, Mrs. Ira Millette, Penny and Ann, Vickie Baaken; Ernestine and Parley Baer and daughter, Kim; Eddie Salvin, Yetty and Arthur Grotfent, Col. and Mrs. Maddox, Barbara and Red White; Everett Hart and niece, Betty; Bob Clark, Maizie and Brack, J. A. Jewell, Fay Alexander's family, Bogeno family, Ruth Flannagen, the Zochinis, N. P. (Dick) Barstow, Johnny (Snooper) Burnsides, Eil and Ray Ole and son, Albert and Cleo Fleet, Eddie Trees, Roy Burns, Buster Cronin, Lela Plank, Chief Sun Down, Dorothy Jeanens, Jim Byron, Percy Clarke, Mr. and Mrs. Hatten and family, Dick Lewis, Harper Joy, Charley Parr, Ken Maynard, Ray Harris, Barton McClain, Red Skelton and family, Larry Bastian, Huey McGill, Bob Cummings and family, Ralph Brambles Jr., Joe Thompson, Al Szabo and family, Friedo Feint, Francis and Claire Reiner, Homer Goddard, Fay and Barnum Smiletta, Mrs. Norman Carroll, Clarence Bennett, Mike Cahill, Frank Phillips, Howard and Thelma Bryant, Mrs. Myrna Karsey, Mr. and Mrs. Charles Ali and family, Franklin Derr, Bobby Kay, George Perkins, Abie Goldstein, Anton Bader, Geoffrey Alan, Col. Tim McCoy, Cecil B. De Mille and party, Bernice Mosk, Claire Madison, Bill Terney, Mrs. Light, Ethel Shanette and Bill Ballantine's family.—MARY JANE MILLER.

Polack Eastern

In Charleston, S. C., where we played a new lot, those outside the fence could see the show quite as well as those inside. Enroute from Bluefield, W. Va., Frank (Curly) Weisner overturned his truck and trailer, but without injury or serious damage. Phil D. Phillips, Spencer, W. Va., fan, made the jump with the show.

Marie Theron joined the Arrigones high-act, replacing Lillian Soroson. Miss Luxum joined us for the Jackson, Miss., date, before going to her fair date in Muskogee, Okla. In Jackson, the dressing rooms were overrun with millions of ants, which kept Larry Benner busy carrying water to put under his trunks.

Henry Kyes is on the mend after his recent operation. George Cutschall's wrist, broken in Oak Ridge, Tenn., is also mending. Josephine (Pina) Ivanov had to undergo an operation on her right wrist. Harriet Lewis and Rose Harrison have been ill.—BOB LORRAINE.

Polack Western

It was good to be indoors again in Denver's spacious city auditorium, where the lighting effects and wardrobe showed to their best advantage. However, everyone had difficulty working in the high altitude for the first few days.

Elaine Millar celebrated her birthday with a party at her apartment. Millie Ward also celebrated her birthday. Mayme Ward has been busy getting all the production wardrobe cleaned. Lola Dobritch's sister, Mitzie, arrived for an extended visit. Lola hadn't seen her sister for 11 years. Mrs. Red Carter arrived from Sioux City, Ia., for a visit.

The Railroad Club's membership is rapidly increasing in view of the coming season of long jumps. Ed Raymond continues as conductor. Betty Bell demonstrated some of her favorite recipes on a TV cooking show.

Recent visitors included Dr. David Reid, Chuck and Margaret Moore, Gwen Bainsbridge, Nancy Holly, Barney Barnetto, Ken and Joyce Van Hooten and Dwight Moore.—HARRY DANN.

Siebrand Bros.

Carl Erikson had five flat tires on the trek from Blackfoot, Ida., to Albuquerque, N. M. The Eriksons stopped off in Salt Lake City for a swim, while Herta and Harry Frobes shot movies of cliff dwellings in Colorado. Show had six days off.

Danita Roche celebrated a birthday, while Capt. and Mrs. Harry Clark and Tom and Betty Hodgini celebrated wedding anniversaries. Teresa and Matches Matchett, the Eriksons and Joe Hodges Hodgini journeyed to nearby Bernalillo to catch the Circo Flamante's night show and to visit Chatta and Herbie Weber. Their new big top makes a flashy appearance.

Walter Fleck did a bang-up job with super markets and added two extra pages of ads to the program. Tommy Hodgini, Tommy Sales and Charlie Hilderra all handed out ducats at the super markets. Betty Hodgini was ill recently.

Visitors included Harry Owens, the Loof-Rios and the Fussners.—JOE HODGES HODGINI.

WANTED—OUTSTANDING CIRCUS ACTS FOR FOURTH ANNUAL MACON MOOSE HALLOWEEN FREE CHILDREN'S SHOW
Municipal Auditorium, Macon, Ga., Two Nite Performances, Oct 31.
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Who can book promotion dates for the Tommy Scott Show Western and Circus with a popular radio, TV and picture star as added attraction. Answer General Delivery, Oct. 4th, Navasota, Tex.; 8th, Bryan, Tex.; 9th, Dallas, Tex.; 10th, Ft. Worth, Tex.; 12th, Ennis, Tex.; 13th, Terrell, Tex.; 14th, Garland, Tex. Contact
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At above towns. No collect.

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And few open dates this fall and winter. JESSIE, America's wonder BABY elephant and her performing pals; TONGA (chimp), PETE (mule), A headliner everywhere. Go anywhere, work anywhere, no stage too small! Indoors, outdoors, TV, fairs, theaters, clubs, department stores, super markets. If you can use the finest elephant act in America, write
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Zoo Curator. Year round job for sober, reliable Man, importing, exporting, tourist attraction. Photo, state all in first letter.
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Circus Acts: Stage only, Auditoriums. Concessions: Main Floor, Auditoriums. Kiddie Rides: Auditorium, Center.
Phonemen—Chattanooga, Tenn., 6-8205.
Contracting Agent, work stands.
Circus contract. 1953 reference.
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Write P. O. BOX 631, Chattanooga, Tenn.

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WILL BE FOR SALE
AT THE CLOSE OF THIS MOST SUCCESSFUL SEASON. CAN BE SEEN PER ROUTE.
15 late model Chev. Trucks, Canvas Spool, Stake Drivers, Liberty Act, Pony Drill, Elephant Act, 2 Camels, Hippo, 2 Leopards, Llama, Bear, Monkeys, Hyena, the Big Top 90 with Three Forties, new Light Plant.

WANTED CATCHER AND LEAPER
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Top salary, long season. Jimmie Crocker, Eddie Boucher and Sisco O'Taris, contact me.
Flying Romas Troupe
Circus Variety Show, Carbin, Ky., until Oct. 19; or Box 112, Bloomington, Ill., anytime.

ELEPHANT MEN
I want two good Men. Steady year around work, no lay off, top salaries. Address
MAC MacDONALD
c/o Louis Geebel, Thousand Oaks, Calif.

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4 Months' Work
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Promotional Director FOR TOMMY SCOTT SHOWS
Want two more Promoters, also Telephone Men. Bill Macott, call.
BILL OSBORNE
Care Hotel Farrar, Sulphur Springs, Tex. No collect calls, please.

King-Cristiani
Guy Smick is hospitalized in Panama City, Fla. His shoulder was broken and he suffered numerous cuts and bruises when he was struck by an automobile. Mrs. Harry Thomas underwent surgery for the second time this season in a Dothan, Ala., hospital and rejoined in Pensacola.
Phil Enos received a cable from his wife in England, telling him of the birth of a daughter. Mrs. Enos will return to American soon.
Tommy Hart is back in his old form on the bally platform following his illness. Frank Kane put his new Carmen Miranda walk-around into the show. Manuel Barragan is now the mediator in the judo bout. Vicki Cristiani returned to school in Macon.
Rumor is that we will eat Thanksgiving dinner in Napoleon Reed's cookhouse. Phil Doto says we will be in San Antonio on Christmas day. The Dotos took delivery on a new trailer in Columbia, and the Lee Hinckleys have a new car.
Harold and Eileen Voice visited in Pensacola en route to Mobile, Ala., with the Polack show. Other visitors included Bennie Fowler, Harry Kackley, Jim Robinson, Col. Charles Underwood, Harry Anderson, Lucy Richards and Mr. and Mrs. Robert Hall.—COL. HARRY THOMAS.

Wallace & Clark
We have been back in the States three weeks, and we still don't believe there are so many paved highways in the world! At Myrtle Creek, Ore., a forest fire raged in the mountains near the town. It was an impressive sight after dark.
Billy Powell was out of the program a week with an injured finger. Gee Gee Powell and Vivien Rhea also missed performances because of illness.
Jack and Dorothy Turner spent a few days with us. Other visitors included Dr. David Reed and children, Frank and Vera Zerado, Chico Dell and many relatives of the Billy Mitchells.—JO-ANN JENNIER.

2-Day Kan. Stand Light for Hagen
JUNCTION CITY, Kan., Oct. 3.—Hagen Bros. Circus, now nearing the end of its outdoor season, played to four half houses during a two-day stand under Kiwanis club auspices here September 26-27. Advance sale was reported to be better than indicated by the turnouts. At McPherson, Kan., the show had a light matinee and three-quarter night September 24.

WANTED
I want two good Men. Steady year around work, no lay off, top salaries. Address
MAC MacDONALD
c/o Louis Geebel, Thousand Oaks, Calif.

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Promotional Director FOR TOMMY SCOTT SHOWS
Want two more Promoters, also Telephone Men. Bill Macott, call.
BILL OSBORNE
Care Hotel Farrar, Sulphur Springs, Tex. No collect calls, please.

Marks Tumble As Attendance Builds At Richmond Event

Gains of 25% Predicted for Atlantic; Exposition Draws 200,000 in 6 Days

By JIM McHUGH

RICHMOND, Va., Oct. 3.—New records appeared in the making for virtually all departments at the Atlantic Rural Exposition—the State Fair of Virginia—when the nine-day event winds up tonight. Estimates by J. A. Mitchell, general manager, yesterday indicated gains were averaging as high as 25 per cent all around.

Attendance early Thursday (1) had topped the 200,000 mark despite a drizzle last Saturday (27) which cut the expected attendance in half to about 16,000. Richmond Day, Wednesday (30), was very big with crowds topping the 40,000 mark. Given fair weather, one of the biggest single day crowds of the run is expected today with Sam Nunis promoted big car automobile races certain to attract a capacity throng.

On the midway the Cetlin & Wilson Shows registered gains daily and the fair management said that organization might top last year's figures by as much as 25 per cent. The midway is extensive and power laden and only additional big crowds are needed to boost the gross.

Grandstand Okay

Grandstand business was termed good with George A. Hamid's Fantasies Revue featured nightly. Irish Horan's Hell Drivers, in for two days, opening Friday (25) and Saturday (26), did good business. Motorcycle races were the grandstand feature on Sunday.

The first time staging of a beauty contest to choose Miss Virginia State Fair was very successful and the event will be continued. Other member fairs of the Virginia Association participated by staging elimination rounds.

Considerable progress has been made at the Strawberry Hill plant in the eight years that the fair has operated there. The fair was revived at the new location after a war-enforced stoppage and a switch from the in-town grounds owned by the city.

Initial Problems

The vast plant, comprising more than 400 acres and more than a mile and one-quarter in length, had a rather barren appearance in the beginning. In addition, it was difficult to reach compared to the old grounds and the tremendous crowds of the past were slow in reviving.

The principal obstacles have all been overcome, however. The public has been re-educated and its growing interest is documented by the steadily increasing attendance. The fair has had more than its share of bad weather breaks with high winds and rain washing out many important days in the past. Only this year on the Monday (21) before the opening of the event winds leveled and ripped several of the huge exhibit tents already in the air and ready for the show.

Mitchell, in his sixth year here after a long managerial stint at the Anderson (S. C.) Fair, has done a good job of dressing up the event with his specialty, the creation of modernistic false fronts cheaply for exhibit buildings and tents, much in evidence.

Starting off only with a model concrete block livestock building and show ring and a grandstand seating less than 3,000, the plant has been considerably improved and several structural steel buildings have been added. Many more buildings are needed, Mitchell said. The commercial building, 100 by 300 feet, is jammed and the request for space far exceeds the supply. A number of exhibits were forced to set up outdoors and under tents. Space, at least, is not a problem. Another 100 feet can be added to the present structure without interfering with any of the present roadways. There are two and one-half miles of paved roads in the grounds. The midway is not paved.

The farm machinery exhibit here is perhaps the largest in the East. This phase of the fair has also shown rapid growth, despite the fact that a charge is made for all space and none is given away. Mitchell said that most exhibitors had increased their space each year and the indication is that this trend will continue for some time.

Waco, Tex., Maiden Run Opens Strong

WACO, Tex., Oct. 3.—The Heart o' Texas Fair got away to a strong start over the week-end and for three days starting Saturday (26) pulled a total attendance of 71,924. Annual, according to M. D. Corbin, executive vice-president, was shooting for the 200,000 mark in its maiden run and had until Sunday (4) in which to accomplish this goal.

The rodeo, held in the new \$1,000,000 Coliseum, was the top evening attraction and bronk-busters were vying for a share in the estimated purse of \$13,000 to \$16,000. Pat Taggart, president of the local Chamber of Commerce and a newspaper executive, is president of the fair. Don Franklin Shows provided

Big Crowds Jam Bloomsburg, 90,000 in; Big Days Eyed

BLOOMSBURG, Pa., Oct. 3.—The 99th Bloomsburg Fair was rolling along toward another near-record high attendance mark thru yesterday morning, with 90,000 having turned out the first four days. With ideal weather during the early part of the week and the big Friday and Saturday still ahead, Manager Harry Correll and other officials were eyeing the weather forecasts.

More than 160,000 attended last year, with 76,000 divided over the final two days. Correll said sell outs in the 6,000-seat grandstand were racked up three days running



HAPPY BIRTHDAY for Frank Wirth, his 64th, is wished by veteran fair manager Samuel S. Lewis (left) on September 19. Wirth provided the grandstand show for Lewis' Interstate Fair at York, Pa. The pair have been friends since 1919, but presentation of the cake still came as a surprise to Wirth.

Gastonia, N. C., Eclipses '52 At Gate, Stand

Attendance Up 35%; Attractions Draw Strong Turnouts

GASTONIA, N. C., Oct. 3.—The Spindle-Center Agricultural Fair was racing ahead of its '52 maiden run here this week and by Friday (2), next to the final day, was 35 per cent ahead attendance-wise. Grandstand crowds were up a whopping 25 per cent.

Altho money in general was a little tighter, W. H. Robbins, secretary-general manager, said midway takes by Johnny Denton's Gold Medal Shows were running equal to last year, the bigger crowds making up for the decreased spending.

Night revue, produced by Hamid Attractions, pulled strong crowds to its first four shows. Irish Horan thrill show packed the stands for its Tuesday night (29) performance and the following night ticket sales had to be stopped due to the press of customers. Horse racing was the feature for three afternoons starting Tuesday and did well. Vitale Fireworks Corporation, produced the nightly pyro displays.

The Gaston County Band Championship tournament, sanctioned by the North Carolina Bandmasters' Association, was the matinee feature Friday. Midget auto races were set for that evening and AMA motorcycle races were the final program for Saturday night.

Exhibit-wise the fair this year far surpassed last year's initial effort. The sale of commercial exhibit space was double that of a year ago, Robbins said, and three big tops, each 60 by 140 feet, were utilized to house the displays. Agricultural entries topped last year by a five to one ratio while livestock entries were on a par with '52.

Talent in the Hamid show included the Ideal Revue, Brock-aways, Winie Colleano, Happy Harrison's Circus, Merrills and Gillette-Rhodes.

the midway attractions and reported good takes thruout the week, despite heat over the opening week-end.

by the Hamid "Movieland, USA" revue, and that big car and harness racing also turned good grosses. A marathon stock car event is slated for today, with a \$3.50 price on tickets and very few remaining to be sold. Price during the week was \$1.60.

School age children have been admitted free to the grounds all week. A sizable turnout was anticipated yesterday, with 20 school bands blaring away in competition as early as 11 a.m. More concessions are on the grounds than ever before. King Reid Shows has the

POMONA ROMPS AHEAD OF '52

'Ice Vogues,' B-C Grandstand Show Hurt by Cool Evenings

POMONA, Calif., Oct. 3.—At the end of the 12th of its 17-day run, the Los Angeles County Fair here was ahead of its 1952 comparative period by 2,089. Attendance for the 12 days was 793,777, last year the closing figure was 1,085,478.

Going into its third and final weekend, the fair had beaten 1952's daily marks on seven occasions. The turnstile clickers lagged the opening two days, picking up on the third, fifth, sixth, eighth, ninth, tenth and twelfth. Peak day was the second Saturday last year when 133,078 attended. This year the fair pulled 133,095 to gain a slight edge that day. The following Sunday saw this year's gate climb to 128,100 compared with 122,357 for the same day in 1952.

Weather so far has been ideal with the thermometer not hitting over 85 or less than 74 during the day. Nights have been cool, cutting down on the take of the evening grandstand show, which featured "Ice Vogues" for the first nine nights and "Fair Follies of 1953", a Barnes - Carruthers production, the last eight. "Vogues" closed Saturday night (28) with the "Follies" opening on Sunday.

The fair increased its 24-sheet advertising this year, installing boards in the rapidly growing subdivisions around the area. Roy Driscoll, veteran press agent for the event, said 180 of these were put up. In addition to these, 400 cut-out pigs and pumpkins, each six feet high, were scattered thruout the region. Twenty-five street banners were

CLAIM DENIED

Judge Okays 2d Funspot's Use Of 'Fairyland'

NEW YORK, Oct. 3.—A State Supreme Court justice has denied the petition of Bernard Berkley to restrain another kiddie amusement park from using the name "Fairyland." Berkley's Fairyland is in Queens and that of Irving Miller and Leo Davis is located in Brooklyn.

Berkley asked an injunction under Section 964 of the Penal Law, saying the intent of the Miller-Davis name was to mislead the public into believing the two Fairylands are associated.

Florence, Ala., Gate Off 6%; Midway Slumps

FLORENCE, Ala., Oct. 3.—The North Alabama State Fair, despite inclement weather for most of its six-day run, closed its gates Saturday (26) with an attendance count that was only off 6 per cent. Midway business, however, where the Gooding No. 7 unit held forth, suffered a 17 per cent business decline, C. H. Jackson, secretary-manager, announced.

Turnouts for the grandstand show was good. Main feature was Bob Steele's Frontier Days, supported by acts including Klara and Eugene, Leon and Edna, Aerial Alcidos and Charles Sanders.

All concession and exhibit space was sold well in advance of opening day. In addition to one of the best livestock shows, which included many entries from neighboring States, the fair had Speedy McNutt and his string band performing twice daily in the agricultural building.

used in addition to many flag displays.

With the closing of the fair tomorrow, the press department will go back to its skeleton operation. Driscoll, who heads the department, will continue on his year-around basis. Jim Cardwell who handled the wire services and Southern California dailies, leaves for assignments for national magazines in Northern California, while Harrison Stevens, who pooled for the metropolitan Los Angeles dailies, does his wind-up. Billie Mason, who handled the local angled stories on exhibit winners, goes to another of her assignments. Jack Pelzer, who handled the pre-fair publicity and acted as leg man, remains for a week after the closing.

Calgary Mulls New \$200,000 Exhibit Bldg.

CALGARY, Alta., Oct. 3.—Construction of a modern exhibits building at a cost of around \$200,000 is said to be under consideration by the Calgary Exhibition and Stampede, Ltd.

A new structure would release the Stampede Corral for use by another major attraction during stampede week. Under the present set-up, the Corral is used as an exhibit building during the annual fair.

It is understood several major booking agencies in the U. S. have contacted the exhibition board with a view to presenting a show in the Corral during the stampede in order to provide additional entertainment for the thousands unable to obtain tickets for the grandstand performances.

If the building plans materialize, it is understood the objective would be a modern-type exhibit structure, well-lighted, ventilated and heated so that it could be used for livestock association meetings, demonstrations and social events.

More than \$2,000,000 worth of permanent improvements have been carried out at the fairgrounds during the past few years, including the \$1,500,000 Stampede Corral, and a new pari-mutuel plant, jockey house and racing secretary's office.

RECORD HIGH

Fort Worth Stock Expo Post 173G

FORT WORTH, Oct. 3.—Premiums and prizes totaling \$173,235 will be offered at the 1954 Southwestern Exposition and Fat Stock Show, January 29-February 7. The total is the highest in the history of the show.

Included is \$36,000 for beef cattle, \$8,998 for the junior show, \$9,745 in the open steer competition and \$6,335 in the carlot-and-pen division of bulls. The balance goes to dairy cattle, sheep and goats, poultry and rodeo and horse-show awards.

Boyce House, publicity director of the exposition, also handled publicity and special events for the inaugural edition of the Heart o' Texas Fair in Waco, September 26-October 4.

PHILIPPI, W. Va., Oct. 3.—Barbour County Street Free Fair wound up its seven-day run here Sunday (27) after pulling an estimated 30,000 patrons. Howard Rides were on the midway along with independent concessions and seven back-end shows. Fair features included a parade, queen contest and a fireman parade.

Tyler, Tex., Pulls 125,000 In Six Days

TYLER, Tex., Oct. 3.—The East Texas State Fair, which closed its six-day run here September 19, had one of the most successful events in its history, according to official figures released this week by Bob Murdoch, new general manager.

Attendance was up 10 per cent and counting free admissions, was estimated at upward of 125,000.

Grandstand business was good. Turnouts for the Barnes - Carruthers night show were only slightly under last year. A show headed up by Smiley Burnette on opening night played to turn-aways.

Bill Hames' Shows provided the midway attractions and grosses were well above the five-year average for the fair, Murdoch said. Daily free acts included Capt. Roy Simms, high act, and Charles Sander, stilt-man.

Murdoch became general manager of the fair October 1, when C. R. Heaton, who had held the post since 1948, retired to accept a position with a Tyler bank. Murdoch has held the title of associate manager since June, and also succeeds Heaton as director of the East Texas Agricultural Council.

Allentown Tops '52 In Crowds, Money

122,046 Pay \$62,535 at Gate; All Departments Share in Earnings

ALLENTOWN, Pa., Oct. 3.—The Allentown Fair was among the select few major Eastern annuals to go over the top this year. The five-day event, which shuttered last Saturday (26), reported a total paid attendance of 122,046—7,000 more than last year.

On closing day a near record one-day crowd of 35,546 turned out. The total attendance was considerably greater than the paid figures show. On Sunday and Monday (19-20) many thousands were attracted to the grounds, altho the fair was incomplete, in view of the free gate which prevailed. More than 50,000 were judged to be on the grounds on these two days. On Friday (25) more than 20,000 paid to enter the fair. The weather on the final days was excellent.

The Monday night prevue session, an important earning stanza for the midway and other concession units, as well as the grandstand, was completely washed out.

Dollar Volume Up

In terms of dollars the fair was also reported comfortably ahead of last year. Despite a drop in admission prices, from 60 cents to 50 cents, the receipts from this department topped \$71,000—about \$2,000 more than last year.

Receipts from admissions this year totaled \$62,535. The parking of automobiles brought an additional \$9,000.

The first of the crowds on closing day were waiting when the gates were opened at 8 o'clock. By early afternoon the fair's extensive parking facilities, as well as innumerable lots operating within a 10 block area, were jammed to capacity. The parking charge, in most instances, was \$1.

George A. Hamid's Grandstand Follies did big business thruout the week and tickets for the final showing were gone well in advance. The big car races staged by Sam Nunis were also sold out in advance. After the 7,200-seat grandstand was filled, several thousand were jammed into the paddock area.

Puyallup Tops '52 Attendance by 7,190

Gate, Midway Receipts Up Slightly; Grandstand Income \$\$ Decline

PUYALLUP, Wash., Oct. 3.—The 50th Western Washington Fair closed a successful nine-day run here Sunday (27) with a total attendance up 7,190 over 1952. Attendance for the nine days was 346,422, despite a decrease of 5,000 in the final Sunday crowd.

High winds that at times reached velocities of 50 miles per hour and threatening skies killed business after 5 o'clock Sunday afternoon, the final day. Even the last Saturday (26) was cool and threatening, bringing the first decrease of the run below the '52 daily attendance. All other days had run ahead of '52, and for the first four days of the run, attendance was surpassing the all-time record year of 1946.

Two complete grandstand shows were presented the final Saturday, despite threatening weather. The following Sunday afternoon, another complete grandstand show was given, altho morning showers had dampened the stages and apparatus. The final night show was cut because of the high winds, with Josephine Berosini, the Lee Sisters and Eric and Torina, not being permitted to go on.

Taillon Trophy

Presentation of championship rodeo buckles filled the gap in timing. Included in the presentation ceremony was the awarding of a "championship announcer" buckle to Cy Taillon, emcee of Denver, by Secretary - Manager John H. McMurray. Taillon has been returning to Puyallup every year since 1939. The silver, with gold inlay, buckle has a likeness of Taillon at the microphone engraved in the center of the oval.

JoEll McMurray, teen-age daughter of McMurray, received an engraved buckle from the Christensen Bros., rodeo and stock producers, for being a "champion rodeo fan."

The fair's over-all gross income showed a decrease of 2½ per cent below 1952 figures, due entirely, according to fair officials, to the inclement weather on the two closing days. Puyallup was the dry center of a wide-spread rain and storm-tossed region both Saturday and Sunday, and the "stay-away" trend reflected the Saturday morning (26) in dropping off of grandstand reserved seat sales.

Five sell-outs were recorded in the grandstand during the nine-day run. General admission revenue was up slightly, as was revenue from official auto parking, Fairway (midway) and restaurants. Sale of cold soft drinks, ice cream and income from reserved seats went down with the weather.

Blackout

Wind and rain hit the fairgrounds less than 30 minutes following the close of the final grandstand show. Main office, photo lab and switchboard lights went out, the only parts of the grounds to go dark. These areas are served by a different power service than the remainder of the grounds. The separate electrical line serving the fair did not falter and the high quality of installations thruout the grounds by Chief Electrician Jack Dixon and his crew gave perfect service.

McMurray and Treasurer Burr Gregory rounded up all cashiers on the grounds and hurried them in with their cash receipts, anticipating a blacked-out grounds. Damage to hundreds of salon prints in the fair's international

IF FILMING TRENTON FAIR

TRENTON, N. J., Oct. 3.—International Films' Arthur Cohen is using a "typical" family of five in a short feature filmed at the New Jersey State Fair. He picked the couple and their three kids at random out of Sunday's opening day (27) crowd, and "will attempt to show the fair thru their eyes."

Cohen is taking his camera to every corner of the grounds in trying to show all aspects of the annual. He won an Oscar in 1947 for his production, "Brooklyn, USA."

Trenton Starts Big, Continues That Way

60,000 Turn Out for Opener Despite Ominous Forecasts; \$\$ Par 1952

TRENTON, N. J., Oct. 3.—A lucky break in the weather on opening day, Sunday (27), got the New Jersey State Fair off to a big start with more than 60,000 persons on hand. The crowd was one of the largest single day turnouts in the history of the event, despite the fact that weather forecasts for 24 hours prior to the opening of the fair predicted rain and the day itself dawned gloomy and overcast.

In terms of dollars the fair was only slightly off the opening day of a year ago. Good weather has prevailed since then and the continuance of clear skies thru tomorrow's closing should send the fair ahead of last year's show in every department, George A. Hamid, president, and Norman Marshall, manager, said.

Beginning Wednesday (30) the fair was competing with the World Series taking place in New York, only 70 miles away. There are, however, numerous television sets on the grounds so that fair patrons can keep up with the contests, if they desire.

FFA Exhibits New

The Future Farmers of America participated this year for the first time and the fair benefitted greatly in terms of publicity. Another new feature was the opening of a new educational building, completed just in time for the event. The building is all steel and of the Quonset-hut type.

The Sam Nunis-promoted big car automobile races, an opening day feature, packed the large grandstand. Jack Kochman's Hell Drivers were featured on Monday (28), children's day, and drew a good crowd.

The comparatively warm nights aided the night grandstand show considerably, altho this department has long been weak here despite the use of every type of attraction, including top names. This year's show features a major Hamid revue, many acts and Dancing Waters. Harness racing was featured on week-day afternoons.

Parking Added

The fair is fortunate in having large parking areas which were increased this year. The parking is all outside the actual show and exhibit area so that quick entrance to the grounds by patrons is facilitated.

The attendance on Monday, children's day, was judged lighter than in former years because the city schools were not released early in the day. However, the county schools received the day off and the hordes of moppets on hand were sufficient to hold midway earnings to within a few hundred dollars of last year.

While Tuesday (29) is always a light day, attendance this year was said to be slightly above that of a year ago. The next best days, after opening Sunday, are Thursday (1), Governor's Day and today. The event winds up with tomorrow afternoon's session.

The space sales in all departments were reported of record proportions. The sale of concession space, in particular, hit an all-time high, Jack McCormick concession superintendent, reported.

75,000 Attend Ill. Centennial

ASSUMPTION, Ill., Oct. 3.—An estimated 75,000 people attended Assumption's "Century of Progress" celebration, September 24-26, featuring stagemore presentations, a midway and various participation events for the public.

Carl Raser, Nokomis, Ill., booker, supplied the stage attractions which consisted of the Colleano Family, Joe Laurel, Matt Tuck and Company, Billy Farrell, St. Leon Troupe, Paul Burke, the Marcus Troupe and Frances and her Hammond. The Mound City Shows were on the midway and fireworks on closing night were featured.

Some 30,000 attended the first day which offered a free barbecue. Principal speaker the second day was Governor Stratton of Illinois, followed by Sen. Paul Douglas on closing day. Both round and square dances were held nightly. There also were contests for centennial costumes and whisker growing. Other features were a threshing engine show and a 90-minute closing-day parade which attracted about 30,000 people.

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Utah State Changes Dates

SALT LAKE CITY, Oct. 3.—The Utah State Fair, which has for years operated around September 12-20, will change its '54 dates to September 18-26, J. A. Theobald, secretary-manager, announced.

The switch will be made to permit various counties to wind up their annuals before the big State expo gets underway. Directors also took into consideration the fact that exhibitors in Idaho, New Mexico and Colorado usually wind up their exhibits about September 15, which gives them ample opportunity to bring their livestock to the fair here.

Manchester, Ia., Honors Williams

MANCHESTER, Ia., Oct. 3.—The late E. W. (Deak) Williams, veteran Iowa fairman, will be honored by the naming of a local street after him. Williams, who died July 6, was mayor of Manchester, secretary-treasurer of the Iowa Fair Managers' Association and for years managed the Delaware County Fair here.

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Trenton, Allentown Pay Off for WOM

Pennsy Event Wind-Up Is Big; 60,000 Jam Trenton Opening Day

TRENTON, N. J., Oct. 3.—Frank Bergen's World of Mirth Shows got off to a good start at the New Jersey State Fair here Sunday (27) after bagging a nifty week at the Allentown (Pa.) Fair.

A tough break in one instance, and an impossible situation in another, held down the grosses at both spots. At Allentown the show missed out on the expected lucrative Monday night (21) pre-venue stanza when rain washed out all activity. The Monday business could have been among the best ever scored by the show at that spot, both because a free gate prevails and because a record train movement from the Brockton (Mass.) Fair made it possible to have nearly all units complete in time for the first business.

The impossible situation has to do with the Allentown Fair closing on Saturday night and the New Jersey State Fair opening on Sunday. Although the run is under 80 miles, the equipment and show train can't possibly be moved in time.

Bergen has solved the problem in the best possible way, however, by moving considerable equipment overland in trucks. Many show and ride units were up in time for the Sunday business. Power was assured by moving two of the shows' electrical wagons containing four Diesel generators overland on a dolly trailer.

The expense, of course, is great, but it is believed that the earnings offset the cost if good weather prevails. More than 60,000 turned out on Sunday although the weather was overcast and the predictions were bad.

Blue Grass Set To Invade Fla., Play Seven Fairs

Largo Is Contracted By Groscurth; Show To Winter in State

TAMPA, Oct. 3.—The Blue Grass Shows, owned and operated by C. C. (Specks) Groscurth, will play at least seven Florida fair dates, including Largo, this winter, Groscurth disclosed here this week after closing contracts for the Largo fair.

The show also will winter in Florida, Groscurth announced. It will be quartered for several of the winter months at the Pinellas County International Airport, St. Petersburg.

Besides Largo, other contracts already closed are with fairs at Sarasota, Dade City, Mulberry, Titusville, Plant City and Ocala.

The Blue Grass aggregation will launch its winter fair dates January 13 and continue to play in Florida until mid-March, when it will be trucked to Groscurth's long-established quarters at Owensboro, Ky. There equipment will be readied for the regular season, which will be opened April 7 with a still date in Owensboro.

Earl D. Backer, in charge of Southern bookings for Groscurth, assisted the show owner in closing the Florida fair contracts, the first ever pact by the organization.

John Logan, manager of the Largo fair, and other Florida fair execs visited the Blue Grass shows at some of its early dates this year.

Midway of Mirth Wins in Arkansas

HARRISBURG, Ark., Oct. 3.—Midway of Mirth Shows have been racking up satisfactory grosses since hitting their fair. The first three annuals in were winning stands.

Monday (21), children's day, turned out better than expected in view of the fact that the city school children were not given a holiday. The county school children were given the day off and the show earnings were reported to be only a couple of hundred dollars below last year. Presumably, they would have been far ahead of last year if the city kids had been able to turn out early.

The event here marks the last of the Northern fairs for the World of Mirth. Next week it begins its Southern tour at Greensboro, N. C.

The Northern fairs, in general, have been pretty much on a par with last year. The earning power of the shows this year is greater and this helped to keep grosses up.

Bernard (Bucky) Allen's concession line-up has also done pretty well, although confronted with such difficult-to-overcome hurdles as the banning of bingo at Allentown. Skilo is being operated here.

The necessary layout of midway units here is not advantageous to the shows. A sort of second midway has to be formed with shows and rides and this makes it necessary for patrons to veer to the right or left to reach these attractions.

Jack McCormick, fair concession manager, reported record sales. The grounds were thickly covered with dozens of independent operations with food stands, in particular, much in evidence.

Franklin Inks Austin, Minn., Fair Contract

Torrid Heat Cuts Daytime Biz at Waco, Tex., Fair

WACO, Tex., Oct. 3.—Don Franklin, owner-manager of the show bearing his name, announced here this week that he had been awarded the '54 contract for the Mower County Fair, Austin, Minn., a new addition to the Franklin route. Another new date for next year will be the sought-after July 4 celebration at Clinton, Ia.

The Franklin No. 2 unit, playing here at the Heart of Texas Fair this week, was doing good night business, daytime business being a casualty to the 100-degree-plus heat. Carl Miller, of the Miller Manufacturing Company, came in Tuesday (29) with a new large portable Roller Coaster recently produced by the firm, and did almost capacity business that evening. The new device is not in production but is being tested at various events throughout the country.

Franklin has added to his ride line-up with the purchase of a small Merry-Go-Round and Sky-Fighter from Allan-Herschell, and had a total of 13 rides in operation here. Back-end including five units and upward of 50 concessions were working.

Org's No. 1 unit did big business at the recent Texarkana, Tex., fair and before leaving was signed for a return engagement September 10-18, 1954.

Pomona Fun Zone Tops '52 Grosses

Skooter Leads Strengthened Line-Up Of 15 Permanent, 43 Portable Rides

POMONA, Calif., Oct. 3.—Over-all business in the fun zone, The World's Fair Midway, at the Los Angeles County Fair is up over 1952, Harry A. Illions, veteran parkman and operator of the area, said. The fair closes its annual 17-day run tomorrow (4).

Illions said that some individual rides were off 10 to 20 per cent but that the increased attendance as of Wednesday (30) accounted for an over-all increase in revenue. Where rides are off, fortunately they are down only a few dollars. Where up, the increase more than offsets the loss. The midway was put into action for the first time last year.

Top money ride on the midway is the Skooter, a permanent location installed by Rudy Illions and Frank Zambrino.

Illions brought out Ella Swank, manager of Celeron Park; W. C. Davis, manager of New Liberty Park, and Carl Rothfuss, his associate, to handle the office details. In addition to the managerial staff, eight mechanics and ride superintendents were imported from the East.

The permanent ride installations this year were increased from 12 to 15 with Illions drawing on his Eastern parks operations for a Whip, Ridee-O, and Looper. There are 20 major rides set up in the area by the Superior Shows, Inc., and Frank Hrubetz, who booked in the Round-Up, which he manufactures in Salem, Ore.

Illions declared that the number of concessions had been cut with only 40 portable stands in the area. Cecchini & Levaggi have the permanent stands.

In addition to the main midway, there are two Kiddie-lands. The one located in the Mexican Village area has nine rides and these are principally from the Superior Shows. The other has 14 rides and include a Superior Shows' train and devices owned by Jockey B. Pludow, of the Hollywood Park Amusement Company, Los Angeles.

Illions said that the three rides imported from his parks operations in the East will remain on the fair lot.

MEMPHIS 'LOOKS IT UP'

Chuck Moss Concession Row Clicks; Wade Shows Score Okay Business

By HERB DOTTE

MEMPHIS, Oct. 4.—Wearing a decidedly new look, the midway of the Mid-South Fair, which closed here tonight, was one of the high spots of the 10-day event.

Outstanding was the line-up of concessions, 51 of them, all newly built, topped by new blue canvas and flashed with an abundance of stock, in a neat array put together by Chuck Moss in his first year of a three-year contract that gives him the exclusive on games concessions.

Newly macadamized streets in the two-block stretch occupied by the games added to the attractive appearance of the layout, as did the many lights installed in the concessions.

Another highlight of the fun zone was the Max Myers Rotor, booked in by W. Glenn Wade, owner-operator of the W. G. Wade Shows, whose line-up supplemented the rides and shows in the permanent fairgrounds park set-up.

The Rotor, occupying the best location on the midway, snared

C&W RICHMOND \$\$ MAY HIT 100G

Good Weather Helps Shows Score Second Click Fair Date in East

RICHMOND, Va., Oct. 3.—Banner crowds with money to spend, together with the obvious earning power of the Cetlin & Wilson Shows, were making for midway gains ranging between 20 and 25 per cent at the Atlantic Rural Exposition there this week.

Although some working hours were lost to light rain, the weather generally has been close to the best the shows have caught at this event in several years. Important days such as Wednesday (20), Richmond Day, were clear and warm. On that day some 44,000 persons were counted at the gate and the show had a nifty day.

The midway, straight ahead from the main entrance, is so located that it is unlikely that any fair patron misses the amusement zone. Another factor favoring the show is the availability of space. There is enough room so that all show units can be displayed favorably. In addition, there is enough space left over so that considerable real estate can be sold.

40-Foot Midways

The ample space also makes it possible to lay out 40-foot midways and the wide avenues are needed for the big crowds that turn out on the important days. The midway is also the only direct route to the grandstand and while the fun zone can be circumvented, few fair patrons show any inclination to avoid it.

J. A. Mitchell, general manager of the exposition, said that the midway had grossed about \$90,000 last year. The take this year should top the \$100,000 mark, he said. A continued growth in dollar volume could then, conceivably, shortly bring the total take of the event to the level of the earnings at the Indiana State Fair, Indianapolis, where the gross hits around the \$125,000 mark. Both events require two weeks.

Bill Moore's concession line-

Ray Williams Tabs Red One At Athens, Ala.

FULTON, Miss., Oct. 3.—Ray Williams' Shows moved here this week after a winning stand at the Limestone Negro Fair, Athens, Ala., one day of which yielded the best business it has ever recorded. The big one was the final day, Saturday (26), when patrons came out early, stayed late and poured money into the coffers, according to Owner Williams.

Org also had a good Kid's Day Friday (25) despite opposition from the Al G. Kelly-Miller Circus, which played the town.

Prior to leaving Athens, Williams was again granted the fair midway pact for '54. Show will remain on the road until November 28, playing Southern fairs.

up showed off well here and the earnings from this department were also reported good. The show has had two click dates in its initial Eastern fair stands. Prior to Richmond the Reading (Pa.) Fair was good for the shows even though the attendance at the fair was down.

RAS Bucks Heat In Okla. City Yet Ups Biz 5%

100 Degree or Higher Weather is Overcome By Stronger Line-Up

OKLAHOMA CITY, Oct. 3.—The Royal American Shows overcame an extended heat wave at the eight-day Oklahoma State Fair, which opened here Saturday (26), to pile up ride and show grosses about 5 per cent higher than last year in the first seven days.

The mercury danced around the 100 degree mark thruout the first seven days, and on Kids' Day, Monday (28), always a big one on the midway, it soared to 104. Even so, the Royal American's business for the day topped that for the corresponding day last year.

The reason for the bigger business, as it has been for higher grosses at other fairs along the Royal American route, is that Carl Sedlmayr org packs more money-getting shows and rides than it did in '52.

Biggest money-getters among back-end units, were Leon Miller's "Moulin Rouge" and Leon Claxton's "Harlem in Havana," both battling for top money.

Visitors to the show included Pete Redden, operator of Playland Park, near South Bend, Ind.; Ellery Reynolds, Minot, N. D.; F. A. (Babe) Boudinot, general agent for the Ringling-Barnum Circus; Harry Burt, special advance ticket agent for the Ringling circus, and Mrs. Lou Perry and daughter, Linda.

Prell's Jammed 's Marks Fall Rocky Mt.

ROCKY MOUNT, N. C., Oct. 3.—Boosted by perfect weather and record-breaking crowds, the Prell's Broadway Shows midway was jammed to capacity during the first four days of the Rocky Mount Fair. Fair officials were predicting a 20 per cent increase over last year's 70,000 patrons if Friday and Saturday (2-3) would hold up.

Kile Draws Blank At Mt. Ida Fair

VERDA, La., Oct. 3.—Floyd P. Kile Shows trucked here this week from the Mount Ida, Ark., annual, which was a blank for the midway org. Weather was ideal but patronage on the fun zone was limited. Competition from the grandstand was given as the prime reason for the bob-tailed gross, Owner Kile said.

No. 1 unit will play one more Arkansas annual, that at Dequeen, then merges with the second unit to play seven more Louisiana fairs. Business thruout the season has been satisfactory, Kile said. Route took the show into six States.

What's more, a vast amount of (Continued on page 68)



ANNE AND BILL COLES with their son, Billy, were on deck at the recent Western Washington Fair, Puyallup, an event Coles has played for many years.

Midway Confab

Myrtle Hutt and her father, J. W. Hodges, expect to leave Fargo, N. D., soon for their home in Los Angeles. They have spent the past three months in Fargo, where Hodges underwent three operations and is now fully recovered. Friends recently gave them a farewell party at the Silver Star nitery in Fargo. Those attending included Lottie Knudson, Rona Franz, Mr. and Mrs. Earl Olson, Doctor Larsen, Jack Edwards, Al Stevens and Maureen Sullivan.

Jack Gallup's "Broadway Vanities" on the John H. Marks Shows continues to do good biz. Personnel with the show include the Raven, featured; the late Hank Williams' band, with Jimmy Lambert and Buddy Williams; the Golia sisters, Peggy and Kitty; Shirley Wieand, rumba, and Milly Powers and Her South Sea Islanders. The show has five more fairs in the Carolinas and then is sked to play Florida night clubs.

Pat Murphy and Red Marcus have teamed up to present their musical revue, featuring Diane and her monkey, at the State Fair of Texas. Marcus reported sizable grosses at Detroit, Nashville and Memphis fairs. C. W. (Buck) Davis, who has operated his rides on Blue Grass Shows this season, had his Roller Coaster with Cavalcade of Amusements at the Nashville fair, where he raked up big business, particularly on the opening day.

Carlton Coe stopped off in Chicago Monday (28) en route to join the W. G. Wade Shows' midway at Memphis. Coe was with the org at the Detroit fair. Ann King is back with Moore's Modern Midway Shows after a visit to her family in Bessemer, Ala. Harry (Bones) McClure has called it a season and is now resting at the LaSalle Hotel, St. Louis, before beginning his Santa Claus stint at the Famous Barr Department Store there. McClure recently visited a number of friends on Sterling Crown Shows.

Harry T. (Sheriff) Williams, is now classed as an out-patient at the New Orleans' veterans hospital but must report there each day for treatment. Quick action by personnel of Dyer's Greater Shows saved a show tent in a fire on the Forest City, Ark., fairgrounds recently.

John F. Enright, manager of the Gooding Amusement Company Unit No. 1, is in Mercy Hospital, Hamilton, O. Sam Edstine, mailman and agent for The Billboard on Dick Wilcox Shows, has called it a season and headed for Hollywood, Fla., where he works the off-season as a printer for a hotel. George Storti, also of the Wilcox org, will go to Miami for the winter where he works for a store chain.

Chi Pellette, after winding up a pleasant season with the Mighty Hammtree Midway Shows in Georgia, is visiting his son and daughter-in-law, Mr. and Mrs. Jack Pellette, in Detroit. En route north, Chic stopped off in Cincinnati for a visit with Dave Evans, of the Gold Medal Products Company. He also stopped off at The Billboard for a jackpot session with the old-timers on the staff. Chic, before entering the carnival business, toured for many

(Continued on page 64)



HARRY GOODMAN, veteran concessionaire with Douglas Greater Shows, and William Grimm played the Western Washington Fair in Puyallup. Goodman has been with the Earl O. Douglas unit since it was organized about 20 years ago.

PAUL and M. (Whitey) Monette were on hand at the Western Washington Fair, Puyallup, where Whitey had the specialties.

The Billboard received a wire advising that Mrs. James Crowe, sister of H. P. Punkhill, owner of Greater Shows, is dangerously ill at Kalispell General Hospital, Kalispell, Mont.

Pat Schuick, who closed the season with her cork gallery on the Virginia Greater Shows at West Point, Va., recently, is now taking care of her mother, who is seriously ill, in the Jane M. Cane Hospital, Delaware, O.

Les Nichols, Side Show operator, is closing his fair route on the King Reid Shows after the Bloomsburg (Pa.) Fair, September 28-October 3. It is also the closing point for all King Reid units. Personnel on the Nichols show includes Ted Hart, alligator boy; Lady Alice, cartoonist; Esther Allen, sword swallower; Tex Willis, torture act; Emile Edwards, shadowgraph; Joe Allen, contortionist; Gloria Mathews, magic and mentalist, and Bill Hochberg, mule-faced man in the annex. Allen and Willis are alternating inside lecturers. Cay Baird and Nichols handle the front.

Bill Naylor, who is still thumping the tubs for the Polack Bros. Eastern unit, scribbles from Mobile, Ala., that he recently cut up jackies with Walter B. Fox while doing the chores there for Polack's annual Shrine date.

Johnny Enright, veteran manager of the Gooding Amusement Company's No. 1 unit, is on the mend after undergoing an emergency appendectomy at Mercy Hospital, Hamilton, O., September 26.

Larry Schaff, secretary of Peppers' All-States Shows, advises that the Haleyville, Ala., Fall Festival produced satisfactory results for the show despite two days of bad weather. The maiden fair at Oneonta, Ia., also attracted large crowds, Schaff says, as did the annual at Childersburg, Ala.

Ralph J. Lockett, the pen and pencil man with the John H. Marks Shows, writes from Fay-

This Is IT!
ARIZONA STATE FAIR
PHOENIX, ARIZONA
 NOVEMBER 6-15 INCLUSIVE
LAST BIG STATE FAIR IN THE WEST
 GET YOUR WINTER BANKROLL HERE 250,000 ATTENDANCE. UPTOWN LOCATION.
NOW BOOKING CONCESSIONS
CAN BOOK 2 SMALL GRIND SHOWS
 No pcs., flatties or gypsies.
CRAFTS 20 BIG SHOWS
 7283 BELLAIRE AVL. Phone: POplar 5-0909 NORTH HOLLYWOOD, CALIF.

PIEDMONT INTERSTATE FAIR
 OCTOBER 12th TO 17th INCLUSIVE, SPARTANBURG, S. C.
GEORGIA STATE FAIR
 OCTOBER 19th TO 24th INCLUSIVE, MACON, GA.
 Can place all legitimate Merchandising Hanky Pank Concessions and Eating and Drinking Stands.
 Can place sober, experienced Workingmen in all departments.
 All address
CETLIN & WILSON SHOWS
 Anderson Fair Anderson, S. C.

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT

WANTED

For Continuous Route of Fairs and Florida All Winter. Americus, Ga., week of Oct. 12; Live Oak, Fla., week of Oct. 19; followed by Moultrie, Ga., week of Oct. 26, and then more Florida Fairs.

Can place Concessions of all kinds, Hanky Panks and Prize Every Time of all types. Novelties, Derby Racers, Age and Scales open on exclusive basis.

SHOWS Can place any non-conflicting Grind Shows with own transportation and equipment.
RIDES Can place one or two Major Rides.
HELP Can place Ride Help in all departments. Must be qualified operators. Earl D. Backer can place Foreman for set of Kiddie Rides.

Harry Wilson, promoter, please wire me where I can contact you by phone.
All address C. C. GROSCURTH
 Blue Grass Shows, Sandersville, Ga., this week; then Americus, Ga.

ALL BONA FIDE FAIRS UNTIL NOV. 14

VIVONA BROS. Combined SHOWS

"A MILE OF THRILLS AND ENTERTAINMENT"

Kershaw County Fair, Camden, S. C., October 12-17. Car Giveaway—Two School Days—15,000 Free Tickets Distributed
 Robeson County Fair, Lumberton, N. C., October 19-24. Special Events—Two Big School Days—20,000 Free Tickets
 Moore County Fair, Carthage, N. C., October 26-31. Special Events—Two Big School Days—20,000 Free Tickets
 Georgelown County Legion Fair, Georgelown, S. C., November 2-7. Special Events—Two Big School Days—15,000 Free Tickets

CHARLESTON COUNTY COLORED FARMERS' FAIR
 —and not a promotion—A BONA FIDE FAIR—and not a promotion—
CHARLESTON, S. C., NOVEMBER 9-14

Can place legitimate Concessions of all kinds. Cookhouse for balance of season—Eats—Drinks—Jewelry. Grind Shows with own equipment. Dotty Carlson, Gilbert Tracy, contact. Girls for Dancing Shows—Colored Performers—Ride Help. Must drive semis. Want Agents for Pea Pool and Beat the Dealer. Need Man to handle completely framed Snake Show.
 Address: MARTINSVILLE, VA., THIS WEEK.

FIRST TIME IN AMERICA
 MOST SENSATIONAL AMUSEMENT RIDE
ROTO-JET
 12 individually controlled jet-gondolas.
 Compressed Air. Capacity 24 adults & Children.
SEE IT AT THE MINEOLA FAIR, OCTOBER 10-18
 Under the auspices of the famous I. T. Shows
 Write for particulars
ERIC WEDEMEYER INC., 230 5th AVE., NEW YORK CITY
 IMPORTER & EXCL. REPRESENTATIVES

WANT SHOWS AND RIDES

GREAT HOUSTON COUNTY FAIR, DOTHAN, ALA., OCT. 12-17
ATHENS AGRICULTURAL FAIR, ATHENS, GA., OCTOBER 19-24

CAN USE Circus Side Show, Monster Show, Minstrel Show, Monkeys, Glass House, Fat Family, Pit Shows and any other except Girl. Address all inquiries to

GOODING AMUSEMENT COMPANY, INC.

1300 NORTON AVE. PHONE: UNIVERSITY 1193 COLUMBUS 8, OHIO

Midway Confab

Continued from page 63



EDDIE HARRIS, Barbara Hellwig and Eddie Hellwig, all of the West Coast Exposition Shows, outside the office wagon at the Santa Clara County Fair, San Jose, Calif. Hellwig is the show's manager, Mrs. Hellwig is in charge of the office, and Harris is the concession manager.

LAST CALL ★ ★ ★ LAST CALL

SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.

14 COUNTIES PARTICIPATING—142,000 PAID LAST YEAR—2 BIG CHILDREN'S DAYS

EATS: Will book Cookhouses and Grabs. Also Foot Longs, Pronto Pups, French Fries, Ice Cream, Custard and other type Eating Stands. Terrific food spot.

CONCESSIONS: Hanky Panks, Ball Games, Novelties, Direct Sales, Pitches, Demonstrators, Jewelry, Hats, African Dip and other legitimate Concessions. Everything open.

MINSTREL SHOW: Must be well organized and ready to operate, we have complete frame-up. Possibility that we will tour this in Florida as single unit.

SHOWS: Any worth-while Grind Show, String and other Shows of character. Also want Snake, Monkey, Wild Life, Mechanical and others not conflicting.

GEM CITY SHOWS

WIRE **THOMAS D. HICKEY** OR **DON GRECO**

Care Western Union, Enterprise, Ala. Ralls Hotel, Enterprise, Ala.

P.S.: Save your time, we have contract fence to fence. Same also applies for Northeast Alabama State Fair and Anniston, Ala., in the heart of town; followed by Selma, Ala., Fall Festival and Fair (downtown). Then into Florida for 4 bona fide fairs.

years in the tent rep field with his late wife, Estelle. After several weeks in Detroit he will return to his home in Lake Helen, Fla., for the winter.

Louis Kunkle has closed the season after a good trek with Badger State Shows and has gone to Mexico City for the winter. He plans to open an art studio and do banners in the South-of-the-Border capital.

Personnel currently with Big State Shows includes Mr. and Mrs. Bob Moore, owners, who also have a line of concessions, including skillo, with George Earle and Blackie Thorpe; ball games, Mr. and Mrs. Ed Anders; bumper, Mrs. Thorpe; glass pitch, Mrs. Pat Thompson; buckets, Ronnie Canady; pin store, Jack Browning and J. Haley, agents; six cats, Buddy Tidwell and Manuel Villauro; roll-down, McClain; outside skillo, Curly Adams.

unit was playing the New Jersey State Fair, Trenton. Among them were Clemens F. Schmitz, insurance broker; Ethel Weinberg, secretary, National Showmen's Association; Jack Greenspoon, Virginia Beach park operator and former concession manager of the shows; Al McKee, manager of Fairyland, Long Island kidspot, and Arthur E. Campfield, head of the New York canvas firm bearing his name.

Husband Bennie and son Jackie Weiss were celebrating Martha's birthday by remote control Tuesday (29) at the New Jersey State Fair, Trenton, where they are operating a Skilo unit. Martha was running the same kind of operation at the Bloomsburg (Pa.) Fair.

Mr. and Mrs. Morris Brown are finishing out the season with the Bennie Weiss bingo entourage. The Browns just closed Morris' 23d year with Phil Isser's I. T. Shows. . . . A number of show people working in the vicinity of New York hopped in for the World Series this week. Among them were Frank Bergen, Bucky Allen, Howard Ramsey and Bud Dollenberger of the World of Mirth Shows, and Benny Weiss, bingo operator.

Eddie (Mickey Mouse) Cenname, lot man and grab joint operator with the World of Mirth Shows, has created a novel food stand entirely out of plastic. The translucent quality of the material makes it particularly attractive at night.

Patty Conklin came to New York to root for his Dodgers in the third game of the world series and after the Bums were trailing the Yankees by two games. Patty explained his affection for the Brooklyn—he was born in that Borough. Clyde Coffey, manager of Crystal Beach Park, Ontario, accompanied him. Mrs. Conklin was also expected in.

Jeff Harris was another showman in for the series. The Boston promoter caught the first few games and indicated that he might stay for all the contests. . . . Gerald Snellens, general representative of the World of Mirth Shows, visited the Cetlin & Wilson Shows at the Atlantic Rural Exposition, Richmond, while en route from Trenton, N. J., to Greensboro, N. C. He also spent some time with L. T. (Pete) Christian, Richmond show authority and funeral director, who is titled "Ambassador at Large" in the WOM magazine.

Eddie and Grace LeMay were the guests of Mr. and Mrs. Lloyd Serfass, of the Penn Premier Shows, recently. Before returning to their home in Gibsonton, Fla., the LeMays plan on visiting other shows.



SIDE SHOW TALKERS Lee Hayford and Raleigh Brandenburg are shown on the platform in front of the Freak Show which played the Trenton (N. J.) Fair with World of Mirth Shows. The pair have more than 80 years in carnival experience between them.

INTERSTATE Shows

UNIT NUMBER 1

Want for Decatur County Fair, Bainbridge, Ga., October 12-17; Pike County Fair, Troy, Ala., October 19-24. Three more bona fide Fairs to follow.

ALL CONCESSIONS OPEN, Open midway. Hanky Panks of all kinds, Eating and Drinking Stands, Photos, Jewelry, Hats, High Striker, Age and Weight, Short Range, Long Range. Good opening for Popcorn, Candy Apples, Kernel Corn. RIDES—Will book Roller Coaster, Spitfire, Octopus, Caterpillar, Looper, Scooter, set of Kiddie Rides. RIDE HELP—Want Foremen for Merry-Go-Round, Ferris Wheel, Second Men on all Rides. SHOWS—Will book non-conflicting Grind Shows, Snake, Wild Life, Fat, Unborn, Midget, Funhouse, Glass House, Penny Arcade. Will give good proposition to Motor-drome. Want organized Minstrel Show with not less than 18 people, will furnish equipment for same. Want Diesel Electricians to join on wire.

UNIT NUMBER 2

LAST CALL FOR HAYWARD COUNTY COLORED FAIR, BROWNSVILLE, TENN., OCT. 12-17

SHOWS—Will book any worth-while Grind Shows. Will give good proposition to organized Minstrel Show with or without own equipment. All Concessions open. Open midway. Hanky Panks of all kinds, Eating and Drinking Stands, Photos, Glass Pitches, Hats, Novelties, Age and Weight, Jewelry, Hi-Striker, Short Range, Long Range, Popcorn, Penny Pitches. RIDES—Will book Merry-Go-Round, Wheel, any Flat Rides. Also out of Kiddie Rides. All replies to

H. B. ROSEN or W. J. WILLIAMS
CRENSHAW COUNTY FAIR, LUVERNE, ALA.

SHOW

T-E-N-T-S

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.

BILL SANDERS

FOR SALE

1948 2-Abreast Allan Henschell Merry-Co-Round, complete with ticket box, fence and engine. Positively not junk. \$6,500 without transportation, \$8,000 with transportation. With 1945 22-ft. Lufkin Trailer, drop frame, \$7,500 Will pay spot cash for lighted Carnival Front Entrance Arch, Scooter, Little Dipper, Jet Fighter and Boat Ride. All must be in first class condition.

LAWRENCE MATURA
3417 S. Western Ave. Chicago, Illinois
Phone: YArds 7-1600

Wolf Greater Shows

WANT

CONCESSIONS OF ALL KINDS

For England, Ark., Oct. 12-17; Mania, Ark., and Steele, Mo., to follow. All hot spots.

Address: Beebe, Ark., 5-10.

WANT

Inside Lecturer, also Girls.

CARL J. LAUTHER

World of Mirth Shows
Greensboro, N. C.

WANTED TO BUY

POPCORN TRAILER. Must be factory built.

Have For Sale, Trade, Lease

1948 Bussellair Miniature Train, 22 sections track. Good shape. Reconditioned at factory. Fine for Kiddieland or for portable use. Have special built trailer for moving.

McGINNIS AMUSEMENTS
1444 E. 23d St. Cleveland 3, Ohio

A TIP

Run ahead on your payments on your Sellhorn Mobile home now. We both want to enjoy ourselves this winter. It is later than you think. We have some marvelous buys in late Vagabonds, all lengths. Trade now for a quality trailer. Two concession trailers. Visit or phone T. W. KELLEY at Sarasota, Fla., or RAYMOND SELLHORN at Lansing, Mich. We deliver anywhere.

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

POMEROY BEND SESQUICENTENNIAL CELEBRATION PARADE

OCTOBER 13 TO 17 ON THE STREETS, POMEROY, OHIO

WANT Ball Games, Blankets, Pitch Wins, Custard, French Fries, Jewelry, Bumper. Want Two Small Shows; Jack Daniels, wire. Want High Act.

HOWARD BROS.' SHOWS
Week Oct. 5 to 10, Fair, Ottawa, Ohio.

C&W Raises \$2,100 for Miami Club

RICHMOND, Va., Oct. 3. — A jamboree staged by the Cetlin & Wilson Shows at the Atlantic Rural Exposition Wednesday night (30) netted \$2,100 for the Miami Showmen's Association. At its previous stand, the Reading (Pa.) Fair, the show raised \$1,200 for the National Showmen's Association.

The show, staged at the conclusion of midway business, was held in the Raynell Girl Show top and featured talent from that unit and from the George A. Hamid grandstand show.

The fund-raising was sparked by William Moore, concession manager and next in line for the presidency of the Miami association, Iszy Cetlin and Jack Wilson, co-owners of the shows.

MINEOLA FAIR and INDUSTRIAL EXPOSITION

Roosevelt Raceway, Long Island, October 10 to 18 inclusive

COMBINED THIS YEAR FOR THE FIRST TIME
(The Industrial Exposition alone in the past drew over 350,000 in Westbury.)

PARKING AREA FOR 15,000 CARS

CONCESSIONS WANTED

GUESS YOUR AGE AND SCALE

MUST BE FINEST TYPE AND WORK STRICTLY FOR STOCK. Some not ready to open on the 10th can come in and set up on Monday the 12th as the big days are still to come.

Will be on ground 4 days before fair opens, from 12 noon on.

Wire, Write or Phone:

PHIL ISSER

GEN. MGR.

1539 E. 29th St., Brooklyn, N. Y.
Phone: NAvarre 8-8960

★ **SHOWS:**
ANY GOOD NOVEL SHOW—MAMMOTH AND GOOD LOOKING



NORTH EAST FLORIDA STATE FAIR

JACKSONVILLE, FLORIDA
NOVEMBER 9 TO NOVEMBER 15
CAN PLACE CANDY APPLES, FLOSS, POPCORN AND DIRECT SALES

CURTIS L. BOCKUS
707 ST. JOHNS APTS. JACKSONVILLE, FLA.
STRATES SHOWS ON MIDWAY

SOUTHERN STATES SHOWS
WANT

To join at once account disappointment, Cookhouse. Also Long or Short Range Gallery. All answers to

JOHN DAVIS
Donalsonville, Ga., this week.

ROSS MANNING SHOWS

LANCASTER, S. C., FAIR, OCTOBER 12-17

Largest Cotton Mills in the World, working 3 shifts.

CONCESSIONS: Eats, Drinks, Scales, High Striker, Hankies, Custard, Candy Apples and Popcorn, Buckets, Cat Racks, Ball Games, Novelties.

SHOWS: Jig Show. Can place 2 shows for Kingstree, S. C., Colored Fair week Oct. 19-24. I have complete setup, Anna Lee King, answer.

Any Grind Show or Wild Life for Lancaster, S. C., Fair.

Write, wire or call **ROSS MANNING**
Rockingham Hotel Rockingham, North Carolina

HARRISON GREATER SHOWS

WANT FOR LEE COUNTY AGRICULTURE FAIR, BISHOPVILLE, S. C., OCT. 12-17
Day and Night Fair. Three Big Kids' Days. Two Cars Given Away. Followed by Horry County Fair, Conway, S. C.

FOR SALE

1946 Spitfire, A-1 shape. Will sell with or without transportation or will trade for No. 12 Eli Wheel. Also for Sale—Two Light Towers and Front. First call for Concessions for 1954

MERRIAM'S MIDWAY SHOWS
Ogden, Iowa

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

WANT **WANT** **WANT**

For Gaffney, S. C., Fall Festival—all Merchants co-operating—Oct. 12-17; Greater Greenville 40th Annual Col. Fair (3 Days Horse Racing), Oct. 19-24; Anderson County Annual Col. Fair, Oct. 25-30 (4 more follow). Now booking for Greenville and Anderson.

LEGAL ADJUSTER with Concessions to finish season.

SHOWS: 2 Col. Shows with or without outfits. Yellow and Congo, get in touch, good spots for you.

CONCESSIONS: Open Midway rest of season. All Concessions open—Glass Pitcher, Hoop-Lax, Six Cats, Swinger, Buckets, Wheels, Count Stores, Line-Up, also Custard, French Fries, Novelties, Striker, Cork Gallery, Fish Pond, Ball Games, Penny Pitcher, Eat and Drink Stands, Floss, Balloon Darts, Long and Short Range, Mitt Cannon. Some P.C. open with Concessions. Also Pau and Rat Game, Hiram, Beal, Yellow, Gil and Mabel, Slim Cunningham, get in touch with me. Act now, no time to wait.

All Correspondence to BEN WOLFE
Robbinsville, N. C., this week.

Want Concessions of all kinds. No exclusive. All Eating and Drinking Stands open. All Percentage open. Due to disappointment want A-1 Bingo, Paul Butwin, get in touch at once. Want Legal Adjuster, one who can produce, prefer one with own concessions. You all know what these spots are. Slim Cunningham, get in touch. Want Bazzie and Skills Agents for office-owned Concessions or will turn over to right party. Have complete Side Show for right party. Preacher Monroe, get in touch. Want two white Girl Shows with or without outfits. Have new outfit for organized Jig Show. Salary out of office. Robert Terrell, Doc Anderson, Billy Arnte, get in touch at once. Will book set of Kiddie Rides, any Rides not conflicting for these dates. Will book Motordrome or any Grind Shows.

Want Ride Help for Merry-Go-Round, Ferris Wheel, Octopus, Roll-a-Plane, Chairplane, top salary and bonus. No time to wait.

Chesterfield, S. C., this week; then the big one at Bishopville, S. C., next week. Bill King says for Mr. and Mrs. Linden, Bob Johnson and all others who have written to come on in, can book you.

All wires to Frank Harrison, Chesterfield, S. C., this week

GIRL COMEDIENNE

Wants Novelty and Comic Song. Would also like to team with good man to supply comic routine and situation. Mailing address:

JINX WHITLOW
4121 Adams St. Gary, Indiana.

RALEY BROS.' EXPO

Smithfield, N. C., this week; Firemen's Fair, Faison, N. C., next week

Place any Hanky Panks. Good opening for Bingo, Scale and Custard. Have new tops for White Girl Show. Place any Show with own outfit. No gift on this midway. Wire—no phone calls—Wire

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, General Agent

WANT FOR BALANCE SEASON AT THE FOLLOWING BONA FIDE FAIRS

Yam Festival and Fair, Tabor City, N. C., Oct. 12-17, over 40,000 attendance last year on two big days; Marion County Agricultural Fair, Marion, S. C., Oct. 19-24. This is a good one with three kids' days, plus good program Monday thru Saturday. Then the Great Loris County Fair, Loris, S. C. This has been a red one for us the past nine years. It is second in attendance only to the State Fair. Big parades and all-day attendance; gate opens 8 o'clock each morning. Come see for yourself. If I misrepresent the treat is on me. Hanky Panks all open. Want Eat and Drink Stands. Want Ride Help who drive. Want one more Free Act. Liberal proposition for Motordrome. You will get it together at these fairs. Can place Shows. All contact

SHERMAN HUSTED, Mgr.
CENTRAL AMUSEMENT CO.

Roberson County Fair, Pembroke, N. C., this week; Tabor City, N. C., Fair, Oct. 12-17.

WANT

Carnival for Kershaw County Colored Fair, week of Oct. 19th thru 24th. Contact at once.

J. A. AIKEN or J. D. MARSHALL
Camden, S. C.

LAST CALL HILLSBORO, OHIO LAST CALL

SESQUICENTENNIAL AND FALL FESTIVAL ON THE MAIN STREETS
OCT. 12th THRU OCT. 17th

CONCESSIONS: Want legitimate Concessions of all kinds, must work for 15r and 25r only; Photos, Ball Games, Hi-Striker, Age and Weight, Darts, String Game, Novelties, Jewelry, French Fries, Fish Fry, Custard, Caramel Corn, Foot Longs, etc. No gift, flats or gypsies wanted. **SHOWS:** Can use two Shows that can set on streets. We are featuring Ten Rides—Free Acts—Balls—Parades—Give Aways. If you want a winter's bankroll, get with it. All replies to

LEE BECHT
General Delivery Hillsboro, Ohio
Phone: Hillsboro 345

FOR SALE

48 ft. Park Style Merry-Go-Round. 36 hand-carved horses, good as new. Push button start and stop, electric motor driven. Price \$9,500. Also Smith & Smith Airplane Ride, push button start and stop. Best of shape. Price \$1,650. Replacing above rides with larger ones. No trades or deals.

KIDDIELAND
95th and Crawford Ave. Oaklawn, Illinois

WANT AGENTS

For Pin Store, Blower, Count Store, Nail Game, Pan Game.

GENE CAIN
c/o Wallace Bros.' Shows
Starkville, Miss.

FOR SALE - TILT-A-WHIRL

Or will boot in an established park. Ride in perfect mechanical condition and appearance. Late '48 Model International U-2 Power Unit which was reconditioned last July. This ride has been under my personal supervision since purchase. Reason for selling or placing in a park, am quitting the road. A real buy. Ride can be seen at Birmingham, Ala., Fair, October 5-10; Beaumont, Texas, Fair, October 12-24.

Address WILLIAM PINK
Hillman Hotel, Birmingham, Ala., October 5-10; General Delivery, Beaumont, Texas, October 12-24.

WANT RIDE OPERATORS FOR MY CHRISTMAS SHOWS

9 weeks' work—starting October 26th.

Must be clean, sober and good operators.

WM. H. MEYER
P. O. Box 846 Menlo Park, Calif.

Majestic Greater Shows
WANT

Hanky Panks of all kinds. Leonard Gould wants Manager and Counter Men for Bingo, also Agent for Cigarette Block Game, also Ferris Wheel Foreman. Out all winter.

This week, Glenn and Humphrey, Atlanta, Ga. Sam Goldstein, Southland Hotel.

PETE KORTES WANTS SIDE SHOW PEOPLE
FOR DALLAS FAIR, OCT. 10-25

Belmont Park, Montreal, Que., Canada, Opening May 1, 1954, and Toronto and London, Ont., Exhibitions in 1954.

Freake, Side-Show Acts, Runt, Ballyhoos Act, Magician who can lecture, good Talker.

Address: **PETE KORTES**, c/o State Fair of Texas, Dallas, Tex., Now and Until Oct. 25.

GEORGIA STATE FAIR
P. O. BOX 739, MACON, GA.

Can place Photo, Custard, Hi-Striker, Pronto Pups, French Fries, Ice Cream on Independent Midway.

Week October 19th - 24th.

FOR SALE

Complete two wheel Short Range Gallery with Stock and Shells, \$750.00. Will buy well framed new Basketball Game.

LARRY LOUCKS
c/o Royal United Shows, Waterloo Cattle Congress, Waterloo, Iowa, this week.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000	\$29.50
10,000	5.95
20,000	12.00
50,000	18.50

EMPIRE STATE SHOWS

WANT FOR CHIPLEY, FLA., FAIR, FOLLOWED BY GENEVA COUNTY FAIR, SAMSON, ALA. OUT ALL WINTER.

CONCESSIONS: Bings for rest of season, Hanky Panks, Lead Gallery, Photos, Bucket Show, Nails, Agents for Bazzie, Pan Games and Six Cats. Will book our Mitt Camp.

SHOWS: Girl Show, Side Shows, Grind Shows. Need good Ride Help for Octopus, Chairplane, other Rides. Salary, all you are worth. No drunks or habits.

Charlie Griggs, Bus. Mgr., Fort Gaines, Ga., this week

WANT NAIL AGENTS

For Range, Georgia, October 11; also for Tuscaloosa, Alabama; Pensacola, Florida, and several more Fairs.

Attention, **ZENO**.

Herman (Greenie) Pluda
c/o Cavalcade of Amusements
Columbus, Miss., week of October 4

TERRELL BROS.' INDOOR CIRCUS WANTS

Circus Acts: Stage only, Auditoriums

CONCESSIONS: Main Floor, Auditoriums

Kiddy Rides: Auditorium, Center, Phonemes—Chattanooga, Tenn., 6-8505

Contracting Agent, week stands.

Circus contract, 1953 reference.

Show opens in December

Write P. O. BOX 451, Chattanooga, Tenn.

CHOO-CHOO TRAIN OWNERS!

We have all New Parts for Choo-Choo Train, made by Sunshine Mfg. Co. in Tampa. Small and Large Wheels, Bearings and Axle, Rear End, Track, etc.

Standard Kiddie Rides Mfg. Co.
381 East Broadway, Long Beach, L. I.

WILSON COUNTY FAIR

WILSON, N. C., OCT. 12-17

One of Eastern Carolina's outstanding established fairs. The hub of America's richest tobacco market!

UNION COUNTY FAIR

MONROE, N. C., OCT. 19-24

N. C. STATE COLORED FAIR

WINSTON-SALEM, N. C., OCT. 26-31

LEGITIMATE CONCESSIONS—have limited openings for merchandise concessions for these three fairs . . . Hanky Panks and EATING AND DRINKING STANDS OF ALL KINDS . . . Address all replies . . .

JOHN H. MARKS

— MARKS SHOWS —

ALBEMARLE, NO. CAR.

Opening
For
Attractive
**DARK
RIDE**
SHOWS
Will place
Neatly
Framed
Money-
Getting
Show.

VANCE COUNTY COLORED FAIR

HENDERSON, N. C., WEEK OCTOBER 12

WANTED—Ball Games, Balloon Darts, Pitch Till You Win, Coke Bottles, Penny Pitch, Photos, Candy Floss, Grab, Hoop-La, Slam Spindle, Jewelry Six Cats, Buckets, Swinger. All Concessions open except Bingo and Custard.

WANTED—Side Show, Colored Girl Show, Monkey Show, Wild Life, Jig Show.

WANTED—General Ride Help, Truck and Tractor Drivers, Agents for Office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

Enfield, N. C. Fair this week; Henderson, N. C., next week

**GEORGIA
AMUSEMENT CO.**

Will book Concessions of all kind that work strictly stock. Will sell exclusive on Cotton Candy and Snow Balls, \$36.00. Also sell Ex on Scale and Age, Novelties and Pronto Pups. Shows—Will book anything except Girl Show, 25%. Will book Motorhome and Funhouse, 25%. Rides—Can use Tilt, Spitfire and Caterpillar for 35%.

BROOKS COUNTY FAIR CALLED OFF, BUT JOHNSON COUNTY FAIR, WRIGHTSVILLE, GA., NEXT WEEK OCT. 12-17; GRIFFIN, GA., RIGHT UP TOWN THIS WEEK. All replies HONEST HOMER SCOTT, Griffin, Ga.**Ray Williams Shows**

WANTED FOR LEXINGTON, TENN., AND YAZOO CITY, MISS. BOTH BIG COLORED FAIRS. PLENTY OF MONEY.

RIDES—Any flat Rides not conflicting with Caterpillar or Octopus.

CONCESSIONS—Hi-Striker, Glass Pitch, Water Games, Ball Games and any other flat Concessions with capabilities. Special opportunity for Bingo, Bob Crawford, wire at once, Bill Rice, get in touch with Earl Kelly, important. Ride Help on all Rides, semi drivers given preference. Must be reliable. Long season, good treatment.

All inquiries to Lexington, Tenn., this week; then Yazoo City, Miss., next week.

EARL KELLY, Mgr. RAY WILLIAMS, Owner**LEO LANE SHOWS**

The South's Finest

Wanted for Batesburg, S. C., next week, also Morgan County Fair, Madison, Ga., Oct. 19; Pulaski County Fair, Hawkinsville, Ga., Oct. 26; American Legion Fair, Thomasville, Ga., Nov. 2; Putnam County Fair, Palatka, Fla., Nov. 10; Glades Bean Festival, Belle Glade, Fla., Nov. 19-28.

Hanky Panks of all kinds, Custard, any clean Shows, Foreman for Tilt, Second Man on all rides, experienced Manager and Inside Man for Monkey Motorhome.

LEO LANE SHOWS, Thomson, Ga., this week**L. J. HETH SHOWS**

WANT NOW AND FOR 5 MORE GOOD FAIRS

SHOWS: Girl Show with or without outfit (Annie Lee, answer), Monkey Show, Motor Drome, any Grand Show not conflicting.

CONCESSIONS: Derby Racer, Jewelry, High Striker, Frozen Custard, Hoop-La, Arcade, other Hanky Panks.

HELP: Yellow Rome wants Performers and Musicians for Minstral Show, now and for all winter's work. Second Man on all rides who are licensed semi-trailer drivers.

All replies: COVINGTON, GA. (FAIR), NOW; MONROE, GA. (FAIR), NEXT WEEK

**VIRGINIA
GREATER SHOWS**

The Show With The Proud Reputation

Merchants Exposition, Washington, North Carolina, October 12 to 17; Martin County Fair, Williamston, N. C., October 26 to 31. Three Kid Shows, Parades, Want Custard, Coffee, Candy, all Hanky Panks open. Want Girl Show Manager with Girls, Snake, Monkey and Wild Life.

Scotland Neck, N. C., this week. All mail and wires to **WILLIAMS C. (BILL) MURRAY****Kortes Pacts
Willard, Louis
For Dallas**

DALLAS, Oct. 3.—Pete Kortes, who will have his Side Show at the State Fair of Texas, has booked two former heavyweight boxing champs, Jess Willard and Joe Louis, as featured attractions. Willard, who was formerly with the Sells-Floto Circus and 101 Ranch, and later owner of the Buffalo Bill-Jess Willard Wild West Show, will be on hand for the entire engagement. Louis will be the name attraction on the big Dallas expo's Negro Day. Kortes announced that his show would open its '54 season at Belmont Park, Montreal, the first week in May. Unit also has been signed to play the Toronto and London, Ont., fairs next year.

**Penn Premier
Grosses Steady;
Top Dates Eyed**

LEXINGTON, N. C., Oct. 3.—Penn Premier Shows pulled into the Davidson County Fair grounds last week-end after scoring grosses even with last year's at the Emporia, Va., and Durham, N. C., fairs. Lloyd Serfass' outfit made the hop to Durham in record time despite the loss of one piece of equipment, and almost the whole show was ready to go Sunday night (20).

Coming out of Emporia, the Merry-Go-Round truck upset, wrecking the entire machine as well as the trailer and tractor, which had to be junked. Emporia started slowly, Serfass said, but the week-end found record crowds which brought the spending up to last year's.

Durham's attendance was about the same as in 1952, with the Girl Show taking top honors there for Penn Premier. Rides lagged somewhat behind last year's takes.

Officials of the Juniata County Fair at Port Royal, Pa., awarded Serfass the contract for 1954 during the run which closed September 12. Sizable turnouts there featured a record-busting Labor Day attendance of over 20,000.

Grosses since the Lock Haven (Pa.) Fair debacle have been encouraging, Serfass said, and he is looking ahead for high earnings as his organization's top dates are in store during the balance of the season. Altho the fair was accustomed to drawing 2,000 patrons and more every day, this season's Lock Haven stand was the worst Penn Premier ever played, less than 500 patrons turning out nightly.

**New Ride Set
To Pream at
Mineola Fair**

NEW YORK, Oct. 3.—A new ride, the Roto-Jet, designed and built in Germany, will be included in the I. T. Shows ride line-up at the Mineola (N. Y.) Fair Saturday (10) thru Sunday (18). The co-inventor and American representative, Eric Wedemeyer, said that the Mineola date is being used to display the ride to American operators and that it is his intention to build and sell units in this country.

The ride, which was set up and tested at Coney Island for several days for the purpose of qualifying it under New York City safety laws, believed to be the strictest in the nation, will get its first real test at Mineola.

The ride consists of 12 sweeps extending from a center pole to form a circle 80 feet in diameter. Cars resembling jet planes are attached to the ends of the sweeps. The up and down movements of each car can be controlled by the rider altho the circular motion is constant. The motion instituted by the rider is powered by compressed air. The capacity is 24 children or adults.

The ride was invented in 1951. A reported 14 units are operating in Europe.

HOT STUFF**Dallas Op
To Intro
'Chili Cup'**

DALLAS, Oct. 3.—A new midway delicacy will be introduced at the 1953 State Fair of Texas by Louis (Frenchie) Roussel, proprietor of the Stockman's Cafe on the fairgrounds and a concessionaire at the annual for nearly 30 years.

It will be a chili cup, designed strictly to appeal to Texas appetites. A special chili mixture will be dished up into a cup that looks like an ordinary cake-type ice cream cup but is made with cracker meal and salted instead of sweetened. It tastes like a soda cracker, the indispensable accompaniment to chili.

Development of the special cup required months of experimentation by a Dallas ice cream cone manufacturer. The chili, of a special consistency, will be furnished by a Dallas Mexican restaurant chain. Inside and bottom of the cracker-cup is ribbed to keep the chili away from the actual sides of the cup. Trial runs show the cup will hold three and a half ounces of chili for 25 minutes before getting SOGGY.

Frenchie will dispense the chili cups of five stands on the fairgrounds. They will sell for 25 cents each. Cup was tried out on football crowd in the Cotton Bowl during a pro game between the Detroit Lions and New York Giants.

**Meeting Set
to Open New
NSA Quarters**

NEW YORK, Oct. 3.—The board of governors and assembly will meet Wednesday night (14) to inaugurate the new quarters of the National Showmen's Association at 317 West 56th Street. The meeting, opening the fall season, will be for the purpose of naming a nominating committee for 1954 officers, and acting on bids for the lunchroom concession.

The new quarters are on the ground level and have 4,000 square feet partitioned off for Ladies' Auxiliary space as well.

A call has been sent out for ads in the annual banquet's yearbook to be in by November 1. The affair will be held November 25 in the Hotel Astor.

Membership applications have been approved for Al Eisen, Donald Morrison, Fletcher A. Petrie, John Arthur, Robert Herlinger, Walter B. Bedka, Harold Denike, Seymour Klein, Carl T. Jones, Anthony J. Waver, Alan E. Colby, Philip Manteo, and Sheldon Klein. Recent visitors included Isidor Biscow, Max Packman, Harry Kreisner, Jeff Harris, Ben Merson, David Posner, Charles Rubenstein, Sol N. Alper, A. J. Merrill, Edward McKeon, Max Seskin, Abe Steinberg, Dan Thaler, Edward Elkins, Sam Bibring, Sidney Goodwalt, Jack Agree, and William Lish.

**Street Location
Gives Joyland
Healthy Week**

PARSONS, W. Va., Oct. 3.—A street location at a free fair here gave Lloyd Thomas' Joyland Shows a nice week despite the comparatively small population of the town. The season to date has been okay, it was reported, with the still dates good and the fairs up in some instances.

Located in front of the school and court house and with units backed up to homes and business properties, the show couldn't miss getting to the public. The in-town location made it necessary to draw power from utility lines since the noise of operating Diesels would have been disturbing.

**Good Weather
Aids Reid Unit
At Bloomsburg**

BLOOMSBURG, Pa., Oct. 3.—Clear and warmer than usual weather has jammed the midway at the Bloomsburg Fair on a number of occasions and made for what appeared to be a bang-up week for the King Reid Shows.

The Reid unit was set up early since its show units were brought directly here, bypassing the Eastern States Exposition, Springfield, Mass., where they are not used. Only rides were presented at Springfield.

A particular midway aid here is the free admission for children that prevails daily thruout the event. One of the last of the major annuals to run so far north, the fair often encounters cool weather but the temperatures this week have been fine and attendance is expected to top last year's 160,000, with a resultant bigger play for the midway.

**Superior Ends
Okay '53 Trek
At Pomona Fair**

POMONA, Calif., Oct. 3.—Superior Shows, Inc., headed by Wyatt Shepherd and Charles Albright, will close their fourth season here tomorrow when the 17-day Los Angeles County Fair ends. The ride equipment of the organization was brought in for the "World's Fair Midway" to augment the permanent installations of Harry Illions, operator of the area.

Shepherd said that business for the year was "satisfactory," due principally to new territory in Northern California that was played. The show, which features 12 major and kid rides, 30 concessions, and two shows, opened in King City, Calif., May 4 at the Salinas Valley Fair.

Date here marks the first time the show has played this far south in California.

Shepherd said that the winter office would again be located in Castro Valley.

**Caravella Wins
At Gratz Fair**

GRATZ, Pa., Oct. 3.—Caravella Amusements wound up with a winning gross at the Gratz Fair here last week, altho the org had to overcome a weak opening.

Friday (25), Kid's Day, was the best day of the five-day run for the midway and the 8 rides, 6 shows and upward of 48 concessions did well all thruout the day. Top money winners for the week were Andy Zane's gal revue, the Motorhome and Irene Burton's Wild Life.

With no scheduled attractions the first two days of the fair, patronage was slim. Jack Kochman's thrill show drew a capacity crowd Thursday night (24) and following the show the grandstand throng spilled out onto the midway. Final day, Saturday (26), was a good one for the carnival.

**British Ride Ops
Lose Battersea**

LONDON, Oct. 3.—Opened here in 1951 to brighten the Socialist government's Festival of Britain, London's only outdoor funspot—the Festival Gardens at Battersea—is to be shut down on October 10.

Showmen leasing sites for rides, games and concessions in the Gardens report top attendance, but the London County Council which licenses the Gardens is bowing to protests from residents, who complain their only available open area has been closed to them and that the funfair is too noisy. The council's foreclosure means a big loss to showmen. Estimated cost of dismantling the Big Dipper, for example, is \$30,000.

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

Chicago, Oct. 3.—Past President Jack Nelson presided at the opening meeting of the fall season Thursday (1) which was well attended. With him at the table were Lou Keller, past president; Walter F. Driver, treasurer emeritus; M. J. Doolan, and Joe Streibich, secretary.

CONCESSIONS WANTED

FOR McCROY, ARK., FAIR
Midway of Mirth Shows

Marked Tree, Ark., this week.

FOR SALE

Monkey Speedway complete, cars, controls, ticket box and balls, 50-ft. banner line, 5 banners, large and small cages and props, \$250.00, or best offer takes all, or will swap for Short Range Gallery.

TED CHUBBUCK

851 Richmond Ave., Buffalo, New York

C. A. GOREE SHOWS WANT

ALL CONCESSIONS AND GRIND SHOWS for the heart of the Cotton Country in West Texas. We know the Cotton Country. Now looking both types concessions, all open. Hanky Panks, \$17.50 each. Want Cookhouse, Mill Camps, also Ride Help. Wire, do not call. Healdton, Okla., this week; then Texas next.

MINSTREL SHOW

Wanted for six more Fairs. Join immediately.

AL WAGNER, Mgr.

CAVALCADE OF AMUSEMENTS
Columbus, Miss., this week.

Thank You

MR. & MRS. H. J. (SONNY) BROEFFLE

Glass Pitch Operators with Cettin & Wilson Shows, for your Buick Roadmaster Riviera purchase.

JOHNNY CANOLE

Altoona, Pa.
Phone 9347 or 3-0003

FLY-O-PLANE FOR SALE

With or without transportation. Can remain booked with show or removed end of season. Ride and equipment A-1 mechanical condition. Only reason for selling: Wife's health and other business. THIS IS NO JUNK BUT A BARGAIN FOR CASH. Write—no collect wires. CHAS. T. GOSS, c/o Cettin & Wilson Shows, Anderson, S. C., Oct. 5-10; Spartanburg, S. C., 12-17; Macon, Ga., 19-24.

GIRL SHOW OPERATOR WANTED

With two or more girls at once. We have outfit. Also want Grind Store Agents. For Monticello, Ark., Fair. 3 more good cotton spots to follow.

UNITED EXPOSITION SHOWS

Monticello, Ark., this week.

FRONTIER SHOWS

7 RIDES—2 SHOWS

Want for their following Fairs: Concessions that do not conflict. Long and Short Range, Bumper, String Game, Six Cats, Cat Rack, Bottles. Out till late November. Duncan, Oct. 8-11; Safford, 15-18; San Carlos Indian Fair, Oct. 22-25; all Arizona spots; then in the heart of the cotton. All replies as per route.

J. L. RITTER

C. R. THOMPSON

WANTED

C. A. STEPHENS SHOWS

For Bullock County Fair, Statesboro, Ga., followed by Lamar County Fair, Barnesville, Ga.

CONCESSIONS: Custard, Age and Scales, Pitch Till You Win, Blower, Bumper, String Game, Novelties, Glass Pitches. Bernie Feldman, call Perry at hotel. Need Counter-men for Cookhouse. SHOWS: Mechanical City, Big Snake, Fat Show, Acts for Side Show, Bally Girls and Ticket Sellers. RIDES: Place Second Men who drive.

SPARTA, GA., THIS WEEK.

CAN PLACE

APPROXIMATELY 12 RIDES IN BEAUTIFUL SEASHORE PARK

In well-established, largest beach in south. Also Bingo Building playing for money and merchandise. Would prefer one person to handle deal, but let us hear from you if interested in any part.

BOX 743, CAROLINA BEACH, N. C.

THE GLADES AMUSEMENT CO.

WANTS FOR ALL WINTER'S WORK IN FLORIDA. OPENING EVERGLADES, FLA., NOV. 3. Rides that do not conflict. Shows—Must be clean. Hanky Panks that work far stock only. No griff, no flats, no syssies. We close the last week of April.

JERRY SADDLEMIRE, Mgr.

TELEPHONE 2074, LA BELLE, FLA.

P.S.: Jack Vincent, Tiny Cowan, Mickie Ryder and all others already booked, get in touch.

Treasurer William Carsky was at home with a cold. Sick list included Ralph Wibberly, who is in Alexian Bros. Hospital. Dave Swarthout is recovering from a broken leg; Tom M. Allen is still hospitalized; Harry Atwell is recovering from a heart attack, and Frank Daniels is still in the Municipal Tuberculosis Sanitarium here in Chicago.

Harry Duncan, chairman of the ways and means committee, reported at length on the contest to select Miss Outdoor Show Business. Membership committee presented 58 membership applications. Bernie Mendelson, chairman of the Memorial Service, is lining up his committee and Jack Kaplan is busy on the banquet program.

Rube Liebman, who is recovering from a shoulder injury, phoned during the meeting to send his best from Des Moines. Sam J. Levy Sr. dropped into the rooms during the week to bring in a membership application. Al Purcell, brother of Pat, attended his first meeting.

Henry Polk, Jack Hawthorne and Petey Pivor left Chicago for a few weeks in the South. Walter D. Nealand in town for a few days.

Dr. Joseph M. Dugas has been elected commander of the Al Sopenar Showmen's League of America Legion Post.

Caravans, Inc.

P. C. Box 1902, Chicago

CHICAGO, Oct. 3.—A special get-together was held in Sherman Hotel Tuesday (29) with President Pearl McGlynn presiding, Eva LeRoy, second vice-president, who left for California last spring, made a surprise visit. Eva brought regards from Billie Billiken and Eddy Clark, with whom she worked in Playland Park, Houston.

Myrtle Hutt thanked members for their cards to her father, who underwent three major operations in Fargo, N. D. Evelyn Blakely wrote that her sister, Edna O'Shea Stenson, has made miraculous progress since she entered Memorial Hospital, Jasper, Ind. Billie Lou Bunyard is still convalescing at 206 N. Redwood, North Little Rock.

Wanda Derpa and Lucille Hirsch both attended the meeting with their arms in casts. Wanda's wrist was broken when she slipped on a rug at home. Lucille's arm was broken when she was tripped by her boxer dog. Frances Berger, Catherine Potenza and Marianne Pope are also ill.

Bert and Ruth Clinton and daughter Amby, club mascot, moved to Mobile. Chester and Etta Barker sold their Chicago home and are moving to Hollywood, Fla.

Sympathy was extended to

Helen Wettour on the death of her mother, Mrs. Louise Miller, and to the family of Mrs. Mary Hall.

Clare Sopenar visited Pauline Grey and Charlotte Wright when they played Frankfort, Ind. Mary Stutzke enjoyed a visit from her son, Smokey Stutz, Seattle. Ann Sleyster's son, Guy, received his wings as a paratrooper and is stationed at Fort Bragg, N. C.

Evening award, donated by Mabel Davis, went to Mae Taylor. Among those welcomed by President McGlynn were Veronica Potenza, Katherine Rose, Betty Shea, Agnes Barnes, Mary Martin, Rose Jarboe, and Ann Brahm.

Nominating committee will be selected at the October 6 meeting. Ann Doolan, Mrs. Derpa and Mrs. McGlynn will be hostesses at the October 13 social in the Hamilton Hotel.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 3. — The clubrooms have been functioning all summer under the house committee headed by Doug Brown and Sam (Pork Chops) Ginsburg.

Leo Lipka is busy working on the year book and will have a report at the first meeting which will be held October 12. Membership cards for 1954 are out and receipt of new applications is gratifying. Joe Kempner is leading in obtaining new members.

Ladies' Auxiliary

The first fall meeting will be held Monday (12) night. Bobby Vine and her crew have the clubrooms in readiness. Secretary Florence Williams expects to spend most of the fall months with her show in the South, so her assistant, Leona Bennett, will take over. Peg Cohen and family are visiting in California. Frances Moran and her husband have returned from a Florida vacation. President Dotty Miller reports that dues payments are coming in well.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Oct. 3.—The regular meeting of Show-folks of America was called to order Monday (28) by Acting President Doris Monette, Attending officers were first Vice-President Charlotte Porter, Recording Secretary Bonnie Townsend and Acting Corresponding Secretary Billie Hodges.

Clubrooms are to be opened daily starting October 1 and will be operated by Joe LaMont.

West Coast Shows sponsored a successful show-within-a-show September 16 while playing San Jose. A large attendance brought gratifying results.

Word was received that Art Craner suffered a stroke in the past week and was hospitalized.

Present at the meeting, although still suffering the effects of serious illness, was Jack Brooks. Present after a long absence were Mr. and Mrs. Lester Peder-son, Frances Weidman and Joe LaMont.

Ladies' bazaar receipts were reported doing well.

Refreshments were served by Charlotte Porter and Doris Monette.

COVINGTON COUNTY FAIR

ANDALUSIA, ALA., OCTOBER 12 TO 17

CAN PLACE CONCESSIONS OF ALL KINDS

GAMES

Milk Bottle, Coke and other Ball Games, Pitch-Till-You-Win, Hoop-La, String, Darts, Buckets, Six Cats or whatever you have. This is exceptionally good Concession territory.

SALES

Popcorn, Root Beer, Taffy, Grab, Snow, Floss, Novelties, Hats, Photos, etc.

SHOWS

Grind Shows of all types. Can also place Monkey Circus or Drome, Animal, Arcade, Illusion, String, Lung, Mechanical, etc. Can use anything not conflicting. Good proposition to anyone interested in getting money.



Write or wire W. G. Wade Shows, Fairgrounds, Jasper, Ala., all this week or ask for telephone in office.

P.S.—Nassau County Fair, Callahan, Fla., follows Andalusia.

WANT FOR ROME, GEORGIA, FAIR, OCT. 12-17, AND TUSCALOOSA COUNTY FAIR—BIG MAIDEN FAIR—TUSCALOOSA, ALABAMA, OCT. 19-24. SPONSORED BY CHAMBER OF COMMERCE—DOWNTOWN LOCATION

Concessions of all kinds, no exclusives. Can place any kind of Hanky Panks. Scales and Age open. Want Snake Show with own equipment, also any Grind Show with transportation. Can place Monkey Speedway. Will book Rock-a-Plane. (Lucas, answer at once.)

Address AL WAGNER, Mgr. CAVALCADE OF AMUSEMENTS

(Fairgrounds) Columbus, Miss., this week.

CARL D. FERRIS SHOWS

WANT FOR ROXBORO, N. C., OCT. 12-17

All kinds of Concessions including Grab. All kinds of Shows, Jig Shows, Minstrel Shows, Wild Life, Unborn, Penny Arcade, any Grind Show or Side Show. Answer: Western Union, Louisburg, N. C., this week.

FOR SALE—ENTIRE CARNIVAL—FOR SALE

OR WILL CONSIDER ACTIVE PARTNER

Carnival is complete in every respect—six Major Rides, Shows, Front Gate, Concessions, Transformers, Wire, Office, Winterquarters, Route, Tractors and Trailers. Price: \$30,000.00 for all; \$15,000.00 for half interest. Address:

BOX 101, c/o Billboard Publishing Co., 390 Arcade Bldg., St. Louis, Mo.

No Need to Worry...

- ... about getting good used outdoor show equipment at prices you can afford
- ... about disposing of your surplus outdoor show equipment

Beginning now and in every weekly issue of The Billboard during October and November, buyers will be buying and sellers will be selling top values in end-of-season outdoor show equipment.

It will pay you REAL COLD CASH to take advantage of this excellent marketing opportunity. Right now, make plans to check every issue of The Billboard for the best

USED EQUIPMENT BARGAINS or to offer your extra equipment thru a LOW-COST HIGH-RETURN BILLBOARD AD



PENN PREMIER SHOWS

worlds * cleanest * midway

MECKLENBURG COUNTY FAIR, CHASE CITY, VA., OCT. 12-17

CONCESSIONS

Can place Glass Pitch, French Fries, Eats, Drinks, Six Cats, American Palmistry, Photos, Hats, Fish Pond, Dart Balloons and any other legitimate Concessions. Can place one Coupon Store for this date. (Contact Harry "Buster" Westbrook, Bus. Mgr.)

SHOWS

Can place Wild Life, Fat Show, Snake Show or any Shows not conflicting. Can place organized Minstrel or Colored Couch Show for this date.

RIDES

Can place good Working Men, who drive trailer for Wheels, Merry-Go-Round and other Rides. Can use good general Ride Help. Must be sober and reliable. Wanted: Chairplane Foreman, also Kiddie Ride Help.

Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows

Henderson, N. C., this week; Chase City, Va., next week, with four more fairs to follow.

WANT FOR GULFPORT, MISS.

WEEK OF OCTOBER 12—NAVY BASE PAY DAY

PLENTY OF MONEY—4 MORE WEEKS OF FAIRS AND CELEBRATIONS

CONCESSIONS—Will book Grab, Jewelry, Ball Games and Hanky Panks of all kinds.

SHOWS—Will book one more Girl Show with own equipment. Want Man to handle front and top and sell tickets for Girl Show.

RIDE HELP—Can use good, sober help that drive.

All replies to

E. L. YOUNG, Mgr.

STERLING CROWN SHOWS, Waynesboro, Miss., this week.



Last Call for RANDOLPH COUNTY FAIR, Roanoke, Ala., week of October 12
This one is always a winner

CONCESSIONS WANTED: Foot Longs, Scale and Age, Short Range, Long Range, Basketball, Hit and Miss, Ball Games, Bumper, Fish Pond, Balloon Darts, Coke Bottles, Cork Gallery, Penny Pitch, Slum Spindle and Six Cats. **SHOWS:** Monkey, Fun House, Girl Show, Side Show, Illusion, Wild Life or any Show of merit. **RIDES WANTED:** Octopus or any major rides not conflicting. **HELP WANTED:** Wheel Foreman and Spitfire Foreman, Second Men for Tilt, Wheels, Merry-Go-Round and Spitfire. Must drive All replies

JOHN PORTEMONT
- Scottsboro, Alabama

MIGHTY PAGE SHOWS

WANT FOR

AHOSKIE, N. C., FAIR, OCT. 12-17. YOU ALL KNOW THIS ONE

CONCESSIONS OF ALL KINDS. Eating and Drinking Stands, Hanky Panks, Wheels and Grind Stores. Will sell Ex on Hats and Novelties. **SHOWS**—Wild Life, Motordrome, Mechanical and Life Show. Ride Help on all Rides who have license and drive. Foreman for Octopus, Spitfire and Dipper.

All replies to

BILL PAGE

Oxford, N. C., Fairgrounds this week.

UNITED STATES SHOWS

Want Ride Help, Chairplane Man, Short and Long Range, High Striker, Six Cat, Big Tom, Age, Jewelry, French Fries, Custard, Cotton Candy, Scales, Grab, Hanky Panks of all kinds, Pitch Till You Win, also Snake Show, Shows and Free Acts.

Erwin, Tenn., week Oct. 5; Abingdon, Va., Great Tobacco Fair, week Oct. 12; Great Yadkin County Fair at East Bend, N. C., week Oct. 19.

All answers at Erwin, Tennessee

FESTIVAL OF FUN SHOWS

Want for MARKS, MISS., FAIR, Oct. 5-10; SARDIS, MISS., FAIR, Oct. 12-17; SENATOBIA, MISS., FAIR, Oct. 19-24.

CONCESSIONS: Cook House, Custard, Flacc, Glass Pitch, Ball Game, Six Cats, High Striker, Clothes Pin, Pan Game, Hoop-La, Fish Pond, American Palmistry, Hanky Panks of all kinds. **Whitey Calor,** contact or come on with your Concessions. **Beaton,** come on. **Mike Demko,** come on. Plenty money here. Long season, no crowded midway.

SHOWS: Monkey, Fun House, Wild Life, Animal, 10-in-1, good opening for Minstrel Show.

HELP: Foreman and Second Men, seal drivers, especially Merry-Go-Round, Ferris Wheel, Tilt. **Johnnie Colarite** wants Agents for Roll Down, Swinger, Skills, Percentage. Can use Free Act.

All Replies: CONCESSION MANAGER or come on. Marks, Miss., Fair, this week.

BIG STATE SHOWS

OUT ALL WINTER—NEVER CLOSE

WANT FOR THE COTTON IN OKLAHOMA AND EAST TEXAS.

Concessions of all kinds. Agents for office Concessions, Book Rings: \$15.00 for privilege for Hanky Panks. Will book Kiddie Rides, Shows with own transportation. Can use some Ride Help. Must drive car.

All wire **Brownie Bishop, Legal Adjuster**
CHICKASHA, OKLA., THIS WEEK.

CAMPBELL COUNTY FAIR, RUSTBURG, VA.

OCTOBER 12-17—DAY AND NIGHT

A well-managed Fair in prosperous territory. Can book all kinds of legitimate Games, Concessions and Shows. **Duffy,** come on. Contact

STEVE DECKER, BEAM'S ATTRACTIONS
BROOKNEAL, VIRGINIA, THIS WEEK.

WANT FOR RED SPRINGS, N. C.

CHAMBER OF COMMERCE TOBACCO FESTIVAL—IN TOWN—WEEK OF OCT. 12
HEADING FOR FLORIDA

Major Rides, Shows and Concessions of all kinds. Everything open except Bingo and Grab. Wire this week, **Yanceyville, N. C.**
BARNEY TASSELL UNIT SHOWS

Talent Topics

Continued from page 53

Monroe and Grant, Bill Russell and Lloyd Rafnell and his band.

With the Hunt Bros.' Circus in winter quarters at Florence, N. J., **Guy Leslie** and his seals and the **Connellys**, bareback riders, have left for other bookings; the **De-Rikkies**, juggling and balancing, took a two-week fishing trip; and the **Frank Biron** rodeo unit is off to play Southern rodeos. At the winter quarters are horse trainer **Lou Barton**, head elephant man **Roy Bush**, organist **Phil Wirth** and his wife, **Stella Wirth**, riding mechanic, and the **Stanleys**, wire act.

Supporting talent in the **Ethel Merman** and show at the State Fair of Texas, Dallas, will include **Russell Nype, Wiere Brothers, Harmonica Rascals** with **Johnny Puglio** and a line of gals assembled by **George Moro**, Los Angeles.

Tommy L. (Casey) Knight, formerly with the **Amazing Knights**, is now in khaki and serving with the U. S. Army in Korea. His overseas address is U. S. 54098124, 40th Q. M. Company, 40th Infantry Division, APO 6, care Postmaster, San Francisco. The Knight act closed last week with the **Star Amusement Company** and returned to El Dorado, Ark., to prepare for their route of school and indoor circus dates.

McConnell and Moore, juggling act, closed its summer season at **Sioux City, Ia.**... **Hans and Rosita Claire** ended their long run with **Royal United Shows** at **Fort Byron, Ill.**... **Allen and Lee** are playing dates around **St. Louis.**... **The Henrys** closed their outdoor dates at **Fryeburg, Me.**... **Flying Valentines** played the **Christiansburg, Va.**, and **Ashboro, N. C.**, fairs... **Don Adams**, comedy bike, is with **E. R. Gray's** unit in Kentucky.

Wolcott's dog act made recent dates for **Klein's** attractions, in **Ohio.**... **Rose Washington's** dog act is at home in **Sarasota, Fla.**... **Betty Pasco**, high act, is playing the **Tupelo, Miss.**, fair... **John Ivan**, cannon act, plays the **Lawrenceburg, Miss.**, fair... **Jack O'Diamonds**, unicycle, has been making race track dates in **Michigan.**... **Minnie Rooney** is in **Toledo**, with her dog act... **Three Ems** are working around **Lancaster, Pa.**... **Harrison Duo**, bikes, and **Billy Irwin**, table rock, are heading for **Texas** engagements... **Gus Kanerva** re-

Out in the Open

C. Stanley Fulton, for 29 years with circuses and tent shows, and **Mai Cook Fulton**, for 18 years of office manager with **Hatch Show Print, Nashville**, are now operating the **Fulton Trailer Park & Sales, Nashville**. They have the **Spartan Trailer** agency and the agency for the **Mid-States** line. They recently delivered a new **Spartanette** house trailer to **Mrs. Earl Backer**, of the **Blue Grass Shows**, at **Lebanon, Tenn.**

Mack MacLeod writes that he is no longer doing his act, having gone into the booking business with an office in **Camden, N. J.**

Doc Lovell, scenic artist, has closed his wholesale picture business in the **Mammoth Cave** area of **Kentucky** and operated his silhouette-cutting work at **Tennessee State Fair, Nashville**. After that date he headed for **Florida** and his winter show-decorating business.

Duke Jordan, former **Chicago** newspaper man, has been signed for the fifth straight year as publicity director of the **Orange Bowl Festival** and **New Year's Day** football game in **Miami**. **Austin (Austy) Dowdell**, for many years with the **Roller Derby**, will be his aid.

Albert (Riley) Greenspoon, a partner in the operation of **Ocean View Park, Norfolk, Va.**, and **Sylvia Gordon** will be married **Sunday (18)** at the **Hotel Alcazar, Cleveland**. **Al's** brother, **Jack**, will be the best man. **Al** has been in show business since 1935, when he joined his brother on the **World of Mirth Shows** in **Ottawa**.

cently closed a tour of drive-in theater dates at **Pine Bluff, Ark.**

James Heron's Animal Exhibit played the **Corn Palace** Celebration, **Mitchell, S. D.**, recently. While there, Heron renewed acquaintances with the **McLaughlins**, owner of a penguin exhibit. The **McLaughlins** have plans for a small circus to open in the South next spring. Heron added several animals while in **Mitchell**, obtained after a nearby zoo closed. **John W. Cannon**, Heron's animal superintendent, dates his beginning in show business from the **J. Augustus Jones** circus times. **Capt. William Heyer** and his black high school mare, **Starless Night**, were a hit at the recent **Allentown (Pa.) Fair**, writes **Robert D. Good**. The fair was a homecoming for **Starless Night**, bought some years ago from **Frank Person**, local horse dealer.

Joseph Lehr, spot worker, pens from **Philly** that he worked a spot store at the **Hagerstown (Md.) Fair** for **Charles R. Roth**, concessionaire on the **Metropolitan Shows** recently. **Roth's** daughter, **Rita**, joined the show to work the ball game. While in **Hagerstown**, Lehr visited with **Harry Schreiber** and **Sam Levy**.

Memphis a Flash

Continued from page 62

stock was thrown out by them, as **Robert K. Parker**, who had a string of them in the **Mass** lineup, could well testify. **Bob** had a huge sheaf of invoices to back him up, and, despite heavy pre-fair merchandise orders placed by him, he had to make some hurried additional orders during the fair.

For the concessioners, business was good. As for the fair, **Bill Wynne**, manager in charge of the midway operations, observed "We are highly pleased with the new concession operations."

Wade to Play Florida

The **Wade** show, too, chimed in with expressions of satisfaction over business. Besides five of its own major rides, the **Wade** organization had brought in a considerable number of units booked independently.

Besides the **Rotor**, these included five kiddie rides, owned by **Mrs. M. Miller**, **Wade** secretary-treasurer; **Diane** and **Her Monkey**, owned by **Pat Murphy**; **L. Marrott's** **Side Show**, **H. Gribbling's** **Arcade**, **George** and **Nellie Sharpe's** **Motordrome**, **Sailor Katsy's** **Snake Show**, **R. Rossin's** **Wild Life Show**, **Mark Williams's** **Snake Show**, **Gordon Millis's** **Funhouse**, **F. M. Morton's** **Funship** plus a boat ride. Other rides booked in included **W. O. King's** **Dodgem**, **A. J. Sunny's** **Screwball**, **Fred Mullen's** **Rock-o-Plane** and **E. Gilpin's** **Pony Ride**.

Doug Wade, **Wade** general agent, spent all but the last day of the fair here and announced that the show would play **Florida** this winter. He said he already had closed for four dates in that State and that others are in the works.

From here the **Wade** show goes to **Jasper, Ala.**, then to **Andalusia, Ala.**, after which it plays **Callahan, Fla.**

Carnival Routes

Continued from page 56

- Geeding Am. Co., No. 4: Tipton, Ind.
- Geeding Am. Co., No. 5: (Fair) Lawrenceburg, Tenn.
- Geeding Am. Co., No. 6: (Seasonal/Seasonal Celebration) London, O.
- Geese, C. A.: Healdton, Okla.
- Greater Distland: (Fair) Marksville, La.; (Fair) Waukesha 12-17.
- Groves Greater: Villa Flilla, La.; (Fair) Ruston 12-17.
- Hames, Bill: Adkins, Tex.
- Happy Attrs.: Chestnut, O.; Shreve 14-17.
- Harrison Greater: Chesterfield, N. C.; (Fair) Richwood 12-17.
- Heiman United: Summit, La.; Gurdian 12-17.
- Heth, L. J.: (Fair) Covington, Ga.; (Fair) Monroe 12-17.
- Hill's Greater: (Fair) Roswell, N. M.
- Holly Am. Co.: (Fair) Basely, Ga.; (Fair) Havelhurst 12-17.
- Hottle, Buff, No. 1: (Fair) Franklinton, La.
- Hottle, Buff, No. 2: Opelika, La.
- Howard Bros.: (Fair) Ottawa, O.; Pomeroy 12-17.
- Interstate: (Fair) Lawrence, Ala.; (Fair) Baldwin, Ga., 12-17.
- I.T.: (Fair) Danbury, Conn.; (Fair) Westbury, L. I., N. Y., 12-18.
- Johnny's United: (Fair) Scottsboro, Ala.; (Fair) Rossmore 12-17.
- Kile, Floyd O., No. 1: (Fair) Farmerville, La.; (Fair) Mansfield 12-17.
- Lane Leo: Thomson, Ga.; Batesburg, S. C., 12-17.
- Majestic Greater: (Glenn & Humphrey) Atlanta, Ga.
- Manning, Ross: (Fair) Hamlet, N. C.; (Fair) Lancaster, S. C., 12-17.
- Marion Greater: (Colored Fair) Shelby, N. C.
- Marx, John H.: (Fair) Alhambra, N. C.; (Fair) Wilson 12-17.
- Merry Midway: (Fair) Linden, Tenn.; season ends.
- Metropolitan: Petersburg, Va.
- Midway: Petersburg, Va.
- Midway of Mirth: (Fair) Marked Tree, Ark.; (Fair) McCraw 12-17.
- Milke's Pops: Oxford, N. C.; Abaska 16-17.
- Milken Bros.: Braxton, Ga.
- Moser's Modern: Earle, Ark.
- Nolan Am. Co.: (Fair) Owingsville, Ky.
- Palmetto Expo.: (Fair) Springfield, Ga.; (Fair) Pennington 12-17.
- Pan American Am. Corp.: North Sacramento, Calif.
- Park Am. Co.: (Fair) Wardell, Mo.
- Penn Premier: (Fair) Henderson, N. C.; (Fair) Chase City, Va., 12-17.
- Peppers All States: Jackson, Ala.; Brewton 12-17.
- Playtime: (Fair) Fryeburg, Me.
- Powelson Greater: Lodi, O.
- Prell's Broadway: (Fair) Frederick, Md.; (Fair) Greenville, N. C., 12-17.
- Raines Am. Co.: (Fair) Hingwood, La.
- Raley Bros. Expo.: (Fair) Smithfield, N. C.; (Fair) Falmouth 12-17.
- Red Ribbon: Philadelphia, Miss.
- Rockwell, Mike: Erie, Kan.
- Royal American: (Fair) Little Rock, Ark.; (State Fair) Jackson, Miss., 12-17.
- Royal Expo.: (Colored Fair) Augusta, Ga.; (Fair) Waynesboro 12-17.
- Royal United: Waterloo, Ia.
- Schaefer's Just for Fun: (Fair) Hartsville, Tenn.
- Shan Bros.: (Fair) Douglas, Ga.
- Shepard Bros.: Las Cruces, N. M.
- Smith George Clyde: (Fair) Enfield, N. C.; (Colored Fair) Henderson 12-17.
- Snaps Greater: Haysville, La.
- Southern States: Donaldsonville, La.
- Southern Valley: (Fair) Olla, La.
- Star Am. Co.: (Fair) Holly Grove, Ark.
- Stephens, C. A.: Sparta, Ga.; Statesboro 12-17.
- Steering Crown: Waynesboro, Miss.; Gulfport 12-17.
- Strates, James E.: (Fair) Charlotte, N. C.; (Fair) Greenville, S. C., 12-17.
- Tatnell, Barney: Yanceyville, N. C.; Red Springs 12-17.
- Tennessee Valley Am.: (Fair) Greenhill, Ala.
- Thomas Jayland: Kingwood, W. Va.; Buckhannon 12-17.
- Tidwell, T. J.: Silver City, N. M.
- Tinsley, Johnny T.: La Grange, Ga.
- Tissel Expo.: Opremas, La.; Eunice 12-18.
- 20th Century: (Fair) Tulsa, Okla.
- United Expo.: Maudlin, Ark.
- United States: Ervin, Tenn.; Abington, Va., 12-17.
- Victory Expo.: Littlefield, Tex., 12-17.
- Virginia Greater: Scotland Neck, N. C.; Washington 12-17.
- Vivian Bros.: Martinsville, Va.; (Fair) Camden, S. C., 12-17.
- Wade, W. G.: (Fair) Jasper, Ala.; (Fair) Andalusia 12-17.
- Wallace Bros.: (Fair) Sumner, Ont., Can.
- Wallace Bros.: Barkville, Miss.
- West Coast: Visalia, Calif., 9-11.
- Williams, Ray: (Fair) Lexington, Tenn.; (Fair) Yazoo City, Miss., 12-17.
- Wilson Greater: Eloy, Ariz.
- Wolf Greater: Beebe, Ark.; England 12-17.
- Wolfe Amuse. Co.: Robinsonville, N. C.; Gaffney, S. C., 12-17.
- World of Mirth: (Fair) Greensboro, N. C.

Al Ross and **Diane**, clowns, will close a nine-week fair season **October 10** in **Shelby, N. C.** They have been booked by the **Gus Sun** office, **Springfield, O.**

SOUTHWEST LOUISIANA FAIR

TRI-PARISH

Eunice, La., Oct. 13-18. Can place a few more Concessions and Shows for Louisiana's greatest Parish Fair

Concessions: High Striker, String Game, Bowling Alley, Bumper, Nat Outfit, Basketball, Shake-Up, African Dip, Coke Bottles, French Fries and other legitimate Concessions. Shows: Monkey, Wild Life, Mechanical, Athletic, Snake or any other Show not conflicting. Rides: Dark Ride and Pony Ride. Contact

H. V. PETERSEN, Mgr., TIVOLI EXPOSITION SHOWS
Opelousas, La., Yambouze, this week; then the big Fair at Eunice.

O. C. Buck-Model Shows,

America's Finest Railroad Show

Place Dark Ride, Wild Life, Eating and Drinking Stands, Hanky Panks, Short Range, Photos for Rock Hill, S. C., next week. Have for sale, one 60 by 120 foot Khaki Top with all poles, stakes, side wall, complete, ready to put up, five hundred dollars. All answer

O. C. BUCK-MODEL SHOWS, INC.
Greenwood, S. C., this week.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the...

RETAILS UP TO LORD'S PRAYER \$6.95 EACH

\$4.25 Doz. \$48.00 Gross

2999-G. Same as above, heavier chain in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

SENSATIONAL PROFITS!



No. 185 Fall of Life! Fire Brilliance \$3.85 doz. \$45.00 gross



No. 712-D \$3.25 Doz. \$36.00 Gross



No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$3.25 doz. \$36.00 gr.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

WRITE TO BE RIGHT!

OUR NEW ILLUSTRATED WATCH & JEWELRY CATALOG IS OFF THE PRESS!

WRITE FOR YOUR FREE COPY! FAMOUS NAME BRAND MERCHANDISE LOWEST PRICES IN THE ENTIRE MARKET

WHOLESALE ONLY TED BURKE INDUSTRIES, INC. 10 W. 27th ST., N. Y.

FREE! FREE! LATEST GIANT WHOLESALE CATALOG MONEY MAKING OPPORTUNITY

Agents-Distributors-Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today!

DISPLAY-CLASSIFIED SECTION A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word - Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by theagate line, 14 lines to the inch. RATE: \$1 a line - \$14 an inch. No illustrations or cuts can be used.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2148 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

COMICS! WOW'EM!! "SAM SLADE, ACE Defective Detective," joins Dragonetti! Terrific eight minute comic monolog! Rush \$10. (Music included.) Greatest ever! Top material! Hollywood Writers, Box 575, Hollywood 28, Calif. oc17

EMCEE ARSENAL (3RD SERIES) - NEW slurs, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize nifties, peppy wisecracks and spicy mots for femmees; also racy wisecracks, snappy limericks and lusty tidbits for revving wits and social funsters. \$2. Keep 'em laughing. Buster Bottoman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. oc19

EMCEE MAGAZINE-CONTAINING BAND Novelties, Parodies, Monologs, Patter, Gags. Combination offer comprising year subscription, four gag-packed back issues and book of heckler stopper-comic song titles, \$4. Emcee-B, Box 983, Chicago 90. oc10

MUSIC ARRANGED, TRANPOSED, CLEAN copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St. S. New York 24, N. Y. ff

SOCKS PARODY HITS!! "OH JOHNNY!" "Oh Honey!" "Shanty!" "Dummy Lover!" "Apple Tree!" "Manana!" "Sam!!!" "If I Knew!" "My Bonnie!" "Five Foot Two!" "Automobile Love!" Rush \$2 each; six \$10 (music included). Acts, Blackouts, Gags, Sketches, Skits, Plays, etc. Catalogue 25c (deductible first order). Hollywood Writer's Mart, Box 575, Hollywood 28, Calif. oc10

WORLD'S WORST CORN! - WE'LL GET you cancelled! Trial Folio, Gags, Parodies, Bits, \$1. Free catalog! Sebastian, 10934-B Hamlin, No. Hollywood, Calif. no11

AGENTS & DISTRIBUTORS

AAA ADVERTISING WONDER-69, SIMULATED Alligator Plastic Money Clips; 9c each in 1,000 lots f.o.b. Chicago, Ill. Free sample. Lufano, 5206 Sheridan Rd., Chicago 40, Ill. oc10

ABALONE PEARL SEA SHELL JEWELRY, Italian Wines, Dangling Earrings, Italian Mosaic, Italian Coral, Iran Jewelry. We feature unusual novelties. For price list please state your business. Lewis, Vine Tropical Gifts & Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischerman. oc17

A FREE WHOLESALE CATALOG - Nationally advertised appliances, housewares, watches, jewelry, radios, toys, cameras, etc. Box C-425, c/o Billboard, Cincinnati 22, Ohio.

AGENTS-SELL TWO RED HOT ADVERTISING deals; no Minnesota inquiries. Arthur G. Patterson, 800 West Lake Street, Minneapolis 8, Minn. -

ASSORTED EARRINGS-GROSS, \$16.50; 3 dozen samples, \$5 postpaid. Cash with order; direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

ATTRACTIVE TALKING CHRISTMAS Cards; Voice on plastic tape says "Merry Christmas." Everyone buys-big profit. Send one dollar for six selling samples prepaid with particulars. Shaffer Company, Box 723, Kansas City 41, Mo. oc17

BASKET EARRINGS - TINY WOVEN Straw Baskets, Crystal, Shell, Fruit, new Shoestring and Hoops; real Coral and Mother of Pearl Earrings, \$6. Collectors Shell Salt and Peppers, Pitchers, Slippers, Novelty Ashtrays, \$6 doz. J. J. Lastufka Dist., Box 10248, Tampa, Fla.

BEAUTIFUL PINS AND EARRINGS - Many styles in tailored and stoned earrings, \$15 and \$18 assorted gross respectively. Also attractive tailored and stoned pins at \$15 and \$18 respectively per assorted gross; men's gold-plated 3-stone rings, \$36 per gross; men's and ladies' aluminum idents, \$12 per gross. Sample dozen, regular price. 35% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. oc10

BRAND NEW AC ELECTRIC BINGO Blowers, \$49.50; complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. oc17

CLOSEOUTS-HEIRLOOM RELIGIOUS Imported Tapestries, 20"x40", and complete line general merchandise. Free catalog. Jay Norris, 445 Broome St., New York. no14

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

\$\$\$\$ TERRIFIC PROFIT MAKER \$\$\$\$ Sensational Costume Jewelry Promotion! 144 pieces, all NEW, all DIFFERENT! Pins, earrings, bracelets, necks- enamel stones, rhinestone tailored. ONLY \$42.00 gross. SPECIAL FACTORY PRICES! Also religious goods. FREE PRICE LIST. CUSTOMCRAFT JEWELRY MFG. CO., Dept. B-9, 26 Custom House St., Providence 3, R. I.

EARN AMAZING PROFITS BY FOLLOWING our instructions; selling nationally advertised watches, etc. Enclose 25c, refundable; receive multi-colored salesman's catalog and confidential price list. Result Sales M, 580 Fifth Ave., New York. oc31

"FOG-STOP" WINDSHIELD CLOTH - Instantly removes blurry mist, frost, sleet, snow; stops windshield fogging. Samples sent on trial. Kristee 134, Akron, Ohio. np

HANDSOME ALLIGATOR GRAIN BILL-Folds. Removable pass case, secret bill compartment, brown or tan, \$5 dozen; postpaid; boxed \$8.50; samples, 2 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C.

JOKERS FUN SHOPS-FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc24

LADIES' NYLON HOSIERY-THIRDS, \$1.25 doz., minimum 10 doz.; Chenille Best-creeps, \$36 doz.; 15"x24" Throw Rugs, \$6 doz.; Pillow Cases, \$2.25 doz. 25% deposit on C.O.D.'s. Premier Sales, Box 3177, Chattanooga, Tenn.

MAKE \$100 A DAY SELLING AMAZING new Technicolor filter screens. Put your Television in colors. Jobbers wanted. Write, phone or wire for wholesale prices. Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. oc2

NECKLACES, PINS, EARRINGS-DISCONTINUED line, 59c, 79c, \$1 retailers; good selection, smart styles; \$18 gross; 6 dozen, \$10; postage extra. Cash with order; satisfaction guaranteed. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I. np

NEW "TAS" EXPENSE ACCOUNT REPORT and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesman's necessity; 30-second demonstration. Send name and address; demonstrator sent on approval Dept. 247, Box 9013, Houston 11, Tex. oc10

NOVELTY NUT CRACKER-SOMETHING new, different. Selling big to dealers and jobbers. Retail \$1; sample 10c. Certified Products, Louisville, Ky.

PIN-UP GIRL STATIONERY IN NATURAL colors, 6x9 high grade paper, hard to get fast seller 70 sheets, \$1, or 1,000 sheets, \$6 postpaid; no c.o.d. Supply limited. Como Service, 370 Beach St., West Haven 16, Conn. (BB) oc17

SELL LIQUID LATEX - BIG PROFITS, standard brands; special 6 doz. sample assortment, \$5. Free price list. Hansen Sales, 4908 Ohio St., Chicago 44.

SELL COILZIT - SIMPLE, EFFECTIVE electric cord shortener; prospects galore; guarantee profits; free sample, details. Dinning, 31-55 34th St., Astoria 3, N. Y.

WHITE CHRISTMAS PERFUME MADE BY Saravel as advertised in Vogue, September; \$18.50 list; sample order, \$3.95 each; \$38 dozen. Supreme Save Way, 342 W. Harrison, Oak Park, Ill.

99% SIMULATED ALLIGATOR MONEY Clips, 9c each in 1,000 lots, f.o.b. Chicago. Free sample. Lufano, 5206 Sheridan Rd., Chicago 40, Ill. oc10

80% PROFIT ON \$1 SALES-AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, Ohio. oc24

ANIMALS, BIRDS, PETS

A BIG SHIPMENT REPTILES JUST ARRIVED at Ross Allen's. Large, Green Iguanas, \$10; Basilisks, \$2; Caimans, \$12 dozen. Tegu Lizards, Crocodiles, Anacondas; Bush Footed Tortoises; Giant Turtles, Ferde-lance, Cook's Boas, \$8; Red-Tail Boas, Cribos, Rainbow Boas, Emerald Boas. Tropical Rat Snakes, Tropical Battenhakes. Also on hand: Australian Stumptail Lizards, \$25 each; 3 for \$67.50; mixed Water Snakes, \$30 each; 3 feet, \$7.50 dozen. Live, Florida or Western Indigos, 4 to 7 ft., \$5 to \$12; Everglades Rat Snakes, \$3; Beaded Lizards. Write for full list. Ross Allen's Reptile Institute, Phones Marion 2-6369 or Marion 2-7080, Silver Springs, Fla.

ATTENTION, SNAKE SHOWS-A BIG "SPECIAL sale on Mixed Dens. We are greatly overstocked on fresh fat snakes, order one of our Mixed Dens and get the best stock and lowest prices offered by anyone in over ten years. Rattlesnake Dens, large fresh fat Diamondbacks at \$1 per foot, any size Den, \$25 up. Cage broken Louisiana Alligators, South American Boas, Indigos, Boas, Cobras, others. Small Rattles 1/3 feet \$1.50 each in lots of 10 or more. Phone 583M4 8:30 a.m. Tropical Import Company, 517 Gall, Louisiana. np

ASSURE YOURSELF OF QUALITY STOCK at the lowest prices by trading with the Tarpon Zoo, direct importers of Central and South American birds, animals and reptiles. We have in stock heavy bodied, excellent feeding Anacondas, 3 feet to 20 feet; snake dens, reptile exhibits, a good variety of monkeys, and other animals. This week's special "Baby Mata Mata Turtles from the Amazon, \$10, and Baby White Faced Ringtails for pets, \$35." Tarpon Zoo, Tarpon Springs, Fla.

BABY PET MONKEYS-CINNAMON RING-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.50 for \$100; Whiteface Ringtails, \$35 each; Baby Cottontails, \$15 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans, Brown Tropical Birds, 2228 Amsterdam, N.Y.C. np

CALF WITH 5 LEGS AND DUAL SENES, \$300; also reptiles. Write for full details. George Trengbulo, Toie-Em-In Zoo, R. 2, Box 366, Wilmington, N.C.

FOR SALE-\$500 4 WEEKS OLD BUFF Spitz. Born without front legs, otherwise normal. Ernest P. Batton, Box 1258, Wilson, N.C. oc17

FOR SALE-8 MIDGET MULES, BROKE TO work in teams; dark color, 41 to 47 inches high; make hitch or Liberty act; 1 extra gray mule. Lewis Lindley, Thayer, Mo.

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Big full-sized 72x84 Comforter. Beautiful two-toned taffeta covered all new wool. Enclosed in handy plastic storage bag. Extra warm, light-weight. Assorted colors. A \$24.95 Retail Value.
Your price \$5.30 Ea. in lots of 6 or more.
Send \$6.00 Each for postpaid sample.
25% Deposit, Balance C.O.D.
STEINBERG ROSS
628 W. ROOSEVELT ROAD
CHICAGO 7, ILLINOIS

RAKE'S NEW CATALOG IS READY!

- Thousands of Gifts, Prizes & Premiums
- Stupendous Bargains
- Priced Right

RAKE 609-M Spring Garden St. Philadelphia 23, Pa. LOmkord 3-2876

World's Famous PERFUMES

that sell at \$3 to \$6 per 1/2 oz. REPRODUCED for you by outstanding Parfuman Chemist in beautiful gold-top bottles—gift boxed—for only 60¢ a bottle—\$7.00 a dozen.
60¢ TREMENDOUS PROFITS
We defy you to tell the difference. Trial sample FREE. Write EXCLUSIVE IMPORTS, Dept. 88 1127 So. Wabash Ave. Chicago 5, Ill.

Pipes for Pitchmen

By BILL BAKER

GEORGE H. BROOKS... pens his itinerary after leaving Muncie, Ind. He reports that the take was very choice in all his Indiana fair stands, especially at Portland and Princeton. After holing up in several spots in Illinois, George pulled in for his annual stay at the Knoxville Fair, where he worked for his old pal, wally, Ollie E. Bradley. A brand new 4,300-capacity grandstand on the grounds there was an added attraction this year, and did much to drag in a flock of extra customers, Brooks says. The last stops on George's pitch safari are Florence and Huntsville, Ala., and Tupelo and Jackson, Miss., from where he will eventually go to

Houston to hibernate for the winter. Between yawns he'll work a few football games, stock car races and the live stock show and rodeo in February.

IN ANSWER... to Lawrence Schoeder's query as to how the hand writing analysts are faring in different parts of the country, here's a report from a guy who should know. Don Williams says that he did pretty well for himself at the Michigan State Fair despite the fact that the last three days were colder than the trap door side of a well digger's union suit. Also seen cavorting around the premises were Eddie Haller, doing a great job and making nothing but money on vitamins; Art Nelson, running around like mad, pitching graters and servicing his joints; Monica Safler, also on graters; Eddie Kehoe, on gyro tops, and Harry Moore, with three hat joints. It seems that none of the boys had anything to beef about because they all made the nut the first three days, before the frigid blasts blew in.

BETTY WALSH... postaling from Charlottesville, Va., would like to know whether anyone has any news about Leo F. Heller Jr. and his family. Leo is head of the Showman's Christian Fellowship and according to last

SPECIAL DEAL FOR XMAS SHOPPERS



24" MAMA DOLL
Rubber arms and legs—stuffed body—assorted colors and style taffeta dresses and hats—closing eyes—plastic head. Individually boxed—\$40.00 per doz. Send \$4.00 for each sample (postpaid).

28" PLUSH BEARS Assorted colors: Black—Red—Blue. Mix, order one doz. **\$25.00 per dozen**
OPEN SUNDAYS TILL 3 P.M.
25% deposit, balance C.O.D., F.O.B. Chicago.
WRITE FOR NEW 1953 ILLUSTRATED CATALOG.

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

CLOSE-OUT! (DOOR OPENER • PREMIUM)



Nationally Advertised **Heller Hostess Ware Brand Garlic Press**
RETAILS AT \$1.00
YOUR COST \$43.20 per gross (30¢ ea.)
20% Deposit With Order
SEND \$5.00 for prepaid sample doz. Each Individually Gift Boxed.
Good Housekeeping Seal of Approval. Write for 1954 Catalog (44 pp.). State Business.
ROBEL SALES CORP.
264 Canal Street New York 13, N. Y.

SURPLUS—FACTORY CLOSEOUT

Must raise cash. 2,500 serrated edge stainless steel Steak Knives, set of 6 beautifully boxed. Ideal for employee Christmas gifts. \$5.00 retail all or part subject to prior sale. \$12.00 doz. sets. Sample set of 6. \$2.00. Sorry, no C.O.D.
F.O.B. WAREHOUSE CHICAGO, BOX 3501, Merchandise Mart Station Chicago 34, Illinois

BINGOS—CARNIVALS—CIRCUSES

Hottest item item of the century. Movie star stamps—full lithograph colors. Great collectors' item. Formerly sold at \$60.00 per thousand envelopes. Special now for only \$15.00 per thousand envs. Assorted stars in each env.

HARLICH CORPORATION
210 W. Polk St. Chicago 7, Ill.

LATEST TOY SENSATION!

50 Million Dick Tracy fans. The Dick Tracy Comic Strip appears in over 430 newspapers from coast to coast. It's a tremendous Christmas item. A terrific novelty for young and old. Takes real fingerprints like FBI and Police Depts. In full 4 color. WILL SELL ITSELF! Rush orders today. Immediate delivery. Send \$3.00 for sample \$14.20 per dozen. Jobbers' inquiries invited.

TOY WORLD, INC.
101 E. 14th Street Chicago, Ill.



GENUINE CUBAN ALLIGATOR HANDBAGS
This is part of Group 1
\$5.90 each
We also have Group 2, \$6.90; Group 3, \$7.90; Group 4, \$8.90
50 or more styles. No orders for less than 25 bags. Merchandise ready to ship from St. Augustine, Florida.
Terms: 25% with order, bal. COD.
CASPER'S CROCODILE LEATHER CO., Inc.
P. O. Box 720 St. Augustine, Fla.



PLASTIC LAMINATING

This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profit for guaranteed laminating CARDS of all kinds. Business Cards, Social Security Cards, Identification Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Let's start for such service is staggering. Price complete (illus.) \$35 plus postage. Write now! Free sample and literature. Plasticat Co. Dept. J, P. O. Box 6737, Chicago 80

MEN'S IDENT BRACELET #1

Hot nickel plated, gold or white finish, \$2.50 doz. Not aluminum. Full line men's, ladies' chain idols. Send for \$3.00 sample order of our line.
RAY STATE NOVELTY CO.
23 Congress St. Boston 21, Mass.

Big Profits

Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.
Bart Mfg. Co.
303 Desway St. Brooklyn 2, N. Y.

reports he was doing a pretty good job with his work. Betty is also interested in having the address of Miss Lexie Brown and Mrs. Grace McIntosh. If anyone knows where these people are hanging out, please pipe the info thru to this column.

TERESA SIDENBERG... pens that she and her daughter, Arlene, recently worked to good takes at the Reading and Allentown, Pa., fairs and other spots in that area. She had jewelry and Arlene worked an eye-glass cleaner. Among some of the old-timers who were lurking around the same spots and whom Teresa hadn't seen in many years were Mr. and Mrs. Harry Belt, Herman Keller, Mary Hormelin, Madaline Regan, Prairie Mae, Jack Doud, Chief Thunder Cloud, Tipp and Lill Halstrum, the Nathan Brothers, Jack the Blanket Man and the Harcourts. Teresa says she plans to work thru the South until Christmas and then head back to St. Louis.

BUTTONS MACK... pipes in with a little yarn about Jack Noakes, clown alley and carnival alumnus, which is typical of the guy who gets itchy feet long after he is supposed to have racked up his cue. Buttons says that about three years ago Jack bought a gas station and a grab joint and was all set to settle down to the serene business of dishing up gas and hash. Everything was going along real cool for a while until one day Clark Swisher, of the Parada Shows, took a sneak into town and talked Jack into helping him out for a couple of nights on his bingo. You guessed it—that generous gesture developed into a seven weeks' road trip, much to the detriment of Jack's gas and hash business.

Fizz Kids DIZZIEST—FIZZIEST BAR GADGET EVER

BRAND NEW! Amuse and confuse friends with Fizz Kids. **SENSATIONAL NOVELTY** provides laugh-a-minute when Fizz Kid does his stuff... automatically! **See in 30 minutes of MYSTERIOUS MAGICAL ACTION.** Use ordinary faucet water for bubbles of fun. **AVAILABLE IN BOY OR GIRL models** individually packaged with simple directions and a Fizz tablet for quick play. **Dealer's cost: \$3.00 doz.** SPECIAL ONLY \$3.00 doz. boy, girl or assorted.

JOBBERS, DISTRIBUTORS: Write for new price list on this sensational, fast-selling novelty!

G & S Mfg. Co.

Dep. "T" NASHVILLE 3, TENNESSEE

FAMOUS EGG BAG TRICK

\$3 seller—our price \$7.20 doz. Attractively designed. Ind. boxed. Sample \$1.00.

MAGIC LIGHT BULB

New design. Easy to work. Ind. boxed complete with battery \$7.20 doz. Sample \$1.00.

TWO TONE TUMBLE RINGS

Extra ring for comic effect. Formerly \$3.60 doz. Now \$3.00. Sample: 2 for \$1.00.
1/2 doz., bal. C.O.D., F.O.B. N. Y.
UNIVERSAL SPECIALTIES
535 Fifth Avenue N. Y. C.

JOKES—PUZZLES HALLOWEEN ITEMS TRICKS—NOVELTIES

	Per Doz.
Itchy Rubber Monkey	\$1.80
Poke Lit Cigarette	.40
Itching Powder (tins)	.40
Sneezing Powder	.40
Masks (full face)	.75
Yogi Bird	3.75
Balloons	\$1.00 gross

For our full line of Tricks, Jokes, Novelties, Carnival and Fair goods, send for our 342 page catalogue. We sell wholesale only. Please state your business.

GORDON NOVELTY CO.
933 Broadway New York 10, N. Y.

TOY IMPORTERS SURPLUS

Must raise cash. 2,500 only, genuine four-key Austrian Imported Toy Accordion, a real musical instrument will play songs. Beautifully and individually gift boxed. Worth \$2.25 each. Ideal Christmas gift, all or part, \$2.00 per dozen. Minimum order 2 dozen per carton. Sorry, no C.O.D.
F.O.B. WAREHOUSE NEW YORK ERNST IMPORTERS
8031 S. Union, Box 102, Chicago 20, Ill.

COMPARE PRICES ON STUFFED TOYS

Buy Direct and Save

26" Clown, \$14.50 per doz. in 4 doz. lots	\$15.50
34" Clown, Brother or Sister, \$9.40 doz. in gr. lots	9.00
15" Clown, Brother or Sister, \$5.25 doz. in gr. lots	5.00

No extra charge for Sample.
36 pieces \$31.35

F.O.B. N. Y. C. 25% dep., COD if not rated. FREE 32-pg. color catalog with over 150 selections of stuffed toys and dolls—state nature of business.

ACE Toy Mfg. Company
122 W. 27th St. N. Y. N. Y.

ANOTHER ALLIANCE SPECIAL!

Two-Piece Rhinestone Necklace and Earring Set

All stones are hand set. Assorted colored stones and assorted styles. Individually boxed in satin-lined boxes.

\$1.25 Each in dozen lots
Send \$2.00 for sample postpaid

25% Deposit, Balance C.O.D.

ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD
CHICAGO 24, ILLINOIS

bingo

SUPPLIES and EQUIPMENT

7 & 10 Color Specials
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Midgets 2,000 series—7 colors
Paper & Plastic Markers
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Pencils—Crayons—Clips
5 x 7 Heavyweight Cards
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Lapboards made to order

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

JAR DEALS and MATCH PAK DEALS

PUNCHBOARDS PREMIUMS

Make BIGGER PROFITS WITH **Valentine!**

GALENTINE NOVELTY CO.
SOUTH BEND 24, IND.

A PROVED PROFIT-MAKER

Just the item for the GIFT Season ahead! Beautiful 24K gold-plated hand-painted crosses with **GUARANTEED CUT TURB PEARL** stones in the living eye! Imported direct from our office in the Orient. Nicely boxed. **\$6 Doz.** \$69.00 Gross. **SAMPLE \$1.00.** Free Price List.
TERMS: We pay postage if payment accompanied under or 25% deposit balance C.O.D.

Customcraft JEWELRY MFG. CO.
24 Custom House St., Providence, R.I.

TEAR GAS

A REAL SURE-FIRE SELLER! THUGS AND THIEVES BEWARE!

This tear gas pencil gun discharges smothering clouds of tear gas to instantly stop, blind and incapacitate the most vicious man-beast. An effective substitute for dangerous fire-arms. Leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a professional. See it, watch it grow. Start now! Send \$3.25 complete demonstrating outfit of Automa Pistol Gun with 10 demonstrators and powerful Tear Gas Cartridges, guaranteed thousands in use. Order your outfit TODAY! Not sold to minors. **WAGNER SUPPLY CORP.** Dept. 8-1018, 25, Paul 4, Minn.

PRICE BREAK

for Pitchmen, Concessioners, Carnival and Park Operators

CLOSEOUT!



DANGLING ZEBRAS

- Elastic Cord
Assorted Colors
Rolling Button Eyes

WHILE THEY LAST - SAVE ALMOST HALF AT THIS PRICE 50% DEPOSIT ON ALL ORDERS MINIMUM ORDER-ONE GROSS

KRAVITZ & ROTHBARD

WHOLESALE DISTRIBUTORS 720 E. BALTIMORE ST. SARATOGA 7-5817-5818 BALTIMORE 2, MD.

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\$100.00 REWARD!

ONE HUNDRED DOLLARS WILL BE PAID FOR INFORMATION which will enable our LEGAL STAFF to locate and prosecute THE PERSON or PERSONS now using portions of INK-MATE PEN COUPONS without our authorization.

INFORMATION submitted to us will be held confidential and identity of person supplying this information will not be revealed.

INK-MATE PEN COUPONS ARE PROTECTED BY FEDERAL LAWS! THEY MAY BE USED ONLY by authorized COUPON WORKERS

INK-MATE FOUNTAIN PENS



are available in open territories to reliable COUPON WORKERS ONLY!

IF YOU ARE INTERESTED IN WORKING INK-MATE PEN COUPONS, Send \$2 for Samples.

INQUIRIES FROM RELIABLE CARNIVAL PEOPLE WHO WOULD LIKE TO WORK COUPON SALES will receive prompt attention.

MATE INDUSTRIES

7341 Woodward Ave., Detroit 2, Mich.

Below • Waltham Elgin • Benrus Green Watches \$0.95 EA.

SPECIAL \$50 DEAL

Last above Watches & Exp. Bands to match. You save an extra \$15.45. New model cases and dials. Reconditioned and guaranteed like new.

RUTILE "TITANIA" GEMS

Synthetic diamonds, but more brilliant. Carat \$8.25 Set in 14-kt. mountings, ladies', \$10 add., gents', \$15 add.

New Big 1953 Wholesale Catalog 25c

Wholesale only - 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

Joseph Bros. 5 S. Wabash Av. Dept. B-10 Chicago 10, Ill. "The Watch and Diamond House"

Quick Photo Invention! PHOTOMAT PDQ CHAMPION Makes finished photos in 2 minutes...

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only if you are having mail addressed to you in our care...

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Burrell, Gerald Hank, Morellas, Felix... 42-10e

- Ansham, Bill
Ard, Mr. & Mrs. Robert
Ard, Mrs. & Robert
Akers, Dala...

- Akers, Dala
Akers, Dala
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Akers, Dala...

- Burrill, Frank H.
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- Lee, Francis
Lefebvre, Mrs. J. A.
Leder, George
Levine, Helen...

- Lee, Francis
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Leder, George
Levine, Helen...

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Leder, George
Levine, Helen...

- Lee, Francis
Lefebvre, Mrs. J. A.
Leder, George
Levine, Helen...

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Aznew, H. L.
Aunders, James
Bevans, Rose
Brooks, Mae...

- Belowski, H.
Barnes, George
Bennick, Jack
Brook, Johnnie...

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Flannagan, W. M.
Jensen, Donald E.
Aekley, James
Ard, Mr. & Mrs. Robert...

- LaVell, Frank X.
Lee, A. Voss
Lee, Anna
Lee, Robert Edward...

- Baker, Jean
Barnes, L. E.
Baron, Sol
Batchlor, Mary...

- Lightner, Henry H.
Lipsz, William B.
Lundgren, Billy
Lutzen, Harold...

- Burke, Mrs. Marie
Burke, Mrs. Marie
Burke, Mrs. Marie
Burke, Mrs. Marie...

- Morgan, Mrs. Roberta
Morgan, Tod
Morrell, Bertha
Morrison, Harry...

- Burke, Mrs. Marie
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- Morgan, Mrs. Roberta
Morgan, Tod
Morrell, Bertha
Morrison, Harry...

- Burke, Mrs. Marie
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- Morgan, Mrs. Roberta
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- Burke, Mrs. Marie
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Burke, Mrs. Marie...

- Morgan, Mrs. Roberta
Morgan, Tod
Morrell, Bertha
Morrison, Harry...

3 WAY SAW 1-14" 8 pl. Compass Saw Blade 1-12" 8 pl. Compass Saw Blade 1-10" 8 pl. Keyhole Blade

HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

REGULATION SIZE HAND SAW 24 inch 8 pl. warranted tempered steel. Full size natural finish wood handle.

5 WAY CABINET SAW SET 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw.

ON GUARD! Sword Actually Slips From Scabbard. A really handsome jewelry item.

STERLING JEWELERS 44 E. Long St. Columbus, Ohio Phone: ADams 4621

Attention, Promoters! The New Retractable BALL PEN Only \$36

pierce and Ensembles An outstanding line priced to give you fast sales action.

BIELER-LEVINE 5 N. Wabash Ave., Chicago 2, Ill.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Alkins, Charles
Brown, Alex
Coxwell, James
Griffin, Billy...

RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL" Sensational Novelty All Rubber

"BARGAINS"

The only Big Tabloid Size Magazine published that lists E. V. E. R. Y. MONTH hundreds of sensational Bargains in: Toys, Novelties, Jewels, Household Goods, Greeting Cards, Books

TOWER PRESS, INC.

P. O. BOX 591 ST LYNN, MASS.

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Hawaiian leis, import. Gro. \$1.75 Opera Glass, Des. \$2.75

OPTICAL BROTHERS SINCE 1902 300 W. NINTH ST., KANSAS CITY 6, MO

PLASTER Load your trucks here for Fairs. Plenty of Plaster. Plenty of Tinset. Deliveries arranged.

Trade Eyes Series; Ops Find Play High

CHICAGO, Oct. 3.—The World Series had its usual marked effect on all levels of the coin machine industry here this week. A high percentage of the game and music tavern type locations reported that play on equipment was at a fast pace in the hours after each game was completed.

With many distributors visiting

the local game factories this week, mostly Rock-Ola representatives who also handle games, several staged TV gatherings, which included the top staffers and visiting coinmen. During the lunch hour some of the factories also hooked up a radio description of the baseball classic to the public address systems for the benefit of their production personnel.

Meanwhile, local operators of games and jukes found play on their equipment exceptionally good in the 3 to 5 p.m. period and also in the evening. While, as a group they do not like to see locations with the TV sets in operation, they generally admitted that the play just after the game resulted in an over-all increase of receipts for the week.

This also marked the first fall in which Chicago locations were able to have shuffle games in operation. The city last July began the licensing of such equipment.

San Antonio Ops Seek Judgment From U. S. Govt.

SAN ANTONIO, Oct. 3.—Local marble table operators are appearing in U. S. District Court here to ask a summary judgment against the government.

The outcome is expected to set a precedent for the entire country, according to David A. Wilson, special assistant to the U. S. attorney general.

Both sides in the case were ordered by Federal District Judge Ben H. Rice Jr. to submit briefs within 10 days.

Tax Refunds

A summary judgment for \$321.10 in tax refunds for 1952-1953 is being sought by Morris L. Johnson, on a claim that this amount was illegally collected from him under the wagering tax act. He contends one ball marble machines are exempt from the \$50 gambling stamp and the federal tax of 10 per cent of the gross per month.

Johnson claims that the way remote control pinball machines are operated they are specifically exempt under the statute.

Det. Shuffle Assn. Plans More Leagues

DETROIT, Oct. 3.—An appeal for active participation by all members was made this week by Fred Choplan, president of the Detroit Shuffleboard Association. The organization has planned an enlarged program of activity in league competition, reflecting the fact that shuffleboard has achieved the status of a recognized institution in the community.

A large turnout at all meetings was especially urged by Choplan. He said: "The most important feature of any meeting is attendance, as without it the best program would naturally be wasted."

Miami Assn. Mails Banquet Tickets

MIAMI, Oct. 3.—The Amusement Machine Operators' Association of Dade County started mailing out tickets for the annual banquet December 12 at the Saxony Hotel, Miami Beach.

Doris Shapiro, office manager of AMOA, advised out-of-town coinmen expecting to vacation here the second week in December, to write to association headquarters—811 S.W. Eighth Street—for tickets. They are \$12.50 each.

Schlicht Joins Coven Distrib

CHICAGO, Oct. 3.—The Coven Distributing Company has appointed Charles Schlicht to its sales staff, President Ben Coven announced.

Schlicht's experience in the coin machine industry dates back to June, 1923, when he joined the old Mills Novelty Company, now the Mills Industries here. For the ensuing 25 years with the firm, he was successively paymaster, auditor, bell division sales manager in the Western division and finally manager of the music division.

In 1948, Schlicht resigned from Mills to become director of research for O. D. Jennings & Company. The following year he was appointed to the sales staff of the Buckley Manufacturing Company.

Irving Kaye Sets Hand-Face Drier

NEW YORK, Oct. 3.—Irving Kaye, local kiddie ride manufacturer and head of the Automatic Towel Corporation of America, this week began production of his hand and face drier.

The unit is not coin-operated, it is being marketed to coin music and game operators with restaurant and tavern locations. The usual procedure is for the operator to lease the drier to the location.

The unit measures 14 inches by 14 inches, has a 10,000 r.p.m. motor and high velocity blower and comes in aluminum and white plextone finishes.

3-D Unit Set for Late Oct. Delivery

NEW YORK, Oct. 3.—Nat Cohn, president of Riteway Sales, said that first deliveries on his firm's 3-D Theater unit will be made at the end of October.

Cohn said that a Hollywood studio is filming educational, Western, scenic and girlie subjects for use in the unit.

PREDICT BIG FLA. SEASON

MIAMI, Oct. 3.—Capt. Eddie Rickenbacker, president of Eastern Airlines, said this week that he believes Florida will have one of its biggest seasons this winter which should prove profitable for operators in their area.

Rickenbacker based his prediction on the unusually early heavy advance registrations.

Bush to Rep 3 Game Mfrs. At Road Fair

MIAMI, Oct. 3.—Amusement products of three of the country's leading coin machine manufacturing houses—Williams Manufacturing Company, Chicago Coin Machine Company and Exhibit Supply—will be displayed by Bush Distributing Company at the traveling merchandise fair sponsored by the Hiram Walker Distilleries. The firm also will exhibit Wurlitzer music machines (see separate story in music section).

The Miami phase of the fair will be held October 18 at the Dinner Key Auditorium. Among the units to be shown will be Williams C.O.D. five-ball game, Chicago Coin's Hi Speed Triple Score Bowler and a new product to be announced, and Exhibit Supply's Western Gun and several of its newest kiddie rides.

The other dates of the fair are as follows: November 1, Roosevelt Hotel, Jacksonville; November 8, Pan American Building, State Fairgrounds, Tampa; and November 15, Coliseum, Orlando.

H. Z. Appoints Owens Manager

OMAHA, Oct. 3.—H. Z. Vending & Sales Company, thru Owner Hymie Zorinsky, announced the appointment of Ken Owens as sales manager.

Owens, who has been in the coin machine sales field for several years, will spend much of his time traveling Nebraska and Iowa.

The firm has headquarters here and a branch office in Lincoln, Neb. It distributes games, vendors and music machines.

Lazar Opens New Hdqtrs.

PITTSBURGH, Oct. 3.—B. D. Lazar & Company held open house today in celebration of the re-opening of its remodeled headquarters at 1635 Fifth Avenue. The firm is headed by B. D. and J. D. Lazar and is one of the pioneer distributing companies in this area.

The remodeling included enlarging the showroom and warehouse areas and modernizing the offices, shops and shipping department. The entire building has been air-conditioned.

On hand to wish the Lazars well and view the latest in all types of coin machine products was a large crowd of operators, servicemen and their families. Among the game factory representatives on hand were Avron Gensburg, Genco, and Sol Gottlieb, of D. Gottlieb & Company.

Electric Control Guide

CHICAGO, Oct. 3.—Automatic Electric Supply Company is offering a 28-page catalog of "telephone-type" components for general and industrial use.

It includes photos and diagrams with specifications and general data on the following: Key switches, impulsing devices, jacks and caps, switchboard lamps and other control devices.

PHILADELPHIA STORY

David Rosen, Atlantic-Pa. Hold Open House Fetes

PHILADELPHIA, Oct. 3.—North Broad Street was virtually the heart of the East's coin machine industry Sunday (27) as an estimated 1,500 operators, servicemen, distributors and manufacturers' representatives attended open house fetes at the David Rosen Company and the Atlantic-Pennsylvania Corporation.

For Dave Rosen the occasion was the formal re-opening of his AMI and amusement machine distributorship headquarters, after the building had suffered extensive damage from a fire several months ago.

For Atlantic-Pennsylvania, it was the first Philadelphia showing of the Seeburg High-Fidelity juke box, the HF100C.

List of Visitors

Among the visitors to the open houses Sunday were: Jack Mitten, AMI New York sales manager; Sam Lewis, Genco, Chicago; Dick Cole, Cole Products; Ed Levin, Chicago Coin, Chicago; Al Simon, Chicago Coin, New York; Harry Stern, Williams Manufacturing, Chicago; Harry Rosen, Meyer Parkoff and Joe Fishman, Atlantic-New York; Leon Toxin, Harrisburg, Pa., operator; Patty Page, Mercury Records artist; her

manager, Jack Rail; Morry Price, Mercury vice-president; Arnold Silverman, Mercury Eastern sales manager; Joe Silverman, head of the Philadelphia Music and Amusement Machine Operators; Roland Cushman, vice-president, Northwestern National Bank; Jack Gordon, Seeburg; Sandy Stewart, Okeh Records, and Bill Nielson, Okeh sales manager.

Atlantic-Pennsylvania had on display its entire Seeburg line, while Dave Rosen showed his AMI line, as well as his Chicago Coin, Williams and Genco games.

N. B. Ops Appeal Ruling Against Pinball Legality

FREDERICTON, N. B., Oct. 3.—The New Brunswick Amusement Machine Operators' Association is appealing to the Supreme Court of Canada for a reversal of a ruling by the New Brunswick Court of Appeals which held that pinball machines are illegal and liable to confiscation.

The Court of Appeals judgment upheld a crown appeal against a decision by a Moncton, N. B., police court which ruled that pinball machines were not slot machines and therefore not illegal. In a similar case, however, a St. John, N. B., police court said that pinballs were illegal.

J. I. Alfred Arseneau, president of the NBAMOA, said the association hopes to have its appeal heard in February, 1954.

John J. Carvell, the association's lawyer, said he believed pinball machines were legal in Ontario, Quebec, Nova Scotia, Prince Edward Island and Manitoba and had been ruled not gambling devices under the Criminal Code of the Supreme Court of Canada. However, he added, provincial laws varied.

Stiebel Named Chi Coin Rep

CHICAGO, Oct. 3.—Ed Levin, director of sales for Chicago Coin Machine Company, announced Tuesday the appointment of the S. L. Stiebel Games Company as distributor in the Louisville area. Walter Waldman represented Stiebel in the deal.

Stiebel's headquarters are at 635 W. Main Street, Louisville. The firm also has branches at 105 N.W. Sixth Street, Evansville, Ind., and at 313 Seventh Avenue South, Nashville. Fred Baker is the Evansville manager while the Nashville office is managed by E. Smith.

Blatt Firm In New Qtrs.

MIAMI, Oct. 3.—Supreme Distributors have moved to new and larger quarters at 416 S.W. Eighth Street. Owner Willie Blatt has been an operator and distributor of games and music machines since 1933.

The new building has a showroom, workshop, loading platform and knotty pine offices featuring photos of leading coin machine events in the past 20 years.

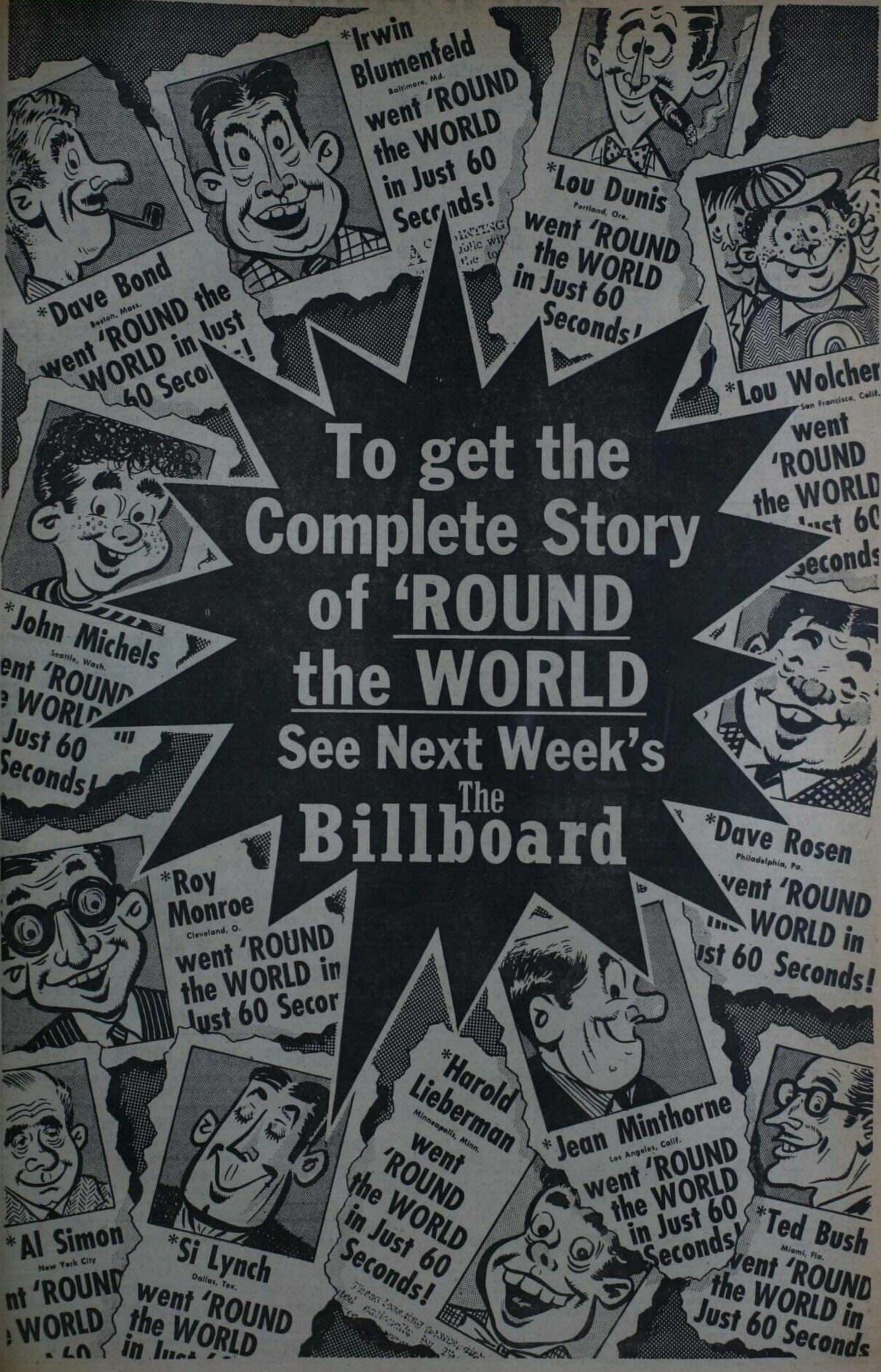
Calendar for Coinmen

- October 8—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- October 14—NAMA Tri-State area meeting (S. D., Neb., Ia.), American Legion Club, Omaha.
- October 11-14—National Association of Popcorn Manufacturers, annual convention and exhibit, Conrad Hilton, Chicago.
- October 18—NAMA Tri-State area meeting (Wyo., Colo., N. M.), Cosmopolitan Hotel, Denver.
- October 27—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
- November 5—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

FED. COIN TAX YIELD UP FIRST TIME IN YEAR

WASHINGTON, Oct. 3.—Yield from the tax on coin-operated amusement devices in July was \$3,520,000, an increase of \$70,000 over the same month last year, the Treasury Department reported this week.

Tax on coin-operated gaming devices in July yielded \$2,623,000, a \$10,000 increase over collections in July, 1952. Yield from cigarette tax was reported as \$119,820,000 in July, nearly \$15,000,000 below collections in the same month last year, while taxes on cigars collected in July amounted to \$3,744,000, nearly \$85,000 below collections in July, 1952.



To get the
 Complete Story
 of 'ROUND
 the WORLD
 See Next Week's
 The
 Billboard

ON THE HOUSE

Meteor Pays First Year Ins. Policy for Ops

NEW YORK, Oct. 3.—Kiddie ride insurance, only a year ago difficult to obtain and expensive to pay for, has been given away to operators who purchase rides from the Meteor Machine Corporation here.

According to Al Blendow, Meteor sales manager, the firm has given operators, at no cost to them, a year's insurance with each Meteor ride they purchase. During the four months this program has been in force, Blendow said that not one claim has been entered against either the location, operator or manufacturer.

The insurance firm is H. Dalmat & Company, Chicago. While Blendow did not reveal what the policy costs Meteor, he pointed out that when kiddie rides first gained popularity three years ago, a policy covering the operator's liability for \$25,000 for one person and \$50,000 for one accident, ran in the neighborhood of \$75 a year.

Minor Expenses

Now, added Blendow, the rate for a \$100,000-\$300,000 policy is so low that his firm can afford to give away the first year's premiums, and the cost to the operator when he picks up the tab the second year is a minor expense.

The policy covers the location, operator and manufacturer against any claims which may be made by the public for injury as a result of the ride being on the premises. It is a floating policy, so that an operator may move his rides from one location to another and still be covered.

Blendow pointed out that few large chain and department stores will accept kiddie rides without insurance coverage. Chain stores often require a copy of the insurance certificate, he added.

Tough to Locate

When kiddie rides first became popular, continued Blendow, the insurance problem was not so much one of expense (altho the premiums were then fairly high), but of locating a firm which would handle kiddie ride liability.

In New York State, he added, operators were insuring thru Lloyd's of London, which could only be done legally when the operator signed an affidavit that he was unable to get that type insurance from State companies.

Now, he continued, liability insurance is not only available, but operators can also obtain insurance covering fire, theft and vandalism, at low premiums.

Ravreby Cites New England Kid Ride Boom

BOSTON, Oct. 3.—Ed Ravreby, New England distributor for the Meteor Machine Corporation, this week said that kiddie rides are currently experiencing a boom in New England, with an estimated 2,000 moppet rides on location (exclusive of Arcades and amusement parks).

He said that the rides, pretty solidly entrenched in Central and Southern New England, are gathering speed in the North, where such department chains as the Landau stores in New Hampshire, are installing rides in their outlets.

Ravreby added that the retailers in the area are happy about the rides from a profit viewpoint, they play greater importance on their merchandising value, and the tying of kiddie rides with related merchandise is becoming accepted practice.

No After-Thoughts

Food chains, he added, are not being sold kiddie rides after they build a new outlet, nor is it an after-thought. He cited such instances as the Star Supermarket's new outlet in Cambridge, Mass., building a corral for kiddie rides, and floor plans of the IGA chain designating a kiddie ride area for new stores.

Ravreby said that 95 per cent of New England operators entering the kiddie ride field could properly be classified as new blood, having had no previous background in the coin machine field.

This high percentage of new blood in the field is healthy, he maintained, in that it brings in new ideas, fresh capital, and indicates that the supply of locations is still fairly high in relation to the number of operators.

He added that there are currently few used rides on the market, citing this as an indication that operators are loath to dispose of their equipment, and hence must be doing good business.

Nebraska for J. H. Keeney & Company, Chicago.

McCarroll Brokerage Company, Charlotte, N. C., covering North and South Carolina for Henry Heide, Inc., New York.

L. C. Johnson Company, Moultrie, Ga., covering Georgia, Florida and Alabama for Henry Heide, Inc., New York.

Wade R. Embry, New Orleans, covering Louisiana and Mississippi for Henry Heide, Inc., New York.

Logan Distributing Company moved to 916 Milwaukee Avenue, Chicago.

AMI established export division headquarters at 134 La Salle Street, Chicago.

Uneda Vending Service, Inc., moved its headquarters to 1 Bushwick Place, Brooklyn.

Associations

The New Brunswick Amusement Machine Operators' Association was formed in Moncton, N. B.

The Phonograph Merchants' Association of Cleveland re-elected Jack Cohen president, Jim Moss vice-president and Sanford Levine secretary-treasurer.

Personals

Harry V. Scott appointed vice-president of Brock Candy Company, Chattanooga.

C. W. Cook appointed assistant general sales manager of General Foods' Maxwell House division, Hoboken, N. J.

H. A. Putnam resigned as general sales manager of Ideal Dispenser Company, Bloomington, Ill.

Henry L. Hayden appointed advertising manager of the Old Gold and Embassy divisions of P. Lorillard & Company, New York.

George Whitmore appointed advertising manager of Kent and Muriel divisions of P. Lorillard & Company, New York.

James B. Somerall elected vice-president of bottle sales division of Pepsi-Cola Company, New York.

Coinmen You Know

Chicago

Proof that fall business is really in evidence—three of the game factories here reported they were sold out on some releases of games which they had just started delivering... This was one of the real traveling weeks for the trade as many factory representatives spent last week-end in Philadelphia at the David Rosen Company reopening party and this week-end at the open house of B. D. Lazar & Company, Pittsburgh.

At Genco, Sam Lewis was back from the Rosen event and his partner, Avron Gensburg, returned from the S. L. London showing in Milwaukee Monday (27). Later Avron left for Pittsburgh to visit B. D. and J. D. Lazar at their Sunday (4) trade party... Bill DeSeim, United sales manager, reported a heavy run of visitors for the week, especially during the World Series Wednesday thru Friday.

Ed Levin, Chicago Coin's director of sales, and Frank Mencuri, sales manager, were both on road trips Sunday (27). Ed was in Philadelphia and Frank was in Boston. This week, Sam Wolberg was in New York. Levin reports sales on Triple Score, Gold Cup and Crown Bowlers are moving very well.

Paul Huebsch, Keeney sales manager, reports sales on Pacemaker Bowler are steady and says the firm's Chicago representative, First Distributors, is doing a bang up job... At Donan Distributing, Don Moloney reports sales on Dude Ranch and Bally kiddie rides are the best moving items.

Los Angeles

Jimmy Wilkens, Paul Laymon Company, returned from his San Diego sojourn in time to work on a planter box at home. The Laymon firm reports they've been fairly flooded with entries in the Wurlitzer-Frankie Laine contest.

Local coinmen were saddened by the passing of Harry Kaplan, former owner of South Western Vending Company, who died last week in Desert Hot Springs at 57... Music operators galore turned out for the showing of the new Seeburg phono models over at the Minthorne Music Company. Jean and Dolores Minthorne, along with the whole gang, including Hank Tronick, Ed Wisler and George Mahlum, played hosts at the firm's open house Sunday (27).

Jack Dolan, Dolan Distributing Company, is all set to unveil the new Rock-Ola Comet phono at open house showings October 3, 4 and 5. Host coinmen wishing Jack well in his venture.

Al Silberman, Badger Sales Company, anxiously awaiting the arrival of the new Apco combination coffee-drink vendor... Jack Simon, Simon Sales, reports a heavy volume of business in games and arcade equipment with the fall season in full bloom now... Lyn Brown is literally

commuting between Pomona and Los Angeles, having supplied the Los Angeles County Fair with kiddie rides once again this year.

New York

Sid Mittleberg, Progressive Music, is home with a broken right leg. Sid was finishing the attic in his Freeport, L. I., home, when a catwalk gave way, and Sid fell thru the ceiling... Max Schwartz, Suburban Music, has offices from the Bronx to Mount Vernon.

Ed Ravreby, Boston, New England distributor for the Meteor Machine Corporation, visited Al Blendow at Meteor's New York headquarters last week.

Barnet Tannebaum, Edward Cue-Ball, sold his route to Jack Tashman... George Ponser, executive secretary of the Associated Amusement Machine Operators of New York, said that tickets to the organization's affair, to be held at the Latin Quarter December 20, are now available... Paul Quackenbush, Royal Amusements, Oneida, N. Y., was in town for the World Series.

2-SEAT FLYING SAUCER READY

NEW YORK, Oct. 3.—The Meteor Machine Corporation here this week began production of its two-seater Flying Saucer. The ride is the same as Meteor's standard Flying Saucer, except that it has two facing seats instead of one. Like the standard model, it will list for \$795.

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in The Billboard issues September 19 thru October 10.

New Equipment

In-line game, Dude Ranch, Bally Manufacturing Company, Chicago.

In-line game, Tahiti, United Manufacturing Company, Chicago.

Five ball game, C.O.D., Williams Manufacturing Company, Chicago.

Shuffle game, Pacemaker Bowler, J. H. Keeney & Company, Chicago.

Gun game, Western Gun, Exhibit Supply, Chicago.

Gun game, Night Fighter, Genco Manufacturing & Sales Company, Chicago.

Horse ride, Capitol Projectors, New York.

Movie Machine, Riteway Sales & Manufacturing Company, New York.

Handkerchief vender, E. Boettcher & Son Tool & Engineering pany Bridgeport, Mich.

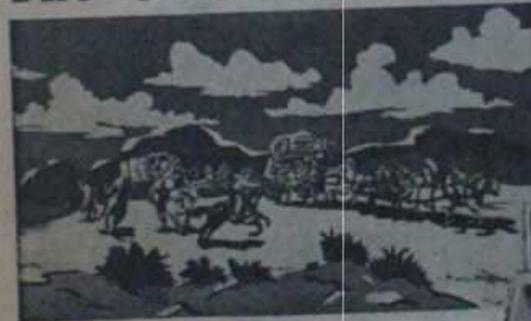
Tissue vender, E. Boettcher & Son Tool & Engineering Company, Bridgeport, Mich.

Distributors, New Office

W-B Distributing Company, St. Louis, covering Missouri and Southern Illinois for Genco Manufacturing & Sales Company, Chicago.

Lieberman Music Company, Minneapolis, covering Iowa and

The OLD WEST Lives Again



SHOOT THE OUTLAWS

WESTERN GUN

FEATURES OF WESTERN GUN
Swing type, ball and socket pistol
• easy-access servicing • beautiful modern streamlined cabinet • drop style • walk-up safety steps with rubber treads on cabinet • built in casters • chrome grab rail • adjustable motor times shooting cycle • unlimited shots • bright lighted targets.

SPECIFICATIONS: Height, 84 inches; length, 31 1/2 inches; width, 30 1/2 inches; floor area, 4 1/2 square feet. Shipping weight, 160 lbs.

Specially designed for the kids
Proven money maker.

Write us for actual collection reports—THEY ARE AMAZING.

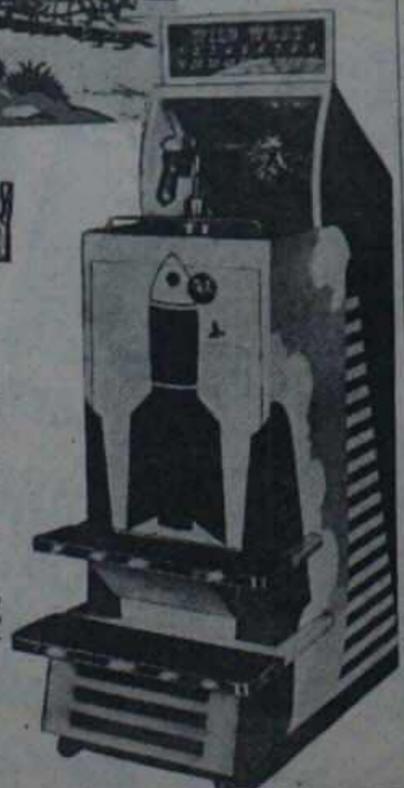


EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

"SABRE JET RIDE"

"KIDDIE TANK RIDE"

Be the first to have these sensational new coin operated rides. Write today for catalog of our complete line of coin machines.

KING AMUSEMENT CO.
Mr. Clemens, Mich.

EXPERIENCED COIN MACHINE SALESMEN

Leading manufacturer of Kiddie Rides has lucrative territories open for live wire, wide awake salesmen.

Our top men are now averaging well over

\$3000.00 MONTHLY!

Write fully outlining experience, giving references and enclose photo.

Our sales force knows of this ad.

BOX D-76

c/o The Billboard, Cincinnati 22, O.

KIDDIE RIDES METEOR—the profit line

- ★ Designed for profit ★ Built to satisfy
- ★ 1 Year UNCONDITIONAL GUARANTEE
- ★ UL Approved ★ FREE INSURANCE

METEOR MACHINE CORP.

—WATCH FOR TUNE-60— 75 W. 45 St., N.Y. 36, N.Y. MAIL THIS AD FOR DETAILS Circle 6-2241





NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."



"Next year I'll be this big — big enough to ride Bally Kiddy-Rides."



"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



4 REASONS WHY

Bally® KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

- 1. Flashiest Eye-Appeal
- 2. Thrillingest Action
- 3. Simplest Mechanism
- 4. Sturdiest Construction



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOT BEVERAGE VENDING:

Greater Variety, Higher Volume Certain for '54

CHICAGO, Oct. 3.—Hot beverages in greater variety but more importantly in greater volume will be vended during 1954. Coffee, however, will continue to hold its established lead in the high-temperature beverage field.

Tending to stamp these trade predictions as fact is this development: there are now 13 different manufacturers turning out coffee machines, a record number. Also seven of these firms are offering equipment as hot-cold combinations.

A year ago six companies had coffee venders in production. Two other firms had announced machines but did not subsequently place them on the market.

The advisability of vending hot beverages is no longer a factor; now the question is one of variety and location. But even the latter is less of a problem, for lower cost, lower capacity machines coming on the market open an even wider location field.

\$250—\$1,697

The price range for hot beverage equipment now includes

lower lows, higher highs. It runs from the \$250 for a semi-automatic, low-capacity coffee machine to \$1,697 for a six-selection hot-cold combination.

Straight coffee venders, offering from 500 to 600-cup capacities, continue to fall in the \$600 to \$800 bracket. They are fully automatic; customer selects coffee with or without cream, sugar by moving a selector and dropping coin for delivery.

The semi-automatic low-capacity units (100 to 400 cups) require the customer to do manually what the larger units do automatically (draw his own cup, sugar, cream from separate dispensers and place cup under spigot.)

The 13 firms now offering coffee machines are:

(Continued on page 82)

Vending Topic At '53 Popcorn Industry Meet

Soft Drink, Corn Venders Discussed By Rapp, Schreiber

CHICAGO, Oct. 3.—Vending will be included in the discussion sessions of the Popcorn Industries' 1953 convention and exhibit after an absence of several years.

This year's event will be held October 11 thru October 14 (Sunday-Wednesday) at the Conrad Hilton Hotel here.

During the Tuesday (13) meeting, starting at 2 p.m., Mel Rapp, APCO, Inc., and Arthur Segal, SelMix, Inc., will discuss "Coin-Operated Versus Manually Operated Drink Machines."

"What's New in Vending Equipment?" will be the topic of a talk by G. R. Schreiber, editor of Vend, and editor of the coin machine department of The Billboard, at the 2 p.m. session Wednesday (14).

Other topics of interest to popcorn operators include the following: Monday (12), "The 1953-'54 Popcorn Crop Outlook"; "The Future Oil Picture." Tuesday (13), "How to Increase Popcorn Sales." "Proper Merchandising of Candy and Popcorn" by L. M. Ettlinger, ABC Vending Corporation, Wednesday (14), "New Vending Items for Theaters." "Summary of Popcorn, Candy, Soft Drinks, Ice Cream and Drive-In Operations," by Bert Nathan, of the Theater Popcorn Vending Corporation.

Cup Machines Bow Dr. Pepper In Detroit

Move Offers First Sale of Brand in Any Form in City

DETROIT, Oct. 3.—Introduction of the first Dr. Pepper venders in this territory is being made by Collins Vending. The first machines were delivered September 17 and are scheduled at the rate of five every 15 days until the total order of 50 has been received. Owner - Manager F. Stanley Collins said.

The present move is the first introduction of the Dr. Pepper drink into this territory in any form. According to reports, it has only been sold in bottled form over the counter in the northern part of the State. Vending is thus selected as the method to introduce a drink, popular in some States, into a brand-new area.

The Dr. Pepper cup venders have green cabinets 5½ feet high with a capacity of 260 drinks. They are made by Ser-Vit, Inc., Dallas. Operation is at either a nickel or dime, with route planning based on industrial location operation at a nickel, with a six-ounce drink. Transient or public locations will operate at a dime, with the machine set to dispense approximately seven ounces for this price.

Canada Dry Readies Vender Drive for Ginger Ale Sales

Believes Public Now Conditioned To On-Premises Ale Consumption

By AARON STERNFIELD

NEW YORK, Oct. 3.—Canada Dry will soon launch a drive to popularize the sale of its ginger ale thru venders. The firm currently sells nine flavors of sirup to operators, but, to date, has made virtually no attempt to boost the vending sales of its most popular and most highly advertised product, ginger ale.

The move is not a hasty one. According to Al Glazebrook, in charge of Canada Dry's sirup sales, the public had to be conditioned in two ways before ginger ale vending could be a fact. First, it must be convinced that ginger ale, in addition to its use as a mix with stronger beverages, is also a drink in itself. Secondly, the use of ginger ale in seven-ounce bottles, and in cups from fountain dispensers, must be encouraged.

In short, the problem was to establish ginger ale as a drink which could be consumed on the premises, and which needed no stronger catalyst.

Competition Factor

During World War II, various emergency restrictions hindered Canada Dry's ginger ale development. In 1947, when sugar was decontrolled, Canada Dry discovered that its position was threatened by competition which had sprung up during the war.

The move which was to lead up to the sale of Canada Dry ginger

ale thru vending machines was made the following year. First step was the seven-ounce ginger ale bottle, which could be consumed on the premises or taken home.

This was followed by the introduction of the soda fountain dispenser.

(Continued on page 81)

Am. Chicle Reports Tab Gum Sales Up

Odd Pricing, Sales Taxes Compensate For Lessening of Pennied Cig Packs

NEW YORK, Oct. 3.—R. B. Kyle and G. T. McCandless, American Chicle sales executives, said that the firm is increasing substantially its production of tab gum for vending machines, and added that, as operators are becoming more diversified, the role of tab gum in a well-rounded operation is becoming more important.

Kyle said that while the tendency to vend cigarettes for a straight quarter, eliminating the pennied pack, may have hurt tab gum sales in some areas, other factors are more than compensating operators for any volume losses they may sustain from that source.

He pointed out that there are more pennies in circulation than ever before, adding that odd-penny pricing in retail outlets, and sales taxes in many States and municipalities are responsible for consumers carrying pennies on their persons.

Greater Grosses

Kyle said that many cigarette and candy operators are attaching tab gum venders to their other equipment, with the result that their servicemen are able to handle greater grosses with the same number of calls.

American Chicle tab gum sales in the New York subway system have been down during the last three months, compared with 1952 figures. The decrease has been caused by the increase in subway fares from 10 to 15 cents in July, causing a decrease in passenger traffic.

Company officials feel that the decrease in gum vending revenue is greater than the decrease in passenger traffic, because, with a ride token system, passengers are less apt to carry change, and, with a 15-cent fare, they have less change to carry.

Regional Preferences

Regional preferences in gum

Fla. Citrus: 'Mach. Financing Too Slow'; Townsend Resigns

Board Reports Only \$90,000 Of \$1 Mil Fund Used to Date

By C. E. WRIGHT

LAKELAND, Fla., Oct. 3.—R. M. Townsend, who has headed the dispenser division of Florida Citrus Mutual for the past 20 months, has resigned following criticism by some of Mutual's board members that the financing of citrus juice dispensers has been proceeding at too slow a pace.

Florida Citrus Mutual, an organization of more than 7,000 citrus growers, arranged late last year for a continuing loan up to \$9,000,000 with the Florida Group of National Banks and has been working with the first \$1,000,000 of this loan.

In a parting statement Town-

send said he had been thinking of resigning for some time because the board of directors "showed such impatience at financing of the dispensers." He pointed out that considerable legal work was involved in each State. In addition, agreements between dispenser manufacturers

(Continued on page 82)

Fla. Cookie Route Offered To Locations

MIAMI, Oct. 3.—Supreme Distributors, headed by Willie Blatt, is moving to liquidate its 300 machine cookie vending operation. Units are being sold to business and industrial locations, where they are now installed, under a time payment plan.

According to Blatt, the \$75 per unit cost for the 144-package Staller equipment may be paid off in a year. Following a \$25 down payment, the location pays \$1 a week for 50 weeks. During this period, cookies will be supplied at cost by Supreme Distributors, which will also maintain the venders without charge.

Sked Nov. 5 Vending Day In Long Beach

Ad Club Sponsors Event; Seedman Featured Speaker

LONG BEACH, Calif., Oct. 3.—At the request of the Advertising Club of Long Beach and under its sponsorship, representatives of the vending industry are co-operating in presenting an Automatic Merchandising Day November 5 at the Lafayette Hotel here.

Back of the move, presumably, is the successful presentation of an Automatic Merchandising Day August 11, sponsored by the Advertising Club of Los Angeles, which attracted a 1,200 attendance.

Featured speaker at the November 5 meeting will be George Seedman, Rowe Service Company and a past president of National Automatic Merchandising Association.

Co-operating in promoting the event are the following Long Beach operators and NAMA:

(Continued on page 81)

Warrant Out For Promoter In Philadelphia

PHILADELPHIA, Oct. 3.—Federal District Judge Allan K. Grim ordered a bench warrant issued this week for Charles J. Scullin, vending promoter, who failed to appear for trial on a charge of using the mails to defraud.

Judge Grim forfeited Scullin's \$1,000 bail.

George H. Sadler, chief postal inspector, said Scullin operated as the Ajax Vending Machine Company. He advertised in newspapers that he held the "sole distributorship for beverage and

(Continued on page 82)

Liggett & Myers Bows New Filter-Tip Brand

NEW YORK, Oct. 3.—The Liggett & Myers Tobacco Company Tuesday (6) begins distribution in the New York metropolitan area of L & M Filters, its new filter-tip brand. The new brand will be premium priced (\$12 per thousand, with the usual discounts) and is expected to retail for about the same as Kents and Parliaments.

The filter itself is purified alpha cellulose, a non-mineral material. The manufacturer claims it removes more than a third of the irritants.

What effect the new brand will have on cigarette vending operators is a matter of speculation. Currently, premium-priced brands such as Kents and Parliaments, the still accounting for a small

share of the total market, are increasing their sales at a higher percentage rate than are most standard-priced brands.

Plus Business

If Liggett & Myers makes a serious bid for its share of the premium-priced market, chances are that operators in some areas will stock L & M Filters in an effort to capture plus business.

At any rate, Liggett & Myers' entry into the premium-priced field indicates that the higher-taxed brands' share of market, already moving ahead at a steady clip, is due to climb some more.

The addition of L & M Filters gives Liggett & Myers a complete cigarette line—regular and king-sized Chesterfields, cork-tipped and plain Fairmas, and filter tips.

Weymouth Sells L. A. Cig Route

LOS ANGELES, Oct. 3.—Thru a merger effected here, Coast Cigarette Service took over the city cigarette operation of the Weymouth Service Company. Deal calls only for machines in Los Angeles proper, with Al Weymouth continuing to operate his out-of-town routes.

Weymouth also will continue the operation of his candy business, which he plans to expand as well as handle additional lines. Along with this will be the continuation of routes in Pomona and other areas.

Weymouth will maintain his operating headquarters in this city. Future plans include the opening of a reconditioning plant and a sales organization handling of used machines.

5 PM Executives Get New Berths

NEW YORK, Oct. 3.—Five executives of Philip Morris & Company, Ltd., Inc., were assigned to new posts this week. S. Lyle Graham, personnel manager of the firm's Louisville factory, has been transferred to national headquarters here as general assistant to the director of personnel.

Named personnel manager here was Robert A. Hartwick, formerly New York offices services manager, while Robert W. Norris, formerly personnel manager for the Richmond, Va., factories, has been promoted to personnel and community relations field representative at Louisville.

Other changes saw L. Carlton Crump promoted to personnel manager at Richmond, and Jack M. Hamilton boosted to personnel manager at Louisville.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines. All Models in Stock. Want more information? Write today to

J. SCHOENBACH

Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

VICTOR'S TOPPER VICTOR'S HALF CABINET STYLE



\$12.50 1 to 23 \$14.25
\$12.50 24 to 47 \$14.00
\$12.50 48 to 99 \$13.75
\$12.00 100 or more \$12.20

PARKWAY MACHINE CORPORATION 718 Ensor St. Baltimore 2, Md

OPERATORS!

Send for illustrated list and prices of

PEERLESS PERSONAL WEIGHING MACHINES

Reconditioned Like New! Peerless Weighing & Vending Mach. Corp. 43-03 11th St., Long Island City 1, N.Y. Phone: ST11well 4-1420

Coan Coffee Unit Bows in Indianapolis

400 Cup, \$499 Model to Be Built Under Contract By Silver-King

INDIANAPOLIS, Oct. 3.—J. W. Coan, president of Coan Manufacturing Company, announced a new 436-cup U-Select-It Junior coffee vander during the Indiana Tobacco Distributors' Association convention at the Claypool Hotel here this week (1-3).

The machine, originally introduced by Silver-King Corporation as the Coffee Pot during the recent National Automatic Merchandising Association convention in Chicago, was acquired by Coan after two years of negotiations. It will continue to be manufactured by Silver-King for exclusive marketing by Coan. Latter's 600-cup coffee machine, announced over a year ago, will also be placed in production at the Silver-King plant in Aurora, Ill., in the near future, it was reported.

The U-Select-It Junior is priced at \$499 f.o.b. It measures 18 by 19 by 50 inches, weighs 150 pounds, and uses either powdered or liquid coffee concentrate. It will dispense one or two tea spoons (equivalent) of granulated sugar and powdered cream per serving.

Standard equipment includes a manual cup dispenser built into the left side of the cabinet. An automatic cup drop unit will be included in later models as optional equipment, bringing machine cost to \$470.

The re-introduction of coffee equipment now enables his firm to offer venders in all major fields of vending. Coan stated. This includes Coan Manufacturing's own U-Select-It candy, food and cigarette units and the Naveno cup drink machine for which Coan has the national distributorship.

FOLD TENTS

Two Denver Promoters Do Arab Act

DENVER, Oct. 3.—Two promotional bulk vender firms, defendants in a suit brought last June by two customers, could not be found on the local scene this week. Like the Arabs, they "silently folded their tents and stole away."

The firms' own attorney announced his withdrawal from the case when he could not locate his clients.

The companies are National Industries, Inc., and National Distributing Company. C. J. Bucholz was named as agent for both firms. Plaintiffs are Norman Sible and Frank Edward Quintana.

The plaintiffs said they paid Bucholz \$680 and \$630 respectively for bulk machines. They were promised a net of \$300 a month each if they placed the equipment in locations furnished by the firms.

When the promises did not materialize, the plaintiffs started court action for a return of their money and "similar sums in exemplary damages."

The attorney for the plaintiffs obtained a court order tying up \$1,500 of the companies' funds. If they cannot be found, he said, he would seek a default judgment and confiscation of the attached funds.

An interesting sidenote was connected with the withdrawal of the defendants' attorney from the case. Latter, H. Allyn Hicks Jr., declared his intention of withdrawing in a letter, a copy of which was filed in the Littleton District Court addressed to one C. V. Roades, Beverly Hills, Calif. The letter, however, did not mention Roades' connection with either National Distributing or National Industries.

CIG OP UNFAIR TO BURGLARS

MONTGOMERY, Ala., Oct. 3.—Daily servicing of a drive-in movie location here this week saved a local cigarette operator a lot of money. Burglars broke into the vender, pulled out the coin box, which they hoped contained a healthy amount of silver, and found only this note: "Note to burglars—Emptied every night. Tell your friends, too.—The management."

Sidmor

VENDING CO. VICTOR'S TOPPER



The world's finest bulk and charm vendor. At these low prices. 100 or more \$12.00 each

Less than 100 \$12.50 each

Equipped with large globe. We stock the complete line of Victor venders and parts.

SIDMOR VENDING CO. 2137 5th Ave. Pittsburgh 19, Pa. Atlantic 1-2540

Parliaments Go King-Size In Test Spots

NEW YORK, Oct. 3.—Benson & Hedges here this week launched a king-sized Parliament experiment, with sales and advertising of the jumbo flat-box brand getting under way in Rochester, N. Y.; Hartford, Conn., and Milwaukee. The new pack will be distributed on an experimental basis thru the remainder of the year.

Benson & Hedges officials said the move was made in view of the rising share-of-market being enjoyed by king-size brands.

Currently, the introduction of king-sized Parliaments will mean little to venders. The sales of any brand thru venders, to any degree, usually doesn't materialize until it has achieved some degree of volume thru other retail channels.

Then, too, a mechanical problem exists. While Eastern Electric, Apco and Rowe make units which can handle Parliaments, and Yolen and Lehigh single-column units are designed for the brand, it seems unlikely that any of these venders could handle king-sized Parliaments without column adjustments.

NCWA Group to Hold D. C. Meet

WASHINGTON, Oct. 3.—The National Candy Wholesalers Association's new executive committee holds its first meeting here Friday and Saturday (16-17) under the chairmanship of President Clarence E. Morgan, Asheville, N. C.

Attending will be Vice-President Ernest Prince, McKeesport Candy Company, McKeesport, Pa.; Board Chairman Peter Cramer Jr., Peter Kramer & Son, Inc., Somerville, Mass.; E. J. McCoy, E. J. McCoy & Son, Canton, O., and H. W. Looock, Allen, Son & Company, Baltimore. The meeting will be held in place of the annual fall get-together of the NCWA board of directors, which has been postponed until February, 1954.

Reviewed will be the association's program of activities, including opposition to weakening of the Robinson-Patman Act and the placing of the wholesaler-salesman under the wage-hour law.

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

THIS IS NEW!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

A REAL MONEY MAKER



AMERICA'S MOST EFFICIENT AND ATTRACTIVE HOT POPCORN DISPENSER

FRENCH BOY

There are many locations such as schools and school stores, drug stores, taverns, clubs, movies, etc., in every town waiting to see an operator of FRENCH BOY HOT POPCORN DISPENSERS. Only French Boy Dispensers carry Underwriter's Seal of Approval, guarantee of protection for your locations.

THIS IS YOUR OPPORTUNITY TO START YOUR OWN OPERATION—LOW COST, BIG, STEADY EARNINGS. WRITE FOR DETAILS TODAY.

ABC POPCORN CO.

3441 W. North Ave., Chicago 47, Illinois (Dept. Popcorn)

20 BRAND NEW 5c Hot Nul Machines

Slug proof, white enamel finish, 6-lb. capacity \$12.50 Each Terms: 1/3 deposit, balance sight draft Seacoast Distributors 1200 North Ave. Elizabeth, N. J.

WANTED CIGARETTE MACHINE ROUTE

Write AIRPORT CANTEN 5700 South Cicero Ave., Chicago, Illinois

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now! Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 927

Name Address City Zone State Occupation



IT'S BACK!!!

VICTOR'S TOPPER

The world's finest bulk and charm vendar

\$50.00 per case of 4, less than 25 cases.

\$48.00 per case of 4, 25 cases or more.

We stock the complete line of Victor venders.

Write for complete charm and merchandise lists and all bulk vending supplies.

GRAFF VENDING SUPPLY CO.

2641 W. Davis Dallas, Texas Telephone Ya-8323



PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

New Type Sandwich Marketed in Iowa May Be Vender Item

CEDAR RAPIDS, Ia., Oct. 3.—Diets Newland has invented and is merchandising a new sandwich called the Tater Dog. It consists of a weiner with a potato-mix blanket. He hopes to have it available thru vending machines.

The sandwich comes on a stick-like an ice-cream confection. Fried in deep fat, the Tater Dog is offered as a competitor to the popular hamburger or hot dog. Diets has formed a new corporation and his product is now available either fresh or frozen in delicatessen stores and supermarkets.

Roy Gilmore, formerly of Cedar Rapids, has obtained a franchise to handle the product in Ohio. He is preparing to put out 2,000 dozen a week. Red Bean, Cedar Rapids, who helped Diets devise and manufacture the Tater Dog, will take over the franchise for Texas.

The Simplot Corporation, a food processing company, makes the mix. The formula is a company secret.

Can. Dry Sets Vender Drive

Continued from page 78

penser, designed not only to sell for immediate consumption, but to popularize the brand name and aid sales in other type outlets. That year Canada Dry placed 50,000 dispensers in the trade.

However, merely making the premises consumption bottle or cup available wasn't going to change the buying habits of the public. Consumer newspaper and magazine advertising, along with a liberal amount of radio and television time, helped small bottle and cup sales.

Then followed contests and drives, among them "Super Circus," "Mary Hartline," "Win-a-Pup," "Open House Treats," "Let's Have a Picnic" and "Terry Comic Books."

Utilized were point-of-sale premiums, including straws, cone cups, ice cream dippers, napkins and malted-milk spoons, all imprinted with the Canada Dry crest.

Time Has Come

Meanwhile, Canada Dry executives were biding their collective time, waiting until they felt that on-the-premises consumption of ginger ale would reach the point where vender placement could be done on a profitable basis from the operator viewpoint. Now, they believe, that time has arrived.

Much of Canada Dry's faith in the future of ginger ale as a vending item is based on field tests conducted from January thru April by four large New Jersey operators. Here's what the tests said:

The first operator placed ginger ale in 10 venders, averaging 39 gallons per machine during the period. This was second to root beer in sales per machine (42 gallons), while other gallon-per-machine sales were Coca-Cola and Pepsi-Cola combined, 36; orange, 31, and cherry, 18.

The second operator had sales of 800 gallons of other flavors in January and 400 gallons of ginger

ale; 548 gallons of other flavors in February and 160 gallons of ginger ale; 520 gallons of other flavors in March and 240 gallons of ginger ale, and 460 gallons of other flavors in April and 100 gallons of ginger ale.

Third Operator

Here are the figures for the third operator: January, 1,020 gallons of other flavors, 140 gallons of ginger ale; February, 560 gallons of other flavors, 190 gallons of ginger ale; March 600 gallons of other flavors, 240 gallons of ginger ale.

The fourth operator reported sales of 71 gallons of ginger ale, 60 gallons of Coca-Cola and Pepsi-Cola (combined), 41 gallons of orange and 14 gallons of grape.

Select Areas

Glazebrook pointed out, however, that Canada Dry will seek vending sales only in areas where ginger ale is thoroughly accepted as a drink in addition to a mix. This means that New England will probably be one of the first vending markets, with the Northeastern quadrant of the country slated for early consideration. Areas like the South, where ginger ale sales lag, will probably not have ginger ale vending until the sale of the product thru other mediums is strong enough to warrant it.

Advise Substitution

Canada Dry representatives will advise operators to substitute ginger ale for the slowest-moving Canada Dry flavors they have in their cup venders.

They maintain that the initial sales may not be impressive, the general consumer acceptance of the firm's ginger ale, coupled with the vast amount of consumer advertising, will eventually establish ginger ale as a leading and steady seller. They add that offering the public "the beverage they drink at home" in vending machines has a good chance of boosting over-all cup vending volume.

Correct sirup adjustment, they add, is 27 c.c.'s a cup, tied in with the high carbonation side of those venders where such adjustment is possible.

Vending Day

Continued from page 78

members: Clarence Ball, Long Beach Cigarette Service Company; Ivan Wheaton, W & W Vendors, Inc.; Earl Palley, Palley Cigarette Service Company, and Harold Steuber, Steuber Service Company.

Also co-operating are W. H. Hazzard, Los Angeles regional manager of Automatic Canteen Company of America, and John Lumpp, Davidson Bros., Los Angeles.

Among the suppliers also contributing their support are P. Lorillard Company, Philip Morris, R. J. Reynolds, Liggett & Myers, Pepsi-Cola Company, Coca-Cola Company, Dad's Root Beer, Canada Dry, Hershey Chocolate Company, Planter's Nut & Chocolate Company, and Circus Foods, Inc.

Hungerford, P-M V-P Talk At Area Meets

CHICAGO, Oct. 3.—Public relations will theme the business sessions during the two National Automatic Merchandising Association area meetings this month.

Tom Hungerford, merchandising director of National Vendors, will speak on the subject at the American Legion Club in Omaha. The meeting will start at 6 p.m., draw attendance from Nebraska, South Dakota and Iowa.

At the second meeting Sunday (18) at the Cosmopolitan Hotel, Denver, George Weissman, vice-president in charge of public relations for Philip Morris, will treat the cigarette vending aspects of public relations. The meeting starting at 2:30 p.m., will cover Colorado, Wyoming and New Mexico.

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

- ROWE Diplomat Electric, 8 Cols., 340 Cap. \$175.00
- Crusader, 10 Cols., 475 Cap. 155.00
- President, 10 Cols., 475 Cap. 135.00
- UNEEDA Model E, 6 Cols., 168 Cap. 575.00
- Model A, 6 Cols., 180 Cap. 87.50
- Model E, 8 Cols., 240 Cap. 85.00
- DUGRENIER Model S, 7 Cols., All King Size, 210 Cap. 585.00

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES WRITE!

DuGrenier Candyman, 72 Bar Cap. \$49.50
We carry a complete line of all makes of Candy Machines—Write!

Our Paints Are VENDORIZED Prevents Peeling, Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices 1-3 Dep., Bal. C.O.D.

SPECIAL!
DuGrenier Champion, 9-11 Cols., 6 Cols. King Size, 380 Cap. \$97.50

SPECIAL!
Rowe Candy Machine, 120 Bar Cap., 8 Cols. \$85.00

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • Hegeman 3-6295

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 2c Comb.	532.95
N.W. #29 1c Perc.	2.95
N.W. #33 1c Perc. B.G.	2.95
Master 1c Bulk Perc.	2.45
Master 2c Bulk Perc.	2.95
Master 1c & 2c Bulk Perc.	2.95
Columbus 1c Bulk	2.45
Silver King 1c B.G. or Mide.	2.45
Silver King 2c	15.90
Exhibit Post Card (Metal)	2.45
Advance #D 1c B.G.	1.95
Advance #11 Mide.	1.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.00
Pistachio Nuts, Vender's Mix	4.00
Cashew Whole	4.00
Cashew Butts	3.00
Peanuts, Jumbo	3.00
Spanish	2.00
Mixed Nuts	4.00
Almonds 48 ct. 3 lbs. vac. pk.	3.00
Baby Chicks	2.00
Rainbow Peanuts	2.00
Boston Baked Beans	2.00
Hotby Mix	2.00
Jelly Beans	2.00
Licorice Licorices	2.00
M & M	2.00
Assorted Fruit Charms, 100 ct.	2.00
Wain King Gum, all sizes, 50¢ 1lb. minimum. Prepaid, per lb.	1.25
Adams Gum, all flavors, 100 ct.	1.25
Wrigley's Gum, all flavors, 100 ct.	1.25
Suicide Chocolate, 200 ct.	1.25
Hershey's Chocolate, 200 ct.	1.25
Minimum Order, 25 Boxes Assorted.	

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
(LDogore 4-6457)

MERCHANDISE VENDERS

Drink-O-Mat, 1000 Cup	ea. \$350.00
Drink-O-Mat, 3 drinks	ea. 475.00
Super Vender 3 drinks	ea. 335.00
Coles, 600-cup, 3 drinks	ea. 750.00
National King Coffee, new	ea. 350.00
Hupp, cold drink	ea. 250.00
Craig, 10c ice cream	ea. 250.00
National 930, Cigarette	ea. 95.00
National 950 Cigarette	ea. 125.00
National Electric	ea. 95.00
Lohigh P.X. 8 col.	ea. 125.00
Lohigh P.X. 10 col.	ea. 135.00
National 9 col. Candy	ea. 95.00
Revo 2 col. Ice Cream	ea. 395.00
Revo 1 col. Ice Cream	ea. 150.00
35 penny Atlas Hat Venders	ea. 4.50

"Coke Drink Distributors."
Cleveland Coin MACHINE EXCHANGE, INC.
2021-2023 Prospect Ave., Cleveland 15, O.
AD Phone: Tower 1-4715

ROCKET RINGS

Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure. Best 10¢ Value.
NICKELPLATED \$15.50 Per M
GOLDPLATED \$16.50 Per M
with good substantial plating that does not peel.
All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

TOPPER DELUXE HALF-CABINET STYLE

Also Available
• VICTOR'S Topper Deluxe Globe Style
• VICTOR'S Baby Grand Deluxe
Immediate Delivery on all Victor Models. Time Payment Plan Available.
\$14.25 ea.
13.25 ea.
100 or more. All machines packed and sold 4 to the case.
ROY TORR—LANSDOWNE, PA.

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!
This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2763 East Armstrong, Morris, Illinois.

Northwestern

BABY GRAND DELUXE and ROCKET CHARMS
(Trade Mark)
That fabulous money maker vending Rocket Charms with the special wheel at 3¢ per play... featuring all the earnings power that can be built into a bulk vender. Equipped with two locks... one for efficient loading and one for money compartment. Capacity approximately 300 ROCKET CHARMS (Trade Mark).
Less than 25 cases, \$27.00 per case of 4.
25 or more cases, \$54.00 per case of 4.
BABY GRAND DE LUXE also available for vending CHICLE TREETS and CHLORO TREETS.
All machines packed and sold 4 to the case. F.O.B. factory.
See Your Nearest VICTOR Distributor.
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.
Mrs. of the Famous TOPPER Line

PROMOTIONAL DISTRIBUTOR
A well-rated, long-established manufacturer and distributor is looking for an executive type man capable of handling a sales organization. A man who has some finances to start his own distributing business. We have long handled our own sales on a national basis, but are desirous of now putting our lines in the hands of a few key distributors with sales organizations. This opportunity if handled right should net a distributor a minimum of \$50,000 yearly. This opportunity requires only \$3000 to \$5000 operating capital for advertising, office space, sales material, etc. For an early interview with company executive please send all pertinent facts relative to your qualifications and past experience for this opportunity to
BOX 663, THE BILLBOARD
182 W. RANDOLPH ST. CHICAGO 1, ILLINOIS

We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢
Complete Sample Kit

False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums

IMMEDIATE DELIVERY

NATIONAL SALES AGENTS FOR ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

FAVORITE MONEY-MAKER

VICTOR'S Standard 1c Topper
100 or more
\$12.00 each
Less than 100
\$12.50 each

VICTOR'S 1c DELUXE TOPPER
\$57.00 Case of 4

We stock the complete line of Victor vendors.

For 5¢ mechanism add 25¢ per machine (either model). All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

ROCKET VENDORS!

SPIN IT! IT FLIPS!

Now! Make your machine a Blaze of Color! "TOPSY-TURVY," the Perfect Rocket Charm. See it do a flip while spinning! Mystifying! Beautiful Rainbow Effects! Kids go wild for 'em.

Only \$20 Per M

We supply advertising stickers for your machines. Discounts on large quantities and to Distributors. Silver and gold-plated and plastic rings. Send for FREE SAMPLES today!

CRUSADER CORP.
309 Fifth Ave. New York 16, N. Y.

SALES MAKER!

oak's

NEW Rainbow

10-selector VENDOR

Precision-built! Aluminum! Colorful columns, in red, gold and blue.

Empire Coin Machine Exchange
1012 Milwaukee Ave. • Chicago 22, 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 at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 3	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12
Advance Model D Ball Gum...	\$7.45	\$6.50 7.45	\$7.45	\$7.45
Advance No. 11 Mdr...	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5 & 10c (3 col.)		39.50		
Asco Hot Nut, 5c		17.50		
Atlas Nut 1c		6.50	6.50	6.50
Coca-Cola Bottle Vender 10c				195.00
Coca-Cola Cup Dispenser	95.00	95.00		
Coles 3 Drinks		750.00		
Columbus 1c	7.45	7.45	7.45	7.45
Craig Ice Cream Vender 5c & 10c		250.00	250.00	250.00
C-8 Electric			135.00	135.00
Drink-O-Mat 1,000 Cup		350.00		
Drink-O-Mat 3 Drinks		475.00		
DuGrenier Candy, 5c		39.50		
DuGrenier Candyman		49.50		
DuGrenier Champion (6 col.)	97.50	97.50		97.50
DuGrenier Champion (11 col.)	97.50	97.50	97.50	97.50
DuGrenier V (7 col.)		90.00	90.00	90.00
DuGrenier S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)	97.50	97.50	97.50	97.50
DuGrenier Model W (9 col.)	115.00(2)	115.00	115.00	115.00
DuGrenier W-King Size (8 col.)		99.50		
Eastern Electric (8 col.)	139.00			
Exhibit Card Vender 1c	15.00	15.00	15.00	15.00
Hershey 5c		39.50		
Hupp Cold Drinks		250.00		
Keeney Electric (9 col.)			185.00	185.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kunkel Pop Corn, 10c		49.50		
Lehi PX (8 col.)	125.00	149.50	135.00	135.00
Lehi PX (10 col.)		135.00	145.00	145.00
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	7.45	6.50 7.45	6.50 7.45
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
National 9 A	115.00	115.00	115.00	115.00
National Candy (6 col.)			65.00	65.00
National Candy (9 col.)			95.00	95.00
National Electric			95.00	95.00
National Hot Nut, 5 & 10c (2 col.)		59.50		
National 930	130.00(2)	95.00 130.00	95.00 130.00	95.00 130.00
National 950	145.00(2)	125.00 145.00	125.00(2) 145.00	125.00(2) 145.00
Northwestern 33 Ball Gum	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn 5c		49.50(2)	49.50	49.50
Revco Ice Cream Vender 10c		150.00	150.00	150.00
Revco Ice Cream Vender 2 col., 10c		395.00	495.00	495.00
Rowe (8 col.)			125.00	125.00
Rowe (10 col.)			145.00	145.00
Rowe Candy (8 col.)	85.00	85.00		
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	175.00	175.00	175.00	175.00
Rowe Imperial (8 col.)	155.00	155.00	155.00	155.00
Rowe President (8 col.)	135.00	135.00	135.00	135.00
Rowe President (10 col.)	155.00(2)	135.00 155.00	135.00 155.00	135.00 155.00
Rowe Royal (10 col.)	145.00			
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mdr	7.45	7.45 8.50	7.45	7.45
Silver King 5c	7.45	7.45	7.45	7.45
Silver King Hunter Ball Gum		24.50		
Siros Brush Up	50.00	50.00	50.00	50.00
Snacks, 1c (3 col.)		19.50		
Spacarb 4 D 51		595.00		
Spacarb 4 D 52		695.00		
Stoner Candy (6 col.)		25.00		
Super Vend Selective Drink Vender 3 Drinks		335.00	350.00	350.00
Target Ball Gum, 1c		29.00		
Uneda Candy (5 col.)		89.50		
Uneda Electric (9 col.)	125.00			
Uneda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneda Model E (6 col.)	75.00			
Uneda Model E (8 col.)	85.00	85.00	85.00	85.00
Uneda Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Topper Deluxe Cabinet 1c		11.50		
Vender-Bar, 8 col., 10c	119.50	119.50	119.50	119.50

Correction

An incorrect address for the Atlas Manufacturing & Sales Corporation was given in the list of vending machine manufacturers appearing in the September 26 issue of The Billboard.

The correct address of Atlas Manufacturing & Sales is 12220 Triskett Road, Cleveland 11.

WORLD'S BEST BULK & CHARM VENDOR

VICTOR'S TOPPER DELUXE GLOBE STYLE
\$14.20 Each
\$13.20 Each
100 or more

We carry the complete line of Victor Vendors.

Contact us today for a complete list of charm, gum and bulk vending supplies.

BIRMINGHAM VENDING CO.
348 Second Ave., No., Birmingham 4, Ala.

CHLOROPHYLL Demand Drops From 1952's Green Boom

NEW YORK, Oct. 3.—Chlorophyll, which boomed into prominence as a flavoring in 1952, so far this year has shown a drastic drop in demand.

A large wholesaler supplying flavoring to the confectionery trade reported this week that requests for chlorophyll had dropped 75 per cent over last year. Chewing gum, candy mints, other confectionery carrying the green additive, have slumped in sales, according to suppliers.

Harbinger of the decline is the price of chlorophyll itself; down from \$110 a pound a year ago to the present \$45 per pound.

Summing up the trend is this statement from T. L. Daniels, president of one of the country's leading flour millers and vegetable-oil producers, Archer-Daniels-Midland Company, Minneapolis: "The demand for chlorophyll has failed to meet even the most conservative estimates made a year ago."

Two additional factors enter into the dwindling chlorophyll sales picture: Withdrawal from the market of many firms which had offered chlorophyll-ized products, and the tendency of present chlorophyll using firms to employ smaller than anticipated amounts of the chemical in their products.

New Brock 5c Package

CHATTANOOGA, Oct. 3.—Brock Candy Company announced a new nickel package, Foursome, this week. The chocolate covered peanut butter chips, four to a package, are cellophane wrapped, come in 100 and 24 counts.

A RING that runs ring-around-the-rosie around other rings . . .

EPHY SPARKLE RING

This SPARKLE RING looks like a ONE DOLLAR RING (\$1.00). It's that perfectly made and good looking.

You can't see a seam or parting line. It's "GOLDENIZED-PLATED," a brilliant never-tarnish process.

The SPARKLE-JEWEL STONES, in assorted colors, fit, remain set in and look like precious stones.

\$15.00 per 1,000 f.o.b. Jamaica, N. Y.

Or: At Your Distributor.

GIMMICK, GIMMICK, who has the GIMMICK that empties machines the fastest? We are YOUR GIMMICK MANUFACTURER. We have the most and the best GIMMICKS. AND this is the Best-of-the-Best.

SAMUEL EPPY & CO., INC.
91-15 144 Place Jamaica 2, New York

NEW ADDRESS

LOGAN DISTRIBUTING CO.

Now Located at
916 Milwaukee Avenue
Chicago 22, Illinois

Authorized Distributors for Victor Products and Vending Supplies, all models, and parts in stock for immediate delivery

Topper Deluxe Globe Type . . . \$57.00 per case of 4
Topper Deluxe Cabinet Type . . . 57.00 per case of 4
Topper Deluxe Twin Window . . . 59.00 per case of 4
Baby Grand Deluxe 5c Rocket . . . 57.00 per case of 4
Baby Grand Deluxe 1c . . . 57.00 per case of 4
Topper Standard . . . 50.00 per case of 4

25% Deposit With Order, Balance C.O.D.

Get on our mailing list.

LOGAN DISTRIBUTING COMPANY
916 MILWAUKEE AVE. CHICAGO 22, ILLINOIS

WHEN YOU BUY FROM RAKE YOU'RE GUARANTEED THE FINEST!

No machine leaves our shipping dept. before it is checked. That holds for new as well as used equipment. Used machines are thoroughly reconditioned and refinished—inside and out! It's service like this that has made RAKE the institution it is today. SEND US YOUR NEXT ORDER FOR NEW OR USED EQUIPMENT, CHARMS, SUPPLIES & PARTS; OR STOP IN TO SEE US. WE GUARANTEE YOU SATISFACTION BECAUSE A SATISFIED CUSTOMER IS OUR BEST ASSET.

SEND FOR CATALOG "B-V" TODAY!

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILADELPHIA 23, PA.
Phone: Lombard 3-2676

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50.
(Foreign rate, one year, \$6)

928

Name

Address

City..... Zone..... State.....

Occupation

"can't pass up an ACORN"



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.



oak MANUFACTURING COMPANY 11421 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA PENNY KING CO. 4538 MISSION STREET • PITTSBURGH 3, PA.

BITTERMAN SELLS VICTOR'S TOPPER



The world's finest bulk and charm vendor At these low prices 100 or more \$12.00 each Less than 100 \$12.50 each

Write for complete charm and merchandise lists and all bulk vending supplies. BERNARD K. BITTERMAN 4709 East 27th St., Kansas City 27, Mo.

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details



Smokeshop corp. (AUTOMATIC PRODUCTS CO.) 220 West 57th Street, New York 19, N. Y.

Coinmen You Know

Milwaukee

Music business has taken a definite upward trend within the past few weeks, according to most coinmen. Most commonly ascribed reason is that all the boxes are now featuring a selection of highly popular tunes that are getting peak play.

C. E. Lloyd, regional sales manager of Philip Morris cigarettes, journeyed down from the Twin Cities to spend some time making the rounds this week with his local representative, Bob Nehr.

Harry Jacobs Jr. reports plenty of trade interest in the new Wurlitzer music box. Bulk of the United, Inc., sales tasks are now being handled by Harry Jr., necessitating his spending most of his time out on the road calling on operators all over the State.

Juke box operators have been getting a steady path to Capitol Records' headquarters for additional copies of "St. George and the Dragonet", according to Bob Thompson. Also way up high on the operator's record shopping list, says Thompson, are Kay Starr's "Swamp Fire," and Joe (Fingers) Carr's waxing of "Collegiate."

Mike Rischmann, still is not feeling too robust due to his persistent ailments, will soon leave for several months of sunning in Arizona.

Relative newcomer to the coin machine business, Clarence Smith, who operates the Milwaukee Amusement Company, informs that receipts look much rosier now than they have for months.

In between his chores of aiding to promote the Philharmonic concert, Johnny O'Brien, Mercury Records distributor, sent along word that the operators are re-ordering Vic Damone's "Ebb-tide," and Jerry Murad's "Story of Three Loves."

Washington

Sid Lotenberg, owner of Westway Vending, is pleased with the steady flow of business. Recent installation at the University of Maryland have added greatly to collections, Sid says.

Norman Hayter, of Dr. Pepper Bottling Company, recently added two salesmen to the staff, and plans to add several more.

Charles Bowles reports business steady at his East Coast Music Company. Bowles is also president of the Washington Music Guild, which is still working for general acceptance of dime play.

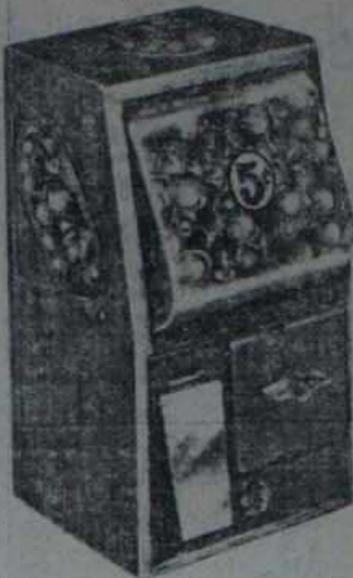
The G. B. Macke Corporation will install a number of machines under a new contract, reports Meyer Gelfand. . . . John Cokinos, head of D. C. Novelty, is excited about the new Seeburg line. He plans to attend the Baltimore show and to purchase some of the machines.

Harry and Gordon Leach, operators of the concession at the Washington Zoo, are prepared for the usual cool weather slump. Both agree that the past summer was one of the best they have ever had.

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

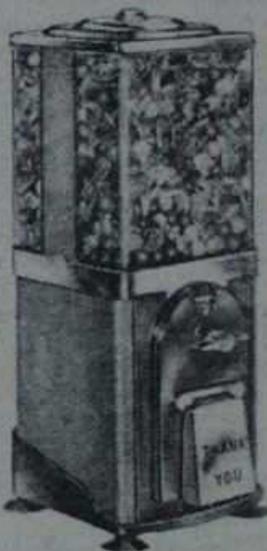
They're ALL VICTORS

The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 3 Super Item Rocket Charm Mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE

Twin Window Style \$59.00 per case of 4, in lots of less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE GLOBE STYLE

(GLASS GLOBE) \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE HALF-CABINET STYLE

\$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more. Write for complete charm and merchandise price list. We carry 48 novelty items, 8 to 10 series plastic charms.

GRAFF VENDING SUPPLY CO. 2841 W. Davis Dallas, Texas

Hot Beverage

Continued from page 78

American National Dispensing Company, Lansdale, Pa.; Coan Manufacturing Company, Madison, Wis.; Chef-Way, Inc., Kansas City; Cole Products Corporation, Chicago; Del Manufacturing Company, Los Angeles; Indevco, Inc., New York; King Manufacturing Company, San Diego; Bert Mills Corporation, Lombard, Ill.; Mills Industries, Inc., Chicago; Rudd-Melikian, Inc., Philadelphia; Schroeder Products Company, Woburn, Mass.; Steel Products Company, Cedar Rapids, Ia.; and Spacarb, Inc., Stamford, Conn.

Firms building hot-cold combination units are:

APCO, Inc., New York (in cooperation with Bert Mills); Chef-Way, Inc.; Cole Products Corporation; Indevco, Inc.; Snively Vending & Sales, Winter Haven, Fla.; Spacarb, Inc.; and Rudd-Melikian, Inc.

In addition to the carbonated beverages offered as companion drinks to coffee, soup, hot chocolate or tea, new combination hot-cold units now offer still (not carbonated) soft drinks and fruit juices.

American Chicle

Continued from page 78

Oak, a ball gum venter manufacturer, also making tab gum venders.

Important Role

This, coupled with the direct-sale-to-operators program started in 1950, has played an important role in the growth of tab gum vending, according to Kyle.

Other reasons cited for the development of tab gum vending by Kyle were the expansion of existing operations in other types of vending equipment, with operators discovering they are better prepared for competition when they have gum machines attached to their cigarette and candy venders; expansion of gum vending by cigarette operators to provide a source of pennies for penny packs and for extra sales; the expansion of tab gum by bulk venders; demand for name brands by supermarkets and chain outlets; and general recognition that venders now service an untapped market for the sale of gum where it is currently not available.

Warrant Out

Continued from page 78

vending machines in big demand by food markets and industrial sales," and offered local franchises for sale.

Sadler said that the early transactions between Scullin and prospects were done thru the mails. The inspector claimed that when Scullin made personal contact with a prospect he would try to sell him a partnership. He added that agents have evidence of Scullin collecting \$2,000, \$2,000 and \$3,000 from three prospects for a slice of the business.

Sadler further alleged that while the indictments pending against Scullin list Frauds totaling \$5,649, federal agents believe deals of the missing man run to more than \$32,000. Sadler said that State charges also have been lodged against Scullin.

Fla. Citrus

Continued from page 78

and between processors and dealers have to be worked out, he said.

Of the \$1,000,000 fund available, only \$90,000 has been approved for dispenser financing. Another \$120,000 is pending in new applications. Mutual has insisted that the machines for which aid in financing is rendered be only those that have been tested and approved by Mutual.

A. Hagan Parrish, who has been Townsend's assistant, is now acting dispenser division head.

Mutual's only comment on the situation was: "Now that the groundwork has been laid, we intend to push the sale of dispensers."

Hartford, Conn.

Hartford Common Pleas Judge Otto H. LaMacchia imposed a \$100 fine on a local restaurant operator for selling untaxed cigarettes in a vending machine.

Abe Fish, General Amusement Games, is planning to build a new home in West Hartford. The trade was saddened to hear of the recent death of New London, Conn., operator Mike Banas.

Bake-O-Nuts A New Line of Salted Nuts For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for roasting and salting other nuts to make them especially suitable and profitable for vending machines.

BAKE-O-NUTS ARE BAKED—NOT FRIED NOT GREASY—NO OILS USED

NO OIL SHEAR ON GLASS BOWL

NO LOOSE SALT TO CLOG MACHINE

MORE DELICIOUS—MORE CRISPY

STAY FRESH LONGER THAN FRIED NUTS

Because Bake-O-Nuts Are Not Oil-Soaked, Size for Size, You Actually Get 6% More Nuts Per Pound.

CASHEWS Small Wholes @ .65 lb

CASHEW BUTTS @ .60 lb

MIXED NUTS @ .70 lb

Cashews—Almonds—Filberts

ALMOND Small Shelled @ .80 lb

PEANUTS Blanched @ .44 lb

SOYNUTS 'Don't Miss' @ .25 lb

Them @ .25 lb

PISTACHIOS 4 Star Jumbo @ .93 lb

Red—In the Shell

All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.

Terms: Cash With Order or if C.O.D. Send 1/2 Deposit With Order. F.O.B. New York.

BAKE-O-NUTS CO. 2 Staple St., New York 13, N. Y. Tel.: BEckman 3-7649

kick off this season

with

GILT FINISH FOOTBALL CHARMS

Inscribed with names of favorite teams

\$6.00

PER THOUSAND

The football charm that has emptied vending machines every year at this time.

Order from your distributor or from . . .

Harold Guggenheim INC.

33 UNION SQUARE N.Y.C. 3, N.Y. • AL. 5-8393

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 @ 210 ct. . . . 24c lb. Clor-o-Vend Ball Gum, 140 & 210 ct. . . . 40c lb. Clor-o-Vend Chicks, 275 & 320 ct. . . . 45c lb. Chicle Chicks, 320 & 520 ct. . . . 36c lb. Bubble Chicks, 320 & 520 ct. . . . 30c lb.

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP. Mt. Pleasant & Fourth Aves. Newark 4, N. J.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment and time on location, territory and other related factors.

Table listing various amusement games and their prices across different issues of The Billboard (Oct. 3, Sept. 26, Sept. 19, Sept. 12).



WE EXPORT PIN GAMES MUSIC MACHINES Joe Ash. WANT TO BUY BALLY BEACH CLUB BEAUTY Will Pay Top Dollar!

We are exclusive WURLITZER DISTRIBUTORS in Delaware-S. Jersey-S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO. 666 Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495

You've Never Seen Games So Clean! SEEBURG 1000A PHONOS \$595.00 Each. Palm Beach \$300.00 Golden Nugget 135.00 Genco 400 125.00

Look at These Buys! HURRY! Rocket Patrol Kiddie Rides... Each \$149.50. PIN GAMES Exhibit Trigger \$59.50

MERCURY ATHLETIC SCALES COUNTER MODEL. This sensational Penny Athletic Scale is a national hit. Completely redesigned and selling at a new low price.

We Carry a Complete Line of COIN COUNTERS COIN SORTERS COIN CHANGERS COIN WRAPPERS PARTS AND SUPPLIES WHOLESALE-RETAIL WRITE-WIRE-PHONE Globe Distributing Co.

Table listing various coin machines and their prices across different issues of The Billboard (Oct. 3, Sept. 26, Sept. 19, Sept. 12).

(Continued on page 93)

Devices Mfg. Woos Export

CHICAGO, Oct. 3.—Devices Manufacturing Company announced this week export trade will be an important factor in marketing its new bulk vender.

John Flowers, sales manager, said the new Panther unit is now in production, available on a one-week delivery schedule for domestic orders. Output is now geared high enough to permit foreign shipments without affecting U. S. deliveries, he stated.

WANTED—MEMBERS

Conn. Music Group Seeks Cig Members

HARTFORD, Conn., Oct. 3.—Connecticut cigarette vending machine operators are being urged to join the Music Operators of Connecticut, according to Abe Fish, president.

"We've extended a sincere invitation to all men, who handle cigarette machines, to attend the upcoming MOC meeting on

Thursday night, October 8, at the Southern Plantation Restaurant, Hartford," Fish said.

"The meeting, open to all associated with the coin machine field in Connecticut, is designed primarily to explain to cigarette operators just what advantages there are in a State-wide organization whose main objective is bigger and better public relations for a much misunderstood industry."

Expect 50 New Members
Fish estimates a minimum of 40 to 50 new members can be obtained for MOC thru addition of cigarette operators to the membership roster.

"We're not just looking to add in numbers within the MOC," he explained. "We're looking for unified action in the public relations field, for one and better operations in the field, whether it be music, bowling games or what have you."

"This is an industry always looked upon by the public as business in which there's always diversified feelings of operation. Thru MOC we can present to the Connecticut public a unified picture, and in that way, a better-looking and better-sounding picture of an industry on the way to bigger things."

2 San Antonio Routes Merge

SAN ANTONIO, Oct. 3.—Gibbs MacDaniel, City Wide Cigarette Company, and Arthur Harris, San Antonio Vending Machine Company, announced the merger of the two firms this week.

Under the name, City Wide Vending Machine Company, the new firm will operate cigarette, cup drink and cookie machines. It will also remain Texas distributor, under the City Wide Sales branch, of Lyon cup drink equipment. MacDaniel is president; Harris vice-president.



Get in line with America's Newest Game **POKER-DART!**

Be first to have this sensational new machine . . .

COIN AND NON-COIN OPERATED

Write Today for Complete Information

GRAYCOACH

AMUSEMENT DEVICES, INC.

3928 Marlton Pike Pennsauken, N. J.

Phone: Merchantville 8-6308



Brand New! **Buckley CRISS-CROSS JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY 20-24-32
WALL AND BAR Record Selections
MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.

4223 W. Lake St. Chicago 24, Ill.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$2)

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word \$.20

3 or more CONSECUTIVE or 24 insertions, per word18

52 CONSECUTIVE insertions, per word16

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

REGULAR CLASSIFIED (Minimum \$4)

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line \$1.00

3 or more CONSECUTIVE or 14 insertions, per agate line75

52 CONSECUTIVE insertions, per agate line90

1 inch equals 14 agate lines.

Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

ALL TYPES

VENDING MACHINES, MUSIC BOXES, etc., priced from \$15 up. Cash with order.

Naomi Furlough

NATIONAL INFORMATION SERVICE Rt. 1, Ft. Lauderdale, Fla.

Photo Machines—Voice-o-Graphs; all types of arcade equipment at operators' prices. Photo Vend Co., 5400 Cullum Ave., Chicago 41, Ill.

Pokerino—20 tables, 20 stools; new June 1st, latest style; must sell all or part; come see them; real buy, \$3,000. James Travis, 304 N. 3rd St., Millville, N. J.

Wanted to Buy

Kickers and Catchers, also Pikes Peak Counter Games. Lee Hirschler, 3725 Reading Rd., Cincinnati, O.

IMMEDIATELY POPCORN MACHINES

Popcorn Sez, Aristocrat or similar, in any quantity, new or used, for cash. Reply in first letter, stating condition, best price, etc.

BOX M-41

c/o The Billboard 2160 Patterson St., Cincinnati 22, Ohio

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 3	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney).....	135.00	135.00	135.00	135.00
Big League Bowler, 4 player (Keeney).....	85.00	85.00	85.00	85.00
Bowl-a-Ball (Chicago Coin).....	200.00	200.00	200.00	
Bowl-A-Line.....		39.50		
Bowling Alley (Chicago Coin).....		35.00		
Bowling Alley, 6 player (Chicago Coin).....	95.00	175.00	95.00	179.00
Bowling Champ (Keeney).....		69.50		
Bowling Classic (Chicago Coin).....	59.50	69.50	59.50	69.50
Cascade Shuffle Alley, 6 player (United).....		349.50		
Clover Shuffle Alley (6 player) (United).....	375.00	390.00	375.00	390.00
De Luxe League Bowler (Keeney).....	145.00	145.00	145.00(2)	210.00
Double Bowler (Keeney).....	49.50	79.50	49.50	79.50
Double Header (Williams).....	35.00	49.50	35.00	49.50
Deluxe Matched (Keeney).....		195.00		
Deluxe 6 Player (Universal).....				189.00
Double Shuffle Alley Express Rebound (United).....		99.50		99.50
Eight Player (General).....				60.00
Five Player Shuffle Alley (United).....	95.00	125.00	115.00w/p	140.00w/p
		140.00	124.50	125.00
		140.w/p	140.00	145.00
	145.00	155.00	140.00w/p	150.00w/p
		159.00w/p	145.00	155.00
		160.00		160.00
		169.00w/p	169.00w/p	
		179.50	195.00	
		195.00	195.00	
Four Way Bowler (Keeney)...				150.00
Four Player Shuffle Alley (United).....	50.00	100.00	95.00(2)	100.00
		125.00(2)	125.00(2)	110.00
		139.00w/p	175.00	125.00
		159.50		175.00
		179.50		
		195.00		
Hi-Score Bowler (Universal)...		55.00		55.00
Hi-Score, 6 Player (Chicago Coin).....	160.00	175.00	160.00	175.00
		185.00		185.00
Hook Bowler (Baly).....	29.50	50.00	29.50	50.00
		65.00		65.00
League Bowler (Keeney).....	75.00	139.50	75.00	139.50
League Bowler, 4 player (Keeney).....	75.00	149.50	75.00	149.50
Liberty Shuffle Alley, 6 player (United).....		349.50		
Matched Bowler, 6 player (Chicago Coin).....	295.00	269.50	295.00	295.00
Official Bowler (United).....		250.00		250.00
Official Shuffle Alley Matched (United).....	250.00(2)	275.00	250.00(2)	250.00
Official Shuffle Alley, 4 player (United).....		184.50		250.00
Shuffle Alley Deluxe 6 player (United).....	139.00	185.00	149.50	185.00
		195.00	185.00	210.00
		210.00(2)	230.00	230.00
		230.00	259.50	245.00
Shuffle Alley Express, 2 player (United).....		89.50		89.50
Shuffle Alley, 6 player (Keeney).....	185.00	185.00	195.00	150.00
		210.00	210.00	195.00
Shuffle Alley, 6 player (United).....	345.00	345.00	345.00	345.00
	160.00w/p	135.00w/p	160.00w/p	155.00w/p
	185.00	145.00	149.50	179.00w/p
	169.00w/p	160.00w/p	189.00	169.00
	179.00w/p	165.00	170.00	235.00
	189.00	189.00	225.00	285.00
Shuffle Horseshoe (Chicago Coin).....				50.00
Shuffle Line (Baly).....	69.50	75.00	75.00	69.50
Shuffle Target (General).....		49.50		49.50
Shuffle Tournament, 4 Way (Universal).....	135.00	135.00		
Single Shuffle Alley Rebound (United).....	69.50	69.50		69.50
Six Player Deluxe (Chicago Coin).....		340.00		340.00
Six Player 10th Frame (United).....	310.00	320.00	310.00	320.00
Six Player, 10th Frame (United).....		320.00		320.00
Shoe Alley (United).....	65.00	75.00	35.00	85.00
				75.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	245.00	219.50	245.00	315.00
	295.00(3)	295.00	315.00	345.00
	315.00	330.00	330.00	340.00
		340.00		
Star 10 Frame, 6 player (United).....	335.00(2)	335.00	335.00	350.00
	345.00	355.00	345.00(2)	355.00(2)
Super Deluxe League Bowler (Keeney).....	225.00	225.00	245.00	225.00
Super Deluxe Matched (Keeney).....		210.00		
Super Matched Bowler, 6 player, (Chicago Coin)...	195.00	279.50		265.00
Super Six Shuffle Alley (United).....	225.00	250.00	199.50	225.00
	265.00(2)	240.00	250.00	265.00
	275.00	265.00(2)	265.00	295.00
		295.00		
Super 10th Frame, 6 player (United).....		264.50		
Super Tute Bowler (Universal)	55.00	45.00	55.00	

(Continued on page 94)

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet; modern design; coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 5-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 195 Albion Ave., Paterson, N. J.

Help Wanted

Mechanic Wanted—Seeburg Music, United, Shuffle, etc. I. Clyde Bell, 728 N. Hayes, Amarillo, Tex.

Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities; immediate delivery; write for prices. Veadco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448.

Routes for Sale

For sale in Florida, complete route of phonographs, pin tables, scales, records, machine parts, truck, office equipment—established 18 years; price complete, \$42,300; further information write Box 659, The Billboard, Chicago 1, Ill.

For Sale in Western Michigan—Complete coin machine business, established 23 years, profitable, will pay out in 15 months; owner wishes to retire; will finance up to 80%; good opportunity for 2 or 3 hustling mechanics; no curiosity seekers; state your qualifications in first letter. For further information write Box 648, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, King Size Conversions, 254 and 304 mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Staller 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale—4 ANI D40's, excellent condition, \$495 each. B-Sharp Music Shop, Cody, Wyo.

For Sale—11 545 Rishwacat Midget Music Boxes, good condition; make cash offer. F. Terral, 3336 Youree Drive, Shreveport, La.

Gum & Candy Bulk Vendors: Victor Model V's, \$7.50; Acorns, \$8.50; Northwestern 49ers, \$8.50; Silver Kings, completely re-finished, \$6; Silver Kings, original finish, \$4.50; all in perfect working order. 1/2 dep. with order, bal. C.O.D. Southern Sales, 3927 Main St., Jacksonville, Fla.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

TAX COLLECTIONS UP. Taxes on phonograph records, radio-TV sets and phonographs were almost alone among amusement excises which showed revenue gains in July over the same month last year (Music department).

TO TEST CAMDEN 69-CENT EP, \$1.89 LP. RCA Victor's low-priced album line will make its bow sometime this month when the diskery tests the line in Boston and Detroit (Music department).

HUB SUNDAY LICENSE FEE CUT. The license fee for restaurants using mechanical entertainment devices, including juke boxes, was reduced today by the Boston City Council (Music department).

LAUNCH PHONO SALE DRIVE. The Record Industry Association of America kicks off its three-week test promotion on phonograph sales in Baltimore tomorrow (4) (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

SEEBURG UNVEILS NEW LINE INCLUDING HI-FI

Two Models Play 100 Selections On 45's; New Cabinet Designs

CHICAGO, Oct. 3.—Will the introduction this week of Seeburg's new hi-fi coin-operated phonograph start a trend in the juke box industry?

Music machine circles were speculating on the answer to that question as the company's distributors, most of whom began their showings last week-end (The Billboard, October 3), reported enthusiasm for Model HFG (hi-fi) running above expectations.

Four years ago Seeburg touched off the multi-selection trend with the first juke box mechanism to play 100 selections. Since that time, 80, 100 and 120 boxes rose to a dominant position in the industry.

Two New 100's

What distributors showed this week, and will show thruout the coming week, were two models—the Select-O-Matic 100 W and the Select-O-Matic HFG. Both play 45's exclusively. Both play 100 selections.

Both models are housed in new cabinets of identical dimension: 54 inches high, 35 inches wide and 26 inches deep. Net weight of the W is 330 pounds, shipping weight, 410 pounds; the HFG weighs 325 pounds net, 405 pounds crated for shipping.

The cabinets for the two

models differ only in the pilasters—the W has lighted Fiberglas pilasters whereas the hi-fi model uses chromium pilasters.

Basic changes in the two models include a re-arrangement of the selector buttons. In the previous Select-O-Matic 100's, the letter keys and number keys were mounted atop each other. In the Models W and HFG a straight-in-line arrangement was made of the keys. The two models also feature a one-piece glass top which provides an enlarged showcase for the title strip panels.

The speaker grille of the W is dressed up with highly polished chromium in diamond shapes.

\$1,050 and \$1,095

The Model W lists to operators at \$1,050—the same list as the previous Seeburg 100. The hi-fi model lists at \$1,095.

Model HFG is equipped with two baffled speakers—a 15-inch woofer for low and middle range and five-inch tweeter for the high range. The remote speaker for use with the hi-fi model is a 12-inch, high-fidelity recessed speaker which has two mechanically interlocked cones, one for low and middle range, the other for the high range. Model HFG, of course, contains a high-fidelity amplifier.

C. T. McKelvy, vice-president

and director of sales for Seeburg, said the company would not attempt to advise its operator customers as to the types of locations in which they will want to use the hi-fi model. But the design of the cabinet, and the hi-fi system itself, were obviously calculated to help operators sell coin-operated music to the swankier outlets.

Announcing the new hi-fi and Model W, Seeburg said its intention was "to attract the public by offering a broader music service."

Bush to Show Wurlitzer at 4 Fla. Cities

MIAMI, Oct. 3.—The Bush Distributing Company, distributor of Wurlitzer music machines, has arranged an attractive showcase for its products in four key Florida cities thru a promotional tie-in with the Hiram Walker Merchandising Fair.

The fair, designed for members of the liquor industry and held in principal cities thruout the country, will enable Bush Distributing to demonstrate its products to liquor dealers and tavern owners all over the State. Some 6,000 of them are expected at the Miami showing alone.

Ozzie Truppman, of Bush Distributing, announced that three Wurlitzer juke boxes—Models 1500-A, 1600 and 1650—will be exhibited in Miami, Jacksonville, Tampa and Orlando, along with Wurlitzer auxiliary equipment.

Chi Firms Exhibit

Also shown will be equipment manufactured by Chicago Coin, Williams Manufacturing Company, and Exhibit Supply (see separate story)—all represented in

(Continued on page 94)

Hi-Fi Scoring at Seeburg Showings, Say Distributors

On-the-Spot Reports Tell of Big Attendance at New Models Debut

CHICAGO, Oct. 3.—Seeburg distributors this week introduced the new Seeburg hi-fi and standard 100-selection phonographs and reported they drew larger, more enthusiastic numbers of operators than at any previous showing.

was particularly high." Lunch was served on both days from noon on.

New Orleans

Lynch and Zander Company, 832 Baronne, unveiled the Seeburg models here Saturday (26). Closing the showing Sunday evening they moved to Jackson, Miss., where they set up again for Monday thru Wednesday. Thursday, October 1, showings were held in Monroe, La. Three more cities will have been visited by October 12: Alexandria, La.; Biloxi, Miss., and Baton Rouge, La.

A. H. Zander said, "We hope that by moving the showings to various cities in our region, we will have presented the new models to more operators than would have been possible with one big showing in New Orleans."

Kansas City, Mo.

Operators from distances of over 400 miles came to see the Seeburgs at the W. B. Music Company, Inc., 1518 McGee Street. Attendance was estimated at over 200.

Present for the showing were Reed Whitney, district manager; Ed Huskey, sales engineer, and Ed Feldman of the engineering department, all from the Seeburg Corporation.

Louisville

Attendance at the Seeburg presentations at S. L. Stiebel Company, 635 West Main Street, surpassed any turnout this company has ever had.

From orders already written, there is a definite trend in favor of model HF100G, George Happell, of Stiebel, said.

Los Angeles

Over 500 California operators saw the Seeburg models at the

(Continued on page 86)

Framer Gives PMA TV Show Details

'Jack in the Juke Box' for PR To Be Considered at Later Meet

CHICAGO, Oct. 3.—A special meeting of the Phonograph Manufacturers' Association was held here last Monday to discuss the backing of Walt Framer's new TV show, "Jack in the Juke Box."

Top officials from Seeburg were on hand to listen to Framer outline his new show. The show, a national public relations idea, was presented to the Music Operators of America last week and was promptly endorsed. All segments of the juke box industry will be asked to participate.

The show itself is an audience participation quiz. Contestants are asked to name tunes played on a juke box and if correct are given the opportunity to try for the "Jack." Winners of the "jack" will be awarded cash prizes up to \$1,000.

A special feature of the program each week is that the juke box used on the program is given to a charitable organization or some youth group.

The meeting closed with no decision being reached by the members. Another meeting is expected to be called within the

next few weeks to go over the idea again.

Representing the manufacturers at the meeting were C. T. McKelvy and J. P. Seeburg, for Seeburg; David Rockola, for Rock-Ola; John Haddock and Ed Ratajack, for AMI, and Rubin Roling and M. C. Bristol, for Wurlitzer.

Name Southern Music Distributor for AMI

MIAMI, Oct. 3.—Southern Music Company, headed by Ron Rood, will take over distribution of the AMI phonograph line it was learned here this week.

Southern, with headquarters in Orlando and a branch in Jacksonville, will shortly open a third office in Miami.

The Savannah, Ga., territory will be handled by Friedman Amusement Company, Atlanta, headed by Jake Friedman. Rood's firm will distribute the line in South Georgia.

Florida and South Georgia were formerly handled by Taran Distributing Company, Miami. In addition, Taran had Puerto Rico and Cuba, but it was likewise learned that AMI had appointed Jose Romero Hernandez, of San Juan, as Puerto Rican distributor. AMI's export division is expected to appoint a Cuban distributor in the near future.

AMI's Plant New Addition Nearly Done

GRAND RAPIDS, Mich., Oct. 3.—Construction of a sizable addition to the AMI, Inc., plant here is near completion, with much of the additional space already occupied.

The new building will add approximately 50 per cent more manufacturing space for the juke box company which is now building 40, 80 and 120 - selection phonographs.

At the same time, AMI has stepped up its promotion to the foreign market. All export sales are now being handled from the Chicago headquarters of the newly created export division, under the direction of Max Lewin.

Bill FitzGerald, sales promotion and advertising manager, revealed this week that the firm had started a campaign in the Spanish-language edition of Life. Half-page advertisements picture Spanish recording artists with the firm's new Model E.

SMALLEST BIG JUKE

Rock-Ola Distribs Begin Comet Fireball Showings

CHICAGO, Oct. 3.—The new Rock-Ola Comet Fireball 120 was unveiled today when the company's distributors opened their doors for the first of International Rock-Ola Days, Oct 3-5.

The Comet Fireball 120 features practically the same mechanism as the Fireball 120, which was introduced just a year ago. The Comet measures 53½ inches high, 26½ inches deep and is 29½ inches wide. It is the smallest coin-operated juke box with 120 selections. Officials of Rock-Ola Manufacturing Company declined to release the price of the new model.

Weight of the Comet is 320 pounds. The cabinet is finished in limed walnut. It plays 45 r.p.m. records exclusively.

The Fireball 120, last year's model, is still in production and can be equipped for either 78 or 45 r.p.m. speeds.

Rise of 45 r.p.m.

The introduction of the Comet marks the fourth major change in the company's design since 1946. In 1948, the Magic Glow, equipped to handle only 78 r.p.m. speed records, was introduced. Magic Glow was a 20-selection machine.

Four years later, Rock-Ola showed the Rocket, a 50-selection machine designed for either 45's or 78's.

Last year the Fireball 120 was presented to the industry. Here, too, option was given to the buyer as to the speed of the

record. Both 45's and 78's were offered.

Distributors will be showing accessories for the Comet 120 during the three display days as well as the new machine. The accessories include:

The Comet Wall Box, 14 by 11 by 7 inches, finished in chrome and lists for \$99.50.

The Super - Tonette Speaker, available in either blond or mahogany, measures 14½ inches high, 9¼ wide and 6½ deep. It has an eight-inch permanent magnet speaker with volume control.

The Deluxe Bar Bracket and Universal Bar Bracket are both constructed of steel and measure 12½ by 4½ by 5 inches. The Deluxe features an ornamental bar claw.

49,000 JUKES SHIPPED IN '52; 98,000 IN '47

WASHINGTON, Oct. 3.—Census Bureau this week revised its figures upward in reporting the final total of coin-operated phonographs shipped by manufacturers in 1952. The revised total shows 49,000 coin-operated phonographs valued at \$29,269,000 shipped by manufacturers last year, as compared with 98,000 shipped in 1947 with a reported value of \$56,614,000.

Music Route Management

How to Program for Profit

By DICK SCHREIBER

It takes more than pop tunes to get maximum earnings from the new 80, 100 and 120-selection juke boxes.

Look at it this way: A tobacco store would be foolish to handle only one brand of cigarettes since not everyone smokes the same brand. Neither does everyone like the same kind of music.

Multi-selection phonographs were designed with that idea in mind: To broaden the available selection of music and thus attract more customers. The key to better earnings with the big boxes is programing, pre-selecting the kinds of music most likely to interest the greatest number of people.

What does an operator have to know to do a good programing job?

"He has to know his locations." That's the answer of Mrs. Mary Gillette, owner-manager of Gillette Distributing Company, Chicago juke box operating company.

"Good programing," said Mrs. Gillette, "means providing the right type of music for each location on the route."

The way Mrs. Gillette tells it, programing sounds simple. That is, it does until she starts spelling out the details of how her own operation achieved remarkable success in giving people the kind of music they want.

Monday Record Sessions

As it does for many a phonograph operator, each work week at Gillette Distributing begins with a Monday morning record session. The company's four routemen—together with Mrs. Gillette and Margo Clack, manager of the Belmont-Central Record Store, which Mrs. Gillette also owns—sit down to listen to new releases for local distributors.

Working with a point system, and from their own knowledge of what their locations like, the four pick the new pop tunes which will be added to the boxes.

Each routeman has his own weekly budget for records—9 per cent of the route's gross receipts. How he spends that 9 per cent is his responsibility so long as the machine average on his route measures up to the company's requirements.

Where there is disagreement between the four routemen as to the merits of a new release, the record is put in only 5, at the most 10, stops and watched for a week to determine whether it will go.

Play Meter Readings

Play meter readings from the previous week form an important part of each Monday morning record session. The readings are examined to discover which disks ought to be removed and to look for "sleepers"—disks not on the popularity charts but going well in Gillette locations.

Altho Gillette routemen pride themselves on anticipating demand for a particular recording, rarely is a new release ordered for the entire route. Keeping that 9 per cent budget in mind, the routemen order disks they like in a minimum quantity, then wait for the following week's play meter reports. At the same time

a close check is kept on location requests. If play meter reports on a new record are encouraging, and location requests start coming in numbers, more copies will be ordered so that the route will eventually have complete coverage, if, and when the record reaches hit proportions.

"Having the retail store helps," Mrs. Gillette observed. "Occasionally we will get a record which is a good retail seller before it starts to go on the boxes. This is the exception rather than the rule, but our men always check the retail sellers at the beginning of each week."

(Editor's note: This week, for example, a best seller in the retail store is "St. George and the Dragonet" by Stan Freberg. About half a dozen copies went on Gillette boxes Monday morning despite general skepticism. Next Monday's play meter reports will decide whether to keep the test going, stop the test or add more copies.)

Each week, too, the men check The Billboard's Popularity Charts and "Best Buys" to make certain they haven't overlooked a good recording.

Currently, 70 per cent of the phonographs on the Gillette routes offer 40 or more selections; 40 per cent offer 80 or more and 35 per cent play 45's exclusively.

Mrs. Gillette believes each routeman should have as much leeway as possible in running his particular route, but one basic rule at Gillette could be summed up like this: The pop tunes must always be first on the boxes but there must never be more than 20 pops on any one phonograph.

Five Musical Categories

Altho the company's phonographs rarely use classification strips, the music offered falls into five categories: Pop, standards, polkas, country and western and foreign. Like most Chicago operations, Gillette has a high percentage of locations with strong national flavor—Lithuanian, Polish, Spanish, Bohemian, German, Turkish and even Chinese. In the Chinese stops, incidentally, the location is allowed to purchase its own records and encouraged to print its own title strips.

Altho pop tunes are always grouped together, and never exceed the first 20 selector buttons, Mrs. Gillette does not insist on grouping the remaining selections. How the records are placed on the phonograph is often determined by the location, especially in the nationality locations where the manager may want these disks to follow the pop tunes and be grouped together.

Rotate the Standards

Most Gillette machines will be programed identically as far as pop selections are concerned—tho a few used for test outlets will lead the others in new pop releases. Standards, however, are regularly rotated.

"We rotate standards between locations for two reasons," said Mrs. Gillette. "We believe a record—even one like 'Star Dust'—shouldn't be left on all the time.

Take it off for awhile—it's like taking a vacation—and move it to another location. But don't leave it off too long because your steady customers will be pleased when they find it back again after a week or two.

"Rotating the standards," she continued, "saves record expense because it lets us offer a greater number of selections without spending more than we have budgeted."

The Routeman's Part

The real key to good programing, Mrs. Gillette believes, is having routemen who like music, know music and know how to sell music.

In the Monday morning record sessions, and on the route, there is friendly rivalry between the company's routemen. One man, for example, makes it a point to see every new movie with a musical background.

For her own purposes, Mrs. Gillette has three location classifications: Teen-age spots, eating spots and cocktail lounges. She puts most diners and "hamburger heavens" in the teen-age category.

Her 15 years' experience indicates cocktail lounges do best with louder numbers, lean heavily toward vocals. Eating places generally do better with softer instrumentals.

Youth Wants Artists

"In the kid spots," observed Mrs. Gillette, "we forget about loud and soft, vocal or instrumental and we concentrate on the artist. The steady customers in the kid spots have their own favorite artist—one they're really gone on at the moment. If that artist fails to record a current hit then we have to pick a record by the artist who sounds most like their favorite."

Programing is a never-ending job for Gillette. It means keeping in close touch with the locations, urging location management to find out what his customers like, watching the play meters and the charts.

Above all, programing means keeping in close contact with the locations. A change of ownership may find the new owner catering to a different age group or a different economic bracket. That means a change in the kind of music offered on the juke box.

"When you know your locations and the people they attract," Mrs. Gillette summed up, "you've got the biggest part of your programing problem solved."

Even 'Gripe' Sessions Help

One good way to get every member of a juke box operation working as a team, according to Mrs. Mary Gillette, Chicago operator, is to hold a "gripe session."

Four times a year Mrs. Gillette's company has such a session for its nine employees.

"We have a good dinner first," explained Mrs. Gillette, "then we get down to business at a big round table. Everyone has an opportunity to air his gripes. We talk about our problems and we get them worked out."

As every music operator knows, keeping harmony between the service department and the collectors and the office is not always an easy assignment. But Mrs. Gillette finds the regular "gripe sessions" give each department a better understanding of the other department's problems.

Employees are encouraged to be frank, even to the point of criticizing the boss. One collector, for instance, complained Mrs. Gillette was not in the office early enough on Thursdays for him to consult with her on his route.

"These sessions work miracles," commented Mrs. Gillette.

Meet Mary Gillette

Being a woman in the predominantly male business of operating juke boxes isn't always easy.

"Let's face it. Some people have little confidence in a woman's ability."

That's the way Mrs. Mary

friend in Detroit sent them a juke box as a gift. The phonograph so intrigued Gillette that he bought more and went into the operating business as the Ohio Valley Music Company.

At the beginning of World War II, Gillette was made Chicago distributor for Horner Capehart's Packard Manufacturing Company. He changed the firm name to Gillette Distributing.

Mary Gillette worked with her husband in 1938 when his operating business became large enough to warrant opening an office. When he was fatally stricken in 1944 she stepped in to manage the business.

Today Gillette Distributing employs nine persons and is generally regarded as one of Chicago's best operations. In addition, Mrs. Gillette owns the Belmont-Central Record Shop, a sizable retail record outlet in one of the city's busy neighborhood shopping districts. Belmont-Central also provides one-stop service for many a Chicago area juke box operating company.

Quiet, keen and lovely, Mrs. Gillette lives in suburban Evanston with her daughter, Leslie, a junior high school student who shares her mother's enthusiasm for records. Says mother, "she's an excellent judge of the kind of records her own age group would like."



MRS. MARY GILLETTE

Gillette sums up her decade as owner-manager of Gillette Distributing Company, Chicago.

Easy or not, her colleagues in the phonograph business in Chicago know Mrs. Gillette for one of the city's smarter music operators, particularly when it comes to programing.

Her late husband, Lester, got into the juke box business as "a kind of hobby," in 1936. He had been an investment counselor and securities dealer, working principally in the Ohio Valley. One year, on their wedding anniversary, a

Hi-Fi Hit at Seeburg Shows

Continued from page 85

Minthorne Music Company Sunday, September 27.

Among those operators present were Abe Rhein, Sidney Snyder, Lee Walker, Lee Wirt, Gloria Ward and Frank Navarro, all of Los Angeles, and Walter Schinkel, Morrie Sarver, Cecil Vincent and Pete Peterson of San Diego. Representatives from Long Beach were Orville Kidig, Bert Reagan, Clifford Jones and Charles Allen.

Others attending were Carl Lykke, Santa Ana; Bill Gordon, Glendale; Sam Alvarado, Tucson; W. H. Cook, Palos Verdes, Ted Maier, Santa Barbara; Pete Pellegrino, of Huntington Park; Thomas Workman, El Monte, and S. W. Ketchersid, of San Bernardino.

Refreshments were served during the day.

Toledo

Bill Darnell, Decca artist, and Al Gange, Seeburg representative, were guests of Frank Martin Music Systems, Inc., when it showed the Seeburg models Sunday, September 27.

Jacksonville, Fla.

Wolfe Distributing Company, 450 Riverside, will hold showings of the Seeburg models during most of the next two weeks in four major cities as follows: Birmingham, October 3-4; Jacksonville, Fla., October 13-14; Miami, October 13-14; Tampa, October 20-21.

Expected to attend all the showings are A. H. Miller and E. C. Blankenbeckler of Seeburg. Also on hand will be Simon Wolfe, R. E. Gibbon, M. F. Patton and W. P. Ward, Jr., from Wolfe.

Baltimore

Over 400 operators and friends were present at the Seeburg showing here at Musical Sales Company, 140 Mt. Royal Avenue, Sunday, September 27.

Among those present were: Hirsch de La Vize, Irving Goldner, Bunny Levinson and Julius Zeitzoff, Moe Kaminsky and Harry Rosenberg, Charles Rodman, Henry Baker, Al Kleiman, Morris Rubin, Arthur Varsubsky, Leon Bober, Charles Blumberg, Stan Garnett, Gerry Davis, Jack Sapienza, George Price, Myton Loewinger, H. W. Conard and John Sudol, Edward Renner, Dennis Trobaugh, Irving Watkins, Paul Shoemaker, Bob Minor, Edward MacManus, John Deoudes and John Cokinos, and Nick Gonzales.

Representing Musical Sales were Mack B. Lesmick, president; Hy Lesmick, Stan Lesmick, Milton Bereson, Sam Rinzler, Ir-

ing Hollander, David Adler, Bill Snow, Bob Neslund, Harvey Blake, John Cossentino, Roland Slatkoff, Anne Warfield and Martha Dubansky.

Philadelphia

Nearly 90 per cent of all operators in this area attended the showings of the Seeburg models held at the Atlantic Pennsylvania Corporation, 334 North Broad Street. More than 500 operators and their friends attended the showing that began Sunday (27).

San Francisco

The R. F. Jones Company, 1236 Mission Street, presented the Seeburg models to over 400 operators and their friends Sunday (27).

Hosts were Mrs. R. F. Jones, C. N. McMurdie, Johnny Ruggiero, F. C. Robertson, C. R. Klein, W. K. Laurie and Ray Sargis. Refreshments and a buffet were served to those attending.

Salt Lake City

The Seeburg models were shown here last Sunday and Monday at the R. F. Jones Company, 127 E. Second South.

Among the operators and their friends that attended were George Burch, Lee Milne, Mr. and Mrs. Tom Sheldon, A. L. Gurdley, C. G. Fort, Mr. and Mrs. A. Morrison, Don Peterson, Keith Johnson, Mike McCormack, Frank Page, Max Horton, Bob Love, Mr. and Mrs. J. McMurdie, D. W. Ellis and Irving Monsey. Also at the showing were Mr. and Mrs. Wes Knudsen, Bert Taylor, Russ Lewis, Glenn Jones, J. A. Stewart, C. T. Williams, Carl Lindquist and Mrs. M. V. White.

Lunch was served and because of the turnout the showing was extended to include Monday.

Pittsburgh

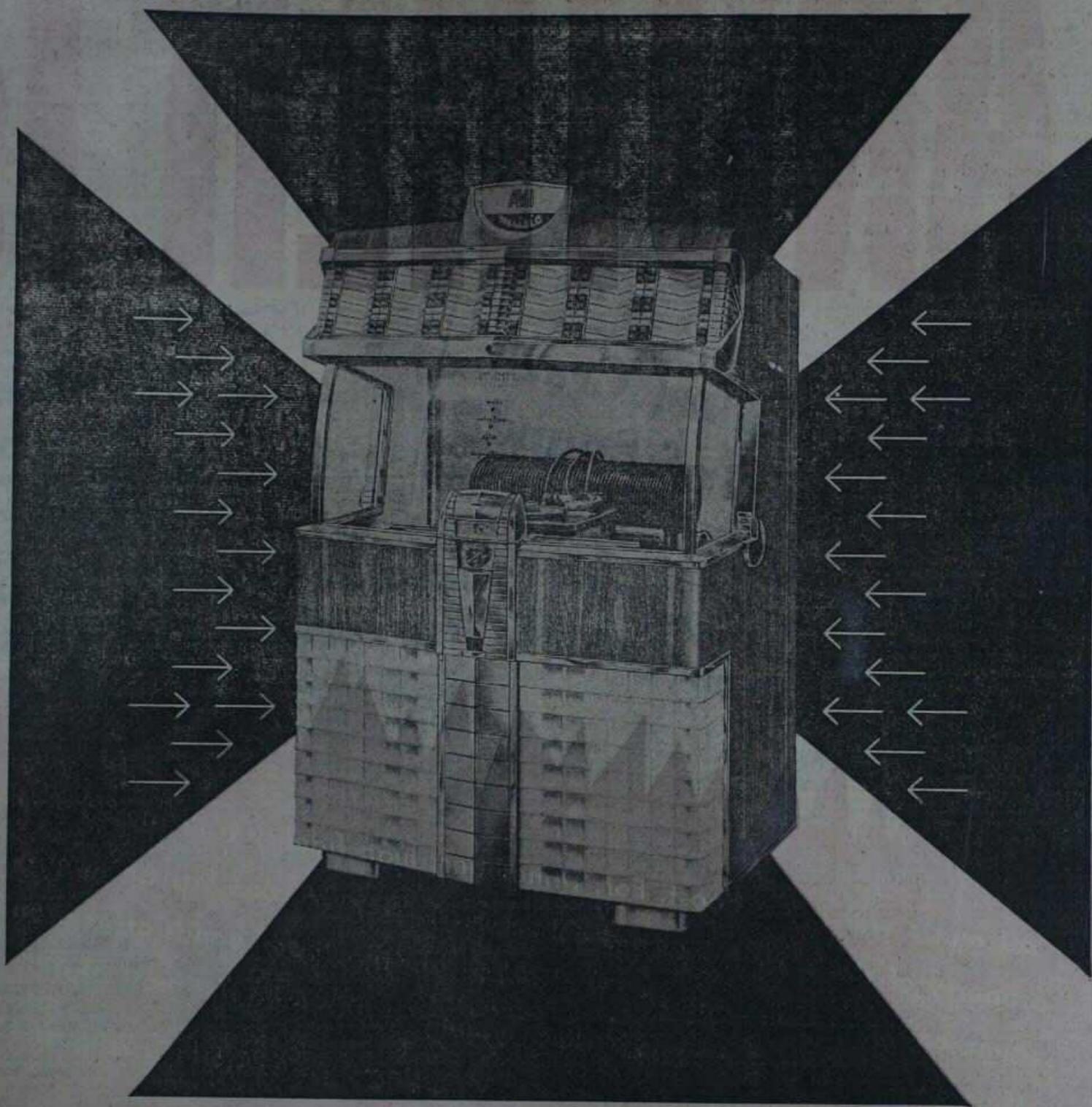
Operators from points as far distant as Frostberg, Md., journeyed here Monday and Tuesday (28-29) for the Seeburg showing at the local offices of Atlas Distributing Company.

Enthusiasm for the hi-fi model was particularly keen, according to Atlas' Ed Shore. "I believe," Shore said, "that hi-fi will dominate our sales here from the reception we got."

Al Gange, Seeburg factory sales representative, attended the showing. Others from Atlas, in addition to Shore, who were hosts to the operators were Phil Greenberg, Lou Hoffman, Ed Barker and Steve Burik, Atlas service engineer.



OWNING A RETAIL RECORD STORE helps keep Mrs. Mary Gillette (left), Chicago juke box operator, on her musical toes. She is conferring informally here with Margo Clack, manager of the retail store.



Replace with the BEST

Your best spots are your best spots because they're hardest to get, hardest to hold, take in most money, make biggest profits ✚ You always place in them the best conceivable phonograph made because, then, the location can't ask for anything better ✚ Clearly, today, the machine for the best spots is the new AMI "E" 120 ✚

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 3, MICHIGAN

ANOTHER LIST

Hi-Fi? It's the Latest Craze In Reproduction of Sound
Addicts to Compare Notes
 THE BILLBOARD July 25, 1953

Hi-Fidelity Sweeps Music Convention
Becomes Record Dealers' Best System
 THE BILLBOARD - August 29, 1953

High Fidelity Grabs Spotlight At NAMM Meet; Boom Coming
Appeal; wagon
 THE BILLBOARD

Manufacturer Hi-Fi Race Brings New Sound to Cash Registers
In a very real sense, the hi-fi race has been significant...
 THE BILLBOARD - August 29, 1953
 Fall Record Marketing Section

"All music will get a boost. For, remember, high fidelity isn't the exclusive property of the classical record collector. A "pop" record has an improved sound on high fidelity equipment also. Most of the "pop" bands offer a blend of orchestral color that requires hi-fi equipment to make the most of it."
 —RECORD RETAILING, August 1953

Hi-Fi Business Running at Annual Rate of \$155,500,000
 Exclusive estimates prepared by the editors of Television Retailing reveal that the high fidelity sales volume, including labor at the retail value, is going at a rate of about \$155,500,000. The figure includes components, recorders, phonographs, cabinets, phono records, and needles for Hi-Fi listening.
 TELEVISION RETAILING • July, 1953

Complete Hi-Fi Units Are Busting Out All Over
 Well, it appears like they were right. Because if they guessed wrong, then quite a few of the top manufacturers
 UP until now, everybody was talking about the future prospects of the hi-fidelity market, and quite a few

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 CHICAGO 22, ILLINOIS

HIGH

FOR SEEBURG

NOW SEEBURG BRINGS HIGH FIDELITY—THE HOTTEST THING IN MUSIC —TO THE COIN-OPERATED MUSIC INDUSTRY

This week will mark the introduction of another great Seeburg first—*HIGH FIDELITY* for coin-operated music systems.

High fidelity is the hottest thing in music today. Everyone in the business of recorded music is aware of the advantages of HI-FI. So is Seeburg . . . so are Seeburg Distributors . . . so will you be!

Think of the advantages you'll derive by providing localities with a music system that gives a new realism . . . a third dimension . . . to coin-operated music. You'll hear music you never knew existed on your records . . . music that is reproduced the same way it was played . . . music with an added presence . . . from the lowest lows to the highest highs.

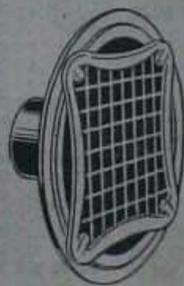
SEEBURG HI-FI IS "BUILT-IN" . . . NOTHING TO CONVERT, NOTHING TO ADAPT



Seeburg High Fidelity Amplifier



15-inch Woofer and 5-inch Tweeter Speakers mounted on same baffle



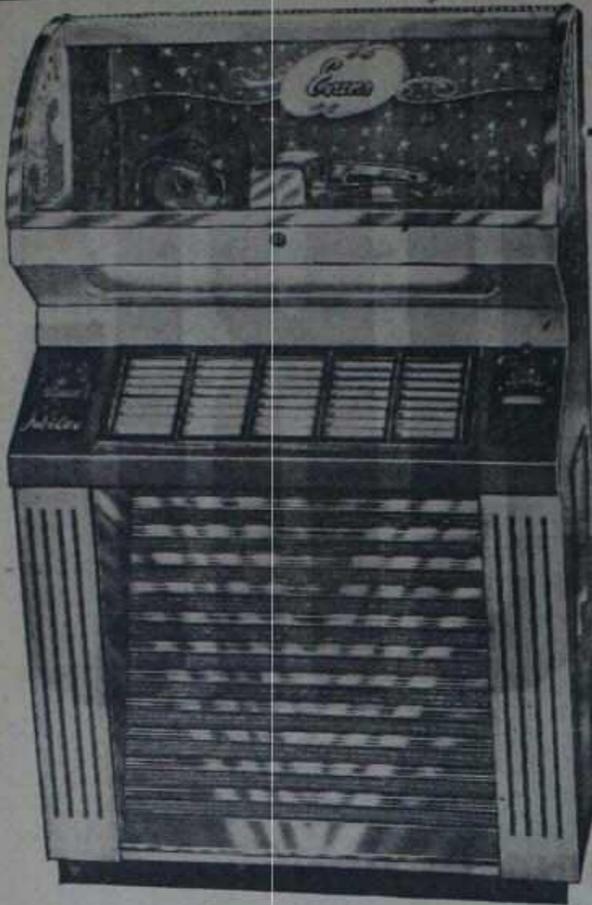
12-inch High Fidelity Recessed Remote Speaker

The new Select-O-Matic "100" Deluxe High Fidelity is completely engineered with (1) a High Fidelity amplifier with wide-range, low-distortion characteristics; (2) a 15-inch woofer speaker for the low and middle range tones; (3) a 5-inch tweeter speaker for the highs. Seeburg also supplies a 12-inch remote recessed speaker with dual mechanically interlocked cones . . . one for the lows and middle range, the other for the highs.

FIDELITY

**WATCH FOR IT—
NEXT WEEK**

**The NEW LOOK
and the
NEW SOUND
in
MUSIC
SYSTEMS**



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

To the
10 Out of 10 Operators Who Prefer "Silver" in Their Pockets Instead of in Their Hair—

JUBILEES OFFER WORRY FREE OPERATING!

A phonograph for your specific requirements • Dependable, trouble free performance • Dramatic, compelling color, lighting and visible action • Peerless Tone Quality!

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR

EVANS' CENTURY 100/45

30 RECORDS—100 SELECTIONS 45 RPM

EXPORT INQUIRIES INVITED

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

AMM	Issue of Oct. 3	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12
Model A.....	\$169.00 179.50 225.00 275.00	\$169.00 175.00 189.50 199.50 225.00 275.00	\$169.00 175.00 199.50 225.00 275.00	\$169.00 175.00 225.00 275.00
Model B.....	325.00(2)	325.00(2)	325.00(2)	325.00(2)
Model C.....	350.00	324.50 325.00 350.00(3)	325.00 329.00 350.00	325.00 329.00 350.00
Model D-40.....		450.00		
MILLS				
Constellation.....			169.50	169.50
PACKARD				
Manhattan.....	79.50 95.00	49.50 79.50	79.50	79.50
ROCK-OLA				
51-50.....	350.00			
1422.....	69.50 79.00	69.50 75.00 79.00 79.50	75.00 79.00 79.50	77.50 79.00 79.50 99.50
1426.....	89.50	189.50	199.50	339.50
1428.....		395.00	349.50	395.00
1432.....	395.00	395.00	395.00	
1434 (52-50).....				
SEEBURG				
48 Blonde.....	225.00	225.00	225.00	
HM-100 A Hideaway.....	349.50	369.50		
M 100 A 78 RPM.....	495.00(2)	495.00 525.00	475.00 495.00	495.00 549.50
	525.00(2)	549.50 550.00	549.50	550.00(2)
	549.50	595.00(3)	550.00(2)	595.00(2)
	595.00(3)		595.00(3)	
M-100-B 45 RPM.....	625.00 725.00	725.00	665.00 695.00	695.00
			725.00	
M 100 BL.....	735.00	735.00	665.00 735.00	
146.....	129.50	129.50	150.00	150.00
146 Hideaway.....	125.00	125.00	125.00	125.00
148 Hideaway.....	185.00	185.00		
46 M.....		99.50		
46 S.....		75.00		
47 M.....		159.50		
47 S.....		229.50		
48 M.....	99.00 115.00	99.00 115.00	99.00 115.00	99.00 115.00
146 M.....		129.50		
146 S.....	110.00 159.50	159.50	159.50 175.00	175.00
147.....	129.00 135.00	129.00 135.00	129.00 135.00	119.50 129.00
147M.....				135.00
				225.00
148 Blonde.....	195.00	225.00	225.00	
148 ML Blonde.....	199.50	199.50	199.50	185.00
48 M.....	185.00	185.00	185.00	215.00
148 ML.....	215.00	215.00	179.00	179.00
148 ML.....	179.00	179.00	89.50	89.50
148 SL.....		89.50	89.50	175.00
1946 Hideaway.....	135.00	135.00	135.00	
1947.....				
WILLIAMS				
Music Mile.....	100.00	100.00 129.50	100.00	110.00
WURLITZER				
500.....		49.50		
700.....	69.00	69.00	69.00	69.00
750 E.....		79.50		
750 M.....		59.50		
800.....	69.00	69.00	69.00	69.00
850.....		35.00		
1015.....	99.00 99.50	99.00 119.50	80.00 119.00	99.50 119.00
	110.00 125.00	125.00 135.00	125.00 150.00	125.00 150.00
	135.00 150.00	150.00		
	89.50 125.00	125.00 129.50	125.00 139.00	89.50 125.00
1080.....	135.00 139.00	135.00 139.00	250.00 275.00	219.50 250.00
	225.00 250.00	139.50 250.00	275.00	275.00
1100.....	275.00	275.00	285.00 295.00	269.50 285.00
	295.00(2)	295.00(2)	339.00	295.00 339.00
1250.....	339.00	339.00	458.00 495.00	495.00 575.00
	495.00 575.00	495.00 575.00	575.00	
1400.....				

Laine Contest Hits 2,000 Mark

NORTH TONAWANDA, N. Y., Oct. 3.—Reports from the 40 cities where disk jockeys are sponsoring the Frankie Laine-Wurlitzer Vocalist Contest brought entries to over the 2,000 mark this week.

D. J. Paul Brenner, WAAT, Newark, N. J., reported the largest number of entries, nearly 1,000. Bob Wells, of WEBR, Buffalo, and Robin Seymour, of WKMH, Detroit, were trailing in that order.

The contest, which offers aspiring singers the chance for a \$1,000 scholarship award, a trip to New York and the making of a Columbia record, is in its third week.

Cleveland Picks 'That's Amore,' Top October Tune

CLEVELAND, Oct. 3.—Listeners of seven local disk jockey programs here unanimously picked Blue Barron's "That's Amore," an M-G-M recording, as the winner of the Hit Tune radio contest for the month of October.

The Hit Tune promotion is used to fill in between Hit Tune Parties, which are presented before audiences in the Cleveland Arena. Both are sponsored by The Cleveland Press and the Ohio State Phonograph Owners' Association.

A meeting has been scheduled for October 5, at which representatives of both organizations will make plans for the coming Cleveland Press' Jubilee Celebration to be held November 1 in the arena.

T. D. Music Has New Partner

DETROIT, Oct. 3.—A change in partnership has been made in the T. D. Music Company, 1013 St. Atoine Street, music machine operators located on the East Side, since the recent departure of Sam Serra Jr., who was in partnership with Tony Milazzo and Dominic Corrado.

Serra's place in the firm has been taken by Paul Vitale, a newcomer to the music machine business.

FOR SALE

Phono and Game Route

Central Missouri. Good, profitable business; well established. Reasonable. Can be financed. Contact

BRANDT DIST. CO.
1807 Olive St. St. Louis 2, Mo.



Money Makers! Money Savers!

Reconditioned Music Equipment
Clean! . . . Ready to Go!

SEEBURG

M100A...\$495 147M...\$129
148SL... 179 146M... 99

ROCK-OLA 1434 (52-50) ..\$395
WURLITZER 1250 295
AMI MODEL A 169
WURLITZER 1015 89
ROCK-OLA 1422 79

WALL BOXES
A fine selection of all makes
\$5.00 to \$35.00

WRITE! . . . WIRE! . . . PHONE!
Export Inquiries Invited
1/3 Deposit . . . Balance C.O.D.

MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Turner
Tulsa 3-3900 Lansing 5-4243
Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jackson
Cherry 1-3801 Main 6192



IT'S SIMPLE AS A-B-C . . .
that the circulation of this business paper is PAID
circulation and that the totals have been audited and
certified by the
AUDIT BUREAU OF CIRCULATIONS.

How Was Your Timing on . . .

"SHAKE A HAND"

RED FOLEY
DECCA 28839

Now on Billboard's "C. & W. Juke Box" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
**Billboard
BEST BUY**

SEPTEMBER
9

Title Strips
Ready for Top
Juke Profits

SEPTEMBER
9

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per week	Cost for 3 months	Cards per week	Cost for 3 months
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Yernie Stern, 2 E. 45th St., New York 17
Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____
Address _____
City _____ Zone _____ State _____

It's got more

ON THE BALL

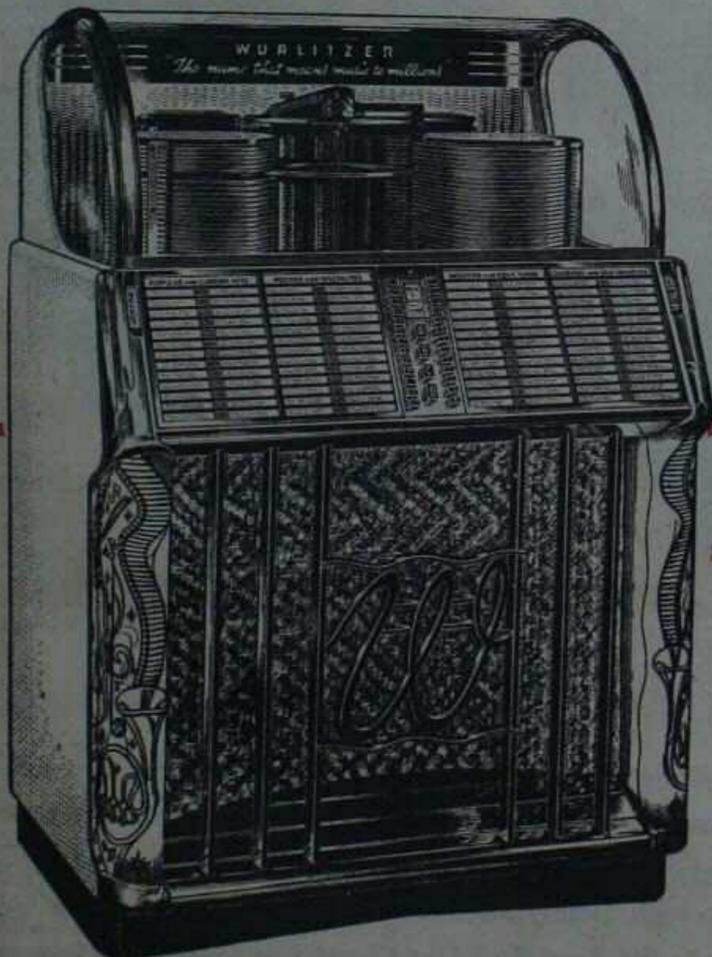
That's why you get more
IN THE CASH BOX

Not only does the Wurlitzer Fifteen Hundred have more on the ball—it mixes the fast ones with the slow ones, the 45's with the 78's. No other phonograph will do it.

It puts a selection of 104 tunes solidly over the plate and the customers love it.

If you want to get into the big league locations...and stay there...make your pitch with the Wurlitzer Fifteen Hundred.

See your
WURLITZER DISTRIBUTOR



Wurlitzer FIFTEEN HUNDRED

WURLITZER MODEL 1650

A compact 48-selection, straight 45 RPM phonograph priced to pay the operator a real profit. Available as Model 1600 playing 45 or 78 RPM records.



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Thank you for your *Enthusiastic*
 Reception of **ROCK-OLA'S**
COMET LINE...



120
 SELECTIONS

WORLD'S
 SMALLEST
 CONSOLE
 PHONOGRAPH

WORLD'S
 SMARTEST
 STYLING

My
Personal
Thanks...

TO EACH one of you who visited Rock-Ola distributor showrooms on October 3-4-5. Your comments and your purchases are most encouraging. We interpret this genuine interest in another vote of confidence in Rock-Ola products. We pledge, in return, we will continue to earn that confidence with high quality manufacturing techniques to insure service-free operation. If you haven't yet seen the New Rock-Ola Comet line today . . . take the advice of your fellow-operators and accept my invitation to see it at your local Rock-Ola distributor's showrooms. Thanks again.

David C. Rockola

**MANY
OUTSTANDING
COMET
FEATURES**



The revolutionary 45 RPM proven and dependable Rock-Ola mechanism in a smaller, modernistic cabinet.



Easy-change Standard title strips. Four sided Program holder allows for combination programming for many music classifications.



Uses only 5 1/2 square feet of floor space—less than phonographs with only one-third as many selections.



Records are played in natural position. Long record life insured by properly balanced action; automatic brushing removes dust and lint.

Jumbo cash-box, easily reached by servicemen.



Eye-right height, Ma and Pa, teen-agers' delight.



One-button selection. Out comes your tune.



In-view popularity meter speeds up service in determining records to change.



3-Way accessibility! Full width front door; large, easily removed back panel; plate glass dome swings away for easy record changing.



Beautiful picture window view. Sweeping lines of formed plate glass, easy to clean. When opened held with a three position safety catch.



Outstanding tru-tone amplifier. The Rock-Ola audio system has been further improved to obtain the utmost in fine tone from records; perfect tone fidelity matching today's fine records; Bass and treble easily balanced; arranged for three-wire wall box use; 15" matched speaker.



THE PLAYMASTER

Is brand new! 'Tis beautiful enough to be used on location and compact enough to be tucked away where space is at a premium. Has all 120 Comet mechanical features.



WALL BOX

CHROME-FINISHED WALL BOX. For "plus" business, used with the Comet-120 or the Playmaster. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hookup. Standard size title strip holders. True accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.

ROCK-OLA

MANUFACTURING CORPORATION

800 N. KEDZIE AVE.

CHICAGO 51, ILLINOIS



Shaffer Specials

in better quality buys

SEEBURG
M-100-A
78RPM—100 Selections
\$549.50

WURLITZER	
1100	\$219.50
1015	99.50
1080	89.50
1017 (Hideaway)	99.50

SEEBURG

148ML (Blonde)	\$199.50
147 (Hammerloid)	149.50
146 (Hammerloid)	119.50
1946 (Hideaway)	89.50

POST WAR WALL BOXES

Wurlitzer 4820 (48 Sel.)	\$34.50
Wurlitzer 3020 (24 Sel.)	12.50
AMI 5/10	14.50
Seeburg Sc 3 Wire	12.50

ROCK-OLA 1426 \$ 99.50
SEEBURG SHOOT THE BEAR 199.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
606 S. High Street
MAin 3543

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capital Ave.
Lincoln 1571

EXCLUSIVE SEEBURG DISTRIBUTORS

SEEING IS BELIEVING!
TRY LONDON
YOUR BEST BET FOR BUYS!

NEW SELECTION FIVE BALLS
NEW PRICES!

Double Shuffle	44.50	Thrill	52.50	Trade Winds	52.50
Carnival	41.50	Sharpsooter	49.50	Mardi Gras	39.50
Hill Parade	39.50	Buccaneer	34.50	Merry Widow	39.50
One-Two-Three	34.50	Cinderella	29.50	Puddin' Head	39.50
Aquacade	39.50	All Baba	34.50	Three Feathers	64.50
Tamale	44.50	Barnacle Bill	34.50	Big Top	34.50
Playland	49.50	St. Louis	44.50	Wisconsin	44.50
Floating Power	44.50	El Paso	39.50	Oklahoma	34.50
Serenade	34.50	Dallas	44.50	Summer Time	34.50
Tennessee	29.50	Maryland	49.50	Dew-Wa-Ditty	24.50
Super Hockey	59.50	Screwball	34.50	Saratoga	59.50
		Black Gold	59.50	Tucson	44.50

WALL BOX SPECIALS!

Seeburg Postwar 34
Wireless **\$9.95**
Packard Boxes **\$7.50**

USED SPECIALS

CHICAGO COIN
Trophy Bowl \$ 59.50
Bowling Classic .. 59.50

KEENEY
League Bowler \$139.50
Double Bowler .. 79.50

PHONOGRAPH SPECIAL!

PACKARD
MANHATTAN
\$79.50

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
DIVISION 4-3220



2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
PLEASANT 4453

FOR SALE

Binges, Location Ready.
Start \$140.00
Coney Island 125.00
Frelies 195.00
Circus 195.00

Bright Spot \$135.00
Leader 135.00
Golden Nugget 125.00

Western Distributors
1224 S.W. 16th Ave. Portland, Ore.

YOUR TICKET TO SALES RESULTS—

THE ADVERTISING COLUMNS OF THE BILLBOARD!

MONEY BACK GUARANTEE

WURLITZER

1400's	575
1350's	329
1180's	330
1015's	135
1080's	135
1017's	33.50

SEEBURG
M100A **\$525**

ROCK-OLA FIREBALL
WRITE

DISTRIBUTOR SMOKE SHOP CIGARETTE VENDERS

Y col., 484 cap.	\$239.50
United Star	\$340.00
Un. Star 10th Frame	\$33.00
Bally Hook Bowler	199.50
Genco 400, New	169.50
Exhibit Six Shooter	169.50

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

COVEN

distributing company
3181 Union
Chicago 18 Ill.
Independence 3-2710

Texas Grants Assn. Charter To Dallas Ops

DALLAS, Oct. 3.—Music operators here have been granted a State charter for their newly formed Dallas Music Operators' Association.

At the association's first meeting, the members elected E. L. Certain Jr., president; W. R. Williford, vice-president; Dewey Parsons, 2d vice-president and T. A. Webb, secretary-treasurer.

Membership initiation fee was set at \$25, monthly dues at \$5. The association will meet the last Monday of every month. Scheduled for discussion at coming meetings are nickel and dime play, how to increase and strengthen the organization and plans for an annual banquet.

The members voted that money left in the treasury after expenses be donated to charitable organizations.

Associations stickers have been made to be placed on machines. The sticker reads, "Operated by a member of Dallas Music Operators' Assn."

Present members are: J. M. Browning, E. L. Certain Jr., Tommy Collum, Leonard Collman, Gordon McGibboney, Albert McKool, Don Morris, M. A. Nivens, Dewey Parsons, Herbert T. Rippa, H. C. Townsley, Frank Sachse, C. A. Taylor, T. A. Webb, W. R. Williford and Bill O'Connor.

Miami Staff Set To Pick L-W Winners Oct. 20

MIAMI, Oct. 3.—Requests for entry blanks in the Frankie Laine-Wurlitzer \$5,000 Vocalist Scholarship Contest are pouring in to disk jockey Harry Burge, of radio station WQAM, and the Bush Distributing Company, which distributes Wurlitzer juke boxes in Southern Georgia, Florida and Cuba. Burge is in charge of the competition here.

He is publicizing the contest on his "Burge Cage" spin session five days a week, from 4:45 to 5 p. m., and says he has sent out approximately 100 entry blanks. Ozzie Truppman, Bush Distributing Company, reported that his office had mailed out at least that many as the result of Burge's program and stories in the newspapers.

Burge this week announced the make-up of the judging council. Judges will be George Bourke, amusement editor of The Miami Herald; Truppman; Don Fisher, program director of station WQAM; Albert E. Denny, The Billboard reporter and staff member of The Miami Herald, and a representative of the Dade County school board, to be announced later.

Phonograph records made by the contestant vocalists will be heard by the judges October 20, the day after the competition closes, in the studios of WQAM.

Century Products Hit by Thieves

TORONTO, Oct. 3.—When thieves broke into the office of Century Products, Ltd., cigarette machine distributors, not only did they take \$1,500, but they also made off with the birth certificate of company head Harvey J. Springer.

The thieves moved the safe into the basement where they broke into it. A few of the company's important documents were later recovered in Lake Ontario.

Bush to Show

Continued from page 85

this area by Bush. A Bush representative will be at the company booth in each of the four cities. The schedule follows: Miami, October 18, at Dinner Key Auditorium; Jacksonville, November 1, ballroom of the Roosevelt Hotel, with Jacksonville branch manager Joe Barton in charge; Tampa, November 8, at the Pan American Building, State Fair grounds, and Orlando, November 15, at the Coliseum. Ace-Saxon of Miami will exhibit its cigarette vending machines at the Miami show.

Shuffle Games

Continued from page 24

	Issue of Oct. 3	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12
Team Bowler, 10-player (Keene)	195 295.00 335.00	195.00 335.00 339.50	325.00 335.00	385.00 335.00
Tenth Frame Bowler (Chicago Coin)	275.00	249.50		
10th Frame Matched Bowler (Chicago Coin)	325.00	325.00	325.00	345.00
Trophy Bowl (Chicago Coin)	59.50 69.50	35.00 59.50	59.50 69.50	59.50 69.50
Twin Bowler (Universal)		29.50 35.00		
Twin Shuffle Alley (United)	90.00w/p			
Twin Shuffle Alley Rebound (Universal)	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United)	85.00 99.50	85.00 145.00	90.00 145.00	145.00
Twin Shuffle-Gade (United)	125.00	150.00	150.00	150.00
Two-Player Rebound (United)		105.00		
Two-Player (United)	75.00	75.00	75.00	75.00

Arcade Equipment

	Issue of Oct. 3	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12
Ace Bomber (Mutoscope)	\$145.00 195.00	\$189.50 195.00	\$195.00	\$195.00
Aqua Jet (Conall)	125.00(2)	125.00	125.00	125.00
Astroscope, 10c	125.00	439.50		
Atomic Bomber (Mutoscope)		85.00		
Atomic Jet Space Ship	75.00 79.50	79.50	79.50	79.50
Bank Board (American)	75.00	75.00		
Baseball (Scientific)		59.50		
Basket Ball (Scientific)		59.50		
Bat-A-Ball	95.00 165.00	165.00 249.50	165.00 275.00	165.00 275.00
Bat-a-Score (Evans)	275.00	275.00		
Big Broke (Exhibit)	525.00	525.00	525.00 550.00	550.00
Big Joking (Bally)	140.00 150.00	140.00 150.00	140.00 150.00	150.00
Belascare (Supreme)	95.00	95.00	95.00	95.00
Bumperang	40.00 45.00	40.00 45.00	40.00 45.00	45.00
Counting Camera	125.00	125.00		
Challenger (ABT)	27.00 29.50	27.00 29.50	27.00 29.50	27.00 29.50
Chicken Sam (Seeburg)	95.00 105.00	75.00 95.00	95.00 105.00	95.00 105.00
Dale Gun (Exhibit)	59.00-45.00(2)	45.00 59.00	49.50 55.00	65.00(2) 94.50
Defender (Bally)	94.50	85.00(2) 94.50	65.00 94.50	125.00
Deluxe Athletic Scale (Mercury)		39.50		
Drift, 4 Player (Chicago Coin)	75.00 175.00	175.00 195.00	175.00 195.00	175.00 195.00
Drive-Medals (Mutoscope)		189.50		
Duck		219.50		
Electricity In Life (Mills)	129.50	129.50	129.50	129.50
Flash Hockey (Gales)	55.00 75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)	150.00	150.00	150.00	150.00
Field Goal (Scientific)	165.00 175.00	175.00	175.00	175.00
Football (Chester Ballard)		45.00		
Glider (General)	85.00 100.00	85.00 100.00	85.00 100.00	85.00 119.50
Goalie (Chicago Coin)	110.00 119.50	119.50 125.00	119.50 125.00	125.00
Grip (Getlieb)		19.50		
Grip (Holly)		18.50		
Gun Patrol (Exhibit)	175.00	175.00	175.00	175.00
Gun Range with 3 rifles (ABT)	650.00	650.00	650.00	650.00
Gypsy Paintball	100.00			
Heavy Hitter (Bally)	65.00(2) 69.50	65.00(2) 69.50	65.00(2) 69.50	65.00 69.50
Hi-Ball Striker (Exhibit)	89.50	89.50(2)	89.50	89.50
Hockey (Chicago Coin)	55.00 75.00	55.00 75.00	55.00 75.00	55.00 75.00
Hockey (Mutoscope)	85.00			
Jet Gun (Exhibit)	210.00 215.00	149.50 185.00	215.00 225.00	225.00
K. D. Fighter	225.00	215.00 225.00		
Lite Leaper	175.00			
Lite Leaper	99.50	99.50	99.50	99.50
Locomotive	39.50	39.50	39.50	39.50
Low Meter (Exhibit)	295.00 365.00	365.00	365.00	365.00
Metal Tiger (Harvard)		12.50		
Mexican Baseball	125.00 225.00	149.50 225.00	225.00 295.00	225.00 295.00
Midget Movies	245.00 295.00	295.00		
Midnight Sneak Ball (Chicago Coin)	149.50	114.50		
Mystic Pen	125.00			
Panorama (Mills)	225.00 275.00	225.00 275.00	225.00 275.00	275.00
Periscope	120.00	120.00	120.00	120.00
Phonomatic (Mutoscope)	250.00(early)	125.00 250.00	250.00(early)	250.00(early)
	250.00(late)	250.00(early)	250.00(early)	250.00(early)
	600.00(late)	600.00(late)	600.00(late)	625.00(late)
	625.00(late)	625.00(late)	625.00(late)	650.00(late)
	650.00(late)	650.00(late)	650.00(late)	
	650.00			
Pike's Peak		13.50		
Pitch Pete (Chicago Coin)	75.00	75.00	75.00	75.00
Pitch 'Em & Bat 'Em (Scientific)	185.00 195.00	185.00	185.00	185.00
Pokerino (Scientific)	85.00	85.00	85.00	85.00
Pokerino Jr.	60.00 75.00	60.00 75.00	60.00 75.00	75.00
Pool Table (Edel)	75.00	75.00	75.00	75.00
Quizer	95.00(2)	95.00	95.00	95.00
Rapid Fire (Bally)	100.00	100.00	100.00	100.00
Recordio (Wilcox-Gay)	125.00(2)	125.00(2)	125.00(2)	125.00
Little Range Boy Gun	95.00	95.00 95.00	95.00	95.00
Shoot the Bear (Seeburg)	89.00 105.00	105.00 195.00	195.00 199.00	149.50 199.00
	195.00 199.00	199.00 199.50	199.50 225.00	199.50 229.50
	199.50 225.00	225.00 229.50	229.50 249.50	249.50
	229.50 249.50	249.50		
	125.00 139.50	125.00 139.50	125.00 139.50	125.00
	165.00	124.50 149.50		
Silver Bullet (Exhibit)		165.00		
Six Shooter (Exhibit)	150.00	150.00	150.00	150.00
Skee Ball (Wurlitzer)		29.50		
Skills Nests		195.00		
Sky Fighter (Mutoscope)	145.00 195.00	195.00	195.00	195.00
Silver Chest		275.00		
Small Horse		219.50		
Solar Telescope	110.00			
Space Gun (Exhibit)	90.00 100.00	65.00 90.00	90.00 100.00	100.00 139.50
Star Series (Williams)	139.50	100.00 139.50	139.50	139.50
Star Series (Williams)	120.00	120.00	120.00	120.00
Sub Gun (Keene)	120.00	275.00	275.00	275.00
Super Bomber (Evans)	275.00			
Target Skill (General)	50.00	50.00	50.00	50.00
Team Hockey (United)	85.00	85.00	85.00	85.00
Telesuit	125.00 165.00	125.00 165.00	125.00 165.00	125.00 165.00
Ten Strike (Evans)	169.00	169.00	169.50	169.50
13-Way Athletic Scale (Mercury)	75.00	75.00	75.00	75.00
Tommy Gun Deluxe (Evans)	79.00			

Amusement Games

Continued from page 83

	Issue of Sept. 26	Issue of Sept. 19	Issue of Sept. 12
Starlite	175.00		
Star (United)	129.50	195.00	195.00
Stop and Go (Genco)		45.00	45.00
Summer Time (Gottlieb)		34.50	34.50
Sunshine Park (Bally)		110.00	195.00
Super Hockey	59.50	59.50	59.50
Super World Series (Williams)	195.00	124.50	225.00
Sweepstakes (Williams)	195.00	195.00	195.00
Sweetheart (Williams)	35.00		40.00
Tampico (United)	64.50	79.50	64.50
Tahiti (Chicago Coin)		35.00	64.50
Telecard (Gottlieb)	49.00		49.00
Tennessee (Williams)	29.50	49.50	29.50
Texas League (Keeney)	50.00	69.50	50.00
Thing (Chicago Coin)		45.00	45.00
Three Feathers (Genco)	30.00	64.50	35.00
Three Musketeers (Gottlieb)		79.50	64.50(2)
3-4-5 (United)		125.00	75.00
3-4-5 (Chicago Coin)	29.50	35.00	29.50
Times Square	165.00		175.00
Trade Winds (Genco)	29.50	29.50	29.50
Trinidad (Chicago Coin)		35.00	35.00
Triplets (Gottlieb)	89.00	99.50	89.00
Tri-Score (Genco)	69.00	89.50	69.00
Tumbleweed (Exhibit)	65.00	74.50	65.00
Turf King (Bally)	50.00	59.50	50.00
Tuxedo (Williams)	44.50	45.00	44.50
Twenty Grand	145.00	175.00	145.00
Utah (United)	59.00	84.50	59.00
Virginia (Williams)	49.50	49.50	49.50
Watch My Line (Gottlieb)		65.00	65.00
Wild West (Gottlieb)	145.00	165.00	165.00
Winner (Universal Industries)	49.50	75.00	49.50
Winnies (United)	34.50	45.00	34.50
Yanks (Williams)		49.50	25.00
Zippo (United)	125.00	125.00	125.00

Taran to Stay In Coin Machs.

MIAMI, Oct. 3.—Sam Taran, of Taran Distributing, said this week he intends to remain in the coin machine business despite the cancellation of his AMI franchise (The Billboard, October 3).

Taran's company handles a number of coin-operated lines in addition to the phonograph line which was canceled. The company is a distributor for United Manufacturing and a subjobber of Gottlieb games under an arrangement with the local distributor, All-Coin Amusements.



Let Banner straighten you out! Our years of experience serving profit-minded operators has taught us what to do about an operator's headaches.

The first thing we do is sell only top equipment, the best of its kind, from leading manufacturers. This we back up with a complete service in parts, supplies and replacements, all ready for immediate delivery! Finally, we stand by to help the operator in every way possible, placing our extensive experience at his disposal. You always get A BETTER BUY AT BANNER!

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Branch: 1508 Fifth Ave., Pittsburgh 19, Pa.

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SEEBURG 1-46 HIDEAWAY	\$125
SEEBURG 1-47	165
SEEBURG 1-48 BLOND	195
SEEBURG M-100A	95
SEEBURG WOM (W4-L56)	35
WURLITZER 1015	150
WURLITZER 1080	125
WURLITZER 1100	275
WURLITZER 1250	295
WURLITZER 1400	495
A.M.I. MODEL A	275
A.M.I. MODEL B	325
A.M.I. MODEL C	350
A.M.I. HIDEAWAY	245
PACKARD MANHATTAN	95

BRAND-NEW CHICOIN HIT PARADE\$132.50

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- Atlantic City . . . 225
- Frolics . . . 295
- Spot Light . . . 195
- Coney Island . . . 225
- Bright Spot . . . 225
- Bright Lights . . . 175

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- Stars . . . \$185
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- ABC . . . 99

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"First-Conditioned"

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CHICAGO COIN 6 PLAYER MATCH \$295 UNIVERSAL HI SCORE BOWLER \$ 35

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- DuGreen, Champions, 9 Col. . . . 125
- Natl. 9-20's, 9 Col. . . . 130
- Natl. 9-20's, 7 Col. . . . 145
- Rowe Royals, 10 Col. 145
- Rowe Presidents, 10 Col. . . . 155
- Uneda Elec., 9 Col. . . . 125

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COUNTER GAMES

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- Pop-Up . . . 22
- Play Poker . . . 22

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"First-Conditioned"

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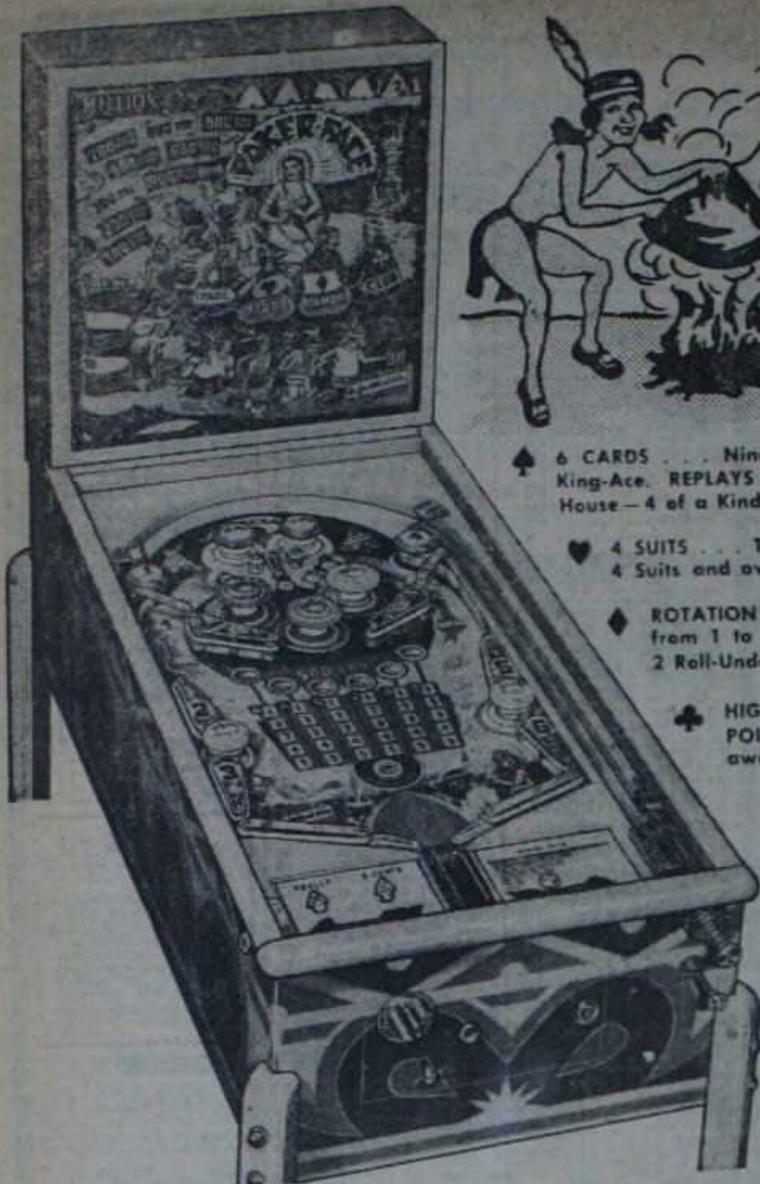
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NEW RECOVERY SHOOTER . . . insures score on every ball.

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KEENEY CARNIVAL BOWLER, 6 PLAYER		
KEENEY DOMINO BOWLER, 6 PLAYER		
KEENEY PACEMAKER, 6 PLAYER		
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United 5 Player w/Formica, 7-10		179.50
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Un. 3 Player S.A., Express		89.50
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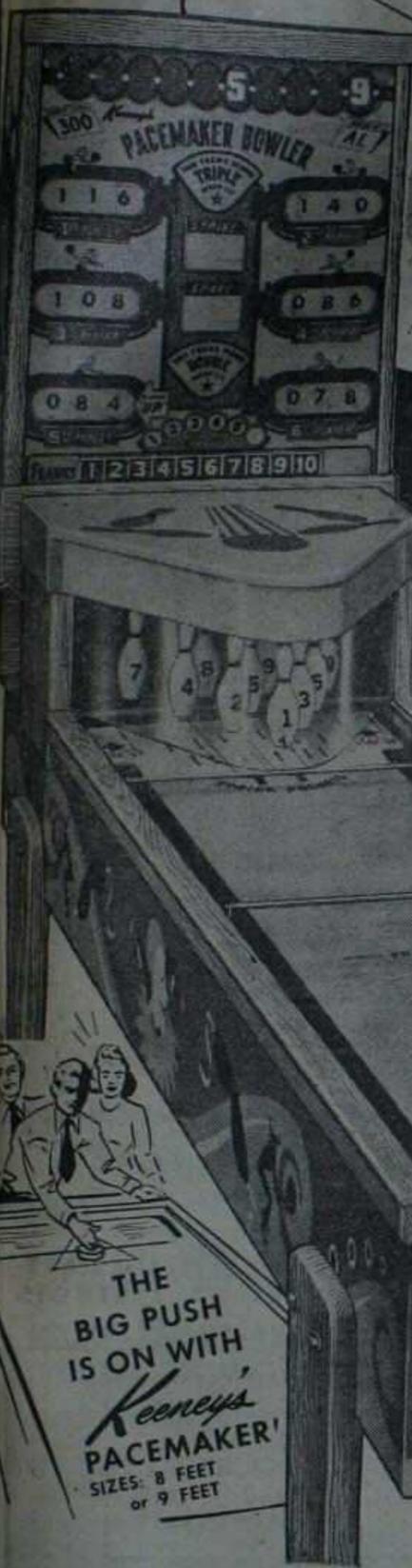
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NEW 10TH FRAME

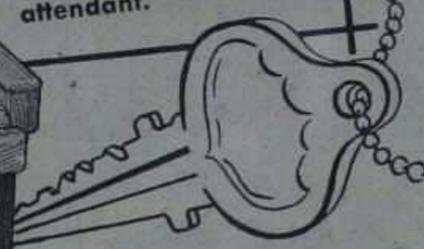
SHOOTS ON AS LONG AS PLAYER
"STRIKES" To Score Double or Triple!!!

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**Keeney's 6-PLAYER
PACEMAKER**
with 4 SCORE CARDS FOR ANY TYPE PLAY!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

Keeney's PACEMAKER has Exclusive Features that get and hold players' interest for INCREASED EARNINGS!

KEY in front of game switches from regular to match play at discretion of operator or location attendant.



PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE IN THE 3rd - 5th - 7th and 10th FRAMES!

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THE BIG PUSH IS ON WITH Keeney's PACEMAKER!
SIZES: 8 FEET or 9 FEET

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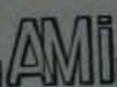
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Pokerino Jr.	60.00
Seeburg Shoot-the-Bear	225.00
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Heavy Hitter & Stand	60.00
Auto Shoot, Like New	175.00
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Jungle Joe	150.00
Undersea Raider	100.00
Dale Gun	65.00
Chi Coin Pistol	90.00
Keeney Submarine	90.00
Selar Horoscope	100.00
Keeney Texas Leaguer	45.00
Chi Coin Midget Skee Ball	150.00
Midget Movies, Like New	195.00
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BINGO GAMES

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ABC	50.00
Bright Life	125.00
Bolero	125.00
Coney Island	150.00
Spot Lite	150.00
Cabana	375.00
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Beauty	360.00
Beach Club	450.00
Atlantic City	250.00

SHUFFLE ALLEYS

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Keeney 10 Player Bowler	275.00
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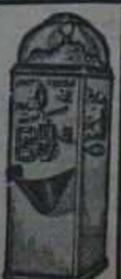
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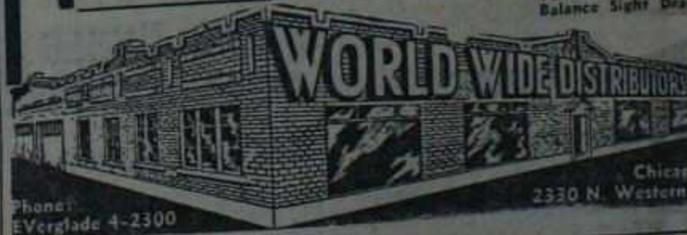
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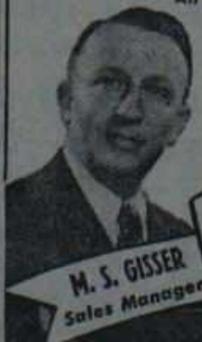
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(also adjustable for 3rd
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Adjustable to Play
5 or 10 Frames

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Adjustable to Play
5 or 10 Frames

**TRIPLE
MATCH
FEATURE**

Match a
Number

Match a
Number & Star

Match a
Number—Star
& Crown!

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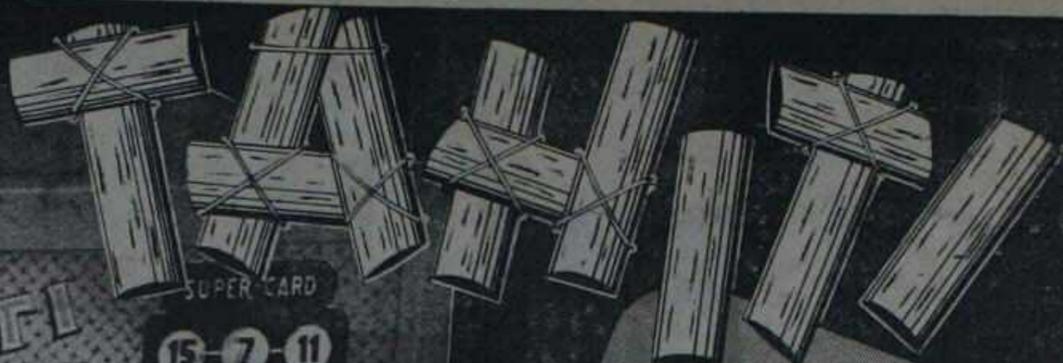


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UNITED'S



UNITED'S TAHITI

SUPER CARD

23	3	18
9	25	11
12	24	14

WHEN SUPER-CARD LIT
SUPER CARD 3 IN LINE SCORES 4 IN LINE
SUPER CARD CORNERS SCORE 5 IN LINE

SPECIAL CARD

1	12
4	24

ANY 3 CORNERS - 3 IN LINE
ANY 2 CORNERS - 4 IN LINE
ANY 1 CORNER - 5 IN LINE

SUPER CARD

15	7	11
1	10	13
17	4	18

WHEN SUPER-CARD LIT
SUPER CARD 3 IN LINE SCORES 4 IN LINE
SUPER CARD CORNERS SCORE 5 IN LINE

SPECIAL CARD

23	9
17	6

ANY 2 CORNERS - 3 IN LINE
ANY 1 CORNER - 4 IN LINE
ANY 0 CORNERS - 5 IN LINE

3 IN LINE SCORES 4 IN LINE

4 CORNERS SCORE 5 IN LINE

SELECT NOW

EXTRA BALL

3-IN-LINE SCORES 4-IN-LINE

4 CORNERS SCORE 5 IN LINE

SELECT A LIT SELECTION FEATURE BEFORE SHOOTING AT THE BALL

FAST-ACTION
IN-LINE GAME WITH

NEW SPECIAL CARDS



5 SELECT-EM FEATURES

- SPOT A NUMBER
- EXTRA BALL
- 3 in Line Scores 4 in Line
- BOTH SUPER CARDS
- BOTH SPECIAL CARDS

- Extra Time Feature
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- 5 Pointer Signals Above Each Extra Ball Indicator
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- HINGED BACK DOOR

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