

The Billboard

NOVEMBER 7, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 35 CENTS

Talent, Unions and Agents Put Clamps on Telethons

THIEVES STEAL PUPPET STOCK

CHICAGO, Oct. 31.—Sid Krofft, puppeteer and star of the current "Ice Charades" at the Boulevard Room of the Conrad Hilton Hotel, is asking members of the show business trade to be on the lookout for six of his puppets which were stolen from his automobile here this week. The puppets were hand carved by Krofft's father, now deceased.

"The puppets are very valuable, but to me they represent more in sentiment. I am offering a \$200 reward for their return." There were two skeletons, two Frankensteins, one clown and one Sonja Henie puppet in the box which was taken from the car by the thieves who cut thru the convertible top.

Bankhead Set On Hedda TV

NEW YORK, Oct. 31.—Tallulah Bankhead has been cast for the title role of Henrik Ibsen's "Hedda Gabler," to be televised on the "United States Steel Hour" late this year. Miss Bankhead, who has never played in a full length video drama, has already accepted the part of the alternate week ABC-TV show. She is to be supported by an all-star cast, yet unsettled.

Industry-Wide AFM Pacts Up in 3 Mos.

NEW YORK, Oct. 31.—Within the next 90 days James C. Petrillo, president of the American Federation of Musicians, will be engaged in negotiating contracts covering employment of musicians in almost every phase of the entertainment industry. In addition to the pact with the recording and transcription firms which expires on December 31, the AFM's contracts with radio and TV networks, motion picture studios and television film producers expire on January 31. This week, the AFM prexy took the first step toward settling the new contract with record and transcription companies.

Petrillo's official notice to the latter interests read: "Pursuant to Section 8-D of the Labor Management Relations Act, 1947 (Taft-Hartley), we hereby notify you that our current agreement terminates on December 31, and offer to meet and confer with you at mutually convenient times and places for the purpose of negotiating the new contract." The same or a similar notice can be expected to be sent to the radio, TV, motion picture and TV film firms 60 days prior to January 31.

TV Film Section
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Unions Discuss New Theater Authority Plan

East Group Would Control Benefits, Split Percentages

NEW YORK, Oct. 31.—A re-activation of the Eastern Theater Authority is now being planned thru which benefits in all mediums, including radio and television, will be cleared.

Reps of the member unions of the Associated Artists and Actors of America met Wednesday (28) with officers of various organizations, including the small actors unions, to discuss ways and means.

Participating in the confab were the American Guild of Variety Artists, who broke up the old TA when it pulled out of the body; the American Federation of Television and Radio Artists; Equity; Screen Actors' Guild; American Guild of Musical Artists; the various religious denominational actors' unions; Authors' League, and New York Theater League.

Tentative Plans

Under the tentative plans discussed all benefits would have to

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RECORDS TELL US ALL ABOUT THIS HUMILITY

NEW YORK, Oct. 31.—It figured to happen. One disk just released by the fledgling label, Front Page Records, is titled "Humility." Also being rushed out is Monarch Records' "Dear Mr. Godfrey." The latter was written and recorded by Ruth Wallis this week and is being advertised as "sung with plenty of humility—this record can be played on the air." The "Humility" platter was cut by comic Phil Gordon, who some years ago was a winner of one of the early Arthur Godfrey "Talent Scouts" programs.

AGVA Local in Pittsburgh Bars DJ Guestings

PITTSBURGH, Oct. 31.—Nat Nazarro Jr., local American Guild of Variety Artists rep, put a damper on practically all the record promotion stunts being done in this area by disk artists. He banned all live radio interviews where an audience is present.

Nazarro also said that no AGVA member could attend any of the many teen-age dances in the area where a disk jockey is hired to play the records and invites record stars in town to drop in and visit.

Nazarro said that too many promoters had been taking advantage of the record star's desire to appear before a teen-age audience and has been commercializing on these free appearances. He also added that he realized this may affect radio shows that have done the artists a lot of good, but the evil was growing so fast that a sweeping ruling had to be made. Exceptions would be considered as they were presented.

'Dragnet' Recordings Give Video Program Big Boost

By JOE MARTIN

NEW YORK, Oct. 31.—The rise of the "Dragnet" television show to the No. 1 spot in national TV ratings (see separate story in radio-TV) is seen by many observers in the phonograph record and video industries as the first concrete evidence that a hit recording can be one of the best promotional devices available to telecasters.

While the Jack Webb film series has been one of the top 10 or 15 shows on TV for some time, it picked up its ratings dramatically since the Ray Anthony orchestra's instrumental "Dragnet" entered

The Billboard best-selling records listing.

The latter recording was quickly followed and supplanted by the Stan Freberg parody on the show, "St. George and the Dragonet."

Ups Ratings

While records directly related to specific television programs have been issued both before and since the click of "Dragnet" and the parody, this is the only instance in which the recording is generally credited with an assist in upping audience ratings. "I Love Lucy," the country's No. 1 television show, until dethroned

Call Charity Shows Damage to Industry

Ban Placed So Far on Network Shows; New Authority to Screen Local Drives

NEW YORK, Oct. 31.—Network telethons which have drawn so often upon the top talent names in the country this week became a thing of the past, as the combined forces of talent, unions and talent agents joined to eliminate what many leading show business people regard as a threat to the amusement industry. George Heller, executive secretary of the American Federation of Television and Radio Actors, told The Billboard that the talent unions have jointly decided to forbid their members to make further appearances on network telethons. The ban immediately affected the Dean Martin-Jerry Lewis four-hour telethon slated for Thanksgiving Eve via ABC-TV, in a fund drive for the Muscular Dystrophy Associations.

Heller stated that Theater Authority is being completely reorganized to handle the telethon situation and will have full future control over all benefits. (See other story this page.) Heller said that local telethons, on a strictly supervised and individually approved basis, will be permitted.

The amusement industry, while not finding fault with the com-

mendable humanitarian purposes for which funds are sought thru use of name talent, does condemn what it terms the over-use of the telethon as a money-raising means. The chief problem created by them is the drain on time and talent, and the very economic reason that entertainers feel it is bad practice, since they virtually donate their acts for national exposure, cutting down their potential earning power. In addition, it

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Study Set on Sports Ban

WASHINGTON, Oct. 31.—A new look at restrictive sports broadcasting will be taken by the Sports Committee of the National Association of Radio and Television Broadcasters, scheduled to meet on November 23 in New York. NARTB thinks public support is growing for unrestricted coverage of sports events, and will line up its arguments against the Johnson Bill, which will come up for a vote when Congress meets.

NO HUMBLE—HUMILIATED

Small Contract Print Puts Musician in Men's Room

HOLLYWOOD, Oct. 31.—If Spade Cooley says on his TV show tonight that what it needs is more humility, comic musician Leo (Ukie) Sherin has promised he'll retort he never was so humiliated in his life.

It depends on the way you look at it—whether Sherwin will be properly humble or humiliated. It's all because of the fine print in a contract, the letter "M," an unforgotten "practical joke" and a

promise to "get even." Here's what it's all about.

Cooley this week signed the comic-musician to a firm 13-week contract that calls for Sherin's appearance on Spade's KTLA Saturday night show and playing at Spade's direction at the Santa Monica Ballroom. The fine print, which Sherin himself admits he didn't read, specified the artist must play in the "M" Room. Well, sir, never having played the ballroom, Sherwin figured it stood for any one of a dozen things—"Mural Room," "Music Room," for example.

The ink hardly had time to dry

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Billboard Backstage

By BILL SACHS

Save for the interest kindled by the Edna Ferber novel, *Show Boat*, some 25 years ago, the old-time river showboats would long have passed from the American scene, much as did the venerable minstrel shows of another era. As it happens, and as chronicled here briefly a few weeks back, there still remain afloat and in operation two of the old-time floating theaters, Capt. J. W. Menke's *Golden Rod*, now nearing its 20th year of a stock run at the foot of Locust Street, St. Louis, and Capt. Tom Reynolds' *Majestic*, out of Point Pleasant, W. Va., which in recent years has been plying the Ohio River and its tributaries under the sponsorship of various Ohio college groups.

Back in about 1925 there were scarcely more than a half dozen showboats still making the Ohio and Mississippi rivers and their tributaries. Half of them were worn to a frazzle by long years of service; the others were finding the going increasingly difficult due to the inroads of the radio and talking pictures, which had sharpened river-town natives to the point of being blasé. Old-time river mellers no longer measured up in the minds of the towners with the product turned out by the radio and film folks. The competition was reflected in the meager takes being garnered at showboat box offices.

It was about that time, too, that

Miss Ferber got the idea of doing her novel which later was to be pictured on stage and screen. The plot was to be laid on an old-time Ohio River showboat, and to scare up material she sought to visit and spend some time aboard a floating theater. She wrote to Capt. J. W. Menke, who at that time was operating two showboats, the *Golden Rod* and the *Sensation*, asking if she might come on for several weeks to set the nucleus and background for a novel she was writing. Being unfamiliar with the Ferber handle, Captain Menke filed the letter in a cubby hole in his cabin quarters, and promptly forgot about it.

Not to be deterred, Miss Ferber soon made contact with Charles Hunter, who at that time operated the James E. Adams Floating Theater, playing river towns in the Chesapeake Bay area out of Elizabeth City, N. C. Hunter bade her come on, and it was on that craft that Miss Ferber wrote *Show Boat*. In her writing Miss Ferber described the construction of an Ohio River showboat, while actually her description was that of the James E. Adams. The construction of the two types of crafts were vastly dissimilar. However, that had no bearing on the merit of her grand novel.

The release of the Ferber novel struck the showboat operators of

the day like a gold rush. Heretofore, showboat operators had concentrated solely on the smaller river towns. They avoided the bigger cities like a plague. They had their misgiving over big-city audiences. They figured the city folk too sophisticated. They feared the ridicule that big-city audiences might heap on the old-time mellers which they were playing straight. For years we had watched the showboats slink by Cincinnati to tie at Constance, Ky., just across the Ohio from the western end of town. They moved in unheralded, unknown to the folk in the big town across the river, who would have given their right arm to see a real honest-to-goodness showboat.

But things changed overnight. Showboats soon became the darlings of the big town. Month-long engagements in such towns as Pittsburgh, New Orleans, Cincinnati and Louisville were common. That was the forerunner of the *Golden Rod's* long run in St. Louis and Capt. Billy Bryant's 17-summer stand at the foot of Lawrence Street in Cincinnati with his own *Bryant Showboat* to more lucrative takes than they ever garnered in the river hamlets.

And the Edna Ferber letter still reposes in Captain Menke's cabin, only now it is framed in a prominent spot over his desk. More anon.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 31.—The Federal Communications Commission's current probe of network relations with ultra-high TV stations will produce a mixed picture. The inquiry will show definite coolness toward UHF prospecting in several major cities where the networks have big outlets, but it will also turn up a lot of evidence of enthusiasm for ultra-high. On the basis of this, you can expect no serious furor from the probe.

EARLY REPORT SEEN ON JUKE BILL . . .

Look for early action by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, which just completed hearings on the McCarran Bill to extend copyright royalties to juke

box playings. Sen. Alexander Wiley (R., Wis.), subcommittee chairman, hopes to have his group's recommendations ready for submission to the full committee before Congress starts its new term in January.

Just what the three-member Wiley subcommittee will recommend is uncertain, but the group will definitely go on record to guide the full committee on a decision. From all outward appearances, it looks like the McCarran Bill has little chance for passage in the present Congress. But anything could happen if the bill gets past the Senate Judiciary Committee. For Congress will be in a rush to clear the decks of business in as short a time as possible next session because of the 1954 congressional elections. Legislation which gets to the floor under such circumstances stands an outside chance to slip thru in a wind-up rush.

Consequently, while the odds are stacked heavily against the bill, it will be alive and its fate uncertain unless the Senate Judiciary Committee kills it outrightly.

SAVINGS CRUSADE SET FOR SPRING . . .

TV and radio will be enlisted in the biggest government savings drive since 1951. The crusade will be staged next spring to help stave off a public debt crisis. The Treasury Department will soon get a White House signal to set up machinery for the drive. The government is within a billion dollars or so of reaching the debt limit. Treasury Secretary Humphrey is deliberating the idea of using savings bond money to help pay for going government operations.

FTC DOESN'T LIKE THIS SMELL . . .

The Federal Trade Commission is taking a dim view of radio offerings of perfume on the "same quality" as \$35-a-bottle scent for only \$2.50. The FTC aired its opinion this week in a case involving an outfit called Mail Today Company, Detroit, not France, is the site of that company's perfume plant, said the FTC, complaining that "famous perfumes" offered by the company "for a limited time only" are neither famous nor offered for a limited time. Furthermore, said the FTC, such exotic names as "Christmas Eve" and "Rhodesia" sound suspiciously like the well-known and high-priced "Christmas Night" and "Aphrodesia." The facts will be smelled out at a hearing set for December 8.

Hutton Ending Palace Date

NEW YORK, Oct. 31.—The Betty Hutton Palace show will close at the end of the minimum four weeks, despite a healthy box office. Notice was posted for a closing November 11 to clear with the craft unions, but until late Friday (30) closing decision was not definite.

First week the show did \$46,260 net after taxes. Second week's net was \$43,464. Showing was remarkable, despite a poor advance sale. Most of the tickets were bought on the night of the show; this late sale often resulting in late arrivals and empty seats. Miss Hutton, coming on from the front of the house and seeing empty seats, became discouraged despite the box office figures. Efforts were made to keep the show beyond Thanksgiving, but the star's refusal made the closing inevitable.

WASHINGTON, Oct. 31.—Permits were issued for 212 amusement buildings in August, 84 more than were authorized the previous August, but valued at only \$6,310,000, almost 12 per cent less than the same month in 1952, the Labor Department reported this week.

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BROADWAY SHOWLOG

Performances Thru October 31, 1953

DRAMAS

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| The Fifth Season | 1-23, '53 | 333 |
| The Seven-Year Itch | 11-20, '52 | 398 |
| Tea and Sympathy | 9-30, '53 | 36 |
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MUSICALS

| | | |
|--------------------|------------|-------|
| Can-Can | 5-7, '53 | 204 |
| Concert in Comedy | 10-2, '53 | 35 |
| Gyps and Dolls | 12-15, '50 | 1,201 |
| Me and Juliet | 5-25, '53 | 180 |
| Porgy and Bess | 3-10, '53 | 274 |
| South Pacific | 4-16, '49 | 1,853 |
| The King and I | 3-19, '52 | 1,084 |
| Wish You Were Here | 8-25, '52 | 565 |
| Wonderful Town | 2-25, '53 | 284 |

COMING UP

| | |
|-------------------------|-----------|
| The Trip to Bountiful | 11-3, '53 |
| Kind Sir | 11-4, '53 |
| The Solid Gold Cadillac | 11-5, '53 |

CLOSING

| | |
|---------------------|------------|
| The Little Hut | 10-7, '53 |
| The Frogs of Spring | 10-20, '53 |

Monday. . . . Persons holding tickets for tonight's canceled performance of "Himberama" can exchange them for approximately similar locations at Carnegie Hall, where the magic-with-comedy show skeds to unveil November 13.

Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 31.—It was bound to happen. It was inevitable that someone would grab a likely TV film series soundtrack as the basis for a song hit. Some of the seasoned music publishers with an eye to the horizon have been quietly sewing up the soundtrack rights to available series. They weren't after the pennies they could collect from performances. They were shooting for the big one. They knew that one day a series soundtrack would show up in song form on the "Honor Roll of Hits."

"Dragnet" broke the ice and proved them right. And now the inevitable scramble is again under way. A few months ago the great majority of TV film producers shrugged off music with a bored "Who needs it?" as they turned to canned tracks. Today these same men are devoting considerable time to meetings with songwriters in mapping future series. For example, one of the more important producers we know has always used canned tracks for the impressive number of series he now has on the air.

He has a couple of writers busy at work preparing suitable song material for a new series. This producer is so deeply ingrossed in the profit potentials of the music business, he has a tentative album set with one of the major record companies and is entertaining offers from various music publishers.

Another producer we know is holding the release of a series because of music problems. Seems he had a verbal deal with the composer of the series' theme. The writer didn't expect much to happen and therefore was willing to turn over the rights to the producer. Then "Dragnet" hit. The composer wants to reconsider the deal. The producer who didn't particularly care about rights is now insisting on them. As a result, release of the series is being postponed from one lawyer's meeting to the next until the "differences" and "misunderstandings" are cleared up.

The same is true on the other side of the telefilm fence. The great majority of music publishers had ignored TV film as a source

of revenue. They were after such sure things as film scores and legit musicals that showed promise. Broadcast Music, Inc., opened a concerted drive for TV film soundtracks earlier this year, timing its announcement with the National Association of Radio and Television Broadcasters' convention in Los Angeles. For the most part, even this move failed to stir too much interest among BMI publishers.

Now, publishers are romancing TV film producers. The intricacies of performance profits are being explained in detail to producers who never before knew that they could collect if they owned their series' music rights. The ball is rolling in earnest now.

You can expect more filmed series to switch to live music. You can expect more song hits to be born on the telefilm soundtrack.

It seems only natural that this showbiz medium should deliver its share of hits to the music business. There will be other "Dragnets." It's bound to happen.

Legit Line-Up

By BOB FRANCIS

Action by Actors' Equity Council forcing the withdrawal of Rebecca Brownstein as the union's chief counsel on Tuesday (13) has developed some repercussions. A minority report by some dissatisfied members of the governing board is being compiled. While nothing definite has been decided, it may be that such a report may be mailed to membership or entered on the board's records. Other alternatives are placing it before a special Equity meeting, or the next quarterly membership meeting. Meanwhile, the org's house affairs committee is going ahead with the screening of candidates for the vacated post. One of those under consideration is Edward G. Wallace, former assistant to the United States Attorney General in the trial of the eleven commies before Judge Harold R. Medina.

Wendell Corey, who has not been on the local stage scene since he supported Betty Field in "Dream Girl" in 1947, is considering a bid to co-star with Celeste Holm in the Fay and Michael Kanin comedy, "His and Her's." Albert Selden and Michael Gottlieb sked a Stem unveiling for the play January 7. . . . Mildred Dunnock will have an important role in "The Summer House," when Oliver Smith and the Playwrights' Company put the Jane Bowles play into rehearsal next Monday. Judith Anderson is starred, and John Stix directs. "Summerhouse" prems November 26 in Hartford and thereafter

goes to Boston for a two-week stand. . . . Two local hits are due for German presentation. Vicki Baum will make the translation of John Patrick's "Teahouse of the August Moon" and Gusti Huber, currently playing the wife in "Dial 'M' for Murder," will do a similar chore for that Frederick Knott melo, which started on its second year at the Plymouth Theater this week. . . . Joseph Buloff goes to London after the first of the year for the Menasha Skulnick role in a British edition of "The Fifth Season." Dane Clark may undertake the chore currently played here by Richard Whorf.

LEVIN MAY DO 'ZIEGFELD FOLLIES' . . .

Once more it seems possible that Broadway will see another edition of "Ziegfeld Follies," altho such implications have been perennial for over a decade, since the last one was produced. However, Herman Levin has reached a point of negotiation with the Shuberts, who control the title, whereby contracts have been drawn for him to undertake the production for next season. . . . New casting twist is Shepard Traube's signing of Metopera songbird Brenda Lewis for a comedy role in his forthcoming song-and-dancer, "The Girl in the Pink Tights." The singer's only previous Broadway stint has been a serious chore in Marc Blitzstein's opera, "Regina." Her contract grants permission to fulfill three Met assignments this season. Two

of them will be behind her by the time the show goes into rehearsal on December 24. . . . Courtney Burr and Elliot Nugent have signed Paul Douglas to take over the Tom Ewell role in "The Seven-Year Itch" for four weeks, while the latter takes a vacation. Douglas, who has been camera-laboring in Hollywood since he made a resounding hit in "Born Yesterday" in 1946, joins the company December 3. . . . Set for featured slots in Hal Oliver's revival of "Little Jesse James," when the intimate musical starts rehearsals next Monday, are Mimi Kelly, Jack Mann, Ruth Gillette, Dave Mallen and Sara Floyd. Harlan Thompson and Harry Archer, with an assist from Gladys Shelly on the lyrics, have revised the old hit.

'LATE LOVE,' 'LADIES' CONTINUE RUNS . . .

Michael Abbott's "Late Love," despite mixed notices, looks like a B.O. click. Grossed 20G for first seven performances. Comedy moves from National to the Booth November 9. . . . "Ladies of the Corridor" is another item that looks to survive pretty dim notices. Most of its high-salaried players agreed to work for \$100 a week until business improved. According to current reports it appears that the cuts will never go into effect. . . . Maxine Sullivan, forced out of the cast of "Take a Giant Step" by illness before the play opened at the Lyceum, takes over the role played by Dorothy Carter next

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CBS-Radio Expects \$64,000,000 Gross

NEW YORK, Oct. 31. — The CBS-Radio network expects to gross about \$64,000,000 during 1953, according to John Karol, veepee in charge of network sales. This figure would be the fifth highest in its history. Karol bases his estimate on the strong showing made by CBS-Radio when it grossed \$45,984,000 during the first nine months of this year on the basis of Publisher's Information Bureau figures.

Should CBS-Radio reach its predicted \$64,000,000 gross, it would also be higher than NBC-Radio has hit in every year except three—1946, 1947 and 1948. The top year for CBS-Radio was 1950 when it made \$70,700,000.

The impressive business turned in by CBS-Radio this year has been accomplished in the face of the strong competition of TV and the substantial rate reductions given to sponsors. The wake for

radio, which was held several years ago, was selling the medium's advertising strength short, Karol states.

A lush fourth-quarter of the year is expected by Karol, who pointed to the many sponsors returning to radio after lay-offs. He gives as a reason for the network's excellent grosses the S.R.O. daytime line-up, and the strong night programing line-up which has retained its name personalities — Jack Benny, Bing Crosby, "Amos 'n' Andy" and others—for the next season.

As an example of new business, Karol cited the new Les Paul and Mary Ford five-minute show, sponsored by Lambert Pharmacal, which could be worth about \$450,000 to the web if it remains on thru the season.

New Pactings By NBC-Radio

NEW YORK, Oct. 31.—NBC-Radio this week chalked up two new sales and a 52-week renewal. Paper-mate Pen became the second sponsor to buy the web's "Three Plan," via three insertions weekly on the "Fibber McGee and Molly" strip, 10-10:30 p.m., beginning November 16. The six-week pact was set thru Foote, Cone & Belding. First "Three Plan" sale was made to Tums recently.

General Motors, which will sponsor the Army-Navy football game over NBC-TV on November 28, decided to pick up the tab for the game on NBC-Radio as well.

A renewal came from General Foods for another year's sponsorship of Bob Hope's daytime strip show, 10:30-10:45 a.m.

Raye to Spell Caesar-Coca

NEW YORK, Oct. 31.—Martha Raye this week was set to be the permanent once-monthly substitute for "Your Show of Shows" beginning December 12. She will do the 90-minute show thru May. Miss Raye was given the nod on the basis of her strong show when she subbed for Caesar and company several weeks ago.

The comedienne will also take over for Frank Sinatra on the November 15 "Colgate Comedy Hour." Sinatra has a film commitment.

POOR UKIE

Small Print Puts Him in Men's Room

• Continued from page 1

(he didn't use a ballpoint pen) before Sherin was informed the "M" stood for the men's room. At first there was consternation, a hurried query to the musicians' union where he received no sympathy, then a dawning he was stuck with the contract—"the show must go on." For 200 clams a performance, Sherin told The Billboard in a phone call that originated from the men's room of the Brown Derby, he'd abide by that small print. And anyway, Sherin said, Cooley was obliged to carry out his end of the contract, which included adequate billing on the TV show and Ukie's brief appearance there before retiring to the ballroom niche which doubtless would be the most heavily frequented niche in the place.

"I'm not going to fight to get out of the contract," Sherin said. "Why should I? Already I've had offers to repeat the performance. In fact," Sherin said, "Charley Morrison at the Mocambo has offered to book me in his men's room."

Sherin expects to make capital out of the deal despite the fact the whole thing, first thought to be a strictly publicity stunt, is only Cooley's way of "getting even" for a practical joke Sherin pulled on the Western star a couple of years ago. Neither Sherin nor Cooley would say what that joke was, but both recalled Cooley had sworn he would have his day.

After tonight and for the next 12 Saturday evenings Sherin's piano stylings will emanate from the M Room where a sign proclaims, "Ukie Sherin, now appearing in person."

Robert Q. to Get Nighttime TV Seg

NEW YORK, Oct. 31.—Robert Q. Lewis is near a new contract with CBS which would give him his own nighttime TV show and another radio show on the web. Lewis, who has many offers from other networks, has been holding out for the nighttime video show.

The Lewis radio show will be a Saturday morning edition of the Arthur Godfrey daytime program. Various personalities in the Godfrey family will drop in on Lewis to bring the format as close as possible to the Godfrey formula. Eventually, Lewis may begin building up a family of his own.

NBC-TV AM Format Due for Revision

Weaver Unhappy With Poor Ratings; Feels Soap Operas Prime Irritant

NEW YORK, Oct. 31.—Sylvester (Pat) Weaver, program chief at NBC-TV, this week was understood to be working over a totally new approach to daytime TV programing and sales. The new blueprint stems directly from dissatisfaction on the part of Weaver and the web's affiliates with the poor rating showing of the current line-up, and the consequent lack of bankrollers.

Weaver, who currently is on the Coast for the NBC color TV demonstration, will devote himself to this project upon his return, in preparation for the upcoming meeting of the NBC-TV affiliates in Chicago in November.

The poor showing of the soap opera block is the prime irritant in this situation, with "Three Steps to Heaven" and "Follow Your Heart," in the 11:30 a.m.-noon bracket, considered the worst offenders. Both are regarded as doomed, but soon. The September report of American Research Bureau shows the former to average about 0.6, while "Heart" averaged about 0.5 in the same report. In fact, the latter show dipped as low as 0.2 on Monday and Tuesday in the report, hitting only some 30,000 homes nationally. However, "Hawkins Falls," in the 11-11:15 slot, sold out this week when Wesson Oil bought the show for Mondays, Wednesdays and Fridays. SOS already has the show the other two days.

Weaver is understood to feel that "Glamor Girl," in the 10:30-11 a.m. slot, also is not doing as well as it could, its rating dropping drastically from the preceding "Ding Dong School" show on almost every day of the week.

The result, industry observers believe, will be a totally new approach to daytime, which Weaver doubtless will pull out of the hat between now and the affiliates' clambake. Some believe he may

Skelton Stays In Tues. Slot

NEW YORK, Oct. 31.—CBS-TV intends to keep Red Skelton at 8:30 p.m. Tuesdays. The network has had some studies made of individual cities which indicated that Skelton is building himself an audience in his Tuesday time period. Hubbell Robinson Jr., the web program head, consequently has decided to let him stay put in the hope he will make it.

CBS-TV feels that if Skelton can't knock off Berle, few other performers can.

even seek a single unifying format which would tie together virtually the entire daytime schedule, and which would permit a new departure in sales methods as well. Such a drastic approach, it is felt, at least would arouse dormant client interest and, by its impact, possibly assuage station feelings which had been ruffled by Weaver's "Rosah" sales plan approach, revealed to the outlets recently.

NAUGHTY WORD

And During Discussion Of Churches

WASHINGTON, Oct. 31.—Radio Station WWDC is still getting phone calls from listeners wondering if they really heard a word injected into newsmen Fulton Lewis Jr.'s Wednesday night discussion of a pet project, funds for wooden churches in Germany.

Lewis's pitch was suddenly interrupted by a four-letter word beginning with "horse," the result of an angry outburst by an announcer (subsequently fired) who didn't realize that an engineer had failed to cut him off the air. The engineer was suspended. The word went out over the Mutual Broadcasting System. WWDC, which originates the program, apologized.

Tenn. Ernie For ET Series

HOLLYWOOD, Oct. 31.—Hillbilly singer Tennessee Ernie Ford this week signed to transcribe a series of 260 15-minute radio shows by Griesedieck Brewing Company, St. Louis, for airing over 64 Midwestern stations, starting November 9, on an across-the-board basis.

Ford already has transcribed enough shows for the start of the series which gets under way while he is on a 10-day singing engagement in Honolulu. Deal was made by John Mahaffey, of Radiozark Enterprises, St. Louis, and Cliffie Stone. Series will have a musical format featuring Stone, bass played, and his quintet consisting of Billy Liebert, accordion; Speedy West, electric guitar; Harold Hensley, fiddle, and George Bruns, trombone. Ford will also spotlight feminine guests and already has lined up Molly Bee, Buckie Tibbs, Judy Hayden, Sue Thompson and Jeannie Gayle.

Record AM, TV Biz At WRC, WNBW

WASHINGTON, Oct. 31.—A record dollar volume of sales on Washington's National Broadcasting Company radio and TV outlets was announced this week. In the first 10 months of 1953, radio Station WRC has billings 13 per cent higher than in all 1952, and TV Station WNBW time sales are 8 per cent higher than all last year.

Factors in the jump are listed as reorganization of sales departments, emphasis on selling the local market to national advertisers, increase in broadcasting hours, and a continued high level of income in Washington in spite of government cut-backs.

To Televis Ike's Speech in Canada

WASHINGTON, Oct. 31.—Cameras will be permitted in the Canadian House of Commons in Ottawa for the first time in history November 14 to televise President Eisenhower's address before the joint house of Parliament at 11 a.m. that day, the White House announced. U. S. networks will be permitted to beam the talk via TV and radio. The joint session will be held in the Commons Chamber of the Parliament Building.

ABC Shuffle Separates TV, Radio Staffs

NEW YORK, Oct. 31. — In a move to strengthen its sales promotional know-how in both media, ABC this week set up separate radio and TV research and sales development departments. The move, effective November 1, involves a personnel reshuffle of some key ABC execs, with Oliver Treyz moving from director of research and sales development into the new post of director of the AM network, and veepee Slocum Chapin, formerly in charge of the web's o&o stations appointed director of the TV network. Treyz reports to radio chief Charles Ayers, and Chapin to ABC-TV veepee, Alexander Stronach Jr.

Treyz is expected to put increased emphasis on promotion and publicity, a la NBC's recent all-out campaign for its fall radio line-up, while Chapin's o&o background is expected to be a big help with TV affiliates.

Eugene Accas, formerly manager of radio sales development now becomes director of network radio sales development; Dean Shaffner, now assistant director of research and sales development for radio and TV, is director of network radio research; Don Durgin, heretofore manager of TV sales development, is director of network TV sales development; and Donald Coyle, formerly manager of ABC's research department, is director of network TV research.

N. S. Livingston Quits Kletter

NEW YORK, Oct. 31.—Norman S. Livingston this week resigned as veepee in charge of radio, TV and motion pictures of Edward Kletter Associates, Inc., ad agency for Serutan and Geritol. Livingston personally handled all broadcast activities of both products since September, 1951. His resignation is effective January 1, when he leaves for a vacation cruise. His future plans are unannounced.

Livingston, prior to his present post, for eight years was a top exec with General Teleradio Corporation, operators of WOR and WOR-TV, New York, serving as director of program operations and director of commercial programs of both stations.

NBC-Hayward Deal Temporarily Balked

NEW YORK, Oct. 31. — NBC-TV's deal with Leland Hayward for his production services on a once-monthly big show is temporarily stymied. Hayward is now occupied getting his film production of "Mister Roberts" underway. There is no chance of his going to work for NBC-TV until spring at the earliest.

Talent, Unions and Agents Put Clamps on Net Telethons

• Continued from page 1

is felt the telethons constitute direct competition with other entertainment media, such as theaters, night clubs and especially other TV shows.

The talent unions look upon the telethons as providing unfair competition to talent which wishes to be paid standard fees. Heller, for example, calls telethons an "absolute evil."

Abe Lastfogel, head of the William Morris office here, concurred, saying that he has issued orders forbidding all execs of the agency from setting Morris-managed talent on telethons. Of course, such talent could be admitted, make their own arrangements, but it was not deemed likely. Lastfogel said that telethons will hasten the end of TV variety shows, just as Sunday night benefits helped kill vaude years ago.

Lastfogel added, "I think telethons are destructive to our business, and I don't know what people are thinking about when they allow such things to go on. Here is a new business, hardly off the ground, and it permits its talents to be dissipated on these marathon shows. Nobody should be

surprised if the next day the ordinary TV show doesn't get an audience. I'm all for charities; I know they need money. But don't break up an entire industry for charity. It's about time the entire industry awakened to the dangers. They weren't satisfied to kill variety on a local basis; now they want to kill it on a national basis. If anybody—and that includes columnists—calls our reps and asks for talent, my orders will be to forbid them even approaching our talent."

Talent Agents
One AGVA official, told that Lastfogel also said that his union specifically should act, as the source of most telethon talent, replied that "maybe we will go him one better. It would be the healthiest thing for variety performers not to go on TV at all. One-minute shot, and he's dead for maybe 10 weeks' work."

Meanwhile, it was considered likely that at least one, and possibly more, telethons with theatrical funds benefiting, may get an okay. But at present, with none in the offing, a number of scheduled local telethons are endangered if they do not get an

okay. These include the Arthritis and Rheumatism Foundation event starting October 31 at 11 p.m. and running until noon the next day, which will air over at least two outlets here and use 300 top talent names; the N. Y. Association for the Blind telethon on November 14, involving such fancy names as Rodgers and Hammerstein, George Abbott and Maurice Evans, airing via WATV, and in Philadelphia, the Cerebral Palsy pitch, skedded for November 14-15 via WFIL-TV, using a raft of names.

The Hollywood Theater Authority board of directors is meeting on the Coast to explore the local telethon situation there, pointing out that while there have been at least eight telethons since the cycle began in early 1952, not one has been proposed there for the welfare funds of the entertainment industry. In addition, with the novelty gone, the take on telethons on the Coast has gone down progressively. Further, the expenses all come out of donations, so that the L.A. Heart Association telethon last February, grossed \$28,374.43, but expenses ate up \$21,973.07.

Five Channels Assail NY's 2-Station Market Monopoly

NEW YORK, Oct. 31.—The billing and rating monopoly that two of the seven TV stations have long enjoyed here is showing signs of assault as the current season gets into full swing. Among the other five stations there has been a general programming strengthening this season, plus a definite billing upbeat in at least two of them, and imminent improvement in signal penetration by another two.

The beginning of the leveling process, aimed against WNBT and WCBS-TV, was anticipated earlier this year when four of the other five stations underwent changes in top management. This

week the fifth station, WATV, made an important high level personnel switch when it hired Murray Grabhorn as director of sales. Grabhorn for many years was veepee in charge of ABC owned stations. Since leaving ABC, he has been managing director of the Station Representatives Association and veepee in charge of new business at Edward Petry Company. WATV will begin transmission from atop the Empire State Building November 14, with WOR-TV shifting over the following day—moves which undoubtedly will improve reception of both.

Two of the other stations have benefited from a hype in network programming, particularly WABC-TV. WOR-TV has been the beneficiary of network programming via its "Double Exposure" plan, which the October Telepulse reveals to be still pulling in sizable audience bonuses.

At WPIX and WATV emphasis in program improvement has been in film. WPIX has its "First Show" feature film strip and a new Sunday night mystery block. WATV is expected to unveil some

150 first-run feature films after November 14.

Billings Higher

In billings, WABD so far this fall has booked over \$2,730,000, which might be its top season to date. On a week by week basis, WABD is running about 27 per cent over last year. New sponsors this season include Piel's, with "Life With Elizabeth"; Hamilton Watch, with "Jewelers' Showcase"; Ehlers Coffee, with "Pulse of the City," and Coca-Cola Bottlers with "Sense and Nonsense."

WPIX is enjoying better than a 30 per cent increase in billings over October, 1952. Sales of spots on WPIX reached an all-time high in August, and continued on the upswing during September and October. (See separate story.)

WOR-TV is still recovering from the effects of a technicians' strike, as a result of which the station was blacked out for several weeks. Current billings are estimated to be 75 per cent of a year ago. Meanwhile WOR-TV has had adequate sales of adjacencies in its DE plan, and recently sold Liggett and Myers sponsorship of "Badge 714."

Voice to Spout Straight News In New Policy

WASHINGTON, Oct. 31.—The revamped United States Information Agency, which is instituting a "straight news" policy in its Voice of America broadcasts, is facing a tough hurdle in transferring its New York operations to D. C. The USIA is still searching for a building to house all of its activities here. As a result, the transfer of New York operations to the capital may not be completed until late next year.

Meanwhile, USIA Director Theodore C. Streibert told a news conference there that a newly enunciated "straight news" policy in Voice programs will be pushed without delay. News will be handled in pretty much the way it is used in news broadcasts on U. S. stations, and there will be a sharp reduction in so-called "propaganda" features, but the Voice will continue to quote editorially from major U. S. newspapers. In fact, there's likely to be some expansion in this type of "interpretive" broadcasting so as to focus psychological warfare against Soviet expansionism. Chief target will be the Moscow regime, while a major objective will be the eventual liberation of Soviet satellites.

FCC Issues 2 TV Grants

WASHINGTON, Oct. 31.—The Federal Communications Commission this week issued two more TV grants, bringing total authorization to 586, of which 478 are post-freeze grants, including 22 non-commercial, educational grants. Latest construction permits went to Booth Radio and Television Stations, Inc., Channel 51, Saginaw, Mich., and WKBH Television, Inc., Channel 8, La Crosse, Wis.

Paul V. McNutt, prominent in the Roosevelt administration and former governor of Indiana, benefited by an initial decision in favor of Anthony Wayne Broadcasting of Fort Wayne, Ind., applicant for a CP on Channel 69. McNutt is half owner of the broadcasting company.

WPIX Gets 308G In 10-Day Surge

NEW YORK, Oct. 31.—A sales splurge in the 10 days since October 20 has brought in 29 new contracts worth \$308,828 in gross billings to WPIX, local TV indie. The new contracts follow hard on earlier sales which previously had boosted the station 30 per cent in billings over October 1952, according to station manager Fred M. Thrower.

Latest sale was made to U. S. Rubber, which picked up the last remaining one-fourth sponsorship of the 50 Madison Square Garden events. Earlier in the week, Prestone also had pacted for one-fourth share of the events. Other new sales included Camels, for the new Red Barber pre- and post-game baseball shows which will be slotted around New York Yankee baseball telecasts next season. Colgate bought two five-minute news periods weekly. The Maybelline Company picked up half of the Liberace film show, which airs Fridays, 10:30-11 p.m. and Packard bought one-third sponsorship into the three horse show events from the Garden.

Thrower is particularly pleased with the quick sale this week to Piel's Beer of "City Detective," a film show which tees off the new WPIX Sunday "Mystery Night" block running 7:30-10:30. The block had been on the air only two weeks. The "Six o'Clock Feature Film Show," on five weeks, already has sold 32 participations. Another new stanza, the afternoon Eloise McElhone strip, 3-3:30 p.m., has quickly picked up six participations.

In addition to the program sales listed above, the station has made a rash of participation sales, many of them involving such top-flight sponsors as De Soto, Lip-

ton's Tea, Chase & Sanborn, United Fruit, Kent cigarettes, Coca-Cola, Bristol-Myers and Gimbel's.

Revlon Buys 'North' Show For NBC Slot

NEW YORK, Oct. 31.—Revlon this week selected "Mr. and Mrs. North" to go into its recently purchased 10:30-11 p.m. Tuesday time period on NBC-TV. It is not decided whether Revlon will bankroll the film property regularly or alternate weeks. Revlon last week canceled its Saturday 10:30-11 slot on CBS-TV and dropped its filmed "Mirror Theater."

An interesting aspect of the Revlon program buy is that it was on the verge of signing for an NBC-TV property, "The Medics," when the network refused to allow the deal to go thru. "The Medics" was created by James Moser, scripter on "Dragnet," and has Ted Ashley as sales representative, with the Rosenberg-Saphier office somewhere in the act probably as representative for Moser.

But the money for the \$27,000 pilot of this package was put up by NBC-TV on the suggestion of Tony Minor, who saw its potentialities. Minor is in for a 30 per cent cut and the others are also taking their percentages of the package. The result is that NBC-TV feels that it is not being adequately compensated in terms of its cut, and so the deal was killed.

The Revlon problem with the Norths will be station clearances, but because the show is on film the problem won't be too difficult to solve.

RESTLESS PEOPLE, REVOLVING DOORS

Washington's Variety Club leaders for 1954 are Jack Fruchtmann, chief barker; Alvin O. Ehrlich, first assistant chief barker; Joseph Gins, second assistant chief barker; Phil Isaacs, property master, and Sam Galanty, dough guy. . . . Fred D. Wilson has been named chairman of the school equipment committee of the Radio-Electronics-Television Manufacturers' Association. RETMA's jobber relations committee will be headed by J. A. Milling. . . . Hugh B. Terry, president and general manager of Stations KLZ and KLZ-TV, Denver, will represent the National Association of Radio and Television Broadcasters on the accrediting committee of the American Council of Education for Journalism.

MAD CAT BUSTS UP DOG SHOW

PHILADELPHIA, Oct. 31.—A real crazy cat broke up a camera rehearsal of the WFIL-TV "We Love Dogs" show this week. In an apologetic report to station management, program director Walter Wagenhurst explained that the feline—a pet ocelot—went berserk at the beginning of camera rehearsal and consequently the show went on the air before they could check out shots or lighting. Before it was subdued—within seconds of airtime—the angry cat managed to chew up the S.P.C.A. man's hat and bite the hand of its owner's daughter. Probabilities are that the beast was merely venting its spleen at the show's title sentiment.

Newsmen See Hope for AM, TV in Courts

WASHINGTON, Oct. 31.—The door is ajar for a confab between Att. Gen. Herbert Brownell and the broadcasting industry on opening the courts to television. Brownell, answering questions of delegates to the convention of the Radio-Television News Directors' Association here this week, indicated he would be willing to discuss the possibility with the news directors. Pessimism on the subject was voiced, however, by J. Russell Wiggins, managing editor of The Washington Post, which is majority owner of WTOP and WTOP-TV, who spoke urging open judicial and legislative proceedings.

In an atmosphere of optimism for clearing the air on the free flow of information, the news directors went on record as favoring the opening of as many congressional committee sessions as possible to TV and radio and spoke up in support of Station WOV in New York for its opposition to restrictive coverage of sports.

James Byron, news director of WBAP and WBAP-TV, Fort Worth was elected president of the RTNDA. Winners of awards were: CFQC, Saskatoon, Sask., radio news; WTVJ, Miami, TV news; KFMB, San Diego, Calif., investigative reporting, and WBAP-TV, Fort Worth, TV reporting.

U. S. Info Service Gets NBC Kines

NEW YORK, Oct. 31.—Kinescopes of NBC-TV's "Voice of Firestone" program will be distributed thruout Europe, the Far East and Latin-America as part of a new U. S. Information Service program titled "Your TV Concert Hall." The kines prints, supplied by the NBC Film Division, will be made available for TV shows and non-theatrical screenings in foreign countries.

Plans are in the works for kines of other NBC-TV musical shows to be included in the U. S. State Department package. The State Department has been distributing transcriptions of NBC-Radio's "Voice of Firestone" series overseas for the past six years.

Sees Aroused Interest in FM B'casting

WASHINGTON, Oct. 31.—The use of multiplexing (The Billboard, October 24), and the hi-fi boom will pace "a real spurt of public interest in FM" in coming months, Ben Strouse, chairman of the FM Committee of the National Association of Radio and Television Broadcasters, forecast this week. Strouse said the FM band is the key to radio's future and called for those interested in FM to take advantage of the new conditions under which FM can come into its own.

Strouse's statements came in a letter to Commissioner Edward M. Webster of the FCC. Webster touched off a spate of correspondence by a speech in Sun Valley, Idaho, on September 21 hinting that the FCC might consider handing over part of the FM band to non-broadcast interests if FM broadcasters weren't disposed to make use of the frequencies available. Many, including Strouse, interpreted Webster's speech as a change in FCC policy, and felt that he laid too much blame on AM broadcasters for FM's sluggishness in gaining popularity. Webster chose to clear up his position by making public a letter to Strouse which he said would answer all his critics, and emphasized that he spoke as an individual rather than a mouthpiece of the FCC. Strouse's letter, latest in the exchange of correspondence, found that there is no basic disagreement, and listed three "basic areas of agreement" on the FM issue as FM's superior service qualities, an FCC policy based on careful study, and recognition that the future of radio depends mostly on FM.

OTHER NEWS OF TRADE IN BRIEF

NBC-TV may do its first commercial color show November 17, when Fred MacMurray guests on the Bob Hope show—if the FCC has given the nod by then. . . . Richard Lewine was named exec producer of color for CBS-TV, replacing Jerry Danzig, who will work on a new hour-long dramatic show. . . . WNBT, New York, has sold out the new Faye Emerson-Skitch Henderson strip show with 15 sponsors. The station also sold Lincoln-Mercury Dealers a new Guy Lombardo remote show, and MacMillan Oil three of Gene Rayburn's local cut-ins on "Today." . . . The infringement suit on the "Sense and Nonsense" show, currently on WABD, New York for Coca-Cola Bottlers, was officially filed in Federal Court by Burt Square, who claims he copyrighted the format before 1935 as "Dollar and Sense." . . . ABC-TV is sold out on John Daly's daily news show. American Home bought half the strip sponsorship, and Real Lemon and Maytag have alternate days on the other half. . . . Standard Audit and Measurement Services has indefinitely postponed its second coverage survey due to inadequate station response.

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OUTLOOK BRIGHTER

First Technicolor TV Film Is Ready to Roll

NEW YORK, Oct. 31.—The outlook for color TV film looked brighter this week. The first TV film show to be shot in Technicolor was set to roll, lending hope that Technicolor theatrical film could be adapted to TV. The Film Producers' Association of New York was about to launch a series of conferences which are hopefully expected to lead to the laying down of specifications for color film commercials.

And the Radio Corporation of America this week demonstrated three systems of color film projection, one of which was said to have given excellent results in field tests by NBC. And NBC, Tuesday (2), was slated to transmit color film in its transcontinental tint test.

The last-cited RCA system employs a special 16mm. fast pull-down projector with a flying spot scanner. RCA is now producing this system commercially. Its main advantage is that the three signals obtained from the three photocells for each of the primary colors are automatically in register.

Vidicon Tubes

The second system demonstrated by RCA used three vidicon tubes with dichroic mirrors, which can pick up color film off standard 16-mm. projectors. The difficulty involved here is that the three tubes must have well-matched characteristics, and the color registration must be precise.

The third system, which, like

the vidicon method is still under development, also uses a flying spot scanner, but on a continuous 35-mm. projector.

The Film Producers' Association for some time has been seeking assurances that any color commercials made now will give faithful service on color TV on the long run. In response to a letter of inquiry that FPA sent a month ago to the four networks and several manufacturers, the association has received replies from NBC, CBS, Du Mont and Eastman-Kodak. FPA's color committee will meet with engineering experts of these companies during

(Continued on page 40)

Seek New Slot For 'Big Town'

NEW YORK, Oct. 31.—Lever Brothers is casting about for another time period for "Big Town." The film program's time period, 9:30-10 Thursday nights, is to be pre-empted by Lever for its new hour video show which is to run 9-10 that evening, beginning in a few months. Lever, of course, would like another hour of time for its hour version of "Video Theater," but none is available. Present time puts the show opposite the high-rated "Dragnet" the first half hour.

FINDS NEW WAY TO PLUG SHOW

CHICAGO, Oct. 31.—Illinois Bell Telephone Company is plugging the TV show it sponsors on WNBQ, "Victory at Sea," on its weather service.

Operators tag on a brief plug at the end of the recorded weather reports on the four days before the show. With an average of 62,629 weather calls a day, and as high as 270,000 calls on days of bad weather, the plugs are getting a hefty circulation.

NIAGARA

Watches Go Over Falls For Bulova

NIAGARA FALLS, N. Y., Oct. 31.—Van Praag Film Productions, Inc., set up its cameras here recently to film three Bulova Clipper Watches going over the falls with only balloons for ballast.

The idea was to demonstrate the shock-resistant and waterproof qualities of the time pieces.

Van Praag shot 1,500 feet on the event, and has since edited the footage down for TV commercials. The spots, which run two minutes, one minute and 20 seconds, will be aired in over 100 markets this fall.

GODFREY-LA ROSA

Singer's Popular Appeal Puts CBS on Hot-Spot

NEW YORK, Oct. 31. — The latest installment of the Arthur Godfrey-Julius La Rosa squabble saw CBS placed in a particularly frustrating position this week. Network execs are asking themselves what they can do with La Rosa, now a hot property, without alienating CBS's most important personality, Arthur Godfrey, who, in spite of protestations of affection, does not exactly regard La Rosa in a warm light.

Already, La Rosa is being so tightly supervised that all his guest appearances on CBS-TV network shows must be cleared thru Hubbell Robinson Jr., the web's program chief. La Rosa's network contract still has three years to run and CBS will honor it, since a competing video network might grab him and put him on, of all places, opposite Godfrey.

So La Rosa has been given his own singing show on CBS-Radio, on Mondays, Wednesdays and Fridays, 7:35-7:45 p.m., beginning November 9. Listerine took an immediate option which extended until Friday (30). If this client does not make an almost immediate decision, the package will be peddled elsewhere, perhaps to Toni.

In TV, CBS was reported considering giving him the 7:45-8 p.m. Tuesday slot, in which Jane Froman is being sustained. But the probability is that the web will limit La Rosa to guest shots

to placate Godfrey, and to see whether La Rosa will have staying power.

Meanwhile, La Rosa has gotten himself continuing nation-wide publicity via his romance with Dorothy McGuire, and her husband's spectacular flight to the States in the cause of love. Godfrey himself is about to be the subject of a two-week expose-biography, "The Twilight of a God," which The New York Post is to run beginning next week. Another ex-member of the Godfrey clan, Archie Bleyer, is signing with General Artists Corporation for representation.

NBC to Test New Sales Technique

NEW YORK, Oct. 31.—In the first demonstration of its new electronic spot buying technique, NBC Spot Sales here has scheduled a closed circuit TV audition on Wednesday noon (4) to sell agencies and advertisers on NBC spot radio. Cameras will pick up a 45-minute TV show, featuring radio shows available for sponsorship on WMAQ, Chicago. The telecast will be seen here and in Chicago by 100 agency time buyers, who will view the show as tho seated in a radio client's booth at WMAQ.

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THIS WEEK'S SPOTLIGHT FEATURE

Advertiser & Agency Film Buying

Turn of Auto Market Bodes Good or Evil for Vidfilms

29% of All Film Shows Sponsored By Automotives; Competition Keener

NEW YORK, Oct. 31.—Anxious video film producers and distributors this week were wondering whether their dependence on the new car, used car and related auto fields as a market for their shows would turn into a boom or a bust for them this season. It has been estimated by reliable sources that about 20 per cent of all film shows sold locally are sponsored by such sources. This means that should the motor industry move into a period of recession, the video film industry would undoubtedly be greatly affected.

There are all sorts of storm signals, which have been sent out by some auto dealers, flying thru-out the country. General Motors, Ford and Chrysler, the giants of the industry, are optimistic about the future. Many of the smaller ones, Studebaker, Nash and Kaiser, are not so hopeful, and have cut back production. Production goals of between 5,000,000 and 5,750,000 are being predicted for next year, figures are slightly lower than expected for this year. But many car dealers are already complaining about the number of cars they are expected to take during the rest of 1953, and car dealers are the most numerous buyers of local video film shows within the auto industry.

"Hard Sell"

Not all car dealers, however, are crying the blues. Many claim they can sell all the cars they are delivered. They say that the country is now entering a period of "hard sell," in which it is just as possible to get customers via perceptive selling techniques. They maintain that since World War II the usual dealer has gotten fat on taking orders, instead of going out after business. They add that the general condition of the country, as testified by the large amounts in savings banks, indicates that money is available for car purchases, if strong selling practices are maintained.

What effect the cutting of

4 New Staffers Join ABC Film Synd. Division

NEW YORK, Oct. 31. — The ABC film syndication division this week acquired four new staffers. Executive appointments include John B. Burns, supervisor of the Chicago sales office; Patrick W. Rastall, salesman, Chicago office; Frank Freeman, administrative assistant to the web's film division chief, veepee George T. Shupert, and Joseph Greene, traffic manager.

Burns was formerly an ABC Chicago sales staffer and more recently an account exec for CBS-TV Film Sales. Greene moves over from NBC, where he served as assistant manager of the film exchange for NBC's Film Division. Both Freeman and Rastall were promoted from within the company, with former upped from his post as assistant film program department manager of ABC-TV and WABC-TV here. Rastall moved up from a sales job with ABC Radio in Chicago. Burns and Rastall will report to Don Kearney, sales manager of the ABC film syndication department.

Murphy Shoots Cable Laying

NEW YORK, Oct. 31.—Owen Murphy Productions, Inc., here this week filmed the laying of the coaxial cable in Tarrytown, N. Y., for the American Telephone and Telegraph Company.

Color footage shot Wednesday (28), Thursday (29) and Friday (30) will be edited to form an industrial film record of the event.

dealer profit margins will have on the industry is hard to assay. Many dealers who previously were giving discounts of \$100 per car have raised them to \$300 because of competition. It is possible that advertising appropriations of those dealers hurt by

SERVICE

Print Policy Pays Off For MTPS

NEW YORK, Oct. 31.—One of the major film trafficking agencies is expanding its service to include responsibility for print quality, a move that has been paying off for the one sponsor who has so far bought it, as well as for the traffic organization itself. The TV division of Modern Talking Picture Service heretofore restricted its operation to the delivery of prints to stations. Its expanded service began with "Meet Mr. McNulty," which Modern ships to those stations that carry it on a spot basis.

Under the new set-up, which Modern is currently pitching to its other clients as well, the traffic company assumes control of the film at the moment the negative reaches the lab. Modern has a say in the final approval of the "answer" print, and has complete responsibility for the quality of all release prints.

The Maxon agency ordered this expanded service for "McNulty" on the theory that, after its approval of the "answer" print, it would otherwise have no control over the lab's output. By having Modern check out all release prints, it was assured of uniform quality in all markets. In one instance, reports of fuzzy reception of the show in one market were thereby quickly traced to faulty scanning by the station's film camera.

Another advantage for the ad agency is simplified billing, since it thus gets a single bill for both processing and trafficking.

MONEY NO OBJECT

Auto Dealer War Hikes Pic Prices

CHICAGO, Oct. 31.—A war between two new car dealers who were partners until 30 months ago has skyrocketed the price of feature movies in Chicago and is being felt thruout the country.

Pete Demet, owner of a Pontiac agency, and Jim Moran, Hudson dealer, have feature movie shows on WBKB and WGN-TV respectively at 10 p.m. Sundays. Both advertise they show the best features, both advertise only first-runs and both bid high for films. Moran is in his sixth year in the same time slot. Demet took the time on WBKB this fall.

Hal Barkin, of the Malcolm-Howard Agency, said: "We have no ceiling on what Moran will pay for a movie. They have gone up to \$7,000, and will pay \$6,000 for one good feature any time."

Demet said he is paying \$4,000 and getting the best movies. "They say I'm crazy to pay these kind of prices, but what can I do," he said. "We're satisfied. The car business is poor, generally, but these pictures are helping us."

Barkin can't understand why the prices Moran is willing to pay won't get better movies. The average price is about \$5,000 a week. "The trouble is producers are

diminishing profit margin will be cut.

But it is likely that dealerships within the car industry are due for considerable revamping. There will be a separation between the men and the boys, and the number of dealerships in total may be less, the probability is that car dealers as a whole may do as much advertising on TV if not more because of the pressure of competition and the proven value of TV when used astutely.

But the situation also displays the alarming dependence of TV film makers and distributors on one kind of sponsor. This, of course, is due to the manner in which video film programs are sold, usually by a fairly small sales staff without the strength to find new clients.

More ingenious and thoro searching for new local sponsors by video distributors with larger sales staffs, who would be armed with better research material, as is done by the networks, might produce TV advertisers who, as yet, have not even thought about using the medium.

Official Meet Votes Nidorf To Levy Post

NEW YORK, Oct. 31. — Ike Levy this week surrendered his board chairmanship portfolio of Official Films at a stockholder's meeting Wednesday (28) of the video film distribution firm. Replacing him as chairman of the board of Official is Mike Nidorf. Levy, who retired to devote more time to his charitable projects, however, will remain a director.

The stockholders also elected Herman Rush, the sales manager, a veepee and gave a vote of confidence to Hal Hackett, Official's president, who was re-elected to that office. Hackett is renegotiating for a long-term contract with Official.

waiting for the Millennium and they don't realize it's here. This price is the highest in the U. S."

Moran and Barkin don't think much of packages, because "you've got to take 10 bad films to get one good one. Every guy that gets a good picture tries to tie it up with 10 bad ones."

Moran obviously thinks TV is selling new and used cars. He has made a fabulous success of his Courtesy Motors, almost completely with TV shows. He has sponsored wrestling and still has a variety show on Friday nights.

Regarding the movies, Barkin said: "The auto business is quite chaotic now, but if we talk to enough people, we do business. These films come high, but we're getting ratings in the 20's. So we're talking to people."

He said the days when you merely had to put a used car on TV, show a price and wait for the mob to beat your door down are gone. A lot of other Chicago dealers tried to duplicate Moran's success. Some did well and a number failed. Barkin said you've got to know the medium, and must build up good will and confidence thru TV.

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

Fortune Reaps Ditto In TV Merchandise

Ties in Giant Business in Promotion With Four Kiddie Program Properties

By LEON MORSE

NEW YORK, Oct. 31. — The burgeoning TV film industry is already becoming responsible for new side-industries, which derive from and work along with the vidfilm operations. Not only is TV film a multi-million dollar operation today, but some of these derivative enterprises themselves are approaching the same class.

Apart from services directly connected with the preparation, production and sale of TV films, perhaps the most interesting in terms of rapid growth and potential for the future is the syndication to local film sponsors of merchandising rights to the characters featured in vidfilm series. The foremost firm in this field, Fortune Merchandising Corporation, dominates a new realm with little real competition and has disposed of millions of units of merchandising and endorsement promotions of the four top shows it handles, not only to local sponsors of these vidfilms but to any local merchant of manufacturer who wishes to obtain a franchise in his area for use of such material.

Fortune Properties

Fortune has master contracts with Gene Autry, "Ramar of the Jungle," "Rocky Jones, Space Ranger" and "Range Rider." It is noteworthy that each of these is a show with considerable moppet appeal. Franchises are sold by Fortune for local merchandising and endorsement rights to tie in with any or all of these shows and their leading characters. The sponsors who air one of these series locally usually are the best prospects to pick up Fortune's service, but other firms with no overt connection with these shows whatever are also jumping on the bandwagon.

Firms utilizing the service do so in many ways. An endorsement, for example, may be attached to the product involved. Thus, a label proclaiming the vidfilm star's love of the product may be pasted on the end of a package of bread. However, endorsements are only a small part of a service which goes much

deeper, involving actual brand-naming after the endorser. Thus, such endorsements, if they come from Gene Autry, are much more effective when attached to a loaf of bread or carton of milk named after the Western star. An entire merchandising industry is being built around this premise.

Cost Range

Fortune's business, along with selling franchises, is making tools available — such as end labels, comic books, badges, post cards, tattoos and other merchandising props to implement the use of the franchise. The cost of the franchise to the client ranges from \$10 to \$150 weekly, depending upon several considerations — population of the area, the show's value as an audience-puller, name potency of star, length of contract, industry and size of client—ex-

(Continued on page 16)

'Rocky Jones' Exploitation Tie-Up by 4

HOLLYWOOD, Oct. 31. — A telefilm producer, a distributor, a merchandising and a promotion firm are combining their efforts and this week embark on an ambitious program to exploit "Rocky Jones, Space Ranger," Roland Reed Productions teleseries.

The campaign is being kicked off next weekend when the series' stars, Richard Crane and Sally Mansfield, enplane for Milwaukee to participate in a round of activities marking the start of the series in eight cities within the Milwaukee area. The series is being sponsored by Johnson Baking Company in Milwaukee, Minneapolis, Madison, Wis.; Rockford and Rock Island, Ill.; Kalamazoo, Mich.; Duluth, Minn., and Green Bay, Wis.

The baking company's dealers in those areas will attend a spe-

(Continued on page 16)

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

945

Name _____

Occupation or Title _____

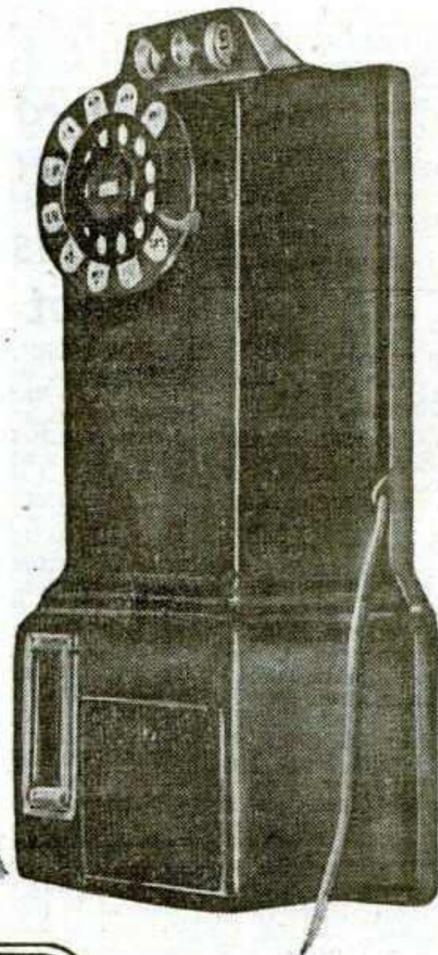
Company _____

Address _____

City _____ Zone _____ State _____

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

DUFFY'S TAVERN



Starring

ED GARDNER

as

"ARCHIE"

and featuring



ALAN REED
as
"FINNEGAN"



PATTEE CHAPMAN
as
"MISS DUFFY"



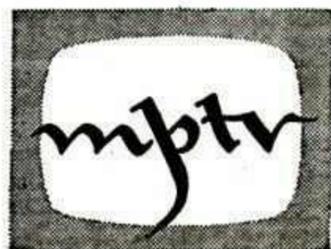
JIMMY CONLIN
as
"CHARLIE"

DUFFY'S TAVERN, produced by HAL ROACH Jr., comes to television with 39 NEW ½ hour custom made TV films

Ready for January 1st air date... for local, regional, and national spot sponsorship!

MOTION PICTURES

655 Madison Avenue, N. Y. 21, N. Y.



FOR TELEVISION, INC.

Film Syndication Division

For auditions, prices, and sales plan—write, wire, or phone:

HERB JAFFE
655 Madison Ave.
New York City
TEmpleton 8-2000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit, Michigan
Woodward 1-2560

JOHN W. McGUIRE
830 N. Wabash Ave.
Chicago, Ill.
WHitehall 3-0786

MAURICE GRESHAM
9100 Sunset Blvd.
Los Angeles, California
CRestview 1-6101

4 NBC Film Series Top 100 Markets

NEW YORK, Oct. 31.—The sale this week of "Badge 714" to the Pure Oil Company, for airing in 24 markets, gave the NBC Film Division four series which now are showing in over 100 markets. The Pure Oil deal followed hard on the sale of the series, the re-run of "Dragnet," to Charles Antell, Inc., which picked up 11 markets, and makes a total of 104 cities in which the series has been placed within the 120 days it has been available.

The other NBC Film Division properties which are airing in over 100 markets include "Dangerous Assignment" in 137 markets, the hour-long "Hopalong Cassidy" series in 129 markets, and "Douglas Fairbanks Jr. Presents" in 106 markets.

The Pure Oil deal was set thru the Leo Burnett agency, Chicago, and the 24 markets range geographically from Duluth, Minn. to Miami. The Charles Antell sale was placed thru Kaster, Farrell, Chesley and Clifford.

"Inner Sanctum" Meanwhile, the NBC Film Division has started percolating

Consolidated Tallies Sales

NEW YORK, Oct. 31.—Consolidated TV Sales, Inc., chalked up a batch of new sales this month, including five new Station Starter plan deals. The later—a nine-show library package—were sold to WJHP, Jacksonville, Fla.; WTAO, Cambridge, Mass.; WROZ, Knoxville; KHQA, Quincy, Ill., and WINK, Fort Meyer, Fla.

Individual sales on Consolidated TV film properties were as follows: "Time for Beanie," WGLV, Easton Pa.; KTVU, Stockton, Calif.; KCOK-TV, Tulare, Calif.; KZTV, Reno, Nev., and WEHY, Henderson, Ky.

"All American Game of the Week," WFTV, Duluth, Minn., under sponsorship of Sterling Motors; WARD, Johnstown, Pa.; WBAT, Fort Worth.

"Hollywood Half Hour," WAFB-TV, Baton Rouge, La., under sponsorship of Goodchaux Department Store; WHNC-TV, New Haven, Conn.; KFMB, San Diego, Calif.; WHYN, Holyoke, Mass.

"Front Page Detective," WTVR, Richmond, Va.; WHYN, Holyoke, Mass.

"Public Prosecutor," KPRC, Houston; WFAA, Dallas; WHYN, Holyoke Mass.

"TV Close-Ups," WEEK, Peoria, Ill., under sponsorship of Midwest Oil Company.

Screen Gems Plans To Hype Production

NEW YORK, Oct. 31.—A sharply increased production schedule is in the works for Screen Gems, Inc., following a two-week meeting of the firm's top brass in Hollywood. At least three major series are in negotiations now, with pacting for talent and properties expected to be concluded momentarily. The number may even hit five, if some other deals on the fire come thru.

Concurrently, national sales chief John Mitchell is setting plans to enlarge his sales organization, with new personnel to be added and additional offices to be opened. Mitchell, meanwhile, has just closed a major deal with the Ford Dealers of Canada (which are independent of the U. S. Ford dealers) for sponsorship of the "All Star Theater," which airs as "Ford Theater" via NBC-TV in its initial run.

The deal was set thru the top Canadian ad agency of Cockfield & Brown, which also is arranging for Screen Gems' "The Big Play-back" sports series, to be sponsored by various of its clients on available TV outlets thruout Canada. The latter is regarded as a unique deal in TV film annals.

Dramatic Shows Altho the names of the talent and series being set by Screen Gems are not yet available, it is

on the new 39-episode "Inner Sanctum" series, racking up sales in nine markets within the first four days of peddling. These include Los Angeles, Denver, Salt Lake City and Chicago. First airing of the series will be via WSM-TV, Nashville, November 8.

Other sales being tabulated by national sales manager John B. Cron for "Badge 714" include Simmonds Upholstery, thru the Harold Kaye agency which pacted for Providence and New Haven, Conn., in addition to its current Boston showing of the same films. The series also was sold to Hoefler, Dietrick & Brown for Heidelberg Beer in Chico, Calif., and Stockton-Sacramento, Calif., and to KZTV-TV, Reno; KIEM, Eureka, Calif. and KANG-TV, Waco, Tex.

IN LIMBO

Girdle Firm Finds Way to Beat Code

NEW YORK, Oct. 31.—Girdle commercials, using a live model, have found their way to TV via three filmed spots. I. Newman, manufacturer of the Sarong "the girdle that walks and won't ride up," felt that the proper display of the garment required the services of a live model, in action. But the code deems such demonstration improper.

The problem was solved in three 17-second commercials, which show the girdle in motion for about three seconds, in limbo. Sarong's ad agency, Harold M. Mitchell, Inc., accomplished this production miracle by treating a Sarong with an orange phosphorescent dye and placing it on a model wearing black tights; she was photographed in motion in black light.

In a tie-in with Gimbels department store here, the spots hit WOR-TV this week in a campaign of 13 placements.

ABC-TV Revises 'Racket' Credits

NEW YORK, Oct. 31.—ABC-TV film staffers here are busily at work turning out new title credits for the web's new syndicated film property, "Racket Squad."

The old titles were prominently studded with packages of Philip Morris Cigarettes, the show's old sponsor.

known that all the shows are dramatic in nature, altho they may run the gamut from situation comedy to adventure. Altho some of the product will be sold on a national sponsorship basis, and others will be syndicated, the exact breakdown will not be determined until all the contracts are signed.

Mitchell already is preparing to depart shortly for the Midwest, with the immediate intent of opening a branch office in St. Louis, which would be an adjunct to Screen Gems' Chicago branch. Following that, Mitchell will survey both Detroit and Cleveland and will open branches in one or both, with Denver next on the agenda. There is an excellent chance that another branch may be set up in Canada later, what with the sales already made there and the prospect of new TV stations opening there in rapid succession.

Negotiations also are underway with another Canadian ad agency, which would dub Screen Gems' films into the French language for airing to that large segment of the Canadian population which speaks French. The agency would foot the bill and Screen Gems would retain the negatives, with the prospect of marketing them elsewhere where Canuck-type French can be understood.

TV FILM PURCHASES

United Television Programs last week sold its new Fulton Lewis Jr. show to six stations, tho the 15-minute capital commentary series won't be available until January 8. Buying the show thus far are KFEL, Denver; KSL, Salt Lake City; KOY, Phoenix, Ariz.; WMT-TV, Cedar Rapids, Ia.; KFDA, Amarillo, Tex., and KCOK, Tulare, Calif. Sales are result of a pitch by UTP to all TV stations with MGS radio affiliations which, under Lewis' network contract, give first refusal options to all Mutual stations. In addition to the sales, eight other Mutual stations have asked for options.

The mystery-adventure "Craig Kennedy, Criminologist" series will be sponsored in New Orleans on WDSU-TV, starting November 2 by Jahncke Service, Inc., building supply firm. Deal was made with Louis Weiss & Company, exclusive distributor, Los Angeles. Program will be aired for 26 weeks. Series also will get a two-run UHF airing in Fresno, Calif., when John Poole's KBIF begins operations next January.

NBC film division sales include: "Captured," WLBC, Muncie, Ind., and KRON, San Francisco; "Dangerous Assignment," WMT-TV, Cedar Rapids, Ia.; "Life of Riley," KIMA-TV, Yakima, Wash., and to Borden's for sponsorship in the Sacramento market.

Commonwealth Film & TV, Inc. sold 52-week film packages to WTTG, Washington; WXEL, Cleveland, and WIFE-TV, Dayton, O. The packages include cartoons, serials shorts, features and Westerns.

Europe Film Center May Shift to Spain

NEW YORK, Oct. 31.—The recent loan pact that the U.S. signed with Spain is expected to break down the political resistance to the production of TV film shows in that country. In fact, in some quarters it is considered likely that the center of European TV film production will eventually shift to Spain. A number of U. S. producers are at this time reported to be eyeing Spanish production set-ups.

Herb Golden, of the amusement industries division of the Bankers Trust Company, recently returned from a tour of Spain and reports that money, as well as facilities, are definitely there. He said there are three good studios in Madrid. One of them, the Sevilla Films Studio, is particularly good, Golden said.

Production of motion pictures by a few American indies is just getting under way there, Golden reported. And production costs are found extremely low.

One difficulty, Golden pointed out, is a shortage of electric power. Lights are out completely in Madrid from 7 a.m. to 7 p.m. three days a week. To overcome this, most of the studios have their own generators. Golden said the Madrid studios had adequate technical personnel.

Official Names Corradine Co.

HOLLYWOOD, Oct. 31.—Tom J. Corradine & Associates has been named as distributor in the 11 Western States, Hawaii and Alaska for telefilm properties of Official Films. Deal was made by Official's Herman Rush.

Included in telefilms Corradine will handle are the Robert Cummings starrer, "My Hero"; "Terry and the Pirates"; a new teleseries titled "Colonel March of Scotland Yard" starring Boris Karloff; "Music Hall Varieties," a series consisting of more than 1,000 musical shorts, and a library of short subjects and cartoons.

PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 186 W. Randolph St., Chicago 1, Ill.

Guild Hires Goldman As General Sales Mgr.

NEW YORK, Oct. 31.—At the wind-up of its biggest month since the company's inception a year and a half ago, Guild Films this week brought in a general sales manager. He is Barney Goldman, who was a sales rep for Ziv Radio from 1941 to 1950. For the past few years he has been an exec with Western United Dairy Company, Chicago.

Raub Kaufman, president of Guild, revealed this week that the company grossed \$427,000 during October, and will exceed its goal of \$2,500,000 for the current year. He said Guild would aim at \$6,000,000 volume in 1954.

Kaufman also said that all new products to be distributed by Guild from now on will be Guild (Continued on page 12)

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.

DETROIT

3 STATIONS

| | | |
|----------------------------------|--------------------------------|-----------|
| Ramar of the Jungle.....Adv. |WXYZ—Su.—6:30-7:00 |10.0 |
| Foreign Intrigue.....Adv. |WJBK—Su.—10:00-10:30 |26.5 |
| The Unexpected.....Adv. |WJBK—T.—9:30-10:00 |23.8 |
| Dick Tracy.....Adv. |WXYZ—Th.—5:30-6:00 |3.3 |
| Life of Riley.....Comedy |WWJ—F.—7:30-8:00 |26.9 |
| Orient Express.....Drama |WWJ—Th.—9:30-10:00 |20.4 |
| Stranger Than Fiction.....Misc. |WXYZ—Su.—10:00-10:15 |1.9 |
| Stranger Than Fiction.....Misc. |WXYZ—T.—8:00-8:15 |5.4 |
| Boston Blackie.....Mystery |WXYZ—Su.—9:00-9:30 |22.5 |
| City Detective.....Mystery |WJBK—F.—10:30-11:00 |14.0 |
| Heart of the City.....Mystery |WXYZ—F.—10:30-11:00 |11.2 |
| Telenews Daily.....News |WJBK—M. to F.—6:30-6:45 |7.7 |
| Telenews Daily.....News |WJBK—M. to F.—11:00-11:15 |4.6 |
| U. P. Movie News.....News |WWJ—M. to F.—6:15-6:30 |4.8 |
| U. P. Movie News.....News |WWJ—M. to F.—11:00-11:15 |3.7 |
| Madison Square Garden.....Sports |WXYZ—S.—5:00-5:30 |0.8 |
| Big Playback.....Sports |WXYZ—S.—8:45-9:00 |6.9 |
| Madison Square Garden.....Sports |WXYZ—S.—9:00-9:30 |2.7 |
| Cisco Kid.....West. |WXYZ—Su.—3:30-4:00 |13.5 |
| Cowboy G-Men.....West. |WJBK—Su.—4:30-5:00 |3.8 |
| Hopalong Cassidy.....West. |WWJ—Su.—5:30-6:00 |17.7 |
| Gene Autry.....West. |WJBK—M.—6:00-6:30 |12.9 |
| Cisco Kid.....West. |WXYZ—Th.—7:00-7:30 |15.8 |
| Cowboy G-Men.....West. |WJBK—S.—12:30-1:00 |12.3 |

LOS ANGELES

7 STATIONS

| | | |
|--|------------------------------|-----------|
| The Unexpected.....Adv. |KECA—Su.—6:00-6:30 |1.7 |
| Ramar of the Jungle.....Adv. |KTTV—M. to F.—6:15-6:30 |9.5 |
| Foreign Intrigue.....Adv. |KNBH—Th.—10:30-11:00 |13.3 |
| I Led Three Lives.....Adv. |KTTV—S.—8:30-9:00 |2.5 |
| China Smith.....Adv. |KECA—F.—8:30-9:00 |13.4 |
| Time for Beany.....Child. |KTTV—M. to F.—6:30-6:45 |11.5 |
| Time for Beany.....Child. |KTTV—S.—6:30-7:00 |5.0 |
| Abbott and Costello.....Comedy |KTTV—W.—7:30-8:00 |12.6 |
| The Ruggles.....Comedy |KECA—Th.—7:00-7:30 |13.4 |
| Counterpoint.....Drama |KECA—Su.—8:30-9:00 |2.2 |
| Crown Theater.....Drama |KTTV—T.—8:00-8:30 |15.6 |
| Play of the Week.....Drama |KECA—T.—9:00-9:30 |5.4 |
| Invitation Playhouse.....Drama |KLAC—W.—7:00-7:30 |5.3 |
| Little Theater.....Drama |KHJ—M. to F.—7:15-7:30 |0.8 |
| Favorite Story.....Drama |KTTV—W.—8:00-8:30 |11.4 |
| Life With Elizabeth.....Drama |KLAC—Th.—7:30-8:00 |11.2 |
| Craig Kennedy, Criminologist.....Mystery |KHJ—Su.—6:30-7:00 |0.9 |
| Front Page Detective.....Mystery |KTTV—Su.—9:00-9:30 |12.2 |
| I'm the Law.....Mystery |KLAC—Su.—10:00-10:30 |2.9 |
| City Detective.....Mystery |KNBH—M.—10:30-11:00 |13.3 |
| Heart of the City.....Mystery |KTTV—T.—10:30-11:00 |8.3 |
| Hollywood Offbeat.....Mystery |KTTV—W.—8:30-9:00 |7.3 |
| Files of Jeffrey Jones.....Mystery |KTTV—W.—10:30-11:00 |7.7 |
| Boston Blackie.....Mystery |KNBH—S.—6:00-6:30 |8.6 |
| U. P. Movietone News.....News |KHJ—M. to F.—7:00-7:15 |0.9 |
| U. P. Movietone News.....News |KHJ—M. to F.—8:00-8:15 |0.6 |
| Baseball Hall of Fame.....Sports |KLAC—M. to F.—6:45-7:00 |1.0 |
| Gene Autry.....West. |KNXT—Su.—5:30-6:00 |11.4 |
| Cisco Kid.....West. |KECA—M.—7:00-7:30 |15.9 |
| Range Rider.....West. |KNXT—T.—7:00-7:30 |11.2 |
| Hopalong Cassidy.....West. |KTTV—W.—7:00-7:30 |10.6 |
| Cisco Kid.....West. |KECA—S.—5:00-5:30 |7.1 |

SAN FRANCISCO

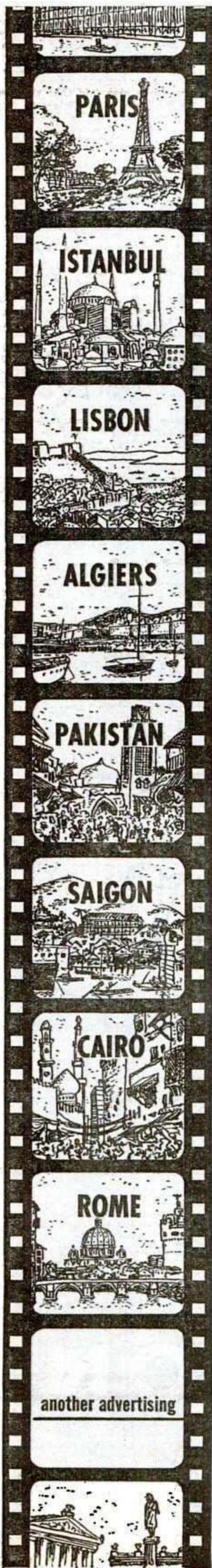
3 STATIONS

| | | |
|---------------------------------|--------------------------|-----------|
| Ramar of the Jungle.....Adv. |KGO—F.—6:30-7:00 |11.7 |
| Foreign Intrigue.....Adv. |KGO—W.—8:00-8:30 |15.4 |
| China Smith.....Adv. |KGO—F.—9:00-9:30 |20.0 |
| Dangerous Assignment.....Adv. |KPX—Su.—8:00-8:30 |17.5 |
| The Ruggles.....Comedy |KGO—F.—7:00-7:30 |8.8 |
| Kings Cross Roads.....Docum. |KRON—Su.7:30-8:00 |10.8 |
| Kings Cross Roads.....Docum. |KRON—M.—7:00-7:30 |9.0 |
| Crown Theater.....Drama |KPX—Su.—7:00-7:30 |15.0 |
| Play of the Week.....Drama |KGO—Th.—9:00-9:30 |4.2 |
| D. Fairbanks Presents.....Drama |KRON—S.—8:00-8:30 |24.6 |
| Heart of the City.....Mystery |KRON—M.—10:30-11:00 |14.6 |
| City Detective.....Mystery |KRON—F.—10:00-10:30 |30.6 |
| Big Playback.....Sports |KGO—F.—11:15-11:30 |2.5 |
| Range Rider.....West. |KPX—T.—7:00-7:30 |30.4 |
| Hopalong Cassidy.....West. |KGO—Th.—6:30-7:00 |18.4 |
| Cisco Kid.....West. |KRON—Th.—7:00-7:30 |22.9 |
| Gene Autry.....West. |KGO—Th.—7:00-7:30 |14.6 |

WASHINGTON

4 STATIONS

| | | |
|----------------------------------|---------------------------------|-----------|
| Foreign Intrigue.....Adv. |WNBW—Th.—10:30-11:00 |23.3 |
| Abbott & Costello.....Comedy |WNBW—M.—10:30-11:00 |10.8 |
| Life of Riley.....Comedy |WNBW—F.—8:30-9:00 |26.7 |
| Kings Cross Roads.....Docum. |WNBW—M.-T.-W.-F.—7:00-7:30 |12.0 |
| My Favorite Story.....Drama |WTOP—T.—10:30-11:00 |19.0 |
| Little Theater.....Drama |WMAL—T.—9:00-9:30 |2.6 |
| Front Page Detective.....Mystery |WTOP—Su.—7:00-7:30 |11.6 |
| I'm the Law.....Mystery |WTTG—Su.—10:30-11:00 |9.5 |
| Boston Blackie.....Mystery |WTOP—T.—8:30-9:00 |24.8 |
| Telenews Daily.....News |WMAL—M. to F.—6:45-7:00 |0.8 |
| U. P. Movietone News.....News |WTOP—M. to F.—6:45-7:00 |4.5 |
| Madison Square Garden.....Sports |WMAL—S.—8:30-9:00 |3.1 |
| Hopalong Cassidy.....West. |WMAL—Su.—6:00-6:30 |15.7 |
| Gene Autry.....West. |WTOP—T.—8:00-8:30 |13.1 |
| Range Rider.....West. |WTOP—S.—1:30-2:00 |9.2 |
| Cisco Kid.....West. |WNBW—S.—6:30-7:00 |11.9 |



PASSPORT to adventure...

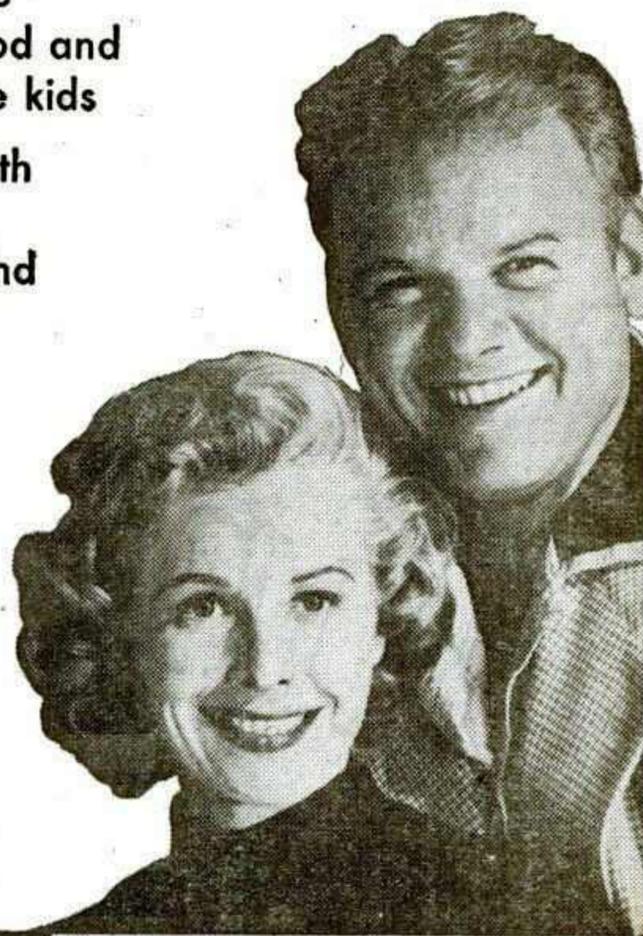
for the whole family

BIFF BAKER, U.S.A.

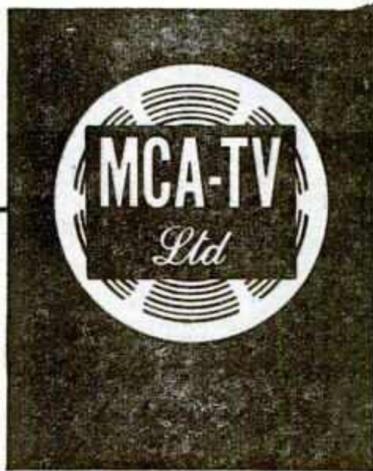
FIRST RUN...available in over 120 TV markets!

- 26 half-hour films, already completed . . . produced in Hollywood expressly for TV
- Network quality at local prices
- A new and different *family* adventure series...without the conventional blood and thunder . . . safe and satisfying for the kids
- Full of overseas intrigue and color with Alan Hale, Jr. and Randy Stuart as an American husband and wife behind and in front of the Iron Curtain
- For local and regional advertisers — two young, fresh American stars to help merchandise products.

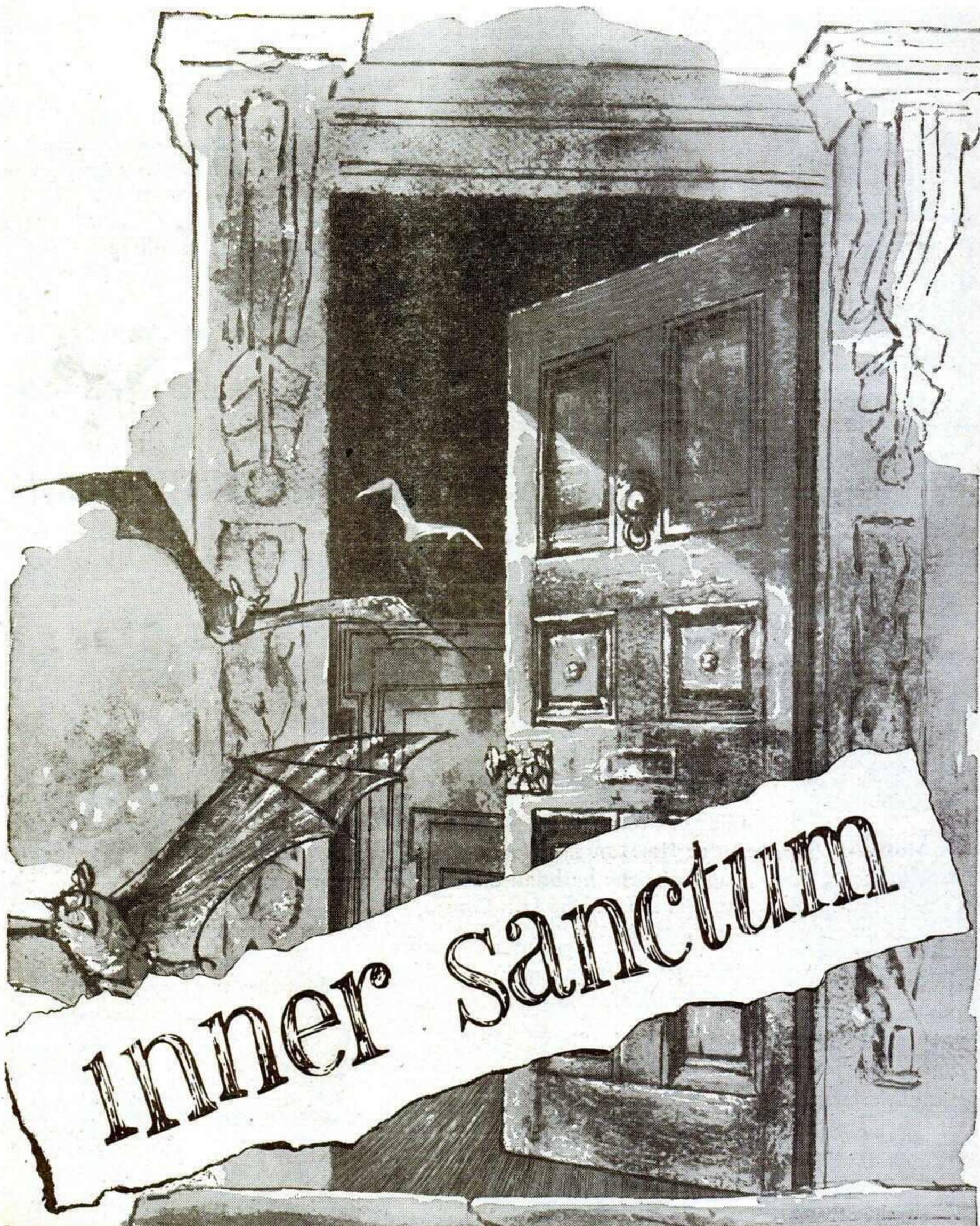
**Check your nearest
MCA-TV office for first or
re-run availability and
private audition screening
TODAY!**



SHOWCASE ON FILM from



NEW YORK: 598 Madison Avenue — Plaza 9-7500
 CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
 BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
 SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
 CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
 DALLAS: 2102 North Akard Street — PROspect 7536
 DETROIT: 1612 Book Tower — WOodward 2-2604
 BOSTON: 45 Newbury Street — COpley 7-5830
 MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863
 ATLANTA: 611 Henry Grady Bldg. — LAMar 6750



NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NBC FILM DIVISION — 30 Rockefeller Plaza, N. Y. 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, Royal York Hotel, Toronto

Through

this Door

will pass the world's most fortunate sponsors!

It's the most famous door in America. Its eerie creaking has been heard by millions and millions of potential customers.

It is a sound so distinguished, in fact, that it is one of the only 2 ever granted a U.S. Government copyright. You heard it when the door opened on "Inner Sanctum" ... America's best-known radio thriller.

Now this door is going to be seen as well as heard, for "Inner Sanctum" now comes to Television. This is a million-dollar production. Its visual impact will be tremendous.

"Inner Sanctum" can be your "open sesame" to big audiences, high ratings, new sales records. And it is an opportunity that can come to only one advertiser in each area.

Open the door to "Inner Sanctum" by calling or wiring today!

"INNER SANCTUM" FACTS:

During 10 years on radio, it moved millions of dollars worth of merchandise consistently . . . for America's smartest advertisers, including Colgate-Palmolive-Peet, Thomas J. Lipton, Emerson Drug, Carter Products, Mars Candy. And their sponsorships were renewed for a total of 46 times!

"Inner Sanctum" is now available to you in 39 brand-new half-hour films—available with a proven, ready made audience—for your own exclusive local or regional TV sponsorship.

With "Inner Sanctum" NBC FILM DIVISION again proves its leadership and stature in Syndicated TV. It has one basic commodity: *The finest show you can buy on film—from quarter or half-hour film series to brand new feature pictures.* For top production, you can depend on NBC FILM DIVISION—and be assured of:

1

Widest choice of high-rating hits in the industry.

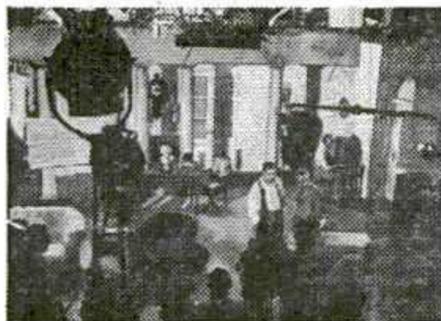
2

Million-Dollar production for exclusive local sponsorship at local budget prices.

3

Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION Service.

INNER SANCTUM OFFERS:



LIGHTING—TV-tested by NBC's own expert television engineering specialists.



PRODUCTION—By Hi Brown . . . creator and producer of the original Inner Sanctum.



SETS—Constructed by the nation's top scenic designers.



CASTS—Chosen from among the greatest theatre talent.

Nationally Spot-Booked Films and American Research Bureau Ratings

The following chart, which appears in The Billboard's first issue of every month, lists the latest city-by-city ratings of TV film series which are nationally spot-booked by their sponsors and which are not available at present on a syndication basis. The ratings are based on findings of the American Research Bureau and covers those cities now being surveyed.

| Sponsor & Show | Station | Day | Time | Sept. ARB Rating |
|-------------------------------------|---------|-----|------------------|------------------|
| Canada Dry Ginger Ale Co. | | | | |
| TERRY AND THE PIRATES | | | | |
| Chicago | WBKB | F | 8:00-8:30 p.m. | 13.2 |
| Chicago | WGN | S | 11:00-11:30 a.m. | 6.3 |
| Columbus | WTVN | Su | 5:00-5:30 p.m. | 10.5 |
| Detroit | WXYZ | Su | 5:00-5:30 p.m. | 5.4 |
| Los Angeles | KTTV | T | 7:00-7:30 p.m. | 7.4 |
| Philadelphia | WFIL | Su | 6:00-6:30 p.m. | 13.2 |
| Washington | WTTG | T | 7:30-8:00 p.m. | 7.9 |
| The Coca-Cola Co. | | | | |
| KIT CARSON | | | | |
| Atlanta | WLW-A | Th | 6:30-7:00 p.m. | 11.1 |
| Boston | WNAC | S-M | 6:00-6:30 p.m. | 13.7 |
| Baltimore | WMAR | T | 6:00-6:30 p.m. | 10.7 |
| Chicago | WBKB | Su | 2:30-3:00 p.m. | 8.8 |
| Cleveland | WNBK | Th | 6:00-6:30 p.m. | 7.4 |
| Columbus | WBNS | S | 6:30-7:00 p.m. | 22.7 |
| Dayton | WLWD | Su | 5:00-5:30 p.m. | 21.3 |
| Detroit | WJBK | T | 6:00-6:30 p.m. | 10.2 |
| Los Angeles | KECA | M | 7:30-8:00 p.m. | 19.8 |
| San Francisco | KRON | Su | 4:00-4:30 p.m. | 12.5 |
| The Kellogg Co. | | | | |
| PROG. NO. 1 WILD BILL HICKOK | | | | |
| Atlanta | WSB | S | 5:30-6:00 p.m. | 11.7 |
| Baltimore | WBAL | S | 7:00-7:30 p.m. | 10.5 |
| Boston | WNAC | W | 5:00-5:30 p.m. | 8.2 |
| Chicago | WBKB | Su | 1:30-2:00 p.m. | 11.2 |
| Cincinnati | WKRC | Su | 5:30-6:00 p.m. | 8.3 |
| Cleveland | WNBK | W | 6:00-6:30 p.m. | 7.0 |
| Columbus | WBNS | S | 6:00-6:30 p.m. | 22.0 |
| Dayton | WXYZ | W | 5:00-5:30 p.m. | 11.7 |
| Detroit | WXYZ | M | 5:30-6:00 p.m. | 3.5 |
| Los Angeles | KTLA | Su | 6:00-6:30 p.m. | 15.7 |
| New York | WABD | S | 7:00-7:30 p.m. | 7.9 |
| New York | WOR | S | 5:30-6:00 p.m. | 2.7 |
| San Francisco | KGO | T | 6:30-7:00 p.m. | 18.8 |
| Washington | WTOP | S | 1:00-1:30 p.m. | 13.4 |
| The Kellogg Co. | | | | |
| PROG. NO. 2 SUPERMAN | | | | |
| Atlanta | WSB | W | 5:30-6:00 p.m. | 17.8 |
| Baltimore | WBAL | W | 7:00-7:30 p.m. | 15.6 |

| Sponsor & Show | Station | Day | Time | Sept. ARB Rating |
|---|---------|-----|------------------|------------------|
| Boston | WNAC | F | 6:30-7:00 p.m. | 16.8 |
| Chicago | WBKB | F | 7:30-8:00 p.m. | 23.9 |
| Cincinnati | WKRC | W | 5:30-6:00 p.m. | 5.7 |
| Cleveland | WNBK | M | 6:00-6:30 p.m. | 18.0 |
| Columbus | WBNS | W | 6:00-6:30 p.m. | 13.7 |
| Dayton | WLWD | F | 5:00-5:30 p.m. | 5.7 |
| Detroit | WXYZ | W | 5:30-6:00 p.m. | 6.9 |
| Los Angeles | KECA | M | 8:30-9:00 p.m. | 14.3 |
| New York | WNBT | M | 6:00-6:30 p.m. | 5.3 |
| Philadelphia | WCAU | M | 7:00-7:30 p.m. | 32.5 |
| San Francisco | KGO | W | 6:30-7:00 p.m. | 15.2 |
| Washington | WMAL | W | 6:00-6:30 p.m. | 8.6 |
| Pacific Coast Borax Co. | | | | |
| DEATH VALLEY DAYS | | | | |
| Cincinnati | WKRC | T | 9:30-10:00 p.m. | 30.3 |
| Dayton | WHBO | S | 10:00-10:30 p.m. | 22.7 |
| Philadelphia | WCAU | F | 10:30-11:00 p.m. | 14.7 |
| Wander Co. (Ovaltime) | | | | |
| CAPTAIN MIDNIGHT | | | | |
| New York | WABC | Su | 6:00-6:30 p.m. | 7.6 |
| Hawley & Hoops Co. (M & M Candy) | | | | |
| JOHNNY JUPITER | | | | |
| Boston | WNAC | S | 1:30-2:00 p.m. | 4.1 |
| Chicago | WBKB | Su | 12:00-12:30 p.m. | 2.9 |
| Los Angeles | KNXT | S | 5:30-6:00 p.m. | 1.4 |
| New York | WABC | S | 5:30-6:00 p.m. | 2.0 |
| San Francisco | KPIX | S | 4:00-4:30 p.m. | 2.9 |
| Hamilton Watch Co. | | | | |
| JEWELERS SHOWCASE | | | | |
| Atlanta | WSB | T | 10:30-11:00 p.m. | 4.2 |
| Baltimore | WBAL | M | 8:00-8:30 p.m. | 4.6 |
| Boston | WNAC | T | 6:30-7:00 p.m. | 6.2 |
| Cleveland | WXEL | Su | 10:00-10:30 p.m. | 6.0 |
| Columbus | WBNS | S | 10:00-10:30 p.m. | 13.5 |
| Detroit | WJBK | T | 7:30-8:00 p.m. | 12.7 |
| Los Angeles | KTTV | T | 8:30-9:00 p.m. | 12.0 |
| Washington | WTTG | Su | 10:00-10:30 p.m. | 5.0 |

Roaches Part; Hal Jr. Mulls Distrib. Firm

NEW YORK, Oct. 31. — Hal Roach Jr. and Hal Roach Sr. this week reportedly agreed to go their separate ways. There has been an amicable parting between them, and from now on each will function in the video film business separately.

Hal Roach Jr. has two projects in work; he is considering setting up a distribution firm of his own and is also toying with the idea of creating a production clearing house for Eastern producers. His second scheme involves acquiring sound stages, editing rooms, and other such filming facilities. The cost might be borne co-operatively by those producers who use it. The idea, however, is only in embryonic form. He will naturally retain his production facilities on the Coast.

The young film production executive has just returned to the Coast. During his visit here last week, he talked with various video film distributors. Roach Jr. also held conferences with ABC-TV about a group of film pilots for the network.

Roach Sr., Meanwhile, is expected to continue and expand his own production activities.

Official Gross On 3 Series Reaches 250G

NEW YORK, Oct. 31.—Official Films has racked up an approximate gross of \$250,000 in the first four weeks of syndication of "My Hero," "Colonel March of Scotland Yard" and "Terry and the Pirates." Official also has deals for these properties which may bring another \$500,000 into its coffers for these video film series.

About \$125,000 of the contracts already signed is for the Robert Cummings vehicle "My Hero"; \$75,000 for the Boris Karloff show, "Colonel March," and \$50,000 for "Terry."

New Blood in TV Film Field

NEW YORK, Oct. 31.—Three new important figures, Martin Jones, Gordon Knox and Henry C. Olmstead, have entered the TV film production field. The trio will produce a dramatic series which will have a Marine Corps background and is being produced with the co-operation of the United States Marines.

Film clips from Marine Corps combat and training film will be integrated into live action sequences, most of which will be shot at the Princeton Film Center. The first episode will be filmed at Quantico, Va. Scripts will be by George Roy Hill and Morton Wishengrad.

Jones, who will direct and supervise production, is a veteran of legit, radio and TV. Knox is head of the Princeton Film Center. Olmstead is a multi-millionaire electronics expert.

Guild Hires

Continued from page 8
produced. He hinted that he would be making further production news of major consequence on the West Coast in another few weeks.

Goldman is expected immediately to reorganize the territorial assignments of Guild's 10 sales reps. Further additions to the sales staff is also anticipated. Kaufman also said that Guild will hype its merchandise and promotion servicing of its programs' sponsors. This effort will be under the direction of Art Gross.

the WINNAH! and NEW TV CHAMPION

JOE PALOOKA



... with a ready-made audience of ...

70 MILLION FOLLOWERS

HAM FISHER'S beloved ALL AMERICAN CHAMP ... now brings the impact of his unparalleled influence and public acceptance to Television ... high adventure, romance, humor, boxing ... in a superb Hollywood production with an ALL-STAR CAST, including Joe Kirkwood, Cathy Downs, Sid Tomack and Maxie Rosenbloom ... plus comprehensive promotion, exploitation and merchandising aids.

JOE PALOOKA is your best guarantee of maximum audience ... maximum results.

JOE PALOOKA
dramatic
half hour series
available to local
and
regional sponsors

A GUILD Films Production



510 MADISON AVE.
NEW YORK 22, N. Y.
Murray Hill 8-5365
HOLLYWOOD • PORTLAND
KANSAS CITY • CHICAGO
CLEVELAND

IN CANADA S. W. CALDWELL LTD. TORONTO

3 TOP-QUALITY, STAR-STudded SHOWS FOR THE BUDGET-CONSCIOUS ADVERTISER

MYSTERY

BORIS KARLOFF

As Scotland Yard's **COLONEL MARCH**

A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by America's best-selling mystery writer JOHN DICKSON CARR.

Let "COLONEL MARCH" sell for you on a regional or syndicated basis at amazingly low costs! 26 weeks of programming available.



COMEDY

ROBERT CUMMINGS

Starring in "MY HERO"

JOHN CROSBY, NOTED TV CRITIC, says "The dialogue, the staging and the production are of a very high order indeed and I see no reason why "MY HERO" can't eventually give "I LOVE LUCY" QUITE A RUN FOR ITS MONEY."

NIELSEN RATINGS SHOW: Playing opposite a top budget, hour variety show extravaganza "MY HERO" earned a national average rating of 29.9!

39 WEEKS OF HALF-HOUR PROGRAMMING AVAILABLE.
Second run in most major markets; first run throughout rest of country.



ADVENTURE

TERRY and THE PIRATES

OFFICIAL FILMS' fabulously successful, faithful reproduction of the beloved comic strip that appears regularly in over 220 newspapers with a combined circulation of more than 25,000,000 readers!

This half-hour show pulled ratings like these for Canada Dry In 56 different markets: ATLANTA—23.5; BUFFALO—33.3; CLEVELAND—20.8; ROCHESTER—37.3; ST. LOUIS—35.0

NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP.
26 Weeks of programming available.



OFFICIAL FILMS, INC. 25 W. 45th St., N. Y. 36 • PL 7-0100

AMERICA'S LEADING PRODUCER AND DISTRIBUTOR OF QUALITY TV FILMS

Lack of Savvy Aids Competitive Monster

By DON McCLURE

Associate Producer, Owen Murphy Productions, Inc.

There is a monster, Competitive Bidding, with a seemingly insatiable appetite growing fat at the expense of the advertising agencies and their clients in television. Where did this false and insecure practice of buying films for TV commercials solely on the best price come from? Where does it lead to? The answer is too obvious to the legitimate and professional film producer but not too obvious to those who buy the services of the film producer.

Before commercial TV there was long in existence a successful

and growing industry known as Industrial Motion Pictures—audio-visual aids for all kinds of educational training and public relation needs. In the majority of cases the film producer worked directly with the company and/or client making the film. Advertising agencies did not get into the act because it was impossible for them to make their necessary 30 per cent commission—15 per cent on the cost of the production of the film and 15 per cent on the cost of the media. Industrial films rarely pay to be shown. Less than a handful of agencies had film departments headed by competent film producers.

Usual Procedure

The standard business procedure between a client and a producer usually works in one of two ways.

1. A film producer seeing a

need for an audio-visual aide goes to the company and interests them in making a picture.

2. Most companies have a public relations department. One of their jobs is to promote better employee or public relations. If film is the logical and most effective way of telling the story, a professional producer is called in to make the movie. In either case the relationship between the sponsor and film producer is on a friendly company to company basis. The sponsor respects the film producer and accepts him as a creative and legitimate businessman. Price is rarely of prime importance. Get the best producer to make the best film to do the best job. The sponsor expects to pay a fair mark-up on the cost of the production; no competitive bidding is practiced.

Postwar Flood

There is one notable exception to the foregoing business. The government insists, when it makes a picture, that bids must be submitted. As World War II ended, the armed services gave our boys courses to help them to readjust to civilian life. TV seemingly offered one of the brightest

job futures—not to mention films for TV. There were thousands of G.I.'s being discharged that had served in the various visual training centers. Almost overnight hundreds of these boys took their money from the Bill of Rights and became TV film producers, or at least that's what they called themselves. Only a very few had real film know-how.

Comes commercial TV and most ad agencies were caught with their commissions down. They asked themselves: Is TV simply radio with pictures? Free movies in the home? A new art form? Reporting events as they happen? Or—? The answers are still being sought. One answer did, however, become obvious fairly soon. To assure the best presentation of the clients' sales message, the commercial should be on film.

All Want In

Now the problem is where to find film producers who have imagination, who know production, who know costs. In move the G.I.'s, in move the radio producers, in move the amateur, the phoney and the fast talkers. Many, too many, were unquali-

fied, but they got the jobs. Knowing little about production, editing, labs and the numerous items that make up the cost of the film, they could not satisfactorily explain them to the client. The costs seemed unreasonable compared to radio. There was only one thing to do—get bids. Maybe they could learn a little from each film producer they talked to, or at least learn some terms to sound as if they knew.

Let's look at the standard practice (Continued on page 58)

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

ZIV-TV

FAVORITE STORY | LED 3 LIVES
BOSTON BLACKIE | CISCO KID
STORY THEATRE | YOUR TV THEATRE
TIMES SQUARE PLAYHOUSE

1529 Madison Road • Cincinnati 6, Ohio
NEW YORK | HOLLYWOOD

TV Film Guest of the Week



DON McCLURE

Don McClure, associate producer of Owen Murphy Productions, Inc., has an extensive background covering practically every phase of the entertainment business. Prior to joining Murphy he served as director of TV for N. W. Ayer & Son, Inc., agency for six years and more recently as director of radio and TV production for McCann-Erickson, Inc. Earlier in his career he was writer-director on the Bob (Believe It or Not) Ripley radio show.

His Hollywood activities included a stint in the 1930's as director of RKO Pictures' Short Subject Department and a dramatic role in the prize-winning silent flicker "All Quiet on the Western Front." At Owen Murphy's he is active in the production of industrial and documentary films and TV film commercials.

One of the founders of the American Television Society (now part of the Radio and TV Executives Society), McClure at various times has served as president, vice-president and treasurer of that organization. He is now a member of the RATES board of directors and is starting his fourth year as chairman of the RATES Workshop sessions for the trade.

RAMAR

of the jungle... starring...

TPA
sales-builder

JON HALL

the only show of its kind in all television

Here's a TV film series that combines mass appeal with a stirring program content that's unique in television.

The jungle locale... the exciting shots of wild animals... the Hollywood-scaled production—give Ramar pay-off audiences in any time period, against any competition. Ratings like 24.1 in Philadelphia... 21.8 in Detroit... 30.7 in Houston are typical of Ramar performance.

Avoid Identity-Loss with RAMAR

With Ramar, there's no chance of sponsor mis-identification because of confusion with similar program types. There can't be any confusion with Ramar because there's no other show like Ramar on television.

No wonder this TPA package is smashing all distribution records. If you're interested in a sure sales builder, write or wire for remaining availabilities.

It's COMMONWEALTH for CARTOONS

38 FLIP THE FROG in Sound

13 WILLIE in Sound WHOPPER

13 MOLLY MOO COW in Sound

ALSO the famous group of 300 AESOP'S FABLES (silent)

Communicate with us for our latest list of
• Major Company Features
• Comedies • Serials • Westerns

COMMONWEALTH

Film and Television, Inc.
MORT SACKETT, Pres.
723 Seventh Avenue, New York 19, N. Y.

television programs of America, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

Gene Autry Ratings in 4 Markets Point Out Strength of Re-Runs

NEW YORK, Oct. 31. — The variables inherent in re-running a TV film series again are shown in an analysis of the history of the Gene Autry show in four selected markets. Altho the rating figures covering portions of four separate runs (see accompanying chart) show a wide fluctuation, the value of the re-runs still is apparent. Even fourth-run figures in a traditionally mediocre viewing month stack up well against first-run ratings.

In both Boston and Philadelphia, for example, fourth-run Autry films were aired in September, 1952. Altho the hot-weather viewing decline had not yet ended, the Boston rating shows that the September rating topped third-run showings in July and August, and a second-run outing in October, the latter usually a good rating month. A similar story obtained in Philadelphia, altho there the October second-run rating just barely topped the September fourth-run figure.

Rating Problem

Re-run figures, however, never can be fully analyzed without share of audience statistics, for ratings alone do not measure up to the show against the competition, nor do they take into account the growth of the viewing audience within a market, the possible addition of new stations or such variables as day of week and time period used. Unfortunately, share figures are available all too infrequently as yet, due to the comparatively new state of the film industry and the still toddling state of its research.

Nevertheless, a number of interesting facts have come to light, in addition to those readily visible on the accompanying chart. For example, in both Los Angeles and San Francisco the largest number of viewers-per-set, according to available figures, was racked up during third-run showings of the Autry series. In Los Angeles, a peak of 2.9 per set was hit in August, 1953. Likewise, Boston's high number of viewers per set

was racked up in July, 1953, at 3.3 during the third run, as compared with the previous high of 3.0 during a second run in May, 1953.

L. A. Sidelight

Another peculiar sidelight is that in Los Angeles, second runs were airing Wednesday nights, 9:30-10 p.m., via KECA-TV from April 25, 1951, thru October 17, 1951, and the station simultaneously was airing third runs of the series in the 6:30-7 p.m. Saturday slot from April 28, 1951, thru October 20, 1951. Quite frequently, the third-run airing drastically outperformed the second-run showing, as during the first week of May, 1951, when the third-run show grabbed a 13.6 rating with 124,848 homes reached, while the second-run outing notched only a 1.7 rating from 15,606 homes.

In Los Angeles, third-run showings of Autry films in the hot-weather period from May thru October, 1951, turned in an average rating of 10.1 over that period. This outperformed the subsequent first-run showings during the cream months of November, 1951, thru April, 1952, which scored only a 9.0 average. A later group of third-run outings, from February thru August, 1953, came up with an over-all average of 8.7—nearly as good.

San Fran Story

In San Francisco, from December, 1950, thru April, 1951, first-run outings pulled an average of 38.6 over that span. But these were followed by second-run showings in the dog-days of May, June and July, which drew an even higher rating average of 41.0 over the three months.

These comparisons indicate mainly that re-runs of series with considerable audience acceptance need not necessarily mean a drastic loss of viewing audience. However, careful analysis of the individual local factors is recommended as a pre-requisite to purchase, to determine on a real and potential cost-per-thousand viewer basis the specific value of a re-run to an advertiser.

TV FILM COMMERCIALS in PRODUCTION since Sept. 1

| ACADEMY FILM PRODUCTIONS, INC., 123 West Chestnut St., Chicago | | | | | | | | | |
|---|---|--|----------|-------------------------|---------------------------------|--|--|--|--|
| Advertisers (and show, if any) | Products | Agency | How Many | Length | Type | | | | |
| Cunningham's Drug Stores | Film Processing, Pharmacy and Ice Cream | Phar-Simons-Michelson Agency | Three | 60 sec. | Live Action | | | | |
| Col-R-Corn Corp. | Col-R-Corn Pop Corn | Silverman Agency | One | 60 sec. | Live Action | | | | |
| Prado Wine Co. | Melody Hill Wine | Ruben Advertising | One | 60 sec. | Semi-animation | | | | |
| ALEXANDER FILM COMPANY, Alexander Film Bldg., Colorado Springs, Colo. | | | | | | | | | |
| Linderman & Hoverson Co. | Lectro-Host Appliances | Hoffman & York | Seven | Three-26 sec. | | | | | |
| | | | | Three-46 sec. | | | | | |
| | | | | One-96 sec. | | | | | |
| Gruen Watch Co. | Gruen Watch | | | | | | | | |
| Denver Milk Producers | Milk | Bob Betts Agency | Four | 20 sec. | | | | | |
| Continental Airlines | Transportation | Galen E. Broyles Agency | Three | 20 sec. | | | | | |
| Harmony Farms | | Cye Landy Agency | Three | 60 sec.-20 sec.-10 sec. | | | | | |
| Plaskon | | B,S,F&D Agency | Four | 40 sec. | | | | | |
| ATLAS PICTURE CORPORATION, 1111 South Blvd., Oak Park, Ill | | | | | | | | | |
| Sunbeam Corp. (Ethel & Albert Show) | Appliances | Perrin-Paus | One | 60 sec. | Live Action | | | | |
| Greyhound Corp. | Bus Travel | Beaumont & Hohman, Inc. | One | 120 sec. | Semi-animation | | | | |
| Altorfer Bros. | ABC Washers & Dryers | Cramer-Krasselt | One | 60 sec. | Semi-animation | | | | |
| Sun-Times | Newspaper | Direct | One | 20 sec. | Semi-animation | | | | |
| Anheuser-Busch | Beer | D'Arcy Adv. Co. | One | 20 sec. | Live Action | | | | |
| BEACON TELEVISION FEATURES, 420 Boylston St., Boston 16 | | | | | | | | | |
| Salada Tea | Tea | H. W. Stevens | Four | Two-60 sec. | Stop Motion & Live | | | | |
| | | | | Two-20 sec. | | | | | |
| Salada Tea | Iced Tea | H. W. Stevens | Two | 60 sec. | Stop Motion & Live | | | | |
| Salada Tea | One-Cent Sale | H. W. Stevens | Two | 60 sec. & 20 sec. | Live Action | | | | |
| Marshmallow Fluff | Marshmallow Fluff | Harry Frost | One | 60 sec. | Semi-animation | | | | |
| The Whipple Co. | Grandmother's Mince-meat | Harry Frost | One | 20 sec. | Semi-animation | | | | |
| BENGAL PICTURES, 3102 Quincy St., N. E., Albuquerque, N. M. | | | | | | | | | |
| Odem Chevrolet | Chevrolet Car | Ward Hicks | Four | 20 sec. | Special Effects | | | | |
| Karmal Corn | Popcorn | Bengal | One | 8 sec. | Live Action | | | | |
| Mays Music Co. | Music | Bengal | Two | 60 sec.-20 sec. | Live Action | | | | |
| Valley Gold Dairy | Dairy Products | Ward Hicks | Five | 60 sec. | Live Action and Special Effects | | | | |
| Gibson Lumber Co. | Lumber | Ward Hicks | One | 60 sec. | Special Effects | | | | |
| Community Chest | | Bengal | 18 | 20 sec. | Special Effects | | | | |
| CHARTER OAK TELE PICTURES, 846 Seventh Ave., New York | | | | | | | | | |
| Levelor Venetians (Levelor Short Story Theater) | Venetian Blinds | Friend, Reiss | Six | 180 sec. | Live Action | | | | |
| Cameo Curtains (Cameo Comedies) | Curtains | | Four | 300 sec. | Live Action | | | | |
| Thrifty House | Silverware | | One | 300 sec. | Live Action | | | | |
| Easy Drapes | Curtains | | One | 120 sec. | Live Action | | | | |
| COFFMAN FILM CO., 4519 Maple Ave., Dallas, Tex. | | | | | | | | | |
| York | Air-Conditioners | Susong | Four | 60 sec. | Semi-animation | | | | |
| CONDOR FILMS, INC., 1006 Olive St., St. Louis, Mo. | | | | | | | | | |
| Griesedieck-Western Brewery | Stag Beer | Direct | Four | Two-60 sec. | Live Action | | | | |
| | | | | Two-20 sec. | Live Action | | | | |
| Anheuser-Busch, Inc. | Budweiser Beer | D'Arcy | Five | 20 sec. | Live Action | | | | |
| Wabash Railroad | Train Service | Gardner | Three | 20 sec. | Live Action | | | | |
| Phelan Print Co. | Phelan Paints | Batz-Hodgson-Neuwolner | Four | 60 sec. | Semi-animation | | | | |
| U. S. Air Force | Recruiting | Direct | Three | 20 sec. | Live Action | | | | |
| CAL DUNN STUDIOS, 159 East Chicago Ave., Chicago | | | | | | | | | |
| Bendix Home Appliances (Saturday Night Review) | Bendix Duo-Matic | Earle Ludgin | One | 30 sec. | Full Animation | | | | |
| DYNAMIC FILMS, INC., 112 West 89th St., New York | | | | | | | | | |
| Whitehall Pharnacal | Anacin | Biow Co. | Two | 60 sec. | Semi-animation | | | | |
| | Jumping Jacks Shoes | Storm Advg. | Eight | Four-60 sec. | Semi-animation | | | | |
| | | | | Four-120 sec. | Semi-animation | | | | |
| ELLIOT-UNGER-ELLIOT MOTION PICTURES, 414 West 54th St., New York | | | | | | | | | |
| Scott Towels, Tissues, Napkins | | J. Walter Thompson | | | | | | | |
| Lilt Party Curl | | | | | | | | | |
| Permanent | | Biow Company | | | | | | | |
| Spry | | Foot, Cone & Belding | | | | | | | |
| Lux Liquid Detergent | | J. Walter Thompson | | | | | | | |
| Pall Mall Cigarettes | | Film Counselors | | | | | | | |
| Helena Rubinstein | | | | | | | | | |
| Color-Tone Shampoo | | Hewitt, Ogilvy, Benson & Mather | | | | | | | |
| Revlon Nail Enamel, Lipstick, Touch & Glow, Powder | | Wm. Weintraub Agency | | | | | | | |
| Eastman Kodak | | J. Walter Thompson | | | | | | | |
| Dreme Shampoo | | Compton Advertising | | | | | | | |
| Joy | | The Biow Co. | | | | | | | |
| Fluffo | | The Biow Co. | | | | | | | |
| Neolite | | Compton Advertising | | | | | | | |
| Good Luck Margarine | | Hewitt, Ogilvy, Benson & Mather | | | | | | | |
| Florida Citrus Products | | J. Walter Thompson | | | | | | | |
| FILMWRIGHT PRODUCTIONS, INC., 3 East 57th St., New York | | | | | | | | | |
| General Foods Corp. | Sure-Jell & Certo | Benton & Bowles | Three | 60 sec. | Live Animation | | | | |
| Procter & Gamble | Prell | Benton & Bowles | Four | 80 sec. | Live Animation | | | | |
| | | | Three | 60 sec. | Live Animation | | | | |
| | | | Three | 20 sec. | Live Animation | | | | |
| General Foods Corp. | Log Cabin Syrup | Benton & Bowles | One | 30 sec. | Semi-animation | | | | |
| GEORGE F. FOLEY, INC., 625 Madison Ave., New York | | | | | | | | | |
| Prudential Insurance Co. (You Are There) | Insurance | Calkins & Holden, Carlock, McClinton & Smith, Inc. | Nine | 60 sec. | Semi-animation | | | | |
| HANKINSON STUDIO, 15 West 46th St., New York | | | | | | | | | |
| General Foods | Jell-O | Young & Rubicam | One | 30 sec. | Full Animation | | | | |
| Continental Oil Co. | Conoco | Benton & Bowles | Five | Four-20 sec. | Full Animation | | | | |
| | | | | One-ID | Full Animation | | | | |
| JAMIESON TV PRODUCTIONS, 3825 Bryan St., Dallas | | | | | | | | | |
| Borden's | Homo Milk | Tracy-Locke | One | 8 sec. | Full Animation | | | | |
| Borden's | Ice Cream | Tracy-Locke | One | 8 sec. | Full Animation | | | | |
| Borden's | Charlotte Freeze | Tracy-Locke | One | 8 sec. | Full Animation | | | | |
| Borden's | Cottage Cheese | Tracy-Locke | One | 8 sec. | Full Animation | | | | |
| Borden's | Buttermilk | Tracy-Locke | One | 8 sec. | Full Animation | | | | |
| Atlas (News Show) | Batteries | Wilkinson-Schwartz & Tips | One | 240 sec. | Live Action | | | | |
| Mrs. Baird's Bread | Home-Bake Rolls | Tracy-Locke | One | 8 sec. | Live Animation | | | | |
| Humble Oil (Football in Review) | | Wilkinson-Schwartz & Tips | Two | 20 sec. | Semi-animation | | | | |
| KLING STUDIOS, INC., 601 N. Fairbanks Court, Chicago | | | | | | | | | |
| Standard Oil | Gas-Oil | McCann-Erickson | 10 | 60 sec. | Semi-animation | | | | |
| Oh Henry! | Candy | Aubrey, Finlay, Marley & Hodgson | Two | 20 sec. | Jingle-Full Animation | | | | |
| Wilson & Company | Ideal Dog Food | Ewell & Thurber | Three | Two-20 sec. | Full Animation | | | | |
| | | | | One-10 sec. | Full Animation | | | | |
| General Electric | Ranges, Refrigerators, Air Conditioners | Direct | Seven | 40 sec. | Live Animation | | | | |
| Fox Brewing | Fox DeLuxe Beer | J. A. Robinson | One | 10 sec. | Live Animation | | | | |
| Armour Packing Co. | Frankfurters | Foot, Cone & Belding | 12 | Six-60 sec. | Full Animation | | | | |
| | | | | Six-20 sec. | Live Animation | | | | |
| Admiral Corp. | TV Sets | Direct | 10 | Five-40 sec. | Live Animation | | | | |
| Sunbeam Corp. (Ethel & Albert Show) | Appliances | Perrin Paus Co. | Two | Five-20 sec. | Live Animation | | | | |
| Catspaw Rubber Co. (Show of Shows) | Soles & Heels | S. A. Lyvne | Three | 45 sec. & 15 sec. | Full Animation | | | | |
| Brewing Co. of America | Carling's Beer | Lang, Fisher, Stahower | 16 | Six-60 sec. | Full Animation | | | | |
| | | | | Six-20 sec. | Full Animation | | | | |
| | | | | Four-10 sec. | Full Animation | | | | |

(Continued on page 16)

Re-Run Case History

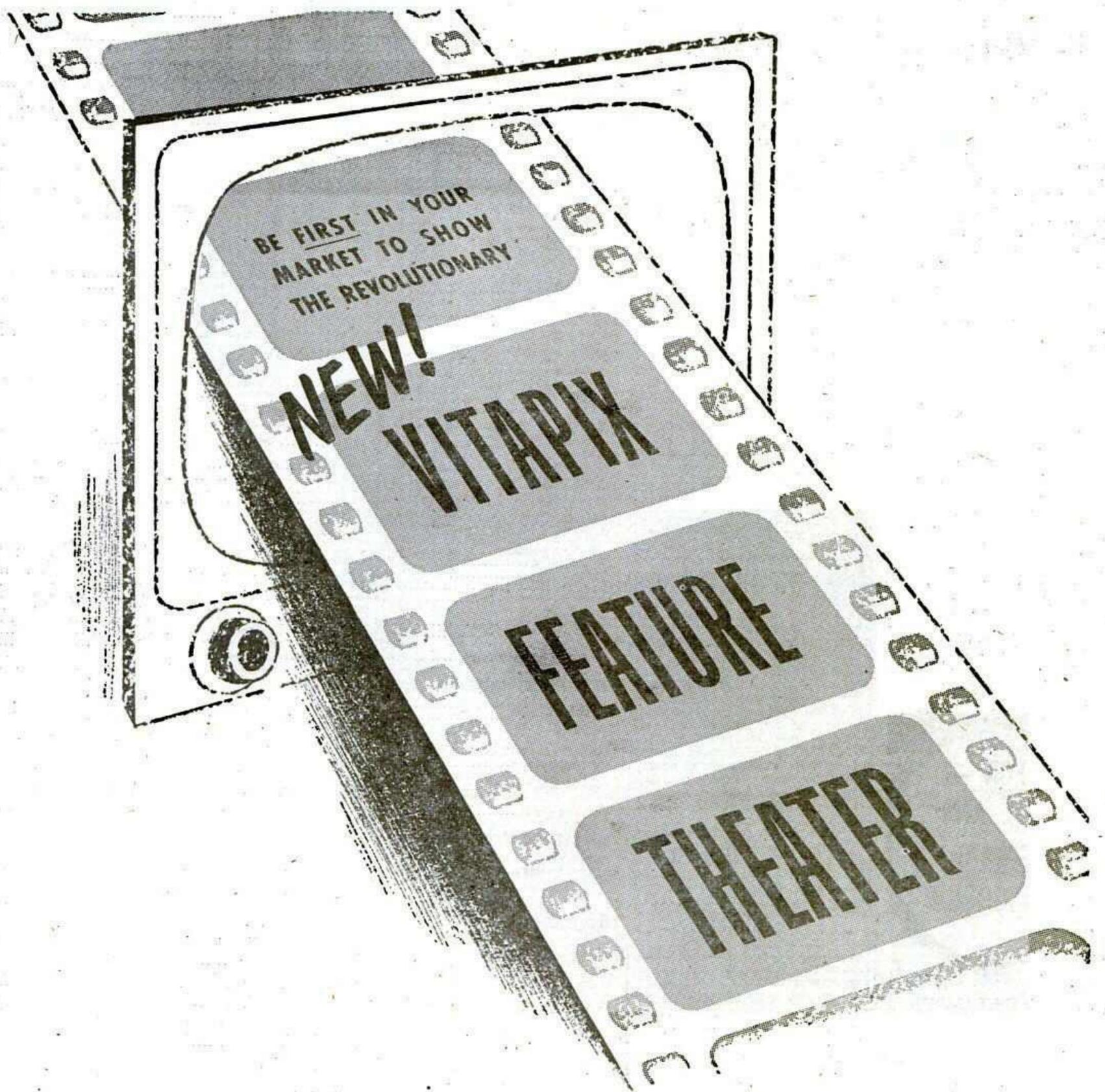
The following chart tabulates the re-run case history of the Gene Autry show in four of the cities in which the stanza has been seen. The show is sponsored by Wrigley's Gum via CBS-TV in a number of selected markets, and is syndicated by CBS-TV film Sales in other markets. The 30-minute Western series is produced by Flying A Productions. For an analysis of the chart below, see the accompanying story in adjoining columns.

| BOSTON | | | | |
|---------|------------|-----|------|--|
| Station | Month | Run | Rtg. | |
| WNAC | Dec., 1951 | 1 | 25.9 | |
| " | Jan., 1952 | 1 | 21.9 | |
| " | Feb. | 1 | 21.2 | |
| " | Mar. | 1 | 21.3 | |
| " | Apr. | 3 | 22.8 | |
| " | May | 3 | 16.6 | |
| " | June | 3 | 19.7 | |
| " | July | 3 | 8.3 | |
| " | Aug. | 3 | 9.6 | |
| " | Sept. | 4 | 17.2 | |
| " | Oct. | 2 | 15.2 | |
| " | Nov. | 2 | 20.0 | |
| " | Dec., 1952 | 2 | 18.0 | |
| " | Jan., 1953 | 2 | 18.7 | |
| " | Feb. | 2 | 17.2 | |
| " | Mar. | 2 | 13.2 | |

| PHILADELPHIA | | | | |
|--------------|------------|-----|------|--|
| Station | Month | Run | Rtg. | |
| WCAU-TV | Jan., 1952 | 1 | 26.3 | |
| " | Feb. | 1 | 24.5 | |
| " | Mar. | 1 | 24.7 | |
| " | Apr. | 3 | 28.2 | |
| " | May | 3 | 13.4 | |
| " | June | 3 | 15.8 | |
| " | July | 3 | 8.7 | |
| " | Aug. | 3 | 11.6 | |
| " | Sept. | 4 | 14.8 | |
| " | Oct. | 2 | 15.0 | |
| " | Nov. | 2 | 15.4 | |
| " | Dec., 1952 | 2 | 16.2 | |
| " | Jan., 1953 | 2 | 18.5 | |
| " | Feb. | 2 | 19.0 | |
| " | Mar. | 2 | 20.5 | |

| LOS ANGELES | | | | |
|-------------|------------------|-----|------|--|
| Station | Month | Run | Rtg. | |
| KECA-TV | Nov., 1950 | 1 | 14.6 | |
| " | Dec. | 1 | 12.8 | |
| " | Jan., 1951 | 1 | 12.5 | |
| " | Feb. | 1 | 16.7 | |
| " | Mar. | 1 | 21.0 | |
| " | Apr. | 1 | 15.8 | |
| " | May | 3 | 11.3 | |
| " | June | 3 | 14.0 | |
| " | July | 3 | 7.8 | |
| " | Aug. | 3 | 7.8 | |
| " | Sept. | 3 | 10.8 | |
| " | Oct. | 3 | 8.9 | |
| " | Nov. | 1 | 14.1 | |
| " | Dec., 1951 | 1 | 10.6 | |
| " | Jan., 1952 | 1 | 8.3 | |
| " | Feb. | 1 | 8.8 | |
| " | Mar. | 1 | 4.9 | |
| " | Apr. | 1 | 7.5 | |
| " | May (not rated) | 2 | | |
| " | June (not rated) | 2 | | |
| " | July (not rated) | 2 | | |
| " | Aug. | 2 | 4.6 | |
| " | Sept. | 2 | 5.4 | |
| " | Oct. | 2 | 11.0 | |
| " | Nov. | 2 | 1.3 | |
| " | Dec. (not rated) | 2 | | |
| " | Jan., 1953 | 2 | | |
| " | Feb. (not rated) | 2 | | |
| KNXT | Feb. | 3 | 7.1 | |
| " | Mar. | 3 | 8.8 | |
| " | Apr. | 3 | 9.1 | |
| " | May | 3 | 11.2 | |

| SAN FRANCISCO | | | | |
|--------------------------------|------------|-----|------|-------------|
| Station | Month | Run | Rtg. | |
| KGO-TV | Dec., 1950 | 1 | 20.4 | |
| " | Jan., 1951 | 1 | | (not rated) |
| KRON | Feb. | 1 | 44.3 | |
| " | Mar. | 1 | 45.5 | |
| " | Apr. | 1 | 44.3 | |
| " | May | 2 | 38.5 | |
| " | June | 2 | 44.3 | |
| " | July | 2 | 40.3 | |
| " | Aug. | 1 | 43.1 | |
| " | Sept. | 1 | 28.3 | |
| " | Oct. | 1 | 34.5 | |
| " | Nov. | 1 | 10.0 | |
| " | Dec. | 1 | | (not rated) |
| " | Jan., 1952 | 1 | 9.2 | |
| (February-September not rated) | | | | |
| KGO-TV | Oct. | 2 | 14.0 | |
| " | Nov. | 2 | 21.0 | |
| " | Dec. | 2 | 16.2 | |
| " | Jan., 1953 | 2 | 18.5 | |
| " | Feb. | 2 | 13.5 | |
| " | Mar. | 2 | 15.2 | |
| " | Apr. | 2 | 15.1 | |
| " | May | 2 | 15.6 | |
| " | June | 2 | 11.2 | |
| " | July | 3 | 13.2 | |
| " | Aug. | 3 | 9.8 | |



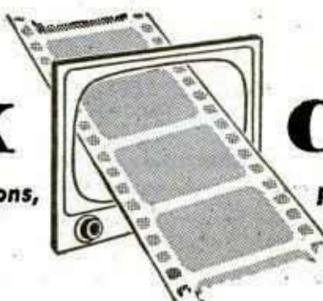
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**Denove Now
Producer of
Video Films**

NEW YORK, Oct. 31. — A former Lucky Strike cigarette account exec at Batten, Barton, Durstine & Osborn, Jack Denove, has been making a comeback as a producer of TV film. Denove was one of the top brass at the agency until a story about Lucky Strike commercials in The New Yorker resulted in his resignation. The story was in the usual acerbic style of the magazine.

Denove is now producing several video films for the "Cavalcade of America" series and has for some time been producing commercials for several BBD&O and other agency accounts. He has signed the well-known movie director Robert Stevenson to write and direct some of the "Cavalcade" films.

'Rocky Jones'

Continued from page 6

cial kick-off dinner November 7, at which Reed reps as well as reps from United Television Programs, Space Ranger Enterprises and the Fortune Merchandising Corporation will attend. The combined efforts of the four will be detailed to the dealers, which includes a merchandising program that started long before the first telefilmed episode was available, promotional tie-ups, sales aids and helps to sponsors and stations, and syndicated printed material.

The dealers will be told that "Rocky Jones, Space Ranger" will play to a pre-sold market, especially created for an estimated 33,000,000 boys and girls between the ages of five and 13. As evidence of this, President Jack L. Danov, of Space Ranger Enterprises, will explain how nearly a million Rocky Jones coloring books have been printed and sold—even before the telefilm series went into production. A Columbia Records album of four sides, "Shipwrecked on Planet X," has sold more than 40,000 records. Over 600,000 badges have been sold. More than 60,000 pairs of Space Ranger boots have been sold. Again these sales were made when developers of the series admittedly had only a uniform, an idea and Crane, who was first signed to a seven-year contract in November, 1951.

A 60-city tour is planned for next summer and each year thereafter, featuring principals in the series.

Fortune Reaps

Continued from page 6

cept in top markets where there is a standard fee, the maximum.

Franchises to Gene Autry, for obvious reasons, are the most expensive. The Quality Baking Co-operative has franchise rights to him in several dozen cities. Ward Baking is another big client of Fortune's. And "Range Rider" is another video film series getting a big play from local advertisers interested in the endorsement method.

191 Clients

Fortune claims that 65 per cent of the population of the United States resides in some area serviced by one of its franchises. New England is the section of the country it rates as the most active in the use of these endorsements. Fortune numbers 191 local clients on its books. The major part of its business is done with firms in the mass food, beverage and dairy industries which obviously are interested in capitalizing on the children's interest in the programs handled by Fortune.

Because of the volume of business serviced by Fortune, the cost of the merchandising tools is relatively nominal. To duplicate these items obviously would be costly for an advertiser who alone could not use the huge numbers of merchandising props that Fortune orders. In addition to this saving, clients also benefit from the art production done for such items as advertisements, mats and other tools in the catalog.

In terms of units, Fortune's bread and butter labels are most in demand. The sale of these labels to clients is now reckoned astronomically, somewhere in 10 fig-

TV FILM COMMERCIALS in PRODUCTION

Continued from page 14

LALLY & LOVE, INC., 3 East 57th St., New York

| | | | | | |
|----------------------------|---------------|-----------------|-------|-------------|--------------------|
| Arthur Guinness Sons Co. | Burke's Ale | Compton | Three | One-20 sec. | Semi-animation |
| Quaker City Choc. Co. | Good & Plenty | Adrian Bauer | Three | Two-60 sec. | Semi-animation |
| C. F. Simonin's Sons, Inc. | Seazo Oil | Adrian Bauer | One | One-20 sec. | Live Action-Jingle |
| Westinghouse (Studio One) | Appliances | McCann-Erickson | One | One-60 sec. | Semi-animation |

TED NEMETH STUDIOS, 729 Seventh Ave., New York

| | | | | | |
|-------------------------------|------------------------|---------------------|-------|--------------|----------------|
| Schick, Inc. | Schick Electric Shaver | Kudner | 12 | Two-60 sec. | Live Action |
| Coty, Inc. | Coty Compact | Franklin Bruck Adv. | One | Four-60 sec. | Semi-animation |
| Carter Products | Arriad Spray | Ted Bates | Three | Six-20 sec. | Semi-animation |
| Carter Products | Rise Shave Cream | SSC&B | Two | 60 sec. | Semi-animation |
| Phil. & Reading Coal and Iron | Reading Anthracite | McKee-Albright | Two | One-60 sec. | Semi-animation |
| | | | | One-20 sec. | Semi-animation |

PATHSCOPE PRODUCTIONS, 580 Fifth Ave., New York

| | | | | |
|------------------------|--------------------------|------|-------------|-----------------------|
| East Ohio Gas Co. | Ketchum, MacLeod & Grove | 11 | 20 sec. | Semi-animation-Jingle |
| Flako Products | Chas. W. Hoyt | Four | Two-60 sec. | Semi-animation |
| Junket Brand Foods | McCann-Erickson | One | 20 sec. | Live Action |
| Limit Starch | C. L. Miller | One | 60 sec. | Semi-animation |
| Nabisco Shredded Wheat | McCann-Erickson | One | 60 sec. | Semi-animation |

SCREEN GEMS, INC., 233 West 49th St., New York

| | | | | | |
|-----------------------------------|------------------|--------------------|--------|---------------|----------------|
| The Ford Motor Co. (Ford Theater) | Ford Cars | J. Walter Thompson | Six | 150 sec. | Live Action |
| Gerber's | Baby Foods | D'Arcy | Six | 20 sec. | Live Action |
| Coca-Cola | Coca-Cola | D'Arcy | Eleven | Five-60 sec. | Live Action |
| | | | | Six-Station | |
| | | | | Breaks | Semi-animation |
| Piel's Beer | Beer | Young & Rubicam | Nine | Eight-60 sec. | Semi-animation |
| | | | | One-30 sec. | Semi-animation |
| Campbells | Pork & Beans | Compton | Four | 60 sec. | Full Animation |
| American Tobacco | Lucky Strike | BBD&O | | | Semi-animation |
| | Pall Mall | SSC&B | | | Semi-animation |
| | Herbert Tareyton | M. H. Hackett | | | Semi-animation |

SHAMUS CULHANE PRODUCTIONS, INC.

| | | | | | |
|-------------------------------|----------------------|---------------------|-------|--------------|----------------|
| Colgate (Colgate Comedy Hour) | Ajax | Sherman & Marquette | Two | 70 sec. | Semi-animation |
| Bernz-O-Matic | Bernz-O-Matic Torch | BBD&O | Three | 20 sec. | Live Action |
| Dbupont | Sponges | BBD&O | One | 20 sec. | Full Animation |
| L & M | Chesterfields | Cunningham & Walsh | Two | 60 sec. | Semi-animation |
| Mennen Products | Men's Products | Kenyon-Eckhardt | Six | Four-60 sec. | |
| | | | | Two-20 sec. | Semi-animation |
| Martinson's Coffee | Coffee & Jomar Candy | Anderson & Cairns | Three | 20 sec. | Full Animation |
| Buckingham Cigarettes | Cigarettes | MacLaren Adv. | One | 20 sec. | Full Animation |
| | Jack's Cheese Twist | Lynn-Fieldhouse | One | 20 sec. | Semi-animation |
| Standard Brands | Tenderleaf Tea | Compton Adv. | Two | 10 sec. | Full Animation |
| | Genesee Beer | Rogers & Porter | Three | 61 sec. | Live Action |

BILL STURM STUDIOS, INC., 734 Broadway, New York

| | | | | | |
|-------------------------------|-----------------|------------------------|------|---------|----------------|
| Fatima Cigarettes | Tea-Onion Soup, | Cunningham & Walsh | 10 | 8 sec. | Semi-animation |
| Lipton Tea Co. | Tom-Veg. Soup | | | | |
| | Chicken Soup | Young & Rubicam | Four | 8 sec. | Full Animation |
| Greenmint Mouth Wash (Danger) | | Young & Rubicam | One | 60 sec. | Semi-animation |
| Vicks Chemical Co. | Vaporub | BBD&O | One | 20 sec. | Semi-animation |
| Dow Chemical Co. | Styron Plastics | McManus, Johns & Adams | Two | 60 sec. | Semi-animation |
| Klix Dog Candy | | R. A. Foley | One | 20 sec. | Full Animation |
| Sylvania Electric | TV Tubes | Cecil & Presbrey | One | 60 sec. | Semi-animation |

TELEMATED CARTOONS, 70 East 45th St., New York

| | | | | | |
|--|-------------------------|----------------|------|-------------|----------------|
| Longines-Wittnauer Watch Co. (Chronoscope) | Longines Watches | Victor Bennett | Five | 20 sec. | Live Action |
| Nedicks, Inc. | Super Coola & Root Beer | Weiss & Geller | Two | One-60 sec. | Semi-animation |
| | | | | One-20 sec. | Semi-animation |

TELEVISION GRAPHICS, INC., 235 West 55th St., New York

| | | | | | |
|--------------------------------------|---------------------|----------------------|-------|-----------------------------|------------------------------|
| Lever Bros. (Big Town) | Pepsodent | McCann-Erickson | Three | 60 sec. | Semi-animation |
| General Electric (Meet Mr. McNutley) | Radio, Tubes, Sets | Maxon | Seven | 60 sec. & 100 sec. | Live |
| | | | | | Semi-animation |
| Smith Bros. | Cough Drops | SSC&B | 37 | 10 sec. | Semi-animation, Live Action |
| Comm. Solvents Corp. | Nor-Way Anti-Freeze | Fuller, Smith & Ross | One | 20 sec. | Full Animation |
| U. S. Industrial Chem. | U. S. Anti-Freeze | Geyer | 53 | 10 sec. | Full Animation |
| American Home Products Corp. | Kolynos | BIOW | Two | 1-60 sec., 1-30 sec. | Live Action |
| Philip Morris (I Love Lucy) | Philip Morris | BIOW | Ten | Openings, Middles, Closings | Full Animation & Live Action |

| | | | | | |
|--|-----------|----------------------|-------|---------|----------------|
| Sherwin-Williams (Where's Raymond) | Kemtone | Fuller, Smith & Ross | Four | 30 sec. | Full Animation |
| American Cigar & Cigarette (Big Story) | Pall Mall | SSC&B | Three | 60 sec. | Live Action |

VIDICAM PICTURES CORPORATION, 240 East 39th St., New York

| | | | | | |
|-----------------------------------|-------------------------|-------------------|-------|---------------|------------------------|
| Esso Standard Oil | Esso Oil | Marschalk & Pratt | Five | 60 sec. | Live Action |
| General Foods | Birdseye-Fishsticks | Young & Rubicam | Two | One-60 sec. | |
| | | | | | Semi-animation, Jingle |
| | | | | | One-20 sec. |
| General Foods | Swandowna Cake Mix | Young & Rubicam | Three | Two-60 sec. | Live Action |
| General Electric | Minor Appliances | Young & Rubicam | Nine | Three-90 sec. | Live Action |
| | | | | Three-60 sec. | Live Action |
| | | | | Three-75 sec. | Live Action |
| Grove Laboratory | 4-Way Cold Tablets | H. B. Cohen | Seven | Four-60 sec. | Semi-animation |
| | | | | Three-20 sec. | Semi-animation |
| Detroit-Michigan Stove Corp. | Jewel Range | BBD&O | Nine | Seven-60 sec. | Live Action |
| | | | | One-120 sec. | Live Action |
| | | | | One-20 sec. | Live Action |
| General Foods | Birdseye Beefpie | Young & Rubicam | Two | 20 sec. | Semi-animation, Jingle |
| Converted Rice Co. | Uncle Ben's Rice | Leo Burnett | Two | One-60 sec. | Semi-animation |
| | | | | One-20 sec. | Semi-animation |
| Colgate Palmolive Peet | Cashmere Bouquet Soup | Sherman-Marquette | Three | 60 sec. | Live Action |
| Colgate Palmolive Peet | Halo Shampoo | Sherman-Marquette | One | 60 sec. | Live Action |
| Standard Oil Co. | Institutional | Marschalk & Pratt | Six | 90 sec. | Live Action |
| General Electric (I Married Joan) | Major Appliances | Young & Rubicam | Six | 90 sec. | Live Action |
| LoCalory Food Corp. | RDX | H. B. Cohen | Three | 60 sec. | Semi-animation |
| Liberty Mutual Ins. Co. | Fire Prevention | BBD&O | One | 90 sec. | Live Action |
| General Electric | TV Tubes | Maxon Agency | Three | 60 sec. | Live Action |
| Hoover Co. | Vacuum Cleaners | Leo Burnett | Seven | Six-60 sec. | Live Action |
| | | | | One-20 sec. | Live Action |
| General Electric (Mr. McNutley) | Radio & TV Sets | Maxon | Eight | Four-20 sec. | Live Action |
| | | | | Four-40 sec. | Live Action |
| American Tobacco Co. (Hit Parade) | Lucky Strike Cigarettes | BBD&O | Six | Four-60 sec. | Live Action |
| | | | | Two-20 sec. | Live Action |

WILBUR-STRECH PRODUCTIONS, 1697 Broadway, New York

| | | | | | |
|--------------------|-----------------------|---------------|-----|---------|----------------|
| McKesson & Robbins | Bexel Special Formula | Ellington Co. | One | 60 sec. | Semi-animation |
|--------------------|-----------------------|---------------|-----|---------|----------------|

ures. It is also estimated that Fortune has sold 6,000,000 photographs of stars of the programs it represents. A new service that Fortune is providing is the making of video commercials carrying endorsements.

\$100,000 Bonus

The pay-off to the talent and packager of the video property is also considerable. It is estimated that local merchandising via these endorsements can bring a show

\$100,000 at most. And since this is all plus, whatever else the show already earns, it becomes an added bonus.

Fortune also has gone into the radio packaging of all the properties with which it holds master contracts except Gene Autry who is now on CBS for Wrigleys. The firm has a staff of 19 servicing its operation from Hollywood and is working on several other deals with video film packagers.

Considering the success of Fortune, it would seem that it is only a matter of time before other firms get into this field in a major way. Altho distributors of film series heretofore have not been equipped to take on such an operation themselves because of the manpower and complications involved, it is considered possible that some of the major outfits may add such services to their current activities before long.

Pitt. TROA Opens War Against MCA

PITTSBURGH, Oct. 31.—Andy Chakeres, operator of all the food and liquor concessions at the Greater Pittsburgh Airport, which includes the Horizon Room, has written off the Music Corporation of America as a supplier of talent in the future and has started what may be a major fight between MCA and the Theater Restaurant Owners of America.

At a meeting at the Carousel, Tuesday (27), all members of TROA here which includes the Twin Coaches, the Vogue Terrace, the Copa, and the Carousel, adopted a resolution to support Chakeres and to avoid dealing with MCA in the future until the org is assured that a more ethical basis of relationship is established.

The hassle started when MCA asked out of a contract with Chakeres for the Ames Brothers to take a date at the New York Paramount. Chakeres said okay, but Bill Beutel, of the Cleveland office of MCA, had to fill in the week of October 26 and gave the Ames boys to the Twin Coaches at a \$500 increase. Chakeres was infuriated and asked TROA members for assistance. Cafe org voted to support Chakeres.

MCA Denies Rift
MCA execs in New York, meanwhile, denied any bad feelings existed between their office and Chakeres. "I just spoke to Chakeres," said an agency v.p. "He expressed himself as satisfied with our relations. He even okayed a date for the Andrews Sisters for November 22."

Chakeres, reached by phone, said he had spoken with MCA and had been offered the Andrews Sisters, but hadn't okayed any deal. "They asked \$6,500 and I offered \$5,500." He denied, however, that any friendly relations existed between him and MCA.

TROA, thru its national execu-

tive director, Dave Fox, sent a letter to MCA, demanding adjustments in the Ames Brothers deal for Chakeres, calling the agency's methods of selling open to question.

In the meantime it was disclosed that Harry Altman, co-owner of the Town Casino, Buffalo, resigned as president of TROA. Altman said he resigned weeks ago before the Pittsburgh quarrel occurred.

Traubel Opens At Copa, Feb.

NEW YORK, Oct. 31.—Helen Traubel will open at the Copacabana for three weeks starting February 25 in what will be her first local cafe date since she hit the headlines. The operatic singer will be preceded by Myron Cohen and Johnny Desmond, who, open February 5.

The Copa line-up to about mid-March is as follows. The current bill of Joe E. Lewis and Georgia Gibbs closes November 18. The Keene Sisters come in November 19 for nine weeks. They will be followed by Martin and Lewis, who start January 20 for two weeks. The comics will be followed by Myron Cohen and Johnny Desmond, who in turn will be followed by Helen Traubel.

Desmond's date here will make it his first in the room.

Unions Discuss Revival of TA

• Continued from page 1

be cleared by 75 per cent of the reps of the major talent unions, AGVA, AFTRA, SAG, AGMA and Equity. Once a clearance is obtained, the sponsors of the benefit would have to pay 15 per cent of the receipts to TA. This 15 per cent would be divided as follows: 25 per cent to AGVA; 25 per cent to AFTRA; 40 per cent to be split up among Equity, SAG and AGMA. The remaining 10 per cent to be apportioned to the various other organizations, e.g. Hebrew Actors, Catholic Actors, etc. which will be part of TA.

Before any splits, however, administration costs will be deducted.

Some plain and fancy fencing for the job of the head of TA is now in progress. An AGVA official who has been demoted by that union because of the handling of benefits is now pulling strings for the job. An agent who left the union ranks some time ago is also lining up supporters for his candidacy. The job is now held on an interim basis by an official on leave from one of the Four A's unions.

Band Box to Change Name

NEW YORK, Oct. 31.—The Band Box will change its name, close for a minor face lifting, and will reopen with a Latin policy.

The spot operated by Bill Levine, has been using Negro names and tab shows headed by Negro attractions, but it failed to compete successfully with the Birdland, using a similar policy. The room will shutter about November 3 and will reopen about 10 days later.

CAC Branch in Miami

CHICAGO, Oct. 31.—Consolidated Artists Corporation, Ray Auler, president, has opened a branch office in Miami. Firm has other offices in Chicago, Milwaukee and Minneapolis.

La Rosa Stands To Make 50G By Christmas

NEW YORK, Oct. 31.—Julius La Rosa will make more than \$50,000 between now and Christmas on dates already set and signed for.

His first p.a. under General Artists Corporation will be a split week at the Paramount's Metropolitan Theater, Boston, which will open for him. He then does a one-nighter—at the Milwaukee Auditorium for Jimmy Fazio, operator of a Milwaukee cafe. Boy will do two shows, 6 and 9:30, for \$8,000. Auditorium, a 6,350-seater, will be scaled from \$1.50 to \$4.20.

Next will be his first theater date, the Chicago, on a participating basis where he is expected to walk out with close to \$20,000. He then goes to the Lake Shore Club, Springfield, Ill., for three days for about \$9,000. The Twin Coaches, Pittsburgh, gets him next for \$10,000. In between he has a couple of concerts, one in Kalamazoo, Mich., the other in Utica, N. Y., and two more Ed Sullivan TV shots. In addition to this, he starts transcribing his own radio show for CBS, November 9, three times weekly.

Boy will lay off for Christmas, but starting January 4, it will be four night clubs each at \$10,000 a week. The Buffalo Town Casino will have him January 4, then comes the Latin Casino, Philly, the Casino Royal, Washington, and the Latin Quarter, Boston. After that GAC intends to sit pat and take a look at the other offers that come in. There's a picture deal in the talking stage, Las Vegas is bidding, and a TV show is in the formative stage.

For a kid who got \$900 from Arthur (Humility) Godfrey a couple of weeks ago, La Rosa has taken quite a jump. How GAC got him is another story.

"We walked in and asked," said a GAC topper. "Everybody else who wanted the kid went thru Larry Puck (one of Godfrey's assistants). Puck was the wrong man to go to. We went directly to La Rosa."

Adler Seeks \$ From Sands

LAS VEGAS, Nev., Oct. 31.—Harmonica virtuoso Larry Adler, cancelled out of the Sands Hotel's current show, last week sought the backing of American Federation of Musicians president James Petrillo to force payment of his contract. He was set for three weeks.

Adler was cancelled on the day before opening, after the American Legion here was informed by the Legion's Americanism Committee in Indianapolis that Adler had not satisfactorily answered charges of pro-Communism.

The Sands' Jack Entratter said the hotel offered to fly Adler to Indianapolis to appear before the Legion's Americanism group, or to Washington for an appearance before the House Un-American Committee. Entratter said the offer was declined by Adler, and the cancellation resulted.

Denies Charge

In statements to Las Vegas newsmen, Adler denied he has ever been a Communist, a pro-Communist or belonged to any organization so branded by the government. He said he was cleared by the Armed Forces Security Organization for an extensive tour last year entertaining troops in Korea. The harmonica star further stated he has an anti-Communist affidavit on file with the government.

Before Entratter's statement was released, Adler had left Las Vegas and could not be reached for comment. Adler had been booked to fill second spot on the current show, starring Jeanette McDonald.

PARA CANCEL TO COST ACTS 500G

Agents' Yearly Loss Figured 50G; Cancellations Felt Temporary

NEW YORK, Oct. 31.—The dropping of stage shows at the Paramount, set to start after the end of the bill that opens Wednesday (4), will mean a loss of over \$500,000 a year to performers and more than \$50,000 a year loss to agents in commissions.

The installation of a wide screen for CinemaScope, the 20th Century-Fox process, led to the Paramount move. When the Paramount will actually have a wide picture product is still unknown. But until it gets a picture, it will use conventional products.

Under the 20th-Fox deal no house can get CinemaScope while it runs stage shows. Insiders say that this limitation in the case of the Paramount is academic. The installation of a wide screen—it will be flown—will block off both stage entrances, making it impossible to use the pit on which its shows were presented. It is possible to use the full stage, but to do that the Paramount would have to use so many extra stage hands that it would make such a venture economically impossible.

\$235,000 Yearly

With the Paramount added to the list of casualties, it means an annual agency loss of about \$235,000 during the past few years. Loew's State bought about \$300,000 a year; the Capitol, Strand, Roxy and the Paramount about \$500,000 a year in talent. In the case of many performers who could count on an annual Paramount date that paid them as much as \$20,000 a year, it will be a still tougher loss to take.

Despite this loss in commissions, however, the major offices are not unduly pessimistic. They say that with virtually every former presentation house equipped for wide screen pix, the novelty will wear off that much sooner and competition will again resume in earnest. The houses that have good pictures will do the business as always. The others, wide screen, 3-D or whatever, will have to come up with something to stay in the race. The general feeling is that, wide or regular screen, there just will not be enough product available in the foreseeable future to go around.

One agency officer said, "I don't care what kind of deal a house makes with 20th-Fox. If we can deliver a top name—a sure box office—the house will play it."

New Formulas

Another talent topper said the old formula in presentation houses of two or three acts plus a headliner with a name band on

stage had outlived its usefulness years ago. "I think live shows will come back, tho not in the same form." He also foresaw a decline in acts' salaries and that "included headliners who demanded money they were never worth."

With the Paramount exiting it leaves the Palace and the Radio City Music Hall as the only two New York houses still using round actors. The Palace has no plans to install wide screens. (It has a new big screen.) It plans to go ahead with its eight-act bills when the Betty Hutton show closes.

The Music Hall has indicated it may turn to the wide screen, tho officials said it won't drop stage shows. The Music Hall says that its stage shows frequently account for 60 per cent of its business. It cited a bill some time ago when it dropped its symphonic ork overture and received about 1,000 letters of complaints.

The rumors that the Roxy would go back to stage shows after "The Robe" and two more pictures couldn't find confirmation in responsible quarters.

SPIKE JONES

New Revue Hits Target In San Fran

SAN FRANCISCO, Oct. 31.—Spike Jones hit the bulls-eye with his new revue at the Curran Theater, here. Basically the Jones format remains the same as in previous years — brassy musical numbers interspersed with comedy from his regulars, plus acts added for the date.

The proceedings open with a lively tap number by shapely Dolores Gay, who scored with her revolving dance. The Wayne Marlin Trio (two men, one gal) won with a hand-balancing routine. Bill King, a juggler of axes and lighted torches, also got big hands from the packed house. Helen Grayco brought the show to a stop with her torch and blues numbers, and the Amin Trio, high flying tumblers, showed one of the most exciting Risley routines seen in these parts for a long time.

Guffaws were produced by Freddy Morgan. His work is (Continued on page 59)

Extra Added

ACTS GET MONTH IN ICELAND . . .

Vaude may be on ice but it's not dead up in frigid Iceland, where the Showman Cabaret in the capital, Reyhjavik, usually puts on a six or seven-act show. Acts are booked from Copenhagen, Denmark, and given a minimum of a full month's work. The current bill includes Gitte Pyskov, young xylophonist; the Three Lesters, comedy-trampoline; the Two Collings, dance team; Spike Adams, comedy acro, and the Two Osvinos, acro.

New York

Tony Martin is now with MCA. . . Ray Malone also signed with MCA. . . Lenny Green, prexy of Mercury Artists, is trying to talk Gloria Swanson into taking a Las Vegas date. She's refused. Reason? "How would you like to see your grandmother working in a saloon?"

Jack Irving, AGVA head, is in Mt. Sinai Hospital, Miami for minor surgery. . . Cafe ops and AGVA are throwing verbal blasts at each other in the Calumet City, Chicago battle. . . The Publicists Guild is still very much alive. It will hold its third annual press party, November 13, at the Astor. . . Leon Zeiger, owner of Washington's Casino Royal,

writes that Vaughn Monroe was a "solid click here. Business was great." . . Lou Mindling will give up his personal management to become an agent again. He'll head the William Morris Chicago office. . . Lee Solomon is now in the Morris office club date department. . . Dick Henry is back from Europe.

Dick Stevens, formerly with music Corporation of America for 15 years in the small unit department, has opened his own agency in Chicago.

Philadelphia

Louis Solomon re-opens the Little Rathskeller with a weekend show policy, using local acts headed by Joe Hough. . . Television's Lucy Lockett makes her singing bow at the Embassy Club. . . Lindsay Sapphire's line is back at the Latin Casino. . . Julie Gibson, dancer, is now handled by the Lou Miller-Eddie Kaplan agency. . . Hilde Simmons returns shows to the upstairs room of the Celebrity Club, with Lee Henderson installing a line for the downstairs room. . . Mickey McGee opened his new Rainbow Room in suburban Darby, Pa. . . Vet vauder Eddie White joins Dave Harris in running the midtown Drury Lane Inn, an intimate room.

AGVA Warns Boston Clubs

NEW YORK, Oct. 31.—A crack-down on all Boston clubs using entertainment was threatened last week by the American Guild of Variety Artists for failure to sign minimum basic agreements.

Dick Jones, Eastern regional AGVA head, has notified Frank Morgan, Boston AGVA rep, that starting next week, each club using AGVA acts be given time periods to start negotiating new contracts with the union. Clubs that refuse to negotiate will have their talent pulled out.

The minimum basic agreement offered to Boston clubs will be the same in effect in New York and other areas. It provides, among other things, a weekly contribution of \$2.50 per actor to the union. It also classifies AGVA members as employees and operators as employers.

In the event cafes refuse, AGVA will not call a general strike, Jones said. Instead, each club will be taken on individually when and if negotiations are refused or bog down.

HOLLYWOOD, Oct. 31.—The Hotel Statler here faces a walkout of talent and a ban unless they sign the American Guild of Variety Artists minimum basic agreement.

Eddie Rio, AGVA West Coast rep, issued the Statler management a 10-day notice, adding that the Los Angeles Central Labor Council might consider a general strike against the hotel if it failed to meet the union's demands.

Rio contends that the Statler management has consistently referred AGVA to the hotel chain's New York headquarters, indicating that it is up to New York to sign the agreement.

AGVA has notified other talent agencies here of their action, and has also informed Music Corporation of America, who handles Nelson Eddy, of the 10-day notice. Eddy is set to follow Dorothy Shay at the Statler's Terrace Room here November 23.

ASCAP Gives Ahlert Widow 25G, Raises Bylaw Debate

By PAUL ACKERMAN
 NEW YORK, Oct. 31.—A number of highly placed members of the American Society of Composers, Authors and Publishers this week received with consternation the news that the ASCAP board Thursday (29) awarded \$25,000 to the widow of Fred E. Ahlert. The money was granted as recompense for Ahlert's work in connection with the proposed juke box bill. At the board meeting the matter was debated in the presence of some of the Society's legalists, one of whom gave it as his studied opinion that the award could be made if it could be construed that Ahlert, in doing the job, had worked in a capacity other than that of an ASCAP director.

None of the dissident ASCAP members begrudge the money awarded to Mrs. Ahlert. They do, however, feel very strongly that several important principles are at issue here, and they question the wisdom of the decision. The resolution to make the award, it is claimed, is a violation of an ASCAP regulation which specifies that execs other than the president may not receive money for their services. In fact, a resolution to this effect was introduced less than two years ago by Herman Starr, board member and Warners music chief. The precipitating occasion was a petition from West Coast ASCAP men asking that L. Wolfe Gilbert be remunerated for his work on behalf of the Coast membership.

Bylaw Breach?

At the meeting this week when a director questioned Starr as to whether the award constituted a breach of the ASCAP bylaws, Starr in effect, stated "to hell with the bylaws . . . we are elected to run this Society, and we'll run it as we damn well see fit." One di-

rector, it was noted, actually cringed at the remark.

Starr, of course, was a close friend of Ahlert's. The latter had died in Starr's office.

Many directors, thru the years, have given their time, energies and even health to advance the cause of the Society. They have done so, it was pointed out, without recompense. One member who opposes the action of the board said: "What's to stop anyone from getting an emolument now at the dictation or whim of powerful executives? . . . These funds are a sacred trust."

A director, discussing the matter, pointed out what he considered the implication that if a man carried favors in the proper places, he, too, could be reimbursed. "This might become an open grab," another averred.

Among those ASCAP'ers who protested the award are those who feel that perhaps the time has come to change the ASCAP regulations and frame a bylaw providing that work above and beyond routine duty be paid for.

These men make it clear that this point of view in no way lessens their antagonism toward the board's decision Thursday (29). These men claim, however, that if a man is to be paid, this should be done in his lifetime and not "at the whim of dictatorial men." Rather than such an ill-defined situation, they would prefer that the Society frame and pass definite legislation outlining how and under what conditions an executive might be paid for work done on behalf of the Society. It is no secret that as the Society has grown, the burdens falling upon the committee men and board men have been extremely trying—so much so that some of the Society's ablest men have had to withdraw from executive posts.

Beyond this, the Thursday meeting of the board was quiet. ASCAP released a statement that L. Wolfe Gilbert, chairman of the West Coast ASCAP committee, was elected a member of the board. He succeeds the late Fred Ahlert, whose term does not expire until the spring of 1955.

1 Step From 1-Stop To Rack Operator

BOSTON, Oct. 31. — Jerry Flatto, large New England one-stop operator who has tentatively explored the rack jobbing business during the past few months, is mapping a stronger push into this form of merchandising. His blueprint, however, differs in several important aspects from programs launched recently in other territories.

Flatto's experimental work involved some 40 outlets in this area. His plan is to enlarge the number to 200, which he feels can be serviced adequately. The radius of operation will be 50 miles from his headquarters here.

Locations serviced by Music, Inc., the company formed to handle this phase of Flatto's business, will consist primarily of drug stores, camera and radio outlets, and similar retail establishments which do not now carry records. Supermarkets will be bypassed entirely.

Flatto's experience with supermarkets has been that, altho volume is satisfactory in most cases, market management is capricious and might order the racks removed upon short notice if another product seemed to offer a

greater sales potential per square foot of floor space. There is constant competition with soap, beans and kitchen gadgets.

Typical Installation

A typical Flatto installation carries three double wire racks which hold and display approximately 200 different titles. One rack holds children's records, both 25-cent and 49-cent sellers, the latter on 45 r.p.m. Another rack carries pops, to be sold at the regular 89-cent list. None of this merchandise, however, will be on 78 shellac. They will all be 45's to preclude breakage and cut down weight in transportation. The final rack carries EP's, both singles and two-disk sets.

None of the chosen outlets, *(Continued on page 28)*

Scoop Named Olman Aid

NEW YORK, Oct. 31.—Mickey Scoop has been named administrative assistant to Abe Olman, general manager of The Big Three — Robbins-Feist-Miller — publishing group, it was announced this week by Olman. Scoop, whose appointment is effective Monday (2), has been associated with Air Features, Inc., in an executive capacity.

The appointment of Scoop is expected to enable Olman to spend more time abroad in the interests of The Big Three's European publishing affiliates. Olman also expects the appointment will enable him to spend more time on the West Coast and establish a closer liaison with the M-G-M and 20th-Fox studios.

Olman believes the current public liking for movie background and theme music is going to warrant greater exposure and exploitation of movie music than ever before. At the same time, he anticipates closer ties with the European publishing houses.

SHELDON PLAN

Non-Pros Keep Tabs On DJ's, Distribs, Ops

By IS HOROWITZ
 NEW YORK, Oct. 31.—An ambitious expansion program now being implemented by Sheldon Music will soon have 15 field men on full time duty in as many major market areas promoting the interests of the Moe Gale pubbyery.

The firm has already set representatives in Boston, Cleveland, Detroit, Chicago, St. Louis, Cincinnati and Pittsburgh, with the West Coast and the South to be serviced next.

In a significant departure from normal custom, Sheldon has hired non-professionals who, however, have been carefully screened as to

their knowledge of the pop music field and their familiarity with the media of tune and record promotion in their respective communities. All are still attending college.

Basic Functions

The field men will perform two basic functions for Sheldon. Their prime job will be to maintain close contact with disk jockeys, distributors, dealers and juke box operators, plugging any waxings of Sheldon material. This they will do on a consistent basis, presumably making up by enthusiasm and constant effort any early *(Continued on page 28)*

RCA Ties Yuletide Campaign to Hi-Fi

NEW YORK, Oct. 31. — RCA Victor has tied its Christmas merchandising campaign into the current public interest in high fidelity recordings and record playing equipment thru a program revolving around the theme "the sound of Christmas is better this year." Key to the campaign is a special record supplement listing over 400 RCA Victor recordings considered to be high fidelity. The list includes the more recent "new orthophonic" recordings and many other performances in the Victor catalog. The diskery has re-evaluated its catalog in the light of what it calls "strict modern-day high fidelity sound standards."

The campaign includes national consumer ads, radio and television ads, co-op mats, point of sale display material, trade advertising and a tie-in with the company's home instrument division. The label has combined two distributor co-op funds to loosen the

Dave Miller in Swap With Columbia, Ltd.

NEW YORK, Oct. 31. — Dave Miller, of Essex Records, has completed a reciprocal master exchange agreement of pop records with the Columbia Graphophone Company, Ltd., of England. The deal which was set during Miller's recent European jaunt is for a year, and calls for Miller handling the exclusive distribution in this *(Continued on page 49)*

WALDEN PLUGS OTHER LABELS

NEW YORK, Oct. 31.—In a refreshing footnote to the turbulent history of the competitive disk industry, little Walden Records, in its latest LP release, plugs the vinyl output of several of the majors. The record contains three piano selections written by Aaron Copland and played by Webster Aitken. A paragraph on the cover of the Walden disk suggests that listeners might sample other Copland works cut by Columbia, RCA Victor, Mercury and Decca.

'Glenn Miller' Decision Pends

NEW YORK, Oct. 31.—A hearing was held early this week on a plea from the Glenn Miller estate for a temporary injunction restraining Decca Records and Universal Films from issuing a sound track album from the motion picture "The Glenn Miller Story." And a decision was expected shortly from New York Supreme Court Justice Benedict D. Dineen. But as of today, no decision had been handed down, tho attorney Henry Cohen, representing Decca, had requested an early decision and Justice Dineen had promised one "within a few days."

The case centers around Decca plan to use the sound track from the Glenn Miller biographical *(Continued on page 28)*

Bogus 'Mood' Disks Flood West Coast

HOLLYWOOD, Oct. 31.—Disk piracy, a situation that caused much furor thruout the record industry in the years of the platter ban, reared its head again this week, with bootleg copies of the Prestige recording of "Moody's Mood for Love" literally flooding this city.

Copies appeared on the market in fairly large quantities, and, it *(Continued on page 49)*

Lagging Disk Shipments Irk Coast Dealers

HOLLYWOOD, Oct. 31.—Record dealers thruout Southern California set up a howl this week as disk shipments of major promotional items failed to materialize.

Situation, it was learned, is not confined to this area, but is rather prevalent thruout most of the nation.

Dealers complained of improper timing of releases on the part of the majors, pointing out that disk jockey plays had stimulated reaction on several new releases. Advertising and promotion guns of the platteries had begun to roll, but when they received demand from consumers, they were caught without records. Distributors were unable to deliver either, claiming they hadn't any records on hand.

By and large, the situation is not a new one to Southern California disk dealers. Local retailers have long taken the approach that they have played "second fiddle" to other areas of the nation, with the result that they often lag *(Continued on page 28)*

'Fugitive' Disk In Production Special Script

NEW YORK, Oct. 31. — The "Little Fugitive" album, a special one-disk package with script by Ray Ashley, is in production. Richie Andrusco, child star of the highly touted film, was recorded doing the script Monday (26) and the job was edited Thursday (29). Late this week, Mitch Miller, Columbia Records a.&r. exec, planned to track in the music, featuring Eddy Manson, harmonica virtuoso who composed the score and played it for the screen background, and Norman Leyden. The tunes featured, of course, would be "Joey's Theme" and "Coney Island," the flick's key melodies.

Albums and special disk packages based on dramatic films or plays are rare. Another unusual aspect of this package is that the *(Continued on page 49)*

Angel Makes Dealer Pitch

NEW YORK, Oct. 31.—Angel Records made its initial bid for a share of the record business this week as it reached out with a solicitation for dealers' orders. First LP's bearing the imprint of the firm set up here as an outlet for disks produced by British Columbia, a subsidiary of Electric & Musical Industries, Ltd., are due for shipment within a week.

To introduce the line, the diskery is offering a discount of 10 per cent on initial orders. To receive the discount, however, dealers must order a minimum of 100 records, including at least one each of the 40-odd titles available in the firm's de luxe edition. The latter is a factory-sealed package carrying a suggested list of \$5.95. The same records are also available in a "thrill" package at \$4.85. The special offer expires November 30.

Industry-Wide AFM Pacts Up in 3 Mos.

• Continued from page 1

In addition, the contracts negotiated by Petrillo with radio and TV networks will probably set the pattern for similar contracts to be negotiated in many cities between Class B and C stations and AFM locals.

Staff Problem

One of the items due to come up for serious consideration in the talks with AM and TV stations is

the increasing amount of studio work being assigned to staff musicians and the resultant drastic loss of single engagement work at the networks and the flagship stations.

Relative to the imminence of the negotiations for a new recording contract, the issuance of licenses for new record and transcriptions companies has been held up temporarily.

Wax Workers To Earn Over \$21 Mil in '53

WASHINGTON, Oct. 31.—Phonograph disk manufacturers will pay well over \$21,000,000 in salaries and wages this year, according to unofficial estimates by Commerce Department experts. This represents a substantial increase from last year's total of \$20,282,000 in salaries and wages in the manufacture of disks.

Official Commerce Department figures show an average number of 5,539 employees engaged in the manufacture of phono disks last year. There were 8,928,000 man hours of work. Although the average number of employees engaged in the industry last year was less than the year before, the take-home pay was substantially higher. Salaries and wages have shown a steady increase, according to the report.

Salaries and wages paid in the manufacture of radios and related products last year ran to \$1,639,334,000 compared to \$1,227,136,000 the year before. The average number of employees in this industry last year totaled 437,161, compared to 352,631 the year before, according to the Commerce report.

Community Singing Act Idea Tested

NEW YORK, Oct. 31.—Eddie Joy's Preferred Representatives, Inc., has signed Jimmy Leyden's Serenaders, with the intention of developing the group into an act having special appeal to the public's liking for community singing. Nobody currently has a true gauge as to how this type act will draw, but Joy is of the opinion that perhaps the public is ready for a return of happy community singing type of entertainment.

Leyden, who has been pacted to M-G-M Records, has already cut his first disk. The tunes are "We're Havin' a Good Time," in the community sing groove, backed with "The Girl of Today." Another community sing disk is scheduled to follow.

Joy has also built a TV package around Leyden, titled "America Sings." The package, of course, highlights the community sing angle. It includes a guest amateur singing group and an instrumental trio in addition to Leyden, all set in "Friendship Hall."

Periodically, community singing reaches great popularity. Motivating Joy to test present public reaction is the fact that a survey shows a great upsurge of community singing groups around the country. These include 108,000 choirs, 1,200 college glee clubs and 30,000 active members of the Society for the Preservation of Barber Shop Quartets.

Edgar Leslie Resigns As ASCAP Director

NEW YORK, Oct. 31.—Edgar Leslie, pillar of the American Society of Composers, Authors and Publishers, this week resigned as a member of the Society's board of directors. Stanley Adams, ASCAP president, was loathe to accept the resignation and is known to have asked Leslie to reconsider his action. Leslie, however, has stated that reasons of health necessitate his giving up the post. Leslie will continue his position as member of the council of Songwriters' Protective Association.

Leslie, who founded the SPA in 1931 with George W. Meyer and Billy Rose, has served as a writer member of the ASCAP board for some 17 years. During this time he has actively participated on numerous committees covering all important phases of the Society's activities. He has been closely concerned with Society strategy and planning thru the years on legislation and licensing matters in the fields of radio, television, films, etc. He has also been continuously involved in such inner matters as reforms covering the writers' distribution, etc.

CHACKSFIELD TO ARRIVE IN U. S.

NEW YORK, Oct. 31.—British ork leader Frank Chacksfield will arrive here Monday (2) for a whirlwind, three-week deejay tour covering the East. With two big hits under his belt, "Lime-light" and the current "Ebb Tide," the London Records' artist will push his latest instrumental on the label, "Golden Violins." It will be Chacksfield's first visit to the United States.

Greys, Baker Form Demo Disk Firms

NEW YORK, Oct. 31.—Lanny and Ginger Grey, the singing commercial husband and wife team, have formed a demonstration record division of their radio-TV production firm. The new enterprise is designed to offer publishers and writers professional talent, production and studios for demo diskings. Prices for demo work range from \$18.50 for a single piano and vocalist recording to \$250 for a vocalist and eight-piece orchestra recording.

The new firm is offering six groups of different types for various demo recordings. The groups include piano or accordion with male or female vocals, guitar and male vocal, a modern swing quartet, an "Ink Spots" type of quartet and a barber shop quartet. Also ready is a three-piece instrumental group. The company claims it can deliver the finished disks within 10 days to two weeks.

Also available are arranging and printing services for handling lead sheets or sheet music copies. Facilities for handling copyright and clearance problems are available, too.

HOLLYWOOD, Oct. 31.—Warren Baker, vet musician and arranger here, has organized a firm (Continued on page 28)

'Mommy' Back for Xmas With 7 New Etchings

NEW YORK, Oct. 31.—"I Saw Mommy Kissing Santa Claus," last year's big Christmas hit, bids fair to be the big tune again this year. Already there are seven new waxings of the song on the market, and additional slicings of the Harmon Music ditty are in the works. New cuttings include a Perry Como on RCA Victor, Jonny Maddox on Dot, Homer and Jethro on RCA Victor, Teresa Brewer on Coral, and kiddie disks from Peter Pan, Little Golden Records and Columbia.

Last year all the versions of the tune sold a total of about two and a half million copies. Here is how the figures came out, according to

As a leading figure in the writer section of the board, Leslie often crossed swords with powerful publisher interests. Despite a willingness to take up the gauntlet for the writers, Leslie has been a prime factor in writer-publisher harmony when such harmony was in the best interests of the membership.

Leslie is credited with many great standards. These include "Oh What a Pal Was Mary," "Get Out and Get Under," "America, I Love You," "Mistakes," "Rose of the Rio Grande," "By the River St. Marie," "Gin 'Gin 'Ginny Shore," "Among My Souvenirs," "Romance," "Little Gypsy Tea Room," "You've Got Me in the Palm of Your Hands," "Dirty Hands, Dirty Face," "Me and the Man in the Moon," "At a Perfume Counter" and many others.

Leslie began his writing career as a parodist and material writer for comedians Nat Wills, Billy B. Van, Joe Welch. He also has written material for Lou Dockstader, Belle Baker and others. His collaborators included such noted writers as Walter Donaldson, Jimmy Monaco, George Meyer, Lewis F. Muir and others.

ROAD PROFITS ARE DISAPPOINTING

Tour Shows Hurt by High Costs, Plus Antipathy to Same Old Names

By BOB ROLONTZ

NEW YORK, Oct. 31.—High prices for talent, rising promotion costs, and the lack of strong new names have been affecting the one-nighter package business so far this season. Two key units which have hit the former "golden trail" again this year, Norman Granz's "Jazz at the Philharmonic" and the Gale Agency's "Biggest Show of '53," in spite of good grosses, have been running behind last year's figures. And the new Associated Booking Corporation's unit, with Sugar Ray Robinson, the Dominoes and Count Basie's ork, hasn't broken any records in Philadelphia, Richmond, Baltimore or other Eastern cities, after a fair opening in Yonkers.

The reason for the slump, in the case of the JATP unit and the "Biggest Show of '53," appears to be the high talent-promotion cost rather than the lack of pulling power of the shows. There has been an attendance decline, to be sure, which has been partially offset by Granz this year by upping admission prices. But the cost of

the shows is now at such a level that they preclude the fabulous profits of other years, especially since attendance has leveled off instead of increasing.

Talent Cost Doubles

The Granz JATP units started out at the end of the war with a talent cost of about \$2,500 per night. Today the talent budget for a Granz show runs close to double that figure. A similar rise in talent costs is true in the case of the "Biggest Show," which only started its road treks in 1951.

Along with the talent hike there has been an increase in all other costs connected with one-nighter shows, including higher transportation costs, higher promotion and advertising budgets, and higher prices for the halls. The grosses being racked up these days by the two key packages would have been more than satisfactory a few years ago, but with today's high costs it adds up to a less-than-satisfactory state of affairs.

No New Faces

A number of astute traders also point to the lack of new faces

as another reason for the lowered grosses. They point out that Nat Cole and Sarah Vaughan have been out on two other "Biggest Shows" and that the Norman Granz line-up consists of many of the same names that have been out with JATP again and again.

The so-so drawing power to date of the Robinson-Dominoes-Basie seg is due, claim these traders, to the fact that Ray Robinson is unknown as a performer, and that the Dominoes and Basie have been on many other tours and have been seen many other times. In any event, the latter unit is not picking up gold on the one-nighter trail, tho it is believed that grosses will pick up in the Midwest.

Other Factors

Some bookers and promoters claim there are many other reasons for the lack of strong business this year. One says there are too many packages going into halls, arenas and auditoriums. There were seven or eight major units last year, as against only two or three big ones in previous years.

"The kids don't have the loot to see six or seven shows each season at \$4.80 per seat," stated one promoter. "Why pay these prices when the same artists can be seen at the New York Paramount or the Chicago Theater for only 60 cents?"

Another claims that the use of the same old names and the same old format, on hurriedly put together shows, cannot hold the interest of the youngsters, who are the most-sought-after customers for road units. "Too many road units that flop, leaving the promoter holding the bag, will not help the one-nighter business and can easily kill the business. And high box-office prices are no help either," commented another booker.

Bookers Sour

According to bookers, a unit is worth, at most, only 50 per cent of what it can gross. The rest goes to pay for the hall, the promotion and advertising budget, and a taste for the promoter. "A way has to be found to cut costs for one-nighter units," said one agent, "or no one will come out with any money."

The Benny Goodman unit last year indicated the importance of new names, or great old names that had not been around too much, to the one-nighter field. Before B.G. left the show due to illness, it cracked records from Boston to Carnegie Hall, and even after Benny left, the unit ended up with a gross of \$300,000, a small profit for most promoters, and a profit for the agency.

The Gale Agency this year is getting a warm response from promoters to its first "progressive jazz" package, featuring the Stan Kenton ork, Dizzy Gillespie, Slim Gaillard and Erroll Garner, et al. Tho these performers have been on treks before, they have never been sent out as a unit, and the agency expects the names to draw.

Jordan Exits Decca Waxery

HOLLYWOOD, Oct. 31.—After an association of almost 10 years with Decca Records, orkster Louis Jordan leaves the label at the expiration of his present pact January 1.

Jordan has signed a recording contract with local indie Aladdin Records calling for guarantee over and above the standard recording royalty. Paper is for one year, with an automatic renewal clause.

Eddie Mesner, artist and repertoire chief of Aladdin, signed Jordan in New York this week, where the maestro is currently appearing at Cafe Society.

Signing of Jordan marks the first "name" talent to enter the Aladdin fold. Firm plans additional talent grabs in the future and will restrict itself to the rhythm and blues and folk fields, in which they have pioneered ever since their bow in the disk biz in 1945. During his association with Decca, Jordan clicked via such disk hits as "Choo Choo Ch' Boogie," "Ain't Nobody Here But Us Chickens," "Stone Cold Dead in the Market," "Caldonia" and "Beware."

RCA Plans R&B Line as 7th Label

NEW YORK, Oct. 31.—RCA Victor records has yet another new label in the planning stages. This one is destined to be a special label for rhythm and blues records. At this point diskery executives are still not certain when such a label will be released, but it is known that the legal department is checking registrations for several possible label names.

Should the new rhythm and blues label and the 35-cent label

(The Billboard, October 24) come into being, RCA Victor would be distributing seven different labels. These would be RCA Victor, HMV, Camden, label "X," Bluebird, the 35-cent line and the rhythm and blues line.

Current planning for distribution procedure on the rhythm and blues, 35-cent and label "X" projects is based on offering the distribution rights to the current list of RCA Victor products distributors. If and when some of these distributors decide not to handle the offered lines, the factory will then turn over the distribution of any or all of the lines to local independent distributors.

It is generally believed that Danny Kessler, current rhythm and blues repertoire chief, will handle both sales and repertoire for the rhythm and blues label—as he now does for the same material on the Victor label. Jimmy Hilliard will also handle both sales and repertoire activities for the label "X" division.

On the 35-cent line, it is not expected that Victor will make any announcements for several weeks.

Paul-Ford To Set Up ASCAP Firm

NEW YORK, Oct. 31.—The Les Paul-Mary Ford team is set to expand its activities in the music publishing field with the eventual activation of a firm in the American Society of Composers, Authors and Publishers. The new firm, Deerhaven, is in addition to the Broadcast Music, Inc. affiliate, Iris-Trojan.

Gray Gordon, the Paul-Ford personal rep, is currently handling the music publishing interests for the team. Already released on disks are several Iris-Trojan tunes including "Kangaroo" and "Ring Dem Bells." Both of these were cut by Les Paul and Mary Ford for Capitol Records. Already recorded, but as yet unreleased is another Paul-Ford version of "Kangaroo," this one with a lyric.

The husband and wife team has also recorded several sides which will be published by the ASCAP firm.

London Uses New Display Container

NEW YORK, Oct. 31.—London Records is using a new shipping container for selected EP releases which can be quickly converted into a dealer display device. The colorful container features artwork appropriate to the record stocked. By folding the cover poster-like effect is created behind the box that holds the disks.

Mellin Sets Up Foreign Firms

NEW YORK, Oct. 31.—Publisher Bobby Mellin set up three new publishing firms in Europe on his recent trip to England and the continent. Firms have been established in France, Belgium and Germany. According to Mellin, the German and Belgian firms probably will be operated by Jacques Kluger. No personnel has been set or deals made for the French company.

German firm will be called Robert Mellin Musik Edition. The Belgian firm is listed as Robert Mellin Edition-Trumpf. The French pubbery is Robert Mellin Editions. Mellin already has a firm in England. For the latter operation he recently acquired rights for the British Isles to "Pa-Paya Mama" and "Many Times." While in France Mellin also acquired American rights to a French movie score. The pubber will write English lyrics for the Gallic melodies.

Thanks
for the
Memory!

It's not my plug tune but I want to thank all the deejays in this territory for their kind help and many spinings for me as Record Promotion Manager for Mercury and Okeh Records through David Rosen, Inc., the distributor. Will be seeing you again real soon with something new in record talent.

Harry
Fink

stars
fall
on

Philadelphia!

Long one of the key cities in the country for making record hits, Philadelphia is now the scene of the opening of the Wakeman Corporation, a firm dedicated to producing and presenting fine, new record talent. We also offer our complete facilities and know-how to exploit your firm's tune, record, or artist, in Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia. Write or call for details.

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Philadelphia 2, Pa.
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HARRY FINK
General Manager
SAM BUSHMAN
Publicity



Frank Pub Scores as Majors Cut 'Stranger'

NEW YORK, Oct. 31.—Frank Music, the Frank Loesser publishing firm, scored a touchdown this week when all of the major diskeries, Capitol, Columbia, Decca and RCA Victor, released waxings of "Stranger in Paradise," the key tune from the forthcoming Broadway musical, "Kismet," in spite of the fact that the original cast waxing of the score has been set with Columbia Records. Over the past year or so the majors have shied away from show tunes when the original cast rights have been sewed up, on the theory that it didn't make commercial sense to help make a hit for another diskery. The fact that the tune is based on a well-known theme by Borodin appears to have enticed the diskeries.

The records released this week on "Stranger in Paradise" include Tony Bennett on Columbia, the Ralph Flanagan ork and Tony Martin on RCA Victor, Gordon MacRae on Capitol and The Four Aces on Decca. Columbia has set singles for three other tunes from the show, "Baubles, Bangles and Beads" with Lu Ann Simms, "And This Is My Beloved" with

Jerry Vail, and "Night of My Nights" with Champ Butler. Peggy Lee cut "Baubles, Bangles and Beads" for Decca, while Georgia Gibbs cut it for Mercury, and "Night of My Nights" will also be released on Decca with Danny Kaye, backed by another tune from the show, "Never Since Ninevah." Ross Bagdasarian has cut two of the tunes for Mercury as well.

"Kismet" Writers

The "Kismet" score was penned by Robert Wright and George Forrest, both under contract to Frank Music. The show will play Philadelphia for two weeks starting Monday (2) and will open in New York on December 3. Goddard Lieberson will handle the original cast waxing for Columbia, featuring the stars, Alfred Drake and Doretta Morrow.

The "Kismet" score and a number of tunes from another forthcoming Broadway revue, John Murray Anderson's "Almanac," penned by Jerry Ross and Dick Adler, has created so much activity at Frank Music that the firm has added Joe Linhart as a contact man, and Dick Gray has returned to the Coast to concentrate on the tune there. Mike Sukin joined the firm last week as general professional manager, and Charlie Janoff has been with the firm for the last six months as contact man. Sam Snediker is handling sales.

Kate Smith to Begin Waxing For Capitol

NEW YORK, Oct. 31.—Active resumption of her career as a recording artist is being mapped by Kate Smith, who within the next few weeks reports for her first wax session under terms of a recently-negotiated contract with Capitol Records. She last recorded for M-G-M Records about three years ago, and before that was featured on the Columbia and National labels.

Miss Smith's interests in the music business will cover more than recordings. Ted Collins, her manager and business associate who arranged the Capitol deal with the diskery's veepee Alan Livingston, is also entering the publishing business.

He and Larry Spier have formed to Placid Music, with another to be set soon; one will be affiliated with the American Society of Composers, and the other with Broadcast Music, Inc. Spier, it is understood, will have a strong voice in the selection of material to be cut by Miss Smith.

William Kapell Dies in Crash

SAN FRANCISCO, Oct. 31.—William Kapell, regarded as one of the most brilliant pianists active on the concert stage, died near here Thursday (29) in an airplane crash while returning from a tour in Australia. He was 31 years old.

He was wholly trained in the United States, beginning the study of the piano with Dorothea Anderson La Follette in New York at the age of 10. An RCA Victor artist, he leaves a legacy of many major piano works recorded for the label. Survivors include his wife and two children.

FRIARS FETE EDDIE FISHER

NEW YORK, Oct. 31.—Eddie Fisher became one of the youngest performers in years and experience to make it as a guest of honor at one of the famous Friars' stag luncheons, Thursday (29). It was a jammed room that Fisher drew at \$5 a head to hear him and the other Friars roast and toast—mostly the latter—the young singer. Georgie Jessel, in a fright wig, came on first. The name Fisher was a natural for gags, and Jessel gave it plenty of twists.

The hit of the luncheon, however, was a non-pro, Harold Hoffman, ex-governor of New Jersey and now an Army Colonel who pulled rank on Fisher.

Foley to Cut Religious Tunes

NEW YORK, Oct. 31.—The slogan, "Put Christ Back Into Christmas," put forth inauspiciously in 1949 by the Christian Mothers Confraternity and which has since blossomed into a considerable movement, stands to gain new life via a record due for national release next week. The song carrying the slogan title has been cut by Red Foley for Decca. It is coupled with "The Gentle Carpenter of Bethlehem."

The religious song conveys the sentiment expressed on the slogan and seeks to eliminate popular usage of the contraction "Xmas." It was written by Edward E. Unger in 1951. Present owner of the copyright is Witmark. The publisher and Decca are combining on a strong promotion to back the effort.

Decca is sending out about 3,000 vinyls of the disk, packaged in an attractive special cover which also contains a professional copy of the sheet music. The entire pop disk jockey list is being covered, in addition to country & western and sacred stations with

Sees Great Publicity Value In TV for Ballrooms, Bands

CHICAGO, Oct. 31.—"Television," according to Joseph Malec, operator of Peony Park, Omaha, "has a great publicity value, more so today than in the past. We in the ballroom business need publicity and the bands need it too."

Malec, who delivered a speech before the recent National Ballroom Operators' Association Convention on "The Use of Television," stated that he definitely is in favor of the use of TV for ballrooms.

In an announcement to The Billboard, he said, "I want to clear up any misconceptions concerning my stand on TV shows. I recommend the use of TV as a stimulant to the dance business and I am making a recommendation to the Federation of Musicians for better co-operation to make more of these programs possible."

Malec cited the use of TV by Peony Park the past summer. The show was aired each Thursday evening and was designed for public participation. Titled "Dance Time Under the Stars," the show featured the orchestra, the dancers, interviews, a mystery medley, introduction of the ballroom manager, a salute to neighboring cities, a comedy with novelty dances, dance exhibitions, a special dance with all participating, and the Starlight Lady and a mystery band leader.

Malec pointed out that besides

MATCH BOOKS TO FIRE PUBLIC

NEW YORK, Oct. 31.—Even matches are now in the diskery line-ups of promotional devices. M-G-M Records has had printed 1,000,000 match book packets for distribution to consumers thru record dealers. The books are called contour books and are partially circular shaped.

Matchbook covers can be had thru distributors with dealer names and addresses imprinted on the covers. Match books carry photos and names of M-G-M artists. Covers list other talent on the diskery roster. It is reliably reported that M-G-M doesn't much care if the public takes a burn at retail stores.

LEWD LYRICS

Disk Names Get Sexy on Flip Sides

LONDON, Oct. 31.—Charges that top American and British names are waxing blue disks for a small but growing black market here have been aired by Reveille—a London week-end magazine—under the title "Rude Gramophone Records Sold Here for 5 pounds (\$15)."

The article alleges that well-known artists either record sexy songs for the flip it gives them, or are bamboozled into it at parties by enthusiasts with tape recorders who then re-record the number and market it themselves without telling the artist.

It also claims that recently an American singer visiting this country recorded a pop with one word altered, which turned it into a top blue market draw selling at \$15 a disk.

No Names Named

Reveille refused to name names or quote sources to The Billboard, but the article spotlights a known field sparked off here a few years ago when a prissy BBC schoolmarm salted a talk for the kiddies with a hilarious series of double-meanings, found herself an overnight blue best-seller.

The Musicians' Union recently took action against the amateurs who record BBC programs and then re-sell them privately, but it is hard to see how anything but police prosecution can stop the new blue market here.

distribution to selected juke box operators also skedded. The record and music is also being sent out to a list of 1,800 sheet music dealers by the Warners publishing firm. Witmark has already secured backing of the tune by many religious organizations and publications.

WSM to Stage 2-Day Shindig For 'Ole Opry'

NASHVILLE, Oct. 31.—Radio station WSM, here, has set a major two-day shindig for November 21 and 22 in celebration of the 28th anniversary of the station's "Grand Ole Opry" show. Over 200 country and western disk jockeys from all over the United States have been invited to attend the celebration and the series of planned events.

Plans call for a luncheon on Friday, November 21, at which RCA Victor will play host; a three-hour meeting at which artists, a.&r. men and publisher reps will talk to the jockeys, and cocktails and a dinner party hosted by WSM. On Saturday, November 22, the jockeys will attend a breakfast as guests of the Hill & Range music firms, lunch as guests of the Peer-International music firms, cocktails with Country Song Round-up magazine, a dinner sponsored by the Acuff-Rose pubberies and late evening snacks and cocktails hosted by Capitol Records.

Before final plans are set, it is expected that additional events will be sponsored by other record manufacturers and music publishers. In addition to the jockeys expected attendance will include publishers, a.&r. men, country talent, bookers, managers, sales execs and other traders in the country and western field.

Tannen Adds R&B Field to Hillbilly Biz

NEW YORK, Oct. 31.—Publisher Nat Tannen has previously concentrated his publishing activities up to now in the hillbilly field and as selling agent for smaller music publishers. But he is now moving into the rhythm and blues field. Tannen has been studying r.&b. market and picking up material during the last six months. This week's Tampa Red release on RCA Victor marks Tannen's first r.&b. record, tho other tunes have been recorded for early release.

In a further expansion move, Tannen has added Janie Gans to his staff to handle publicity and disk jockey promotion. She was formerly Paul Cohen's secretary at Decca.

Autry Off AFM Unfair List

HOLLYWOOD, Oct. 31.—Gene Autry has been removed from the American Federation of Musicians' unfair list after a brief suspension handed down earlier this week (27) at the direction of AFM Prexy James C. Petrillo.

AFM studio-telepix representative Phil Fischer, headquartered here, carried out the instructions of the union prexy on Tuesday of this week, placing Autry on the unfair list, and again lifted the ban on the oat star following an intercession by Autry's sponsor, Philip K. Wrigley. Latter contacted Petrillo directly, it was learned.

Altho no specific reasons were given for Autry's suspension and the yank of the Carl Cotner ork during taping of the performer's Sunday CBS broadcast, speculation arose that Autry had made several music tracks abroad during his recent tour in Britain. Latter is a practice vehemently frowned upon by the AFM.

250G POLICY COVERS STERN

NEW YORK, Oct. 31.—Violinist Isaac Stern has taken out a \$250,000 insurance policy for coverage during his current tour of the Far East, Near East and South America. Protection up to \$150,000 is provided in case of concert cancellation due to illness or accident, and to a maximum of \$100,000 against injury to his hands. The policy is said to be the first of its kind issued in the United States.

The Big Hits are on




**PEARL
BAILEY**

Singing

**I LOVE
MY
ARGENTINE**

and
ME AND MY SHADOW

Coral 61070 (78 RPM) and 9-61070 (45 RPM)



**DON
CORNELL**

Singing

**YOU'RE
ON
TRIAL**

and
**I'M
YEARNING**

Coral 61068 (78 RPM) and
9-61068 (45 RPM)

Alan Dale • Don Cornell • Johnny Desmond



Singing

THE GANG THAT SANG "HEART of MY HEART"

and **I THINK I'LL FALL IN LOVE TODAY**

Coral 61076 (78 RPM)
and 9-61076 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

ARTISTS SIGN WITH EPIC . . .

Epic Records, the new Columbia Records' subsidiary pop label, has pacted a number of artists over the past few weeks. One is thrush **Pat Reed**, who has never been on records before. Another is chattress **Judy Valentine**, formerly with M-G-M and the wife of deejay **Sherm Feller**, of Boston. **Earl Backus**, guitarist, has been signed by Epic, and his first EP platter will be released next week. The English **Wally Stott** ork has been set for the label as well, with the first disk due in about a month. Stott waxes for Philips Records in England. On the Okeh label, Epic's r.&b. line, singers **Herb Cooper** and **Sammy Cotton** have been added to the talent line-up. The talent was signed by **Mary Holtzman**, a.&r. exec for the Epic pops and the Okeh label.

COLUMBIA OFFERS LOW COST LP's . . .

Columbia Records, at the behest of a number of publishers, has made available LP disks for advanced deejay copies at special low prices. Publishers who buy quantities of 100 LP disks to send to jocks can obtain them from the firm at \$75 per 100. This price holds for either 10-inch or 12-inch sizes in the regular jacket.

ANOTHER BMI "PIN-UP" HIT

"THAT'S ALL"

recorded by
NAT COLE (Capitol)
TOMMY EDWARDS (MGM)
TONY ACQUIVIVA (MGM)

Published by
MERIDIAN MUSIC, INC.

Coming Up Strong!

TENNESSEE WIG-WALK

EBENEZER SCROOGE

VILLAGE MUSIC CO.
 HOMETOWN MUSIC CO.
 1619 Broadway New York 19

and now
LERROY ANDERSON
 with his greatest yet

The Girl in Satin

and
The Typewriter

MILLS MUSIC, INC.

UNDER THE BRIDGES OF PARIS

EARTHA KITT, RCA Victor

HILL and RANGE SONGS, Inc.

Frankie Laine's Smash Hit . . .

"ANSWER ME"

The Terry Theme from
"LIMELIGHT"

—instrumental—

"ETERNALLY"

From "Limelight"
 —vocal—

BOURNE, INC.

Music as Written

In plain wrappers, the price is \$60 a 100. These deejay LP's all have white labels.

SHARON SET ON 4 DATES . . .

Pianist **Ralph Sharon**, now at the Embers here with the **Artie Shaw Gramercy Five**, has already been set for two weeks each in Philadelphia, Buffalo and Detroit after he finishes his fourth week at the club here. After the Detroit engagement, the jazz 88-er is set for six weeks in Las Vegas, Nev., at \$1,000 per week. Sharon, one of England's top jazz pianists, has only been in the country for about three months. He is being booked by the Shaw Artists Corporation.

'JAZZ TRAIN' MAY CHUG TO LONDON . . .

"Jazz Train" the miniature jazz revue presented at Bop City here a few years ago, may soon be produced in London. Night club owner **Lou Walters** and British promoters **Lew and Leslie Grade** are now huddling in London on the deal. Walters manages **Mervyn Nelson**, who wrote, staged and directed the jazz musical here. The original show featured **Harry Bellafonte**, **Leslie Scott** and **Rose Hardaway**.

WRIGHT JOINS SIMON HOUSE . . .

Vaughn Wright has joined **Simon House** and **George Simon Music** on the West Coast. Wright was previously with **Granson Music**, and has been associated with **Baxter-Wright Music** for the past three years. He has sold his interest in **Granson Music**, but has retained some of his copyrights in **Baxter-Wright Music**. He will continue to manage thrush **Jenny Barrett** in his new post.

DECCA PROMOTES BURL IVES BOOK . . .

Decca Records is prepping a joint promotion with **Ballantine Books** on "The **Burl Ives** Song Book," just released by the publisher. The volume contains 115 American folk ballads in arrangements by **Ives**. A full list of the chanter's recordings is carried in the book.

CORAL TO CUT SACRED ALBUM . . .

Coral's **Bob Thiele** is skedding a recording session for an album of religious songs featuring a quartet of singers known primarily for their solo efforts. The group will be composed of **Connie**

Sheldon Plan

• Continued from page 22

lack of professional know-how. **Gale** and his pubbery overseer, **Goldie Goldmark**, feel such daily effort will carry a greater impact than the occasional visit of **Sheldon** emissary who, in the normal course of events, is quickly followed by a rep from publisher **X** and publisher **Y**, or any other who happens then to be pushing a promising tune.

Goldmark, or any other pubbery official, can spend his time better at the home office, with only rare round-robin junkets to check on the performance of the field reps.

New Material

A secondary function of the field men, but one which is intimately bound up with **Sheldon** expansion plans, is the constantly alert ear they will keep cocked for new material. The young reps are told to relay immediately word of any unassigned tunes stirring interest in their respective communities. Frequently they will be given authority to bargain for such material without consulting the home office.

A firm believer in the prime value of a song to a record artist, he is convinced that warblers and a.&r. men will beat a path to the door of any pubbery which has on file a ditty of potent prospects and a staff to promote them.

Gale's parallel purpose is to attempt to return a more substantial control of the music business to the publisher fraternity, relaxing what many consider to be the tight grip of the diskeries on the fortunes of a tune. His independent attitude, it is recalled, startled tradesters some months ago when he set a unique precedent by actually instituting a legal action against a major record manufacturer which allegedly jumped the release date on a **Sheldon** song.

Haines, **Jane Russell**, **Della Russell** and **Beryl Davis**. Song arrangements are by **Lyn Murray**.

URANIA RECORDS SHUFFLES EXECS . . .

A re-shuffling of duties has taken place at **Urania Records** due to the resignation of former veepee **Norman Chase**. Production and office administration becomes the responsibility of **Werner Koppl**, while sales manager **Charles Schicke** now heads advertising and promotion in addition to his other duties.

New York

Phil Rose, professional manager of **Challenge Music**, is supervising the move of the pubbery to larger quarters at 108 West 44th Street.

Schuyler Chapin has been named publicity chief for the **Judson**, **O'Neill** and **Judd** division of **Columbia Artists** management.

Frank Lohmann, of **Benida Records**, is in Canada arranging for release of wax in that country.

Ann Fulchino joins the **RCA Victor Records** publicity department Monday (2) after a stint in **Columbia** advertising and promotion department.

George Marek, **RCA Victor** artists and repertoire chief, planes to Paris on Monday (2).

Betty Madigan has been held over at the **Suburban Supper Club**, Brooklyn. She guests on the "Stars on Parade" TV show Wednesday (4), and flies to Hollywood next week for an M-G-M screen test.

Joni James plays the **Stagecoach Inn**, Hackensack, N. J., November 10 to 15.

RCA Victor veepee and general manager **Manie Sacks** leaves for Hollywood tomorrow (1) for one week.

Jo Ann Tolley opens Wednesday (4) at the **Olympia Theater**, Miami.

Jerry Lewin has joined **St. Nicholas Music**.

Moe Preskell, of **Meadowbrook Music**, has taken over the tune "The Vision of the Blessed Mother."

Dick Linke, **Capitol's** promotion chief, left last night (30) for Cleveland with the label's new thrush, **Monica Lewis**, who will guest at the **Page One Ball** and make other promotional appearances.

Paul Geritz owner of **Mountain Distributors**, Denver, got plenty of newspaper space recently when thieves broke into his distributing plant and broke 1,200 and stole 100 M-G-M records.

Hecky Krasno, **Columbia Records'** kidisk a.&r. chief, goes on jury duty Monday (2) for two weeks.

Al Levine, district manager for **Capitol Records**, is passing out cigars this week in celebration of the birth of his second son, **Martin Elliot**.

M-G-M Records has issued the **Tony Mottola** waxing, "Violetta," which is the theme of the new film "Violated," for which **Mottola** wrote and performed the sound track score. The disk will be central point of the film's promotion campaign.

The papers haven't been signed, **General Artists Corporation** and **Archie**

One Step

• Continued from page 22

stated **Flatto**, will be near record shops. They will be mainly in small communities unable to support a disk dealer. Volume in the rack outlets tho, must average about \$200 a month each, according to **Flatto's** calculations.

Two men will handle the rack routes. Each will drive his own car and will stock up with enough records to keep him active for an entire week without returning to **Music, Inc.** headquarters. **Flatto's** view is that expansion beyond the 200-outlet mark would necessarily water down proper supervision and juggling of locations to find the best volume producers.

Greys, Baker

• Continued from page 23

known as the **Baker's Dozen**. Firm will specialize in making demonstration disks for songwriters and aspiring platter artists for a flat fee of \$300 per side.

Price includes the use of 13 musicians who double on some 50 odd instruments, in addition to singers, arrangements, studio rental and a master of the session.

Baker declares that he has **American Federation of Musicians** sanction and that all musicians used on the job are paid in accordance with union regulations.

Bleyer are reported to have reached verbal agreement on the orkster's signing with the agency.

Johnny Burke and **George Simon** arrived in New York this week. **Burke** will remain for a few months to work on a score for a new musical.

Joni James pulled close to 4,000 customers into **Sciolla's** in Philadelphia this week during the first three days of her run there.

English orkster **Frank Chacksfield** will meet with deejays and the press at a cocktail party at **Toots Shor's** here, Wednesday (4). It was not known at press time whether he would bring his own seagulls.

Karen Chandler opens a week's stand at **Jackie Heller's Carousel**, Pittsburgh, November 9 to 14. Her latest cuttings, "Why" and "Flash in the Blue," have just been issued by **Coral**.

Nat Cole will return to **Gotham** November 27 to start his 10-day engagement at **La Vie En Rose** here.

George Shearing's quartet is now at the **Tia Juana Club**, Cleveland. **Nellie Lutcher** is heading toward California via club dates in Ohio, Kansas City, Mo., and Omaha.

The **Publicists Guild** will hold its third annual press party at the **Hotel Astor** here, Friday (13).

Guy Lombardo and his ork have been signed for a 13-week TV show to be televised from the **Hotel Roosevelt** here. The seg will be sponsored by **Lincoln-Mercury** dealers.

The tune "I Remember Harlem" by **Bob Astor**, **Roy Eldridge** and **George Williams** is now being used by **Frank Sinatra** as the theme for his new radio seg, "Rocky Fortune."

Lynn Music is the publisher. **Nola Studios** here has leased the penthouse of **Steinway Hall** for recording.

Hank Sylvern is readying a tome called "Arranging and Conducting Music on TV."

Sylvern conducts the **Jane Froman** show on TV. **M-G-M** thrush **Betty Madigan** will be featured on the new U. S. Army and Air Force show, "Parade of Stars," over the **Du Mont TV** network Wednesday (4).

The **Frank Phillips Men's Club** will present the **Ames Brothers**, **Dick Jurgens'** ork and other well-known personalities at its annual Christmas party in **Bartlesville, Okla.**, December 16 thru 19.

Gregory

'Glenn Miller'

• Continued from page 22

film as material for an album. The **Miller** estate is asking for an injunction restraining movie and disk firms from using the sound-track for album purposes. The estate takes the position that its deal with **Universal** was for a biographical film and did not include disk rights. The movie and disk firms are particularly hot after the sound-track package, because the **Miller** name and band are currently big disk attractions via **RCA Victor** "Glenn Miller Memorial" album and the upcoming film.

If the injunction is granted restraining **Decca** and **Universal**, then the entire matter is expected to go to full trial. If the injunction is denied, then the **Miller** estate will probably seek a trial, but **Decca** and **Universal** could proceed with editing and pressing the sound-track material. The trial would probably take many weeks to be concluded, by which time the album could be marketed in advance of the film's national release early in 1954.

Lagging Disk

• Continued from page 22

in not only sales but also generally climb aboard a "hit" long after it has started.

Some of the problem centers around the fact that some of the majors still do not have adequate pressing facilities on the West Coast. In many cases, 45 r.p.m. platters, LP's, EP's and album pressings are confined to the major diskeries' central plants.

The problem of timing has long been a sore spot with the disk industry. Advance releases of records somehow wmanage to get into the hands of a disk jockey, with the latter preeming same long before the plattery has had adequate time to schedule promotion and production. The problem is also an integral part of the practice of "jumping" release dates on new material.

Music, the new firm recently formed by **Hugo Winterhalter** with **Chappell Music**, has published as its first ditty "Christmas Eve," written by actor **Carleton Carpenter**. The tune has been waxed by **Billy Eckstine** for **M-G-M** and **Winterhalter** for **RCA Victor**. **Cavalier Records** has waxed an LP with **Stan Wilson** singing calypso ballads. **Peacock Records**, Texas r.&b. indie, has moved into new quarters on **Reastus Street** in Houston.

Chicago

Ralph Marterie in town for a short stay between dates. The latest for the **Mercury** band leader is "All that Oil in Texas."

Mercury Records' staff has been having the time of its life during the past week on the occasion of the first record session by the two golf pros, **Babe Didrikson Zaharias** and **Betty Dodd**.

Babe and **Betty** are both capable talkers as well as athletes, and therefore it was hard for any of the **Mercury** people to get ahead of them, verbally or otherwise.

However, **Art Talmadge** and **Irwin Steinberg** turned sportsmen Thursday afternoon (29) and took the **Babe** and **Betty** for three consecutive games—of ping pong.

The **Lamplighters**, instrumental-vocal group which recently etched its first waxing of "Coney Island Baby" on the **Hi-Life** label, open at **Cugino's** October 28.

Dor Cornell, **Coral** artist, currently appearing at the **Chicago Theater** . . . **Julius La Rosa**, **Cadence** artist, opens at the **Chicago Theater** November 13, and following him on the same stage will be **Betty Grable** and her trumpet-playing husband, **Harry James**, who open November 27. The complete **James'** orchestra, starring **Buddy Rich** on drums, will be there.

The **Dreamdusters**, new local vocal group, have etched their second disk, this time with the **Custom** label on the standard "September in the Rain." Also released by the new entry into the pop field is the flip side by **Chuck Gardner**, another new comer, with "Oogah, Oogah, Oogah."

Firm of **James H. Martin**, independent record distributors, has moved to a new location at 1343 S. Michigan Avenue.

Tony Martin, **RCA Victor** artist, opens at the **Chez Paree** Tuesday, November 10. . . **Dick Courtenay**, local disk jockey, did two more hours of jockeying to his **WCFL** schedule. . . **Tommy Reed** orchestra currently at the **Chase Hotel**, St. Louis, thru November 10. . . **Eileen Mach** takes over the chores as **Girl Friday** on the **Danny O'Neill** disk jockey show on **WGN**. **Danny's** wife, **Pat**, who had been doing the cross-the-table ad libs, is awaiting the arrival of the stor in January.

Chance Records is releasing two sides of **Buddy Di Vito**, backed by the **Meadowlarks**. One side is "Dreamtime." . . **Bob Dever** and **Jim Lowe**, **Mercury** artist left for a fast trip to Dallas, Fort Worth and Houston on a deejay tour. . . **Ronald Wise**, national sales manager for **Mercury Records'** classical division, in the Midwest visiting with dealers and distributors. . . **Darrell Glenn Valley** Records singer, and **Jerry Crockett** in town on a disk jockey tour plugging their latest release.

Mercury Records and their latest distributor held a cocktail party for **Rusty Draper** last week at **Linn Burton's** steak house. Guests of honor were **Draper**, **Babe Didrikson Zaharias** and **Betty Dodd**, New **Mercury** artist. Almost all the town's disk jockey trade press and radio station personnel were present for the affair which marked **Draper** closing at the **Chicago Theater**. . . **Woody Herman** and his third herd, **Billy Eckstine** and **Sidne Bechet**, will appear at **Schur High School Auditorium**, November 8, in a show arranged by the **Maremont Foundation**. . . **Pe Morrisey**, new **Decca** artist, open at the **Black Orchid** second week in November.

Jackie Gleason, **Capitol** artist and TV comedian, was in town for a short stay early last week and

(Continued on page 5)

Copyrighted material

A Christmas Ditty



JIMMY BOYD

"Santa Got Stuck In The Chimney"

IT'S A FAST SELLER!

STOCK UP THIS HIT!

IT WILL SELL, SELL, SELL!



....40080

b/w "I SAID A PRAYER FOR SANTA CLAUS"

the greatest yet...

JO
stafford

singing.....

what good
am i
without
you

COLUMBIA # 40103 • 4-40103

COLUMBIA
RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending October 31

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

1. You, You, You 1 14

By Lotar Olias 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. Rem M-G-M 11512.

2. Vaya Con Dios 2 20

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystal 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Da Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.

3. Ebb Tide 4 10

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; B. Hayes, B 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075. Mercury 70177.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

4. Oh 3 17

By Byran Gay-Arnold Johnson—Published by Feist (ASCAP)
BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Com manders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Saut Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

5. Rags to Riches 8 7

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)
OTHER RECORDS: T. Russo, Bell 1013; Silly Ward & His Dominoes, King 128

6. Crying in the Chapel 5 10

By Darrell Glenn—Published by Valley (BMI)
BEST SELLING RECORDS: J. Valli, V 20-5368; D. Glenn, Valley 105; Oriole Jubilee 5122. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; R. Allen, Dec 28758; R. Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Duke 7011; K. Griffen, Col 40062; T. Larson, Bell 1008; A. Lund, Coral 61018; Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sist r Rosetta Tarpe, D 48302; W. Tuttle, Cap 2545.
TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus.

7. Eh Cumpari 9 8

By Julius La Rosa—Published by Rosarch (BMI)
BEST SELLING RECORD: J. La Rosa, Cadence 1232

8. Many Times 9 8

By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)
BEST SELLING RECORD: E. Fisher, V 20-5453. OTHER RECORDS: P. Fal Col 40076

9. St. George and the Dragonet 6 6

By Stan Freberg, Daws Butler, Walter Schumann—Published by Alamo (ASCAP)
BEST SELLING RECORD: S. Freberg, Cap 2596

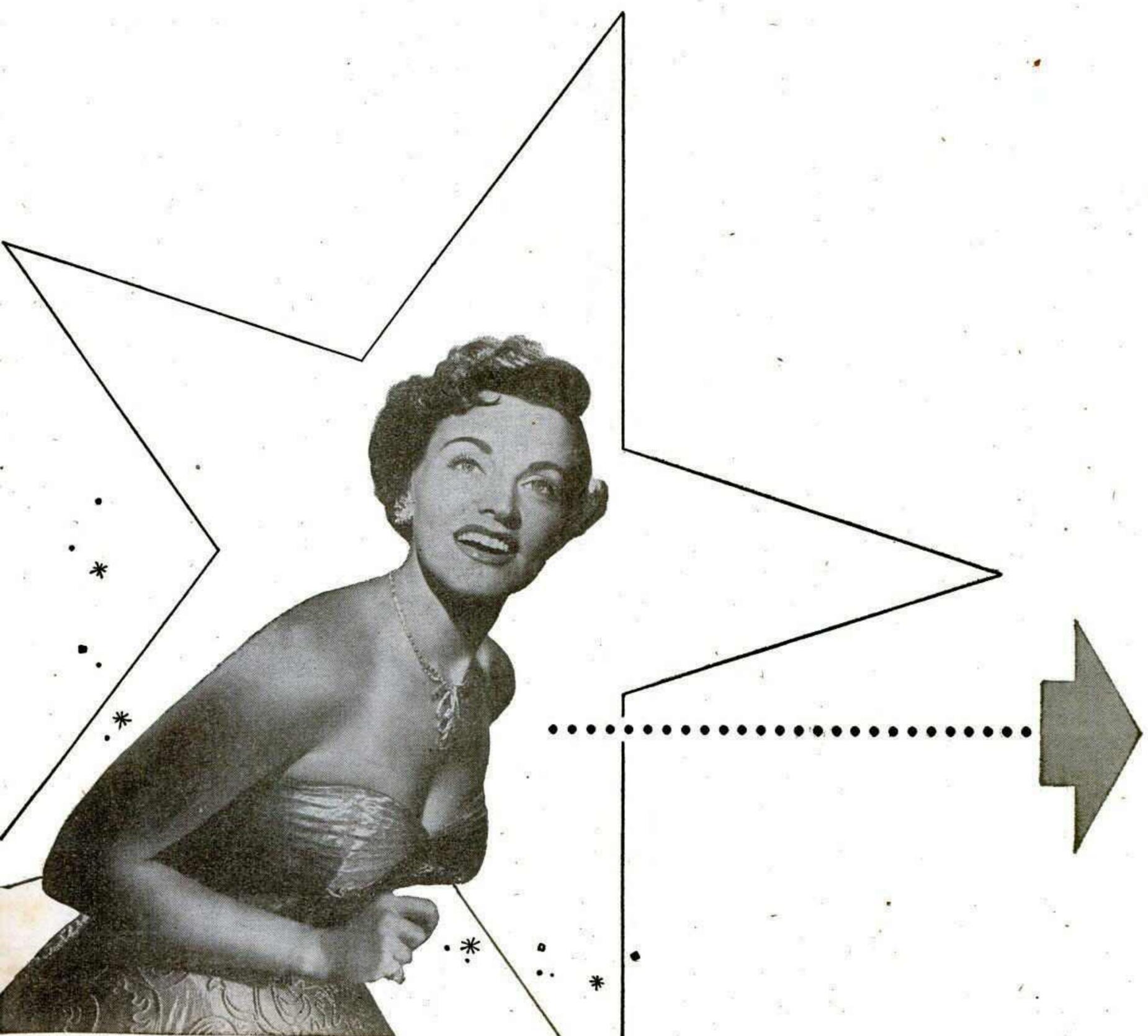
10. Dragnet 7 1

By Walter Schumann—Published by Alamo (ASCAP)
BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAIL ABLE: T. Heath, London 1379; B. Morrow, V 20-5398; S. Jones, V 20-5472.

Second Ten

- 11. NO OTHER LOVE..... 10
Published by Williamson (ASCAP)
- 12. RICOCHET 13
Published by Sheldon (BMI)
- 13. IN THE MISSION OF ST. AUGUSTINE..... 16
Published by Republic (BMI)
- 14. ISTANBUL 18
Published by Alamo (ASCAP)
- 15. LOVE WALKED IN..... 14
Published by Chappell (ASCAP)
- 15. I SEE THE MOON..... —
Published by Plymouth (ASCAP)
- 17. P. S.: I LOVE YOU..... 12
Published by La Salle (ASCAP)
- 18. PA PAYA MAMA..... —
Published by Sheldon (BMI)
- 19. MY LOVE, MY LOVE..... 16
Published by Meridian (BMI)
- 19. HEY, JOE..... 19
Published by Tannen (BMI)
- 19. STORY OF THREE LOVES (Eighteenth Variation)..... 19
Published by Charles Foley (ASCAP)

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Kay's great on both sides!

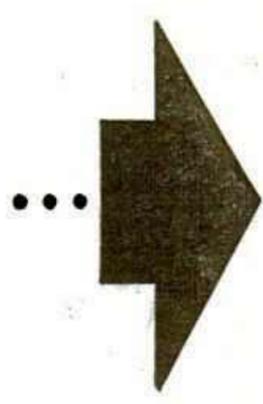
"CHANGING PARTNERS"

and

"I'LL ALWAYS BE IN LOVE WITH YOU"



Record No. 2657





Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. THE KANGAROO
DON'CHA HEAR THEM BELLS L. Paul & M. Ford.....2614
2. ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD S. Freberg2596
3. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford.....2486
4. OH!
SAN P. Hunt2442
5. LOVER, COME BACK TO ME!
THAT'S ALL M. Cole2610
6. THAT'S AMORE
YOU'RE THE RIGHT ONE D. Martin2589
7. FORGIVE ME, JOHN
MY WEDDING RING J. Shepard & F. Huskey.2586
8. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW OLD
WITHOUT YOU) J. Shepard & F. Huskey.2502
9. WHEN MY DREAMBOAT COMES HOME
SWAMP-FIRE K. Starr2595
10. FROM HERE TO ETERNITY
ANYTIME—ANYWHERE F. Sinatra2560
11. DRAGNET
DANCING IN THE DARK R. Anthony2562
12. JINGLE BELLS
WHITE CHRISTMAS L. Paul & M. Ford.....2617
13. THE LITTLE BOY THAT SANTA CLAUS FORGOT
MRS. SANTA CLAUS N. Cole2616
14. KISS ME BIG
CATFISH BOOGIE T. Ernie2602
15. SOUND OFF
ANOTHER DAWN, ANOTHER DAY R. Anthony2637
16. I LOVE PARIS
GIGI L. Baxler2479
17. PINK SHAMPOO
WHEN YOU LOVE A FELLA V. Young2615

LATEST RELEASE

No. 393

- I LOVE YOU
SOUTH OF THE BORDER (Down Mexico Way)... Frank Sinatra2638
- ROBE OF CALVARY
THE SOUND OF LOVE Jane Froman2639
- THE CHRISTMAS BLUES
IF I SHOULD LOVE AGAIN Dean Martin2640
- MY GREATEST THRILL
WON'T SOMEBODY TELL ME Sonny James2641
- SWEEP AROUND YOUR OWN BACK DOOR
SWAMP LILY Roy Acuff2642
- MOTHER-IN-LAW
YA, YA, YA (The Whiffenpoof Song)... Yogi Yorgesson2643
- IT'S CHRISTMAS
THANKS Jimmy Wakely2644

More hits by Mr. Hillbilly!

"Sweep Around
Your Own Back Door"
and "Swamp Lily"

ROY ACUFF

and his Smoky Mountain Boys

Capitol Record No. 2642

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. FORGIVE ME, JOHN
MY WEDDING RING
J. Shepard & F. Huskey2586
2. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW
OLD WITHOUT YOU)
J. Shepard & F. Huskey2502
3. WALKIN' AND HUMMIN'
I WOULDN'T TREAT A DOG LIKE
YOU'RE TREATIN' ME
F. Huskey2627
4. LOOKING AT THE MOON AND
WISHING ON A STAR
I NEED YOUR LOVE
S. McDonald2607
5. I LOVE GOD'S WAY OF LIVING
PREACH THE GOSPEL
Louvin Brothers2612
6. RE-ENLISTMENT BLUES
DANCE OF THE GOLDEN ROD
M. Travis2563
7. YESTERDAY'S GIRL
JOHN HENRY
H. Thompson2553
8. NOW DO RIGHT, DADDY
DON'T DOG ME 'ROUND
L. Chappel2611
9. BORN AGAIN
FROM MOTHER'S ARMS TO KOREA
Louvin Brothers2510
10. THE HOUSE OF BLUE LIGHTS
BELL BOTTOM BOOGIE
M. Moore2574

BEST SELLING—

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason352
2. NAT "KING" COLE SINGS FOR
TWO IN LOVE
Nat "King" Cole420
3. PORTRAITS ON STANDARDS
Stan Kenton462
4. TODAY'S TOP TUNES, VOLUME X
Top Capitol Artists9115
5. THE DESERT SONG
Gordon MacRae & Lucille Norman.351
6. LOVER'S RHAPSODY & SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason366
7. CAN-CAN
Original Broadway Cast452
8. THE FAMILY DANCED
Mickey Katz457
9. JOE "FINGERS" CARR AND HIS
RAGTIME BAND
Joe "Fingers" Carr443
10. BLUE TANGO
Les Baxter447
11. THE ANTHONY CHOIR
Ray Anthony442
12. GERRY MULLIGAN AND HIS
TEN-TETTE
Gerry Mulligan439
13. THE PARK AVENUE HILLBILLIE
Dorothy Shay444

BEST SELLING—

"1600" SERIES

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG
THE CHARLESTON
P. Hunt1638
2. NOLA
JEALOUS
L. Paul & M. Ford1621
3. WHISPERING HOPE
I'LL STRING ALONG WITH YOU
J. Stafford & G. MacRae.....1642
4. SOUTH
I WANT TO LINGER
P. Daily1624
5. SEPTEMBER SONG
LAURA
S. Kenton1680
6. TENNESSEE WALTZ
MOCKIN' BIRD HILL
L. Paul & M. Ford1676
7. ONCE IN A WHILE
BRAZIL
Dinning Sisters1653
8. TENDERLY
AUTUMN NOCTURNE
R. Anthony1654
9. WHEEL OF FORTUNE
ANGRY
K. Starr1677
10. HOW HIGH THE MOON
JOSEPHINE
L. Paul & M. Ford1675
11. HARLEM NOCTURNE
WHAT IS THIS THING CALLED LOVE
R. Anthony1664
12. SLIPPING AROUND
WEDDING BELLS
M. Whiting & J. Wakely1634
13. I'LL REMEMBER APRIL
GET HAPPY
J. Christy1647

Frank Sinatra

with BILLY MAY
and his orchestra

in two sparkling sides—
"I Love You"
AND
"South OF THE Border"

— on Capitol Record No. 2638



First Lady of Song

JANE FROMAN

sings

"Robe of Calvary"

and

"The Sound of Love"

with orchestra conducted
by HENRY SYLVERN
Capitol Record No. 2639





JONI JAMES
"I'LL NEVER STAND IN YOUR WAY"
b/w
"WHY CAN'T I"
MGM 11606 78 rpm • K11606 45 rpm

JONI JAMES
"MY LOVE, MY LOVE"
b/w
"YOU'RE FOOLING SOMEONE"
MGM 11543 78 rpm • K11543 45 rpm

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

ART MOONEY and his Orchestra
"MOGAMBO" and "OFF SHORE"
MGM 11610 78 rpm • K11610 45 rpm

BILLY ECKSTINE
"FORTUNE TELLING CARDS"
b/w
"I'M SAVING DREAMS FOR A RAINY DAY"
MGM 11587 78 rpm • K11587 45 rpm

BILLY ECKSTINE
with the Metronome All Stars
"ST. LOUIS BLUES"
Parts 1 and 2
MGM 11573 78 rpm • K11573 45 rpm

LESLIE CARON and MEL FERRER
"HI-LILI, HI-LO" and
"LILI AND THE PUPPETS"
MGM 30759 78 rpm • K30759 45 rpm

TOMMY EDWARDS
"THAT'S ALL"
and
"SECRET LOVE"
MGM 11604 78 rpm • K11604 45 rpm

VICKI BENET
(When He Takes Me in His Arms) Mmm - -
and
"TWO LOVERS"
MGM 11581 78 rpm • K11581 45 rpm

BETTY MADIGAN
"I'LL ALWAYS LOVE YOU"
and
"YOU'RE THOUGHTLESS"
MGM 11601 78 rpm • K11601 45 rpm

SHIRLEY HARMER
"WE WILL ALWAYS BE SWEETHEARTS"
and
"EMBRASSE (Hold Me Close)"
MGM 11603 78 rpm • K11603 45 rpm

HENRY JEROME and His Orchestra
"TIPICA SERENADA"
and
"CAFE PAREE"
MGM 11594 78 rpm • K11594 45 rpm

TOMMY REED and His Orchestra
"HEY, LITTLE GIRL" and
"GLAD RAG DOLL"
MGM 11592 78 rpm • K11592 45 rpm

BOB SANTA MARIA
"YOU'RE THE RIGHT ONE"
and
"I SHOULD HAVE TOLD YOU LONG AGO"
MGM 11588 78 rpm • K11588 45 rpm

BERYL DAVIS
"ONE MOMENT MORE"
and
"FLY, LITTLE BIRD"
MGM 11586 78 rpm • K11586 45 rpm

BERT SHEFTER and His Orchestra
"GIOIA MIA" and "FIDOODLIN"
MGM 30803 78 rpm • K30803 45 rpm

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

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

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
MAKE FRIENDS WITH RECORDS

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending October 31

Best Selling Sheet Music

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. VAYA CON DIOS (R)—Ardmore..... | 1 | 19 |
| 2. YOU, YOU, YOU (R)—Mellin..... | 3 | 16 |
| 3. CRYING IN THE CHAPEL (R)—Valley..... | 2 | 14 |
| 4. EBB TIDE (R)—Robbins..... | 4 | 7 |
| 5. RAGS TO RICHES (R)—Saunders..... | 13 | 2 |
| 6. OH (R)—Feist..... | 6 | 13 |
| 7. NO OTHER LOVE (R) (M)—Williamson..... | 9 | 19 |
| 8. DRAGNET (R)—Alamo..... | 5 | 8 |
| 9. MANY TIMES (R)—Broadcast..... | 7 | 4 |
| 10. I BELIEVE (R)—Cromwell..... | 10 | 26 |
| 11. IN THE MISSION OF ST. AUGUSTINE (R)—Republic..... | 12 | 4 |
| 12. I LOVE PARIS (R) (M)—Chappell..... | — | 1 |
| 13. I'M WALKING BEHIND YOU (R)—Leeds..... | 8 | 26 |
| 14. RICCOCHET (R)—Sheldon..... | — | 1 |
| 15. I SEE THE MOON (R)—Plymouth..... | 14 | 4 |

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

| | |
|--|---|
| Am I to Blame (R)—Feist—ASCAP | Just to Be With You (R)—Trinity—BMI |
| Baby, Baby, Baby (R)—Famous—ASCAP | Love Walked In (R)—Chappell—ASCAP |
| Choo Choo Train (R)—Disney—ASCAP | Many Times (R)—Broadcast—BMI |
| Crying in the Chapel (R)—Valley—BMI | My Love, My Love (R)—Meridian—BMI |
| Don't Take Your Love From Me (R)—Witmark—ASCAP | No Other Love (R) (M)—Williamson—ASCAP |
| Ebb Tide (R)—Robbins—ASCAP | Oh! (R)—Feist—ASCAP |
| Granada (R)—Peer—BMI | P.S.: I Love You (R)—La Salle—ASCAP |
| Hi Lili Hi Lo (R) (F)—Robbins—ASCAP | Pa Paya Mama (R)—Sheldon—BMI |
| I Just Love You (R)—Miller—ASCAP | Rags to Riches (R)—Saunders—ASCAP |
| I Love Paris (R) (M)—Chappell—ASCAP | Ricochet (R)—Sheldon—BMI |
| I See the Moon (R)—Plymouth—ASCAP | Thats Amore (R) (F)—Paramount—ASCAP |
| In the Mission of St. Augustine (R)—Miller—ASCAP | Vaya Con Dios (R)—Ardmore—ASCAP |
| Istanbul (R)—Alamo—ASCAP | When My Dreamboat Comes Home (R)—Remick—ASCAP |
| It's Easy to Remember (R)—Famous—ASCAP | Who Put the Devil in Evelyn's Eyes? (R)—Hartley—ASCAP |
| I Got the World on a String (R)—Mills—ASCAP | Woman (R)—Studio—BMI |
| | You, You, You (R)—Mellin—BMI |

Top 10 in Television

| | |
|--|--|
| Crying in the Chapel (R)—Valley—BMI | It's Easy to Remember (R)—Famous—ASCAP |
| Dragonet (R)—Alamo—ASCAP | Keep It Gay (R) (M)—Williamson—ASCAP |
| Ebb Tide (R)—Robbins—ASCAP | No Other Love (R) (M)—Williamson—ASCAP |
| Eh! Cumpari (R)—Rosarch—BMI | Send My Baby Back to Me (R)—E. H. Morris—ASCAP |
| Father, Father (R)—Lear—ASCAP | |
| I'm Walking Behind You (R)—Leeds—ASCAP | |

England's Top Twenty

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

| | |
|--|--|
| 1. I Believe—Cinephonic (Cromwell) | 13. Flirtation Waltz—Bourne (Bourne) |
| 2. Poppa Piccolino—Sterling (Chappell) | 14. Hey! Joe—Robbins (Tannen) |
| 3. Eternally (Limelight)—Bourne (Bourne) | 15. Swedish Rhapsody—Connelly (Dartmouth) |
| 4. Song From Moulin Rouge—Connelly (Broadcast) | 16. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose) |
| 5. Bridge of Sighs—Maurice (Leeds) | 17. I'm Walking Behind You—Peter Maurice (Leeds) |
| 6. Look at That Girl—Cinephonic (Oxford) | 18. Is It Any Wonder?—Leeds (Midway) |
| 7. Answer Me—Bourne (Bourne) | 19. Wish You Were Here—Chappell (Chappell) |
| 8. April in Portugal—Sterling (Chappell) | 20. When You Hear Big Ben—Box & Cox (Box & Cox) |
| 9. Kiss—Feist (Miller) | |
| 10. Seven Lonely Days—Feist (Jefferson) | |
| 11. Vaya Con Dios—Maddox (Ardmore) | |
| 12. Let's Walk That - A - Way—Aberbach (Alamo) | |

Hey Buddy,
got two
great sides!



Rusty Draper

**"THE
LONESOME
SONG"**

AND

**"NATIVE
DANCER"**

MERCURY 70256 • 70256X45



The Billboard's Music Popularity Charts

... for Week Ending October 31

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

FRANKIE LAINE-JO STAFFORD
Way Down Yonder in New Orleans ... 87
COLUMBIA 40116—Rhythm opus is chanted with infectious gaiety by Laine and Stafford, for a side that their many fans will latch on to gratefully. Could be a big one. (Shapiro-Bernstein, ASCAP)

RUSTY DRAPER
Native Dancer ... 87
MERCURY 70256—Rusty Draper has himself a solid hunk of material here, and he makes the most of it, singing the wild novelty effort with the same spirit and drive that he showed on "Gambler's Guitar." The tune has the instant sock appeal of a first-rate novelty, and the arrangement is striking. The great Draper vocal could push this one thru in a short time. Looks like another big hit for the warbler. (Geo. Pincus, ASCAP)

LEO DIAMOND
Off Shore ... 82
AMBASSADOR 1005 — Diamond's platter kicked off recently and has made quite a fuss. Looks as if it could hold its own against the recent and heavy competition.

RAY ANTHONY ORK
Sound Off ... 81
CAPITOL 2637—Anthony turns to another familiar radio theme for this follow-up to his hit with "Dragnet." Conceived in a modern vein, the material is most noteworthy for the opportunity for technical display it offers the brass and rhythm sections. It's flashy, and tho it may not be another "Dragnet," it has more than enough gimmicks to catch and possibly hold the public ear. (Shapiro-Bernstein, ASCAP)

JO STAFFORD-PAUL WESTON ORK
What Good Am I Without You? ... 80
COLUMBIA 40103 — Miss Stafford turns in a superb performance. This time on a new ballad with the feeling of "You Belong to Me," tho it may be the marimba sound that does it.

DORIS DAY
Secret Love ... 80
COLUMBIA 40108—The tender and fragile love ballad is featured in the upcoming movie, "Calamity Jane." This moving reading by Doris Day is taken from the sound track. It could easily win favor and action, especially if the film clicks. (Remick, ASCAP)

AXEL STORDAHL
Off Shore ... 80
CAPITOL 2630—Introduced by appropriate nautical sounds, harmonica player Eddy Manson blows a sweet treatment of the pretty melody which is soon taken up by the other instruments of the lush ork. A fine waxing of the opus that should offer competing versions a run for the dough. (Hanover, ASCAP)

LUSS MORGAN ORK
Off Shore ... 79
DECCA 28918—Here's a beautiful version of the much-waxed ditty, by the Russ Morgan ork. This stylish instrumental arrangement of the attractive ditty, originally kicked off by the Leo Diamond cutting, stands a chance to end up as the big one with enough push. Watch it; could break out. (Hanover, ASCAP)

THE SAN FRANCISCO BOYS
Happy Halavah ... 78
ALLEN 240 — Nonsense lyric with some of the feeling of a "Rag Mop" could make noise with exposure. It's screwy enough, and the familiar sounding melody and repetitious lyric have what it takes. (Mills, ASCAP)

TERESA BREWER
Too Fat for the Chimney ... 78
CORAL 61079—Here's a new Christmas novelty about a too fat Santa, who has trouble getting down the chimney at Christmas time. It's handled mightily cutely by the petite thrush, and the arrangement adds to the platter. Side has a chance with exposure. Kids will love this song. (E. H. Morris, ASCAP)

FOUR CHICKS AND CHUCK
Foolin' ... 78
RAINBOW 226—Here's a bright and very pleasant waxing by the Four Chicks and Chuck on an attractive new ballad, backed with sparkle by the combo. Quality of the performance and the tune could get this one off the ground quickly if it is exploited. Should rack up bundles of spins and some loot. Keep your eye on this one.

VIC DAMONE
I Just Love You ... 78
MERCURY 70257—Damone has done better in the past, but the guy is good enough to carry off most material in fine style. Here he has a lovely ballad with which to work. (Miller, ASCAP)

PEANUT FAIRCLOTH
Shake His Hand ... 77
BIBLETONE 1512 — This religious adaptation of the current r.&b. best-seller, "Shake a Hand," captures much of its feeling and excitement, and makes an unusually strong hunk of material for the sacred market. The Log Cabin Boys supply Faircloth with a driving underlying beat which is in large part responsible for the high pitch of feeling aroused.

BAILES BROTHERS
There's a Hand Writing on the Wall ... 74
KING 1273 — The Bailes Brothers relate the familiar Bible story of Belshazzar's Feast, and moralize on handwriting on the wall that should be as evident today as it was to Belshazzar. There is powerful impact in this material. (Lois, BMI)

THE HARMONEERS QUARTET
Way Out Yonder ... 73
BIBLETONE 8017—The group paints a beautiful picture of the world beyond in this melodious, closely harmonized effort. They read the lyrics with sympathy and taste. A good waxing that ought to do nicely in the Bible belt.

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.

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Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Lists various labels like ABBOTT, ALADDIN, ALLEN, ALLIED, etc.

Jazz

MAT MATHEWS QUINTET
Nearness of You ... 69
BRUNSWICK 80234 — The group embroiders some pretty harmonies around the melody of the old standard here. Mathews gets some unusual sounds out of his accordion and proves that it can be a very expressive instrument.

DIZZY GILLESPIE
Dir' Tune ... 68
ATLANTIC 1011 — Cool, but more than usually collected, material that shows Gillespie for the fine instrumentalist he is and affords a few good riffs for some of the other members of his group.

SHORTY ROGERS ORK
Tale of an African Lobster ... 67
V 20-5503 — A flashy display piece that generates a lot of excitement thru its bold rhythms and emphasis on percussion. This is a colorful, radical performance for the more advanced jazz echelons. (Michele, BMI)

Spiritual

DIXIE HUMMING BIRDS
Let's Go Out to the Programs ... 85
PEACOCK 1722—This group accomplishes quite a feat here in inviting everyone to a program of religious music and then successfully staging the same by imitating the styles of other famous spiritual groups, some what after the format of The Modernaires' "Juke Box Saturday Night."

Country & Western

HANK SNOW
When Mexican Joe Met Jole Blon ... 83
V 20-5490—Snow has a good rhythm ditty here in the story of the meeting of two much-recorded characters in the country field. Top rendition by Snow could spark a lot of activity for the disk. (Hill & Range, BMI)

JIM REEVES
Bimbo ... 82
ABBOTT 148 — Tune about a little country boy could pull a lot of heart strings. It's set to a gay beat, and Reeves' performance is a bright one. Keep an eye on this. It could bust out. (Fairway, BMI)

JERRY GLENN
Too Young to Cut the Mustard ... 79
V 20-5491—Could be that the youngster has a winner in this cute twist on "Too Old..." His chanting style is effective, and the material is strong. (Acuff-Rose, BMI)

JIMMIE LOGSDON
Pa Paya Mama ... 77
DECCA 28913 — Good coverage for the country and western market is this well-projected Logsdon reading of the current pop click. This could happen, too. (Sheldon, BMI)

JACK CARDWELL
I'm Gonna Write a Song About You ... 76
KING 1262—Cardwell puts a lot of feeling into his handling of this vengeful oatune he plans to write about the gal who turned him down. (Lois, BMI)

JIMMIE DAVIS
You Took ... 76
DECCA 28909—Jimmie Davis mourns as he reflects upon the ungrateful gal who abandoned him for another, but only after she had helped herself to everything not tied down. He projects the ballad with warmth that's likely to affect many listeners.

TOM BEARDEN
Women, Women, Women ... 74
FABOR 100—Here's one that could cut a few capers if it gets the proper exposure. It's the first release from Abbott Record's new subsidiary. Tune is a bouncy one on a theme with pretty general appeal. Bearden makes it move nicely. (American, BMI)

JIMMIE SKINNER
I'm Allergic to Your Kisses ... 73
DECCA 28910—The low-pitched buzz in Skinner's voice brings a characteristic flavor to his rendition of the romantic ballad. A listenable side that could attract some juke play. (Acuff-Rose, BMI)

Latin American

CHARLIE PALMIERI ORK
A Veces Estoy Feliz ... 72
SEECO 7327 — The Youman's standard, "Sometimes I'm Happy," is played engagingly as a piano solo with mambo backing. The 88'er shows much imagination in his treatment of the familiar melody.

Rhythm & Blues

BILLY WARD AND HIS DOMINOES
Rags to Riches ... 87
KING 1280 — The Dominoes come thru with a wonderful reading of the big pop hit, sparked by an outstanding performance by the mellifluous voiced lead singer. It's truly a potent side, one that could easily be one of their biggest hits to date. Watch this one; it should break thru quickly. (Saunders, ASCAP)

THE CLOVERS
The Feeling Is So Good ... 85
ATLANTIC 1010—The Clovers could have another in their long line of smash hits with this bright new platter. The boys sing it with drive, and there is a gimmick sound behind them that should be a real attention grabber. Side should be a solid for the boxes. It swings.

THE CHECKERS
White Cliffs of Dover ... 80
KING 4675—The Checkers have a good side here that has a chance to break out. The group turns the oldie into a bright hand-clapper, with the help of solid backing and a big beat by the ork. Side moves, and with exposure this one could earn many coins. Watch it. (Shapiro-Bernstein, ASCAP)

SONNY KNIGHT
Dear Wonderful God ... 80
ALADDIN 3207—Sonny Knight turns in a warm, relaxed vocal on this listenable new ballad, which has a spiritual quality to it. The meaning in the lyrics and the way the singer sells it could help this one stand out with exposure. Watch it; it has some chance. (Mesner)

GLADYS HILL
Don't Touch My Bowl ... 78
PEACOCK 1618—Miss Hill, the possessor of a strong voice, has a good piece of material to work over here. The somewhat bawdy ballad is projected forcefully by the thrush over a sock ork backing. This one could make plenty of noise in juke spots. (Lois, BMI)

THE EBONAIRES-MAXWELL DAVIS
Baby, You're the One ... 75
ALADDIN 3211 — Lead singer is backed nicely by the Maxwell Davis combo in this light, poppish material. He is relaxed and delivers the lyrics with feeling and style. There's a cute gimmick here that dejects ought to watch; just as the record is at an end, it begins all over again, like the old Count Basie arrangements. (Dayton, ASCAP)

STOMP GORDON
What's Her Whimsy Dr. Kinsey ... 75
MERCURY 70246—This new parody on the new book by Dr. Kinsey doesn't measure up to its potential. Tune is a routine blues effort, and the lyrics are not as sharp as they could have been. Title alone will help it grab plays. (Boulevard, ASCAP)

LITTLE ESTHER
Stop Cryin' ... 75
DECCA 48305—Little Esther's piping, like which there is none other, is put to use in a sad pop-type blues, and the net result is a convincing waxing. The gal creates a mood that many should find appealing. (Mottin, BMI)

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

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

(Continued on page 56)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending October 31st

| | | |
|---|------------------------------------|-----------------|
| RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN | Tony Bennett | 40048 • 4-40048 |
| I SHOULD HAVE TOLD YOU LONG AGO ISTANBUL | The Four Lads | 40082 • 4-40082 |
| IN THE MISSION OF ST. AUGUSTINE NO STONE UNTURNED | Sammy Kaye | 40061 • 4-40061 |
| I SEE THE MOON I JUST WANT YOU | The Mariners | 40047 • 4-40047 |
| I WANT A HIPPOPOTAMUS FOR CHRISTMAS ARE MY EARS ON STRAIGHT! | Gayla Peevey | 40106 • 4-40106 |
| AVE MARIA CHRISTMAS MEDLEY | Liberace | 48001 • 4-48001 |
| SANTA GOT STUCK IN THE CHIMNEY I SAID A PRAYER FOR SANTA CLAUS | Jimmy Boyd | 40080 • 4-40080 |
| THE STORY OF THREE LOVES MAIDEN'S WISH SAMBA | Liberace | 40099 • 4-40099 |
| HEY JOE! SITTIN' IN THE SUN | Frankie Laine | 40036 • 4-40036 |
| PLEASE DON'T TALK ABOUT ME WHEN I'M GONE AN ORCHID FOR THE LADY | Johnnie Ray | 40090 • 4-40090 |
| SWEET MAMA, TREE TOP TALL A RED, RED RIBBON | The Mariners | 40104 • 4-40104 |
| UNDER PARIS SKIES FAREWELL | Mitch Miller | 40100 • 4-40100 |
| LINGER AWHILE TIME | Sarah Vaughan | 40041 • 4-40041 |
| ANSWER ME BLOWING WILD | Frankie Laine | 40049 • 4-40049 |
| THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY | Percy Faith and Felicia Sanders | 39944 • 4-39944 |

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending October 31st

| | | |
|---|-------------------------|---------------------|
| SATISFACTION GUARANTEED WHO'LL BUY MY HEARTACHES | Carl Smith | 21166 • 4-21166 |
| HEY JOE! DARLIN', AM I THE ONE | Carl Smith | 21129 • 4-21129 |
| HOPELESS LOVE THEN I'LL COME BACK TO YOU | Lefty Frizzell | 21169 • 4-21169 |
| INVISIBLE HANDS I FOUND A FRIEND | Jo Stafford | 21165-s • 4-21165-s |
| TRADEMARK DO I LIKE IT? | Carl Smith | 21119 • 4-21119 |
| DON'T MAKE ME ASHAMED IT'S A LONG, LONG RIDE | Marty Robbins | 21176 • 4-21176 |
| LOVE LEADS THE WAY HOME OF THE SOUL | The Chuck Wagon Gang | 21153-s • 4-21153-s |
| LEAVE HER ALONE YOU ALWAYS GET BY | Ray Price | 21173 • 4-21173 |
| LET ME GO, DEVIL! WILDCAT BOOGIE | Johnny Bond | 21160 • 4-21160 |
| SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY | Marty Robbins | 21145 • 4-21145 |

NEW POPULAR RELEASES

| | |
|---|--|
| TONY BENNETT STRANGER IN PARADISE WHY DOES IT HAVE TO BE ME! 40121 • 4-40121 | JERRI ADAMS MOONLIGHT IN VERMONT WHY TELL A LIE 40107 • 4-40107 |
| EDDY MANSON LITTLE FUGITIVE (Joey's Theme) CONEY ISLAND 40122 • 4-40122 | THE CELL BLOCK SEVEN MAMA DON'T ALLOW IT TIN ROOF BLUES 40105 • 4-40105 |
| JILL COREY ROBE OF CALVARY MINNEAPOLIS 40123 • 4-40123 | FRANKIE YANKOVIC MARK POLKA REMEMBER, DEAR 40114 • 4-40114 |

NEW POPULAR ALBUMS

- DREAM TIME** with PAUL WESTON
twelve romantic favorites in the inimitable
Weston manner. "Lp" CL 528
- MOOD MUSIC** by PAUL WESTON
a dozen magical moods, suave melodies
played in dreamy arrangements. "Lp" CL 527
- VIENNESE WALTZES** by the Alexander
Schneider String Ensemble
light, lilting waltz favorites by Strauss and
Lanner. "Lp" CL 530
- ERROLL GARNER**
brilliant piano inventions on six great tunes.
"Lp" CL 535
- SOPHISTICATED SWING** by LES ELGART
smooth, danceable settings played with
crackling style. "Lp" CL 536
- DANCE WITH CUGAT**
Xavier Cugat presents twelve different Latin-
American styles. "Lp" CL 537
- A Musical Portrait of HAWAII** by HAL ALOMA
soft, languorous melodies from the Pacific
islands. "Lp" CL 538

NEW FOLK MUSIC RELEASES

- JOHNNY BOND
SWEET MAMA, TREE TOP TALL
PUT A LITTLE SWEETNIN' IN YOUR LOVE
21186 • 4-21186
- LESTER FLATT and EARL SCRUGGS
I'LL GO STEPPING TOO
FOGGY MOUNTAIN CHIMES
21179 • 4-21179
- THE JOHNSON FAMILY SINGERS
WHISPERING HOPE
THE SWEETEST GIFT
21180-s • 4-21180-s

NEW CHILDREN'S RELEASES

- GAYLA PEEVEY
I WANT A HIPPOPOTAMUS FOR CHRISTMAS
ARE MY EARS ON STRAIGHT!
J-186 • J 4-186
- ROSEMARY CLOONEY
BETSY, MY PAPER DOLL
LITTLE SALLY ONE SHOE
J-174 • J 4-174

for the
merriest Christmas
ever, spend

CHRISTMAS with ARTHUR GODFREY

and all the Little Godfreys
18 Favorite Christmas Carols and Songs!

Arthur Godfrey with Janette Davis,
The Mariners, Julius La Rosa, The McGuire
Sisters, Marion Marlowe, Frank Parker, Lu Ann
Simms, Haleloke and Orchestra and Chorus
under the direction of Archie Bleyer

"Lp" CL 540 • 45 Set B-348
• 78 Set C-348

COLUMBIA RECORDS

**FRANK
CHACKSFIELD'S**
Latest!
and
Greatest!



**A GIRL CALLED
LINDA**

LONDON 1368

**EBB
TIDE**

LONDON 1358



LONDON RECORDS



welcome
FRANK
CHACKSFIELD



We hope you will
 enjoy your short stay
 in the United States.

Many of the friends you
 made through your
 unprecedented 3 hits
 in a row are looking
 forward to meeting you.



3

hits

in a row

LIMELIGHT

1342 45-1342

EBB TIDE

backed by WALTZING BUGLE BOY

1358 45-1358

**GOLDEN
 VIOLINS**

backed by A GIRL CALLED LINDA

1368 45-1368

London ffr r r r

The Billboard's Music Popularity Charts

... for Week Ending October 31

THIS WEEK'S BEST BUYS

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

Popular

OFF SHORE—Leo Diamond—Ambassador 1005
At this point this, the original record, has a considerable spread over competition. It's the top version and selling well in L. A., Cleveland, Detroit, Boston, Dallas and Pittsburgh. There's also activity on some of the other versions. The Hayman is reported as the key version in Chicago and St. Louis. M-G-M's was noted as the number two version in L. A. and the Capitol version second best in St. Louis and Pittsburgh. A previous "New Record to Watch."

MY HAPPINESS
NEAR YOU—The Mulcays—Cardinal 1011
This is recommended particularly to juke

box operators tho there was retail action reported in some areas. It's a top seller to operators in St. Louis New York (difficulty in getting disks was noted here), Philadelphia and Buffalo. Strong retail action noted in Dallas. L. A. dealers and one-stops said "good." Most areas are on "My Happiness."

Country & Western

WHEN MEXICAN JOE MET JOIE BLON
NO LONGER A PRISONER — Hank Snow—
RCA Victor 20-5490

Good start reported in many areas. These include Dallas, St. Louis, Durham, Western Pennsylvania, Buffalo and Tennessee. Most

action on top side. A previous "New Record to Watch."

Rhythm & Blues

RHYTHM & BLUES — R&B — R&B
MAD LOVE—Muddy Waters—Chess 1550
Strong reports from Pittsburgh, Central Tennessee, Cleveland and St. Louis. Good in Durham and Chicago. Flip is "Blow Wind Blow."

LATER
SOUTH OF THE ORIENT—Tincy Bradshaw—
King 4664

Strong in Buffalo, Philadelphia, Pittsburgh, Cincinnati and St. Louis, according to reports. Action on both sides in some areas, but most reports favored "Later."

NEW RECORDS TO WATCH

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

Rhythm & Blues

DU-DROPPERS
Don't Pass Me By (Park Ave., BMI)—RCA Victor 20-5504—Group's performance on this beat number is solid and builds as the disk progresses. Could get some heavy action. Flip is "Get Lost" (Park Ave., BMI).

Popular

TONY BENNETT
Stranger in Paradise (Frank, ASCAP—Columbia 40121 — Tune is from still-to-be-released film, "Kismet." Bennett turns in a stirring performance with his warm pipes. Could be a solid follow-up to his current "Rags to Riches." Flip is "Why Does It Have to Be Me?" (Feist, ASCAP).

FOUR ACES
Heart of My Heart (Robbins, ASCAP)

Stranger in Paradise (Frank, ASCAP) — Decca 28927—Fast coverage by group of the oldie just out on Coral could result in a real battle for leadership. Flip is the tune from "Kismet" which the Aces handle in, for them, a very restrained manner.

Classical Album

HIGHLIGHTS FROM AMAHL AND THE NIGHT VISITORS—RCA Victor ERA 120—Excerpts from one of last Christmas' best-selling albums on a single EP. (See separate review in Packaged Record section.)

Christmas

RED FOLEY
Put Christ Back Into Christmas (Witmark, ASCAP)—Decca 23940 — Powerful title is backed by equally strong performance from Foley. Could be the big Christmas disk for

the country market with potential spread into other fields. Flip, is "The Gentle Carpenter of Bethlehem" (Talent, ASCAP).

Popular Album

GORDON JENKINS
Seven Dreams—Decca DL 9011—Luck Jenkins ork depicts seven different types of dreams in musical and dramatic form. An unusual package that could do good business. (See separate review in Packaged Record section.)

LIBERACE
Concertos for You—Columbia CL 6269—Popular arrangements of familiar classical selections, performed by the pianist with the aid of the Paul Weston ork. (See separate review in Packaged Record section.)

Country & Western

NO SELECTIONS THIS WEEK.

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

- BABY, BABY, BABY**
I GUESS IT WAS YOU ALL THE TIME
Teresa Brewer—Coral 61067
- DON'TCHA HEAR THEM BELLS?**
- KANGAROO**
Les Paul-Mary Ford—Capitol 2614
- I'LL NEVER STAND IN YOUR WAY**
Joni James—M-G-M 11606
- LAUGHING ON THE OUTSIDE**
Four Aces—Decca 28843

LOVER COME BACK TO ME THAT'S ALL

Nat (King) Cole—Capitol 2610

MAGIC GUITAR

Bunny Paul—Dot 15107

MARIE

Four Tunes—Jubilee 5128

MILWAUKEE POLKA MY WORLD IS YOURS

Patti Page—Mercury 70230

SWEET MAMA TREE TOP TALL

Lancers—Trend 63

THAT'S AMORE

Dean Martin—Capitol 2589

THE TYPEWRITER GIRL IN SATIN

Leroy Anderson—Decca 28881

Country & Western

DIVORCE GRANTED COUNTERFEIT KISSES
Ernest Tubb—Decca 28869

I FOUND OUT MORE THAN YOU EVER KNEW
Betty Cody—RCA Victor 20-5462

KISS ME BIG CATFISH BOOGIE
Tennessee Ernie —Capitol 2602

NORTH WIND
Slim Whitman—Imperial 8208

SORROW AND PAIN YOU'RE GONE
Davis Sisters—RCA Victor 20-5460

UNPUCKER

TAIN'T NICE
The Carlises—Mercury 70232

YOU-ALL COME
Arlie Duff—Starday 104

Rhythm & Blues

ALL RIGHTY
Five Royales—Apollo 449

I HAD A NOTION
Joe Morris—Herald 417

LOVER COME BACK TO ME
Nat (King) Cole—Capitol 2610

MARIE
Four Tunes—Jubilee 5128

THE PROPOSAL
Shirley and Lee—Aladdin 3205

ROSE ROOM
Lynn Hope Ork—Aladdin 3208

CURRENT TOP RECORDS

See page 42 for the current top pop records.
See page 52 for the current top c.&w. records.
See page 56 for the current top r.&b. records.
See pages 48 and 49 for the current top packaged records.

RCA Readies Jazz Catalog

NEW YORK, Oct. 31.—Included in RCA Victor's new plan for a major expansion move in the jazz disk field is a plan to use the Ralph Flanagan, Buddy Morrow and Sauter-Finegan orks for special jazz recordings. One of the newly-issued disks considered to be part of the jazz catalog is "The Sound of the Suter-Finegan Orchestra," a collection of the ork's previous single releases.
Heading the special jazz department for the label is Bill Zeitung, transferred from the diskery's promotion department. Zeitung works under the direction of pop a.&r. chief Joe Carlton. Recently signed for jazz cuttings were Shorty Rogers and Barbara Carroll. Much new talent is ex-

pected to be signed in the near future.

Among the names due for the re-issue treatment are Fats Waller, Benny Goodman, Arne Domnerus, Duke Ellington, Tommy Dorsey, Sidney Bechet, Rex Stewart and Barney Bigard, Dizzy Gillespie, Charlie Ventura, Gene Krupa, Kenny Clarke and Lucky Thompson.

Outlook Bright

Continued from page 5
the next month, after which FPA will hold a round table meeting for its members and interested ad agencies.

Prior to the round table, the committee hopes to be able to make up a color test film in the form of a rough commercial for demonstration at the meeting, providing RCA makes its projection equipment available.
Producers of TV film programs

who have been shooting in color, on the other hand, appear to have few anxieties about the future of their product. For one thing, they feel that programs do not require the color accuracy that commercials, with their package displays, do. For another, they appear confident that any color adjustment that the TV system might eventually require in their film can be done in print processing.

The shows that have been shot in color have used Kodachrome and Ansco. The first show to use Technicolor will be a segment of "Death Valley Days," which Flying A Productions films for McCann-Erickson. The Technicolor stanza, which will be one of the four in the upcoming group to be shot on location in Death Valley, is entitled "Big Team Roll."

The only other known use of Technicolor in TV film was a series of test commercials Screen Gems made for American Tobacco.

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

SUBSCRIPTION ORDER FORM

The Billboard 935
2160 Patterson St. Cincinnati 22, Ohio
Please enter my Billboard subscription for one year 52 issues) at \$10—to start with the next issue. Payment enclosed.
(Foreign rate, one year, \$20.00)

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____



SAY YOU SAW IT IN THE BILLBOARD!



SALES GROW
WHEN YOU GO 45

the reason why Christmas comes early this year!

eartha kitt

santa baby

and under the bridges of Paris—20/47-5502



NEW RELEASES

RCA Victor—Release #53-45

POPULAR

- THINK CHANGING PARTNERS**
Dinah Shore with Hugo Winterhalter's Orch. and Chorus20-5515 (47-5515)*
- STRANGER IN PARADISE**
(from the musical prod. "Kismet")
- THE TYPEWRITER**
Ralph Flanagan and his Orch.20-5505 (47-5505)*
- DOODLETOWN RACES**
- JOEY'S THEME**
(from the film "Little Fugitive")
The Sauter-Finegan Orch.20-5506 (47-5506)*
- SECRET LOVE**
(from the Warner Brothers' film "Calamity Jane")
- RICOCHET**
Gogi Grant with Orch. cond. by Harry Geller....20-5512 (47-5512)*
- IT'S ALL THE SAME TO ME**
- RAGTIME MAN**
The Honky-Tonks20-5514 (47-5514)*

- STRANGER IN PARADISE**
(from the musical prod. "Kismet")
- I LOVE PARIS**
(from the musical prod. "Can Can")
Tony Martin with Hugo Winterhalter's Orch. and Chorus20-5535 (47-5535)*

COUNTRY/WESTERN

- CHRISTMAS ROSES**
- THE REINDEER BOOGIE**
Hank Snow, The Singing Ranger and the Rainbow Ranch Boys20-5340 (47-5340)*
- THAT'S HOW THE YODEL WAS BORN**
- MY HEART WAS MADE FOR YOU**
Elton Britt20-5509 (47-5509)*
- ROSES SPEAK LOUDER THAN WORDS**
- SPANISH COQUITA**
Tommy Sands20-5510 (47-5510)*
- DON'T PLAY NUMBER TEN**
(On The Juke Box Tonight)
- A BREAKER OF HEARTS**
Joyce Moore20-5511 (47-5511)*

RHYTHM/BLUES

- LET'S GET THE PARTY**
- I KNOW WHAT I'M DOIN'**
Buddy Lucas and his Orch.20-5508 (47-5508)*
- *45 rpm cat. nos.

BEST SELLERS

POPULAR

- You, You, You/Once Upon A Tune**
Ames Brothers20-5325 (47-5325)
- The Velvet Glove/Elaine**
Hugo Winterhalter-Henri Rene20-5405 (47-5405)
- Santa Baby/Under The Bridges of Paris**
Eartha Kitt20-5502 (47-5502)
- Don't Forget To Write/Mystery Street**
June Valli20-5488 (47-5488)
- Pa-Paya Mama/You Alone**
Perry Como20-5447 (47-5447)
- Many Times/Just To Be With You**
Eddie Fisher20-5453 (47-5453)
- I See The Moon/All Alone**
Walter Schumann20-5478 (47-5478)
- Don't Take Your Love From Me/Under Paris Skies**
The Three Suns.....20-5347 (47-5347)
- Crying In The Chapel/Love Every Moment You Live**
June Valli20-5368 (47-5368)
- A Baby Cried/One Moment More**
Lou Monte20-5496 (47-5496)
- Where Did My Snowman Go/Santa Bought Me Choo Choo Trains**
Spike Jones20-5497 (47-5497)
- No Other Love/Keep It Gay**
Perry Como20-5317 (47-5317)
- Love Me Again/Before It's Too Late**
Sunny Gale20-5424 (47-5424)
- Don't Call Me Coach, Call Me George/And The Angels Sing**
The Beachcombers20-5495 (47-5495)

COUNTRY/WESTERN

- I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie**
Davis Sisters ..20-5345 (47-5345)
- Sorrow & Pain/You're Gone**
Davis Sisters20-5460 (47-5460)
- When Mexican Joe Met Jole Blon/No Longer A Prisoner**
Hank Snow ..20-5490 (47-5490)
- I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love**
Betty Cody20-5462 (47-5462)
- Too Fat For The Chimney/I Wanna Do Something For Santa Claus**
Sunshine Ruby20-5474 (47-5474)
- Too Young To Cut The Mustard/Three Little Fiddlers**
Jerry Glenn ..20-5491 (47-5491)
- Pig Latin Serenade/You're My Downfall**
Johnnie & Jack20-5483 (47-5483)
- Too Old For Toys/Little Girl Love**
Sunshine Ruby20-5467 (47-5467)
- How's The World Treating You/Free Home Demonstration**
Eddy Arnold20-5305 (47-5305)
- Mama, Come Get Your Baby Boy/If I Never Get To Heaven**
Eddy Arnold ..20-5415 (47-5415)

RHYTHM/BLUES

- Don't Pass Me By/Get Lost**
Du Droppers20-5504 (47-5504)
- Hooray, Hooray/Hoopin' & Jumpin'**
Sonny Terry20-5492 (47-5492)
- Gimme Your Bankroll/Pepper Haired Woman**
Square Walton20-5493 (47-5493)

RCA VICTOR
BEST IN RECORDING MUSIC



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. | 2 | 21 | VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP | |
| 2. | 1 | 6 | ST. GEORGE AND THE DRAGONET—S. Freberg... Little Blue Riding Hood—Cap 2596—ASCAP | |
| 3. | 3 | 20 | YOU, YOU, YOU—Ames Brothers... Once Upon a Tune—V 20-5325—BMI | |
| 4. | 4 | 10 | EBB TIDE—F. Chacksfield... Waltzing Bugle Boy—London 1358—ASCAP | |
| 5. | 6 | 8 | RAGS TO RICHES—T. Bennett... Here Comes That Heartache Again— Col 40048—ASCAP | |
| 6. | 5 | 9 | EH CUMPARI—J. La Rosa... Till They've All Gone Home— Cadence 1232—ASCAP | |
| 7. | 7 | 18 | OH—Pee Wee Hunt... San—Cap 2442—ASCAP | |
| 8. | 10 | 4 | MANY TIMES—E. Fisher... Just to Be With You—V 20-5453—BMI | |
| 9. | 8 | 4 | RICOCHET—T. Brewer... Too Young to Tango—Coral 61043—BMI | |
| 10. | 11 | 15 | CRYING IN THE CHAPEL—J. Valli... Love Every Moment You Live—V 20-5368—BMI | |
| 11. | 13 | 3 | ISTANBUL—Four Lads... I Should Have Told You Long Ago— Col 40082—ASCAP | |
| 12. | 12 | 21 | NO OTHER LOVE—P. Como... Keep It Gay—V 20-5317—ASCAP | |
| 12. | — | 1 | YOU ALONE—P. Como... Pa Paya Mama—V 20-5447—ASCAP | |
| 14. | 15 | 7 | I SEE THE MOON—Mariners... I Just Want You—Col 40047—ASCAP | |
| 15. | 9 | 11 | DRAGNET—R. Anthony... Dancing in the Dark—Cap 2562—ASCAP | |
| 16. | 19 | 2 | TO BE ALONE—Hilltoppers... Love Walked In—Dot 15105—ASCAP | |
| 17. | 14 | 6 | STORY OF THREE LOVES—J. Murad... Sweet Leilani—Mercury 70202 | |
| 18. | 17 | 4 | IN THE MISSION OF ST. AUGUSTINE—S. Kaye... No Stone Unturned—Col 40061—BMI | |
| 18. | 19 | 2 | VELVET GLOVE—H. Winterhalter, H. Rene... Elaine—V 20-5405—ASCAP | |
| 20. | — | 10 | MY LOVE, MY LOVE—J. James... You're Fooling Someone—M-G-M 11543—BMI | |

Most Played in Juke Boxes

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

| This Week | Last Week | Weeks on Chart | Title | Label |
|-----------|-----------|----------------|--|-------|
| 1. | 1 | 19 | YOU, YOU, YOU—Ames Brothers... Once Upon a Tune—V 20-5325—BMI | |
| 2. | 2 | 20 | VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP | |
| 3. | 3 | 17 | OH—P. W. Hunt... San—Cap 2442—ASCAP | |
| 4. | 4 | 9 | DRAGNET—R. Anthony... Dancing in the Dark—Cap 2562—ASCAP | |
| 5. | 5 | 4 | MANY TIMES—E. Fisher... Just to Be With You—V 20-5453—BMI | |
| 5. | 5 | 6 | RAGS TO RICHES—T. Bennett... Here Comes That Heartache Again— Col 40048—ASCAP | |
| 7. | 5 | 8 | EH CUMPARI—J. La Rosa... Till They've All Gone Home— Cadence 1232—BMI | |
| 8. | 10 | 4 | RICOCHET—T. Brewer... Too Young to Tango—Coral 61043—BMI | |
| 9. | 8 | 3 | ST. GEORGE AND THE DRAGONET—S. Freberg... Little Blue Riding Hood—Cap 2596—ASCAP | |
| 10. | 9 | 12 | HEY JOE—F. Laine... Sittin' in the Sun—Col 40036—BMI | |
| 10. | 10 | 19 | NO OTHER LOVE—P. Como... Keep It Gay—V 20-5317—ASCAP | |
| 12. | — | 1 | EBB TIDE—F. Chacksfield... Waltzing Bugle Boy—London 1358—ASCAP | |
| 13. | 10 | 12 | CRYING IN THE CHAPEL—J. Valli... Love Every Moment You Live—V 20-5368—BMI | |
| 14. | 15 | 9 | CRYING IN THE CHAPEL—Orioles... Don't You Think I Ought to Know?— Jubilee 5122—BMI | |
| 14. | — | 1 | ISTANBUL—Four Lads... I Should Have Told You Long Ago— Col 40082—ASCAP | |
| 16. | — | 2 | PA-PAYA MAMA—P. Como... You Alone—V 20-5447—BMI | |
| 16. | — | 1 | DIPSY DOODLE—J. Maddox... Alexander's Ragtime Band—Dot 15102—ASCAP | |
| 18. | 13 | 3 | TO BE ALONE—Hilltoppers... Love Walked In—Dot 15105—ASCAP | |
| 18. | 17 | 20 | P. S.: I LOVE YOU—Hilltoppers... I'd Rather Die Young—Dot 15085—ASCAP | |
| 18. | 20 | 10 | YOU'RE FOOLING SOMEONE— J. James... My Love, My Love—M-G-M 11543—ASCAP | |
| 18. | — | 1 | VELVET GLOVE—H. Winterhalter, H. Rene... Elaine—V 20-5405—ASCAP | |

Most Played by Jockeys

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

| This Week | Last Week | Weeks on Chart | Title | Label |
|-----------|-----------|----------------|---|-------|
| 1. | 1 | 19 | YOU, YOU, YOU—Ames Brothers... Once Upon a Tune—V 20-5325—BMI | |
| 2. | 3 | 11 | EBB TIDE—F. Chacksfield... Waltzing Bugle Boy—London 1358—ASCAP | |
| 3. | 4 | 7 | RAGS TO RICHES—T. Bennett... Here Comes That Heartache Again— Col 40048—ASCAP | |
| 4. | 5 | 20 | VAYA CON DIOS—L. Paul-M. Ford... Johnny—Cap 2486—ASCAP | |
| 5. | 2 | 5 | ST. GEORGE AND THE DRAGONET—S. Freberg... Little Blue Riding Hood—Cap 2596—ASCAP | |
| 6. | 7 | 5 | MANY TIMES—E. Fisher... Just to Be With You—V 20-5453—BMI | |
| 7. | 10 | 8 | EH CUMPARI—J. La Rosa... Till They've All Gone Home— Cadence 1232—BMI | |
| 8. | 8 | 17 | OH—P. W. Hunt... San—Cap 2442—ASCAP | |
| 9. | 6 | 11 | DRAGNET—R. Anthony... Dancing in the Dark—Cap 2562—ASCAP | |
| 10. | 9 | 6 | RICOCHET—T. Brewer... Too Young to Tango—Coral 61043—BMI | |
| 11. | 12 | 4 | EBB TIDE—V. Damone... If I Could Make You Mine— Mercury 70216—ASCAP | |
| 12. | 16 | 3 | LOVE WALKED IN—Hilltoppers... To Be Alone—Dot 15105—ASCAP | |
| 13. | 11 | 20 | NO OTHER LOVE—P. Como... Keep It Gay—V 20-5317—ASCAP | |
| 14. | 20 | 2 | YOU ALONE—P. Como... Pa-Paya Mama—V 20-5447—ASCAP | |
| 15. | 12 | 15 | CRYING IN THE CHAPEL—J. Valli... Love Every Moment You Live—V 20-5368—BMI | |
| 16. | 18 | 11 | MY LOVE, MY LOVE—J. James... You're Fooling Someone—M-G-M 11543—BMI | |
| 17. | 15 | 2 | PA-PAYA MAMA—P. Como... You Alone—V 20-5447—BMI | |
| 17. | — | 2 | TO BE ALONE—Hilltoppers... Love Walked In—Dot 15105—ASCAP | |
| 19. | 14 | 4 | ISTANBUL—Four Lads... I Should Have Told You Long Ago— Col 40082—ASCAP | |
| 20. | — | 1 | DON'CHA HEAR THEM BELLS?— L. Paul-M. Ford... Kangaroo—Cap 2614—BMI | |

VOX JOX

By CHARLOTTE SUMMERS

Change of Theme

Ted Atwood and Don Brown, WCNT, Centralia, Ill., have started a new disk show on FM, 8-9 p.m. nightly, including sound effects with telephone remotes and other gimmicks. Name of the show is "Night at the Turntable." Hal Peary, the great Gildersleeve, is starting a disk and commentary show on WMGM, New York, next week. It's scheduled 1-2 p.m., Monday thru Saturday. Another new show on WMGM will have pianist Bob Brown playing and spinning disks. Brown is scheduled 3-4 p.m. daily. Bill Bernard has started his "Bill's Backyard" on WNDR, Syracuse, 3-5 p.m., daily. Bernard does 22 different voices and will feature name guests. Wayne Curtis and Ben Blanchard, WIBM, Jackson, Mich., has started a new disk show 9 p.m. to 1 a.m. Saturday nights. From 11 p.m. to 1 a.m. Curtis is on alone spinning old tunes and modern jazz in a segment called "Collector's Corner with Cottonhead Curtis." From 9 to 11 p.m. the pair is on to-

gether in a segment called the "Ben-Cur" show. John Woods, WTAG, Worcester, Mass., has added a Sunday afternoon stint called "John Woods in Sunday Best." Woods also works three early morning shows and a later afternoon show daily. Neil Terrill, W B S C, Bennettsville, S. C., recently started "Terrill's Terrace," 10:35-11 a.m. daily. The terrace is complete with awnings, chairs, canvas and chrome and a picture on the wall painted by Terrill himself. Ken Scott, WPEO, Peoria, Ill., has been promoted to program director replacing Gordon Joyner.

Joe Trix

Bill Price, WCOJ, Coatsville, Pa., is looking for gimmicks for a contest to pick a guest deejay on his "Chester County Red Rooster Show." Red Raynes, WCOU, Lewiston, Me., has started a poem corner at 11:35 p.m. in his "Music for Lonesome Folks" show. Rex Dale, WCKY, Cincinnati, recently finished a bebop writing contest based on a local appearance of "Jazz at the Philhar-

See
PAGES 48 AND 49
for

The Billboard
Packaged Record
Buying Guide

Best Sellers in
These Categories:

EXTENDED
ORCHESTRA WORKS

Packaged Record
REVIEWS

monic" concert. Prizes were tickets to the concert and JATP albums. Best letters were read on the air. Art Leboe, KXLA, Los Angeles, has listeners write in

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

NOVEMBER 6, 1943:

1. Paper Doll
2. Pistol Packin' Mama
3. Sunday, Monday or Always
4. People Will Say We're in Love
5. I Heard You Cried Last Night
6. Put Your Arms Around Me, Honey
7. Blue Rain

NOVEMBER 6, 1948:

1. Buttons and Bows
2. A Tree in the Meadow
3. 12th Street Rag
4. You Call Everybody Darlin'
5. It's Magic
6. Maybe You'll Be There
7. Hair of Gold, Eyes of Blue
8. On a Slow Boat to China
9. My Happiness
10. Underneath the Arches

their personal problems to his "Roving D.J." show, which originates from Scrivners Drive-In Leboe has motorists at the theaters give their advice. Don

John Ross, WSPD, Toledo, has "Roving D. J." show, which originated a foreign event and travel service for listeners who plan trips to Europe.

This 'n' That

"Charlie the Square," WMGY, Montgomery, Ala., celebrated the fifth anniversary of his show, "Atomic Boogie," with the birth of a daughter. Following a month-long tour of Europe, Bill Taylor, WOR, New York, is featuring a series of taped interviews on music in Europe on his Sunday morning "Sunrise Serenade" show. Bob E. Lloyd, WAVZ, New Ha-

(Continued on page 58)



RCA Victor

A NEW SMASH!

'CHANGING PARTNERS'

Coupled With

"Where Did My Snowman Go"

Mercury 70260 • 70260X45



Patti

Page



The Billboard's Music Popularity Charts

... For Week Ending October 31

Thanks DJ's

... For your wonderful spins. We're happy you like this record, and if you keep playing it we'll have that "hit" we've been waiting for because already the public is buying

Sandy Stewart's

"SATURDAY NIGHT"

&

"I'M GOING HOME"



5014

A great follow up to—

"LOVE EVERY
MOMENT YOU LIVE"

Mike Pedicin

"NEVER MIND"

b/w

"MM--BOY!"



5012

To those who have not received these records... please drop us a line—

Gratefully yours,

GOHAM RECORD CORP.

1626 FEDERAL STREET
PHILADELPHIA 46, PA.

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... TYPEWRITER

L. Anderson, Decca 28881

Detroit... OFF SHORE

L. Diamond, Ambassador 1005

Pittsburgh... THAT'S AMORE

D. Martin, Capitol 2589

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. You, You, You
Ames Brothers, Victor
3. Ebb Tide
F. Chacksfield, London
4. Crying in the Chapel
J. Valli, Victor
5. Many Times
E. Fisher, Victor
6. Rags to Riches
T. Bennett, Columbia
7. Oh
P. W. Hunt, Capitol
8. Ricochet
T. Brewer, Coral
9. St. George and the Dragonet
S. Freberg, Capitol

Boston

1. Eh Cumpari
J. La Rosa, Cadence
2. You Alone
P. Como, Victor
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Rags to Riches
T. Bennett, Columbia
5. You, You, You
Ames Brothers, Victor
6. Typewriter
L. Anderson, Decca
7. Ebb Tide
F. Chacksfield, London
8. Little Blue Riding Hood
S. Freberg, Capitol
9. Ricochet
T. Brewer, Coral
10. Many Times
E. Fisher, Victor

Buffalo

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Eh Cumpari
J. La Rosa, Cadence
3. You, You, You
Ames Brothers, Victor
4. Rags to Riches
T. Bennett, Columbia
5. No Other Love
P. Como, Victor

Chicago

1. Rags to Riches
T. Bennett, Columbia
2. Eh Cumpari
J. La Rosa, Cadence
3. St. George and the Dragonet
S. Freberg, Capitol
4. Ricochet
T. Brewer, Coral
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Many Times
E. Fisher, Victor
7. In the Mission of
St. Augustine
S. Kaye, Victor
8. Istanbul
Four Lads, Columbia
9. I See the Moon
Mariners, Columbia
10. Velvet Glove
H. Rene-H. Winterhalter,
Victor

Cincinnati

1. You, You, You
Ames Brothers, Victor
2. Ebb Tide
F. Chacksfield, London
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Rags to Riches
T. Bennett, Columbia
5. Eh Cumpari
J. La Rosa, Cadence

6. St. George and the Dragonet
S. Freberg, Capitol
7. Love Walked In
Hilltoppers, Dot
8. Ricochet
T. Brewer, Coral
9. Oh
P. W. Hunt, Capitol
10. No Other Love
P. Como, Victor

Cleveland

1. To Be Alone
Hilltoppers, Dot
2. Rags to Riches
T. Bennett, Columbia
3. Eh Cumpari
J. La Rosa, Cadence
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Ricochet
T. Brewer, Coral
6. You Alone
P. Como, Victor
7. Ebb Tide
F. Chacksfield, London
8. St. George and the Dragonet
S. Freberg, Capitol
9. You, You, You
Ames Brothers, Victor
10. Istanbul
Four Lads, Columbia

Dallas-Ft. Worth

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Ebb Tide
F. Chacksfield, London
4. St. George and the Dragonet
S. Freberg, Capitol
5. Oh
P. W. Hunt, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Rags to Riches
T. Bennett, Columbia

Denver

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Oh
P. W. Hunt, Capitol
4. St. George and the Dragonet
S. Freberg, Capitol
5. You, You, You
Ames Brothers, Victor
6. Eh Cumpari
J. La Rosa, Cadence

Detroit

1. Rags to Riches
T. Bennett, Columbia
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Magic Guitar
B. Paul, Dot
4. Ebb Tide
F. Chacksfield, London
5. Marie
Four Tunes, Jubilee
6. You, You, You
Ames Brothers, Victor
7. Ricochet
T. Brewer, Coral
8. Eh Cumpari
J. La Rosa, Cadence
9. Off Shore
L. Diamond, Ambassador
10. St. George and the Dragonet
S. Freberg, Capitol

Kansas City, Mo.

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Ebb Tide
F. Chacksfield, London

3. You, You, You
Ames Brothers, Victor
4. St. George and the Dragonet
S. Freberg, Capitol
5. Oh
P. W. Hunt, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Dragnet
R. Anthony, Capitol
8. Crying in the Chapel
J. Valli, Victor
9. Ricochet
T. Brewer, Coral
10. Many Times
E. Fisher, Victor

Los Angeles

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. You, You, You
Ames Brothers, Victor
4. St. George and the Dragonet
S. Freberg, Capitol
5. Eh Cumpari
J. La Rosa, Cadence
6. Rags to Riches
T. Bennett, Columbia
7. Dragnet
R. Anthony, Capitol
8. Oh
P. W. Hunt, Capitol
9. Velvet Glove
H. Rene-H. Winterhalter,
Victor
10. Crying in the Chapel
Orioles, Jubilee

Milwaukee

1. Eh Cumpari
J. La Rosa, Cadence
2. Ebb Tide
F. Chacksfield, London
3. St. George and the Dragonet
S. Freberg, Capitol
4. Many Times
E. Fisher, Victor
5. Istanbul
Four Lads, Columbia
6. I See the Moon
Mariners, Columbia
7. Crying in the Chapel
Rex Allen, Decca
8. Story of Three Loves
J. Murad, Columbia
9. You, You, You
Ames Brothers, Victor
10. Milwaukee Polka
P. Page, Mercury

New Orleans

1. You, You, You
Ames Brothers, Victor
2. St. George and the Dragonet
S. Freberg, Capitol
3. Ebb Tide
F. Chacksfield, London
4. Eh Cumpari
J. La Rosa, Cadence
5. Rags to Riches
T. Bennett, Columbia
6. Vaya Con Dios
L. Paul-M. Ford, Capitol
7. Many Times
E. Fisher, Victor

New York

1. Ebb Tide
F. Chacksfield, London
2. You, You, You
Ames Brothers, Victor
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Rags to Riches
T. Bennett, Columbia
5. Eh Cumpari
J. La Rosa, Cadence
6. St. George and the Dragonet
S. Freberg, Capitol
7. Ricochet
T. Brewer, Coral
8. Story of Three Loves
J. Murad, Mercury
9. Oh
P. W. Hunt, Capitol
10. Don't Take Your Love
From Me
Three Suns, Victor.

Philadelphia

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. St. George and the Dragonet
S. Freberg, Capitol

3. Eh Cumpari
J. La Rosa, Cadence
4. Rags to Riches
T. Bennett, Columbia
5. Ebb Tide
F. Chacksfield, London
6. You, You, You
Ames Brothers, Victor
7. Oh
P. W. Hunt, Capitol
8. Crying in the Chapel
Orioles, Jubilee
9. No Other Love
P. Como, Victor
10. You Alone
P. Como, Victor

Pittsburgh

1. You Alone
P. Como, Victor
2. Eh Cumpari
J. La Rosa, Cadence
3. Love Walked In
Hilltoppers, Dot
4. That's Amore
D. Martin, Capitol
5. St. George and the Dragonet
S. Freberg, Capitol
6. Istanbul
Four Lads, Columbia
7. Laughing on the Outside
Four Aces, Decca
8. Rags to Riches
T. Bennett, Columbia

St. Louis

1. Rags to Riches
T. Bennett, Columbia
2. Story of Three Loves
J. Murad, Mercury
3. Many Times
E. Fisher, Victor
4. St. George and the Dragonet
S. Freberg, Capitol
5. Ricochet
T. Brewer, Coral
6. Ebb Tide
F. Chacksfield, London
7. To Be Alone
Hilltoppers, Dot
8. You, You, You
Ames Brothers, Victor

San Francisco

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Eh Cumpari
J. La Rosa, Cadence
4. St. George and the Dragonet
S. Freberg, Capitol
5. Oh
P. W. Hunt, Capitol
6. You, You, You
Ames Brothers, Victor

Seattle

1. Eh Cumpari
J. La Rosa, Cadence
2. Ebb Tide
F. Chacksfield, London
3. Rags to Riches
T. Bennett, Columbia
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Istanbul
Four Lads, Columbia
6. I See the Moon
Mariners, Columbia
7. Love Walked In
Hilltoppers, Dot
8. Oh
P. W. Hunt, Capitol

Washington—Baltimore

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Ebb Tide
F. Chacksfield, London
4. St. George and the Dragonet
S. Freberg, Capitol
5. Oh
P. W. Hunt, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Rags to Riches
T. Bennett, Columbia
8. Many Times
E. Fisher, Victor

2

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GREAT RECORDS
GREAT HITS!



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Monarch

Popular Record Reviews

• Continued from page 36

PEGGY LEE

Baubles, Bangles and Beads78
DECCA 28890—Peggy Lee comes thru with a lovely performance on a haunting tune from the forthcoming Broadway musical "Kismet." The ork backing is imaginative, and the thrush's vocal is one of her best. Tune will get much promotion because of the show, and should pull many, many spins. One to watch. (Frank, ASCAP)
Love You So....74
The tune is pretty and so is Peggy Lee's vocal, and the ork backing fits the mood. (Midway, ASCAP)

TONY RUSSO ORK

Rags to Riches77
BELL 1013—Russo delivers a smooth interpretation of the click ditty, one that many should like, particularly at the attractive Bell price. (Saunders, ASCAP)
Many Times....75
Same comment. (Broadcast, BMI)

ALFRED NEWMAN

Love Theme From "The Robe".....76
DECCA 28902—The lush, big-styled theme from the first Cinemascope flick, "The Robe," receives a big, fiddle-fulled performance by the Alfred Newman ork. The ork is aided by a choir, just as the theme is performed in the movie. It's listenable, but doesn't seem to have enough melodic strength for disks. However, it will get attention due to the picture. (Robbins, ASCAP)
Village of Cans....75
Same comment. (Robbins, ASCAP)

EDMUNDO ROS ORK

Play, Play, Play76
LONDON 1374—This is a happy opus that states the philosophy of play. Lyrics are clever, and they're sung effectively by Edmundo Ros above an infectious samba backing by the ork. Should earn spins.
Passion Tango....72
The big ork plays the pretty tango with verve, using a section of mandolins ably for contrast. Good wax for listening or dancing.

DEAN MARTIN

The Christmas Blues76
CAPITOL 2460—Martin explains why he can't get enthusiastic about Christmas. This tune has lyrics that pack a real impact, and is something of a novelty in the seasonal flood of cheerful music. Could get spins. (Sam Weiss, ASCAP)
If I Should Love Again....72
Martin turns in a thoughtful reading of this tender, slightly melancholy ballad. Martin fans will like. (Starlight, ASCAP)

PERCY FAITH ORK

Ev'rybody Loves Saturday Night.....76
COLUMBIA 40115—Here's a wild new slicing by the Percy Faith ork, aided by the Paulette Sisters, and warbler Burt Taylor. The tune is a swiny melody, with vocals in about three languages—English, Italian, Yiddish, etc. It starts out great, but runs downhill soon after. However, the swiny opening could help it pull a lot of spins. (Folkways, BMI)
True or False....71
Pleasant new effort is handled with charm by the lush Faith crew, with the Paulette Sisters and Burt Taylor again on the vocal. (Marpet, ASCAP)

GUY LOMBARDO ORK

Ricochet77
DECCA 28914—Good cover waxing of the hit ditty by the ork with Kenny Gardner and the trio on the vocal. Good wax which should cull a bit of the loot. (Sheldon, BMI)
The Bridge of Sighs....73
Kenny Gardner warbles this new English ballad smoothly, over a warm arrangement by the indomitable Guy Lombardo ork. Should interest the crews' fans, and the side could get some of the action if the tune breaks. (Leeds, ASCAP)

VERA LYNN

We'll Meet Again75
LONDON 1348—Again Miss Lynn is backed by the British service personnel in a gang-sing rendition of one of the fine old standards. Big hall sound is particularly effective. It's the gal's theme.
The Windsor Waltz....72
More of the same but with less commercial material.

BUNNY PAUL

Magic Guitars75
DOT 15107—Songstress does nicely with a Continental-type ditty. Beat has good movement. Side has a chance to get action and should pull deejay play. (Capri)
Never Let Me Go....62
From deep down in an echo chamber, Bunny Paul warbles a too-lavish love ballad. Has an unusual sound, tho. (Paul, BMI)

BILL SNYDER

Swinging on a Star74
DECCA 28861—The pretty oldie is played with style and taste by Snyder. He pulls a beautiful tone from the instrument, and the small rhythm section assists in the creation of a waxing of immediate appeal. Should win spins. (Burke & Van Heusen, ASCAP)
Star Eyes....70
The able pianist makes "the grand"
(Continued on page 51)

3 RECORDS
THAT WILL MAKE A
LOT OF NOISE

BILLY WARD AND HIS DOMINOES

RAGS TO RICHES ■ KING
DON'T THANK ME ■ 1280

WITHOUT A SONG ■ THE CHECKERS
WHITE CLIFFS OF DOVER ■ KING
■ 4675

TENNESSEE WIG-WALK ■ BONNIE LOU
HAND-ME-DOWN HEART ■ KING
■ 1237

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The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

SYMPHONY

- SCHUBERT: SYMPHONY NO. 8 IN B MINOR (UNFINISHED);
HANDEL: ROYAL FIREWORKS MUSIC (1-12")—The Berlin
Philharmonic Orchestra; Fritz Lehmann, Cond. Decca DL 9696 72
TCHAIKOVSKY: SYMPHONY NO. 6 IN B MINOR (PATHE-
TIQUE) (1-12")—Symphony Orchestra of Radio Leipzig; Her-
man Abendroth, Cond. Urania UR-RS 7-12 71
BERLIOZ: SYMPHONIE FANTASTIQUE, OP. 14 (1-12")—The
Berlin Philharmonic Orchestra; Willem Van Otterloo, Cond.
Epic LC 3005 69

EXTENDED ORCHESTRAL WORKS

- TCHAIKOVSKY: NUTCRACKER SUITE, OP. 71a; THE
SLEEPING BEAUTY (BALLET MUSIC), OP. 66 (1-12")—Phil-
adelphia Orchestra; E. Ormandy, Cond. Columbia ML 4729... 78
WAGNERIAN FAVORITES (1-12")—Detroit Symphony Orches-
tra; P. Paray, Cond. Mercury MG 50021 76
DVORAK: JACOBIN SUITE; CARNIVAL OVERTURE; SMET-
ANA: LIBUSSA OVERTURE (1-12")—Symphony Orchestra of
Radio Berlin; K. Kretschmar, A. Rother, Conds. Urania
URLP 7094 73
TCHAIKOVSKY: ROMEO AND JULIET OVERTURE-FAN-
TASIA; 1812 OVERTURE; CAPRICCIO ITALIEN (1-12") —
Concertgebouw Orchestra of Amsterdam; P. Van Kempen,
Cond. Epic LC 3008 70
GREIG: PEER GYNT SUITES NOS. 1 AND 2 (1-12")—Hague
Philharmonic Orchestra; Willem Van Otterloo, Cond. Epic
LC 3007 65

INSTRUMENTAL

- BEETHOVEN: VARIATIONS ON A WALTZ BY DIABELLI,
OP. 120 (1-12")—Julius Katchen, Piano. London LL 745 76
A BACH RECITAL (1-12")—Wilhelm Kempff, Piano. London
LL 791 75
DOHNANYI: RURALIA HUNGARICA; PAGANINI: TWO CA-
PRICES; LA CAMPANELLA (1-10") — Campoli Violin;
G. Malcolm, Piano. London LS 793 73
SCHUBERT: PIANO SONATA NO. 16 IN A MINOR, OP. 42
(1-12")—Wilhelm Kempff, Piano. London LL 792 73
LISZT: MEPHISTO WALTZ NO. 1; FUNERAILLES; MEN-
DELSSOHN SELECTIONS (1-12") — Julius Katchen, Piano.
London LL 824 72

CONCERTO

- DVORAK: CONCERTO FOR VIOLIN AND ORCHESTRA, IN A
MINOR (1-12")—State Orchestra of the U.S.S.R.; Kiril Kon-
drashin, Cond. Vanguard VRS 6016 74

CHAMBER MUSIC

- GREIG: SONATA NO. 3 IN C MINOR; SCHUBERT: SONATA
NO. 5 IN A (1-12")—Sergei Rachmaninoff and Fritz Kreisler.
RCA Victor LCT 1128 75
BEETHOVEN: THREE SONATAS FOR PIANO AND CELLO,
NOS. 1, 3 AND 5 (1-12")—Artur Schnabel and Pierre Fournier.
RCA Victor LCT 1124 72

VOCAL

- FAMOUS ARIAS (1-12")—Dorothy Kirsten; Metropolitan Opera
Orchestra; Fausto Clewa, Cond. Columbia ML 4730 76
BACH: GREAT ARIAS FROM THE CANTATAS (1-12")—Hilde-
garde Rossl-Majdan, Alto; Hugues Cuenod, Tenor. Bach Guild
526 68
SONGS OF DUPARC (1-12")—Gerard Souzay, Baritone; Jacque
line Bonneau, Piano. London LL 813 64
ALDEBURGH FESTIVAL, 1953 (1-12")—The Aldeburgh Chorus
and Orchestra; Benjamin Britten and Imogen Holst, Conds.
London LL 808 63

POPULAR ALBUMS

INSTRUMENTAL

- CONCERTOS FOR YOU (1-10")—Liberace at the Piano; Paul
Weston Orchestra. Columbia CL 6269 85

MUSICAL-DRAMATIC WORK

- SEVEN DREAMS (1-12")—Gordon Jenkins Orchestra. Decca
DL 9011 85

CHRISTMAS SETS

- HIGHLIGHTS FROM AMAHL AND THE NIGHT VISITORS
(1-EP)—RCA Victor ERA 120 85
CHRISTMAS SONGS (1-EP) — Rosemary Clooney. Columbia
J-1783 80
CHRISTMAS CAROLS (1-10") — The Norman Luboff Choir.
Columbia CL 6272 80
BELOVED CHRISTMAS HYMNS AND CAROLS (1-12")—The
Canterbury Choir, Macklin Marrow, Directing. M-G-M E 3061 77
O HOLY NIGHT (1-EP)—Lauritz Melchior; M-G-M studio Or-
chestra. M-G-M X 1056 75
JINGLE BELLS (1-EP)—Art Mooney Ork. M-G-M X 1054 72
SANTA CLAUS IS COMING TO TOWN (1-EP)—Blue Barron
Ork. M-G-M X 1055 70

London Offers
4 Piano Sets

London Records has issued four sets in its new series of piano waxings featuring some of the diskery's top artists. The first four LP's include two with American-born Julius Katchen, and two by the German pianist Wil-

helm Kempff. Katchen is heard in the Beethoven "Variations on a Waltz by Diabelli," on one disk, and two Liszt compositions, "Mephisto Waltz" and "Funerailles," plus a number of short selections by Mendelssohn on the other. The Beethoven variations, a challenge to any pianist, and the Liszt-Mendelssohn works give the young musician a chance to demonstrate his bright technique and sparkling musicianship. The Katchen cutting of the Beethoven works should have a strong appeal to piano music fans, and (Continued on page 49)

EXPLAINING THE
REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Christmas

Holiday Sets
Begin Annual
Dealer Trek

The flow of Christmas season packages from the record manufacturers is now turning into a flood. Most labels are starting to ship their yuletide items down thru the distribution channels, tho a few firms are not issuing many new items. Of recent issue is a Victor EP Highlights From Amahl and the Night Visitors. The disk is made up of excerpts from the full-length hit package issued last year. If the TV opera is performed again on the air this year, this inexpensive set should do extremely well. In any event, it should be a strong season item.

Rosemary Clooney and the Norman Luboff Choir are represented on Columbia via an EP titled Christmas Songs and an LP titled Christmas Carols, respectively. Both would appear to be potential winners for retail sales. Miss Clooney's package will have great interest in the kiddie market since it contains some of her best-known Christmas kiddie material. The Luboff group delivers 18 carols on a 10-inch LP. The liner offers complete lyrics and the group's singing is excellent. M-G-M has recoupled some 10-inch LP material and some single releases into a 12-inch LP called Beloved Hymns and Carols, performed by the Canterbury Choir as directed by the late Macklin Marrow. The 19 carols are all beautifully done with backing by ork or organ—some are a capella.

M-G-M has also issued three new Christmas EP items: Santa Claus Is Coming to Town by the Blue Barron Ork, Jingle Bells by the Art Mooney Ork and O Holy Night by Lauritz Melchior. The latter set is all new material on wax. The great Met tenor handles the lyrics beautifully. The Barron and Mooney disks contain two new tunes and two re-issues each. All three make for good catalog material. Joe Martin.

Vocal LP's

Kristen Group
Is Pace-Setter

Among vocal albums recently released, one, in particular, deserves special recognition, even tho its sales potential is limited. It is a collection of the Songs of Duparc. The 12 songs presented by Gerard Souzay in this London recording represent almost all of Duparc's musical output that has survived. Considering their importance in the modern song repertory, and in view of the profound understanding and high level of musicianship displayed by Souzay in this performance, the genius of Duparc may be con- (Continued on page 49)

4 Concerti' & 7 Dreams

Liberace and Jenkins Entries
Face Heavy Sales Prospects

Two packages of more than ordinary interest have been just released. Decca has issued Seven Dreams by Gordon Jenkins, while Columbia has put out Concertos for You teaming Liberace and Paul Weston and his orchestra. One is certain to become a fast and strong selling item—the Liberace-Weston pairing. The other, a most unusual dramatic-musical work penned by Jenkins, may take some time to catch on but should wind up as a strong package with a long, steady sale.

Liberace and the Weston ork offer arrangements of "Warsaw Concerto," "Cornish Rhapsody," Chopin's "Fantasia" and the Grieg "Piano Concerto." All but the Chopin need no comment other than that they are lush performances in the style which Liberace has parlayed into a million dollar attraction. The Chopin piece is actually a potpourri of several Chopin pieces. Recording and packaging are strong assets, too.

The Jenkins opus is a most intriguing affair. It tells in music, lyrics and narration the story of seven different dreams which many people have experienced many times. The dream sequences are happy, somber, satirical, terrifying, bizarre, etc. The cast of singers and actors perform their chores skillfully and the music for background and song are excellent—several could stand up as fine pop disk material. One disconcerting thing—the dream set at a cocktail party is split in half.

Strings

Re-Issues Hold
Sales Promise

To the many for whom the names of Kreisler and Rachmaninoff still remain bright and full of glamor as the instrumentalists of the first order, RCA Victor's re-issue on LP of their old recordings as a sonata team should hold an irresistible attraction. Mark down the artists' readings of the Greig Sonata No. 3 and the Schubert Sonata No. 5 as a coupling of undoubted sales potential. These were treasured recordings on 78 r.p.m. and there is nothing around today that overpowers them on the musical level. And the sound, too, is more than acceptable.

Among this same group of collectors, more than a modicum of interest should revolve around Victor's re-issue of Artur Schnabel and Pierre Fournier doing three Beethoven Sonatas for Cello and Piano, compactly grouped on a single LP. These renditions also are of the highest level. Both of these disks should enjoy a ready response, if exposed to the more perceptive record patron. And it's entirely possible that the luster of the performers' names can be used to promote sales in the wider area of the sometime classical buyer, as well.

Violin practitioners active in the current scene are also favored in two new disks. London's Alfredo Campoli is heard in carefully etched readings of three movements from Dohnani's Ruralia Hungarica and three Paganini selections. With the violinist due here soon for his first American concert tour, more sales than could normally be expected are probably in order. An attractive Vanguard record also enlarges the waxed repertoire of the Soviet virtuoso, David Oistrakh, with a vital and often brilliant reading of the Dvorak Violin Concerto. Most collectors of violin music will want this set. Is Horowitz.

One must turn over the 12-inch record to get the rest of the sequence. Packaging and recording here are close to superb. Joe Martin.

Duplications

Batch of Ork
Disks H'light
Stock Dilemma

The decision of what to buy and in what quantity always faces a dealer, the growing duplication in the LP catalog is fast raising a problem of what not to buy. With one exception, the disks considered in this review of orchestral selections read like a basic stock list. Included are: Tchaikovsky Symphony No. 6 (Urania—the label's \$3.50 series); Nutcracker Suite (Columbia); Romeo and Juliet coupled with the 1812 Overture and Capriccio Italien (Epic); Grieg: Peer Gynt Suite Nos. 1 & 2 (Epic); Berlioz: Symphonie Fantastique (Epic); Schubert: Symphony No. 8 (Decca); and Wagnerian Favorites (Mercury).

Duplication on these runs to over 20 in the case of The Nutcracker Suite and well over 10 for several others. Considerable room for maneuvering is possible with couplings where the repertoire isn't geared to fill both sides of a record. This is apparent on a number of these disks in an effort to avoid exact duplication. This, however, can further complicate the situation for a dealer who is attempting to keep his stock broad in number of titles and not too deep in the number of versions of each work. The attention of such dealers is directed to The Packaged Record Buying Guide in this and every issue. Each week two specific categories are surveyed and results show the best-selling disks in each category, both among new releases and among the records that have been on the market for more than six months. By dividing the classical catalog into nine specific categories it is felt that a more complete picture of what is selling and thus worth stocking is presented than would be possible in one over-all chart encompassing all classical disks.

On the question of title duplication it's important, of course, to remember that whereas the over-all best-selling version will usually produce the greatest sales for each individual dealer, having the title in any acceptable version in stock is of top importance.

Not to be forgotten among the orchestral disks in this discourse is the new Urania disk coupling two Dvorak works, Jacobin Suite and Carnival Overture, with Smetana's Libussa Overture. It's a perfectly delightful disk and a fine example of how warm, gay and melodic Bohemian music can be. Two of these are new to wax. A demonstration should pay off. Nev Gehman.



The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- GERSHWIN: PORGY AND BESS ORCHESTRAL SUITE (Minneapolis Symphony-Dorati) Mercury 50016
- GERSHWIN: RHAPSODY IN BLUE; GROFE: GRAND CANYON Suite (Janis, Winterhalter Orchestra) Bluebird LBC 1045
- HANDEL: WATER MUSIC; ROYAL FIREWORKS SUIT (Amsterdam Concertgebouw-van Beinum) London LL 760
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) Columbia ML 4700
- RAVEL: BOLERO; LA VALSE; RHAPSODIE ESPAGNOLE; ALBORADA DEL GRACIOSO; PAVANE (Orchestre Radio-Symphonique de Paris-Leibowitz) Vox PL 8150
- RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) Mercury MG 50020
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini) RCA Victor LM 1768
- RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL; COQ D'OR SUITE (Orchestre de la Suisse Romande-Ansermet) London LL 694
- RIMSKY-KORSAKOFF: SCHEHERAZADE (Philharmonia Orchestra of London-Stokowski) RCA Victor LM 1732
- SHOSTAKOVITCH: BALLET Russe; TCHAIKOVSKY: SERENADE MELANCOLIQUE (Columbia Symphony-Kurtz) Columbia ML 4671

CHAMBER MUSIC

(Listed Alphabetically)

- BEETHOVEN: QUARTET NO. 14 (Paganini Quartet) RCA Victor LM 1736
- BEETHOVEN: STRING TRIOS, OP. 9, NOS. 1 AND 2 (Pougnnet, Riddle, Pini) Westminster 5198
- DEBUSSY: QUARTET IN G MINOR; RAVEL: QUARTET (Budapest Quartet) Columbia ML 4668
- FRANCK: CELLO SONATA IN A MAJOR; GRIEG: SONATA IN A MINOR (Rose, Hambro) Columbia ML 4652
- HAYDN: PIANO TRIOS NOS. 1, 28 AND 30 (Fournier, Janigro, Badura-Skoda) Westminster WL 5202
- MOZART: DIVERTIMENTO IN E FLAT MAJOR FOR STRING TRIO, K. 563 (Pougnnet, Riddle, Pini) Westminster WL 5191
- MOZART: VIOLIN SONATA IN B FLAT MAJOR, K. 454; SONATA IN A MAJOR, K. 526 (Grinke, Taylor) London LL 739
- SCHUBERT: CELLO SONATA ("ARPEGGIONE"); HAYDN: CELLO CONCERTO (Feuermann, Moore, Orchestra-Sargent) Columbia ML 4677
- SCHUBERT: PIANO TRIO NO. 2, OP. 100 (Serkin, A. Busch, H. Busch) Columbia ML 4654
- VILLA-LOBOS: STRING TRIO (Schneider, Katims, Miller) Columbia ML 2214

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.

VOCAL

(Listed Alphabetically)

- RAY ANTHONY—RAY ANTHONY CHOIR Capitol H 442
- NAT (KING) COLE—TWO IN LOVE Capitol H 420
- EDDIE FISHER SINGS BERLIN FAVORITES RCA Victor LPM 3122
- EARTHA KITT—RCA VICTOR PRESENTS EARTHA KITT RCA Victor EPB 3062
- FRANKIE LAINE—JO STAFFORD—NEW ORLEANS Columbia CL 6268
- FRANK PARKER—ROMANCE Columbia CL 6267
- ANNA RUSSELL SINGS! AGAIN? Columbia ML 4733
- YMA SUMAC—INCA TAQUI Capitol H 423

Pop Album Catalog Sellers

VOCAL

(Listed Alphabetically)

- NAT (KING) COLE—UNFORGETTABLE Capitol H 357
- FERRY COMO—SUPPER CLUB FAVORITES RCA Victor EPB 3044
- FERRY COMO—TV FAVORITES RCA Victor EPB 3013
- EDDIE FISHER SINGS RCA Victor EPB 3025
- EDDIE FISHER—I'M IN THE MOOD FOR LOVE RCA Victor EPB 3058
- JANE FROMAN—WITH A SONG IN MY HEART Capitol EDN 309
- LES PAUL—MARY FORD—BYE BYE BLUES Capitol H 356
- LES PAUL—MARY FORD—HIT MAKERS Capitol H 416
- KAY STARR—KAY STARR STYLE Capitol H 363

London Offers

Continued from page 48

should introduce the young artist to a wider audience.

Wilhelm Kempff's two new releases, the Schubert "Sonata in A Minor, Op 42," and "A Bach Recital," could become steady sellers for most classical dealers. His performance of the Schubert Sonata is outstanding and his reading of a group of Bach works

include "Chromatic Fantasia" and "Fugue in D Minor," several organ preludes, and the famous "Jesu, Joy of Man's Desiring,"—all transcribed by Kempff, is excellently done. With the large following that Kempff has in this country, and the popularity of the Bach works, this set is a good one for dealers to have in stock. The Schubert cutting has little competition, which will not hurt its sales either. Both the Katchen and the Kempff LP's are well-recorded. Bob Rolantz

CHART COMMENTS

EXTENDED ORCHESTRAL WORKS

Stability continues to show up among the top sellers in this very important volume category. Take the catalog chart, for example. This is the fourth consecutive time that five of these disks have appeared on this chart. Three others have made it on three surveys. Only the **Nutcracker Suite** is a new entry, and the commercial importance of this piece of repertoire is unnecessary to dwell upon. In past surveys the dealer votes were so closely split up among a number of versions of this work that no single disk was strong enough to appear on the chart. Certainly every dealer with any stake in the classical business should have these in stock.

NEXT WEEK

CLASSICAL

- ★ Short Orchestral Works
- ★ Vocal
- POP ALBUMS
- ★ Show-Movie-TV

Vocal LP's

Continued from page 48

sidered to be set forth here in virtual completeness.

Dorothy Kirsten, thru her successful conquest of the movies, radio and TV, in addition to the operatic stage, has created a following that makes almost any album of hers an inevitable commercial success. Her present **Famous Arias** album, consisting of the most popular French and Italian arias in the repertory, ought not miss its mark either. For an example of Miss Kirsten at her best, one might demonstrate the band on which she is heard in Micaela's Aria from "Carmen."

An album of **Arias From the Bach Cantatas** has been culled from the many full-length cantatas available from the Bach Guild. The alto Hildegard Rossli-Majdan and the tenor Hugues Cuened presented some of the highlights of this literature, in both instances with musicianly discipline and a thoro understanding of the spirit of Bach's work.

Unusual is the group of three choral selections in a London album of music recorded at the **Aldeburgh Festival** during the Coronation season. Arne's "Rule Britannia" and "Now All the Air Shall Ring" and Purcell's "O Lord, Grant the Queen a Long Life" are 17th and 18th century expressions of English devotion to their sovereign. Coupled with these works is a set of six variations on an identical Elizabethan theme by six contemporary composers. Most ingratiating are those of Walton, Britten and Oldham. Gary Kramer.

Dave Miller

Continued from page 22

country for English Columbia's pop records. The English firm will distribute Essex Records abroad. Each will select for distribution those records of the other which are felt to have market potential. While in England Miller also opened Eastwick, Ltd., a British affiliate of his U. S. music publishing firm.

The deal with Miller completes English Columbia's total representation in this country. The firm's former reciprocal contract with Columbia Records in this country expired at the end of 1952. Recently Angel Records took over English Columbia's classical catalog.

Miller has also purchased Lincoln Records, a kiddie line consisting of 30 records, which he will market under the same label.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini) RCA Victor LM 1221
- DE FALLA: THREE CORNERED HAT (Danco, Orchestre de la Suisse Romande-Ansermet) London LL 598
- GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, N. Y. Philharmonic-Rodzinski) Columbia ML 4026
- GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Pennario, Orchestra-Whiteman) Capitol P 303
- GRIEG: PEER GYNT SUITE NO. 1; LISZT: HUNGARIAN RHAPSODIES NOS. 1 AND 2 (Philadelphia Orchestra-Ormandy) Columbia ML 4132
- GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) RCA Victor LM 1004
- MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) Mercury MG 50000
- OFFENBACH: GAITE PARISIENNE (Boston Pops-Fiedler) RCA Victor LM 1001
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (Minneapolis Symphony-Dorati) Mercury 50011
- TCHAIKOVSKY: NUTCRACKER SUITES NOS. 1 AND 2 (Paris Conservatoire Orchestra-Fistoulari) London LL 441

CHAMBER MUSIC

(Listed Alphabetically)

- BACH: BRANDENBURG CONCERTOS NOS. 1, 2 AND 3 (Prades Festival Orchestra-Casals) Columbia ML 4345
- BEETHOVEN: QUARTETS NOS. 1 AND 2 (Paganini Quartet) RCA Victor LM 1729
- BEETHOVEN: PIANO TRIO NO. 7 ("ARCHDUKE") (Heifetz, Feuermann, Rubinstein) RCA Victor LCT 1020
- BRAHMS: CLARINET QUINTET (Kell, Fine Arts Quartet) Decca 9532
- BRAHMS: PIANO TRIO IN B MAJOR, OP. 8 (Heifetz, Feuermann, Rubinstein) RCA Victor LCT 1022
- MOZART: CLARINET QUINTET (Kell, Fine Arts Quartet) Decca 9600
- SCHUBERT: "TROUT" QUINTET (Badura-Skoda, Quartet) Westminster 5025
- VIVALDI: THE SEASONS (Stuttgart Orchestra-Munchinger) London LL 386

RCA Ties

Continued from page 22

National advertising media will include disk catalogs, The New Yorker and Saturday Review magazines.

Point-of-sale material includes a six-color window or counter display with 10 individual easels, color wall or window stickers, three large color hangers listing some of the albums and the supplement itself. The campaign is being promoted to dealers on the theme "turn sound into dollars."

Bogus 'Mood'

Continued from page 22

was learned, are attracting immediate sales. The tune, a standard in the rhythm and blues field, has been in strong demand for some time now.

Label on the bootleg disks are totally nondescript, bearing no label identification whatsoever other than the imprint of the song title itself. A black label, the platter's only other means of

identification, is a stamper number.

Local law enforcement agencies passed an ordinance here some years ago making it a misdemeanor for the offenders if found guilty of disk piracy. To date, there are no federal statutes on the books prohibiting the bootlegging of records, altho the U. S. Internal Revenue Bureau, Division of Excise Tax Enforcement, is concerned because of the excise tax existing on phonograph records.

'Fugitive' Disk

Continued from page 22

pic's writer, Ashley, prepared a special script for records.

The package is intended to be a single disk, with three and one-half minutes each side, to be released as a 10-inch 78 and 45. The jacket will probably have Andrusco's picture, action shots from the movie, etc. The retail price will be \$1. Cutting the script with Andrusco this week was Rickie Brewster, who played the part of Lenny in the film.

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Dot RECORDS

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THE NATION'S BEST SELLING RECORDS

Popular Record Reviews

Continued from page 46

sing in this attractive reading of the ballad. A side many will enjoy. (Feist, ASCAP)

TONY MOTTOLA ORK

Violetta M-G-M 11593—Gallic-type instrumental in waltz tempo could make some noise for Mottola's new recording ork. Combination of guitar, woodwinds, xylophone lead sounds makes for interesting listening.

Beguine Tampico

On original instrumental opus in beguine tempo has the flavor of some of the TV background stuff which Mottola does on the "Danger" shows.

ART LUND

It Looks Like Rain In Cherry Blossom Lane DECCA 28903—The oldie is eminently listenable in this smooth reading by Lund. A danceable slicing and one that jocks might award more than token spins. (E. H. Morris, ASCAP)

Carloca

Warm and vibrant chanting of the memorable opus. A good performance by Lund. (T. B. Harms, ASCAP)

SPIKE JONES ORK

Where Did My Snowman Go? V 20-5497 — A young lass, Linda Strangis, handles the vocal on this new Christmas effort, backed by a large children's choir and the Jones ork. The little thrush sings it brightly, and the side could pull holiday spins. (Leeds, ASCAP)

Santa Brought Me

Choo Choo Trains Spike Jones is looking for another big Christmas hit, and tho he has a cute idea here, it is doubtful if it has the power of "Two Front Teeth." The story of this one is Daddy playing

with the trains bought for Junior. George Rock sings it, and the ork backs him brightly. (Presser, ASCAP)

ROBERT FARNON ORK

The British Grenadiers LONDON 1373—Not too often heard, traditional march is handed a most attractive instrumental reading by the English ork. Good enough to get lots of air play.

Longderry Air

Here's a well recorded version of the traditional folk material which should get spins, tho it's available in other versions.

EMIL NEWMAN ORK

Theme From Island in the Sky DECCA 28903—Latest in the movie themes is beautifully arranged and performed by the Newman ork in its Decca debut, but unfortunately lacks a strong melody line. It's ideal fodder for jockey mood programing and should capture a lot of spins. (George Simon, ASCAP)

Family Theme

More of the same from the same film. (George Simon, ASCAP)

SAUTER-FINEGAN ORK

Doodletown Races V 20-5506—The Sauter-Finegan ork is back on its best known track with another in the "Doodletown" series. The tune is the familiar "Camptown Races" dressed up in an imitable Sauter-Finegan arrangement. The band swings on this one, even tho the "Camptown Races" theme is lost in the middle. For the ork's fans and the jocks. (Zephyr, ASCAP)

Joy's Theme

The very pretty theme from the new flick "The Little Fugitive" receives a pleasant and artistic reading from the Sauter-Finegan crew. Should pull

spins, especially in areas where the flick has opened, and could get some sales action. (Trinity, BMI)

SARAH VAUGHAN

You Go to My Head ATLANTIC 1012—The Divine Sarah comes thru with a smooth, inimitable reading of the evergreen over a very effective modern backing by the ork. Good wax and one that should please the thrush's many fans, as well as many deejays. (Remick, ASCAP)

It Might as Well Be Spring

Same comment. (Williamson, ASCAP)

IGOR GORIN

Vienna, City of My Dreams ALLIED 5011—The waltz favorite is handled in fine style by Gorin over a very tasteful backing by the ork. Tho this platter is not intended to compete with the average pop disk, it could be a steady seller over the years and could pull spins on semi-classical deejay shows. (T. B. Harms)

The Lord's Prayer

Former Metopera star Igor Gorin turns in a beautiful reading of Malotte's religious opus, singing it with feeling and sincerity. The ork is conducted by Carmen Dragon. Gorin's name is strong enough to mean sustained sales on this item. (G. Schirmer)

CONNIE RUSSELL

Sighs CAPITOL 2622—This interesting side is distinguished mainly by the thrush's vocal and the Latin-styled backing of the ork. Chantress can sell a tune, and when she gets the right piece of material, something can happen. (Disney, ASCAP)

Phonograph Record

The phonograph record manufacturers will be happy with this one, as it tells how a record can aid romance. The thrush sings it with feeling, and the backing is tasteful. (Hill & Range, BMI)

BOB LONDON

Come to My Arms CRYSTALETTE 659 — Bob London does a warm job with the big ballad, penned by Nicholas Brodsky and Leo Robin. He shows off his big pipes to good results over a fresh backing by the ork. With exposure it has some chance due to the warbler's performance. The lad has a voice. (E. H. Morris, ASCAP)

Night Life

Another big reading by the warbler, this time on a tune that is closer to special material. He does it well, however. (E. H. Morris, ASCAP)

ARTIE WAYNE

My Hymn MERCURY 70241 — Somewhat un-

usual is this love ballad with a hymn feeling and lyric. Wayne is one of the better singers around but hasn't hit the real big time as yet. (Halliburton, BMI)

Bellisima

An attractive new ballad is handed another good going over by the singer. Guy has a nice sound. (Hub, ASCAP)

DOROTHY SQUIRES

Things Go Wrong LONDON 1375 — Beautifully-phrased warble of a simple and melodious ballad should appeal to many. Should win some jockey attention.

If You Love Me

The English gal injects plenty of intimate charm in this tender rendition of the pretty ballad. A listenable side.

ROSS BAGDASARIAN

Let's Have a Merry Merry Christmas MERCURY 70254 — Novelty shows that Christmas joy is not always unalloyed. A cute side that ought to attract some spins and laughs. (Frank, ASCAP)

Hey, Brother, Pour the Wine

Unusual ditty has little appeal—in this treatment anyway. (Frank, ASCAP)

(Continued on page 52)

Other Records Released This Week

Popular

- A Foggy Day**—Carmen McRae (Wanting You) Stardust 1002
- Artie, The Doggie in the Window** (Side 1 & 2)—Patti Page Mercury 70190
- Answer Me**—David Whitfield (Bridge of Sighs) London 1386
- Autumn Leaves**—Monica Lewis (Don't Say Goodbye When You Go) Capitol 2631
- Band of Gold**—Randy Sabatini (It's All Over Town) Decca 28860
- Beggars**—Bernie Klee (Gypsy lover) Prelude 100
- Birds of a Feather**—Cliff Ayers (I'll Wait for You) Decca 27808
- Bridge of Sighs**—David Whitfield (Answer Me) London 1386
- Consolation Kisses** — Simmons Twins (Gobble, the Gobbler Up) Met 1004
- Don't Say Goodbye When You Go**—Monica Lewis (Autumn Leaves) Capitol 2631
- Gobble, the Gobbler Up**—Simmons Twins (Consolation Kisses) Met 1004
- Gypsy Lover**—Bernie Klee (Beggars) Prelude 100
- I Love Paris**—Ted Streater Ork (It's Alright With Me) M-G-M 11609
- I'll Wait for You**—Cliff Ayers (Birds of a Feather) Decca 27808
- It's All Over Town**—Randy Sabatini (Band of Gold) Decca 28860
- It's Alright With Me**—Ted Streater Ork (I Love Paris) M-G-M 11609
- It Had to Be This Way**—Lauri Layton (Why Do You Have to Go Home) Jubilee 6052
- Little Child's Prayer, A** — Little Charlie McDill (Lord Is My Shepherd, The) Allen 239
- Lord Is My Shepherd, The**—Little Charlie McDill (Little Child's Prayer, A) Allen 239
- My Lingering Doubts**—June Bruner (What-Cha Gonna Do When?) Master 371
- Mystery Trail**—Drew Miller (When Christmas Angels Sing) M-G-M (45) K11627
- Semper Fidelis**—Art Ferrante-Lou Teicher (Tabu) Columbia 40088
- Tabu** — Art Ferrante-Lou Teicher (Semper Fidelis) Columbia 40088
- Wanting You**—Carmen McRae (A Foggy Day) Stardust 1002
- What-Cha Gonna Do When?**—June Bruner (My Lingering Doubts) Master 371
- When Christmas Angels Sing**—Drew Miller (Mystery Trail) M-G-M (45) K11627
- Why Do You Have to Go Home**—Lauri Layton (It Had to Be This Way) Jubilee 6052

- (When I Kneel Down to Pray) King 4665
- His Hand in Mine**—The Crusaders Quartet (I'm Happy in Jesus) Bibletone 4015
- I'm Happy in Jesus** — The Crusaders Quartet (His Hand in Mine) Bibletone 4015
- When I Kneel Down to Pray**—The Magic-Tones (Good Googa Mooga) King 4665
- With God's Hand in Mine**—Rex Prophet (Beautiful Bells) Decca 28870

International

- Czego Ty Placzesz?** — Gene Wisniewski (Naokolo Ciemny Las) Dana 807
- Naokolo Ciemny Las**—Gene Wisniewski (Czego Ty Placzesz?) Dana 807

Rhythm & Blues

- Dragnet** — Stomp Gordon (Sloppy Daddy Blues) Mercury 70233
- Fantasy Staccato**—Ike Carpenter Ork (Sadie Thompson's Song) Decca 28894
- I Am in Love**—The Five Jets (Not a Hand to Shake) De Luxe 6018
- Jeanette** —Buddy Johnson Ork (Talkin' About Another Man's Wife) Decca 28907
- Not a Hand to Shake**—The Five Jets (I Am in Love) De Luxe 6018
- Rock, Daddy, Rock**—Big Bertha Henderson (Tears in My Eyes) Chance 1143
- Sadie Thompson's Song**—Ike Carpenter Ork (Fantasy Staccato) Decca 28894
- Sloppy Daddy Blues**—Stomp Gordon (Dragnet) Mercury 70233
- Talkin' About Another Man's Wife**—Buddy Johnson Ork (Jeanette) Decca 28907
- Tears in My Eyes**—Big Bertha Henderson (Rock, Daddy, Rock) Chance 1143

Country & Western

- Where Have You Been**—Hardrock Gunter (Sunday Angel) M-G-M (45)
- Red Deck of Cards, The**—Red River Dave (Searching for You Buddy) TNT 1003
- Searching for You Buddy**—Red River Dave (Red Deck of Cards, The) TNT 1003
- Sunday Angel** — Hardrock Gunter (Where Have You Been) M-G-M (45)

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(Eddie Chamblee)

LONESOME ROAD

(Eddie Chamblee)

#161—Never Let Me Go

(Terry Timmons)

My Last Cry

(Terry Timmons)

#162—ALL MY LIFE

(Tab Smith)

SEVEN UP

(Tab Smith)

States #126—Going Down to Big Mary's

(Helen Thompson)

All By Myself

(Helen Thompson)

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Sacred

BEAUTIFUL BELLS—Rex Prophet (With God's Hand in Mine) Decca 28870

Good Googa Mooga—The Magic-Tones

Popular Record Reviews

Continued from page 51

BETTY MADIGAN
You're Thoughtless71
 M-G-M (45) K11601—Thrush sings the ditty with eloquence for a pleasant and listenable waxing. Fine for dancing, too.
I Just Love You....69
 Elaborate pleaser is warbled skillfully.

THE MYSTERY BAND
I Love Paris71
MYSTERY 1002—This incognito group does a handsome job on this current favorite. Its version is streamlined, yet tastefully tuneful all the way. (Buxton Hill, ASCAP)
The Moon Is Blue....66
 A quiet reflective reading of this lovely tune from the flick. While it does not have the spice that the "Paris" side does, there is the same distinctive definition of sections. (Sandy-Joy, ASCAP)

RALPH MARTERIE ORK
The Love for Three Oranges71
MERCURY 70248—More theme stuff. This is the Prokofiev material which has been the radio theme of "F.B.I. in Peach and War" for years. It's not for dancing, but will get spins. (Boosey & Hawks, ASCAP)
All That Oil in Texas....70
 Okay novelty material gets a rousing reading via the Larry Ragen lead on a gang-sing vocal. Good for dancing. (Leon Rene, ASCAP)

THE BEACHCOMBERS-NATALIE
Don't Call Me Coach,
Call Me George71
V 20-5495—Cute piece of material is particularly suited for spins during the football season. The group has polish and a sound. (E. H. Morris, ASCAP)
And the Angels Sing....68
 The label's new vocal group delivers a frantic reading of the oldie which proves it has vocal abilities. Could be a little too frantic, tho. (Bregman, Vocco & Conn, ASCAP)

CHUCK MILLER
Count Your Blessings70
CAPITOL 2613—The label's new chanter impresses on his wax bow with a likable rendition of an attractive moralizer. Good orking by Dave Cavanaugh studio group adds interest. (Stone, ASCAP)

Am I to Blame?....70
 More smooth singing—this time on a fine standard ballad. Guy should get spins. (Feist, ASCAP)

THE STARLIGHTERS
Sweetheart of Sigma Chi70
CRYSTALLETTE 661—There's charm in the old ditty yet. It's given a bright reading by The Starlighters, backed with smart ork arrangement by Lloyd Shaffer. (Metrose, ASCAP)
Don't Call Me Coach,
Call Me George....68
 Okay reading of this item, but it doesn't approach the flip in strength. (E. H. Morris, ASCAP)

STEVE GAYNOR
Too Much in Love to Care70
DERBY 834—Steve Gaynor shows himself the possessor of a big and vibrant voice. He makes good use of it in this effective reading of a class ballad with Continental overtones. Good tango beat. (Lowell, BMI)
A Million Stars....67
 Another strong warble by Gaynor. (Mecca, ASCAP)

DICK NOEL
Hot Dog, That Made Him Mad70
DECCA 28901—The label's new chanter is handed the opportunity of covering the novelty which has been stirring some action via another waxing. Noel and the Jack Piles ork do okay, and should get some of any additional action due on the ditty. (Leeds, ASCAP)

From This Moment On....69
 Noel tackles the standard Cole Porter opus for a slick reading in the style of a night club performer. (Buxton Hill, ASCAP)

LESLIE CRAYNE
My Stocking Is Empty70
M-G-M (45) K11626—This song of childish misfortune may have some appeal to listeners. The young warbler does a fair job.
Missus Santa Claus....65
 A casual effort all around.

JOYCE TAYLOR
If I Cry70
MERCURY 70243—The thrush is smartly backed by the David Carroll ork and a vocal group on an okay reading of some countryish material. (Studio, BMI)

You've Got Something....68
 Material on this side is a bounce item with a shuffle beat. The rendition is agreeable. (Cool, BMI)

JUDY TREMAINE
Warning Signal70
BRUNSWICK 80233—Miss Tremaine belts out this jumpy ballad with abandon here. She has the big, low voice that can warm the listener to a sizzle. The Dick Jacobs ork provides the solid beat and the bell and whistle gimmicks. (Shealy, BMI)
Then I'll Be Happy....67
 The thrush shows a magnetic, highly individual style on the flip as well. Her warm tones and instinctive rhythmic gift make her a most persuasive artist. A gal to watch. (Bourne, ASCAP)

VIKKI CAROL
Love While You're Young70
BARBOUR 452—Thrush Vikki Carol turns in a stylish reading on her debut slicing for the diskery. The tune is a pretty ballad item, and she is backed slickly by the ork and chorus. Gal's intimate manner should help this one with the jocks. (BMI)
(Go Away From My)
Mouse Trap....63
 Chantress, a gal with a sound, sings this light novelty effort with sparkle. The material is not too impressive, but the work of the thrush, the ork and chorus is good. (BMI)

BOB HAYMES
Ebb Tide69
BELL 1012—A strong performance by the big-voiced chanter who's given elaborate and appropriate backing. (Robbins, ASCAP)
That's All....68
 Same comment. (Meridian, BMI)

AL MARTINO
Sweetheart of Mine69
CAPITOL 2649—Martino has a lot of the Dean Martin sound on this waltz reading backed by accordion and mandolin led ork. It includes an Italian chorus. (Veronique, ASCAP)
Before....67
 Guy tackles a bouncer for an okay side. (John Field, ASCAP)

EVELYN LYNNE
Goody Goody Gum Drop69
OROCO 195310—Cute novelty tune receives the same type of rendition from the thrush over a singing backing by the combo. For jocks' lighter moments. Sound is that of an old-fashioned music box. (Lorac)
I Caught the Bride's Bouquet....66
 Evelyn Lynne shows she can sing a
 (Continued on page 54)

The Billboard's Music Popularity Charts

TOP C & W RECORDS

For Week Ending October 31

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 thruout 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. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters..... | 1 | 13 |
| Rock-A-Bye Boogie—V 20-5345—BMI | | |
| 2. HEY JOE—Carl Smith..... | 2 | 16 |
| Darlin' Am I the One?—Col 21129—BMI | | |
| 3. DEAR JOHN LETTER—J. Shepard-F. Huskey..... | 3 | 15 |
| I'd Rather Die Young—Cap 2502—BMI | | |
| 4. THERE STANDS THE GLASS—W. Pierce..... | 4 | 3 |
| I'm Walking the Dog—Dec 28834—BMI | | |
| 5. FORGIVE ME JOHN—J. Shepard-F. Huskey..... | 5 | 5 |
| My Wedding Ring—Cap 2586—BMI | | |
| 6. CARIBBEAN—M. Torok..... | 8 | 12 |
| Weep Away—Abbott 140—BMI | | |
| 7. I'M WALKING THE DOG—W. Pierce..... | 6 | 3 |
| There Stands the Glass—Dec 28834—BMI | | |
| 8. IT'S BEEN SO LONG—W. Pierce..... | 9 | 19 |
| Don't Throw Your Life Away—Dec 28725—BMI | | |
| 9. LET ME BE THE ONE—H. Locklin..... | 7 | 7 |
| I'm Tired of Bumming Around—Four Star 1641—BMI | | |
| 10. SATISFACTION GUARANTEED—Carl Smith..... | — | 1 |
| Who'll Buy My Heartache?—Col 21166—ASCAP | | |

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. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters..... | 1 | 11 |
| V 20-5345—BMI | | |
| 2. HEY JOE—Carl Smith..... | 2 | 15 |
| Col 21129—BMI | | |
| 3. IT'S BEEN SO LONG—W. Pierce..... | 3 | 19 |
| Dec 28725—BMI | | |
| 4. LET ME BE THE ONE—H. Locklin..... | 3 | 10 |
| Four Star 1641—BMI | | |
| 5. DEAR JOHN LETTER—J. Shepard-F. Huskey..... | 6 | 16 |
| Cap 2502—BMI | | |
| 6. MAMA COME GET YOUR BABY BOY—E. Arnold..... | 7 | 5 |
| V 20-5115—BMI | | |
| 7. THERE STANDS THE GLASS—W. Pierce..... | 10 | 3 |
| Dec 28834—BMI | | |
| 8. CARIBBEAN—M. Torok..... | 5 | 10 |
| Abbott 140—BMI | | |
| 9. YESTERDAY'S GIRL—H. Thompson..... | 8 | 4 |
| Cap 2553—BMI | | |
| 10. TAIN'T NICE—Carlises..... | — | 1 |
| Mercury 70232—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. HEY JOE—Carl Smith..... | 2 | 15 |
| Col 21129—BMI | | |
| 2. DEAR JOHN LETTER—J. Shepard-F. Huskey..... | 1 | 12 |
| Cap 2502—BMI | | |
| 3. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters..... | 3 | 9 |
| V 20-5345—BMI | | |
| 4. CARIBBEAN—M. Torok..... | 4 | 7 |
| Abbott 140—BMI | | |
| 5. IT'S BEEN SO LONG—W. Pierce..... | 6 | 19 |
| Dec 28725—BMI | | |
| 6. CRYING IN THE CHAPEL—Rex Allen..... | 5 | 10 |
| Dec 28758—BMI | | |
| 7. I'M WALKING THE DOG—W. Pierce..... | 7 | 2 |
| Dec 28834—BMI | | |
| 7. TENNESSEE WIG-WALK—Bonnie Lou..... | — | 1 |
| King 1237—BMI | | |
| 9. WEARY BLUES FROM WAITIN'—H. Williams..... | 7 | 2 |
| M-G-M 11574—BMI | | |
| 10. MAMA, COME GET YOUR BABY BOY—E. Arnold..... | 9 | 3 |
| V 20-5115—BMI | | |
| 10. FORGIVE ME JOHN—J. Shepard-F. Huskey..... | 9 | 2 |
| Cap 2586—BMI | | |



Please complete and return this special Country & Western Census Form

PLEASE PRINT

Your Name _____

Label Now Recording For: _____

Radio Station Currently Affiliated With:

On Regular "Live" Show: _____ Station City _____

As Disk Jockey: _____ Station City _____

Instrument You Play: _____

Name of Personal Manager _____

Address _____

City, State _____

Name of Booking Office _____

Address _____

City, State _____

Which one of your own records is your favorite?

Excluding your own records, which is your all-time favorite hillbilly record?

How many personal appearances do you average per month?

_____ (average number)

Mail TODAY to:
COUNTRY & WESTERN CENSUS
THE BILLBOARD
 1564 Broadway
 New York 36, N. Y.

The information requested here is to be used in a valuable biographical feature to be published in a Special Country & Western Section of The Billboard dated December 5.

It is but one of many important and interesting articles and directories scheduled for this Special Country & Western Edition.

There is no charge or obligation. This special biographical section — with information about you and your showbusiness activities — is published as a service to talent users, buyers and bookers in all branches of entertainment.

To be included in this valuable feature, your completed form must reach The Billboard

no later than
November 16th!



JOHN KELLY

Promoter of the **RED BARN**, Ulm, Montana



Salutes artists headlining his Hillbilly Stars Jamboree on their record-breaking tour smashing all records with

98,618 ADMISSIONS

in following cities: Tacoma; Victoria, B. C.; Vancouver, B. C.; Seattle, Salt Lake City, Idaho Falls, Billings, Butte and My Red Barn, Ulm, Montana



Featured Star of
**GRAND OLE
OPRY**

HANK SNOW

with his Rainbow Ranch Boys

RCA VICTOR ARTIST

latest release

"WHEN MEXICAN JOE MET JOLIE BLON"

and

"NO LONGER A PRISONER"

RCA 20-5490

SLIM WHITMAN

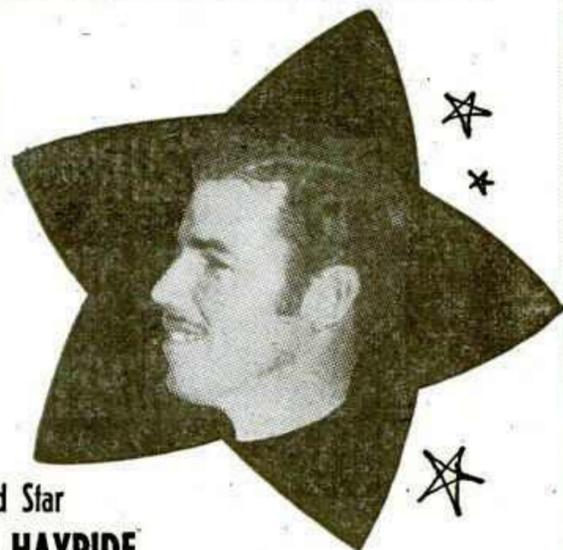
and the Stardusters

IMPERIAL RECORDS

currently riding high

"NORTHWIND"

IMPERIAL 8208



Featured Star
LOUISIANA HAYRIDE



Star of
RED BARN JAMBOREE

T. TEXAS TYLER

"The Man With a Million Friends"

DECCA RECORDS

latest release

"PRETENDER"

and

"NOTHING AT ALL"

DECCA 28922

P.S.— *Nothing wrong with show business that great stars and good promotion can't cure—*

John Kelly

The Billboard Music Popularity Charts

... for Week Ending October 31

TOP COUNTRY & WESTERN RECORDS

C & W Record Reviews

Continued from page 36

Baby, I Could Change My Ways...71 Routine country ditty is delivered ably to a pleasant bounce. (Acuff-Rose, BMI)

GINNY WRIGHT I Love You...73 FABOR 101 - Gal from "Louisiana Hayride" shows to good advantage on this ballad, with Jim Reeves providing an effective narration in the middle. I Want You, Yes...71 Strong reading by the thrush makes her well worth watching in the future.

JACOBY BROTHERS Cannonball...69 TNT 1004-Replete with train sound effects, the rhythmic group's singing makes for good listening on an unusual item which switches from ballad to rhythm chanting in verse-chorus style. Warmed Over Love...65 Boys are okay, but the material is fairly routine.

THE WESTERN CHEROKEES Well Stop...68 STARDAY 116 - This has been around before, but it's good to hear again. It's set to a boogie beat and has a good "stop" gimmick. It's a good disk for juke that handle Western disks.

Left Over Love...55 Hokey backing by the Cherokees sparks a rather colorless vocal.

ALLEN FLATT All These Little Things...65 REPUBLIC 7059 - Sad country weeper is sung with sympathy by Flatt. A well-produced slicing. Get In or Get Out...62 Simple ditty asks that, one way or another, a decision on matters romantic would be welcome.

LES STONE Doggone Blues...64 SMART 711 - Well-produced side is built on a blues structure. Stone handles the vocal well against a clarinet obbligato. Good for the Western market. Please Take My Heart...55 Pleasant ballad is sung with feeling over a Western ork backing.

PATSY ELSHIRE You Can't Play in My Play House...60 STARDAY 115-Gal's voice pegs her as a young 'un. The vim and vigor she projects makes up for lack of voice quality. (Starrite, BMI) Pieces of Heart...50 If the gal is as young as she sounds, choice of such doleful material seems a little out of place. (Starrite, BMI)

FOLK TALENT AND TUNES

T. Texas Tyler, Slim Whitman and Hank Snow back from a trek thru Washington, Canada and Montana, completing a four-week tour of the Northwest. Group will soon embark on a similar trip, with veteran booker Johnny Kelly handling the talent. While in Hollywood, Tyler cut a batch of new records, among which he says is another "Deck of Cards" for sure. ... Ferlin Huskey and Jean Shepard, riding high with their Capitol recording of "Dear John Letter" and "Forgive Me, John," completing dates in Oregon, and head for Montana and Canada for two weeks. There's lots of excitement concerning Ferlin's recording of "Walkin' n' Hummin'." ... George Morgan plays a date in Kansas City, Mo., November 22. ... Johnny Bond back at his San Fernando, Calif., home after a series of Northern California dates with Joe Maphis. ... Smiley Burnette is en route to the Midwest for appearances in Kansas and Missouri thru early November. Smiley is currently negotiating with several record companies and expects to be back on wax before too long. Homer and Jethro's new Christmas release should give Spike Jones a laugh. Titles are "All I Want for Christmas Is My Upper Plate" and "I Saw Mommy Smoochin' Santy Claus." ... Curtis Gordon visiting at Ernest Tubb's Record Shop in Nashville, and also the Eddie Hill show while in Tin Pan Valley. Curtis played his hometown, Moultrie, Ga., last week, with WMGA disk jockey, Coy Deakle, joining him. ... Aaron Allen, KWED, Seguin, Tex., had Lonny Wayne visiting with him recently, with both going over to San Antonio to visit with Ernest Tubb, who was playing the Barn. Ernest's daughter, Scooter, was also on hand, as was Mrs. Jimmie Rodgers. ... Disk jockeys at WXGI, Richmond, Va., have banned Webb Pierce's etching of "There Stands the Glass," feeling the platter wouldn't sit well with Webb's many teen-age fans. ... Potato Pete Hunter, of Houston, back from a trip to Nashville and the "Grand Ole Opry," with Pete raving about the hospitality of the WSM staff. ... Charlie Lewis, KNAL, Victoria, Tex., now broadcasting from studios in his home. Del Roy, formerly promotion manager at Ridgeway Music Company, has joined Fabor Robison at Abbott & Fabor Records as executive assistant to the firm's prexy. Fabor Records' first release, "Bimbo," by Jim Reeves, has country and western a.&r. men literally rushing to cut it. ... Wade Ray and group playing dates thru Southern Texas. Wade just had a home on wheels delivered to him in the form of a brand new bus in which he and his band will continue touring the nation. ... Hank Thompson played two weeks at the recent Texas State Fair, Dallas. ... Bill McCall Jr., of 4-Star Records, raving about the popularity of Hank Locklin's "Let Me Be the One." Bill Sr. is off to New York on a combined business-pleasure trip and will be away two weeks. ... Mitchell Torok, Carolyn Bradshaw, Rudy Grayzell and Jim Reeves now appearing on the Louisiana Hayride, KWKH, Shreveport. ... Stuart Hamblen scheduled to sing his rendition of "Teach Me Lord to Wait" on the Cowboy Church, via KTTV, Los Angeles, this week. ... Jimmy Wakely set to leave on an extended tour, covering disk jockeys and old friends in the country and western music business thru the Midwest, South and East. Present plans call for Jimmy to leave November 15. Jimmy has two new releases on Capitol Records. ... Goldie Hill booked into dates in San Francisco, Boston and Bakersfield, all in California, in between a couple of screen tests at M-G-M Pictures. ... Jim Edwards has signed to do a 30-minute TV show over WGVL-TV, Greenville, S. C. Name of the unit is Jim Edwards and his Blue Ridge Rangers. ... Decca Records star, Rex Allen, back in Hollywood after appearing at the Chicago Stockyards Rodeo October 11-18. His next picture, "Home in Texas," is scheduled to start in December at Republic Pictures.

This Week's New Territorial Best Sellers to Watch

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

- Cincinnati... BABY I COULD CHANGE MY WAYS J. Skinner, Decca 28910 New Orleans... CATFISH BOOGIE..Tennessee Ernie, Capitol 2602

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- Cincinnati 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor 2. Let Me Be the One H. Locklin, Four Star 3. Hey Joe C. Smith, Columbia 4. Sorrow and Pain Davis Sisters, Victor 5. Tain't Nice Carlisles, Mercury 6. Tennessee Wig-Walk B. Lou, King 7. It's Been So Long W. Pierce, Decca 8. Dear John Letter J. Shepard-F. Huskey, Capitol 9. Baby I Could Change Your Ways J. Skinner, Decca 10. North Wind S. Whitman, Imperial

- Memphis 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor 2. I Found Out More Than You Ever Knew B. Cody, Victor 3. There Stands the Glass W. Pierce, Decca 4. Let Me Be the One H. Locklin, Four Star 5. Hey Joe C. Smith, Columbia 6. Shake a Hand R. Foley, Decca 7. Forgive Me John J. Shepard-F. Huskey, Capitol 8. Dear John Letter J. Shepard-F. Huskey, Capitol 9. I'm Walking the Dog W. Pierce, Decca 10. Sorrow and Pain Davis Sisters, Victor

- Dallas-Ft. Worth 1. There Stands the Glass W. Pierce, Decca 2. Caribbean M. Torok, Abbott 3. Let Me Be the One H. Locklin, Four Star 4. Hey Joe C. Smith, Columbia 5. I Forgot More Than You'll Ever Know Davis Sisters, Victor 6. It's Been So Long W. Pierce, Decca 7. You All Come A. Duff, Starday 8. Dear John Letter J. Shepard-F. Huskey, Capitol 9. Tennessee Wig-Walk B. Lou, King 10. Shake a Hand R. Foley, Decca

- Nashville 1. Hey Joe C. Smith, Columbia 2. I'm Walking the Dog W. Pierce, Decca 3. I Forgot More Than You'll Ever Know Davis Sisters, Victor 4. Dear John Letter J. Shepard-F. Huskey, Capitol 5. Tain't Nice Carlisles, Mercury 6. I Found Out More Than You Ever Knew B. Cody, Victor 7. There Stands the Glass W. Pierce, Decca 8. Forgive Me John J. Shepard-F. Huskey, Capitol 9. Crying in the Chapel Rex Allen, Decca 10. My Wasted Past E. Tubb, Decca

- Houston 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor 2. There Stands the Glass W. Pierce, Decca 3. You All Come A. Duff, Starday 4. Weary Blues From Waitin' H. Williams, M-G-M 5. I'm Walking the Dog W. Pierce, Decca 6. North Wind S. Whitman, Imperial 7. Red Rose S. Willet, Four Star 8. That's All Right A. Inman, Decca 9. Satisfaction Guaranteed C. Smith, Columbia 10. You're Gone Davis Sisters, Victor

- New Orleans 1. Satisfaction Guaranteed C. Smith, Columbia 2. There Stands the Glass W. Pierce, Decca 3. I Forgot More Than You'll Ever Know Davis Sisters, Victor 4. Shake a Hand R. Foley, Decca 5. Catfish Boogie Tennessee Ernie, Capitol 6. Mama Come Get Your Baby Boy E. Arnold, Victor 7. Sorrow and Pain Davis Sisters, Victor 8. I'm Walking the Dog W. Pierce, Decca 9. Tennessee Wig-Walk B. Lou, King 10. Let Me Be the One H. Locklin, Four Star

Popular Record Reviews

Continued from page 52

ballad on this new cutting. Tune is Evelyn Lynne shows she can sing a okay, but the record could have used some excitement. (Kavelin, BMI)

SONNY KING Crafty...69 NOCTURNE 49669-Warbler Sonny King does a good job here with a smart and clever new riff effort, with help from the Four Clefs and a solid beat from the ork. King has a sound like Billy Williams and he sings out on this one. Side could get him some attention. (Trinity, BMI) She's Just an Old Mem'ry Now...64 Saga of a retired burlesk stripper is handled in honky-tonk fashion on this new platter, with King coming thru with a bright vocal performance. The band and chorus lend excitement. Side would have been stronger without the long intro. (Trinity, BMI)

TOMMY EDWARDS It's Christmas Once Again...69 M-G-M (45) K11624 - Nice holiday tune is sung smoothly by Edwards. When the time comes, it will get spins. Everyday Is Christmas...69 Same comment.

DEAN PARKER Farewell to Arms...69 JUBILEE 6051 - Dean Parker sings out strongly in this smooth and warm rendition of a romantic ballad. A good side. (Words & Music, ASCAP) Out of My Mind...55 Parker tries hard, but his effort is only partially rewarding. Ditty is burdened with too much business in the arrangement. (Bryden, BMI)

FRANK GILSTON Really...68 TUXEDO6 890 - Satisfactory reading of a serious new ballad by the warbler over a pleasant backing by the ork. Could get spins. Gilston has a good voice and a sound. (Forde, BMI) Horse Player's Boogie...65 This could have been a strong side if it had omitted the dialog and stayed with the tune. Gilston hands it a solid reading, and the tune has excitement. The corny dialog, however, weakens the platter. (Forde, BMI)

SY MANN ORK Boogie Voo Boogie...68 DREAM 102-Creditable performance by thrush Jeri Jordan, with solid support from the Sy Mann ork, on a light but bright hunk of riff material. Side is cute, and it's a good one from the new diskery. Jazz jocks can use it. Each Prayer I Pray...64 The thrush gets a chance to sing on this one, and she does it pleasantly enough on a rather stilted ballad. Ork work again is good.

IRENE TREADWELL Dear Santa, Bring Back My Daddy to Me...68 JAY DEE 782-Cute little item is well presented by Irene and fem chorus. Slicing should appeal to some listeners. (Beacon, BMI) The Church Bells Are Ringing on Christmas Morn...58 The little tot with a pleasing voice sings the ballad easily, backed by bells, of course. (Beacon, BMI) (Continued on page 57)

Advertisement for George Morgan's record "No One Knows It Better Than Me" on Columbia Records. Includes a photo of George Morgan and promotional text.

... Uncle Eb Brown, d.j. at WGST, Atlanta, has taken in a big way to young Kenny Lee's first record for RCA Victor. Young Kenny has a bright future in store for him, according to Uncle Eb. ... Donn Reynolds touring Southern Pennsylvania while airing a regular program via WGCB, Red Lion, Pa. Gene Johnson, manager of WWVA Artists' Bureau, Wheeling, W. Va., ready to tie the knot with Abbie Neal, of Pittsburgh. ... Betty Howard handling the publicity spot for WLS and the National Barn Dance, Chicago, since the departure of John C. Drake, director of promotion and publicity. ... Drake has joined Capper Publications in Topeka, Kan. ... Pee Wee King back in Louisville after a brief visit with Char-

lie Adams at his Ridgeway Music Company, Hollywood. ... Marty Robbins and Ray Price booked to play a slew of dates in Florida this week. ... Carolina Cotton was guest of honor recently in Los Angeles at ceremonies during which members of the Shrine were presented with pins marking 25 years of membership. Carolina is spending most of her time in Los Angeles in preparation for a TV show this winter. ... Walkin' Charlie Aldrich guested recently on the network TV show, "Hallmark Hall of Fame," playing background guitar as well as the show's special theme. ... Rumors persist that Red Foley will return to the "Opry." ... Johnnie and Jack playing Cumberland and Hagers-town, Md., November 11-12.

CAPTOL'S
NUMBER ONE
COUNTRY AND
WESTERN ARTIST

JIMMY WAKELY



"TOO LATE"

(This song sold over a million records in 1941, and should repeat itself with this Fine New Rendition)

b/w

"PRIDE"

(A beautiful waltz melody with a plaintive lyric)

Radio:

Jimmy Wakely Show
CBS

Saturday Nights 7:30 to 8:00



Pictures:

Just Completed
ARROW IN THE DUST
In Technicolor for
Allied Artists

The Billboard's Music Popularity Charts

... for Week Ending October 31

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.

Table with columns: This Week, Last Week, Chart, Record Title, Artist, Label, Weeks on Chart. Includes records like 'SHAKE A HAND' by F. Adams and 'HONEY HUSH' by J. Turner.

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.

Table with columns: This Week, Last Week, Chart, Record Title, Artist, Label, Weeks on Chart. Includes records like 'SHAKE A HAND' by F. Adams and 'BLUES WITH A FEELING' by Little Walter.

Rhythm & Blues Record Reviews

Continued from page 36

BIG JAY McNEELY
3-D
FEDERAL 12151 - A truly frantic tempo sparks this instrumental reading in which the challenges between solo instruments make for a most interesting side. (Armo, BMI)

EDNA McGRUFF
I'll Surrender Anytime
JUBILEE 5129 - The ease and style with which the thrush belts out this number will cause a lot of spins by jocks. Her best since "Heavenly Father." (Modern, BMI)

TODD RHODES ORK
Let Down Blues
KING 4666 - First-rate vocal by chrip Sadie Madison, train sounds and chatter bits combine for a strong mood blues reading. Cute tag line adds interest. (Jay & Cee, BMI)

TOMMY RIDGLEY ORK
I'm Gonna Cross That River
ATLANTIC 1009 - The Chanter handles this one appealingly. A steady, persistent beat keeps the blues moving well. Should earn some spins. (Progressive, BMI)

LIGHTNIN' HOPKINS
Lightnin' Jump
TNT 8002 - To the interesting rhythms set by the guitars, Hopkins interjects occasional comments that keep interest at a peak. A good side for the Southern market. (Late in the Evening, BMI)

SONNY TERRY
Hoopin' and Jumpin'
V 20-5492 - Terry's new to the label after knocking around on wax for years. This is typical of what he's been doing - including the harmonica, whoopin' interjections and blues guitar. (Campbell, BMI)

EARL HINES ORK
When I Dream of You
KING 4667 - Johnny Hartman, a fine singer, handles the vocal here with the aid of a choral group. It's a nice new ballad with a pop appeal. (Melin, BMI)

SQUARE WALTON
Gimme Your Bankroll
V 20-5493 - The diskery's latest addition to the r.&b. roster is an okay blues chanter. Material is okay, too. (Berkshire, BMI)

PINEY BROWN
Ooh, You Bring Out the Wolf in Me
JUBILEE 5130 - Brown warns a girl of the effects her charms are having on him. The material is lightweight, and the Brown performs with his characteristic energy, he does not succeed too well. (Life, BMI)

JIMMY SWAN
Hey Now Baby, Hey
PEACOCK 1622 - Rhythm opus is projected ably by Swan over a good rhythm riff. (Lion, BMI)

ROSY McHARGUE'S RAGTIMERS
Don't Bring Me Posies
ALLIED 5009 - Thrush Rink Leslie handles the vocal chores capably on a two-beat item which ops may like.

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.

NONE THIS WEEK

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Shake a Hand F. Adams, Herald
2. Feelin' Good Little Junior's Blue Flames, Sun
3. Honey Hush J. Turner, Atlantic
4. Money Honey C. McPhatter, Atlantic
5. Good Lovin' Clovers, Atlantic
6. Drunk J. Liggins, Specialty
7. Rosemary Fat Domino, Imperial
8. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
9. Blues With a Feelin' Little Junior's Blue Flames, Sun
10. Crying in the Chapel Orioles, Jubilee

Charlotte

- 1. Shake a Hand F. Adams, Herald
2. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
3. Honey Hush J. Turner, Atlantic
4. Good Lovin' Clovers, Atlantic
5. Too Much Lovin' Five Royales, Apollo
6. In the Mission of St. Augustine Orioles, Jubilee
7. Crying in the Chapel Orioles, Jubilee
8. Don't Deceive Me C. Willis, Okeh
9. Money Honey C. McPhatter, Atlantic
10. Drunk J. Liggins, Specialty

It's not, however, the two-beat which collectors go for. They gotta quit kickin' My Dawg Around... Routine gang-sing item with interest for ops.

Advertisement for 'SOUL ON FIRE' by LAVERN BAKER, Atlantic 1004. Includes Atlantic Recording Corp logo and address: 224 WEST 56th STREET, NEW YORK 19, N. Y.

Advertisement for 'BABY DOLL' by MARVIN & JOHNNY, Specialty records. Includes Specialty records logo and address: 5508 Sunset Blvd. Hollywood 46, Calif.

Chicago

- 1. TV is the Thing D Washington, Mercury
2. Nadine Coronets, Chess
3. Shake a Hand F. Adams, Herald
4. Honey Hush J. Turner Atlantic
5. Good Lovin' Clovers, Atlantic
6. Blues With a Feeling Little Walter, Checker
7. Please Don't Leave Me Fats Domino, Imperial
8. Crying in the Chapel Orioles, Jubilee
9. Too Much Lovin' Five Royales, Apollo
10. Don't Deceive Me C. Willis, Okeh

Cincinnati

- 1. Shake a Hand F. Adams, Herald
2. I Had a Notion J. Morris, Herald
3. Money Honey C. McPhatter, Atlantic
4. Too Much Lovin' Five Royales, Apollo
5. Good Lovin' Clovers, Atlantic
6. Nadine Coronets, Chess
7. Honey Hush J. Turner, Atlantic
8. My Country Man Big Maybelle, Okeh
9. Get It Royals, Federal
10. Please Hurry Home B. B. King, RPM

Detroit

- 1. Money Honey C. McPhatter, Atlantic
2. Shake a Hand F. Adams, Herald

Advertisement for 'A New Hit ROSE MITCHELL "BABY, PLEASE DON'T GO" "LIVE MY LIFE" #5260 Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

Advertisement for 'INTRODUCING A HIT by "THE WANDERERS!!" #1169 "WE COULD FIND HAPPINESS" SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

Advertisement for 'NEW RELEASE You've Got Everything, Baby! Buell Thomas on DOOTONE RECORDS



It's really happening to the latest Tab Smith recording on UNITED 126. Both sides have broken for the hit ratings. One side, which Tab penned himself, is a jump tune titled "Seven Up." The other, which gets a stellar performance of Tab's versatility on the alto sax, is "All My Life." Don't say I didn't warn you. This one will really get spins by both jocks and jukes. Keep your eye on Helen Thompson on STATES 126 doing "Going Down to Big Mary's" and "All by Myself."

A new release, United 164, swings Gene Ammons your way with two instrumentals, "Stairway to the Stars" and "Jim Deg."

Picking up strong for the CHECKER label (783) is Sugar Boy's version of "I Don't Know What I'll Do," backed with "Overboard." Both items are really hot and gaining by the hour. Muddy Waters is getting big attention with his CHESSE 1550 release of "Mad Love" and "Blow, Wind, Blow." All parts of the country are reporting great increases in sales on this boy. Get on board and don't miss it.

A hot new release by Eddie Boyd on Chess 1552 is going to get big fast. He couples "Tortured Soul" with "That's When I Miss You So." This has got to be a hit from the looks of things.

"Baby, Please" and "Whistle, My Love," as done by the Moonglows on CHANCE 1147, are garnering much praise as well as deejay spins and juke box coins. This coupling is reacting like a natural type hit. This disk should not be overlooked and now is the time to get with it in order to reap the results. Another group, the Flamingos, on CHANCE 1145, are getting top ratings with their "Golden Teardrops" and "Carried Away." Both are tops, believe me.

Sabre 102 features the Five Echoes on a terrific disk which couples "Lonely Mood" and "Baby, Come Back to Me." The "Lonely" side has already been strong and now the flip side is getting added attention.

Your dealer has these "picks" in stock now. Call or see him today. (Adv.)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

There has been a lot of activity on the r.&b. front this week, with a lot of new and fine old talent being pacted to new contracts. There has also been activity on the personnel level. Probably the most important signing this week was the pacting of Louis Jordan by Aladdin Records. (See separate story.) Jordan has been with Decca Records for close to a decade but recently decided to leave the firm when his present contract runs out. Many firms have been bidding for him, but Aladdin's Eddie Messner came up with the best deal for the warbler. Jordan starts on the label in January. Other recent signings include Danny (Run Joe) Taylor and the Heavenly Echoes with RCA Victor, and singers Herb Cooper and Sammy Cotton with Okeh Records.

Otis Blackwell, of Jay Dee Records, visited deejays in Washington this week, and appeared on the Hal Jackson show at the Northeast Ballroom there. . . . Amos Milburn, now out on a series of one nighter dates thru the South, is working as a single. . . . Lionel Hampton and his ork have been held over again in Europe. The orkster will remain in Europe playing one-nighters until the end of November and will return to the States about December 10. . . . Phil Moore is dickering with a major label for jazz recordings.

On the personnel level, Herman Lubinsky of Savoy Records is now dickering with Teddy Reig to rejoin the label to take over duties previously handled by Lee Magid. Magid left Savoy last week to start a new r.&b. firm, Central Records, in partnership with Larry Newton of Derby. Reig had been with Savoy a number of years ago, and since has been doing free-lance a.&r. work with a number of labels.

Owners of the Baby Grand, Wilmington, Del., opened a new room in the area in setting up the Mucho Club at Penns Grove, N. J. With bookings handled by the Jolly Joyce Agency out of Philadelphia, the new spot (Continued on page 57)

'Dragnet' Disks Give TV Show Big Boost

Continued from page 1

of the TV shows with which they were allied.

Hit Means B.O.

It is, however, generally conceded that a hit recording means box office in such show business fields as motion pictures, legit, night clubs, vaude, ballrooms, etc. The movie industry has seen the effect on bookings and box office grosses of such recordings as "Song From Moulin Rouge" and "Anna." Users of live talent have long shown great dependence upon hit records for their value at the box office. But television, which has been seeking a similar bonanza, has only now reaped the benefits from a record.

The record firms, however, have done better in drawing on TV for material and talent. A particularly pertinent example of the latter was the Arthur Godfrey "Calendar Show" album on Columbia, taken from the star's video show.

The same team is hoping to reverse the cycle with an album called "Christmas With Godfrey," which will be produced on TV following the issuance of the album for which the material was written.

It is interesting to note that Red Button's own recording of his TV material "Ho-Ho" and "Strange Things" sold quite well on disks and appeared to have hyped his TV audience ratings in the major cities—where the songs and Buttons were both considered to be stronger than they would be in the sticks.

In Top 10

As for "Dragnet," last year at this time the show was in the top 10 in audience ratings, but rarely, if ever, higher than fifth in any of the various rating services' tabulations. It is now the No. 1 show—no matter how the statistics are compiled. It moved into the No. 1 position during September. The first "Dragnet" recording was listed in The Billboard best-selling lists on August 29, representing sales for the previous week.

It is also of considerable trade interest that the show's city-by-city rating seems to match up solidly with the sales picture of the recordings in the same areas. In those cities where the record sales are strongest, the ratings are comparably higher—although this is not true in every single instance.

Tradesters, however, are making still another observation. Will the Stan Freberg parody on the show change the show's appeal to its audience in the long run?

There are many who say that viewers now see the Jack Webb opus in a different light—it's no longer an underplayed, tho serious, dramatic program of cops and robbers quality, but a half hour of laughs because the viewer is reminded of the situation described on the record.

Hauser to Head T. Presser Dec. 1

NEW YORK, Oct. 31.—Arthur A. Hauser has resigned his longtime post of trade manager of G. Ricordi & Company to accept one of the top rated executive jobs in the standard music field. On December 1, he takes over as president of Theodore Presser Company, a position which has remained vacant since the resignation of J. Bampton some years ago. The standard pubbery, which recently established a pop division under Bob Sadoff, is run by the Theodore Presser Foundation. Dr. Franco Colombo, head of Ricordi, said yesterday that no replacement for Hauser had yet been chosen.

Lack of Savvy

Continued from page 13

tice thruout the rest of the agency in purchasing the services of other suppliers. Art and mechanical reproduction for outdoor, magazine, newspaper, car cards, matchbook covers and skywriting—do the heads of these various departments ask for competitive bidding from the suppliers? They do not! Each agency buyer knows his supplier, his talents and his business.

Lack Know-How

Why then does the head of the film department let the vice-president—the client into the competitive bidding rat race?

1. He has not educated the rest of the agency and the client on the use of film.

2. He does not know his suppliers.

3. He does not know film costs.

This all leads to confusion and lack of respect and confidence in the film department. Most agency film heads do not keep up with the industry. Improvements, forums and discussions are constantly being held but are woefully unattended by those who buy film for their clients. There are no

VOX JOX

Continued from page 42

ven, Conn., reports that immediately after he played the Mary Martin-Ethel Merman duet record, wherein about 30 of the country's best songs are sung, an irate listener called the station and demanded to know when some popular songs would be on.

Change of Theme

Sidney Gross, international disk jockey, will premiere in a new WNYC, New York, series, "Adventures in Jazz," on October 25. Tommy Dunn has moved from WCNT, Centralia, Ill., to WPEO, Peoria, Ill., to take over morning deejay chores. Ed Carter, WACE, Chicopee, Mass., was married on October 12. Stan Marshall is now spinning the platters at KSTN, Stockton, Calif. For the third time in 15 years, Bill Wells, former CBS announcer, has returned to WMPA, Memphis, for an afternoon record show. Larry Wilson has joined WTX, New Orleans, for an early AM and afternoon spot. Bob O'Donnell, WSYR, Syracuse, has moved to WHEC, Rochester, N. Y. Red Kirk, Mercury recording star and former hillbilly deejay at WOPI, Bristol, Tenn., is now at WNNC, Newton, N. C. Bob Armstrong, WCNT, Centralia, Ill., has moved to WDQN, Du Quoin, Ill.

Billboard Bows

Milton Hale, KCID, Caldwell, Idaho, thanks us for the "mention" and adds, "It's amazing the number of non-professionals who read Vox Jox. Have received many interesting, helpful and informative letters from people all over as a result of mention therein. Again, thanks, big thanks, from all of us." Dale R. Woods, KPQ, Wenatchee, Wash., writes, "... I frankly find out more about a song or artist from Billboard. So a big vote of thanks to you. It's two-bits well spent." Bob Addams, KFH, Wichita, Kan., writes, "Orchids to Billboard for the 'This Week's Best Buys' and 'New Records to Watch' sections. A big help to such shows as mine, where awareness of new releases with a good chance is a requisite."

secrets about the cost of a film, out of pocket cost, overhead and a fair profit. Overhead is a variable, and a fair profit is a variable. Know your supplier and know the pluses he will add. His reputation is involved, and if he values it you will get more than your money's worth but not on a competitive bid.

Music as Written

Continued from page 28

signed to appear at the forthcoming benefit in honor of the late Willie Shore.

Hollywood

Jerry Fielding back on the stand for those Monday night concerts at the Crescendo on the Sunset Strip. Dave Pearce, RCA Victor disk salesman, out with a broken ankle. Radio Station KVOE, Santa Ana, hailed Monday (26) as Lawrence Welk Day. Salute tied in the maestro's appearance at the Santa Ana High School aud. Disk jocks and dealers converged en masse for a special preview showing of the Warner flicker, "Calamity Jane," starring Doris Day and Howard Keel. Tunes for the film were penned by Sammy Fain and Paul Francis Webster. Moses Vivanco, Yma Sumac's hubby, penning the score for the Peruvian chirp's bow in pictures. Dick Jurgens bows in at the Palladium Tuesday (3). M-G-M Records releasing Lionel Barrymore's "A Christmas Carol" as a special yule item. Ira Gershwin and Harold Arlen penning the music for the Paramount film, "The Country Girl," with Bing Crosby and Jennifer Jones starring. Singer Johnny Desmond has been held over one week at Ciro's. Al Friedman, Paramount Music contact man at Famous Music, out of the Hollywood Presbyterian Hospital after seven weeks. Harry Geller, West Coast artist and rep chief for RCA Victor, back from a quick trip to Vegas, where he caught the newly signed Mary Kaye Trio. Sid Nathan, prex of King Records, in town last week.

Philadelphia

Bill Stein gets the call for the week-end stands at the Mayfair Room of the Mayfair House, with Sandy Sedon handling the vocals. Earl Denny has the bandstand call at Frank Palumbo's Theater-Restaurant. After six seasons at the 2-4 Club, Ross Raphael gives up his band to become accompanist for Mickey Shaughnessy with a Las Vegas date for a starter. Vocal coach Artie Singer groomed model Debbie Foster for the canary chores with maestro Art Wendall at the Palladium dancery.

Herbie Collins has opened his own band booking department here, and starting December 18 he will promote a series of Friday night mambo sessions at the new Wynne Catering Hall. Drummer boy Mickey Rogers joined Columbus Cortez' band at the Embassy Club. Jose Curbelo inaugurates the mambo sessions at Pep's Musical Bar on November 16. Ray Haymes, with Marty Wilson and Gloria Mann for the vocals, goes into the Orchid Room. Mastbaum Theater, first-run movie temple, pulled up the screen for the night of November 4 to allow Stan Kenton's "Festival of Jazz" to stage two evening programs. Jules Helzner plays the Friday night proms at the Coronet ballroom. Dee Porter takes over the stand at Wagner's ballroom. Helen Mackle, newest of the songbirds developed by vocal coach Artie Singer, is set for a recording bow on the local Harmony label. Buddy Lawrence

returns dancing to the Plaza ballroom. Johnny Zapp goes into the Center City ballroom. Del Lucas takes over the bandstand chores at Big Bill's nitery. WIP deejay Mac McGuire, previously linked with Capitol, cut "Waitin' for the Telephone" for Allen Records in New York. The Songwriter's Association of Philadelphia is compiling an album of original tunes written or recorded by member songwriters only, with the new material available to singers and artists at the Myers Music firm of James E. Myers, president of the association.

ASCAP Holds General Meet

NEW YORK, Oct. 31.—The general membership meeting of the American Society of Authors, Composers and Publishers Tuesday (27) was one of the shortest on record, with the members hearing reports by President Stanley Adams, a report of the executive committee by Herman Starr, and a report of the treasurer by Sol Bourne. Material of the reports had already been presented to the Coast ASCAP meeting, and has been reported. Only new item was an announcement by Adams that he proposed an amendment of the ASCAP regulations relative to nominating committees and the election of the board of appeals.

Ballots on the proposed amendment were mailed to the membership this week. The measure proposes that the board of appeals and the nominating committees shall serve for two-year terms instead of the present one-year term. Inasmuch as the board of directors is elected in odd years, it is now proposed that the election of the board of appeals shall be held in the even years.

At present, a new nominating committee is named each year. This means that there are separate nominating committees for the board of directors and board of appeals. The same nominating committees should serve both purposes, and it is therefore proposed that the nominating committees be named for a two-year instead of a one-year term.

Kalman Dies In Paris

NEW YORK, Oct. 31.—Emmerich Kalman, Hungarian-born composer of operettas, died yesterday morning (30) in Paris, where he had been living for the past two years. He had been in failing health.

The composer, whose "Countess Maritza" and "Sari" had been performed thousands of times thruout the world, was 71. He is survived by his wife, Vera; a son, Charles, and two daughters, Yvonne and Elizabeth.

Kalman, who was born on the shores of Lake Balaton in Hungary, was internationally noted and had received honors in many countries. He was a member of the American Society of Composers, Authors and Publishers. In 1940, he appeared with the NBC Symphony Orchestra as guest conductor. For several years he lived in Hollywood, where M-G-M acquired several of his works.

Other of Kalman's works included "The Czardas Princess," "The Gay Hussars" and "Her Soldier Boy."

Coral Inks Hackett, Gets Waye Disks

NEW YORK, Oct. 31.—Coral Records has signed comedian Buddy Hackett for special material waxings, with his first effort for the label to be a comic bit he does in a new film, "Walkin' My Baby Back Home." Coral has also acquired four masters cut by through Wendy Waye. Her first disk, due for early release, will couple the ditties "If Only" and "Fortune Telling Cards."

PMA to Hypo Player Interest

NEW YORK, Oct. 31.—The Phonograph Manufacturers' Association, national group of manufacturers of record playing equipment, has set a consumer promotion program to increase interest in and sales of the players. Center of the campaign is a large window streamer reading "The happy gift for everyone!—Give a Phonograph!" The streamer also plugs the association's newly designed hang-tag and symbol carried on all products manufactured by members of the group.

According to Joseph Dworken, PMA president, this distribution of the streamer is the association's first step to a full scale promotional campaign to keep phono production and sales on a "more even, year around basis." Handling the campaign for PMA is the A. D. Adams advertising agency.



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"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"

YOU MUST LOSE THE BAIT TO CATCH THE FISH!

Roadshow Rep

ORLIE (RED) McCONNAUGHAY, former boss canvasman with Midwest rep shows, suffered a heart attack October 19 and is now in the K.S.B. Hospital, Dixon, Ill., undergoing treatment. He would like to hear from friends.

P. R. Jackson writes from Ardmore, Okla.: "Was in the South and West during the past summer with a dealer's sales proposition. During my jaunt I saw a few shows in small towns, but caught only three that were doing any kind of business. All were shows that depended on merchandise, and they were poor because the managers let the performers get away with stuff that was out of date. Towners to whom I talked said, 'Why don't they give a show we would like to see?' I caught 11 med shows, four of which were under canvas. They didn't compare with the med operas I saw in Illinois or Pennsylvania in the past. Two of them gave stale minstrel shows and one didn't even have a singer. You can't use this kind of show and expect to stay in a town two or three weeks. The tent shows I saw all had pitches of some kind and townfolks are sick of them."

JULIE, Billie and Len Obrecht, who with three other sisters, another brother and their parents formed the old Obrecht repertoire company, one of the best in the Middle West, now constitute a musical trio that in recent years has been playing Florida territory. Headquartered in St. Petersburg during the winter, they play for State society groups and at some of the leading hotels. Each summer is spent at the Obrecht home in La Crosse, Wis. The two sisters recently reported plans to leave La Crosse about November 1 for St. Petersburg, having lined up bookings to last out the winter. They also enclosed in their report a St. Petersburg newspaper clipping of last March which gave the current activities of each member of the noted showbiz family. Each of the C. D. Obrecht children received musical training in their youth, and most of them are still active musically. Billie is a pianist and Julie plays the trumpet and violin. Len, who completes the trio, is a violinist. He was formerly with the Minneapolis Symphony Orchestra and last season played bassoon in the St. Petersburg Symphony. In addition he plays several other in-

struments in virtuoso style. One of the Obrechts, Sarah, is married to **John Sullivan**, of Station WKBH, La Crosse, and plays drums and violin. **Christy**, another brother, has retired, but plays the clarinet and directs the Shrine Band in Rochester, Minn. **Rose**, a cellist, lives in La Crosse. **Nell** plays the trumpet, but has given up a musical career to own and operate the Lowell Inn, Stillwater, Minn.

IN COMMENTING on roadshow business, **Merton D. Craig**, Fayetteville, N. C., claims that the business is not nearly as bad as those who have been lamenting its demise say. "I think you will find that most of them are 40-milers," says Craig. "One has only to see some of the Wheeling, W. Va., radio units, as I did on several occasions in New England, to see that show business is alive. For example, in one town with a population of less than 350 people, there was a school auditorium that could seat 850. This unit played to more than 700 people at \$1.25 a seat, and the candy sale averaged two boxes per person. That all added up to good business for a six-people troupe. Show business is not dead, as witness the summer theaters in New England, some in old barns and others in first-class town halls. I know of one in Vermont that is sold out for the entire season at its first-night performance. As for tent shows, the field is still lucrative for a show with a clean performance and a good cast. But as one old-time manager said to me, 'Where can you get performers who can do anything?' When I started in show business in 1907 I recall a novelty performer who did wire walking, trapeze, hoop rolling, juggling, etc., a different act each night at a one-week stand. Others did Irish tramp, silly kid, rube and song and dance acts each night. These performers were run-of-the-mill old-timers, so I have to admit that if show business is dead its because managers are no longer able to get such performers. Good vaude performers still get work in a variety of fields, but most of them have one act, so its still a question of what they would do after the first night in a one-week stand. Nevertheless, as long as people in small towns patronize fairs, drive-ins, carnivals, etc., it underlines the fact that they will patronize roadshows, too, given good talent."

Drivin' 'Round the Drive-Ins

AN EARLY SPRING, 1954, opening is planned for the \$125,000 drive-in being built by General Theaters, Inc., West Hartford, Conn., at Mansfield, Conn., three and a half miles north of Willimantic. The project will have capacity for 750 cars, according to principal officers, **Morris Keppner** and **Lou Lipman**, both of Hartford. . . . **George E. Landers**, Hartford, Conn., division manager for E. M. Loew's Theaters, including both indoor and outdoor theaters in Connecticut and Massachusetts, has returned from a two-week stay in Los Angeles. His party included his wife, and son-in-law and daughter, **Dr. and Mrs. Ben Vicas**, Hartford. . . . Opening of the new El Rancho Drive-In, Midland, Tex., has been delayed temporarily because of the failure of necessary equipment to arrive. . . . **Mr. and Mrs. C. A. Tunnel** have started construction of a 200-car drive-in at Silverton, Tex. They own and operate the Palace Theater there. . . . Construction has started at Waller, Tex., on a \$25,000 drive-in, the first in Waller County. The theater is being built by **Nelson F. Horner**, former Kerrville, Tex., theater operator. The drive-in will be called the Horn. It is being built on a 10-acre site and will have a 250-car capacity. . . . The 300-acre Dona-Lin Drive-In has been opened at Loraine, Tex., by **Mr. and Mrs. Percy Bond**.

WILLIAM ELLIOTT, manager of the Harvest Moon Drive-In near Linden, N. J., has on his letterhead an attention-getting slogan: "Bring the dog. He's always welcome. We have a free dog biscuit waiting for him." Also, "If we don't say 'Thank You,' you get in free." . . . In Wilmington, Del., operators **Mel Geller** and **Sam Tustin**, of the Brandywine Drive-In, dropped to a Friday-Saturday-Sunday operation. Also in Wilmington, the theft of 89 in-car speakers from the Kerry Drive-In between April 15 and September 21 was reported to city police. The loss was placed at \$1,602. The Kerry Drive-In won't have auto races next door after all. The Board of Adjustment of Zoning Appeals rejected the application made by Wilmington Park, Inc., on behalf of a group led by Philadelphia promoter **George Marshman**. . . . The Lawrence Drive-In, a Walter Reade open-airer near Trenton, N. J., has an animal zoo where the youngsters who come early can feed rabbits, lambs, chickens and raccoons. . . . In Philadelphia, an anti-trust suit seeking \$300,000 in treble damages has been filed in Federal Court by the Roosevelt Drive-In, Levittown, Pa. Plaintiff claims that the Roosevelt is not in substantial competition with Trenton or Philadelphia, but that pictures are first released in those cities, necessitating a delay of 28 days for the Roosevelt. It was charged that the defendant's alleged conspiratorial activities have caused a loss of profits amounting to \$50,000 and the loss of property value to be not less than \$50,000. Named as defendants are Warner Bros., RKO Pictures, Paramount, 20th Century-Fox, Columbia, Universal, Loew's U.A., Stanley Warner and RKO Theaters.

The Final Curtain

BURTON—Bob, 32, bass player with Earl Bostic's orchestra, October 6 at St. Joseph's Hospital, Philadelphia. Previously he played with the orchestras of Joe Morris and "Coatesville" Harris. His widow, Catherine; a daughter, his mother, father and a sister survive. Services October 19 in Philadelphia, and burial there.

BROOKS—George H., 66, carnival executive and former mid-way wrestler, October 20 in St. John, N. B., of injuries suffered when he was struck by a locomotive seven months ago. Survivors include his widow, six sons, four daughters and four grandchildren. Interment was at St. John.

In Loving Memory
of My Wife
Madge Buckley
WHO PASSED AWAY
NOV. 6, 1952
M. M. BUCKLEY

BURGHER—Theresa, 67, wife of Fred Burgher, a member of The Billboard's New York staff from 1928 thru 1943, October 26 in New York, after a 20-month illness. Her husband and her daughter, Ernestine, survive. Burial was in the National Cemetery, Farmingdale, N. Y.

CAHILL—John E., 47, comedian and singer, October 16 at his home in Upper Darby, Pa. He started his career with Red Skelton's walkathons in Camden, N. J., and played night clubs in Pennsylvania and New Jersey for many years. His last appearance was at Carroll's Cafe, Philadelphia. In recent years he was associated with the booking agency of Eddie Suez and Bernie Rothbard. Surviving are his widow, Leona; two sons and two sisters.

DUNCAN—Guy M. (Doc), 69, former hypnotist, October 8 in Anderson, S. C. He had toured Africa, Australia, China and the U. S., having appeared in America with Ringling Brothers, Royal American Shows and Prell Shows, among others. At the time of his death he was a concessionaire. His widow, three stepchildren and a sister survive. Burial was October 13 in St. Petersburg, Fla.

EISENMAN, Monroe—59, following a heart attack in Veterans Hospital, Sawtelle, Calif. October 18. Born in Brooklyn, he had made his home on the West Coast for nearly 20 years. During that time, he was general agent for the West Coast, Imperial and other shows. More recently he managed an amusement area in Oceanside, Calif., and was engaged in promotions. Survived by his widow, Lillian. Burial in Pacific Coast Showmen's Rest, Evergreen Cemetery, Los Angeles.

GOLDEN—Harry, 62, owner of the New Mill Cafe, nitery in Camden, N. J., October 22 at his home in Blackwood, N. J. Services October 23 in Philadelphia and burial in Montefiore Cemetery there.

GRANT—Allen N., 61, veteran showman, October 11 in Foot Hospital, Jackson, Mich. Before retiring from show business he toured with the Delvin Zouaves for several years. Recently he had operated cookhouses at various fairs thruout the State of Michigan. Survived by his widow, Betty. Burial in Woodland Cemetery, Jackson.

HENDRICKS—Donald R., 38, Detroit radio announcer, October 22 from injuries received in an automobile accident. He was with WKYZ, Detroit, for the past nine years, and prior to that with a Milwaukee station. His widow Virginia, and three children, Sandra, Frederick, and Ronald, survive.

IRVING—Kelville Ernest, 75, composer of music for British films, October 24 in London. He had been musical director of nearly all the theaters in the West End of London. Aside from writing scores for 13 plays, films, he composed music for "Circle of Chalk," "The Two Bouquets," "Elephant in Arcady" and several Shakespearean dramas. Also a symphony director, Irving was best known for his film work, especially "Scott of the Antarctic."

JOY—Leslie W., former general manager of radio Station KYW, Philadelphia, October 21 at his home in Chester Springs, Pa. He was manager of the station for 12 years until his retirement in 1947 and was previously manager of WDAS, Philadelphia. He started his radio career in New York with NBC as an announcer and singer and for some years was the star of the Savoy Company, producing Gilbert and Sullivan operas in this city. Surviving are his widow, Ann L.; a son, a sister and two brothers.

KELLERMAN—August, 62, pianist, one-time associate of Irving Berlin and known professionally as Gus Kellerman, October 21 in Philadelphia General Hospital. He went to Philadelphia 40 years ago as a song plugger for the old Berlin, Waterson & Snyder publishing firm. He later played in Berlin's World War I show, "Yip-Yip Yaphank," and since 1925 was a pianist with the Graham Entertainment Bureau, Philadelphia. Survived by a brother, Ellsworth. Services October 26 in Philadelphia and burial in Northwood Cemetery there.

KOESTER—William A., 84, veteran showman, October 7 at Davenport, Ia., of a heart attack. Known professionally as "Ike Koster," he started out in show business in 1893. During his career he traveled Europe with the Bur-

falo Bill Cody Show as an interpreter, acted as ringmaster on the Ringling Bros' Circus and on one occasion accompanied the late Will Rogers on an exhibition. Later he was a partner with Johnny Jones, former carnival owner. He left show business, and at the time of his retirement in 1949 he was a district manager for the Schenley Distillers Corporation. Survived by two sons, William A. Jr., Omaha, Neb., and Dr. John P. Ridgewood, N. J.; one daughter, Della Charlotte, Davenport, and three granddaughters. Burial in Fairmount Cemetery, Davenport.

KUENNEKE—Edward, 68, German operetta composer, October 27 in Berlin. Among his musical successes are "Lady Hamilton," "The Great Sinner" and "Heart Overboard."

LEMAN—J. W. F., 72, conductor of the Women's Symphony Orchestra, Germantown Youth Orchestra and Immaculata College Orchestra in Philadelphia, October 16 at Delaware County Hospital, Upper Darby, Pa. Born in a family of musicians, he began his musical career as a choirster. He was a member of the Philadelphia Orchestra for 10 years prior to 1923. During this period he conducted his own symphony orchestra for four summers on Steel Pier, Atlantic City. In recent years he conducted the Civic Symphony, Little Symphony and the Savoy Opera orchestras in Philadelphia. Surviving are his widow, Faye W.; a son and a daughter.

LEWIS—Charles E., 57, publisher of the Showmen's Trade Review, film trade paper, October 22 at Scarsdale, N. Y., of a heart attack. For several years he was director of press relations for Variety Clubs International. He was also general manager of Al Gottesman Enterprises, New England theater chain. Prior to forming the Showmen's Trade Review in 1932, he was a staff man with Motion Picture News. Since 1949, he was vice-president of the Will Rogers Memorial Hospital, Saranac Lake, N. Y. Survived by his widow, two daughters, a brother and one sister.

IN MEMORY
of a True Friend
"CHESTY"
POLYDOR MORTIER
who passed away
November 6, 1952
HARRY D. DANN
MR. & MRS. W. J. DANN

LEWIS—Lockwood, 63, band leader and circus musician, at Louisville, October 24. For 30 years he had his own band playing clubs and hotels around Louisville. He was with the Ringling-Barnum Side Show band and leader of Side Show bands on Cole Bros., Biller Bros. and King-Cristian circuses. (Details in Circus Section.)

LLOYD R. PRIDDY
passed away
November 8, 1950
We Love You And We
Miss You, Darling.
Mr. & Mrs. Lloyd R. Priddy Sr.
Claire Priddy — Rose Westlake

McLENNAN—Sydney C., 56, secretary-manager of the Manitoba Provincial Exhibition, Brandon, Man., since 1946 and manager of the Pacific National Exhibition, Vancouver, B. C., for four years prior to that, at Brandon Saturday (24). (Details in Outdoor section.)

NOACK—Sylvain, 72, at Monte Sano Hospital, Hollywood, October 26 of a lingering illness. He was formerly concert master and conductor of the Hollywood Bowl and the Los Angeles Philharmonic orchestras. He led the Philharmonic's string section for 20 years. For a number of years he was also concert master of the St. Louis symphony. Surviving are his widow, Mrs. Helen Hartley Noack, and a brother and sister in Holland.

QUIGLEY—Philip F., 80, pioneer motion picture projectionist in Philadelphia, October 14 at Philadelphia General Hospital. He was an organizer and first president of Local 307, Motion Picture Projectionists Union in Philadelphia. Two sisters survive. Services October 20 in Philadelphia and burial in Holy Cross Cemetery there.

In Loving Memory of
MATTHEW J. (SQUIRE) RILEY
Died November 3, 1948.
"Always in our hearts."
LILLIAN & MARK

SABIO—Vincent, 29, orchestra leader and veteran of World War II, October 25 in Garwood, N. J. His widow, three daughters and his parents survive.

SEVAREID—Alfred Eric, 71, bank executive and father of CBS' Washington News Bureau chief, Eric Sevareid, October 27 in Minneapolis. His widow, two other sons and a daughter also survive.

STANSFIELD—Mrs. Sarah Jane, 78, mother of Gracie Fields, British singing star, this week in Brighton, England.

STONE—Carl G., formerly with Bob Stevens and Dolly Bros' circuses and more recently a television repairman, killed in an automobile accident near Hammond, Ind., October 2. Survived by his widow, Gene; a son, Carl Ray, and a daughter, Linda.

SULLIVAN—Mrs. Helen M. L., 82, mother of the Rev. Edward S. Sullivan, chaplain of the Circus Fans Association and friend of circus troupers, at Arlington, Mass., October 18.

TRENDLER—Mrs. Katherine, 60, former concert singer and mother of Bob Trendler, musical director of WGN, Chicago, October 28 at Christ Hospital, Cincinnati. A graduate of the Cincinnati Conservatory of Music, she made a concert tour of Europe in 1927 and for 18 years conducted the Westwood Conservatory of Music in Cincinnati. Besides her son she is survived by her husband, John. Burial in St. Joseph Cemetery, Cincinnati.

VIGNOLI, Robert, 71, at Queen of Angels Hospital, Los Angeles, October 25. One of Hollywood's most famous directors and producers, he had a half century career in show business that began on the Shakespearean stage and extended to present-day production of motion pictures and TV films. Among his many screen credits were "Yolanda," "Cabaret," "Fifth Avenue," "Red Sword" and "The Scarlet Letter." Surviving are his sister, Mrs. Lucy Cappallano, and a niece, Frances Piazza. Services and burial at Albany, N. Y.

WILLIAMS—Mrs. Marie, October 27 in Erlanger Hospital, Chattanooga. During her many years of operating a boarding house for colored vaudeville performers, she hosted such well-known show people as Ethel Waters, the Whitman Sisters and many others. Survived by three sons, Nathaniel, Ernest and William.

YETMAN—Walter, 62, veteran concessionaire recently in Yarmouth, N. S. In recent years he had the photography concession on the Lynch Shows. Interment in Halifax, N. S.

In Loving Memory of

GEORGE M. COHAN

1878 — 1942

The Cohan Family

Sigmund Romberg

(November 9, 1951)

HARRY D. SQUIRES

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss EARN BIG MONEY. Write.
Southern Visual Film
68 Monroe (Dept. BB), Memphis, Tenn.

Dallas Misses '52 Record Gate Count By a Mere 4,428

Rain Cuts Final Week's Turnouts; Spending Almost Matches Big Year

DALLAS, Oct. 31.—State Fair of Texas ended its 16-day run Sunday (25) with a total attendance of 2,382,712, a figure 4,428 less than the 1952 record-breaker.

Rain and threatening skies for the last five days pared attendance compared with the same days in '52. The exposition nevertheless began its final Sunday with a slim 14,824 lead over the preceding year.

At mid-afternoon a gate check indicated the fair might meet the 1952 record by 5:30 p. m., but rain started about 4 p. m. and a steady downpour followed later in the evening. This forced the big Cotton Bowl Religious Festival, expected to draw upwards of 35,000 thru a free gate starting at 6 p. m., to be moved under shelter to the Livestock Pavilion. Only about 1,000 persons finally braved the rain to hear Dr. Edward L. R. Elson, President Eisenhower's pastor from Washington, D. C.

Collect Insurance

The rain that held down the crowd assured the fair \$10,000 in rain insurance. One-tenth of an inch of rain was stipulated and the total before the insurance deadline actually was about eleven hundredths.

This was the first time the fair had collected rain insurance since 1950, when about \$2,000 was collected on a shower on the first Monday.

The fair had perfect weather for all 16 days of the 1951 and 1952 fairs. Weather for the 1953 fair was unseasonably hot for the first few days and was blamed for holding down attendance. Rain fell Wednesday night (21) and from then on a big lead gained thru the fair's gigantic middle week-end began dwindling.

It was the first time in 22 years and 15 fairs that the Texas expo had not increased its attendance over the previous year.

Receipts Big

General Manager James H. Stewart gave out a statement that Texas needed the rain more than the fair to break another attendance record, and a big part of drought-parched Texas undoubtedly agreed with him. As it was, Stewart said that the fair had been "absolutely wonderful." It had "phenomenal success" financially, he said, and probably would come within one or two percentage points of grossing

what it did in the banner year of 1952.

Comparative day-by-day attendance figures for the 1952 and 1953 fairs follow:

| | 1953 | 1952 |
|-------------|---------|---------|
| Sat. (10) | 177,404 | 172,325 |
| Sun. (11) | 152,640 | 168,476 |
| Mon. (12) | 53,196 | 49,675 |
| Tues. (13) | 58,799 | 50,897 |
| Wed. (14) | 186,741 | 181,365 |
| Thurs. (15) | 65,482 | 62,265 |
| Fri. (16) | 245,650 | 277,895 |
| Sat. (17) | 282,785 | 263,694 |
| Sun. (18) | 273,445 | 281,228 |
| Mon. (19) | 181,263 | 184,751 |
| Tues. (20) | 109,751 | 105,698 |
| Wed. (21) | 66,185 | 76,170 |
| Thurs. (22) | 73,681 | 78,963 |
| Fri. (23) | 141,650 | 148,109 |
| Sat. (24) | 159,644 | 161,981 |
| Sun. (25) | 154,396 | 173,648 |

Total 2,382,712 2,387,140
Entertainment attractions fol-
(Continued on page 77)

S. C. McLennan, Brandon Mgr., Dies Suddenly

Veteran of Two Wars Formerly Managed Pacific National Ex

BRANDON, Man., Oct. 31.—Secretary-manager of the Manitoba Provincial Exhibitions at Brandon since 1946, Lt. Col. Sydney C. McLennan, 56, died suddenly in Brandon General hospital Saturday (24).

He had been a patient in the hospital for some time previously with an infected foot but returned to his office during the week before his death to supervise the annual livestock show and sales. He was rushed to the hospital Friday (23) with pneumonia.

Earlier in the week he announced the appointment of I. A. Toews as assistant manager of the exhibition and the Western Canada Trade Fair. Toews, a graduate in agriculture from the University of Manitoba in 1951, had been employed by the Altona Vegetable Co-op. He was
(Continued on page 78)

DORTON'S VIEWS

Percentage Dates Needed By Fairs

RALEIGH, N. C., Oct. 31.—A need to return to percentage bookings to spark the imagination and selling efforts of grandstand show owners and promoters, as well as to give fairs a break when they encounter bad weather, was voiced this week by Dr. J. S. Dorton, manager of the North Carolina State Fair here, the Southern States Fair at Charlotte, N. C., and the Cleveland County Fair, Shelby, N. C.

Dorton said that his fairs would accept percentage contracts only, next year in the belief that show owners would then be faced with the necessity of creating new features that would entice the public and revive the type of selling job that was a standard part of similar show packages in the pre-war era.

Admitting that many show features are entitled to first money because of their expensive and worth-while presentations, Dorton said that many sellers of these attractions, aside from packaging the entertainment, had turned into collectors. He meant that while the show features were staged as called for, many managements did virtually nothing on the local

level to help lure the public to the events.

The selling of such specialized show attractions, Dorton maintains, must be in the hands of publicity specialists who, in turn, should be a part of the unit but in town far enough in advance to help
(Continued on page 78)

Rodeo Records Tumbling in Boston Garden

BOSTON, Oct. 31.—Topped by the Range Rider—Jack Mahoney—and Dick West, the World Championship Rodeo grossed \$23,000 more in its first eight Boston Garden performances than it did for the comparable period during last year's record run. The headline duo, solid hits in New England due to their Sunday night TV serial which is the top-rated Western beamed in this area, pulled nearly 13,000 for the opening show Wednesday (21), and the crowds have been pouring into the arena ever since.

Both Sunday (25) performances played to full houses as rain swept the city, giving evidence of the heavy advance sale. Three shows Saturday (24) were also sellouts, as are all five performances for today and tomorrow. The show closes tomorrow night.

Mahoney and West team with Dick Smith in their act. The headliner, hampered by a wrenched shoulder, emsees from horseback while West and Smith go thru the furniture-smashing fight routine. This act played second to Gene Autry, who headlined the rodeo in its Madison Square Garden stand in New York. Autry is lining up a personal appearance tour which will begin in January, probably in either Duluth or Minneapolis, Minn.

SHARKEY MAKES LIKE A LION

NEW YORK, Oct. 31.—Booker Bill Shilling has a seal that imitates a lion. It started when Sharkey, the sports show star, was barking away while in the alley behind the Palace Theater stage. Complaints came down from Soundmasters Educational Films on the sixth floor, where a strip was being shot on diamond mining in Africa. After some bickering with Shilling, the movie people changed their minds and left the window open, figuring Sharkey's bark would sound like a wild lion and would add atmosphere to the film. The rub came a few days later, when they got Shilling's gag bill for \$500 for the use of "one lion."

Switch-Over to Paid Gate at Shreveport Fair Rated Success

Crowds Only Slightly Thinner Than '52 In First Six Days; Parking Fee Ups Take

SHREVEPORT, La., Oct. 31.—The switch to a paid gate by the Louisiana State Fair here was declared highly successful by fair execs Thursday (29), the sixth day of the nine-day event.

Crowds were only slightly thinner than in the past, but the 50-cent gate failed to keep the interested away, Joe Monsour, aid to Bill Hirsch, veteran fair manager, pointed out. The paid gate, applied for the first time in 11 years, holds primarily for adults, school children being permitted free admission.

Add Paid Parking

Besides income from the gate, the fair has been piling up new added revenue from parking—the result of another switch in policy, with the fair parking cars at 25 cents per on new lighted areas completed since '52.

The change to paid parking on the grounds was greeted enthusiastically by fair patrons. The new facilities were completed at an aggregate cost of \$80,000.

Midway Close to '52

Business for the Royal American Shows on the midway—and other concessionaires on the grounds—was reported at close to '52 levels, pointing up the widely held belief that the paid gate would eliminate repeat attendance by non-spenders and those least interested in the fair.

Grandstand business was off in the daytime but this was attributed to other factors. Well-publicized auto races staged by

National Speedways the first two afternoons drew good crowds but under the usual proportions. The reason for the drop-off, fair execs believe, was the abundance of racing on the fairgrounds before the fair.

The Tournament of Thrills, in for three days, played to crowds smaller than last year. In this instance a weaker advance campaign for the stunts was blamed.

Night grandstand attendance was only slightly under '52, with cold weather one night cutting into patronage.

C. J. Sedlmayr Jr. Heads SLA Ticket

CHICAGO, Oct. 31.—C. J. Sedlmayr Jr., assistant general manager of the Royal American Shows, has been nominated as president of the Showmen's League of America, heading up the organization's regular ticket. Sedlmayr is first vice-president of the club.

Ned Torti has been nominated for first vice-president; Maurice (Lefty) Ohren, second vice-president; Al Sweeney, third vice-president; William Carsky, treasurer, and Joe Streibich, secretary. Carsky and Streibich are up for re-election. Sam J. Levy is a nominee for the position of trustee for a five-year term.

Fifty members were nominated for the Board of Governors. They are Louis Berger, Max Brantman, Art Briese, Fitzie Brown, Elmer Byrnes, Noble Case, Hadji Delgarian, Mickey Doolan, Herb Doten, Jack Duffield, Harry Duncan, Noble Fairly, George B. Flint, John Gallagan, K. H. Garman, Harry (Irish) Gaughn, Ralph Glick, Ep Glosser, Max Goodman, Sam Gordon, C. C. (Specks) Groscurth, Morris Haft, Mel Harris, Edgar Hart, Jack Hawthorne, W. R. (Bill) Hirsch, Ben Hyman, George W. Johnson.

William Kaplan, Edward Levinson, Ernest (Rube) Liebman, Harry Mamsch, Bernie Mendelson, Arthur Morse, Edward Murphy, Paul Olson, Harold (Buddy) Paddock, T. Dwight Pepple, Archie Putnam, Harry Ross, Jack

Jefferson Cuts Day Off '54 Run

JEFFERSON, Wis., Oct. 31.—Jefferson County Fair will operate four days in 1954 instead of five, as had been the case during the past 12 years. Decision to cut a day off the 101-year-old annual's run was made recently at a special fair committee meeting of the Jefferson County Board of Supervisors. Next year's dates are August 12-15.

At the same time the committee attempted to straighten a tangled managerial situation which grew out of the resignation of Horce L. Buri, local newspaper publisher, and Gordon Matters, midway superintendent, who tendered their resignations in January, 1953, effective at close of the fair's book for the '53 annual. The committee asked Buri, who has managed the fair for the county since its purchase in 1941, to reconsider and stay on for at least another year.

Ruback, Hank Shelby, Ed Sopenar, James E. Strates, Harry Taylor, J. C. (Tommy) Thomas, Lloyd I. Thomas, Solie Wasserman, M. M. (Neil) Webb and Charles Zemater Sr.

Election of officers and directors will take place Monday, November 30, with the polls to be open from 2 to 6 p.m. Installation will follow December 3.

SLA Queen Contest Nears Its Climax

CHICAGO, Oct. 31.—A scramble for votes among candidates in the Showmen's League of America's contest to select Miss Outdoor Show Business of 1953, has developed as the first phase of the race nears its November 15 deadline.

On that day the auditing committee will make a count to determine the first five contestants. These five will compete for top honors in the ensuing two weeks before the Outdoor convention here in Chicago. The four runners up will serve as the queen's attendants during the festivities of the convention.

Harry Duncan, of the contest committee, announced this week

that preparations were being made for a Hollywood type greeting for the winner, when she arrives in the film capital on her free all-expense vacation trip. Members of the League and friends on the Coast are handling the preparations at that end which are expected to include personal appearances on a number of national hook-up television shows.

Standings

Latest standings in the race, as reported by the committee, put Hazel Maddox, Royal American Shows, in the leading position. Following in order are Josephine Haywood, Thomas Joyland
(Continued on page 67)

Bill Hood Succeeds Dad As Evans Prez

CHICAGO, Oct. 31.—R. W. (Bill) Hood, son of the late R. W. (Dick) Hood, veteran Chicago games manufacturer, was this week named to succeed his father as president and general manager of H. C. Evans & Company.

Two other executive posts at Evans are held by Mrs. Elizabeth Hood, widow of the late president, and Rex Shriver. Mrs. Hood is vice-president and Shriver secretary-treasurer.

The younger Hood this week said that all operational policies would be continued as in the past. He has been with Evans since he left the U. S. Navy in 1945, and has worked in almost every department, specializing in manufacturing and production procedures.

Don Davis, publicity director of the Indiana State Fair, Indianapolis, was passing out cigars last week following the birth of a son, Jeffrey Allen, to Mrs. Davis. It's their first.

Flo Chadwick Tour Booked

NEW YORK, Oct. 31.—Swimmer Florence Chadwick, back in the United States after completing her crack at virtually every long distance swimming test abroad, is booked for a three-month sports show personal appearance tour.

Booker William Shilling will have her at the inaugural Pittsburgh Sportsmen's Show in Hunt's Armory, backed by the Dapper Dan Club, for 10 days starting February 5—and then in Ottawa, New York, Detroit, Minneapolis, St. Louis; Washington, D. C.; Milwaukee, and for the final 10 days in Cleveland, in April.

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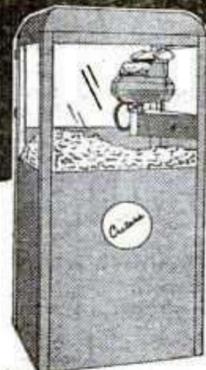
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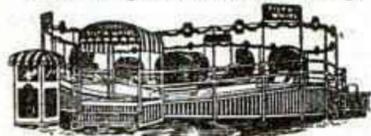
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Transit & Midway Head Mineola Woes

WESTBURY, N. Y., Oct. 31.—Transportation, midway and calendar problems top the list of 45 items to be discussed by the 17 directors of the Long Island Industrial Exposition and Mineola Fair. Altho the event was a hit from the exhibit standpoint, numerous faults were found as soon as it opened a nine-day run Saturday (10) for the first time at Roosevelt Raceway.

The nearly 500,000 customers were all transported by automobile to the Raceway, and therein lies the first problem, for no arrangements were made to run special busses from the nearby Hempstead terminal. The old Mineola grounds, used thru 1952, were serviced by several bus lines.

The I-T Shows organization was deprived of both Sundays (11, 18) due to a Town of Hempstead ruling which prohibits rides and gaming devices on Sundays. Altho the law was understood by the carnival and fair officials, it was expected that the fair could obtain special permission to allow midway operations. But the efforts failed and two days' grosses were lost by the Isser-Trebish outfit and its shows and concessionaires. A hearing will be held prior to the 1954 edition, at which the fair will ask the town board for a variance in the law.

Carney Location Mullied

The large size of the Roosevelt Raceway enclosure proved a handicap to the fun zone, as the midway was spotted hundreds of yards from the display area. Fourteen big top tents and the space beneath the grandstand

held a record number of commercial and farm exhibits, and the carnival was over on the opposite side of the track. General feeling is that the midway will be on or near the 10,000-car parking area next year, close to the fair gates.

Another subject will be whether to shorten the run, as nine days was generally felt too long a fair for the nature and location of this one. Hours are also up for discussion, the 1 p.m. daily opening being held too late for most of the farm folk, who jammed roads for two hours before the opening, thereby discouraging many potential patrons from getting in line with their cars.

There were no paid grandstand attractions on this inaugural year, and no change is contemplated. But there is talk of putting on free professional variety acts in 1954, to supplement this year's line-up of ox pulling, horsemanship, square dancing, sports clinics, parades, and nightly fireworks. The stands seat 7,500 but more than that number can see comfortably from afoot, on the deep, sloping area between track and stands. Several thousand spectators turned out for a free talent show Sunday (11), at which Guy Lombardo, himself a Long Island suburbanite, donated his band's services for two hours.

Bally \$\$ Too Low?

Manager Charles Bochert and the directors will also consider the question of publicity, put on this year with a \$10,000 budget that was felt by some to be insufficient. Most publicity consisted of newspaper advertising in Long Island dailies. There were some 3,000 auto bumper strips made up. No advance TV advertising was used, also this area is served to the saturation point by television outlets.

Frame Foreign Exhibit Unit

CHICAGO, Oct. 31.—The National Bureau for Fairs, operated by Ira Woodhouse and Carole May, has announced it will conduct foreign product shows at a number of State fairs next year in co-operation with International Trade Shows of New York

The shows will be housed in their own tents and the flags of all nations represented will be flown. Complete facilities, including lighting, booths and furnishings, will be contained under the big tops.

The separate housing will focus attention on foreign products and will also enable exhibitors to sell over-the-counter. Initially the foreign exhibitors will be offered space in a limited number of fairs but ultimately they will have the opportunity to display and sell in any of 35 major fairs, the Bureau stated.

Invitations to participate in the shows will be sent foreign governments and manufacturers, importers and exporters, American chambers of commerce abroad, and to groups and organizations, both domestic and foreign, interested in promoting trade.

Charter Annual

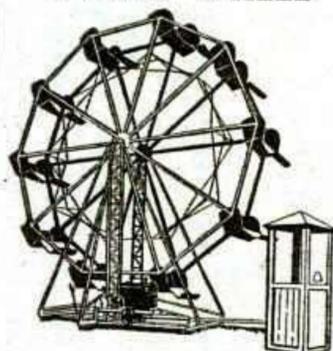
BENNETTSVILLE, S. C., Oct. 31.—Marlboro County Colored Fair Association here has been chartered by the State. Authorized capital stock is \$500.

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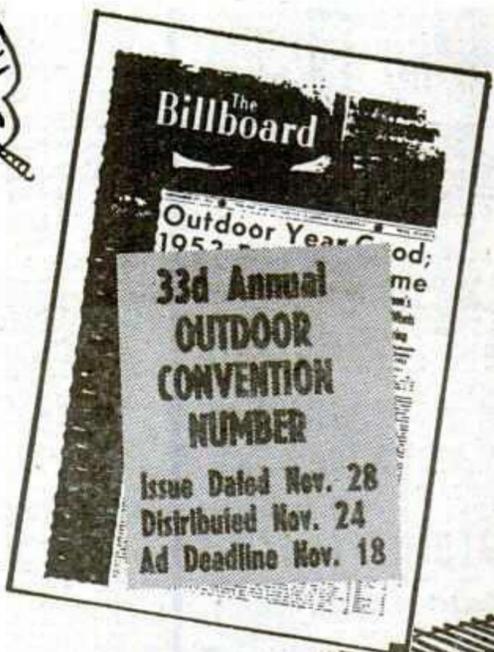
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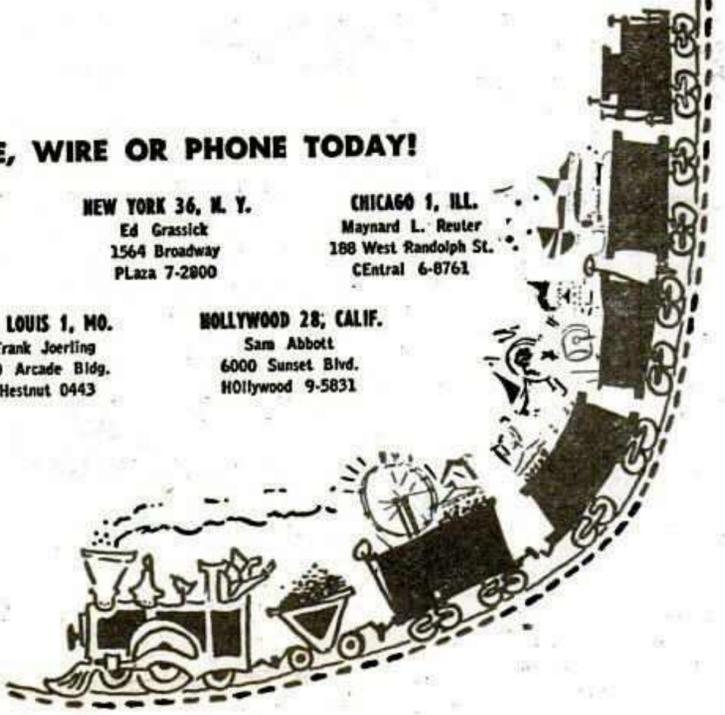
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N. H. Events Lose \$54,936 During 1952

CONCORD, N. H., Oct. 31.—A State audit has revealed that the 13 major New Hampshire agricultural fairs had operating losses of \$54,936 in 1952.

A total gain in income was reported amounting to \$36,000 but total expenses increased by \$50,000 over 1951.

Deerfield Fair was the only one in the State showing a profit—\$2,873.

Operating costs increased in spite of the fact that the fairs were for the first time exempt from the Federal amusement tax, because of changes in their bylaws.

Plymouth Fair reported an operating loss of \$11,622 and received the greatest amount of State aid of any organization, \$18,832.

The assets of the fairs were increased by \$6,300 and mortgage obligations declined \$10,700.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents; 100 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 23¢ same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Eagle: Itta Bena, Miss.
American Midway: Kingsville, Tex.
B&H: North, S. C.; (Fair) Sumter 9-14.
Big State: Cameron, Tex.
Blue Grass: (Fair) Waycross, Ga.; (Fair) Gainesville, Fla., 9-14.
Brewer's United: Ennis, Tex.
Byers Bros.: Boyce, La.; Mansura 9-14.
Capital City: (Fair) Cairo, Ga.
Cetlin & Wilson: (Fair) Sumter, S. C.
Crafts Expo: (Fair) Phoenix, Ariz., 5-15 (season ends).
Drew James H.: (Fair) Nashville, Ga.; (Fair) Vidalia 9-14.
Ferris, Carl D.: Manning, S. C.; Waycross, Ga., 9-14.
Fleming, Mad Cody: Jessup, Ga.
Georgia Am. Co.: (Fair) Hinesville, Ga.
Glades Am. Co.: Everglades, Fla.; Naples 9-14.
Gold Medal: (Fair) Marianna, Fla.; (Fair) Valdosta, Ga., 9-14.
Groves Greater: St. Martinville, La.
Harrison Greater: (Fair) Lake City, S. C.; St. Stephens 9-14.
Helman United: Krotz Springs, La.
Heh, L. J.: (Fair) Brundidge, Ala.
Holly Am. Co.: (Fair) High Springs, Fla.
Hottle, Buff: Leesville, La.
Interstate: (Fair) Ozark, Ala.
Kile, Floyd O.: (Fair) St. Francisville, La.; Mamou 9-14.
Lane, Leo: (Fair) Thomasville, Ga.; (Fair) Palatka, Fla., 10-14.
Leeright's Midway: Slaton, Tex.
Lewis, Ted: Fernandina, Fla.
Marion Greater: (Fair) Camden, S. C.; (Fair) Chester 9-14.
Mighty Page: (Fair) Grifton, N. C.
Miller, Ralph R.: Golden Meadow, La.
Orange State: (Fair) Gainesville, Fla.; (Fair) Defuniak Springs 9-14.
Palmetto Expo.: Brooklet, Ga.
Prel's Broadway: (Fair) Brunswick, Ga.
Raines Am. Co.: Carencro, La.; Washington 9-15.
Raley Bros' Expo.: (Fair) Lake View, S. C.; Warsaw, N. C., 9-14.
Red Ribbon: Fayette, Miss.
Sickels, Bob: Galliano, La.
Southern Valley: (Fair) Alexandria, La.
Stephens, C. A.: (Fair) Starke, Fla.; (Fair) Wauchula 9-14.
Strates, James E.: (Fair) Charleston, S. C.; (Fair) Jacksonville, Fla., 9-14.
Tassel, Barney: Blackshear, Ga.; Savannah 9-14.
United States: (Fair) Rock Hill, S. C.
Virginia Greater: Windsor, N. C.; Jacksonville 8-14.
Vivona Bros.: (Fair) Georgetown, S. C.; (Fair) Charleston 9-14.
West Coast: Porterville, Calif., 2-11.
Williams, Ray: (Fair) Perry, Fla.; Homerville, Ga., 9-14 (season ends).
World of Mirth: Savannah, Ga.

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Clyde Bros.: Albert Lea, Minn., 3; Rochester 4-5; Mason City, Ia., 6; Boone 7; Cedar Rapids 8-9; Waterloo 10-11; Des Moines 12-14.
Harris & Rowe: Alexandria, La., 2-7; Monroe 9-14.
Kelly-Morris: Gastonia, N. C., 4.
King Bros.-Cristiani: Jackson, Miss., 2; Forest 3; Demopolis, Ala., 4; Clanton 5; Montgomery 6; Columbus, Ga., 7; Bainbridge 9; Thomasville 10; Lake City, Fla., 11; Gainesville 12; Ocala 13; Winter Haven 14.
Mills Bros.: Plant City, Fla., 3; Bradenton 4; Osprey 5; Tampa 6; Arcadia 7; Hollywood 9; Fort Lauderdale 10; Del Ray Beach 11; Lake Worth 12; Riviera Beach 13; Vero Beach 14.
Polack Bros., Eastern: (Armory) Baltimore 2-7; (Armory) Philadelphia 10-16.
Polack Bros., Western: (Aud.) Oklahoma City, Okla., 4-7; (Armory) Springfield, Ill., 12-15.
Ring Bros.: Carbon Hill, Ala., 5.
Ringling Bros. and Barnum & Bailey: Lake Charles, La., 3; Alexandria 4; Baton Rouge 5; New Orleans 6-8; Biloxi, Miss., 9; Mobile, Ala., 10; Pensacola, Fla., 11; Panama City 12; Tallahassee 13; Jacksonville 14.

Talent Topics

After closing at the Olympia Theater, Miami, Pedro and Durand, comedy acros, jumped to the La Vie en Rose, Quebec City, after which they will play the Winter Fair at Amherst, N. S.

Capt. Albert Spiller, of Spiller's Seals, visited Cincinnati recently to pick up some equipment, animals and birds stored there and then returned to the East where he is vacationing between TV, sport show and club dates. He is set for November 14-29 appearances with the Tom Pack Circus at Southern dates.

Beatrice Dante, fem chimp impresario, who worked most of the recent summer at a Coloma, Mich., resort, is again set for a long engagement, this time at the Florida Wild Animal and Reptile Ranch, St. Petersburg, Fla. Beatrice opened there November 1 and is skedded to work until April. Prior to opening, she spent a couple of weeks at her Tampa home.

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Ga. State Sets Record; Spending Up 15-20%

MACON, Ga., Oct. 31.—Attendance at the Georgia State Fair this year reached a new all-time high of approximately 134,000, E. Ross Jordan, general manager, announced. This was a gain of about 18 per cent over last year, and even topped the total for the 11-day fair held here in 1944, he said. This year's six-day event closed Saturday (24) after a week of perfect weather.

It was Jordan's 31st fair here and the veteran general manager said he considered it the "most successful in every way."

Biggest day was Friday (23), when more than 36,000 passed thru the gates. The exact figure

was not available because thousands of Future Farmer and 4-H club youths were admitted on their membership cards and no tally was kept, he explained.

Receipts from all sources were up an average of between 15 and 20 per cent, he said. These included the fair's gates, parking, midway, commercial exhibits, and grandstand. Latter had the biggest profit in history, Jordan said. Attraction was a George A. Hamid show, Bill Behney's revue, plus fireworks. For years the grandstand was a heavy loser, then for a time broke even. In recent years it has developed into a profit - maker and this year had its biggest gross, Jordan explained.

Attraction Reps To Participate In WFA Meeting

SACRAMENTO, Oct. 31.—Performers, booking agents, carnival owners, concessionaries, caterers and suppliers will participate in the Fairmen's Fair and 31st annual meeting of Western Fairs Association at the Hotel del Coronado in Coronado for four days starting Nov. 18, Louis Merrill, WFA general manager, announced.

Merrill said that booths would be located in the same room where major meetings are held and exhibitors will display their lines.

Firms which have reserved space include Soule Steel Company, John B. Knight Company, BBB Puppeteers, Monte Brooks Attractions, M. E. Taylor & Son, Decorative Plant Rentals, D. A. Vets-Distributors, Roberts United Shows, Cecchini & Levaggi, William H. Meyer's Gold Coast Shows, Popo the Clown, Paramount Flag Company, Pacific Catering Company, Larry E. Klump, Perey Turnstiles Company, Butler Manufacturing Company, Los Angeles Stamp and Stationery Company and Lily-Tulip Cup Company.

Greenwood, S. C., Chalks Up New Attendance High

GREENWOOD, S. C., Oct. 31.—Encouraged by the success of this year's run, officials of the Greenwood Fair are already busy planning for next year. This year's annual, which operated October 5-10 under new management, broke all previous attendance records, George F. Free, business manager, announced.

Big run was in part attributed to the recent establishment of two new textile mills in town that added considerably to the population and spending potential. Fairgrounds improvement also were a factor, these including complete re-painting of buildings, paving of roads and centralization of exhibit and midway areas. Free parking also helped.

Attractions included the O. C. Buck-Model Shows on the midway, George Hamid & Son acts, fireworks, stock car races, and horse and dog shows.

Out in the Open

Charles Kyle, of Kyle Productions, was discharged from the New Haven (Conn.) Hospital recently, his fifth release from the institution since being injured in an automobile accident in 1949. He plans on attending fair meetings this winter, if his health permits.

Chris Economaki, editor of the National Speed Sport News, auto race weekly, and announcer for Sam Nunis speed meets, plans to leave his Ridgewood, N. J., home Tuesday (4) for the Arizona State Fair, Phoenix. Accompanied by Mrs. Economaki, they will make a quickie Coast visit and then take in the Mexican Pan-American road race.

J. W. (Patty) Conklin, Canadian midway biggie, stopped off in Chicago for a brief visit last week, en route to join Mrs. Conklin in Hot Springs. Also resting at the latter Spa is Mr. and Mrs. Al Sweeney, of National Speedways, Inc., who recently closed their season at the Louisiana State Fair, Shreveport.

Spokane Hits \$16,885 Net

SPOKANE, Oct. 31.—The 1953 Spokane Interstate Fair held September 4-7, grossed \$44,900, according to a financial statement released this week. Expenditures totaled \$44,445.

Income during the year totaled \$89,234 from sale of bonds, contributions, and rental of grounds. Improvements made during the year brought total investment in buildings and grounds to \$172,762. The fair reported a cash balance of \$16,885.

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Spokane fair now is slated to precede others in this region, including those at Deer Park, September 9-11; Cusick, September 9-12; Davenport, September 9-11; Colfax, September 9-11; Rockford, September 16-18; Colville, September 16-19 and Ritzville, September 17-18. Fair times will be finally determined in December at a meeting of the Washington Fair Association in Walla Walla, Wash.

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Beatty Film Work Marks Season's End

Business Okay at Final Stands; New Canvas Used at Galveston

GALVESTON, Tex., Oct. 31.—Clyde Beatty Circus ended its 1953 season with a flurry of movie activity this week. Following final performances here Thursday (29), part of the equipment was to go to Deming, N. M., winter quarters while Beatty's own act and animals make winter dates.

Token work was done on the new Beatty film at Memphis (15-17), where it had been ballyed. But full crews did not come on until the show made Galveston (27-29). Delivery of the new

tent also was delayed until the Galveston stand.

At Texarkana, Saturday and Sunday (24-25), the show had two three-quarter houses the first day and a two-thirds afternoon on the second. No night show was scheduled Sunday (25). Show used a new lot in Texarkana. Mrs. Clyde Beatty and clowns appeared on the new TV station there. Mills Bros. played there October 10.

After a day in Lufkin, Tex., the show pulled into Galveston and drew a three-quarter night house Tuesday (27). No matinee was scheduled. City schools were to be dismissed Wednesday afternoon and a street parade was scheduled for Wednesday noon.

New Top

The new tent, built by O. Henry Tent & Awning Company, Chicago, is white with red and blue checkerboard squares. The initials, C. B., appear over each ring. Side wall is trimmed in red and blue. New blue and orange marquee carries the title of the show and lion and tiger art work. Canvas, which will be used next season by the show, was designed especially for the technicolor movie work now under way.

At Texarkana Sunday (25), the show's new opening spec was given last in the program as part of the rehearsal work for the movie. New wardrobe was in use.

A staff of 40 persons and three truckloads of equipment comprise the movie filming unit.

R-B LOSES BALL AT GOAL LINE

SHAWNEE, Okla., Oct. 31.—Loss of both Ringling-Barnum performances to mud here Friday (23) was a special blow to Harry Bert, advance ticket chief. He had the rare fortune of getting a day-and-date football game rescheduled so as not to conflict with the show stand. Then the rains came and the \$9,000 advance sale had to be refunded.

Wandering Bull Makes Headlines For Mills Show

PRICHARD, Ala., Oct. 31.—Mills Bros.' Circus played to light business here Monday (26), but the show garnered heavy national publicity when news of its wandering elephant was carried by the Associated Press and used by many newspapers.

The stories reported that a resident of this Mobile suburb was aroused at night and discovered an elephant leaning against his home. Police were called and they brought a circus staffer to reclaim the bull.

Meanwhile, a lion escaped from the Kelly-Morris Circus and that story, too, was carried by some Southern newspapers which used the elephant yarn.

Business for Mills Bros. was reported to be good in New Orleans Saturday (24). At Texarkana, Ark. (10), the show had two good houses.

Ringling Business Big Despite Rains

Shawnee Lost to Mud; Ardmore, Fort Worth Okay; Tyler Straws

WACO, Tex., Oct. 31.—Ringling Bros. and Barnum & Bailey Circus lost Shawnee, Okla., to mud, and rain slowed things in other stands, but business was generally strong this week. Tyler, Tex., the Monday (26) stand, gave a straw house at night.

A heavy rain on the day before made the lot at Shawnee so soft that only the cookhouse was put up Friday (23). Show canceled both performances.

Show was late getting off the wet Ardmore lot Saturday, and therefore late in arriving at Fort Worth for Sunday (25). Second and third sections arrived at about 2 p.m. Matinee started at 4:15 p.m. and held a near-capacity crowd. Night house was strong.

The Monday (26) matinee at Tyler was three-quarters filled altho about 90 minutes late. Lot was muddy and weather was cold. At night the circus strawed them. Rogers Bros. had played there October 10.

Waco, Tex., on Tuesday (27), gave a half afternoon house and

near-full night house. Business was scored despite fact that fair had just closed, college homecoming week was in progress and Gil Gray Circus comes November 4-8.

Polack Western Tabs Increase At Los Angeles

LOS ANGELES, Oct. 31.—Polack Bros.' Circus, Western unit, closed a five-day run here Monday (26) with turnaways and an extra performance to its credit. Managing director Louis Stern said the date showed an 11 per cent increase over 1952, when it was played in a smaller building.

The show contracted with the Shrine to return here April 19. Usually the date has been played in September. It was later this year and will be earlier next year in order to avoid conflicting with a football game sponsored by the same Shrine temple.

On Saturday (24) the circus gave three performances in the 11,000-seat Olympic Auditorium for a total attendance of 24,000. The first two shows were turnaways. The Sunday matinee also was a turnaway.

Under the Marquee

Frank T. (Cookhouse) Kelly pens that he traveled some 8,500 miles this year, seeing 28 carnivals and 12 circuses. Kelly particularly liked Mills Bros.' Circus, which he caught in Ponca City, Okla. . . . Joe Short, midget clown, reports that he is writing his memoirs on 50 years in show business.

Mr. and Mrs. Paul Van Pool, Coca-Cola bottlers and C.F.A. members, Joplin, Mo., cut up some jackpots recently when they were the guests of Mr. and Mrs. George F. Duvall while attending the National Bottlers' Convention at Denver. Duvall was a former circus agent. . . . Norman and Elizabeth Kester visited their children, Frenchie, Hazel and Myrtle Leboeuf, when Mills Bros.' Circus played Alexandria, La., October 14. . . . Scotty the Clown, who became a grandad recently, is working his way east from Michigan to do a Santa Claus stint in a department store.

John M. Herriott, former horse and pony trainer with Cole Bros.' Circus and son of Milt Herriott, general manager of the Cole show, is attending a business school in Minnesota. Milt and Mrs. Herriott made a business trip to Sa-

(Continued on page 68)

St. Louis Cops' Contract Goes At St. Louis

ST. LOUIS, Oct. 31.—Contract to produce the 1954 St. Louis Police Circus was awarded to L. N. Fleckles of Chicago. The show will be in the Arena, April 29-May 9. The contract was awarded after the committee heard proposals from various bidders Monday (26).

Among those at the meeting here were:

Ernie Young, Ernie Young Agency, Chicago; Charles (Chuck) Zemater Jr., Zemater Theatrical Agency Chicago; William Horstman, Cole Bros. Circus, Chicago; Freddie Williamson, Associated Booking Offices, Chicago; Tom Packs and Bud Hoerber, Tom Packs' Circus, St. Louis; Gus Sun Jr. and Bob Shaw, Gus Sun Booking Agency, Springfield, O.; Emery Jones, manager of the St. Louis Arena; Jack Lorenzo, representing Guy Mullins; Reginald Voorhees, Voorhees Agency, Chicago; Vic Brown, Boyle Wollfolk Agency, Chicago; George Ricketts, Frank Wirth Agency, New York, and Fleckles.

Capell Scores Best Season, Plans '54 Show

PRESCOTT, Ark., Oct. 31.—H. N. (Doc) Capell, owner of Edgar B. Buck's Wild Animal Circus, said here this week that he would continue in the circus business and had no intention of going back to the carnival field.

Capell said that 1953 was his best season since starting the circus in 1950, and that a crew of 16 is now at work in his quarters. The show closed October 13 at Harrisburg, La., and moved to the fairgrounds at Prescott without special incident.

Six-Day Racers Are Amateurs

KOSCIUSKO, Miss., Oct. 31.—So-call "bicycle jumps" are no joke for the Great Dalbeanie. The 83-year-old veteran of more than 30 years as thrill act and clown hasn't missed a parade with the King-Cristiani show this season. He has peddled his clown tandem bike the full length of each march.

Polack Eastern Pushes Philadelphia Promotion

PHILADELPHIA, Oct. 31.—Polack Bros.' Eastern unit is in the midst of a heavy promotion for its Shrine-sponsored stand November 10-16 at the Arena here. It is a new date and comes on the heels of the Eastern unit's big Baltimore run.

Jimmy Rison is handling the promotion and has 35 phones going. Dixie Hebert operated the Philadelphia promotion for Rison until the latter, loaned by the Western unit, completed his annual assignment at Baltimore.

Bill Naylor, unit's press chief, is handling newspapers, and Eddie Howe has radio and television responsibilities. Three chain stores are handling children's tickets. Wide 24-sheet coverage and bus cards are being used.

Newark Starts Slow

At Teaneck, N. J., where the show played another new date this fall, this one for the Newark

Shrine Temple, business was reported fair. Earlier, 40,000 persons turned out for the performances at the Sports Arena in Toledo.

The hyped performance now includes the Great Wallendas, George Keller's Wild Animals, Jack Joyce's Camels, Harold Voise Flyers, Rasini's Rocket Car, Widaman's Elephants and others which have been with the show all season. Polack Bandmaster Henry Kyes shared chores with Joe Basile at Teaneck. Basile, Hamid-Morton Circus bandmaster, is a member of the Shrine at Newark.

Lockwood Lewis Dies; Led Bands

LOUISVILLE, Oct. 31.—Lockwood Lewis, Side Show band leader, died at his home here Saturday (24) of a heart ailment. He was 63. Funeral was conducted in Louisville Tuesday (27), with a brass band playing circus music. Lewis started this season as director of the Side Show band on King Bros. & Cristiani Circus. He had signed to go with the Beatty circus next season. Earlier, he played in Arthur Wright's band on the Ringling-Barnum Side Show and with P. G. Lowery's band on Cole Bros.' Side Show.

He became leader of the Cole Side Show band and later had the band on Biller Bros.' Side Show. A native of Bowling Green, Ky., he started working as a musician when he was 16. For 30 years he had a band which played hotels and clubs in Louisville. He played saxophone and cornet. Lewis is survived by his widow.

King Big in Corinth

CORINTH, Miss., Oct. 31.—King Bros. & Cristiani Combined Circus played to a straw house here Friday (23). The afternoon house was half filled. A total of about 6,000 persons saw the two shows, and an equal number turned out for the show's street parade. Shrine auspices was used.

Night Business Big for Miller

CONROE, Tex., Oct. 31.—Al G. Kelly & Miller Bros.' Circus played here Tuesday (27) and had another five days to go before closing its season and returning to Hugo, Okla., winter quarters. Final stand is Atlanta, Tex., Sunday (1).

Nachitoches, La. (21), gave the show a good straw house at night and a three-quarter matinee. Rogers Bros. played there a week earlier and Kaye Bros. indoor show is contracted for November 3-5.

At Many, La. (22), the show had half and near-full houses. The Conroe afternoon show attracted half of capacity and the night house here was nearly filled.

Gainesville Sets 25th Anniversary Observance in April

GAINESVILLE, Tex., Oct. 31.—The Gainesville Community Circus will open its 25th season here April 21-23, with the annual Circus Round-Up being staged in honor of the show's silver anniversary.

A. Morton Smith, founder of the show and present program director, said about 100 persons who were with the show between 1930 and 1934 but who now live elsewhere, will be invited to the 25th opening as guests. F. E. Schmitz, circus president, said the 1954 edition will have 1,000 more seats for a total of 3,500. Dr. A. A. Davenport, president of the Circus Round-Up, announced the opening dates.

Clyde Bros. Starts Season; Suez Tells Indoor Line-Up

SALINA, Kan., Oct. 31.—Clyde Bros.' Circus, owned by Howard Suez, opened its indoor season here last week with Shrine auspices. Performance includes:

Ninon Hanel, Media Banta and Fred Biggerstaff, single traps; Jack Banta, pony drill; Don and Dolores, trampoline; Mike Gaskill, roly boly; Bob Perry; Margo Sisters (3), unicycles; Hanel Troupe, bars; Wanda, seal act; Frisco Reynosa, balancing traps; the Flying Viennas (4); Jack Banta, Liberty horses; Jeusitt Cardona, cloud swing; eight-girl ladder act; Chief Eagleman and Family, bow and arrow impalement; Eris, one-finger stand; webs (8); Reynosos Trio, iron jaw;

Whitie Kneise, Clyde Bros.' (Cole) elephants (3); and closing spec, "Seasons Passing in Review." Jack Banta is equestrian director.

Clowns are Jack LaPearl, producing; Lee Virtue, Danny Styron, Len Keeler, Ted LaVeida, Jimmie O'Donnell, Tommy Whiteside, Mike Gaskill and Slim Biggerstaff. Eddie Aikens heads the eight-man prop crew. William Brandt is superintendent of ring stock and has four grooms. Lee Virtue is wardrobe master. Harry Allen announces and Fancher Pierce is musical director.

Owner Suez' staff includes Harry Allen, manager; Maxine Allen, concessions; Louis Ringold, general agent; Bob Dickman, advance, and Jack Hagen, press.

RAIL CIRCUSES CONCENTRATE ALL BUT TWO CARS AT TYLER

TYLER, Tex., Oct. 31.—Railroad circuses concentrated here Monday (26), and early risers might have viewed all but two of the circus-operated railroad cars in the country.

Clyde Beatty Circus, with 15 cars, moved thru here early on its way from Texarkana to Lufkin. Ringling Bros. and Barnum & Bailey brought 69 cars here for Monday performances. The only actively used circus cars not in town during the day were the Ringling advance car and the Cole Bros.' elephant car. Latter will be used to take Cole elephants to the indoor circus date at Fort Worth late in November.

Dressing Room Gossip

Ringling-Barnum

After good business and wonderful weather thru Missouri and Kansas, the weather turned as we toured Oklahoma and Texas. Rain—a real downpour—hit us in Chickasha, Okla.

Jimmy Armstrong put in a busy day in Oklahoma City with his family and home town friends. Tex Copeland had his day in Amarillo, with many friends visiting and a write-up in the local paper about the local boy making good. Our drummer, Boom-Boom, was the busy one in Waco, with his wife and year-

old daughter among his many home town visitors.

Brenda Goring and Pifke Brysch were married in Oklahoma City, with a group of circus friends attending. Mr. and Mrs. Joe (Bananas) Sparpana announced the birth of a daughter in Sarasota. Merle and Nena Evans visited his home town, Columbus, Kansas.

We were sorry to hear that Father Ed Sullivan's mother died in Boston.

Birthdays were celebrated by Tex Copeland, Fay Alexander, Inge Gunther, Maxie Miller, and Shirley Coombs. Mistin shows movies between shows. Felix Adler made his annual broadcast in Waco.

Ira Millette is now 24-hour man. Eddie Ward joined. Otto Greibling closed to begin his store dates. A number of people from the Gil Gray Circus visited, also some show folks from the Dallas Fair. Mary Jane Miller visited her husband, Dick, in Dallas.

The fruit cake men from Corsicana, Tex., visited and took orders again. Esse Forrester O'Brien, Waco, visited and informed us her new circus book will be finished soon. Ben Wilson's son, a Navy man, visited him in Oklahoma City. Mary (Mike) Kovar, former nurse on the show, also visited. Jimmy Crocker, Babs and Del Graham visited on their way to join Clyde Bros.' Circus.

Other visitors included Bob Stevens, Jackie Dale, Billy E. Griffin, Mr. and Mrs. Jinx Berryhill and son Tim, Alex Konyot, Josephine Berosini, Guy Blackburn, Howard Suesz, Mike Noble, Lea Dean Kincaid, Sheriff Miles Bennett, Polly and Clayton (Chitlens) Chcase, Dick Doud, Hazel King, Ted Bowman, Bob Austin, Randy Randall, Hal Wright, Art Freeman, Hank and Ella Linton, Shirley Byron, Justus Edwards, Eddie Siefert, Roy Rowan, Faye and Billy Snyder, Gil Gray, Dolly Jacobs, Bob Keathley, the Ted De Wayne troupe; Red Rumble, Bette Leonard, Mr. and Mrs. Paul Jerome, Bill Dunn and family; Max Craig and family and Bobbie Peck McGough.—MARY JANE MILLER.

Polack Western

In Los Angeles, seats surrounded the ring similar to theater-in-the-round, giving the most intimate setting of the season. Dressing rooms, usually used by boxing and wrestling stars, were cramped.

Ruva Ashton and Russell Nafus were married Saturday (24). A party in the ring for the newlyweds followed the night show. Sis Madison Hopes did the catering. Betty Bell turned out Ruva's wedding gown, a masterpiece in light blue lace.

Dwight Moore and his Mongrel Revue were added for the date.

Everyone was interested in Dwight's fluorescent props. The Zoppe Troupe displayed three new complete sets of wardrobe, with even three new outfits for Cucciola.

Parley Baer experienced a new situation as he chauffeured Herta and Walter Klausner and their star bear, Katja, to a TV interview.

We had many visitors backstage, including: Elizabeth Clark, Rueben Castang, George Emerson, Liz and Larry Bastian, Al Hubbard, Virginia Powell, George Perkins, Abe Goldstein, Dick Lewis, Everett Hart, Irma Ward, Adolph, Clara, and Maria Delbosq, Harry Quillen, Joe and Anna Metcalf, Cliff McDougall, Buddy Richards, Ben Turpin, Boyd Kimes, Jack Moser, Marge Banks, Scotty Brown, Percy Clark, Carlos and Etta Carreon, Francis Brunn, Mary Tahmin, Jennie Silbon, Billy and GeeGee Powell, Le Brac and Bernice, Albert Fleet, Nick Saldo, Johnny Burnside, Bud Pryor, Bob Clark, Rose DeHaven, Harry Springer, Blanche Springer, A. G. and Dorothy Herbert, the Clyde Davisons, the George McIntoshes, Joey Franco, Vivian Reeh, Peggy and Mac McDonald, Fred and Jean Merkle, Ruth Millette, Penny Millette, Ben Beno, Bobby Kay Smiley, Don Hopes, Tony Harding, Jimmy Linn, Johnny Mitchell, Jo Ann Pierce, Jackie and Jerry Pierce, the David Millers, Hugo Haas and children and the Al Karnas.—HARRY D. DANN.

Clyde Bros.

Indoor season opened at Salinas, Kan., with s.r.o. nightly for three days. Everyone kept busy entertaining fans and friends, some coming from as far as Oklahoma City for the opening.

Lee Virtue's spec wardrobe draws "ah's" and "oh's." Eddie Aikens' prop boys make a natty appearance in their new wardrobe, as well as Maxine Allen's butchers.

The clowns and elephants made parade at Salina and entertained at Mercy Hospital. Danny Styron, Harry Villeponteaux and Len Keller were luncheon guests at the Shrine Temple. The elephants made the front page of The Hastings, Neb., Press when they were staked out in front of the police station, which is connected with the Hastings Auditorium.

Jack LaPearl interviews different artists on daily radio programs. Those who have participated include Eris, Del Graham, of the flying act, and the Hanel Troupe.

Visitors included Mr. and Mrs. C. M. Banta and son, who had just arrived from Korea; Mr. and Mrs. Howard Suesz, Mary Sue Suesz, Glen Sloop, Bill Green, Clarence Abeling, Dave and Millie Curtiss, Billy Williams, and William Dunn.—JACK LAPEARL.

Rogers Bros.

We had our first Louisiana rain at Gretna. In Texas we had a dust storm, wind and rain, all at Odessa.

Little Jackie Tolliver has made new wardrobe for her cloud swing. Buck Leahy has had visitors from New Orleans. Jerome Wilson, owner of the Circo Americano of South America, visited at Reserve, La.

When the show closes November 7, those remaining in Fort Myers, Fla., will include: Mr. and Mrs. Si Rubens, Mr. and Mrs. George Foster, the Pettus Family, Joe Horwath, John McGlothlin, Ginnie and Romie. Leonard Simons will go from Fort Myers to Miami and then to Havana, Cuba.

Other Florida destinations include: Mike Rubens, Coral

Gables; Pauline and George Penny, West Palm Beach; Andy Anderson and Sylvester Larios, Tampa, and the Tollivers, Sarasota. Other destinations are: Carmine Petrarca, Hot Springs; Billy Sheets, Ohio; Buck Leahy, indoor dates for Byron Gosh; Carlos Ricci, Mexico City, Mexico; Vasques Family, Mexico City, and Maurice Marmolejo, Redland, Calif. — MAURICE MARMOLEJO.

Siebrand Bros.

Show is still talking about escape of Capt. and Mrs. Harry Clark's baboon in Albuquerque, which garnered good radio and newspaper space. Sonny Siebrand the Clarks' grandson, returned to San Diego. Everyone felt in home territory when we played Pima County Fair, Tucson, Ariz., as it is so near Phoenix winter quarters.

Rosemary Petrey Erikson's uncle was among the guests at the housewarming for Concha and Carl Erikson's new trailer. Frank and Danita Roche were entertained by Bill and Margie Tellez. The Hodgins were feted by Capt. and Mrs. Ray Sterling and went to Mount Lemmon with Dave and Joan Smith — all formerly of Peru, Ind.

Dust storms hit us on day off between Tucson and Coolidge, but remainder of week was quiet. At Coolidge a party was given by Hans Erikson and Harry Frobes. Most of personnel camped around bonfires, since evenings were extremely cool. George Vest's wife came on for a short visit. Charlie Hilderra and Tommy Sales are getting a lot of laughs with their magic nonsense during come-in. Herta Frobes has been elected honorary president of the Snake Bite Club. The Roches, Hodgins, and dogs all went on a steak barbecue to nearby Casa Grande ruins.

Visitors include: Mr. and Mrs. Basil Smith, Jim Drinkward, Fritz Selby and Harold Strucely.—JOE HODGES HODGINL.

SLA Queen

Continued from page 62

Shows; June Tate, Wallace Bros.' Shows of Canada; Marion Shurford, Amusement Company of America; Mom Wasserman, Riverview Park, Chicago; Jeanne Wells, William T. Collins Shows; Mrs. Al (Hattie) Wagner, Cavalcade of Amusements; Jan Dellabate, James E. Strates' Shows; Patsy Hawk, 20th Century Shows; Sonja Glasgow, Gayland Shows; Millie Ward, Polack Bros.' Circus, Western; Damita (Armida) Rossi, Boyle Woolfolk Agency; Mary Yazvac, Blue Grass Shows; Jewell Jones, Gold Medal Shows.

Marjorie Kumalae, Merriam's Midway Shows; Marianne Vernon, United Exposition Shows; Mrs. Frank Westphal, Gravitt & Westphal; Kitty Brown, E. E. (Ernie) Farrow's Wallace Bros.' Shows; Ruby Hall Knippel, Wisconsin State Fair; Ann Mace, Ringling Bros. and Barnum & Bailey Circus; Evelyn Fordyce, American Beauty Shows; Virginia Hustrei, Barnes-Carruthers Theatrical Enterprises; Betty Carroll, Veterans United Shows; Arlana Carter, Happyland Shows; Miss Lexi, Polack Bros.' Circus, Eastern; Yvonne LaCosta, Swenson Thrillcade; Pauline Skerbeck, Skerbeck Amusement Company; Elmerett Lucia, Bodart's Blue Ribbon Shows; Jewell Moore, Moore's Modern Midway; Annabelle Pogeman, 105 Ranch Rodeo, and Danita Roche, Siebrand Bros.' Circus and Carnival.

TWO PHONEMEN
for
Polack Bros.' Circus
(Eastern Unit)
I can place 2 men on my staff for 1954 season. Office opens in London (Ont.), Canada Monday, Jan. 4th. Write:
BILL KAY
Shrine Circus Office
311 W. Markham St.
Little Rock, Ark.
No Calls or Wires

WANTED
CIRCUS ACTS
At All Times for 1954
•
INDOOR CIRCUSES, FAIRS, PARKS, SPORT SHOWS, TV AND CLUBS
•
TOBY WELLS AGENCY
643 N. Clark St. Chicago 10, Ill.

REQUIRE 1 MAN
Must be experienced with Telephone, Radio and TV Sales. Guaranteed draw if qualified. Average weekly earnings \$150.00. 5 days. No outside work. Apply
J. DOYLE
Suite 328 or 428, 705 Olive St. St. Louis 1, Mo.

Telephone Salesmen
Xmas party for orphans and underprivileged children sponsored by welfare agencies. I have a permit issued by city of Dallas for this campaign. "TOP COMMISSION AND DAILY PAY." Program new Sportatorium, Dec. 23. If you can sell, come on.
BILL ARMAND
4102 Prescott Dallas, Texas
Phone: LA 9841

WANT FOR 1954
Good Family Acts, Clowns, Press Agents, Billposter with truck. Eddie Hodgins, Pony and Dog Acts, Chimpanzee and Bear Acts, must be good. Want 3-Elephant Act. Phonemen, write. Towns will open January 1.
Bailey Bros.' Circus
Box 15, Gainesville, Texas

PROMOTERS—GENERAL AGENTS
Spend your winter in Florida. Establish accounts for a continental travel promotion agency. Receive 66 2/3% of gross. Only the highest caliber gentlemen considered. Sylvester T. Stegar, Pat and Manny, Mr. and Mrs. Thomas, answer.
Phone 3-3663
JIMMY SMITH
Trans-American Travelers
101 S. Ocean Ave. Daytona Beach, Fla.

GBA Radio Productions
Serving Radio and TV Stations from coast to coast—can use 25 experienced Telephone Solicitors. Only high class, sober men considered. Not a beg deal. Openings now! Allentown—Phone Hemlock 5-2462; McKeesport, Pa., c/o WMCB; Kansas City, Mo., Phone Logan 4343; Rockingham, N. C.; Houston, Tex. Others write: 727 Meriden Road, Waterbury, Conn.

CAN USE
Several sober, reliable Phone Men. Year around work. Phones open now.
J. W. STROUD
Shirley Savoy Hotel Denver, Colorado
No collects, please.

AGENTS
Want several Agents to book top theatrical attractions. Must be able to set phones under good auspices in towns of over 25,000 population. Pay \$62.50 per contract. Bill Collins and Benny Fowler, answer. Charlie Mason, get in touch with me.
KEN MURRAY
Phone 59930, Bloomington, Illinois

ARTIE WIDAMAN presents
Novelty BABY PERFORMING ELEPHANTS
Zetta 6'6" Peggy 48" Dorothy 43"
Now open for booking for 1954 Fairs—Parks—Circus.
We wish to thank Mrs. Bessie Polack and personnel for fine season on Polack Bros.' Eastern Unit.
Write or wire ED WIDAMAN, c/o Polack Bros.' Eastern Circus
Baltimore, Nov. 2-7; Philadelphia, Nov. 10-16.
Contact c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo., after these dates.

PHONEMEN
Not afraid to ask for money. UPC, Banners, and Program. Have Grotto Circus, Bartender Union Xmas Deal, also Fireman and Polio. Pay daily. Drunks, don't bother.
LOU MAIUS
Fulton 3271 TOLEDO, OHIO

FOR SALE OR TRADE
For other animals we don't have. Two nice Camels, one Llama, one big male Lion, two Zebras, one Mare and one Stud, both sound; one female Elephant work any place, one big black Bear, one young Wallabee. Have few sec. 7 high seats for sale. Want to buy or trade for any kind of wild animals we don't have if priced right. Have a good deal to offer on Pie Car for 1954 season; party must have help, and money to invest. A good money maker to right party who is not afraid to work.
AL G. KELLY & MILLER BROS.' CIRCUS
HUCO, OKLA.

PHONEMEN
Biggest Thanksgiving and Xmas deal in Texas. Write 3 to 4 yards a day. We want only sober men willing to work for the next 60 days. No drunks.
BUD SPENCE
214 Town House Ft. Worth, Tex.

3 PHONEMEN 3
Tickets and Book. Good Auspices.
JACK SCHENCK
Capitol Hotel Johnstown, Pa.
Phone: Johnstown 7-5191

PHONEMEN
3rd Annual American Legion Charity Show, featuring top TV stars. Large renewal tap list. Pay every day. No drunks or limbers tolerated. Deal starts Monday. No collect calls or wires.
WALTER GEORGE, c/o Franklin County Council, American Legion, Memorial Hall, 280 E. Broad St., Columbus, Ohio. Phone Adams 2900.

PHONE MEN
BOOK U. P. C. GROTTO COMMITTEE
Birmingham and Montgomery ready to go. No lay-off.
Phone 54-9403, Birmingham, Ala. P.S.: Wm. T. Howell, call.

PHONEMEN
Two key spots. UPC—Book—Tickets. 30 weeks' work booked.
PHONE 6-2740
Nashville, Tenn.

TWO PHONEMEN
3rd Annual Benefit Show. Lots of taps, other deals; ready to go; top commission daily.
BERT JURISTA
Southern Hotel Mansfield, Ohio

Two Sober Phone Men
VFW Xmas edition. Plenty of renewals with all calls available to men. Solid deal to follow.
Columbus, Ohio. Ludlow 6223. (no collect, please)

2 PHONE MEN
For Elk's and Truckers' union deal, more to follow; plenty of leads and cut-offs. Gentlemen only.
COLLOPY
133 Warren St. Dayton, Ohio
Phone: He 2142

PROMOTERS
Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

King-Cristiani

Biggest event for some time was the birthday party given by Corky Budd in the Jasper, Ala., hotel. Everyone was invited, and people dropped in all afternoon and evening.

Capt. John Finnerty, of the Salvation Army, made his annual visit at Natchez. Another Natchez visitor was Norman Lawrence, circus fan. Merle Palmer, Mississippi judge, visited at several spots and gave a party for the performers in Tupelo.

Bill Kellogg, former legal adjuster on the Corporation shows, visited in Aberdeen, Miss. Mrs. Poodles Hanneford and Gracie motored over from Columbus to catch the night show. The Eddie Hendrickses, who just completed their fair dates, spent the day with us in Corinth.

Prince Chi Chi, of the Seneca Indian tribe on the show, underwent an appendectomy in Tupelo and was away from the show for a week. Knife throwing act was carried on by Chief White Cloud. Paul Conaway, Macon attorney, visited.

Cool nights in Mississippi are bringing out the charcoal buckets, and we are all looking forward to Florida. Elmer Yates closed his promotion for the season in Tupelo and was back on the show for a final visit.—COL. HARRY THOMAS.

ROGERS ENDING 44-WEEK TOUR

FORT MYERS, Fla., Oct. 31.—Rogers Bros.' Circus will play here November 7 for its final day of the season. The stand in winter quarters will wind up the show's 14,361-mile junket. Six stands in Florida will comprise the 44th week. This week the show was in Louisiana and Mississippi. Owner Si Rubens recently announced plans to sell the show after this season.

77 FIRMS RESERVE 150 SHOW BOOTHS

NAAPPB Trade Show Exhibitors Named; Coin, Pool Displays on Increase

CHICAGO, Oct. 31.—Seventy-seven companies have reserved 50 of the available 160 booths for the annual trade show of the National Association of Amusement Parks, Pools and Beaches. The show, certain of being the biggest in NAAPPB history, will be held November 29-December 2 at the Hotel Sherman here.

Paul H. Huedepohl, secretary of NAAPPB, announced the names of exhibitors this week. Most exhibitors are makers and suppliers of outdoor show equipment who are annual participants in the show. The influx of coin-operated ride exhibits has continued, and more makers of swimming pool accessories are in the show this year, Huedepohl stated.

Reservations Listed

Those who have reservations for space include:

A.B.T. Manufacturing Corp., Chicago; Aluminum Enterprises, Port Huron, Mich.; Allan Herschell Co., North Tonawanda, N. Y.; Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Inc., Minneapolis; Arrow Development Co., Mountain View, Calif.; Auto-Photo Co., Los Angeles; Bally Manufacturing Co., Chicago; Norman Bartlett, North Tonawanda, N. Y.; William B. Berry Co., Boston; The Billboard; Blair Cedar & Novelty Works, Camden, Mo.; Blevins Popcorn Co., Inc., Nashville; J. L. Campbell & Co., Baltimore.

Capitol Projector Corp., New York; Carl & Ramagosa, Inc., Wildwood, N. J.; R. E. Chambers Co., Inc., Beaver Falls, Pa.; Chicago Coin Machine Co., Chicago; Coca-Cola Company, Atlanta; Cole Products Co., Chicago; Concession Supply Co., Toledo; Holmes Cook Co., New London, Conn.; William de L'horbe, Dayton; Dodgem Corp., Exeter, N. H.; Eli Bridge Co., Jacksonville, Ill.; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Fascination, Beverly Hills, Calif.; Genco Manufacturing & Sales Co., Chicago; Globe Ticket Co., Philadelphia; Gold Medal Products Co., Cincinnati; Gunion Enterprises, Frankfurt, Ind.; Hampton Amusements Co., St. Louis; Charles E. Hires Co., Philadelphia; Hodges Amusement & Manufacturing Co., Indianapolis; Frank Hrubetz & Co., Salem, Ore.

I. Q. Baseball Machine Co.,

New York; International Harvester Co., Chicago; International Microscope Co., New York; Jackson & Perkins Co., Newark, N. Y.; King Amusement Co., Mount Clemens, Mich.; Krazy House Popcorn Co., Rock Island, Ill.; Krispy Kist Korn Machine Co., Chicago; Bert Lane Co., Miami; Lee Manufacturing Co. and Runyon Sales Co., New York; Lusse Bros., Inc., Philadelphia; MacGlashan Air Machine Gun Co., Stanton, Calif.; Manley, Inc., Kansas City; Marksmanship, Inc., Thebes, Ill.; Meteor Machine Corp., Brooklyn; Mills Recording Co., Chicago; Miniature Train Co., Rensselaer, Ind.; Miracle Whirl Sales Co., Grinnell, Ia.; Mike Munves Corp., New York; National Amusement Device Co., Dayton; H. R. Nicholson Co., Baltimore.

Ray S. Oakes & Sons, Lyons, Ill.; Norbel Sales Engineering, Omaha; Overland Amusements, Lexington, Mass.; James A. Patterson Associates, Columbus, O.; Pepsi-Cola Co., New York; Perey Manufacturing Co., New York; Philadelphia Toboggan Co., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Rite-way Sales & Manufacturing Co., New York; Saunders Manufacturing & Novelty Co., Cleveland; Scientific Machine Co., Brooklyn; Sellner Manufacturing Co., Fairbault, Minn.; Standard Manufacturing & Sales Co., Lebanon, Ind.; Stetson China Co., Lincoln, Ill.; Sun Distributing Co., Waco, Tex.; Thrift Novelty Co., Inc., Denver; Tyson-Caffey Corp., Wayne, Pa.; U. S. Seating Co., New York, and Venice Amusement Corp., New York.

Portland Zoo Plan Includes Railroad

PORTLAND, Ore., Oct. 31.—The Portland Zoo Commission this week includes a \$25,000 item for a Miniature Train in its proposal to build a new zoo. The commission indicated the ride would be a major factor in providing income for the upkeep of the zoo.

The commission is sponsoring a measure, calling for the expenditure of \$3,850,000 for the zoo, be placed on the ballot at the May 21, 1954, election.

Blaze Sweeps Park Building At Kansas City

KANSAS CITY, Oct. 31.—Fire caused an estimated \$75,000 damage at Fairland Park here Sunday (25) when it swept thru a concession building and destroyed an Arcade, Gallery and bumper game. Manager Harry Duncan, who made the estimate, said the building was not insured.

The structure was owned by Mario Brancato, who had left the park shortly before the blaze, to go to Cleveland, where he was planning to buy a new ride for the park. George Howk, owner of the bumper game, wasn't able to estimate the damage to his property.

Flames apparently started in living quarters of Frank Jennings, ride operator, at the rear of the Arcade. Storerooms and contents were destroyed along with an electrical switchboard. The concession building was built to replace one lost in a 1943 fire. The park season closed in September.

Rocks' Signs Kaner Again As Publicists

NEW YORK, Oct. 31.—Walter Kaner Associates will handle Rockaways' Playland promotion and publicity for the sixth consecutive year. A. Joseph Geist, owner of the Queens funspot, cited increased publicity results during the 1953 season, in re-naming the agency.

Metropolitan newspapers this past season used 30 per cent more material beneficial to Playland than the year before, and a 125 per cent improvement was noted in national publicity results.

For the third straight year in the 25 it has been owned by Geist, the park is open Saturdays and Sundays thruout the winter.

Bat Cage, 2 Wheels Set for Palisades

CLIFFSIDE, N. J., Oct. 31.—Palisades Amusement Park swung into a \$150,000 revamping program this week by purchasing two new Ferris Wheels and a seven-unit, \$50,000 baseball batting range.

In addition, owner Irving Rosenthal said, the Bug ride is being taken out after 25 years at the funspot, and Harry Frankel is being sent to England and Germany to view two rides in which the park is interested.

The new wheels, both No. 16 Eli models, will be erected next to the park office, and the old wheel will be put out to pasture as a sign structure. It will be decked out with lights extolling Palisades' free parking, and will be placed where New Yorkers

will see it clearly from across the Hudson River.

Rosenthal said the Bug elimination will provide 120 feet of ride and amusement space near the free-act stage. The machine was described as too noisy for the location.

Top amusement designer Jack Ray is flying in from the Pacific Coast this week to design a colorful front for the batting range, said to be the largest to be installed at a major amusement park. The seven units will occupy a space 110 feet wide and 130 feet deep, and Charles F. Henderson, general manager of I. Q. Baseball Machine Corporation, said the operation will be novel in that actual baseball measurements will be used: There will be 60 feet, 6 inches from pitching machine to home plate. Space will be obtained opposite the Water Scooter, by moving the Flying Scooter to where the old miniature railroad entrance was, and by shifting the Motordrome about 50 feet.

I. Q. is providing a packaged product consisting of machines, netting, bats, balls, home plates, and all needed accessories. Patrons will bat 130 feet against a backdrop that will be 50 feet high and graded in either numerical point values, or in baseball values.

Automatic Loading

Henderson said sloping flooring will make operation of the pitching units completely automatic, as balls will be returned to the machines from both the backboard and home plate areas. The patron will get a standard nine chances for 25 cents. He will deposit his quarter, but the cycle of nine pitches will not begin until he steps on home plate or taps it with his bat. Henderson said this "safety" operation eliminates the danger of left-handed batters being struck by thrown baseballs as they cross home plate to take up their positions. This happened occasionally when early machines started throwing as soon as the coins were deposited.

I. Q. machines, of which there are about 100 in the country, are presently at 22 locations. The (Continued on page 92)

Rules on Tax For Kid Trains

WASHINGTON, Oct. 31.—Tickets to Miniature Railways operated for amusement are subject to the federal admission tax rather than the transportation tax, Internal Revenue Service has ruled. The transportation tax applies only if the railroad operates for the public's convenience in taking passengers from place to place.

Edmonton Starts New Zoo Campaign

EDMONTON, Alta., Oct. 31.—First steps in the formation of an Edmonton Zoological Society were taken at a recent meeting here. Al Oeming was elected president.

Main purpose will be to promote a new zoo for Edmonton, Mr. Oeming explained. He described the present one, at Borden Park, as dilapidated and "entirely inadequate" for a city the size of Edmonton.

Under the Marquee

Continued from page 66

lina, Kan., recently to place three Cole bulls with the Clyde Bros.' Circus for the indoor season. Herriott reports that the Clyde show has a fine performance and that he visited with Howard Suez and Harry Allen. New horses and ponies are being trained at the Cole Bros. quarters, and trappings are being refinished and new plumes made for the new 10-horse Liberty act. John Smith is captain of the training barn, assisted by Bill Waite. Mrs. Ploss continues as cook.

Ray Harris, formerly with the Barnes, Hagenbeck and Ringling shows and manager of theaters on the West Coast since his release from service after World War II, is going into the TV film business. Harris and a group of 15 from Hollywood are leaving the middle of November on a yacht for a six-month cruise down the coast of Mexico and Central and South America and then on to the South Seas to make shorts and a full-length travelog. The group will travel some 15,000 miles before their return next spring.

Booker Guy Martin had a good deed backfire on him when Polack Eastern played Teaneck, N. J. Rushing a spotlight to the army as a favor to Sam Polack, Martin tripped on the balcony stairs and crashed onto his right elbow. Although the first diagnosis indicated a fracture, X-rays showed Martin came out of it with nothing worse than a severe sprain. He had the arm in a sling for four weeks.

Wimpey, the English clown, is working club dates around Chicago. . . . Morey Schayer visited Larry Benner and Jack Klippel on the Polack Eastern show at Newark, N. J., where Schayer is a theater manager. The three were together on Sells Floto in 1925. . . . Circus detectives and local authorities were watching

Ringling-Barnum stands this week for two men posing as agents of the show.

John C. Cloutman, press agent for Hunt's Circus, is back at Dover, N. H., for the winter and plans to be with Hunt in 1954. . . . Bill Ballantine is doing the Christmas card for Ringling-Barnum. He also plans to design the Side Show and menagerie for 1954. . . . About 40 circus drawings by artist Toulouse-Lautrec have been published in a book called "The Circus." Printed in France, the volume is available in New York.

Bill Green, Washington, Kan., fan, was visited recently by Jack LaPearl, Lee Virtue, Len Keller and Ted LaVelda, all of Clyde Bros.' Circus. . . . Harry and Doris Chipman will winter in Los Angeles after finishing the season ahead of Gil Gray's show. Chipman expects to be with a newspaper.

Clyde Wixom, of the old Mat Wixom Circus family, and his wife visited in Moultrie, Ga., with Charles H. Jennison, former bandmaster on the Wixom show. Butch Cohn and Jean Allen came down from Houston to see the Clyde Beatty show at Galveston, Tex. . . . Earl and Hattie Shipley were in Galveston this week-end, with Earl winding up a stint on press for the show. They'll be in Houston until time for the Kansas City and Wichita indoor dates, which Shipley will handle for Orrin Davenport.

The Wyoming Duo, currently touring with a Byron Gosh's indoor circus unit, recently purchased a house trailer in Toronto, O. Buck Leahy, white-face clown who also does a contortion act, will join a Gosh unit in Virginia. Leahy has been trouping with Rogers Bros.' Circus.

FOR SALE ROCKET RIDE

Complete with 60-foot steel tower, three large Chambers stainless steel cars, double cables, 25 H.P. 3 phase electric motor, all controls. . . . A-1 condition. Unable to install in park because of outdoor movie. Dismantled and ready for shipment at Auburn, Ind. No reasonable offer turned down.

Concession Supply Co. 3916 Secor Road Toledo 13, Ohio

\$\$\$ SAVE 50% \$\$\$ KIDDIE RIDES

Dissolution of partnership forces sacrifice of 6 Rides in first-class shape. . . . will sell for 50% of replacement cost. . . . includes Rensselaer Miniature Train with 400 ft. of track, Boat Ride with portable tank, Pony and Cart Ride, Jeep and Fire Truck Ride, Mangels Roto Whip and tiny Ferris Wheel. Write today to BOX D-84, c/o The Billboard, Cincinnati 22, Ohio.

HOLMES COOK MINIATURE GOLF

Now has New York headquarters. 631 Tenth Ave., N. Y., 36 Phone: Plaza 7-3552

FOR SALE

Miniature Train, Gas, with 3 cars; Manufactured by Miniature Train Co. Used 3 seasons (12 months total actual time used) cheap for quick sale. A good money maker for the right location. Will sell complete outfit, Train, Track, Ties, Signs, etc. For full particulars write to ALBERT DI DONNA Kingston, N. Y. R. R. 1, Box 408A

PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

CONTRACT 1954 KIDDIE RIDES LOCATION NOW!

Wanted to contract now, 6 to 10 Kiddie Rides for 3 1/2 acre hard top lot, at entrance to New England's largest beach, longest season, April thru October. Kiddie land to be situated next to ultra modern California style drive-in car-feria in operation two years. Plenty of free parking. 4 million population to draw from, several hundred thousand at beach every week end. This is a new Kiddie Land in full view of thousands of passing cars daily. Must be laid out, foundations, etc. for early spring opening. Percentage arrangement only. Write or phone

FRED H. FREEMAN

1 BOULEVARD Telephone Revere 8-3322 or Winchester 4-1333 REVERE BEACH, MASS.

PARKS, RESORTS, POOLS



An important part of The Billboard's complete coverage of the OUTDOOR AMUSEMENT FIELD

You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!

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 Name
 Address
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 Occupation

All-Time 180,000 Attend Columbia

COLUMBIA, S. C., Oct. 31.—South Carolina's 84th State Fair ended on a record note Saturday night (24) with more than 180,000 having attended since the opening Monday night (19). Altho an exact count was not offered by Paul V. Moore, manager, because of the big free-gate Monday, he said indications pointed clearly to an all-time high turnout, about 5 per cent over last year's edition.

A week of warmth and sunshine helped boost the attendance and also the grosses in all departments. Moore said concessionaires all reported increased revenue, and went on to cite boosts over 1952 of 50 per cent in grandstand attendance, and 35 per cent at the auto parking area. World of Mirth shows and rides also boomed noticeably, he said.

All exhibits were released from their obligations on Saturday at 2 p.m., and the midway drew good crowds up to midnight. The Hamid revue gave its final performance the final evening.

The fair's new \$30,000 cattle barn and \$6,000 lighting system were especially pleasing in appearance and operation, Moore said, and he also lauded the number and quality of exhibits. More than \$18,000 in premiums were awarded in 10 major categories.

Bright skies graced the Friday school day, during which more than 50,000 children and teachers descended on the grounds. Highlight of the day was the afternoon State marching band festival, contested before the grandstand. Featured during the week were Future Farmers Day, 4-H Day, College Day featuring the South Carolina-Clemson football game, School Day, and Saturday's Thrill Day (24).

20G PROJECT

Regina Plans New Dressing Rooms, Stage

REGINA, Sask., Oct. 31.—Directors of the Regina Exhibition Association have approved construction of a new grandstand platform and three dressing rooms in time for the 1954 exhibition. Cost will be about \$20,000.

Installation of a totalizer for calculating betting odds at the horse races was also approved. Initial cost of the installation will be \$15,000 and the exhibition org will pay an annual rental.

The platform will be a portable type, 60 by 70 feet, which can be pulled forward over the race-track on casters running in channel tracks. The tracks will be mounted on sections of plank that can be easily moved onto a race track. The frame will be of tubular steel.

Three movable, trailer-type dressing rooms will be built. One will be for the chorus and the other will be divided into rooms for performers. The dressing rooms will cost \$12,000 and the stage \$8,000.

C. B. McKee, chairman of the attractions committee, said the percentage of the main gate attendance going to the grandstand had dropped from about 50 per cent five years ago to 36 per cent this year. He felt the board should consider whether the production type show presented in the past few years should be replaced by some kind of show.

In visits to U. S. fairs, McKee said he had found thrill shows and personal appearances of recording artists were drawing big crowds and that some fairs were turning away from production shows. General feeling of the meeting was that crowd interest might be increased with more vaudeville acts.

Tupelo Plans '54 Expansion Of Grandstand

TUPELO, Miss., Oct. 31.—The Mississippi-Alabama Fair & Dairy Show is mapping plans for the immediate construction of a new steel addition to its present grandstand, James M. Savery, president-manager, announced.

This move on the part of the fair was prompted by the difficulty in properly handling crowds at this year's fair, which closed October 10, Savery said.

The '53 run was the most successful in the 46 years of the fair, he said. Weather was perfect and according to official figures, a total of 139,608 came out to the grounds, an increase of close to 20,000 over '52. The money department was also up, netting the fair its biggest profit on record.

Annual's livestock shows and agriculture exhibits also hit new highs, and Johnny Denton's Gold Medal Shows, the midway attraction, had sharply increased grosses. Bob Steele's Frontier Days was the big money-winner in front of the grandstand.

NIFTY WEATHER

Dixie OK Despite Dried-Up Crops

NEW YORK, Oct. 31.—Most of the Southland's fairs seem to have come thru in fine style even tho the extensive tobacco belt, which harbors many important events, was hard hit by a drought that began last June.

A major factor in the success of some of the big events—Richmond, Atlanta, Winston-Salem, Charlotte, Rocky Mount, Raleigh, Columbia, Spartanburg—was the ideal weather which enveloped the area from the last few weeks in September until the present.

With the temperature crowding, or into, the eighties almost every day and the skies as clear as crystal, there was little excuse, weatherwise, for folks not to come out to the fairs. That they did was attested by the reports of increased attendance at many events.

Report Money Tight

At some events spending was reported down even tho attendance figures were even with or up over last year. In many areas the tight money situation was di-

rectly traceable to the drought hit crops. Perhaps not more than the tobacco crop, which matured late because of the lack of water had been harvested by the time the fairs were held. Normally the crop is pretty well in and the farmers are holding many million of dollars.

The late harvesting and selling of crops aided the events scheduled late in the season. At South Boston, Va., for instance, more tobacco was reported sold during the first three days of the fair than the warehouses had handled cumulatively up until that time.

The warm days made for warm nights and grandstands benefitted accordingly. The chill weather which can cut heavily into night play was missing. Bad weather, in the form of a two-day deluge, singled out the Cleveland County Fair, Shelby, N. C., and seriously diluted the potential earnings of that event.

Canada B Loop Sets Pass Policy

REGINA, Sask., Oct. 31.—Commercial exhibitors and concession operators will be given drop tickets rather than privilege passes on the Western Canadian B Class fairs circuit in future. Decision was reached at the recent semi-annual meeting of the Western Canada Fairs Association at Moose Jaw.

Fair Assn. Meetings

Oregon Fairs Association, Salem, November 11-13. Mrs. Leon Davis, Hillsboro, secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 23-25. Emery Boucher, Exposition Park, Quebec, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank H. Kingman, Brockton 16, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 7-9. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P. O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 18-20.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Detroit Mgr. Proposes New Meeting Hall

DETROIT, Oct. 31.—Plans for establishment of a permanent convention center at the Michigan State Fair were proposed this week by James M. Hare, manager. Under his proposal, connecting buildings would be constructed between the present Coliseum and other nearby halls to create an integrated meeting center.

The proposed improvement is designed to eliminate the need for a \$25 million hall planned as one unit of the downtown civic center.

Bauder Quits West Union

WEST UNION, Ia., Oct. 31.—Ed Bauder, secretary of the Fayette County Fair here for the past 21 years, has announced his resignation. He will continue to handle the duties until the board appoints a successor.

Grant Lauer, of Eldorado, was re-elected president of the board and Carl Palmer, this city, was renamed vice-president.

The '53 fair, according to the secretary's report, showed increased income in all departments except the afternoon grandstand. This decline, however, was offset by bigger receipts from the evening grandstand attractions.

BOOKERS, NOTE!

CHICAGO, Oct. 31.—Booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses and names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.



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Atomic Energy Exhibit Ends 16-Week Tour

OAK RIDGE, Tenn., Oct. 31.—The atomic energy exhibit of the American Museum of Atomic Energy here recently wound up a 16-week tour of outdoor amusement centers, including five major fairs and one amusement park.

Longest stand was at River-view Park, Chicago, where the exhibit was displayed from May 20 thru August 8. Fairs on the schedule included the Kingsport Industrial Fair, Kingsport, Tenn., August 24-29; Illinois State Fair, Springfield, August 14-23; Ohio State Fair, Columbus, August 28-September 5; Oklahoma State Fair, Oklahoma City, September 26-October 3, and the Arkansas Livestock Show, Little Rock, October 5-10.

During the 78-day run at River-view, an estimated 330,000 people saw the exhibit. Among the fairs, the Oklahoma State Fair, with an estimated 238,000 viewers, was considered tops.

According to officials of the museum, the exhibit is again being offered fairs for next year.

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- EDMONTON, CANADA, Sept. 25 thru Oct. 3, John B. Scallan, Director
- Edmonton Gardens, Expo. Grounds
- NEW ORLEANS, LA., Sept. 26 thru Oct. 4, H. F. Van Horn, Director
- c/o Municipal Auditorium
- SOUTH BEND, IND., Sept. 22 thru 27, Dorothy Godfrey, Director
- 334 W. Leslie St., Apt. 5
- LYNCHBURG, VA., Sept. 21 thru 26, Jack Craig, Director
- c/o Junior Chamber of Commerce
- BATON ROUGE, LA., Sept. 22 thru 27, L. A. Gifford, Director
- 444 Florida St.
- MOBILE, ALA., Oct. 21 thru 25, Douglas M. Brooks, Director
- c/o Junior Chamber of Commerce
- DENVER, COLORADO, Oct. 24 thru Nov. 1, Paul Waters, Director
- 205 Tramway Building
- ROANOKE, VA., Nov. 9 thru 15, Jack Craig, Director
- P.O. Box No. 1165
- TOPEKA, KANSAS, Jan. 18 thru 24, Paul Waters, Director
- c/o City Auditorium
- CANTON, OHIO, March 2 thru 7, Dorothy Godfrey, Director
- 104 South Market Street
- EL PASO, TEXAS, March 17 thru 21, George Colours, Director
- P.O. Box No. 3154
- DALLAS, TEXAS, April 3 thru 11, H. F. Van Horn, Director
- 102 Walnut Hill Village
- JACKSONVILLE, FLA., April 4 thru 11, Ed W. Smith, Director
- 317 W. Forsyth Street
- WACO, TEXAS, May 4 thru May 9, Dorothy Godfrey, Director
- c/o Heart-of-Texas Coliseum
- SAN ANTONIO, TEX., May 8 thru 16, Grover A. Godfrey Jr., Director
- 833 Sanders Road, Varsity Village Bldg.
- CEDAR RAPIDS, IOWA, May 18 thru 23, Paul Waters, Director
- c/o Memorial Coliseum
- TACOMA, WASH., May 19 thru 13, George Colours, Director
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C&W Reports Best Rail Tour to Date; 4 Key Fairs Signed

Big Break: Not 1 Day Rained Out; Key Dixie Annuals Set for '54

FLORENCE, S. C., Oct. 31.—The Cetlin & Wilson shows are rounding out their very best season since adopting rail transportation. Moreover, the outlook for next year is equally good, in view of the several major annuals which have already re-signed the show unit for next year and the belief of co-owners Issy Cetlin and Jack Wilson that the low-cost entertainment featured by carnivals will survive any possible recession that the nation might be faced with next year.

The weather was responsible for much of the shows' success. Wilson says, pointing to the fact that no one day was lost to rain throughout the season. This is in marked contrast to last year when the show was a principal victim of a tornado while playing the State Fair at Sedalia, Mo. The rains came, of course, but they were so timed as not to interfere with the shows' business.

Already signed and sealed are fairs at Spartanburg, S. C.; Macon, Ga.; Richmond, Va., and Reading, Pa. This makes for an assured strong Southern route again next year since the Dixie spots are the big ones on the shows' route. The kinship with Reading provides the needed jumping in spot for the shows to come East after playing its early fairs in the West.

More Are Promised

Wilson said that a number of other dates are on commitment. Efforts to solidify the show route are, of course, continuing. The assumption is that if Cetlin & Wilson can retain the same dates that they have played for the past several years they will be quite happy.

Wilson credited the strong show lineup this year with building grosses. The units, he said were the best the show has ever featured. Sally Rand clicked as a feature with the Raynell Show. Even here, in the Deep South, la Rand is packing them in nightly at a straight \$1 admission.

A new name feature from Hollywood is being dickered with right now and Wilson said that contract signing might take place next week.

The show is doing well here, picking up a few hundred dollars each day. Next week it journeys to the Sumter (S. C.) Fair for its 17th consecutive showing there.

Come what may, business will probably be pretty good next year, Wilson says. If there is any marked recession—and he is not looking for one—then he believes that carnivals will benefit to the extent that the public will be looking for the cheap entertainment which they alone furnish. It has worked out that way before, he says, and it can very well work out the same way again.

Taxes Head Topics Set for ACA Meeting

Cohen Outlines Agenda for 20th Annual Confab

NEW YORK, Oct. 31.—Admission taxes head up a long list of problems slated for discussion at the 20th annual meeting of the American Carnivals Association Inc., which will be held at the Hotel Sherman, Chicago, November 30-December 1.

Other topics programed include public safety, public relations, labor, reconversion, industry problems of an unusual nature, public welfare and patriotic activities in 1954, railroad and motorized transportation and a legislative program.

The general counsel and associate counsel will meet at 1 p.m., Monday, November 20 in Room 111. At 4 p.m. in the same room the directors, officers and past presidents will meet. At 10 a.m. on Tuesday, December 1 a meeting of railroad show owners and managers will be held in Room (Continued on page 73)

SLA Ladies Nominate '54 Officers

CHICAGO, Oct. 31.—Lucille Hirsch has been nominated as president of the Ladies' Auxiliary of the Showmen's League of America, it was announced this week. Mrs. Viola Moore is the nominee for first vice-president, Carmelita Horan, for second vice-president, and Mrs. Virginia Kline third vice-president.

Evelyn Hock is up for treasurer and Elsie Miller for re-election as secretary. Board of governor nominees are Grace Goss, Ethel Weer, Charlotte Wright, Myrtle Hutt, Minnie Simmonds, Lillian Lawrence, Sophia Carlos, Margaret Pugh, Hattie Hoyt, Etta Henderson, Ann Sleyester, Claire Sopenar, Betty Shea and Frieda Rosen.

Nominating committee included Mrs. Margaret Hock, chairman, Mrs. Ann Belden, Mrs. Ann Sleyester, Frieda Rosen, Betty Shea, Claire Sopenar and Mrs. L. M. Brumleve.

Dallas Fair Rides, Games, Concessions Chalk Up New Highs

Register Records Despite Two Washouts; Midway Show Business Drops Below '52

DALLAS, Oct. 31.—Concession and Midway business at the 1953 State Fair of Texas topped grosses of all previous years, Fred Tennant Jr., superintendent of midway and concessions, reported as the 16-day expo ended Sunday (25).

"This was the best year we've ever had for rides, games, novelties and food concessions, despite rainouts on two nights," Tennant reported. "Shows were slightly under 1952 totals."

The Midway bucked rainouts Wednesday night (21) and the final Sunday (25). Kiddie Town and most other rides on the midway were shut down by 7 p.m. October 25, the closing day, when a torrential rain sent crowds scurrying for cover.

"We hadn't had rain like this during the fair since 1946," added Tennant, "but we topped our concession grosses anyhow."

Rides Up 10 Per Cent

Rides and games were up 10 per cent over last year, food concessions up 12 per cent and novelties up 9 per cent, he said.

Jess Willard, former heavyweight boxing champion, banner name in the Pete Kortess Side Show, shook hands with 15,000 persons, made a big hit with State Fair visitors and got lots of publicity.

Happy Dot Blackwell, 605 pound fat girl act, lectured on dieting to an estimated 40,000 fairgoers.

The Pat Murphy-Red Marcus "Follies Bergere" pulled over 50,000 persons. Tennant said he heard nothing but praise for the girl show.

Round-Up Debuts

The Rotor was the top ride again during its second year at the fair with a total of 159,000 paying customers. Sixty per cent of the Rotor fans rode, 40 per cent watched, operator Max Myers said.

The Round-Up, new ride which made its debut at the fair this year, had about 30,000 riders.

Dancing Waters, presented at the fair by Clarence Linz, started slow but was a sensation by the end of the 16-day run, and will be returned for both the 1954 and 1955 fairs.

"We had the largest crowds and the most number of hours of free entertainment per day on the

Magnolia Stage we have ever had," Tennant revealed.

Two aerial acts, the Sensational Kays, and the Aerial Alcidos, worked above the stage and proved to be good crowd catchers, he said.

The official Women's Air Force Band from Lackland Air Force Base at San Antonio; the Plymouth Kiltie Band from Detroit, Mich., and the Falstaff Brewing Company's Hank Thompson and His Brazos Valley Boys appeared daily on the stage and numerous special events also were scheduled.

Bistany Org Opens Winter Tour in Macon

MACON, Ga., Oct. 31.—Lee Bistany's Orange State Shows opened their winter tour at the Georgia State Colored Fair here Monday (26) and at the half-way point reported good business. Org jumps to Gainesville, Fla., for its regular tour. Grosses here are about on par with last year, Bistany said.

Staff, in addition to Bistany, includes Col. H. E. Stahler, assistant manager; Whitey Fellmer, lot superintendent; Paul Campion, advertising agent; Carl Lauder, Diesel engineer.

Shows include Betty Lou Williams, under management of Dick Best; Leonard and Hall's Side Show, Dan Riley's Congo Show, George Vogstad's three shows, Dime Wilson's Snake Show and Jimmy Ferenzi's Girl Show. Ferenzi also has the Cookhouse.

Org has 8 major rides, including 2 Ferris wheels, and 4 kiddie rides at the fair here. There were 38 concessions. - Aerial Winters, high act, is the free act attraction.

Miami Offices Not Completed; Meet Re-Slated

MIAMI, Oct. 31.—The Miami Showmen's Association building at 1799 N. W. 28 Street, scheduled to be open for the first meeting there Tuesday (3), has not reached the stage of completion that will allow for its occupancy. The first meeting has been re-scheduled for Tuesday, November 17, according to President William Cowan.

Work on the structure has been going on since summer, and it is still expected that it will be finished in time for the approaching influx of members.

UNINTENTIONAL PHILANTHROPY

RALEIGH, N. C., Oct. 31.—George A. Hamid found himself giving money away literally, but unintentionally, at the North Carolina State Fair last week. It happened when the booking mogul got a handful of pass books for the James E. Strates Shows mixed up with the home fund-raising books issued by the National Showmen's Association. Both are approximately the same size and color and Hamid, in handing out books to useful people, as might be supposed, duked them the NSA units which cost him five bucks each rather than the midway books which were free.

RAS Holds Close To '52 Business In Final Stand

Shreveport Fair's Shift to Paid Gate Shows Small Effect

SHREVEPORT, Oct. 31.—The Royal American Shows managed to keep close to their '52 gross in the first six days of the nine-day Louisiana State Fair there this week as the fair put into effect a 50-cent gate after operating as a free fair for 11 years.

The paid gate served to thin midway crowds somewhat, but midway ops pointed out that those thinned out apparently were the type who were non-spending, attendance-repeaters.

The RAS staged a prevue Friday night (23), on the eve of the fair's opening, and it yielded a good night's business. The weather thru the first six days was ideal except one night, when cold weather discouraged crowds.

Leon Claxton's "Harlem in Havana" posted a new one-day record for his show, a perennial favorite here, on Negro Day, Monday (26).

Visitors to the midway included Mr. and Mrs. Eddie Brown, Mr. and Mrs. M. J. Doolan, J. M. Dean, Col. Tom Parker, Mrs. Robert L. Lohmar, Mrs. T. H. Soresby, Madelyn Sorsby, Mr. and Mrs. Charles Stropheni and three daughters, Mr. and Mrs. George Coker and Cliff Wilson.

Fair here winds up Sunday (1) and will mark the season's close for the Royal American Shows.

Don Franklin Adds 2 Rides For '54 Trek

NEW BRAUNFELS, Tex., Oct. 31.—Don Franklin Shows has already expanded its ride lineup for '54 operations with the addition of a Tilt-a-Whirl purchased from William Pink, of the Amusement Company of America, and a new Rock-o-Plane from the Eyerly Aircraft Company. Owner Don Franklin said the Tilt would go out with the No. 2 unit while the Eyerly ride will be featured with the first unit.

Show is wintering here instead of at Boerne, Tex., due to the larger available space at the fairgrounds. The No. 1 unit closed its tour Saturday (24) in Victoria, Tex., and the No. 2 unit shuttered Monday (26) in Alice, Tex.

J. O. Greene, org's general representative, who was recently released from the hospital following injuries received in an auto crash, has already lined up a number of contracts for next year, Franklin said.

BIRD IN HAND APPEAL

Early Action Marks Dixie Booking As Truck Units Sign Up Annuals

NEW YORK, Oct. 31.—While booking activity never stops, the momentum that marks the peak of effort and culminates largely in the early winter months is abuilding earlier this year than at any time in the recent past. And, in a sense, the carnival units are working backward, concentrating heavily on Southern dates, many of them of the tail-end-of-the-season variety.

Rather than lessening the usual and expected booking activity at the winter State fair association meetings, the signing of contracts now may tend to heighten the excitement and the anxiety as owners-managers-agents, stuck with one or two dates, seek to round out their Dixie routes with stands front and back to the anchored spots.

While the signing of dates a full year in advance has been common practice between big ones—shows and fairs alike—it is relatively new among the smaller motorized units. Going to the barn with a full route of fairs for the following season is a dream seldom achieved by the show operator. But, while such a utopian state remains in the realm of possibility, it is a safe bet that the

effort to achieve it will never be diminished.

Many Dates Set

A large number of shows have reported from the southland the signing of dates played this year for next year. The urgency in the signing of the smaller events points up desire to retain present stature in one or more particular weeks rather than to shoot for bigger and better events and, in

Pooler Ends Okay Season

CANTON, Miss., Oct. 31.—Gladstone Exposition Shows drew the curtain on its '53 season here today after a profitable trek, according to Forrest O. Pooler, manager.

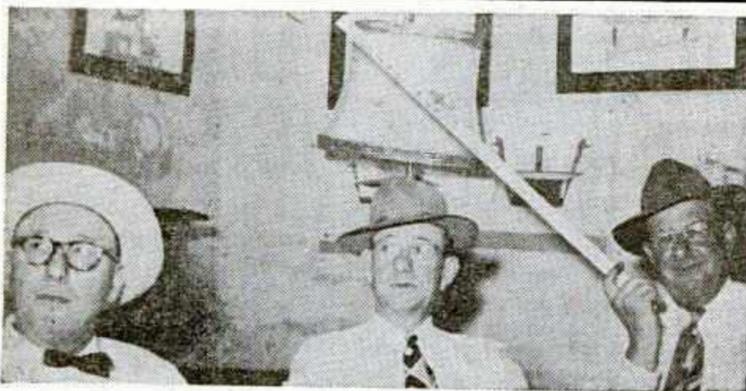
From here the show will move to its Jackson, Miss., winter base. Plans for '54 include the purchase of a new Octopus, Pooler said. He will remain in Jackson for the winter along with Business Manager Jack Oliver. George Ringling, Russell Phillips, Glen Clennedning and a number of others will winter in Florida.

the process, risk sliding down the fair status ladder by a rung or two.

While the biggies—the World of Mirth, Cetlin & Wilson and James E. Strates Shows—have only each other to fear and the new entries into the railroad field, the O. C. Buck-Model and Metropolitan Shows—the truck units mostly find themselves competing in groups for every last one of the Dixie dates.

Mostly, they hailed the booking of the Southeastern Fair-A-Ganza at Atlanta for next year by Buck in the belief that that one date will remove that railroader from the competitive scene for some three weeks and so ease, in a small way, the booking picture for that period. They would welcome, too, the signing of other dates held normally beyond their horizon by Buck and Metropolitan, assuming that it didn't result in a booking explosion that would only tumble other railroaders down their own level in search for dates.

At the moment not enough is known of the Buck and Metropolitan booking pattern possibility to know just where these (Continued on page 73)



HARRY A. ILLIONS (right) uses a ruler to make a point to his brothers, Bernie and Rudy, on plans for the World's Fair Midway which Harry operates at the Los Angeles County Fair, Pomona. Rudy has the Skooter on the Pomona midway, and Bernie, a commercial artist, assists Harry during the fair.

Midway Confab

Johnny Enright, veteran unit manager for Gooding Amusement Company, is improving rapidly after undergoing an appendectomy recently. He's convelescing at his home in Loudonville, O.

Boyd (Slim) Kennedy, former mechanic with Prell's Broadway and United States shows, has been confined to the Oak Ridge Sanatorium, Green Springs, O., for five months. Kennedy is improving but must remain there indefinitely. He would like to hear from friends.

Jack Lucas, veteran agent, cards from Pensacola, Fla., that he has been doing advance work for Eddie Young's Sterling Crown Shows. Lucas recently inked fairs at Milton and Fort Walton, Fla., for the Sterling show. The org closed in Fort Walton and moved into quarters at Tarpon Springs, Fla.



TWO WEST COAST concessionaires, Dick Brown (left) and Turk Jr. Graff, pose during a lull at a recent fair. Brown operates a dart game; Turk Jr. scales.

J. C. Admire, agent for the Ray Williams Shows, is headquartering at the Lake View Hotel, Leesburg, Fla., while doing promotional work ahead of the show. He has the show contracted until it goes into the barn November 21. After that he'll head north in search of dates for '54. . . . Col. Lew Alter, who is closing a successful season with his "Can It Be Possible" show on the Wallace show, will join the Blue Grass Shows to play Georgia and Florida fairs with C. C. Groscurth. Alter has ordered a new top for the Florida fairs. Bobbie and Billy Taylor are closing with Alter and going to Tampa. Carl Austin, young sword swallower, is taking their place. Ruby Neal and Sandy Lindfors have been on the invalid list for three weeks after receiving third degree burns from a gasoline explosion.

Suicide Simon, who blows up a casket in which he is encased with dynamite, has been featured at three North Carolina fairs with the Vivona Bros.' Shows.

Joan Endy, daughter of Mr. and Mrs. David B. Endy, of the O. C. Buck-Model Shows, was guest of honor at a bridal shower held Thursday (22) in Dan Dorso's bingo top on the show. Miss Endy will be married to Roy Jenkins, now in the U. S. Navy, in January. Mrs. Sally Brown was hostess. Marie Siefker took the door prize, a pair of mink-covered earrings. Those attending included Mrs. Betty Endy, Ada Cowan, Cora Cambell, Ollie Eanes Judy Delflore, Anita Pelaquine,

Mrs. Curly Cowart, Betty and Karen Peugh, Barbara Amisoff, Helen Goodwalt, Virginia Feldman, Sissie Broom, Jeanette Paquin, Pat Holman, Gene Feldman, Kitty King, Mrs. Lee Borgia, Josephine Williams, Mona Ki, Laura Farrel, Kay Marchiano, Vee Vogt, Marie Siefker, Ida Sincley and Anne Marchssio.

Joe Greene, general agent for Don Franklin Shows, has been released from the Park View Hospital, Houston, after being confined with two broken ribs. The injury was incurred in a recent auto crash. . . . Laura Banks of Vivona Bros. Shows, is now Mrs. Earl Kosalski, the two having tied the knot October 3 in Lumberton, N. C. . . . Eddie B. Joy, son of Mr. and Mrs. H. Joy of the Vivona org, celebrated his second birthday recently.

J. A. Pearl, mailman and agent for The Billboard on Johnny Denton's Gold Medal Shows, was honored by the entire show personnel at a recent testimonial dinner held in Bill Chalkias' Cookhouse. He was presented with a new leather mail bag and brief case with a card carrying one of Pearl's favorite remarks "It's a pleasure to do business with you."

Pete Landers, co-operator of the red and black concession on Gladstone Exposition Shows, recently surprised the folks on the show with the announcement that he and Mary Watson, of Belzoni, Miss., had married.

Roger Warren, manager of Crafts Exposition Shows, and George Braynt, org's Arcade op, recently took off on a hunting trip. . . . Eldon and Sally Short, also of the Crafts show, have returned to their Pacoima, Calif., home for a couple of weeks but will rejoin at Phoenix to manage Frank Warren's concessions at the Arizona State Fair. . . . Harold Mook, secretary of Crafts 20 Big Shows, is now with Crafts Exposition Shows.

Roy Bumgarner and his son, James, of Hickory, N. C., spent a little time on O. C. Buck Model Shows at the fair there renewing old friendships. Bumgarner also caught the James E. Strates' Shows at Charlotte, N. C., and the Cetlin & Wilson Shows at Spartanburg, S. C.

Midway of Mirth Shows is now in winter quarters at Jonesboro, Ark., after shuttering October 17 at McCrory, Ark.

Louie Berger, assistant general agent for Amusement Company of America Shows, is back at his Chicago home base since the org closed. . . . Mr. and Mrs. Ed (Blackie) Schoefield, after closing a good season with World of Today Shows, spent a couple of

(Continued on page 73)



BENNY FIELDS (left) and Tom Adams, of the Royal American Shows, talk things over as the RAS neared the end of its season. Both have been with the show for years, Fields as a concessionaire, Adams in the electrical department.

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Want for GAINESVILLE, FLA., FAIR, Nov. 7 to 14—the only bona fide Fair in Gainesville with Exhibits and Special Kiddie Days held at the regular Fair Grounds this fall.

Legitimate Concessions and Hanky Panks of all kinds, Derby Racer, Novelties, Direct Sales and Demonstrators, as we hold fence to fence. Shows of all kinds with own equipment, except Girl Shows. Will place any non-conflicting major Rides. Will furnish free winter quarters for Shows and Rides that play our winter dates. We are now booking Shows, Rides and Concessions for our Florida dates, including Largo.

All address C. C. GROSCURTH, Waycross, Georgia

Wanted for 16 solid weeks in Cuba

DEC. 20 — APRIL 1

CONCESSIONS

Custard, Hanky Panks, Mug Gallery, Glass Pitch, Short Range Gallery.

SHOWS

Monkey Speedway, Glasshouse-Comical Mirrors, Motordrome. Single Acts such as Giant, Fat Man or Woman, etc. Dick Best, contact.

RIDES

Dark Ride, 12-16 Car Scooter, Kiddie Rides, Light Plant with junction boxes and wire. Ralph Decker, contact Duke Dougherty.

FREE ACTS

Cannon, Swaypole, anything sensational. Also need 3 Acts for park in Havana.

NOTICE

This is not a promotion. Cash in on our previous experience. Deposit required. We know what wins money in Cuba. Emigration restrictions similar to Canada. No problem.

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BILL SANDERS

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GENE ROBERT BAIN
Works as Electrician, Mechanic, Hanky Pank Agent or on Rides. Height, 5' 11", weight, 160 lbs. No thumb on left hand.
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Write Box D-81
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Merry-Go-Round—2 Abreast, G-12 Miniature Train, Chair-o-Plane, Kid Auto Ride 10 Car; Fencing, etc. Repossessed, sell all for balance due, \$3,670. Cash only.
GATEWAY SERVICE
Getty & Airline Muskegon, Mich.

VIVONA BROS. Combined SHOWS

CHARLESTON COUNTY COLORED FARMERS' FAIR
Heart of Town—HARMON FIELD—Heart of Town
CHARLESTON, S. C.
NOVEMBER 9-10-11-12-13-14
2—Kids' Days—2. Public Wedding—Baby Giveaway—other Events.
Want Concessions of all kinds.
Address Georgetown, S. C., this week.

WANTED FOR SUMTER COUNTY COLORED FAIR
SUMTER S. C., NOVEMBER 9-14
Six Big Days—Six Big Nights. Two School Days—Two Big Football Games. Concessions all open—No ex. except Glass Pitch only. Open: Age and Weight, Hats and Novelties, Eat and Drink Stands, and Hanky Panks do all right here. Can use any Shows that do not conflict with Minstrel or Colored Girl Show. Want Ten-in-One and Wild Life or Animal Show. Want Rides—Tilt, Octopus, Fly-o-Plane, Roll-o-Plane. Join on wire. All replies to
B. & H. AMUSEMENT CO.
W. E. HOBBS, Mgr.
NORTH, S. C., THIS WEEK.

IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS
You cannot operate in the State of Florida, 1953-1954, unless you comply with all state sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

GLADES AMUSEMENT CO.
Naples, Fla., week Nov. 9-14; Ft. Myers, Fla. (Colored), week Nov. 16-21; Cocoa, Fla. (Fair), week Nov. 30-Dec. 5.
Want Shows—Big Snake, Illusion, Animal and Jig Show. Concessions of all kinds that work for stock only—no flats or gypsies.
JERRY SADDLEMIRE or JOHN KEELER
EVERGLADES, FLA., THIS WEEK.

FLOYD O. KILE SHOWS
WITH 3 MORE TO GO
MAMOU, LA., ARMISTICE CELEBRATION, Nov. 10-14. (Only one in the State.)
Followed by KENTWOOD, LA., COLORED FAIR, Nov. 17-22.
Will place Stock Concessions of all kinds; Eats and Drinks. Ferris Wheel Help needed. Contact FLOYD O. KILE, Mgr., St. Francisville, La., Fair Grounds, this week.

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Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.
100,000 \$29.50
10,000 . . . \$ 9.50
20,000 . . . 12.00
50,000 . . . 18.50

C-W HITS RED ONE AT GA. STATE FAIR

Record Attendance, Hiked Spending Boosts Ride, Show Grosses 20 Per Cent

MACON, Ga., Oct. 31.—The precedent-breaking Georgia State Fair proved to be a big winner for the Cetlin & Wilson Shows, which set a new high for gross receipts for the six-day event, October 19-24. On the day before the finale, fair officials awarded co-owners John W. Wilson and Issy Cetlin the contract for 1954. It will be the sixth consecutive year for the C-W Shows to play this date, unmatched in history of the State fair.

Grosses for rides and shows will top \$60,000, officials said, a boost of about 20 per cent over the approximate \$50,000 total for 1952.

Week started off with a terrific turnout for opening day, Monday, Kids' Day, and for the first half the show was running about 24 per cent ahead. Biggest day's gross was Friday, approximately \$17,000, with every day of the week showing increases, except Saturday, which held to about the same level as last year.

Results Surprise

The big business came as a pleasant surprise to the fair management as generally tighter money conditions had been reported in the area. Perfect weather was reported, contrasting the chilly "overcast" weather noted for several nights last year.

William Moore, concessions

and business manager, reported satisfactory business. Claude Sechrest, assistant, spent most of the week on a visit to Miami.

Howard Ingram, former show owner now operating a business about 35 miles south of Macon, visited Charley Sheesley, lot superintendent, with whom he had tramped for many years. Sheesley was up and about after an attack of ptomaine poisoning. Mrs. Dolly Young also was a visitor. She was en route to Tarpon Springs, Fla. W. E. (Bill) Franks, former show owner, spent two days on the midway.

Visitors Noted

Other visitors included Col. Howard Stahler, former secretary of the Miami Showmen's Club, here to join Leo Bistany's winter org; President Paul Black of the Spartanburg (S. C.) Fair, and a delegation from that city; Joe J. Fontana of the L. J. Heth Shows; Bob Hallock, rodeo and show agent; Dime Wilson, circus clown, and his wife, who are framing a Snake Show for winter tramping, and Charles Underwood, former circus and carnival press agent, now in business in Macon.

Curtis L. Bockus, show's general agent, was here for two days of conferences with the owners.

Both Cetlin and Wilson said the present season had been "highly successful." Last year the tornado at Sedalia, Mo., caused tremendous losses but this has now been overcome, they said.

"Our grosses have been consistently bigger than ever before," Wilson explained, "but the cost of doing business is greater, and our net profit has declined. However, we are ending the season in excellent condition."

Club Activities

Caravans, Inc.

P. O. Box 102, Chicago

CHICAGO, Oct. 31.—The nominating committee has completed its slate of new officers as follows: Virginia Potenza, president; Eva LeRoy, Marianna Pope and Stella Matura, first, second and third vice-presidents respectively; Pauline Gray, treasurer, and Wanda Derpa, secretary.

Out-of-town directors nominated are Emily Bailey, Billie Billiken, Anna Jane Bunting, Sophia Carlos, Ruth Clinton, Ann Doolan, Jeanette Hart, Josephine Haywood, Myrtle Hutt, Ruth Martone, Alice McLaughlin, Ruth Schwaber, Mollie Torti, Charlotte Wright and Dolly Young.

In-town director nominees are Isabel Brantman, Mary Calcara, Josephine Glickman, Helen Hoffmeyer, Frieda Rosen, Mollie Raymond, Mae Sopenar, Edith Streibich, Jeanette Wall and Helen Wettour.

Installation of officers is scheduled for November 30 in the Crystal Room of the Hotel Sherman.

The Tuesday (27) social in the Hamilton Hotel had good attendance despite an all-day rain. Veronica Potenza, Mary Calcara and Stella Matura were hostesses. Awards went to Agnes Raplarnis, Agnes Barnes, Josephine Glickman, Angie Nowinski and Mary Calcara.

President Pearl McGlynn and Mae Taylor reported on their visit to Edna O'Shea Stenson, who is confined to Memorial Hospital, Jasper, Ind., with multiple sclerosis. They presented her with two dozen roses, candy and made arrangements for a mass to be said in her honor. A bottle of cologne was sent by Ann Doolan.

Helen Hoffmeyer, celebrated

No. Expo Ends Okay Despite Tighter Buck

WORTHING, S. D., Oct. 31.—Northern Exposition Shows, headed by Mike Smith, rolled into winter quarters here after completing a successful 1953 at the Bismarck (N. D.) Western Roundup Days. For that date the show was located on the city's main street and got good weather instead of the usual near-freezing temperatures. Northern Exposition was out 19 weeks and played 32 towns, Lawrence LaLonde, general manager, reported.

LaLonde said that concession spending on the whole was down about 5 per cent but that ride business had increased to give the show its best year since the lush war days.

Exposition carried a contingent of 10 rides, 7 shows and 40 concessions thru the fairs ending in Kalispell, Mont., September 17. Following that date, the show was cut to 7 rides, no shows and 12 concessions. Street celebrations made up the last part of the route.

Tour Stands

During the tour, the show played only three full-week stands, the balance being two and three spots a week. Only eight still dates were included in the route with 14 fairs played. Shortest jump was from here to Canton, S. D., a distance of only 10 miles. Longest haul was from Kalispell to Hettinger, N. D., a distance of 918 miles. Jump from Bismarck to winter quarters was 512 miles.

Smith plans a complete refurbishing program with much of the old equipment to be replaced. Staff remained unchanged during the season with the line-up, in addition to Smith and LaLonde, including Wilma Smith, secretary; Jesse Trout, ride superintendent; Janet Spawm, mailman and agent for The Billboard; Bruce Smith, Diesel plant superintendent, and Gil Tuve, billposter.

Smith is expected to announce 1954 plans along with his staff in the near future.

Late Fairs Okay for Drew

CUTHBERT, Ga., Oct. 31.—The James H. Drew Shows have been getting okay grosses on their Southern route of fairs, Owner Drew announced.

The Great Ivan, cannon free act, has been pulling people, and Reed Bros.' Miniature Circus continues popular with the youngsters. The Silas Green Minstrel Show day and dated here Wednesday (28) and much visiting was done. Sherman Dudley and Snookum Nelson came over from the Green show.

The Drew youngsters, Jimmie and Malenda, have closed for the season and are back at school in Waynesboro, Ga. Mr. and Mrs. Bill (Cracker) White, concession ops, lost their house trailer Sunday (25) when it caught fire and was destroyed en route to this city.

Show will wind up its season November 14 and move into winter quarters.

her 46th wedding anniversary with appearances on Danny O'Neill's morning television show and Claude Kirchner's video segment, where she received gifts.

Claire Sopenar, chairman of the souvenir book, reports it will go to the printers in the near future. Members on the sick list include Frances Berger, Billy Lou Bunyard and Marianna Pope. Isabel Brantman will enter the hospital soon for foot surgery.

Lillian Lawrence recently renewed acquaintances with Violet Slovick, whom she met operating a concession at an Oak Lawn, Ill., celebration. Etta and Chester Barker are now making their home in Hollywood, Fla.

Tom Allen, lot man on Johnny Denton's Gold Medal Shows, recently was released from a hospital and is recuperating at the Tam-Miami Hotel, Miami, where he plans to remain for the winter.

Joe McKee Heads NSA's 1954 Slate

NEW YORK, Oct. 31.—Joseph A. McKee, superintendent of Palisades (N. J.) Amusement Park, was nominated for president of the National Showmen's Association this week, topping a slate of officers for the coming year. Election and installation is slated for Monday, November 23, at the new clubrooms, 317 West 56th Street. McKee would succeed Phil Isser, of I. T. Shows, to the position, the latter becoming the 11th member of the Board of Trustees.

McKee has been first vice-president, and other top officers also were nominated to move up one position. The slate has been posted in the clubrooms. Nominated are John S. Weisman, bingo operator for first vice-president; Gerald Snellens, World of Mirth Shows general representative, second vice-president; Morris Batalsky, associate of Weisman, third vice-president; Sam S. Levy of Metropolitan Shows, secretary; Harry Rosen, of Coney Island, re-named treasurer, and Jeff Harris, Boston operator, assistant treasurer.

New members of the Board of Governors, as proposed by the nominating committee, would be Moe Elk, Moe S. Silberman, Michael Wynn, Ben Herman, and S. Tommy Carson.

Ethel Weinberg Hurt

Information on the nominations was released by Ethel Weinberg of the NSA, who has been doing yeoman work at the offices despite a fractured left shoulder and severe knee and leg bruises, suffered when she took a tumble on Sunday (18). After putting in several hours' work, she left the clubrooms and fell on the outside steps upon returning. Arm in sling, she has hobbled to work ever since, without missing a day.

The election will be the second item on a week's program that will begin Sunday (22) with memorial services. On Tuesday (24) there will be an open house function at which 14 prizes will be awarded for building fund work, and on the 25th, the NSA will throw its 16th annual banquet at the Hotel Astor. Nearly 800 attended last year's affair.

Nominators were Mack Kassow, Max Tubis, David Brown, Isidore Biscow, Ben Herman, Moe Elk, and Fred C. Murray, and alternates were Shep Blumberg and Herman Cohen.

Re-nominated to complete the Board of Governors are Harry H. Agne, Vincent Anderson, Shep Blumberg, David Brown, Morris Brown, Arthur Campfield, Issy Cetlin, Edward Cohen, Max Cohen, J. W. Conklin, Norman Chambliss, William Cowan, Bligh Dodds, Jack Greenspoon, H. G. Hoffman, Joseph Hughes, H. William Jones, Mack Kassow, Johnny Kline, Roger Littleford Jr., William Lynch, John McCormick, James McHugh, Ross Manning, William Moore, Sam Peterson, Samuel Prell, Frank Rappaport,

Irving Rosenthal, Clemens Schmitz, Irving Sherman, D. D. Simmons, George Sollenberger, James Sullivan, Dan Thaler, Isidor Trebish, Max Tubis, Stanley Wathon, Harry Weintraub, Ben Weiss, Joseph Weissman, Charles Wertheimer, Fred Murray, Morris Vivona, and Leonard Traube.

Year-End Fete Given Hamid's Fantasies Unit

RALEIGH, N. C., Oct. 31.—The Hamid Fantasies of 1953 troupe wound up a successful season last week at the North Carolina State Fair, and was treated to a party under the grandstand Wednesday night (21) by George A. Hamid Sr. Catering was handled by Anna May and Henry Balabano, of the accordion-acrobatic team, and Art Hoard, of Jack Kochman's Hell Drivers company, took care of the decorations.

The Balabanos roasted two turkeys and baked two generous-sized hams in their trailer, and also came up with plenty of potato salad and beverages. Charlie Basile, bandmaster, dished out the food, assisted by his wife, Josephine, the wardrobe mistress.

Members of the revue who attended were Gae Foster Girls Betty Stimper, Shirley Miller, Ardith Aylward, Marilyn Dankowski, Elaine Farkas, Harriet Gaye, Patricia Gerrity, Lynne Giedrich, Eleanor Johnson, Rosemary Kjeldsen, Eileen Martin, Sylvia Nunes, Joan Pape, Nelida Sanchez, Julia Semenuk, Connie Sobolesky, Erlene Umsteadter and Elizabeth Van Vliet.

Troupe on Hand

Also musicians Mickey Blasi, Bert Hall and Charlie Pugliares, stage manager Eddie Brindise, boss electrician Ray Maranda, sound men Frank and Lee Connors, singer Dorothy Manning, singing emcee Art Craig Mathues, Mr. and Mrs. George Knowles; contortionists Mickey Ung and Gee Jay, of the Tien Tsi Liu troupe; Mrs. Liu and daughter, Toni; Martha and Joe Harris and Sylvia Shore, of the Harris & Shore dancers; Billy and Kay Outten, of the Diving Sensations, and their rigger, Dick Curtis; Leon and Eileen Smith, of Leon & Eleanora's Dane Circus; Rudy and Erna Rudynoff and son Rudy Jr., of the Ballerina Horses company, and barrel jumpers Valitha and Aldino.

Guests included Dr. J. S. Dorton, fair president; Mrs. Hamid, unit manager Gene Hamid and son Gene Jr., Sam Nunis, Jack Kochman, and Kochman performers Jake Plumstead, Peewee Aldrich, and Marty Stepka.

Southern Dates Pay Off for Buck-Model

LAURENS, S. C., Oct. 31.—The South has given a healthy boost to the gross earnings of the O. C. Buck-Model Shows. Hickory, N. C., was particularly good, contributing the top week's earnings of the season.

Other Dixie spots which have been reported okay are the fairs at Clinton, Greenwood, Union and Rock Hill, S. C. At all of these spots the show has been favored by good weather.

The personnel was heartened by the announcement of the signing of the Southeastern Fair-A-Ganza for 1954. The hope, naturally, is that other big events will be added to the route for next year.

Business here is reported okay. Next week the show journeys to Chester, S. C., and then goes into winter quarters at Greenwood, S. C., on the fairgrounds.

At Rock Hill a jamboree was held for the Miami Showmen's Association. Tickets and dona-

tions brought \$1,100. Mrs. Ada Cowan raised an additional \$1,500 plus \$1,000 for the Ladies' Auxiliary. William Cowan signed up some 30 new members.

Cowan presided at the entertainment which was produced by Harry Finkelstein and Whitey Sutton. Participants included Anita Pelquin who sang songs; Sutton, Monmarte Kitty and Timothy O'Sullivan presented comedy bits; the minstrel show cast did a number with the band.

The best bit had Sutton impersonating Buck, O'Sullivan, Dave Endy and Finkelstein playing himself. The skit had to do with a showman's effort to get getaway money on a rainy Saturday night. Cowan did the patching. Bull Smith and the Gypsy Terror put on a hilarious wrestling match.

Visitors included Peasey Hoffman, John Tinsley, Fred Godfrey, Jack Burke, Arthur Campfield, Norman Shapiro, Morris Lipsky, Bernie Feldman and James E. Strates.

Barney Tassell Unit Shows

Want for Savannah, Ga., Catholic Jubilee
Right on Pius X Schoolgrounds at E. Anderson and Atlantic.
Plenty of people to draw from.
Size of town can't fool you.
Major Rides not conflicting. Shows of merit.
Concessions of all kinds.
Wire this week: Blackshear, Ga.

Midway Confab

Continued from page 71

weeks visiting their son, Charles, in Hayward, Calif. The Schofields, who will be back with the World of Today next year, also stopped off at Dallas recently to visit friends and relatives.

Mrs. T. C. Holeman and her new baby, Patricia, joined her husband on the O. C. Buck Shows. They

have a new Spartan trailer. Vi Voght rejoined her husband, Frank, operator of the long-range gallery, after a successful season in the North with the Holeman rides.

Nat Monte Novarro, three-year-old son of Shirley and Monte Novarro, is in the University of Pennsylvania Hospital, Philadelphia, for brain surgery. Mrs. Novarro formerly was in burlesque and with Nat Mercy's "Continental Vanities." Her husband also had been with Mercy's show. Now retired from the road, they are in the hotel business at Camden, N. J.

Turner Scott, ride and park op, infos that he plans to close with Marion Greater Shows in Chester, S. C., in mid-November and will then join the Florida Bazaar in West Palm Beach, Fla. Plans to open up his park operation April.

Monica Baress will close her girl show October 14 after a successful season with Vivona Bros. Shows. Personnel with her show includes Shorty Stucky, boss canvasman; Harold Jay, talker; Kitty Jay, Barbara LaMae and Ginger Long, dancers. . . Al Zellers and son, Tom, finished their fair season recently at Suffolk, Va., with the George Clyde Smith Shows.

Hill in WQ After Big Win At N. M. Fair

ROSWELL, N. M., Oct. 31.—Hill's Greater Shows will winter at the Eastern New Mexico State Fairgrounds here following an almost phenomenal run during that event that ended up 14 per cent ahead of last year. The carnival again booked the event for 1954.

On the midway for the fair, Howard P. Hill had 23 rides, 7 shows and 110 concessions. The all fluorescent-lit lot was said to have drawn much favorable criticism, particularly from Roy Davis, secretary-manager of the annual.

Heddy Jo Starr's "Streets of Paris" and Jack Nosworthy's Athletic Show were neck-and-neck for the top grossing spot with the former leading slightly. Fifi's posing show also turned in nice business, along with Pop Newsome's snake attraction. In the ride line, the Tilt-a-Whirl was the topper with the Rock-o-Plane and twin Ferris Wheels battling for second. The two Kiddielands also turned in nice grosses.

Season Ahead

The 1953 season was reported slightly ahead of last year with Rapid City, S. D., and the local date doing much to put the show in a winning streak.

Hill, who is on the mend from a broken leg, reported that innovations would be introduced next year. He plans to enlarge the show so that it will be in a position to handle major dates in the Middle West.

The show's staff remained the same thruout the season with personnel including, in addition to Hill, who is the owner-manager: Mrs. H. P. Hill, secretary-treasurer; Bonnie Holifield, assistant secretary; H. N. Reeves, legal adjuster; Andy Widmer, Diesel electrician; Jimmy Jacobs, light towers; Owen Jones, lot superintendent; Charles R. Mason, press, radio, and special promotions, and Jerry Mason, billposter.

Hills on Vacation

Following the settling of the show on the lot here, Hill and Mrs. Hill left on vacation. Miss Holifield took charge of the mail and other business. Widmer headed for fishing at Aransas Pass, Tex., and the Charles Masons left for their home in Stockton, Calif. Re-signed for 1954 are H. N. (Foots) Reeves as legal adjuster with the Owen Joneses bringing on several concessions. Jones will also be assistant lot man to Hill.

During the closing days of the fair, Hill received the news that his sister, Mrs. Cleone Crow, had passed away at Kalispell, Mont. She had been ill for two weeks.

Visitors to the lot during the annual included Governor Meechem and a party; Ralph Lowe and party from Amarillo; Barney Allen, of the Victory Shows; Tommy Garrison, of Clovis, N. M.; Bill Abbott and Jockey Jones and his bride, the former Rosetta McCrary.

Lumberton OK For Vivona

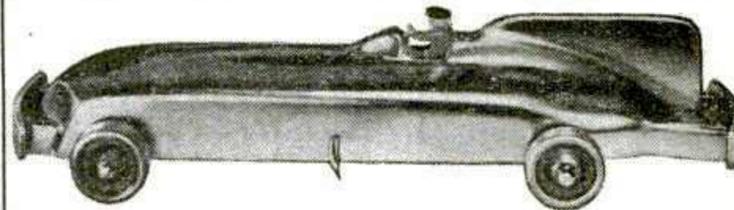
CARTHAGE, N. C., Oct. 31.—Business started off okay for Vivona Bros.' Shows at the Carthage Fair after that org last week chalked up a successful run at the Lumberton (N. C.) Fair.

Two good kid's days helped the midway action at Lumberton. On closing Saturday (24) the fun zone was jammed with the biggest turnout of the week and all units reported doing well.

Poor crops in this vicinity have made for relatively scarce money but show officials opined that the date would wind up okay. The weather turned cold on Thursday (29) and this held down crowds and spending.

Manager John Vivona and Harry Wilson, agent, entertained several fair committees both here and at Lumberton. The show resigned the Lumberton date for next year.

EVANS' Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

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NOV. 18 THRU 28

Can place legitimate Concessions, Fun House, etc. (Glass Pitch, Grab, Popcorn, Apples sold. Custard open.)

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This event for the 5th year under the management of

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Eleven thousand attendance last year.

Parades—Street Dances—Public Speaking, etc.

Place any Stock Concessions and Shows with own outfits. No grift. Now booking for season of '54. Winter quarters Route #2, Walterboro, S. C.;

Lake View, S. C., this week; then Warsaw. All contact

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent.

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This is your opportunity to step into a profitable business. Due to a big season, our inventory is now low and well balanced.

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ORANGE STATE SHOWS

WANT FOR DE FUNIAC SPRINGS, FLORIDA
MAMMOTH ARMISTICE CELEBRATION, WEEK NOVEMBER 9 THRU 14
(40,000 People There Last Year)

Major Rides not conflicting, especially want Octopus and Little Dipper. Two more Kiddie Rides. Shows with their own outfits. (Monkey Drome or Monkey Show.) Concessions of all kinds. Photos, Palmistry, Hanky Panks (no racket). Want one High Free Act (Schaffer, wire me). This show stays out all winter in Florida.

All answer to LEO BISTANY, Mgr.
GAINESVILLE, FLORIDA, THIS WEEK.

CARL D. FERRIS SHOWS

WANT FOR WAYCROSS, GA., COLORED FAIR IN CENTER OF TOWN, NOV. 9

Concessions of all kinds, including Bingo. Any Shows with exception of Girl Shows. Wire all answers to

CARL D. FERRIS
Manning, S. C.

FOR SALE—COMPLETE MOTORIZED CARNIVAL—FOR SALE

1 Allan Herschell 2-Abreast Merry-Go-Round, complete with 30 ft. Van and Tractor. 1 No. 5 Ell Ferris Wheel, complete with Van and Tractor. 1 7-Tub Sellenner Tilt-a-Whirl, complete with Tractors and Trailers. 1 Bisch-Rocco Flying Scooter, complete with transportation. 1 Transformer Wagon in 30-ft. Van, Rubber Cable and Junction Boxes. Also complete Girl Show, several Semi Trailers and Tractors. Also the finest Main Entrance Arch on any motorized show, plus Light Towers and other Show Equipment too numerous to mention. This is good equipment, not junk. Will sell any or all very cheap, come and see it. Stored in Fairgrounds at Caruthersville, Mo.

F. M. SUTTON SR. (FAIRGROUNDS), CARUTHERSVILLE, MO.

BYERS BROS.' SHOWS

WANT FOR 8 OR MORE WEEKS

Kid Rides of all kinds except Live Pony Ride. Second Man for Ferris Wheel and also to handle Fun House. Small Cookhouse, Ball Games, Hanky Panks of all kinds except Glass Pitch, Popcorn and Pronto Pups. Privilege: Winter rates, \$15.00. Address:

Boyce, La., this week; Mansura, La., Nov. 9 thru Sunday, Nov. 15.
P.S.: Roy Rue, contact Chief Little Wolf at once.

W.G. WADE SHOWS
Now Contracting
RIDES • SHOWS
• CONCESSIONS •
For Our 1954 Season
C. P. O. Box 1488
Detroit 31, Michigan

GIRLS GIRLS
WANTED FOR
MY CLUB IN KEY WEST, FLORIDA
WORK ALL WINTER
Strips, Exotics, Waitresses, Hostesses,
Taxi Dancers. Contact
Johnny Orneallas
c/o World of Mirth Shows
Savannah, Ga., until Nov. 8th; then
Habana Madrid Club, Key West, Fla.

MISSING
LIBERAL REWARD OFFERED
1946 International Tractor, Ohio
license 5-V-640. Color red, engine
number GRD-233142684. Fleet #29
on each door. Also Gramm Semi
Trailer, Ohio license 894-C-6, fleet
#5, loaded with Tilt Tubs. Last seen
Monday, Oct. 26, at Sweetwater,
Tenn. If you have information on
this vehicle, please advise us immediately.
GOODING AMUSEMENT CO., INC.
1300 Norton Ave., Columbus 8, Ohio
UNiversity 1193

MUST SELL
ONE 18-CAR CATERPILLAR
ONE SUPER ROLL-O-PLANE
ONE FLYING SCOOTER
All in fine condition. All three Rides for
\$5000.00 CASH
E. MILLER
P. O. Box 742
Joplin, Mo.

WANTED
Painter who can paint Carnival Rides,
also good Ride Man to work in winter-
quarters repairing equipment.
MOUND CITY SHOWS
1417 Grattan St. St. Louis 4, Mo.

Thank You
P. J. (PADDY) FINNERTY
Legal Adjuster for Prell's Broadway
Shows, for your Buick Roadmaster
Riviera purchase.
JOHNNY CANOLE
Altoona, Pa.
Phone 9347 or 3-0003

FOR SALE
1949 No. 5 Ell Wheel with Tractor
and Trailer, all in good condition,
\$7,000.00 cash. Ross Reed, call; very
important.
A. J. SUNNY
3006 East 130 St. Cleveland 20, Ohio
Phone: Wa. 14679

HERB MILLER
(Formerly Singapore Bar in Miami Beach)
WANTS
All types Female Acts for Night Club.
CLUB CARNIVAL
1204 Franklin St. Tampa, Fla.

C. A. STEPHENS SHOWS
WANTED FOR HARDY COUNTY CUCUMBER FAIR AT WAUCHULA, FLA., NOV. 9-14
CONCESSIONS working for Stock, Novelties, Custard, Hat Bands,
Bumpers, Balloon Darts, Basketball, SHOWS—Monkey Show and
Wild Life. Will sell or trade Sunshine Choo Choo on major ride.
C. A. STEPHENS SHOWS
Starke, Fla., this week.

Taxes Head

Continued from page 70

111. Labor problems will be discussed at the same time. The entire membership will meet at 2 p.m. in Room 107 on December 1.

More Sessions Possible
Additional sessions, if required and authorized, will be held on Wednesday and Thursday, December 2-3, at 2 p.m. in Room 107.

Max Cohen, general counsel and secretary-treasurer, indicated that the question of tax relief would be among the most important at the convention. In his official capacity Cohen this year joined with other outdoor show business endeavors in an effort to obtain relief in whole or in part of the 20 per cent federal excise levy.

While the attempt was unsuccessful this year, hope for relief next year is held by many association members. Consequently, the association is expected to join any related group in the battle to win tax cuts.

Officers are Merle A. Beam, president; Ralph Decker, first vice-president; Richard Coleman, second vice-president; Samuel Prell, third vice-president; Al Wagner, associate secretary; Floyd Gooding, associate treasurer, and Max Cohen, general counsel-secretary-treasurer.

Directors are Frank Bergen, Curtis L. Bockus, Sam Levy, Jack Perry and Phil Isser.

Bird in Hand

Continued from page 70

shows will route next year. Truck units, which had to face up to competing with the railroads this year, are hoping that the new biggies will turn to greener pastures in the form of new territory. But, if this should happen, the headache of added and tough competition will only be transferred from one group of truck show operators to another.

Dixie fair managers are perhaps more anxious to sign early this year than last because of the gate and dollar slump registered at some events. They realize that if their events failed to come up to expectations this year, whatever the reasons, that the interest of the shows they hope to attract will be lessened as will the dollar offerings. And the old adage of a bird in the hand is worth two in the bush still holds true for shows and fairs alike.

CANDY CHESTS

CEDAR CHESTS WITH ASSORT'D CHOCOLATES

A best seller for years. Always a welcome gift. Beautiful cedar chest filled with 2 pounds of delicious chocolates.

Chest fitted with brass-plated hinges, lock and key. Artistic scroll work top centered with multi-colored painting. Full size mirror on inside lid. Four corner feet, lacquered finish, and sturdy construction all make this a sensational seller. Inside dimensions—10" long, 5 1/2" wide, 3 1/4" deep.

\$3.50 Each in Doz. Lots F.O.B. MACON
Send \$5.00 in FULL for POSTPAID SAMPLE

JEWEL CHEST with CANDY

Jewel chest with candy and three-piece jewelry set (necklace and earrings). Hamilton gold plated sets. Genuine leatherette chest with brass fittings, lock and key, automatic lift-up tray. Eleven ounces of delicious chocolates, glassine wrapped in each chest. Shipped in assorted chest colors and assorted jewelry styles and colors.

\$2.75 Each in Doz. Lots F.O.B. MACON
Send \$4.00 in FULL for POSTPAID SAMPLE

All Candy Chests Shipped in Dozen Lots, Railway Express. No Less Sold Except Samples. Minimum Order 1 Dozen (All Same Kind or 6 of Each). One-Third Deposit Must Accompany All Orders.

HEATH DISTRIBUTING CO.

3253 VINEVILLE AVENUE MACON, GEORGIA

Get INFLATABLE Rubber TOYS from Kipp Bros.

Assorted Jumbo Rubber Animals With Squawkers. Assortment Includes Dog, Cat, Fawn, Duck, Elephant, Reindeer.

18" tall 12" tall
\$7.80 doz. \$84.00 gr. | **\$4.25 doz. \$45.00 gr.**

INFLATABLE RUBBER MONKEYS

13" tall 16" tall 16" tall with squawker and baby on back
\$2.25 doz. \$3.00 doz. | **\$3.75 doz. \$4.00 doz.**
\$24.00 gr. \$33.00 gr. | **\$40.00 gr. \$45.00 gr.**

Rubber Western Horses complete with decorated saddle. 6" tall
\$2.40 doz. \$26.40 gr.

10" tall 13" tall
\$4.00 doz. \$45.00 gr. | **\$7.00 doz. \$27.00 gr.**

Colorful Rubber Elephants 18" long, 8" high
\$3.75 doz. \$40.00 gr.

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, IND.

PREPARE NOW FOR NEW YEAR'S PARTY

Deal consists of 48 Paper Hats, 48 decorated New Year's Horns and 50 large Metal Noisemakers.

NY54—Deal\$6.80

WRITE FOR NEW CATALOG—WE DO NOT PAY POSTAGE

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies and Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- Wanted to Buy

3 Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.
- DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in.....Issue

I enclose remittance of \$.....

Name

Address

City

State

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 the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES) — NEW slurs, digs and insults; sock quips, prime rib-ticklers, and sure-fire yockolais; also lusty verse and gusty wisecracks, all tested side-splitters. \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. no7

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 963, Chicago 90, no28

FREE! NEW COMEDY CATALOG WITH order of one hundred Heckler Stoppers. \$1. George Schindler, 1613 E. 29 St., Brooklyn 29, N. Y.

GAGS TO RICHES! 200 FRESH ONE-liners plus throw ins, situation material, T-V material. We write for the tops; don't confuse with "bargain" offers; we want repeat business. Send \$5 to Channel Chatter, 2998 Grandview N.E., Atlanta, Ga. no14

MUSIC ARRANGED, TRANSPOSED, CLEAN copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St. B, New York 24, N. Y. no14

SHOW STOPPING HECKLER RETORTS, \$1. Six parodies free with first order. Dime brings new Parody Catalog. George Schindler, 1613 East 29 St., Brooklyn 29, N. Y.

WORLD'S WORST CORN! — WE'LL GET you canceled! Trial Folio, Gags, Parodies, Bits, \$1. Free catalog! Sebastian, 10934-B Hamlin, No. Hollywood, Calif. no21

AGENTS & DISTRIBUTORS

AAA ADVERTISING WONDER—69¢ SIMULATED Alligator Plastic Money Clips, 9¢ each 1,000 lots free sample; \$1.25 Plastic Rain Bonnet with fur, five colors; projects your hair, face, make-up; \$5.50 dozen \$60 gross; 6 samples, \$3 postpaid. All orders f.o.b. Chicago, Ill. Walter Lufano, 5206 Sheridan Rd. no7

ABALONE PEARL SEA SHELL JEWELRY. Butterfly Wings, Novelty Dangling Earrings, Italian Mosaic, Italian Coral, Iran Jewelry. Price list features unusual novelties. Lewis LeVine, Tropical Gifts and Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. no28

A FREE, WHOLESALER CATALOG—Nationally advertised appliances, housewares, watches, jewelry, radios, toys, cameras, etc. Box C-402, c/o Billboard, Cincinnati 22, Ohio.

AMAZING OFFER! Tailored Earrings, \$15 per assorted gross; Stone Earrings, \$18 per assorted gross; Stone Pins, \$18 per assorted gross; Aluminum Idents, \$12 per gross; Men's Gold-Plated 3-Stone Rings, \$36 per dozen. Sample dozen regular price, 25% deposit. Balance c.o.d. New England Jewelry, 9 Empire St., Providence, R. I.

ASSORTED EARRINGS—GROSS, \$16.50; 3 dozen samples, \$5 postpaid. Cash with order; direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

ATTENTION, HOSEY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order on cards slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (G-1741), 1258 Market, Chattanooga, Tenn. np

ATTRACTIVE TALKING CHRISTMAS Cards; Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shaffer Company, Box 723, Kansas City 41, Mo. no7

BIBLES—WORLD'S SMALLEST, 100¢ profits. Miniature sample 25¢; 100 \$12.50; Midget Sample 15¢; 100 \$6.50. Frederes, 739 Marshall, Rochester 11, N. Y.

BRAND NEW AC ELECTRIC BINGO Blowers \$49.50; complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. no21

CLOSEOUTS—HEIRLOOM RELIGIOUS Imported Tapestries, 20"x40", and complete line general merchandise. Free catalog. Jay Norris, 445 Broom St., New York. no14

DECALOMANIA 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, necklaces—enamel stones, rhinestone tailored. ONLY \$42.00 gross, sample 3-dozen assortment, \$11. SPECIAL FACTORY PRICES! Also religious—goods FREE PRICE LISTS. 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 25¢, refundable; receive multi-colored salesmen's catalog and confidential price list. Result Sales M., 580 Fifth Ave., N. Y. no28

FABULOUS VALUES — SELF-WALKING costume Dolls, \$7.80 doz.; bashful Rubber Monkeys, \$1.75 doz.; 60x80 Indian Blankets, \$2.50 ea.; Men's onyx and double head Rings, \$5.50 doz.; Necklace and Earring Sets, beautifully boxed, \$9.60 doz.; 6,000 items, terrific assortment for any type operation. Write for giant catalog stating openness. Universal Premium Jobbers, 1508-16 Broadway, Macon, Ga.

"FOG-STOP" WINDSHIELD CLOTH — Instantly removes blurry mist, frost, sleet, snow; stops windshield fogging. Samples sent on trial. Kristee 124, Akron, Ohio, np

FUR LAMBSKIN RUGS

Beautiful lustrous colors—Red, Green, Blue, Beaver, Grey, Dk. Brown and White. Large size 40"x32". These rugs retail for \$18 each. Dealers price only \$4.25 ea. Sample orders for 1 rug \$2.35 accepted.

HARVEY LEWIS FUR CO.
DEPT. A.
324 Hennepin Ave. Minneapolis, Minn.

ILLUMINATED SANTA ON REINDER—

Moulded plastic, complete with cord and bulb. Sells on sight, sample \$1.25; dozen, \$13.35 plus postage. Ram Sales, Putnam, Conn. no14

JEWELRY SETS

3 Piece Necklace and Earring Sets. Assorted Styles. \$12.00 dozen, F.O.B. Dayton. 25% deposit, C.O.D. Orders.

W & J Wholesale Corp.

222 East Third St. Dayton 2, Ohio

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. no28

LADIES' NYLON HOSEY—THIRDS, \$1.25 doz., minimum 10 doz.; Chenille Bedspreads, \$36 doz.; 15"x24" Throw Rugs, \$6 doz.; Pillow Cases, \$3.25 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.

LATEST INEXPENSIVE FIRE PROTECTION. Every Car and Home Owner a prospect. I. Warner, 1147 W. Warren, Detroit 1, Mich. no14

LIGHT REFLECTING SIGNS—RED HOT and sensible 7x11" illustrated color blended; 2000 varieties. 15 best sellers, \$1, or 10¢ for sample and catalog. Koehler, 335 Goetz, St. Louis 23, Mo. no28

LOWER PRICES—LADIES' 7"x11" Saddle Leather Handbag, Shoulder Strap, beautifully tooled, hand laced, \$25 price tag; sample, \$7.70 cash postpaid. Sample refundable. S. Kelley, 2302 Ontario St. Fort Wayne, Ind. no7

MAKE \$100 DAY SELLING NEW TECHNICOLOR Filter Screens. Puts your television in color. Sample \$2.50. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. no7

MAKE MONEY QUICKLY! ADVERTISING! (\$2,000 profit three weeks reported!) No investment; use credit; details free. Sureway, Box 2248-BB, Asheville, N. Car. no14

NEW "TAS" EXPENSE ACCOUNT REPORT and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesmen's necessity; 30-second demonstration. Send name and address. Dept. 248, Box 9013, Houston 11, Tex. no14

POCKET COMBS — ASSORTED COLORS, 100 cards 12", \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties, over 200 items. Carleton House (BB), Texas City, Tex. no14

PROFIT PACKED CHRISTMAS SALES—Famous brand French perfume, Eau De Cologne, Combination Perfume-Manicure Cutlery Gift Sets, wildfire sellers. Lowest factory prices. Giant profit and bonus plan. Free testers with sample order. Write for free catalog. Lido Products, 126 Bleecker St., Dept. B-3, New York. no7

QUALITY TIES — YOUR PROFIT, 140%. Catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ill. no7

SELL \$6 PACKAGE FAMOUS THORKEN Vitamin and Mineral Tablets for \$2.98; your cost 50¢. Send \$18 for 36 \$6 packages; express prepaid, no c.o.d.'s. Authorized Brands, Box 405, Atlanta 2, Ga. no28

THIS IS IT AND IT'S RED HOT NOW—Colorful fluorescent Day-Glo 4"x15" Season's Greetings Bumper Strips; 25% commission when sold wholesale; retailers net almost 100%; retails for 39¢. Send \$1 for six samples, sales instructions and sales kit. Don't delay, cash in now. No restricted territory. Central Advertising Service, Inc., Box 189, Hopkinsville, Ky.

TOYS — IMPORTERS' SURPLUS; MUST raise cash; 4,000 only; genuine 4-key Austrian import toy accordions; a real musical instrument; will play songs; beautifully, individually gift-boxed; worth \$2 ea.; ideal Xmas gift; all or part, \$9 doz.; min. order 2 doz. per carton. No c.o.d.'s; f.o.b. warehouse, N. Y. Ernst Importers, 8031 S. Union, Dept. BB-117, Chicago 20, Ill.

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, Ohio. no28

ANIMALS, BIRDS, PETS

ALLEN CAN SUPPLY FROM NEW STOCK: Anacondas, Boa Constrictors, Pythons, Cook's Tree Boas, Emerald Tree Boas. Fine specimens Australian Stumptail Lizards, \$25; Mexican Beaded Lizards, \$25; Black and White Tegus, \$15; Black and Yellow Tegus, \$10. Reptile Dens, \$25 to \$100. Write for price list of reptiles and supplies. Ross Allen's Reptile Institute, Phones Marion 2-8369 or Marion 2-7080, Silver Springs, Fla.

ALL WHITE ALBINO MARE — YOUNG, beautiful; weight 850; will make good parade or circus horse. Mrs. Emma Shannon, Rt. 5, Box 228, Duluth, Minn.

ATTENTION, ANIMAL LOVERS — BUY yourself a lovable baby Spider Monkey for only \$27.50. They make a wonderful pet. Contact us for your other needs in special: "Six foot heavy bodied South American Boa Constrictors, 2 for \$19.95." Tarpon Zoo, Tarpon Springs, Fla.

FOR IMMEDIATE SHIPMENT—HUMBOLT Penguins, Kodiak Bear Cubs, Alaskan Grizzly Cubs, Sonnerat Grey Jungle Fowl. All stock guaranteed. Wm. E. Green, Orford, N. H.

FOR SALE: REGISTERED SNOW WHITE Albino Horses, 4 year Stallion, yearling Stallion, 7 year mare. Wayne Holloway, Route 6, Milan, Missouri.

GENTLE YOUNG BURROS FOR SALE—Only \$40 each. Safe arrival guaranteed. Raymond Johnson, Laredo, Tex. no7

ONE WEST AFRICAN FEMALE LEOPARD, for sale. John Larson, Wild Brook Farm, Hingham, Mass.

TWO MALE EUROPEAN BROWN BEAR Cubs, \$150 each; One Wildcat Kitten, \$45; One female African Lion, Adult Blue Peafowl, \$50 pair; other Animals, Birds, Charone Animal Ranch, Burlington, Wisc.

WANTED TO BUY—SEVERAL BEARS. Fuller Bros., P. O. Box 519, Hastings, Nebr.

8 NICE PONIES, \$400—GIVE AWAY PRICE. Phone 2061, P. L. Cobb, Hotel Ponder, Amite, La.

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 clearly and distinctly.

#999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.
\$4.25 Doz. **\$48.00** Gross

#999-G. Same as above, heavier chain in beautiful gold finish.
\$6.00 Doz. **\$66.00** Gross

Sensational Profits !! EVERY DAY !!

No. 185 Full of Lifel Fivel Brilliancy **\$3.85** doz. **\$45.00** gross



Gold finish. White brilliant center. Red sides.

Deposit with all C.O.D. orders. Please state your business. Rated wholesaler, write for samples.

PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

pierce

World Famous 17!

WATCHES and Ensembles

An outstanding line priced to give you fast sales action.

DISTRIBUTORS—JOBBER
Write for Details and Illustrated Catalog.

PIERCE WATCH CO., INC.
22 West 48th St.
New York 19, N. Y. PLaza 7-0733

TEAR GAS

A REAL SURE-FIRE SELLER! THUGS AND THIEVES BEWARE!

This tear-gas penell gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or 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 profitable side line; watch it grow. Start now! Send \$4.25 for complete demonstrating outfit of Automatic Penell Gun with 10 demonstrators and 3 Penell Gun with 10 Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. HAGEN SUPPLY CORP., Dept. B-117, St. Paul 4, Minn.

10¢ COMICS

100—\$3.00 200—\$5.50

Standard 10¢ sellers, all have covers and are in salable condition. Samples 25¢. HARD LUCK COW FOLDERS, \$4.00 hundred; 5 samples 25¢. DANCING MONDREY, \$1.50 doz.; sample 25¢. BALL POINT PENS, \$1.00 doz. Snake in Flower, 75¢ doz. Midget Bibles, 60¢ doz.; 2 samples, 15¢. 2 samples of each above \$1.00. All prices prepaid.

LEWIS NOVELTIES
354-B West 75th St. Chicago 21, Ill.

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. Now! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each, 25% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO.

179 N. Wells St., Dept. 43, Chicago 6, Ill.

HOSIERY

CHRISTMAS SPECIAL — Complete line. Satisfaction guaranteed or money refunded. Our prices are the lowest, quality excellent. Price \$1.00 for a dozen pairs and up. We would be glad to submit our prices.

LOOKRITE HOSIERY CO.
P. O. Box 608 Chattanooga, Tenn.

ATTENTION JOBBER & WAGON MEN

Hosiery manufacturer has complied to the jobber's demand on a number that sells for \$3.50 per dozen. We are packing up now all Nylon ladies' full fashioned stockings. This number consists of mill menders and better goods. Seasonable shades. Each pair individually inserted in cellophane envelope.

JEANETTE HOSIERY MILLS
Chattanooga, Tennessee

BUSINESS OPPORTUNITIES

BASEBALL BATTING RANGE—TOP LOCATION in So. California; \$50,000 gross. Price \$60,000; 1/3 down. Box A148, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif. no7

EARN \$2600 MORE A YEAR FROM HOUR each evening at home laundering Venetian blinds. Others making over \$10,000 working full time! New portable machine. Free booklet. R. T. Co., 442 N. Seneca, Wichita 12, Kans.

FOR AN EXTREMELY PROFITABLE LIFE-time business operate a collection agency. Write for free details. Franklin Credit School, Franklin Building, Roanoke 7, Va. no28

KIDDIE RIDE BUILDER MUST SELL equipment. Can't handle the business. Machinery, tools, plans, patterns, etc., must be moved at once. Real opportunity; established 5 yrs.; \$900 buys all. List free. Box 505, Keego Harbor, Mich. Act quick.

MODERN AND FULLY EQUIPPED SKATING rink in Ohio. 25 acres of wooded land and large parking area; levelled pool, 22 ultra modern home, swimming pool, 22 rages, etc. If interested write Box C-440, c/o Billboard, Cincinnati 22, Ohio. no14

MONEY IN VENETIANS—BUILD PROFITABLE lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R. G. Co., 442 N. Seneca, Wichita 12, Kan. no7

MUST RAISE CASH OVERSTOCKED—CLOSEOUT Dolls of All Nations complete with movable eyes, head, etc. Individually boxed, ready for Xmas rush orders. Usual retail \$2.69 ea.; factory close-out price \$9 per doz. in quantity (2 doz. min.); \$2 for sample. No c.o.d.'s. White Mfg. Co., P. O. Box 249, Evanston, Ill. no28

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; permanent income; details. Spencer Brockway, 228 N.W. 22d Ave., Portland, Ore. no28

RADIO ADVERTISING WITHOUT RISK! Pay "per order"! 450 Broadcasters! Details free! Trylon Advertising Agency, Box 84, Elizabeth, N. J. no14

SACRIFICE—OWNER RETIRING. SELLING Arcade with 110 amusement machines; also Evans Shooting Gallery in the only all year "round" amusement park in Cuba. F&S Amusement, 343 N.E. 17th St., Miami, Fla. Phone: 9-9107.

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\$1 MO. ESTABLISHES YOUR PERMANENT address here in Los Angeles. We forward all mail for our many customers personally and efficiently. Ellery Office Service, 1244 S. Grand Ave., Los Angeles 15, Calif.

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FORMULAS & PLANS ANY FORMULA—SEND \$2—SENT WITH instructions, complete, Guaranteed. J. Calvin, 4152 R. Juanita, St. Louis 16, Mo. no7

ANY FORMULA, \$3; CATALOG, CHEMICAL Instruction Sheet, 10c. Joseph H. Belmont, 192 N. Clark, Rm. 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ja2

FOR SALE—RODEO, CIRCUS, FIREWORKS Cuts, Brief Cases, Cuts and Mats. Charles Kyle, 104 Judson Ave., New Haven, Conn. Not broke.

I G-12 600' TRACK, EXTRA CAR, EXCELLENT condition; stored in warehouse downtown N.Y. Contact S. C. Somerville, State Port, Savannah, Ga. de5

6 CAR KIDDIE WHIP, 1950 DODGE CHASSIS. Reasonable. G. A. Johnson, 464 41st St., Brooklyn 32, N. Y. Phone: UL 3-9414. no14

FOR SALE—SECOND-HAND SHOW PROPERTY ALL 16MM. SOUND—WESTERN, \$18; Features, \$21-24; Serials, \$5 episode. Used Projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

BLEACHERS, FOLDING CHAIRS, THEATER Chairs, Outdoor Chairs, Sidewalk, Tents, Projectors, Film Screens. Lone Star Seating Co., Box 1734, Dallas, Tex.

BUILD 12 PASSENGER \$100 KIDDIE Chairplane. Tested Plans, \$5; free 43 Plan Circular. Brill, Box 875, Peoria, Ill.

FOR SALE—MANLEY DELUXE POPCORN Machine, 5 years old, good as new; cost \$800.00, will sell for \$400.00. F.O.B. Ted Horn, Houston, Miss. no7

FOR SALE OR WILL BOOK—10' PORTABLE new Kiddie Merry-Go-Round, capacity 22, with 17 horses; very colorful, ideal for indoors. Call or write Patrick Umansio, 17 Donnell St., Cambridge, Mass. UN 4-5967.

FOR SALE—10 CAR AUTO RIDE, 8 PLANE Airplane ride, built for five hundred; Jones 21 seat Mix Up, five hundred. Burdicks Shows, 1503 N. 5th St., Temple, Tex.

KIDDIE MERRY-GO-ROUND ANIMALS—24" high, 48" long, \$42.50; sets of 16, \$650. Pat. Ply-Aluminum. Esstee Amusements, 137 Atlantic Ave., Manassas, N. Y.

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SHORT-RANGE GALLERY ON '41 DODGE Ambulance with 2 Rem. rifles, \$595; four machine guns, operate on compressed air, shoot BB shot, with shot counting units, targets, hose, 250 lbs. shot, factory overhauled. \$495; one McGlashan semi-automatic CO2 rifle, 75 lb. shot, \$75. El Paso Arcade, 405 S. El Paso, El Paso, Tex.

SLIGHTLY USED PUSH POLE TENTS—All sizes, also poles, wall, stakes. George's Tents, 103 North Street, Auburn, N. Y. no7

USED BLEACHERS—1800 SEATS, 20 ROWS high, 50c a seat. Dugan's Service Station, 346 W. Ferguson, Wood River, Ill.

INSTRUCTIONS BOOKS & CARTOONS ENTERTAIN—EGYPTIAN FORTUNE TELLING with 79 numbered Cards, \$1; circular of unusual books and merchandise Free. Zen Publishers, Elkhart, Ind.

"HYPNOTIZE THE FIRST DAY"—INSTANTANEOUS hypnotic sleep or your money back; \$2. Lewis the Hypnotist, 4009 Lake Park, Chicago. no14

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A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystal, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. no28

ENTERTAIN WITH MAGIC—HOBBY OR profession. Detailed instructions on book-keeping and performing. Marsh's, Dept. 6, 237 W. 11th, Columbus, Ohio. no14

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NATURAL BLACK WALNUT NOVELTIES are fast selling souvenir and gift items. Illustrated wholesale circular free. Ozark Hills Industries, Eureka Springs, Ark. de13

SHOW POSTERS—SET OF 22 POSTERS—(8 1/2"x11") Freaks, Jugglers, Vent, Magic, Minstrel, etc., 1880, \$2 per set. Yohe, 101 Criss St., Pittsburgh 24, Pa. no7

YOUR NAME IN HEADLINES ON STAND- ard newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. no14

MUSICAL INSTRUMENTS, ACCESSORIES WANTED TO BUY—STEAM WHISTLES and Keyboard only of standard Steam Calliope. Will pay for information of whereabouts if purchased. Gaines, Glencoe, Minn.

PERSONALS ARTISTS, PHOTOGRAPHERS AND COL- lectors: Your technique can be greatly improved. Dime brings details (refundable). Larry LaRue, Box 1215, Dothan, Ala. no14

MAIL ADDRESS—USE MY OFFICE; LET- ters forwarded daily; telephone service, public stenographer, notary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. no28

PHOTO SUPPLIES DEVELOPING-PRINTING COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelty. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de12

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PROFESSIONAL PIANIST—EXPERIENCED all lines; member Chicago Local #10, available for concert, lounge or combo. Write Lloyd Jenkins, 1103 Giles St., Stoughton, Wis.

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ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. no14

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PRINTED 8 1/2"x11 LETTERHEADS, ENVE- lope, 50c each. \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid Allen, Printing Dept. BBP, Clin- ton, Mo. de28

PRINTING—ENVELOPES, \$6.95 PER thousand; letterheads, \$6.95 thousand; Zimmerman Printing, 4058 Hartford, St. Louis, Mo.

500 GUMMED LABELS, 60c PREPAID, three lines or less; sample free; blue ink. Normandie, 1706 West 49th St., Los Angeles 27, Calif.

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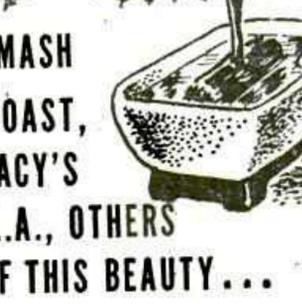
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150,000 PAIRS LACE MESH LADIES' STOCKINGS Full fashion in the Grey. All sizes. Packed in burlap wrapped and strapped bales weighing approx. 1,000 lbs. each. Immediate delivery. Closeout price for lot. AMITY MDSE. PRODUCTS CORP. 185 Lafayette St., New York 13, N. Y. Tel.: WOrth 4-6770

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63 JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers, Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog. McBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y.

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HIT COAST - TO - COAST, MACY'S N.Y. TO MACY'S S.F., BULLOCK'S, L.A., OTHERS REPORT SELLOUT OF THIS BEAUTY...

Anybody can grow it in ordinary water. Keeps green all year 'round. No green thumb needed to harvest greenbacks. Clean, easy to handle. High profit - quick turnover.

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Minimum order... \$100
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LAPEL MONKEY \$10.00 Gr.
NO ORDERS LESS THAN 1 GROSS

LARGE RUBBER REINDEERS \$6.25 Doz.; \$72.00 Gr.
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MECHANICAL HESITATING BEARS..... \$36.00 Gr.

25% deposit required on all orders, balance shipped C.O.D.

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Extra Pen Points, \$4.00 gross. Pen Mats, 25c each.
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RINGS \$5.50 Per Gross and up **HAND POLISHED IDENT \$7.50** Per Gross and up

NO. 2400, assorted styles—per gross \$5.50; NO. 2000, aluminum ident—per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL
Free Vibro-Craver Outfit With Each Order Amounting to \$100.00 or MORE.
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ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, hatteresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. U-109, New York 11, N. Y. no28

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator De-froster "like not cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. H-106, 173 W. Madison, Chicago 2, Ill. nsp

NOW IS THE TIME TO FILL IN—SELL wholesale to drug stores, groceries and filling stations; Fluorescent Day-Glo 4"x15" Season's Greetings Bumper Strips. Wholesale with a 25% commission; resells at 39¢ with almost 100% profit; send \$1 for six samples and sales instructions. Central Advertising Service, Inc., Box 189, Hopkinsville, Ky. no14

PROFITS UP TO \$250 IN A WEEK EASY with new miracle Spray-A-Tint. Tints windshields in minutes; reduces blinding sun, snow, headlights glare; gives blinding look. Spray-A-Tint, Dept. BB-7, Consumers Building, Chicago 4, Ill.

SELL WHOLESALE, RETAIL—BIG PROFIT; Jewelry, watches, appliances, etc. Catalog free. Distributors, 2311B Perkiomen, Reading, Pa.

WHATEVER YOU SELL—WE'VE GOT IT at lower prices! Mechanical toys, dolls, games, friction toys, tools, cigarette lighters, defrosters, nationally advertised watches, cameras, jewelry, religious items, handbags, silverware, appliances, luggage—over 200 others! Rock-bottom jobbers prices even in small quantities! Write quick for free catalog. Modern Merchandise Co., Dept. 50, 169 W. Madison, Chicago 2, Ill.

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

AERIALISTS—MALE AND FEMALE, EXPERIENCED will train 1954 season; high wage, leaders. Aerial Kremars, 102 Gold St., New Britain, Conn.

ALASKA DIRECTORY—JOBS, HIGH wages; Labor \$2.95 hr.; Plumbers \$4; Carpenters \$3.34; Truck Drivers \$3.37, etc. Home-read facts, job list. Application blank with directory, \$1 postpaid. "Foreign Opportunity Directory," Foreign Job List, \$1 postpaid, c.o.d., \$1.87; air mail \$2. Specify listing. Alaskan Opportunities, Waseca, B-1, Minn. no7

ATTRACTIVE GIRL (18-36) TO ASSIST magician playing schools; steady; no experience; pleasant work; this is 27th season. In reply describe yourself fully. Address Paul Hubbard, Gen. Del., Covington, Ky.

COMMERCIAL DRUMMER—MUST PLAY typical Latin; cut shows; tenor sax. Trumpet, string bass; locations; salary, \$85. Box CH-157, c/o Billboard, 188 W. Randolph St., Chicago 1.

DRUMMER—COMMERCIAL BAND; ONE-nighters out of Columbus; travel in cars; good salary and easy job. Bobby Mills, Columbus, Neb. no7

FOREIGN AND DOMESTIC JOBS—UP TO \$12,000; Alaska, So. America, Central America, Far East, U. S. Where, how to apply. "Latest listing world-wide jobs, red hot." "Foreign Opportunity Directory" gives civilian and defense construction, oil companies, aviation, transportation, mining, steamship companies, employment agencies—all kinds of workers needed. Application blank included with directory, \$1 postpaid (c.o.d., \$1.87); air mail \$2. Alaska special job list, \$1 postpaid. Specify listing. Foreign Opportunities, Waseca, B-1, Minn. no7

AT LIBERTY—ADVERTISEMENTS

Remittance in full must accompany all ads for publication in this column
5c a Word Minimum \$1
No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

ACCORDION—RADIO DUO FOR BAR OR? Featuring Vocals doubling Piano; travel anywhere, consider all. Box C-445, c/o Billboard, Cincinnati 22, Ohio.

WELL KNOWN TERRITORY DANCE BAND available for New Year's Eve engagement in Midwest. Reasonable price. Leader, Box C-447, c/o Billboard, Cincinnati 22, Ohio. no14

MUSICIANS

A-1 FIDDLER—WESTERN AND HILL-billy; good tone; back-up, break-downs, sweet swing; name and semi-name bands; double rhythm guitar, trick fiddling act; song writer. Radio, TV, show and dance experience; appearance; sober; union; go anywhere. Only well established units need apply. Write or wire "Fiddler," Box 426, Caroleen, N. C.

ACCORDIONIST—UNION; 33, SOBER, AM-bitious; warm personality with proven sales ability. Desires affiliation with small combo in California or Florida. Do not want a J-O-B. Of utmost importance is wanting up with mature minded people who have learned it takes an idea, well-organized plan, work cohesiveness and salesmanship to make eventual success a reality. Bud Kovick, 3753 N. Marshfield, Chicago 13, Ill.

AT LIBERTY—TRUMPET; EXPERIENCED, location only, prefer small Dixie band. Norman Wood, Phone 6980 M2, Rt. 4, Box 607, Hot Springs, Ark.

BASS MAN—DOUBLE ON TRUMPET, arrange Combo and large band experience; union. Desire steady location but will travel, have own car. Available November 2nd. Bob Glen, c/o 719 Tremont, Selma, Ala.

BASS MAN—AVAILABLE IMMEDIATELY; good bow work, double trombone, sweet Dixie band. Good appearance, dependable; cut or no notice; have own transportation. Paul Nielsen, Catalpa Trailer Court, 5411 W. Third St., Dayton, Ohio.

BASS MAN—IMMEDIATELY; COMBO OR band; play cello on dinner sessions; read fake; congenial; cut or no notice; can play fair trumpet; radio, musician, 27 Clayton Drive, Battle Creek, Mich.

LEAD TRUMPET—CONSISTENT AND EXPERIENCED; any style or type band; location; transcriptions and recordings; name bands preferred. 337 Webster, Chillicothe, Mo. no21

PIANIST—READ, FAKE, ETC.; UNION; sober, ability; all essentials. Box C-442, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. no7

AT LIBERTY—ADVERTISEMENTS

PIANIST FOR DANCE, THEATER OR radio. Will consider only N.Y. territory—Local 802, C. B. Stone, 217 East 11th Street, N.Y.C. no21

PIANIST—EXCELLENT RESTAURANT and cocktail lounge style, seeks weekend work in New York City area. Box 894, The Billboard, 1564 Broadway, N.Y.C. Chestnut 5-2548, Roselle, N. J.

PIANO MAN—AVAILABLE IMMEDIATELY for small commercial unit; dependable; union; South Jersey Musician, 558 South Hull, Montgomery, Ala. Tel. 6151.

RECORDING BRASS BASS MAN DESIRES hotel band or location. Experienced, references, union; married; sober and reliable. Call 1330 W. Grand Island, Neb., or write 309 W. 6th St.

TENOR, CLARINET AVAILABLE NOV. 7—Society band, combo; good tone, reader; references. Contact Ralph Hockaday, Governor Hotel, Jefferson City, Mo.

TRUMPET—GOOD PROFESSIONAL BACKGROUND; age 45, no bad habits; good appearance. Wish to locate, have other trades. Address Musician, 249 S. Bellevue, Memphis, Tenn.

TRUMPET, VOCALS—SINGLE, SOBER, reliable; Combo, name experience. Read, fake, transpose; appearance, experience, etc. Dick Storey, c/o General Delivery, Pensacola, Fla.

TRUMPET—ANY STYLE, LEAD AND JAZZ; name experience, join on cut or no notice basis. Do vocals. Howard Pryor, 304 S. Penn. Ave., Drumright, Okla.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. no7

WANTED TO BUY

WANTED—SAFETY NET COMPLETE, with aprons, regulation size for flying, new or used. Circus Director, Box 393, Deleon Springs, Fla. no14

WANTED TO BUY Permanent Type ROLLER SKATING RINK. Please give location, size and other particulars in first letter. Box C-435, c/o Billboard, Cincinnati 22, Ohio.

WANTED TO BUY—MERRY-GO-ROUND, 32-36 ft. State age, make, condition. Thompson Brothers, Altoona, Penn. no21

WANTED—KIDDIE RIDES, FACTORY built; Auto, Pony Cart, Midget Racers. Prefer purchase in Mid-West States. J. Galegor, 241 N. 19th St., Kansas City, Kan.

WANTED—QUANTITY OF USED POPCORN vendors at fair, write or wire for reconditioning. Write Box 855, The Billboard, 1564 Broadway, N.Y.C.

AT LIBERTY—ADVERTISEMENTS

ESTABLISH ACCOUNTS FOR ONE OF world's largest travel discount corporations. Work Florida all winter, northern resorts all summer. Jimmy Smith, Trans-American Travelers, 101 S. Ocean Ave., Daytona Beach, Fla. Phone 3-3663.

PIANIST FOR COMMERCIAL COMBO—Playing locations only; good salary; cut or no notice. Also need Trumpet doubling ballad vocals. Write or wire Orchestra Leader, 2312 E. Lancaster St., Fort Worth, Tex.

TENOR MAN, IMMEDIATELY FOR MID-west territory orchestra. Salary, no lay-offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

TENOR MAN—WEEKLY GUARANTEE; others write. Headquarters, Des Moines, Ia., Jack Cole, 1125 68th St. no21

WANTED—SAX MAN, TENOR AND ALTO doubling on clarinet; also will hire front man capable of singing; prefer fat man. Write or call Six Fat Dutchmen Orchestra, Harold Loeffelmacher, New Ulm, Minn. no14

WANTED—COLORED PERFORMERS, Musicians. Wanted Dancing Girls, Singers, Musicians. Nite clubs, theaters in Florida. Box C-446, c/o Billboard, 2160 Patterson, Cincinnati 22, Ohio.

WANTED: PIANO MAN, DRUMMER—MUST read, be able to play shows; no drinks or characters, also no collect wires. Southern location and one nighters. Contact immediately, W. L. Carlson, General Delivery, Rapid City, S. D.

YOUNG MAN TO ASSIST PUPPETEER ON national tour. Steady work; send picture, full details, lowest salary. Robert Mason, 502 Lexington Ave., Dayton, Ohio.

AT LIBERTY—ADVERTISEMENTS

PIANIST FOR DANCE, THEATER OR radio. Will consider only N.Y. territory—Local 802, C. B. Stone, 217 East 11th Street, N.Y.C. no21

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WELL KNOWN TERRITORY DANCE BAND available for New Year's Eve engagement in Midwest. Reasonable price. Leader, Box C-447, c/o Billboard, Cincinnati 22, Ohio. no14

MUSICIANS

A-1 FIDDLER—WESTERN AND HILL-billy; good tone; back-up, break-downs, sweet swing; name and semi-name bands; double rhythm guitar, trick fiddling act; song writer. Radio, TV, show and dance experience; appearance; sober; union; go anywhere. Only well established units need apply. Write or wire "Fiddler," Box 426, Caroleen, N. C.

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AT LIBERTY—TRUMPET; EXPERIENCED, location only, prefer small Dixie band. Norman Wood, Phone 6980 M2, Rt. 4, Box 607, Hot Springs, Ark.

BASS MAN—DOUBLE ON TRUMPET, arrange Combo and large band experience; union. Desire steady location but will travel, have own car. Available November 2nd. Bob Glen, c/o 719 Tremont, Selma, Ala.

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BASS MAN—IMMEDIATELY; COMBO OR band; play cello on dinner sessions; read fake; congenial; cut or no notice; can play fair trumpet; radio, musician, 27 Clayton Drive, Battle Creek, Mich.

LEAD TRUMPET—CONSISTENT AND EXPERIENCED; any style or type band; location; transcriptions and recordings; name bands preferred. 337 Webster, Chillicothe, Mo. no21

PIANIST—READ, FAKE, ETC.; UNION; sober, ability; all essentials. Box C-442, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. no7

AT LIBERTY—ADVERTISEMENTS

PIANIST FOR DANCE, THEATER OR radio. Will consider only N.Y. territory—Local 802, C. B. Stone, 217 East 11th Street, N.Y.C. no21

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TENOR, CLARINET AVAILABLE NOV. 7—Society band, combo; good tone, reader; references. Contact Ralph Hockaday, Governor Hotel, Jefferson City, Mo.

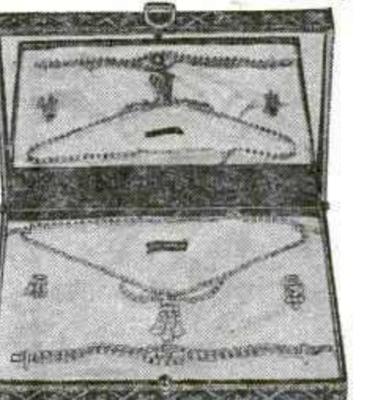
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 Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Hygienik, New York, has introduced its \$1 Hygienik dishwasher, which is said to make dishwashing faster, protect the hands and eliminate germ-spreading dish cloths. A large size polyethylene container attached to a brush contains water and detergent. A squeeze of the container, which also serves as a handle, ejects aerated suds thru the brush cap onto the brush for a quick brushing and rinsing of dishes. The item may also be used to clean win-

dows, woodwork, venetian blinds, whitewall tires, spots on rugs, etc.

Yorkville Craftsmen, Guilford, Conn., announces a new line of folding party hats which eliminate the usual bulky nesting problem. Sets of 10 hats, printed in three colors, are offered. Each hat shows a picture of a different popular drink. Lively drawings show chorus girls on five hats for men, and male serenaders on five hats for women. Clever gags are printed on each. They sell for \$3.60 per dozen sets.

DALLAS CHALKS

2,382,712 GATE

Misses Record '52 Figure by 4,428; Receipts 2% Below Banner Year

Continued from page 62

lowed no definite trend. The Ethel Merman Show in the Auditorium (capacity 4,285) drew 78,520 patrons in 24 performances and grossed about \$250,000 before taxes. This was well under the Martin and Lewis patronage and gross of last year, but Auditorium director Charles R. Meeker Jr. expressed himself as well satisfied. Show had a net of about \$152,000 and the after-tax gross of about \$207,000 meant money for the fair, he said. Show had six sellouts, one with 200 extra chairs added.

"Ice Cycles of 1954," also with six sellouts, played to about 114,000. This included three full houses in one day, Saturday (17). Total for 24 performances, however, was about 7,000 less than for last year.

Swenson Wins
 Aut Swenson Thrillcade in front of grandstand had its best year, pulling about 49,000 pay customers, with six sellouts, which included four in one day, the same big Saturday (17). Total was 10,000 more than last year.

Dancing Waters, the illuminated fountains imported from Germany, did excellent business after a slow start in an inconspicuous spot on the midway. It ended up with over 111,500 customers and a contract for two more years at the fairs and the promise of a better midway spot next year.

The financial success of the fair was a surprise to nearly everybody, in view of drought conditions over a large part of the fair's territory for the past three years. The gate almost kept pace with last year; games were way up; food, rides and novelties were up; only shows were a trifle off.

The Rotor again was the top thrill ride, with operator Max Myers estimating that approximately 159,000 either rode the barrel-like contraption or paid their way to watch those who did. Two large and one small Ferris Wheels carried an estimated 76,000 riders.

Museums reported their greatest attendances. The Museum of Natural History counted 75,000 patrons, the Aquarium had 150,000, the Health Museum had 77,512 and the Museum of Fine Arts had an amazing 91,750, over 30,000 more than the year before. Fine Arts attributed the increase to its new planetarium and resultant ballyhoo on its "Trip to the Moon." Planetarium, with capacity of only about 110, had near-capacity for about 70 "Trips to the Moon" and about 7,000 total paying customers.

Exhibits Score
 Exhibits had a great year. National Homes, Inc., of Lafayette, Ind., previewed a new three-bedroom house, "The Ranger," and reported capacity crowds daily. The house could handle only about 9,000 persons a day, and carpeting along the guided tour had to be replaced daily. About 140,000 saw the house during the fair.

The Pan-American Livestock Exposition was accounted a great success. Livestock Manager Ray Wilson reported that more than \$250,000 worth of purebred livestock was purchased at the fair by invited visitors from Mexico, Central and South America.

The Junior Livestock and Poultry Auction sales brought a total of \$106,268.66 for chickens, turkeys, steers and lambs. The fair's livestock shows had no swine classes because of an outbreak in Texas of a swine disease. The grand champion junior steer was auctioned off three times for a total of \$5,263 and finally donated to an orphans' home.

The fair's publicity department was rounding up statistics on exhibits and services for future promotion and the week-long job was expected to produce some worthwhile results. Publicity workers were concentrating on reports of actual sales and were coming up with some amazing early figures. One dealer in the automobile show, it was reported, closed 50 sales and figured he contacted at least 1,500 follow-up prospects.

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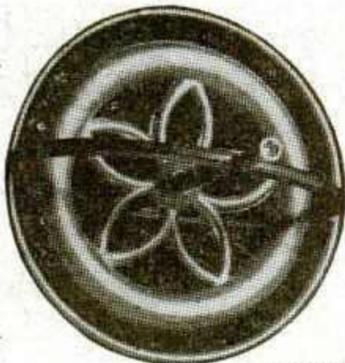
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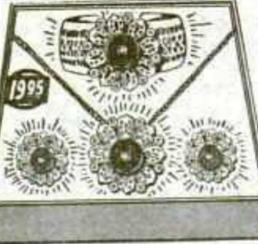
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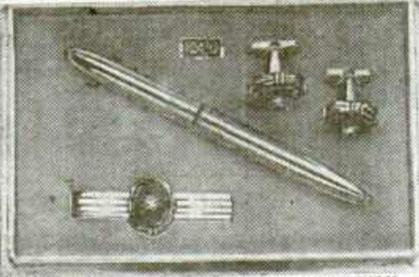
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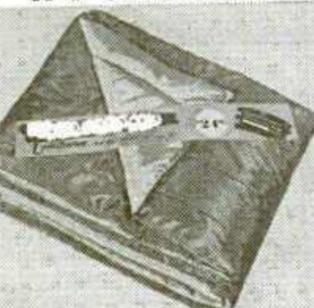
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Pipes for Pitchmen

By BILL BAKER

HENRY H. VARNER... posts from his hideout in Akron that he got a great big giggle out of Leo Heller's uproarious rad pitch which was described in this column a few issues back.

PHIL CULLIVAN... the handy candy man, was a recent visitor to the pipes desk in the Cincinnati office of The Billboard. He dropped in to pass out a few glad hands and report that he'll be working a couple days for his good friend J. E. Kraus, major dome, of the local Newberry store. Phil says that he has been raking in a little loose cabbage at the Garland Drug Stores, Roanoke, Va. and intends going back there after his stand in the Queen City. Incidentally, Phil and manager Kraus are very interested in getting in touch with Eddie Gillespie, so if Eddie's peepers are perusing this piece, please pipe in and let the boys know where they can contact you. Brother Kraus would like to hash over some kind of a proposition with you and Phil wants to give you something a little more negotiable than next week's weather report. Before breezing out of the office Phil asked us to mention that the McClellan 10-cent store, Roanoke, has a pretty good deal for three or four men to work jewelry and billfolds during the Christmas season. Phil would also like to hear from Mickey Goodwin.

A REPORT...

reaches the Pipes desk that Earl J. (Pepo) Kane, veteran coil worker and inventor of the Pepo Coil, is a pretty sick lad in the Swedish American Hospital, Rockford, Ill. Why don't you chiefs, doctors and all the other guys who know Earl drop him a note and hypo his spirits a little bit?

HAPPY HELLER...

being saturated with the Christmas spirit, has asked this column to remind the ladies and gentlemen of the trade to send him the names and addresses of the sick-at-home or hospitalized brothers so he can contact them during the yuletide season. Says Happy, "The least I will do is send a New Testament and write a line or two of greeting. My hope is to make up a nice package for each one of them. When I get the names and addresses, I'll turn them over to you to publish so that other pitch folks can send greetings too. I know if I was shut in, a card or a 5-cent candy bar from a fellow worker, at that time of year, would mean a lot to me. My address is 143 W. St. Clair Street, Romeo, Mich.

HAYES GRIFFITH...

formerly of the rep team, Griff and Hi, passed thru Cincinnati recently after closing with Bartone's Ideal Novelty Company, med show, in Blanchester, O. Griff says that he didn't stop in The Billboard's office in Cincy because he breezed thru on Sunday and figured that everybody in the joint would have been out beatin' the golf ball around. What a big laugh that is. Had our boy stopped in, he most likely would have thought that he was caught

in the anti-room to some bug house. Griff reports that he did pretty good for himself with the Bartone outfit and that now he is with Dr. Jacob's med show, which is made up of 12 people, featuring Smokey Candler. A regular schedule of two and four-week stands will eventually take the show to Florida, not far enough from the Okeefonokee swamps, where they spend most of the time shadow boxing with those Wheatie-fed twin-motored mosquitoes.

Dorton's Views

Continued from page 62

stimulate interest thru all of the available media.

The good business of the immediate post-war era lessened the need for selling grandstand attractions and indeed, virtually every other commodity as the public clamored to be served. Before the war his fairs, with perhaps a half dozen different attractions, had as many publicity specialists battling for attention for their own units. The net result was an avalanche of attention directed to the fair and a highly competitive selling job which served to benefit all units along with the fair.

Apart from the need for specialized selling the fairs need some hedge against the weather. It is pretty difficult for events such as Shelby, which lost its two biggest days, Friday and Saturday, in a deluge of rain to face up to \$10,000 talent bills, he said.

Would Aid Creation

A need both to compete for and to stimulate business on the part of impresarios would, Dorton believes, result in the creation of new features as the owners sought to add to their earnings or at least to maintain the average of interest in their offerings.

The matter of percentage bookings is a complex one. At the mediocre dates the seller of shows would naturally prefer to book in flat; accepting the agreed-upon sum come what may. At the bigger events he would prefer to be on percentage since his earnings could then skyrocket and the gamble with the weather would be well worth it.

However, the big-grossing events have mostly adopted a policy of flat contracts after watching some show impresario walk away with a bundle, notwithstanding the fact that the event and the selling job that went with it did the job.

Dorton says he would be happy to have the show owner make more money on percentage deals if he could go out and help get it into the box office. Too many, he says, are spread too thin. This results from the booking of any and all dates that can possibly be squeezed into a route card. The assumption here is that if enough dates are played the cumulative earnings can't help but be sizeable. Altho perhaps good for the individual show operator's pocketbook, it tends to hurt the individual fairs, Dorton says.

S. C. McLennan

Continued from page 62

selected from a large number of applicants.

Civic Worker

An active community worker, Colonel McLennan's keen enthusiasm for his duties made him a popular figure in Brandon, and in Western Canada. He came to Brandon from Vancouver where he had been manager of the Pacific National Exhibition for four years. He was a nationally recognized authority on exhibition management.

Col. McLennan enlisted in World War I in the Army Service Corps and on his return from overseas in 1919 he joined the Non-Permanent Active Militia in Ottawa. In Vancouver, he continued his service, joining the artillery.

In World War II he went on active service and became second-in-command of the First Searchlight Regiment. He was also camp commandant of Hastings Park, Vancouver. From May, 1947, until January 30, 1952, he commanded the 26th Field Regiment at Brandon. He was awarded the Efficiency Medal in August, 1950.

Surviving are his widow, two sons and one daughter.

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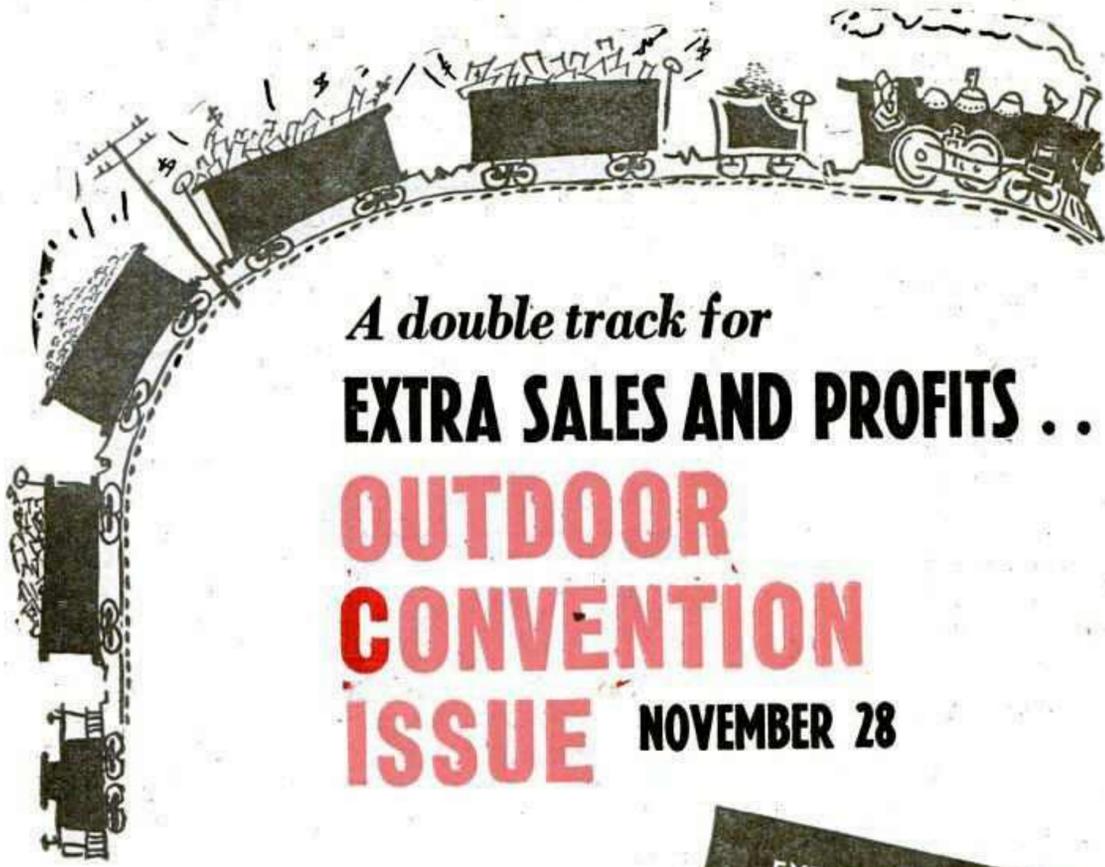
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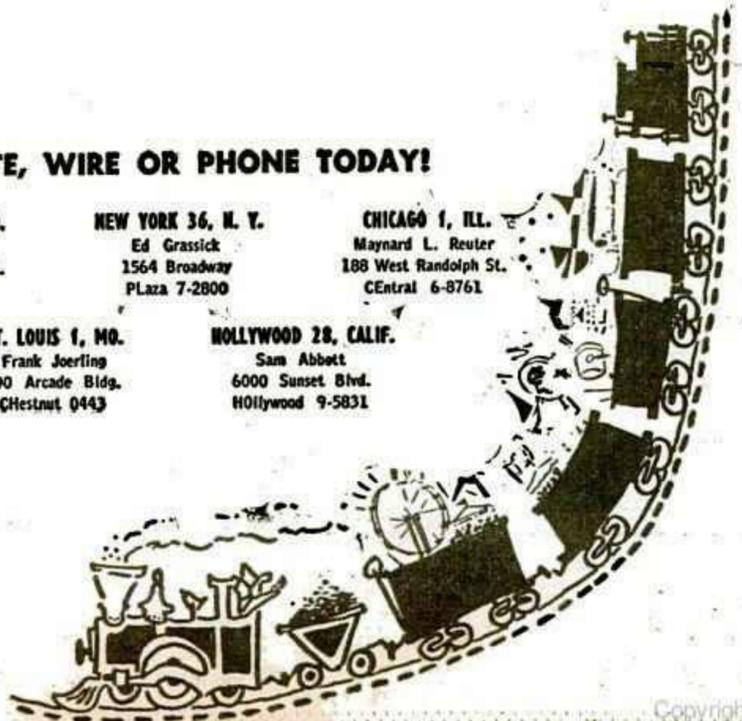
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Bill Hood, Evans President, Plans No Policy Changes

Rex Shriver Remains Top Adviser; Long-Range Programs to Continue

CHICAGO, Oct. 31.—The board of directors of H. C. Evans & Company announced the election of R. W. (Bill) Hood as president and general manager following an emergency meeting Monday (26). He succeeds his father, R. W.



R. W. (BILL) HOOD

(Dick) Hood, who passed away earlier this month (The Billboard, October 17).

A short time later Hood stated

Miami Beach Ops Prepare For Big Year

MIAMI BEACH, Oct. 31.—Operators of all types of coin-operated equipment are rubbing their hands in anticipation of heavy play. The Miami Chamber of Commerce has already reported 100,386 reservations for accommodations for the fall and winter resort season.

All signs, the chamber noted, point to the biggest tourist business of all time. Last year—a good season—84,083 requests were received at a similar time.

Meanwhile distributors and operators were getting their equipment in top shape and lining up new units which have special resort season play.

Fla. Rains End; Receipts Climb

MIAMI, Oct. 31.—Following six weeks of inclement weather, the skies finally cleared and operators in Southern Florida are looking forward to a sharp rise in collections.

The steady rains cut play sharply and even led to an unusually high percentage of service calls. Even tavern-type locations found traffic at a low ebb.

that all policies and long-range programs for production, sales and development of new Evans products would be maintained. He added all representatives of the factory and customers could expect the same equipment and quick service which has characterized the company since its establishment in 1892.

The two other executive posts at Evans are held by Mrs. Elizabeth Hood, the widow, and Rex Shriver. Mrs. Hood is vice-president and Shriver is secretary and treasurer. Fred Morris, sales manager of general equipment including coin-operated games, and Les Rieck, sales manager of the music division, round out the



REX SHRIVER

management staff. Morris also is advertising manager.

Bill Hood has been with Evans since he left the Navy in 1945 after wartime activity with the

(Continued on page 86)

French Go on Buying Spree To Beat Coin Machine Ban

NEW YORK, Oct. 31.—American coin machine exporters have been stepping up their French shipments in order to get as much equipment as possible delivered before an embargo goes into effect at the end of 1953.

According to Suren D. Fesdjian, head of the Mondial Commercial Corporation, a coin-machine import-export firm here, French purchasers are buying all the equipment they can pay for, as there is no telling when the embargo may be lifted.

Altho the deadline is officially December 31 (not December 1 as previously reported, The Billboard, October 17), Fesdjian said that shipments must leave New York by December 15, at the latest, if they are to arrive in France under the wire.

All Coin Machines

All coin machines are included in the embargo, altho the French have virtually no vending ma-

HIDDEN TRADE ASSET

New Accent on Service Helping Ops Cut Costs

By TOM McDONOUGH

CHICAGO, Oct. 31.—The manufacturers and distributors of games have preached the value of service schools in the past few years, the value of such a program has been effectively demonstrated in recent months.

The factors for accenting service follow:

1. In addition to conducting schools in the factories, the manufacturers have found it necessary to hold service sessions in distributor headquarters.

2. The shortage of trained service personnel has intensified operator interest in the problem of training new men.

3. The rising cost of a single service call in recent years has increased the operator's interest in keeping them at a minimum without diminishing the speed of the service.

4. Because games are now much more detailed in structure, operators feel the need for more service instruction.

5. The engineering departments of factories are constantly developing better servicing methods and wish to pass them on to operators.

Plant Schools

Tho some operators are not aware of it, many of the game manufacturers have provisions for instructing new service personnel. In this program the new

men have the opportunity to observe production and talk with engineers who designed the games. This is not practical for all operating firms because of the distance and time problem. But in cases where operators are able to let their staffs take advantage of the instruction it is valuable.

The manpower shortage regarding trained service personnel has been an industry problem since the beginning of World War II. Many of the servicemen are of draft age. When they come out of service, they frequently try another field. Many, after separation, become operators. Still another factor in the service shortage has been the competition for trained mechanics from other industries.

As costs have risen the past few years, operators have been forced to look for overhead reductions. The increases have higher wages, gasoline and related items.

Best Games

Most old line operators will readily admit that the games were never as good as they are today. However, the fine features built into games has introduced new problems. This is simply because a lot more goes into the design and production of games. This is no different from the advances which have taken place in other fields. Two examples

in other industries are radio and auto.

The radio serviceman until six years ago had to contend with sound alone, now with TV he has both sight and sound to worry about. The auto mechanic has had the automatic transmission added to his long list of items which can break down.

The final reason for stepped up service interest—new methods—shows that the industry is always seeking to better itself. Actually, the factories put an amazing amount of time, manpower and cost into developing quicker service. In recent years the accent has been on preventative maintenance. This is the almost magical thing which helps the operator to eliminate the service call before it appears.

ARCADE

Big Business In France But Ops Concerned

PARIS, Oct. 31.—Arcade operators here express concern over the future of their business this week should the impending ban on pinball games, effective December 31, remain in force for a long time (see other story in this issue on pinball embargo).

In recent years the Arcade has developed into big business in several key French cities but most noticeably in Paris. It is estimated there are approximately 20 of them here.

The French Arcade does not offer a variety of items. A typical one has 60 pinball games, a few gun games and a music machine. Some operators have tried to build up interest in more typical Arcade units but the patrons have concentrated their play on the pins. In the past couple of years Arcade play has been so heavy that lines of persons, mostly of the younger set, have become a familiar sight.

Al Simon Has 3-D Machine

NEW YORK, Oct. 31.—Al Simon, veteran 10th Avenue coin machine distributor, this week entered the 3-D field with a unit called the 3-D Stereorama.

The unit is available in two sizes, one for children and the other for adults. The picture content is geared to the audience, with kiddie pictures and model poses. Twenty views are shown for a dime.

While three machines are on display on Simon's floor, the announcement about price, specifications and distribution will be made within 10 days.

Portland Pinball Licensing Delayed

Ops' Hopes for Early Enactment Of Ordinance Dashed by Solons

PORTLAND, Ore., Oct. 31.—Hopes for early enactment of an ordinance legalizing game operation in Portland faded this week when the city decided to allow the State Supreme Court to decide on the constitutionality of an

old ordinance outlawing pinballs. Last month the city fathers indicated they would disregard the court test by enacting an ordinance establishing a license fee schedule for games.

Inasmuch as such an ordinance establishing fees would have the effect of negating the city's case in the State Supreme Court, Commissioner Stanley Earl, who sponsored the license proposal, said he favored awaiting outcome of the court test.

A differently constituted city council in 1951 outlawed operation of games in Portland, but an injunction obtained by Stanley Terry, Portland operator, prohibited enforcement of the ordinance. The city appealed to the Supreme Court, where the case has since remained. Meanwhile, games have operated in Portland without benefit of licenses.

Commissioner Earl's proposal to set up a fee schedule was a move to recapture revenue that he said would run to \$100,000 annually from the 1,500 games he said are operating. Other commissioners, however, doubt the revenue would run that high. When last levied, annual fees were \$20 per machine and \$750 for operators.

French Go on Buying Spree To Beat Coin Machine Ban

chines and import juke boxes and pinball machines almost exclusively.

The French ban on coin machine imports will apply to Algeria, which had been a strong market, but will not apply to Morocco, where games and juke boxes have also been doing well.

While many coin machine firms which have been selling games to French firms speculated on the reasoning behind the embargo, it was not aimed at coin equipment alone. For the past year, the French government has been either creating new trade barriers or increasing the effect in an attempt to build up its own industry.

The comparison is emphasized in a study of general European business. Most of the Western countries have freed from 58 to 98 per cent of their quota restrictions while France has steadily added to its embargoes to a point where 92 per cent of the products it buys outside are on a controlled basis.

WRIGHTS WRONG HAND AND FOOT

PORTLAND, Ore., Oct. 31.—The Budge Wright family was bound hand and foot this week.

Bound by hand was Budge Wright, head of Western Distributors, representative here for AMI and United games. Wright suffered an infection after he injured a hand during a gardening accident.

Bound by foot was Wright's son, Jon. The high school boy suffered an injury while playing football for Beaverton High.

MARINE LANDS, BUT THIS SITUATION'S OUT OF HAND

PHILADELPHIA, Oct. 31.—Steal his car, run off with his girl but don't tilt a pinball fan's machine when he is about to win a replay.

This happened to an ex-marine and like the saying goes "he landed"—a booming right to the whiskers of a policeman, off duty and wearing civilian clothes.

According to the former leatherneck, who now faces assault and battery charges, the tilt was a premeditated "crime."

"A few days before the incident," he said, "I saw this fellow (the cop) playing the game and after watching him for a long time I asked if I could play a couple of times. He said he had a lot of nickels and was going to continue a while."

On the day of the mix-up the situation was reversed, the ex-marine explained. "I had the nickels and he asked to play. Normally, I would have been glad to accommodate him but I remembered his previous remark. I gave him the same treatment. A little later I was getting close to the 5,000,000 point mark—good for a replay—when someone came up and kicked the machine, tilting it."

The next thing the ex-marine knew he saw red and was swinging with exceptional accuracy. It required four stitches to mend the policeman's lip.

Calendar for Coinmen

November 1-5—Annual convention, exhibit, Theater Owners of America and Theater Equipment & Supply Manufacturers' Association, Inc., Conrad Hilton Hotel, Chicago.

November 2—National Association of Bulk Vendors, first national board of directors meeting, 10 a.m., Congress Hotel, Chicago.

November 5—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.

November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

November 13—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

November 29-December 2—National Association of Amusement Parks, Pools and Beaches 35th annual Convention and Trade Exposition, Hotel Sherman, Chicago.

December 5-6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

1953 ABCB Convention Remains Under 'Caps'

Bottlers to See Cup Mach. Displays At Mfrs., Parent Sirup Co. Offices

CHICAGO, Oct. 31.—When the American Bottlers of Carbonated Beverages opens its 1953 convention and exhibit at the International Amphitheatre here November 9 for a four-day run, cup venders will again be conspicuous by their absence.

However, as in last year's Atlantic City event, members will trek to various independent showings of cup machines in downtown hotels and machine manufacturers' local headquarters. A national soft drink firm headquartered here, Dad's Root Beer Company, has extended an invitation to cup machine makers to show their equipment at its offices before and during the convention.

Previous to 1949, soft drink cup venders were allowed on the ABCB exhibit floor along with bottle venders and various paraphernalia pertinent to bottling activities. That year, however, ABCB decided that cup equipment had no place in the bottlers' profit picture.

Actually, because of specialization and necessary diversification of vending equipment to hold top

industrial spots, bottlers themselves to-date have found cup machines a limited answer to expanded volume. But parent sirup companies, which franchise bottling companies, are energetically competing for the cup machine market. Some help to finance independent cup venter operations.

Thus, while ABCB has shut the door on cup vending equipment, parent companies are waging a tooth and nail battle to develop that phase of their market.

At Dad's annual convention preceding the ABCB conclave Tuesday thru Friday (3-6), some 150 Dad's franchise holders (bottlers) will be exposed to cup machines—just as many as cup venter manufacturers will ship in for the event.

William Russel, Dad's sirup
(Continued on page 84)

Dad's Bottlers To Hear Houston On Cup Venders

CHICAGO, Oct. 31.—Ike Houston, president of National Automatic Merchandising Association and Spacarb, Inc., will address approximately 150 franchised Dad's Root Beer bottlers at 3 p.m. Wednesday, November convention.

Gathered for the parent firm's meeting at its headquarters here November 3-6, the bottlers will hear Houston talk on the "Bottlers' Place in Cup Vending."

William Russel, national fountain sales division manager, will report progress of Dad's national sampling program on its sirups. He will also discuss "New Horizon's With Dad's in 1954," including better bottler profit potential thru implementing operations with cup vending equipment.

Stoner Names Century Ltd. Can. Distrib

AURORA, Ill., Oct. 31.—Stoner Manufacturing Corporation announced the appointment this week of Century Products, Ltd., Toronto, as distributor in Eastern Canada.

Century Products, 1551 Eglinton Avenue W., was formed by Harvey R. Springer, president, in 1949 to distribute vending equipment in Canada. With Louis Bruno as sales manager assisting Springer, the firm is credited with playing an important role in the introduction of venders thru the provinces, according to Burnhart (Bip) Glassgold, Stoner sales manager.

Century recently was instrumental in the installation of over 100 Stoner Univenders in the Canadian General Electric plant, Petersburg, Ont. It has developed a trained service staff to assist operators.

Cig Sales at New Peak, Government Cites Factors

WASHINGTON, Oct. 31.—Americans will smoke a record 398 billion cigarettes in 1953, an increase of almost 4 billion over 1952, the Agriculture Department predicted this week. Cigarettes now account for over four-fifths of the tobacco used in the United States, an estimated 10 a day for every American over the age of

15. With the age group of the population composing the cigarette market increasing about 1 per cent a year, and consumer income remaining at a high level, cigarette consumption in 1954 will match this year's record, Agriculture Department predicted. Total cigarette production is expected to reach 438 billion this year, and remain at that level thru next year.

Agriculture Department reported that king-size cigarettes are getting a bigger share of the market, and are now selling at retail for practically the same as the regular size, except for "premium king-size," which sell for nearly 5 per cent more per pack. Retail cigarette prices went up about 5 per cent early this year, and are reported at about one-sixth above the pre-Korean level.

The Federal excise tax on cigarettes, now 8 cents per pack, will
(Continued on page 85)

Martin Opens New Quarters

CHICAGO, Oct. 31.—James H. Martin, Inc. will open new headquarters Monday, November 1, at 1343 S. Michigan Avenue.

The firm, formerly occupying facilities on West North Avenue, is Midwestern distributor for Du-Grenier cigarette equipment and national distributor for its one

Ice Cream Mfrs. Eye Rising Output Costs

Study Shows Abnormal Trend; Vending Advanced as Cost Check at Convention

CHICAGO, Oct. 31.—When increased production of a nationally purchased food item is plagued by a like rise in production costs, it is evident some important physical changes and revamped merchandising thinking be incorporated in the distribution of that product. Vending can constitute one of the changes.

The product in question: Ice cream.

A study released this week by the International Association of Ice Cream Manufacturers succinctly summed up this trend: "During recent years, increased volume is accompanied by a higher manufacturing cost per gallon."

Examination of the history of automatic merchandising by ice cream producers would establish this fact: vending offers one solution to cutting costs while increasing volume per outlet.

Output Up Costs, Too

The IAICM survey showed that ice cream output increased approximately 249 million gallons from 1936 to 1952 . . . more than 178 per cent. Production costs, exclusive of products and ingredients (but including selling, advertising, delivery and customers' service), increased 106.9 per cent during the same period.

Tending to further bear out the cost-saving aspect of delivery volume gallonage to one-stop
(Continued on page 85)

BOSTON, Oct. 31.—Automatic merchandising, what it means to the ice cream industry as a sales stimulant, was an important topic at this year's International Association of Ice Cream Manufacturers convention.

Jack Burlington, sales manager of the ice cream division of The Vendo Company, addressed the assembled ice cream producers Friday (30) on the final day of the three-day meeting at the Hotel Statler here. Burlington, who spoke on "Plus Gallonage Thru Automatic Merchandising,"
(Continued on page 85)

City Milk Vending Rolls After Strike

Price Hike Seen, But Changeovers No Problem; Apartment Lines Form

NEW YORK, Oct. 31.—Delivery trucks of the nation's largest milk vending operations, City Milk, were rolling again this afternoon to more than 500 installations, and the company was preparing for adjustments on its many units in Westchester County, New York City and Long Island. New retail milk prices were not announced immediately. City Milk vends the fluid in half-pint, one-third quarts and full-quart containers. The strikers were drivers and plant men of five locals of the International Brotherhood of Teamsters, AFL.

With the news Thursday (29) that the strike might end mo-

mentarily, the firm had tank trucks waiting at the city line, ready to rush milk to its processing plant in suburban Maspeth. The talks broke down at that point, but the trucks, whose milk would keep for three days, stayed at the line. Had the settlement not come today, the firm would have been forced to dump thousands of gallons of milk.
(Continued on page 83)

C & C Names Gen. Van Fleet

NEW YORK, Oct. 31.—Gen. James A. Van Fleet, former United Nations commander in Korea, this week was named to the board of directors of National Phenix Industries, Inc., and of the Cantrell & Cochrane Corporation.

Walter S. Mack, president of both corporations, said that General Van Fleet's duties will include direction of the policies and programs of C & C canned carbonated drink program. This includes the vending of the drinks thru Juice Bar machines (The Billboard, October 24).

C & C has been selling its line of canned carbonated drinks in the East, is in the process of opening a Los Angeles plant, and will open a third plant, in the Midwest, in March, 1954.

Cup Unit Mfrs. Bev Firm Woo Bottlers During ABCB Meet

Show Machines at Dad's Root Beer Convention, Cole Products Clinics

CHICAGO, Oct. 31.—Cup venders will be much on the "look list" of visiting bottlers when they convene here for the annual conventions of both ABCB and Dad's Root Beer Company. Putting the visual touch to cup machines will be five cup venter manufacturers and the national parent soft drink firm.

The latter set up four displays of cup equipment in an "automatic merchandising room" at its headquarters here, 2800 N. Talmann Avenue, Thursday (29).

Equipment will be featured during the ABCB meeting and during Dad's own annual convention, Thursday thru Friday, November 3-6.

Cup equipment for the exhibit has been shipped in by Apco, Inc.; Navenco Manufacturing Company; Rudd-Melikian, Inc., and Spacarb, Inc. In addition, bottle venders will be shown by Atlas Tool & Manufacturing Company and the Ideal Dispenser Company.

Cole Products Corporation has scheduled a series of daily "Bottlers' clinics," to be held at its 39 S. LaSalle Street headquarters during the ABCB meeting (The Billboard, October 31).

During the clinics, Vice-President Richard Cole said bottlers would be shown the functions of cup equipment, how they can be profitably incorporated in present operations.

New Bert Mills Plant to Start Output Nov. 4

LOMBARD, Ill., Oct. 31.—First of the Bert Mills Corporation departments to move into the new \$750,000 plant outside St. Charles, Ill., this week was the stock division and machine shop. Actual production of the Coffee Bar will get under way in the new facilities Wednesday (4) or Thursday (5), according to Herbert Chadwick, vice-president.

Sufficient parts have been kept on hand at the Lombard plant to keep production going until Tuesday (3). There will thus be no actual interruption in assembly operations.

Chadwick said the firm's office personnel, however, will continue at present headquarters until the last week in November when the office section of the new plant will have been completed.

After that time the official address of the company will be Towis Road, St. Charles, Ill. The plant is located just south of North Avenue, U. S. Route 64, east of the St. Charles Airport.

NAMA Show, Area Groups Sked Meets

CHICAGO, Oct. 31.—James Teahan, chairman of National Automatic Merchandising Association's trade show advisory committee, announced this week that the committee would meet at the Lexington Hotel in New York City November 16.

The purpose of the meeting is to formulate recommendations for the regulations and arrangements that will govern next year's convention and exhibit at the Washington Armory, Wash.
(Continued on page 85)

WORKERS AVERAGE \$70

Factory Wages Seen Aid To Vender Sales, Growth

WASHINGTON, Oct. 31.—Operators with industrial locations, particularly those in the printing trades, primary metals and transportation equipment industries, are selling to customers with plenty of purchasing power.

According to the Bureau of Labor Statistics, the nation's 14,000,000 factory production workers earned an average of \$70.49 a week in mid-September. This was a decline of \$1.20 from the previous month, the bureau pointed out that the drop resulted from a one-hour decline in the work week, due to Labor Day factory shutdowns. The work week averaged 39.6 hours, which was below the seasonal average for the period.

Actually, hourly earnings rose 1 cent to \$1.78 an hour in September, bringing the total gain during the year to 4 cents an hour.

Largest hourly wage gains during September were 4 cents an hour or more in printing petroleum, paper and ordnance industries groups. Increases of 3 cents were reported in chemical food and primary metals.

The printing, primary metals and transportation industries have the highest hourly earnings—ranging from \$2.07 to \$2.22. The lowest—\$1.21 to \$1.38—were reported in leather, textile apparel and tobacco.

Some industrial operators weigh these figures when they consider dime coffee and candy in their locations. Of course, the mere fact that employees may be more financially able to spend a dime today than they would have been to spend a nickel years ago is no assurance that price hikes would not meet resistance.

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| Ardis Gum, all flavors, 100 ct. | .42 |
| Wrigley's Gum, all flavors, 100 ct. | .47 |
| Schard Chocolate, 200 ct. | 1.20 |
| Hershey's Chocolate, 200 ct. | 1.30 |
| Minimum Order, 25 Boxes assorted. | |
| Complete line of Parts, Supplies, Strands, Globes, Brackets, Charms. Everything for the operator. | |

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

YOU HAVE TRIED THE REST... NOW BUY THE BEST!

VICTOR'S TOPPER DE LUXE

GLASS GLOBE STYLE
\$14.20 each
Cases of four (minimum order)
\$13.20 each
100 or more, HALF-CABINET STYLE
Same price as Globe Style TWIN WINDOW STYLE, 50c EXTRA
Write for lowest prices on gum and charms

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 vendors and parts.

SIDMOR VENDING CO.
2137 5th Ave. Pittsburgh 19, Pa.
Atlantic 1-2540

City Milk
Continued from page 82

ands of gallons of spoiled milk. As it was, the trucks sped to the plant, and vending deliveries were being made four hours after the announcement that the strike had ended.

Everett Newcomer, City Milk vice-president, said that altho a price increase would be an inevitable result of the negotiations, the company's machines would be changed over without much difficulty. The quart-container units, which City Milk has spotted in many apartment houses, are all Rowe machines which can accommodate any price by merely adjusting the coin mechanisms. The going price has been 23 cents, for which the customer gets back 2 cents for a quarter insert.

Machines dispensing a one-third quart container are fixed for an 11-cent deposit consisting of a dime and a penny. These machines, mostly Rows but also including several Bath units, which preceded the Rows, have no mechanism for dispensing change but the mechanical change-over work is not complicated, Newcomer said. A half-pint chocolate container is dispensed for a dime by City Milk, which offers this product in 300 smaller, two-flavor units which it developed for its own use.

Profit Factor Studied
One of the factors to study is whether the loss of sales, possible if prices go up, might offset the increased revenue per container. Newcomer said this consideration played a part in City Milk's holding for years to 11 cents for the one-third quart container, rather than risk a sacrifice of volume by going to 12 cents.

The milk union men struck Sunday (25) and City Milk's plant was dry within 24 hours. Other plants held out a day or two longer while selling to individuals at the plants, but the parent City Milk plant services the units of its subsidiary, City Milk Vending. With 60,000 individual purchases made at its machines daily, the firm's trucks rushed to fill machines at which lines of customers formed almost immediately.

Striking at City Milk are about 100 routemen plus other maintenance and inside plant workers, virtually everyone but the office help. Union demands for vending machine drivers are a wage of \$91.60 plus 5 per cent commission and a 35-hour week. Newcomer said these men take home an average of \$115 weekly for 50 hours under the expired contract terms.

City Milk originated milk vending in 1937 and its vending operation has grown to where it now dispenses \$1.5 million worth of milk from machines annually.

COIN DIVORCE
1890 Machine Operated by Utah Lawyers

CHICAGO, Oct. 31. — "Most modern vending machines are pretty ingenious, but it is doubted if their products have the far-reaching effects of an 1890 vender that issued divorce decrees," so stated a recent article in Challenge magazine.

The article went on: "About 60 years ago in Corinne, Utah, you could get a divorce decree from a vender for \$2.50. There was no waiting, no appearing in court and no dickering with lawyers, tho the machine was operated by a firm of attorneys.

"This startling device stood on Main Street in front of the law office. It had coin chutes for silver dollars and half dollars and bore the blunt invitation, 'Get Divorces Here, \$2.50.'

"For that sum, a signed, sealed and delivered decree rolled out, in duplicate in case anyone wanted to let the party of the second part know that he or she had been divorced. Blank spaces were provided for the name of the parties and alimony.

"It would be interesting, if that machines were in existence at the present time, to know which party would be entitled to the alimony deduction, if both parties obtained a divorce decree thru one of these venders.

N. D. Cig Receipts Off

BISMARCK, N. D., Oct. 31.—The State cigarette tax returned \$235,425 in September, compared with \$254,676 for the like month last year. The penny tax for cities amounted to an additional \$45,598 in September against \$49,685 for the like 1952 month.

IF you're NOT OPERATING 5c ALL-CHARM MACHINES— YOU SHOULD

WE REPEAT— IF you're NOT OPERATING 5c ALL-CHARM MACHINES— YOU SHOULD

ASK any Operator who is—he will advise—"YOU SHOULD."
Ask us—for our newest letter on "OPERATING 5c All-Charms Machines." It gives facts and figures, the Fill and Gimmicks, the How-to-Operate and Know-How. It's yours for the asking.

SAMUEL EPPY & CO., INC.
91-15 144 Place Jamaica 2, New York

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 5c mechanism add 25c 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 merchandising list.
Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: BR 5-3358

Wrigley Profit Higher In '53; Costs Also Up

CHICAGO, Oct. 31.—William Wrigley Jr. Company's net earnings increased \$1,368,489 in the first nine months this year over the corresponding period in 1952. Net was \$8,301,384, compared with \$6,932,895 in the January-September quarters last year.

But cost of doing business, including taxes, also did a sharp climb, officials said. Earnings this year thru September equaled \$4.21 a share, against \$3.52 last year. The 1953 gain in profit, however, included \$905,891 on the sale of Wrigley's investment in the National Boulevard Bank of Chicago and \$1,215,934 in earnings of foreign subsidiaries.

Total sales thru September were \$61,430,854, compared with \$57,727,497 a year ago. Costs and expenses increased to \$54,895,595 from \$51,712,714 last year.

Third quarter earnings were \$2,468,201 against \$2,372,562 in 1952.

NATIONAL SENSATION!
WE'RE SHIPPING MILLIONS OF THEM—
HAVE YOU ORDERED YOURS?
ROCKET RINGS
Beautiful JEWELLED RING with BIRTHSTONE
Holds marble firmly. A Ring that anyone will treasure. Real 10c value.
NICKELPLATED \$15.50 Per M
GOLDPLATED with good substantial plating that DOES NOT PEEL. \$16.50 Per M
All prices FOB, NYC
PAUL A. PRICE CO.
55 Leonard St., New York 13

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!
This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern
SPECIAL Uneeda Electric 8-cols.—500 cap. \$99.50
CIGARETTE MACHINES
All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ 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. \$75.00
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. \$85.00
KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES. WRITE!
Rowe Candy Machine, 120 Bar Cap., 8 Cols. \$85.00
DuGrenier Candyman, 72 Bar Cap. 49.50
We carry a complete line of all makes of Candy Machines—Write!
Our Paints Are VENDERIZED Prevents Peeling, Flaking and Rusting.
All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.



PANTHER BALL GUM—CHARMS VENDER
NEW HIGH QUALITY LOW PRICE

A quarter century of vending engineering now offers you this NEW, SENSATIONAL BALL GUM AND CHARM VENDER. Engineered on radically new and improved principle for greater durability, efficiency and economy of operation.
NOTE THESE FEATURES:
• Short, easy turn of knob to vend merchandise.
• Magic clearance button.
• Triple-locked top and bottom for safety.
• Non-jam dial knob.
• Non-jam delivery.
• Rugged—Attractive—Efficient.

Write for detailed information and prices
DEVICES MFG. CORP.
1214-22 W. Madison St., Chicago 7, Ill.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

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.

ORDER TODAY!
The New Victor Deluxe Model BABY GRAND CHICLE TREETS VENDOR
BIRMINGHAM VENDING CO.
540 Second Ave., N., Birmingham 4, Ala.
Phone: 54-7526

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

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 2-2676

BACK AGAIN!

VICTOR'S TOPPER

The world's finest bulk and charm vendor

\$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 vendors.

Contact us today for a complete list of charm, gum and bulk vending supplies.

BIRMINGHAM VENDING CO.

540 Second Ave., No., Birmingham 4, Ala.

Elect Officers Of Internat'l Popcorn Assn.

CHICAGO, Oct. 31.—J. J. Fitzgibbons Jr., Theater Confections, Ltd., Toronto, was elected first president of the newly formed International Popcorn Association at the Popcorn and Concession Industries Convention here last week.

Other officers of the association are Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, first vice-president; A. J. Schmitt, Houston Popcorn & Supply Company, Houston, second vice-president; Harold M. Alver, Premier Popcorn Company, Watska, Ill., treasurer, and Thomas J. Sullivan, Chicago, executive vice-president, secretary and general counsel.

Constitution and bylaws of the new group permit eight separate segments of the popcorn and concession industries to combine into one over-all trade association. The Popcorn organizing committee which formulated IPA was appointed at the 1952 popcorn convention sponsored by the National Association of Popcorn Manufacturers.

1953 ABCB Meet

Continued from page 82

sales manager, said, "We want at least to expose our bottlers to cup vending."

Coke, Too

Coca-Cola now has placed about 100 of its self-contained, pre-mix cup vendors in its bottlers' hands. The object: to find a way to get the bottler into the cup drink business with a minimum of change in his own organization.

Of the over 200 displays on the ABCB exhibit floor, only four are regular bottle vending equipment. Cooler cabinets by several other firms, such as S & S Products, Inc., can be equipped for coin-operation by attaching outside coin mechanisms.

The four firms displaying bottle vendors are Atlas Tool & Manufacturing Company, General Vending Machine Corporation, Ideal Dispenser Company and Mills Industries, Inc.

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. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|---|------------------|------------------|------------------|------------------|
| Advance Model D Ball Gum... | \$7.45 | \$7.45 | \$7.45 | \$7.45 |
| Advance No. 11 Mide..... | 5.95 | 5.95 | 5.95 | 5.95 |
| Atlas Nut 1c..... | 95.00 | | 95.00 | |
| Coca-Cola Cup Dispenser.... | | 750.00 | | 750.00 |
| Coles 3 Drinks..... | 7.45 | 7.45 | 7.45 | 7.45 |
| Columbus 1c..... | | | | |
| Craig Ice Cream Vendor 5c & 10c..... | 250.00 | 250.00(2) | | 250.00 |
| Drink-O-Mat 1,000 Cup.... | | 350.00 | | 350.00 |
| Drink-O-Mat 3 Drinks..... | | 475.00 | | 475.00 |
| DuGrenier Candyman..... | 49.50 | 49.50 | 49.50 | 49.50 |
| DuGrenier Champion (6 col.).. | | | | 97.50 |
| DuGrenier Champion (11 col.).. | | | 85.00 | 85.00 |
| DuGrenier S (7 col.)..... | 85.00 | 85.00 | 85.00 | 85.00 |
| DuGrenier Champion (9 col.).. | 125.00 | 125.00 | | 97.50 125.00 |
| DuGrenier Model W (9 col.).. | 115.00 125.00 | 115.00 125.00 | 125.00 | 115.00(2) 125.00 |
| Exhibit Card Vendor 1c..... | 15.00 | 15.00 | 15.00 | 15.00 |
| Foot Ease (Exhibit)..... | 85.00 | 85.00 | 85.00 | 85.00 |
| Hot Snack Bar, 5 col..... | 150.00 | 150.00 | | 250.00 |
| Hupp Cold Drinks..... | 49.50 | 250.00 | 49.50 | 49.50 |
| Kleenix 5c or 10c..... | | 125.00 | | 125.00 |
| Lehi PX (8 col.)..... | | 135.00 | | 135.00 |
| Lehi PX (10 col.)..... | | | | |
| Marlon 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 | 7.45 | 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..... | 65.00 | 65.00 95.00 | 65.00 | 95.00 |
| National Candy, 9 M..... | | 95.00 | | 95.00 |
| National Electric..... | 130.00(2) | 95.00 130.00(2) | 130.00 | 130.00 |
| National 930..... | | | | 130.00(2) |
| National 950..... | 145.00(2) | 125.00 145.00(2) | 145.00 | 125.00 145.00(2) |
| Northwestern 33 Ball Gum.. | 7.95 | 7.95 | 7.95 | 7.95 |
| Northwestern Deluxe 1c and 5c..... | 13.95 | 13.95 | 13.95 | 13.95 |
| Northwestern Model 39, 1c.. | 7.95 | 7.95 | 7.95 | 7.95 |
| Northwestern Stamp..... | 69.00 | 69.00 | 69.00 | 69.00 |
| Pop Corn Sx..... | 49.50 | 49.50 | 49.50 | 49.50 |
| Revco Ice Cream Vendor 10c. | 200.00 | 150.00 200.00 | | 150.00 |
| Revco Ice Cream Vendor 2 col., 10c..... | | 395.00 | | 395.00 |
| Rowe Candy (8 col.)..... | 85.00 | 85.00 | 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 President (8 col.)..... | 155.00 | 155.00 | 155.00 | 155.00 |
| Rowe President (10 col.)... .. | 135.00 | 135.00 | 135.00 | 135.00 |
| Rowe President (10 col.)... .. | 155.00(2) | 155.00(2) | 155.00 | 155.00(2) |
| Rowe Royal (10 col.)..... | 145.00 | 145.00 | | |
| Silver King 1c Ball Gum.... | 7.45 | 7.45 | 7.45 | 7.45 |
| Silver King 1c Mide..... | 7.45 | 7.45 | 7.45 | 7.45 |
| Silver King 5c..... | 7.45 | 7.45 | 7.45 | 7.45 |
| Siros Brush Up..... | | | 50.00 | 50.00 |
| Super Vend Selective Drink Vendor 3 Drinks..... | 325.00 | 325.00 335.00 | | 335.00 |
| Uneda Electric (9 col.)..... | 125.00 | 125.00 | | 125.00 |
| Uneda Model A (6 col.).... | 87.50 | 87.50 | 87.50 | 87.50 |
| Uneda Model A (6 col.).... | 75.00 | 75.00 | 75.00 | 75.00 |
| Uneda Model E (8 col.).... | 85.00 | 85.00 | 85.00 | 85.00 |
| Uneda Model E (8 col.).... | 135.00 | 135.00 | 135.00 | 135.00 |
| Uneda Model 500 (9 col.)... .. | 87.50 | 87.50 | 87.50 | 87.50 |
| Uneda Monarch (6 col.)... .. | 49.50 | 49.50 | 49.50 | 49.50 |
| U-Select-It..... | 49.50 | 49.50 | 119.50 | 119.50 |
| Vendor Bar (8 col.) 10c.... | | 170.00 | | 170.00 |
| Watling Horoscope Scale.... | | | 39.50 | 39.50 |
| Weighing Scale, 1c..... | | 39.50 | | 39.50 |
| Wizard Scale..... | 39.50 | 39.50 | | |



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.



VICTOR'S TOPPER

\$12.00
100 OR MORE MACHINES



VICTOR'S HALF CABINET

\$13.50
LESS THAN 100 MACHINES

1/3 Deposit on all orders.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.



Smokeshop Lo-Boy

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

Smokeshop corp.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

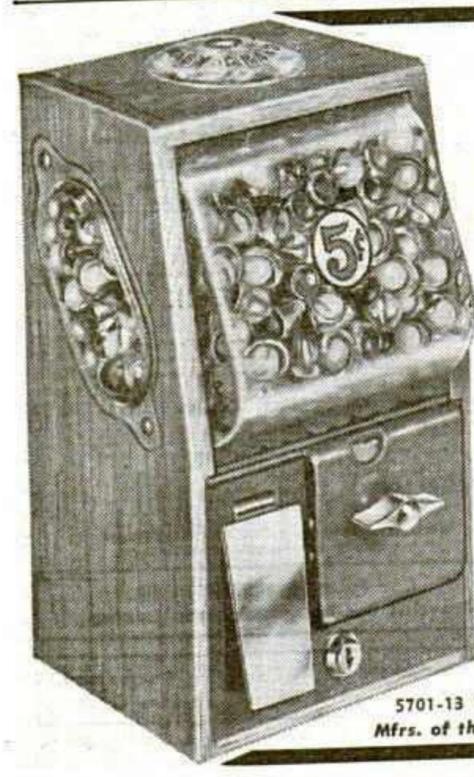
OPERATORS!

Send for illustrated list and prices of

PEERLESS PERSONAL WEIGHING MACHINES

Reconditioned Like New!

Peerless Weighing & Vending Mach. Corp.
42-02 11th St., Long Island City 1, N. Y.
Phone: STILLWELL 4-1620



BABY GRAND DELUXE and ROCKET CHARMS

(Trade Mark)

That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vendor. Equipped with two locks... one for efficient loading and one for money compartment. Capacity approximately 500 ROCKET CHARMS (trade mark).

Less than 25 cases, \$57.00 per case of 4.
25 or more cases, \$54.00 per case of 4.

BABY GRAND DE LUXE also available for vending CHOCOLATE 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.
Mfrs. of the Famous TOPPER Line

Correction

A story announcing the installation of coffee vending equipment on the Santa Fe Railway last week stated the vender was placed by an independent operator. The unit, in car No. 191 on the Los Angeles-San Diego run, was actually purchased outright by the railroad as was a hot-cold food-beverage machine installed on another run earlier (The Billboard, September 26, October 31).

'52 Canteen Report Wins Trade 'Oscar'

NEW YORK, Oct. 31.—Automatic Canteen Company of America was awarded an "Oscar of Industry" Monday (26) in the Financial World's annual competition for the best 100 reports on American business. Canteen's was judged the best annual report in the vending machine industry category.

IT'S BACK!!!

VICTOR'S TOPPER

The world's finest bulk and charm vendor

\$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 vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

GRAFF VENDING SUPPLY CO.
2841 W. Davis Dallas, Texas
Telephone Ya-8323

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 nutmeats to make them especially suitable and profitable for vending machines.

BAKE-O-NUTS ARE BAKED—NOT FRIED
NOT GREASY—NO OILS USED
NO OIL SMEAR ON GLASS BOWL
NO LOOSE SALT TO CLOG MACHINE
MORE DELICIOUS—MORE CRISPY
STAY FRESH LONGER THAN FRIED NUTS

Because Bake-O-Nuts Are Not Oil-Soaked, Size for Size, You Actually Get 6% More Nuts Per Pound.

CASHEWS Small Wholes... @ .65 lb.
CASHEW BUTTS... @ .60 lb.
MIXED NUTS... @ .70 lb.
Cashews—Almonds—Filberts
ALMOND Small Shelled... @ .80 lb.
PEANUTS Blanched
Jumbos... @ .44 lb.
SOYNUITS (Don't Miss Them)... @ .25 lb.
PISTACHIOS 4 Star Jumbo @ .93 lb.
Red—In the Shell

All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.

Terms: Cash With Order or if C.O.D. Send 1/2 Deposit With Order.
F.O.B. New York.

BAKE-O-NUTS CO.
2 Staple St., New York 13, N. Y.
Tel.: BEekman 3-7649

IMPORTANT NOTICE

Manufacturer of non-coin-operated equipment would like to manufacture any type of legal vending machine.

We are interested in purchasing outright a vending machine, or machines, which some party may hold patent rights on but has not yet been able to manufacture. Or, we will purchase all the tools, dies, etc., for some machine which has been previously manufactured and discarded. Maybe with some improvement on the machine, we could have a good machine. However, that would have to be decided later.

WHAT HAVE YOU? Your ideas, or your old machine tools, dies, etc., may yet bring you money. All we are interested in is getting a start in manufacturing coin-operated equipment. We have the facilities and the distribution know-how.

Write BOX D-82, care The Billboard, Cincinnati 22, O.

ACORN real kid appeal



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Show off merchandise at any angle. All die-cast aluminum. Vends ball gum, charms, nuts.

oak
MANUFACTURING COMPANY
11421 KNIGHTSBRIDGE AVE.
CULVER CITY, CALIFORNIA
Eastern Office
PENNY KING CO.
2338 MISSION STREET, PITTSBURGH 3, PA.

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
- Colos, 600-cup, 3 drinks..... ea. 750.00
- National King Coffee, new..... ea. 350.00
- Hupp, cold drink..... ea. 250.00
- Craig, 10c Ice Cream..... ea. 250.00
- National 930, Cigarette..... ea. 95.00
- National 950 Cigarette..... ea. 125.00
- National Electric..... ea. 95.00
- Lehigh P.X. 8 col..... ea. 125.00
- Lehigh P.X. 10 col..... ea. 135.00
- National 9 col. Candy..... ea. 95.00
- Devco 2 col. Ice Cream..... ea. 395.00
- Devco 1 col. Ice Cream..... ea. 150.00
- 5-penny Atlas Nut Venders..... ea. 6.50

"Cole Drink Distributors."
Cleveland Coin
MACHINE EXCHANGE, INC.
2021-2025 Prospect Ave., Cleveland 15, O.
All Phones: Tovor 1-6715

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 1 to the case.
ROY TORR—LANSDOWNE, PA.

Chicago

Continued from page 82

customers (operators), the association pointed out that delivery and customers' service costs might have risen still higher if the average annual gallonage per retail stop had not shown an increase of approximately 200 gallons.

Editor's Note: Delivery of volume gallonage to an operator's headquarters means that this gallonage (in novelty items) will be distributed by the operator thru his growing number of locations (retail outlets).

Before World War II, some progressive ice cream manufacturers recognized the need for revamping their sales patterns; they turned to vending. They purchased machines (single flavor Revco units vending ice cream in cups) and went into the operating business.

Not Mfrs. Dish

It soon became evident, however, that the manufacturers discovered vending was a specialized service business with its own entirely different problems from manufacturing. Few continued their vending routes; one exception was the Bowman Dairy Company, Chicago.

Since their first unfortunate experience with vending, ice cream manufacturers have been extra cautious in any new approach to automatic merchandising... many are by-passing it entirely as operators in many areas attest. These operators point out that they are still unable to secure the novelties (bars, cups, sandwiches) they need in the variety which vending requires.

Despite such setbacks, vending of ice cream has and is continuing to grow steadily. In 1950, there were 8,250 machines on location. By 1953, the number had increased to 16,075 (1953 Census of the Industry, Vend).

Boston

Continued from page 82

brought vending to the attention of industry leaders again as it has been during the last several IAICM conventions.

The continued interest in vending indicates that the ice cream industry is not turning a deaf (alho a slow) merchandising ear to novelty sales thru machines.

Rising Costs

Rising production of ice cream during the last decade has been accompanied by a like increase in production costs. What vending can do to pare these costs is of prime interest to the trade.

One conclusion reached during the session was that volume, single-stop deliveries to operators of ice cream venders offer the manufacturer one way of increasing his output while cutting delivery, sales and customer service expenses.

Normally, it is realized, increased volume returns a greater percentage of profit. That this maxim is proving "not so" for the ice cream field indicates the industry's distribution methods are ripe for overhauling—and vending can be an important factor in this overhauling.

ADVANCE HERSHEY 5¢ BAR VENDOR

Typical Advance sturdy construction — all steel for indoor and outdoor use — with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 3/4" high, 4 1/4" wide, 6" deep. A flexible vendor that will make money for you 52 weeks a year.

2 to 11..... \$20.00
 12 to 49..... 18.70
 50 and more.. 18.25

SAMPLE \$24.10

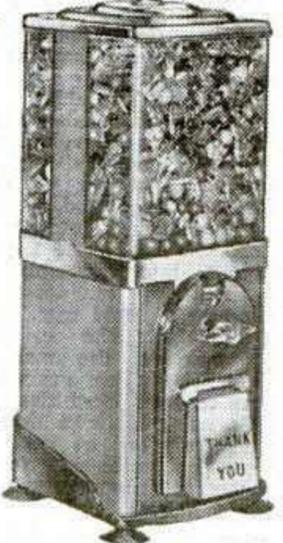
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They're ALL VICTORS The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super Item Rocket Charm mix. \$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.
 \$56.00 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 40 novelty items, 8 to 10 series plastic charms.

GRAFF VENDING SUPPLY CO.
 Dallas, Texas

Devices Names Cuban Distrib

CHICAGO, Oct. 31.—Devices Manufacturing Corporation announced the appointment this week of Valdes & Varona as Cuban distributor for its Panther bulk vender.

John Flowers, Devices sales manager, said an initial shipment of 2,000 units is being made to the firm, located at Mission 458, Havana.

The Panther machine was introduced during the recent National Automatic Merchandising Association convention here. It features a continuous five-position knob for positive delivery of merchandise, weather and moisture insulation.

Cig Sales

Continued from page 82

be reduced to 7 cents on April 1, 1954, unless Congress follows President Eisenhower's request in his May 20 budget message to cancel the scheduled reduction. The tax yielded \$1,587,000,000 in the fiscal year ending June 30. In addition, Agriculture Department reported that the 41 States which tax tobacco products collected \$467,000,000 in fiscal 1953, more than nine-tenths of which was cigarette tax.

Total tobacco consumption is expected by Agriculture Department to continue thru this year and next year at about the same record level as in 1952, when almost 13 pounds of tobacco products were used for every American over the age of 15, including our overseas forces. Cigar smokers, including overseas troops, are expected to smoke 6,150,000,000 cigars this year, an increase of 2 per cent over 1952 and an average of 109 for every American male over 15. While cigarette and cigar smoking are on the increase, the use of pipe and chewing tobacco and snuff has been declining steadily since the 1920's.

Exports and shipments of cigarettes to overseas troops, ships' stores and U. S. possessions, which comprise about one-tenth of total cigarette production, are expected by Agriculture Department to decline to 40 billion this year, down 9 million from 1952. Most of the decline will be in cigarettes shipped to troops abroad, with exports to foreign countries 7 per cent higher in the first seven months of 1953 than in the comparable period of 1952.

NAMA Show

Continued from page 82

ington, D. C., October 10-13, 1954.

Following the show advisory committee meeting, the NAMA regional and area activities committee will meet November 17, also at the Lexington Hotel. Committee chairman Marcus Kaplan stated one of the subjects to be discussed would be the naming of regional and area meetings cities for 1954. Kaplan said all NAMA members are invited to submit suggestions for both cities in which the meets will be held and for subjects that will be presented.

GUGGENHEIM'S latest action charm!



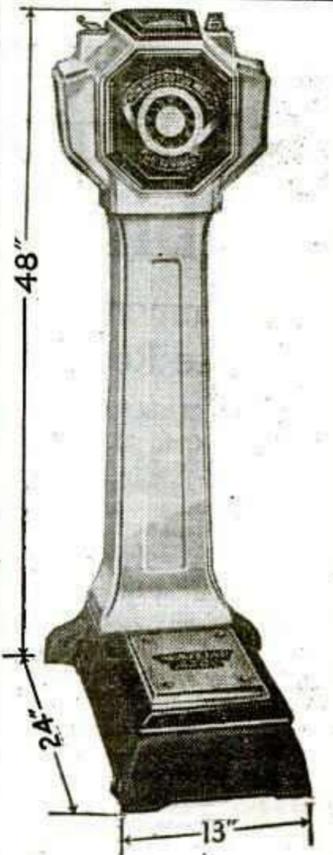
"FLIP-IT" MINIATURE PIN-BALL GAME

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- Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
- Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb.
- Chicle Chicks, 320 & 520 ct. ... 36¢ lb.
- Bubble Chicks, 320 & 520 ct. ... 30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.
AMERICAN CHEWING PRODUCTS CORP.
 Mt. Pleasant & Fourth Aves.
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20 BRAND NEW 5c Hot Nut Machines

Slug proof, white enamel finish, 6-lb. capacity..... \$12.50 Each
 Terms: 1/3 deposit, balance sight draft.
Seacoast Distributors
 1200 North Ave. Elizabeth, N. J.

GIVE TO THE
RUNYON CANCER FUND

Juke Exports to Colombia Climbing Toward New High

Government Restrictions Eased, License Requirements Unchanged

By JIM WICKMAN

CHICAGO, Oct. 31.—Coin-operated phonograph exports to Colombia are beginning to skyrocket, according to export specialists and manufacturers in the industry.

The sudden increase is attributable to the partial lifting of the import ban on juke boxes imposed by Colombia in 1949. The ban, prompted by an acute dollar shortage, required all juke boxes entering the country be

received disassembled and all shipments to Colombia be licensed. Under the license procedure, shippers agreed to place 30 per cent of the selling price in escrow. All assembling was required in Colombia to protect local industries.

The Colombian government still insists on licenses for all juke box imports but has lifted the ban on disassembled shipments.

Market Potential

Colombia represents a big potential market for the U. S. juke box. In 1948, the last year before the ban went into effect, Colombia was the largest single importer of juke boxes, representing nearly 30 per cent of the entire market; 959 machines, valued at nearly a half-million dollars, were shipped during the year.

Following the ban, Colombia dropped to 10th position as an importer, buying only 146 machines, valued at \$42,310. The drop continued until 1951 when shipments reached a low of 88 machines with a price tag of only \$35,888.

In 1952, Colombian juke box imports began to rise. Figures show that during that year juke box purchases totaled 179, valued at \$88,470, over twice the number bought the previous year. The first six months of this year showed a continuation of rising juke box imports in Colombia. Nearly 400 machines were received during that period. Projection of these figures for the remaining half of the year, plus the fact that the ban has been eased, might show Colombia well over the thousand mark

and once again a leader among juke box importers.

Interest Climbing

Reports from the juke box industry show that enthusiasm and interest are climbing rapidly in the Colombian market since the ban was lifted.

Ken Willis, export manager for Bush Distributing Company, who just returned from a trip to Colombia, Peru and Panama, said that since the Colombian government lifted the ban several months ago, exports to the country have increased tremendously.

"The Colombian economy is in sound condition and plenty of foreign exchange is available," he added.

J. Raymond Bacon, executive vice-president of Rock-Ola Manufacturing Company, said that the increase in machines sent to Colombia within the last six weeks showed that Colombia was far exceeding its imports of recent years.

Reports Favorable

Export specialists also report favorable business developing in Colombia. O. O. Mallegg, exporter of all types of coin-operated machines, and Joe Calderon, of Transworld Trading Corporation, said that since the ban on exports into Colombia had been modified, business had increased at a rapid rate.

In Colombia, like in other foreign markets, the machines used extensively are geared for 78 r.p.m. records. Machines playing 45's have made a dent in these markets but as yet there has been no noticeable foreign set up for the manufacturing of this speed record.

Name Hamilton For New Post At Wurlitzer

NORTH TONAWANDA, N. Y., Oct. 31.—The appointment of Robert G. Hamilton to the newly created post of administrative assistant to the sales manager of Wurlitzer's phonograph division



ROBERT G. HAMILTON

was announced this week by Robert H. Bear, sales manager.

During the past three years, Hamilton had been associated with Sylvania Electric Products, Inc., as manager of radio sales and previously was a field representative for the National Gypsum Company. He is a graduate of Syracuse University.

Detroit Judge Sustains Juke Indictment

DETROIT, Oct. 31.—All five counts in an indictment of prominent figures in the local juke box business two months ago were sustained Wednesday by Judge Martha W. Griffiths of Recorders Court. The eight defendants were ordered held for trial.

Named in the indictment were William E. Bufalino, president of the Service Drivers and Helpers

(Continued on page 89)

New Ill. Assn. Aims for State-Wide Membership

GRANITE CITY, Ill., Oct. 31.—The Coin Operated Amusement Machines Association of Illinois, activated within the last two weeks, has begun to draw operator members from all parts of the State, with the exception of Chicago.

A meeting has been scheduled at the Emerson Hotel, Mount Vernon, Ill., November 2, to discuss with operators in that area a proposal that they join the organization.

The association is working in

co-operation with the Maintenance Technicians Union, Local 190 UAW, AFL, which is limited to the coin-operated field.

Headquarters of the association are in the Labor Temple. Two weeks ago, temporary officers were appointed pending regular elections to be held in December. They are Frank C. Lakatos, president, and Mrs. Martha Lengyel, secretary, both of Granite City. Officers to be elected in December are expected to be representatives of the entire State.

The association received its State charter last March.

KEEP MUSIC POLICIES

Evans Bd. Names Bill Hood Prexy

Continued from page 81

submarine service. He has worked in virtually every department of the company, but has specialized over all in manufacturing and production.

The new president had made it a point in the past eight years also to get to know a high percentage of the company's customers. He represented the factory at all conventions since World War II, including the CMI shows, the convention sponsored by the American Coin Machine Manufacturers' Association and the annual trade show of the National Amusement Association of Parks, Pools and Beaches.

Shriver joined Evans in 1929 and since that time has been office manager, a sales executive and the right-hand man of the late president. As in the past, it is understood that Shriver will be the president's top adviser. Bill Hood and Mrs. Hood and Shriver are on the Evans board of directors.

Since its founding 61 years ago by Edwin C. Hood, grandfather

of the new president, the Evans firm has grown steadily. Its first products were designed for the carnival and fair trade. Later it expanded its operations and became a manufacturer of coin-operated amusement games. With the purchase of the Mills Industries phonograph division in 1948, the company entered the juke box field. The initial Evans phono was the Constellation, marketed in 1949 thru 1951. It played 78 records and offered 40 selections. In February, 1952, the firm introduced its Jubilee model designed for either 45 or 78-r.p.m. disks. This with the new Century 204, which plays 100 selections on 45-r.p.m. records, forms the nucleus of the Evans current juke output.

The firm has 125 men and women on its payroll. The following also hold key positions: Teresa Wehrheim, assistant secretary; Henry S. Walp, comptroller; Russell McLaren, purchasing agent; Clarence Schuyler, chief engineer, and Donald Felsher, production manager.

JUKE TO PLAY FATHOMS DEEP

HARTFORD, Oct. 31.—The nation's first atomic submarine, the Nautilus, now under construction at Groton, Conn., will sport a juke box, according to a U. S. Navy announcement.

Navy spokesmen identified the juke box as a 100-selection Seeburg playing 45 r.p.m. disks.

Fifty newsmen got a preview of the submarine last week-end.

"This will be your first and last look before the sub's atomic power plant is installed," they were informed.

Cleveland Jubilee Hit Tune Party to Draw Record Crowd

Operators Co-Operate With Press To Promote Hit Record Chosen

Cleveland, Oct. 31.—Cleveland phonograph operators expect to break all records at the Jubilee Hit Tune Party they will sponsor tomorrow night (1) in co-operation with The Cleveland Press.

The party will start at 5:30 p.m. in the Cleveland Arena, which has a seating capacity of 12,500. Five disk jockeys will each emcee about 30 minutes of the two and one-half hour show being staged as part of The Cleveland Press Jubilee Week-End to celebrate the 75th anniversary of that newspaper's founding.

Artists scheduled to appear on the program include Eddie Fisher; Wonder and Banks, dance team; Bernice Parks, Monica Lewis, Kitty Kallen, Richard Hayman, Chuck Miller Trio, Tommy Edwards, Buddy Greco, Richard Hayes, Eugenie Baird, Bernie Wayne, Bonnie Lou, Pat Morrissey, Big Jay McNeely, Teddy King, and the Al Russ Trio featuring Sal Bucarey.

Jockey Emsees

Disk jockeys who will emcee the show are Howie Lund, Phil McLean, Joe Mulvihill, Bill Mayer and Bob Forester. Representing the Cleveland Phonograph Merchants will be Jack Cohen, president. Mike Lapine, promotion manager of The Cleveland

Press, will represent the newspaper. Trade promotion is being handled by Ohio Advertising Agency, headed by Sam Abrams, with Dorothy Kline doing the publicity.

To back up the show, the party will feature Henry Levine and his 17-piece orchestra.

Purpose of the party is to announce the Jubilee Hit Tune (Continued on page 88)

Chicago Distrib To Display AMI At Liquor Show

November 9-10 Set For Hiram Walker Merchandising Fair

CHICAGO, Oct. 31.—The Automatic Phonograph Distributing Company, AMI distributor for the Chicago area, will participate in the Hiram Walker Merchandising Fair at the LaSalle Hotel November 9-10.

Mike Spagnola, who heads Automatic Phonograph, said that the model E would be displayed at the two-day showing along with AMI auxiliary equipment. The fair will be held in the Grand Ballroom and the Century Room, on the 19th floor, beginning at 2 p. m. and running continuously until 11 p. m.

The promotion events of Hiram Walker began the latter part of August and have been staged in many cities thruout the country to show tavern owners and liquor dealers new techniques and improvements in the industry.

Over 50 allied industries that serve the liquor trade will have displays at the hotel next week. The customary procedure has been to restrict each phase of the allied industries to one manufacturer.

On hand to greet visitors at the Automatic Phonograph booth will be Mike Spagnola, Fred Minter and Eugene Smith. An attendance of 6,000 to 8,000 for the two days is expected. The Chicago fair is to wind up the series for this year.

DIME JINGLE UPS GOOD WILL IN LOCATIONS

CHICAGO, Oct. 31.—The Recorded Music Service Association and the Music Operators of Northern Illinois are concentrating on good will for dime play on juke boxes in and around Chicago.

The associations have been running an ad in the Beverage Dealers & Tavern News, a Midwestern publication, stressing the idea of greater profits with dime play. The ad begins with a jingle that reads:

"Music, Music for only a dime, And watch the sales in your business climb."

Promotion of this type has played a large part in the acceptance by location owners of 10-cent play thruout the Chicago area.

Local Winners by Nov. 1 In Wurlitzer Song Race

NORTH TONAWANDA, N. Y., Oct. 31.—Local judges from 40 areas thruout the country will have completed the picking of local winners in the Wurlitzer-Laine contest by tomorrow.

Each area winner will be passed on to the national judging council in New York where a final winner will be selected. The winner of the contest, which is a search for new blood in the recording business, will be awarded a \$1,000 scholarship and the opportunity of making a Columbia recording. The announcement over a national radio and TV hook-up is to be made November 15 by Reuben Roling, president of Wurlitzer.

Here are reports from two areas that have already selected winners:

Los Angeles

First place was awarded to vocalist Eileen Peck, of Puente, Calif. Runners-up in the contest were: Marilyn Morgan, Pacoim; Victor King, Hollywood, and George Kuneclis, of Los Angeles.

Miss Peck was presented with a \$100 award by disk jockey Al Jarvis at radio Station KFWB,

and television Station ABC-TV, Thursday (29).

Judges in this area included Jarvis, Franke Laine, Norm Goodwin and Paul Laymon.

Miami

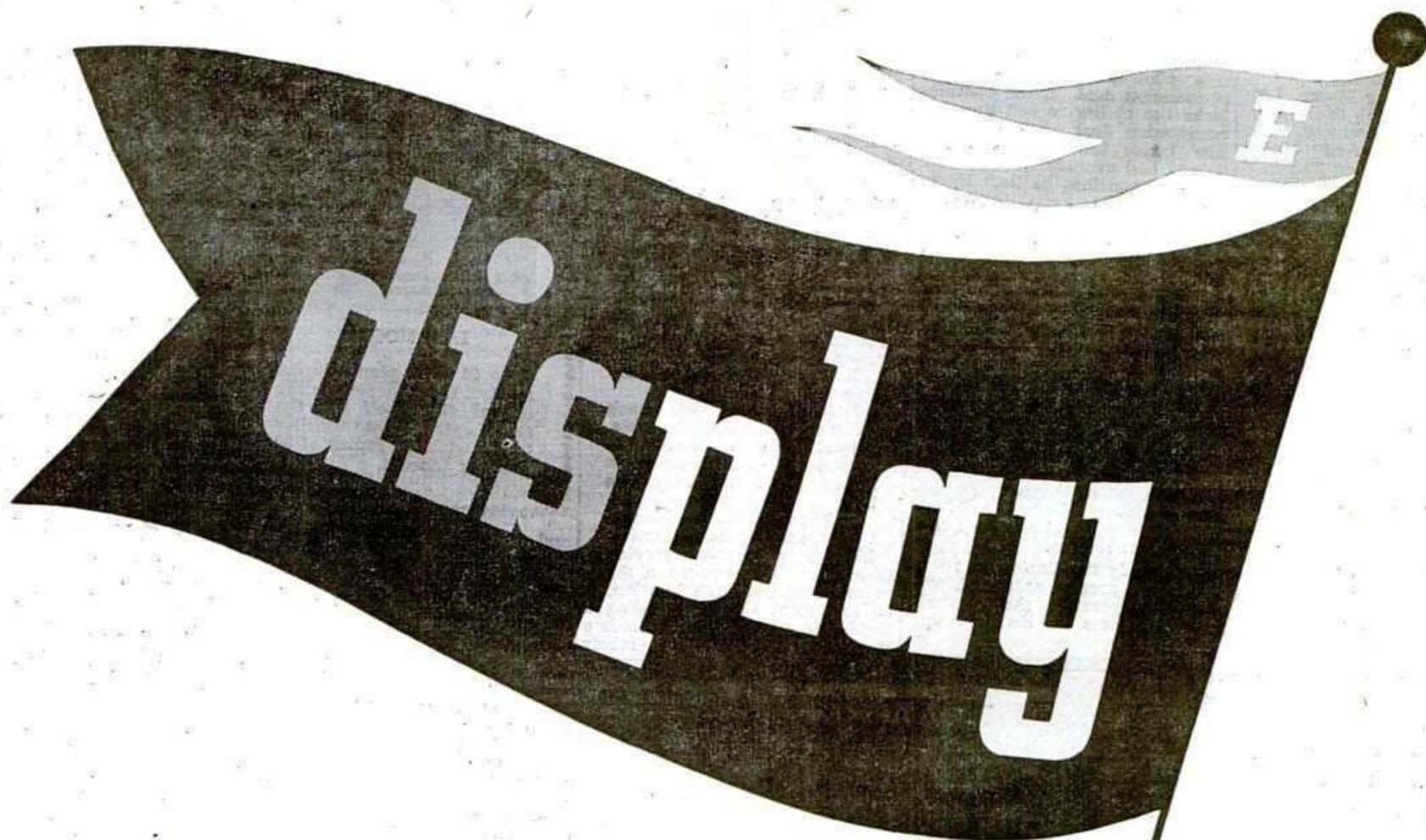
Twenty-two-year-old Elaine Rubenstein, of Coral Gables, was (Continued on page 89)

Kansas Assn. Re-Elects Ptacek Pres.

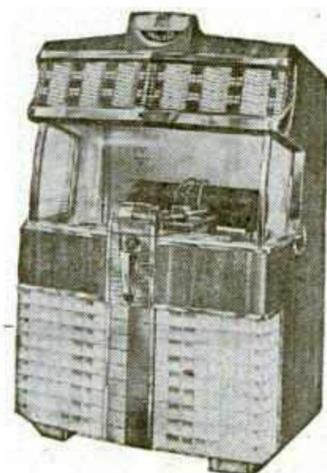
WICHITA, Kan., Oct. 31.—The Kansas Music Association held its annual election of officers here last week at the Allis Hotel.

Louis Ptacek, Manhattan, was re-elected president. Also re-elected were Glen Williams, Topeka, secretary, and Gene Atkinson, Topeka, treasurer. Newly elected vice-president was Pat Murphy of Wichita.

Directors elected for the coming year were Clyde Moll, Wamego, (Continued on page 89)



As a music merchant, you'll like the compelling appeal of the new Model "E" juke box. It's an attention-getting, interest-arousing display that sells more music, faster, easier. You increase the PLAY when you display the Model "E".



AMI *Incorporated*

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Tips to One-Man Operating

By JOHN J. BURKE

It's the "little things" that spell the difference between successful one-man music operations in small cities and towns.

So concluded Lee Moore, Lincoln manager for the Keys-Nichols Company, Fremont, Neb., music operation. And Moore bases his conclusion on 20 years' experience in the Rocky Mountain and plains States.

Unlike the larger operator, Moore has the whole job to do himself: Getting and holding locations, buying records, keeping the machines in top-notch mechanical condition and, finally, the chore of maintaining complete route records.

"If I were going to set down the first requirement of a successful phonograph operation," Moore said, "I would say it is keeping the locations you already have. Satisfied location owners are the best recommendation an operator can have when he solicits new business."

Toughest Test

As a businessman, Moore finds the toughest test he has to face today is convincing owners of second- and third-grade spots that their locations do not have

sufficient business to warrant the installation of a brand new juke box.

Moore, who knows his costs, knows also that installing a brand new phonograph means a new commission deal. If the operator lacks the ability to sell the new commission deal when installing new boxes his route will lose money and eventually fail.

"It's a constant battle," Moore observed, "to keep the right phonograph in the right location."

But once the operator has the right phonograph for the location, Moore believes the "little things" set the pattern for good location relations.

Foremost among these "little things" is prompt, reliable service, maintained on a 24-hour schedule.

"There's nothing," said Moore, "that builds a reputation for an operator's reliability like prompt response to service calls no matter when they may come."

Like most of the nation's one-man operators, Moore is available night or day to take care of calls for special service.

Study the Customers

Next to prompt service, Moore believes operators should study the customers of his locations.

Unless he takes the time to study the kind of people who patronize a particular establishment, Moore points out, the operator will not be able to supply the kind of music most likely to interest those people.

Moore spends more money for records than most big-city operators: an average of 20 per cent of the gross receipts of each phonograph, and as much as 25 per cent of the gross of smaller, 40-selection phonographs.

As a rule, Moore replaces five records each collection period, whether the phonograph offers 20 or 100 selections.

Aware of the need to conserve his time, and still keep his route efficient, Moore follows a pat routine on location:

1. Change the records and title strips.

2. Make a complete check of the phonograph's cycle. (Insert a coin, check the mechanism as it brings out a record, plays it and returns it.)

3. Wipe off the machine so its appearance is attractive.

Moore's preventive servicing, which actually requires a minimum of time at each location, is an important link in building a trouble-free route. Moore finds a small adjustment, or a minor repair, will often save an expensive service call and the unpleasant experience of placating an irritated location owner.

Even with the best preventive maintenance program, of course, machines will go out of order.

Give Fast Service

"A phonograph out of order must be repaired as soon as possible."

That about sums up Moore's servicing policy.

"The owner of an all-night restaurant may get his heaviest play at 2 or 3 o'clock in the morning," Moore points out. "He expects just as quick service as the man whose place of business has its peak load at 2 or 3 in the afternoon. Regardless of the time, the operator must furnish service."

Moore's ability to repair any part of a phonograph, mechanical or electrical, plays a key part in his route's success just as it does in any one-man operation. And Moore has the tools needed to do the job—some \$2,000 worth of them—which enable him to do all but major repairs right on location.

Fix it on Location

Servicing machines on location is virtually a must for handling the out-of-town spots. Such a system saves expensive travel time back to the shop with parts which need repair, saves the expense of getting outside help and cuts "out-of-order" time to a minimum. Occasionally, Moore finds it necessary to bring an amplifier back to the shop, but all other repairs and replacements are made on the spot.

Moore uses a pickup truck with a compartment body which provides ample space for tools

Keep These Few Points in Mind

"...the first requirement of a successful phonograph operation is keeping the locations you already have."

"There's nothing that builds a reputation for an operator's reliability like prompt response to service calls no matter when they may come."

"There are many good (bookkeeping) systems. But most of them fail because the operator is not faithful in writing down his earnings and expenses at the time they occur."

"An operator should follow the basic rules of good salesmanship . . . be as friendly and pleasant as possible. Without that kind of personality, no operator can hope to succeed."

—Lee Moore
Lincoln, Neb.

Meet Lee Moore

Altho he is only 39 years old, Lee Moore, operator-manager for the Keys-Nichols Company, Fremont, Neb., is a 20-year veteran in the coin music business.

Moore manages the Keys-Nichols route in Lincoln—



LEE MOORE

some 65 to 70 phonographs, most of them located in the capital city itself tho the route extends into smaller towns within a radius of 50 miles of Lincoln.

Moore is an old hand at running routes which extend for miles and into many small communities. In 1933, following his graduation from a radio trade school in Los Angeles, he took his first job in the phonograph business as a serviceman for Mel Close of Provo, Utah. The route he handled involved some 200 miles of traveling each week.

After five years as a serviceman, Moore's responsibilities were increased and he began making record selections and soliciting new accounts for the Close operation.

Having gone as far as he could with Close, Moore became manager of a route in Kirksville, Mo., owned by Brandt of St. Louis. At the end of World War II, Moore moved west again, to Denver this time as a route manager.

Moore joined Keys-Nichols three years ago, lives now in Lincoln with his wife, Christine, a daughter, Sherry, 6, and a four-month-old son, Lee Jr.

and parts as well as for complete phonographs.

At the end of each day, Moore does his bookkeeping chores. The system he uses is simple, but as Moore points out "there are many good systems. But most of them fail because the operator is not faithful in writing down his earnings and expenses at the time they occur."

Each Box a Business

For bookkeeping purposes, Moore considers each phonograph a business in itself. Each piece of equipment has its own collection book. When Moore collects the juke box, he counts the money and notes the total, writes down the name of the location and the address and indicates the commission paid. One copy of this record is given the location owner, Moore takes one copy home with him and the other remains in the book.

In the evening, Moore lists all the earnings of each of the phonographs checked that day in what he calls a "master book." He

keeps a close record of his invoices on open accounts and receipts of small case expenses. These expenses are pro-rated against the earnings of the entire route.

By keeping an accurate record of each machine's earnings, Moore knows immediately whether a location is sufficiently profitable to warrant a change of models. The record also gives him the information he needs to figure city, county, State and federal taxes.

Record keeping, preventive maintenance and all the other chores make up an operator's day are only effective, Moore concluded, if the operator has the right personality for his work.

"There's that intangible thing," Moore declared, "called personality. An operator should follow the basic rules of good salesmanship and sell himself to the location owner by always being as pleasant and friendly as possible. Without that kind of personality, no operator can hope to succeed."

Cleveland Hit Tune Party

Continued from page 86

which Ohio juke box operators will feature on their phonographs. At previous parties, teen-agers' applause was metered to determine the winning record. For the Jubilee Party, however, the selection was made in advance by a committee of Cleveland operators and servicemen.

Unlike previous parties, record companies were simply asked to submit their best entry. Previously, only unreleased records were eligible for the Hit Tune ballot.

Seven Entries

The juke box judging committee met Thursday night (29) to listen to seven disks from which to pick the winner:

"Carnival" and "It's You, It's You" by Ken Remo on MGM.

"Heart of my Heart" by the Four Aces on Decca.

"Passionata" and "Zsa Zsa" by Bernie Wayne on Coral.

"Stranger in Paradise" by Tony Martin and "Santa Baby" by Eartha Kitt on Victor.

"Somebody" and "Money" by Eugenie Baird on Kinrab.

"When I Dream of You" by Earl Hines on King.

"Mama's Gone, Goodbye" and "Coney Island Washboard" by Pee Wee Hunt on Capitol.

All of the records will be featured at the party with special emphasis on the winning disk which will then be given intensive promotion thru the Cleveland Press, juke box operators, car cards and retail record stores.

Rutzen Due From Europe

NORTH TONAWANDA, N. Y. Oct. 31.—Art Rutzen, head of the export division of the Rudolph Wurlitzer Company, is expected to return Monday (2) from a three-week tour of Europe and the Scandinavian nations.

Rutzen annually visits Wurlitzer's customers and distributors in Italy, Switzerland, Belgium and other key European market areas.

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:

RCA PLANS R.&B. LABEL. RCA Victor has another new label in the planning stages—for r.&b. disks (Music department).

LIST PHONO WAGES. Phonograph disk manufacturers will pay well over \$21,000,000 in wages and salaries this year, according to unofficial estimates by Commerce Department officials (Music department).

1-STOP STORY. Jerry Flato, Boston one-stop operator who has explored the rack jobbing business, is mapping a stronger push into this form of merchandising (Music department).

DISK DEALERS HOWL. Southern California record dealers set up a howl this week as disk shipments on major promotional items failed to materialize (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

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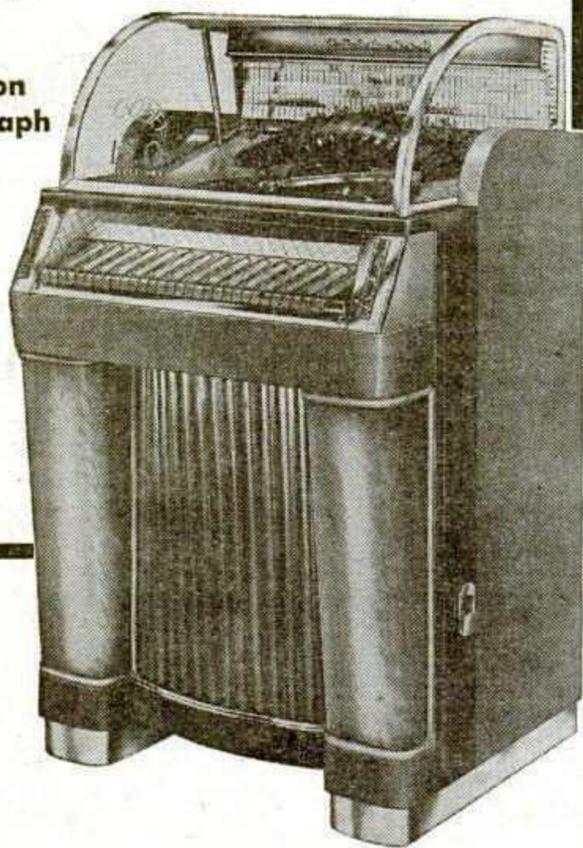
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The original

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selection
phonograph



World's
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Console
Phonograph

World's
Smartest
Styling

ROCK-OLA

MANUFACTURING CORPORATION

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H. Z. Vending Shows Comet In Sioux City

SIoux CITY, Ia., Oct. 31.—H. Z. Vending & Sales Company, distributors for the Rock-Ola Manufacturing Company, held its showing of the Rock-Ola Comet 120 for operators and their friends here last week. The event was held at the Jackson Hotel.

Members of the H. Z. Vending staff on hand to explain the Comet included: Hymie and Edward Zorinsky and Ken Owens and Barney Luchman. The following operators were among those present: Art Skram, Bob Davison, Vince Jorgenson, Lynn Jubbard, Lyle Hartin, Art Berg, Dave and Doug Johnson, Bob Treinen, Rose Gillian, Bud Mills and C. B. Casey.

Reemtsma Moves Business Offices To New Location

DAVENPORT, Ia., Oct. 31.—M. W. Reemtsma, president of Reemtsma Tel-A-View Systems, Inc., announced that a modernization program of the firm's new home office has been completed. The office is in the Union Arcade Building. The manufacturing of the Tel-A-View timer and the assembling of TV sets will continue at the old address.

In addition to setting up new offices, Reemtsma, which manufactures an electronically timed "Free View" device for coin-operated television sets, has completed the first step in a merchandising program at location level. All-weather signs displaying the Reemtsma emblem have been distributed to motels using their systems.

"These signs have produced good results," Reemtsma said.

N. Y. Ops' Dinner Nears Sell-Out

NEW YORK, Oct. 31.—Al Denver and Nash Gordon, in charge of arrangements for the New York Automatic Music Operators' Association dinner to be held in the Grand Ballroom of the Commodore Hotel Saturday (7), reported this week that nearly 1,000 tickets had been sold.

The 16th annual dinner of the organization gets underway at 7:30 p.m. Tickets are \$17.50 each. Some of the nation's top recording talent is slated to appear.

Phil Foster will act as emcee. Maurice Scott's orchestra will provide the music.

Detroit Judge

Continued from page 86

Local 985, Teamsters Union, which has jurisdiction over the coin machine field in general; Vincent A. Meili, head of Melitone Music and White Music; Cecil Watts and Lawrence J. Welsh, business agents of the union; Leonard Monteleone who was alleged to have removed a juke box from a bar; Louis Fisher, head of Fisher Music; Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan, and Herman (Turk) Prujansky, former owner of a downtown night spot.

Judge Griffiths said that the court was convinced that "there was a conspiracy to put the union label on violence and terror."

LIKE NEW Ready For Location LOW PRICES

Rock-Ola FIREBALL
120 Selection—Model 1436,
45 R.P.M. WRITE

Seeburg M-100
Models B & C WRITE
Also All Other Makes and Models

AMI A. B. C.,
D-40, D-80 WRITE

Terms: 1/3 deposit, balance sight draft
AUTOMATIC
MUSIC SERVICE
10 North Ave. Elizabeth, N. J.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related factors.

| AMI | Issue of Oct. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|-------------------|------------------|------------------|------------------|------------------|
| D 40 Hideaway | \$225.00 | \$299.50 | | |
| Hideaway | 245.00 | 225.00 245.00 | | \$245.00 375.00 |
| Model A | 169.00 195.00 | 169.00 195.00 | \$169.00 179.50 | 169.00 195.00 |
| | 225.00 275.00 | 225.00 275.00 | 195.00 209.50 | 225.00 275.00 |
| Model B | 295.00(2) | 295.00(2) | 295.00(2) | 295.00 325.00 |
| | 325.00 | 325.00 | | 350.00 |
| Model C | 289.00 325.00 | 325.00 349.50 | 299.50 325.00 | 350.00 375.00 |
| | 350.00 | 350.00 | | |
| Model D-40 | | 425.00 | | 595.00 |
| Model D-80 | | 500.00 | | 695.00 |
| MILLS | | | | |
| Empress | | | 25.00 | |
| PACKARD | | | | |
| Manhattan | 79.50 95.00 | 79.50 95.00 | 79.50 99.50 | 79.50 95.00 |
| | | | | 29.50 |
| 7 Pla-Mar | | | | |
| RESTAURANT | | | | |
| 12 Record | 60.00 | 60.00 | 60.00 | 60.00 |
| ROCK-OLA | | | | |
| 51-50 | | | 350.00 | |
| 1422 | 59.50 79.00 | 59.50 69.50 | 69.50 74.50 | 75.00 79.00 |
| | 95.00 | 95.00 99.00 | 79.00 95.00 | |
| 1426 | 79.50 99.00 | 84.50 99.00 | 84.50 99.00 | 99.50 |
| | 125.00 | 125.00 | 125.00 | |
| 1428 | 199.50 | | | |
| 1432 | | | | 295.00 |
| 1434 (52-50) | | | | 395.00 |
| Hideaway | | | | 79.50 |
| Rockalite 48 | 275.00 | | | |
| SEEBURG | | | | |
| 48 Blonde | | 225.00 | 225.00 | 225.00 |
| HM-100 A Hideaway | 359.50 | 379.50 | | |
| | 495.00(3) | 495.00(2) | 495.00(4) | 495.00(2) |
| M 100 A 78 RPM | 519.50 525.00 | 519.50 | 525.00 549.50 | 525.00 549.50 |
| | 550.00 | 525.00(2) | 595.00(2) | 595.00(3) |
| | | 549.50 550.00 | 595.00 | |
| | | 595.00 | | |
| | | 725.00 | | |
| M 100 BL | | | | |
| 146 | 95.00 | | 75.00 95.00 | 119.50 |
| 146 Hideaway | 135.00 | | | 125.00 |
| 148 Hideaway | 185.00 | | 165.00 185.00 | |
| H 146 M Hideaway | | 99.50 | 60.00 | |
| H 246 M Hideaway | | | 80.00 | |
| 147 Hideaway | | | 100.00 | |
| 146 M | 99.00 99.50 | 99.00 115.00 | 99.00 115.00 | 75.00 99.00 |
| | 115.00 | 139.50 | | 115.00 |
| 146 S | | | 90.00 | 147.00 149.50 |
| 147 | 165.00 | 165.00 | | 75.00 |
| | | | | 115.00 |
| 147M | 125.00 129.50 | 129.00 135.00 | 124.50 129.00 | 85.00 115.00 |
| | 135.00 | 149.50 | 135.00 | 129.00 135.00 |
| 147 S | | | | 85.00 |
| 148 Blonde | 195.00 | 195.00 | 175.00 | 195.00 |
| 148 ML Blonde | 179.50 | 199.50 | | 199.50 |
| 148 M | 185.00 | 185.00 | | 185.00 |
| 148 ML | 159.50 215.00 | 159.50 215.00 | 199.50 215.00 | 150.00 215.00 |
| 148 SL | 159.00 | 159.00 | 179.00 | 150.00 179.00 |
| 1946 Hideaway | 79.50 | | | |
| 1947 Hideaway | 94.50 | | | 89.50 |
| WILLIAMS | | | | |
| Music Mite | 100.00 | 100.00 | 100.00 | 100.00 |
| WURLITZER | | | | |
| 600 K | | | 29.50 | |
| 700 | 69.00 | 69.00 | 69.00 | 69.00 |
| 750 E | | | 39.50 | 39.50 |
| 800 | 69.00 | 69.00 | 69.00 | 69.00 |
| 1015 | 99.00 125.00(3) | 99.00 125.00(3) | 99.00 125.00(2) | 99.00 99.50 |
| | 135.00 150.00 | 150.00 | 135.00 | 125.00(2) |
| | | | | 150.00 |
| 1017 A | | | | 125.00 |
| 1017 Hideaway | 99.50 125.00 | 99.50 125.00 | | 99.50 |
| 1080 | 79.50 125.00(2) | 125.00(2) | 84.50 125.00 | 89.50 99.50 |
| | 139.00 | 139.00 | 139.00 | 125.00 135.00 |
| | | | | 139.00 |
| 1100 | 219.00 245.00 | 245.00 249.50 | 250.00 | 219.50 250.00 |
| | 250.00 275.00 | 250.00 275.00 | | 265.00 275.00 |
| 1250 | 295.00(2) | 295.00(2) | 295.00 339.00 | 295.00(2) |
| | 325.00 339.00 | 325.00(2) | | 339.00 350.00 |
| | | 339.00 | | |
| 1400 | 495.50 575.00 | 495.00 575.00 | 575.00 | 495.00(2) |
| | | | | 575.00 |

Kansas Assn.

Continued from page 86

and Al Rettig, Topeka, district 1; C. W. Newkirk, Parsons, and Carter Buton, Independence, district 3; Bryan McCoullough, Great Bend, and Bob Allen, Hutchinson, district 4; W. C. Ingram, Hays, and Duke Flanders, Salina, district 5.

The program included a talk on public relations by Jerry Harris, of Omaha, and short talks on organization by Howard Ellis and Mac McKee, both of the Nebraska Music Guild.

Local Winners

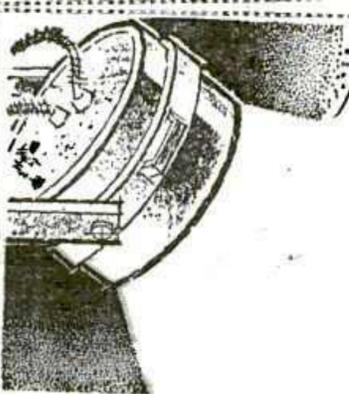
Continued from page 86

selected as the winner of the Miami area of the Laine-Wurlitzer contest. Her recorded version of "Vaya Con Dios" captured the \$100 local prize.

In charge of the Miami competition was Harry Burge, disk jockey at radio Station WQAM. Judges for the area were Ozzie Truppman, George Bourke, Al Denny, and Phil Keilleher.

The local prize was awarded by Truppman and Burge at the studios of WQAM on October 22.

Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**



SEE 'n' HEAR EVANS' 100 SELECTION CENTURY

50 RECORDS • 45 R.P.M.

40-SELECTION JUBILEE

20 RECORDS • 78 OR 45 R.P.M.

... THE MOST **DEPENDABLE** PHONOGRAPHS YOU CAN OWN

SEE 'EM HERE!

MIDWEST

AUTOMATIC GAMES SUPPLY CO.
302 University Ave.
St. Paul 3, Minnesota

EMPIRE COIN MACHINE EXCH.
1012-14 N. Milwaukee Ave.
Chicago 22, Illinois

JOE'S PHONOGRAPH SERVICE
2334-36 Olive St.
St. Louis 3, Missouri

LIEF MUSIC DIST. CO.
1640-42 Payne Ave.
Cleveland 14, Ohio

VIC MANHARDT CO., INC.
1705 W. Clybourne St.
Milwaukee 3, Wisconsin

A. P. SAUVE SON
7525 Grand River Ave.
Detroit 4, Michigan

CANADA

REGENT VENDING MACHINES, LTD.
779 Bank St.
Ottawa, Ontario, Canada

EAST

HERMAN DISTRIBUTING CO., INC.
615 Tenth Ave.
New York 36, N. Y.

HERMAN DISTRIBUTING CO., INC.
1505 Coney Island Ave.
Brooklyn 30, New York

SCOTT-CROSSE CO.
1423 Spring Garden St.
Philadelphia 30, Pennsylvania

WEST

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
San Francisco 3, California

DENVER AMUSEMENT CO.
1865 Arapahoe St.
Denver, Colorado

WESTERN DISTRIBUTORS
3126 Elliott Ave.
Seattle, Washington

SOUTH

ALL COIN AMUSEMENTS CO.
1303 N. Bayshore Drive
Miami 36, Florida

BISHOP MUSIC CO.
2003 Wake Forest Rd.
Raleigh, North Carolina

SOUTH COAST AMUSEMENT CO.
314 E. 11th St.
Houston 8, Texas

... YOUR **DEPENDABLE** EVANS DISTRIBUTORS!

H. C. EVANS & CO.

1556 W. Carroll Ave. Chicago 7, Illinois

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century or write Factory direct.



YOU'LL CHEER, TOO!

When you see this O. K.

RECONDITIONED MUSIC EQUIPMENT

Save Money!

Make Money!

SEEBURG

M100A \$495
148SL 159
147M 129
146M 99

Export Inquiries Invited
WRITE . . . WIRE
PHONE
1/3 deposit . . . balance C.O.D.

WURLITZER 1250 \$295
AMI Model C 289
WURLITZER 1100 219
AMI MODEL A 169
WURLITZER 1015 99
ROCK-OLA 1426 99
ROCK-OLA 1422 79

Wall Boxes
\$5 to \$35

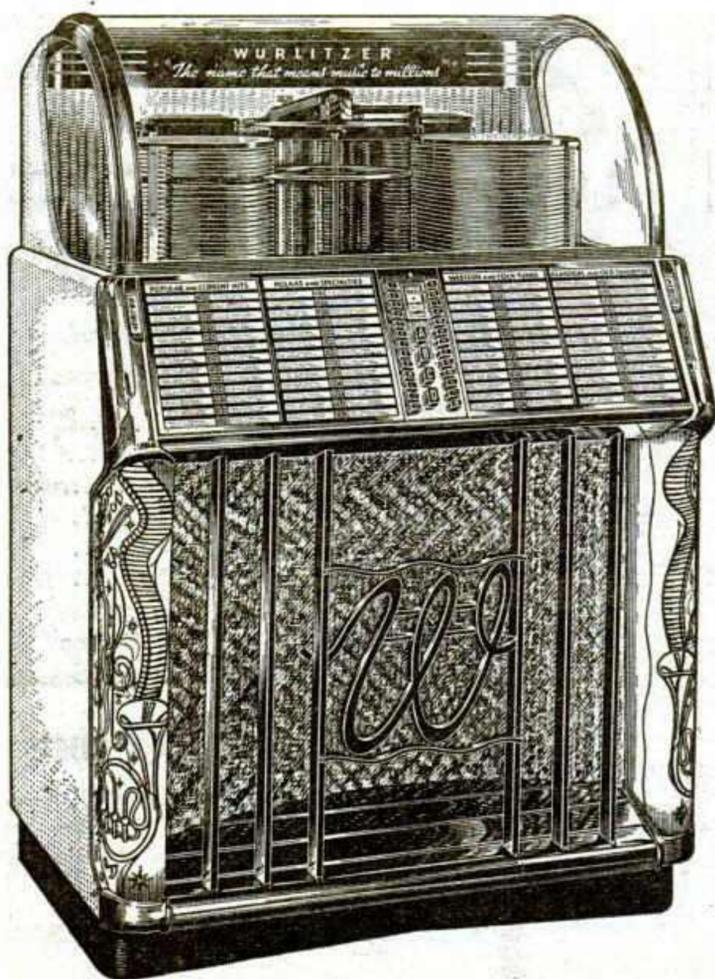
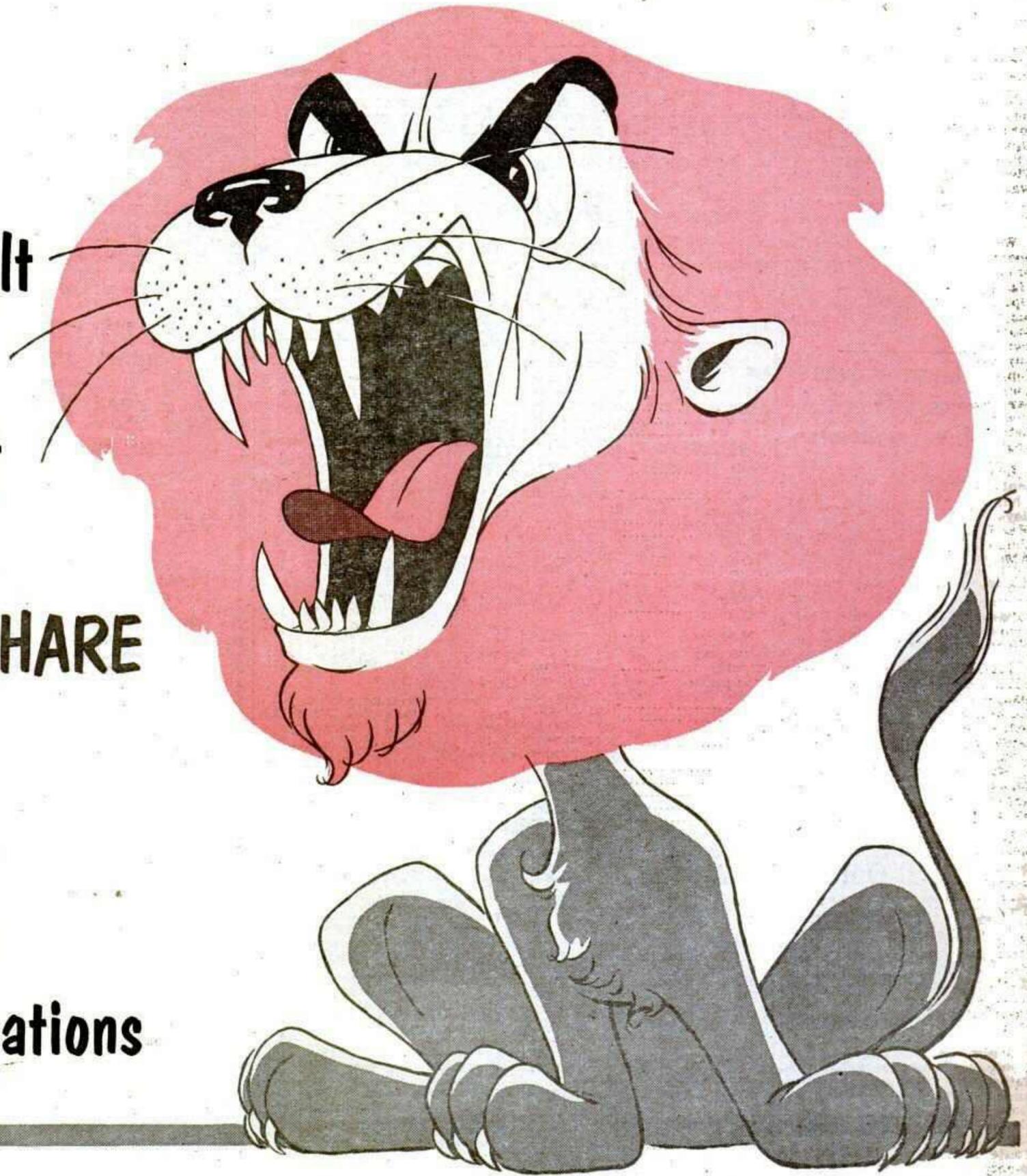
MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood
Tulsa 3-3900
Cleveland, Ohio • 2600 Euclid
Cherry 1-3801

Lansing, Mich. • 1224 Turner
Lansing 5-4243
Toledo, Ohio • 1302 Jackson
Main 6192

AFTER TRAGEDY STRIKES
YOUR AMERICAN RED CROSS IS ALWAYS THERE

**Built
to
Get
the
LION'S SHARE
of
the
Top
Locations**



WURLITZER 1500

The 104-selection Wurlitzer 1500 has so many features in its favor, from the beauty of its styling to the brilliance of its tone—it has been acknowledged the leader in the top location field.

The only phonograph to play 45 and 78 RPM records intermixed, its crowd-pulling ability makes it the greatest revenue producer in the history of recorded music.

WHERE A 48-SELECTION PHONOGRAPH MEETS THE NEED

You are money ahead by installing the Wurlitzer 1600 which will play 45 or 78 RPM, or the Model 1650 playing straight 45 RPM. Each is filled with famous Wurlitzer features and both are proven money-makers. Added attractions are built-in volume level control and lower price.



The Rudolph Wurlitzer Company • North Tonawanda, New York

Coinmen You Know

Miami
Bush Distributing Company is now showing the new Chicago Coin Advance Bowler as well as the new Williams Army-Navy pin game. . . . **Joe Mangone**, All-Coin Amusements, reports good operator response to **Poker Face**, the **Gottlieb** pin game.

Miami's heavy military population was cut back by about 1,000 men when the Marine air base at Opa Locka transferred personnel connected with jet operations. The landing strip at Opa Locka was considered dangerous because it was so near a new drive-in theater.

When the country's juke box operators read this item, they'll probably make a beeline for Florida. When **Jack Lipsiner**, Coin-Operated Service, calls on one of his music stops, the **El Sombrero Motel** at Sunny Isles, he takes his swimming trunks along so he can enjoy a dip in the ocean. Then Lipsiner suns himself a while before resuming his duties. . . . **Sammy Barnett**, Barnett's Service, says this past summer was slightly better for him than the previous year.

Leon Shapochnik, Cuba representative for Bush Distributing Company, recently spent a few days in Miami with his wife, **Maria**, on a combination business-shopping trip. . . . Visitors to the AMOA business office between noon and 1 p.m. are likely to find secretary **Doris Shapiro**, business manager **Jimmie Bonnie** and contact man **Johnny Lunin** having a picnic lunch. They usually send out for food for all three.

Jose Catarineau, export clerk at the Bush Distributing Company, is hard pressed these days to keep up with the increasing mail from abroad. Lately, there have been many new inquiries from Mexico and Colombia, says Catarineau. **Ken Willis**, export manager, may make another aerial jaunt to South America soon, he says.

Harry Pearl, Newark, N. J., operator of kiddie rides and music, called on **Bert Lane**, who manufactures kiddie rides here, while vacationing at Miami Beach. The pretty assistant to parts manager **James H. Callahan** at Bush Distributing Company is **Evelyn Willis**, whose hubby is the company's export manager. Evelyn's main occupation is housewife, but she pinch-hits occasionally wherever needed—be it office or parts department.

Sammy Marino, Marino Music Company, recently became the father of a third child—and this time, as in the past, it was a boy. The baby was named **Sammy Joe Marino Jr.** . . . Assisting **Sammy Sr.** in his music route is **Roy Gullo**, who knows plenty about records.

Ed Mercer, Orange Blossom Music, whose route extends far south of Miami, says the annual influx of transient farm workers is beginning in Homestead, Perrine, South Dade and other towns in the Redland district.

Keith Nelson, M & M Amusement Company, is feeling better after battling a cold last week. Shuffle alleys are holding up reasonably well for this time of year, opines Nelson, with shuffleboard collections next in dollars and cents.

Operators are digging deep in their pockets for cash to buy their annual licenses which are up for renewal. . . . The nearby city of Hollywood, where a few of the Miami ops are also active, has hiked license fees according to reports.

Pan American Distributing Corporation has removed its phonograph record stock from Jacksonville to the firm's office in Miami at 3401 N.W. 36th Street. All Florida shipments are now being made from Miami, said Manager **John Hofer**. **Robert Frazier**, shipping clerk, came to Miami in the move from Jacksonville. A new addition to the Pan American Distributing family is **Esther Feldman**, record clerk, who was formerly with the Gus August theatrical agency in Miami Beach. **Maynard Ross**, manager of North American Music in Havana, Cuba, and **Beffy Klein**, of Miami, were married Sunday, October 1st at Temple Israel, Miami. After honeymoon trip to New Orleans, Vegas and Los Angeles, the couple will reside in Havana. **Ed** was a record clerk at Pan American Distributing Corporation.

Frank, service manager at Bush Distributing, left for Chicago, where he will receive special training on the Comet, the new music machine put out by Rock-Ola. . . . Genco's new Four Player Shuffle Pool game looks like a winner to **Marvin Lieber**, of Taran Distributing.

Jack Lipsiner, Coin-Operated Service, and his wife, **Clairlilyn**, are expecting an addition to the family in February. The Lipsiners have a son, **Mitchell**, and hope the stork will even things up with a girl this time.

Ron Rood, Southern Music Distributing Company, Orlando, expects to open a branch office in Miami soon. **Bob Norman** has been representing Rood in Miami in the sale of AMI music boxes. . . . The first week of clear weather in nearly two months saw collections jump for most juke box operators in Greater Miami.

Milwaukee
Recent coin box takes have started an upward trend, is the word from the St. Paul Avenue headquarters of the P. & P. Distributors. **Bob Puccio** reports receipts from the juke boxes building a bit better than the games locations. Keeping the P. & P. staffers busy these days is their current project of junking old, obsolete machines.

Bob Bear, Wurlitzer national sales director, spent some time recently at the United, Inc., headquarters huddling with **Harry Jacobs Jr.** on plans for forthcoming sales push. United executives report that they are returning to their old system of keeping several field servicemen out in the territory. One of the field men will be **Don Jacobs**.

Several switches in the personnel rosters of local distributors were verified this week. Resigning his post with Columbia Records after several years covering local accounts, was **Stan Wagenknecht**. **Al Ripley**, formerly traveling Northern Wisconsin for Decca Records, is now covering the same territory for a new boss—Capitol Records.

Erv Hoeth, Mitchell Novelty sales representative, reports making use of most of his spare time by trekking out to do some hunting. . . . Straight dime play on the music boxes of the Mitchell Novelty Company has been toned down recently. Pattern now is mainly one play for a dime and seems to bring steady results, according to **Erv Beck**.

G. & W. Novelty in South Milwaukee, was the victim of a robbery over the week-end. Loot totaled \$2,300, according to reports, but the money may be recovered since the thief was apprehended.

Detroit
Morry Feldman, who recently moved his Tri-Central Coin Machine Exchange to a new location on Puritan Avenue, broke down with the admission that his reason for so doing was to enable him to watch his grandchild pass by.

Harry Levin, president of Cadet Distributing Company, announces the appointment of **Bob Cordell**, former disk jockey, as promotion manager of the firm. . . . **Henry C. Lemke**, of the Lemke Coin Machine Company, pioneer Detroit operator in a diversified operation, was a guest at the premiere showing the cinema-scope, "The Robe," at the Fox Theater.

Mr. and Mrs. William Fout, of Erie, have moved to Belding in Central Michigan, where they are opening the new Pleasant Laundromat on North Pleasant Street. . . . **Jarvis J. and Mary Voss** are opening the Garden City Automatic Laundry in the West Side suburb of Garden City.

Anthony Swarga, head of Nu-Way Popcorn Sales, one of the largest vending firms in this field in this area, has taken over the American Popcorn Confections Company from **Oliver Carver**, who is now associated with a bowling alley. Swarga is moving the Nu-Way offices and plant into the larger quarters on Warren Avenue, formerly occupied by American, and will continue to operate the two firms separately.

Russell Hosmer, Oakland Coin Company, has been vacationing

in parts unknown for two weeks. . . . **Clare Spooner**, of the Spooner Music Company, is getting his hunting equipment ready for a trip to the north woods.

Robert Verkler, of Verkler Music Company, returned from a hunting expedition, after bagging two pheasants. . . . **Charles J. Morgan**, supervisor for the Music Operators' Guild of Michigan, was on the sick list this week.

Hartford
Manny Leibert, formerly associated with Vending Machines, Inc., of Hartford, has resumed promotion of boxing and wrestling shows at Foot Guard Hall. . . . **Abe Ziskis**, Hartford coin machine operator, has discontinued boxing shows at Stanley Arena, New Britain, after meager attendance at two programs.

William A. G. Minot, Greenwich, president and owner of the Canada Dry Bottling Company of Stamford, Conn., has been named administrative assistant to **Governor Lodge**.

A. J. Berube, of Ajay Service, juke box and stamp vending machine operator, was in New York for the World Series. . . . **George Navickas**, Navickas Amusements, Bristol, Conn., has purchased a hunting lodge in Maine and plans to fly north for several winter weekends.

Stamford, Conn.
Walter Wheeler, president of the Pitney-Bowes, Inc., manufacturers of postage meter machines, is one of those named by **Arthur S. Flemming**, director of defense mobilization, to the 4-member Advisory Committee on Manpower Resources for National Security.

The committee, headed by **Lawrence A. Appley**, president of the American Management Association, has been formed to assist **Flemming** in preparing a report for the President on the extent of military manpower procurement policies on the availability of manpower for other natural security needs.

Indianapolis
The Duchess Music Shop reports business 30 per cent ahead of last year at this period. Operator **Clarence Hohmon**, says the fall outlook is good. . . . **Al Calderon**, of the Calderon Distributing Company, says that horse rides are moving as fast as he can get them. Practically all chain stores are doing a steady business with the horse. . . . **Mrs. Blanche Janes**, of the Janes Music Company, is planning to leave for Hawaii to participate in Aloha Week.

New York

A large contingent of coin machine men attended the annual dinner of Local 70 of the Bartender's Union. Among the operators present were **Mack Pollay**, **Lou Hirsch**, **Jack Ehrlich**, **Harold Henry**, **Bob Luitman** and **Sen. Al Bodkin**. Representing Local 1690 were **Barney Schlang** and **Drew Calland**. Also in attendance were **Harry Rosen**, Atlantic-New York, and **Nash Gordon**, New York Automatic Music Operators' Association.

Herman Silver, Empire Music, is in the hospital for a check-up. . . . **Art Herman**, Boro Music, is back from Chicago where he visited the Evans factory. On the way home he visited Detroit and Canada. . . . **George Posner**, executive secretary of the Associated Amusement Machine Operators of New York, says that tickets for the organization's annual affair at the Latin Quarter, December 20, are moving rapidly. . . . **Sam Lewis**, Genco, visited **Al Simon** this week. The pair went to Philadelphia on business. . . . **Bill Parker** sold his Bronx route.

Washington
Sid Lotenberg, head of Westway Vending, plans a motor trip to New York soon to see some distributors and some relatives. Sid's wife and son will go along. Collections have been off slightly, but Sid finds he can usually offset this by increasing the pieces of equipment on location.

The Palace Arcade, one of the largest in the city and owned by **James Kaplan**, has enjoyed a steady flow of business. Kaplan believes that the end of the baseball season will bring an increase in collections. The Fairway and Flying High games have been producers, Kaplan adds. Jim and his wife recently returned from a six-week motor tour of 24 States. . . . Business at the Dr. Pepper Bottling Company continues steady, says **Norman Hayter**, manager.

Joseph O'Neil, of the Canteen Company, reports that his firm is converting from 5 to 10-cent candy, and getting ready for chocolate-coated distributions. Canteen is also going thru a natural recession in ice cream and carbonated sales.

Mrs. G. L. Sinclair, who operates her Northern Virginia Music Company in near-by Alexandria, has shaken off a bad cold. She says collections have been slightly off, but feels certain that cold weather will perk up business.

Sid Lotenberg, owner of Westway Vendinf, recently returned from a trip to New York. West-

way's Maryland University installation continues to bring in good returns. The firm now operates a sandwich machine at the U. S. Bureau of Standards and has recently placed others in smaller locations. Sid is pleased that NAMA will hold its convention in Washington next year.

Michael Coin, headed by **Michael Bushdid**, will install Auto-Photo machines in local variety stores soon. Bushdid reports business is "slightly off but not bad."

James Bowen, head of Kwik Kafe of Washington, Inc., is pleased with the success of his coffee vender designed for counter use in restaurants. He has placed more than a dozen within a few weeks and has more orders than he can fill. Bowen also has many orders for a new orange juice-coffee vender combination, which he hopes to install in several locations next week. Business at Bowen's firm has been steady.

Los Angeles
Jimmy Wilkins, of the Paul Laymon Company, is off on a goodwill promotion tour thru Southern California and Southern Nevada. Wilkins will aid any and all music operators handling the Wurlitzer phono. . . . **Abe Chapman** is back from his vacation in Honolulu. He immediately resumed the work he has been doing in behalf of the Mount Sinai Hospital.

Jack Simon is planning to attend the Outdoor Show in Chicago. . . . **Jean and Dolores Minthorne**, Minthorne Music Company, were back from their extended trip to Phoenix and Palm Springs. The addition of the Williams line by the firm, rounds out their coin-operated equipment business. Firm now also handles Seeburg phonos and Chicago Coin games.

Bob Bever, Dan Stewart Company, off on a quick trip to San Diego with **Pete Ley** holding down the home office here. . . . **Mr. and Mrs. Beutler**, Portland, Ore., in town this week visiting the Paul Laymons. The Beutlers are now in the ratan furniture business. . . . **Dorothy Moore**, also of Portland, in town this week.

Hank Tronick, Minthorne Music, says the empty showroom floor is proof of the volume of business the firm has been doing with Seeburg's new models. . . . **Jack Dolan**, Dolan Distributing Company, is due back from Bakersfield.

Bill Yedlin plans an extended fishing trip that may take him into Mexico. . . . **C. L. Andrews** made the rounds along Pico from Santa Ana. . . . **Mr. and Mrs. George Kirby**, Riverside, were in town. . . . **Al Silberman**, Badger Sales, will go to the Hawaiian Islands come December. Badger expects the first shipment of Apco's new combination vender by November 15.

How Was Your Timing on . . .

"THE VELVET GLOVE"

HUGO WINTERHALTER—HENRI RENE
RCA VICTOR 20-5405

Now on Billboard's "Best Selling Singles" 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 fifty 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

AUGUST
25

Title Strips
Ready for Top
Juke Profits

AUGUST
25

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

| (Cards per weeks) | (Cost for 3 months) | (Cards per weeks) | (Cost for 3 months) |
|------------------------|---------------------|-------------------------|---------------------|
| 20 (400 strips) . . . | \$ 9.00 | 70 (1400 strips) . . . | \$29.00 |
| 30 (600 strips) . . . | 13.00 | 80 (1600 strips) . . . | 33.00 |
| 40 (800 strips) . . . | 17.00 | 90 (1800 strips) . . . | 36.00 |
| 50 (1000 strips) . . . | 21.00 | 100 (2000 strips) . . . | 39.00 |
| 60 (1200 strips) . . . | 25.00 | | |

Yermie Stern, 2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost

\$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

SPACE SELLOUT NEAR

Ride Interest in NAAPPB Growing, 3 Mfrs. Added

CHICAGO, Oct. 31.—Two more kiddie ride firms and a third, which makes gun games suitable for ride as well as conventional coin machine locations, this week were added to the Exhibitors list of the trade show of the National Amusement Association of Parks, Pools and Beaches. The four-day annual opens in the Hotel Sherman November 29.

The ride firms are the Sun Distributing Company, Waco, Tex., and Lee Manufacturing Company (Runyon Sales), New

York. Genco Manufacturing & Sales Company, Chicago, will display the gun games.

Thirty of the 77 firms signed up for booth space will display wares of special interest to the coin machine operator and 13, almost half, of the coin exhibits will feature rides. In addition, two more ride firms are negotiating for space.

More Coinmen

Paul Huedepohl, NAAPPB executive secretary, stated this week that more coin machine operators and distributors would attend the 1953 show, the 35th, than any previous one. He based this on a combination of hotel reservations, plus the growing number of inquiries by mail and phone received by his office the past two weeks.

This year the trade show committee, in tribute to the growing importance of the coin interests and especially the ride manufacturers, has set aside a special area. This will make it easier for operators to see all the equipment without much tramping all over the convention floor. In previous years, coinmen reported they had difficulty finding some items.

A list of manufacturers of rides, games, music machines and vending supplies signed up to date follows:

A.B.T. Manufacturing Corporation, Chicago (shooting gallery, coin meters, coin chutes).

Auto-Photo Company, Los Angeles (automatic photo units).

Bally Manufacturing Company, Chicago (coin rides, amusement games).

Capitol Projectors Corporation, New York (coin rides, movie machines).

Chicago Coin Machine Com-

pany, Chicago (coin rides, shuffle games, novelty games).

Dodgem Corporation, Exeter, N. H. (new game).

H. C. Evans & Company, Chicago (amusement games, juke boxes).

Exhibit Supply, Chicago, (coin rides, gun games, Arcade equipment).

Gunyon Enterprises, Frankfort, Ind. (new game).

I. Q. Baseball Machine Corporation, New York (baseball machine).

International Mutoscope Corporation, Long Island City, N. Y.

(Continued on page 95)

Palisades Plans Largest Coin Bat Range

Continued from page 68

firm, now in its fourth year, turns out a unit that holds 400 baseballs and can be adjusted to hurl a missile up to 110 mph. Speed is set when the machine is installed, and cannot be varied by the patron. At Palisades, units will be designated as Slow, Medium, Fast, and Very Fast, and customers will take their pick. Slow will be about 40 mph, and Very Fast about 85. The machines are used by the Brooklyn Dodgers and Pittsburgh Pirates for batting practice, and there is one at the Army's Picatinny (N. J.) Arsenal, where it has functioned without failure since April as a hand grenade tester.

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in The Billboard issues October 17 thru October 31.

New Equipment

Kiddie ride, Tank, Buffalo Specialty Company, Buffalo.

Kiddie ride, Boat, Buffalo Specialty Company, Buffalo.

Kiddie ride, Flying Saucer, Meteor Machine Corporation, New York.

Gun game, Invader, Genco Manufacturing & Sales Company, Chicago.

Gun game, 'Round the World Trainer, Chicago Coin Machine Company, Chicago.

Shuffle game, Advance Bowler, Chicago Coin Machine Company, Chicago.

Five-ball game, Army-Navy, Williams Manufacturing Company, Chicago.

Five-ball game, Shindig, D. Gottlieb & Company, Chicago.

Novelty game, Football, Mondial Commercial Credit Corporation, New York (game is made in France by Nova and was modified for U. S. market).

Automatic tee, Holmes Cook Miniature Golf Company, New York.

Coffee vender, U-Select-It Junior, Coan Manufacturing Company, Madison, Wis.

Pencil vender, Shipman Manufacturing Company, Los Angeles.

Pen vender (ball point) Shipman Manufacturing Company, Los Angeles.

Music machine, Select-O-Matic 100 G, J. P. Seeburg Corporation, Chicago.

Music machine, Select-O-Matic HFG, J. P. Seeburg Corporation, Chicago.

Music machine, Comet Fireball 120, Rock-Ola Manufacturing Company, Chicago.

Change maker, Coinway, Empire Coin Machine Exchange, Chicago.

Distributors

Calderon Distributing Company, Indianapolis, covering Indiana for J. H. Keeney & Company, Chicago.

Minthorne Music Company, Los Angeles, covering Southern California and Arizona for Williams Manufacturing Company, Chicago.

Southern Music Distributing Company, Orlando, Fla., covering Florida and South Georgia for International Mutoscope Corporation, New York.

Southern Music Distributing Company, Orlando, Fla., covering most of Florida and Southern Georgia for AMI, Incorporated, Grand Rapids, Mich.

Copeland Distributors, Inc., Oklahoma City, covering Oklahoma for AMI, Incorporated, Grand Rapids, Mich.

Ross Distributing Company, Miami, covering Southern Florida and sections of Southern Georgia for Rock-Ola Manufacturing Company, Chicago.

S. L. Stiebel Games Company, Louisville, covering the Louisville area for Chicago Coin Machine Company, Chicago.

H & G Vending Company, Miami, covering Florida for Modern Tobacco Company, Inc., Port Chester, N. Y. (product involved is Parliament cigarette vender).

Roanoke Vending Machine Exchange, Inc., opened new headquarters at 4930 West Broad Street, Richmond, Va.

R. F. Jones Company moved its Oregon branch office to 1200 S. E. Morrison Street, Portland.

Seacoast Distributors, Elizabeth, N. J., opened branch office in New York.

(Continued on page 93)

Fiberglass Starts Output Of Ride Bodies

NEWARK, N. J., Oct. 31.—Sid Mittleman, former kiddie ride manufacturer, is now making fiberglass bodies for operators and manufacturers. Mittleman has organized Fiberglass here and is currently turning out about 25 bodies a week.

Fiberglass makes four bodies—Reindeer, Elephants, Tanks and Trains. The two first-named are sit-ons and may be interchanged with virtually all Horse-type ride bodies. Mittleman said. He added that the last-named are sit-ins and may interchanged with Rocket-type ride bodies. The bodies list for \$125 each.

Mittleman said the inclusion of a specially designed racket on the bodies enables an operation to make the conversion in from 30 minutes to an hour.

4 REASONS WHY

Bally® KIDDY-RIDES

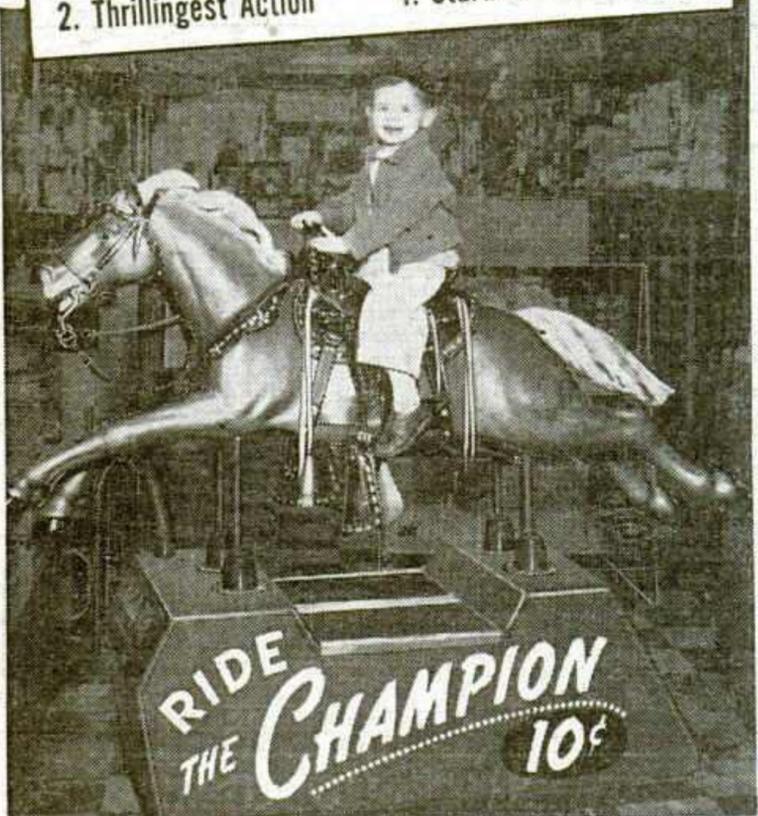
EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal

2. Thrillingest Action

3. Simplest Mechanism

4. Sturdiest Construction



RIDE THE CHAMPION 10¢

"SABRE JET RIDE"



"KIDDIE TANK RIDE"



Be the first to have these sensational new coin operated rides. Write today for catalog of our complete line of coin machines.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

KIDDY RIDES—GUARANTEED!

Bally & Exhibit Horses
Meteor, Atomic, Bally,
Scientific, Exhibit, Deco,
Nylco Space Ships,
Midget Racer
& Hot Rod Automobiles,
Pete Rabbit, Deer, Small
Horse, Miss America,
Scientific, Exhibit Boats,
Bert Lane, Lee Manufacturing Co.
Merry-Go-Rounds

Our Stock Largest in the World!
**ALL MACHINES SOLD WITH
A MONEY BACK GUARANTEE!**

REDD DISTRIBUTING CO., INC.
298 LINCOLN ST.
ALLSTON 34, MASSACHUSETTS
AL-4-4040

NOW in the 4th YEAR

of Continuous Production!



Ride Big Bronces 10¢

Stadiest profit-maker in the industry!

EXHIBIT SUPPLY 4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

Start a steady-income route of Bally Kiddie-Rides now.
Finance-Plan available through leading Bally Distributors.

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

KIDDIE RIDES METEOR—The Profit Line

★ Designed for profit

★ 1 Year UNCONDITIONAL GUARANTEE

★ UL Approved

★ Built to satisfy

★ FREE INSURANCE

METEOR MACHINE CORP.

75 W. 45 St., N. Y. 36, N. Y.

WATCH FOR TUNG-GO Circle 6-2241 MAIL THIS AD FOR DETAILS



THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

| | Issue of Oct. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|---|------------------|-------------------------|------------------|------------------|
| Baseball, 2 player (Chicago Coin) | \$49.50 | \$49.50 | \$49.50 | \$49.50 |
| Big League Bowler, 4 player (Keeney) | 135.00 | 135.00 | 85.00 135.00 | 85.00 135.00 |
| Bowl-a-Ball (Chicago Coin) | 200.00 | 375.00 | 200.00 | 200.00 |
| Bowling Alley (Chicago Coin) | 59.50 | 59.50 | 59.50 | 29.50 59.50 |
| Bowling Alley, 6 player (Chicago Coin) | | | 160.00w/p | 95.00 175.00 |
| Bowling Champ (Keeney) | 69.50 | | 69.50 | |
| Bowling Classic (Chicago Coin) | 59.50 | 59.50 | 59.50 | 49.50 59.50 |
| Cascade Shuffle Alley, 6 player (United) | 375.00 | 375.00 | 375.00 | 375.00 |
| Classic Shuffle Alley (United) | 425.00 | | | |
| Clover Shuffle Alley, 6 player (United) | 375.00 | | 350.00 390.00 | 350.00 375.00 |
| Deluxe Bowler (Williams) | | | | 29.50 |
| De Luxe League Bowler (Keeney) | 195.00(2) | 150.00 195.00 | 150.00 | 210.00(2) |
| Double Bowler (Keeney) | 49.50 79.50 | 49.50 79.50 | 49.50 79.50 | 49.50 69.50 |
| Double Header (Williams) | 35.00 49.50 | 49.50 | 35.00 49.50 | 29.50 49.50 |
| Double Score Bowler 10th Frame (Chicago Coin) | 395.00 | 375.00 | | |
| Deluxe Matched (Keeney) | 185.00 | | 195.00 | |
| Double Shuffle Alley Express Rebound (United) | 79.50 | 79.50 | 89.50 | 99.50 29.50 |
| Double Shuffle Alley (United) | | | | |
| Five Player Shuffle Alley (United) | 100.00 125.00(2) | 125.00(2) 145.00 160.00 | 109.50 125.00(2) | 95.00 115.00 |
| | 140.00 | 169.00w/p | 140.00 145.00 | 125.00 145.00 |
| | 140.00w/p | 169.50 | 150.00w/p | 160.00 |
| | 145.00(2) | | 155.00 160.00 | 169.00w/p |
| | 160.00 | | 169.00w/p | 179.50 |
| | 169.00w/p | | | |
| Four Way Bowler (Keeney) | 65.00 195.00 | | 195.00 | |
| Four Player Shuffle Alley (United) | 85.00 120.00 | 100.00 125.00 | 84.50 100.00(2) | 50.00 85.00 |
| | 125.00(2) | 149.50 | 125.00(2) | 100.00 125.00 |
| | 149.50 | | 135.00w/p | 159.50 |
| | | | 159.50 | |
| Hi-Score Bowler (Universal) | 55.00 | 55.00 | 55.00 | 55.00 |
| Hi-Score, 6 Player (Chicago Coin) | 160.00 175.00 | 160.00 | 160.00 175.00 | 160.00 |
| High Score League Bowler (Keeney) | | | | 95.00 |
| Hook Bowler (Bally) | 50.00 65.00 | 29.50 50.00 | 29.50 50.00 | 29.50 50.00 |
| | | | 65.00 | |
| League Bowler, 4 player (Keeney) | 75.00 129.50 | \$95.00 129.50 | \$75.00 95.00 | 75.00(2) 139.50 |
| | 139.50 | 139.50 | 139.50 149.50 | 149.50 |
| Manhattan Shuffle Alley (United) | 395.00 | 395.00 | | |
| Matched Bowler, 6 player (Chicago Coin) | 275.00 295.00 | 295.00 325.00 | 250.00 295.00 | 250.00 295.00 |
| | 325.00 | | | |
| | 350.00 | | | |
| Name Bowler (Chicago Coin) | | | | |
| Official Shuffle Alley, 4 player (United) | 150.00 | 150.00 215.00 | 215.00 | 250.00 |
| | 250.00(2) | 250.00 | 250.00(2) | |
| Olympics Shuffle Alley (United) | 395.00 | 395.00 | | |
| Shuffle Alley Deluxe, 6 player (United) | 170.00 | 180.00 195.00 | 180.00 195.00 | 210.00 230.00 |
| | 175.00(2) | 210.00 | 210.00(3) | 259.50 |
| | 195.00 210.00 | 215.00(2) | 215.00 259.50 | |
| | 215.00 | | | |
| Shuffle Alley Express, 2 player (United) | 69.50 | 69.50 | 79.50 | 39.50 89.50 |
| Shuffle Alley, 6 player (Keeney) | 175.00 185.00 | 150.00 175.00 | 150.00 185.00 | 195.00(2) |
| | 195.00 | 195.00 | 195.00(2) | |
| Shuffle Alley (United) | | | | 19.50 |
| Shuffle Alley, 5 player Rebound (United) | | | | 195.00 |
| Shuffle Alley, 6 player (United) | 125.00 135.00 | 160.00 | 134.50 160.00 | 135.00 165.00 |
| | 155.00w/p | 165.00(2) | 165.00(2) | 189.00 199.50 |
| | 160.00 165.00 | 189.00 189.50 | 170.00 | |
| | 189.00 189.50 | | 175.00w/p | |
| | | | 189.00 199.50 | |
| Shuffle Bowler (Bally) | | | | 39.50 |
| Shuffle Line (Bally) | 69.50 75.00 | 69.50 | 69.50 75.00 | 69.50 |
| Shuffle Target (Genco) | 49.50 | 49.50 | 49.50 | 39.50 49.50 |
| Shuffle Tournament, 4 Way (Universal) | 135.00 | | 135.00 | |
| Single Shuffle Alley Rebound (United) | 59.50 | 59.50 | 69.50 | 69.50 |
| Six Player 10th Frame (United) | 310.00 | 310.00 335.00 | 310.00 335.00 | 290.00 310.00 |
| | | | | 325.00 |
| Skee Alley (United) | 65.00 75.00 | 65.00 | 65.00 75.00 | 59.50(2) 65.00 |
| Star Bowler, 2 player | 295.00 | 295.00 | 295.00 | 295.00 |
| Star 6 Player (United) | 245.00 315.00 | 245.00 295.00 | 245.00 284.50 | 245.00 330.00 |
| | 320.00 340.00 | 320.00 340.00 | 295.00 315.00 | 340.00 |
| | | | 320.00 340.00 | |
| Star 10 Frame, 6 player (United) | 295.00 325.00 | 325.00 345.00 | 320.00 335.00 | 345.00 |
| | 335.00(2) | | 345.00 355.00 | 355.00(2) |
| | 345.00 | | | |
| Super Deluxe League Bowler (Keeney) | 225.00 | 225.00 | 225.00 | 195.00 225.00 |
| Super Deluxe Matched (Keeney) | 195.00 | | 210.00 | |
| Super Matched Bowler, 6 player (Chicago Coin) | 295.00 | | | 195.00 |
| Super Shuffle Alley (United) | | | | 25.00 |
| Super Six Shuffle Alley (United) | 200.00 235.00 | 250.00 259.50 | 249.50 250.00 | 250.00 265.00 |
| | 250.00 259.50 | 265.00 | 265.00(2) | 275.00 |
| | 265.00 | | 275.00 | |
| | 55.00 | | 55.00 | |
| Super Twin Bowler (Universal) | 335.00 | 335.00 | 335.00 | 275.00 335.00 |
| Team Bowler, 10 player (Keeney) | 295.00 325.00 | 300.00 325.00 | 300.00 | 300.00 |
| 10th Frame Bowler (Keeney) | 59.50 | 59.50 | 59.50 69.50 | 59.50 69.50 |
| 10th Frame Bowler (Chicago Coin) | 195.00 | 145.00 195.00 | 195.00 | 150.00 |
| 10th Frame Bowler (Keeney) | 49.50 | 49.50 | 49.50 | 49.50 |
| 10th Frame Bowler (Keeney) | 70.00 85.00 | | 85.00 | 99.50 |
| 10th Frame Bowler (Keeney) | | | | 125.00 |
| 10th Frame Bowler (Keeney) | 75.00 | 75.00 | 90.00w/p | 75.00 |
| | | | 75.00 | |

Trade Directory

Continued from page 92

Associations

The Dallas Music Operators' Association, Dallas, was granted a charter.

Personals

Charles Schlicht joined the sales staff of Coven Distributing Company, Chicago.

Ken Owens was appointed sales manager of H. Z. Vending & Sales Company, Omaha.

William H. Kelly was appointed vice-president by Chase Candy Company, St. Louis.

R. W. (Dick) Hood, president of H. C. Evans & Company, Chicago, passed away.

Set New Photo Route

DETROIT, Oct. 31.—The Hi-Park Amusement Company, operators of photographic coin machines, has been established by Gordon and Ann Snell.

The company has several in amusement park locations, which offer a photo for a quarter.

In the coin machine business for the past seven years, Snell will continue to service machines for other companies. At one time Snell operated a game route.

Sell Miami Route

MIAMI, Oct. 31.—Dave Engel, Dade Vending Company, announced that he had sold a music and pinball route to E. L. Kelly, who recently moved to Miami from Syracuse.

Engel said the route consisted of 26 pieces, all on location in the city of Miami.

MIAMI BANK SAYS COINMEN SOUND RISKS

MIAMI, Oct. 31.—A Miami bank which recognizes the sound investment in financing coin-operated machines is acquiring the reputation of "the coinman's bank."

The Central Bank & Trust Company lists among its accounts at least a dozen coin machine operators, according to R. D. Marzane Jr., vice-president in charge of loans.

"We cater to coin machine operators because we have found them to be excellent risks. They meet their obligations when due and have proved they are stable businessmen," Marzane said.

Among the growing number of local firms doing business at the bank are some of the best known distributors and operators in the area.

Correction

In announcing the appointment of Southern Music Distributing Company as representative of International Mutoscope Corporation last week, The Billboard referred to the Orlando, Fla., firm as a Rock-Ola distributor. Southern Music was a Rock-Ola representative until this month but is now an AMI, Incorporated, distributor (The Billboard, October 10).

Bottler Ass't to Gov.

BRIDGEPORT, Conn., Oct. 31.—Gov. John Davis Lodge Jr. announced the appointment of William A. G. Minot, Greenwich, as his administrative assistant. Minot is president of the Canada Dry Bottling Company, Stamford.

Bush Displays Games, Jukes At Fla. Fair

MIAMI, Oct. 31.—More than 3,000 operators, location owners and beverage dealers attended the Hiram Walker Merchandise Fair at the Dinner Key Auditorium. The Bush Distributing Company exhibits its game and music lines at the event, which was one of a series of 30 sponsored by the distillery throughout the country.

Ozzie Truppman, Bush official, said visitors came from many parts of the State, but especially the area bounded by Key West on the south and West Palm Beach on the north. He felt the fair resulted in good public relations for the coin machine industry as a whole.

Bush also was an exhibitor when the fair was held later in the week at Tampa and Jacksonville.

HAS HIS OWN ROUTE NOW

MIAMI, Oct. 31.—Dave Engel, one of the most experienced operators in this area, never is concerned about legal problems—his son Max is now an attorney.

Max used to be his dad's routeman and at one time had a route of his own. Since he hung out his shingle last June he has handled legal matters for several of the area's leading game, music and vending operating firms.

THE MARKET PLACE

for the

COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
Services and
Opportunities

★
**CLASSIFIED
ADVERTISING**
★

ADVERTISING RATES

● **REGULAR CLASSIFIED** (Minimum \$3)

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word\$.20

3 or more CONSECUTIVE or 26 insertions, per word18

52 CONSECUTIVE insertions, per word16

● **REGULAR CLASSIFIED** (Minimum \$6)

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line\$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line95

52 CONSECUTIVE insertions, per agate line90

1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-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., 196 Albion Ave., Paterson, N. Jer.

Help Wanted

SERVICEMAN

For Shuffle and Pin Game route located on the South Side of Chicago. Must be experienced, able to shop machines and service on location.

\$100 wk. to start
Give reference, experience, etc., in first letter.
Address all replies to
BOX 672
The Billboard Pub. Co.
188 W. Randolph Chicago 1, Ill.

Parts, Supplies & Services

Attention, Panoram Operators—Have considerable Panoram parts on hand; what do you need? Lakes Panoram Service, P. O. Box 639, Ingleside, Ill.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK.
See Advertising Rates Above.

Routes for Sale

For sale in Eastern Michigan—50 late model Bowlers and Shuffleboards in well established locations; \$6,000 shuffleboard resurfacing shop, new truck, trailer (10 ton capacity), machinery, 14 new and used tops, all supplies; will stay with buyer one month from purchase date; sacrifice \$27,500 total price; cash or 50% down. Box 668, The Billboard, Chicago 1, Ill.

Old established, well equipped one-man route of 60 Juke Boxes and Games in Southern California, earning over \$2,000 per month; full price \$16,000, 1/2 down. Box 671, The Billboard, Chicago 1, Ill.

PHONOGRAPH ROUTE FOR SALE

West Coast, probably the highest average route in State, at present well over \$20 on weekly collections; located in one of the fastest growing areas in the country; consisting of about 140 locations, mostly 120-100-48 and 40 selection machines; lots of remote and speakers; two new service cars and used pick-up, shop stock, etc.; after substantial down-payment owner will handle and stay in advisory capacity for several months; books gladly shown to bona fide prospects. Write Box 670, 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, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Close-out—200, like new, Mercury Grippers, \$9.50; Fortune Tellers, \$17.50, real money makers; Pop Ups, \$9. 1/3 deposit. Dixie Machine Sales, 4026 Gulf St., Houston, Tex.

Five Hot Coffee Vending Machines, sacrifice for quick sale. Mrs. Taylor, 908 South Ave., Springfield, Mo.

Five makes 1¢ Venders, gum or nuts, almost like new, \$4.95 up. R. Westmoreland, Box 1016, Jackson, Tenn.

For Sale, while they last—1¢ Master Novelty Venders, \$7.45; Advance Model D Ball Gum, \$6. Paul Thomas, P. O. Box 1771, Jackson, Miss.

Photo Machines—Voice-o-Graphs; all types arcade equipment at operators' prices. Photo Vend Co., 5400 Cullom, Chicago 41, Phone: Mulberry 5-5788.

Send quick for latest bargain list penny amusement games. Atlas, 810 Hemphill St., Ft. Worth 4, Tex.

Thunderbolt Horse Rides, special casters, top condition, \$497.50; freight paid to any place in U. S. J. A. Smith, 439 Dexter Horton Bldg., Seattle 4, Wash.

Turf King, used 6 months, \$60; Champions, \$40; Best Hand 1¢ Counter, \$10; trade for good Guns. Write T. F. Deal, Great Bend, Kan.

U-POP-IT
3 like new—6 used. All perfect condition. Will sell or trade.
BARTGART CO.
520 S. 3rd Ponca City, Okla.

Wall-Box Clearance—Seeburg: 40 3W2-L56, \$4 ea., lot \$100; 5W1-L56, \$4 ea., lot \$12; 1 3W7-L56, \$7; 12 WS-22, \$1.50, lot \$18; Wurlitzer: 1 4851, like new, \$40; 11 4820, excellent, \$30 ea., lot \$300; 3 3020, lot \$5; Steppers: 2 248, \$35 ea.; 3 219, \$15 ea.; 2 302, \$5 ea.; entire lot, \$500. Music Machine Bargains—2 1422 Rock-Olas, \$35 ea.; 1 1426 Rock-Ola, \$39.50; 1 Seeburg H246M, \$50; 1 Seeburg H146M, \$39.50; 1 Seeburg M100A, \$450; all guaranteed good; entire lot music machines, \$600. 1/3 cash with order. Rust Music Co., 579 N. 4th St., Muskogee, Okla.

40 Pop Corn Sex 10¢ Vending Machines, must sell. Harold Barr, Main St., Amanda, O.

Wanted to Buy

Will Trade Even—New store-size 3-ton Air Conditioner Units, \$1450 value, for Wurlitzer 1550's or kindred equipment. Write P. O. Box 1208, Miami, Fla.

Want—Will pay cash up to \$250 for Genco uprights; Silver Chest, Golden Nugget, Jumpin' Jacks, \$400; Atlantic City, \$200; Beach Club, \$350; United Clover Bowler, \$250. West Way, Inc., 276 Ashton Ave., Salt Lake City, Utah.

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Amusement Games

| | Issue of Oct. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|---|--|--|--|---|
| ABC (United)..... | \$50.00 75.00 99.00 125.00 | \$50.00 75.00 125.00 | \$50.00 75.00 99.00 125.00 | \$50.00 75.00 99.00 109.50 125.00 |
| All Baba (Gottlieb)..... | 34.50 | 34.50 | 34.50 | 29.50 34.50 |
| Alise in Wonderland (Gottlieb)..... | | | | 29.50 109.50 |
| All Star Basketball (Gottlieb) | | | | 39.00 39.50 59.50 |
| Aquacade (United)..... | 39.00 39.50 59.50 | 39.00 39.50 59.50 | 39.00 39.50 59.50 | 39.00 39.50 59.50 |
| Arizona (United)..... | 225.00 230.00 245.00 249.50 | 225.00 230.00 235.00 | 325.00(2) 280.00 | 235.00 250.00(3) 275.00(4) 265.00 280.00 |
| Atlantic City (Bally)..... | 250.00(2) 265.00 275.00(4) 335.00 | 250.00(3) 275.00(3) 325.00 | 275.00(4) 265.00 250.00(4) 245.00 235.00 | 275.00(5) 280.00 325.00(2) |
| Baby Face (United)..... | 39.00 49.50 | 39.00 49.50 | 39.00 49.50 | 39.00 49.50 49.50 |
| Ballerina (Bally)..... | | | | 49.50 29.50 |
| Bango..... | | | | 29.50 45.00 |
| Bank-A-Ball (Gottlieb)..... | 34.50 | 34.50 | 34.50 | 29.50 34.50 45.00 |
| Barnacle Bill (Gottlieb)..... | | | | 34.50 |
| Baseball..... | | | | 29.50 |
| Basketball Champ (Chicago Coin)..... | 195.00 275.00 | 195.00(2) 275.00 | 195.00 275.00 | 195.00 275.00 69.50 |
| Basketball (Gottlieb)..... | | | | 89.50 89.50 |
| Batting Practice..... | 89.50 95.00 | 89.50 95.00 | 89.50 | 89.50 450.00(2) |
| Beach Club (Bally)..... | 424.50 425.00 450.00 465.00 475.00(3) | 425.00 450.00(2) 465.00 475.00 485.00 | 425.00 450.00(2) 465.00 485.00 495.00(3) | 450.00(2) 465.00 475.00 485.00 495.00(2) |
| Beauty (Bally)..... | 350.00 359.50 360.00 375.00 385.00 390.00 395.00(3) | 325.00 360.00 375.00(3) 385.00 395.00 410.00 | 360.00 375.00(3) 395.00(2) 410.00 420.00 445.00 | 360.00 375.00(2) 395.00(2) 425.00 445.00 |
| Be Bop (Exhibit)..... | 65.00 84.50 | 65.00 84.50 | 65.00 84.50 | 65.00 84.50 45.00 49.50 45.00 54.50 64.50 |
| Bermuda (Chicago Coin)..... | 54.50 64.50 | 54.50 64.50 | 54.50 64.50 | 45.00 54.50 64.50 |
| Big Top (Genco)..... | | | | 64.50 |
| Black Gold (Genco)..... | 59.50(2) 115.00 | 59.50(2) 115.00 150.00 | 59.50(2) 115.00 145.00 150.00 | 59.50(2) 115.00 125.00 145.00 150.00 29.50 45.00 79.50 |
| Bolero (United)..... | | | | 29.50 45.00 79.50 |
| Bomber..... | 79.50 | 79.50 | 79.50 | 29.50 |
| Boston (Williams)..... | | | | 29.50 |
| Bowling League..... | | | | 45.00 |
| Bowling Champ (Gottlieb)... | 69.50 | 69.50 | 39.50 69.50 | 29.50 45.00 69.50 |
| Bright Lights (Bally)..... | 100.00(2) 110.00 125.00(2) 135.00 150.00 165.00 175.00 | 100.00(2) 125.00 129.50 150.00(3) 175.00(2) | 115.00 125.00(2) 129.50 150.00(3) 165.00 175.00(2) 150.00(2) | 125.00(2) 129.50 139.00 150.00(3) 165.00 175.00(2) 175.00(2) 125.00 150.00 175.00 195.00 210.00 225.00(3) 250.00 |
| Bright Spot (Bally)..... | 125.00 150.00 195.00(4) 200.00(2) | 125.00 135.00 150.00 195.00 200.00(2) 225.00(2) | 150.00 175.00(2) 195.00 200.00 210.00 225.00(3) 250.00 | 125.00 150.00 175.00 195.00 210.00 225.00(3) 250.00 |
| Buccaneer (Gottlieb)..... | 34.50 | 34.50 | 34.50 | 34.50 |
| Buffalo Bill (Gottlieb)..... | 69.50 | 69.50 | 69.50 | 69.50 |
| Buttons & Bows (Gottlieb)... | 64.50 | 64.50 | 64.50 | 64.50 |
| Cabana (United)..... | 349.50 375.00 395.00 475.00 | 375.00 395.00 495.00 | 375.00 395.00(2) 495.00 | 350.00 375.00 395.00(2) 495.00 |
| Camel Caravan (Genco)..... | 69.00 | 69.00 | 69.00 | 69.00 |
| Campus (Exhibit)..... | 84.50 | 84.50 | 84.50 | 84.50 |
| Canasta (Genco)..... | 40.00 | 40.00 | 40.00 | 29.50 34.50 45.00 89.50 29.50 49.50 |
| Carnival (Bally)..... | 49.50 | 49.50 | 49.50 | 49.50 |
| Carolina (United)..... | 39.00 | 39.00 | 39.00 | 39.00 |
| Catalina (Chicago Coin)..... | 35.00 | 35.00 | 35.00 | 35.00 45.00 |
| Champion (Bally)..... | 49.50 75.00 89.50 | 39.50 49.50 75.00 89.50 | 39.50 49.50 75.00 89.50 | 29.50 39.50 49.50 75.00(2) 89.50 29.50 |
| Champion (Chicago Coin).... | 155.00 165.00 | 155.00(2) 165.00 | 155.00 | 155.00 |
| Chinatown (Gottlieb)..... | | | | 29.50(2) 45.00 |
| Cinderella (Gottlieb)..... | 29.50 | 29.50 | 29.50 | 29.50 |
| Circus (Exhibit)..... | | | | 45.00 |
| Circus (United)..... | 195.00 235.00 250.00(2) | 195.00 250.00 295.00(2) | 250.00 295.00(2) | 195.00 225.00 250.00 295.00(2) |
| Citation (Bally)..... | 30.00 39.50 42.50 79.50 | 30.00 39.50 42.50 79.50 | 30.00 39.50 42.50 79.50 | 29.50 30.00 35.00 39.50 42.50 50.00 79.50 29.50 |
| Click (Keeney)..... | | | | 39.50 45.00 |
| College Daze (Gottlieb)..... | | | | 125.00 |
| Coney Island (Bally)..... | 150.00(2) 195.00(4) 200.00 | 150.00(3) 195.00(2) 200.00 225.00(2) | 150.00(3) 195.00 200.00(2) 225.00(3) | 150.00(2) 195.00 200.00(2) 225.00(3) 25.00 |
| Contact (Exhibit)..... | | | | 45.00 109.50 |
| Control Tower (Williams)... | 109.50 | 109.50 | 109.50 | 109.50 |
| Coronation (Gottlieb)..... | 165.00 | 165.00 170.00 125.00 | 165.00 125.00 | 165.00 179.50 |
| County Fair (United)..... | | | | 29.50 45.00 25.00 |
| Crazy Ball (Chicago Coin)... | | | | 25.00 |
| Crossaline (Edelco)..... | | | | 125.00 |
| Cross Roads..... | 150.00 | 125.00 145.00 125.00(2) 149.50 | 115.00 125.00 149.50 | 99.50 125.00 149.50 |
| Cyclone (Gottlieb)..... | 125.00 149.50 | 125.00(2) 149.50 | 149.50 | 149.50 |
| Dallas (Williams)..... | 44.50 69.50 89.50 | 44.50 69.50 89.50 | 44.50 69.50 89.50 | 44.50 69.50 89.50 279.50 |
| De-Icer (Williams)..... | | | | 49.50 |
| Deluxe Baseball (Williams)... | 34.50 49.50 | 34.50 89.50 | 34.50 49.50 | 34.50 49.50 |
| Dew-Wa-Ditty (Williams)... | 145.00 | 145.00 | 145.00 | 145.00 |
| Disc Jockey..... | | | | 29.50 45.00 |
| Double Action (Genco)..... | | | | 29.50 89.00 |
| Double Feature (Gottlieb)... | 49.50 89.00 | 49.50 89.00 | 49.50 89.00 | 49.50 89.00 |
| Double Shuffle (Gottlieb)... | 49.50 65.00 | 49.50 65.00 | 49.50 65.00 | 49.50 65.00 89.50 |
| Dreamy (Williams)..... | 40.00 89.50 | 40.00 89.50 | 69.50 89.50 | 119.50 125.00 |
| Eight Ball (Williams)..... | 119.50 125.00 | 119.50 125.00 | 119.50 125.00 | 119.50 125.00 |
| El Paso (Williams)..... | 39.50 59.50 | 39.50 59.50 | 39.50 59.50 | 39.50 59.50 |
| Fairway (Williams)..... | 175.00 | 175.00 | 175.00 | 199.50 |
| Fighting Irish (Chicago Coin)... | 75.00 | 75.00 | 75.00 | 39.50 45.00 75.00 |
| Five Star (Universal)..... | 75.00(2) 79.50 | 49.50 69.50 75.00 79.50 | 49.50 75.00(2) 79.50 | 49.50 75.00 79.50 69.50 199.50 |
| Flip Skill..... | 69.50 | 69.50 | 69.50 | 69.50 |
| Floating Power (Genco)..... | 44.50 49.50 | 44.50 49.50 | 44.50 49.50 | 44.50 49.50 |
| Flying High (Gottlieb)..... | 185.00 | 185.00(2) | 185.00 | 199.50 |

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| | Issue of Oct. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|--|---------------------|------------------------|------------------------|-----------------------------------|
| Football (Chicago Coin)..... | 65.00 69.50 | 65.00 69.50 | 65.00 69.50 | 39.50 45.00 65.00 69.50 |
| 400 (Genco)..... | 95.00 145.00 | 95.00 145.00 | 95.00 125.00 145.00 | 125.00 175.00 225.00 145.00 |
| Four Corners (Williams).... | 135.00(2) | 135.00(2) | 135.00 145.00 | 145.00 |
| Four Horsemen (Gottlieb)... | 109.50 | 59.50 109.50 120.00 | 109.50 | 79.50 109.50 |
| Four Stars (Gottlieb)..... | 135.00 | 135.00 | 135.00 | 135.00 |
| Freshie (Williams)..... | 45.00 | 45.00 | 45.00 | 39.50 45.00 |
| Frolic (Bally)..... | 240.00 | 240.00 250.00 | 250.00(2) | 195.00 |
| | 250.00(2) | 265.00(2) | 265.00(2) | 150.00(2) |
| | 265.00 | 275.00(3) | 275.00(3) | 265.00 |
| | 275.00(2) | 295.00(2) | 295.00(2) | 275.00(3) |
| | 285.00 295.00 | 310.00 | 295.00 | 310.00 125.00 |
| Futurity (Bally)..... | 125.00 | 125.00 | 85.00 125.00 150.00 | 150.00(2) |
| Georgia (Williams)..... | 89.50 | 89.50 | 89.50 | 39.50 45.00 89.50 |
| Gizmo (Williams)..... | 35.00 49.50 | 35.00 49.50 | 35.00 49.50 | 35.00 49.50 |
| Globe Trotter (Gottlieb).... | 135.00 | 135.00 | 135.00 | 135.00 |
| Gold Cup (Bally)..... | 55.00 59.50 | 55.00 59.50 | 55.00 59.50 | 55.00 59.50 |
| Golden Nugget (Genco)..... | 124.50 | 125.00(2) | 125.00(2) | 125.00 135.00 |
| | 125.00(2) | 175.00 | 135.00 175.00 | 165.00 |
| | 175.00 | 35.00 | 35.00 | 35.00 45.00 |
| Grand Award (Chicago Coin)... | 35.00 | 185.00 195.00 | 195.00 | 199.50 |
| Grand Slam (Gottlieb)..... | 220.00 | 215.00 225.00 | 225.00 | 219.50 |
| Guys-Dolls (Gottlieb)..... | | | | 175.00 |
| Happy Days..... | | | | 139.50 99.50 139.50 |
| Happy Go Lucky (Gottlieb)... | 139.50 | 115.00 139.50 | 139.50 | 99.50 139.50 |
| Harvest Time (Genco)..... | 55.00 65.00 | 55.00 65.00 | 65.00 | 45.00 65.00 |
| Harvest Moon..... | | | | 29.50 |
| Harvey..... | | | | 99.50 |
| Hayburner (Williams)..... | 75.00 | 69.50 75.00 100.00 | 85.00 100.00 | 85.00 99.50(2) |
| Hawaii (United)..... | | | | 45.00 |
| Hit 'N' Run (Gottlieb)..... | 145.00 | 145.00 | 145.00 | 145.00 |
| Hit Parade (Gottlieb)..... | 29.50 | 29.50 | 29.50 | 29.50 |
| Holiday (Chicago Coin)..... | 45.00 59.50 | 45.00 59.50 | 59.50 | 29.50 45.00 59.50 |
| Holiday (Keeney)..... | 125.00 | 125.00 | 175.00 | 125.00 175.00 |
| Hong Kong (Williams)..... | 110.00 | 110.00 | 110.00 | 110.00 129.50 |
| Hot Rod (Bally)..... | | | | 50.00 40.00 99.50 |
| Humpty Dumpty (Gottlieb)... | 49.50 | 49.50 | 49.50 | 29.50 49.50 |
| Jalopy (Williams)..... | 129.50 | 129.50 | 129.50 | 129.50 |
| Jamboree (Exhibit)..... | | | | 29.50 45.00 |
| Jeanie (Exhibit)..... | | | | 29.50 45.00 |
| Jockey Special (Bally)..... | 45.00 54.50 | 45.00 54.50 | 45.00 54.50 | 45.00 54.50 |
| Joker (Gottlieb)..... | 99.50 | 99.50 | 99.50 | 99.50 |
| Judy (Exhibit)..... | 94.50 | 94.50 | 94.50 | 29.50 94.50 |
| Jumping Jack (Genco)..... | 90.00 110.00 | 90.00 110.00 | 90.00 110.00 | 125.00 150.00 |
| | 130.00 150.00 | 130.00 150.00 | 150.00 | 150.00 |
| | 59.50 | 35.00 59.50 | 59.50 | 29.50 45.00 59.50 |
| Just 21 (Gottlieb)..... | | | | 89.50 |
| K. C. Jones (Gottlieb)..... | 89.50 | 89.50 | 89.50 | 89.50 |
| Kilroy (Chicago Coin)..... | | | | 45.00 |
| King Cole (Gottlieb)..... | 49.50 | 49.50 | 49.50 | 29.50 49.50 |
| King Pin (Chicago Coin)..... | 115.00 124.50 | 115.00 124.50 | 115.00 124.50 | 115.00 124.50 124.50 |
| Knock Out (Gottlieb)..... | 69.00 89.50 | 69.00 89.50 | 69.00 89.50 | 29.50 45.00 69.00 89.50 |
| Lady Robin Hood (Gottlieb)... | | | | 45.00 |
| Lariat (United)..... | 144.50 155.00 | 155.00 175.00 | 160.00 175.00 | 125.00 160.00 175.00 |
| Leader (United)..... | 175.00 | 175.00 | 175.00 | 175.00 |
| Lite-a-Line (Keeney)..... | 75.00 79.50 | 49.50 79.50 | 75.00 79.50 | 65.00 79.50 |
| Long Beach (Williams)..... | 139.50 145.00 | 139.50 145.00 | 139.50 145.00 | 139.50 145.00 145.00 |
| Lucky Inning (Williams)..... | 84.50 | 84.50 | 84.50 | 84.50 |
| Madison Square Garden (Gottlieb)..... | | | | 84.50 85.00 29.50 |
| | | | | |

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| | Issue of Oct. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|------------------------------------|------------------|------------------|------------------|---------------------|
| Spot-Lite (Baily)..... | 119.00 120.00 | 119.00 120.00 | 125.00 140.00 | 125.00 140.00 |
| | 125.00 | 125.00(2) | 145.00(2) | 150.00(5) |
| | 145.00(3) | 145.00 150.00 | 150.00(2) | 165.00 |
| | 149.50 150.00 | 165.00 | 165.00(2) | 175.00(2) |
| | 165.00 | 175.00(2) | 175.00 | 195.00(2) |
| | 175.00(2) | 195.00 225.00 | 195.00(2) | 225.00 |
| | 195.00 | | 225.00 | |
| Springtime (Chicago Coin)... | | | | 49.50 |
| Stardust (United)..... | 39.00 | 39.00 | 39.00 | 39.00 |
| Starlite | 145.00 | 145.00 | 145.00 | |
| Stars (United)..... | 144.50 150.00 | 150.00 175.00 | 175.00 | 150.00 160.00 |
| | 175.00 185.00 | 185.00 195.00 | 185.00(2) | 175.00 |
| | 195.00 | | 195.00 | 185.00(2) |
| | | | 195.00 | 195.00 |
| Stormy | | | | 29.50 |
| Summer Time (Gottlieb)... | 34.50 | 34.50 | 34.50 | 34.50 |
| Sunny | | | | 29.50 |
| Sunshine Park (Baily)..... | | | 145.00 | 295.00 |
| Super Hockey | | | 59.50 | 59.50 |
| Super World Series (Williams)..... | 195.00 | 195.00 | 195.00 | 195.00 |
| Sweepstakes (Williams)..... | 195.00 | 195.00 | 195.00 | 195.00 |
| Sweetheart (Williams)..... | | 35.00 | | 39.50 |
| Tampico (United)..... | 64.50 79.50 | 64.50 79.50 | 64.50 79.50 | 99.50 64.50 |
| | | | | 79.50 |
| Tefecard (Gottlieb)..... | 49.00 | 49.00 | 49.00 | 49.00 |
| Tennessee (Williams)..... | 29.50 49.50 | 29.50 49.50 | 29.50 49.50 | 49.50(2) 49.50 |
| Texas Leaguer (Keeney)..... | 45.00 69.50 | 45.00 69.50 | 45.00 69.50 | 50.00 45.00 50.00 |
| | | | | 69.50 69.50 |
| Thing (Chicago Coin)..... | 45.00 | 45.00 | 45.00 | 29.50 45.00 |
| Three Feathers (Genco)..... | 64.50 | 64.50 | 64.50 | 64.50 |
| Three Musketeers (Gottlieb)... | 79.50 | 79.50 | 79.50 | 69.50 79.50 |
| 3-4-5 (United)..... | 75.00 | 75.00 | 75.00 | 75.00 100.00 |
| Thrill (Chicago Coin)..... | 29.50 35.00 | 29.50 35.00 | 29.50 35.00 | 29.50(2) 35.00 |
| Times Square | 165.00 | 165.00 | 165.00 | 179.50 |
| Trade Winds (Genco)..... | 29.50 | 29.50 | 29.50 | 29.50(3) |
| Trinidad (Chicago Coin)..... | 35.00 | 35.00 | 35.00 | 35.00 |
| Triplets (Gottlieb)..... | 50.00 | 80.00 | | 74.50 89.00 |
| Torchy (Williams)..... | | | | 29.50 |
| Touchdown | | | | 99.50 |
| Trigger (Exhibit)..... | | | | 59.50 49.50 |
| Tri-Score (Genco)..... | 69.00 89.50 | 69.00 89.50 | 69.00 89.50 | 69.00 89.50 |
| Tropicana (United)..... | | 425.00 | | 29.50 |
| Tropics (United)..... | 425.00 | 425.00 | 425.00 | 450.00 |
| Tumbleweed (Exhibit)..... | 65.00 74.50 | 65.00 74.50 | 65.00 74.50 | 65.00 74.50 |
| Turf King (Baily)..... | 65.00 85.00 | 65.00 85.00 | 35.00 50.00 | 50.00 59.50 |
| | 95.00 109.50 | 95.00 109.50 | 65.00 95.00(2) | 65.00 75.00 |
| | | | 109.50 | 95.00(2) |
| | | | | 109.50 |
| Tucson (Williams)..... | 44.50 | 44.50 | 44.50 | 39.50 44.50 |
| Twenty Grand | 135.00 | 135.00 | 135.00 | 129.50 |
| Utah (United)..... | 84.50 | 59.00 84.50 | 59.00 84.50 | 29.50 59.00 |
| | | | | 84.50 |
| Victory Special (Baily).... | 49.50 | 49.50 | 49.50 | 29.50 |
| Virginia (Williams)..... | 65.00 | 50.00 65.00 | 65.00 | 49.50 |
| Watch My Line (Gottlieb)... | 145.00 169.50 | 135.00 145.00 | 135.00 145.00 | 65.00 139.50 145.00 |
| Wild West (Gottlieb)..... | | 169.50 | 169.50 | 169.50 |
| Winner (Universal Industries) | 49.50 95.00 | 49.50 95.00 | 25.00 49.50 | 49.50 75.00 |
| | 99.50 | 99.50 | 95.00 | 99.50 |
| Wisconsin (United)..... | 34.50 | 34.50 | 34.50 | 29.50 34.50 |
| Wizard | 22.50 | 22.50 | 22.50 | 45.00 |
| World Series | 125.00 | 125.00 | 125.00 | |
| Yanks (Williams)..... | 49.50 | 49.50 | 49.50 | 49.50 |
| Yacht Club (Baily)..... | 349.50 379.00 | 350.00 375.00 | 350.00 375.00 | 49.50 |
| | 395.00(2) | 395.00 400.00 | | 49.50 |
| | 400.00 | | | 29.50 |
| Yuma | | | | 125.00 |
| Zingo (United)..... | | | | 125.00 |

Space Sellout

Continued from page 92

(photo and voice machines, Arcade equipment).

King Amusement Company, Mount Clemens, Mich. (coin rides).

The Bert Lane Company, Inc., Miami (coin rides).

Meteor Machine Corporation, Brooklyn (coin rides).

Mike Munves Corporation, New York (coin rides, Arcade equipment, gun games).

Norbel Sales Engineering, Omaha (new ride).

Philadelphia Toboggan Company, Philadelphia (skee ball games).

Riteway Sales & Manufacturing Company, New York (movie machines).

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Tyson-Gaffey Corporation, Wayne, Pa. (games).

Venice Amusement Corporation, New York (games).

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 Krispy Kist Korn Machine Company, Chicago (popcorn).
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 Twin Rotation 195.00

UP-RIGHT GAMES

Genco 400s \$ 95.00
 Genco Gold Nugget 125.00
 Genco Jumpin' Jax 110.00

ARCADE EQUIPMENT

ABT Gun Range \$600.00
 Big Inning 150.00
 Chi. Coin Pistol 75.00
 Drivemobile 125.00
 Dale Gun 65.00
 Defender 110.00
 Evans Super Bomber 210.00
 Gun Patrol 195.00
 Six Shooter 150.00
 Seeburg Bear Gun 195.00
 Silver Bullets 125.00
 Sky Gunner Write
 Tommy Gun 95.00
 Undersea Raider 125.00
 5 New Phil. Toboggans Write for complete list.

PIN GAMES

Crossroads \$150.00
 Chinatown 165.00
 Coronation 165.00
 Dreamy 40.00
 Flying High 185.00
 Freshie 45.00
 Holiday 45.00
 Harvest Time 55.00
 Niagara 140.00
 Quartet 165.00
 Queen of Hearts 200.00
 Skill Pool 175.00
 Triplets 50.00

VENDING MACHINES

4 Craig 10c Ice Cream Vendors, Ea. \$250.00
 1 Super-Vend Selective Drink, 3 Flavors 325.00
 3 Hot Snack Bars, 5 Column 150.00
 Revco Ice Cream Machines 200.00

MUSIC

10 Seeburg Model A-100s \$550.00
 10 Wurlitzer 1015 125.00
 2 Wurlitzer 1250 325.00
 2 AMI 40 Hideaways 225.00
 20 AMI 5 & 10c Wall Boxes 15.00
 Rock-Ola Rockalite 48 275.00

BINGOS

A.B.C. \$ 75.00
 Atlantic City 225.00
 Beach Clubs 465.00
 Palm Beach 250.00
 Beauties 250.00
 Brite Lites 110.00
 Cabana 395.00
 Coney Islands 150.00
 Frolics 225.00
 Five Stars 75.00
 Spot Lites 125.00
 Stars 165.00
 3-4-5s 75.00
 Yacht Club 375.00
 Rodeo 275.00

TERMS: 1/3 deposit with all orders, balance C.O.D.

AM I Distributors for Northern Ohio NOW DELIVERING MODEL E

M. S. GISSER Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.

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 All Phones: Tower 1-6715

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Fits Any Shuffleboard

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over
- ★ Large METAL National Coin Rejector Box

New Shuffle-Score is 2-faced—adjustable for all boards... chrome tube supports.

IMMEDIATE DELIVERY
 Terms: 1/3 deposit, bal. C.O.D. or S.D.

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MARVEL MANUFACTURING COMPANY

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.

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UNITED ROYAL S. A. KING SIZE PINS
 UNITED IMPERIAL S. A.
 CHI. HI-SPEED CROWN BOWLER, 6 PLAYER
 CHI. HI-SPEED TRIPLE SCORE, 6 PLAYER
 KEENEY DOMINO BOWLER, 6 PLAYER
 KEENEY PACEMAKER, 6 PLAYER

United Classics, Clovers, Cascades, Olympics (Like New) Write
 United Super 6 Player S.A. \$259.50
 United De Luxe S.A., 6 Player 189.50
 United 6 Player w/Formica, 7-10 169.50
 United 5 Player w/Formica, 7-10 149.50
 United 4 Player w/Formica, 7-10 149.50
 Un. Double S.A., Express, Rebound, 8" 79.50
 Un. Single S.A., Express 69.50
 Chicoin Bowling Alley, w/Formica 59.50
 Chi Baseball, 2 Player 59.50
 Keeney De Luxe League Bowler 195.00
 Keeney 6-Player w/Formica 175.00
 Keeney League Bowler, 4 Player 129.50
 Keeney Double Bowler 99.50
 Universal Twin Rebound 49.50
 Williams Double Header 49.50
 Star Bowler, 10", 2 Player, Wood Balls 295.00

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 9" Tops \$16.95 ea.
 Minimum Order 5 Tops

MARVEL'S NEW SHUFFLE SCOREBOARDS

CENTER OVERHEAD \$139.50
 WALL MODEL 95.00

COUNTER GAMES

Art Show & Film, New \$49.50
 Mercury Counter 34.50
 Grip, New 34.50
 ABT Challenger 29.50
 Acme Shocker, New 24.50
 Ex. Love Rival 69.50
 Heavy Hitter, 5c 69.50
 Flip Skill & Stand 69.50
 Texas Leaguer 69.50

1-BALLS

Bally Futurity Write
 Turf King \$109.50
 Winner 99.50
 Champion 99.50
 Citation 79.50
 Gold Cup 59.50
 Jockey Special 54.50
 Special Entry 49.50

CIGARETTE VENDERS

FACTORY REBUILT, 25c. KING SIZE COLS.

Rowe President, 10 Col. or 8 Col. \$155
 National Model 950, 9 Col. 145
 National 930, 9 Col. 135
 Unedapak Model 500, 9 Col. 130
 DuGrenier Model "W," 9 Col. 125

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EVANS' LATEST

"CLUB MODEL" Saddle & Turf

GUARANTEED REPLAY AWARDS

every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



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Greatly improved new style SINGLE COIN DROP WITH SLUG REJECTOR easily accessible on push-button plate. 5c or 10c play.
High scores possible with single coin for top-play incentive.
As many as 7 players can deposit coins.
Electric Replay Counter registers to 999.

*LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped interstate.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

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SEEBURG M100A
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when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

• Arcade Equipment

| | Issue of Oct. 31 | Issue of Oct. 24 | Issue of Oct. 17 | Issue of Oct. 10 |
|---------------------------------------|------------------|------------------|-------------------|------------------|
| Ace Bomber (Mutoscope).... | \$195.00 | \$195.00 | \$149.50 | \$195.00 |
| Air Raider (Keeney)..... | 90.00 | 90.00 | 90.00 | 100.00 |
| All Star Baseball (Williams)... | | 95.00 | | |
| Astroscope, 10c..... | | | 125.00 | 125.00 |
| Atomic Jet Space Ship..... | | 175.00 | 175.00 | 175.00 |
| Auto Shoot..... | 175.00 | 125.00 | | |
| Barrel Roll (Jennings)..... | 79.50 | 79.50 | 79.50 | 79.50 |
| Baseball (Scientific)..... | | | 165.00 | 165.00 |
| Bat-a-Score (Evans)..... | 275.00 | | | 275.00 |
| Big Bronco (Exhibit)..... | | 525.00 | 524.50 | 525.00 |
| Big Inning (Bally)..... | 135.00 | 150.00 | 135.00 | 150.00 |
| Boat (Scientific)..... | 550.00 | 550.00 | | |
| Bolacore (Supreme)..... | | | 95.00 | 95.00 |
| Boomerang..... | 40.00 | 40.00 | 40.00 | 45.00 |
| Build Up (Exhibit)..... | | | 125.00 | 125.00 |
| Candid Camera..... | | | 27.00 | 29.50 |
| Challenger (ABT)..... | 20.00 | 29.50 | 20.00 | 27.00 |
| Chicken Sam (Seeburg)..... | 95.00 | 95.00 | 95.00 | 105.00 |
| Dale Gun (Exhibit)..... | 59.00 | 60.00 | 60.00 | 65.00 |
| | 65.00(2) | 94.50 | 94.50 | 95.00 |
| | | | 60.00 | 65.00(2) |
| | | | 94.50 | 94.50 |
| Defender (Bally)..... | 110.00 | | | |
| Deluxe Athletic Scale (Mercury)..... | | 95.00 | | |
| Deluxe World Series (Williams)..... | | | | 175.00 |
| Derby, 4 Player (Chicago Coin)..... | 175.00 | 175.00 | 175.00 | 175.00 |
| | 195.00(2) | 195.00(2) | 195.00(2) | 195.00(2) |
| Double Double (Edelco)..... | 125.00 | | | 100.00 |
| Drive-Mobile (Mutoscope).... | 35.00 | 35.00 | 35.00 | |
| Drop Picture (Mills)..... | 129.50 | 129.50 | 129.50 | 129.50 |
| Electricity Is Life (Mills).... | 75.00 | 75.00 | 75.00 | 75.00 |
| Flash Hockey (Colnes)..... | | | 150.00 | 150.00 |
| Flying Saucer (Mutoscope).... | 175.00 | | 175.00 | 175.00 |
| Field Goal (Scientific)..... | 45.00 | | 45.00 | |
| Glider (Genco)..... | 85.00 | 95.00 | 85.00 | 95.00 |
| Goalie (Chicago Coin)..... | 119.50 | 119.50 | 119.50 | 125.00 |
| Gun Patrol (Exhibit)..... | 175.00 | 175.00 | 175.00 | 175.00 |
| Gun Range with 3 rifles (ABT)..... | 600.00 | 600.00 | 650.00 | 650.00 |
| Heavy Hitter (Bally)..... | 35.00 | 60.00 | 35.00 | 60.00 |
| | 69.50 | 69.50 | 65.00 | 69.50 |
| | 89.50 | 89.50 | 89.50 | 89.50 |
| Hi Ball Striker (Exhibit).... | 55.00 | 55.00 | 55.00 | 55.00 |
| Hockey (Chicago Coin)..... | 185.00 | 200.00 | 185.00 | 200.00 |
| Jet Gun (Exhibit)..... | 210.00 | 210.00 | 210.00 | 210.00 |
| Jungle Joe..... | 150.00 | 150.00 | 150.00 | 150.00 |
| Kicker & Catcher..... | 99.50 | 99.50 | 99.50 | 99.50 |
| Lite League..... | 39.50 | 39.50 | 39.50 | 39.50 |
| Low Meter (Exhibit)..... | 365.00 | 365.00 | 365.00 | 365.00 |
| Metal Typer (Harvard)..... | 295.00 | 295.00 | 225.00 | 295.00 |
| Midget Movies..... | | | | 295.00 |
| Midget Skee Ball (Chicago Coin)..... | 150.00 | 150.00 | 115.00 | 150.00 |
| Miss America Boat..... | | 65.00 | | 475.00 |
| Mutoscope (Mutoscope)..... | 225.00 | 225.00 | 225.00 | 275.00 |
| Panorams (Mills)..... | | 250.00 | | 225.00 |
| Panorams with Peak..... | | | 120.00 | 120.00 |
| Periscope..... | 400.00 | 400.00 | 400.00 | 450.00 |
| Phila. Toboggan Skee Ball.. | 250.00 | 595.00 | 250.00(early) (2) | 225.00 |
| Photomatic (Mutoscope)..... | 650.00(late) | 600.00 | 350.00(early) | 250.00(early) |
| | | 650.00(late) | 595.00 | 250.00(early) |
| | | | 625.00(late) | 625.00(late) |
| | | | 650.00(late) | 650.00(late) |
| | | | 75.00 | 90.00 |
| Pistol Pete (Chicago Coin)... | 75.00 | 80.00 | 80.00 | 95.00 |
| Pitch 'Em & Bat 'Em (Scientific)..... | | 175.00 | 195.00 | 185.00 |
| Pokerino (Scientific)..... | | | 85.00 | 85.00 |
| Pokerino Jr..... | 60.00 | 60.00 | 60.00 | 75.00 |
| Poolette..... | | 75.00 | 75.00 | 65.00 |
| Pool Table (Edelco)..... | | 95.00 | 95.00 | 95.00 |
| Quizzer..... | | | | 125.00 |
| Q-Ball..... | 95.00 | 125.00 | 95.00 | 125.00(2) |
| Rapid Fire (Bally)..... | | | 95.00 | 125.00(2) |
| Recordio (Wilson-Gay)..... | 95.00 | 95.00 | 95.00 | 95.00 |
| Rifle Range Ray Gun..... | | | | 95.00 |
| Rocket Patrol..... | 250.00 | 149.50 | 200.00 | 149.50 |
| | 44.50 | 44.50 | 44.50 | 49.50 |
| Shipman Art Show..... | 185.00 | 195.00 | 185.00 | 195.00 |
| Shoot the Bear (Seeburg).... | 195.00(2) | 199.50(2) | 199.00 | 199.50 |
| | 199.00 | 225.00 | 229.50 | 229.50 |
| | 225.00 | 229.50 | 229.50 | 249.50 |
| Silver Bullet (Exhibit)..... | 125.00 | 139.50 | 139.50 | 125.00 |
| Silver Gloves (Mutoscope).... | 195.00 | 195.00 | 195.00 | 135.00 |
| Six Shooter (Exhibit)..... | 150.00 | | | 165.00 |
| Shocker (Acme)..... | 24.50 | 24.50 | 24.50 | 150.00 |
| Skee Ball (Wurlitzer)..... | 125.00 | 195.00 | 125.00 | 195.00 |
| Sky Fighter (Mutoscope).... | 100.00 | 100.00 | 100.00 | 100.00 |
| Solar Horoscope..... | | | | 575.00 |
| Space Ranger (Deco)..... | 60.00 | 85.00 | 60.00 | 85.00 |
| Star Series (Williams)..... | 139.50 | 139.50 | 100.00 | 139.50 |
| Sub Gun (Keeney)..... | 90.00 | 90.00 | 90.00 | 90.00 |
| Super Bomber (Evans)..... | 175.00 | 210.00 | 175.00 | 275.00 |
| Target Skill (Genco)..... | 50.00 | 50.00 | 50.00 | 50.00 |
| Target Master..... | 90.00 | 90.00 | 90.00 | 90.00 |
| Team Hockey (United)..... | 85.00 | 85.00 | 85.00 | 85.00 |
| Telegait..... | 165.00 | 169.00 | 165.00 | 169.00 |
| Ten Strike (Evans)..... | | 159.50 | 159.50 | 159.50 |
| Three Little Meters (Exhibit) | 18.50 | 18.50 | 18.50 | 18.50 |
| Three of a Kind..... | | | | 75.00 |
| 13-Way Athletic Scale (Mercury)..... | 79.00 | 79.00 | 79.00 | 79.00 |
| Tommy Gun Deluxe (Evans)... | 95.00 | 95.00 | 95.00 | 95.00 |
| Voice-o-Graph (Mutoscope)... | 495.00 | 525.00 | 425.00 | 495.00 |
| | | 525.00 | 525.00 | 525.00 |
| Western Baseball..... | | | | 85.00 |
| Undersea Raider (Bally)..... | 125.00 | | | 100.00 |

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COMING SOON

KEEP YOUR HEAD ON YOUR SHOULDERS

A good buy isn't just a low price—that can be merely bait with a steel trap behind it! At Banner you get a low price WITH service—top equipment at rock-bottom prices backed up with complete stocks of supplies and parts always ready for immediate delivery!

Many years of selling to practical rofit-minded operators has given us a fund of experience as to just what you want and need. Look to Banner for merchandise and service backed by the top reputation in your field. It's always A BETTER BUY AT BANNER!

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| Frolics... 200.00 | Coney Islands... 125.00 |
| Bright Lights... 95.00 | United Stars... 125.00 |
| Citations... 29.50 | Champions... 39.50 |
| Winner... 39.50 | Four Horsemen... 49.50 |
| So. Pacific... 39.50 | |

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BALLY BEAUTY

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READY TO GO**

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| Wurlitzer 1015 | \$125.00 |
| Wurlitzer 1080 | 125.00 |
| Seeburg 100 "A" 78 R.P.M. | 495.00 |
| Seeburg 146 | 95.00 |
| Rock-Ola 1422 | 95.00 |
| Rock-Ola 1426 | 125.00 |
| AMI A | 225.00 |
| AMI B | 295.00 |
| AMI C | 325.00 |

Wurlitzer 5-10-25¢ Wall
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| CABANAS | 325.00 |
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| Gottlieb GRAND SLAMS | 137.50 |
| Williams HANDICAPS | 67.50 |
| Capitol Projector MIDGET MOVIES | 125.00 |

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UNITED STAR 6 PLAYER..\$285.00

Write for Other Shuffle
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| Rock-Ola 1422 | \$60.00 |
| Rock-Ola 1426 | 75.00 |
| Rock-Ola 1428 | 225.00 |
| Rock-Ola 1434 | 450.00 |
| Rock-Ola 1436, Floor Sample | 625.00 |
| ARCADE | |
| Midget Movies | \$250.00 |
| Exhibit Big Bronco | 295.00 |
| Exhibit Rider | 175.00 |
| Exhibit Ace Rider | 150.00 |
| BINGOS | |
| Bally Yacht Club, Floor Sample | \$395.00 |
| Atlantic City | 250.00 |
| Atlantic Cabana | 395.00 |
| Atlantic Tropics | 400.00 |
| Atlantic ABC | 75.00 |
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Specials**

in better quality buys

| SEEBURG | | ROCK-OLA | |
|------------------|----------|----------|----------|
| 148-ML (Blonde) | \$179.50 | 1428 | \$199.50 |
| 147 (Hammerloid) | 129.50 | 1426 | 79.50 |
| 146 | 99.50 | 1422 | 59.50 |

| WALL BOXES | | HIDEAWAYS | |
|--------------------------|---------|----------------------|----------|
| Wurlitzer 3020 (24 Sel.) | \$12.50 | Wurlitzer 1017 | \$ 99.50 |
| Wurlitzer 4820 (48 Sel.) | 34.50 | Seeburg 1948 (Metal) | 119.50 |
| Seeburg 5c 3 Wire | 9.95 | Seeburg 1947 (Metal) | 94.50 |
| AMI 5/10 | 14.50 | Seeburg 1946 | 79.50 |

EXTRA SPECIALS

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| Wurlitzer 1080 | \$ 79.50 |
| Seeburg Shoot the Bear | 199.50 |

Terms: 25% Deposit, Balance C.O.D.

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**FIRST—Quality
Equipment from FIRST!**

BINGO 5 BALLS

NEW
Bally DUDE RANCH
United TAHITI

"First-Conditioned"
BALLY

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| Yacht Club | Write Beauty |
| Palm Beach | \$395 |
| Frolics | 295 |
| Atlantic City | 275 |
| Spotlight | 195 |
| Bright Spot | 195 |
| Coney Island | 195 |
| Bright Lights | 145 |

UNITED
Circus\$195
Stars 185
Solero 115
ABC 99

ONE BALLS

"First-Conditioned"

| | |
|----------------|-------|
| Turf Kings | \$ 95 |
| Winner | 95 |
| Champion | 75 |
| Gold Cup | 55 |
| Jockey Special | 45 |

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BOARDS!**

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

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Easy to Service. Quicker Loading. Greater Profits.

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FACTORY REBUILT—LIKE NEW!—25c Operation—King Size Coils.

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| DuGren. Champions, 9 Col. | 125 |
| Natl. 9-30's, 9 Col. | 130 |
| Natl. 9-50's, 9 Col. | 145 |
| Rowe Royals, 10 Col. | 145 |
| Rowe Presidents, 10 Col. | 155 |
| Uneda Elec., 9 Col. | 125 |

SHUFFLE GAMES

NEW
KeeneY DOMINO
KeeneY PACEMAKER
ChiCoin HI-SPEED
CROWN BOWLER
ChiCoin HI-SPEED TRI-
PLE SCORE BOWLER
ChiCoin GOLD CUP
BOWLER

"First-Conditioned"

Shuffle Games
UNITED

| | |
|-----------------------|-------|
| STAR—10TH FRAME | \$335 |
| STAR 6 PLAYER | 295 |
| SUPER 6 PLAYER | 235 |
| OFFICIAL S.A. (MATCH) | 250 |
| DELUXE 6 PLAYER | 195 |
| 4 PLAYER with Formica | 179 |
| 5 PLAYER Formica | 159 |
| 5 PLAYER | 145 |
| 4 PLAYER | 125 |
| SKEE ALLEY | 65 |

CLUB KEENEY—
10 PLAYER\$385
BOWLER TEAM 335
SUPER DELUXE DELUXE LEAGUE 195
BOWLER 175
6 PLAYER 145
HIGH SCORE LEAGUE BOWLER 145
BIG LEAGUE BOWLER 115
CHICAGO COIN 6 PLAYER MATCH \$295
UNIVERSAL HI SCORE BOWLER \$ 55

COUNTER GAMES
ABT Challenger \$27
Pop-Up 22
Play Poker 22

ARCADE

NEW EXHIBIT SPACE GUN — GENCO SKY GUNNER
ABT CHALLENGER
"First-Conditioned"

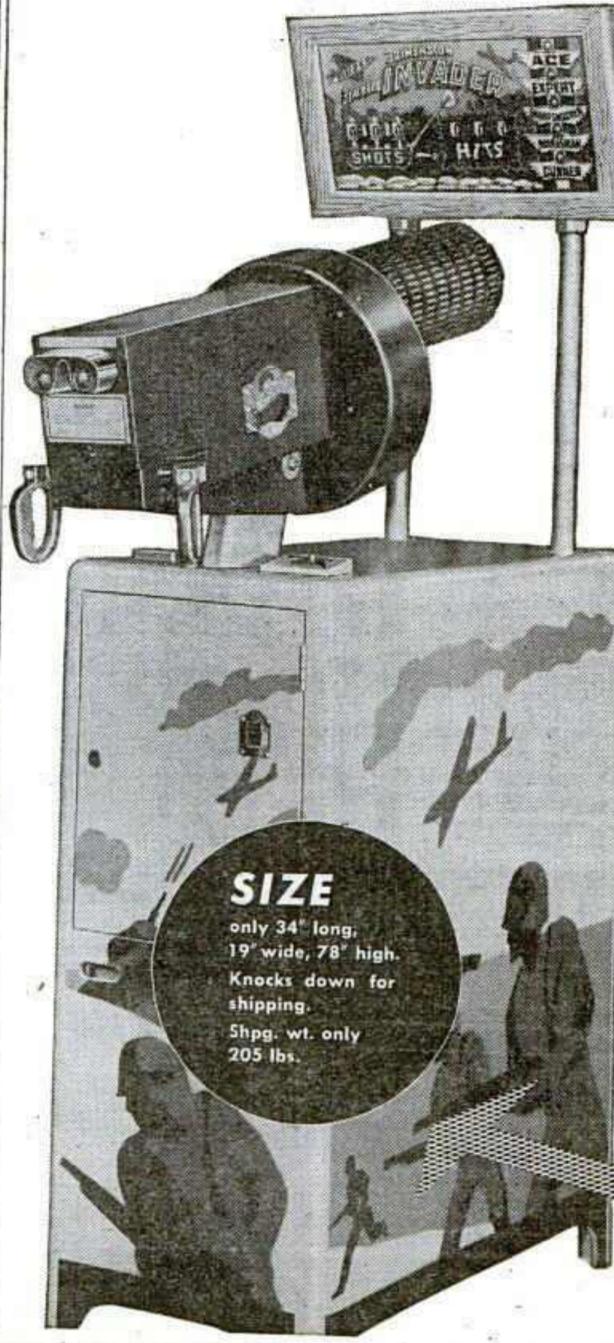
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| SEEBURG SHOOT THE BEAR | \$199 |
| WMS. SUPER WORLD SERIES | 195 |
| CHI COIN BAS-KETBALL CHAMP | 195 |
| EX. GUN PATROL | 175 |
| TELEQUIZ | 165 |
| CHI COIN 4 | 175 |
| PLAYER DERBY | 95 |
| CHICKEN SAM | 95 |

5 BALLS

| | |
|---------------------|-------|
| GOTTLIEB Skill Pool | \$185 |
| Wild West | 145 |
| Hit 'n' Run | 145 |
| Niagara | 145 |
| Four Star | 135 |
| Globe Trotter | 135 |
| Rose Bowl | 135 |
| Mermaid | 125 |
| Cyclone | 125 |
| Dble. Feature | 89 |
| Rockettes | 85 |
| Knockout | 69 |
| Watch My Line | 65 |
| Dble. Shuffle | 65 |
| Telecard | 49 |

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NEWEST ALL-LOCATION
BLACK LIGHT GUN GAME
FOR REGULAR PLAY

All the smash appeal of "NIGHT FIGHTER"

- EXCITING BLACK LIGHT
 - LARGE, 3-D COLORED MOVING TARGET
 - 300 SIZZLING SHOTS (easily converted to 200)
 - BONUS SHOTS—adjustable to needs of location
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- TREMENDOUS TAKE IN ALL TEST LOCATIONS
Taverns • Arcades • Bowling Alleys
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high spirited fun and frolic!

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SHINDIG!

FAST STEPPING ACTION EVERY SECOND--AND HOW!

8 NUMBERED TRAP HOLES • 4 balls in line or square awards Replay.

1 to 8 RE-SETTING SEQUENCE • advances Roll-Overs and Roll-Unders for super-high score and Replays.

BALL IN TRAP HOLE • puts out corresponding bumper light.

SPOT FEATURE • Roll-Over button spots sequence numbers.

POINTS • SUPER-HIGH SCORE
3 POP BUMPERS
2 CYCLONIC KICKERS
2 SUPER-POWERED FLIPPERS

JOIN THE FUN AND PROFIT!

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DAVIS PHONO SATISFACTION! EASY AS A - B - C . . .

Always Buy Choice DAVIS PHONOS

EVERY ONE FULLY GUARANTEED

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All Reconditioned and Refinished with Davis Six Point Guarantee.

- ★ Seeburg 146M . . . \$115
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- ★ Seeburg 148M . . . 185
- ★ Seeburg 148ML . . . 215

WANTED TO BUY

- MILLS CONSTELLATIONS
- EVANS CONSTELLATIONS
- WURLITZER 1015's
- WURLITZER 1400's

(Telephone Collect for Offer)

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1080 Reconditioned, Refinished . . . \$139

800 } Thoroughly cleaned, complete & in good working condition.. 69

Speaker Special

Wurlitzer "4000" Star Speakers. Each . . . \$14.95

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WALL BOXES

- Wurlitzer 4020, 54, 104, 254, Converted . . . \$35.00
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- Seeburg 3W2-L54, 3-Wire, 54, Reconditioned . . . 6.95
- Seeburg W1-L54, Wireless, 54, Reconditioned . . . 4.95
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SEEBURG M-100 A

with DAVIS Guarantee
WRITE FOR NEW LOW VOLUME PRICE

Complete with professional Reconditioning and Refinishing

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

WE SPECIALIZE IN EXPORT TRADE

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LARGE NATIONAL COIN REJECTOR BOX

Overhead, 15-21 pts. Horsecollar 15-21-50 pts. . . \$125 ea.

Wall Model 15-21 pts. and 15-21-50 pts. . . \$95.00 ea.

500 ASS'T SALESBOARDS . . . BEST OFFER

TICKETS 2500 7-11 . . . \$1.15 bag 2170 R.W.B. 1.00 bag

22" Chi. Coin Shuffleboard cabinet, good condition, new maple top, complete and crated. Each \$169.50

Recond. Monarch C-1, Scoreboard, 15-21 pts. . . \$75.00

22" Maple Tops, brand new, crated . . . 90.00

Bally Shuffle Line. 69.50

Shufflebd. Adl., set 12.00

Pucks (set of 8) . . . 3.00

Shuf. Scorepads. Ea. . . 25

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

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2369 Milwaukee Ave. Chicago 47, Ill.

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- 5-Star . . . 79.50
- Spot Light . . . 175.00
- Bright Spot . . . 200.00
- Coney Island . . . 200.00
- Keen, Holiday . . . 175.00
- Atlantic City . . . 245.00
- United Stars . . . 175.00
- Jumpin' Jacks . . . 150.00
- Golden Nugget . . . 175.00
- Circus . . . 275.00
- Frolics . . . 265.00
- Palm Beach . . . 265.00
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- Bally Citation . . . 39.50
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ALLEYS RECONDITIONED GUARANTEED

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- UNITED STAR 10TH FRAME . . . 295.00
- UNITED STAR . . . 245.00
- UNITED SUPER . . . 225.00
- UNITED DELUXE . . . 195.00
- UNITED 6 PLAYER . . . 145.00
- UNITED 5 PLAYER . . . 95.00
- UNITED 4 PLAYER . . . 50.00
- KEENEY DOMINO . . . WRITE, WIRE, CALL

REDD Distributing Co., Inc.

298 LINCOLN STREET ALLSTON 34, MASSACHUSETTS AL 4-4040

GATHER A HARVEST OF TOP VALUES . . . BUY FROM LONDON!

NEW SELECTION FIVE BALLS NEW PRICES!

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| Double Shuffle . . . \$49.50 | Thrill . . . \$29.50 | Trade Winds . . . \$29.50 |
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| Serenade . . . 34.50 | Dallas . . . 44.50 | Summer Time . . . 34.50 |
| Tennessee . . . 29.50 | Maryland . . . 49.50 | Dew-We-Ditty . . . 34.50 |
| Super Hockey . . . 29.50 | Screwball . . . 34.50 | Saratoga . . . 39.50 |
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WALL BOX SPECIALS!

Seeburg Postwar 54 Wire. . . \$9.95
Packard Boxes. . . \$7.50

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CHICAGO COIN
Trophy Bowl . . . \$ 59.50
Bowling Classic. . . 59.50
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- Classic . . . \$425
- 10th Frame Star . . . 335
- DeLuxe 6 Player . . . 175
- 6 Player W/F Big Pins . . . 155
- 5 Player W/F Big Pins . . . 140

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We offer 3-way service. 1—Our experts will select board merchandise for you. 2—Make your own selections. 3—Order stock boards. Prices \$25, \$50 and up. We GUARANTEE TO SATISFY.

IMMEDIATE DELIVERY Gottlieb's SENSATIONAL SHINDIG

WANTED Seeburg M-100-A, 78 RPM Seeburg M-100-B, 45 RPM

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Chicago Coin Advance Bowler
Chicago Coin Round the World Trainer
United Imperial Shuffle Alley
United Royal Shuffle Alley

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AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE



Williams
ARMY-NAVY
BIG BOLD ILLUMINATED SCORE INDICATOR
 Lets Player See His Score at a glance!
HIGH SCORE! POINT SCORE!

NEW!

FIRST 5-BALL WITH "3-D" SCORING!



3 THUMPER BUMPER BOOTS
 2 KICKOUT POCKETS
 2 AUTOMATIC RUBBER KICKERS
 4 "SPECIAL" ROLLOVERS
 2 FLIPPERS

BALL ADVANCES UP AND DOWN FIELD BY HITTING THUMPER BUMPER BOOTS TO SCORE **TOUCHDOWNS AND FIELD GOALS**

YELLOW THUMPER BUMPER BOOTS BALL DOWN THE FIELD!



- ★ Spelling **N-A-V-Y** lites 2 right side top and bottom rollovers for "special"!
- ★ Spelling **A-R-M-Y** lites 2 left side top and bottom rollovers for "special"!
- ★ Top Center Pocket Scores 500,000 and spots letters R-M and N-V to help player spell ARMY-NAVY.

PLAYER CAN SPELL **ARMY-NAVY** without hitting top center pocket!

RED THUMPER BUMPER BOOTS BALL UP THE FIELD!



HINGED FRONT DOOR for easy SERVICING!

YOU'RE BOUND TO SCORE RICH EARNINGS WITH **ARMY-NAVY**



Act Now! SEE YOUR DISTRIBUTOR AT ONCE!

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

WE SHIP all over the world

100% SATISFACTION GUARANTEED!

VURLITZER 1400, 1450, 1250, 1100, 1015
 SEEBURG 100A, 100B, 100C
 ROCK-OLA FIREBALL 120, 1434, 1432, 1422
 VANS CENTURY 100

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 ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI BALLY-UNITED**

FACTORY RECONDITIONED LIKE NEW
 Buy Them and See the Difference

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| Seeburg Bear Gun..... | \$250.00 |
| Sky Fighter..... | 125.00 |
| Chicken Sam and Conversion... | 110.00 |
| Galton..... | 110.00 |
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Established 25 years.
Price \$32,000.00
 Will Finance up to 50%

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NEW UNITED IMPERIAL ROYAL

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| UNITED CABANA, Like New | \$475.00 |
| BALLY BEACH CLUB..... | 475.00 |
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| BALLY ATLANTIC CITY..... | 265.00 |
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| BALLY BRITE SPOT..... | 195.00 |
| WILLIAMS LONG BEACH..... | 139.50 |
| EXHIBIT SILVER BULLETS..... | 139.50 |
| SEEBURG BEAR GUN..... | 195.00 |

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 525 S. High St. Columbus, O.
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Yours for Better Buys Always ... WORLD WIDE

| NEW GAMES | LATE PIN GAMES | PHONOS |
|------------------|------------------------|------------------------|
| Wms. ARMY & NAVY | Wms. Fairway.....\$175 | Wurl. 1100.....\$265 |
| United RIO | Silver Skates.....135 | Wurl. 1015.....165 |
| United IMPERIAL | 20-Grand.....135 | Rock-Ola 1428.....245 |
| Bally DUDE RANCH | Olympic.....125 | Rock-Ola 1426.....175 |
| | | Rock-Ola 1422.....125 |
| | | Wms. Music Mite.....95 |

WANT TO BUY:

| | |
|--|---|
| WILD WEST SKILL POOL EXHIBIT SIX SHOOTER WMS. DELUXE BASEBALL WMS. PENNANT BASEBALL QUARTETTE CROSSROADS | BEACH CLUB DUDE RANCH TROPIC TAHITI HAPPY DAYS DOMINO HIT 'N' RUN |
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Exclusive Distributors
THE WORLD'S SMALLEST CONSOLE PHONOGRAPH
 Sensational ROCK-OLA
120-Selection COMET
 Immediate Delivery

SPECIAL KEENEY 10-PLAYER SHUFFLE ALLEY \$275

New 1954
ACE COIN COUNTER
 Counts 1¢, 5¢, 10¢, 25¢, Wt. 8 lbs. Priced at only.....\$149.50

TERMS: 1/3 Deposit, Balance Sight Draft.

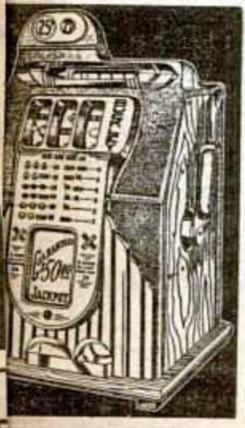
WORLD WIDE DISTRIBUTORS
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 Guaranteed To Be the Cleanest Used Games in These United States...
 1 Palm Beach.....\$300
 2 Frolics.....270
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 1 United Show Boat.....250

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 Music Mite with Stand, Ea. 35.00
 Wurlitzer 850's, 500's and Victory Models, Ea. 20.00
 50% with order, bal. C.O.D.

Norman Stevens & Co.
 401 S. Engineer St. Sedalia, Mo.



Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00
 Also made for many foreign coins.

| | |
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| 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.

IT'S KEENEY AGAIN!



Brand New
MAMMOTH
SNAP-ACTION
PINS
MORE THAN DOUBLE
SIZE OF FORMER PINS!

Keeney's **6-PLAYER**
PACEMAKER

with 4 SCORE CARDS FOR ANY TYPE PLAY!

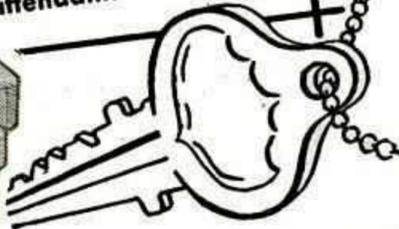
10TH FRAME

SHOOTS ON AS LONG AS PLAYER
"STRIKES" To Score Double or Triple...

plus OPTIONAL 0 to 9 MATCH SCORING!
PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE
IN THE 3rd - 5th - 7th and 10th FRAMES!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

KEY in front of game
switches from regular to
match play at discretion
of operator or location
attendant.



Keeney's
PACEMAKER
has Exclusive Features
that get and hold
players' interest for
INCREASED EARNINGS!

WRITE-WIRE-PHONE YOUR
READY WITH
IMMEDIATE DELIVERY!

Keeney DISTRIBUTOR!

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THE
BIG PUSH
IS ON WITH
Keeney's
PACEMAKER!
SIZES: 8 FEET
or 9 FEET

▲ HINGED FRONT DOOR FOR EASY SERVICING!

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It's smart to
do business
with **THE**
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does the most
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At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

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CHICAGO COIN'S
New Money Maker

SOMETHING NEW!

- Chicago Coin Round the World Trainer
- Chicago Coin Advance Shuffle Bowler
- Chicago Coin Gold Cup Shuffle Bowler
- Chicago Coin Crown Bowler
- Chicago Coin Band Box

SPECIALS

- Buckley Track Odds, Write
- Not Coin \$90.00
- Jumping Jax \$125.00
- Golden Nugget \$125.00
- Pop Corn Sez, Very Clean 49.50
- National Candy 9 M 65.00
- Evans Horse Race Wheel & Layout, Write

ARCADE

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- Mills Panoram 225.00
- Mutoscope Voiceograph, 35s Model 495.00
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- Boomerang 48.00
- Bally Rapid Fire 95.00

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- Chi Coin 4 Player Derby 195.00
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- Keeney Air Raider Jungle Joe 150.00
- Chi Coin Pistol 60.00
- Dale Gun 80.00
- Keeney Submarine Solar Horoscope .. 100.00
- Keeney Texas Leaguer 45.00
- Chi Coin Midget Skee Ball 150.00
- Mills Drop Picture Funny House Mirrors Write

BINGOS

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- Beauty 360.00
- Bright Lite, Drop Chute 125.00
- Bright Spot, Very Clean 150.00
- Atlantic City 250.00
- 5 Stars, Very Clean 49.50
- ABC 95.00
- Cabana 375.00
- Circus 250.00

SHUFFLE GAMES

- United 4 Player \$ 85.00
- United 5 Player 100.00
- United 6 Player 115.00
- Deluxe 140.00
- United 6 Player, Super 195.00
- United 10 Frame 285.00
- Star (Match) 300.00
- United Cascade 325.00
- Chicago Coin 6 Player 150.00
- Chicago Coin 6 Player (Drum Scoring) .. 195.00
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- Chicago Coin 10th Frame 285.00
- Chicago Coin Super Match 10th Frame, Special ... 325.00
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- Chicago Coin Double Score Bowler 385.00
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All shuffle alleys cleaned and checked. All alleys have a Formica top and large pins.

RIDES

- Chi Coin Super Jets Write
- Exhibit Big Bronco \$325.00
- Bally Champion Write
- Horse Write

MONEY BACK GUARANTEE

| WURLITZER | SEEBURG | SPECIAL |
|--------------------|--|-----------------------|
| 1400's \$575 | M100A \$519.50 | SHUFFLEBOARD PUCKS |
| 1250's 339 | 148 ML 159.50 | Box of 8 \$8.95 |
| 1100's 250 | "DISTRIBUTOR SMOKE SHOP CIGARETTE VENDERS" | |
| 1015's 125 | Un. Olympic Shuffle Alley \$395.00 | |

Exclusive Wurlitzer Distributors in No. Illinois and Indiana.

Reconditioned

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| BEACH CLUB \$450.00 |
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YOUR AMERICAN RED CROSS IS ALWAYS THERE

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a Record
of
FIRSTS!

Leadership is not just an accident, it's a habit! Planning for day after tomorrow far in advance of public demand or the trades' expectations is proof in itself of Chicago Coin's well established habit of leadership.

FIRST

- 1 ORIGINAL REBOUND TYPE BOWLER
- 2 ORIGINAL MULTIPLE PLAYER BOWLERS
- 3 ORIGINAL 20 - 30 SCORING
- 4 FORMICA PLAYFIELD
- 5 HIGHEST SCORE BOWLED

FIRST

- 6 7 - 10 PICK UP
- 7 TWO WAY MATCH (STAR AND NUMBER MATCH)
- 8 THREE WAY MATCH (CROWN, STAR AND NUMBER MATCH)
- 9 10TH FRAME FEATURE
- 10 DOUBLE SCORE FEATURES

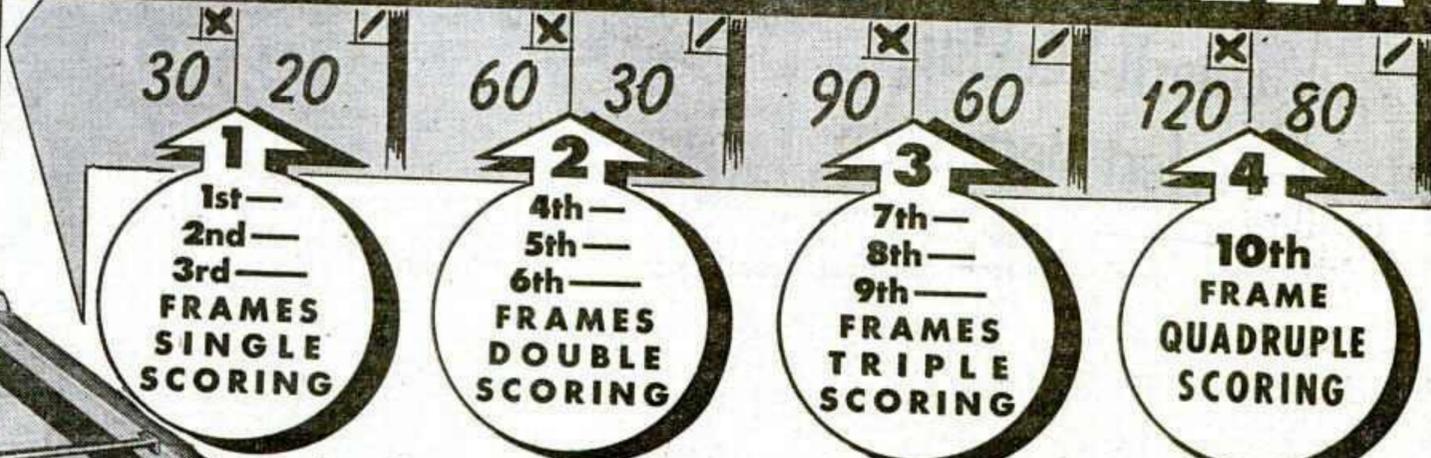
FIRST

- 11 TRIPLE SCORE FEATURES
- 12 GAME ADJUSTABLE FOR 5 OR 10 FRAMES PLAY
- 13 HINGED PIN UNIT COVER
- 14 LIGHT IN CASH BOX COMPARTMENT
- 15 REPLAYS ON NUMBER MATCH

NOW!

Another Great **FIRST!**...

ADVANCE BOWLER



★ *Featuring New ADVANCE Scoring!*

★ New Scoring Thrill! Top Score of 900!

★ New Beautiful Cabinet Styling!

★ FAST! 45 second scoring! Multiple Scoring on Strikes and Spares only!

★ Adjustable to Play 5 Frames

EQUIPPED WITH
GIANT SIZE
BOWLING PINS

chicago coin

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1725 W. DIVERSEY
CHICAGO 14

It's got everything!

Bally DUDE RANCH

- Super-Card
- Super-Lines
- Select-a-Spot
- Select-a-Feature
- 2-in-Line Scores
- 3-in-Line Scores
- 4-in-Line Scores
- 5-in-Line Scores
- Corner Scores
- Advancing Scores
- Spot Roll-overs
- Extra Balls
- Brilliant Glass
- Exciting Playfield
- Colorful Cabinet
- Perfect Mechanism



NEW
"PRINTED" CIRCUITS
SIMPLIFY SERVICE

Be sure to see the new wireless "printed" circuits—the greatest advance in pinball engineering in 20 years.

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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 2 SCORES 3
3 SCORES 4
4 SCORES 5 IN-LINE

SELECT A LIT
SELECTION
FEATURE
RETURNS SHOOTING
4-12 BALL

19 20 21 22 16 25 10 **SELECT NOW**

EXTRA BALL

3-IN-LINE
SCORES 4-IN-LINE

4 CORNERS
SCORE 5 IN-LINE

BOTH
SUPER CARDS

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 SCORES 3
3 SCORES 4
4 SCORES 5 IN-LINE

SELECT A LIT
SELECTION
FEATURE
RETURNS SHOOTING
4-12 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
- Four Corners Score
- Triple Spot Roll-Over Feature
- Up to 3 Extra Balls Per Game
- 5 Pointer Signals Above Each Extra Ball Indicator
- New, Extra Large Cash Box

LEFT AND
RIGHT
PLAYBOARD
BUTTONS

SPECIAL E-Z SERVICE FEATURES:

- BACK GLASS SLIDES OUT EITHER SIDE
- BACK-BOX MECHANISM TILTS FORWARD FOR EASY ACCESS
- HINGED FRONT DOOR
- HINGED BACK DOOR

SEE YOUR DISTRIBUTOR

**SELECTOR
KNOB**

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



STANDARD
PINBALL
CABINET
SIZE

SEE
UNITED'S
IMPERIAL
AND
ROYAL
SHUFFLE
ALLEYS

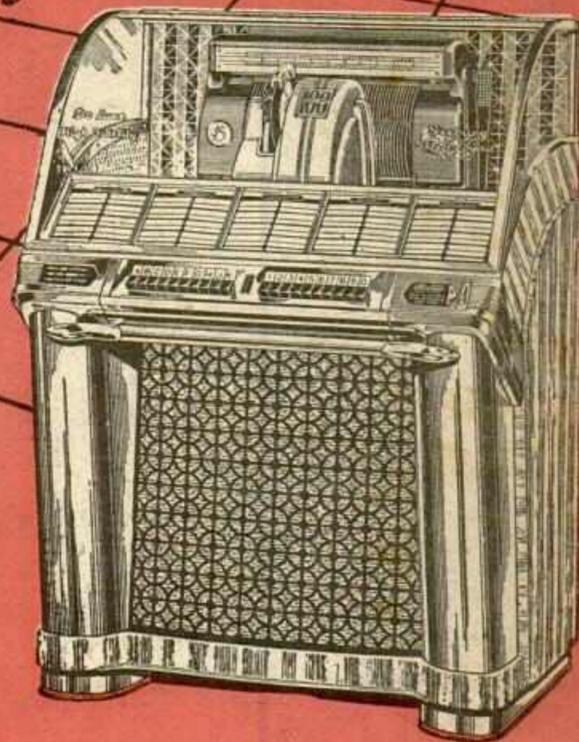
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AVAILABLE
IN 2 SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

NEW TONAL
REALISM

HIGH FIDELITY

FULL DIMENSIONAL SOUND



THE
Select-o-matic
100

DELUXE HIGH FIDELITY

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS