

# The Billboard

CONVENT  
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1955  
Cavalcade  
OF  
Fairs

EMBER 27, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## TV Stars to Turkey Trot in Major Cities

### Thanksgiving Parades to Tie-In Glamor With Merchandising Promotions

By GENE PLOTNIK

NEW YORK, Nov. 20.—TV stars going to glitter brighter than the big Thanksgiving Day parades to be sponsored by department stores in major cities next

fall. The array of TV personalities in the parade will be six out of the 10 dedicated march shows. Two of the parades are getting network coverage, and the others will be local stations.

The usual Thanksgiving festival will be the biggest single promotion of the year by retailers and TV. The producers have been scrambling for months to get their personalities prominently in the big parades. The merchants, on the other hand, are recognizing that TV has defamed in on their venerable Claus exploitations, have eagerness to get the mark of high on their floats.

#### Macy Parade

The H. Macy's 28th annual parade here in New York will carry entertainers from at least 10 different TV shows. The parade will start at 11 a.m. at 77th and Central Park West at 11 a.m., Thursday (25). It will be on CBS-TV's "Home" show, 11 a.m. to noon, on 78 stations.

The Macy parade, Jon Hall as "King of the Jungle" (Television Films of America) will ride a elephant, Ann Baker as "Coraline" (Ziv-TV) will walk as a sister of a group of kids behind the Iron Curtain. It and Costello (MCA-TV) will ride the circus float along with (CBS-TV from TPA). Jackie will appear as young Jimmie in "Long John Silver" (NBC-TV). Sid Caesar (NBC-TV) is dressed as Noah on an ark. Judy Holliday (NBC-TV) will be the snow queen on a 30-foot "Winter Holiday" float. J. Fred Muggs (NBC-TV) will ride a phaeton by a Shetland pony. Pinky (NBC-TV) will be the star of the candyland float. And the

## Archives Plug Sales of Items

NEW YORK, Nov. 20.—A major effort for the TV film companies is to get their stars into department stores' Thanksgiving sales to spark sales of licensed merchandise in those stores.

At least three of the characters in the parade next week are represented by items on sale in stores for whom they'll be the star of the day. These are "King of the Jungle," "Ain't She Sweet" and "Rocky Jones, Space Ranger." For "Ramar" this Macy's is only the beginning. A two-day department promotion for the spring.

whole "Howdy Doodie" gang (NBC-TV) will ride a car.

#### Detroit Floats

In Detroit, J. L. Hudson Company's 28th annual parade will be picked up by WXYZ-TV and fed to the ABC-TV network, 10:15-11 a.m., EST. The Detroit parade will feature eight-foot-high walking figures imported from Italy, and a 100-foot-long Santa float. There will be a total of 21 floats in the Hudson parade, plus 13 bands and 1,300 marchers. Paul Winchell and Jerry Mahoney (NBC-TV) will do the descriptions on the network coverage.

The ABC-TV station here in New York is tying in with Bamberger's 20th annual Thanksgiving Day parade in Newark, N. J., which will consequently feature WABC-TV personalities. But the host of the parade, who will hail the crowd from atop the store's marquee, will be none other than Ray Heatherton. "The Merry Mailman" (WOR-TV).

Dick Crane as "Rocky Jones, Space Ranger" (United Television) (Continued on Page 6)

## RECORD LABELS SCRAMBLE TO 'LET GO, LOVER'

By BOB ROLONTZ

NEW YORK, Nov. 20.—The sensational demand this week for the Joan Weber Columbia recording of "Let Me Go, Lover" after the record was featured on the "Studio One" TV show Monday (15) set off the greatest excitement on all levels of the music business in the past two years.

It caused major record firms to rush releases of the tune by such artists as Patti Page, Sunny Gale, Peggy Lee and Teresa Brewer.

It started new thinking about the power of TV for breaking thru a record (see separate report). And it provided the record business with a much-needed shot in the arm, as customers demanded the disk.

It all started on Monday when thrush Joan Weber's first record was featured five times on the "Studio One" show over the CBS-TV network. The record had been made-to-order for the show at the request of "Studio One" press agent Murray Martin. He phoned the firm's pop a.&r. head Mitch Miller and (Continued on page 12)

## Outdoor Business a Winner With Uncle Sam Off Its Back

### Rides and Midways in Black; Fairs Enjoy Biggest Season—Lotsa Kids

By HERB DOTTE

CHICAGO, Nov. 20.—Uncle Sam got off the back of outdoor business this year, and the result, as anticipated, was a boon to the industry.

The end of the 20 per cent federal admission tax on tickets priced at 50 cents or less bailed many carnivals out of the red, aided amusement parks and Kiddielands generally to more than offset lower per capita spending, and helped the nation's fairs to a more prosperous year than in '53.

#### '54 Best for Fairs

Of all segments of the outdoor field, fairs as a whole had by far the best year of any branch of the business, although they were least affected by the tax relief granted during the year.

Fortunately for them, Uncle Sam had previously eased their load by returning to them their tax exemption on front gate admissions because of their educational nature.

To be sure, fairs benefited from the '54 tax relief, for they recorded in the greater net receipts during the carnival that provided their midway attractions. But, the prime reason for their better-than-'53 showing was increased attendance.

#### Interest on Rise

Most fairs registered higher attendance, others held close to their '53 gate totals and only a relatively few experienced smaller attendance.

One of the main reasons for the upsurge in attendance was the powerful impact of the nation's mounting population. Heretofore, the postwar population rise was largely statistical to fairs, but this year the huge crop of war babies—youngsters now 7 to 10 years old—turned meaningful as a large percentage of them went to fairs for the first time.

#### Kids' Days Big

This was mirrored by record kids' days turned in by the vast majority of fairs in Canada as well as in the U. S.

There were other reasons for the hefty attendance. Ranks of exhibitors have swelled each year since the end of the war, and a large number of fairs found themselves confronted with problems of overflow exhibits, even with greatly enlarged facilities since the war's end.

The increase in exhibitors was not confined to any one group, though it was sharpest among 4-H Club boys and girls and Future Farmers of America. Notable was the increased participation of women, not only as exhibitors but as participants in special programs and activities.

#### Grandstand Biz Off

The attendance was up, fairs as a whole suffered a slight drop in grandstand patronage. Somewhat tighter economic conditions were blamed in part for this. So, too, (Continued on page 48)

## U. S. to Tour Giant Exhibit

WASHINGTON, Nov. 20.—To sell the American way of life, the U. S. Government will road show a huge government exhibit at 20 trade fairs throughout the free world in the next year.

In the process, it will offer fireworks, free ice cream and cinerama.

The exhibit, Assistant Commerce Secretary Samuel W. Anderson said, will include displays of about 100 American firms and "give the world a graphic picture of this nation's production for peace and human well being."

Bangkok, Thailand, will be the site of the first fair December 7-16. The touring exhibit is under a new \$5,000,000 program authorized last summer by Congress.

## NEWS OF THE WEEK

### NBC-TV in Multi-Million Dollar Lure

To NBC Colgate Shows From CBS . . . NBC-TV makes major effort to strengthen its daytime operation via a multi million dollar offer to Colgate and the owners of "Strike It Rich," and "The Big Payoff" to move the shows from CBS-TV. . . .Page 2

### Ziv-TV Pares Cantor Price Tag

In New York to Mere \$3,500 . . . Ziv-TV has shaved the New York price on the Eddie Cantor show from \$5,000 to \$3,500, which still makes it quite expensive, but no longer the most expensive. Ziv appears to be holding price in other markets, and has now sold a total of 60. . . .Page 4

### Three Du Mont Stations May Join Guild-Vitapix Ranks . . .

The three Du Mont-owned stations may become members of the Guild-Vitapix combine if negotiations now taking place pan out. That such a tie-up may eventually mean Guild's becoming a factor in Du Mont's network operation was being speculated this week. . . .Page 5

### TV Film Tips Program Scales Westward

With New York Losing Originations . . . The continuing trend to TV film is increasingly tipping TV's program scales Westward with Hollywood's mounting importance cutting into New York as an origination center. . . .Page 6

### Record Firms Expect Album Sales to Reach New Highs This Christmas . . .

Record manufacturers are readying promotion plans on packaged merchandise for the Christmas market, with all signs pointing to unusually good sales. . . .Page 11

### Music Industry Leaders Throng to WSM's Annual Disk Jockey Event . . .

The annual disk jockey festival which honors WSM's "Grand Ole Opry" brought hundreds of disk jockeys, publishers and artists to Nashville this week. . . .Page 11

### Should Clooney Record Be Banned?

ABC Only Net to Think So . . . The controversy over Rosemary Clooney's "Mambo Italiano" record continues this week, with ABC declaring the disk is not up to the web's "standards of good taste." The other three networks and most of the local stations disagree. . . .Page 12

### Giant Exposition Planned to Hit Road on 42-City Tour . . .

An elaborate traveling exposition, dwarfing all previous efforts, is planned for an early February bow in Miami with a 42-city tour to follow. Educational aspects will be stressed, promoter Robert Bittner said. . . .Page 48

### Outdoor Talent Bookers Hunt Fresh Grandstand Attractions . . .

Grandstand revues at major fairs in '55 will follow the pattern of the past, two of nation's top outdoor talent bookers, George A. Hamid Sr., New York, and Sam J. Levy Sr., Chicago, report after huddling. Both say they're prowling for fresh talent to strengthen revues. . . .Page 70

### Music Ops Gird for Heavy Christmas Record Buying . . .

Juke operator buying expected to at least equal last year's high mark. Operators to build up their stock of 45's to replace old supply of 78's. Avalanche of new Christmas tunes to hoist operator holiday buying. . . .Page 98

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# NBC Angles for CBS Shows To Bolster Daytime Line-Up

## Web Trying to Buy 'Big Payoff,' 'Strike It Rich' From Packagers

NEW YORK, Nov. 20 — In a move to project itself more vigorously into the daytime TV sweepstakes, NBC-TV this week was reported engaged in multi-million dollar negotiations to purchase outright two properties now airing on the rival CBS-TV network.

The shows involved are "The Big Payoff" and "Strike It Rich," the former owned by Walt Frammer, and the latter jointly by Frammer and Frank Cooper. Both shows are bankrolled on CBS by Colgate. NBC is said to be dangling a highly attractive capital gains deal before the packagers as a lure to part with the properties, and to be wooing Colgate with a most favorable time deal to switch networks if and when the entire deal eventuates.

Colgate now has a long-term contract with the packagers for both shows, with the bankroller naturally retaining the option to place the stanzas where it pleases. Should the complicated negotiations work out, NBC would wind up not only owning but controlling the programs. This would be the latest in the long-time moves by the major webs to control properties airing on their facilities as insurance against sponsors moving them over to a rival.

### Sponsors Interested

Reports are that the sponsor and the packagers are giving the proposal some concentrated thought. If the deal pans out, "Strike It Rich" would move into the 11-11:30 a.m. slot on NBC-TV and would precede "Home," which would start at 11:30, half an hour later than at present. "Big Payoff" likely would play the 3-3:30 p.m. period, as it now has on CBS-TV. There is also consideration being given to shifting it to 2:30 p.m. time, where it would tee off the web's afternoon line-up 30 minutes earlier than it now opens and would provide a strong rating tee-off.

Colgate, of course, is wondering whether the move would help or hurt the ratings of the shows. NBC is trying to convince the advertiser that viewers would remain with the show whatever network it uses.

As proof of this, it points out

## 'Millionaire' For Esty?

NEW YORK, Nov. 20. — The William Esty agency this week is reported to have acquired an option on "The Millionaire," the new Don Feddersen package. It is aimed at Colgate, which is looking for a show to replace "Strike It Rich" on CBS-TV.

The film program was created in an hour-long version, but it's expected to shave it to a half hour if it moves into the Colgate slot. It consists of various human interest stories dealing with millionaires.

### REVOLVING DOOR IN SPIN

## Biow Reorganization Sees Many Executive Changes

NEW YORK, Nov. 20.—Major changes in the ranks of its executive personnel are now taking place at the Biow Company, an agency which on January 1 changes its name to Biow-Beirn-Toigo. Several veepees have already resigned, with the expectation that before much more time elapses another five veepees will also move elsewhere.

Several new execs have already been named, among whom are Robert Beaumarchais, senior vicepres-

and John Toigo, executive veepee, whose elevation was taken for granted since his name will grace the agency's new tag. Leaving the agency are Samuel Sutter, veepee in charge of its creative department; Ben Alcock, veepee and associate creative head; Remus A. Harris, veepee and director of marketing; Leonard A. Weiner, head of TV film production.

The revised agency will, for the first time, function with a plans

(Continued on page 2)

# AFTRA'S PENSION A PRECEDENT?

## Webs Give 5%; Actors Don't Contribute; Other Unions May Seek Same Contract

NEW YORK, Nov. 20. — The pension plan concluded between the four video networks and the American Federation of Television and Radio Actors is expected to have labor-wide ramifications within show business. The webs have agreed to contribute 5 per cent of the "gross compensation" paid each artist to a huge pool which will become the pension fund. Performers are not to contribute.

The deal is expected to set off a chain reaction among important unions within the industry which will demand the same consideration from the networks. The trade expects members of the Screen Actors' Guild, the International Alliance of Theatrical Stage Employees, the National Association of Broadcast Engineers and Technicians and the various writers' and directors' guilds in live and film TV will put pressure on their officials to go out and get them a cut of the network pension pie.

Tho the American Federation of Musicians has no pension plan, it has an agreement with the webs which is somewhat comparable. On syndicated shows the producer pays 5 per cent of the network gross to the Musicians' Trust Fund, and on network shows the sponsor pays 5 per cent of the net time costs to the same source. This money is, in turn, used to furnish work for unemployed musicians. Thus, tho it does not come to members of the union as a pension, it becomes a further means of amplifying their income.

### Petrillo Pact

James C. Petrillo, the head of the AFM, has just signed a contract for five years with the webs, but when it lapses he, too, will doubtless demand a similar deal to justify his continual claim that he does a better job for his boys than any of the rival union heads do for their members. And he has been especially vociferous in fighting with the artists' unions and with

George Heller, the AFTRA leader, in particular. Heller has scored a notable victory in getting the pension from the networks, which is a major achievement in show business contract negotiations. He did this by using it virtually as his major demand. Since the networks are not giving any pay raises, their feeling might have been that the pension was given in lieu of any such increases which actors would ordinarily have got in this prosperous TV season.

But Heller's main objective was to establish the pension principle and to toss overboard other major demands for the duration of this contract, which runs two years. He succeeded, and his success is bound to be reflected in future demands from other show business unions.

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# Quinn Heads for Coast To Aid 'Lux Theater'

NEW YORK, Nov. 20.—Lever Brothers is sending Stanley Quinn, a top video dramatic producer, out to the Coast immediately to give its Hollywood-originated "Lux Video Theater" the benefit of his New York live-production know-how. Quinn is the most seasoned producer in the J. Walter Thompson shop, with almost 200 hour-long productions of the "Kraft Theater" to his credit. J. Walter Thompson, of course, is one of the many Lever Brothers agencies and handles the show.

Quinn must first get the nod from Cory Jackson, the agency's headman on the Coast, before he institutes any radical changes. But after he does, he is expected to have a completely free hand in producing the drama. Cal Kuhl is the present producer of "Video Theater," and whether he and its three directors, Dick Goode, Earl Ebi and Buzz Kulick, remain with the show will probably be up to Quinn and Jackson.

### Competition

Under consideration by Lever Brothers for the producer's slot on the show were many Broadway names, but the sponsor settled on Quinn because of his excellent record and experience. An important factor, too, was the kind of money asked by the Stern producers.

Whether the show remains in Hollywood or returns to New York is dependent upon the success Quinn has with it. There has been considerable question as to whether the show is being harmed because of its Hollywood origination. If Quinn, with his wealth of experience, is unable to produce it successfully, the program could conceivably be moved to the East

# Bud Barry to William Morris

NEW YORK, Nov. 20. — The William Morris Agency this week confirmed reports that Charles C. (Bud) Barry will join the talent organization as of January 1 as a member of its executive staff. Barry, who recently resigned his post as vice-president in charge of program sales at NBC-TV, will work closely with Wally Jordan and George Gruskin in the agency's TV and radio group.

The Morris office indicated that the pacting of Barry is in line with its plans to expand its management service for its talent roster, as well as for the sponsors, networks and ad agencies with which it does business. Barry, previous to his last post, held down the top program veepee's berth at both NBC and ABC.

# NBC Packages \$2.5 Mil Sports Series for '55

NEW YORK, Nov. 20.—NBC-TV is putting together a unique sports package priced at \$2,500,000 for time and talent for next year. The unusual part of the package is that it consists of seven or eight top sports events to be programed at different times during the year, giving a continuity of coverage which sponsors do not ordinarily receive when they buy sports. The usual deal is to purchase each big sports event individually.

Among the features are the Cotton Bowl, the National Basketball Association finals, the United States Open Golf Tourney, spring training baseball films, and perhaps a top notch tennis match. NBC is already trying to sell the package in quarters, with the price \$750,000 per quarter.

# Quinn Heads for Coast To Aid 'Lux Theater'

It is also not beyond the realm of possibility that "Video Theater" may go to film if it remains in Hollywood. Jack Gross and Phil Krasne, producers of "Big Town" for Levers, have constantly told the sponsor that its problems would be ended if the series were on film. Taking over for Quinn on "Kraft Theater" will be George Roy Hill, an assistant producer on the show.

# P&G Trades Day for Night

NEW YORK, Nov. 20.—Procter & Gamble this week dropped one daytime show and bought a little more nighttime on NBC-TV. Canceled by the advertiser was "Three Steps to Heaven," which was in the 10:45-11 a.m. slot on the network, now owned by Borden's.

The sponsor also purchased the five half hours of "Caesar's Hour" during January, February and March which were vacated by Speidel. O'Cello had previously agreed to step into the breach for Speidel, but changed its mind at the last moment.

# French Makes 1st Day Buy on NBC

NEW YORK, Nov. 20.—A network client, French's Mustard, this week made its first daytime buy on NBC-TV. The advertiser will purchase one quarter hour of the "World of Mr. Sweeney," the Charles Ruggles vehicle.

J. Walter Thompson is the

# Half-Hour Show For Berle May Hurt Hope, Ray

NEW YORK, Nov. 20.—Berle will probably move in 8:30-9 p.m. time period during season of 1955-56 when he switches to his new half-hour format. The sponsor will likely be Buick, but the client made no decision as yet but the program hasn't even priced.

Buick will have until the January to make up its mind all indications being that it will buy the half-hour show. Berle has done a good job slotting of Berle 8:30-9 will the end of the Tuesday 8-9 on NBC-TV which for 50 years contributed strong ratings to the network.

What the shift of Berle half-hour format will mean to Hope and Martha Raye, both of whom share the hour with Berle, is not yet known. They may be forced to go to half-hour if they can be shifted to a hour, possibly on Sunday—can be worked out. Berle's filmed in Hollywood.

# WU to Sponsor 'Down You Go'

NEW YORK, Nov. 20.—WU-TV will make its bow as a sponsor when it picks a Monty "Down You Go" bet December 8. On that date the show will begin originating from Monty's Telecenter here.

Since its debut in 1954 panel show has been staged on WU-TV. A Louis Cowan production, "Down You Go" is emceed by Bergen Evans. The agency deal was Albert Frank-Cu Law.

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**HOTTEST RUMOR OF YEAR**

**ABC Buying Du Mont? The Answer Is But No**

The hottest rumor of the year hit the trade this week: ABC was buying Du Mont. Well, it's not going to happen.

The American Broadcasting-Paramount Theaters board was apparently toying with the idea for a couple of days. But by the end of this week it was clear that it had dropped it completely.

Nevertheless, there still seemed to be considerable unrest in the Du Mont camp. The Du Mont board was locked up in confabs almost all week. And no Du Mont brass was making any comment.

Conceivably the subject of the meetings was the very impact of the report which had hit many of the dailies and all of the trade press from coast to coast. It is also likely that the critical condition of the network, which is now hard pressed to pass its billings of last year, was getting a serious going over.

**Many Have Tried**

Yet, talk of a Du Mont sell-out was rampant. Such rumors have, of course, circulated the trade on and off for years. Various named as potential buyers in the past have been

International Telephone and Telegraph, General Teleradio, Westinghouse, and Paramount Pictures which controls the Class B, non-voting stock in Du Mont Labs.

The last two were again the subject of widespread speculation this week, but the consensus of trade observers discounted the possibility of Westinghouse's making such a move. Westinghouse's sole interest in the Du Mont situation was said to be the Pittsburgh station, WDTV.

For Paramount there is much to gain in the Du Mont organization, according to the best trade opinion. Aside from the broadcasting division, Paramount would get the manufacturing outlet of its own by which to exploit its Lawrence tube. In the broadcasting end, Paramount would be adding the three Du Mont stations to its KTLA, Hollywood, and still be allowed one more VHF. It would also gain a network operation in which it could bring its production know-how to bear.

Still another bet was that interests not now operative in the trade are trying to move in on Du Mont.

**'HOWDY DOODY'**

**New Canadian Version Backed by Five Sponsors**

TORONTO, Nov. 13.—Sponsors of five different products are backing the five-times weekly presentation of a Canadian version of "Howdy Doody" over the entire CBC TV network. The sponsors include Monarch Cake Flour, Campbell Soup, Fry-Cadbury Chocolates, Standard Brands and Shredded Wheat, placed by three agencies, Cockfield-Brown, Stanfield of Montreal and MacLarens.

The show gets under way Tuesday (15), with new scripts written for the Canadian market, in the same slot as that of its American counterpart, 5:30 to 6 p.m. Frank Fice produces and Cliff Braggins is scripting. To put show on its way, Ed Keen and a U. S. staff have been here to provide assists. Each one of the shows will include film inserts on nature and travel subjects.

**Offer 'Willy' To Sterling**

NEW YORK, Nov. 13.—Dancer, Fitzgerald & Sample this week was trying to persuade Sterling Drugs to pick up half of "Willy." The show is now sponsored by General Mills in the 10:30-11 p.m. time period on CBS-TV. The first few films in the series were fairly weak, but its new shows are said to be coming thru much stronger from Desilu, its producer.

The characters have even been changed to suit Canadian youngsters. For instance, instead of Buffalo Bob, emcee will be Timber Tom, a young Canadian forest ranger with a great fund of information on outdoor life. Troublemaker Phineas T. Blüster remains, while a puppet known as Mr. X provides the educational element in history. Princess Haida is another character, inheriting the powers

*(Continued on page 10)*

**GOP Thrown for Loss Seeking McConnaughey Nomination OK**

WASHINGTON, Nov. 13.—Sen. John W. Bricker (R., O.) ran into a Democratic roadblock this week in his effort to win Senate confirmation of George C. McConnaughey as Federal Communications Commission chairman while Republicans still control Congress. The roadblock was thrown when Sen. Lyndon Johnson (D., Tex.) objected to the Senate Interstate and Foreign Commerce Committee's attempt to report the nomination favorably to the Senate Thursday (11). Under Senate rules, such committee reports must be unanimous unless the Senate is in executive session.

Senator Johnson's move is said to be in line with Democratic party

**ABC-TV Execs in Scramble With Sponsor and Show Give and Take**

NEW YORK, Nov. 13.—A minor give and take in the realm of programming and sponsorship had ABC-TV execs this week working overtime erasing and penciling in new changes in the network roster.

The Sunday night quarter-hour hole, formed by Packard-Studebaker's cancellation of the Martha Wright show, is being plugged by the sale of the 15-minute time slot to Ceba, Inc., pharmaceutical firm, for a new documentary type medical drama series.

The auto firm last week decided to drop the Wright stanza December 5 in order to pick up the tab for "TV Reader's Digest,"

which will bow January 17 in the Monday 8-8:30 p.m. period currently occupied by the Jimmy Nelson show, "Come Closer." Both Wright and Nelson are left homeless by the new sponsor buys.

The Ceba Sunday night show will be produced live by Charles Dubin. The "Reader's Digest" series, owned by Chester Erskine, will be filmed at American National Studios in Hollywood.

**Sugar Bowl Buy**

The web also this week sold one-third of its Sugar Bowl game on January 1 to American Chicle Company. It also closed another one-shot deal by pacting Chrysler

as bankroller of the November 25 Thanksgiving Parade that will be staged in Detroit by the J. L. Hudson Department Store.

Switching to the debit side of the ledger, the web this week began preparing to hoist distress signals on its Walter Winchell show. Tho nothing is definite yet, it looks as if Gruen may ankle the stanza upon expiration of its current cycle. ABC, however, doesn't foresee much difficulty in getting a replacement when and if it's faced with such a necessity.

On the programing side, the web is mulling the idea of coming up with two new half-hour drama series. One would be a half-hour version of "Pulitzer Prize Playhouse," to be produced by Alex Segal, while the other would be "Cafe Istanbul," a video version of the cloak and dagger item which ABC Radio once aired with Marlene Dietrich.

**BOON TO SPOT USERS**

**Low-Cost Animation Process by Courneya**

HOLLYWOOD, Oct. 13.—A low-cost animation process which may reduce the price of TV spots by as much as 90 per cent was unveiled this week by Jerry Courneya Productions.

Altho limited in use, following last week's display by Telemat of its new 10 and 20-second spots (The Billboard, November 13), it promises to be a second big factor in raising the quality of local commercials and spots. Volume of TV advertising is also likely to be increased with the considerable lowering of production costs that the new methods portend.

No expensive hand drawings are required for the Courneya process, called Syncro-Vox, which is limited to lip animation. Tho Courneya won't reveal the exact methods utilized, the animation is accomplished thru use of mats and superimpositions.

Any product with a face can be made to "talk." In a demonstration film the Quaker on a Quaker Oats box reeled off his own 20-second commercial, and the dog on a can of canine fodder

gave a spiel on how much he was enjoying his chow.

Cost of the process is 10 to 15 per cent of regular animation, Courneya declares, or \$150 to \$200 for a 20-second spot as against the present price of \$1,800. Ad men who have seen the demonstration are impressed by the low cost and believe it will prove a boon for certain types of ads, especially ones which utilize a sponsor's product that has an identifiable person or animal on the label. On Victor Records, for instance, the dog could now talk back to His Master's Voice.

Big drawback of the process is *(Continued on page 10)*

**Culligan for NBC-TV Mgr. Of Nat'l Sales**

NEW YORK, Nov. 13.—Matthew J. Culligan, director of sales for "Today," "Home" and "Tonight," is being promoted to national sales manager of the NBC-TV network, a post previously unfilled. The network sales exec will move out of his current position with the three participation shows, but his replacement has not been named.

Culligan will function as a sort of trouble-shooter, with his special preserve the NBC-TV daytime operation which has been sorely in need of supervision. He would report to George Fry, veepee in charge of network sales.

**RESTLESS PEOPLE**

Alfred J. Seaman, veepee and creative director of Compton Advertising, has been elected to the board of directors of the agency.

... Sylvester (Pat) Weaver, NBC prexy, will address the advertising Club of Baltimore on Wednesday, November 17. Weaver will discuss color television at a luncheon at the Emerson Hotel. ... Robert R. Brown has joined NBC's department of information as manager of institutional publicity, moving over from the post of publicity supervisor of W. R. Grace and Company. ... Edward I. Clark, Headley-Reed TV account exec, and Barbara Strohhecker, BBD&O secretary, were married on November 6 in New York City.

F. Robert Fenton, previously with Magazine Management Com- *(Continued on page 10)*

**Chevy Drops 250G Account**

NEW YORK, Nov. 13.—Reports are that the local Chevrolet dealers' organization here has been disbanded. The result has been the immediate cancellation of some \$250,000 worth of business at WCBS-TV here.

The video station, however, has gone out and immediately sold the time. Piel's Beer picked up Chevy's "News of the Night" thrice weekly which gives it the strip Mondays thru Saturdays.

**NEWS IN BRIEF**

Michael Dann has been promoted to the post of director of program sales for NBC-TV. He formerly was manager of network programs for the web.

Zenith's Phonevision system of subscription TV is being exported to Australia and New Zealand. Tho these lands still do not have television on the air, Zenith has closed a deal with the Rola Company of Melbourne, whereby Rola will set up a new subscription TV corporation which will be licensed to Zenith's patents.

The National Association of Radio and Television Broadcasters this week supported the FCC's proposals giving TV stations the right to operate private inter-city relay facilities. In comments filed with the Commission, the NARTB stated that privately operated facilities would cost stations less than the present common carrier facilities.

Retail sale of TV receivers totaled 986,-

136 units in September, a new record for the month, bringing sales in the first nine months of this year to 4,645,063 units compared with 4,300,360 sold in the same period last year, the Radio-Electronics-Television Manufacturers' Association reported last week. Retail sales of radios were up in September, but nine-month sales of 4,032,704 radios were still running behind last year's figure of 4,426,186 receivers sold in the same period.

The Federal Communications Commission is mulling whether it should control the nation's some 300 community television systems. FCC Commissioner John C. Doerfer told the National Association of Railroad and Utilities Commissioners this week that the systems might be hampering development of stations in some smaller communities and that while he opposes control at present, he will not close his mind on the subject until all the arguments are presented.

**SUPER POWER**  
**WGAL-TV** NBC CBS DUMONT  
 LANCASTER, PENNSYLVANIA  
**316,000 WATTS**

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Steinman Station  
 Clair McCollough, President

Represented by  
**MEEKER TV, Inc.**  
 NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

## Upward Price Cycle Due on Feature Films, Says Distrib

### AAP Exec Sees Squeeze Coming, With Theater Releases Common Practice

NEW YORK, Nov. 13.—Distributors are going to have to put up bigger money to get feature films into TV. As a result they are going to have to ask higher prices of stations and, in many cases, put the pictures into theatrical distribution before releasing them for TV, while stations will be forced to pass along the boost to sponsors.

This opinion was expressed here by Eliot Hyman, president of Associated Artists Productions, which is operating in the TV, theatrical and non-theatrical fields simultaneously, one of the few outfits to do so.

Hyman sees one major consolation to stations in this rising price

situation. That is that sponsors are becoming increasingly aware of the value of feature films.

Two years ago stations used features almost entirely as spot carriers. There were only a few advertisers, such as Thrift House, which bankrolled features in their entirety. As a result, stations could only pay as much for features as their spot traffic could bear.

#### Now Sellers' Market

But the new feature packages that came into TV in the past year, notably General Teleradio's

30 and Hygo's "Big 10," have found ready sponsor customers to pick up the first runs in almost every one of the major markets. And in cases where the first-run sponsors are not paying the full cost of the films, the stations' deficits are usually small enough so that they are assured of making money from spots riding the subsequent runs.

In its four months of operation, Associated has accumulated a catalog of over 200 feature films, all of

(Continued on page 10)

## Other Merger Reports Follow MCA-UPT Talks

### Latter Deal Said To Be Reaching Decision Stage

HOLLYWOOD, Nov. 13.—Talk in the industry about imminent consolidation among TV film distributors had gathered momentum by the report that MCA-TV is negotiating to buy out United Television Programs. Since that story broke last week, both firms have been reported to have received still further offers, to sell out to the former and buy out the latter.

It is now certain that talks have been going on between MCA and UTP. A decision one way or the other is expected within two weeks.

The plan seems to be to consolidate the two sales forces, which would result in a total corps of about 55 men. This would be the largest full-time staff except for Ziv-TV. The main point in all these maneuvers seems to be to build up a stronger front against Ziv-TV, which is still the most potent force in syndication.

The tie-up would result in one of the largest single bundles of half-hour products. Over the past year, UTP and MCA-TV have been the hottest rivals in sales of station libraries.

For Jack Gross and Phil Krasne, the tie-up would mean a highly profitable capital gains deal. Just how all this would affect the Gross-Krasne production operation was not clear at this stage.

## AFTRA Names Committee on Kine Re-Uses

NEW YORK, Nov. 13.—The American Federation of Television and Radio Actors has appointed a committee to review its policy on the re-use of kinescopes. The union granted permission for kines of "Tales of Tomorrow" to be bought by Eversharp from the Tee Vee Company, and several requests for the re-use of other kine shows are pending.

Co-chairmen of the AFTRA committee are Alan Bunce and Clayton Collyer. Members are Matt Crowley, Vinton Hayworth, Travis Johnson, Jim Lewis, Elisabeth Morgan, Conrad Nagel, Sally Sweetland, Frank Thomas Jr., Frederic Tozere and Ned Wever. The board has also requested the Central and Western sections to appoint similar committees.

## Ziv Dubbing Marks Internat'l Expansion

NEW YORK, Nov. 13.—Ziv-TV this week was all set to expand its international operation into Europe. It will immediately begin the dubbing of four of its shows into French, Italian and German. In Germany and Italy, Ziv shows have been booked to debut next spring.

In France, Ziv has set up its own distribution subsidiary, which will cover the Netherlands, Belgium and Switzerland as well. Titled Ziv International of France, the new firm is headed by Joseph Brandel, formerly president of Eden Productions there and before that a director of Philips of Holland.

The several deals, involving "Mr. District Attorney," "Favorite Story," "Boston Blackie" and "Cisco Kid," were worked out by Ed Stern, head of Ziv's international division, who recently returned from a six-week tour of the Continent.

In West Germany, "Favorite Story" has been sold to North Deutschland Radio of Frankfurt, which originates shows for nationwide telecasting.

In Italy, all four shows were sold to Radio Audizione Italian, which originates shows in Rome or Milan for transmission thruout the country.

The French branch plans to put French sound tracks on at least three of the four shows next year.

#### Future Plan

Stern admitted this week that all this dubbing will cost more than

(Continued on page 10)

## Alien Sources In Hyman Deal

NEW YORK, Nov. 13.—The 83 Spanish pictures that will be distributed by Associated Artists Productions were obtained in a deal with Mike Frankovich, producer of the forthcoming "Deadlock" with Jean Simmons and Stewart Granger. Associated's 40 German pictures were acquired from Emil Lustig of Mainz Films.

Eliot Hyman, president of Associated, said all of these features were produced within the last 10 years. They are now all being dubbed in Europe.

## SAG Seeks Big Increase in Salary Minimums, Better Payoff on Re-Runs

HOLLYWOOD, Nov. 13.—Members of the Screen Actors' Guild at their annual convention last night (12) decided to tap the hand that's feeding an increasing number of them by voting to seek substantial boosts in salary minimums from TV film producers, as well as asking for a greater percentage of re-run coin.

Although they're not likely to get the full amount they're seeking, telefilm production is at such a high level that the producers probably will not want to risk a protracted strike. If and when the raises go into effect they'll almost certainly be passed on to ad agencies and sponsors since producers seem in no mind to absorb further cost increases themselves.

What TV film has done for Hollywood employment is demonstrated dramatically by the percent-

age of workdays as divided between telefilm and theatrical production for actors in the under-\$7,500-a-year category, which includes 70 per cent of the Class A (senior) membership of the Guild.

Whereas five years ago the number of workdays for vidpix was almost nil, it now consists of 46 per cent of the total, theatrical pic production retaining a bare percentage edge that is almost sure to be wiped out next year if the present trend continues. Employment in both types of production increased from 1953 to 1954.

The new scale of salary minimums would be based on the number of lines spoken in a picture so that a 10-line bit player would get more than a 5-line one. Residual payment raises will be asked for the third thru sixth runs of a

## NEW FEATURE PACKAGE

### Seven RKO Pix to Hit Market at Top Prices

Another seven big feature films, two of them starring Gary Cooper, seem to be heading for TV. But the asking price is high, and there are still theatrical commitments that would have to be protected for about another year.

The pictures, all of which were originally released by RKO Radio, are: "Woman in the Window" with Edward G. Robinson and Joan Bennett, 1944; "Along Came Jones" with Gary Cooper and Loretta Young, 1945; "Belle of the Yukon" with Randolph Scott and Gypsy Rose Lee, 1944; "The Stranger" with Edward G. Robinson and Loretta Young, 1946; "Casanova Brown" with Gary Cooper and Teresa Wright, 1944; "Tomorrow Is Forever" with Claudette Colbert and Orson Welles, 1946; "It's a Pleas-

ure" with Sonja Henie and Michael O'Shea, 1945.

The negatives are now owned by Moulin Productions. It is reported that Moulin toppers have been offering the TV rights, but for over \$50,000 each, more than has ever been paid to get features into TV.

Further, the re-issue rights are still in the hands of Nat Saland's Independent Releasing Company, and to buy these out would, of course, make the cost impossible.

General Teleradio was recently reported to be close to this deal, but apparently it didn't pan out. Eliot Hyman, head of Associated Artists Productions, is a minority partner in Moulin, but he would have to meet these steep terms as well as any other TV firm. The bidding is evidently still going on.

## 5 PLUGS FOR 5 DAUGHTERS

### Ziv Builds Cantor Bally Around Family Pattern

NEW YORK, Nov. 13.—An "Eddie Cantor Achievement Award" for local families with five daughters is the top exploitation scherme in the promotion kit put out by Ziv-TV for the "Eddie Cantor Comedy Theater."

According to the Ziv plan, any family with five kids (all daughters) would be eligible for the

"Five Daughters Club," of which Cantor is president, and whose motto is "we're outnumbered, but we love it." Higher awards would be forthcoming to the extent that the family resembled the Cantor clan. If, for instance, the parents' names were Eddie and Ida, they would get a grand prize. If, further, the daughters' names were Marjorie, Natalie, Edna, Marilyn and Janet, then they win the top award. Ziv also suggests a consolation prize for fathers of five boys.

By way of exploitation, the Ziv kit further proposes a preview screening of the show for local dignitaries and press and a Hollywood-type premiere for the opening night. Tie-ins with local talent shows is another suggestion.

For premiums Ziv offers four giveaway items, a Mem-O-Clip

(Continued on page 10)

## 22 Stations Play 'TV Tic-Tac-Toe'

NEW YORK, Nov. 13.—National Telefilm Associates has sold its "TV Tic-Tac-Toe" contest to 22 stations so far. The NTA sales staff has apparently been running into a great deal of sponsor interest in the promotion, especially among food chains. The contest was originally designed for stations on

NTA is now suggesting to stations that they offer advertisers exclusive sponsorship of "Tic-Tac-Toe" for a buy of at least 600 spots and 1D's over the 17-week run of the contest. This, of course, would be on top of the required buy of the NTA library, which includes "China Smith," "Orient Express," "The Passerby" and 158 features. It seems that NTA salesmen are

now out drumming up such sponsor deals for stations that can't carry the load themselves. With this sponsor support, NTA expects to be able to nail down the biggest markets.

The schedule of 600 spots fits in neatly with the schedule of clues that is an inherent part of "TV Tic-Tac-Toe." The contest is set up so that there are three clues a day. If each is given twice, there are a total of 42 a week, or 588 over the 14 weeks the contest is operative. Then, there is a three-week hiatus after the 13th week, which makes a big gap for a heavy spot build-up.

The 22 stations that are now definitely committed to the contest

(Continued on page 10)

## Telescoping Plan Catches Eye of 2 More

### Disney Pic to Get Treatment; Mayor May Go for It, Too

HOLLYWOOD, Nov. 13.—Telescoping of theatrical and TV film production, first announced by Joseph Kaufman for his "Long John Silver" picture which is also being made into a TV series, is apparently gaining popularity. Two more producers this week announced similar plans, advantage of which is that it permits some of the telefilm production costs to be absorbed by the theatrical feature.

More or less expected was the announcement by Walt Disney that he would splice the three hour-long segments of the Davy Crockett "Frontierland" film into a feature for overseas release. Basically the story of Crockett's life, the color pic is being shot on location in Tennessee as well as at the Disney Studio in Burbank at a cost of better than \$1 million. Since the sponsors are picking up the tab for only about \$65,000 to \$75,000 per show, a TV airing alone would leave Disney some \$800,000 in the hole.

Still in the planning stage but

(Continued on page 10)

# DIE

ES EVER PRODUCED FOR LOCAL SPONSORSHIP!

# TOUR

ATRE"

STARS!  
LAUGHS!  
SONGS!

BRILLIANT  
MUSICAL  
REVUES  
GREAT  
COMEDY  
STORIES!

SOMETHING  
DIFFERENT  
AND  
EXCITING  
EVERY WEEK!

so BIG! so LAVISH!  
so ELABORATE!

With guest stars including  
Brian Aherne, Don DeFore,  
Pat Crowley and many more



THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

periods for TV film. Listing of films is by rank order, according to rating, and each of these time subdivisions. All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when designated by an asterisk (\*), are UHF outlets.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdowns, please consult American Research Bureau, National Press Building, Washington 41, 361 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

PITTSBURGH 3 STATIONS

Table listing TV programs for Pittsburgh, including Wild Bill Hickok, Superman, and Big Playback.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Pittsburgh on Saturdays and Sundays, including Superman and Annie Oakley.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Pittsburgh from 7 p.m. onwards, including Amos 'n' Andy, Waterfront, and Death Valley Days.

ST. LOUIS 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for St. Louis on Monday through Friday, including Superman and Rocky Jones.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for St. Louis on Saturdays and Sundays, including Wild Bill Hickok and Kit Carson.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for St. Louis from 7 p.m. onwards, including Mr. District Attorney and Favorite Story.

McCadden Ups Production; Now in Top 10

HOLLYWOOD, Nov. 13.—McCadden Productions, the George Burns-Gracie Allen company, has moved into the top 10 of TV film production companies during the past year. The company is presently filming four shows, and expects to be shooting six by the first of the year.

Present production consists of Burns and Allen, Jack Benny, "Life With Father" and "That's My Boy." The latter is expected to be cut by CBS, but the loss will be more than made up by two new series.

The first is the Bob Cummings Show, production on which started this week by General Service Studios. Sponsored by R. J. Reynolds Tobacco Company, it is slated for its debut on NBC-TV January 2, the contract calling for a straight 52 weeks.

The other hot item in the McCadden showcase is the "Professional Father" pilot, with negotiations under way and a sale expected to be announced momentarily. Also in the works is a series based on the Craig Rice mystery novel.

The Cummings show will deal with the experiences of a Hollywood photographer, the format leaving plenty of room for sex as well as comedy. Rod Amateau directs and Paul Henning is the producer-writer.

McCadden shoots at General Service Studios, but promotion recently overflowed, the company renting space at Goldwyn Studio also.

Comedy Series For Bernards

HOLLYWOOD, Nov. 13.—Series telling the tales of a pair of vaudeville entertainers is being prepared by packager Murray Franck for the Bernard Brothers, night club comic team. Negotiations are under way for the shooting of the pilot at Motion Picture Center about the first of next year.

Low and Leslie Grade are scripting the show.

Kirkwood Firm To Film 'Joe'

HOLLYWOOD, Nov. 13.—Golfer-actor Joe Kirkwood has combined with aircraft executive J. G. (Tommy) Thompson to form Kirkwood Enterprises, Inc., for the filming of a pilot for a TV series to be titled "My Guy, Joe," dealing with the adventures of a professional golfer.

Para Doubles TV Plugs; Seeks 500 Mil '54 Viewers

HOLLYWOOD, Nov. 13.—Paramount Pictures has more than doubled the volume of TV plugs for its theatrical motion pictures this year, it was revealed yesterday (12).

Paramount is shooting for some 500 million viewers of its spots for 1954, the exploitation reaching its peak with Irving Berlin's "White Christmas," for which the studio is using Berlin himself as well as stars Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen for TV appearances. Film clips from the picture are also being utilized.

Up to this year Paramount had depended primarily on radio for advertising its shows.

Table listing TV programs for Baltimore, including Liberate, City Detective, and Stories of the Century.

BALTIMORE 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Baltimore on Monday through Friday, including Hopalong Cassidy and Kit Carson.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Baltimore on Saturdays and Sundays, including Annie Oakley and Abbott and Costello.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Baltimore from 7 p.m. onwards, including Ramar of the Jungle and Superman.

DETROIT 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Detroit on Monday through Friday, including Superman and Wild Bill Hickok.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Detroit on Saturdays and Sundays, including Annie Oakley and Racket Squad.

## PRODUCTION NOTES

By BOB SPIELMAN

Celebration on filming of 250th show for "Fireside Theater" was held by Frank Wisbar at American National Studios Saturday night (13). Oldest continuous filmed show on TV, "Fireside" first made its appearance in September, 1949, at which time telefilm was considered an oddity. Better than seven million feet of film have been shot since then, the production cost rising from \$7,500 a show to around \$26,000. The anthology series has consistently stuck to better-class dramas, using both originals and stories adapted from other media.

Preston Foster has turned out to be one of the best salesmen for the "Waterfront" series in which he stars. Foster, who makes personal appearance trips around the country during the weeks he's not shooting and used to be an ad salesman for The Philadelphia Bulletin, has sold about a dozen markets, the most recent in Cleveland. One morning he got on the phone at breakfast and convinced three small stations in the Birmingham area.

Half the executives of Station KTTV, led by General Manager Dick Moore, have been on a week-long junket to San Francisco where they've been telling the story of their station and its rise thru the use of TV film to the large ad agencies, hoping that the KTTV story will prove a guidepost for other independent stations.

Hal Roach Jr., whose product is getting more attention than anybody else's these days, has prolonged his stay in New York with indications that a sale of the "Blondie" pilot is near. Recently two other Roach shows, "Bozo the Clown" and "Passport to Danger" were picked up.

Pilot of new series, "The Millionaire," is being displayed to ad agencies in New York by producer Don Feddersen.

Lee Blevins, vice-president of Kling Studios, and partners are peddling the property on Hollywood Boulevard they first acquired for a production lot before they were able to buy Kling from Charlie Chaplin. Other property, in the meantime, has been standing idle gathering taxes.

Rosemarie Decamp has been signed for the famine lead in a vidpix series, one of the trade papers reported this week. So maybe she was hungry?

"Public Defender" resumes shooting on the Hal Roach lot next week with the return of star Reed Hadley, who has one of the leads in the theatrical pic, "Big House, U.S.A.," which has been filming in Colorado.

Feature length movie of "Topper" is being planned by John W. Loveton following success by TV series.

Stars of the three series being filmed at California Studios, Thomas Mitchell, Mark Stevens and Louis Hayward, have shot TV spots for use in the March of Dimes drive.

Virginia Gibson has been signed to costar with Cass Daley in the "Going Hollywood" series.

Film editor Kenneth Crane has been named editorial supervisor of all Cross-Krasne productions.

George Wagner has turned lyricist. The writer-director of the "Big Town" series has penned "One to Grow On," recorded on a major label by Denise Lor.

Screen Gems has the largest payroll in its history with 11 producers and 26 writers at work.

George W. Faust has been named to fill the new post of vice-president in charge of sales at Roland Reed Productions, taking some of the load off Executive Vice-President Guy Thayer Jr. Faust, a former CBS executive, will work in conjunction with UTP on sales.

## TV FILM PURCHASES

United Television Programs has sold "Royal Playhouse" and "Mayor of the Town" to WIRK-TV, West Palm Beach, Fla.; "Waterfront" to WFMV-TV, Greensboro, N. C.; WEWS, Cleveland; WHIZ, Zanesville, O., and WSTV, Steubenville, O.; "Where Were You?" to WABI-TV, Bangor, Me., and "Rocky Jones, Space Ranger" and "Lone Wolf" to KTVX, Muskogee, Okla.

The First Federal Savings & Loan Association of Chicago and Westgate California Tuna Packing Company, San Diego, have renewed sponsorship of the Guild Films "Liberace" series over WGN-TV in Chicago. The First Federal was placed thru Advertising Division, Inc., Chicago, while the Westgate business was placed thru Foote, Cone & Belding, Los Angeles.

Ziv-TV's International Division has recently racked up new and renewed business in Latin America. The Spanish versions of six Ziv shows have been sold to the government station in Bogota, Colombia, where they will be sold to participating sponsors. The shows are "Favorite Story," "Cisco Kid," "Boston Blackie," "Mr. District Attorney," "The Unexpected" and "Yesterday's Newsreel."

Also Ziv sold "Mr. District Attorney" to Westinghouse for WKAQ, San Juan, Puerto Rico.

Ziv is preparing to expand its Latin American distribution to Brazil and Argentina shortly.

CBS-TV Film Sales, Screen Gems and NBC Film Division all report light selling this past week, with only 23 sales racked up for all three distributors.

The Screen Gems' sales were "All Star Theater," to KTVW, Tacoma, Wash.; WGLV, Easton, Pa., and KGLO, Mason City, Ia., and "Big Play Back" to Kelo, Sioux Falls, S. D., to be sponsored by Bob Davis Tire Company.

CBS sold Bristol Meyers "Annie Oakley," to be shown over WGAL, Lancaster, Pa.; WDSU, New Orleans; WDTV, Pittsburgh, and WJAR, Providence. "Annie Oakley" was also sold to KRPC, Houston, for Carnation Milk, and the Chicago market for Chuckles' Candy. The Dixie Meat Company will sponsor Gene Autry over WMCT, Memphis, and WHYN, Springfield, Mass., will carry "Amos 'n' Andy" on a sustaining basis. "Files of Jeffrey Jones" was sold to WINT, Waterloo, Ind., and "CBS News" to WJBK, Detroit. "The Range Rider" will now be seen in the Detroit market; KGUL, Galveston, Tex., and WTVR, Richmond, Va.

"Badge 714," an NBC Film Division property, was sold to KPTV, Portland, Ore., and KXLY, Spokane, "Captured" will be sponsored by World Solvac over WJMR, New Orleans, and "Feature Films," will be seen over KOMU, Columbus, Mo. NBC Film also sold "Life of Riley," Series C, to KOOK, Billings, Mont., to be sponsored by the Gamble-Robinson Company and "News" to WKJC, Fort Wayne, Ind.

## FIRST RUNS FOR LATE HOURS

# UTP Plan Offers Three New Series for Strip Programing

SAN FRANCISCO, Nov. 13.—A film programing scheme started by KRON-TV here has led to an aggressive new sales plan by United Television Programs whereby the distributor is promoting the use of new half-hour shows in late-evening periods usually filled by feature films.

As practiced by KRON-TV, a first-run series is booked in the 11-11:30 p.m. slot right across the board. At this rate, a 39 or 52-episode series is run off in the course of about eight weeks.

Now UTP is understood to be offering three of its newest shows for this type of booking under what it is calling its "Smash Plan."

The scheme has been successful for KRON. In the October report of the American Research Bureau, it pulled an average 8.1 in this slot with "The Falcon," which it bought from the NBC Film Division. The two competing stations averaged ARB's of 2.5 and 1.2 with a combination of network shows, feature films and local personalities. KRON's weakest night of the five was a 6.7, when the opposition reached its top, 4.2 with CBS-TV's "Father Knows Best."

### 4 Spots a Night

KRON is selling four one-minute spots each night in this strip, and is reported to be sold out. Some of the national advertisers on it are Ford, Herbert Tareyton, Anahist, General Petroleum, Southern Pacific, and Polydent Toothpaste. Some of them are buying a spot a night.

It was suggested here that under its "Smash Plan" UTP is charging the stations something less than the

prices set on these three shows for one run a week. This is said to result from the fact that such a deal means quicker run-off and quicker payment than the one-a-week schedule, and also it is in Class C or D time.

The three shows UTP is peddling in this plan are "Where Were You?" with Ken Murray, "Waterfront" with Preston Foster and "Lone Wolf" with Louis Hayward.

KRON brings in its feature film, "Owl Theater," right after the half-hour strip, and usually edges out the two competing features. KRON also gets the strongest lead-in on the 11 p.m. slot with syndicated shows four nights out of five in the 10:30 period, against news and sports on the competing stations.

### Directed to Stations

The "Smash Plan" is being directed solely at stations—as opposed to advertisers—as a strong line on which to hang their nightly spots. It is the first all-out promotion of this kind, tho it has been hinted at by the various library-type deals that have long been practiced in the industry.

When MCA-TV started its library sales in the fall of 1953, it pitched its half-hour dramas as replacements for feature films. At that time it was expected that the supply of fresh features was about to dwindle, which it actually has not done over the past year. MCA-TV quickly changed its tack, and now tailors its library sales to fit the stations' needs anyplace on the schedule.

UTP itself has, for more than a year, been selling its "Crosby Package" of re-runs on an unlimited-

play basis, which by its very nature is an inducement to strip booking.

### Library Deal Differs

The library deals, as opposed to the "Smash Plan," involve re-runs. Strip booking of first runs has been tried only spottily heretofore. "Ramar of the Jungle" was sold in a few unlimited-play deals two years ago, and WFIL-TV, Philadelphia, for one, has programmed it across the board ever since.

If the "Smash Plan" pays off, it is expected that stations will be offered still fruther first-run shows on this or similar bases, by UTP, as well as other distributors.

## CBS Denies Report of Prexy Tiff

NEW YORK, Nov. 13.—CBS-TV this week denied that a dispute between its president Jack Van Volkenburg, and Western execs of the network over publicity given the taping of Mario Lanza on the first Chrysler show was responsible for reports of his resignation which were circulating recently.

The network pointed out that the reports of Van Volkenburg's resignation were circulating early in September before the Chrysler show was telecast. Van Volkenburg, of course, remains as president of the network, which is having the best year in its history.

CBS, Inc.'s, consolidated gross sales and earnings hit their highest yet during the first nine months of 1954, net earnings per share for the nine months were \$3.12 compared with \$2.74 and gross sales increased 18 per cent over the record 1953 sales. A special cash dividend of 30 cents per share on its outstanding class A and class B shares was declared, in addition to the regular 40 cents dividend. Also declared was a stock dividend of 2 per cent.

### Modern Handles 'Call'

NEW YORK, Nov. 13.—Young & Rubicam has appointed Modern Talking Picture Service to handle the shipping of "Call the Play," which it is spot booking for White Owl cigars. The show is going into five stations initially, with options for a total of 40.

## Menkin Added to Guild In 'Net Caliber' Moves

NEW YORK, Nov. 13.—Lawrence Menkin was named director of programs for the Guild Films Company, Inc., this week, giving that firm another top exec in its rapidly expanding roster of "network caliber" leadership.

Menkin was pacted by Guild chief Reub Kaufman on the heels of appointments in the past two weeks of Manny Reiner as a veepee and Dave Savage as director of station relations, while Vitapix, with which Guild is now closely associated, set Bob Richard as coordinating consultant to firm up details of the two groups' working relationship.

Menkin comes to Guild after having won industry repute for his "creative originality" as manager of program planning for the Du Mont web and, most recently, as program manager of WOR and WOR-TV, here. He has created, developed or scripted numerous shows which have been airing on the video webs, including "Rocky King," "Hands of Murder," "Captain Video," "Magic Cottage," "Headline Clues," "Mono-Drama Theater" and "Crime With Father." Previously, Menkin had served as scripter with WLW, Cincinnati, and with CBS, NBC, Ziv and the Office of War Information.

Menkin now heads all program activities at Guild. He will create and develop new series, will supervise the upcoming Guild series which go into production shortly and will serve as program liaison with the Vitapix stations. Among

the series he will supervise commencing at once are "The Goldbergs," "Confidential File," "Bride and Groom," Dr. Norman Vincent Peale, Connie Haines and "It's Fun to Reduce."

Meanwhile Guild Films has signed a 10-year lease for the occupancy of the entire third floor at 460 Park Avenue, New York, at a cost of \$75,000 yearly. The firm will be moved in by mid-January.

## Last 13 'Fairbanks Presents' To Be Filmed in Technicolor

NEW YORK, Nov. 13.—The last 13 episodes of "Douglas Fairbanks Presents" will be shot in Technicolor, according to Eliot Hyman, president of Associated Artists Productions, which is distributing the series.

When Fairbanks finishes the current group of 39, that will wrap up the series, according to Hyman. It is not yet decided what Fairbanks will do next, but he will definitely stay in TV film production.

While maintaining his headquarters in England, Fairbanks is due to shoot four films in Italy and

four in France. When production is completed, Associated will have a total of 78 installments. The first 39 of these were handled by Interstate Television earlier this year.

The NBC Film division has in perpetuity the distribution of the very first group of 39, which Fairbanks produced in 1952. It now sells the re-runs under the title "Paragon Playhouse." In financing the second and third cycle, Hyman acquired a profit participation in the "Paragon" group which, Hyman said, got into the profit column shortly after it began second-run sales.

## ZaBach Sold In Mexico

NEW YORK, Nov. 13.—Florian ZaBach this week was sold in his 60th market by Guild Films, producer-distributor of the musical series. The sale was made to XETV, Tijuana, Mexico.

Other areas outside the Continental U. S. A. which have bought the violinist are Hawaii, Puerto Rico and Alaska.

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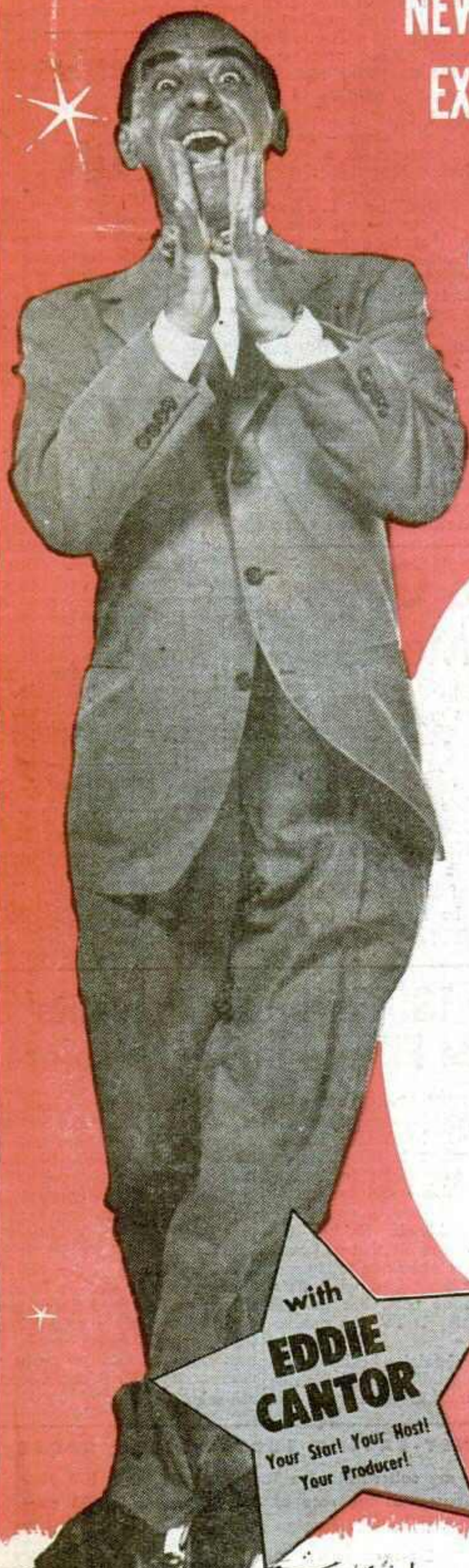
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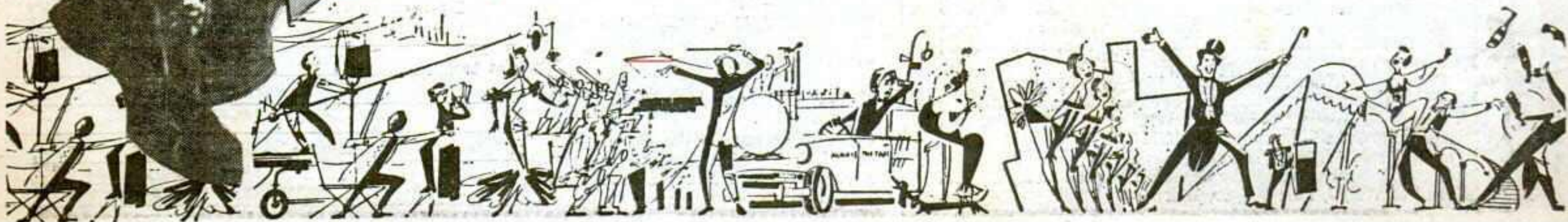




Table with columns: Oct. ARR Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, in Use Sets. Includes entries for Joe Palooka, Range Rider, Colonel March, Wild Bill Hickok, Old American Barn Dance, etc.

SALT LAKE CITY 3 STATIONS

Table for Salt Lake City stations: Sign-On to 7 p.m.—Monday Thru Friday, Sign-On to 7 p.m.—Saturday and Sunday, 7 p.m. to Sign-Off—Monday Thru Sunday.

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REVOLVING DOOR

Ken Fay, formerly of Television Programs of America, has joined Telefilm Enterprises to sell its products in the New York market. Ernest Lukas has left WGN-TV, Chicago, where for the past five years he has worked as producer-director of dramatic shows, to join Kling Film Productions as a director. Irving Save, Alexander Film Company, Colorado Springs, Colo., has been upped to general district manager of the firm's New England sales territory.

Norman Katz, sales manager in charge of foreign distribution for Associated Artists Productions, left New York on Thursday (11) for a 10-day selling trip in three Latin American capitals. John J. Schneider, of the Biow Advertising Agency, has been nominated for president of the National Television Film Council. The election is to be held in December.

Elizabeth Beckjordan has left Motion Pictures for Television where she was assistant publicity director. Television Programs of America sales department last week increased its account exec force considerably, bringing the total field sales reps to 48. Among the new execs are Charles King, formerly with the Croymer Corporation, and Radio Consultants, Inc.; S. L. Adler, formerly with Ziv-TV Programs; Jerome H. Stillman who switched from the men's fashion field; Samuel W. Steele, one-time advance man for Ringling Brothers and Barnum & Bailey Circus; Kenneth Joseph, also formerly with Ziv-TV Programs, and Fred Bernard who recently was with the radio department of the American Society of Composers, Authors and Publishers. Jeanne Osen Remusat, production assistant and casting director of Peter Elgar Productions, is flying to Florida for the Thanksgiving holidays.

Official Films 'Star & Story' In 49 Cities

NEW YORK, Nov. 13.—On the market for four months, "Star and the Story" has been sold in 49 markets by Official Films. Sparking the sales drive have been two regional deals with Rheingold Beer and Budweiser Beer. The former sponsor is in 14 markets, the latter in 16 with the dramatic show.

Rheingold has taken mainly markets on the Pacific Coast, and a few in New York State. Budweiser's buy is mainly in the Midwest, but it has a few markets in Pennsylvania and New England. Griesedieck Brothers Brewing Company has the property in two markets, and Interstate Insurance has it in three cities in Florida. The series stars such names as David Niven, Frank Lovejoy and Angela Lansbury.

Sterling Picks Up 'H'wd Scrapbook,' 'This Is the Story'

NEW YORK, Nov. 13.—Sterling Television has picked up two more 15-minute series. One is "Hollywood Scrapbook," which has Jack Rourke, emcee, interviewing show business personalities. It ran live in Hollywood, and was sponsored by Pepsi-Cola for a time. The other is "This Is the Story," produced by Morton TV, which handled all its own distribution heretofore. Using a limited animation technique, it tells unusual stories in the lives of historical persons, two to an episode. Sterling's sale of "Movie Museum" to KRCA-TV, as reported last week, was actually for two plays of 100 segments, not 26 as printed.

Table with columns: Oct. ARR Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, in Use Sets. Includes entries for Mr. District Attorney, City Detective, Meet Corliss Archer, Texas Rasilin, Story Theater, Florian ZaBach, Old American Barn Dance, Drew Pearson, Big Playback, Duffy's Tavern, Play of the Week, Orient Express, Craig Kennedy, Colonel March, etc.

INDIANAPOLIS 3 STATIONS

Table for Indianapolis stations: Sign-On to 7 p.m.—Monday Thru Friday, Sign-On to 7 p.m.—Saturday and Sunday, 7 p.m. to Sign-Off—Monday Thru Sunday.

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DAYTON 2 STATIONS

Table for Dayton stations: Sign-On to 7 p.m.—Monday Thru Friday, Sign-On to 7 p.m.—Saturday and Sunday, 7 p.m. to Sign-Off—Monday Thru Sunday.

DAYTON 2 STATIONS

Table for Dayton stations: Sign-On to 7 p.m.—Monday Thru Friday, Sign-On to 7 p.m.—Saturday and Sunday, 7 p.m. to Sign-Off—Monday Thru Sunday.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 9

Table with columns: Oct. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets to Use. Includes entries for Mr. District Attorney, Favorite Story, Waterfront, Life With Elizabeth, Meet Corliss Archer, I Am the Law, Half-Hour Theater.

BOSTON 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Boston stations on Monday-Friday at 7 p.m., including Superman, Gene Autry, Badge 714, Wild Bill Hickok, Annie Oakley, Rocky Jones, Hopalong Cassidy, Armchair Adventure, Stranger Than Fiction, Life With Elizabeth, Stranger Than Fiction, King's Crossroads, Armchair Adventure.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Boston stations on Saturday and Sunday at 7 p.m., including Liberate, Abbott and Costello, Royal Playhouse, Ramar of the Jungle, Armchair Adventure, Time for Beany, Armchair Adventure.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Boston stations from 7 p.m. to sign-off, including Range Rider, I Led Three Lives, Mr. District Attorney, Hopalong Cassidy, KH Carson, Foreign Intrigue, Your TV Theater, Waterfront, City Detective, Royal Playhouse, Death Valley Days, Story Theater, Janet Dean, Cisco Kid, Kieran's Kaleidoscope, Armchair Adventure, Yesterday's Newsreel, Ellery Queen, Yesterday's Newsreel, Old American Barn Dance, Times Square Playhouse.

Ziv Dubbing

Continued from page 4

what Ziv can make from these European sales at this time. The point in making this move now, he indicated, was to give Ziv a foothold in the European market against the day when it will be worth more.

TV circulation in these countries, according to Stern's information, is 170,000 sets in France, 70,000 in West Germany and 60,000 in Italy. Ziv has already made the strongest bid of any U. S. distributor in Latin America, which it began promoting as far back as two years

ago. It is now expanding its coverage there into Brazil and Argentina.

Ziv has sold at least one of its shows, "Cisco Kid," to the British Broadcasting Corporation.

'Howdy Doody'

Continued from page 3

of a medicine man from her Indian ancestors.

Playing the various parts will be Larry Mann, Claude Rae, Caryl McBain and Alfie Scopp. Music is by Cliff Braggins, with Quentin McLean at the organ and Hal and Renee Marquette manipulating the puppets.

Upward Price Cycle on Pix

Continued from page 4

which will sooner or later go into TV. In time, if he sees no other features forthcoming, Hyman said he would seriously consider going into production of low-budget pictures, as Princess Pictures has done.

But in no event, Hyman insisted, would he put such a package directly into TV, as Princess has done. If two out of a group of 26 are outstanding, he pointed out, they could make more out of theatrical sales than the whole package could make in TV.

Hyman believes that with their present product dearth theaters will not resist running pictures which they know will be on TV in due time. He cited instances in which pictures went into theaters even after they'd been on TV and still did well at the box office.

The bigger TV money will be available if the distributors come up with the right kind of films, Hyman asserted. On the strength of the big pictures that have come in this year, TV has already broken thru its old price ceiling. Hyman believes that the price structure of features in TV is strictly a matter of convention anyhow. If stations had been required to pay higher prices four years ago, they would not think twice about the money they have to put up for top pictures today.

Associated is getting over \$6,000 a picture in its 56-film deal with WOR-TV here. Hyman said WOR-TV got itself a good deal there. Actually, \$6,000 is high even for New York.

However, in their demand for fresh pictures, stations lately have been breaking their previous limits quite often. WOR-TV was billed for more than \$12,000 apiece for the General Teleradio group.

In fact, there are a number of situations in which the General Teleradio package opened the door for higher prices. In Pittsburgh, for instance, Ketchum, McLeod & Grove paid \$800 apiece for 24 of the General Teleradio pictures and about eight of the best in Interstate Television's new 29-picture package. This was a town in which \$600 had previously been high for features, and WDTV was reported to be quite unhappy that the spon-

sor, Thorofare Markets, had broken the barrier.

But the sponsor was not to be stopped. The GT-Interstate series, with the surrounding promotion, was proving a boon for the grocery outfit, and it wanted more top pictures to continue the show. Up until recently it was telling distributors it would again pay \$800 for any top title they could deliver.

The same effect was felt here in New York. WOR-TV, before it stocked up with the Associated buy, was telling distributors it would go only to \$8,500 for a top picture.

RESTLESS PEOPLE

Continued from page 3

pany and TV Guide, has been appointed executive veepee of Network Advertisers, Inc. Bertha Case has joined Ed Moser in the TV script department of MCA Artists, Ltd. Charles Powers, exec producer at Dancer-Fitzgerald-Sample, Inc., will move to the radio-TV department of McCann-Erickson's New York office on November 15 as director in charge of live commercial production.

John Held has joined Calkins & Holden as producer-director. He was formerly with Ketchum, McLeod & Grove. Nat Kahn, formerly show business trade paper editor, has set up a public relations office at 200 West 54th Street, New York, and will concentrate on TV and theatrical clients.

Harold F. Kemp, manager of NBC's talent office in New York, will transfer to Hollywood on December 1 and become a program exec reporting to Fred Wile Jr., veepee in charge of programs for NBC's Pacific division. J. Frank Gilday will join McCann-Erickson, Inc., on November 15 to become business manager of the Radio-TV department in the New York office. Previously he was with T. J. Maloney, Inc.

Telescoping Plan

Continued from page 4

with at least a 50-50 chance that it will come off is a South African venture by M-G-M Producer-Director Gerald Mayer. Mayer, who says one of the nets is definitely interested, and his plans depend on the outcome of negotiations, wants to do a TV adventure series with an African location, splicing three of the pix together for a theatrical film. Mayer's production would be independent, not under the auspices of M-G-M.

Over-all result may be better TV film at no increase in cost. Kaufman, for instance, is using 26 sets for his teleseries, but the cost of these can be written off against the feature. Disney's \$1 million outlay, which tops even the spectaculars, would be out of the question if the show were to be produced only for TV.

'Lucy' Reruns

Continued from page 2

comedy. This would make it the first network show to be seen twice weekly, tho in different versions. Undoubtedly this would establish it as the top moneymaker in the history of the medium, considering that the reruns will still have further value as local programming fodder, even after its second network run.

5 Plugs for 5

Continued from page 4

pad, two-color matchbooks, a theater ticket which invites the recipient to see the show on TV, and a three-color celluloid button to be used primarily to store and delivery personnel.

The kit also contains a full line of paper merchandising aids, including two-color light danglers, three-color window streamers, posters, broadsides, Cantor-signed letters to dealers and press, and standing displays ranging all the way up to lifesize.

N. Y. TV Center

Continued from page 2

because so much is at stake and programming and production talent so centered in New York and Hollywood, it becomes almost mandatory that agencies open up branches in one or both of the latter cities.

This, of course, results in a further concentration of advertising facilities in New York City. It also makes competitors out of these Midwest agencies for whatever new business can be gotten in the East. For example, the Perrin-Paus office here is already out shopping for more business to build its billings. Other of these out-of-town agencies will also become competitors of the Eastern agencies shortly.

Boon to Users

Continued from page 3

that it can be utilized only for lip movement and that the remainder of the cartoon or picture must remain static. Courneya, himself, thinks that it therefore will be limited to 20-second spots or to inserts in longer commercials, since it would probably prove tiresome over longer periods of time.

One problem Courneya had to lick was synchronization of lip movements with sound track, and he seems to have done this to perfection. The method is equally cheap for color and for black and white.

Courneya suggests that the system might be used for talking comic strips, utilizing Synco-Vox for the characters' speeches while creating the illusion of motion thru camera movements, dissolves and other optical effects.

FILM STUDIO

Large Sound Film Studio in New York. Cutting rooms available on sub-lease at \$400 per month. Near subway and bus line, Washington Square. Inquire BOX 961 The Billboard, 1564 Broadway New York 26, N. Y.

'MILLION MYTH'

WCBS Fights Cumulative TV Rating Usage

NEW YORK, Nov. 13.—WCBS-TV, here, this week attacked the cumulative ratings claimed by WOR-TV, also of this city, by labeling them the "Million-Dollar Myth." WOR-TV had made its rating claims in connection with its presentations of its "Million-Dollar Movie," which are presented twice nightly as strips and three times each on Saturdays and Sundays.

Robert Patt, WCBS-TV advertising and sales promotion manager, points out that the rival station chooses to assume that its ratings are cumulative, unduplicated ratings and that a completely different group of homes sees each of the 16 performances. He maintains that it is entirely possible that some viewers may enjoy a movie so well that they would see it twice.

He also points out that it is even more possible that different members of a household may watch the WOR-TV film presentations different nights of the week. Such households, of course, are counted twice in the WOR-TV projections.

WOR-TV uses Telepulse ratings, which do not utilize a fixed sample base, making it impossible to give a net unduplicated rating. WCBS-TV shows what the net unduplicated weekly ratings of the "Million-Dollar Movie" would be on three other rating services—American Research Bureau, Hooper and Nielsen. ARB for the October 7-13 week gives 40.3, Hooper for the October 13-19 week gives 39 and Nielsen for the September 21-October 3 week gives 30.4.

This is in contrast to the total rating points on Telepulse for October 8-14—84.2.

WCBS-TV also points out that its net rating for its film presentations would be considerably higher for the weeks of September 21-October 3 on a special Nielsen tabulation. Net rating on its "Early Show" would be 44.2, and on the "Million-Dollar Movie" 30.4.

22 Stations

Continued from page 4

are: WTVI-TV, St. Louis; WCAN-TV, Milwaukee; WIBW-TV, Topeka, Kan.; KIDO-TV, Boise, Idaho; WWLY-TV, Springfield, Mass.; KREM-TV, Spokane; KOAT-TV, Albuquerque, N. M.; KCEP-TV, Tulsa, Okla.; KTVU-TV, Scranton, Pa.; KSWM-TV, Joplin, Mo.; KLTU, Tyler, Tex.; WPEW-TV, Butte, Mont.; KZTV, Reno, Nev.; WMBV-TV, Marinette, Wis.; KELO-TV, Sioux Falls, S. D.; KIRO-TV, Sedalia, Mo.; KFVS-TV, Cape Girardeau, Mo.; WJBF-TV, Augusta, Ga.; WJUM-TV, Reading, Pa., and KHSL-TV, Chico, Calif.

According to Oliver Unger, NTA executive vice-president, they now have at least 100 more hot prospects. In the event the contest is sold in more than 100 cities, the prize ante will be raised accordingly, since the \$1,000,000 total was predicated only on a 100-market spread.

AWARD TO UPA FOR COM'CIAL

HOLLYWOOD, Nov. 13.—United Productions of America has been named winner of the 1954 medal award for television commercials, it was announced this week by the Art Directors' Club of Chicago. The medal was given for the one-minute, limited action Bromo Quinine commercial, "Little Man."

Other UPA products are the "Busy Day" Jello spots, telephone company spots, Lee Carpets, General Motors, Lucky Strike, Johnson's Wax and Carling's Ale commercials, and the "Omnibus" opening sequences.

## Diskers Glow With Lend-Lease Spirit

Back Scratching Everywhere, as Firms Swap Artists to Make Albums Possible

By JUNE BUNDY

NEW YORK, Nov. 13.—A new aura of good fellowship is beginning to evidence itself in the lend-lease arrangements made by the major labels to borrow artists for movie sound track albums. The most recent example is M-G-M's coup on its "Deep in My Heart" sound track package, with a flock of big-name artists from other labels lined up for the album, including Rosemary Clooney, Tony Martin, Vic Damone, Jose Ferrer and Helen Traubel.

Trades, of course, play a big part in the successful negotiations of these deals. For instance, M-G-M secured the services of

Rosemary Clooney and Ferrer on the strength of a prior agreement to let Columbia use Howard Keel on Doris Day's "Calamity Jane" album and Carol Haney in "Pajama Game."

Mercury gave them Vic Damone as a token of appreciation for permission to release the sound track of Damone's recent M-G-M movie "Athena" with Jane Powell and Debbie Reynolds. RCA Victor okayed Tony Martin's appearance in the album, because M-G-M previously gave them Mario Lanza's sound track from "The Student Prince."

### Other Swaps

The "you scratch my back I'll scratch yours" policy also evidenced itself this month at Coral, where Pearl Bailey was loaned to RCA Victor for the "Carmen Jones" movie sound track album. Decca got in the picture by borrowing Johnnie Ray from Columbia for its forthcoming "No Business Like Show Business" sound track album.

However, some deals are still blocked. For instance, Columbia refused to lend Rosemary Clooney to Decca for its "White Christmas" album. Decca miffed Victor last year by refusing to lend Ethel Merman for Victor's "Call Me Madam" package. More recently Victor kayoed Decca's bid to use Marilyn Monroe in the "Show Business" album.

Whereas in past years, the record companies zealously refused to

(Continued on page 18)

## Woolworth Cuts Disk Prices by Half in England

LONDON, Nov. 13.—Following last week's announcement that Woolworth's had entered the disk business here comes a disclaimer that the store is out to undersell the trade. Altho the first records put out by Oriole and Mercury Records on behalf of Woolworth's are selling for 52 cents—a little over half the normal sale price here — the firm states its policy should boost business elsewhere, not weaken it, by increasing interest in a new market.

First titles on sale are hit tunes of the moment waxed in the main by little-known artists, which backs up the firm's statement that they will not attempt to build new numbers. Despite Woolworth's soothing statement, many dealers feel their customers will naturally tend to buy the lower-priced disk—even at the loss of a "name" singer. In this way, obviously, Woolworth's bands and singers will very shortly become names themselves.

### PUBLISHERS

## 3 of Four Aces Back Recordland

CHICAGO, Nov. 13.—It was revealed here this week that Recordland Magazine, the first consumer fan magazine to cover the record field, is owned by three members of the Four Aces. Dal Publications, producers of the magazine, is actually a contraction of the initials of Dave, Al and Lou—Mahoney, Alberts and Silvestri. Sod Vaccaro, the last member of the group, is the only one not in on the venture.

The magazine has hit the stands with four issues and one is ready to go. Last week it was announced here that the firm had let go all of its editorial and advertising staff members in the Chicago office and retained only Vince Fiarino, publicity, and Nick Downey, circulation. It was reported at that time that the firm was moving its offices to New York.

It was learned this week that actually the group has decided on an economy move that negotiations are currently going on in New York to find a new publishing firm for the magazine. It was also learned that approximately \$150,000 had been put into the magazine, and because of the backers having little time to control the venture, costs were exceeding budgets. A source here reports that

(Continued on page 18)

## 4 TRADES TO HONOR POTTER

HOLLYWOOD, Nov. 13.—Disk Jockey Peter Potter, celebrating 20 years in the entertainment industry, will be the first disk jockey to receive a major tribute from the combined radio, television, recording and motion picture industries at a testimonial dinner Monday, December 6, at the Beverly Hills Hotel.

A 38-man committee, representative of all show business fields, was formed last week with songwriter Jimmy McHugh as chairman.

Members of McHugh's committee include Johnny Mercer, Sonny Burke, Jesse Kaye, L. Wolfie Gilbert, Eddie Janis, Glenn Wallichs, Irving Mills, Johnny Green, Jimmy Durante, Mort Hall, Guy Della Cioppa, Joe Perry, Mickey Goldsen, Lucky Wilber, Joe Nadel, Donald O'Connor and Sidney Miller.

## Philly Distrib Uses EP's to Plug Hi-Fi

PHILADELPHIA, Nov. 13.—The local Seeburg distributor, the Atlantic-Pennsylvania Corporation, is using EP's in a promotion designed to show off the high-fidelity characteristics of the manufacturer's new juke box.

In the next few weeks it will place 400 copies of RCA Victor's EP version of "Hearing Is Believing" on as many coin phonographs in this area, with attention called to the new entry by a special title strip. The disk compares old-style recording with new hi-fi etchings and includes pertinent narration.

## 570 INSTALLATIONS

# \$450,000 Deal Okayed For Background Music

DETROIT, Nov. 13.—Background music equipment will be installed in approximately 570 new homes being constructed in the suburb of Westchester Village as a result of a \$450,000 contract entered into by Music Systems, Inc., local Seeburg distributor. Plans call for the installation of Seeburg's 200 Select-O-Matic Hi-Fi unit in all of the homes being erected by the Garling Construction Company, recognized as one of the largest residential builders in the country.

The contract was consummated by Joseph Nemes, president, and Herbert Payne, sales manager of Music Systems and by Fred Garling, president, and Carl Kurz, salesmanager, of Garling.

Westchester Village is about eight miles northwest of the Detroit city limits, in Bloomfield Township, a rapidly growing suburban community. It consists of 300 acres and is divided into half-acre lots. About 30 lots are expected to be reserved for school and church construction. Home prices range from \$31,000 to \$39,000, generally ranch type dwellings.

A Select-O-Matic is being installed in each new home, and is included automatically as part of the purchase price. The unit will be concealed in a ready-made panel in the wall. Six homes are already open for inspection.

Of the six, four are model homes. These have drawn thousands of visitors interested in General Electric's House of Stars, Detroit Edison's Diamond Jubilee Home, Mr. Peepers' Jubilee Home and the Pickwick Home.

The background music installations are also being used to help home sales. Various records are played during open hours, with one of these being "Half An Acre," which casually includes the name of Westchester Village. Composer

is Carl Kurz, Garling sales manager. The number was recorded by Wyona Winters and Leonard Stanley on a Grand label.

Fred Garling said that he

(Continued on page 72)

## Davis Reactivates Beacon for R&B

NEW YORK, Nov. 13.—Joe Davis is reactivating his Beacon label for r.&b. disks. Beacon Records was one of the most active r.&b. labels from 1943 to 1948, and a number of artists, including Savannah Churchill, The Red Caps, and Una Mae Carlisle, were on the label.

Davis will retain his Jay Dee label, which up to now has been wholly r.&b. Jay Dee in the future will be a pop label, and pop LP's and EP's will be issued on it. The first release on the revived Beacon features Dean Barlow and The Crickets with "Be Faithful."

## Over 1,000 to Fete WSM's 29th Year

Big 2-Day Schedule Arranged for National DJ Shindig; Execs and Artists to Attend

NASHVILLE, Nov. 13.—Over 1,000 disk jockeys, the top sales and artists and repertoire executives of record companies, music publishers, bookers, talent buyers and artists will gather here this coming week for the annual National Disk Jockey Festival in honor of the 29th anniversary of WSM's "Grand Ole Opry." The festival will be staged here on Friday (19) and Saturday (20).

The two-day event is packed with meetings and parties. The agenda begins with a 10 a.m. meeting on Friday at which time WSM execs will welcome the disk jockeys and introduce them to record and music publishing execs. At noon Friday RCA Victor will give a luncheon for the jockeys at the Andrew Jackson Hotel.

At 2 p.m. the jockeys will meet for a round-table discussion on record servicing and programing problems. At the same time, wives of the visiting jockeys will be entertained at tea by Mrs. Frank Clement, wife of Tennessee's Governor. The tea will be at the Governor's Mansion.

### Many Parties

From 4 to 6 p.m. on Friday, jockeys will be invited to attend the cocktail party being sponsored by Cedarwood Music. For the rest of the evening record companies, music publishers and other firms will all hold open-house parties at various locations for the jockeys. At the same time WSM's tape room at the Andrew Jackson Hotel will be made available to all visiting jockeys who want to tape inter-

views with the attending celebrities.

Saturday's schedule begins with a 7:30 a.m. breakfast tendered by Hill & Range Music. The event will be held at the Noel Hotel during WSM's regularly scheduled show, "Breakfast at the Opry." At noon all will be invited to attend a luncheon at the Andrew Jackson Hotel which is being given by

(Continued on page 18)

## Decca Huddles With Spark for Fling at R.&B.

HOLLYWOOD, Nov. 13.—Decca Records is expected to enter the rhythm and blues field with another subsidiary label shortly, should present negotiations with Spark Records be concluded.

Deal reportedly awaits only the final approval of Decca President Milton Rackmil, who arrived here late yesterday (12).

Details of the Decca move involve the acquisition of the complete Spark catalog, unreleased masters, talent and the services of recording directors Jerry Lieber and Miker Stoller, and Spark sales chief Lester Sill.

Should the deal be consummated, Lieber is expected to head the as yet unnamed label's artist and repertoire department, Stoller to act as an a.&r. assistant, while Sill would direct national sales and promotion.

To date, the Spark firm has released only eight sides since its

(Continued on page 18)

## Joni James Signs With M-G-M After Long Hassle

NEW YORK, Nov. 13.—M-G-M Records finally signed Joni James on Thursday (11), following a lengthy hassle between the record company and the singer over renewal terms. In recent months Miss James has been offered around to several of the larger record companies, with no takers at the price and terms sought. M-G-M, however, settled the problem this week by giving in to some of her demands.

The Miss James' last few records have failed to match the sales figures of her early disks, M-G-M is believed to have felt obligated to its distributing organization to retain the biggest name on the label at almost any cost.

Exact terms of the new contract are not known, but the thrush has been seeking complete autonomy on selection of material, a \$50,000 a year guarantee and similar demands. Negotiations for M-G-M were handled by the label's chief Frank Walker.

## Diskers Aim Guns On Christmas Wax

By BOB ROLONTZ

NEW YORK, Nov. 13.—Every year about this time the diskeries let go with their heaviest ammunition to win one of the top prizes of the year—a new hit Christmas record. This year is no exception. All of the major firms, and most of the smaller ones, are now issuing Christmas wax featuring top pop artists, vocal groups and orks. All of the new releases are in addition to the many re-issues of top Christmas sides of other years, like "White Christmas" or "Rudolph."

RCA Victor this year is issuing new singles by the Ames Brothers, Eartha Kitt, Spike Jones and the Voices of Walter Schumann. The Eartha Kitt record, "This Year's Santa Baby," is the tune that she made a hit last year, all dressed up with new 1954 lyrics. The Ames Brothers' latest is "There'll Always Be a Christmas" and "I Got a Cold for Christmas." Spike Jones' waxing is "I Want Eddie Fisher for Christmas," and the Voices of Walter Schumann cheer the holiday

(Continued on page 18)

## Capitol Sales Top \$17 Mil. Net 736G; Exceed '53 Marks

HOLLYWOOD, Nov. 13.—Net sales for Capitol Records in the 12 months ended September 30, 1954, totaled \$17,283,000, an increase of \$1,318,000 over the comparable period a year ago, said President Glenn E. Wallichs in a quarterly report to shareholders.

Net income amounted to \$736,181, equal after preferred dividends to \$1.53 a share on the 476,230 shares of common stock outstanding. This compared with \$709,624 or \$1.47 a common share, in the preceding 12 months.

Wallichs pointed out that the company's working capital position continues to be strong, with cash, receivables and government securities exceeding all liabilities.

# Rack Jobbing Hits 500G Mark in Calif.

HOLLYWOOD, Nov. 13.—Approximately \$500,000 in hitherto untapped record sales is currently being achieved annually by record rack jobbers in Southern California. This is the opinion of Ed Mason, president of Record Rack Service, largest of the rack operators in this area.

The half-million-dollar figure represents sales at the consumer level, and includes a multitude of labels; the majors, independents, hit-tune disks and distress merchandise. Mason revealed that his firm alone, which carries the major labels in the pop and classical fields and only Peter Pan (25 cents and 59 cents list) in the kiddie field, will have accounted for approximately \$220,000 in sales at year's end.

Mason's rack operation, originally organized in 1948 following a two-year stint with the RCA Victor

distributor here, is a growing one that up until recently had largely restricted its operation to Army, Navy and Air Force exchanges. Record Rack Service currently has 30 racks in these military installations, and has since expanded with 18 more covering chain-store-operated supermarkets.

Mason designs his own racks, each of which hold a total of approximately \$800 in records. Racks are supplied to the location at no cost, the Mason estimates they cost his firm between \$40 and \$75 each. At the present time, Record Rack Service covers an area as far south as San Diego and east to San Bernadino, and gets full retail prices for its records.

Contrary to the opinion of many dealers who see a possible threat to their businesses as a result of the growth of rack jobbing, Mason believes the additional exposure of records in supermarkets, drug chains and variety stores complements the music shop.

Says Mason, "We are not equipped to carry more than the established hits in single records and package goods, and consequently offer what might be considered a disinterested record buyer the opportunity to exercise the impulse-buying habit. The average music lover that has the record-buying habit will continue to visit his record dealer. At the

(Continued on page 26)

## BRITISH DISKS

# 700 Releases For Nov. Make All-Time High

LONDON, Nov. 13.—An all-time high figure of 700 new records will be released by British disk companies this month. Of this total the Decca group (Decca, Brunswick, Capitol, Felsted, London, Durium and Telefunken labels) will issue 298—86 standard 78's, 30 of which are duplicated on 45 r.p.m.; 39 are 45 EP's; 10 are 78 medium-plays and 124 are LP's.

The EMI Group (HMV, Columbia, Parlophone, M-G-M, Regal-Zonophone) are to put out 204 disks consisting of 78 on 78, of which 34 are duplicated on 45; 35 on 45 EP's and 57 on LP.

The smaller companies like Vogue, Phillips, Esquire, Mercury, Nixa, etc. will account for the rest. The great majority of this output are jazz, swing, dance band and pops. Only four years ago the trade was congratulating itself on a total of about 270 different disks.

## TIT FOR TAT

# Artists Pick Their Favorite Deejays

NEW YORK, Nov. 13.—Traditionally, disk jockeys are polled to name their favorite artists. And in line with the usual practice, the jockeys thruout the nation had their say in The Billboard's Seventh Annual Music-Record Programming Guide issued last week.

It seemed only proper to give artists a chance to pick the jockeys they felt deserved to be similarly honored. This year, for the first time, The Billboard polled the country and western recording artists asking them to name the jockeys considered to be doing the most honest and conscientious job.

The 55 deejays selected by the artists were:

1. Nelson King .....WCKY
2. Eddie Hill .....WSM
3. Paul Kallinger .....XERF
4. Marty Roberts .....WCKY
5. Randy Blake .....WJJD
6. Charlie Walker .....KMAD
7. Johnny Hicks .....KRLD
8. Pete Hunter .....KRCT
9. Bill Collie .....KNVZ
10. T. Tommy Cutrer .....KCIJ
11. Joe Rumore .....WVOK
12. Lee Moore .....WWVA
13. Fred Wamble .....WBAM
14. Bob Neal .....KMPS
15. Smokey Smith .....KRNT
16. Johnny Rion .....KSTL
17. Joe Martin .....KCNC

# Coral Distribbs Meet in N. Y.

NEW YORK, Nov. 13.—Coral Records is holding a distributor meeting here today (13) to discuss promotion and sales plans on the label's plug items for the rest of the year with Coral's top exec Norm Weinstroer.

New Coral records scheduled to get the big push included disks by Don Cornell, the McGuire Sisters, Teresa Brewer, Johnny Desmond, Billy Williams, Karen Chandler the Lancers.

Today's meeting will be attended by Johnny Thompson, Nashville, Coral distributors from Buffalo, Boston; Hartford, Conn.; Pittsburgh, Cleveland; Newark, N. J.; Cincinnati, Philadelphia, Baltimore, and New York.

# STARR TO WAX AT CAP STUDIO

HOLLYWOOD, Nov. 13.—Tho Kay Starr won't be a Capitol recording artist come the end of the year, the singer is expected to start off 1955 under Capitol's roof.

Already signed to an RCA Victor recording contract, Miss Starr's mentor, Hal Stanley, has engaged the Capitol studios here for a recording session come January 2, 1955.

# Bell Label Inks Distrib Deal In 4 Countries

NEW YORK, Nov. 13.—Bell Records has closed a deal with the Musical Masterpiece Society for the distribution of its pop wax in several European countries. MMS, an affiliate of Concert Hall Records, operates mail-order record clubs here and abroad (The Billboard, November 6).

Under the new contractual arrangement, MMS will have access to Bell masters it feels suitable for exploitation in European countries where it currently operates. These include France, Holland, Switzerland and Western Germany. Not covered by the pact is England, (Continued on page 26)

# Bergman Puts Out New Roulette Wax For R.&B. Market

NEW YORK, Nov. 13.—Dewey Bergman, president of Benida Records, has started a new label, Roulette, to enter the rhythm and blues market. Tho Benida has issued rhythm and blues records in the past, Bergman believes that the new label name will enable the firm to expand its activities further in this market. Such groups as the Sugartones will be switched from Benida to the Roulette label.

Meanwhile, Dewey Bergman Jr. has joined the firm as sales promotion manager and heads out on the Midwestern promotional trip, while sales manager Jack Sweeney returns from a Southern markets tour. Latest talent additions to the Benida labels are Harvey Grant, Ann Gordon and the Eddie Layton Trio.

The firm has also set a special and unusual promotion for its Christmas carols album recorded by the Macy Singers, a choral group made up of employees of the mammoth Macy department store here. During the pre-Christmas selling season Macy telephone operators will answer all incoming calls by saying "Have you heard 'Songs of Christmas' recorded by the Macy Singers?"

# RCA Hits Million In Mood Albums

NEW YORK, Nov. 13.—RCA Victor presses next week will punch out the firm's 1,000,000th mood music album since the launching of the series in September, 1952. Total sales volume for the series has already reached \$3,600,000, according to Larry Kanaga, general sales manager.

He said sales have been equally divided between LP's and EP's. Featured are the Melachrino Strings, Hugo Winterhalter and Henri Rene.

# Kameron, Meltzer, Smith Form Label

NEW YORK, Nov. 13.—Version Records, a new LP firm, has been formed by Pete Kameron, of Folkways Music; Bill Smith, former night club-vaudeville editor of The Billboard, and press agent Allan Meltzer. Already signed as artists are Sylvia Syms, Charlie DeForest, Richard Dyer-Bennet, Robert Clary and Ken Nordine. Intimate nitery material will be featured.

# Livingston Taping Disks of 5 Indies

By IS HOROWITZ  
NEW YORK, Nov. 13.—In moves to expand its interests in the pre-recorded tape field, Livingston Electronics has just completed arrangements to issue the recorded material of five independent diskeries on tape. Livingston, a high-fidelity components manufacturer, will act as duplicator and national distributor in the tape operation, but all tapes will carry the label of the originating diskery.

Deals have already been set with Atlantic, Esoteric, Riverside, Oceanic and Empirical Records. Their first Livingston-processed tapes will hit the market within the next few weeks. Current talks with other record manufacturers are expected to lead to similar arrangements.

Livingston's plan is to market the tapes primarily thru hi-fi outlets, altho other retailers handling tape machines and records will also be solicited. Stress will be laid on the hi-fi character of the tapes, altho

## SASHAY IN

# Expect Over 10,000 at Chi Sq. Dance

CHICAGO, Nov. 13.—This weekend will see the largest gathering of square dance enthusiasts ever to congregate in one spot. Between 10,000 and 12,000 people will attend this year's Square Dance Festival held in the International Amphitheater here, with only about 2,000 people coming under the heading of spectators.

The yearly event, in which dancers from 48 States and Canada participate, was originally started by Station WLS, which dropped it last year and turned it over to the Chicago Area Callers Association. The association puts on the affair now in conjunction with the Chicago park district.

This year there will be 26 exhibitors, including all the manu- (Continued on page 26)

# Sunny Gale Switch To Capitol Nixed When Victor Balks

HOLLYWOOD, Nov. 13.—Negotiations for a projected switch of singer Sunny Gale from RCA Victor to Capitol Records were temporarily halted this week with the disclosure that the singer could not obtain her release before the end of her existing contract.

RCA Victor reportedly would not allow the singer to break her contract, which expires in April of 1955. Capitol Records execs indicated that negotiations would be resumed next year.

## N. Y. GOES FOR HILLBILLY

# Snow Packs Meadowbrook, First Country Star to Click

Continued from page 11

heard on WATV's radio affiliate, WAAT.

Already booked to follow Snow are Faron Young on December 6 (also a Monday night) and Webb Pierce for a Monday in January. Dailey plans to raise the admission price to \$2.20 for the Pierce date. At the \$1.65 admission tab, Dailey drew 1,890. Capacity at the Meadowbrook is technically set at 1,650. Dailey also said that his average table take was higher than usual, pointing out that he sold 139 cases of beer at 55 cents a bottle and 565 complete dinners.

At about 11 p.m. Snow made a pitch to the audience to sell a folio of his hit songs with an autographed photo. He sold 1,000 folios at \$1 each.

As for the house, it was mainly

some of lower quality will be issued if the historical interest is considered strong.

Wherever possible, the firm will duplicate its product direct from master tapes. In a few cases bin-aural tapes will be introduced.

## 40 Atlantic Tapes

Among the first batch of Atlantic tapes will be recordings by Errol Garner, Mary Lou Williams, Jimmy Yancey, Barbara Carroll, Sylvia Syms, Dizzy Gillespie, Mabel Mercer and Mae Barnes. A complete recording of Shakespeare's "Romeo and Juliet," featuring Eva LeGallienne and Dennis King, is also in the works. Some 40 Atlantic tapes will be made available in the next year, according to present plans.

Included among the initial Esoteric tapes will be some medieval Christmas carols, works by Giovanni Gabrieli, a collection of harp music, and ethnic and jazz material. The Riverside tapes will feature such names as Fats Waller and Bix Beiderbecke. Oceanic's first tapes will consist of both classical and mood-music sets, and Empirical's will showcase Dixieland jazz.

All tapes will be double-track, 7 inches per second, in both five and seven-inch reels. The smaller packs will list at \$6, the larger at \$12. Full-track reels will be available on special order at \$10 each.

## Trust Fund Moneys

Under its arrangements with the record firms, Livingston assumes all financial burdens except for artist royalties. Livingston will be responsible for payments to the Music Performance Trust Fund and to publishers for mechanical royalties. An override on sales goes to the diskeries.

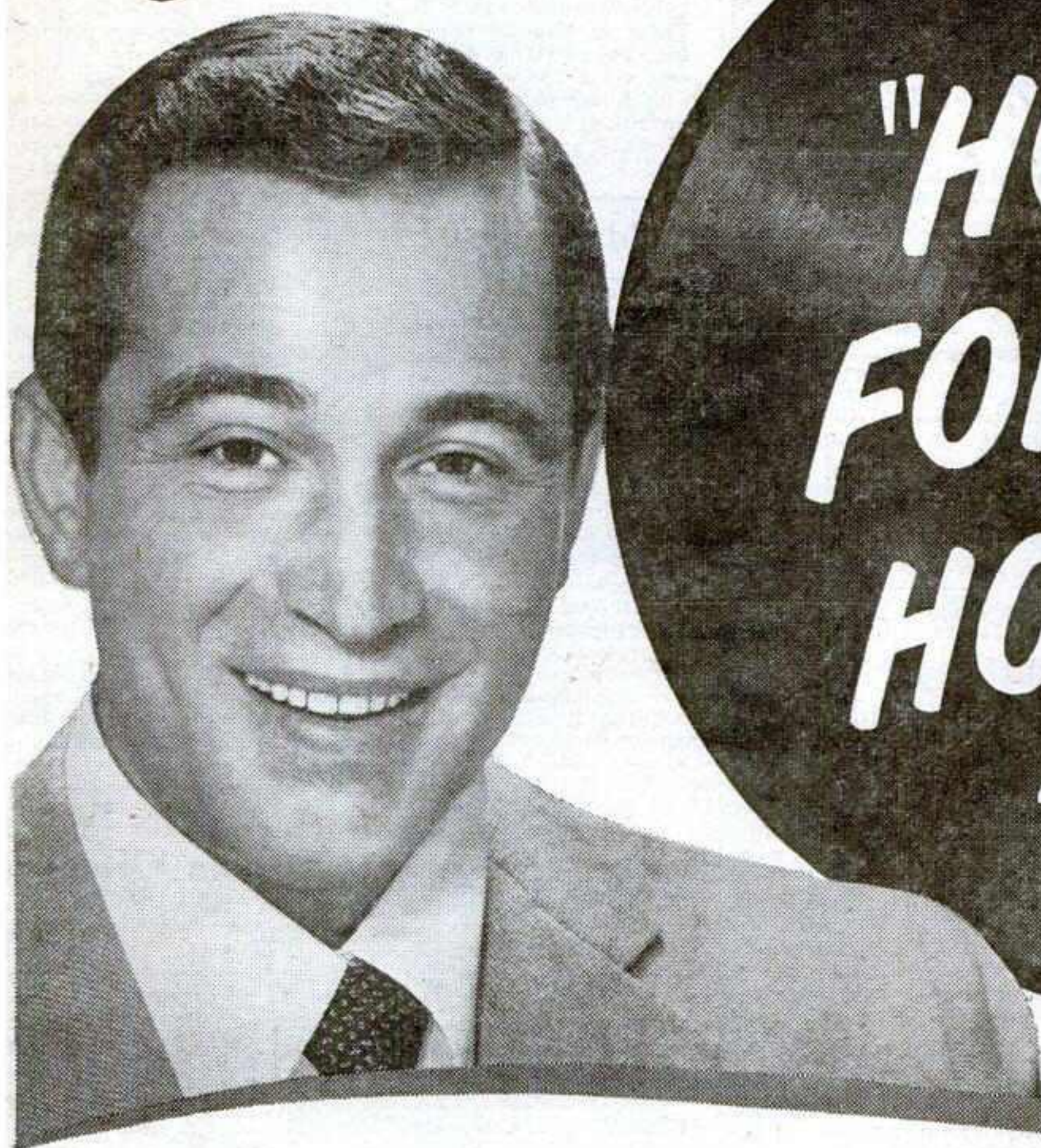
Livingston will continue to issue its own Connoisseur and Livingston pre-recorded tape lines.

# SPA to Scale New Dues Card For Next Year

NEW YORK, Nov. 13.—The Songwriters' Protective Association will re-scale its membership dues next year to help meet increased costs of operation and added services. It will be the first dues hike by the organization in five years.

Dues for members will be scaled from the special associate category (amateur cleffers) at \$15 a year, thru seven grades topped by a new double-A class calling for a yearly bite of \$150. This "super-dreadnaught" category will probably include no more than 25 among SPA's total membership of 2,400. Class designation will be determined by size of renewal activity of cleffers' catalogs. The current (Continued on page 26)

**DON'T MISS IT!!**



**"HOME  
FOR THE  
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## VOX JOX

By CHARLOTTE SUMMERS

**MORE R&B COMMENTS:** "I'd like to take issue with the people who are defending all types of r.&b. tunes," writes Tut Perry, WHLM, Bloomsburg, Pa. "Certainly we jockeys must look out for our own reputations, since nobody else will. I try to audition carefully—all r.&b. releases. It's too easy to be caught embarrassed on the air once you've let the record spin. And don't think the audience doesn't listen to the words of these tunes. How many jockeys can say they've never received requests naming a phrase or line from the song as a title and then have to scramble to find the correct title. Does this prove anything?"

"I say, if the labels won't police themselves, let us police ourselves. Let the manufacturers print as many copies as they wish, and take their chances on the jockeys spinning them. I've flatly refused to play several on the air—Vicki Young's 'Honey Love' and Jimmy Dickens' 'Out Behind the Barn,' tho the latter isn't r.&b. Sure there's a beat, but there's also potential delinquency. Let's face it . . . if the kids look up to us as idealists . . . music-wise . . . let's not look down on them."

**SURFACE NOISES:** Harry A. Heckesky, WMMM, Fairmont, W. Va., is still sounding off on the poor condition of today's music. He writes, "Several weeks ago I wrote something on the back of one of these questionnaires pertaining to the current bad condition of music. I would like to state here and now that I must not be the only one who believes this to be true. Due to your printing what I wrote, I received many replies from all over this country and one from Canada all in complete accord with what I wrote. I have had people asking for my picture as a result. Maybe they think the same way I do but what can a handful of true music lovers do to get the public and artists back on the good beam of music."

"This probably will be a long hard pull but if the jockeys who are crying all scream together, we may be able to get the job done. To cry my part, I will start by blasting those so—  
(Continued on page 44)

## DEALER DOINGS

By JUNE BUNDY

**IN THE FIELD:** Decca's relations with the J. McKenna Music Shop, of Cambridge, Mass., are so good that the label's special classical representative for national sales, Bill Crowley, married the outlet's co-owner, Grace Lyons, last Saturday. . . . Deejay Larry Fischer, WTCN, Minneapolis, recently ran a contest, wherein listeners were asked to guess the number of records on the shelves of a local record shop. Eight albums were given away as prizes, and Fischer suggests that dealers might utilize the stunt on their own as a door prize or newspaper ad gimmick. . . . Bob Spence, Spence Music Shop, Whitinsville, Mass., reports that business has been slow, but he expects it will pick up this winter. . . . The Sam Viner Music Company, Bangor, Me., has had lots of calls for individual recordings from Harry Belafonte's new "Mark Twain" album, and he thinks Victor should release some of the LPs selections as singles.

**THE SHOWOFF:** The management of Edward T. Bates Company, Meadville, Pa., was considerably miffed recently when an "upstart" young record salesman, making his first trip thru the territory, tried to tell the veteran dealer all about the record business. The dealer writes, "Our store has been in the retail record business continuously since 1880. We remember the first cylinder records, the gaily painted horns which hung by a chain, one-sided recordings and the orthophonic. We didn't tell 'Joe' all these things tho. We just let him blow his top and rant and rave, altho we perhaps know more about the record business than he will ever know."

**JUST BROWSING:** "Some of those 'college degreed,' top-flight promoters ought to go into business for themselves for awhile and learn the practical facts and fundamental problems of the record trade," according to Oliver Martin, Martin's Radio and Music Shop, Franklin, N. H. Martin writes: "The record companies can and should help the dealers with real bargains on table and wall racks for display and increasing impulse buying. This should forcefully be brought to their attention. It is my belief that this will bring more record business than those expensive 'bonus deals' and trips to Bermuda or the Azores. Let's be realistic and grow up."

**THE APPEARANCE** of television favorite Sheriff John at the North Hollywood Sears-Roebuck store last week resulted in a complete sellout of his Imperial children's records. Approximately 1,000 youngsters turned out for the event, with Sears' record counter mobbed by buyers. . . . Lennie and Jean Saden, Rosslyn Music Shop, Hollywood, report the start of what appears to be a good Christmas market for equipment sales. . . . Musicland, Hollywood, continues adding to its self-service operation with additional browser boxes. . . . AFTRA has notified its members to honor the picket line of the Retail Clerks' Union at Music City, Hollywood.

## JUKE BOX WRAP-UP

Five more juke box operator associations in the State of Ohio this week voted to start changing over to 10-cent play. As a result the entire Northeastern section of the State is now moving into 10-cent play. Among the larger cities making the move are Akron, Cleveland, Youngstown and Warren.

An editorial in the Music Machines department reiterates The Billboard's stand on the testing of commercials in juke boxes. Again operators and their associations are reminded that a test run by an independent and outside research organization would work to the advantage of all parties.

The Detroit move to stop juvenile delinquency thru the use of music got another shot in the arm this week when city police, the operators and local disk jockeys met and worked out a four-point program to aid teen-agers.

For full details on these stories see Music Machines department beginning on page 72.

## MOA Gets 10c On Every NJB Record Sold

CHICAGO, Nov. 13. — The Music Operators of America administrative fund will get 10 cents from Barney Young for every copy of the National Juke Box label sold by Young to operators or retailers. This was one of the additional details disclosed this week concerning the tie-up between MOA and Barney Young, New York music publisher (The Billboard, November 13). The fund was originally set up by MOA to settle congressional bills to amend the Copyright Act.

George Miller, president of MOA, also told The Billboard this week that the NJB record would be issued on both the 45 and 78 r.p.m. speeds and that operators did not have to order any specified number of disks.

### All Operators

Miller said that the records are being offered to all juke box operators (including non-MOA members) and also to retail dealers at standard prices. No contract between MOA and Young has been negotiated. MOA considers the operation in the nature of a test.

Miller also said that MOA was negotiating with a West Coast music publisher for the same type of deal as Young's

## Bright Wins AFM Court Fight Over Yanking Club Ork

PITTSBURGH, Nov. 13.—Jackie Bright, president of the American Guild of Variety Artists, won his long fight with the Pittsburgh Musical Society on Monday (8) when Court upheld the Allegheny Court of Common Pleas who held that the American Federation of Musicians' Local 60 had used a secondary boycott against Bright.

Last winter the musicians' union here asked all performers appearing in the area to keep off disk jockey shows because the deejays were going into ballrooms with teen-age dances and putting musicians out of work. The union further said that all acts going on these shows would not have musicians playing behind them when they appeared in the local spots. Bright objected strongly to this edict, went on Joe Deane's show over KQV and the band was pulled at his engagement at the Carousel.

Bright sued, won in the lower court and the Supreme Court refused to change the ruling upon appeal by Local 60 who maintained it was a labor dispute and should have been heard by the State Labor Mediation Board.

## WNEW SELLS MINKS, YACHTS

NEW YORK, Nov. 13. — Diamonds, mink and yachts ordinarily aren't the sort of products that good deejay sales are made of, but local indie WNEW hopes to change all that this month. Beginning Monday (15) Jerry (Make Believe Ballroom) Marshall will deliver special spots for a \$49,000 Chris Craft yacht, a \$22,000 Gunther Jaeckel mink and a Van Cleef and Arpels necklace.

It's primarily a stunt of course, but owner-manager Richard Buckley is betting that "among the millions who listen there is a group infinitesimal in numbers, but tremendous in affluence, that will make this sort of thing pay. Anyway you don't have to sell a lot of yachts to satisfy a sponsor." Part of the gimmick is that Marshall himself will personally act as salesman via special appointment in response to any inquiries brought in by the commercials.

## DISKING RUNS IN THE FAMILY

HOLLYWOOD, Nov. 13.—Treading in the footsteps of two well-established names in the recording industry, Oliver Berliner, president of Oberlin, Inc., is the third-generation descendent of the family to enter the business.

Emile Berliner, Oliver's grandfather, is credited with inventing the carbon microphone and was president of the Berliner Gramophone Company, later acquired by the Victor Talking Machine Company.

Edgar Berliner, Oliver's father, was president of RCA Victor of Canada. Oberline, Inc., bowed in the disk business via a Pinky Lee kidisk, with future plans calling for expansion into the Latin-American and package goods fields.

## World Readies 7 Music Packages For Local Radio

NEW YORK, Nov. 13. — The World Broadcasting System is readying seven new musical packages for local radio station subscribers for a January 1 delivery date. The series, the biggest single package distributed by World in its 20-year history, includes a new 15-minute transcribed Three Suns show on a five-day-a-week basis.

The rest of the packages are record programs, with World supplying special scripts for local station announcers, while disks are played individually by each station. The new across-the-board programs include three half-hour shows — "Music Coast to Coast," "Passport to Daydreams" and "Guess Who? Guess What?"

The 15-minute series include "Westward to Music," "The Song and the Star" and the Blackwood Brothers Quartet singing gospel songs.

## Chi Theater Back To Flesh, Using Recording Talent

CHICAGO, Nov. 13.—The Chicago Theater is back to booking flesh for its stagshows which bow December 17. With the swing back to vaudeville, which was cut short by the run of "A Star Is Born," the house once again reverts to a policy of featuring top disk talent. Prior to the flesh lay-off, this house has been spotting record talent for almost a year with marked success.

First of the record names to be booked into the house are Julius La Rosa and Kitty Kallen, who will co-star on the bill slated to open December 31. Both names have appeared here as singles and each has had better than average box office, with La Rosa going so strong that the police had to be called for reinforcements at the stage door. Miss Kallen, who was in during the tenure of her debut hit, "Little Things Mean a Lot."

The December 17 booking pegs singer Don Cornell and the Mambo Jets, along with an ice revue which stars Jo Ann McGowan. Cornell is currently among the best sellers in Chicago with his Coral recording of "Hold My Hand."

## MCA Promotions In Key Divisions

NEW YORK, Nov. 13. — The Music Corporation of America this week made a number of important promotions in key departments of the agency. Freddie Fields, Dick Rubin and Jay Kanter have been elected veepees of the Management Corporation of America.

Kay Brown and Audrey Wood have been elected veepees of MCA Management, Ltd. Ed Henry and Ned Brown have been elected veepees of MCA, Ltd. Jack Bolton has been elected a veepee of MCA.

## Folster Balks At Jap Pact

TOKYO, Nov. 13. — George T. Folster, collection agent for a number of American publishers in Japan, informed The Billboard this week that he had refused to sign a new contract with Taihei Records here for the collection of royalties. He said that he would not sign the pact because "it does not make any provision whatsoever for back royalties, which, in my experience, is the biggest piece of money due our American publishers at this time." Folster also claimed that the contract signed by the Japanese Artists Society of Rights of Authors and Composers for the Harry Fox Agency with Taihei Records also made no provisions for payment of back royalties.

The payment of back royalties has been a long drawn out hassle for many years between American publishers and Japanese recording firms. According to available estimates, money owed to American publishers for back royalties for the period 1943 to 1953 totals more than \$500,000. According to JASRAC, which collects for the Harry Fox office here, they are now in negotiations for back royalties with Taihei. Folster claims that Taihei's lawyer wanted him to sign the new contract without discussing back royalties.

According to Folster, his office has a continuing partition, just as JASRAC has, for permission to remit back royalties. But he says they have been given no encouragement and now with dollars becoming scarce it is less hopeful now than previously that American publishers will get any back royalties at the present time.

Folster's firm specializes in copyrights, both literary and musical, and Folster himself is the bureau chief here for the National Broadcasting Company.

## Block Calls Tune 'Italiano' Offensive

NEW YORK, Nov. 13.—Rosemary Clooney's new disk, "Italiano Mambo," was labeled "offensive" by veteran deejay Martin Block this week, who told his ABC listeners that he had received so many complaints about the record that he had decided not to play it any more on the air. It was the first time in his 20-year radio career that the deejay refused to play a record listed in the top 25.

Non-linguist Block played the disk originally in all innocence, but shortly after, he reports, his Italian-American fans informed him that the lyrics were in poor taste and highly insulting and that if he knew their real meaning he would obviously have not played it on the air. As a compromise with his "top 25" format, Block announced that the Clooney disk was No. 23, but that he would not play it.

## Cap Near Deal for 'Okla.' Soundtrack

HOLLYWOOD, Nov. 13.—Capitol Records is expected to wrap up final negotiations for the original soundtrack album rights to the Rodgers and Hammerstein film version of "Oklahoma!" this week.

Alan Livingston, vice-president in charge of artists and repertoire for the company, is to meet with Hammerstein Tuesday (16). Livingston disclosed the album will be a 12-inch LP, and will represent one of Capitol's most extensive packages. Film stars Cap recording artist Gordon MacRae, and Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood and Eddie Albert.

## D. J. Show Tees Off Derby Record Room

HOLLYWOOD, Nov. 13.—The Hollywood Brown Derby's new Record Room got under way this week with a weekly half-hour disk jockey show emceed by Al Gannaway airing via ABC network. Show will not restrict itself to the playing of recordings, but will include trade news, chatter and interviews.

# A Salute to the No. 1 Record Band

Reprinted From Billboard, November 6, 1952

## • Talent Corner



Tho most have tried and many have thought they had the answer, few can explain why the dance bands are not strong record sellers. The reasons given are many, varied and even unusual. The fact remains, tho, that bands on records have a tough time hitting best-seller charts. One of the exceptions, of late, is the Ralph Marterie band on Mercury. Currently riding high with their version of "Skokiaan," the band keeps turning out disks which are strictly danceable, yet have that commercial "watchamacallit" that gets the kids to buy records. Current release is "Kiss Crazy Baby" and "Bongo Guitar." The latter is a twist on well-known "oye Negra."

*Breaking Big!*

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### "My Own True Love"

AND

"Please Don't Break My Heart"

### Nick Noble

MERCURY 70496 • 70496X45



CHICAGO 1, ILLINOIS

# TALENT TOPICS

## CHICAGO ORIENTAL RETURNING TO FLESH . . .

Officials of the Oriental Theater, Chicago, corroborated rumors which were circulating last week concerning the theater's re-entry into the flesh field. It was confirmed by a spokesman for the house that the Oriental is currently thinking of going back to a now-and-then stagershow policy sometime after the first of the year.

## ARCHER NEW V.P. AT SHAW ARTISTS . . .

Jack Archer was appointed a vice-president of Shaw Artists Corporation this week. Archer has been with Shaw since the firm was founded five years ago. Another promotion in the firm saw Jack Whittemore take over the location date department. Monty Kaye and Milt Shaw will be associated with Whittemore in the department. Walter Thomas is now handling one-nighter dates.

## CORNELL TOUR TO CASH IN ON BRIT. CLICK . . .

In a move to cash in on his new popularity abroad, Don Cornell has been booked for a 22-week tour in England and on the Continent, starting March 21. The tour is being lined up by Moss Theater Enterprises, with Cornell slated to play London's Palladium sometime in May or June. Meanwhile, tho, as part of Cornell's guaranteed 22-week deal with Moss, the singer will tour the English provinces, pending a big promotional build-up for the Palladium date. Altho Cornell is currently riding high in England, with his Coral disk "Hold My Hand" a top seller there, this will be his first trip abroad. Manager Manny Greenfield will accompany him.

## MISS COLLINS CUTS 2 AUDIVOX KIDISKS . . .

Dorothy Collins, who takes over her old spot on NBC-TV's "Hit Parade" next Saturday (20), is recording two kiddie sides for Audivox Records this week. The tunes, her first kiddie records, are "Spunky the Monkey" and "The Goldfish Song."

## ENGLISH SINGER SET FOR 'TOAST' . . .

English singer David Whitfield has signed for an appearance on Ed Sullivan's "Toast of the Town" for Sunday, December 12. Over a six-day stay in the U.S. Whitfield will guest on a number of radio and TV programs negotiated by agents Lew and Leslie Grade.

## FISHER FIRST YANK FOR '55 PALLADIUM . . .

Eddie Fisher will be the first American artist to play the Palladium's 1955 vaude season. Opening there on March 28 next for two weeks, the singer will follow up with a swing around the provinces. An unconfirmed rumor here gives him the starring role in a motion picture to be made in this country about the same time, but as yet no details are available.

## DECCA SIGNS CONTRACT WITH BEBO VALDEZ . . .

Decca Records has signed Bebo Valdez and his orchestra to a contract. The Cuban band leader and arranger is known as "The Glenn Miller of Cuba," because, unlike most South American outfits, he uses a full orchestra. His first Decca sides are "Serenade Em Batonge" and "Daiquiri," a mambo-styled ditty.

Leo Sunny and his trio, featuring Stan Keller, will open at the Duluth Hotel, Duluth, Minn., on November 22. . . . Louis Schurr is now managing singer Bob Manning. . . . Charlie Fuqua's Ink Spots are now playing the Lau Yee Chai Club in Honolulu. The group will be there for seven weeks. . . . The American Guild of Variety Artists ruled in favor of the Birdland Club here in its hassle with singer Roy Hamilton. Birdland had options for Hamilton to play the club, and Hamilton had refused to play at the money offered. Birdland is due to receive a \$700 settlement.

Kitty Kallen will be a guest lecturer at Bill Smith's "Show Business" class at the New School here on Monday (15). Mitch Miller will lecture on December 6. . . . Billy Daniels will open a 10-day tour of Australia on December 4 in Sydney. . . . Thrush Peggy King is now a permanent fixture on the George Gobel show over NBC. . . . Stan Free and his trio opened at Van's Beau Brummel night club here this week. . . . Betty Madigan will be at the Para-Glide in Hempstead, N. Y., on November 19 and 20 and November 24 thru 27. . . . Alan Dean will be at the Ranch House in Johnston, N. Y., starting November 23.

Jimmy Durante's first Decca side, "Pupalina" and "Little People," will be out next week. . . . M-G-M is releasing a new EP by Odette featuring four songs which the French canary sings in the M-G-M movie "The Last Time I Saw Paris." However, the EP was specially recorded and was not taken from the movie sound track.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

R. Murray Nash, associated with Acuff-Rose Publications, Nashville, the last four years, has severed connections with that firm as of November 1. Nash has had several propositions, all connected with the c.&w. music field, but hasn't made any definite plans as of this writing. Murray was formerly with RCA Victor and Mercury Records before becoming affiliated with Acuff-Rose. . . . Sen. Estes Kefauver of Tennessee paid a surprise visit to the WLS "National Barn Dance" at the Eighth Street Theater, Chicago, November 6, and complimented the 30-year-old show and its cast, remarking that such folk music programs made America great. He said, too, that he was proud of his native State's "Grand Ole Opry," and commented on the fact that George D. Hay, founder of the "Opry," was an alumnus of the WLS program. . . . Eddy Arnold and a coterie of country & western folk, including Minnie Pearl, Goldie Hill, Eddie Hill, the Jordanares, Donna Dempsey, Robert Powers and the Plowboys, featuring Hank Garland and Roy Wiggins, played to three capacity houses at the Wells Theater, Norfolk, November 6, sponsored by WCMS.

The date was the conclusion of a 10-day tour for Arnold arranged by Col. Tom Parker, of Jamboree Attractions, Madison, Tenn.

Country music is becoming the biggest thing in entertainment today, with more fans than has pop music, says a feature article in the November issue of Town Journal on the phenomenal popularity of WSM's "Grand Ole Opry," heard in nearly 40 States over the CBS network every Saturday night. Featured in the story are Carl Smith, Goldie Hill, Eddie Hill, Roy Acuff, Hank Snow, Jim Denny, Minnie Pearl and other Nashville favorites. . . . Elvis Presley, 19-year-old comer in the c.&w. field, who guested on WKH's "Louisiana Hayride," October 16, and made such a hit that he was brought back a week later, has become a regular member of the "Hayride" forces, along with William Black and Winfred Moore. The three record for Sun Records. . . . Billy Walker, off the "Hayride" line-up for several months, rejoins the show next Saturday (20). Walker has been working out of Springfield, Mo.

Donn Reynolds is back in harness at WGCN, Red Lion, Pa., after a trek thru Canada, where he stopped (Continued on page 46)

# Diskers Aim on Christmas

Continued from page 13

with "Calypso Christmas" and "Christmas Tree."

## Decca Accents

Decca Records has released a Christmas platter featuring Kitty Kallen on "Baby Brother" and "The Spirit of Christmas," and it has released a new single on "White Christmas" with Bing Crosby, Danny Kaye, Peggy Lee and Trudy Stephens. Coral is giving a big push to the McGuire Sisters' cutting of "Christmas Alphabet" and "Give Me Your Heart for Christmas." London Record's big Christmas item features the label's top male singer, David Whitfield, on "Santo Natale," an Italian holiday tune.

Five new Christmas records have been issued by Columbia, which always loads up for the season. Jimmy Boyd is back again with "I Saw Mommy Do the Mambo" and "Santa Claus Blues." Gayla Peevey sings "The Angel in the Christmas Play" and "Got a Code in the Node for Christmas." Red Buttons sings "Bow-Wow Wants a Boy for Christmas" and "Little Johnny Snowball." Peggy King debuts Christmas-wise with "I'm Gonna Put a Little Glue Around the Christmas Tree" and "Counting Sheep." Gene Autry sings "I Wish My Mommy Would Marry Santa Claus" and "Sleigh Bells" on his latest disk.

## Mercury Releases

Mercury Records is releasing four new disks - the Crew Cuts' "Twinkle Toes" and "Dance, Mr. Snowman," Ralph Marterie's "Dig That Crazy Mister Santa Claus,"

## WSM's 29th Year

Continued from page 13

Gene Autry. Beginning at 4 p.m., guests will attend the elaborate reception by WSM itself and which will be at the Maxwell House Hotel.

At 7:30 p.m. all guests will attend the 29th anniversary show of "Grand Ole Opry" at the Ryman Auditorium. Hank Snow, Webb Pierce and Carl Smith will star on the NBC network portion of the show, with Gene Autry, making his first "Opry" appearance, as their guest.

Following the "Opry" show, Capitol Records will sponsor a midnight party at the Andrew Jackson Hotel.

## Decca Huddles

Continued from page 13

organization in March of this year. A number of these sides attracted national attention, i.e. "Riot in Cell Block No. 9," etc. Lieber and Stoller are hailed as two of the most prolific young songwriters in the business, and have been responsible for many hits, including "Hound Dog" and "Bazoom."

Talent under contract to Spark includes the Robins, Willy and Ruth, the Honeybees, Gil Bernal, the Sly Fox and Carl Gardner.

Lester Sill is a veteran of some 10 years in the record business, acting as sales manager for Modern Records some years ago and more recently in the publishing and concert promotion field.

Patti Page's "Skating With Willie" and "Snowflake" and Ronnie Gaylord has a version of "Santo Natale."

Capitol Records is issuing "White Christmas" with Frank Sinatra and "Rudolph the Red-Nosed Reindeer Mambo," with the Billy May ork. Other Christmas records include sides by Little Rita Faye, the Regals and Leslie Uggams on M-G-M and sides by Bill Darnell and the Smith Brothers on "X." Cadence has Julius LaRosa's "Italian Jingle Bells," while New-Disc has Betty Johnson's "I Want Eddie Fisher for Christmas."

There are, of course, many country Christmas records, and for the first time in years, a sizable quantity of Christmas disks in the r.&b. field. Perhaps most unusual of all, however, are the many mambo disks, played by bands like Pepe Adorno, the Joe Roland Quintet and others. In all, this appears to be the biggest outpouring of new Christmas disks in years.

## 3 of 4 Aces

Continued from page 13

the three owners are still convinced of the magazine's general appeal to record purchasers and are doing all within their means to keep the magazine in a solvent position.

The venture started in March and during the height of its existence in Chicago also sponsored its own hour-and-a-half television show with Johnny Desmond as star. It is understood that the Four Aces had maintained a policy of giving themselves no more publicity in the magazine than that given any other artists, thus curbing any possible ill feelings on the part of their contemporaries or their advertisers.

## Bruno Service

Continued from page 13

for the filling of orders, and earn dealer mark-ups ranging from 30 to 40 per cent.

Other dealers coming in on the plan who do not wish to stock demonstration equipment can refer customers to Bruno's new hi-fi display room. There play-back units will be demonstrated. Bruno will handle sales, billing and installation, but will turn over 10 per cent of the customer's expenditure to the referring retailer. In both cases, the price structure will permit competitive lists, a spokesman said.

Equipment handled by Bruno includes the RCA line of intermatched hi-fi components, Espey tuner - amplifiers, Sightmaster speakers, Miracord changers and a house-brand co-axial speaker system using the R-J baffle principle.

FORT WAYNE, Ind., Nov. 13.—Earnings of the Magnavox Company for the first fiscal quarter ended September 30 were estimated at \$332,000, or 44 cents per share. Company officials expressed the forecast that the firm's radio-phonograph and television sales were running at a rate which will probably set a new record for the fiscal year.

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

Everyone in the business will be pleased to learn that ork leader Tiny Bradshaw is rapidly recovering from his illness. The genial orkster is now sunning himself in Miami Beach and expects to resume his musical activities within 10 days. . . . One of the hot new r.&b. packages started a lengthy tour this year when Dinah Washington, the Checkers, Danny Overbea and the Cootie Williams ork set out on a one-nighter tour thru the South on Monday (8). The package will play Southern dates until December 20, and then will swing thru the Middle West. On the Midwestern part of the tour the James Moody ork will replace the Williams band. The tour is booked by Universal Attractions.

A lot of fine r.&b. singers and groups will get a chance to be seen on TV when Studio Films, Inc., completes its series of TV films titled "Apollo Varieties." The films feature such stars as Dinah Washington, the Clovers, Amos Milburn and the Lionel Hampton ork, as well as comics and dancers. We had a chance to catch one of the shows the

other day and we're pretty impressed with it. The bright emsee work of Willie Bryant links together the strings of acts.

Stan Pat, who runs a r.&b. deejay show out of Station WTTM in Trenton, N. J., every night, is getting an extra 15 minutes every night, extending his show from 9:45 p.m. to midnight. His show was voted tops in r.&b. programs by the Trenton Central high school, Hamilton high and Trenton Catholic high. . . . Uncle Herm Reavis' "Blues and Boogie" show over WRIS in Richmond, Va., one of the newer r.&b. programs, is turning into a very important one for the station. Reavis, until a short time ago, had spun only pop disks, but he decided recently to add half an hour of r.&b. sides. Reaction and mail was so favorable that the half-hour show was soon extended to one hour and 15 minutes. This sort of indicates the power of the r.&b. wax.

Baby Dee opens at the Celebrity Club in Rhode Island on November 22 and then plays the Cross- (Continued on page 51)

# Diskers Glow With Lend-Lease

Continued from page 13

let any of their artists perform for another label, regardless of how important their presence was to the vehicle, M-G-M's artist and repertoire chief Harry Meyerson reports that negotiations on "Here in My Heart" went off smoothly, the only provision being the usual "gentleman's agreement" that every safeguard will be taken against any of the album selections being sold as singles. In line with this, Meyerson observes that M-G-M will insist on replacing broken singles with entire albums rather than take the chance of letting singles get in the hands of operators.

## RIAA Credited

Meyerson credits the Record Industry Association of America with helping to bring about some of the new-found reciprocity arrange-

ments. In a more pessimistic mood, other tradesters opine that declining sales on singles has made the majors more anxious to co-operate on lend-lease package deals, the thinking being that they may need a trade deal on one of their own packages in the near future.

Another angle is that in the case of slow selling artists, the firms may actually welcome the opportunity of getting back some of their guarantee money, via the artist's royalties from the other company's sales on the lend-lease album. It is accepted practice that these royalties are paid directly to the artist's label. However, this practice has never been challenged by an artist, and it's interesting to speculate on what the outcome might be if it were.



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These records are available in the following territories: U.S.A., Canada, Mexico, Central and South America, Europe, Africa, Asia, Australia, New Zealand, and the Pacific Islands.

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# MUSIC AS WRITTEN

## Chicago

Jimmy Martin, head of James H. Martin Distributors, is back in Chicago recuperating from an accident he had while driving thru Florida. Martin hit a herd of cows that had broken thru a fence and was taken to Indian River Memorial Hospital in Vero Beach, Fla. Seventeen stitches were required for injuries to his head and five over his eye, as well as suffering other minor injuries. . . . Mitch Miller, of Columbia Records' a.&c. staff, was a Chicago visitor last week. . . . Randy Wood, of Dot Records, was in town last week along with Al Bennett, also of Dot, to plug the Fontane Sisters' recording of "Hearts of Stone."

Station WAIT has moved its studios and offices to new quarters in the Daily News Building, 400 West Madison Street. Sig Sakowicz, deejay on the station, announced he can now be heard from 1:15 to 1:30 p.m. Saturdays. Tommy Reed and his orchestra currently at the Statler Hotel in Buffalo will move to the Muehlbach Hotel in Kansas City, Mo., for a month ending December 15. . . . Tommy Leonetti, Capitol artist, will head the list of panel judges on WBKB's new show, "Audition," which debuted Thursday, November 11.

Pianist Dick Marx and bassist Johnny Frigo have been signed to star at the Cloister Inn on Mondays and Tuesdays. They join other jazz artists Lurlene Hunter, Ralph Sharon and Chris Connors who appear there on the other nights in the week. . . . Jim Lousberry's "Bandstand Matinee" returned to WGN-TV this week under the new policy of ticket admissions only. The show was pulled off the air several weeks ago when too many teen-agers began turning up for admittance, causing a scene which the local police were forced to quell. Tickets may now be had only thru the Chicago park district by request.

## HEINDORF'S 'HOLD ME' WAXED BY DORIS DAY . . .

Music director Ray Heindorf, an Academy Award nominee for many years and a veteran Hollywood studio director, currently has his first pop tune on the market via the Doris Day recording of "Hold Me in Your Arms." Tune is featured in the Warner Bros. film, starring Doris Day and Frank Sinatra, "Young at Heart."

## CAP DEC. SALES MEETS TO HWD. . . .

Capitol Records will hold the second of its semi-annual national

sales meetings in Hollywood December 7-11. District sales managers from all sections of the country, in addition to New York execs Bill Fowler and Hal Cook, will convene for meetings at Capitol's home office. Fowler, in Hollywood this past week for the conclusion of Capitol executive meetings, returned to New York over the weekend. Hal Cook, the firm's national sales manager, will return to his Gotham office following the WSM convention in Nashville.

## GILBERT ENTERTAINS TOKYO'S WATANABE . . .

L. Wolfie Gilbert, Coast chairman of ASCAP, last week entertained Hiroshi Watanabe, president of the Tokyo Musicians' Union and a recording artist for the Tokyo branch of Capitol and King records. A testimonial dinner in Watanabe's honor was staged, with songwriters Harry Warren, Harry Ruby, Harold Adamson and Jimmy McHugh present.

## GILMARTIN JOINS DEVINE OPERATION . . .

Eddie Gilmartin, well known in amusement circles, has joined with George Devine as manager of Devine's Million-Dollar Ballroom here. Gilmartin formerly handled dancing crowds in Wisconsin at such spots as the State's largest

## Columbia's Album, 'The Confederacy,' Clicks in All Areas

NEW YORK, Nov. 13.—To the surprise of Columbia Records, as well as the firm's distributors, the diskery's album tribute to the South, "The Confederacy," is selling as well in the North as in the States below the Mason-Dixon line.

Goddard Leiberson, Columbia exec and producer of "The Confederacy," was made a member this week of the Civil War Round Table, an organization of Civil War scholars. He visited Richmond, Charlotte, Atlanta, New Orleans, Dallas and Memphis to help push the album, and had luncheons with historians, educators and organization execs.

The firm has been garnering double review space on the album with various newspapers, many of which have reviewed it both as a book and a record set.

Leiberson's last documentary set was "I Can Hear It Now," a best-seller for Columbia a few years ago. He has been invited to speak to members of the Civil War Round Table about "The Confederacy" in the near future.

summer resort, Lake Lawn in Delavan, and also the Dutch Mill Ballroom in the same territory. Gilmartin also operated some of the top spots in the nation, including the Aragon-Trianon, Chicago; the Indiana Roof, Indianapolis, and Tommy Dorsey's Casino Gardens in California. He was also the West Coast representative for the National Ballroom Operators' Association for three years.

## DET. DISTRIB THROWS BIG DEEJAY PARTY. . .

The Pan American Distributing Company of Detroit combined its fall dealer showing of new merchandise with a party for the town's leading deejays last week, and the affair was a rousing success. It drew 500 of Detroit's music people to the Veteran's Memorial Ballroom for two evenings of entertainment. Jimmy Kaplan, boss of Pan American, planned the affair, which starred the Gaylords and orkster Ralph Marterie. The clambake was also attended by Morrie Price and Ronald Wise of Mercury.

## MUSICIAN-ARTIST HAS ONE-MAN SHOWING . . .

George Russin, one of the leading exponents of the music idiom in contemporary art, is having a one-man show thru November 20 at The Little Studio, 680 Madison Avenue, Manhattan. Art lovers and collectors, from the Brill Building to Carnegie Hall, are flocking to see. Russin himself was a musician before turning seriously to art, and is rapidly becoming recognized for his sensitive impressions of music moods on canvas. He is represented in the collections of a number of leading figures in show business.

## New York

The Tito Rodriguez ork is under contract to RCA Victor Records, not any other company as was erroneously stated here last week. . . . Lee Kauderer has joined forces with Harold Lipsius of Guyden Records. Cleffer Kauderer will represent the label in this city and will be in charge of Overbrook Music and Marlin Music, and will handle the jointly-owned management firm, Sherwood Artists. . . . Bernice Manies Friend, Mitch Miller's petite secretary, became the mother of a boy on Tuesday (9). The youngster is named Andrew Roy. . . . Bob Bacon was appointed manager of the West Coast office of Frank Music this week. . . . Frank Walker, head of M-G-M Records, left for the West Coast this week to discuss new sound track albums. . . . Chris Connor is with Bethlehem, not Capitol Records. . . . The Sammy Kaye

ork took off on a tour of one-nighters starting this week that will take him thru New York, Ohio and New Jersey. . . . Earl Bostic's ork will be at the Colonial Tavern in Toronto starting November 29. . . . Tony Bennett will be at Copa City in Miami starting December 24. . . . Sanborn Music Distributors of Cleveland has opened a distributing office in Pittsburgh. John Pershing is in charge of this office.

Coral toppers Norm Weinstroer (Continued on page 51)

## NEWS REVIEW

# Riverside, 'X' Issue Solid Jazz

By BOB ROLONTZ

Label "X" and Riverside Records, two firms that specialize in re-issues of great jazz sides, have come thru with some new releases that will interest all fans of New Orleans and Dixieland music. Label "X's" three new sets are from the parent company's (RCA Victor) vaults. They include piano solos by Earl Hines, swinging blues by Sidney Bechet and His New Orleans Feetwarmers, with Sidney de Paris and Sid Catlett and some wild washboard jazz featuring the Washboard Rhythm Kings. All three sets are solid additions to the LP jazz catalog. The Earl Hines set features "Fatha" on some fine solos waxed between 1929 and 1941; the Bechet recordings, made in 1940, feature the jazz immortal playing some of his best music and the washboard jazz items are interesting both aurally and historically.

From the Riverside label, and taken from either piano rolls, old masters from jazz labels like Paramount or Circle Records, come LP's featuring James P. Johnson, Bunk Johnson and Kid Ory, Tommy Ladnier and Will Ezell. The best sets here are the LP's by pianist Johnson with selections previously issued only on piano rolls and the less important but bright work by ragtime 88-er Ezell. The set starring Ladnier actually features the fine blues work of Ma Rainey and Edmonia Henderson, with the cornetist playing sweetly behind them. The Johnson recordings were made before Bunk went to New York in 1945, and are probably the final cuttings to be discovered of the late trumpeter; the Ory sides were issued previously on 78's but this is their first LP release.

These sets, both those on Label "X" and those on Riverside, contain liner notes by Bill Grauer Jr. and Orrin Keepnews. As is usual with liner notes by these jazz execs, they are scholarly, informative and a pleasure to read.

# There'll always be a...

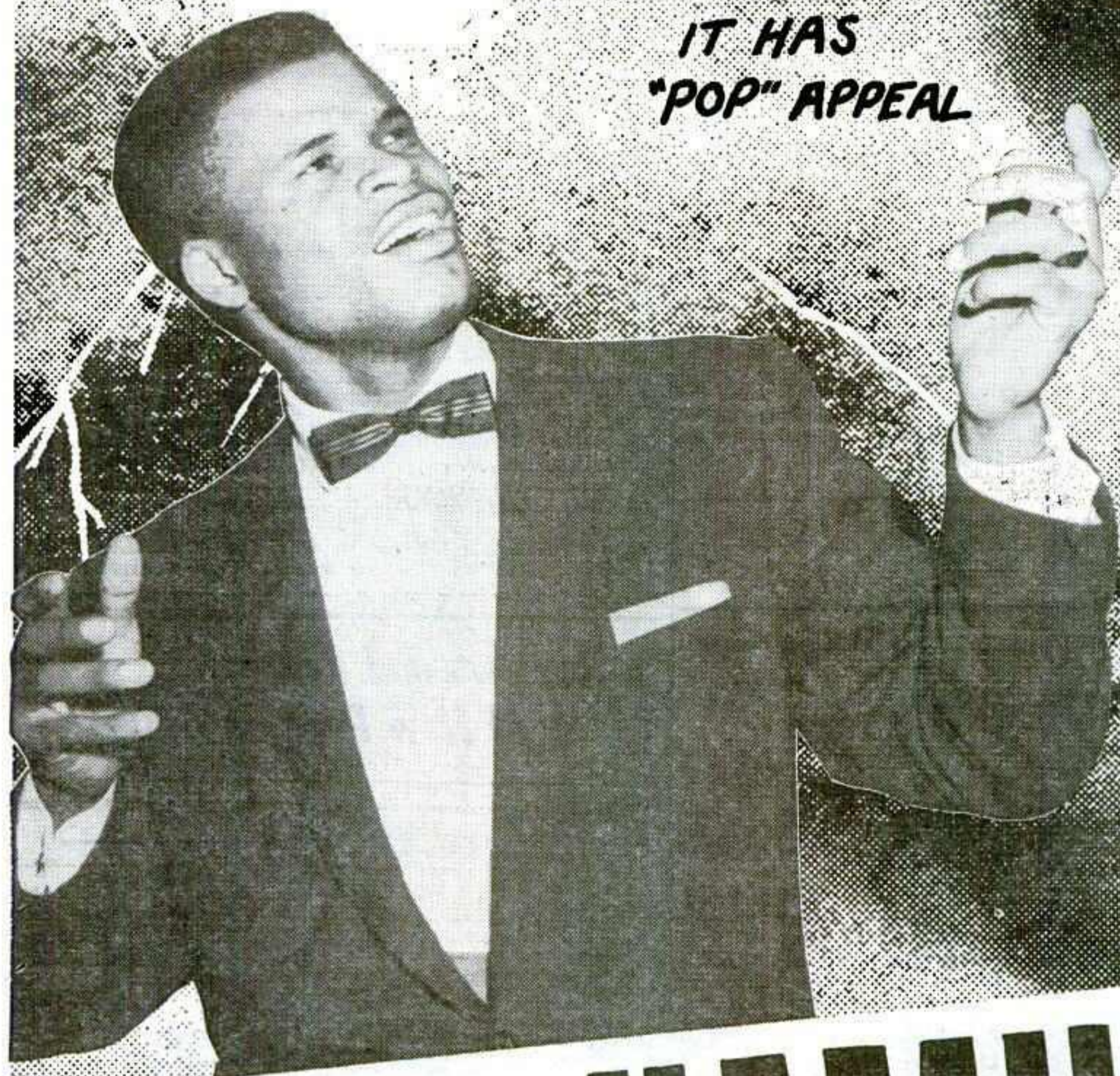
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# PHONOS—HI FI

By STEVE SCHICKEL

## NEW UNIT FOR THE WATERS-CONLEY LINE . . .

A new high-fidelity console will be added to the Waters-Conley line with full production expected around the first of the year. The unit, Model TK130, will retail at \$249.95 in mahogany, teak mahogany and ebony, and at \$259.95 in blond. It contains a 10-watt amplifier, 20 to 20,000 cycles per second frequency response, ceramic flip-over cartridge, diamond-tipped needles, bass and treble controls, record compensator, and three speakers (two 12-inch and one 8-inch). The firm also announced that it would not change its distribution method January 1, as recent rumors indicated. They will continue to distribute thru their present distributors.

## WEBCOR ISSUES NEW CHRISTMAS DISPLAYS . . .

Webcor now has available for its distributors a dealer display consisting of a half-round "crystal ball" which will plug the firm's entire line of phonographs, radios and tape recorders. The ball is made of translucent plastic with a flashing light behind it to add life and sparkle in a three-dimensional effect. The lithographed unit is accompanied by a series of pre-printed price cards for all Webcor models and eight side cards that either stand alone or attach to the lid of a recorder or phonograph.

## STEWART-WARNER ADDS TABLE MODEL HI-FI . . .

Stewart-Warner recently released a new table model combination hi-fi phono and AM radio for addition to its line which includes a console and portable hi-fi. The new unit will retail at \$129.95 which includes a 7-tube AM radio. The unit has a 4-watt push-pull amplifier, a response of 40 to 20,000 cycles per second, two 6-inch speakers, and a 3-speed record changer. It is available in mahogany. The firm has added new distributors in Boston, Kansas City and Denver. Boston distribution has shifted to Metropolitan Distributors in Roxbury, Mass. Independent Distributing Company in Denver succeeded the Parker Company in that territory, and Inter-State Distributing in Kansas City, Mo., has been named distributor for that area.

Leo Burnett & Company, Chicago, has been

named advertising agency for Motorola, Inc., effective January 1. The firm will handle the advertising of all consumer products of Motorola. This appointment follows the termination of a five-year relationship between Motorola and Ruthrauff & Ryan, which was announced several weeks ago. Dave Kutner is the director of advertising at Motorola. . . . Sentinel Radio Corp., Evanston, Ill., has initiated thru its Chicago sales branch an offer of installation of a free Christmas window display. The display is received free with the purchase of a package of items at list price which includes one Pacemaker television set, one high-fidelity console or table model, one tape recorder, and six radios in assorted colors. . . . Richard Macken has been elected to the new post of treasurer and assistant to the president of Waters-Conley, phonograph manufacturers. Macken was formerly purchasing agent for the firm. He will maintain offices at the Rochester, Minn., plant.

Jensen Manufacturing Company, which made the transistorized speaker for the Regency pocket radio, is understood to be sampling set manufacturers with a view to placing it in other units. . . . J. H. (Jack) Davidson has been appointed district manager of the New York, New Jersey, and Connecticut areas for the Mitchell Manufacturing Company. Davidson will be in charge of sales of the Mitchell high-fidelity phonographs as well as the firm's other products. He was formerly sales manager for CBS Columbia Eastern area. . . . Zenith Radio Corporation reports estimated net consolidated profits for the parent company and its subsidiaries for the nine-month period ended September 30, of \$2,573,954 compared with \$4,098,074 for the same period last year. Despite the substantial reduction in sales, satisfactory earnings were accomplished in the last quarter because of a favorable ratio of higher-priced merchandise with satisfactory margins, and thru close control of operating costs.

More than 3,000 engineers and purchasing agents were guests of the Newark Electric Company at Newark's seventh annual Electronic Industrial Equipment Show in the Grand Ballroom of the Conrad Hilton Hotel in Chicago last week. Fifty-two of the nation's manufacturers of industrial electronic equipment exhibited their new equipment and latest developments.

# LINER NOTES

By IS HOROWITZ

## RCA 'PASTORAL' ADDS NATURE'S SOUNDS . . .

In an unusual experiment to spark interest in well-worn repertoire, RCA Victor has included in its forthcoming release of the Beethoven Sixth Symphony a special band of sounds of nature which may have served the composer inspirationally. The work, better known as the "Pastoral," has been recorded by Leopold Stokowski and members of the former NBC Symphony.

Musical representation of a storm, brook and bird calls in the work are paralleled, in this special LP band, following completion of a straight reading of the symphony, by the actual sounds as recorded in the field. There is a genuine storm, the babbling of a brook and the songs of a cuckoo, nightingale and quail. And Stokowski narrates this special portion of the disk.

Now in preparation at Victor for January release is a single LP "highlights" package of better-known arias from "Samson and Delilah." The new dishing features Rise Stevens, Jan Peerce, Robert Merrill and the Robert Shaw Chorale. Stokowski is the conductor. Also coming in January is a set called "Treasury of Grand Opera," consisting of excerpts from recent Victor operatic diskings.

## ANGEL PREPARES NEW 3-SIDE LP PACKAGE . . .

Angel has another three-sided LP package in the works. The latest is a reading of Johann Strauss' "Wiener Blut," featuring Elizabeth Schwarzkopf, with the Philharmonia Orchestra under Otto Ackermann. Due out next month, the set will list at a special \$9.90 list, instead of the regular two-LP price of \$11.90. All the fourth side holds is the Angel emblem.

Also among the Angel releases for December are the three-disk ballet set, "Homage to Diaghilev," and a La Scala recording of Menotti's "Amelia Goes to the Ball." In its pop Blue Label series, the firm has a new Obernkirchen Children's Choir set.

## VANGUARD TO RELEASE BACH BRANDENBURGS . . .

Vanguard next week will release a new set of Bach's Brandenburg Concertos in a three-LP package carrying a special two-disk list of \$11.90. The recording, part of the label's Bach Guild series, is under the direction of Felix Prohaska and features Jan Tomasow as violin soloist. A similar special last

year was Vanguard's two-disk edition of Bach's "B Minor Mass." It sold for \$5.95.

## "X" TO ISSUE SELECTED HMV POP ALBUMS . . .

Label "X" plans call for the release of selected HMV pop albums next year as part of a build-up of its package catalog. The RCA Victor subsidiary will have access to material non-competitive to HMV sets issued on the parent label. First LP's in the series are due out in March, with a dozen scheduled to be released by next September.

Harold Rome, composer of the current Broadway show "Fanny," will sing and play tunes from his opus on a new Heritage LP. Another dishing of "Fanny" tunes has been cut on the Liberty Music Shops (New York) house label by the duo-pianists Eadie and Rack. . . . The Vienna Choir Boys, featured on Columbia Records, will launch a 17-week concert tour with three holiday appearances in New York's Town Hall December 27, 29 and 30.

Lucretia West has been signed by Westminster Records. The mezzo's first effort for the label will be an album of spirituals, due out next month. . . . London artist Josef Krips, now musical director of the Buffalo Symphony, will conduct two telecasts of the Chicago Symphony, one on December 29 and the other in mid-January. . . . Westminster's contract violinist Julian Olevsky arrives for United States concert appearances December 2.

Epic has deleted LC 3059 and LC 3068 from its catalog. The former couples Haydn's Symphonies Nos. 44 and 85; the latter, Bizet's "Carmen Suite" and Albeniz' "Iberia." . . . Bormand Records has re-issued its "Music Box Medley of 14 Christmas Songs" in time for holiday sales.

Oscar Levant has signed with Kenneth Allen Associates. The management firm has set a cross-country tour for the pianist starting in California in February. . . . A one-hour broadcast over NBC radio tomorrow night will salute the Symphony of the Air, formerly known as the NBC Symphony. The conductorless recording recently made by the ork will be played.

Urania has re-packaged its Bach "B Minor Mass" dishing for re-release. . . . British pianist Moura Lympany will present her 25th anniversary recital at New York's Carnegie Hall December 12. . . . George Mendelssohn, president of Vox Records, is due back from his latest European junket soon. . . . James Grayson, Westminster chief, is in from London for huddles with diskery execs.

## Atlanta Celebrates Faron Young Day

ATLANTA, Nov. 13.—This city is celebrating Faron Young Day on Wednesday (17) to mark the day

the Capitol Records' country artist returns to civilian life from the U.S. Army. Young, one of the country's rising young warblers, has been in the U. S. Army since 1953.

Young will be presented with a letter of commendation from the Board of Aldermen of the city of

Atlanta. In addition, all radio stations will honor the singer by playing his records around the clock on November 17. He will appear on "Today in Georgia," a TV show over WSB, and WAGA-TV will sponsor a tribute to the singer with Boots Woodall and His TV Wranglers handling the chores.

## Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . RCA Victor LM 1838
3. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . RCA Victor LM 6018
4. MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1809
5. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . Capitol P 8271
6. TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) . . . RCA Victor LM 6020
7. BELLINI: NORMA—Callas, La Scala Orchestra (Serafin) . . . Angel 3157 C
8. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . RCA Victor LM 1834
9. R. STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS—Chicago Symphony (Reiner) . . . RCA Victor LM 1806
10. VERDI: LA TRAVIATA SUITE—Kostelanetz Orchestra . . . Columbia ML 4896
11. R. STRAUSS: EIN HELDENLEBEN—Chicago Symphony (Reiner) . . . RCA Victor LM 1807
12. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . RCA Victor LM 1757
13. GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F—Levant, Philadelphia Orchestra (Ormandy) . . . Columbia ML 4879
14. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . RCA Victor LM 1768
15. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4895
16. RAVEL: BOLERO; LA VALSE—Philadelphia Orchestra (Ormandy) . . . Columbia AL 51
17. BERLIOZ: DAMNATION OF FAUST—Boston Symphony (Munch) . . . RCA Victor LM 6114
18. SHOSTAKOVITCH: SYMPHONY NO. 1; GOLDEN AGE BALLET SUITE—National Symphony (Mitchell) . . . Westminster 5319
19. STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragon) . . . Capitol P 8275
20. SAINT-SAENS; CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Aller, Sukman, Concert Arts Orchestra (Slatkin) . . . Capitol P 8270

## Reviews and Ratings of New Popular Albums

### SAY "SI SI" . . . 75

Pearl Bailey (1-10")  
Coral CRL-56068  
Pearl Bailey wraps up eight tunes in her own inimitable style. She's had better material, but Bailey fans should go for this LP, since the canary always gives her best no matter what the tune. As the title indicates, most of these ditties are in the Latin American mode, best of them being "Say Si-Si" and "I Wouldn't Walk Across the Street." The singer recently drew rave notices in her new movie "Carmen Jones," which should give this LP added sales impetus in markets where the film is showing.

### THE BOY FRIEND . . . 75

Original Broadway Cast (1-12")  
RCA Victor LOC-1018  
Here's a delightful package of nostalgia for dealers to suggest as gifts for those who remember the 1920's with sentimental affection. It's the original cast album of the new Broadway musical imported from England this season, and which pulled such unexpectedly great notices from the critics. The musical gets laughs by playing it straight and the album captures the same feeling of hilarious authenticity, with just the right hint of satire. The tunes are all originals by the show's producer, Sandy Wilson, but each and every one of them sounds exactly like something written during the flapper era, while the vocal treatments and musical arrangements are equally right for the period. The LP probably won't be everybody's cup of tea, but with the right promotion and exposure it could be a sleeper.

### ARTHUR MURRAY SWING FOX TROTS: ARTHUR MURRAY MODERN WALTZES . . . 74

Les Baxter Ork; Ray Anthony Ork (2-10")  
Capitol H-546, 548

Those learning how to dance a waltz or a fox trot will get much use out of these two new album sets. The tunes in each were selected by Murray and they are played in absolutely correct tempo by the Baxter crew and the Anthony ork respectively. In the waltz set such items as "Champagne Waltz"; "Jeannine, I Dream of Lilac Time"; "Let Me Call You Sweetheart" and "I'm Dancing With Tears in My Eyes," are included; the fox trot set has such favorite as "You're the Cream in My Coffee," "Love Walked In," "This Year's Kisses" and "Poor Butterfly." The recording is good and the arrangements are fine, too. If the tunes on each LP had been listed somewhere

on the envelope it would have been helpful sales-wise.

### ON YOUR TOES . . . 73

Original Broadway Cast (1-12")  
Decca DL 9015  
In view of the not-so-good notices garnered by the current Broadway revival of the Rodgers and Hart hit musical of the 1930's, it may well be that this original-cast LP offers more entertainment than the show does in person, since the score was practically the only thing the critics liked about the new version. Columbia also has an album out on the score. Bobby Van, Kay Coulter and Joshua Shelley do well by such top favorites as "There's a Small Hotel," "Glad to Be Unhappy," and "On Your Toes," while Elaine Stritch belts over "Too Good for the Average Man" and "You Took Advantage of Me" (interpolated from Rodgers and Hart's "Present Arms"). As in the show, tho, the instrumental, "Slaughter on Tenth Avenue," remains the most exciting number in the album.

### MUSIC FOR A RAINY NIGHT . . . 72

Vic Schoen Ork (1-12")  
Decca DL-8081  
A melodic package of mood music with an attractive cover, suitable for late-night programming and sentimental gift purposes. The 12 sides (six instrumentals, six vocals) include such all-time great standards as "I Cover the Waterfront," "September in the Rain," "With the Wind and the Rain in Your Hair," "Rain on the Roof" and "La Vie en Rose." However, there are a few too many lesser-known selections mixed in with the oldies, most of them penned by Schoen himself and Danny Kaye's wife, Sylvia. The Notables contribute three okay vocals along with soloists Bill Thompson, Ray Kellogg and Sue Allen.

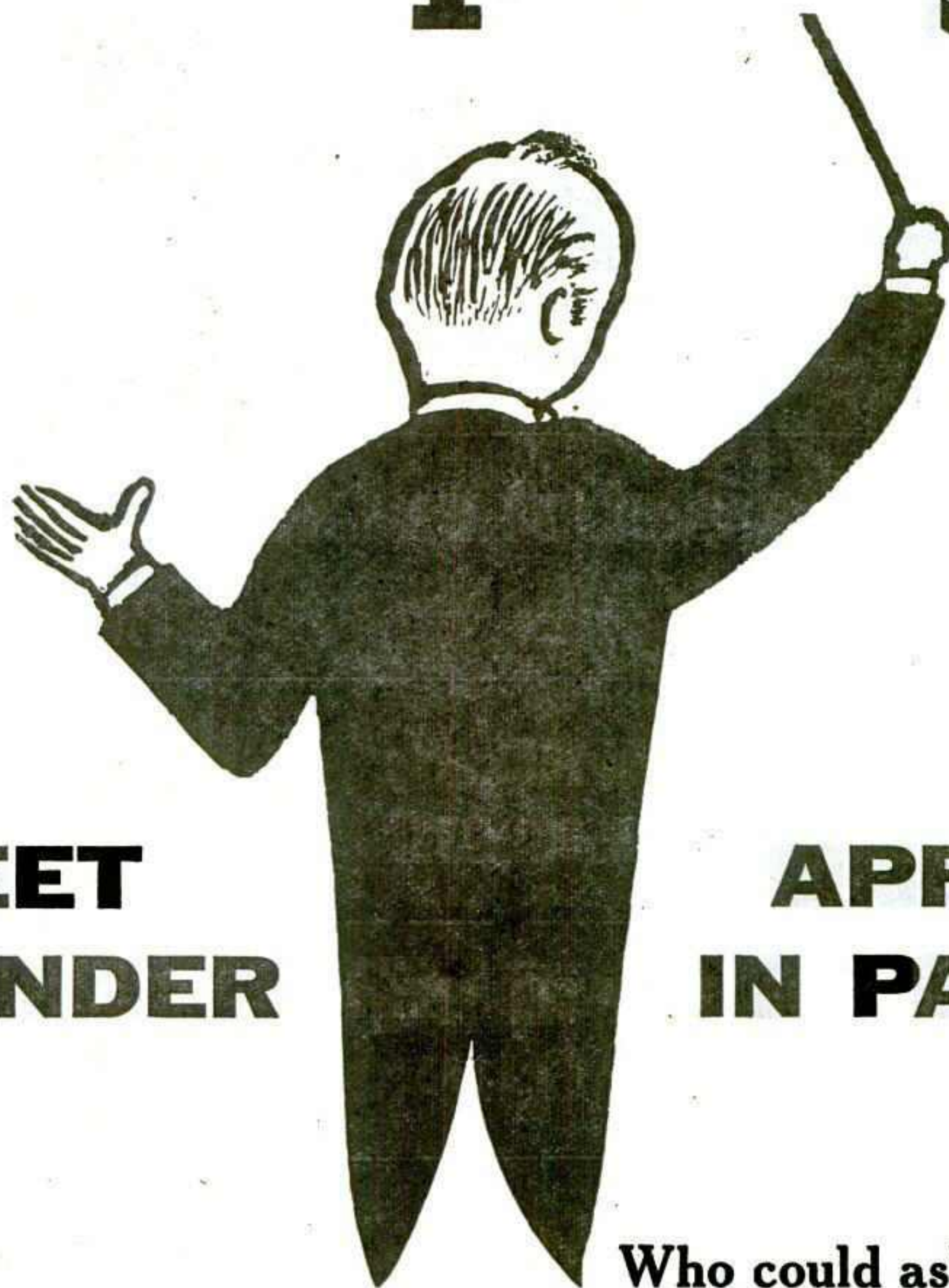
### THE SOUND OF THE SAUTER-FINEGAN ORK . . . 71

(1-12")  
Victor LPM-1009  
Here are 10 Sauter-Finegan items, most, if not all, re-issues from single releases. The collection should please the ork's many fans. Selections are well programmed and then, too, there's the thrill of getting a listen to Joe Mooney's voice on such selections as "Nina Never Knew." In all this makes for good listening. Victor recommends the set specially for hi-fi fans—understandable, considering the instrumentation of the band.

(Continued on page 26)

# KOSTIY'S

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# Reviews and Ratings of New Popular Albums

Continued from page 22

## SHOW CASE OF SHOW TUNES, VOLS. 1 and 2

Harold Coates Ork, soloists and chorus (2-12")  
Camden CAL 231, 232  
Two recent additions to the low-priced Camden label catalog issued by RCA Victor are a pair of show-tune packages on which some capable singers handle the vocal while the ork supplies lush backings. The ork, despite the Coates tag, is all-too-obviously Al Goodman's Victor house band. Gleaning the catalog for material like this should assure the diskery some healthy sales—particularly under the new distribution set-up. Recorded sound is good, too.

## THE LATIN SET

Bill Knaus, organist (1-10")  
Replica 500  
Here's an interesting set by the new label that may intrigue pop hi-fi fans. It features organist Bill Knaus, a good musician, playing a collection of Latin tunes on a theater pipe organ. The selections include "Siboney," "El Choclo," "Brazil," "Orchids in the Moonlight" and "Tico Tico." Organist Knaus has a lot of opportunity to show off the many different tonal combinations and percussion sounds available on the theater organ and he makes the most of it. The recording is excellent and the record has a true organ sound. If exposed, this set could interest many hi-fi fans as well as organ collectors.

## CHA CHA CHA MAMBO

Alfredo Ork (1-10")  
Rainbow LP 720  
One of the fastest rising mambo crews in the East is the relatively new Latin ork under the direction of Alfredo. A number of his records have stirred up attention among the mambo dance set. The reason is easy to see on this collection of recordings originally released as singles. The ork has smart arrangements, good material, and the ork jumps. This LP includes some of Alfredo's biggest records, including "Chop Suey Mambo," "Las Muchachitas Del Cha Cha Cha," "Crazy Stanley Mambo" and "Cha Cha Cha Mambo." Mambo dance fans, and there are many of them in our Northern big cities, should be interested in this instrumental mambo collection.

## MOONLIGHT MAGIC

Johnny Pineapple Ork (1-10")  
Decca DL-5518  
Hawaiian music has its own loyal following and Johnny Pineapple is one of the better purveyors of the grass-skirt rhythms. The native Hawaiian orchestra leader offers eight smooth and melodic instrumental sides here—including five in fox trot tempo, two in waltz, and one—"The Polynesian Hula Love Song"—without a tag.

## PARIS MIDNIGHT

Liane, With the Boheme Bar Trio (1-10")  
Vanguard VRS-7014  
This is the fourth in a series of lovely French albums by Liane and the Boheme Bar Trio. The lady sings in a warm, caressing voice, while the trio backs her effectively and delivers instrumental selections in attractive dance style. Many of the selections are familiar. On each side the engineers have managed to crowd in as many as five vocals and four instrumentals. Thru it all there is used either a Debussy or Gershwin theme in a successful effort to tie together each selection in a manner which brings to life the night club feeling. In all, this is fine for those seeking a bit of Continental atmosphere.

## MARIMBA BAND

Cook 5007  
This is but one in a series of wonderful and unusual recordings issued by the label and as a result of Emory Cook's road trips to seek new, different or unusual material for recording. The band here is a single marimba played by six Mexicans. Material is, for the most part, familiar folk music. The sound is superb—and the same disk can be played binaurally, too.

## E. C. DOUGLAS BLUES AND A GUITAR

Cook 5002  
The hi-fi fan seeking some down-to-earth Southern blues should go for this. For Douglas is a capable guitarist, writer and performer. Those who've been exposed to the blues for many years, however, might consider this just another example of the idiom and its practitioners. It's good stuff, tho, for many.

### Jazz

## DAVE BRUBECK AT STORYVILLE

1954 (1-12")  
Columbia CL-590  
Dave Brubeck, now riding high with one of the biggest-selling jazz albums of 1954, could have another solid seller with this new release. Some of this new set was recorded at the Boston jazz nitery, Storyville, and part was taken from off-the-air tapes when the quartet was broadcasting from the club early this year. It is one of the best things the group has released, and it has captured Brubeck, Desmond and company in a reflective and even introspective mood playing in an intimate way for an

intimate audience. There are times on this set when the pianist surpasses all of the things he has done before, and Paul Desmond, too, has come thru with some remarkable alto work. The sides include "On the Alamo," "Don't Worry About Me" (No. 3), "Here Lies Love," "Gone With the Wind," "When You're Smilin'" and "Back Bay Blues." "Alamo" will cause a lot of talk among all Brubeck fans, with some calling it the greatest and others irritated by the pianist's redundancy, but there will be no quarrel over the others. On these the pianist shows off again his fine and novel technique, especially on "Here Lies Love," "Gone With the Wind," and "When You're Smilin'." On the last tune, "Back Bay Blues," the boys provide a lot of kicks with an up-to-date old-fashioned and happy swing blues. The recording on the set is okay, rather poor on "Alamo" but much better on the other efforts. The cover of the set is outstanding. Dealers better stock up on this one. It's potent.

## JAZZ AT THE PHILHARMONIC, VOL. 16

Clef Mg. Vol. 16  
Over the years jazz impresario Norman Granz has built a large and loyal following for his series of JATP on-the-spot recordings. Several of them have moved into the best-seller lists, and this, the latest, is good enough to do so, too. The 1953 JATP troupe included such names as Krupa, Heard, Webster, Peterson, Carter, Harris, Young, Phillips, Eldridge, Smith, Shavers and Brown. While there are some who consider the JATP disks as "over-commercialized," such a description also augers well for record dealers. The set includes jam sessions and either written or head-arranged selections by various small combos built within the troupe's membership. Boxed package, in addition to the three 12-inch disks, includes a "bonus" 10-inch platter and a collection of fine photographs. The David Stone Martin cover, as usual, is a strong sales aid.

## JIMMY GIUFFRE

(1-10")  
Capitol H-549  
After many years of playing with—and writing for—many of the top modern bands in the land, tenorman and composer Jimmy Giuffre finally gets a chance to lead a group of top jazzmen playing six of his own compositions and one standard. The jazzmen he leads here include Bud Shank, Shorty Rogers, Shelly Manne, Russ Freeman and Jack Shelton, among others, which really adds up to an all-star group. And they come thru like all-stars on this set, starting with Giuffre's jazz hit, "Four Brothers," and rolling thru new items like "Nuttie Pine," "Wrought Iron" and "All for You." Giuffre does a solid job on tenor, baritone and clarinet, and Rogers, Shank and the rest are also in top form. This is an exciting collection of sides by the group, and it has a chance to turn into a strong-selling jazz effort for the winter season.

## PHIL URSO-BOB BROOKMEYER

(1-10")  
Savoy MG-15041  
Phil Urso, one of the better young tenormen, and Bob Brookmeyer, a rising young trombonist, combine their talents on this new set, and mark their first appearance together on the label. Supported by such fine jazzmen as Kenny Clarke, Percy Heath and Horace Silver, Urso and Brookmeyer create some exciting, tight-knit cool jazz. Four originals, "Chiketa," "Stop Watch," "Ozzie's Ode" and "Wizzard's Gizzard," make up the first LP side. The flip features Urso alone, with another group of musicians, and it is not as exciting as the sides on which Brookmeyer too is spotlighted. Followers of Brookmeyer and Urso, of which there is a sizable group today, will want this new release.

## ARTIE SHAW AND HIS GRAMERCY FIVE, ALBUM 3

(1-12")  
Clef MG C-630  
Altho classified as jazz, this LP should do well in pop markets, too. It's Clef's third volume featuring Artie Shaw's new waxings in his old Gramercy Five style, which was and is Shaw at his best. The tasteful instrumental arrangements include "Too Marvelous for Words," "Dancing on the Ceiling," "My Funny Valentine," "September Song," "Yesterdays," "Rough Ridin'" and "Supposin'." In addition to the leader on clarinet, the group includes Hank Jones, piano; Tommy Potter, bass; Joe Puma, guitar, and Irv Kluger, drums.

### Children's

## THE PIED PIPER OF HAMELIN

Alec Templeton; Russ Case Ork (1-EP)  
"X" EXA 33  
Label "X" has dug into the RCA Victor vaults to recover one of the standard kiddie waxing of years ago, which still sounds as fresh as ever. Templeton narrates the classic tale in his own inimitable fashion to fine backing by Russ Case. Should be a consistent seller.

## Bell Distrib Deal

Continued from page 14

where Bell is seeking a separate deal, or Belgium and Luxembourg. Earlier arrangements with another firm cover the latter two countries.

In Europe the Bell disks will appear as seven-inch LP's, each holding four tunes. They will be sold at lower than established record prices thru mail order and dealers. Seven of the small LP's will soon be issued as the initial release.

### Kidisks Too

The set-up with MMS also calls for trial distribution of Golden Records, Bell's associate kiddisk firm. Initially, Golden's "Child's Introduction to the Orchestra" will be released.

A reciprocal clause in the Bell-MMS contract may eventually provide Bell with classical material for release in the United States. Bell is known to be mulling entry into the longhair field, altho this will not happen for about a year. The domestic diskery will have access to MMS tapes released only in Europe, in addition to some others from which they may be entitled to cut excerpts.

Bell's foreign arrangements, in addition to the new MMS set-up, include coverage in India, Australia, the Philippines and South America.

## Rack Jobbing

Continued from page 14

present time we are attracting that remarkable individual, the phonograph owner that rarely, if ever buys a record."

Mason goes along with the opinion expressed by other rack jobbers in the country, that the "record manufacturers will have to recognize the value of self-service selling in previously unexplored markets, and accordingly make some revision in the price structure as it affects the rack jobber."

He further predicts that "rack jobbing is here to stay. It offers the super-market or drug chain the opportunity to maintain a record department with no additional personnel or overhead, well stocked and supplied by people who know the record business. We expect to be doing a \$3 million volume within five years."

## Sashay In

Continued from page 14

facturers of square dance records, and such items as clothing, publications, shoes, amplifying systems, and novelties.

The affair begins at 9 a.m. and dancers will be divided into classes for day-long discussions of new dances, new calls, club ideas, and other square dance aspects. In all, five dance areas will be in action. From 7 to 11 p.m. the main dancing area will feature dancing by guest groups and this will be the only part involving spectators. Other areas will be used for teaching calling techniques.

In conjunction with the festival, a reunion will be held by a group of approximately 400 square dancers who have attended the Square Dance Caller's Institute. The group was formed in 1953 by Decca artist Ed Gilmore, Columbia artist Manning Smith, and Kismet artist Al Brundage.

## SPA to Scale

Continued from page 14

dues range is from \$10 to \$100 annually.

In the last five years membership rolls have grown from 1,500 to the present figure; the number of contracts processed from 2,500 to 6,000 a year; the number of renewal notices issued has doubled in volume, and the list of publishers signed with SPA has risen from the 1949 level of 215 to a current 700. Added services include the continual spot check audit of publishers' books, and the special lyric folio audit.

Members will be advised of the new SPA dues structure by letter next week.

## Reviews and Ratings of New Classical Releases

### BIZET: SUITE FOR ORCHESTRA FROM CARMEN; GOUNOD: BALLET MUSIC FROM FAUST (1-12")

— St. Louis Symphony Orchestra; Vladimir Golschmann, Cond. Capitol P 8288  
In every way, the competitive situation on both sides of the disk is fairly rough. Disk catalogs are laden with performances by name conductors and orks, and some at a better price. Yet the sound and slick, workmanlike reading of the two much-demanded works should call for a healthy sale for this coupling. Incidentally, this is the first such coupling—and a good one it is. Capitol's packaging and recorded sound are fine, added assets.

### SIBELIUS: SYMPHONY NO. 3; SYMPHONY NO. 7; SYMPHONY NO. 4; POHJOLA'S DAUGHTER (2-12")

— London Symphony Orchestra; Anthony Collins, Cond. London LL 1008, 1059  
Collins, with no particular reputation as a Sibelius interpreter, shows a strong affinity for the Finn's works, as these excellent disks bear ample witness. The one competing LP coupling the Third and Seventh Symphonies will only slightly dampen the enthusiasm for this latest entry among those seeking the repertoire. Too, the only other available disking of the Fourth is a re-issue no longer competitive in the matter of sound. These LP's, offered singly, deserve and should enjoy good sales response in classical outlets.

### OFFENBACH: SUITES FROM BLUEBEARD AND HELEN OF TROY (1-12")

— Ballet Theater Orchestra; Joseph Levine, Cond. Capitol P 8277  
Ballet students and enthusiasts and Offenbach fans will be interested in this lively LP. Both selections are rich in spirit and imagination, while detailed liner notes relate the rather complicated ballet stories.

### RIMSKY-KORSAKOV: ANTAR SYMPHONY; GLAZOUNOV: STENKA RAZIN (1-12")

— L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 1060  
Russian music with all the juice and sentiment, played a little too earnestly. "Stenka Razin" unaccountably gets its first treatment on vinyl, its concern with the melody of "Song of the Volga Boatmen" making the work easy of introduction to new converts to classical music. Recording is fine.

### GIORDANO: HIGHLIGHTS FROM "ANDREA CHENIER"

(1-12")—Renata Tebaldi, Jose Soler, Ugo Savarese, Cetra A 50169  
This reduction from the three-disk set of the complete opera should have strong appeal for those who passed up the more expensive package but still have an urge to include the work in their libraries. The selection of arias is good; the recording, of course, was one of the finest in the Cetra catalog. Realistic and robust sound, too. Revival of the opera by the "Met" this season figures to spur collector interest.

### HIGHLIGHTS FROM DON CARLO (1-12")

— Maria Callas, Soprano; Ebe Stignani, Mezzo-soprano; Mirto Picchi, Tenor; Paolo Silveri, Baritone; Nicola Rossi-Lemeni, Bass. Cetra A 50168  
Cetra has taken the key arias from its complete recorded version of "Don Carlo" released some two years ago to make up this highlight version of the Verdi opera. The original set, which was a good one with a good cast, did well sales-wise and there is no reason why this digest version of the opera should not do fine, especially with new or less affluent collectors. All of the principals do a good job in their roles, with Paolo Silveri and Miss Stignani outstanding. Well-known arias such as "Canzone del Volo" and "O Don Fatale" are included and there is a synopsis of the opera in the liner notes.

### A BROADCAST RECITAL (1-10")

— Kathleen Ferrier, Contralto. London LS 1032  
Fresh cause to lament the untimely loss of Kathleen Ferrier will be one result of the release of this recording of a British broadcast on June 5, 1952. Her many admirers can at least console themselves that this lasting impression of the great contralto singing songs from the modern English vocal repertory has survived. Beginning with songs of Stanford and Parry, who were among those composers of the late 19th Century who helped usher in the modern English musical renaissance, she goes thru a rich and varied program of works by Vaughan Williams, Warlock and Bridge, closing with three folk songs in settings by Benjamin Britten and Herbert Hughes.

### BACH: CANTATAS NOS. 78 AND 106 (1-12")

— Choir and Orchestra of The Bach Guild; Felix Prohaska, Cond. The Bach Guild 537  
Another fine pairing of cantatas for the burgeoning catalog. And this new recording of two of Bach's religious works is more than capable. The soloists are Teresa Stich-Randall, soprano; Dagmar Hermann, alto; Anton Dermota, tenor, and Hans Braun, bass. It is sung in German, and the English translation is on the envelope.

### BARTOK: DIVERTIMENTO FOR STRING ORCHESTRA; TWO PORTRAITS, OP. 5 (1-12")

— RIAS Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9748  
More than thirty years separate the "Divertimento" (1939) and the "Portraits" (1907). Yet both works are related in spirit (if not in style), for both have a light, youthful quality that continually verges on the comic and the broadly satiric. The "Divertimento" is one of the

composer's most appealing works and Fricsay admirably reproduces its infectious lyric and rhythmic flow. The "Portraits"—one "Perfect" and one "Distorted"—are treatments of material originally intended to become a violin concerto and require virtuosity and a great sense of humor from the string section. Both requirements are met by the RIAS instrumentalists and their scintillating tone has been admirably captured.

### MILHAUD: SUITE FOR VIOLIN, CLARINET AND PIANO; BARTOK: CONTRASTS (1-12")

— Reginald Kell, Clarinet; Melvin Ritter, Violin; Joel Rosen, Piano. Decca DL 9740  
Short and small-scaled, the Milhaud receives an appropriate performance. The Bartok is also well done, but suffers more from the undue prominence given the clarinet. Balance between the three instruments is unequal. Kell, of course, performs admirably, his tone is beautiful and superbly reproduced. It's promoted as a Kell package, with his associates treated as casually on the cover as on the disk. Moderate potential, except to Kell fans.

### SONGS OF BRAHMS (1-12")

— Nell Rankin, Contralto; Carlton Cooley, Viola; Coenraad Bos, Piano. Capitol P 8289  
Miss Rankin's beautiful contralto is always under masterful control here even if her interpretation does not always dig as deep as it might. On the other hand, there is no disk performance of the "Four Serious Songs" that is so glowingly recorded; it rests as a constant benediction on the ear. Included also are "Gestillte Sehnsucht," "Geistliches Wiegenlied," "In Stiller Nacht" and "Sandmannchen," for a rounded Brahms lieder program of great merit. Should do quite well in the market aimed at.

### VERDI: REQUIEM (2-12")

— Choir of St. Hedwig's Cathedral; RIAS Symphony Orchestra and Chorus, Berlin; Ferenc Fricsay, Cond. Decca DX 118  
After having to make do with a number of unsatisfactory older recordings of this magnificent choral work, this fall three notable new entries in the field suddenly compete for the customers' attention. In the Decca edition, Fricsay projects the overcharged emotional atmosphere of this work very well and successfully builds its dramatic highs and lows with a grand sweep. The Berlin chorus easily matches the work of its Victor competitor. The soloists, particularly soprano Maria Stader and tenor Helmut Krebs, are excellent but are not quite on par with Toscanini's or the forthcoming Angel line-up (Schwarzkopf, Siepi, et al.). While the over-all musical impression is good, the listener will readily note the lack of detail and sustained tension of the Toscanini disk. Comparisons with reference to recorded sound and package design unfortunately fall in favor of the Victor set also. Latin-English text and notes on this work in Toyer's Verdi biography are included in the package.

### BLOCH: STRING QUARTET NO. 3 (1-10")

— Griller String Quartet. London LS 848  
The premiere performance of this work last year in London by the Griller Quartet caused a sensation in chamber music circles; some of the reasons for it are immediately apparent in this recording. The Quartet itself is a modern masterpiece. In it the listener again encounters the concentrated thought, vigorous rhythms and richly sonorous ensemble writing that characterized the beautiful Second Quartet of 1945. The ensemble gives a forceful, yet highly polished performance that ranks alongside their best disk work to date. A "must" for all collectors of contemporary music.

### CHOPIN: PIANO SONATAS, NO. 2 AND NO. 3 (1-12")

— Alexander Uninsky, Piano. Epic LC 3656  
Tho a versatile pianist with no particular fixation on the works of any one composer or period, Uninsky has come to be regarded as a "Chopin specialist." In truth, there are good grounds for special esteem in this connection, precisely because Uninsky is so free of the exhibitionism and superficial brilliance that mark the typical "Chopin specialist." These sonatas reveal a rather sober approach; the famed "Funeral March" of the Second Sonata is a model of restraint and understanding. Even tho there are many other recorded versions of these familiar works, concert-goers thruout the country familiar with Uninsky's highly regarded Chopin style will want to add this disk to their collections.

### TELEMANN: 12 FANTASIAS FOR HARPSICORD (1-12")

— Helma Elsner, Harpsichord. Vox PL 8680  
First recordings of these works by the baroque master, who in his day had a reputation exceeding that of Bach. Charming little selections, each consisting of two identical fast movements bracketing a slow section. Performance by Helma Elsner is expressive, and the dishing excellent. Searchers for harpsichord music off the well-beaten Scarlatti and Bach paths should show genuine interest.

### SCHUBERT: DIE SCHONE MULLERIN (1-12")

— Anton Dermota, Tenor; Hilde Dermota, Piano. London LL 971  
Those with a strong appreciation of lieder are usually very decided in their opinions on interpretation. There will be a small group for whom a reading of the complete cycle of the 20 songs by Dermota will be an anxiously awaited event. But others, too, should find great pleasure in his sensitive performance. Catalog duplication is rather severe for the nature of the repertoire. Recording is moderately good.



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# Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

## TOP SELLERS— POPULAR Listed Alphabetically

BAZOOM	
ARIVEDERCI	The Cheers ..... 2921
THE BUNNY HOP	
THE HOKEY POKEY	Ray Anthony ..... 2427
HAJJI BABA	
UNBELIEVABLE	Nal (King) Cole ..... 2949
HONEY LOVE	
RIOT IN CELL BLOCK NUMBER NINE	Vicki Young ..... 2865
I'M A FOOL TO CARE	
AUCTIONEER	Les Paul & Mary Ford ..... 2839
LING, TING, TONG	
I'M ALONE	The Five Keys ..... 2945
LOVE TURNS WINTER TO SPRING	
MOOD INDIGO	The Four Freshmen ..... 2961
THE POINT OF NO RETURN	
GIVE A LITTLE TIME	Ella Mae Morse ..... 2959
SMILE	
IT'S CRAZY	Nal (King) Cole ..... 2897
WHITHER THOU GOEST	
MANDOLINO	Les Paul & Mary Ford ..... 2928

## COMING UP FAST Listed Alphabetically

LOVE ME	
PAPA'S PUTTIN' THE PRESSURE ON	Connie Russell ..... 2933
MEXICAN HAT TRICK	
SLEEPY SERENADE	Woody Herman ..... 2960
RIVER OF NO RETURN	"Tennessee" ..... 2810
GIVE ME YOUR WORD	Ernie Ford ..... 2810
SH-BOOM	
WIDE-SCREEN MAMA BLUES	Stan Freberg ..... 2929
THE SONG FROM DESIREE	
THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman ..... 2979
THAT'S WHAT YOU MADE ME	
I LOVE MY MAMA	Tommy Leonetti ..... 2931
WOMAN'S WORLD	
JAMBO	Ray Anthony ..... 2936

## LATEST RELEASES

Numbers  
446 & 447

INSTEAD OF YOU JULIE IS HER NAME	Bobby Troup ..... 2971
THE BIG TOP ST. LOUIS BLUES—BOOGIE	Pete Candoli ..... 2972
JUST FOR LAUGHS THE VERY THOUGHT OF YOU	Bob Manning ..... 2973
I WISH THEY DIDN'T MEAN GOODBYE MY YELLOW GINGER LEE	Al Koolaha Perry ..... 2974
PAPIO MINOI MINOI	The Royal Polynesians ..... 2975
SMOKE COMES OUT MY CHIMNEY JUST THE SAME	
EACH TIME A NEW LOVE DIES	Skeets McDonald ..... 2976
A SAILOR'S LETTER I WONDER IF I CAN LOSE THE BLUES THIS WAY	Ramblin' Jimmie Dolan ..... 2977
BE KIND TO THE STREET CORNER SANTA CLAUS I GIVE UP!—WHAT IS IT!	Yogie Yorgesson ..... 2978
THE SONG FROM DESIREE THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman ..... 2979
TWELFTH STREET RAG—MAMBO CHILE BOWL	Duke Ellington ..... 2980
ALL OF YOU THIS IS MY LOVE	Connie Russell ..... 2981
THE STORY OF TINA SAY IT AGAIN	Al Martino ..... 2982
HIGHER, HIGHER AND HIGHER TENNESSEE MAMBO	Wesley & Marilyn Tuttle ..... 2983
O MARY, DON'T YOU WEEP I DON'T CARE WHAT THE WORLD MAY DO	The Every-Ready Singers ..... 2984
YULENET, PART I YULENET, PART II	Stan Freberg & Daws Butler ..... 2986

## BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES—Les Baxter	45 rpm "EP" No. EBF-548 33 1/2 rpm No. H-548
ARTHUR MURRAY SWING FOX TROTS— Ray Anthony	45 rpm "EP" No. EBF-546 33 1/2 rpm No. H-546
BARRELHOUSE, BOOGIE, AND THE BLUES— Ella Mae Morse	45 rpm "EP" No. EAP-1-513 & EAP-2-513 33 1/2 rpm No. H-513
THE BILL HOLMAN OCTET	45 rpm "EP" No. EBF-6500 33 1/2 rpm No. H-6500
THE CLAUDE WILLIAMSON TRIO	45 rpm "EP" No. EBF-6501 33 1/2 rpm No. H-6501
ELLINGTON '55—Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-521 33 1/2 rpm No. W-521
FIREMAN'S BALL—Joe "Fingers" Carr	45 rpm "EP" No. EAP-1-527 & EAP-2-527 33 1/2 rpm No. H-527
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/2 rpm No. H-352
MUSIC, MARTINIS, AND MEMORIES— Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509 33 1/2 rpm No. W-509
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516 33 1/2 rpm No. H-516
SWING EASY—Frank Sinatra	45 rpm "EP" No. EAP-1-528 & EAP-2-528 33 1/2 rpm No. H-528
TOP HITS OF '54, VOLUME II—Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119 33 1/2 rpm No. H-9119
VOICES IN MODERN—The Four Freshmen	45 rpm "EP" No. EAP-1-522 & EAP-2-522 33 1/2 rpm No. H-522

## TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

THE BANDIT PRAIRIE HOME	Tex Ritter ..... 2916
DON'T FALL IN LOVE WITH A MARRIED MAN	Jean Shepard ..... 2905
YOU'LL COME CRAWLIN'	
HOW COME Y'ALL COME WHEN YOU GIVE A ROSE TO A RED HEAD	Cousin Herb Henson ..... 2925
IF THAT'S THE FASHION IF YOU AIN'T LOVIN'	Faron Young ..... 2953
MY GAL GERTIE LOOK, LOOK, LOOK	Dub Dickerson ..... 2947
NEVER FRIENDLY LOVE	Wesley & Marilyn Tuttle ..... 2850
THE NEW GREEN LIGHT A LONELY HEART KNOWS	Hank Thompson ..... 2920
A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT	Faron Young ..... 2859
SATAN AND THE SAINT SWING LOW, SWEET CHARIOT	The Louvin Brothers ..... 2965
SHE DONE GIVE HER HEART TO ME OCEANS OF TEARS	Sonny James ..... 2906
STRATOSPHERE BOOGIE DEEP WATER	Jimmy Bryant & Speedy West ..... 2964
WHATCHA GONNA DO NOW YOU'RE FOR ME	Tommy Collins ..... 2891

## BEST SELLING— "EP" ALBUMS Listed Alphabetically

DANCE CRAZE—Anthony, Kenyon, Hunt	45 rpm "EP" No. EAP-1-518
DIXIE PARADE—Ray Anthony	45 rpm "EP" No. EAP-1-539
I'M A FOOL TO CARE—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-554
MAMBO—Dave Barbour	45 rpm "EP" No. EAP-1-545
MELANCHOLY SERENADE—Jackie Gleason	45 rpm "EP" No. EAP-1-532
HAT "KING" COLE SINGS	45 rpm "EP" No. EAP-1-9120
ROMANTIC BALLADS—Gordon MacRae	45 rpm "EP" No. EAP-1-537
SITTING ON TOP OF THE WORLD—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-540
STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519

## BEST SELLING— "SPECIALIZED" High-Fidelity ALBUMS Listed Alphabetically

FULL DIMENSIONAL SOUND—Study in High Fidelity	33 1/2 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/2 rpm No. LAL-486

## BEST SELLING— CLASSICAL ALBUMS Listed Alphabetically

ANTHEIL "CAPITAL OF THE WORLD," BANFIELD "THE COMBAT"—Ballet Theatre Orchestra conducted by Joseph Levine	33 1/2 rpm No. P-8278
BIZET "SUITE FROM CARMEN," GOUNOD "BALLET MUSIC FROM FAUST"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8288
BRAHMS "CONCERTO IN D MAJOR, OP. 77"—Nathan Milstein, violin with The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/2 rpm No. P-8271
CHOPIN "POLONAISE IN A FLAT," DEBUSSY "CLAIR DE LUNE," LISZT "LIEBESTRAUME," Leonard Pennario, Piano	33 1/2 rpm No. H-8156

ECHOES OF SPAIN—Carmen Dragon conducting The Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8275
OFFENBACH "SUITES FROM BLUEBEARD & HELEN OF TROY"—The Ballet Theatre Orchestra conducted by Joseph Levine	33 1/2 rpm No. P-8277
SAINT-SAENS "CARNIVAL OF THE ANIMALS," IBERT "DIVERTISSEMENT"—Felix Slatkin conducting The Concert Arts Orchestra	33 1/2 rpm No. P-8270
SHOSTAKOVICH "SYMPHONY NO. 5 IN D MAJOR, OP. 47"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8268
SONGS OF BRAHMS—Neil Rankin, Contralto and Coenraad V. Bos, piano	33 1/2 rpm No. P-8289
SONGS OF STEPHEN FOSTER—Roger Wagner conducting The Roger Wagner Chorale	33 1/2 rpm No. P-8267

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RUSSELL

BOB  
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FROMAN

ALL OF YOU

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RECORD NO. 2981



JUST FOR LAUGHS

THE VERY  
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OF YOU

RECORD NO. 2973



THE SONG FROM DESIREE  
(WE MEET AGAIN)

THE FINGER  
OF SUSPICION  
POINTS AT YOU

RECORD NO. 2979



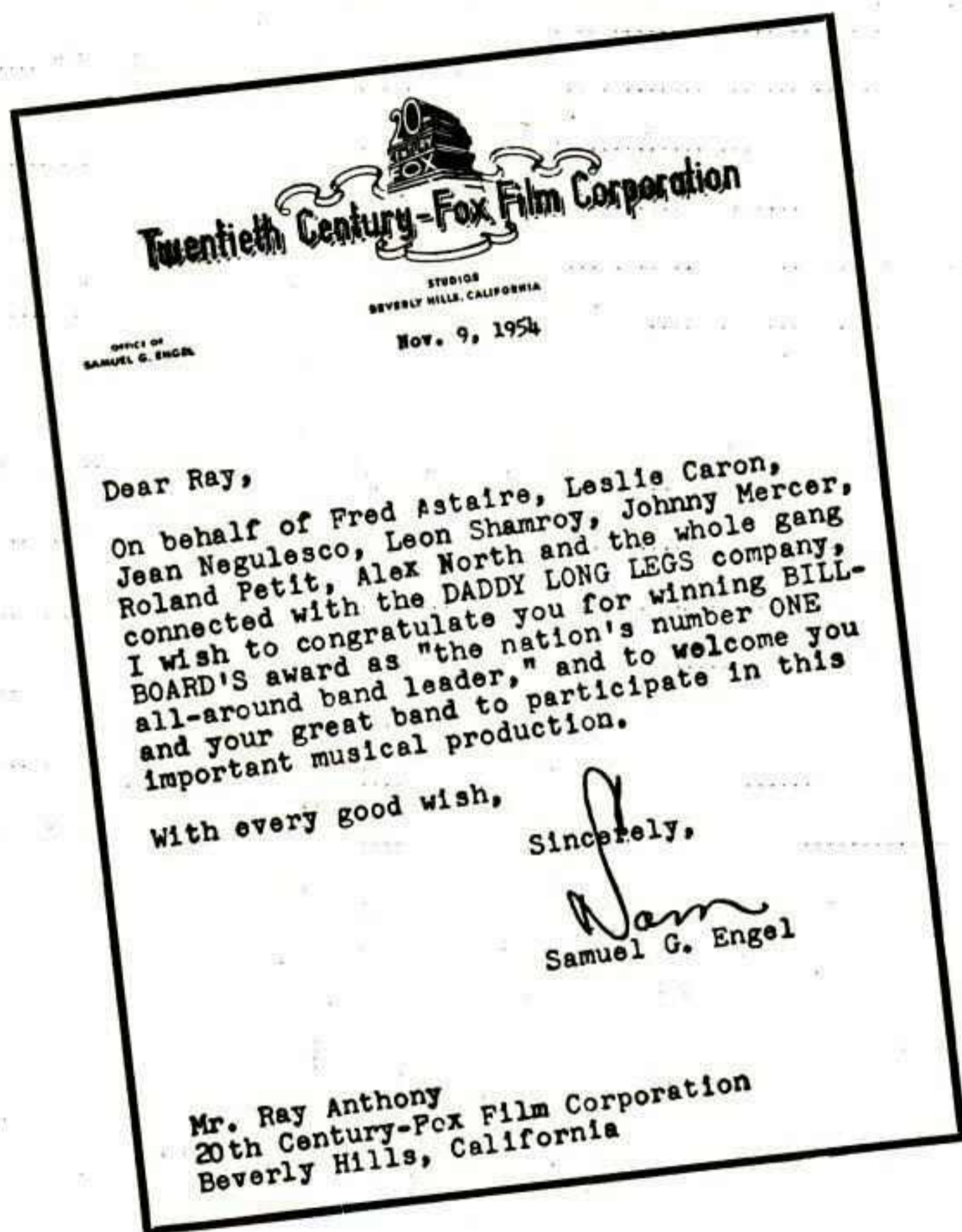


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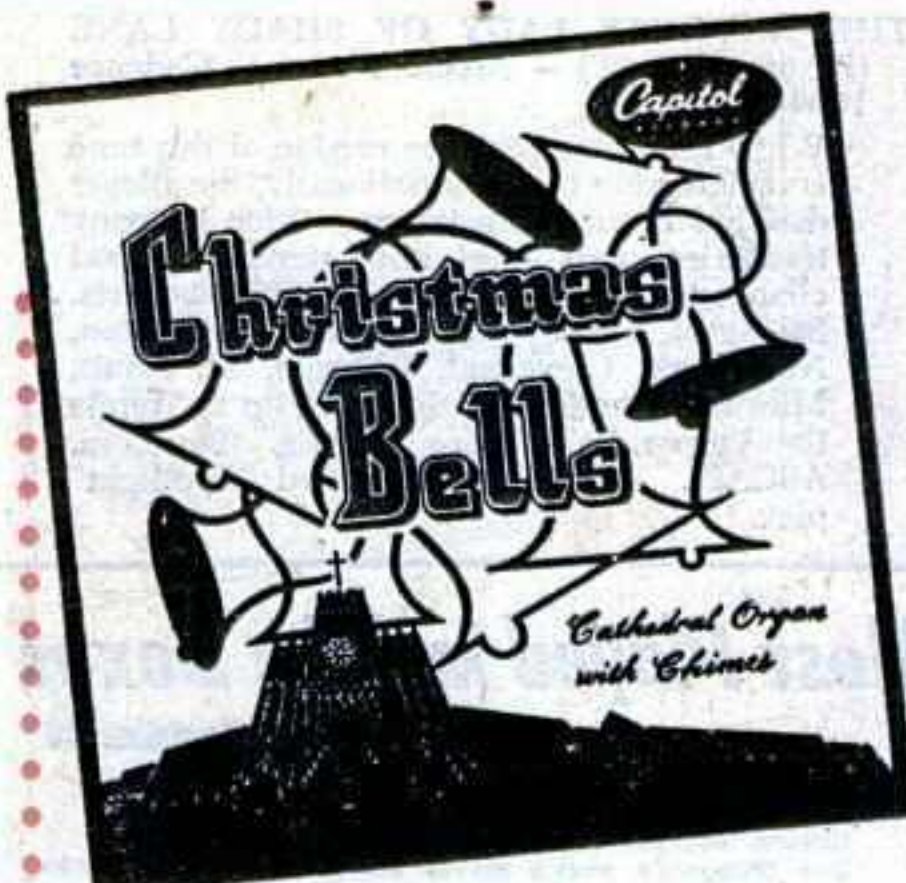


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## 'CHRISTMAS CANDY'

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## 'THE CHRISTMAS BLUES'

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## 'YULENET'

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### ALBUMS

- Boys Town Choir Singing Christmas Music
- FATHER FLANAGAN'S BOYS TOWN CHOIR..... 45 rpm No. EBF-9006
- Carols At Christmas..... 33 1/3 rpm H-9006
- THE SPORTSMEN QUARTET..... 33 1/3 rpm No. H-9005
- Carols For Christmas
- THE STARLIGHTERS CHORUS..... 33 1/3 rpm No. H-9007
- 45 rpm No. EBF-9007
- Christmas Carols
- THE ST. LUKE'S CHORISTERS..... 33 1/3 rpm No. H-9000
- 45 rpm No. EBF-9000
- Christmas Cheer
- LES PAUL AND MARY FORD..... 45 rpm No. EAP 1-543
- Christmas Choristers
- THE ST. LUKE'S CHORISTERS..... 33 1/3 rpm No. H-9012
- 45 rpm No. EBF-9012
- Christmas On The Range
- JIMMY WAKELY..... 33 1/3 rpm No. H-9004
- 45 rpm No. EAP 1-9004
- Christmas Song, The
- NAT "KING" COLE..... 45 rpm No. EAP 1-9026
- My Birthday Comes On Christmas
- DALLAS FRAZIER WITH JOE "FINGERS" CARR..... 45 rpm No. EAP 1-9025
- Organ Plays At Christmas, The
- BUDDY COLE..... 33 1/3 rpm No. H-9002
- 45 rpm No. EBF-9002
- Songs Of Christmas
- JO STAFFORD AND GORDON MACRAE..... 45 rpm No. EAP 1-9021
- Under The Christmas Tree
- JAN GARBER..... 33 1/3 rpm No. H-9008
- 45 rpm No. EBF-9008
- Yingle Bells
- YOGI YORGESSION..... 45 rpm No. EAP 1-461

### CHILDREN'S ALBUMS

- Frosty The Snowman
- JERRY MARLOWE..... 78 rpm No. CAS-3079
- I Saw Mommy Kissing Santa Claus
- 45 rpm No. CASF-3079
- Where Did My Snowman Go?
- MOLLY BEE..... 78 rpm No. CAS-3192
- 45 rpm No. CASF-3192
- I Tan't Wait Til Quithmuth Day
- MEL BLANC..... 78 rpm No. CAS-3191
- 45 rpm No. CASF-3191
- Yah, Das Ist Ein Christmas Tree
- Rudolph The Red-Nosed Reindeer • The Swiss Boy
- SMILEY BURNETTE..... 78 rpm No. CAS-3160
- 45 rpm No. CASF-3160
- 'Twas The Night Before Christmas
- THE MELLOMEN..... 78 rpm No. CAS-3121
- 45 rpm No. CASF-3121

### CHRISTMAS SINGLES

- MARTHA CARSON
- Peace On Earth (At Christmas Time)
- Christmas Time Is Here ..... 2969
- NAT "KING" COLE
- The Christmas Song • My Two Front Teeth ..... 2955
- NAT "KING" COLE
- The Little Boy That Santa Claus Forgot
- Mrs. Santa Claus ..... 2616
- DALLAS FRAZIER WITH JOE "FINGERS" CARR
- My Birthday Comes On Christmas
- Jingle-O-The Brownie ..... 2956

- SONNY JAMES
- Christmas In My Hometown
- I Forgot To Remember Santa Claus ..... 2958
- HARRY KARI
- The Night Before Christmas ..... 2618
- BILLY MAY
- Rudolph The Red-Nosed Reindeer — Mambo ..... 2948
- LES PAUL AND MARY FORD
- Jungle Bells • White Christmas ..... 2617
- LES PAUL AND MARY FORD
- Jingle Bells • Silent Night ..... 1881
- TEX RITTER
- In There A Santa Claus? • Old Tex Kringle ..... 2957
- FRANK SINATRA
- White Christmas • The Christmas Waltz ..... 2954
- JIMMY WAKELY
- It's Christmas ..... 2646
- YOGI YORGESSION
- Be Kind To The Street Corner Santa Claus
- I Give Up! — What Is It? ..... 2978
- YOGI YORGESSION
- I Was Santa Claus At The School House
- The Christmas Party ..... 1831
- YOGI YORGESSION
- I Just Go Nuts At Christmas • Yingle Bells 791
- FARON YOUNG
- You're The Angel On My Christmas Tree
- I'm Gonna Tell Santa Claus On You ..... 2629



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending November 10

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. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1		12	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
2		16	THIS OLE HOUSE—R. Clooney	Hey, There—(3)—Col 40266—BMI
3		19	HEY, THERE—R. Clooney	This Ole House—(2)—Col 40266—ASCAP
4		4	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 147—ASCAP
5		8	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—(28)—V 20-5857—ASCAP
6		11	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
7		11	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
8		7	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
9		14	SHAKE, RATTLE AND ROLL—B. Haley	A. B. C. Boogie—Dec 29204—BMI
10		2	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
11		6	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polecat—Coral 61278—ASCAP
12		13	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
13		14	CARA MIA—D. Whitfield	How, When or Where—London 1486—ASCAP
14		4	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
15		6	I NEED YOUR LOVIN'—Cheers	Arivederci—Cap 2921—BMI
16		20	SH-BOOM—Crew Cuts	I Spoke o Soon—Mercury 70404—BMI
17		6	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
18		2	HAJJI BABY—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP
19		3	IT'S A WOMAN'S WORLD—Four Aces	Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP
20		9	SMILE—Nat (King) Cole	It's Crazy—Cap 2897—ASCAP
21		2	RUNAROUND—Chuckles	At Last You Understand—X 0066—BMI
22		12	IF I GIVE MY HEART TO YOU—D. Lor	Hello, Darling—Majar 27—ASCAP
23		5	THAT'S WHAT I LIKE—Don, Dick & Jimmy	You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP
24		1	DIM DIM THE LIGHTS—B. Haley	Happy Baby—Dec 29317—BMI
25		12	SKOKIAAN—Four Lads	Why Should I Love You—Col 40306—ASCAP
26		9	MOOD INDIGO—N. Petty Trio	Petty's Little Polka—X 0040—ASCAP
26		1	TEACH ME TONIGHT—J. Stafford	Suddenly—Col 40351—ASCAP
28		2	THINGS I DIDN'T DO—P. Como	Papa Loves Mambo—(5)—V 20-5857—BMI
29		2	THIS OLE HOUSE—S. Hamblen	When My Lord Picks Up the Phone—V 20-5739—BMI
30		16	THEY WERE DOING THE MAMBO—V. Monroe	Mr. Sandman—V 20-5767—ASCAP

## • This Week's Best Buys

**DIM, DIM THE LIGHTS** (Republic, BMI)—Bill Haley—Decca 29317

Haley's latest release hit the national retail chart this week and its present rate of snowballing strength indicated that the disk could go all the way to the top. Listed now on the Kansas City and Cleveland territorial charts, the disk was also reported strong in New York, Philadelphia, Buffalo, Pittsburgh, St. Louis and Milwaukee. Flip is "Happy Baby" (Myers, ASCAP). A previous Billboard "Spotlight" pick.

**THE NAUGHTY LADY OF SHADY LANE** (Paxton, ASCAP) — Archie Bleyer — Cadence 1254

While the Ames Brothers version of this tune is maintaining the lead nationally, the Bleyer disk has been giving it competition in many territories, and now also stands a good chance to gain a berth on the national charts. Strongest action was reported in Boston, New York, Cleveland, Chicago, St. Louis, Milwaukee and Los Angeles. Flip is "While the Vesper Bells Were Ringing" (Southern, ASCAP). A previous Billboard "Spotlight" pick.

According to sales reports in key markets, the following recent releases are recommended for extra profits

**THAT'S ALL I WANT FROM YOU** (Weiss & Barry, BMI) — Jaye P. Morgan — RCA Victor 20-5896

The thrush's debut disk with the label has found easy sledding in most markets checked. New York, Buffalo, Cleveland, Pittsburgh, Cincinnati and St. Louis reported sales to be strong. Good reports were also received from Boston, Philadelphia, Chicago and Detroit. Flip is "Dawn" (Famous, ASCAP). A previous Billboard "Spotlight" pick.

**MR. SANDMAN** (E. H. Morris, ASCAP)—The Four Aces—Decca 29344

Despite the entrenched position of the Chordettes' version of this tune near the top of the charts, the Aces have been gaining ground rapidly this past week. Now on the St. Louis territorial chart, the disk was also reported strong or good in Los Angeles, Milwaukee, Durham, Detroit, Chicago, Cincinnati, Pittsburgh, Buffalo and Philadelphia. Flip is "In Apple Blossom Time." A previous Billboard "Spotlight" pick.

## • Most Played in Juke Boxes

For survey week ending November 10

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout 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		15	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
2		12	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
3		16	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
4		8	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
5		6	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
6		6	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
7		7	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
8		9	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
9		12	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
10		2	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
11		18	SH-BOOM—Crew Cuts	I Spoke Too Soon—Mercury 70404—BMI
12		3	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polecat—Coral 61278—ASCAP
13		3	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
14		9	SKOKIAAN—Four Lads	Why Should I Love You?—Col 40306—ASCAP
14		1	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
16		5	MOOD INDIGO—N. Petty Trio	Petty's Little Polka—X 0040—ASCAP
16		19	LITTLE SHOEMAKER—Gaylords	Mecque, Mecque—Mercury 70403—ASCAP
16		1	HEY, THERE—S. Davis Jr.	And This Is My Beloved—Dec 29199—ASCAP
19		1	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
19		3	THAT'S WHAT I LIKE—Don, Dick & Jimmy	You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP

## • Most Played by Jockeys

For survey week ending November 10

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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		11	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
2		9	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
3		18	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
4		7	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
5		4	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
6		10	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
7		6	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
8		16	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
9		4	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
10		4	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
11		4	IT'S A WOMAN'S WORLD—Four Aces	Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP
12		10	SMILE—Nat (King) Cole	It's Crazy—Cap 2897—ASCAP
13		5	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
14		13	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
15		10	IF I GIVE MY HEART TO YOU—D. Lor	Hello Darling—Majar 27—ASCAP
16		4	TELL ME, TELL ME—J. Valli	Boy Wanted—V 20-5837—ASCAP
17		1	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
18		10	IF I GIVE MY HEART TO YOU—C. Boswell	Tennessee—Dec 29148—ASCAP
19		2	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polecat—Coral 61278—ASCAP
20		1	HAJJI BABY—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP

Little dog, please be quiet tonite, Little dog won't you keep outside.  
 I was outside her door long after dark, moonlight was dark.  
 She said sh-sh- the doggie will bark—Sweetheart I said,  
 opening the door, when he sees this he'll bark no more!

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**... For The Rest Of This NEW Catchy Hit By**



# THE CREWCUTS

**BE SURE TO HEAR**

# "BARKING DOG"

coupled with "ALL I WANNA DO"



MERCURY 70490 • 70490X45



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## 1954

*Awarded to the writers and publishers of  
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of the year*

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Tommy Dilbeck  
Archie Duff  
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Billy Grimes  
Austry Grishem  
Chuck Harding  
Johnny Hathcock  
Tommy Hill  
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Eddie Miller  
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CRY, CRY, DARLING  
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EVEN THO  
GO, BOY, GO  
HONKY TONK GIRL

I DON'T HURT ANYMORE  
I'LL BE THERE (If You Ever Want Me)  
I LOVE YOU  
I'M WALKIN' THE DOG  
I REALLY DON'T WANT TO KNOW  
LET ME BE THE ONE  
LOOKING BACK TO SEE  
ONE BY ONE  
RELEASE ME (And Let Me Love Again)

SLOWLY  
SPARKLING BROWN EYES  
THANK YOU FOR CALLING  
THERE STANDS THE GLASS  
THIS IS THE THANKS I GET  
(For Loving You)  
WAKE UP, IRENE  
Y'ALL COME  
YOU BETTER NOT DO THAT

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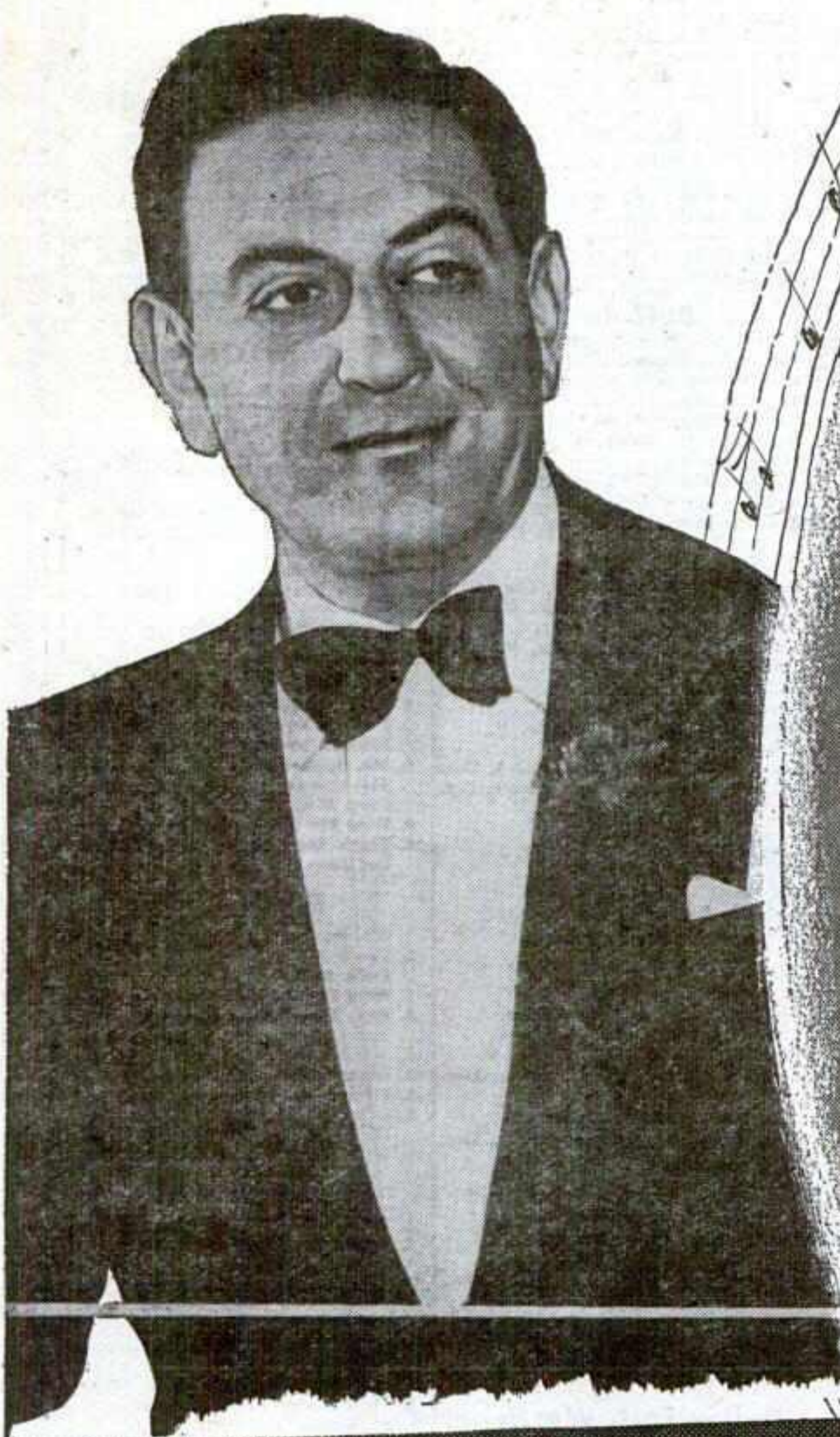
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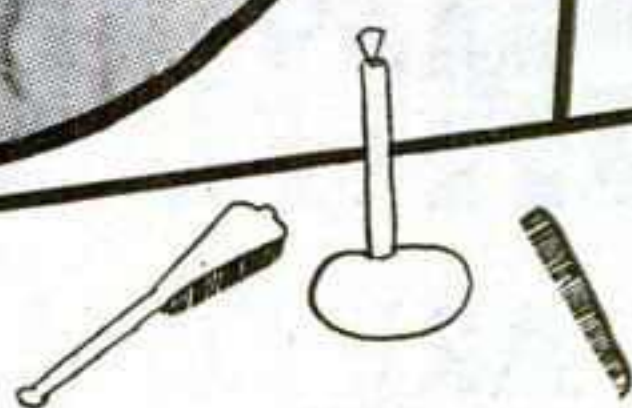
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## The Billboard Music Popularity Charts

### POPULAR RECORDS

#### • Reviews of New Pop Records

**TONY BENNETT**  
 Funny Thing .....87  
 COLUMBIA 40376 — A Billboard "Spotlight" 11-12-'54. (United, ASCAP)  
 My Pretty Shoo-gah...86  
 A Billboard "Spotlight" 11-13-'54. (Ross Jungnickel, ASCAP)

**EARTHA KITT**  
 This Year's Santa Baby .....87  
 VICTOR 5914—A Billboard "Spotlight" 11-13-'54. (Trinity, BMI)  
 Hey, Jacque...74  
 Dreamy waltz ballad has a pretty tune and the songstress delivers it with intimate charm. Will get spins, but flip packs all the commercial punch. (Music Productions, ASCAP)

**THE CREW CUTS**  
 The Barking Dog .....86  
 MERCURY 70490 — A Billboard "Spotlight" 11-13-'54. (Bourne, ASCAP)  
 All I Wanna Do...85  
 A Billboard "Spotlight" 11-13-'54. (Meridian, BMI)

**DORIS DAY**  
 Hold Me in Your Arms .....86  
 COLUMBIA 40371 — A Billboard "Spotlight" 11-13-'54. (Artists, ASCAP)  
 Ready, Willing and Able...85  
 A Billboard "Spotlight" 11-13-'54. (Daywin, BMI)

**ROY HAMILTON**  
 Hurt ..... 81  
 EPIC 9086—Here is a mighty potent rendition of a pretty new tune by the writers of "I Need You Now." The chanter sells it with the feeling and style that has marked his previous disks and it could break thru in both the pop and r.&b. markets. Watch this one. (Miller, ASCAP)  
 Star of Love...79  
 Another fine job by the fine singer, this time, too, on a ballad, but at a slower pace than the flip. Once again he is backed by a lush ork arrangement and he sings it very well. Not quite as strong as the flip, but it, too, will get action. (Sheldon, BMI)

**JUNE VALLI**  
 Wrong, Wrong, Wrong .....79  
 VICTOR 5924 — Rhythmic ballad effort features an effective vocal by the thrush closely supported by the ork and chorus. The Hugo Winterhalter ork arrangement is ear catching. Good wax here that has a chance. Watch it. (Porgie, BMI)

**Ole Pappy Time...76**  
 Lively new Stuart Hamblin tune is handed a listenable vocal from thrush June Valli helped by a vocal group and a good ork arrangement. It's a little out of the thrush's usual character but it's a good switch. (Voss, ASCAP)

**THE GADABOUTS**  
 The Waters of the Minnetonka .....79  
 MERCURY 70495—A Billboard Talent "Spotlight" 11-13-'54. (Presser, Giuseppe Mandolino...73  
 A Billboard Talent "Spotlight" 11-13-'54. (Fidelity, BMI)

**SPIKE JONES ORK**  
 I Want Eddie Fisher for Christmas ...76  
 VICTOR 5920—Young Linda Strangis has a rather unusual request to make from Santa. The lyric is cute and will appeal to a lot of deejays for the Christmas Season. (Joy ASCAP)  
 Japanese Skoklaan...75  
 Jones and His City Slickers happily slaughter the current hit tune in this satirical version. Freddie Morgan intones the all but incomprehensible lyrics with infectious humor. (Shapiro-Bernstein, ASCAP)

**JULIUS LA ROSA**  
 Campanelle ..... 76  
 CADENCE 1252 — This is "Jingle Bells" in Italian and it sounds just fine in this warm La Rosa warble.

There's a chorus in English, too. Good wax for the holidays." (Montauk, BMI)  
 I Hope You'll Be Very Happy...75  
 Rhythm ditty about an approaching wedding is handed a smooth and tonally ingratiating reading by the chanter. La Rosa fans will like. (Lear, ASCAP)

**NICK NOBLE**  
 My Own True Love .....75  
 MERCURY 70496—The label's new chanter turns in a persuasive warble here of the lyric version of "Tara's Theme" from the flick "Gone With the Wind." He sells the lovely song with both skill and feeling and he could get action. A good debut by Noble. (Remick, ASCAP)  
 Please Don't Break My Heart...74  
 MERCURY 70496—Nick Noble bows on the label with a tender vocal on a pretty new tune, over lush ork and choral backing. Noble has a sound with a touch of Tony Martin and Dick Todd and he is worth attention from jocks. (Weiss & Barry, ASCAP)

**THE VOICES OF WALTER SCHUMANN**  
 Christmas Tree .....75  
 VICTOR 5922—Take-off on an old German folk song is sung joyously by the chorus, with Bill Lee the soloist. This has lots of novelty appeal and should do well over sales counters, with many air plays to acquaint customers with the product. (Ardmore, ASCAP)  
 Calypso Christmas...72  
 Musical story of the birth of Christ (Continued on page 42)

#### • Review Spotlight on . . . RECORDS

##### FONTANE SISTERS

**Hearts of Stone** (Regent, BMI)—Dot 15265—The Fontane Sisters have come thru with a sock rendition of a hit r.&b. tune that could build into another "Sh-Boom." They sing it with a lilt over fine backing. The Charms' hit r.&b. record of the tune on the DeLuxe label is already grabbing action pop-wise, and this new waxing by the girls could be a big one. Flip is "Bless Your Heart" (Bregman, Vocco & Conn, ASCAP).

##### DON CORNELL

**All at Once** (Mogull, ASCAP)—Coral 61253—The big-voiced chanter sells this strong ballad with the enthusiasm that has made him a consistent hitmaker. It has a chance to become a fine follow-up to "Hold My Hand." Flip is a semi-religious effort "No Man Is an Island" (Presser, ASCAP).

##### MONTY KELLY ORK

**Majorca** (Eastwick)—Essex 375—A sweeping tango that is already a hit along the shores of the Mediterranean receives a sparkling instrumental performance from the Monty Kelly crew on this new release. It could break thru quickly. Flip is the familiar "Neopolitan Nights Mambo" (Sam Fox, ASCAP)

#### CHRISTMAS

##### DAVID WHITFIELD

**Santo Natale** (Spier, ASCAP)—London 1508—An Italian Christmas melody is handed a classical-type reading by Whitfield over warm ork support. It is very effective and has a chance for action during the holidays. Flip is "Adeste Fideles."

##### KITTY KALLEN

**Baby Brother** (Regent, BMI) — Decca 29315 — Kitty Kallen's strong pop standing and her performance on this holiday effort should help it become a big one for the Christmas season. It's aimed at the kiddie as much as the adult market. Flip is the Christmas Seal song "The Spirit of Christmas" (Mutual, ASCAP).

#### TALENT

##### THE GOOFERS

The comic vocal-instrumental combo bows on the Coral label with a mighty attractive reading of the rhythm tune "Hearts of Stone" and another neat ditty "You're the One for Me" on Coral 61305. The boys sell with gusto and the backing is fine. A good group, this.



#### CURRENT AND CHOICE LISTING

<b>Runaround</b> THE THREE CHUCKLES 78 rpm X-0066 45 rpm 4X-0066	<b>Mood Indigo</b> NORMAN PETTY TRIO 78 rpm X-0040 45 rpm 4X-0040
<b>In A Little Spanish Town</b> RUSS CARLYLE 78 rpm X-0055 45 rpm 4X-0055	<b>In A Little Spanish Town</b> SMITH BROS. 78 rpm X-0070 45 rpm 4X-0070
<b>St. Louis Blues Mambo</b> RICHARD MALTBY AND HIS ORCH. 78 rpm X-0042 45 rpm 4X-0042	<b>Down In The Bottom Of The Well</b> WILDER BROS. 78 rpm X-0053 45 rpm 4X-0053
<b>Alexander's Ragtime Band</b> BEN LIGHT 78 rpm X-0058 45 rpm 4X-0058	

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with the Laurie Sisters

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b/w

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### The Billboard Music Popularity Charts

### POPULAR RECORDS

#### • Reviews of New Pop Records

• Continued from page 40

in happy Calypso rhythm is chanted infectiously by Jester Hairston, who composed the opus. The chorus sings out strongly behind him. (Schumann Music, ASCAP)

**ROY ROGERS**  
*This Ole House* .....74  
**FAVORITE** 2100—Coverage of the hit by Roy Rogers, the two-for-89-cents price and good recording augurs well for the new label. Where it is distributed it should get plenty of action with this type of coverage. (Hamblen, BMI)

**THE SONG SINGERS**  
*Skokiaan*...71  
 The new, low-priced label bows with its first release covering current hits in admirable fashion. Here, for example, the vocal group and ork, turn in a bright reading, without copying others issued on the regular-priced labels. (Shapiro-Bernstein, ASCAP)

**THE SONG SINGERS**  
*Mr. Sandman* .....74  
**FAVORITE** 21003—Excellent coverage here of the pop click. The group and ork maintain the feeling of the original Cadence item but without direct copying of the arrangement. (E. H. Morris, ASCAP)

**THE SUSAN SISTERS**  
*I Need You Now*...70  
 Locations which can do business with a low-price line should like this label's offering. The gals turn in a neat reading of the big pop hit. Jocks might go for these for change of pace programming. (Miller, ASCAP)

**JUDY GARLAND**  
*Have Yourself*  
**a Merry Little Christmas** .....74  
**DECCA** 29295—The label has re-issued this memorable disk by the thrush in order to pick up some sales during the Christmas season. With Judy's newly regained prominence it probably will. (Feist, ASCAP)

*You'll Never Walk Alone*...73  
 Few singers have ever managed to match Judy's great reading of the hymn-like Rodgers and Hammerstein tune. This side, also a re-issue, will also interest Garland fans. (Williamson, ASCAP)

**RED BUTTONS**  
*Bow-wow wants a Boy for Christmas*...74  
**COLUMBIA** 40384—Cute and bouncy holiday slicing has a clever twist and it's sung in a manner calculated to intrigue kiddies. Will get some pop spins too in the next few weeks. (Raleigh, BMI)

*Little Johnny Snowball*...71  
 Another cute seasonal item is sung warmly by the comic. (Lord, ASCAP)

**MILT GREEN ORK**  
*Rickety Ticky Melody* .....73  
**RAINBOW** 270 — This side is an instrumental version of the tune, played in two-beat fashion by the ork with Milt Green and Ben Jaffe featured on the two pianos. This, too, is a lively side tho the flip has the edge. A fine two-sided disk for the boxes.

**THE SATISFIERS**  
*Rickety Ticky Melody*...70  
 The Satisfier's ork comes thru with a brash, loud reading of a litting rag-time tune, helped by a sprightly combo backing. The lively tune is sung in hokey fashion and it is bright enough to have a chance with exposure. A solid effort for the boxes. (Milford, ASCAP)

**SAUTER-FINEGAN ORK**  
*Mobile* .....73  
**VICTOR** 5936—The ork and vocalists deliver a bright reading of the bounce item dedicated to the town of the same name. Jocks will go for it. (Ardmore, ASCAP)

*What Is This Thing Called Love?*...70  
 Unusual sounds, as expected, emanate from the varied S-F instruments in this clever reading of the standard ballad. (Harms, ASCAP)

**FRANK CORDELL ORK**  
*The Song From Desiree* .....73  
**VICTOR** 5934—Good instrumental wax in this version of the title waltz tune from the upcoming flick. Should share in some of the action. (Miller, ASCAP)

*Italian Hayride*...70  
 The lush ork has a happy little ditty here and they hand it a sparkling reading. Jocks will like it. (Robbins, ASCAP)

**LES ELGART ORK**  
*It Ain't Necessarily So* .....73  
**(Part 1 & 2)**  
**COLUMBIA** 40353—The Les Elgart ork has a release here that will interest their many fans. The ork takes the fine tune from "Porgy and Bess" and hands it a first-rate instrumental reading that shows off the band's fine brass and reed sections. On the first side the ork plays it smoothly and quietly and then they cut loose with a wild arrangement that is half-symphonic and half-jazz. Unusual and attractive, jazz jocks should flip over this concert treatment of the standard. (Gershwin, ASCAP)

**LES ELGART ORK**  
*Mr. Sandman* .....73  
**COLUMBIA** 40383—Okay cover waxing of the fast-rising ditty has a vocal group handling the lyrics in close harmony, while the ork keeps the beat steady. Good dance wax. (E. H. Morris, ASCAP)

*(Don't Let the Kiddygeddin*...70  
 The pleasant novelty is handled capably by ork and vocal combo.

Should get some spins. (Sherwin, ASCAP)

**LAURIE ANDERS**  
**Sure Fire Kisses** .....73  
**PIC** 0010—Bright new ditty is handed a gay reading by the canary, chorus and ork. This is fun to listen to and faces good play by deejays and on the coin boxes. (Hometown, ASCAP)

**"T" for Texas**...67  
 Laurie Anders is not quite as effective on this blues ballad. (Peer, BMI)

**SANDY SOLO**  
**Mr. Rainbow** .....72  
**JUBILEE** 5173—Solo comes thru with a first-rate reading here of a slightly up-tempo tune, backed smartly by the ork. This is a fine side from Solo and it should get some attention. (Embassy, BMI)

**A Love I Can Call My Own**...71  
 A sweet reading of a pleasant new

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ballad by Sandy Solo, helped much by a warm ork backing. These are Solo's best sides in a while and they merit spins. (Wemar, BMI)

**JANE MORGAN**  
**The Heart You Break**.....73  
**KAPP** 107—Here's a first-rate vocal on a good hunk of rhythm material by the canary sparked by a fine arrangement featuring a happy chorus and ork backing. Spins are certainly in store here and it could also get some juke loot.  
**Why?**...73  
 A most unusual and attractive tune  
 (Continued on page 44)

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UBANGI STOMP  
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GOODY GOOD THINGS  
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**THE CHARMS**  
HEARTS OF STONE  
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**SAY YOU SAW IT IN THE BILLBOARD!**

# The Billboard Music Popularity Charts POPULAR RECORDS

**Continued from page 42**

concerning the mystery of life receives a sincere and tender rendition from the thrush aided neatly by a good choral and ork backing. The side is attractive and different enough to pull many spins.

**ODETTE**  
The Last Time I Saw Paris .....71  
M-G-M 11880—The standard gets a neat, bright reading by the chirp for a good side which jocks could use nicely.

Paris Loves Lovers...70  
The thrush gets across a warm personality as she sings an attractive ballad about Paree.

**ROSE BRENNAN**  
Kiss Me Again .....70  
VICTOR 5916—Miss Brennan, an English import, has the Vera Lynn sound which should get her spins. The waitz ditty, a lovely one, should please many, too. In all this is good listening. (Reine, ASCAP)

The Bold Black Knight...69  
This is a folk-like item and it's nicely done by the thrush and the ork for a pleasant side. (Box & Cox, ASCAP)

**BELMONTE AND HIS AFRO-AMERICAN MUSIC**  
Baby Doll Mambo .....69  
COLUMBIA 40367—The gimmick here is replacement of the expected

"ugh" by a baby doll squeak. Otherwise, rhythm is appealing and the rendition will keep dancers moving. (Harvard, BMI)

Johnn Rag...67  
Performance of the opus in mambo rhythm is bright and appealing. (Robbins, ASCAP)

**TERRI STEVENS**  
Unsuspecting Heart .....69  
DOUBLE AA 1003—Pretty and romantic weeper ballad is sung gently and with much assurance by the thrush. Elaborate backing is given her effort by the heavily string laden ork. A listenable side. (Tee Pee, ASCAP)

How Can I...65  
Another gentle warble of a sweetly appealing ditty. (Ample, BMI)

## Vox Jox

**Continued from page 18**

called trios, quartets and quintets that are so far out of key that it hurts your ears to listen. I think I have the answer why this has developed into an age of singers with the screaming meemies, but I will not tell what it is just now until I make a few more observations."

**CHANGE OF THEME:** Jerry Rappaport and Johnnie Greene of KFLW, St. Leonard Wood, Mo., will leave the States in December for work with the Far East Network. . . . Len Ross, KBMI, Henderson, Nev., has been upped to musical director. . . . Boyd Whitney, KTRM, San Antonio, has resigned to work with KABQ, Albuquerque, N. M. . . . Bob Hamilton, staff announcer at WNNJ, Newton, N. J., has been upped to program director, and John Bennett, formerly with WGBB, Freeport, L. I., has joined WNNJ. . . . Mel Berman has switched from WKYW, Louisville, to WHB, Kansas City, Mo. . . . Seven years ago, Larry Picus started a show on WVIV, Jacksonville, Fla., and four years ago he left Jacksonville. . . . Recently he returned to pick up at the same station which he left to do the afternoon show.

Phil Sorenson has left KVNU, Logan, Utah, to further his education. Sorenson is enrolled at the University of California, and R. H. Peck is taking his place. . . . Jay Mullen and "Music With Mullen" have returned to Charleston, S. C., to station WCSC after completing the morning chores at WIS, Columbia, S. C. . . . Jack Kelly has left WNCC, Barnesboro, Pa., to join WACB in Kittanning, Pa.

Jack Lacey, WINS, New York, has been signed to a new five-year contract. Lacey, who gave up teaching school at Connecticut State Teachers College to become a radio announcer, has been with WINS since 1947. . . . Charlie Grant, WESX, Salem, Mass., is enjoying a vacation in New York. . . . Jim Mills has returned to WLOS-TV, Asheville, N. C., after a stint with the Armed Forces Ra-

dio Service. . . . Shel Bullock has returned to WWSC, Glens Falls, N. Y., after a two-year absence from radio. . . . Bill Sullivan, recently separated from the U. S. Army, will now be heard over WKMF, Flint, Mich. . . . America's biggest deejay, six foot eight-inch Dolf Droge, has joined the Crosley Broadcasting Corporation and will handle WLW's all-night record show, "Mission Midnight."

Hilary Bogden, WIAS, Pittsburgh, has just celebrated his 11th year with the station and his 29th birthday. . . . Bill Hesterman, KNAK, Salt Lake City, has become the papa of a baby boy, his first child. . . . Mike (The Milkman) Spencer reports that his show has switched to Dallas, over KGKO. . . . Art Rekeal, formerly with KRBC, Abilene, Tex., has moved to KBST, Big Springs, Tex. . . . Bill Slaton, WHSY, Hattiesburg, Miss., advised, "After two years with WJII, Montgomery, Ala., I'm moving over to WHSY. Station WJII has been sold to WCOW here and on November 5 will discontinue operations. The only thing I hate about moving is that I'll probably miss two or three issues of The Billboard. Without The Billboard I don't believe I could successfully program any of my deejay show and without Vox Jox, where would we deejays be without some idea of what's going on in the industry?"

**THIS'N' THAT:** In answer to the question asked in this column recently, Sandy Singer, KCRI, Cedar Rapids, Ia., advises that the deep voice on Rosemary Clooney's "This Ole House" belongs to Thurl Ravenscroft of the Norman Luboff Choir. . . . Don Sherman and Jack McDermott of WLYN, Lynn, Mass. recently accompanied their listeners on the Jimmy Cricket "Weekend With the Stars" in New York City. . . . Nick Reyes, KLYN, Amarillo, Tex., is looking for a copy of Glenn Miller's "Skylark" which he used as a theme before his copy broke. Reyes will trade "Shake, Rattle and Roll" for the record he wants.

Ray Brown, WHHM, tells us that Mambo is beginning to catch on in Memphis. . . . Robert Booe, KSMN, Mason City, Ia., thinks that Johnny Desmond has finally found himself on records and says, "more power to him." . . . Johnny Desmond, incidentally, is in New York at present and will engage in record chatter with WABC, New York's Mort Lindsey on November 5. . . . Dick Fanning, WFA, Falls Va., is looking for pictures or promotional material on record artists for his fan club. . . . Stan Richards, WORL, Boston, emceed and publicist Buddy Basch produced a "Jamboree of Stars" at St. Nicholas Arena, New York, in October for the Jimmy Cricket Travel Service. . . . John Hanrahan, WAMI, Laurel, Miss., has noticed a distinct increase in requests for blues and Dixieland and can't understand the reason for it.

**FRANKIE CARLE ORK**  
Fanny .....68  
VICTOR 5925—The charming tune from the hit musical in a listenable instrumental version. Carle plays it warmly to good ork support. (Chappell, ASCAP)

Sunrise in Napoli...67  
A little more flamboyant tune in a lovely arrangement for piano and ork. Carle fans will enjoy both of these sides. (Mills, ASCAP)

**THE SINGING WANDERERS**  
The Wrong Party Again .....68  
DECCA 29298—This is a sophisticated-type group and they deliver the vocal clearly. Ballad is appealing and the slicing ought to win some air exposure. (Cue, BMI)

Three Roses...67  
The group contributes a quiet and smooth rendition of the pretty ballad. (Peer, BMI)

**CLARK DENNIS**  
Wooden Shoes and Happy Hearts...68  
TIFFANY 1310—Musical reminiscences of youthful days in Holland have a happy lilt in this fresh-sounding performance by Dennis. Should attract spins.

Dansero...62  
Latin-beat ballad is given a big reading by chanter and ork.

**RONNIE HILTON**  
I Still Believe .....66  
VICTOR 5921—English warbler Ronnie Hilton does pleasantly on this new ballad, helped by chorus and ork. (Macmelodies, BMI)

I Live for You...65  
Same comment. (Chappell, ASCAP)

**SAM ULANO**  
Santa and the Doodle-Dee-Boop .....65  
A-BELL 890—Ulano and the label may be more successful with this, the second, disk of this type in which Ulano tells a story backing himself only on drums. Story has a "shaggy dog" finish, but it might make good spins for the yuletide season.

**The Story of Santa Claus...60**  
Here Ulano makes like Santa Claus—and it might intrigue the moppets. It's different, but the kind of kiddie stuff which the kids—not the parents—like.

**POPPA JOHN GORY**  
Oh, Didn't He Ramble .....64  
VICTOR 5902—The New Orleans marching tunes is handed a slick reading by Gordy's Dixielanders. Clint Garvin handles the vocal well, but the interest is primarily in the bright instrumental passages. (E. B. Marks, BMI)

Santa Pays the Trombone...60  
A Christmas novelty in a Dixieland setting, which would be pleasant enough listening if only the lyrics had been omitted. (Golden West, BMI)

**DON SENAY**  
Fanny .....56  
DEBUT 112—Baritone Don Senay reveals a warm baritone in this smooth rendition of the title ditty from the Harold Rome musical.

Edge of Love...55  
Another okay job by the young warbler.

**BOB ELLIS**  
Saddle .....35  
ZEN 100—Ellis sings this with some spirit but the lyrics soon overcome him.

The Do It Polka...35  
Same comment.

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THE AMATEUR SONGWRITER Magazine  
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**WFAA's 'Country Roadshow' Bows**

FORT WORTH, Nov. 13.—"The Country Roadshow" has made its debut last week here on Station WFAA as a regular Saturday night feature starting at 10:15 p.m. The all-star folk music show will feature the talent formerly heard on the WFAA "Saturday Night Shindig," which was presented from the State Fair for two years and broadcast and televised on WFAA.

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b/w  
**BILLY AND I**  
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**I Want A Puppy In My Stocking For Christmas**  
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# A "Before" Christmas Song

# Eddy Arnold

singing  
**RCA VICTOR 20/47-5905**  
b/w  
"I'm Your Private Santa Claus"



**RCA VICTOR**  
FIRST IN RECORDED MUSIC



## Christmas Can't Be Far Away

By BOUDLEAUX BRYANT

INTRO.

CHORUS

A neigh-bor tipped his hat to me this morn-ing The land-lord e-ven smiled and said "Good day" And

I want you to know, a stran-ger said "Hel-lo" CHRIST-MAS CAN'T BE FAR A-WAY. Old

tight-wad down the street is buy-ing can-dy to pass out to the neigh-bor kids at play The

town is on the go, the weath-er man said "Snow" CHRIST-MAS CAN'T BE FAR A-WAY. The

small fry on our block have all been sav-ing And now they're hid-ing things and look-ing sly,

Mom will get that do-dad she's been crav-ing And Dad will get his us-ual Christ-mas tie Both

young and old are plan-ning sweet sur-pris-es, They'll soon be tied with rib-bons bright and gay. Good

will is in the air, you feel it ev-'ry-where CHRIST-MAS CAN'T BE FAR A-WAY. A CHRIST-MAS CAN'T BE FAR A-WAY.

Christmas Can't Be Far Away-2

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# The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

## • Folk Talent and Tunes

• Continued from page 18

off in Winnipeg for a guest shot on "Jamboree" over CJOB. . . . Red Sovine is set for a string of dates with Webb Pierce for the next few months, but will double back to Shreveport each Saturday for his regular shot on "Louisiana Hayride." . . . Eddie Briggs, ex-KCHJ staffer at Delano, Calif., now serving a hitch with the Navy in the Orient, reports that the most popular c.&w. artists in the Far East at the moment are Webb Pierce, Red Sovine, Marty Robbins, Johnny and Jack, Johnny Horton, Roy Acuff, Eddy Arnold, Hank Snow, Tommy

Collins, Carl Smith, Kitty Wells and Jim Reeves, in that order. The poll was conducted by Briggs on his western record show, "Hokkaido Hayride," which is aired over AFRS's Far East Network. Briggs reports further that Jim Reeves' "I'll Follow You," Webb Pierce's "More and More" and Jimmy Newman's "Cry, Cry Darlin'" are currently the most requested on his "Hayride."

Rex Allen, currently on a hunting trip near Marysville, Calif., has a new Decca release in "You Took My Name" b.w. "I'm Learning to

Live Without You." . . . Hank Snow and His Rainbow Ranch Boys hop into Nashville for this weekend's disk jockey festival direct from a week's stand at the Casino Theater, Toronto. . . . Tom Diskin and Oscar Davis are associated with Col. Tom Parker in the direction of Hank Snow Enterprises, which takes in Hank's TV, radio, recording and film commitments. Parker recently took over exclusive management of Snow. . . . Johnny Swindle, the Garden State Boy, is now on the "World's Original Jamboree" at WWVA, Wheeling, W. Va., and is planning to make his home there. . . . Dee Ray Williams, following his discharge from the Army December 18, will hie himself to his Oklahoma home for a brief vacation. Early in January he plans to reorganize his Oklahoma Trail Riders to continue in the country music field. Prior to entering the service, Dee Ray appeared on KIND, Independence, Kan., and played the Oklahoma and Kansas area. He is the writer of two current tunes on Mercury by Joe Carson, "Just a Little While" and "Don't Enter." . . . Ray Scrivner, well known writer of c.&w. songs and now engaged in the petroleum equipment business in Lexington, Ky., was in Nashville recently in connection with his songwriting. While there, he visited with Eddie Hill on his WSM show.

Kenny Lee Young (RCA Victor), heard for 15 minutes daily, Wednesday, Friday and Saturday nights at Country Castle, his new niter in that city. . . . First prize in the Ernest Tubb Fan Club's membership drive, which ended November 1, was won by Mrs. Nellie Ferry, of Portland, Ore. The prize was an all-expense plane trip to Nashville and the "Grand Ole Opry," and Mrs. Ferry is making the trip this week to take in the deejay festivities there. Mrs. Norma Barthel, president of the Tubb Fan Club, flew to Portland to accompany Mrs. Ferry back to Nashville. . . . Kit Carson, Western picture star, is slated to join Cody and Cody for a tour of the T. D. Kemp houses thru the South. . . . Hank Trotter and His Happy Rangers have a new one on Cross-Country Records, "If I Threw Away a Diamond" b/w "Because, Because." . . . Paul Gilley, of Gilley Promotions, Maytown, Ky., has added Ked Killen and His Mountain All-Stars to his talent roster. The group airs out of WTCW, Whitesburg, Ky. . . . Ginny Wright is in California for a series of dates and to do a session for Abbott.

Tommy Mooney and band, piloted by Jack (Turkey Red) Franklin, are back in Houston after a seven-month tour which took them from Hot Springs to Timmons, Ont., and return. . . . KWKH's "Louisiana Hayride" roster at the moment comprises Slim Whitman and band, Red Sovine and band, Johnny Horton, Jim Reeves and band, Elvis Presley, Jimmy Newman, Tibby Edwards, Jimmy and Johnny, Hoot and Curley, J. E. and Maxine Brown, Jerry and Dido Rowley, Jeanette Hicks, Betty Amos, the Circle 6 Ranch Boys, Ginny Wright, Carolyn Bradshaw, Jack Ford, Buddy Attaway and the Lump Lump Boys, with Bill Walker slated to join on the 20th.

### Hollywood

Smiley Burnette played to 40,000 in two days at the National Plow Contest recently at Olney, Ill. . . . Jimmy Epps has a new one in "On the Hills of Old Kentucky." . . . Rudy Gray bows on Capitol Records with "Hearts of Stone" and "There's Gonna Be a Ball."

Wesley Stipes is mired in the warmth of Florida, anxious to get back to California. After working thru Indiana, West Virginia and Eastern Seaboard States, Wes has set a number of country artists for tours thru the South early in 1955. . . . A. V. Bamford had Mac Wiseman and Ernest Tubb in Salinas, Calif., recently. . . . Another "Grand (Continued on page 52)

## • Best Sellers in Stores

For survey week ending November 10

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce. . . . .	1	7
You're Not Mine Anymore—Dec 29252—BMI		
2. ONE BY ONE—K. Wells & R. Foley. . . . .	3	27
I'm a Stranger in My 'Home—Dec 29065—BMI		
3. I DON'T HURT ANYMORE—H. Snow. . . . .	2	26
My Arabian Baby—V 20-5698—BMI		
4. THIS OLE HOUSE—S. Hamblen. . . . .	5	14
When My Lord Picks Up the Phone—V 20-5739—BMI		
5. THIS IS THE THANKS I GET—E. Arnold. . . . .	4	12
Hep Cat Baby—V 20-5805—BMI		
6. LOOSE TALK—C. Smith. . . . .	7	3
More Than Anything Else—Col 21317—BMI		
7. IF YOU DON'T, SOMEONE ELSE WILL—		
Jimmy & Johnny. . . . .		
I'm Beginning to Remember—Chess 4859—BMI		
8. NEW GREEN LIGHT—H. Thompson. . . . .	9	6
Lonely Heart Knows—Cap 2920—BMI		
9. EVEN THO—W. Pierce. . . . .	7	25
Sparkling Brown Eyes—Dec 29107—BMI		
10. LOOKING BACK TO SEE—J. Tubb-G. Hill. . . . .	10	21
I Miss You So—Dec 29145—BMI		
11. IF YOU DON'T, SOMEONE ELSE WILL—R. Price. . . . .	15	4
Oh Yes, Darling—Col 21315—BMI		
12. BEWARE OF IT—Johnnie & Jack. . . . .	13	2
Kiss-Crazy Baby—V 20-5880—ASCAP		
12. WHATCHA GONNA DO NOW?—T. Collins. . . . .	12	9
You're for Me—Cap 2891—BMI		
14. HEP CAT BABY—E. Arnold. . . . .	11	14
This Is the Thanks I Get—V 20-5805—BMI		
15. NEVER—M. & W. Tuttle. . . . .	—	1
Friendly Love—Cap 2850—BMI		

## • Most Played in Juke Boxes

For survey week ending November 10

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow. . . . .	1	25
V 20-5698—BMI		
2. MORE AND MORE—W. Pierce. . . . .	3	6
Dec 29252—BMI		
3. ONE BY ONE—K. Wells-R. Foley. . . . .	2	24
Dec 29065—BMI		
4. THIS IS THE THANKS I GET—E. Arnold. . . . .	10	8
V 20-5805—BMI		
5. NEW GREEN LIGHT—H. Thompson. . . . .	—	1
Cap 2920—BMI		
6. IF YOU DON'T, SOMEONE ELSE WILL—		
Jimmy & Johnny. . . . .		
Chess 4859—BMI		
7. SINGING HILLS—S. Whitman. . . . .	4	12
Imperial 8267—ASCAP		
8. LOOKING BACK TO SEE—J. Tubb-G. Hill. . . . .	8	18
Dec 29145—BMI		
9. EVEN THO—W. Pierce. . . . .	6	24
Dec 29107—BMI		
10. COURTIN' IN THE RAIN—T. T. Tyler. . . . .	4	12
Four Star 1660—BMI		

## • Most Played by Jockeys

For survey week ending November 10

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.


This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce. . . . .	2	7
Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow. . . . .	1	24
V 20-5698—BMI		
3. ONE BY ONE—K. Wells-R. Foley. . . . .	3	24
Dec 29065—BMI		
4. THIS OLE HOUSE—S. Hamblen. . . . .	5	12
V 20-5739—BMI		
5. IF YOU DON'T, SOMEONE ELSE WILL—		
Jimmy & Johnny. . . . .		
Chess 4859—BMI		
6. THIS IS THE THANKS I GET—E. Arnold. . . . .	4	13
V 20-5805—BMI		
7. WHATCHA GONNA DO NOW?—T. Collins. . . . .	6	12
Cap 2891—BMI		
8. PENNY CANDY—J. Reeves. . . . .	13	3
Abbott 170—BMI		
9. COMPANY'S COMIN'—P. Wagoner. . . . .	11	4
V 20-5848—BMI		
10. LOOSE TALK—C. Smith. . . . .	9	3
Col 21317—BMI		
11. YOU'RE NOT MINE ANYMORE—W. Pierce. . . . .	8	5
Dec 29252—BMI		
12. NEW GREEN LIGHT—H. Thompson. . . . .	10	3
Cap 2920—BMI		
13. MORE THAN ANYTHING ELSE—C. Smith. . . . .	—	1
Col 21317—BMI		
14. IF YOU AIN'T LOVIN'—F. Young. . . . .	—	1
Cap 2953—BMI		
14. SHE DONE GIVE HER HEART TO ME—S. James. . . . .	—	1
Cap 2906—BMI		
14. CALL ME UP—M. Robbins. . . . .	—	1
Col 21291—BMI		

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**EDDIE  
HILL**

**I DID, I DOES, AND I DO  
KNOCK IT OFF** 20/47-5893



**JOHNNIE  
AND JACK**

**BEWARE OF "IT"  
KISS-CRAZY BABY** 20/47-5880



**GRANDPA  
JONES**

**KEEP ON THE SUNNY SIDE OF LIFE  
SOME LITTLE BUG** 20/47-5939



**MINNIE  
PEARL**

**I WONDER WHERE THAT MAN OF MINE HAS WENT  
NEVER BEEN KISSED** 20/47-5812



**HANK  
SNOW**

**THE NEXT VOICE YOU HEAR  
THAT CRAZY MAMBO THING** 20/47-5912



**RUBY  
WELLS**

**A KISS AND A PROMISE  
I'M NOT ASHAMED TO CRY** 20/47-5849

**MINNIE PEARL AND  
GRANDPA JONES**

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GOTTA MARRY OFF OUR DAUGHTER** 20/47-5891

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**RCA VICTOR**  
FIRST IN RECORDED MUSIC



**• C & W Territorial Best Sellers**

For survey week ending November 10

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. More and More, W. Pierce, Dec.
2. This Ole House, S. Hamblen, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. If You Don't Someone Else Will Jimmy & Johnny, Chs.
5. One By One, K. Wells & R. Foley, Dec.
6. I Don't Hurt Anymore, H. Snow, V.
7. Loose Talk, C. Smith, Col.
8. Never, M. & W. Tuttle, Cap.
9. Beware of It, Johnnie & Jack, V.
10. New Green Light, H. Thompson, Cap.

**Charlotte**

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. Never, W. & M. Tuttle, Cap.
4. One By One, K. Wells & R. Foley, Dec.
5. Kiss Crazy Baby, Johnnie & Jack, V.
6. Beware of It, Johnnie & Jack, V.
7. If You Don't Someone Else Will Jimmy & Johnny, Chs.
8. This Is the Thanks I Get, E. Arnold, V.
9. I Don't Hurt Anymore, H. Snow, V.
10. If You Ain't Lovin', F. Young, Cap.

**Cincinnati**

1. More and More, W. Pierce, Dec.
2. One By One, K. Wells & R. Foley, Dec.
3. This Is the Thanks I Get, E. Arnold, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. If You Don't Someone Else Will R. Price, Col.
6. If You Don't Someone Else Will Jimmy & Johnny, Chs.
7. Loose Talk, C. Smith, Col.
8. Lookin' Back to See G. Hill & J. Tubbs, Dec.

**Dallas-Fort Worth**

1. More and More, W. Pierce, Dec.
2. One By One, K. Wells & R. Foley, Dec.
3. Oceans of Tears, S. James, Cap.
4. This Ole House, S. Hamblen, V.

**"JINGLE-O-THE BROWNIE"**

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**Central Songs, Inc.**

**A SMASH!**  
**"YOU CLOBBERED ME"**

Decca #29309  
**Spade Cooley—Betsy Gay**  
**TUNE TOWNE TUNES, INC.**  
1651 Cosmo St., Hollywood 28, Calif.

**• This Week's Best Buys**

According to sales reports in key markets, the following recent releases are recommended for extra profits:

**THE NEXT VOICE YOU HEAR** (Hill & Range, BMI)  
**THAT CRAZY MAMBO THING** (Ross Jungnickel, ASCAP)—Hank Snow—RCA Victor 20-5912

With a batting average like Snow's, it is no wonder that his latest release is proving to be an automatic buy for every dealer in the country market. Sales reports are good not only from Atlanta, Richmond, Nashville and other top Southern sales areas, but also from Eastern and Midwestern territories where he is equally popular. Preference as to side is almost equally divided. Both will probably make the national charts shortly. A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . . RECORDS**

**MITCHELL TOROK**

**Roulette** (American, BMI) — Decca 29326 — This could become Torok's biggest hit since "Caribbean." It was written by the chanter and he sells it with much emotion accompanied by the clicking sound of the roulette wheel. Powerful wax. Flip is "Havana Huddle" (American, BMI).

**MARTY ROBBINS**

**It's a Pity What Money Can Do** (Acuff-Rose, BMI)—Columbia 21324—Marty Robbins sings his heart out on this most touching weeper about a poor lad competing against a rich man for the love of a girl. A solid coin grabber. Flip is "Time Goes By" (Acuff-Rose, BMI).

**• Reviews of New C & W Records**

**JUSTIN TURB-GOLDIE HILL**

**Sure Fire Kisses** . . . . .83  
DECCA 29349 — A Billboard "Spot-

**3. If You Don't Someone Else Will**

Jimmy & Johnny, Chs.  
4. **Two Glasses**, Joe, E. Tubbs, Dec.  
5. **One By One**, K. Wells & R. Foley, Dec.  
6. **Beware of It**, Johnnie & Jack, V.

**Richmond, Va.**

1. **This Ole House**, S. Hamblen, V.
2. **I Can See An Angel**, P. Pike, Cor.
3. **Beware of It**, Johnnie & Jack, V.
4. **If You Don't Someone Else Will** Jimmy & Johnny, Chs.
5. **More and More**, W. Pierce, Dec.
6. **Lookin' Back to See** G. Hill & J. Tubbs, Dec.
7. **One By One**, K. Wells & R. Foley, Dec.
8. **Loose Talk**, C. Smith, Col.

**light" 11-13-'54, (Hometown, ASCAP)**

**Fickle Heart** . . . . .75  
On the side the pair sing "of the vagaries of love. They handle the tune neatly and it, too, will get some coins, tho the flip is the big one. (Triannon, BMI)

**SPADE COOLEY**

**You Clobbered Me** . . . . .77  
DECCA 29309—A most unusual and humorous novelty effort receives a first-rate reading by thrush Betsy Gay while the Cooley ork contributes a bright performance. Side should pull a lot of deejay attention both pop and country-wise. (Tune Town Tunes, BMI)

**Break Up Down** . . . . .75

The Spade Cooley ork returns to its usual instrumental ways on this side

with a lively reading of a rhythmic effort that would usually be called a break-down. Western fans will enjoy this one. (Copar, BMI)

**MYRNA LORRIE**

**Are You Mine?** . . . . .77  
ABBOTT 172—Miss Lorrie is joined by Buddy DeVal in a strong question-and-answer reading of a mighty bright and infectious quick-beat opus. This should appeal to many listeners, and it figures to win many spins and good sales. (Dandelion, BMI)  
**You Bet I Kissed Him** . . . . .72  
She followed thru on a dare and now they're man and wife. A cute little ditty, it's sung attractively by the thrush. (Dandelion, BMI)

**MIMI ROMAN**

**Oh! I Like It** . . . . .75  
DECCA 29327—Mimi Roman bows on the label with an impressive reading of a good, listenable new country effort. She sings it with feeling as she tells of the joy of smoochin'. Side should grab spins with exposure. (Arc, BMI)  
**Weary Blues From Wallin'** . . . . .74  
The great tune penned by the late Hank Williams receives a meaningful reading from the new country thrush. A side that should get jockey action. Good debut wax by the lass. (Acuff-Rose, BMI)

**AL TERRY**

**Hey! Whatta Y'Say** . . . . .75  
HICKORY 1017—Cute romantic ditty is awarded an infectious reading by Terry. This one should do well on the juke boxes and sell lots of copies to Terry fans. (Acuff-Rose, BMI)  
**Let's Postpone Our Wedding** . . . . .73  
Chanter assumes a noble role as his gal's old flame returns to town. A pleasant ballad, sung warmly to bouncy backing. (Acuff-Rose, BMI)

**MOON MULLICAN**

**You Got the Best of Me** . . . . .74  
KING 1408—Weeper is an impressive piece of material and the rendition by Mullican is sincere and sympathetic. The chanter also plays a bit of organ on this side. Many plays in store for this one. (Arc, BMI)  
**Downstream** . . . . .71  
Characteristic Mullican reading of an attractive ditty. Good listening here. (Redd Stewart, BMI)

**JACK CLEMENT**

**I Can't Say Nothin' At All** . . . . .60  
SHERATON 1002 — Jack Clement turns in a good reading here of a new novelty effort that would have sounded better if better recorded. Clement has a sound. (Hayloft, BMI)  
**I Think I'll Write a Song** . . . . .45  
The singer tries hard on this weeper, but the material is weak. (Hayloft, BMI)

**CONGRATULATIONS—WSM's 3d Annual National D. J. Festival**

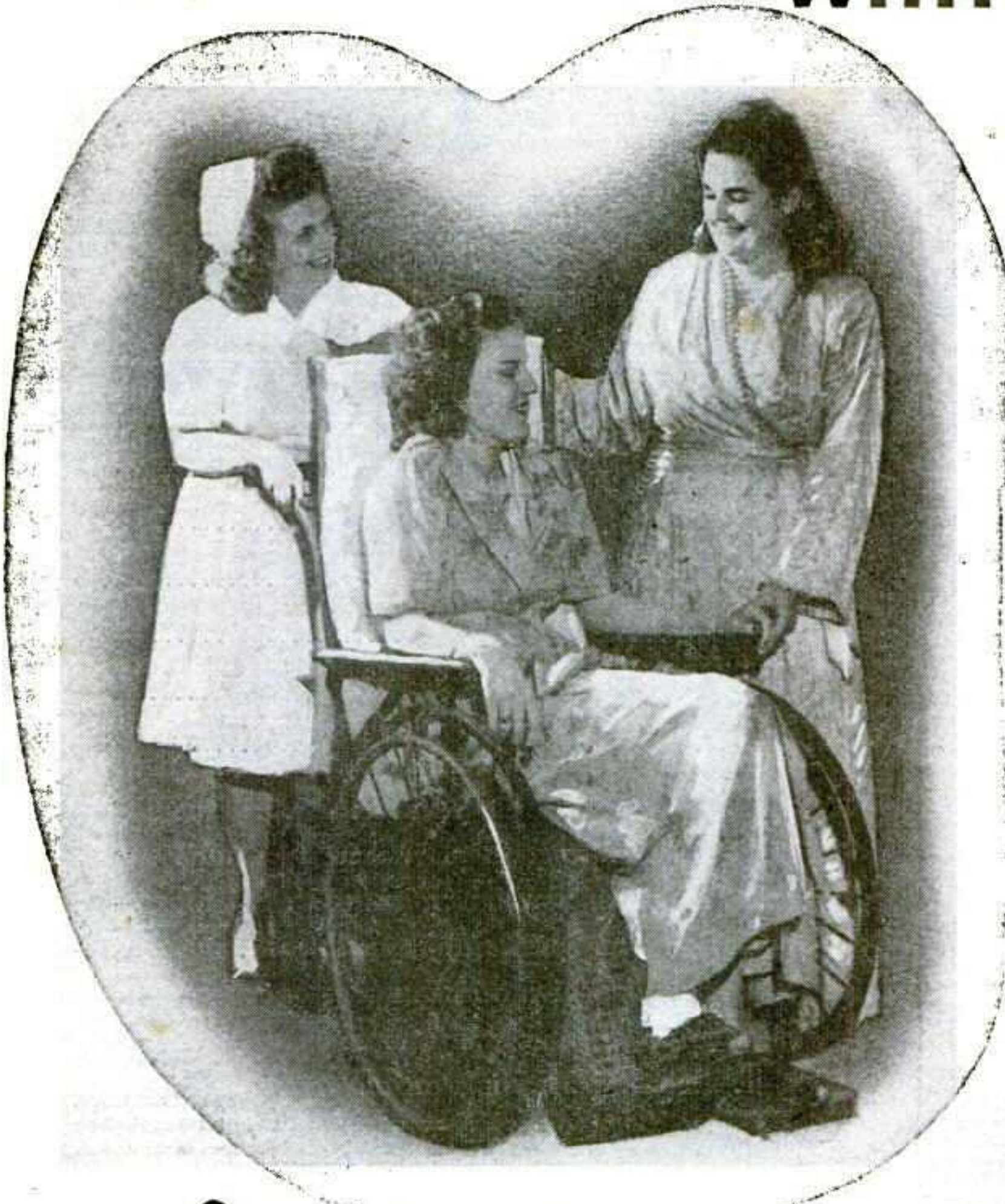
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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Reviews of New R & B Records

Continued from page 50

Material here is up-tempo blues. Again the thrush does a fine job. (Cue, BMI)

JIMMY TYLER ORK Skeedle Lum Bum...75 Listenable riff effort receives a pulsating reading from altoman Tyler with strong support from the ork. The side really goes. This is wax that should interest both the jazz and r.&b. fan. Good debut cutting. (Jay & Cee, BMI)

Callja' All Chickens...69 The gimmick here is the clucking sound which is played cleverly here by Tyler on alto. Outside of that it has little originality. (Jay & Cee, BMI)

LITTLE JOHNNY JONES Hoy Hoy...74 ATLANTIC 1045—Jones bows on the label with a swinging vocal on a bright up-tempo effort with a gimmick and a striking beat. Listenable side by the new chanter. (Progressive, BMI)

Doin' the Best I Can...73 Johnny Jones, new Southern blues singer on the label, turns in a respectable reading here on a novel hunk of material over a backing with a big beat. Could get coins in the South. (Progressive, BMI)

CHERRI LYNN Baby I'm Gone...73 APOLLO 463 — Miss Lynn's husky voice has a compelling, sexy quality that effectively sells vigorous blues material like this. Good solid beat. (Bess, BMI)

Wait...70 To a slower beat, the singer describes to her lover how much she loves him. She gives the lyric a fiery reading and it could get spins. (Bess, BMI)

OSCAR McLOLLIE Dig That Crazy Santa Claus...73 MODERN 943 — Bouncy piece of boogie-blues material makes for good listening the way McLollie sells it. (Rene, ASCAP)

God Gave Us Christmas...70 Okay Christmas ballad which could get some Yuletide action. (Rene, ASCAP)

OSCAR SALDAND ORK Mambo Hop...72 R&B 1302—Tho there is a vocal chorus thrown in, this is primarily an instrumental that offers a simple mambo riff that will delight dancers. (Granite, BMI)

Bop Hop...69 Another good dance instrumental, this one utilizing a basic boogie figure with pleasing effect. (K. & S. Music, BMI)

THE GUYS AND DOLLS Mambo Shmambo...70 CORONET 101—Disk is a little unusual in sound via a mixed voice group reading, some odd voices, an Afro-Cuban type backing and the neat mambo ditty. Could be that it will get deejay attention. (E. B. Marks, BMI)

BIG JOHN Mean Woman...67 COLUMBIA 40345—Big John, the "other" voice on Rosemary Clooney's hit recording of "This Ole House," solos in another Hamblen tune here. The styling is a hybrid of pop and r.&b. idioms and will face rough commercial sledding in either market, as a consequence. Hey! Little Girl...66 The singer gives a lively reading of the tune Richard Lewis catapulti to the charts six months ago. Despite the excitement he injects into the material, Big John will have difficulty reviving it so soon after the earlier Lewis release.

THE HAMILTON SISTERS My Blue Heaven...60 COLUMBIA 40368—Up-tempo version of the evergreen attempts to project a somewhat different group sound, as the gals work hard on the ditty. Beat is engaging, but disk is old-fashioned. (Feist, ASCAP)

Garden of Eden...60 Rhythm opus is warbled nicely to a strong beat in the ork. (Ferrer, BMI)

Rhythm and Blues Notes

Continued from page 18

roads Club in Washington. . . . Marvin and Johnny are now playing one-nighters thru the Midwest and will soon open in Cleveland at the Cotton Club. . . . The Earl Bostic ork is set for a week at the Colonial Tavern in Toronto starting November 29. The ork then plays one-nighters thru the East and a location date in Baltimore. After that the Bostic crew will take its annual six-week vacation, starting December 22. . . . The Willis Jackson ork opened at the Birdland in New York this week.

King Records is sending out copies of its recording of "Hearts of Stone" by the Charms to pop deejays. The tune appears to be another r.&b. ditty that could get a lot of pop attention. It has already been cut in the pop field by the Fontane Sisters on Dot and the Goofers on Coral.

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists labels like ABBOTT, A-BELL, ALADDIN, APOLLO, ATLANTIC, CADENCE, CHECKER, COLUMBIA, CORONET, DAWN, DECCA, DOUBLE, EPIC, FAVORITE, FEDERAL, HICKORY, IMPERIAL, JUBILEE, KAPP, KING, LAMP, LONDON, MERCURY, M-G-M, MODERN, OKEH, PIC, RAINBOW, R&B, RCA VICTOR, SHERATON, TIFFANY, ZEN.

Music as Written

Continued from page 20

and Bob Thiele leave New York for the WSM deejay festival Wednesday. . . . Lou Gilman, Decca's Western division head, is visiting branch offices in Portland, Ore.; San Francisco, and Seattle this week.

The Four Aces will play a return date at Rhodes - on - the - Patuxet, Cranston, R. I., Ballroom, November 27. Booker Abe Feinberg has set a big promotional splurge for the affair, including a party for disk jockeys covering the New England area. One hundred autographed records will be given to the audience.

Hollywood

Xavier Cugat and company return to the Hotel Statler this week for a five-week stand closing Christmas night. . . . Margie Rayburn into the Flamingo, Las Vegas. . . . Cleveland disk jockey Bill Randle has spotlighted James (Deacon) Ware's recording of "Oo-Wow." . . . Carlos Molina has Latin maestro Luis Arcaz under personal management contract. . . . RCA Victor's Steve Sholes in town for a series of country and western sessions. . . . Eddie Truman cutting a brace of wax for Tops Records. . . . Fred Shevin will bally the La Quinta resort area. . . . Trumpeter Shorty Rogers and His Giants inked in for a run at Zardi's come December 15. . . . November 15 is Wolfie Gilbert Night at the Larry Finley mike. . . . Irene Manning has signed singer Gregg Hunter to a management contract. . . . Marilyn Hammond, Capitol Records' promotion gal, is producing the new "Amateur Record Hour" via Station KFWB, with November 17 scheduled for the first airing.

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# THE FINAL CURTAIN

### CHANCE—Ida A.,

80, old-time vaudeville performer, October 23 in Detroit. She played cornet and trombone in a musical family act known as the Three Saxons, with her late husband, from 1905 to 1920. Survived by her daughter, Mrs. Tressa Monahan who was the third member of the act. Burial in Grandlawn Cemetery, Detroit.

### CRAWFORD—Earl,

58, a theater manager of Kalamazoo, Mich., November 11 at St. Vincent's Hospital, New York.

### ELLSWORTH—Burt,

69, veteran member of Local 94, Detroit, International Alliance of Billposters, Billers and Distributors, November 5 in Detroit. He was for years with various circuses, including the Forepaugh-Sells, Barnum & Bailey, Howe's Great London and Yankee Robinson shows. Since that time he has handled billposting in the Pontiac, Mich., area. Survived by his widow, Jessie, and two daughters, Ethel and Peggy.

### FRANKLIN—Mildred,

79, veteran vaudeville performer, November 5 in Los Angeles. For many years she and her husband, Joe Hayman, worked as the team of Hayman and Franklin. He is her only survivor. Cremation in Forest Lawn Cemetery, Los Angeles.

### GARBOVITSKY—Grigori,

conductor of the Calgary, Alta., Symphony Orchestra from 1929 to 1939. In New York recently. He came to Canada from Europe in 1936 and moved to Calgary in 1937 to conduct the Palace Theater orchestra. After leaving Calgary in 1939 he conducted the Vancouver Symphony Orchestra and the New Westminster Civic Orchestra.

### HARVEY—John M.,

73, motion picture cowboy actor, in Los Angeles. His most recent role was in "OklaHoma!" Survived by a son, James, New York.

### HATHAWAY—Joy,

41, former TV, radio and Broadway actress known in private life as Mrs. Charles F. Kenny, November 4 in Bridgeport, Conn. For seven years she portrayed the leading character, Amanda, in radio's "Amanda of Honeybrook Hill," besides roles in other radio dramas, "Stella Dallas," "True Story Tales of Tomorrow," "Young Widder Brown" and "A Slight Case of Murder." A daughter, Zo Ann, died a few days before. Both mother and daughter died of pneumonia. Her husband, three sons, her mother and three brothers survive.

### HOLZHAUSEN—Albert,

56, well-known musician and vocal instructor, November 6 in Youngstown, O. He had appeared on CBS' "The Cathedral Hour" for 19 years and also sang with oratorio and church groups.

### IDZAL—Minola B.,

wife of David M. Idzal, for 25 years managing director of the Fox Theater, Detroit, November 3 in Detroit. In addition to her husband, she is survived by a daughter, Mrs. Leslie R. Winegard. Burial in Thite Chapel Cemetery, Detroit.

### JOHNSON—Robert M. T.,

72, inventor of the trick car which has become an attraction of many circuses and parades, was found dead in his Binghamton, N. Y., home November 3. Survived by a son and daughter. (See story in Circus section.)

### LEWIS—Sam (Horseshoe),

68, retired comedian, November 10 in New York. He had appeared with Al Johnson, Sophie Tucker and other stars in vaudeville, burlesque and musical comedy. Later he was an actors' agent. His widow survives.

### LIA—M.,

77, father of Ralph Lia, assistant manager and treasurer of the Grand Theater, St. Louis, November 5 in Union City, N. J. Burial in Union City.

### LONG—Harold,

49, chief accountant for Telemeter, subsidiary of Paramount Pictures, recently in Los Angeles. He joined Paramount in 1930.

### MAYFIELD—Cleo,

57, music-comedy actress, November 8 in New York. She and her late husband, Cecil Leann, played as a comedy team in vaudeville and on Broadway, last appearing in 1944 in the comedy, "Right Next to Broadway." She had also appeared in "The Military Girl," "The Blue Paradise," "Miss 1917," "Look Who's Here!," "The Blushing Bride," "Innocent Eyes," "Big Hearted Herbert," "The Milky Way" and "The Bishop Misbehaves." Her mother and a sister survive.

### McNERNEY—D. J.,

Veteran motion picture exhibitor, November 8 in San Francisco. He was a partner of Joe Blumfeld in the Blumfeld theater chain, which owns and operates approximately 40 theaters in the Bay area. He is survived by his widow, a son and a daughter.

### ORSINI—Luigi,

76, poet and dramatist, November 8 in Inoia, Italy.

### PAGE—Oran (Hot Lips),

46, jazz trumpeter and vocalist, November 5 in New York. He began playing the trumpet when he was 12, and, after playing for a children's brass band for several years, he went to Kansas City, Mo., to join the Benny Moten and Count Basie orchestras. After coming to New York, he was hired by Artie Shaw as third trumpeter and vocalist, the first Negro to perform with an all-white band. He had recorded for several disk firms. His widow and a son survive.

### POPE—Frank T.,

83, former editor of the Hollywood Reporter, November 8 at Hollywood of a heart attack.

### ROTHACKER—Douglas D.,

67, motion picture producer and distributor for some 40 years, November 12 at his home in Great Neck, N. Y. He began making films in Chicago in 1910 and specialized to 1952 in making non-theatrical and educational films. His widow, a son and three daughters survive.

### RUCKMAN—Sonny,

22, puppeteer who worked in association with Robert Mason, magician, October 26 in St. Alexius Hospital, Bismarck, N. D., of a heart ailment. For several years he trouped with the Ross Manning Shows and Hunt Bros. Circus. At one time he assisted in the Mattie Powell dog act and worked concessions for the late Eddie Hunt. Survived by his mother and two sisters. Burial in Hot Springs, Va.

### SCHROEDER—Carl H.,

72, well-known clarinetist and for many years operator of a music store in Milwaukee, October 27 in County General Hospital, Milwaukee. He was a member of the Milwaukee Musicians' Association since 1908. Survived by his widow, Marie; a son, the Rev. Walter W. Schroeder, Pierre, S. D., and three daughters, Mrs. Gertrude Brown and Mrs. Emma Blehm, both of Union Grove, Wis., and Mrs. Carla Guepl, Albany, Ore.

**SCHWARTZBERG—Samuel E.,** 39, brother of Bert Milton, veteran show business figure, November 8 in Gibson City, Ill. He died of injuries sustained in an automobile accident near there. Survived by another brother, Haskell.

**SCHWARTZBERG—Sarah,** 71, mother of Bert Milton, veteran of many show business enterprises, November 10 in Gibson City, Ill., of injuries sustained in an automobile accident. Another son, Haskell, whom she was on the way to visit, also survives.

### SHARP—J. B.,

87, old-time magician and ventriloquist, November 8 in Dayton, O. For many years during the wagon show days he had his own tent show on the road and continued magic lantern slides with magic and ventriloquism. Burial November 11 in Memorial Cemetery, Dayton.

### STEINER—Franz,

81, one of the famous lieder singers of his time and a close associate of Richard Strauss, November 4 in Mexico City. He had been the music teacher of Rudolph Bing, general manager of the Metropolitan Opera, when Bing was studying to be a singer. A sister and a brother survive.

### STOLLER—Samuel,

54, novelty worker, recently in New York. (Details in Carnival section.)

### WILLENZ—Max,

68, at Cedars of Lebanon Hospital, Hollywood, of a heart ailment. A former European actor and comic, he emigrated to this country from Vienna and continued in his profession here.

### WILSON—Fred,

47, agent with a Cecchini and Levaggi concessions, November 5 while setting up on the West Coast Shows lot in Porterville, Calif. During World War II he served in the Navy for five years. Survived by his mother and two brothers. Burial November 10 in Pacific Coast Showmen's Rest, Los Angeles.

## MARRIAGES

**RECKLET-CICERO—**Henry William Recklet, non-pro, and Margorie Greg Cicero, organist, November 6 in Bridgeport, Conn.

## DIVORCES

**KAPLAN—**Mrs. Libuse Bekker Kaplan, former Czechoslovakian ballet dancer, from Stanley Kaplan, non-pro, November 3 in Bridgeport, Conn.

## Folk Talent and Tunes

Continued from page 46

Ole Opry" unit set for the Auditorium, Oakland, Calif., November 29. . . . Vocalist Dotty Johnson is the newest member to join Curley Gold and His Texas Tune Twisters. . . . Hank Thompson's latest on Capitol is "Green Light."

### Washington

Buzz Busby, Pete Pike and the Bayou Boys are doing a five-day-a-week show over WRC-TV, Washington. They topped off their personal appearances this summer by drawing 6,000 at Watermelon Park, Va. . . . Station WABL, Arlington, Va., plans to revive its summer series of Saturday afternoon lawn parties featuring folk talent as soon as the weather warms up again. Folk talent featured the past summer included the Woodward Brothers, Mickey and Roger; Wade Holmes, Jimmy Dean and the Texas Wildcats, Roy Clark and His Famous Four, Pop Stoneman and the Stoneman Family plus Virginia Hill, Patsy Cline, and Mac Wiseman with His Country Boys.

### With the Jockeys

Wink Lewis, who spins the country wax at KSNY, Snyder, Tex., had as recent visitors on his show Jerry Rowley, Jim Edwards, Maxine Brown, and Jim Reeves. "Thanks to you folks at The Billboard for helping us get new releases here at KSNY," typewrites Wink. . . . Glenn Michael, c.&w. deejay at WGCB, Red Lion, Pa., is in need of records from major and minor companies. . . . Betty Wheeler, women's program director at WACR, Columbus, Miss., is heading up a new daily one-hour country show on that station, billed as the Southern Gal. Will you please let the country and western artists know that I'd like to receive reports of their activities," writes Betty, "and also, if possible, a photo to be framed and hung in my office? It is my hope to become known as the female Connie B. Gay of Columbus. I could use records, too, as our station is a fairly new one and the record stock is rather limited."

Sheriff Tex Davis, of WCMS, Norfolk, had as recent guests on his show Lester Flatt, Earl Scruggs and the Foggy Mountain Boys, who were in the territory on per-

sonals. . . . Jimmy Logsdon, who twirls 'em at WKLO, Louisville, hopped into Cincinnati with his family recently for visits with Jimmy Skinner, Marty Roberts, Nelson King, Lou Epstein and Al Runyon. Jimmy pipes that Fred Baker's new Capitol record, "Is I Is or Is I Ain't?" is off to a good start in the Louisville sector. Logsdon, himself, has a new one coming up soon on Decca, titled "You Ain't Nothing But the Blues." . . . Del Greenwood is still presenting his "Kuntry Karnival," 12:30-1:30 daily, on WGBF, Evansville, Ind. . . . Ray Price and the Western Cherokees, while in Mobile, Ala., November 9 for a dance and show at Curtis Gordon's Radio Ranch, appeared as guests of Tom and Plowhandle Bill on their morning radio show over WKAB.

Ray Beasley, c.&w. disker at KQVL, Greenville, Tex., writes: "Had Jimmy Littlejohn on my program recently to increase his new waxing 'Haunted Blues' b/w 'I'm Mean When I'm Mad,' both from his own pen and both fairly good." . . . Sheldon Horton, of WVAM, Saxton, Pa., infers that he's setting big plans for the opening of Station WKMC, soon to take the air at Roaring Springs, Pa. Horton says he'll be doing five hours daily on the station and will be needing tapes, recordings, records and sheet music, as well as telegrams for the opening. . . . Dave Hendricks, of WBUX, Doylestown, Pa., scribbles that there's heavy interest in his area in a record by Stuart Hamblen's Cowboy Church Sunday School, titled "Open Up Your Heart and Let the Sunshine In." . . . Marty Robbins dropped in for a visit on Bob Billingsley's "K-Bar Round-Up" over KVET, Austin, Tex., November 2. . . . Willie Jones, country wax wizard at KCFH, Cuero, Tex., appeared as guest on "Louisiana Hayride" and "Red River Round-Up" over KWKH, Shreveport, Novemebr 6. Jones will serve as singing emcee with "Texas Jamboree," which bows in Corpus Christi, Tex., November 20. Dotti Jones will be a regular on the show, and guests for the opening will include Hank Locklin, Smiley Burnette and Billy Walker. . . . Jim Young, of WESC, Greenville, S. C., had as a recent guest Hank Noble, new Mercury artist.

# HOCUS-POCUS

By BILL SACHS

**DANNY O'DAY and Company** are on a school assembly tour thru Upper Michigan and Eastern Wisconsin for the Paulis School Assembly Service of Chicago. . . . Mrs. Queena Daly, wife of the late Harry Daly, of med show fame, who worked magic in his show for over 25 years, is recuperating from a major operation in St. Joseph Hospital, Tampa. Friends are urged to drop her a cheery note. . . . Tommy Windsor, the Ohio wizard, while playing schools and pitching a line of magic tricks in North Carolina recently, stopped off at Herb Kronsberg's magic and novelty shop in Fayetteville, where he bumped into another veteran trixter, B. Fay Ridenour, formerly well known in magic circles as The Mysterious Mr. Fay. Latter is now engaged in the photography business in Fayetteville. The Fayetteville Observer recorded the event with a three-column photo showing Kronsberg, Windsor and Ridenour swapping banter and bafflers. Windsor found magicians rather scarce in the North Carolina sector. . . . Jack Herbert postals from Chi: "It seems that some magicians cut up ropes for sheer pleasure." Ouch! . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., was featured recently in the syndicated cartoon, The Truth Is, as "probably the only man in the world who makes a business of haunting houses." Nelson reports that business was good on his recent swing of Schine houses in Upper New York State with his spook opry, but opines that audiences are getting more rowdy. . . . C. Thomas Magrum says he caught the Ringling show at several Carolina spots recently and found Mr. Harris (Manipo), of Gaffney, S. C., still turning in a topnotch performance in the Side Show. Magrum also visited with Don C. MacIver, veteran magician, who is now inside lecturer with the R-B

Side Show. Latter is 73 years young.

**HARRY KING, of King and Zerita,** mentalists, reports that they have been forced to cancel a number of club dates in December and January in order to contract with Abe Saperstein, of the Harlem Globetrotters, who is putting out a 10-act unit to play one-nighters in theaters and auditoriums. To be known as the "Harlem Globetrotters Varieties of 1955," the unit is being framed by Phil Phillips, of the Saperstein organization. . . . Bill Chaudet sprung something new on a recent Coast TV show when he floated the microphone stand instead of a broom in the old broomstick levitation. . . . Vernon Colbert and wife, Loretta LaPearl, who returned to Hawaii October 4 for a string of fair dates with their illusion layout on the E. K. Fernandez Shows, finished a 10-day stand Monday (15) at the St. Johns Festival in Honolulu. During their swing of the Island fairs, their dog act was tied up in quarantine in Honolulu and will be confined for a period of 120 days. The Colberts will remain there until the quarantine is lifted in February, after which they will work the eight islands with the canines and magic. Writing from Honolulu, Colbert says: "Had several visits with Harry Hanoka, magical and Billboard rep here, and Andrew Parks, another magicker, who ran for the House of Representatives. Haven't learned yet how he fared. The boys are perfectionists. When it comes to magic they are the most. We are staying here at the home of Pat Burnett, old-time vaude and burly performer." . . . Dwight Damon and His Original Magical Circus, kiddie mystery unit, is slated to hit the road January 7, 1955, at Manchester, N. H. Paul Gagnon is handling the promotion, with the unit set in New England for the first month. Damon plans to play under auspices in most spots.

# BURLESQUE BITS

By UNO

Tempest Storm suffered a badly bruised leg last week in a fall in New York, forcing her to cancel numerous dates in the East. She flew back home to San Francisco. Thru Dave Cohn bookings he will return East to re-open at the Adams, Newark, N. J., on March 18. . . . Sam (Horseshoe) Lewis, a comedian for 40 years in musical comedy, vaude and burly, died November 9 after two years' illness in Montefiore Hospital, New York. Survivor is his widow, Claire. Burial was November 11 in Mount Arrarat Cemetery, Farmingdale, N. Y., from Riverside Memorial Chapel, Manhattan. . . . Minot (Bozo) Malone, who has been associated with the Lyric in Allentown, Pa., for over 35 years in various capacities, mostly as comedians' stooge, will be celebrating a birthday on November 22. Malone visits the Lyric every Saturday to meet up with burly friends from whom he would like cards. . . . Bonnie Bonney, a graduate from the chorus at the Rialto, Chicago, is another first-time strip in Hirst houses all the way from Los Angeles and San Francisco theaters. In the same unit is still another newcomer in Snooky DeWitt, whose previous strip engagements were five continuous years at the Flamingo nitery in Chicago and three years at the L & L, also in Chicago. . . . Las Vegas, Nev., niteries are hungry for burly comics. The success of Hank Henry's playing a lengthy engagement at the Silver Slipper has induced the Show Boat to start a similar policy with Max Furman. Operators of other spots have extended offers to Joey Faye and Sammy Smith who could not accept because of other commitments. Faye at present is doubling between a brief but important role in "The Tender Trap" and a radio program, "Make Up Your Mind," while Smith is doing Shakespearean characters on week-ends.

Violet McKee, former burly and legit principal now Mrs. Sidney A. Fremola, is helping her husband operate a pic house, the Little Theater in Newark. She dates back her last show to "Laffs and Ladies," a Hurtig & Seamon production from where she migrated to "Artists and Models." . . . Dick Zeisler, manager of the Grand, St. Louis, was forced to leave for his home in Villas, N. J., by order of his physician for a check-up on an injury sustained several weeks ago. Currently at the Grand are Rusti Marsh (feature), Billy Hagan, Benny Moore, Floyd Hallicy, Rusty Williams and the Black Brothers, a vaude team. . . . Moe Gary, formerly teamed with Lou Ascol, is in his fourth year as emcee at the Crawford House in Boston. . . . Burly is slated for a return to the Casino in Boston. Frank Bryan's other house, the Howard, in the same city, one of the oldest in the field of showbiz, is to be demolished to make room for a parking lot. . . . Stella Farhood, singer, has been booked into the Boulevard Chalet, North Bergen, N. J., for an indefinite run. . . . Jack Beck, for a long time manager of the Roxy in Cleveland, is now located in the same capacity at the Lyric in Allentown, Pa. He is operating burly every Saturday, with two shows nightly at 6:30 and 9 playing shows out of the Empire, Newark, for the I. H. Hirst Enterprises, Inc. Replacing him at the Roxy is Eddie Lynch. . . . Raven, at her birthday party held November 8 at the Famous Door nitery in New York, had as guest of honor Mar-Shan, with Peppe Montana, El Freda and Pat Day assisting in the festivities. . . . Lynn O'Neill, the original Garter Girl, wound up three months' stay at the Village (N. Y.) Nut Club. She went to the Adams in Newark on November 12 and will return to Greenwich Village, November 23, this time to the Heat Wave nitery.

### IN MEMORY

Of My Beloved Husband



### MAD CODY FLEMING

Who passed away November 18, 1953

MRS. GRACE FLEMING

### IN MEMORY OF MAD CODY FLEMING

Who passed away November 18, 1953. "We miss you lots."

DUTCH & GINGER

## IMCA Slates Chi Meeting, Driver Party

BIRMINGHAM, Nov. 13.—The International Motor Contest Association will hold its annual technical meeting and party November 27 and its stockholders' meeting the following Monday, President R. H. McIntosh announced. Both will be held in Chicago's Hotel Sherman.

A technical meeting of the board of directors, promoters, drivers and car owners is scheduled for Room 105 at 2:30 p.m. Saturday (27). That evening the second annual banquet will be held in the Gold Room at 7:30 p.m. with drivers, car owners, their wives and fans invited.

Trophies will be presented to the two leading point winners in both stock car and big car divisions and plaques will be given to the next eight drivers in the standings in both brackets. Bonuses will also be distributed.

The annual IMCA stockholders' meeting will be held at 9:30 a.m. Monday (29) in the Bal Parlors.

Bob Slater, Kansas City, Mo., topped the IMCA big car point standings followed in order by Bobby Grim, Marvin Pifer, Jimmy Campbell, Jud Larson, Stan Callaway, Jim McWithey, Hershel Wagner, Don Branson and Richard (Red) Amick.

Top 10 in the stock car division in order were: Don White, Ernie Derr, Herschel Buchanan, Bill Harrison, Bob Potter, Tubby Harrison, Robert Peterson, Robert (Doc) Narber, Dom (Shorty) Perlick and Chris Skadal.

## Attendance Up For Davenport At Wichita

WICHITA, Kan., Nov. 13.—Orin Davenport's annual Shrine circus has been setting attendance records since opening here this week, according to Harry Thomas, of the show staff.

He said night houses Monday thru Thursday were all turnaways and that afternoon performances showed a sharp increase over last year. An extra performance was to be given on Saturday (13).

Clyde Beatty heads the line-up of acts here. The show moves to Kansas City next and plays there the week starting Monday (15). It also is under Shrine auspices. The two dates complete Davenport's fall schedule.

## COSTA RICA IN DEC.

### First Latin Showing Booked for 'Waters'

NEW YORK, Nov. 13.—Dancing Waters will make its initial Latin American showing next month, using a Costa Rican booking as a wedge into hitherto unexploited territory below the U. S. border.

Sam Shayon, general manager of Dancing Waters Inc., said yesterday that in conjunction with associates Harold Steinman and Hans Hasslach, he has booked the water spec into the Costa Rican capital, San Jose, for the period between December 18 and January 2.

Dancing Waters will be promoted by Costa Rican producer Raul Volio, operator of an outdoor theater and pool, La Pila Volio.

## WHOSE DUES REPOSE IN NSA OFFICE?

NEW YORK, Nov. 13.—Some National Showmen's Association member is lacking his 1955 membership card, principally because the card is lacking his name. It seems the unknown showman paid his dues to one of the officers, who turned the money in but couldn't recall the name. "Please come forward and ask for your card," executive secretary Ethel Weinberg requests, and adds that she expects quite a healthy response of answers.

## Ball & Grier On 3 Up-State N. Y. Events

UTICA, N. Y., Nov. 13.—Promoters Ball & Grier will produce two shows this winter in up-State New York, and have been named sales representatives for a third. The last named is the Syracuse Sports Show and the appointment was announced by Chan Hurley, advertising director of the sponsoring Syracuse Herald-Journal.

Ball & Grier, according to producer John Grier, will put on a Do-It-Yourself & Home Show in Utica Cavalry Armory for five days starting next Wednesday (17-21). The Utica Sports Show will run for its third year, also at the Armory and from March 24-29.

Grier said the do-it-yourself and home show features are being combined because each kind of show by itself would not be strong enough to thrive in this area. He said the general theme of home improvement—do it, hire it, build it, or buy it—has had an encouraging response from local exhibitors.

## Calgary Ex Racks Up Record 348G Surplus

Total Revenue for '54, \$802,422,  
Expenditures Total Big \$454,078

CALGARY, Alta., Nov. 13.—The Calgary Exhibition and Stampede, Ltd., recorded a surplus of \$348,346 in 1954, the largest in the 68-year life of the organization, according to reports presented at the recent annual meeting of shareholders. The previous high surplus was \$334,565, recorded in 1953.

In presenting the financial statement, F. C. Manning said revenue for the year was \$802,422 and expenditures were \$454,078.

The spec will show from December 18-21 in the Nationale Theatre, and from December 22 to January 2 at the Costa Rica Fair.

Intermediary for the booking was J. C. Del Pozo, Latin impresario of New York who, Shayon added, is negotiating for additional dates in San Salvador, Havana, Mexico City, Argentina, Brazil, and other Central and South American locations.

Dancing Waters this season mushroomed in operation to where a total of 80 dates were scheduled for parks, fairs, exhibitions, expositions, on carnivals, and with Hippodrome, a touring variety production.

## Outdoor Show Business Primes for Chicago Meetings

Fair, Carnival, Park Organizations  
Prepare for November Conventions

CHICAGO, Nov. 13.—Attention was turning this week to Chicago and annual conventions or organizations representing branches of outdoor show business. Already a few showmen have checked in. By the time the conventions get under way Sunday (28) and Monday (29), nearly all of the important carnivals, fairs, amusement parks, circuses, auto race organizations, amusement ride manufacturers, grandstand show producers and concession equipment suppliers will be represented.

The several conventions will meet at the Hotel Sherman. Sessions will run thru December 1, by which time many showmen will have booked 1955 engagements and bought equipment and supplies they will use next season.

A focal point of the action will be the annual trade show put on

by the National Association of Amusement Parks, Pools and Beaches, where 94 exhibitors will display wares at 162 booths, according to Paul H. Huedepohl, NAAPPB secretary.

NAAPPB, with membership including owners of the nation's leading parks, pools, resorts and Kiddielands, will start off with a directors meeting Saturday (27). The trade show will open the next day and NAAPPB business sessions will be Monday thru Wednesday (29-Nov. 1).

Parkmen's wives will convene Sunday for their annual tea. The annual banquet and ball of the NAAPPB will be Tuesday (30). Robert L. Plarr, Allentown, Pa., is chairman of the park program committee, and Fred W. Pierce Jr., Detroit, is chairman of the banquet committee. Huedepohl

said that advance indications, based largely on the demand for hotel rooms, are that attendance at the convention will be heavy.

### Fair Groups to Meet

Fair executives from the U. S. and Canada will be on hand for the three-day convention of the International Association of Fairs and Expositions, November 29-December 1. Officials of the various State associations of fairs, (Continued on page 56)

## Ariz. State Fair Races Ahead of '53

Big Advance Aids 'Ice Cycles';  
Plaza Acts Play to Overflows

PHOENIX, Nov. 13.—Altho the attendance figures for the first seven of the 10-day Arizona State Fair, which closes tomorrow (14), are incomplete, this year's run is reported 10 per cent ahead of last year. At the end of that comparative segment in 1953, the turnstiles clocked 173,208 while the mark at noon Thursday (11) was 164,664. Yet to be added are admission stubs from tickets to the automobile races on Sunday (7)

and the 12 performances of "Ice Cycles" which were sold in gate-event combinations.

The fair got off to a good start Friday (5) following a record press-radio-television party on the previous night. It was attended by nearly 700. Opening day's program featured the appearance of Duncan Renaldo, the Cisco Kid, and Leo Carillo, Pancho. The television film series was featured on KOOL-TV prior to the fair's debut, with Bayless Markets and Donald Duck Beverages picking up the tab but giving the fair strong plugs.

The opening-day crowd, which pulled a total of nearly 42,000 with "Ice Cycles" stubs to be added, jammed the gates with additional ticket sellers donning aprons to ease the rush. A large number walked away rather than wait out the lines move.

### New Plant Sought

The early onslaught of customers indicated two points, both closely related. They are that George W. Blake, secretary-manager, has done a good job of building the fair and that larger grounds are needed. The local Arizona Republic highlighted the latter fact in a lead editorial titled "Outgrown" (Continued on page 56)

## Ringling-Barnum Set to Paper Havana, Isle

HAVANA, Cuba, Nov. 13.—Billing for Ringling Bros. and Barnum & Bailey Circus will get underway here soon with the plans calling for much-expanded use of paper.

This time the show will bill the entire island, where only the capital city has been billed before. Seven men and four trucks will go by boat to the island. F. A. (Babe) Boudinot, general agent, and Charles Velvin Turner, assistant agent, were in Havana Monday (8) and will return later to supervise the advance work.

Meanwhile, Henry Ringling North said in the States that John Ringling North, now in Europe, has not yet determined which acts will make the trip. The show will be at the Sports Palace, December 17-January 9.

## Sask. Fairs Seek Govt. \$\$ For 1955 Cele

REGINA, Sask., Nov. 13.—The Saskatchewan government's Golden Jubilee committee will be asked to make grants available to the two Class A fairs, eight B fairs and 40 C fairs in the Province to help them emphasize the anniversary theme in 1955.

Decision was made when representatives of the fair groups conferred in Regina with Fred McGuinness, jubilee director, who said a grant may be forthcoming if the fairs can suggest ways of spending it to welcome home former residents and to play up the 1905-1955 theme. He mentioned a total of \$20,000 as a tentative figure.

The fairmen will also ask the government to make machinery displays available from the Western Development Museum at Saskatoon and Yorkton and will recommend that scrolls be made available to honor farmer of 1905 who played a prominent part in the work of their district fair. The jubilee office will be asked to design posters that can be used by all fairs in advertising their 1955 observance.

The Golden Jubilee choir will be made available for appearances at fairs during July and August, McGuinness reported.

## Hamid-Morton's Business Equals '53 Experience

ATLANTA, Nov. 13.—Hamid-Morton Circus, now midway in its third stand of the fall, has been playing to crowds comparable to last year. Omer Kenyon, H-M representative, said that Toronto approximated last year; Montgomery, Ala., a first-time appearance, was adequate in view of the fact that the show and building both were new, and Atlanta (6-17) was running true to form.

The Alberto Zoppe bareback performers and the Zoppe iron jaw turn were added here. Also on the bill are the Johanneses, comedy bars; Sils Sisters, aerial; Pat Anthony, wild animals; Amazing Hoger, sway pole; Irah J. Watkins, chimps; Craigon and Juanita, aerial; Bill Buschbom's Liberty horses; Cimse's Collies; Sylvia's Dogs; Slim Collins, contortion; Dime Wilson, table rock; Beverly Buschbom, menage horse; Miss Trudy, contortion; the Wazzan Troupe, Arabian acrobatics; Yokoi Troupe, cycles; Hamid-Morton elephants with Bill and Joyce Vidbel; the Flying Harzells, and Aida the Girl in the Moon.

Col. Robert H. Morton is general director.

## Briton Donates Rink To Fredericton, N. B.

FREDERICTON, N. B., Nov. 13.—Lord Beaverbrook, world-known publisher and long-time benefactor of the Province of New Brunswick, has announced plans to erect a combination rink and auditorium in the City of Fredericton.

The structure, to be known as

## Winkley Runs 67 Auto Meets

MINNEAPOLIS, Nov. 13.—Auto Racing, Inc., headed up by Frank Winkley, closed its season recently after operating 67 auto race meets including fair and still date engagements.

Of the total, 34 were at fairs. Organization, which operates under the International Motor Contest Association, lost four scheduled programs to rain, one of these at the South Dakota State Fair, Huron, where admissions were refunded to a sellout crowd.

The Winkley operation at the Minnesota State Fair, which included eight days of motor events, drew a record 171,000 people. As a result, he has again been given the nod for the '55 fair.

In reviewing the season, Winkley reported a total of \$151,221 was paid out in purses. A total of \$72,000 went to stock car pilots and \$76,000 to the big cars. An additional \$3,000 was paid out to competitors in the one midget and one motorcycle program operated by the organization.

Winkley and his wife, Verna, also active in the business, are resting at their home here, prior to lining up dates for '55.

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the Lady Beaverbrook Rink, will be erected at an estimated cost between \$300,000 and \$400,000. It will be his gift to the city.

Outside measurements are to be 250 by 126 feet. It will have an ice surface of 190 by 83 feet. As a rink it is to seat 1,600 and as an auditorium 2,300. The stage is to be 24 by 36 feet.

A management committee will consist of R. A. Tweedie, director of the New Brunswick Travel Bureau and agent for Lord Beaverbrook in this province, chairman; the mayor of the city, the city clerk, the president of the university and its business manager.

Architects Neil Stewart and Lyn Howell describe the proposed rink as a steel frame building with an elevation composed of brick panels alternated with porcelain enamel. The exterior will be in a bright color, probably blue-green.

Bids will be called in mid-January and construction is to start in the spring. Opening of the rink is set for next November.

## Andrew Line-Up At Houston Told

HOUSTON, Nov. 13.—The annual Shrine circus has picked up momentum since opening Saturday (6). The John Andrew production runs thru Tuesday (16) and then transfers to Fort Worth.

In the line-up at San Houston Coliseum are the Royal Rockets and Skating Marvels; Charlotte Walch and the Olympic Bears; Prince El Figordo, lions; Dick Walker and the Jungle Compound Lions; the Barrets, the Montons, the Orioles; Dwight Moore's dogs; Cole Bros.' ponies; the Great Malikova, high wire; Joe Madden, the Three Ghezzis, Laddie Lamont; Gene Getroy and the Marquis Chimps; Deisler Troupe; Vienna Troupe; Cole Bros.' (King) elephants; Linon, slack rope; Four Arrigonis; Baudy's Greyhounds; Loyal-Repensky Family with Guistino Loyal, bareback; the Bogdadis, the Ramses; the Flying Constellation; specs, and the following clowns: Happy Kellems, Van Wells, Charlie Young, Dutch Jordan, Charlie Franks, Dippie Diers, Bert Turner, Dutch Luley, Laddie Lamont, Joe Madden, Frank Sherwin, Frank Cain, Jeff Murphree, Scotty Davides, Albert Marx, Johnny Cirillion, Andy McLaughlin, Chick Dale, John Simmons and Kinko.

Andrew's staff includes Barbette, assistant; Robert Atterbury, equestrian director; Phil Lapkin, band; Lauretta Jefferson, dancer; Whitey Haley, props, and Harry Little, lights. Marge Haley and Flora Carter have the wardrobe.

## Oakland Buildings Schedule Reveals Busy Yule Season

OAKLAND, Calif., Nov. 13.—Advance schedule for December events at the Oakland Municipal Auditorium, managed by L. C. Lueddke, shows widespread use of the building for holiday events. "Ice Cycles" makes its debut here December 1-5.

Once again the Oakland building will be used by the Post Office Department to aid in handling Christmas mail. In addition, there will be five parties, two pageants, two performances of "The Messiah," and other Christmas events.

## Japanese Show Features Stark, Hagenbeck Acts

TOKYO, Nov. 13.—The Nippon Traveling Zoo and Circus, which plays here thru November, features Mabel Stark and her tigers plus the Steinbeck mixed lions and bears from Hagenbeck's in Germany. Performance also has a Japanese lion act, elephants, dogs and other turns.

The show was described by Frank S. Metzger, now with the U. S. Army and a member of the Circus Model Builders' Association. He said a midway includes a line of animal displays and that the performance is given in an L-shaped enclosure equipped with three arenas, blues and reserves. There is no big top, but a canopy covers the reserved section.

The major show's attractions include three giraffes, a large turtle, two pigmy hippos, a rhino, a large hippo, 350 birds, 12 elephants, three camels, two horses and a pony, 15 deer, a crocodile, an alligator, 10 seals, 10 foxes, seven mixed hogs and many other animals.

There are 10 cage wagons, 4 cage trucks, 5 sleeping wagons and a flatbed truck, Metzger said.

## National Stages 2 Home Shows In West Canada

REGINA, Sask., Nov. 13.—Regina's first Home Show, a five-day event in Exhibition Auditorium, drew 4,461 customers. Admission was 60 cents. Attendance built up thru word-of-mouth publicity about the show's comedian, Uncle Willie Pratt.

At Saskatoon the Home Show was held for four days in the Stadium and officials report attendance of nearly 12,000.

S. N. MacEachern, manager of the Saskatoon Exhibition, termed the show an "outstanding success" and said it would be held again next year.

### Regina Auspices

The Regina show was under auspices of the Regina Exhibition Association. Both events were produced by National Home Shows, Inc., Dallas.

BRANDON, Man.—An Yma Sumac concert scheduled for the Wheat City Arena here recently was canceled at the last minute because of lack of public support. R. E. Stewart, arena manager, said advance sales totaled \$475.

## Prison Rodeo Pulls 95,000

HUNTSVILLE, Tex., Nov. 13.—Texas Prison Rodeo wound up its string of five Sunday performances here October 31, after playing to an estimated total audience of 95,000. Final program drew 15,000.

Prison officials said gate receipts indicated the rodeo brought about \$90,000 to the prison welfare fund, which is used in the rehabilitation program for released convicts. In addition to the bronk busting and other Western events, a parachute jump was an attraction this year.

Dwight Moore told Houston police that one of his trained dogs was stolen while he was appearing with the Shrine show there. . . . Bozo Brenner, Baltimore clown, visited with Sunny Jim Snell, Pelack clown. . . . Frank H. Thompson, of Aurora, Ill., recalls being with the Morris & Berger railroad carnival along with such circus veterans as George W. Hall, Sam Lockhart, James Shropshire, Eph Williams and Big Otto Breitenreitz. Thompson wonders if others from that show are still around.

## Waters Hike Expo Grosses On Continent

COPENHAGEN, Denmark, Nov. 13.—According to reports, there are eight units of the Dancing Waters fountains operating in Europe, where winter-time usage appears to be largely with ice revues and as drawing cards for commercial trade expositions.

Judging from attendance figures of the big Flower Show, which ended its 10-day run in the Forum on Sunday (7), Dancing Waters publicity resulted in big gates. Total attendance of the Flower Show was 174,473, more than 17,000 above the previous record established in 1947. Last year the Flower Show ran 11 days but drew only 149,147. There was a tie-in with the makers of a name brand of toilet waters, which provided flower-scented water for the fountain and plugged both the show and the fountain via display ads in the local papers.

In Oslo, Norway, a Dancing Waters unit is being used November 13-14 as puller-in for an exposition of building materials.

## Ringling Hires Movie Staffer For Promotions

NATCHEZ, Miss., Nov. 13.—Ringling Bros. and Barnum & Bailey Circus has added Milton E. Pickman to the staff as special promotion director. He formerly was promotion man for motion picture companies and it was he who arranged between John Ringling North and Cecil B. DeMille for "The Greatest Show on Earth" movie making.

Pickman, it was understood, will set up an arrangement under which rights to Ringling's name, slogan and other properties could be let out to licensees. This would be in connection with toys, novelties, clothes, foods and other products.

It was also reported that Pickman might have a finger in making up of the show's newspaper advertising copy and outdoor posters. Another possibility was that he would arrange for filming of the show for TV use, altho DeMille's contract prohibits this for several years to come.

One of Pickman's brothers is vice president of Paramount Pictures and another is with Warner Brothers.

## Auto Displays Busy Detroit's Masonic Aud

DETROIT, Nov. 13.—A flood of automotive shows staged by the manufacturers has kept facilities of the Masonic Temple Auditorium booked steadily since the first Chevrolet meeting September 9, according to William Van Lopik, building manager.

Typical show was given Monday (8) by Dodge for some 4,000 dealers and sales people and to introduce new car models. Many of the auto shows this year have utilized an array of show talent. Bert Parks was emcee for the Dodge show. Shows have been held, not only for dealers, but also for factory, office and sales personnel. There have been some regional meetings in addition to national sessions.

Regular show business bookings for the public have been squeezed in between the auto shows, with the London Festival Ballet last month, and the "Mambo USA" unit, promoted by Arthur Schurgin, playing Friday (5) to a fair house.

Set by Van Lopik for coming weeks are Fred Waring, December 6; Jan Peerce, December 7, and the Old Vic Company in "Midsummer Night's Dream," December 9-12.

### PROMOTION

## Trailer Ride Emphasis on Natl. Firms

NEW YORK, Nov. 13.—Musical Carousels, the eighth-seat trailer-mounted kiddie rides produced by a Miami manufacturer, have caught on as a promotion gimmick with more than 40 national firms, it is reported. The device is on a low, three-wheel trailer that can be bumper hitched to any automobile. (The Billboard, July 24.)

One of the larger users of the ride is Pepsi-Cola, which operates more than 40 thru its bottling plants, and offers rides in exchange for bottle caps. Other users include nationally known names in the bottling, dairy, bakery and grocery fields.

There was an attempt to sell the rides to individual purchasers to operate on the streets as a part-time business, but since this summer the firm has been emphasizing production for fleet purchasers, the large companies, and has built added facilities for this at its plant.

### Push-Button Control

The trailers, push-button controlled, have 50-foot lines for plugging into sockets, and have their own generators as an additional source of power. Each trailer also has a built-in p.a. system and record changer, and length of the over-all unit is 14 feet. Operating companies usually deck out the carousels with their symbols and sales slogans.

The rides are made by the Bert Lane Company, a major manufacturer of coin-operated kiddie rides.

Edmondo Zacchini was in Copenhagen last week seeking to book his cannon act into parks for next summer. Albert, Max and Paulina Schumann will again present Schumann Liberty and high school horses at Tom Arnold's circus in Harringay Arena in London this winter, the Circus Schumann having closed its season November 7 in Aalborg Hall, Denmark.

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# FAIR ASSN. MEETINGS

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, November 29-30. Mrs. Leon S. Davis, 227 E. Washington Street, Hillsboro.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Western Fairs Association, San Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315½ East Mill Street, Plymouth, Wis.

Massachusetts Agricultural Fairs Association, Sheraton Hotel, Worcester, January 10-11. Paul Corson, Topsfield, secretary-treasurer.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Maine Association of Agricultural Fairs, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Virginia Association of Fairs, Hotel Marshall, Richmond, January 23-24. William E. Finch, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair

Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera C. McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, N. D., January 20-22. A. D. Scott, Fargo, secretary-treasurer.

## Name Viola Moore Nominee for Prez Of SLA Auxiliary

CHICAGO, Nov. 13. — Viola Parker Moore was nominated as '55 president of the Ladies' Auxiliary of the Showmen's League of America at the organization's annual meeting here in the Hotel Sherman. She is currently first vice-president.

Others on the slate include Carmelita Horan, first vice-president; Frieda Rosen, second vice-president; Minnie Simmonds, third vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary. Latter two officers are up for re-election.

Nominees for the board of governors include Ethel Wadoz, Mrs. Milo Anthony, Katie R. Little, Grace Weiner, Margaret Pugh, Goldie Fisher, Sally Murphy, Virginia Kline, Faye Brown, Sophia Carlos, Mae Smith, Lillian Lawrence, Dorothy Dodge, Edna Burrows and Frances Berger.

Members of the nominating committee were Mrs. Margaret Hock, Lee Gluskin, Marie Brown, Phoebe Carsky, Frieda Rosen, Lillian Glick and Mrs. L. M. Brumleve. Election will take place during the outdoor meetings here in the Hotel Sherman.

## Newly Named Vivona Show Inks 2 Dates

CHARLESTON, S. C., Nov. 13. —Vivona Bros.' Shows will play the Lee County Agricultural Fair in Sanford, N. C., in 1955 for the third straight year, Morris Vivona said yesterday.

The show suffered a near-blowdown on Tuesday (2) in Georgetown, S. C. Quick stakedowns by crew and staff kept everything intact.

Announcement was again made this week that Vivona Bros.' Shows will tour next season as "Amusements of America."

Bull Martin joined in Georgetown with his Wild Life and Pony Ride, and Pete Joseph joined with his Flying Scooter. The show is also carrying 18 rides and 10 shows, all office-owned.

John Vivona reported signing a three-year contract with the Charleston County Colored Farmers' Fair here Wednesday (10). The contract, which runs thru 1957, was set up for the Vivona organization by Harry Wilson, general agent.

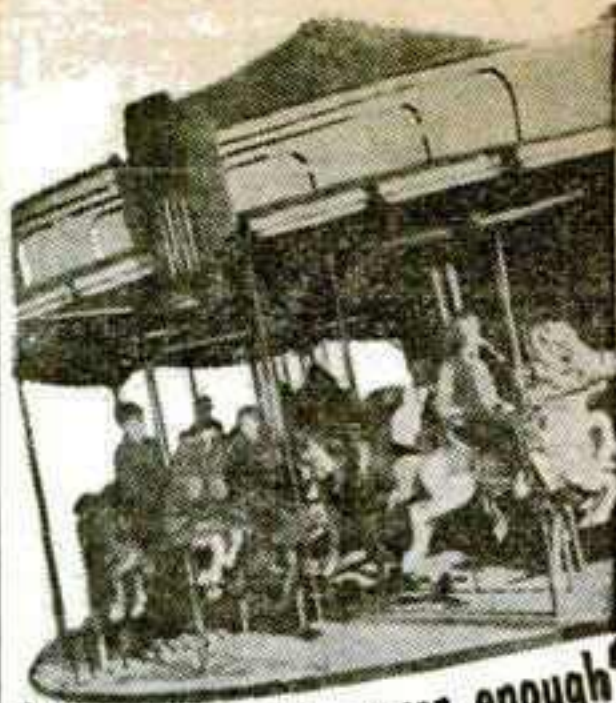
Business for the current run was reported okay. With a bare handful of events remaining in the current season, 103 concessions were said to be on hand here.

## Atlanta Aud Has Army, Navy Bands; Liberace Wins 18G

ATLANTA, Nov. 13.—With a series of trade shows completed and the Hamid-Morton Circus ending its run Saturday (13), the Municipal Auditorium in Atlanta, managed by H. H. Niebruegge, is headed now for a band and orchestra splurge.

Both the U. S. Army band and the Navy band will be here within a three-day period, and the Atlanta Symphony will appear on the days before, between and after the service groups. The Army plays November 21, the Navy on November 23, and the symphony November 21, 22 and 24. There are other symphony dates during the month, and many additional events on the building schedule.

Niebruegge reported that Liberace drew a packed house October 27. The house was scaled at \$18,500.



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**NSA Selects Nominators, Sets Testimonial Event**

NEW YORK, Nov. 13.—The National Showmen's Association nominating committee scheduled its first slate-forming session for last night and is expected to come up with a list of names shortly. The committee members were selected prior to Wednesday's (10) assembly and closeted themselves soon afterwards, while selecting a meeting date.

Members from the board of governors are Max Tubis, chairman; Dave Brown and Dan Thaler, with Morris Brown as alternate. From the floor are Al McKee, chairman; Herman Cohen, Frank Blatsky and Tom Coffee, with Charles Davenport as alternate.

All 48 existing members of the board are up for review by the committee, which will also name two men to fill the seats vacated by the deaths of Harold Hoffman and Fred C. Murray.

**Peterson Aid Pledged**

New members admitted at the meeting were Jack Straus, John Damis and Robert C. Keck, all proposed by Sam Peterson. Peterson, with 41 names toward his gold life membership card, received pledges from several members at the meeting to indicate he will have the necessary 50 before the deadline.

The shut-ins committee came up with \$140 at the meeting, chairman Dan Thaler receiving \$50 dona-

tions a piece from Charles Wertheimer and Willie Glick, and other gifts from Jack Stern, Ben Hoff, Morris Brown, Jeff Harris, Al McKee and Abe Rapps.

Mac Kassow reported that five vaudeville acts and an eight-piece band have been lined up for the testimonial dinner slated for Sunday night (21) in the grand ballroom of the Park Sheraton Hotel in honor of Pres. Joe McKee and immediate past president Phil Isser. Dinner, at \$7.50 per person, including gratuity, will start at 7 p.m. to be followed by talks, entertainment and dancing.

**President Praised**

Kassow praised the work done by President McKee, citing the 1,800 award books, \$1,200 in Year Book ads and 21 annual banquet tables the latter has sold so far.

Besides the testimonial, the Thanksgiving week schedule includes an open house on Tuesday (23) and the annual banquet in the Hotel Astor on the 24th. The open house schedule will open with memorial services and be followed by the annual award event.

Prior to the adjournment Wednesday night, Pres. Margaret McKee, of the Ladies' Auxiliary, presented the parent organization with a \$1,000 check from the women.

**Ariz. State Fair Ahead of '53**

Shoehorn." This newspaper suggested the logical site as Papago Park, where there are State and federal lands. However, the Arizona State College in Tempe and the city of Phoenix are reported interested in this area. There has been, the editorial said, suggestions that the State capitol be moved there.

Reporting of the actual attendance was delayed because of the combination gate entrance-and-ice-show tickets sold. The \$2 seats sold outside the grounds for \$2.25 with a stub being used for front gate admission. This same ticket inside the grounds went for \$2. Ducat prices ranged from \$1.50 to \$3 without stubs. Edward I. Greenband, who promoted this as well as the Phoenix Home Show several weeks ago on the fairgrounds, said that the advance Ice Cycles ticket sale totaled \$12,000. Twelve performances in a specially created stadium are scheduled during the 10 days. Seating capacity is 5072.

**Plaza Show**

The free Plaza show, booked by Newton (Carolina) and Jo Brunson, of the Hollywood (Calif.) Theatrical Agency for the fourth consecutive year, featured Dr. Giovanni, the Carony Bros., the Los Gatos Trio, the Continentals, Marian Rankin Dancers and Phil Arden and

His Music. Dick Contino opened Thursday (11) as an added attraction for the closing four days. Benches and bleachers were used for seating with as many as 7,000 estimated seeing some shows and crowding the walk ways.

Appearing as a free attraction twice daily are the Kings and Queen of the Air. They perform on a cable stretched from the grandstand to a high post immediately behind the Lil Dudette statue constructed on the mall and bearing out the fair's theme, Arizona Grows.

Automobile racing scheduled for Sunday was interrupted after 35 laps with 65 being run on Monday. This threw a monkey wrench in the admission tabulations, which must await auditing following refunds.

Alfred Osborne reported that "Dancing Waters" was drawing satisfactorily at its spot just to the right of the main entrance. Show is continuous with admission charges being 50 cents for adults and 25 cents for children under 12. On opening day, kids' tickets were 10 cents until 6 p.m. "Waters" is displayed in a tent 110 by 56 feet. Personnel includes Tom Ewalt, show production manager; Mrs. Vona Cooper, publicity and talker, and Paul Becker, operator.

Larry (Bozo the Clown) Valli was again featured as a stroller on the independent midway with his balloon hats. He also worked the schools and civic luncheons, arriving four days ahead of the exposition's opening.

Grandstand entertainment included pari-mutuel horse racing for six days. The running races were held Friday and Saturday (5-6) and started again Thursday for the closing four days.

Crafts 20 Big Shows were featured on the midway.

**Ariz. State Fair Ahead of '53**

• Continued from page 53

**Outdoor Folk Prime for Meet**

• Continued from page 53

meeting under the banner of the Federation of State and Provincial Associations of Fairs, will hold their one-day conclave Monday (29) and the Middle West Fair Circuit will meet on the same day. Fairmen's wives won't be overlooked. The women will meet at their annual luncheon Monday, when plans for entertainment and sight-seeing will be outlined.

The International Motor Contest Association, governing body for auto racing at many Midwest fairs, will hold its fall meeting Monday. On Saturday (27) the organization will hold its second annual technical meeting to be followed by a banquet and party that evening.

**SLA Schedules Events**

The Showmen's League of America has scheduled its usual round of business and social events. Memorial services are scheduled for Sunday afternoon (28) with the annual President's Party that evening. The club's annual meeting and election of officers is set for Monday (29) with installation ceremonies on Thursday (2). The SLA

banquet and ball, one of the social high points of the week, will be held Wednesday night (1) and will include the crowning of Miss Outdoor Show Business of 1954.

American Carnivals Association has set its usual program. This gets under way Monday and runs thru Wednesday, with additional time taken if needed to work out organizational problems.

**AREA, NBOA Coming**

The American Recreation Equipment Association will convene for a buffet dinner and business meeting Monday (29). The group is made up of firms which manufacture amusement rides.

Several officers of the National Ballroom Operators' Association will attend the parkmen's convention to be on hand in the event ballrooms at parks and resorts should come under discussion.

While there is no organization of circuses or circus owners, numerous circus men regularly are on hand during the conventions and most of the shows are represented.

**Calgary Ex Chalks Record**

• Continued from page 53

week feature, recorded a net profit of \$11,309.

Stampede expenses and prizes totaled around \$88,500 and general prizes amounted to another \$28,826.

Wages for stampede week alone totaled \$48,952, music and evening attractions cost \$21,673, and general grounds expense during the week amounted to \$16,066.

Administration expense for the year amounted to \$60,915, while grounds maintenance totaled \$41,038. A total of \$24,447 was spent on advertising and printing

and insurance premiums totaled \$11,199.

The operating surplus has been applied as follows: The installment of the balance on the Stampede Corral bond issue was paid October 1, leaving an unpaid balance of \$220,000 of which \$40,000 is paid October 1, 1955 and 1956 and \$140,000 October 1, 1957. To meet the final payment in 1957, \$25,000 has been set aside from this year's earnings and added to the \$25,000 appropriated from last year's earnings to create a reserve of \$50,000 against the final payment when due.

Manning also said the reserve for operating contingencies, set up years ago and spent when the Corral was erected, has been replaced to the extent of \$100,000 from this year's earnings. The reserve for junior agricultural activities from the Kinsmen club car contest at the stampede now total \$16,748. Capital expenditures have been made to the extent of \$115,413 and \$64,890 has been earmarked from this year's revenue for further improvements. The balance of \$37,656 has been carried to the reserve for capital expenditures on the Corral.

In presenting the report of the president and general manager, Hartnett gave a detailed explanation of the activities of the company during the year. The total attendance at the stampede of 482,281 was an all-time record and an increase of more than 30,000 over 1953, he said. Livestock entries totaled 1,480 compared with 1,328 the previous year, while domestic and agricultural exhibits also set a new record. During the past year, 1,579,440 persons entered the grounds to attend various activities, setting a new record, Hartnett said.

The entire slate of directors and officers, headed by President W. A. Crawford-Frost, was returned to office. Others officers are: R. J. Dinning, first vice-president; F. C. Manning, second vice-president; Maurice E. Hartnett, general manager; Walter L. Ross, assistant general manager, and I. W. Parsons, secretary.

**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Bayou State: Mossville, La.  
Dickson United: Nixon, Tex.  
Glades Am. Co.: Immokalee, Fla.  
Helman United: Laurel, Miss.  
Ideal Rides: Poplarville, Miss.  
Lane, Leo: (Fair) Gainesville, Fla.  
Leeright's Midway: Levelland, Tex.  
Mighty Page: (Fair) Jacksonville, Fla., 18-28.  
Tassell, Barney: Blackshear, Ga.  
Turner Scott's Rides: Daytona Beach, Fla., 18-28 (season ends).  
Val's Expo.: (Fair) Augusta, Ga.  
Ward, John R.: (Fair) Geneva, Ala.

**Circus Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Clyde Bros.: St. Joseph, Mo., 16-17; Kansas City, Kan., 19-21; Emporia 22; Hutchinson 23-24; Amarillo, Tex., 26-28.  
Davenport, Orrin: Kansas City, Mo., 16-20.  
Froman Bros.: Plat River, Mo., 16-19; Kennett 22-26; Sikeston 29-Dec. 3.  
Packs, Tom: Baton Rouge, La., 16; New Orleans 19-28.  
Polack Bros. Eastern: Teaneck, N. J., 19-21.  
Polack Bros. Western: Springfield, Ill., 18-21; Owensboro, Ky., 26-27; Charleston, W. Va. Dec. 2-5.  
Richard Bros.: New Roads, La., 19.  
Ringling Bros. and Barnum & Bailey: Albany, Ga., 16; Valdosta 17; Waycross 18; Brunswick 19; Jacksonville, Fla., 20; Gainesville 21; Ocala 22; Auburndale 23; West Palm Beach 24; Fort Lauderdale 25; Miami 26-28.

**Ice Shows**

Henie, Sonja, Ice Revue: Memphis 16-17; Birmingham 18-25.  
Holiday on Ice, International, No. 1: Lausanne, Switzerland, 16; Dortmund, Germany, 18-Dec. 5; Brussels, Belgium, 7-25.  
Holiday on Ice: Norfolk 16-18; Canton, O., 20-26; Toledo 27-Dec. 5.  
Hollywood Ice Revue: Minneapolis 16-21; Milwaukee 25-Dec. 7.  
Ice Capades: Buffalo 16-21; Toronto 22-26; Montreal 28-Dec. 5.  
Shipsteads & Johnson's Ice Follies: Pittsburgh 16-28; Hershey, Pa., 30-Dec. 11.

**Ringling Publishes 1954 Route Book**

NATCHEZ, Miss., Nov. 13.—Early copies of the 1954 route book of Ringling Bros. and Barnum & Bailey Circus were circulated this week. This year's edition is dedicated to Willie Carr, veteran 24-hour agent. The volume has 102 pages and was prepared under direction of Edward J. Knoblauch, director of public relations.

The book again includes names of all personnel, route of the show from 1919 thru 1954, train make-up, program, photos and articles. It is the first route book to be issued this fall by a circus.

**INSURANCE**

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175 W. JACKSON BLVD.  
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**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog.  
**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

## Fairyland Plans Increase In Promotional Activity

NEW YORK, Nov. 13.—Fairyland, Queens Boulevard kid spot, is going to step up its promotional campaign after the first of the year. Richmond Cox, World of Mirth Shows publicist, will take on the planning chores during the winter months, setting up a program that will carry thru the calendar year, Al McKee, park manager, reports.

While continuing to operate weekends thruout the winter months to satisfactory business, McKee, nevertheless, notes that business has declined somewhat. While no serious loss has been experienced, or is anticipated, McKee is of the opinion that now is the time to place additional emphasis on the building of new interest.

Cox, with long experience in the promotional-publicity fields, is expected to concentrate on setting up tie-in deals designed principally to culminate during the regular season when the biggest crowds would result. The promotional deals will naturally be aimed at the moppet trade and this implies a heavy concentration of the makers of kid foods and products.

At the close of the regular season

## Park Meeting To Hear Talk About TV Film

CHICAGO, Nov. 13.—How amusement parks can utilize television advertising films will be one of the topics to be discussed on the program of the National Association of Amusement Parks, Pools and Beaches convention here November 28-December 1.

Robert L. Plarr, program chairman, announced thru the NAAPB office here that Clyde L. Krebs, executive of Sarra, Inc., maker of TV film commercials, will speak Monday (29) about how the association might use a national spot announcement which allows for addition of local park information. The film firm also will show a movie about vending machines, "At the Drop of a Coin."

## Mich. Fairground May Get Detroit's City Kiddieland

DETROIT, Nov. 13.—The Motor City may finally achieve a Fairgrounds Park, after years of debate over off-season use of the State Fairgrounds here. The City Parks and Recreation Commission, which has been planning to install a Kiddieland for two years but has failed to find a site in a city park which would be acceptable, turned this week to the North End fair property. A tentative approach was made to the fair, which is now in a state of transition as a result of the anticipated resignation of Manager James M. Hare, following his election last week as secretary of state.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER'N A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS SEATING BIRDS CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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**KIDDIE CAR RAILROADS BOUGHT AND SOLD**

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 490 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

McKee journeyed to Hot Springs. Except for attending the outdoor conventions in Chicago he will remain close to the park directing the refurbishing of all units and week-end operations.

## RENT HASSLE

### Vienna May Lose Use of Big Wheel

VIENNA, Nov. 13.—The Big Wheel in the Prater, one of the world's largest and most venerable riding devices, may be taken out of commission shortly because of an operating rental hassle between its owners and the park.

Standing 67 meters (219 feet) high and aged at a half-century, the huge wheel carries passengers in 30 large gondolas. It was still erect tho damaged at the end of World War II, and was reconditioned for service as the Prater's leading attraction.

The firm owning the ride has threatened to shut it down on July 1 because the Prater's management has refused to reduce the annual ground rental fee for the ride, a sum just over \$2,900.

## Natorium Building New Scooter Layout

SPOKANE, Nov. 13.—A new \$25,000 Scooter building is under construction at Natatorium Amusement Park here.

Lloyd Vogel, owner-manager, and Mrs. Vogel will go to Chicago for the November 28-December 1 convention of the National Association of Amusement Parks, Pools and Beaches, and make arrangements to buy new Scooter cars. They also plan to purchase some new popcorn machines.

Vogel has been making the convention trip annually since 1929 but missed last year because of illness. He is looking forward to renewing old friendships. The Vogels will visit friends in Great Falls on the way home.

## Ohio Swimming Pool Sold by John Stone

BELLEFONTAINE, O., Nov. 13.—Sandy Beach Park, Inc., has purchased the swimming pool formerly operated by John and Evelyn Stone at Russells Point, it was announced this week. Paul Spohr is manager of Sandy Beach. The pool is adjacent to Indian Lake Park.

Under the arrangements, the  
(Continued on page 59)

## Palisades Sets Talent Slate For Full Year

PALISADE, N. J., Nov. 13.—Free acts and bands will be booked an entire season in advance for Palisades Amusement Park, it was announced this week.

Anna Halpin of the park and Dorothy Packman of the George A. Hamid agency have been conferring on the free act schedule, it was said, and the season's program will be set shortly. Bands are again to be provided by Associated Music.

Owner Irving Rosenthal said Bert Nevins of New York is being retained as public relations agency for the park.

A crew of 60-odd men is at work on the grounds under direction of superintendent Joe McKee. McKee, president of the National Showmen's Association, will be honored at a testimonial dinner on November 21, and will preside over the annual NSA banquet on November 24 in the Astor Hotel, New York City.

## N. Y. Hearing On Kid Park

NEW YORK, Nov. 13.—An extension until November 30 was granted this week in the hearing of Missouri Enterprises to set up a kiddie park across Northern Boulevard from Kiddie City, in Queens.

A hearing had been scheduled for Tuesday (9) by the Board of Standards and Appeals, on the Missouri Enterprises application for a variance. The move is being opposed by civic groups on the basis that it would create traffic bottlenecks and constitute a hazard for children.

## FIRST SEASON GOOD

### Carrolo Plans More Lake Nipmuc Rides

MENDON, Mass., Nov. 13.—Addition of several more riding devices to the Lake Nipmuc line-up is planned by new owner Joseph L. Carrolo, veteran New England ride man.

Carrolo took over the operation last year but actual control was not exercised until this past season. Turnouts were encouraging, he reported, with the response being exceptionally good at the bathing beach, and generally good for the entire park on weekends when weather did not interfere.

Carrolo said two or three major rides will be installed for next year, including a junior-sized Coaster, and that a number of kiddie units would also be brought in. The bathing beach is to be widened to accommodate more patrons.

#### Large M-G-R Featured

Several concessions were working last season, and the park offered one of New England's largest Carousels, a 55-footer, as well as a Dodgem, roller rink, Arcade and

other smaller units, with all coming out of it very well, it was reported. The weather did make inroads into the business done, however, Carrolo said, holding grosses down somewhat below what they should have been.

Improvements in store for the coming season, some of which are under way at present, include cutting and removing dead trees and underbrush which had been obstructing the view of the park from the main highway, Route 16.

Besides the elements which have been listed, the park had game and refreshment concessions, plus lake boating. For the bulk of the season Eddie Zack's hillbilly band played as a Friday night attraction. The plan for 1955 is to have dancing two nights weekly.

Carrolo's park connections go back to the early part of the century at Rocky Point Park in Rhode Island, where in 1912 he erected a 12-car Ferris Wheel holding eight passengers in each car. It was not  
(Continued on page 59)

**STATE PARK HAS OPENING**  
FOR TEN KIDDIE RIDES FOR SUMMER OF 1955

SEVEN DAYS PER WEEK FROM MAY 15 TO LABOR DAY.  
100,000 ADMISSIONS DURING SUMMER OF '54. LOCATED NEAR AMARILLO, TEXAS. 80-20 DEAL. CONTACT

**O. P. COWART**  
ROUTE 2, CANYON, TEXAS

**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.**

See **ROTO-JET and FLYING CARS**

**BOOTHS 115-116**

AT THE **N. A. A. P. P. & B. CONVENTION**

**ERIC WEDEMEYER**

NEW HYDE PARK, NEW YORK

**Choice CONCESSION SPACE Available!**

At The Proven **MONEY MAKERS**

Space now open for a limited number of TOP OPERATORS. Concessions not conflicting. Year 'round operation.

These Areas Have Proven Themselves. We Want Only Proven Operators.

**NU-PIKE and VIRGINIA PARK**

On the Pacific Ocean in Long Beach, California

See L. P. "Pat" Murphy at the Hotel Sherman, Chicago, during the Convention or write **LONG BEACH AMUSEMENT CO., 201 West Pike, Long Beach, Calif.** • It's Wonderful in California Today!

## Special Events Clinic Set for IAFE Confab

Six Execs Head Up Panel Discussion; Program Embraces Variety of Topics

CHICAGO, Nov. 13.—A clinic on special events at fairs will be one of the major discussion subjects at the 64th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here November 29-December 1.

Release of the official program this week indicated that six leading fair executives will participate in the panel discussion on this subject, one that has taken on added importance as a promotion means in recent years. L. Doc Cassidy, Kentucky State Fair, will serve as chairman. Also on the committee will be Lloyd B. Cunningham, Iowa State Fair; J. C. Huskisson, Florida State Fair; Glen B. Boyd, Ozark Empire Fair; Andy Hanson, All Iowa Fair, and Willard (Bill) Masterson, Wisconsin State Fair.

A wide variety of subjects will be discussed during the IAFE conclave. The formal sessions will get under way Tuesday morning (30) with committee reports and

the awarding of the Breeders' Gazette trophy to the fair making the greatest improvement in its livestock show.

### Monsour Speaks

Glenn Ward, vice-president of the Farmers & Merchants Bank, Tulsa, will speak on "Creating a Top Cattle Show With Local Support." Joseph Monsour, Louisiana State Fair, will describe the success of religious programs at his fair and George A. Hamid, New Jersey State Fair, will give some insight on European fair operations.

The clinic on special events will be the high point of the Tuesday afternoon session but a number of other addresses of pertinent interest are also scheduled. James H. Stewart, State Fair of Texas, will describe that annual's new Women's Building and Theodore Rosequist, California State Fair, will talk on "There's Never a Dull Moment." "Antique Auto Exhibits," of growing popularity in recent years, will be discussed by

(Continued on page 59)

## Conn. Fairs to Continue Apple Dish Contest

HARTFORD, Conn., Nov. 13.—The Association of Connecticut Fairs fall meeting Saturday night (6) at the Cheshire Grange Hall voted to conduct another apple dish competition in 1955, in co-operation with the State Pomological Society, a Connecticut fruit growers organization.

Some 32 winners from various Connecticut fairs participated in an apple dish contest at Saturday's meeting, with eight selected to compete for the State championship at the Pomological Society's December 1 meeting at Bond Hotel, Hartford.

Following a turkey pie supper, Reginald Morrell, curator of the Bristol (Conn.) Clock Museum, spoke on early industry in the northeast, and also discussed the clock museum.

The ACF's annual meeting is scheduled for Terryville on March 20, with morning, afternoon and evening sessions. The annual spring meeting will be held at Winchester in June, and the summer session at Woodstock in August.

## Kochman Sets Dog Races for '55 Fairs

'Lucky Dogs' Separate From Hell Drivers; Stunters Wind Up Best Season Ever

NEW YORK, Nov. 13.—Racing greyhounds will definitely be offered as a fair grandstand feature in 1955, Jack Kochman, thrill show impresario, announced here this week.

The new feature, known as Lucky Dogs, in the planning stage for several years, was reported tested successfully last season and blueprinted now for successful operation at fairs. The dogs will be sold as a separate feature with the Jack Kochman Hell Drivers continuing as at present, with some changes in the format.

While the actual racing of greyhounds is unique to most sections of the country, a principal appeal of the presentation will be audience participation with numerous prizes available to paying spectators thru a copyrighted admissions ticket system.

### Fisher Appointed

Stanley Fisher, Kochman's son-in-law, will handle the dog unit with Art Hoard, veteran thrill and sports show announcer, producing and announcing the show. Kochman will divide his time between the new unit and his automobile thrill show.

Kochman said he anticipated some difficulty in filling all of the available dates in view of the newness of the attraction and the interest it evoked at fair meetings last year when fair men were initially queried on their possible acceptance of the show. In view of the interest displayed, Kochman was tempted to start the new feature this past season but decided to hold off until every possible bug had been worked out of the operational picture.

The physical equipment will be about as bulky as that of a thrill show. The presentation will be suitable for either afternoon or night performances, and for the latter portable lighting equipment will be carried. The races will be confined to the straightaway sections of tracks so that all of the action will be visible to grandstand patrons.

About eight small trucks will be

needed to haul kennel trailers having accommodations for 12 dogs, special food and tents for housing the dogs. Flatbed trailers will be used to haul special starting kennels and show kennels.

About 25 people, including the advance crew, will be needed to staff the show. Also included will be special handlers for the racing dogs and a group of girls who will parade the dogs to the starting gate.

Apart from the novelty of being completely new grandstand entertainment, Kochman said that the racing dogs would likely prove highly valuable as a fair promotional aid.

### Best Season Ever

Kochman, who returned to his Paterson, N. J., headquarters this week, reported the season the best he has ever had in his long career. Final auditing will likely show the dollar volume up as much as 15 per cent over last year. The show was extremely fortunate, he said, in that it was not seriously hampered by the weather. The halving of the admissions tax at still dates and elimination of the federal levy entirely at fairs was also an important aid to the over-all success of the season.

Kochman and his general agent, Bob Conto, announced that the thrill show would again use a complete line of Dodge automobiles in 1955. Conto and Kochman will make virtually all of the Eastern and Middle Western fair meetings, representing both Lucky Dogs and the Hell Drivers. Fisher will aid them in booking Lucky Dogs. The George A. Hamid & Son talent agency will represent both units.

## North Battleford Re-Elects Craig

NORTH BATTLEFORD, Sask., Nov. 13.—A. Millar Craig was re-elected president of the North Battleford Agricultural Society at its 49th annual meeting. Vice-presidents are H. Gordon Shepherd and T. Alex Boulton.

N. W. Symonds, secretary-treasurer, reported an operating surplus of well over \$4,000 for a year when weather conditions reduced fair profits by \$1,000 in comparison with 1953. The need for more exhibit accommodation was stressed.

## Enfield, N. C., Gate Up, Midway Down

ENFIELD, N. C., Nov. 13.—The Firemen's Agricultural Fair drew a bigger attendance but chalked up lower midway receipts this year, W. B. Burchette, general manager, announced. Gate count was 17,467 compared with last year's 16,883. Both independent concession business and ride and show grosses of George Clyde Smith Shows were below the '53 figure.

## Canadian Icer In Rehearsal, Sets Opening

RED DEER, Alta., Nov. 13.—Third annual edition of Roy Lisogar's "Canadian Ice Fantasy" has been rehearsing at Red Deer in preparation for the season's opening here November 19. The show plays thruout Canada.

## Regina Exec Named Mayor

REGINA, Sask., Nov. 13.—Leslie H. Hammond, a director of the Regina Exhibition Association, was re-elected mayor of Regina recently. Two other fair board directors, Joseph Wilkie and J. A. Young, were re-elected as aldermen.

## Successful Run For Jacksonville

JACKSONVILLE, Fla., Nov. 13.—Jacksonville Fair and Merchants' Exposition, held October 15-22 on the new fairgrounds in Riverview Park under sponsorship of the Ribault Lions Club, got off to a slow start as the season's first cool snap hit, but picked up at the mid-point and did capacity business the last two days, according to Sid Walker, secretary.

Merchant booths were set up in the permanent exposition building, among the more popular ones being a raffle operated by the Lions' Club and a coffee, cake and pie stand operated by the auxiliary.

Closing night features at the fair were a dance and barbecue.

Rides furnished by Walker Amusement Enterprises included a Merry-Go-Round, Whip, Ferris Wheel, Giant Swings, Caterpillar, Spitfire, train and a line-up of kiddie devices. The Spitfire was the leading money-getter.

## Auburn, Calif., Sets 79G Bldg.

AUBURN, Calif., Nov. 13.—A \$79,753 contract for construction of a home economics building at the Auburn District Fairgrounds has been awarded by the State department of public works to Don da Roza, of Dutch Flat. The fair is operated by the 20th District Agricultural Association.

## DISCUSSIONS NOTED

### RCA Preps Color TV For More Fair Stops

CAMDEN, N. J., Nov. 13.—Results of the RCA color television caravan which showed at the Mid-South Fair in Memphis this year indicated a lush exhibit field for the giant communications company. Altho the firm's plans for its color TV display are described as "nebulous," there is every indication that it will be seen at more than one fairgrounds in 1955.

The "nebulous" characterization comes from Richard Hooper, manager of RCA shows and exhibits. Altho 400,000 persons are estimated to have seen the color display over 26 receivers spotted on the Memphis grounds, booking and routing problems are forestalling any early decisions for the coming season.

Hooper said RCA had sent feelers out last year to virtually every major fair in the country, offering the exhibit. Late acceptances coupled with technical problems prevented any showing other than that at Memphis. As a prelude to next season's booking Hooper acknowledged having discussed the show recently with the Pomona, Dallas and Tampa fairs.

### Show's Value Stressed

The requirements of RCA are either free space or strong local sponsorship, Hooper emphasized, adding that it has the gate value of an exhibit which would draw heavily from among residents who have never been within a newspaper article's distance from color TV.

In Memphis the show, which carries 13 men and requires two trucks to transport the complicated technical equipment, a 150-by-50-foot tent served as a theater, at one end of which a stage was erected for studio use. There were six 15-inch color receivers set here and viewed by some 100,000 people who kept the 500 chairs full thruout the run.

Elsewhere on the grounds were 20 other receivers in exhibit buildings and tents. The color TV caravan operated for eight days with its mobile unit housed in a 32-foot trailer truck. It presents both closed-circuit TV programs and open-circuit shows broadcast from Station WMCT. Working on a regular schedule of from 2 to 9 p.m., programs were presented for 20 minutes duration on the hour.

There was an allotment of the program in segments, and considerable local advertising time was sold. A group of nine sponsors rotated the commercials, including Crisco, Memphis district Ford dealers; McGregor's, Inc.; RCA's distributor and Motorola.

The mobile unit is designed and built for demonstrations at fairs, conventions, expositions and department stores. It has been used once since Memphis at the Lithographic Technical Foundation in Chicago early this month.

Requests for the color TV ex-

(Continued on page 59)

## NEW SALES APPROACH

### Americana to Frame Display for Fairs

NEW YORK, Nov. 13.—Another national firm will hit the fair trail next season when the Encyclopaedia Americana people put out a unit which will operate on the direct sales level. Instead of simply manning exhibit booths, it was emphasized, the firm will probably frame a traveling display of some permanency.

The Americana Corporation, a subsidiary of the Grolier Society, has shown at a few fairs in a small way in recent years on a regional basis. Next year, according to Sydney Haber, of the White Plains, N. Y., office, who will handle the Northeastern booking, an attempt will be made to reach masses of potential patrons at fairs in the 150,000-and-up attendance class.

Previously showing at annuals like those in Flemington and Morristown, N. J., Americana last season had a \$200 booth at the Mineola Fair & Industrial Exposition and found the results satisfactory enough to warrant a wider display approach. The result was Haber's booking space at the two upcoming New York City sports shows, slated for Madison Square Garden and the Kingsbridge Armory.

As presently detailed, a budget has not been allotted for framing a display, Haber said, the most serious problem being researching

of statistics so that a satisfactory list of potential dates can be charted in advance of next season's booking.

By and large, Americana in the past had shown at some arena shows and small fairs, but Mineola was its largest event yet. The outcome, it was explained, proved that a high-brow and relatively expensive item such as an encyclopaedia could be profitably offered on the fairgrounds.

## Fair Federation Completes Chicago Convention Program

CHICAGO, Nov. 13.—The Federation of State and Provincial Association of Fairs, a subsidiary of the International Association of Fairs and Expositions, will hold its annual meeting in the Hotel Sherman here November 29. The organization, made up of executives of various State and provincial associations of fairs, will hold two business sessions that day.

H. C. McClellan of Arlington, Neb., president of the organization, will moderate the sessions. J. C. Huskisson, Florida State Fair, will be the kick-off speaker, addressing the meeting on "County Fairs and Their Relationship to

the IAFE." Harold C. Pederson, Minnesota Federation of Fairs, will speak on "Entertainment at County Fairs."

"Building and Master Plans for County Fairs" will be discussed by Gaylord R. Lewis, Findlay, O., fairground planner and architect, and Harry B. Kelley, Michigan Association of Fairs, will speak on "Keeping Abreast of Changing Times." Everett Erhart, Kansas Fairs' Association, will present "Bigger and Better Machinery Exhibits."

Open discussions, reports of committees and the election of officers will close the meeting.



# Parking, Building to Boost Danbury Gross

DANBURY, Conn., Nov. 13.—The Great Danbury Fair will show a slight change in countenance next year, the result of shuffling and construction which will bring more than \$1,000 into the till from display space sales, and thousands more from substantially increased parking space. Dates of the event have been set for Saturday thru Sunday, October 1-9.

General Manager John W. Leahy said the area where 11 church and other eating stands are located will be filled with a new structure, 135 feet long. It will contain 26 display booths and be located between the end of the grandstand and the big water tank, with the spaces going at \$40 and \$50 each. The fair's main exhibit structure is the Big Top where spaces are \$70.

About 9,000 cars were parked in the fair's lots this year during peak days, a figure determined by Leahy and assistant Irving Jarvis after scanning aerial views thru a magnifying glass. This will be enlarged in 1955 with the addition of a five-acre plot which is being graded and filled.

Two of the eating stands have already been moved to new locations, Leahy said, and the 11 others will be shifted in the spring to provide space for the new building. Its center will rise two stories and have a dome-shaped interior painted in gold.

Other work projected for next year will include the building of an improved barnyard restaurant, an outdoor eating space elevated on a portico above the barnyard area. An avenue of flags is also in the making, as are plans for individual buildings devoted to products of Maine, New Hampshire and Vermont.

The fair will again benefit from direct-to-the-grounds service by the New York, New Haven & Hartford Railroad. The service was begun in 1953 for seven days, and was extended to nine days this year. About 1,500 customers took advantage of the trains, which stopped at Grand Central, 125th Street in New York City, New Rochelle and Port Chester, N. Y., and Stamford, Darien and South Norwalk, Conn., before arriving at the siding near the fair race track. Advertising on this feature was weak, Leahy said, and will be stepped up next year.

### Same Shows Slated

The fair, it was said, will retain its entertainment policy with I. T. Shows offering midway rides and shows only, and Buck Steel's Frontier Days as a free mid-week attraction. There will also be Saturday stock racing and a thrill show, which in recent years has been the Irish Horan unit. Leahy said another prairie wagon has been bought, to be set afire daily during an Indian flaming arrow sequence. A new canvas is being sought for the Big Top, he added.

## Cardston, Alta., Elects Bob Shaw

CARDSTON, Alta., Nov. 13.—Robert Shaw was elected president of the Cardston Agricultural Society at the org's annual meeting. He succeeds J. S. Low. Vice-presidents are Donald Forsyth and F. E. Bevans and secretary-treasurer is Bert Gibb.

A profit of \$1,909 on last year's operation was reported.

Members discussed improvements for the rodeo, fair and grounds for next year when emphasis will be on Alberta's Golden Jubilee. At least part of the grandstand is expected to have a roof by next season. Bob Di Paolo's KBD Enterprises, Calgary, has been signed for the 1955 grandstand show.

# Cedar Rapids Nets \$2,479 on '54 Operations

CEDAR RAPIDS, Ia., Nov. 13.—The All-Iowa Fair and Hawkeye Downs this year had one of its best years financially in the 19 years it has been in operation, it was reported at a recent meeting of the fair association.

Net profit for all operations during the year at the plant here was \$2,479.08. Income of the fair association was \$176,045.55. Total expenses, not counting plant depreciation, was \$151,321.26.

Total excess of receipts over expenditures for the year, before depreciation, was \$24,714.29. Scheduled depreciation on property owned by the association brought the net balance for the year to \$3,961.62.

The report listed the depreciated value of land, buildings and other equipment owned by the association at \$362,344.93. A fund of \$210.50 was set aside as a base for a fund to establish a memorial at Hawkeye Downs to the late A. L. Killian, veteran member of the association. The memorial is scheduled to be started this year.

The committee voted to retain Andy Hansen as manager for the eighth year, and set '55 fair dates at August 15-21.

## First Season Good

Continued from page 57

a success, tho, and he traded it for a Carrousel at Hunts Mills, R. I. Besides the Carrousel at Nipmuc, he has them today at Warwick, Lake Michnock in West Greenwich and Goddard Park in Potowomut, all Rhode Island spots. He also operates other rides and amusement units at those locations but has built a reputation as a Carrousel specialist.

## Discussions Noted

Continued from page 58

hibit have been numerous for 1955, and Hooper noted that the high expense involved in it dictate that a workable route be fashioned to avoid hop-scotching over the map.

## Ohio Pool Sold

Continued from page 57

Stones agreed not to operate a pool or ballroom within 25 miles of Russell's Point but kept the right to operate dancing in any restaurant they might open. The pool sold for a reported \$15,000, and the deal included the bathhouse and shelter building and a resort cottage.

## Special Events Clinic Set

Continued from page 58

Bill Masterson, Wisconsin State Fair, and Harry J. Frost, veteran Minnesota State Fair executive, will talk on "Farm Machinery Exhibits."

Harness racing and women's activities at fairs will highlight the Wednesday morning session, in addition to a general discussion of fair problems. Set to talk on the horses will be Al Ahrens, United States Trotting Association. Taking part in the "Women's Clinic" will be Mrs. Carolyn Holloway, Indiana State Fair; Mrs. Margaret Moore, Piedmont Interstate Fair; Mrs. Ruth Steva, Ohio State Fair, and Mrs. Moxie Mulrooney, Saginaw Fair.

### Handling Arts

"Effective Handling of the Arts at Fairs" is the subject of an address by Dr. Dudley Crafts Watson, of the Art Institute of Chicago, scheduled for Wednesday afternoon. Techniques in the displaying of exhibits of all types will be discussed by an expert in that field, Dan MacMaster, director of the Museum of Science and Industry, Chicago.

V. Ben Williams, Pacific National Exhibition, will speak on "Our Outdoor Theater Center of Special Events," and John W. Leahy, Danbury Fair, on "Showmanship." The afternoon will close with a report of the resolutions committee and the election of officers and directors for 1955.

Also meeting during the week will be the International Motor Contest Association, which will hold its stockholders' meeting at 9:30 a.m. on Monday. R. H. McIntosh, president, will preside, assisted by Secretary Frank Harris.

The Middle West Fair Circuit will meet on the same day at 11 a.m. and fairmen's wives will get together at their annual luncheon at noon Monday. Mrs. Charles W. Green, Moberly, Mo., is president of the women's organization and Mrs. Jack Reynolds, Springfield, Mass., is secretary.

The IAFE will hold its annual cocktail hour Monday at 5 p.m. with fairmen and their wives invited. Leon Harms, Albuquerque, N. M., will preside at the annual IAFE Past Presidents' Club luncheon at noon Tuesday.

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## WOM WRAPS UP GOOD SEASON

Shortened Still Date Trek, Enhanced Back End Help Build, Stabilize \$\$

SAVANNAH, Ga., Nov. 13.—A very good season ended for the World of Mirth Shows at the Coastal Empire Fair here today. Business was labeled good thruout the fair season despite bad weather breaks. The South remained solid while in the North the show got gratifying, and even surprising, results.

Two factors played an important part in the show's success. They were the decision of Owner Frank Bergen to open the still date season several weeks later than usual and the building of the most formidable back end that the show has had in many seasons.

The still date season was not good, even tho a banner Fourth of

July stand at Lowell, Mass., was again included. But it would have been a lot worse if Bergen had followed past booking patterns by racing for the second-in-... te at Washington, D. C.

**Poor Weeks Cut**  
The unusual booking move served to eliminate a number of weeks which promised, at best, only mediocre results. This year, as it worked out, the weeks were  
(Continued on page 62)



FLOYD E. GOODING, president of the Gooding Amusement Company, Columbus, O., assumed the duties of president of the Boys' Club of Columbus November 6. Gooding has been a director of the club since its inception.

## Crafts Ahead of '53 At Ariz. State Fair

Rotor Strong Despite Late Start; Show to Close Season at Phoenix

PHOENIX, Nov. 13.—Crafts 20 Big Shows will close its 1954 season here tomorrow when the curtain falls on the 10-day Arizona State Fair, Orville N. Crafts, show owner, said. Business on the exposition's midway is running ahead of last year, Crafts added. This marks the eighth consecutive year the organization has played this date.

Last year, following the close of the State Fair, Crafts' Exposition and 20 Big Shows stayed on the road two weeks. The schedule is being cut here for the reason that spots that could be played offer none too bright revenue prospects and because the show opens earlier than any other in the spring. Crafts did not disclose any plans for getting on the road earlier than usual in 1955.

Crafts said that revenue compilations this year are being made against those which included tax last year. On the basis of this method, business for this spot is slightly ahead.

For the date here Crafts brought in 20 major and 12 kid rides, 10 shows and 130 concessions. Con-

cession space was cut from \$17.50 per foot in 1953 to \$15 for the current run. The midway is 1,500 feet long and 130 feet wide.

Among the rides featured on the midway is the second portable Rotor made by the Velare Amusement Manufacturing Company in Long Beach. The ride arrived late and was not put into operation until early in the afternoon Monday (8). Despite the fact that three big days were missed, the ride got off to a good start. Admission is 35 cents. Elmer and Curtis Velare came here to set up the device, which debuted on this midway.

## Five Finalists In SLA Contest To Be Decided

CHICAGO, Nov. 13.—The five finalists in the contest, sponsored by the Showmen's League of America, to pick "Miss Outdoor Show Business of 1954" will be determined Monday night (15) when all votes received up to that time will be tallied.

The contest winner will be determined during the Chicago outdoor convention and will be crowned at the Showmen's League banquet and ball, social high spot of the convention, Wednesday, December 1, in the Hotel Sherman.

Bill Carsky, chairman of the prize committee, announced this week that 25 merchandise prizes, including TV sets, would be shared by the finalists. The winner will also receive an all-expense paid trip to Hollywood for herself and her escort, plus cash and merchandise.

## Wm. T. Collins To Go to Chi With Route Set

Sioux Falls, S. D., Cedar Rapids Fairs Contracted for 1955

MINNEAPOLIS, Nov. 13.—William T. Collins Shows have practically finished their '55 bookings. Owner William Collins announced at winter quarters this week.

The show recently closed contracts with the All Iowa Fair, Cedar Rapids, and the Sioux Empire Fair, Sioux Falls, S. D.

"By the time of the Chicago out-  
(Continued on page 62)

## PARAKEETS TAKE OVER

### Concession Business For the Birds in '54

NEW YORK, Nov. 13.—Concession business this year on the nation's midways was pretty much for the birds in more ways than one.

To begin with, operators everywhere bemoaned a general lack of interest and dollars. This was a surprising turn in events in view of the increased earnings of shows and rides on some occasions.

Business turned out to be for the birds in another way—the migration of parakeets to almost every conceivable kind of concession operation. The gaudy, pint-sized parrots with their constant movement and sound, plus the sparkling glitter of chromed cages, attracted thousands of players.

**Good Everywhere**  
At some spots the glitter birds worked up record interest in the games. At other spots, as with any new item, the success of the birds

were less spectacular but, apparently, at least good everywhere.

Granting that the concession business was in a drooping state this past season, it is possible that it might have been much worse off without the entry of the birds. The need for a sparkling item appeared particularly great as the marked success of any stand featuring the birds found literally dozens of other concessions resembling pet stores in the following weeks.

In view of their appeal and flash the birds were comparatively cheap, running to around \$6, or slightly more depending on how astute or big the buyer was, with the cost pretty evenly divided between the bird and his plated wire  
(Continued on page 62)

## Sam Stoller, Novelty Man, Passes at 54

NEW YORK, Nov. 13.—Friends here learned this week of the death of Samuel Stoller, 54, novelty worker, who had worked with his son-in-law, Paul J. Goldfarb, for Aaron Hymes, and also independently with Goldfarb at Pennsylvania fair dates.

Stoller was stricken at his home on his return from a road trip and died shortly afterward. Survivors include his widow, Dinah, and three daughters, Rosella (Mrs. Goldfarb), Sharon and Terry.

## Jeff Harris Again Contracts To Stage Barrington Midway

NEW YORK, Nov. 13.—Jeff Harris this week announced that he would again produce the entire midway at the Great Barrington (Mass.) Fair in 1955.

The Boston showman, who last year contracted for the first time with fair president Edward Carroll to handle the fun zone, said that all around satisfaction and the voluntary praise of local law enforcement officers were instrumental in Carroll's decision to continue staging the midway in this fashion.

Harris said that while the presentation format would remain the same, with shows, rides and concessions featured, a number of important changes are contemplated. The 1955 event will open and close on Sundays, September 11 thru 18.

### Gross Increased

According to Harris, the dollar return to the fair this year was greater than in the past despite rain on virtually every one of the operating days and with the opening sessions lashed by fringe action of a hurricane. Harris said it was his intention to offer his services for next season to other fairs in the northeast sector.

Harris said that he definitely

## Brashear Re-Pacts Giddings, Tex., Fair

BEEVILLE, Tex., Nov. 13.—American Midway Shows have been signed to play the Lee County Fair, Giddings, Tex., next year, Don M. Brashear, owner-manager, announced. Org will provide the midway attractions there for the seventh straight year. Fair will operate from October 11-17, with the final two days as a Negro fair.



MEMBERS OF THE Showmen's League of America committee in charge of the contest to pick "Miss Outdoor Show Business of 1954" check returns and finalize plans for the award which is to be made during the Chicago outdoor convention. Seated (l. to r.) are Nat Green, Charlie Zemater Sr. and Harry Duncan. Standing, in same order, are Ned Tori, Al Sweeney and Jack Duffield.

## Davenport Fair Again Contracts Gem City Shows

DAVENPORT, Ia., Nov. 13.—The Gem City Shows have been awarded the contract for the 1955 Mississippi Valley Fair here. The contract, a repeat for Gem City, was closed by Don Greco at a meeting with the fair board, of which Chester D. Salter is president and Frank Harris is secretary.

## Freedman-Lang Concessions Ahead of '55 at Phoenix Fair

PHOENIX, Nov. 13.—Business on the carnival and independent midways here at the Arizona State Fair during the first seven of the 10-day run is ahead for Alex Freedman and Ed Lang respectively. Freedman is here for his ninth year with novelties and has the

contract fence-to-fence. Lang is playing his fourth season with the Mom's Aid strollers and wheel chairs with his stand being located near the main entrance.

Freedman said that business for the first three days gave indication of the entire run. This was substantiated following Monday, when business dropped into the first of the week doldrums but with novelty sales holding up. Freedman's operation is the same as last year.

Lang moved in here following the State Fair of Texas. His business skyrocketed the first three days with the Sunday rush emptying his stock of strollers by 1 o'clock in the afternoon. From about 3 until nearly 6 o'clock, he had customers waiting for the Mom's Aid wagons to come in so they could take them out. His stock here included nearly 200 of the baby pushers.

## Ruback Org In the Barn

SAN ANTONIO, Nov. 13.—Alamo Exposition Shows are in the barn here after a successful season, according to Jack Ruback, owner.

Before storing all the gear, Ruback took some rides along with Art Spencer's Motordrome, Fun House and Monkey Show to nearby Lackland Air Force Base where they did a good four-day business. Max Friedman handled all the details.

Ruback left here this week for Hot Springs where he will rest up prior to the Chicago meetings.

# Detroit Club Pays Tribute At Memorial

DETROIT, Nov. 13.—The annual memorial meeting of the Michigan Showmen's Association was held Sunday afternoon (7) in the clubrooms of the organization, with a representative turnout of about 50 persons. Services were conducted jointly by the MSA and the Ladies' Auxiliary, honoring departed members.

Chairman of the event was Ben Miller, retired concessionaire now with the Post Office Department, who is MSA chaplain. The auxiliary had as its co-chairmen Frances Moran, formerly of the World of Pleasure Shows, and Grace Ziegler, widow of show owner Charles J. Ziegler. President Harry Stahl and Cal Lovejoy assisted Miller.

Rabbi Herman Correllick conducted the religious services, following the MSA tradition of having clergymen of the three faiths—Catholic, Jewish and Protestant alternate.

For the first time in memory the MSA has dropped plans for its traditional New Year's Eve party when it was found that the clubrooms, which are rented on a year-round basis to the Townsend Club on Friday nights, will not be available.

# Ahoskie Poor, Ends Year for Va. Greater

SUFFOLK, Va., Nov. 13.—Virginia Greater Shows went into the barn here last week after its closing date in Ahoskie, N. C. The final week was nothing to brag about, it was reported, with rain and cold weather keeping the natives home most of the week. Moose Lodge sponsors, however, proved co-operative and did all they could to help.

Manager Rocco Masucci and his wife will return to their New Jersey home until after the holiday season, when Rocco will return to quarters early in January. Two new rides have been ordered for 1955 to make the total 11 for the show. The wagon shows will have new panel fronts which are being designed now and will be built by Bob Millikin's winter quarters crew.

Destinations of various personnel on the show include Mr. and Mrs. Frank Jones to Petersburg, Fla.; Ralph Cole to Hazelton, Pa.; Buddy and Betty Munroe and James Jr. to Miami; Pete Rossi and Joe Gambino to Miami; Joe Kaus and wife to New Bern, N. C.; Edward De Sousa to Baltimore; George Rector to New York City; Johnny Ciaburri to Miami; Helen Sterling to Miami, and Charlie (Hi-Striker) Drake to Camden, N. J.

Sojourning at the winter quarters are Millikin, Jimmy Tomas, midgets Leo and Ike Matina, Shady and Stella Bowser, and Sam (Sheriff) Mitchell. Hoover (Culpepper) Byrum struck out for his Virginia home, and Dutch Kershner went to Suffolk. William C. (Bill) Murray, business manager and general agent, will be in charge of quarters until manager Rocco returns.

The show this year covered Virginia, Maryland, Delaware, New Jersey, New York and the Carolinas. There were several passable northern dates, but the show was struck by rainy weather time after time until heading back down the Atlantic seaboard.

**ROBERT PARIDO or GEORGE EISENHOWER**  
Please call home immediately  
your Mother very ill

# WILSONS NOTE 3-WAY CELE ON SAME DAY

CHARLESTOWN, S. C., Nov. 13.—General agent Harry E. Wilson, of Vivona Bros. Shows, and his wife, Peggy, had a three-way celebration on Thursday (4) in Georgetown, S. C. The date marked Harry's 69th birthday, Peggy's 58th birthday, and the 23rd annual observance of their wedding. The date nearly had a fourth significance as Harry Jr. and Patti had presented the couple with their first grandchild only five days earlier.

# GOOD FUND YEAR

## Cheering \$\$ News Perks Miami Meet

MIAMI, Nov. 13.—Fund-raising announcements played a prominent part at the Miami Showmen's Association's first winter meeting, held in the new clubhouse Monday (8). Totals reported indicated the club is well on the way toward a \$20,000 year thru the ways and means committee alone. Also announced was the awarding of the restaurant contract to John Hoffman, who will have Al and Rita Palitz working it.

Ep Glosser stated for the ways and means committee that it has raised \$14,000 so far. Buster Westbrook presented the club with \$1,000 from Penn Premier Shows, Clif Wilson gave \$500 from the jamboree at the Dallas annual, Whitey Tara arrived in town with \$230 from Royal American Shows, Ben Weiss presented a check for \$250, and Bill Cowan has come off the road with a check for the club from the Buck-Model Shows. Also coming in shortly will be the proceeds from the Vivona Bros. Shows' jamboree held Wednesday (10) in Charleston, S. C.

In the fund-raising vein was the recollection that Secretary Phil Cook had hauled in more than \$12,000 on his road tour this year, and Buster Westbrook reported more than \$5,000 in for the Year Book toward its goal of \$15,000. More than 230 members attended the affair, presided over by President Bill Moore. Also on the dais were Third Vice-President Ross Manning, Treasurer Mel Dodson, Secretary Clif Wilson, Assistant Secretary J. D. Edwards, and Sam Solomon, past president of the Showmen's League of America. Chaplain Bill Bryant gave the invocation and led the salute to the flag.

Moore called a meeting of the directors for Thursday (11) to take up the matter of the bar operation.

# Show Folks Switch Dates of Banquet, Memorial Services

SAN FRANCISCO, Nov. 13.—Show Folks of America are moving up their memorial services and banquet and ball schedule to allow members to attend the opening festivities of the Western Fairs Association convention in Monterey. Charlotte Porter, president, along with Mike Krekos, banquet and ball chairman with Lester Hart, announced the changes.

The memorial services set for Sunday, December 5, will be held at Mount Olivet Showmen's Rest on Saturday, and the banquet and ball at the Surf Restaurant on Sunday, December 5.

The new time arrangement will allow show owners and concessionaires to be on hand at the San Carlos Hotel in Monterey on Monday when open house will be held that evening. The fair managers' meeting is for three days starting December 6.

# PROGRAM TOLD

## ACA Schedules 21st Meeting For Nov. 29

ROCHESTER, N. Y., Nov. 13.—The 21st annual meeting of the American Carnivals Association, Inc., will begin Monday (29) at the Hotel Sherman in Chicago, according to general counsel Max Cohen. The program is as follows:

Meeting of general counsel and associate counsel at 1 p.m. in Room 11. Annual meeting of board of directors, officers and past presidents at 4 p.m. in Room 111.

On Tuesday (30) at 10 a.m. in Room 111 will be a meeting of railroad show owners and managers, plus a meeting relative to labor problems. At 2 p.m. in Room 107 will be the annual meeting of the membership.

### Beam to Preside

President Merle A. Beam will open the annual session of directors, officers and past presidents. Other officers are Ralph Decker, first vice-president; Richard Coleman, second vice-president; Sam Prell, third vice-president; Floyd E. Gooding, associate treasurer, and Max Cohen, counsel and secretary treasurer. The post of associate secretary has been vacant since the death of Al Wagner.

Past presidents of the ACA are John W. Wilson, Floyd E. Gooding, James E. Strates, David B. Endy, and Oscar C. Buck. Directors are Frank Bergen, Curtis L. Bockus, Sam Levy, Jack Perry and Phil Isser.

## PCSA Picks Nominating Slate for '55

LOS ANGELES, Nov. 13.—Twenty-two contestants for the nominating committee from which 11 will be selected to pick the 1955 official Pacific Coast Showmen's Association slate were named at the regular Monday night (8) meeting here. Five will be elected from the floor and six by the board of governors next Monday night. The committee will name a chairman and submit a list of 46 names for president, vice-president, secretary, trustees, treasurer and 40 members of the board of governors.

The ticket is to be presented to the membership at the session November 29.

Those nominated from the floor included C. H. Allton, Charles Austin, Norman Schue, Lee Garland, Art Thompson, Joe Dauer, Fred Donnelly, Abe Goldstein, Dan Callahan, and John Lorman. The board of governors picked Max Kaplan, Harry Phillips, Moe Levine, J. D. Smith, Dan Dix, Joe Glacy, George Lauerman, Eddie Tait, Al Cohn, Harry Fink, S. L. Cronin, and Arthur Hockwald.

The official slate to be offered will also include the name of one candidate for trustee of the cemetery board, and member of the board of trustees.

## Crafts Signs Orange Show Pact for '55

SAN BERNARDINO, Calif., Nov. 13.—Crafts 20 Big Shows will again be featured on the midway of the National Orange Show here in 1955, Earl E. Buie, exposition manager, announced. The contract was signed this week.

Crafts shows have been combined for this date for the past four years and held the contract prior to 1950 when the Ferris Greater Shows appeared.

Dates for the Orange Show are being moved up a week next year with the 11-day run starting March 17.

# MIDWAY CONFAB

Bob McCarthy reports that Martin Brynes returned from Europe recently where he had charge of the Jimmy Frieze revue. . . . The Eric Ericsons, sway pole act, who are stopping at Helen Golden's Port Richey, Fla., trailer park, recently went on a fishing trip with Al and Maude Marriott and Josie, of the Los Aeros Troupe; Red and La Verne Myers, cookhouse and kiddie ride operators, and Bob Hoffman, boss canvasser. . . . Frank J. Kuba, frozen custard operator, who was formerly associated with circuses, and Venus (Bean) Foley, concessionaire, are patients in Veterans' Hospital, Fort Wayne, Ind.

E. Grillot writes from Paris that Stiney Chappolis was awarded the Martin Brynes Scholarship there recently and will enter Sorbonne University to continue his studies of juvenile delinquency. Chappolis operates the Penny Arcade at Palisades (N. J.) Park.

Several members have come off the road recently and have dropped by the National Showmen's Association clubrooms in New York. New arrivals include Morris Levi, Harry Schwartz, Charles Schatt, Abe Fabricant, Dominick J. Danzi, Edward G. Miltner, Sam Glickman, Aaron Hymes, Charles Zucker, Joseph I. Goodman, Ben Merson, Morris Saul, Charles Rubenstein, Charles Padrone, Morris Rucker, Charles McIsaacm, Mack Kassow, Morris Glass, Max Gruberg, Charles Young, Jeff Harris, Harry Weiss, Aaron Katzen, Harry Nelson, Ben Hoff, Edward Keck, George Rector, Phillip Brunwasser, Louis Elias, Alonzo A. Crane, Abe Rapps, David White, Arthur Sicard, Ward C. Graves, Irving Sherman, Eddie Davis, Morris Sommers, Joe Gilbert, Henry Kaufman and Shrimpy Rappaport.

T. J. Coolidge infos from Phoenix that he recently wound up a good season on the Dyer Greater Shows where he had his short range gallery. Plans to add a six cat and other games for next year.

J. W. (Patty) Conklin, Canadian midway biggie, spent a couple of days in Chicago last week en route to Hot Springs to serve as toastmaster at the dedication ceremonies of the new clubhouse of the Hot Springs Showmen's Association. . . . Paul Olson, manager of Amusement Company of America, was scheduled to leave Miami on Sunday (14) to attend the Hot Springs doings. Infos he plans to be in Chicago about November 20.

H. F. Wright, Covington, Ky., closed with Johnny Denton's Gold Medal Shows in New Bern, N. C., recently. Wright's equipment suffered damages when Hurricane Hazel struck the show at Wilson, N. C. . . . Homer R. Sharar concluded the season with Bill Chakias' cookhouse recently. Sharar returned to San Antonio for the winter. . . . C. B. (Slim) Foutz, frozen custard concessionaire, who deserted the road in 1952 for a permanent location in Franklin, Va., had a narrow escape during the recent onslaught by Hurricane Hazel. A 2,000-pound metal roof from a warehouse sailed over his concession, missing it by inches, and crashed into a tree 50 feet away.

Sheriff Rochester is vacationing in Palermo, Italy, after a successful season around New Jersey where he operated a swinger ball at Kiddyland Park, Newark. . . . En route to his home in Youngstown, O., after closing the season on Bill Hames Shows, Al (Whitey) Hunt stopped off in Louisville for a two-week visit with his uncle Billy Logsdon. . . . Joseph Lehr, spot worker, reports that Mr. and Mrs. Roy Hunter returned home to Philadelphia after closing the season at the Raleigh, N. C., Fair. . . . Concessionaire Charles Roth, on the John H. Marks Shows, lost two concessions when hurricane Hazel blew thru the East recently. . . . Joseph Sloan, who recently passed his 80th birthday and who is now living at 2850 No. 11th St., Philadelphia, would like to hear from some of his old friends in the busi-

ness. Before he retired from the road some eight years ago, he had worked on Tip Top, Rubin and Cherry, Dodson, Lorman and Robinson, Johnny J. Jones and other shows.

A going-away party was thrown for Nate Waterman, World of Mirth Shows, in the Caravan Room of the Plaza Hotel, Anderson, S. C., Friday (5) evening. Affair was given by Dotty Miller to note Waterman's leaving the show to take up duties at his Boston museum. Among those who attended and entertained were Muttal the Mystic, who told the story of his latest mystery novel, "Hidden Hammers"; Harry Feinberg, who recited "Down Went the 1800"; Sonny Kelly, who danced; Nate Eagles troupe, grand finale, and Mike Adams, emcee. Miss Miller presented Waterman with a set of traveling bags, according to Joe (Grinder) Phillips.

Alleen Allen underwent a heart operation recently, reports Dewey Fullerton, and would like to hear from friends. He can be reached in Blacksburg, Va. . . . Lewis Garner, closed his Mo-Ark Shows at Dell, Ark., recently and moved to Mountain Grove, Mo., winter quarters.

Joan Nix, who was with Moore's Modern Shows last year, is wintering at 4615 Jefferson Avenue, Newport News, Va., and would like to hear from friends. . . . Joe Pearl, mailman and agent for The Billboard on Denton's Gold Medal Shows, closed with the org in Savannah, Ga., and planed to New York for a family reunion. He then returned to Charleston, S. C., to handle the front gate ticket sales for James E. Strates Shows.

O. D. Kelley and J. C. Corbett have stored their concessions and have their kiddie rides in a Richmond, Va., department store. . . . Bennett Prell closed for the midway contract at the '55 Petersburg, Va., fair for Prell's Broadway Shows. . . . Rita Sauvager is visiting John and Madeline Kashay in Paterson, N. J., following her close with the Strates show. . . . Bob Westermann has purchased a new home on Morningside Drive, Richmond, Va. . . . Art Thompson infos he's opened a new club in Norfolk, and after a not-so-good outdoor season, he's scoring. . . . Leslie Hughes, concessionaire, has recovered from a stroke and plans to work department stores with his jewelry pitch this winter.

Terri Allen, exotic, who went outdoors this year for the first season with John H. Marks' Shows, is resting at her Birmingham home prior to launching a night club tour.

Joe Rowan, veteran outdoor agent, is back at his Miami home after working the season at the new Cahokia Downs Race Track in East (Continued on page 62)

**HAMILTON BROS.**  
Combined With  
**NOBLE BROS.' CIRCUS**  
Want for choice winter spots in Arkansas, Mississippi and Texas.  
**RIDES**—We have three. On account of disappointment will book or lease Ferris Wheel, Jean Davis and Pat Green, contact. **SHOWS**—Will book Girl, Snake and Monkey. Need Hanky Panks that don't conflict. We book only one of a kind. Need two Pin and one Count Store Agents. Johnny Warner, Babe Chisholm, couldn't get you at New Orleans. Call or wire. Jack Larus, contact Sammy Howard. All address: **WHITEY HAMILTON or HOTSY LANCE, Mrs., Turrell, Ark., this week.**

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# CLUB ACTIVITIES

## Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 13.—In the absence of President George Kimbrell, the first meeting of the season was handled by Joseph Clayton, first vice-president.

General discussion was held on the annual New Year's Eve banquet and ball, and tickets were put on sale. Event will be held in the Georgian Room of the Continental Hotel.

Second meeting of the year saw President Kimbrell handling the gavel. F. W. (Boxie) Warfield was named to represent the club at the banquet of the Hot Springs Showmen's Association.

Sammy Ansher is recuperating from major surgery; Artie Brainerd is up and around again after a serious illness; Northern Potter is a patient in General Hospital, and William Murphy was reported on the sick list.

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 13. — Vice-President Maurice Ohren called the Thursday (11) meeting to order. Also at the table were Vice-Presidents Ned Torti and Al Sweeney; past presidents J. W. (Patty) Conklin and S. T. Jessop; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Jack Duffield, vice-presidential nominee.

Welfare committee reported Mel Harris and Lou Keller in serious condition. Charles Watson in Alexian Bros. Hospital. Chuck Magid up and about. Louis Drillick, Harry Atwell and William O. Perrot still confined.

Membership saddened by the death of Aaron G. Dellinger.

George Monsour is a new member. Committees swinging into action on convention week activities. The ways and means is putting stress on the closing days of

the Miss Outdoor Show Business drive. President Party committee has its members working and Bernie Mendelson is lining up the program for the memorial services. Al Sweeney has completed his committee for the December 19 Christmas party for underprivileged children.

The house committee announced a new television set has been donated the club by the Pepsi-Cola Company of New York and the Pepsi-Cola Bottling Company of Chicago. Roy B. Jones and Ed Wygart handled the negotiations.

The finance committee presented an elaborate break-down of receipts and disbursements. Noble Fairley will represent the club at the Hot Springs banquet and M. J. Doolan will do the honors at the banquet of the Pacific Coast Showmen's Association.

Attending their first meeting of the fall were Ozy Breger, Dick Ware, Bob Hughey, Sam Arenz, George C. Olsen, P. J. McClaren and Roy Jones.

### Ladies' Auxiliary

Mrs. Lucille Hirsch presided at the regular meeting. Also present were Mrs. Viola Parker Moore, first vice-president; Mrs. Carmelita Poran, second vice-president; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary.

Main business of the meeting was the presentation of nominees for the '55 offices, headed by Viola Parker Moore as the presidential candidate.

Mae Smith, Dorothy Dodge and Ethel Wadoz were named hostesses for the open house during convention week. Viola Parker Moore reported the bazaar preparations nearly completed.

Etta Henderson's daughter, Hedda, is seriously ill in a Meridian, Miss., hospital.

The social sponsored by Ann Doolan and Lucille Hirsch was successful. Ann is in Hot Springs but will be back here for the convention.

### Lone Star

## Show Women's Club

3105 Forest Avenue, Dallas, Tex.

DALLAS, Nov. 13.—President Edna Hacker called the Monday (8) meeting to order. Minutes were read by Grace Tinder, secretary; financial report given by Pearl

Vaught, treasurer, and the invocation was delivered by Jule Conner. Bonney Allard kept order.

The Halloween box supper earnings were divided between the Heart, furniture and building fund. Next event will be a Stanley party, with Margaret Pugh serving as hostess. Proceeds will go to the welfare fund.

Plans for a Christmas party for orphans were discussed. A committee was appointed to find an orphan's home. A kiddie show and Santa Claus are planned if a needy group can be found, with the event tentatively scheduled for December 19.

A nominating committee was named. Members are Margaret Pugh, Milly Hudspeth, Jule Conner, Bonney Allard and Pearl Vaught. All whose dues are paid by December 1 will be eligible to vote in the election.

Mary Ellen Liberman was back after visiting her cousin in Houston. Renee Gordon expects her sister and brother-in-law, Colin and Zelda Boger, to return to Dallas soon from England where he has been stationed with the U. S. Army. Red and Kathy Kearns and their two boys visited Oklahoma City where they visited with Henry and Claire Barrett, of the Polack Circus advance crew.

## WOM Wraps Up

Continued from page 60

Additionally hit by almost continuous bad weather and the losses would surely have run into several thousands of dollars if they had been played.

On the basis of the results this year it is logical to assume that Bergen will again delay the opening of his unit, pointing for Decoration Day with its sure top grosses at Plainfield, N. J. The opening won't be any later than that.

The still dates could mostly be labeled only fair. The territory economic picture was not particularly good at the time and patrons appeared hesitant about spending money. On top of this the weather got in hard licks often enough to curdle the hope for cream of the earnings.

The earning power of the show was demonstrated at virtually every fair it played. Completely new and major additions included Dancing Waters, Tony Diano's Wild Animal Circus and Nate Eagle's Hollywood Midgets strengthening the Wanus-Best Side Show and Dixie Gordon's Club 18. All other units were strong enough to stand on their own.

There could be no question of the earning strength of the shows as grosses were increased at some fairs despite losses of attendance and helpings of bad weather. At the Central Canada Exhibition, Ottawa, the shows surged ahead altho paid attendance was off slightly. At the South Carolina State Fair, Columbia, the midway grosses soared altho extreme cold and fewer people were registered.

The shows virtually lost five out of six children's days at fairs to rain but, even with this handicap, the grosses were reported at least on a par with last year in every instance.

While the shows and rides did well consistently thruout the season, the report from Bernard (Bucky) Allen's front end operations was akin to that of most other concessionaires. Business for the concessions was definitely off with the public showing a worrisome apathy.

But if business was off there was no lack of concession operators to grab up space at fairs when it was offered by the World of Mirth at such spots as Winston-Salem, N. C., and Columbia. As a matter of fact, turnaway business was registered.

Not to be overlooked in the success of the tour was the promotional effort by Richmond Cox, publicity director, and Gerald Snellens, agent. Newspaper space, radio and television time were promoted in quantity practically everywhere.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

### Ladies' Auxiliary

The regular Monday (8) meeting was called to order by President Dottie Miller. Also on hand were Frances Moran, first vice-president; Pat Crognale, second vice-president; Margie Mansel, third vice-president; Grace Ziegler, treasurer, and Carrie Dear, secretary pro tem.

Carrie Dear read the minutes and reported on the successful social that netted \$65. New members are Catherine Allen and Marie Sceriny. Sick list included Lottie Johnson, Jenny Heshner and Jerry Barber.

Hostess Marion Fodel welcomed the following back from the road: Ruby Wedger, Laura Baker, Ethel Emerson and Margie Pence. Frances Moran presented the club with a check for \$177.32, the proceeds from her rummage sale.

Ann Stone presented an idea for a foodless food sale to be presented this winter.

## Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Nov. 13.—The association will stage a homecoming celebration in the clubrooms November 22. Plans for the event were announced at the regular weekly meeting Monday (8). On the rostrum for the night were Joe Steinberg, vice-president, and Al Flint, executive secretary, who substituted for President Hunter Farmer and Joe Mead, secretary respectively.

Following the Allegiance of the Flag, the lights were dimmed in memory of Fred Wilson, veteran concessionaire who died in Porterville, Calif., November 5.

Jack Lewis, C. H. Allton, Jack Morris, Lee Smith, Norman Schue and Tony Spring were called on by the acting president.

The door award went to Al Flint.

## Wm. T. Collins

Continued from page 60

door convention, we should have the balance of the route filled," Collins said.

All of the shows' rides and trucks already have been overhauled and painted in winter quarters and the winter crew is now busy on show fronts on semis. One front 74 feet long already has been finished and two which will be 100 feet long are under construction.

Collins pointed out that he will have nine office-owned shows when the three new ones are completed.

He also has added a Looper, giving him a total of 14 office-owned major rides and six office-owned kiddie rides.

## Parakeets

Continued from page 60

home. Despite the fact that the merchandise was live, the loss ratio—and there was one, of course—was comparatively small.

The birds were easy to get. Advertisers in The Billboard offered them in quantity, shipped air freight and in guaranteed good condition on arrival. The concessionaire buyers themselves found them fascinating and hardly any trouble to take care of. A measure of comedy relief was insured with the stocking of birds. Hardly a day went by when a posse wasn't formed to capture an escapee. The only retrieving method ever observed was the tossing of hats to ring and imprison the birds, most of whom seemed never to have learned, or at least forgotten, how to fly.

Few persons who bought the birds for strictly commercial reasons realized a profit dollar on every one because the birds appealed to the showfolks themselves and hundreds of trailerites added feathered pets to their mobile homes.

Harvey (Georgia Boy) Drew has opened a new auto place, Universal Motors Company, in Avon Park, Fla., on U. S. 27.

## MIDWAY CONFAB

Continued from page 61

St. Louis, Ill. Rowan served as manager of the ticket checking department and was in charge of messengers at the oval.

Roy (Pepsi-Cola) Jones spent several days in Chicago last week. Also in Chicago was Art Frazier, of Gold Medal Shows, who stopped off following the fair meeting at Regina, Sask.

Betty Hendrix is recuperating from a short illness on the Vivona Bros.' Shows, and Danny Dell will go out again next year as business manager, it was announced. Peggy and Harry E. Wilson are both laid up with the flu, but are cheered with the news that Harry became a grandfather for the first time on October 30. The baby, Harold Steven Wilson, is the child of Harry E. Jr. and Patti Wilson of Baltimore.

Isadore (Tommy Paddles) Reiser, independent concessionaire, and Isadore Brodsky, just off the Royal American Shows, have returned to Detroit. . . . Bill Green, now regional director of exploitation for Cinerama with headquarters in Detroit, has been named delegate of the Michigan Showmen's Association to the annual banquet of the National Showmen's Association at the Hotel Astor, New York, November 24.

## Hot Springs Showmen's Association

6th Annual  
**BANQUET AND BALL**

Arlington Hotel,  
Hot Springs, Ark.  
7 P.M.  
Wednesday, Nov. 17th.  
\$7.50 per plate

## W.G. WADE SHOWS

Now Contracting  
for the 1955 Season  
RIDES—SHOWS  
AND CONCESSIONS

C. P. O. Box 1488  
Detroit 31, Michigan



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CONCESSION, CIRCUS, CARNIVAL  
**AMERICAN**  
TENT & AWNING  
CORPORATION  
One of America's Largest Builders  
of Fine Show Tents.  
201 E. Water St. Norfolk 10, Va.  
**BILL SANDERS**

## FOR SALE

10-Car Allan Herschell Auto Ride, perfect condition. Airplane Kid Ride built by STACEY JOHNSON, Miami, Fla. Loaded in Fruehauf trailer built to haul same and G.M.C. tractor. Cheap for cash.

Answer to P. O. BOX 201, VALDOSTA, GA.

## SHOW FOLKS OF AMERICA BANQUET & BALL

DECEMBER 5, 1954  
SURF CLUB  
SAN FRANCISCO

We cordially invite all Showmen and their guests to celebrate with us on this special night. Tickets \$10.00 per person.

Write or wire for reservations.

**MIKE KREKOS, Chairman**  
**LESTER HART, Vice Chairman**

SHOW FOLKS OF AMERICA, 145 TURK ST., SAN FRANCISCO, CALIF.

P.S. Memorial Services at Showmen's Rest, Mount Olivet Cemetery, December 4, 2:00 p.m. Sam Abbott, Principal Speaker.

## 12 RIDES PAGE BROS.' SHOWS 12 RIDES

FROM THE GREAT LAKES TO THE GULF OF MEXICO. NOW BOOKING FOR 1955 SEASON

Want Cookhouse, Arcade, Diggers, Bingo, Lead Gallery, Jewelry, Six Cats, Slum Concessions of all kinds. SHOWS—Girl, Jig, Snake, Monkey and Side Show. We have fronts built on semi trailer for all above Shows. Want first-class Operator for same. Permanent address: Box 244, Springfield, Tenn. Winter address: General Delivery, Theodore, Ala., on old highway #90. Phone 6-9364.

**W. E. (Shotgun) Page**  
Owner

**Charlie Griggs**  
Gen. Mgr.

P.S.: Will be at Chicago Convention all State Fair Meetings.

## ACCOUNT OF NEW LAW

Anyone desiring Georgia registration please contact  
**STATE REPRESENTATIVE EMERY L. ROWLAND**  
BOX 233, WRIGHTSVILLE, GA.  
P. S.: Florida, Harvey (Georgia Boy) Drew

# FOR SALE

## BODARTS BLUE RIBBON SHOWS

of SHAWANO, WISCONSIN

One of the finest Carnivals in the Midwest. Anyone familiar with our operations knows this equipment to be tops, both mechanically and in appearance.

Equipment consists of the following:

Rides	Price	With Transportation
A. H. Auto Ride.....	\$ 800.00	Straight Truck.....\$1,050.00
A. H. Boal Ride.....	2,750.00	1 Semi & Tractor..... 3,425.00
A. H. 3 Abreast M. G. R. Extra fine condition...	6,500.00	2 Semis & 2 Tractors... 8,025.00
A. H. Little Dipper.....	3,000.00	1 Semi & Tractor..... 3,675.00
A. H. Caterpillar.....	6,000.00	2 Semis & 2 Tractors... 7,350.00
1949 Eli No. 5 Wheel...	4,500.00	1 Semi & Tractor..... 5,125.00
1952 Eli No. 5 Wheel...	5,500.00	1 Semi & Tractor..... 6,200.00
Tilt-a-Whirl.....	7,000.00	2 Semis & 2 Tractors... 8,900.00
Octopus.....	4,500.00	1 Semi & Tractor..... 5,625.00
Fly-o-Plane.....	3,500.00	2 Semis & 2 Tractors... 4,950.00
Rock-o-Plane.....	5,000.00	1 Semi & Tractor..... 5,875.00
Roll-o-Plane.....	2,500.00	1 Semi & Tractor..... 3,300.00

These are all post war models

### Show Equipment

Ten In One—Complete with new blue canvas (27x110 ft.) used 6 weeks—\$1500.00. 1 Semi & Tractor.....	\$ 2,025.00
Fun House—Built in Semi—Has detachable panels. Front spans 76 feet—\$750.00. 1 Tractor.....	1,175.00
Mouse Show—Built on 2 wheel trailer. Front spans 50 feet.....	250.00
Snake Show—Built on Semi with panels that open to 65 feet—\$500.00. 1 Tractor.....	725.00

### Miscellaneous Show Equipment

Combination Office and Hot Wagon Trailer. Includes 2 75 K. V. A. transformers, 1 15 K. V. A. transformer, 6 switch boxes and space in rear for supplies..	\$ 1,500.00
24 Junction Boxes.....	375.00
3,000 feet 3 conductor electric cable—\$1,250.00. With Transportation.....	2,275.00
4 Downey Light Towers—\$1,250.00. With Transportation.....	1,575.00
75-foot Front Entrance.....	500.00
1 G. E. Searchlight mounted on GMC Truck.....	1,050.00
5 Amplifying Sets—Complete with horns, etc.....	500.00
1 Willys Jeep Station Wagon—Advertising Car.....	450.00
1 28-foot Stock Van with Tractor.....	875.00
Many extras in show equipment.....	No Charge

**TOTAL SHOW VALUE.....\$76,775.00**

Buyer can purchase complete show for \$70,000.00 or will sell equipment separately. Terms to responsible parties. Reason for selling—Owners dissolving partnership. We will be at the Hotel Sherman in Chicago, Nov. 28-Dec. 1.

All replies to **LYNN LUCIA** R. R. 1, Green Bay, Wis. Telephone Hemlock 5-7296

### FOR SALE—A REAL BARGAIN

\$13,750.00 Cash

Custom Made, Luxurious, Greyhound Type, Self Propelled  
**HOME OR OFFICE ON WHEELS**

32 ft. long, extremely large luggage compartment for instruments, luggage, etc. Sleeps 10 people, air-conditioned, modern bath and shower, modern bar and kitchenette, mahogany paneling throughout, radio, hot water heat, electric refrigeration, wall-to-wall carpeting, completely soundproof, draw curtains, complete water supply and disposal tanks built in. Motor, air brakes, running gear, interior and all furnishings in new condition. Good for 75,000 miles or more without major servicing. Painted Greyhound blue and white. Dual rear wheels and air brakes. Will cruise 60 to 75 m.p.h. Could not duplicate for less than \$35,000. Photos furnished if interested.

Contact

H. Wooldridge, Memphis-Arkansas Speedways, Inc.

715 RIVERSIDE DRIVE, MEMPHIS, TENN. PHONE 58622

### FOR SALE

Streamline Train and 1,000 feet of rail, locomotive and five cars. Will handle 50 adults. Also Streetcar, handles 15 children, and other Rides.

Want a Roll-o-Plane, also Rocket Plane and Scooter or Dodgem, portable. Must be in A-1 shape. State age, condition and all information in first letter.

**BOX 763**

The Billboard Chicago, Ill.

### FOR SALE COMET

Major Ride and Transportation, all in good shape. \$3,000.00 cash or terms.

Also several Concessions with new canvas, cheap: Buckets, Short Range, High Striker, Darts, Cork Gallery, Ball Games, Percentage, Fish Pond, Duck Pond, Grab, etc. Well-framed Truck for same. Also other equipment.

Call 8-7434 after 6 P.M.  
**WENDELL R. PIERCE**  
Idle Hour Park Phenix City, Ala.

### WANTED TO BUY FOR CASH

Caterpillar or Little Dipper, Kid Car, Kid Swing or any Kid Ride in good condition; also some heavy light Cable and Boxes. Above must be in good condition and priced right. All replies to

**Floyd (Doc) Stockdale**  
Winchester, Ohio Star Route

### WANTED

For Laurel, Miss., Blue Socks Ball Park, starting Nov. 18. Other lots to follow. 2 Grind Stores, 1 Line-Up Store, Hankies and any Show (Geek Show especially) or Ride not conflicting. Out all winter.

**HELMAN UNITED SHOWS**  
LAUREL, MISS.

### SEARCHLIGHTS

Searchlights and Generators, brand new, never used. Stored inside. Both Sperry and G. E. with canvas cover. \$700. Also complete new burner heads and automatic carbon feed control box in sets, \$100. J. PILE, 2329 Central Street, Evanston, Ill. Phone: University 4-5866 or Mulberry 5-3510.

### FOR SALE

Kid Coaster (Schiff make), A-1 condition, reasonable, or will trade for Kid Rides.

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Available for 1955 Season, 16 Tub Octopus and Rock-o-Plane. Also walk-in choice deluxe Corn Game.

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### MURPHY'S TRI-STATE SHOWS

Now booking for 1955 season—Shows and Concessions, prefer Shows on trailer as we play all streets until Fairs. Will carry 3 Grind Shows, ex. on all Concessions. What have you? All inquiries answered. No drought up here, all crops were excellent. 3 spots per week until Fairs; playing some of the better spots in South Dakota, North Dakota, Minnesota. Mark Williams, write. FOR SALE OR TRADE—Fun House (dark), 50 ft. front on 4-wheel trailer, 26 ft. long, 12 ft. wings, trailer 8 ft. wide, air brakes, beautiful front, plenty of gadgets inside, played out in my territory; send photo if interested. No junk. Want to buy some heavy Light Cable, also Junction Boxes, also one or two Kid Rides, Cars, Wheel, Swing or what have you? Have Train and Boats, no junk wanted. Have for sale 2 International Gasoline Light Plants, enclosed box, sides open on Ford, straight truck; one 25 kw., one 15 kw., 220-110 A.C.; 3,000 ft. single conductor, No. 2 wire. Plant's too small, therefore will sell. Replies to

**JOHN MURPHY, Box 547, Madison, S. D.**

### WINTER IN FLORIDA

Beam's Attractions are placing Rides, Concessions and Shows in West Hollywood, Florida, for the winter. Due to hurricane damage our equipment, can place Merry-Go-Round. Interested in booking Funhouse, Mechanical City or any other type of show suitable for park. If you have anything suitable for park contact

**STEVE DECKER, SUNSHINE STATE FAIR PARK and AUCTION**  
WEST HOLLYWOOD, FLORIDA

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**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B

100,000	\$31.50
20,000	12.75
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Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

### IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1954-1955, 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.

### ACTS WANTED

For outdoor Stage Show season 1955. Opening about June 1 and closing about Sept. 20. Acts that double preferred. If interested mail recent photos and write-ups; state age and salary.

**ROYAL UNITED SHOWS**  
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### WANT TO BOOK FOR 1955 SEASON MERRY-GO-ROUND

Also Roll-o-Plane, Tilt or Octopus. Contact

**JAY GOULD, JAY GOULD CIRCUS**  
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### IDEAL RIDES

Want for strictly Hanky Pank Show with 6 own Rides, playing Gulf Coast towns till Christmas under the best auspices in Mississippi. Opening towns formerly closed to Carnivals. Will sell X on Photos, also Grab. Can use other Concessions; limit 2 of a kind. No Shows, rackets, Rides or gypsies wanted. All replies

**W. H. "BILL" LAMBERT or PAUL T. ROBERTSON**  
POPLARVILLE, MISSISSIPPI  
Wires only—no phone calls.

## DIXIE'S WEATHER CHILLS RINGLING

**Birmingham, Natchez Okay; Season Expected to Close as Strong Winner**

NATCHEZ, Miss., Nov. 13.—Cold weather slowed business for Ringling Bros. and Barnum & Bailey Circus in Alabama and Mississippi stands in recent days. On the run from Anniston to Gadsden, Ala., water pipes on the show train froze for the first time. Other weather was nearly as cold.

Meanwhile, as the show's lengthy tour progressed toward its November 28 closing, Henry Ringling North said that the 1954 tour had

been "eminently successful." Unofficial observations have been that the show would end up with a good profit showing this year in contrast to 1953.

Two of the recent Southern stands were prominent for business above average in the cold-weather area. One was Birmingham, where the show appeared Friday (5). The afternoon performance drew a one-third house in mild weather, and despite cold night weather, a hefty straw house turned out. About 500 were on the straw.

The other spot was Natchez, where the townspeople were made circus conscious by the advance of three shows. Ringling-Barnum came in on Monday (8) and played to a half house in the afternoon and a near-full score at night. Weather was clear. The Tom Packs Circus plays Natchez on Saturday (13) and King Bros.' Circus will play there Monday (15).

## Comic to Open Cuban Show

HAVANA, Nov. 13.—A Cuban comedian, Emelio Romona, known as Wikiki, will open a new circus, using his name as title, December 4. The date will have the new outfit opening a couple of weeks before Ringling-Barnum comes in.

It is understood that none of the Cuban shows which regularly make the holiday season here will be active this time. Santos & Artigas Circus and Circo Razzore often appear here at Christmas time.

Circo Emelio Romona will include the James M. Cole Elephants on the program and it will use a 90-foot big top with one 40-foot middle piece.

## MADE TRICK CAR

### Robt. Johnson, Inventor and Printer, Dies

BINGHAMTON, N. Y., Nov. 13.—Service was held Friday (5) for Robert M. T. Johnson, 72, engineer who many years ago created the trick car which has developed into an attraction at circuses and parades. Johnson, who had lived in retirement for several years, was found unconscious Wednesday (3) in his home by police and died soon afterward in the hospital. He had not shown up for two days at the restaurant where he ate his evening meals, and the police were notified.

Johnson's yard was a veritable museum of old cars and inventions, used years ago in various stage productions. These flourished in early vaudeville days and included such names as "Sixteen Girls in Red" and others.

For several years Johnson was involved in legal maneuvers over some of his creations, including the trick car which was operated by an invisible driver. During the past 20-odd years he had operated a bill posting business here and was familiar to the advance men of circuses, carnivals and other traveling shows.

Coroner Vincent M. Maddi said death was caused by a heart ailment and pneumonia. Johnson is survived by a son, Robert, of Endicott, and a daughter, Mrs. Helen Hansche, of Albuquerque, N. M.

HARTWELL, Ga., Nov. 13.—The Kelly & Morris Circus, owned by Pat Kelly and William Morris, closed its season here Wednesday (10). Morris said recently that the show had enjoyed a good year. The show moved to Florida and was expected to winter again at De Land, Fla.

## South Texas Business Okay for King Bros.

NEW IBERIA, La., Nov. 13.—Southeast Texas towns gave King Bros.' Circus satisfactory business with a number of strong spots, Owners Floyd King and Arnold Maley said this week.

At Victoria on Friday (5) the show drew two full houses under Jaycee auspices. A good parade crowd turned out for the first circus since 1948. Lot was soft.

Bay City, the Saturday (6) stand, was seven years fresh and it came up with two strong houses for a "very good" day's business, King stated. This was followed by Baytown, one of the show's few Sunday stands of the season. No parade was scheduled on that day. Both performances drew fair crowds, which were considered fine for a Sunday.

### Mud at Port Arthur

The new week started with a hard day at Port Arthur Monday (8), where the lot is close to sea level and unusually soft. Altho weather was fine, the mud was bad and erection of the show was slow. A limited parade went out late and the afternoon show was also late, but it drew a near-capacity audience. At night the

### Carey Emrie Laid Up

CINCINNATI, Nov. 13.—Carey C. Emrie, veteran circus performer, who put in more than half a century of trouping with a number of the old-time shows, is recuperating from an illness at his home, 111 William Howard Taft Road here, following a several weeks' stay in St. Francis Hospital, this city. Emrie, who celebrated his 87th birthday October 26, was stricken several months ago, and taken to the hospital. Prior to the attack he had been in excellent health and had long amazed his friends with his agility and spryness.

King show had a full house to make the day one of the bigger ones. The soft ground made it 4 a.m. before the show cleared the lot later.

Beaumont, on Tuesday (9), was another winner. There an unusually large crowd of parade watchers turned out for the procession which included a school band and city officials as well as the full circus layout. Civitan Club sponsored the date. Afternoon house was three-fourths of capacity and the night house was near full.

Leaving Texas, the show moved into South Louisiana. Wednesday (10) it was at Lake Charles. Business was satisfactory, it was said, altho the lot was five miles from the city. On Veterans' Day, Thursday (11), the show was in New Iberia. Schools were dismissed for the holiday. King said that the turnouts for two performances were satisfactory. Afternoon house at Thibodaux Friday (12) was close to three-fourths of capacity.



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**Human Oddity Photos**  
710 5x7 actual Photos for sale (with complete descriptions) showing most top-notch, authentic human oddities since Barnum's time such as Lion and Dog Faced, Four Legged Woman, Double Sexed (male), Mule Faced Woman, Frog and Lobster Boy, Siamese, Alligator and Rubber Skinned, Three and Four Breasted Women, etc. None faked. Twelve 5x7 Photos, two dollars; fifty different for five dollars with texts. Also available over 1,000 Photos of Circusiana Subjects same size and price as above including such as Ornamental Wagons, Parades, Acts, Owners, Clowns, Bands, etc., of the past and present.  
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CIO LABOR WEEKLY NEWSPAPER.  
Steady work. Repeat sales. 3 special editions yearly—starting on Xmas edition. Pays 25%. Write  
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For any winter date, six-horse Liberty Act, Elephant Acts, single Elephant, three and five Elephant Act, Camels for Xmas or other dates, also Hippopotamus.  
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1955 Fairs  
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**WANTED FOR CRISTIANI BROS.-BAILEY BROS.' CIRCUS**  
SEASON 1955  
Performers, Family Acts, Clowns, Ballet Girls.  
Early opening in February. Long season.  
All replies BOX 303, Rt. 3, Sarasota, Florida

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I will lease "THE GREAT JAMES M. COLE CIRCUS" title to an interested reliable party. It will be beneficial for you to use an established title, one that has an outstanding reputation with all City and State Officials, Sponsoring Organizations, Better Business Bureaus and a name the circus-going public knows and respects.  
This Title has been known for a sixteen year period, both Indoors and Outdoors. Will consider all inquiries. For particulars as to leasing write to:  
**JAMES M. COLE, Owner, R. D. #1, Penn Yan, New York**

## UNDER THE MARQUEE

By TOM PARKINSON

Frank Fellows, Springfield, Mo., was expected in the Chicago area this week to visit Clint Finney, Aurora, Ill. They were together on the old Gentry show and recently relocated each other thru Fred D. Pfening, of Columbus. . . . Jake Posey, last of the 40-horse drivers, writes from Huntington Park, Calif., that he is staying pretty close to home. He visited the Beatty show but missed Polack Bros. this season.

T. Dwight Pepple, Polack Western's general agent, is back in Chicago after a trip West. . . . Roy Jones, outdoor show rep of Pepsi-Cola, is in Chicago.

In Paris, impresario Pierre Andrieu has signed a large number of circus acts for a 17-day International Circus Festival in Lyon, France, starting December 17. Featured will be two former Ringling aerial acts, the Rose Gold Trio

and Chrysis De La Grange. There will also be Guilbert Houcke of the French Houcke-Rancy family with his tigers, the (3) Rogge Sisters, rolling globes, Bertram Mills Circus seals, Knie Bros.' Circus chimps, and Bouglione Bros.' Circus Liberty horses. Show will be in a fairgrounds building with 6,000 capacity.

The H. N. (Doc) Capells, of the Edgar B. Bucks Circus, visited on the Al G. Kelly & Miller Bros.' Circus.

Clown Jack LaPearl has closed with King Bros. and is working a store in Oklahoma City. CFA Melvir Olsen, of Indianapolis, visited

him over the weekend and they caught Polack Western.

Kinko, clown contortionist, expects to undergo surgery on his  
(Continued on page 65)

**1954—CIRCUS PHOTOS—1954**  
3 1/2 x 5 CLEAR & SHARP  
15 GEO. W. COLE ..... \$2.00  
15 HAGEN BROS. .... 2.00  
15 MILLS BROS. .... 2.00  
20 RINGLING BROS. .... 2.50  
The pictures you have been waiting for to brighten your collection.  
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Year round work, program, tickets, for Elks, Police and Firemen's auspices. Two deals to follow. No collects or drunks. Call  
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Owensboro, Ky. Other spots follow. Phone 3-0393.  
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**PHONEMEN**  
Eight, for official Railroad Newspaper, 36 cities in the Northwest. Okayed by B.B. and Chamber of Commercials in each city. Call Hawthorne 4061 or write  
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11120 Gravelly Lake Drive, Tacoma 99, Wash. No collect calls.

**WANTED FOR WINTERQUARTERS**  
Elephant Man and Menagerie Help. America's most unique Wild Animal Menagerie wants Eddie Mason, Hugo Schmidt and others to answer.  
**Tony Diano's Wild Animal Menagerie**  
Canton, Ohio

**TWO (2) PHONEMEN WANTED**  
Call **HERB LEHMAN**  
Peoria, Illinois, 6-7151

**PHONEMEN**  
Reliable and willing to work. Mills Bros.' Circus promotion, U.P.C.'s and banners. 1955 season starts now. Call **CHAS. FORMANN JR., Colonial Hotel, Cleveland, Ohio, after Nov. 18. Call Warren, Ohio, 2-5676. No collects. P.S.: Eddie, Alice, Francis, answer.**

## ROADSHOW REP

FROM Alexandria, La., Ernest Tibbets writes: "Have been trying to get going after a poor year at fairs and celebrations due to weather and off business. Bumped into two or three tricks trying to get by with a tent, which is a tough proposition today. I was in the Northwest during mid-summer and early fall. Those States were off from previous years. Have seen two road shows of the spicy kind billed here in Louisiana, but if they are like the ones I caught up North they'll be a flop. What is the use of trying to drag smut into small cities? It kicks back and in many cities the local newspaper will put the finish to it." Tibbets and his wife are working schools at present. . . . Henry Talbot, New Orleans, caught one tent minstrel show the past summer. It was just hanging on, altho the show was good, said Talbot. . . . R. E. Rannels, Gettysburg, Pa., is placing amateur shows on his own this season and is not connected with any person or firm. Rannels has had three promotions so far. . . . Writing from Council Bluffs, Ia., E. N. Gifford, vet roadshow and rep performer, says, "Have been working celebrations and fairs during the summer, but will pick up the guitar and fiddle and move west to entertain in schools. To my mind Iowa had a poor summer for outdoor shows and much of the reason was weather. I will put in much of the winter in Montana." . . . George Tobey is placing hobby shows in Northern New England towns for a Boston concern. Tobey is an old-time advance agent with 10-20-30 shows. . . . Frank (Happy) Clayton, Vicksburg, Miss., asks,

## DRIVIN' 'ROUND THE DRIVE-INS

THE TOLEDO and Jesse James drive-ins at Toledo are establishing a record for multiple features by offering Saturday night shows of five and six features each plus an equal number of cartoons. The owners topped the bargain by offering free coffee and doughnuts to all customers who stayed thru the marathons. . . . Louis Parine, manager of Gratiot Drive-In, Detroit, is preparing for an early departure for Europe, where he will visit relatives. . . . A major remodeling project has been started at Skyway Drive-In, Bryan, Tex., which is owned by Jack A. Farr, Houston. CinemaScope will be installed. Also in the plans are a new patio for the front area, a remodeled snack bar and new playground equipment. Capacity of the drive-in will be increased from 650 to 900 speakers. Farr also plans to install a swimming pool alongside the drive-in. . . . John Reed, manager of Mathis Drive-In, Mathis, Tex., has announced installation of CinemaScope. . . . Ezell & Associates, Dallas, has taken over operation of Hi-Park Drive-In, San Antonio, formerly owned by Carlton H. Weaver. This is the third San Antonio drive-in to be sold in recent weeks. The others were the Kelly and Lackland drive-ins by Thurman Barrett Jr. . . . Bob Vaught and Hugh Millington have opened the new Pioneer Drive-In between Rising Star and Cross Plains, Tex. It is equipped with CinemaScope. . . . As a public service gesture, Frank McQueeney, manager of Pine Drive-In Theater, Waterbury, Conn., turned over receipts from one evening's showing of "King Richard and the Crusaders" to the Waterbury Polio Emergency Fund. In addition, Queeney distributed candy to patrons. . . . The 750-car capacity Mansfield (Conn.) Drive-In, operated by General Theaters, Inc., West Hartford, Conn., will be increased to 850 by spring, according to partners Morris Keppner and Lou Lipman.

"Where are the colored minstrel shows, and why don't we ever have a line from them if any are going?" Clayton is an old Silas Green trouper.

**BOB CORBIN**, who recently returned to his home in Barnesville, O., after completing a date in Wheeling, W. Va., with his calliope, reports that a few weeks ago he played an IOOF Minstrel show date at Quaker City, O., for **Lew Herrick**, the old-time juggler, who now operates a drugstore in that town. Each year Herrick puts on a minstrel show in Quaker City, importing professional acts for the olio. This year his features were **Leo and Josephine Gasca**. The back page of the program carried a picture of the old **Sweeney, Alvido, Gorman & Goetz** Model Minstrels on their opening day in Quaker City, September 23, 1892. The program also carried an article on the old show. . . . **Earle LeRoy** is reportedly promoting amateur shows in the Norfolk area to fair returns. . . . **Henry Lavine** writes from Vancouver, B. C., that he put in a fair summer with an outdoor show in Western Canada and will pass the winter by doing one-day stands in small towns with a family show. . . . **Harry Kirby** writes from Alexandria, La.: "Am here after spending the summer in East Colorado, but it looks like my stay will be short, as I find that the school end of the business has been worked pretty hard in this area during the past two years. The take is hardly worth the trouble." Kirby has stored his tent in Trinidad, Colo., and will probably return there, altho the area was in a bad way this past season due to dust and drought. . . . **Albert Churchill** is booking sponsor dates for amateur minstrels in the Malone, N. Y., area. He says it's tougher this year than in past seasons. . . . The Carol Players plan on taking on only a few dates in New England prior to the new year due to illness of two of the cast. In former years they have done coast-to-coast tours.

• Continued from page 64

eyes after he completes engagements at Houston and Fort Worth. He will return to a Houston hospital for the operation. . . . **Omer J. Kenyon**, Hamid-Morton representative, reports visiting with **Frank McClosky, F. A. Boudinot, Bill McGough, Charlie Turner** and others on Ringling at Montgomery, Ala., where Ringling didn't put up any paper until after the Hamid-Morton appearance. . . . **Bill McGough**, Ringling ticket superintendent, closed early because of illness.

**Paul Kelly**, whose menagerie includes an elephant, hippo and other animals, parked the collection at Cole Bros.' quarters in Peru after closing with the Gem City Shows several weeks ago.

**Lew Christie**, clown and comedy bikes, will play the Evansville, Ind., Shrine date and make schools and radio a week ahead. Show, produced by **E. I. (Pop) Gray**, is to be November 22-28, after which Gray and Christie are planning to make the Chicago conventions.

World-wide attention focused on the retirement of **Grock**, famous European clown, at Hamburg, Germany, recently. The veteran has operated his own circus for the past few years and now is quitting the road after 60 years. The British Broadcasting Company was among those covering the farewell show, and Time magazine carried a story in its November 15 issue. . . . **John Sharp**, who was with Barnum & Bailey years ago, now lives in

## AOW's Alexandria, Hackensack Lead Racing Divisions

**ELIZABETH, N. J., Nov. 13.**—Alexandria (Va.) Arena, with a total of 32 points, holds the lead in the Southern division of the America on Wheels inter-rink racing league, according to Jack Edward, AOW director of speed, who headquarters here.

In second place with 20 points is the team of Sinking Springs Arena, Reading, Pa., followed by National Arena, Washington, 18, and Blandensburg (Md.) Arena, 18. Next speed meet is slated for November 13 at Reading.

In the chain's Northern division Hackensack (N. J.) Arena holds the league lead with 50 points. In second slot is the Paterson (N. J.) Arena with 32, followed by Peekskill (N. Y.) Arena, 30; Boulevard Area, Bayonne, N. J., 24; Twin City Arena, Elizabeth, N. J., 18; Capitol Arena, Trenton, N. J., 8; Mount Vernon (N. Y.) Arena, 8; and Florham Park (N. J.) Rink, a non-member of the chain which is participating in the racing promotion, 6.

The Northern division's next speed meet will be held November 20 at Florham Park.

## Charter S. C. Skatery

**PIEDMONT, S. C., Nov. 13.**—Amusement Skating Rink, Inc., here has obtained a charter from the secretary of state to operate a commercial skating rink and amusement center. Authorized capital stock is \$2,700. Roy Jenkins is president.

## J. Nista Exhibition

**BRIDGEPORT, Conn., Nov. 13.**—The Raybestos Company held its annual skating party at Park City Skateland here recently and the featured attraction was Jerry Nista, 24-year-old former national skating champion who has been touring the country's rinks in the interest of Raybestos products.

Edinborough, Scotland. . . . **Harry Hammond**, of the Bailey-Cristiani circus, is on the West Coast. . . . **Bill Moore**, Beatty's general agent, is at his Dallas home.

Latest movie in which the Cole Bros.' elephants have worked is an RKO film called "Bow Tamey to Me," with a setting in Burma. The Cole bulls now are in Houston for the Shrine show.

While doing a performance at the Houston Shrine Circus, the trailer of Cecil and Shirley, of the Marvel Trio, was rifled, Cecil losing a watch and Shirley an empty purse. . . . Performers passing thru Detroit have been visiting **Bill Green**, former Polack Bros.' Circus press agent, who is now press agent at Music Hall Theater there and Midwest advertising and publicity director for the new multi-dimensional film, "This Is Cinerama." His recent guests have included **Mr. and Mrs. Al (Ironhead) Perry**, Polack promotional staffers; **Jackie Andrews**, Ken Maynard's manager; CFA official **Herb Georg**, Springfield, Ill.; and **Roger Brown**, Sioux Falls, S. D.; **Bill Reed**, Death Dodgers unit operator; **Jack Dickstein**, former Michigan State Fair executive, and **Ben Yearty**, advance agent for **Carlo the Magician**.

**Al Langdon**, former elephant trainer, is working in a Brookfield, Ill., factory. . . . Among those at the Atwell Club, Chicago, this week were **Patty Conklin**, **Harry Illions** and **George Johnson**. . . . **Al Butler**, now with "The King and

## West Farnam Party Draws Big Turnout

**OMAHA, Nov. 13.**—A Halloween party staged recently by Pro Jack L. Browne at West Farnam Roller Rink here was reported a big success, drawing one of the best crowds ever to attend such a function at the rink.

Featured was a comedy hula number by Browne, who formerly toured as an exhibition skater. Included in the turnout were a number of local radio, TV and sports personalities. Browne decorated the rink in harvest-time style for the occasion. Following the regular skating session a sock dance was offered patrons, along with a balloon shower.

Browne is now planning a turkey drawing to be held at the rink as a Thanksgiving feature. Meanwhile, he reports being kept busy with skating lessons for beginners. Recently instituted at the rink is a Thursday night 6:30 to 9 skating session designed for patrons of high school age, the bulk of the rink's patronage. This gives them a chance to get something to eat after the session and still get home by 10 or 10:30.

## 8 Skateries Join RSROA

**DETROIT, Nov. 13.**—The recent addition of eight rinks to the roster of the Roller Skating Rink Operators' Association has been announced by Robert D. Martin, association secretary-treasurer.

The operators and their rinks are **C. Wyman Jones**, Arcadia, Abilene, Tex.; **Jack Salyer**, Chowchilla (Calif.) Rink; **Lee N. Layport**, Palace Arena, Los Angeles; **Louis A. Tenace**, Delsea Arena, Franklin, N. J.; **Mr. and Mrs. J. LaCombe**, Skatemor, Oakland, Calif.; **Mr. and Mrs. Paul H. Moorman**, Piqua (O.) Rink; **Charles R. George**, Prairie Rink, Grand Prairie, Tex.; and **Mr. and Mrs. Milton L. Bieser**, Skaters' Paradise, Highland, Ill.

## Richmond Spot Preps for Bow

**RICHMOND, Va., Nov. 13.**—While formal opening is not scheduled until mid-January, the newly constructed Richmond Arena will make its bow December 1 with a schedule of basketball games. Roller skating will be ushered in December 11, according to Manager John E. Raine.

To date the arena has scheduled some 40-odd games, an automobile show in March, a Golden Gloves tournament and a garden and flower show, with skating taking up all time not otherwise scheduled for the 5,446-seat structure.

The RSROA skating tournament in July has been approved by a committee of that organization for the arena providing television facilities can be cleared, said Raine. Final decision will be made at a December meeting of the association in Detroit.

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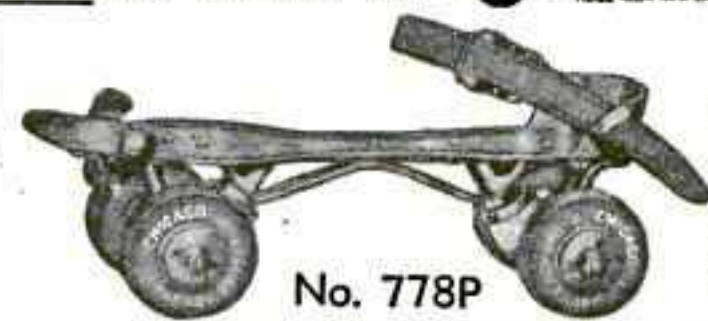
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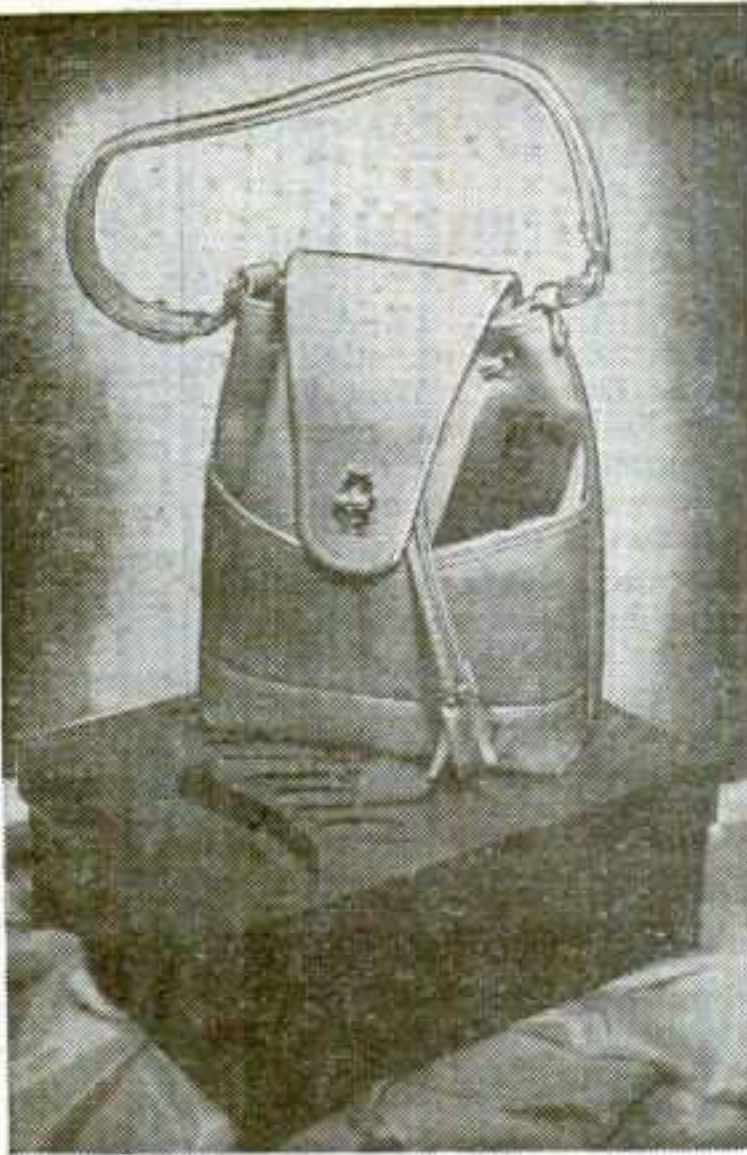
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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Walter Starnes Company, Los Angeles, specialists in ceramics, has announced a new gravy set consisting of an originally designed hand-crafted gravy boat, which is larger than the usual size offered, and a stand made of wrought iron, which firmly holds the boat in place. The stand conceals a small glass cup which holds a thick candle and long wick. This makes it possible to serve gravy and keep it hot. The set is offered in white and soft pastel colors. Dealers and distributors are invited to write for quantity prices. The firm reports wide acceptance of the item, and will send samples on request.

A newly devised process now makes it possible to produce beautiful plastic nameplates of simulated wood, such as for home entrances, at low cost. The plates are made from three-layers, lifetime weather proof plastic in either a rich Western walnut or elegant mahogany finish. Your name is custom-engraved in handsome easy-to-read white script by Western craftsmen. The special plastic used is warp proof, Herbert Specialty Company, Cheyenne, Wyo., says, and impervious to moisture, heat or cold. Herbert Specialty requests that your print your name clearly when ordering and state whether Western walnut or mahogany finish is desired. Price is \$1.98 each postpaid.

The Goodier Company, Dallas, will send on request its special promotion literature showing a group of stock items such as cologne, perfumes, sachets, body lotions, stick cologne for men and wo-

men, etc., at regular prices. There are 63 items listed, and for the month of November, Goodier will give you your choice of a man's or woman's Helbros watch which sells regularly at \$62.50, free with purchase of \$100 worth of products shown on the folder. The \$100 worth of items of your choice which sells for \$265 plus the watch, makes a total of \$327.50. This means a profit of \$227.50 on a \$100 investment. You need not buy the entire \$100 worth at one time, just as long as your purchases amount to the total during November. The offer is unlimited. If you buy \$300 worth of products, you will get three watches of your choice. Part-time and full-time salesmen, jobbers and distributors are invited to write for this opportunity.

Lady Arlene, Inc., Milford, Conn., is introducing a jewelry item which consists of a heart locket in simulated diamonds and earrings which are tiny duplicates of the locket. The set is authorized by Arlene Francis, of radio and television, and is a copy of the set she wears. Made available in response to many requests, the earrings are 59 cents and the locket \$1. The set has been pre-sold on radio and television so that demand for the product is already stimulated.

Gold barrel mugs are being brought out for the first time by Silver Glass Company, Baltimore. These replica barrel mugs are made of glass, are 2½ inches tall and hold 1¼ ounces of liquid. The firm says they are excellent for prizes, gifts and souvenirs, and it will send sample for 50 cents. Priced at \$19 per gross, jobbers, distributors and quantity buyers are asked to write for even lower prices.

Gift shops which have not taken advantage of the sales opportunity offered by Providence Ring Company, Providence, R. I., in its offerings of the miracle cross, should contact the firm if they want to increase their dollar volume for the holiday season. Frank Averbach, owner of the firm, says that even tho the item has been on the market for some time, orders continue in steady volume. The cross is set with 12 brilliant cut stones and comes with a chain which is finished in nickel silver with soldered links. When you place the center of the cross to your eye, you can see the Lord's Prayer clearly and distinctly. The silver-finished item is \$4.25 per dozen and \$48 per gross. In gold finish it is offered at \$6 per dozen and \$66 per gross.

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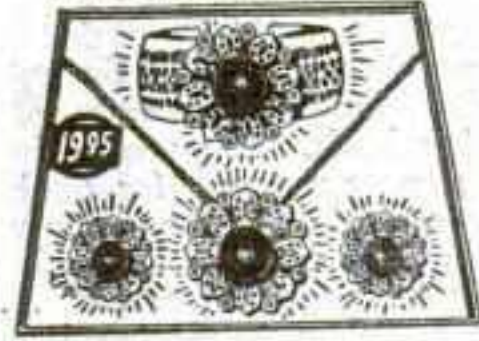
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Ideal for any room in the home  
Beautiful lustrous colors—Red, Blue, Beaver, Grey, Dk. Brown and White. Large size approx. 35"x40". Retail value \$18.00 each. Dealer's price, \$6.35 each. Sensational repeat item. Discount 35¢ each on orders of 3 or more. ppd. Minimum order: 1 Rug at \$6.85 ppd. MONEY-BACK GUARANTEE. SEND CASH, CHECK or 25% Dep. on C.O.D.'s.  
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**\$36.00 Per Gr.**  
**\$4.50 Sample Dozen.**  
 Style #L-12.  
 Refills 13¢ Each.

Retractable Ball Pen. Terrific novelty—sells on sight. Assorted colors.

**BEAUTIFUL BETTER QUALITY 3-PC. SET**

With Metal Caps. Hooded point fountain pen, mechanical pencil and ball pen. Available in four or more colors. Attractively boxed.

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Style #103

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OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D., F.O.B. New York. Quantity Discounts on All Items.

**MODERN PEN MFG. CO., INC.**  
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**Pipes for Pitchmen**

IN A LETTER . . . postmarked Tahlequah, Okla., Joe Blow Galbreath reports that the past three years he has been working as foreman on Cal Tunney's cattle ranch. He indicates that he was pretty well tied up during the summer so this year he took his vacation during the fair season. While snooping around Los Angeles he found Dr. Yoder living in his luxurious penthouse on Peco and Elm Drive. According to Joe, the old Doc just sits around the joint and collects a bundle in rentals every month. Joe also noticed that the tripes and keister business was a little quiet in L. A. except in the stores.

**MAL BUCKLEY . . .** the man with the camera, and his crew are back in Miami for the winter. Mal's "Gal Friday," Ruth Crofoot, underwent surgery in Orlando and Mal stayed at the hospital and waited for her recovery. He then went to Cincinnati and she went on to Cleveland to visit with her son. Now they are both back in Florida, and from the looks of things they will probably be married in December. Sissy Morgan drove down with the Hudson.

**HAZZY HOLMES . . .** reports from Tarboro, N. C., that hair oil and straightner is going strong thru that territory. He says that since the tobacco-season money is rolling in, people are trying to spend it as fast as they get it.

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**Sensational Seller**



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Sparkling necklace with matching earrings and a most stunning two row matching bracelet. Very fine, imported, machine cut, highly polished rhinestones in rhodium finished pronged mountings. Gift boxed. Doubly appealing in appearance and price. A grand buy.

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- Handsome Swiss Watch with Expansion Band
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(With Reconditioned Elgin or Waltham Watch, \$9.90 Sample \$10.90 Sample, \$8.90)

Go to town this Christmas with these perfectly matched sets! A remarkable bargain for BIGGER PROFITS—Handsome boxed to sell on sight! Order a sample, today. (20% with order, Bal. C.O.D.)

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12 Gorgeous Styles! Beautifully Boxed!

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FLUORESCENT MERRY CHRISTMAS

All plastic window greetings in Fluorescent red. Easily attached and removed from glass. 20" long, 5" high.

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Write for catalog. You MUST state your business. Include postage with order. 25% deposit required with C.O.D. orders.

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\$6.00 doz. with retractable pen

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- Heavy Gauge Plastic Imit. Morocco

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Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

64¢ ea. in 1/2 gross lots  
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Specially Priced at **\$16.20** doz.

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2160 Patterson St. Cincinnati 22, O.

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- Burdge, Michaela Helaine (Photos) 6c
- Drouillon, Frank D. (License Plates), 61c
- Faye & Andre (Photos), 6c
- Hendricks, Eddie & Helaine (Photos) 6c
- Kalbaugh, Wm. & Ona (License Plates), 15c
- Adams, Johnny B.
- Adams, Mike
- Adkins, Buster
- Alderman, Jewell
- Gunn, Wm. C.
- Allen, Carl Kirk
- Alvarez, Albert
- Anders, Frank L.
- Anderson, Francis
- Annin, Ralph J.
- Archer, H. L.
- Arsana, Bill
- Arnold, Richard Lee
- Ashcraft, John Wm.
- Ayers, C. W. (Bob)
- Bailey, Alfred E.
- Bailey, Mrs. Kittie
- Barrickman, Mrs. F. N.
- Bates, Albert & Mrs. Dick
- Beck, Don
- Beck, R.
- Benesh, Frank
- Bengtsson, O. & Mrs. (Wire Act)
- Bennett, Elbert & Mrs.
- Bennis, Malcolm J.
- Benson, Harry
- Bergman, Leo H.
- Berman, Mike
- Bernstein, Harry
- Bernstein, Lew
- Black, D. H.
- Blackburn, Hedgel Mrs.
- Bouncing Bodos
- Boznan, Paul
- Braznetich, Mrs. Brennan
- Brennan, V. J.
- Brick Bros.
- Brill, James D.
- Britten, Robert A.
- Broadway, Asia Broeffle, H. J.
- Broeffle, Sonny
- Brooks, Art
- Brooks, R. J.
- Broome, Thos. Jr. III
- Brown, Wm. J.
- Brown, Kid
- Brunkin, H.
- Buchanan, Mrs. Maryann
- Budd, Charlie
- Bumgarner, Mrs. Sadie
- Burke, Mr. Billie
- Burlaque, Rocco
- Burns, Larry R.
- Burns, Richard K.
- Burridge, Frank H.
- Burridge, Jewel
- Callarie, Virginia
- Canfield, Happy
- Canstrells, Walter
- Cantwell, Chas.
- Carey, Jos. A.
- Carr, Roy Arthur
- Cash, Al
- Casidy, James
- Cerron, Miss Bobbie
- Chalmers, Edw. A.
- Chambers, Larry
- Charles, Walter
- Claborn, Mrs. Rachel
- Childers, John M.
- Cidoux, Marie (Fat Girl)
- Clawson, Ralph
- Clevenger, Fred L.
- Collins, Bert
- Collins, Wm. (c/o Morris Schiederman)
- Conner, David
- Conners, Jack S.
- Conte, Andre Piere
- Conti, Fred
- Cook, Alfred M.
- Conley, W. T.
- Cook, Clarence C.
- Cooper, Roy
- Cooper, Mrs. Stella
- Corand, Boos
- Costner, Harry B.
- Courtney, Mrs. Myrtle
- Cowart, T. M. (Curley)
- Crabb, Harold
- Cummings, W. G.
- Cutler, Richard
- Daly, Mabel & Jack
- DeLone, F. J.
- Dart, Charley E.
- Davidson, Buck
- Davis, Eddie
- Davis, Mrs. Ruth
- DeWitt, Edw.
- DeWinter, Leon
- DeRue, Frank
- DeVilo, Tommy
- Deal, Raymond
- Deal, Russell S.
- Deibert, Ed
- Delph, Dewey
- Dentinger, Gastin
- DiLandro, Ed
- Dillard, Bill
- Docen, Clarence E.
- Donnelly, Russell
- Donohue, Linda
- Donofio, Frank
- Doss, Texas Benny
- Dribble, Roy (Dibbie)
- Duchene, Korn Krib
- Dukes, Harry (Fat Man Snake Show)
- Dumont, Maurice
- Dunn, Jeff
- Edwards, Leon
- Elam, Jack
- Elliott, Harry
- Ellis, Mrs. Ralph
- Ellis, Mrs. Gladys
- Elman, Mrs. Mark
- Elmore, John (Almore)
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- Evans, Sam
- Ewell, Peggy
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- Feldman, Bernie
- Fent, Chas. H.
- Ferrenzi, James V.
- Ferriell, Richard
- Finnerty, Patrick J.
- Fisher, Geo.
- Forkum, Charlie Tex
- Formann Jr., Mrs. Ann
- Fortune, Mrs. Zelma
- Fowler, Shirley
- Fox, H.
- Francis, Dennis Chas.
- Franchise, Otis S. & Louise Reynolds
- Frisale, Frank & Gene
- Fritz, Gene
- Gallagher, Jack
- Gant, James L.
- Gardner, W.
- Garrison, Ray
- Garvey, Bill
- Gates, O. A.
- Gerry, Claire L.
- Gerstner, John Edw.
- Getwood, "Big Boy"
- Getwood, "Big Boy"
- Giboney, Robt. Rolla
- Gibson, Benj. A.
- Gliddis, Ralph E.
- Goat, Mrs. Raymond
- Goldrey, Wm.
- Golub, Harry
- Goodwin, L. O.
- Frenchie
- Gowin, D. R.
- Grant, Frank
- Greer, Robert
- Grith, H. M.
- Gunn, Mrs. Leonard
- Hackett, Edw. J. & Mrs.
- Hagerly, John M.
- Hale, D. D.
- Haley, Joe Donald
- Haley, Ruth Martin
- Hall, D. D.
- Hall, Ward
- Halstrom, Tip & Lil
- Hammond, Harry
- Harden, Betty
- Bazinet
- Harvey, Henry
- Hayes, John A.
- Hendy, Mrs. Roxy
- Herdens, The (Bar Act & Rolling Globe)
- Herman, Lelia
- Hornfeld, Jack
- Hornfield, Mr. & Mrs. Hinton, Chas. & Mrs. Hirschberg, James
- Hobbie, Alvie Ray
- Hoffman, Cleo
- Hobson, (Drummer)
- Hout, Leon T.
- Hubbard, Betty
- Hunting, Master Shon (c/o Helen Hunting)
- Husbands, Charlie
- Huffie, T. J.
- Hyslop, Bill
- Jackson, Richard
- Jack, (Ray Film)
- Jackson, Wm. John
- James, Chas. C.
- Johns, Mrs. Helen
- Johnson, Harry
- Johnson, James D.
- Jones, Jim
- Kaapuni, Ernest
- Kahle, Charles
- Kelly, Mike
- Kelly, Robert P.
- Kennedy, Curtis
- Killman, Robert
- Kipp, Stewart W.
- Kibe, I. H.
- Knapp, James
- Knodell, Emil R.
- Knoll, Jack
- Knoet, Mrs. Mary
- Konyot, Oscar (6c postage due)
- Krieger, Billy Gene
- Kuhn, Jim
- La Berta, Otis
- La Rue, Frank
- La Rue, Lash
- L & P Concessions
- Lance, Jack
- Lankford, Mrs. Louise
- Larkee, Charles
- Larkee, Janet
- Laughlin, John
- Laurendeau, Howard
- Lee, Joe Ann
- Lee, Robert Elwood
- Lemish, Mendell & Mrs.
- Lemmons, A. L.
- Lerich, Della & Joe
- Lewellyn, John R.
- Lewis, Art
- Levine, Bennie (Flop)
- Levine, Max
- Lewis, Mrs. Gertie Mae (Judy)
- Lewis, Harry W.
- Lewis, Ted
- Lightsey, Mark
- Little Bear, Chief
- Littlefield, Wesley
- Littlefield, Norman F.
- Littlewolf, Jo Anne
- Lollar, Roy C.
- Long, Kenneth E.
- Longinetti, Jimmy
- Lottridge, Harry & Mrs.
- Loughner, Howard
- MacCormack, Jack
- McBride Jr., Francis
- McBride, Frank W.
- McGurie (or McGuire)
- McKay, Mrs. Florence
- McKee, John
- McLane, F. J.
- McSpadden, Dick
- McSpadden, Myrtle Neisena
- Mack, Robert L.
- Maki, Edw.
- Manfield, Rusty
- Mapen, Bill
- Mariah, Benn
- Marlin, Charles & Mrs. Marjorie
- Marinelli, Harry J.
- Martin (or Martin?)
- Mason, John
- Menn (or Minn?) Joe
- Mercy, Dot
- Mercer, Ned
- Merris, Wade Warren
- Meyers, D.
- Meyers, L. Z.
- Middletion, Col. Thomas
- Miller, Cash
- Miller, F. W.
- Miller, Jahala
- Miller, R. A.
- Mintz, Edw.
- Miller, Sharon Lee
- Mills, C. B.
- Mistura, Angelo
- Mitchell, Frank
- Mitchell, James
- Moffett, Dolly
- Monroe, John
- Montello, James
- Moore, Mike
- Moore, Steve
- Morey, Shirley A.
- Morris, Mrs. Dorothy
- Morton, Bob
- Mosely, Elmer
- Morgan, Gus
- Morgan, Pvt. 2-John
- Morgan, Pvt. 2-John
- Morris, Everett
- Morrison, Patricia
- Moyer, W. W.
- Mundy, Mrs. Ann
- Nasworthy, Jack
- Naswynski, Patricia
- Nelson, L. M.
- Newcomer, Lewis
- Nichols, Ephrem
- Nichols, Eldon
- Nix, Mrs. Sue
- Nois, Eric
- Norcross, Christine
- Norcross, Francis
- Norman, Bill
- Nugman, Charles
- O'Brien, Gerald
- O'Connor, John
- O'Flaherty, Marie
- O'Hagan, J.
- Orton, Bob
- Oliver, Jack
- Olsen, Osmond S.
- Orschell, Jack
- Ortiz, Enterprises (Zarilla)
- Page, Miss Jay
- Palcovic, Joe
- Palmer, Dick
- Paris, Harvey
- Parke, Bob
- Parks, W. C.
- Parry, Betty or Bud
- Pasley, Dora
- Patty, Mrs. Thomas
- Paul, Ruby
- Peiham Jr., Henry
- Penney, Ralph
- Pennington Ann (Griegel Follies 1919)
- Perkins, Casey
- Perry, Freda
- Petersen, Paul & Shirley
- Pettus, M.
- Phelan, Thomas V.
- Piercer, Howard
- Pike, W. D. & Mrs.
- Porter, Mrs. Martha
- Portor, Mrs. Sylvia
- Post, Wesl
- Powers, Mrs. Nellie R.
- Prado, Joseph
- Prewell, Judge W.
- Princess, Leachel
- Pruitt, Lee
- Pruitt, Evans Lee
- Putney, Earl Burton
- Qualls, Mrs. Bee
- Quigley, Joseph
- Ralston, Mrs. Vaughn
- Randolph, Jim & Mrs.
- Raye, Rita
- Re, John (Micky)
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- Rescott, Mrs. Joe
- Reynolds, James
- Richards, Earl J.
- Rieder, Laurence P.
- Ripley, Mrs. Flo
- Rizma, Lenard
- Ritchie, Kenneth & Mrs.
- Roberts, Thayer
- Roberts, Mr. Nick
- Robinson, Charles
- Robinson, G. W.
- Robinson, John L.
- Robinson, Lee
- Robinson, Michael T.
- Robinson, (Drummer)
- Rochman, Albert
- Rogers, Jess
- Rookman, (Drome Rider)
- Rork, Charles
- Ross, Donald
- MacKenzie Man (Elephant Man)
- Roth, L. E.
- Rowell, Elv
- Rubens, Si
- Russell, Bernard
- Ryder, Mickie
- Saichl, August or Gus
- Salyina, John
- Salesley, Donald
- Sandelin (or Sandra)
- Saul, Morris
- Scatton, John G.
- Schultheis, Eugene (Bud)
- Schnepel, E. W.
- Schwacha, Chas.
- Scott, Tommy (Tommy Scott Shows)
- Selver, H. L.
- Sells, Virgil
- Sensational Kays
- Seydel, Don
- Shaffer, Jimmie
- Shawyer (Sway Pole)
- Sharkey, Thos. F.
- Sharp, Virginia M.
- Shapiro, Edna
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- Shelley, Mrs. Aulene
- Shivy, Leo
- Signor, Art
- Sims, Bob
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- Skidmore, Fred
- Slate, G. B.
- Smallwood, Bruce M.
- Smith, Betty Jane
- Smith, Ralph & Robert
- Smith, Robt. W.
- Snyder, Bill & Faye
- Sokobie, Myrtle
- Sorenson, Mrs. C. H.
- Sowers, C. N.
- Sparton, Buddy
- Sparton, Orlo
- Spanburg, H. N. & Mrs.
- Spencer, Art
- Spinelli, Albert
- Spitzer, Harry
- Spoon Jr., Thos. E.
- Sprull, J.
- Stachowiak, John J.
- Stark, Mable
- Steln, Wm. A.
- Stevens, Homer W.
- Steinfeld, Walter
- Stokes, Eleanor
- Stone, Mrs. Babe
- Stoppel, Wm. H. & Mrs.
- Streit, Phil
- Striegel, Robert P.
- Stuber, Billy
- Sullivan, Leo
- Sullivan, Bill
- Swart, Roger T.
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- Taylor, Homer
- Taylor, Buddy
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- Teague, Ed
- Tennison, Joe Ann
- Theriot, Jack
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- Thomas, Harry L.
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- Tolley, Clifford
- Travis, Cheri T.
- Travis, Jimmy
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- Tucker, Barbara
- Turner, Mrs. Dolly (Turner Family)
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- Vaccaro, Anthony
- Vaughn, Calvin
- Vaughn, Gene
- Veletz, Mrs. Dorothy
- Vickers, Shirley A.
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- Walker, James & Mrs. Walker, John A. (Cozy & Walker Act)
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- Ward, Travis & Mrs.
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- Wedlund, John
- Wells, Sam
- Westbrook, Clarence
- Westfall, Wm. & Mrs.
- Whitaker, Mrs. Betty
- White, Wayne
- Whiteside Concessions
- Whitney, Joe
- Williams, L. L.
- Williams, Wesley
- Williamson, Thos. H.
- Willander, J. M.
- Wilson, Willard
- Windshelmer, Roy
- Emil
- Worley, J. Vernon
- Worrall, Guy
- Wright, Dewey
- Wright, H. F.
- Wyatt, John
- Wynn, Mrs. Jean
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- Davis, Bimbo
- Deal, Raymond
- Dibble, Roy
- Clyde, Duane
- Gale, James
- Holly, Howard
- Kamler, H. B.
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- Dramer, Stanley
- Lewaday, Jack
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- Keb, Lew
- Mabry, Thomas
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- Nichols, John
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- Tobell, Allen
- Wallace, Hohb
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- Stitger, Mrs. F.
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- Hamilton, Bill (Shorty)
- Hampton, Betty
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- McGulre, Mrs. A. R.
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- Marcus, Red
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- Mayes, Margaret
- Melby, Vess
- Michell, H. J.
- Mongerson, Gall W.
- Morehead, Steven
- Moreno, Geraldine
- Morgan, Mrs. Katherine S.
- Morgan, T.
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- Puckett, S. E.
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- Raaz, E. P.
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- Reed, Van C.
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- Reitzel, G. H.
- Reno, Jack
- Reynolds, Duke
- Rhodes, Joe
- Riley, Mr. & Mrs. Tex
- Riley, Tex
- Robinson, Charles
- Rose, Jack R.
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- Shelford, William
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- Sokolowski, Peter V.
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- Specht, Lowell
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- Stephenson, Richard
- Stevens, George
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- Stevens, Pedro
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- Arizona**  
Phoenix—Ariz. Natl. Livestock Show, Jan. 3-8.
- California**  
Wickenburg—Gold Rush Days, Jan. 23-30.
- Los Angeles**—Great Western Livestock Show, Nov. 27-Dec. 1.
- Pasadena**—Tournament of Roses, Jan. 1.
- San Diego**—Electric & Home Appliance Show, Nov. 26-Dec. 1.
- Turlock**—Far West Turkey Show, Nov. 30-Dec. 2.
- Victorville**—Elks Rodeo, Nov. 20-21.
- Connecticut**  
Hartford—Sportsmen's Show, Jan. 22-29.
- Delaware**  
Wilmington—Antique Show, Dec. 1-3.
- Florida**  
Melbourne—Thanksgiving Reunion and Trailer Show, Tin Can Tourists of the World, Nov. 15-29.
- Miami**—Bird Show, Dec. 16-19.
- Miami**—Flower Show, Jan. 7-10.
- Miami**—Home Show, Nov. 18-29.
- Sarasota**—Fla. Mobile Home Expo., Nov. 24-28.
- Tampa**—Antique Show, Jan. 2.
- Tampa**—Dog Show, Jan. 23.
- Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, Jan. 16-19.
- Illinois**  
Chicago—Auto Show, Jan. 7-16.
- Chicago**—International Livestock Expo., Nov. 26-Dec. 4.
- Indiana**  
Indianapolis—Sports Show, Jan. 26-Feb. 6.
- Louisiana**  
Buras—Orange Festival, Dec. 18-30.
- LaFayette**—Mid-Winter Fair & Livestock Show, Jan. 6-9.
- LaFayette**—Flower Show, Jan. 15-16.
- Maryland**  
Baltimore—Antique Show, Nov. 29-Dec. 2.
- Baltimore**—Food Show, Nov. 16-20.
- Timonium**—Eastern Natl. Livestock Show, Nov. 13-18.
- Michigan**  
Bay City—Poultry Show, Jan. 16-19.
- Detroit**—Jr. Livestock Show, Dec. 7-9.
- Detroit**—Detroit Rodeo, Nov. 18-28.
- Grand Rapids**—W. Mich. Fat Stock Show, Dec. 7-9.
- Grand Rapids**—Mich. Turkey Show, Dec. 7-9.
- Minnesota**  
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6.
- Missouri**  
St. Louis—Sports Show, Jan. 18-23.
- New Jersey**  
Elizabeth—Own Your Home Show, Nov. 17-23.
- New York**  
New York—International Winter Sports Show, Nov. 20-28.
- Ohio**  
Cleveland—Sports Show, Jan. 3-8.
- Oklahoma**  
Oklahoma City—Okla. State Poultry Show, Nov. 30-Dec. 5.
- Pennsylvania**  
Harrisburg—Pa. Farm Show, Jan. 10-14.
- Nazareth**—Farm Products Show, Nov. 18-20.
- Uniontown**—Uniontown Poultry and Farm Products Show, Jan. 4-8.
- South Dakota**  
Sioux Falls—Auto Show, Nov. 24-28.
- Texas**  
Dallas—Natl. Pigeon Show, Jan. 19-22.
- Dallas**—N. Texas Cat Club Show, Jan. 22-23.
- El Paso**—Southwestern Sun Carnival Parade, Jan. 1.
- Fort Worth**—Fort Worth Rodeo, Jan. 28-Feb. 6.
- Fort Worth**—Tex. Hereford Assn. Cattle Sale, Nov. 22-23.
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- Utah**  
Ogden—Ogden Livestock Show, Nov. 12-17.

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With yellow expansion band. Reconditioned and guaranteed like new. **\$49.**

**6 A BIGGER DEAL** Assorted Watches

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**WATCHES**

For MEN and WOMEN

**WEINMANN'S** 182 So. Main St. Memphis, Tenn.

25% with order, balance C.O.D.  
5 Day Money-Back Guarantee  
Not satisfied, Write for circular

Original Gold-Filled Expansion Band. 95c extra.

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES — OUTFITS,** \$25 and up. designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St. Los Angeles 3, no20

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**WANTED TO BUY**

**ANTIQUUE POSTERS—CIRCUS, CARNIVAL** show, sports, gay nities, slavery, military, confederacy, Robert E. Lee, or what have you? Describe and quote prices; dealers, mail list, Kasdin, 931 Edgewood, Trenton, N. J.

**FLAT KIDDIE RIDE—MUST BE REASON-** able and repairable. Send full particulars, photo. Ben Poplar, 2914 Toledo Ave., Lorain, Ohio.

**MINIATURE TRAIN, ADULT SIZE; KID-** die Auto, Tank or Sky Fighter Ride. Give age, cash price. Indiana Beach, Monticello, Ind. np

**TC POPCORN MACHINES—GIVE FULL** particulars; price, condition, number. Cash, terms, trade Revco 300, Bice, 3534 Wallingford, Seattle 3, Wash. de4

**WANTED—DIRECT POSITIVE ENLARGER.** Robbins, Box 64, Kankakee, Ill.

**WINCHESTER MODEL 74 AUTOMATICS** for 22 short only. State condition and price. Spencer Brockway, 2284 N.W. Everett, Portland, Ore. no27

**2 20X30 USED TENTS, IN GOOD SHAPE;** water and fireproofed; preferably from Florida location. Box C-121, c/o Billboard, Cincinnati 22, Ohio.

**6 BABY BEAR CUBS—MUST BE ON BOT-** tle. State price, shipping charges first lettle. State ages and price first letter. Box C-120, c/o Billboard, Cincinnati 22, Ohio.

**32 OR 36 FOOT ALLAN HERSHEY** Merry-Go-Round, short arm Octopus, Allan Hershey Auto Ride. Box 7697, Kansas City, Mo.

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Your profit guide to the Lowest Wholesale Prices of Nationally Advertised Merchandise Fully Illustrated

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**THE PITCH WITH A PROFIT \$\$\$**

**RAZOR PLANER**

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Terrific for "DO-IT-YOURSELF" Fans

Light-weight . . . only 7 oz. l. Easy to carry for demonstration. Sturdy die cast 3-piece tool uses old razor blades to do 101 planning jobs on wood, plastic, linoleum, etc. Edge is always sharp! Safe . . . foot-proof!

**RUSH: \$1.00** only for sample demonstrator and profit facts!

**HANDI PRODUCTS MFG. CO.** 1836 Euclid Ave. Cleveland 15, O.

**FREE—FRISCO SPINDLE WHEEL & BUMPER GAME**  
Write today for details on how to get yours —

**EXPANSION IDENT RINGS**  
Stainless steel shanks, highly polished aluminum tops.  
**No. 2479 Per Gross \$21.00**

**SOMETHING DIFFERENT**  
**Hand Polished ALUMINUM IDENT**  
No. 2000 Per Gross \$7.50

**GRAB BAG RINGS**  
3 Assorted Styles  
No. 2400 Per Gr. \$5.00

**SEND FOR NEW 1954 CATALOG TODAY**  
We pay postage on all prepaid orders except Air Mail.

**FRISCO PETE** 226 So. Wells Street, Chicago 6, Illinois  
All Phones: FRANKlin 2-2567

**TALKING BALLOONS**

Big Talking Santa Claus Balloon with feet, TALKIE TAPE that says, "MERRY CHRISTMAS," instruction sheet, and adhesive piece—all packed in cellophane envelope—ready to sell. Your cost 17¢—retail to \$1.00. You can make YOUR OWN balloons TALK—TALKIE TAPE, instruction sheet, and adhesive piece, to make any balloon a TALKING BALLOON—only 5¢ each. TALKIE TAPES AVAILABLE—"HELLO SWEETHEART," "HAPPY BIRTHDAY" AND "MERRY CHRISTMAS." Send 50¢ for samples.

**TALKING DEVICES CO., 4447 IRVING PARK ROAD, CHICAGO 41, ILL.**

**WE MANUFACTURE A COMPLETE LINE**  
**La-Ta-Do TICKETS La-Ta-Do**

RED, WHITE & BLUE	LUCKY SEVEN	7-11	COMBINATIONS	NUMERALS AND BINGOS	CLUB DEALS REG. OR SEWED
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LOWEST PRICES—SEND US YOUR NEEDS!  
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**WORLD HEADQUARTERS** FOR RINGS OF ALL KINDS

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**Take the lines of least resistance with NAME BRANDS**

**THE HOUSE OF NAME BRANDS**

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY.** Send for free catalog.

**H. B. DAVIS CORP.**  
145-B West 15th Street, New York 11, N. Y.

## Miller Blueprints MOA-Young Set-Up on Juke Box Record Label

### MOA to Receive 10c Per Disk Sold; No Minimum Orders Required of Ops

OAKLAND, Calif., Nov. 13.—The decision by the Music Operators of America to support Barney Young's National Juke Box Music program was outlined and blueprinted this week by George A. Miller, president and general manager of the national association.

Miller, before explaining the program, emphasized that no contract had been negotiated between MOA and Young, and that this first record would act only as a test for operator reaction.

Young's plan, Miller said, is simply this: Record a new song on his own label, NJB; keep the tune license-free to operators in the event a revision is made in the present Copyright Act, and sell the disks to the nation's music operators.

#### Record Availability

"The record is available to all operators," Miller declared, "regardless of whether they are members of MOA or not. Both members and non-members will be charged

the same, at the usual distributor price of 55 or 56 cents a disk."

The reason for sending the orders thru MOA channels, rather than dealing directly with Young, Miller said, was set up to enable MOA to judge operator reaction.

As reported last week (The Billboard, November 13), Young's original plan, which called for all operators purchasing records to receive a share in royalty profits, was superseded with MOA taking an over ride on profits instead.

This week, Miller reported that MOA would receive 10 cents on every record sold, regardless of who purchased the disks. "The association will receive a payment on all sales to member operators, non-member operators, and to the retail level," said Miller.

"All monies collected will be (Continued on page 77)

## N. E. Ohio Switches To Dime Play, Five Op Groups Convert

### Cleveland, Massillon, Youngstown, Akron, Warren Green Light Move

AKRON, Nov. 13.—Ohio is going to dime play.

At least that's the picture in the Northeastern portion of the State and other sections are expected to follow.

In what marked the most sudden conversion to dime play to date, five operator associations, in as

many counties, announced last week that they were in the process of eliminating nickel chutes from all of their music equipment.

Starting in Cleveland, members of the Cleveland Phonograph Merchants Association suddenly switched to dime play, three-for-a-quarter on 500 of their best locations.

The Summit County Music Operators' Association, with headquarters in Akron, moved next. Beginning last Monday (8), the association moved from one section of the city to another, converting all machines in its path to dime play.

At the same time, operators of the Retail Amusement Association (Continued on page 77)

## UMO's 4-Point Youth Program Gains Headway

DETROIT, Nov. 13.—The four-point program of the United Music Operators of Michigan, which brings music actively to the fore in the fight to provide improved environment conditions for teenagers, took a major step forward at a special meeting Tuesday (9), when details of the program were ironed out and co-ordinated by the various groups.

The program, as it now stands, will cover:

1. The 97% Clubs, with recreation, specifically thru juke boxes, at the local level (The Billboard, November 13).

2. City-wide entertainment for (Continued on page 77)

## Detroit Ops Approve 10c, 4-for-25c Play

DETROIT, Nov. 13.—The switch to juke box dime play in this area, scheduled for January 1, will probably offer music fans four tunes for a quarter, rather than the customary three.

This was indicated by early returns on the post card survey undertaken by the United Music Operators of Michigan. Results of the questionnaire will be used as a guide by the association in making the conversion.

Surprising was the number of returns received by non-members, according to Roy Small, conciliator of UMO. Small said that non-members indicated without a doubt their willingness to go along with change, even offering contributions to the joint promotional fund to acquaint the public with the facts necessitating the move.

Of all the returns, only two indicated opposition to the program, he said.

Previous feeling by some operators against the change was re- (Continued on page 77)

### TORONTO

## Distrib Aids Juke P-R With Gift to Coach

TORONTO, Nov. 13.—Public relations for the coin machine industry was given a boost this week when Reg Gilchrist, Seeburg distributor, presented a 200 Select-O-Matic unit to Gus Ryder. Ryder is the swimming coach of Marilyn Bell, the 18-year-old girl who recently swam Lake Ontario. Everyone presented gifts to the plucky girl, but only Gilchrist remembered Ryder as well.

The presentation was made at a luncheon of businessmen, held in honor of the girl.

### EDITORIAL

## Independent Test

The juke box commercials proposal is in the works. But it's along way from being set and the divisions it has caused within the industry are a long way from being settled.

The slowness with which the commercial project moves is understandable because the project requires an enormous amount of preparation and a sure-footed approach.

At this point no one knows the answer to the big question: How will commercials affect juke box earnings?

Recorded commercials mixed with music and played in New York's Grand Central Terminal flopped because of public resentment. Opponents of the juke commercial project point to the Terminal and similar instances to prove that they are right. But this argument ought not be allowed to prejudice the commercials idea.

#### A Fair Hearing

It is imperative that Music Operators of America and Rodney Pantages insure the commercials project a fair hearing. George A. Miller, as head of MOA, owes that to operators. Pantages owes that to the industry.

The only means of insuring the project a fair hearing is to determine in advance how the public is going to react. Both Pantages and Miller have agreed that field tests should be conducted. But either has yet released details of how they propose to make the test.

We believe that only an independent research firm is in a position to find the answers which will prove or disprove the merits of the project. Since the project is controversial, no parties to the controversy should have a hand in—let alone conduct—these important tests. The findings of any test conducted and measured by the project's advocates could and undoubtedly would be promptly challenged.

An independent research firm—whose sole interest is in recording public opinion—must conduct the tests if the best interests of music operators are to be served.

### 570 INSTALLATIONS

## \$450,000 Deal Okayed For Background Music

Continued from page 13

thought background music was the greatest innovation in the new home today. Backing up his conviction is the \$23 million project promoting background music as standard equipment.

The idea, introduced by Garling and Music Systems, is a major push in this new field opened to recorded music.

"As people become accustomed to the idea," Payne summarized, "background music comes out of the commercial field and into the home."

Payne added that because of the tours thru the model homes, people were already asking for information on having the unit

placed in their homes on an individual basis. Payne said that such installations had been going on for some time, but never with so much enthusiasm.

At least one other major deal for multiple installations commercially is now pending.

## Neb. Op Assn. Meet Skedded December 11-12

OMAHA, Nov. 13.—Howard N. Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators' Association, Inc., announced this week that the next State-wide meeting would be held December 11-12 at the Madison Hotel in Norfolk.

Host for the event will be Boyd Worley, who has already made arrangements for the banquet Saturday evening (11), Ellis said.

One of the highlights of the event will be a juke box donation to the YMCA Youth Center in Norfolk. The donation is a part of the association's public relations program, which calls for a gift of a juke at every meeting.

Ellis said that a large operator attendance was expected at the two-day event.

## GERMAN COIN MACHINE FAIR SET MARCH 6

FRANKFORT, Germany, Nov. 13.—The 1955 German Coin Machine Fair has been skedded for March 6-10, and will be held in co-operation with the International Spring Fair.

Exhibit information requests should be sent to Messamt, Frankfort, Main, Platz der Republik.

The event is expected to be by far the biggest coin machine gathering to date in the country.

## MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are:

CHRISTMAS BATTLE IS ON as far as record manufacturers are concerned. Yearly struggle to put disks on the top of the list is already in full swing. Disks in the running listed.

MEADOWBROOK BALLROOM, Cedar Grove, N. J., opened its doors to country & western music for the first time last week—pulled the largest crowd in many years. Hank Snow was the artist who played before 2,000 paid admissions—mostly teenagers.

NEW DISKS BY WOOLWORTH announced in England. Oriole-Mercury to make the disks. Planned price is 52 cents per.

BELL RECORDS FINDS EXPORTS a booming business. Surprisingly, the lower-priced disks are finding 33 1/3's the current rage. Proves how fast the export market is growing.

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

November 15-18—American Bottlers of Carbonated Beverages, annual convention, Convention Hall, Philadelphia.

November 22—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

November 27—United Music Operators of Michigan, joint distributor showing, Fort Wayne Hotel, Detroit.

November 28-December 1—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

November 29—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

November 29—Association of Amusement Machine Operators of Quebec, monthly meeting, Cafe Minuit, Montreal.

November 30—Los Angeles Division California Music Merchants' Association, regular meeting, Coral Room, Hotel Gaylord, Los Angeles.

December 2—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

December 11—Amusement Machine Operators' Association of Dade County, annual banquet, Saxony Hotel, Miami.

December 19—Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

# Just What Is sonoramic sound?

The AMI Model "F" is the only juke box capable of delivering SONORAMIC SOUND. Just what is SONORAMIC SOUND?

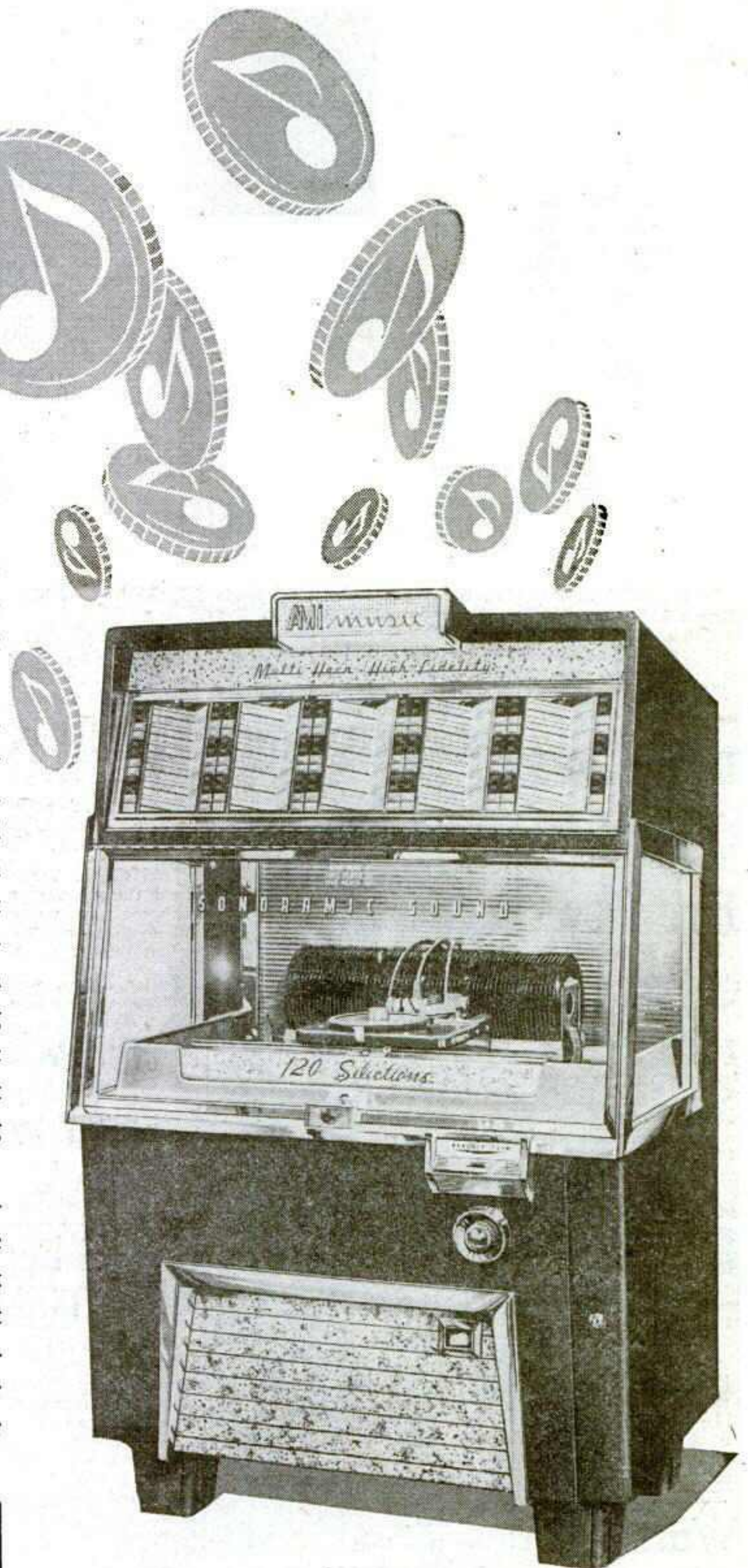
If you've seen and heard "Cinerama" movies with the wide screen picture that puts the viewer in the center of the scene, you may get some idea. Sonoramic Sound is sound that surrounds the listener.

How come? Multi-Horn High Fidelity is the answer. The Model "F's" flared treble horn is placed inside the cabinet at ear level so that all the fine, sweet highs can travel around the location without interference from furniture and other obstacles. The "F's" bass horn, equivalent to more than NINE 12 inch speakers, sends its beautiful bass notes out *through the bottom of the cabinet* from whence they proceed all around the room, using the very floors, yes even the walls, as extensions of the horn to produce an amazing "all-over-ness" of music, so intimate, so living and so realistic that you immediately come to a new appreciation of what music at its best really is. You are captivated with the feeling that you are right in the center of the orchestra.

The Model "F" inescapably seizes and holds the complete attention of its audience. The "F" sells its way as the top money-making juke box because perfect music is the best salesman of music there is. It's impossible to ignore its great quality, its new Sonoramic art. Consequently, by monopolizing the attention of its listeners, the "F" coaxes away their coins for more . . . more . . . more! The public's appetite for great music is truly insatiable.

**8 Gorgeous New Color Presentations  
in the Most Distinctive Cabinet  
of the High Fidelity Era**

*Originator of the Automatic Selective Juke Box in 1927*  
AHEAD THEN - AHEAD NOW



AMI Model "F" 120, 80, 40 Selections

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

# COINMEN YOU KNOW

## Milwaukee

Communications to:  
Benn Ollman  
Uptown 3-6018

**Bob Puccio**, of P. & P. Novelty Company, is now the owner of a 14-foot runabout boat. He and his partner, **Joe Pelligrino**, have been spending a lot of their spare time sailing at the Lake Michigan harbor.

**Doug Opitz**, who has held down the secretary's post of the local Phonograph Operators' Association, reports that the group is dangerously inactive at present. Attempts to scare up a quorum for monthly meetings has failed, he says.

**Bob Thompson**, Capitol Records man, points out that one of his top sellers at the juke box trade is "Bazoom." Also moving fast is the **Les Paul and Mary Ford** version of "Whither Thou Goest." **Al Latauska**, regional vice-president of Capitol Records, spent a couple of days in Milwaukee.

Still no word from the Milwaukee police department concerning the theft of vital tools and equipment from the **George Schroeder Company**. "It looks like a hopeless case," says **George Schroeder**, who adds that the missing tools have been hampering the work of his servicemen.

**Walter Brown** is the new route man at the Hilltop Coin Machine Company. He formerly worked for a coin firm in Louisiana prior to coming to Milwaukee.

**Bill Farr**, the Columbia Records sales director here, reports that the new **Rosemary Clooney** "Mambo Italiano" is taking off among disk buyers like a smash hit.

**Harry Jacobs Jr.**, sales manager of the United, Inc., Wurlitzer distributors, is packing his bags for the trip he won to Bermuda for being among the top volume leaders in October. The United, Inc.'s sales record for October exceeded any previous month's music box output since the firm was organized, according to Jacobs. He plans to fly to New York, where he and his wife will join with the other Wurlitzer distributors who have qualified for the 10-day jaunt to balmy Bermuda.

**Harold Reitz**, the RCA Victor records sales manager for the Taylor Electric Company, announces that the new building being constructed for the wholesale firm is nearing completion. Plans call for moving into the new headquarters on N. Port Washington Road sometime between Christmas and New Years, reports Reitz.

**Herb Wagner**, the G. & W. Novelty partner, informs that cash box takes are currently in a decline in the southern parts of Milwaukee County. Cause for the slackness is attributed to the heavy layoffs in the basic industrial plants in that sector. Onset of the bowling season aided somewhat in brightening the coin machine picture, according to Wagner, but the big list of unemployed constitutes a heavy drag difficult to overcome.

**Joe Robbins**, the Seeburg salesman for the S. L. London organization, spent a big part of the week vacationing and enjoying a visit with his parents who journeyed out from the East to visit with him.

With his health still definitely on the mend, **Math Schaefer** says he is able to put in several days a week helping his routemen make their calls.

A big renovating and remodeling job is in progress at the **Vic Manhardt** headquarters. Result will be a lot more room to display used coin machine equipment and the new Evans music machines, according to Manhardt.

**Hastings Distributing** is planning a big trade showing of its many lines of general holiday merchandise and premium goods. **Sam Hastings** says that he is expecting a bigger turnout than enjoyed last year when hundreds of dealers and coin machine operators showed up for the Christmas wares show.

**Don Thorn**, the Decca Records boss here, was in the limelight this week. Along with **Fred Waring**, appearing in a concert sponsored by B'nai B'rith, Don helped present the Milwaukee Boy's Club's singing group a complete library of Waring choral arrangements and albums.

## Miami

Communications to:  
Al Denny  
83-3696

### Chilly Days Hurt Cup Drink Sales

Recent wave of chilly days hurt cup drink sales, according to **Leon Hersh**, of the J & M Vending Company. Hersh and his boss, **Mort Simon**, wince whenever the weatherman predicts a cool snap for South Florida.

**Lucky Skolnick**, of Music Makers, has purchased a waterfront home at Miami Beach.

The Chordettes have a big hit in "Mr. Sandman," say the juke box operators. **Marvin Lieber**, of the Pan American Distributing Company, which handles the Cadence label, is having a time keeping this number in stock.

Accountant **Mac Shaw** and his wife, **Belle**, are receiving congratulations on the birth of their third son, **Bryan Richard**. Shaw and his partner, **Gil Gross**, who number many coinmen among their clients, should get together for a bit of

baby swapping. Mac has three boys and Gil has three girls.

The partners recently moved into larger quarters in the Congress Building and now boast a string of distributor and operator clients reading like a "Who's Who" in the local industry. Among them are **Taran Distributing**, **Bush Distributing**, **Stirling Amusement**, **Diamond Amusement**, **A & T Vending**, **Advance Music**, **Marino Music**, **Neal Shuffleboard**, **Pan Amreican Distributing**, **Brooke Distributors**, **Fidelity Music**, **North Dade Amusement**, **Arcade Amusement**, **Century Amusement** and **All-Coin Amusements**.

**Bert Blatt**, son of the AMOA president, is developing his own cigarette route.

**X. Zeverly**, Radio Center, took a bride not long ago. **Ann Holubka**. Zeverly's team in the AMOA Bowling League is improving steadily. Besides X, the team boasts such stalwarts as **Dave Shedd**, **Lenny Baitler**, **Bill Rio** and **Sid Shector**.

**Gene Lane** showed up at Monday's bowling session for the first time and is now waiting for an opening on one of the teams.

**Dave Engel**, Dade Vending Company, who is a staunch advocate of 10-cent juke box play, recalls that during his recent trip north he boarded the **Cape Charles, Va.**, ferry which plies between that city and Norfolk. Engel says there were two juke boxes on the boat, one of them for Negro patrons and both were on straight dime play. "And they were busy all the time," he reports.

**Dave Roth**, Ace Saxon Cigarette Vending Company, paid a visit to the AMOA office.

**Fred Green**, Wilgreen Shuffleboard Company, says his boards are earning extra money since he turned the refinishing job over to **Hobart Wilson**.

**Buster Railey**, route man and mechanic for **Deale Automatic Music**, says that business is picking up all along the route now that the winter tourist season is getting under way. **Dinah Washington's** "I Don't Hurt Anymore" (Mercury) is doing the most business among Negro music patrons, he says.

Two greatly improved bowlers in the AMOA league are **Harry**  
(Continued on page 76)

## Miami Bowling Race Tightens

MIAMI, Nov. 13.—Radio Center bowlers exploded against the league-leading Music Makers in three out of four games this week, leaving the pacemakers in a tie for first place with Advance Music.

Advance surprisingly took three out of four against Acme Music and Vending, while Marino Music rolled over American Operating Company by the same margin. **Ross Rock-Ola Distributing** blasted All-Coin Amusements in four out of four to jump into a tie for second place with Acme Music and Vending.

High game for the evening was the 200 racked up by **Leon Guss**, Advance Music. **Buddy Cohen**, Acme Music and Vending, had a 531 set for the evening to top the keggers in that department. **Guss** and **Cohen** are two of the outstanding maple crushers in the league.

High team game for the season is the 740 chalked up by Advance, while **Ross Rock-Ola's** 2,136 is the high team set.

	Won	Lost
Advance Music.....	15	5
Music Makers.....	15	5
Ross Rock-Ola.....	12	8
Acme Music.....	12	8
Radio Center.....	7	9
Marino Music.....	6	14
American Operating..	5	15
All-Coin.....	4	12

## Lieberman Buys Branch Office Bldg. in Omaha

MINNEAPOLIS, Nov. 13.—Lieberman Music Company, AMI distributor, expanded its operation this week with the purchase of a one-story office, salesroom and warehouse building in Omaha.

The building, located at 809 S. 25th Street, also features a complete parts department and one-stop record outlet, according to **Harold Lieberman**, head of the firm.

**Jerry Harris** is manager of the new branch office, with **Harold Klein**, formerly of Milwaukee, assisting.

Formal opening of the new headquarters will be held later Lieberman said.

Until now the Omaha operation had been conducted from the firm's main headquarters here in Minneapolis.

## Fire Destroys Rosen Hqtrs.

PHILADELPHIA, Nov. 13.—The two-story phonograph warehouse and coin machine headquarters of **Dave Rosen, Inc.**, AMI distributor, 855 N. Broad Street, were burned to the ground this week. It was the second fire experienced by the firm in 16 months.

Feeding on thousands of shel-lacked records and lacquers and paints used to finish coin machines, the flames spread rapidly thru the building.

Firemen were unable to fight the fire inside the building because of the heavy acrid fumes and smoke. Traffic on Broad Street was rerouted for two hours.

The building was remodeled after the first fire June 23, 1953, at a cost of more than \$150,000.

The assistant manager of the company said that in addition to the regular stock, the firm had just received a new supply of records for Christmas.

## 9-Month Net Down at AMI

GRAND RAPIDS, Mich., Nov. 13.—John W. Haddock, president of AMI, Inc., announced this week that AMI net income for the nine months ended September 30 was \$45,848 or 21 cents a share, compared to \$138,208 or 62 cents a share for the corresponding period last year (220,870 shares were outstanding at the end of both years).

Haddock said that results in recent months were adversely affected by the heavy expenses incurred in connection with production changeover and other costs incident to the introduction of the new model.

"Orders for the new model have been received in excess of manufacturing capacity for some time," Haddock said.

## Sandler Holds Two Op Service Schools

MINNEAPOLIS, Nov. 13.—Members of the Sandler Distributing Company, Wurlitzer outlet, held a service school for operators and their servicemen in Des Moines Tuesday (9), returning for a similar event here the following day.

**Irv Sandler**, head of the firm, was on hand for both sessions, along with **Arnie Sandler**, manager.

**Reid Whipple**, regional service manager of Wurlitzer, conducted the schools, aided by **Harold Harter**, Sandler service chief.

## Oomens Leads Chi Kegglers At 9th Week

CHICAGO, Nov. 13.—The Automatic Phonograph Bowling League of Chicago wrapped up its ninth week of competition Monday (8), with the team of **Walter Oomens Sons** holding down the coveted No. 1 spot.

Altho still early in the season, team members are watching two teams, the present leaders and **Decca Records**. Two other teams making a bid for the top spots are **Mercury Records** and **ABC Music No. 2**.

The highest team score rolled to date is held by **Mercury Records** with 2419 pins. Highest single team game score is held by **Star Music** with 842. Individual honors for a three-game series rests with **B. Loob** (609), of **Mercury Records**, while the single game high has been cornered by **A. Evans** (228), of **Melody Music**.

Following are team standings after 24 games:

	Won	Lost
Oomens Sons	18	6
Decca Records	14	10
Mercury Records	14	10
ABC Music No. 2	14	10
Star Music Co.	13	11
Atlas Music	13	11
Melody Music	13	11
Western Music	13	11
Coral Records	12	12
B & B Novelty	12	12
Paschke Phono	11	13
ABC Music No. 1	9	15
Gillette Distrib	6	18
Coven Music	6	18

The league meets Monday evenings at the G & L Bowling Alleys.

## Wertz Hosts Va. Ops at Rock-Ola Show

RICHMOND, Va., Nov. 13.—Operators from all over the State converged at the headquarters of **Wertz Music Supply Company** here for the showing of the 1955 **Rock-Ola** phonographs. The model was first introduced to the trade October 16.

**Dan Wertz** hosted the event, assisted by his entire organization. The showing was held all day Sunday, and both floors of the **Wertz Music Company's** building were devoted to the visiting operators.

Among the operators and their guests attending were **John H. Cameron**, Universal Music Service; **J. C. Godsey**; **Ed T. Williams**; **Milton** and **Joe Sinsheimer**, Allen Distributing Company; **Donald Miles**; **Mr. and Mrs. R. Ralph Wilkins**; **Robert Minor** and **Mr. and Mrs. Tom Minor**, Minor's Music; **C. B. Corry** and son; **Fred Birdsong**, **Thomas H. Lacy**; **R. S. Jones**; **Mr. and Mrs. James A. Jones**, and **Nell V. Ruby**, all of Richmond.

Norfolk representatives included **Howard Barton**, **W. T. Campbell**, and **Charles Johnson**, all of Walker Music Company; **Mr. and Mrs. H. B. Akers**, Akers Music Company; **Mr. and Mrs. H. N. Smith**, and **Mr. and Mrs. O. N. Hilburn**. Others in attendance included **C. George**, **Phoebus, Va.**; **Phil Chess**, Chess Record Company, Chicago, and **M. B. Johnson**, Rocky Mount, N. C.

## Quebec Group

Continued from page 72

forged ahead with its recent public relations program. At the September 27 meeting, operators donated a shuffle game and a late phonograph to the Canadian Paraplegic Association. In addition, a large quantity of records was given to the veterans at St. Anne's Hospital.

Firms contributing in the donations included **Maurice Sales** and **Federal Amusement**, **Lawrence Novelty**, **Apex Phonograph Service**, **Kenneth Tom Amusement**, **Froment Phonograph**, **Laniel Amusement, Inc.**; **Real Phonograph Amusement** and **Silver Amusement**.

## Akron Ops Sked Dec. 2 Meet to Air Dime Play

AKRON, Nov. 13.—The progress of dime play in this area will be aired by members of the Summit County Music Operators' Association at the **Mayflower Hotel**, December 2, according to **Eddie Green**, secretary-treasurer of the organization.

In a sudden move, operators here began converting all music equipment to dime play this week—the changeover to be completed by December 1 (see separate story).

**Green** said that a special meeting had been scheduled for November 18, but that city "sectioning" would highlight this gathering. Operators are converting their equipment in one section of the city at a time. When the changeover is complete, approximately 98 per cent of the juke boxes here will have eliminated nickel chutes.

Tavern and restaurant owner reaction will be watched closely, and reported at the meeting, **Green** said. Also, he added, gross collections would be studied.

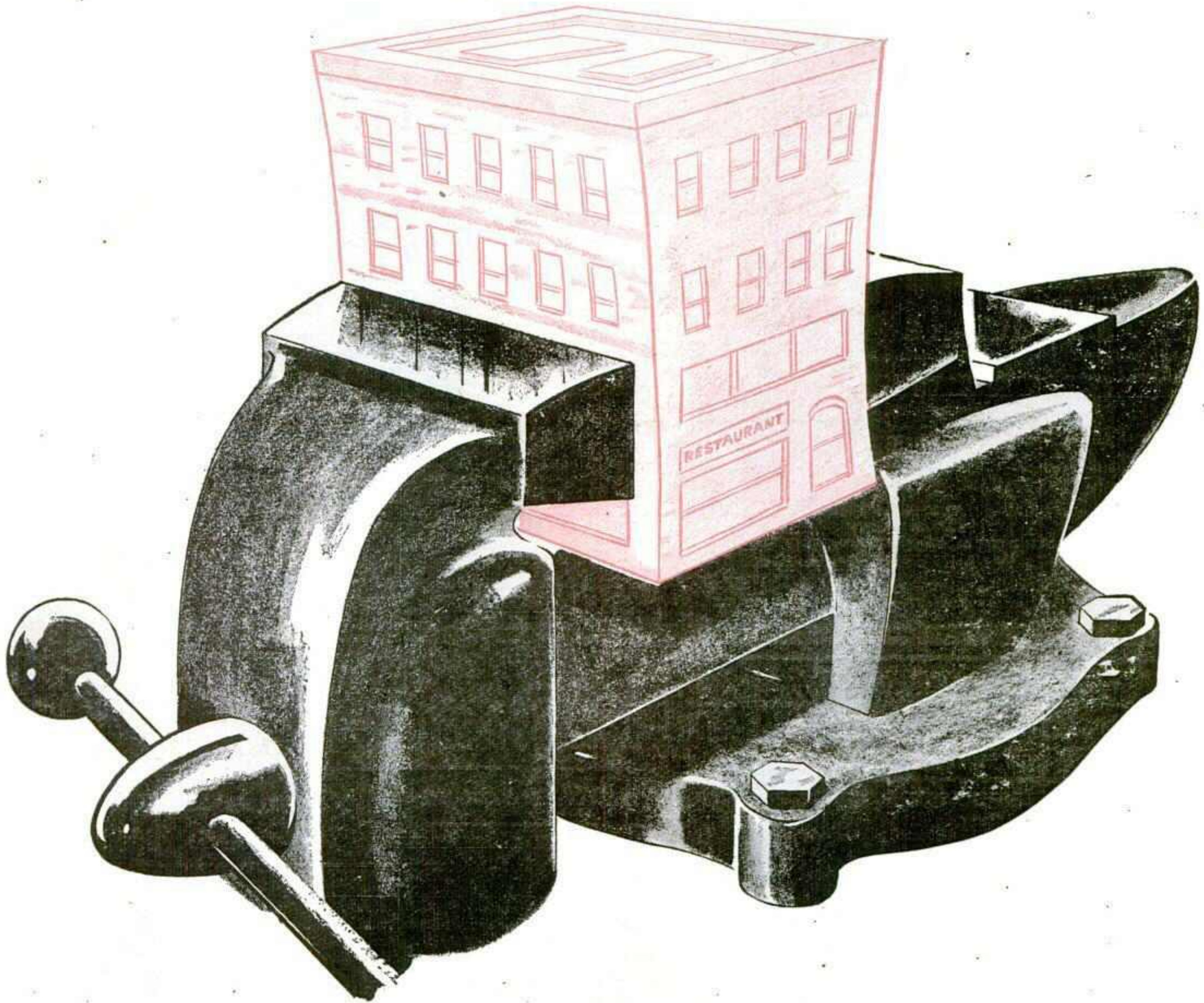
## Op Warned on Dirty Records

NEWARK, N. J., Nov. 13.—A New Jersey juke box operator who placed two allegedly obscene sides in a tavern location was warned by the New Jersey division of Alcoholic Beverage Control and Order to remove the disk. The sides were "Hawaiian Tale" and "Joe's Joint."

In a letter to the operator, the ABC said, "Since we are sure that you would not in any way wish to jeopardize liquor licenses of your customers, may we have your assurance . . . that you will forthwith recall the recordings in question and refrain from placing them or any similar records in any liquor licensed premises in the State."

The Music Guild of New Jersey had previously warned its members that the possible revenue dirty records might earn isn't worth the bad public relations that result.





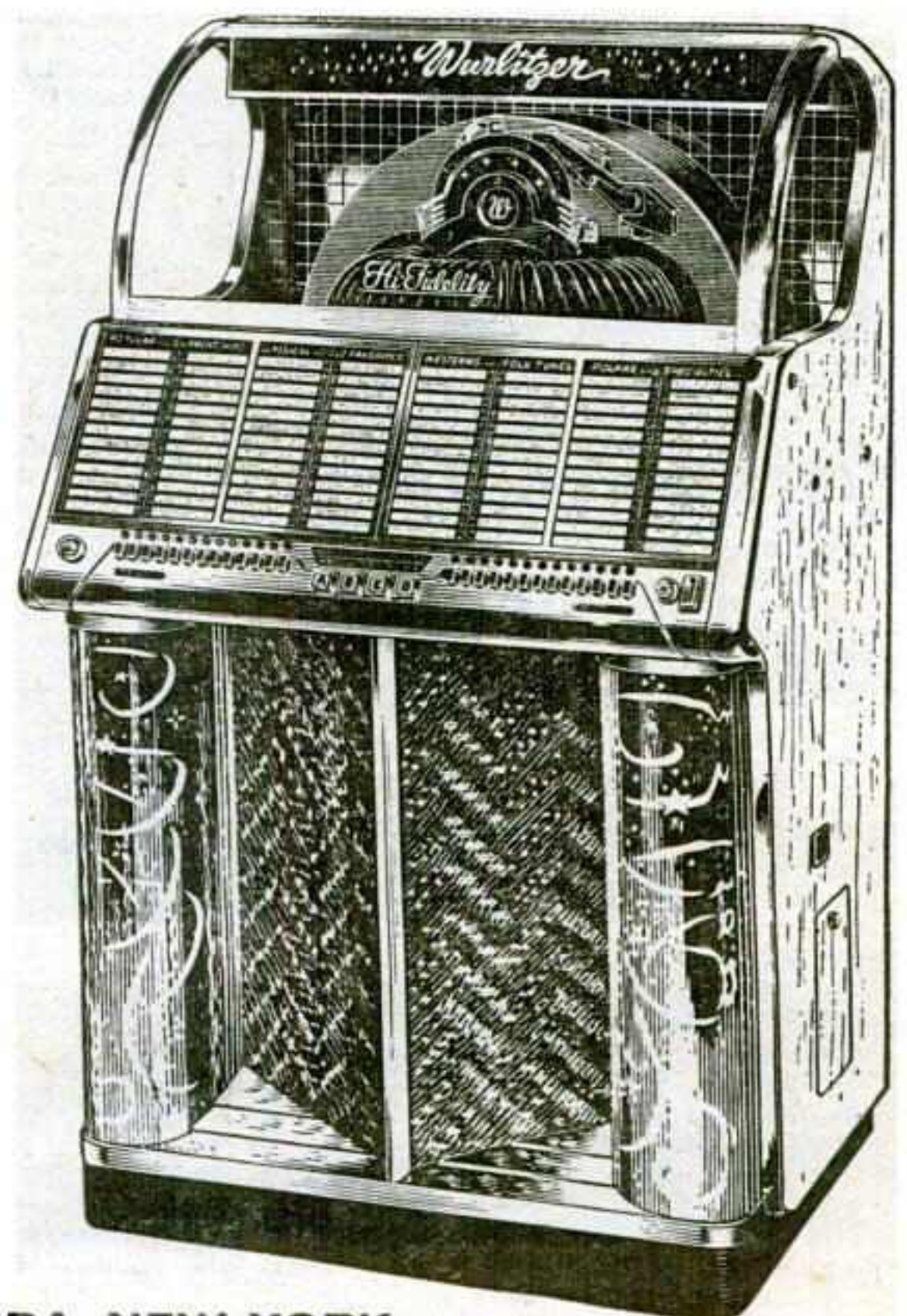
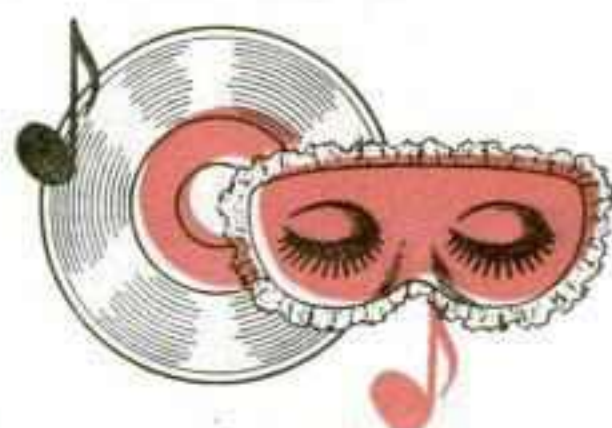
*holds locations like a vise*

Once on location, the 104-selection, style leading Wurlitzer 1700HF STAYS IN! That's been the pattern right through the year. It has what it takes in appearance to attract more play, and its thrilling, true High Fidelity tone keeps that intriguing Carousel Record Changer in practically perpetual motion. If you want to lift your take in every top spot, take this tip... install a Wurlitzer 1700HF.

**SEE IT-HEAR IT-BUY IT AT YOUR  
WURLITZER DISTRIBUTOR  
THE HIGH EARNING, HIGH FIDELITY**

*Wurlitzer* **1700**

TAKES THE MASK OFF  
THE MUSIC



**THE RUDOLPH WURLITZER COMPANY • N. TONAWANDA, NEW YORK**  
Established 1856

# COINMEN YOU KNOW

• Continue from page 74

Zimand, Acme Music and Vending, and Barry Taran, teen-aged son of Sam Taran. Barry turned in a 432 total recently.

Roy Gullo, who dreamed up the idea of having a bowling league, is now spending plenty of extra hours keeping records and overseeing the operation. Everybody says he is doing a terrific job.

In the AMOA election for the six posts on the executive board, it was decreed that the losers would serve as alternates, and that in the event the winners missed two consecutive board meetings, alternates would be named to step into their places for the rest of their terms. The alternates are Jack Kauffman, X. Zeverly, Ray (Frenchy) Hermetet, Murray Gross and Dave Engel.

A good barometer of business conditions in Florida are the periodic reports of sales tax collections. October's revenue increased 12.36 per cent, more than a half million dollars over the same month last year, according to State Comptroller C. M. Gay. October collections totaled \$4,936,000, compared to \$4,393,000 for October, 1953. Gay said that for the first four months of this fiscal year collections totaled \$20,489,000, or an increase of 10.76 per cent over the same period in 1953.

Dave Engel, Dade Vending Company, believes other juke box manufacturers should emulate AMI's simplified front glass window, which is straight and not curved, therefore inexpensive to replace. Engel also admires the front door feature in the AMI Model F which

enables the outeman to work on the machine easily.

Jack Berling, AMI service representative, paid a call on Bob Norman at Southern Music, AMI outlet. Another visitor was Bill Rogers, Rogers Music Company, Fort Myers.

Harry Goldberg, H & C Vending Company, and his friends, Harold Tobin, both ardent fishermen, discussed the latter's vacation trip to Acapulco, Mexico.

Morris Price, sales manager of Mercury records, was in town visiting Steve Brookmire at Mercury Record Distributors. Mrs. Jean Powers, record clerk at Mercury, believes Buddy Morrow's "Mr. Sandman" will get heavy play in the jukes.

In her syndicated column, which appears in The Miami Herald, Sylvia Porter, financial analyst, states that despite all the black headlines and panic-creating reports about the link between cigarette smoking and cancer, the American public is puffing away at a near-record rate.

"In June," she writes, "the month the American Cancer Society's report on the alarming effects of smoking burst upon the nation, sales of cigarettes in our land actually topped any previous June record."

But in July, she adds, cigarette consumption fell off 3.2 per cent under the same month of 1953. "And it's likely that from now on sales of cigarettes will equal and quite possibly top 1953. For all of

1954, sales probably won't be off more than 3 per cent from last year."

Miss Porter quoted Harry M. Wooten, recognized as the top consultant to the tobacco industry, as saying: "Filter-tip cigarettes are selling at a 200 per cent higher rate than a year ago."

## Detroit

Communications to:  
Hal Reves  
Woodward 2-1100

### Evans Named Detroit Mgr., Miller-Newmark...

Dan Evans, who has been with the Miller-Newmark Distributing Company, local distributors for AMI juke boxes and other coin-operated equipment, for the past four years, has been named manager of the Detroit branch by Bill Miller, head of the company. He succeeds Tony Sanders. Evans was formerly service manager of the company.

Maurice J. Feldman, head of Central Coin Machine Exchange, is back from six weeks in Florida, where he sought relief from a seasonal allergy, and is busy working on a new superior type of shuffleboard.

J. R. Pieters, head of King-Pin Distributing Company, is back from a successful pheasant-hunt in North Dakota and made his first Detroit visit from his Kalamazoo headquarters in several months.

Joseph Auton, manager of Michigan Midget Movies, has moved his unique Northland Kiddieland, outdoor combination Arcade and kid-

die park at the world's largest shopping center, into a lower level concourse room, creating a juvenile amusement center.

The Market Vending Company, Inc., is continuing operations on its cigarette vending route unchanged, following the death of Joseph Holtzman, a principal owner, several months ago. Mrs. Holtzman has taken over his interest, with Jack Bushkin, the other principal owner, remaining in active charge of operations.

Nick Zlonkevich and Charles Milewsky, formerly employed by a large cigarette vending company here, have recently gone into partnership on their own as the Southwestern Vending Company. They are concentrating on the cigarettes, but are also adding a few peanut and candy machine locations as well.

Your Music Company, established several months ago as an informal partnership, is being incorporated as part of a growth program, with Charles Liggons, Detroit restaurant operator, as president. Co-owners are Clark Moseley and Arnold Hooper, formerly employed by other juke box firms here for a number of years, who are in charge of the mechanical service department.

Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, and his wife are returning from a short trip to Los Angeles.

The AAA Vending Company, which recently established a route of ice cream and cigarette vending, is temporarily suspending this department of operation with future plans open, meanwhile concentrating under the management of Jack Orlando in the industrial catering field.

Three top executives of F. L. Jacobs Company—Thomas J. Riggs Jr., president; Joseph A. Keller Jr., general manager, and William J. Jensen, assistant to the president—journey to Chicago for several days this week to consult with officials of their new operating subsidiary, Mills Industries.

## Washington

Communications to:  
Delores Newcomb  
EMerson 3-7451

### de La Viez Named To Variety Club Board...

Hirsh de La Viez, president of the Hirsh Coin Machine Company, was elected to the board of governors of the Variety Club of Washington at the club's November 1 meeting in the Willard Hotel here. Hirsh says that his firm is doing a steady business.

Sid Lotenberg, owner of Westway Vending, reports that his changeover to fall and winter merchandise is just about complete. Sid looks forward to a better-than-average season.

Jim Bowen, head of Kwik Kafe of Washington, is pleased that cool weather has brought a substantial increase in coffee sales. Requests continue to pour in for his combination coffee-hot chocolate machine. Installations at nearby Army and Air Force bases have proved successful.

Pioneer Novelty, headed by Roger and Evan Griffith, is doing a slow but steady business.

## Los Angeles

Communications to:  
Joel Friedman  
HOLlywood 9-5831

### Minthorne to Hold Open House Nov. 21-22...

Minthorne Music Company holds open house here November 21-22, formally celebrating the opening of its used music and games department, headed by Frank Mencuri, and the company's newly equipped high fidelity showrooms, with George Mahlum heading the latter department. Jean and Dolores Minthorne, Hank Tronick, Ed Wisler, Wayne Davis, Bob Webber and the entire staff will be on hand to greet operators in the South California area.

Ruth Schmidt shares the desk in export manager Joe Duarte's

office at Badger Sales Company, replacing Frank Dunkel, resigned. Bob Breither, Bally Manufacturing Company, Chicago, in town last week to conduct a service school at the Paul Laymon Company.

Peggy and Russ Field are new members of the California Music Merchants' Association. Group holds its next meeting November 30 at the Hotel Gaylord, Los Angeles. Lou Dunis in town again last week, visiting with Bill Hapell and Al Silberman at Badger Sales Company. Silberman takes off for a 10-day cruise with the U. S. Navy early in December.

Phil Robinson, Chicago Coin's regional representative, eagerly awaiting the first shipment of the firm's new Fireball bowler. Lyn Brown, Lyn Brown Company, reports he's doing a bit of research in preparation for a new surprise he's readying.

## New York

Communications to:  
Aaron Sternfield  
PLaza 7-2800

### AAMONY Banquet Near Sellout...

George Ponser, head of the Associated Amusement Machine Operators of New York, said that 425 tickets for the association's annual dinner at the Latin Quarter, December 19, have been sold, with only 25 left. Ponser added that this year's souvenir journal will be the biggest ever—at least 64 pages.

Bob Luttmann, Long Island operator, is passing out cigars to celebrate the birth of a son. The sister of George Briggs, local operator, died recently. Frank Broccoli, Braddock Music, is in the hospital.

Al Gilbert and Henry Schwartz have set up a game service company to operate only in the Bronx and Manhattan. James Caggiano, head of the Coin Machine Employees' Union, reports that membership has hit the 150 mark, about 95 per cent of coin workers. He added that the union has launched a drive to round up the other 5 per cent.

Joe Lederman has been named to the board of directors of the Music Guild of New Jersey. Nat Gutkin, Hartford, has been named Connecticut service representative by Runyon Sales.

Al Schlesinger and Sam Schlesinger, Poughkeepsie, N. Y., operators, were on 10th Avenue last week, as was Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y.

## Twin Cities

Communications to:  
Jack Weinberg  
HYland 2896

### Sandler Hosts 25 at Service School...

Twenty-five operators and servicemen attended the Wurlitzer service school conducted Wednesday (10) at Sandler Distributing Company here. Irv Sandler, head of the firm, came to Minneapolis for the school after conducting a similar study period the day before at his Des Moines offices (see story in Music section).

With elections out of the way, distributors here report that business has picked up unusually well. Incoming State officials, headed by Gov. Orville Freeman, apparently augur well for business in Minnesota.

Harry Atkins and Jack Ravine of United Machines Company, Minneapolis, were buying new music for their expanding operations in this area.

Al Gardner, Mayflower Distributing Company, St. Paul, was happy this week because his son, Marvin, member of the Marine Corps, is home on leave from Camp Pendleton, Calif., prior to leaving for Israel where he will serve as an interpreter for his branch of the service.

Harold Lieberman, Lieberman Music, left Wednesday afternoon for business in Chicago but was

## COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **MOA PREPS '55 SHOW.** Preparations for the 1955 Music Operators of America convention got off to flying start. George Miller, president of group, names operators for 10 key committees that will put convention together. Application blanks for exhibit space to be mailed by November 15. (Page 126, The Billboard, November 13.)
- **EASIER FINANCING FOR OPS.** Standard Factors Corporation, major financing firm for vending and music machines, announces new, more liberal terms for operators. Instead of 25 per cent down payment, operators need only 15 per cent down under new plan. Instead of 18-month payments, maturity is lengthened to 24 months. Page 133, The Billboard, November 13.)
- **THEATERMEN APPLAUD NEW CUP MACHINES.** Cup beverage machines and ice cream venders draw top attention of theater owners at final forum session of Theater Owners of America and International Popcorn Association convention in Chicago. Major portion of attention directed toward self-operation. (Page 133, The Billboard, November 13.)
- **14 COIN MFRS. TO SHOW AT NAAPPB.** At least 14 manufacturers of coin-operated equipment will exhibit at 36th annual convention of the National Association of Amusement Parks, Pools & Beaches, to be held November 28 thru December at Chicago's Hotel Sherman. Kiddie rides, amusement games, scales, photo machines, movie machines and coin rejectors will play a big role at the show. (Page 137, The Billboard, November 13.)
- **JUKE DISK LABEL GETS GOING.** MOA-sponsored recording and music publishing venture gets underway. George Miller, president of Music Operators of America, to send letter to 11,000 route owners urging support for new record carrying National Juke Box label. Plan to release first record in several weeks. Pressing to be done by custom division of Columbia Records. (Page 13, The Billboard, November 13.)
- **JUKE OPS GET DISK SAMPLE BONANZA.** Juke box operators receive over 200,000 free records annually from major manufacturers and top independents seeking to capitalize on quick exposure of their tunes thru sampling. Manufacturers supplying this audition service shell out an estimated total of better than \$50,000 annually for this purpose. (Page 13, The Billboard, November 13.)

IF YOU MISSED READING THE NOVEMBER 13 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of  
**Leadership**  
in **Action**

due back in town in time to take in the Minnesota-Iowa football game Saturday (13) here.

Reports from LaBeau Novelty Sales Company, St. Paul, where Archie LaBeau is in charge, are that the firm has about completed installation of its new and large retail record department. Sales reports on Rock-Ola phonos is encouraging from that base, too.

Irv Sandler, head of Sandler Distributing Company both here and in Des Moines, will play host to a group of Iowa coinmen for the Minnesota-Iowa football game this weekend. Party will start with a dinner Friday night (18) in Nicollet Hotel, Minneapolis.

Bob Wenzel, of Automatic Games Company, St. Paul, according to reports, is enjoying favorable business these days.

Herb Sandel, of Lieberman's wholesale record department, said operators are hot after Billy Vaughn's new Dot recording, "Melody of Love." Demand for the tune, Sandel said, is tremendous.

Lu Welch, of F. C. Hayer Company, said operator demand for the Ames Bros.' version of "Naughty Lady of Shady Lane" on RCA Victor is such that the tune is destined to soar.

J. A. Redding, of LaCrosse, Wis., was in the Twin Cities market this week shopping. Doing the same thing were Les Bruns, of Fargo, N. D.; Mr. and Mrs. Hugh May, of Eau Claire, Wis., and Mr. and Mrs. Cecil Terveer, of Winona, Minn.

**N. E. Ohio**

Continued from page 72

of Massillon, the Youngstown Phonograph Merchants' Association, and the Eastern Ohio Phonograph Operators' Association of Warren, announced they too were in the process of switching to dime play.

In each instance, the aid of newspapers were sought to inform the public of the change. The papers carried stories, pointing out high costs of the operator as the reason. All compared present record and equipment prices with those of a few years ago, emphasizing that the extra nickel would keep the operators from going into the red.

In Akron, the Summit County Association received co-operation from the local radio station. Spot commercials were made thruout the week on disk jockey programs.

**Change Wide-Spread**

Eddie Green, secretary-treasurer of the Akron association, said that with the change already so widespread, other sections of the State were expected to follow in the near future.

He added that the change in Akron would account for approximately 98 per cent of all music equipment. Special meetings have been scheduled every week until the conversion is complete, he said. The next meeting will be held in the Mayflower Hotel, November 18.

Green said that tavern and restaurant owner co-operation was far better than expected. In fact, he said, we have only encountered one or two isolated cases of opposition.

In Massillon, Youngstown and Warren the associations scheduled conversions of their equipment to start within the next 30 days.

1954 CHRISTMAS GREETINGS 1954  
**BUY AND USE CHRISTMAS SEALS**  
**FIGHT TUBERCULOSIS**

**Low Ruben**, of Lieberman Music Company, is back from a trip into North Dakota and reports operators there optimistic about business prospects for the winter season.

**Roy Stone**, of Rice Lake, Wis., was in this territory buying juke boxes for his expanding route.

**Jim Hunter**, of the Wurlitzer phono credit department, visited at the Sandler Distributing Company offices in Minneapolis. He's from North Tonawanda, N. Y.

**Frank Phillips**, of Winona, Minn., added new music to his route on a visit to the Twin Cities market this week.

**Dan Thraen**, New Ulm, Minn., operator, came to town for a little shopping tour. So did Bob Cross, of Jackson, Minn.

**Ben Weis**, of Bemidji, Minn., bought new music for his expanding operation on his trip to the Twin Cities this week.

**Richmond, Va.**

Communications to:  
 Ban Eddington  
 3-7290

**Charter New Vending Firm . . .**

Vincent Fazio has obtained a charter for his new Cycle Bar Vending Company, Warwick, from the State Corporation Commission. Maximum capital authorized was listed at \$100,000 and Abie S. Farrah and Florence P. Fazio as co-incorporators.

R. C. Slate, Electric Phonograph

Company, Emporia, was in town purchasing new amusement machines for his routes in Southern Virginia.

**Dan Wertz** reports much operator interest in his showings of the 1955 120-selection Rockola at his Wertz Music Supply. He says that the hi-fi quality and compact size of the machine is drawing favorable comment.

**M. F. Frye**, Frye Amusement Company, Martinsburg, is expanding his routes via the purchase of several new AMI machines which he ordered at the trade showing at Roanoke Vending Exchange several weeks ago.

**Curley Raines** has added 30 new tissue venders to his already extensive route.

**Berlo Vending's Polly Matthers** reports several new installations in the District Theaters, Inc., chain. Theater outfit operates about 40 houses in Washington, Maryland and Virginia.

**Slick Cottrell** is adding to his route of popcorn venders.

**O. D. Kelley** has placed several kiddie rides in Richmond and Petersburg department stores.

**Harman Corvino** has started a one-stop service at his Globe Record Shop. Corvino was formerly manager of the local Decca branch.

**Rueben Scher** has added about 900 additional feet of floor space to his new Arcade in the Trailways bus terminal.

With bowling season now in full swing, operators are reporting heavy business.

**Blueprints MOA-Young Set-Up**

Continued from page 72

put into MOA's general fund for administrative purposes," he added.

The administrative fund was originally initiated for the purpose of supporting the juke box industry in its fight against legislative bills aimed at removing juke box exemption from the Copyright Act. With a new bill already rumored under way, the fund will undoubtedly be used for the same purpose during the coming year.

Altho Young said that he hoped for an initial order of 100,000 disks, and possibly twice that amount, Miller said that there were no minimum order restrictions being placed on operators. "It is strictly up to each operator as to the amount of the purchase," he said.

He added that this week letters had been mailed to approximately 11,000 operators thruout the country urging their support. The letters, he said, announced that MOA was supporting Young's program, told the names of the songs

to be released, and informed operators that the disks were available in both 45's and 78's, Miller said.

The first two tunes to be promoted on the new NJB label are "Early, Early, Early in the Morning" and "Daddy From Georgia Way." They have been cut by an orchestra fronted by Bob Chester, a popular swing band leader in the 1940's, and will be pressed by the custom division of Columbia Records. Actual release is not expected for several weeks.

Stressing the fact that no contract between MOA and Young existed, Miller remarked that a West Coast publishing company, similar to Young's, was still dickering for MOA's support.

In concluding, Miller said that no future plans were being made, nor would be made, until operator reaction was reviewed.

**UMO's 4-Point**

Continued from page 72

youngsters, keynoted by the first party for 1,400 at the Fort Wayne Hotel, November 29.

3. A planned talent outlet for teen-agers with showmanship ability, via records played over the radio.

4. Close co-ordination with local disk jockeys.

A special working committee to prepare further plans was named. Included are Mary Ball, representative of the Parks and Recreation Commission; a representative of the Youth Committee; Larry Gentile, jockey at WJBK, and Roy Small, UMO conciliator.

Disk jockeys, now members of the UMO under newly adopted bylaw amendment, were represented at the meeting by Gentile and Tom George, also of WJBK.

Newspaper reception of the project was friendly, with each of the dailies sending a reporter, a specialist in teenage activities, to the meeting. The Detroit Times the next day carried a headline "JUKE OWNERS MAP DELINQUENCY FIGHT."

The joint meeting of leaders of business and all types of groups interested in youth, called by Police Commissioner Edward N. Piggins, is to be held Tuesday (16), with the expectation that sponsors for the clubs will volunteer.

**THE BILLBOARD INDEX**

**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 venders, 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 Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
<b>AMI</b>				
Model A .....	\$129.00 165.00	\$99.00 129.00 150.00 165.00	\$99.00 129.00 175.00	\$129.00
Model B .....	195.00	225.00		
Model C .....		235.00		
Model D-40 .....	325.00 329.00	325.00(2)	329.00	300.00 329.00
Model D-80 .....	450.00 469.00	445.00 450.00 469.00 475.00	469.00 475.00	469.00 475.00
<b>EVANS</b>				
Constellation .....	240.00	150.00 240.00	240.00	240.00
<b>MILLS</b>				
Constellation .....	175.00	65.00 175.00	175.00	175.00
<b>ROCK-OLA</b>				
1422 .....	110.00	59.50 110.00		
1428 .....		150.00	175.00	150.00 175.00
1434 .....	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM .....	375.00	375.00 395.00(2)	375.00	395.00(2)
<b>SEEBURG</b>				
M 100-A (78 RPM) .....	375.00 495.00	395.00 425.00(2) 495.00	445.00	
M 100 B .....			625.00	
146 .....	99.00 110.00	99.00 110.00	99.00	99.00
H 146 M .....				60.00
147 .....	119.00	75.00 119.00	119.00	119.00
H 147 M .....				75.00
148 M .....	149.00	149.00	149.00	149.00
148 ML .....	169.00	169.00	169.00	150.00 169.00
H 246 M .....				60.00
M 146 .....			95.00	
M 147 .....			95.00	
<b>WURLITZER</b>				
1015 .....	89.50 130.00	65.00 89.50(2) 125.00 130.00	65.00 75.00 89.50 125.00	85.00 89.50 125.00
1080 .....	99.00	99.00	99.00	99.00
1100 .....	225.00	165.00	175.00 225.00	165.00 175.00
H 1217 .....	159.00	225.00(2)		225.00
1250 .....	265.00	265.00	159.00	159.00
1250 Hideaway .....			265.00	265.00
1400 .....	395.00(2)	395.00	395.00	375.00 395.00
1450 .....	395.00			

**Detroit Ops**

Continued from page 72

moved when UMO announced plans for a large-scale public relations program, now in the preliminary planning stage.

Actual mechanical conversion of equipment to dime play is sched-

uled to start November 29, two days after the educational exhibit to be held jointly by juke box distributors at the Fort Wayne Hotel. (The Billboard, November 6.)

Viola Bess reports the tunes from "Brigadoon" are among the best sellers to operators at her Roanoke Record Shop.

**IMPORTERS . . . Only the Best in Used Phonographs**  
 Thoroughly reconditioned Rock-Ola Models 1432, 1434, 1436; Seeburg M110 A, B, BL, C; AMI Models B and C; Wurlitzer 1100, 1400, 1500.  
 Send today for catalogue and prices.

**MUSIC AND TELEVISION CORP.**  
 1119 COMMONWEALTH AVENUE BOSTON, MASS.  
 Exclusive New England Distributors for Rock-Ola Mfg. Corp. Since 1941.

**How Was Your Timing on . . .**

**"MAMBO ITALIANO"**

ROSEMARY CLOONEY  
 COLUMBIA 40361

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 title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
**Billboard  
 BEST BUY**

**NOVEMBER  
 2, 1954**

Title Strips  
 Ready for Top  
 Juke Profits

**NOVEMBER  
 2, 1954**

**CONVENIENT ORDER FORM**

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips) . . . .	\$ 9.00	70 (1400 strips) . . . .	\$29.00
30 (600 strips) . . . .	13.00	80 (1600 strips) . . . .	33.00
40 (800 strips) . . . .	17.00	90 (1800 strips) . . . .	36.00
50 (1000 strips) . . . .	21.00	100 (2000 strips) . . . .	39.00
60 (1200 strips) . . . .	25.00		

Sterling Title Strip Co.  
 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 \_\_\_\_\_

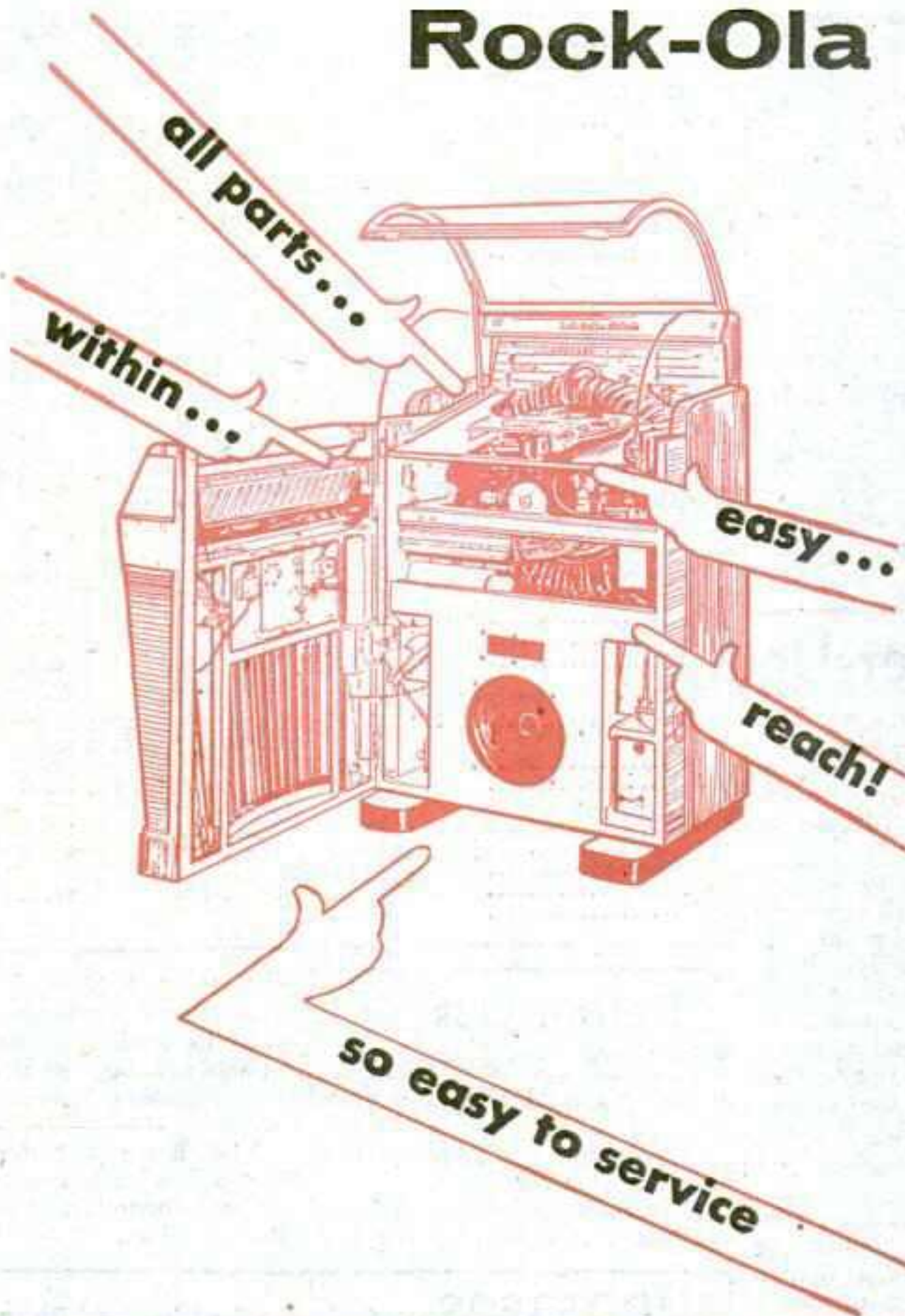
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ask your serviceman . . . he knows!

Rock-Ola



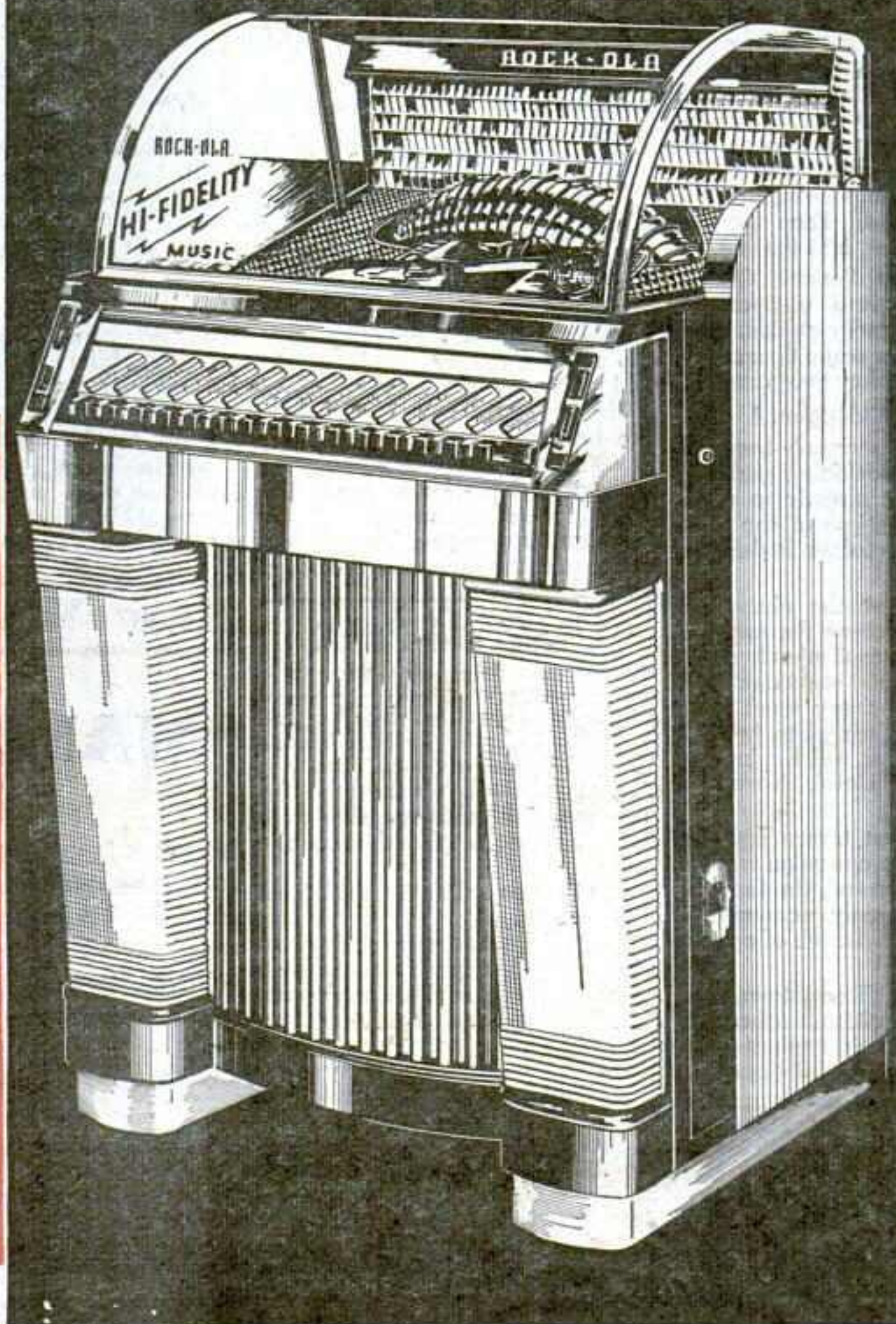
accessibility!



- EASY to reach records and needles without moving phonograph from wall.
- Greater visibility of EASY to change standard title strips means more music sales.
- Three-way safety catch on dome makes for EASY record changing.

Model 1446

120 SELECTIONS



ROCK-OLA  
HI-FIDELITY  
Phonographs

120 and 50  
selection  
Models

Model 1442

50 SELECTIONS



ROCK-OLA MANUFACTURING CORP.  
800 N. KEDZIE AVE., CHICAGO 51, ILL.

## Apco to Exhibit at Amuse. Park Show

Firm to Show Coffee, Soda, Cigarette Line In Effort to Bolster Location Interest

NEW YORK, Nov. 13.—Apco, Inc., manufacturer of cup drink, coffee, hot chocolate and cigarette venders, will exhibit for the first time at the annual convention of the National Association of Amusement Parks, Pools and Beaches which opens its four-day run in Chicago November 28.

The firm will show its new CoffeeShoppe, SodaShoppe, combination CoffeeShoppe-SodaShoppe and Smokeshop line. All these units were displayed for the first time at the National Automatic Merchandising Association convention last month.

Mel Rapp, Apco executive vice-president, emphasized that Apco is not going into the show with the intention of making direct sales to amusement park operators, and, in any event, will sell its equipment only to vending operators.

However, he explained that an increasing number of operators are finding amusement parks excellent locations, and the Apco exhibit is calculated to stimulate interest among park owners and thus pave the way for the placement for operators of Apco equipment.

Gould, Kirschke

Assisting Rapp at the Apco booth will be Dan Gould, Midwestern division manager, and Bill Kirschke, Chicago sales representative.

Meanwhile, Rapp disclosed that a revamping program is under way in the firm's Minneapolis plant, the estimated cost to run about \$140,000. He said about 22,000 square feet would be added to the part of the plant devoted to vending equipment (Apco also makes automotive parts), bringing the total vending area to 85,000 square feet. Most of the added space, he explained, will be devoted to the manufacture of CoffeeShoppes.

Rapp also said the RKO theater chain is running tests to bolster the (Continued on page 87)

## Milk Group's Vender Plan Gets Results

WASHINGTON, Nov. 13.—The Maryland and Virginia Milk Producers' Association, which bought 50 milk venders for their dealers to operate on a rental basis, enlisted three of the four largest milk distributors in this area in the new co-operative plan.

J. Homer Remsberg, president of the group, reported this week that one distributor had placed eight machines on the University of Maryland campus on an experimental basis.

Under the association's plan, milk dealers rent machines from the group on a pro rata basis according to volume of sales. (The Billboard, September 18.)

## Canteen Awarded Exclusive Contract By Chicago Transit

1-Year Cost-Plus Agreement Gives Canteen Complete Vender Coverage

CHICAGO, Nov. 13.—Chicago Transit Authority and Canteen Company signed a contract Wednesday (10) giving Canteen exclusive right to operate all present types of vending equipment in CTA subway and el stations.

The new contract becomes effective January 1, 1955, following expiration of present five-year

contracts with Automatic Merchandising Company, Transit Sales, Inc., and Canteen.

The new CTA vending contract is for one year, with termination rights extended to both parties. It is also a departure from former CTA practice in another respect: it is on a cost-plus basis.

Net Income

Canteen will deduct its gross expenses (figured at 5 per cent) from net income for the year before taking 15 per cent of such income. Remaining or 80 per cent of net income will be paid to CTA.

Canteen acquired the beverage vender contract for public locations (stations) held by Mechanical Merchants earlier this year when it purchased that operation. Also under the present 5-year contract, (Continued on page 89)

## Area Meetings Replace Dad's Nat'l Confab

CHICAGO, Nov. 13.—Dad's Root Beer Company will hold a series of five regional meetings for franchised bottlers this year instead of a national convention at its headquarters here.

Walter Sala, advertising manager, said that the new meeting plan marks a departure from the former policy; if successful in drawing more bottlers than in a single gathering, it will be continued.

The first regional meet will be held Sunday (14) at the Bellevue Stratford Hotel in Philadelphia, one day prior to the opening of the American Bottlers of Carbonated Beverages convention (15-18) in the same city.

There will be a two-day meeting at Dad's Chicago plant January 28-29. Three other regionals to follow: Los Angeles, February 6; Portland, Ore., February 10; Yakima, Wash., February 12.

Sala added: While Dad's will push its new can line, it will be held to 12 and 32-ounce cans only. Six-ounce cans, he said, is not in sufficient demand at present to warrant its volume output.

## Glascocock Signs Reburn to Aid Pre-Mix Plans

MUNCIE, Ind., Nov. 13.—Glascocock Bros. Manufacturing Company announced the appointment this week of Charles E. Reburn as assistant to John Drum, executive vice-president.

Reburn was formerly vice-president of engineering with Selmix Dispensers, Inc. (purchased by F. L. Jacobs Company last month). (The Billboard, November 6.) Earlier, he was chief engineer for the Pepsi-Cola Company.

According to Drum, Reburn's background "well fits him to assist Glascocock in forwarding (our) pre-mix program which is entering the marketing stage."

## Steam Cleaner Mfr. Eyes Vending Market

NEW YORK, Nov. 13.—The Steammaster Company, Inc., maker of electric steam cleaners, is directing its sales effort toward the vending industry, particularly to operators and distributors of cup drink equipment.

Tho only a small portion of the firm's production is ticketed for automatic merchandising, Steammaster currently sells to Apco, Inc.; C. B. Macke, Washington; National Beverages, Chicago; ABC Vending, Philadelphia; Coffee Vending Service, New York; National Cigarette Company, Buffalo, and Union News.

Ben Steinman, Steammaster head, first began thinking of vending in

## Spotlight Milk Vending At Maryland Dairy Meet

WASHINGTON, Nov. 13.—Milk vending is playing an increasingly important role in both the vending and dairy business, according to speakers at the vending session of the University of Maryland's 10th annual dairy conference at College Park, Md., this week.

Meyer Gelfand, sales manager of the Macke Corporation, which operates 8,000 vending machines, including some 120 milk venders, declared that "milk vending is a growing part of our business" and urged dairymen to co-operate with established operators in setting up milk vending routes in their areas.

Gelfand said that from the operator's point of view milk venders increased total income from most locations even when they were put alongside soft drink, cigarette and candy machines. He said the introduction of milk venders usually caused a drop in

soft drink sales but that "milk will pick up new sales and increase over-all sales in a location." He said he has been using venders which automatically dispense half-pints for a dime, mostly industrial and office locations, and now is testing a manual machine.

Gelfand added that dairymen had a great deal to gain from (Continued on page 88)

## S & L Markets \$500 Fresh-Brew Coffee Machine

OMAHA, Nov. 13.—S & L Sales, Inc., has introduced a smaller version of its fresh-brew coffee vender bowed at the National Restaurant Association convention in Chicago early this year.

The unit, priced at \$500, has a 115-cup capacity. It vends from a heated urn-type container which in turn is filled from a portable unit carried to the location by the routeman. An automatic cup drop is standard. Small cabinet makes the unit suitable for counter placement.

S & L's larger fresh-coffee vender, with 250-cup capacity, lists for \$995. It has the same cabinet used by the SerVit single-flavor cup machine and which is also used on the Dr. Pepper non-selective cup drink unit.

With introduction of the small coffee model, S & L also moved to expand its distributor coverage. H. H. Hixson & Company, Inc., Chicago, was named to handle the unit in that area.

Location target of the new unit: Offices and small factories.

Foods Corporation, Canada Dry Ginger Ale, Can-A-Pop, the Coca-Cola Company, Dad's Root Beer Company, the Doctor Pepper Company, Dr. Swett's Root Beer, the Double Cola Company, the Grapette Company, the Charles E. Hires Company, Mason and Mason, the Mission Dry Corporation, My Pop's Root Beer Company, National NuGrape Company, the Nehi Corporation, the Orange Crush Company, the Pepsi-Cola Company, the Seven-Up Company, the Squirt Company and the Sun-Spot Company of America.

National Rejectors

National Rejectors, Inc., manufacturer of coin mechanisms, will also exhibit at the show.

Of particular interest to vending operators will be the Thursday (18) session devoted to the relative merits of cans and bottles as containers for carbonated beverages.

E. K. Walsh, assistant general manager of sales for the American Can Company, New York, will present the case for cans, while R. L. Cheney, director, market research and promotion, Glass Container Manufacturers' Association, Inc., New York, will give the glass side of the discussion.

The convention is sponsored by the American Bottlers of Carbonated Beverages.

## VendFilm Bows Photo Pkg. of NAMA Show

ELGIN, Ill., Nov. 13.—VendFilm, Inc., motion picture arm of Automatic Merchandising Company, this week announced a set of 65 photographs of the 1954 National Automatic Merchandising Association convention.

The set, called PPR (Permanent Photographic Record), consists of 65 photographs divided into two sections: A, which contains 34 pictures of meetings, personalities and workshop sessions; B, 31 pictures taken in the Armory, showing exhibit-time activities and booths. The complete package is priced at \$35.50.

H. Jay Bullen, managing director of VendFilm, stated that mailings had been sent to all firms, which exhibited at the show, informing them about the VendFilm-a-Month Club and the motion pictures the firm now has available.

Bullen said that 2,800 feet of motion picture film and 125 photographs were taken at the NAMA show.

## Coffee Instants V-P

FLUSHING, N. Y., Nov. 13.—Seymour S. Mindel's connection with Coffee Instants, Inc., was incorrectly given in the November 6 issue of The Billboard. Mindel is an owner and vice-president of the firm.

## Outdoor Milk Vending Booms In No. Jersey

MIDLAND PARK, N. J., Nov. 13.—Outdoor milk vending is booming in the three North Jersey counties of Passaic, Bergen and Essex, with an estimated 130 units now on location in the area, most of them installed during the last three months.

Typical of the new automatic milkmen is Garden States Farms here, which started its coin operation late last spring and now has 25 Rowe milk units in gas station and highway locations, adding machines at the rate of one a week.

John Kuyper, treasurer of the firm, figures a vender must average 400 quarts a week to show a profit. He added that all locations have been operating in the black.

Weekend Business

Kuyper said that 80 per cent of the volume is done weekends and after business hours, with the great majority of sales plus sales. He feels that automatic milk merchandising is not cutting deeply into retail milk sales.

Milk is vended for 25 cents, the same as store prices and 1.5 less than the home delivery price. Most of the Garden State units vend only homogenized milk, but chocolate milk has been tried as a second selection on some locations and has met with varying degrees of success.

## Andico Rolls On Improved Coffee Vender

LANSDALE, Pa., Nov. 13.—An improved coffee vender was announced this week by American National Dispensing Company. Features include a new timing mechanism to assure mixing of ingredients in right proportion and right order, and a flow control to assure stabilized cup level in spite of water pressure fluctuations.

Leroy Lewis Jr., executive vice-president, stated the timing "brain" polices ingredient mixing during the five seconds between insertion of a coin and delivery of the finished cup of coffee. It prevents adjustment of the vender "in the wrong direction to bring in the powdered ingredients ahead of the hot water," he said.

The Andico flow control device (Continued on page 89)

### RINGING DOORBELLS

## Op Brings Coffee Vending to Plants

ST. LOUIS, Nov. 13. — Coffee vending in industrial locations has definitely "arrived in the St. Louis area, according to Fred W. Deibel, partner in Kwik-Kafe of St. Louis.

Kwik-Kafe of St. Louis was formed some 19 months ago by C. Henri Comfort, St. Louis building supply distributor, and Deibel, who was formerly a real estate operator. Both felt that machine-vended coffee had an excellent opportunity in the St. Louis area, with its thousands of factories and concentrations of working people.

In order to "crack the market," Comfort and Deibel set up an effective selling program, consisting simply of "ringing doorbells" with the offer of a demonstration and a request for a test.

Deibel is out "prospecting daily," going down one side of the street and up the other, carrying folders on the equipment used and inviting the plant superintendent or ownership to allow him to test a machine.

The usual "demonstration" is carried out over the period of one day, with Deibel standing by, explaining the machine and the quality of the coffee, and leaving it for a test period of two weeks to a month.

#### 115 Locations

Thru this straight-forward selling system, Kwik-Kafe of St. Louis has so far built up an imposing route of 115 locations.

"We were slow getting started," Deibel said, "primarily because of the large amount of effort which went into obtaining each location, and the educational selling job which had to be done.

"Now, however, we feel that acceptance has definitely arrived, inasmuch as during August, we

began getting unsolicited calls for installations. We are currently picking and choosing our locations, setting up a system of preferred accounts, and have found that we will be able to install venders as received without the exhaustive sales effort which characterized the opening stages."

Aware that quality is essential for success in coffee vending, Comfort and Deibel have rigged a thorough competent service program. A service record is made on every call and all of the 115 machines are serviced once per day or once every other day, depending upon the volume of coffee sold.

"We've uncovered some interesting facts about service frequency," Deibel said. "For example, we have found that we average one repair call every five weeks on each machine. Since it is usually the customer himself who is responsible, thru misuse or mishandling of the machine, we feel that the venders are doing a rugged, dependable job."

#### Service

Some of the outstanding locations which the firm is operating over its four routes include such huge plants as Reynolds Aluminum Company and American Lithofold Company. All of these locations are serviced by one of four panel delivery trucks, which maintain a complete inventory of replacement parts, or replacement machines, where required.

Naturally, despite the fact that machine-vended coffee has won the seal of acceptance from the average customer, there is still a lot of competition from the "box lunch" type of caterer, Deibel has found.

There are several organizations in St. Louis which set up "coffee break bars" in factories, with the use of portable 10-gallon coffee urns, boxes of doughnuts and other pastries, as well as "canteen wagons" which roll thru the yards of large factories, selling coffee in paper cups. Deibel has been able to meet such competition on sheer convenience, and in many instances, his machines are replacing caterer-supplied coffee service.

#### Supplementary Units

As has been expected, there has been a call for corollary machines over all of the four industrial routes. Recognizing that "coffee alone is not enough," the firm has equipped many of its machines for vending orange juice and popular hot chocolate as well as coffee. Plans call for setting up pastry venders next to the coffee machines.

An unusual co-operative plan was worked out to test the soundness of this type of vending. When Comfort and Deibel found that a new pastry vender operator—Art Hults—had started up in St. Louis, the partners located him and offered him many of their locations as a convenience. Hults, in turn, has provided many coffee locations in installing his machines. Now around one-third of the Kwik-Kafe locations include a pastry vender.

Some surprising facts on vending have turned up in the first year and a half of operation, Deibel said. Probably the most unusual was the fact that the type of location is no barometer as to how many cups of coffee it will sell.

For example, the most unusual of Deibel's spots is a large hardware store, which sells upward of 75 cups of coffee per day, entirely to employees. "This is a completely captive location," Deibel said. "The coffee vender is back in the employees' locker room, where the store's customers do not enter into the picture at all. With 38 employees, we sell 75 cups of coffee per day, which, of course, averages out to better than two cups per employee daily."

Currently, Kwik-Kafe of St. Louis is energetically spotting each new machine as it is received and with unsolicited calls providing a steady list of prospects, the firm can foresee nothing but a "glowing future," according to Deibel.



## VICTOR'S SUPER V

### The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case  
25 cases or more . . . 67.80 per case

## The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cents . . . \$50.00 per case of 4  
25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois



There's a **SMALL FORTUNE** in it... for You!

## PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

### AMERICAN SCALE MFG. CO.

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Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

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## VICTOR SUPER V IMMEDIATE DELIVERY!



CASE OF 4 . . . . \$71.80  
25 CASES OR MORE \$67.80

We have the finest selection of capsules in the country at the lowest market price at time of shipping. Send us your order for machines and capsules and we guarantee you'll be satisfied.

Deposit required with all orders.  
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New LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

- Bubble Ball Gum, 140-170 & 210 ct. . . . . 24¢ lb.
- Chicle Ball Gum, 130 ct. . . . 34¢ lb.
- Chlor-o-Vend Ball Gum, 210 ct. . . . . 40¢ lb.
- Chlor-o-Vend Chicks, 320 ct. . . 40¢ lb.
- Chicle Chicks, 320 & 520 ct. . 36¢ lb.
- Bubble Chicks, 320 & 520 ct. . 30¢ lb.
- Tab (short stick), 100 ct. 38¢ box

F.O.B. Factory, 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant • Newark 4, N. J.

send 35¢ Complete Sample Kit

Quality Filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

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4 to 99 . . . . . \$17.95 ea.  
100 or more . . . . 16.95 ea.

**SPECIAL**

4 Victor Super V . . . . . \$71.80  
1000 Filled Capsules . . . . 21.15

\$92.95

Cash with order.  
Time payment in lots of 20 or over.

ROY TORR — LANSDOWNE, PA.

## TOP VALUE CAPSULE ITEMS THAT PAY OFF!

★ SPECIAL! ★  
**SUPER MIXTURE (10 ITEMS)**  
\$20.00 per M

KEEP ON OUR ACTIVE LIST FOR NEW CAPSULE and BALL GUM ITEMS!

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READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

McPHAIL VENDING SERVICE  
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### Northwestern SUPER JET SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity  
★ Simple, foolproof mechanism

**\$64.00 PER CARTON OF FOUR**

**VARIETY IS THE SPICE OF LIFE!**  
Rake's Jet Capsule asst. gives you a variety mixture of feature items selected from all popular charms. Try a sample mixture! For 500 Trial Order \$10.50

Write for Catalog of New & Used Vendors, Accessories & Supplies  
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## VICTOR'S SUPER V CAPSULE VENDOR

- Greater earning power
- Smart cabinet design
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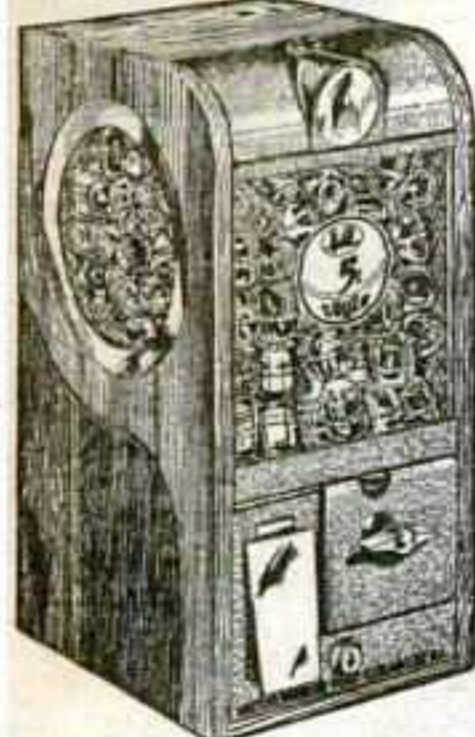
1c-5c-10c PLAY . . . . . \$17.95 Ea.  
100 OR MORE . . . . . 16.95 Ea.

TOPPER DELUXE . . . . . \$14.25 Ea.  
TOPPER STANDARD . . . . . 12.50 Ea.

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# VICTOR Super V

(can vend 100 ct. ball gum if desired.)



4 to 99 ..... \$17.95 ea.  
100 or more ..... 16.95 ea.

### NEW CAPSULE ITEMS

- Slingshot, per 1000 ..... \$30.00
- Ass'd Pairs Earrings, per 1000 ..... 22.50
- Lorgnettes, per 1000 ..... 21.50
- Jingle Bell Rings, per 1000 ..... 22.50
- Top Hat w/ Earrings, per 1000 ..... 22.50
- Top Hat w/ Key Chain, per 1000 ..... 22.50
- CHICK-N-EGG, per 1000 ..... 25.00
- Magic Photo Ring, per 1000 ..... 20.00
- Ejector Knife, per 1000 ..... 22.50
- Dolls & Baby Shoes, per 1000 ..... 20.00
- Salt & Pepper Shakers, plastic, per 1000 ..... 20.00
- Salt & Pepper Shakers, plated metal tops, per 1000 ..... 21.00
- Secret Stamp Pad Ring, per 1000 ..... 20.00
- Tops, Snap Spin, per 1000 ..... 19.00
- Wire Puzzles, plated, per 1000 ..... 18.00
- New Varsity Press-On Letters, per 1000 ..... 19.00
- Football Press-On Emblems, per 1000 ..... 19.00

We will mix any 2 items (500 each) to make 1000 filled capsules.  
Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

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## ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

- Sample ..... \$24.35
  - 2 to 11 ..... 19.50
  - 12 to 49 ..... 18.25
  - Bracket ..... 1.00
  - Floor Stand ..... 5.00
- 1/2 deposit, bal.  
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Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

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1647 Bedford Ave., Brooklyn 25, N. Y.

**VICTOR'S TOPPER**  
1/2 BALL GUM MACHINE  
\$12.50 each  
\$12.00 100 or more

**VICTOR'S SUPER V CAPSULE VENDOR**  
\$17.95 each  
\$16.95 each - 100 or more

**FILLED CAPSULES**  
Assorted Mixture  
\$14.00 per box of 700  
Write for prices on gum and charms for 1c machines.

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Fill out this coupon and mail today.  
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Address .....  
City ..... Zone ..... State .....  
Occupation .....

# THE BILLBOARD INDEX 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 Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
Acorn Tab Gum (10 col.)...			\$21.95	\$21.95
Acorn Vender, 1c.....			14.95	14.95
Acorn Vender, 5c.....			14.95	14.95
Advance Model D Ball Gum.....	\$6.45	\$6.45	6.45	6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....			10.00	10.00
Andico Coffee Vendors.....	395.00	395.00	395.00	395.00
Atlas Ace 1c Mdse.....			6.50	6.50
Bradley Seniors (2 sel.).....	200.00	200.00	200.00	225.00
25c Ball Point Vendor.....			49.50	49.50
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Daval Roll Stamp (3 col.)...			25.00	25.00
DuGrenier Champion (9 col.)...	100.00	100.00	100.00	100.00
DuGrenier Cigar (7 col.).....	75.00	75.00	75.00	75.00
DuGrenier Cigar (9 col.).....	95.00	95.00	95.00	95.00
DuGrenier Model W. (9 col.)...	82.50 125.00	82.50 125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)...	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)...	90.00	90.00	90.00	90.00
Eastern Electric (8 col.).....	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00	15.00
Foot Ease.....	129.50(late)	95.00	129.50(late)	129.50(late)
Hupp Single Drink.....	110.00	129.50(late)	110.00	110.00
Kleenix 5c or 10c.....			49.50	49.50
Keeney Electric (9 col.).....	145.00	145.00	145.00	145.00
Master 1c & 5c.....	6.95	6.95	6.95 8.50	6.95 8.50
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Mills Candy (8 col.).....	150.00	150.00	198.50	198.50
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mills Tab Gum.....	15.00	15.00	15.00	15.00
Mills 3 Drink.....	185.00	185.00	185.00	185.00
National 930.....	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950.....	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
National Candy (6 col.).....			69.50	69.50
National Candy (9 col.).....			95.00	95.00
Northwestern 33 Ball Gum... 1c and 5c.....	6.50	6.50	6.50	6.50
Northwestern Deluxe	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c...	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....			17.35	17.35
Northwestern 49, 5c.....			17.35	17.35
Northwestern 40, 1c Mdse...			6.50	6.50
Northwestern Stamp.....			69.00	69.00
Northwestern Tab Gum.....			25.95	25.95
N. W. 39, 1c Mdse.....			6.50	6.50
Pop Corn Sez.....	69.00	69.00	69.00	69.00
PX Electric (8 col.).....	75.00	75.00	75.00	75.00
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
25c Razor Blade.....			119.50	119.50
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Candy (8 col.).....	145.00	145.00	145.00	145.00
Rowe Crusader (8 col.).....			75.00	75.00
Rowe Diplomat Electric (8 col.).....	165.00	165.00	165.00	165.00
Rowe Electric (8 col.).....	95.00	95.00	95.00	95.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	90.00	90.00	90.00	90.00
Rowe President (8 col.).....	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.).....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Silver King.....			13.95	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hershey, 5c....			25.00	25.00
Silver King Hot Nut.....			29.95	29.95
Sneads.....	125.00	125.00	125.00	125.00
Stamp (2 col.).....			12.50	12.50
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Super-Vends (3 sel.).....	200.00	200.00	200.00	265.00
Uneeda Candy (5 col.).....	65.00(2)	65.00(2)	59.50 65.00(2)	59.50 65.00(2)
Uneeda Model E (6 col.).....	75.00	75.00	75.00	75.00
Uneeda Model E (12 col.)...	90.00	90.00	90.00	100.00
Uneeda Model 500 (9 col.)...	100.00	100.00	100.00	
Uneedapak Model 500 (9 col.).....	135.00	135.00	135.00	135.00
Uneeda Model 500 (15 col.)...	110.00	110.00	110.00	110.00
U-Select-It.....	52.50	32.50	49.50	49.50

GIVE TO DAMON RUNYON CANCER FUND

**In Philadelphia or Anywhere**  
**FILLED CAPSULES**  
Immediate Delivery  
Write for Lowest Prices

**VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR**  
Immediate Delivery

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## Coffee Machs. Ring Up \$\$ at Tobacco Stands

DENVER, Nov. 13. — Tobacco stands in public buildings are ideal locations for coffee venders here according to Russ Kramer, head of Russ Kramer, Inc.

Most of the public-building stands in the Denver area are operated by the Colorado Association for the Blind, as in other Colorado cities. When he first entered the coffee vending field, Kramer noticed that the handicapped operators of such stands, altho they are able to sell candy, cigarettes, magazines, and similar merchandise without difficulty, were not able to handle coffee sales or any poured liquid.

Kramer contacted the association and suggested that the installation of a coffee vender at each stand would not only add substantially to the stand's popularity, but likewise, would win favor from government offices, inasmuch as it would no longer be necessary for employees to leave the building for their morning and afternoon "coffee breaks."

Kramer received warm co-operation. Most of the stands promptly went into the sale of doughnuts, sweet rolls, coffee cake and other ideal "coffee break" pastries as well.

As a result, Kramer's locations in Denver public buildings are among the busiest in the city.

The No. 1 location is in the basement of the U. S. government Customs House with more than 2,000 employees. Here, where coffee breaks had formerly meant a substantial loss of time, since there were no restaurants nearby, a coffee vender is serviced two to four times a day, and does a continuous business from 8 a.m. to 5 p.m.

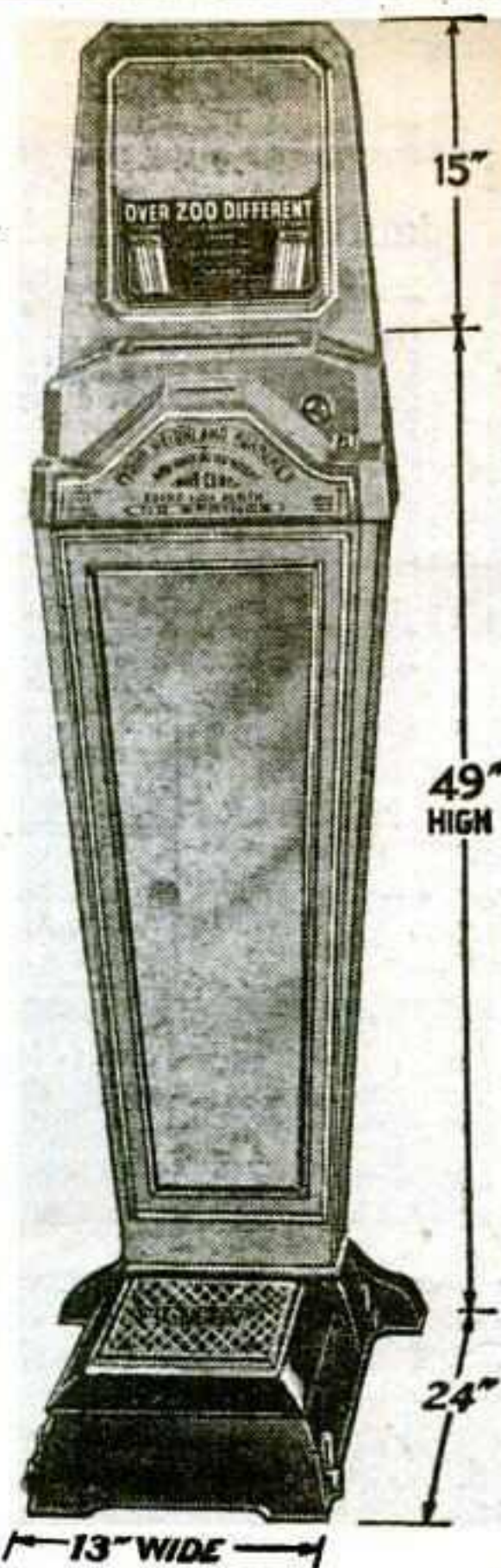
The blind caretaker of the tobacco stand adjacent offers half dozen varieties of pastries for self-service. Since no additional workload is placed on the handicapped operator, the coffee vending machine has added substantially to profits.

### Tootsie Holiday Float

HOBOKEN, N. J., Nov. 13.—The Sweets Company of America, Inc., has entered a "Tootsie Land" float in Macy's Thanksgiving Day parade.

The float features the complete line of Sweets' candies.

The candy firm will sponsor on Thanksgiving Day a TV program on NBC from 11 a.m. to 12 noon.



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE

**PENNY FORTUNE SCALE**

NO SPRINGS

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**WATLING**

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BOOTH NO. 62 AT THE  
OUTDOOR SHOW  
Nov. 28 to Dec. 1, 1954

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**CASH IN ON THIS TRUSTEE'S SALE!**

ONLY 375 CIGARETTE VENDING MACHINES BELOW

MANUFACTURER'S COST (IMMEDIATE DELIVERY)

We have 375 brand-new cigarette vending machines, 65" high, 21" wide, 8" deep, finished in mahogany with chrome trim. Equipped with ABT slug rejectors for 25c coin only (no change at this low price). Designed and engineered by seasoned vending men with over 50 years' operating experience. Simple, rugged machine, completely mechanical (non-electric), has minimum moving parts. No installation or service experience ever required.

As trustee, I am not in the vending machine business. I have these machines because of a contract default. Will sell only in minimum lots of 20 machines. Sample machines at \$150.00 each, delivered in the U.S.A. by fast motor freight. (Cash with order.)

Tools, jigs, and dies on hand. Additional production can be negotiated in minimum lots of 500 machines at \$199.50 each.

**\$249.50 VALUE ONLY \$129.00**  
(IN LOTS OF 20 . . . F.O.B. Dallas)

Lowest possible price. No counter offers entertained.

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**R. A. TATCHER, TRUSTEE**  
118 COLE STREET DALLAS, TEXAS

PROspect 1355 or PROspect 2210

**CIGARETTE and CANDY MACHINES!**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

**SPECIAL THIS WEEK!**



**DU GRENIER**  
Model W,  
9 Cols., 270 Cap.,  
\$82.50

<b>UNEEDA CIGARETTE VENDORS</b>	
Model E, 12 Cols., 300 Cap.	\$ 90.00
Model E, 6 Cols., 180 Cap.	75.00
Model 500, 9 Cols., 350 Cap.	100.00
<b>DU GRENIER CIGARETTE VENDORS</b>	
Model S, 7 Cols., 210 Cap.	\$ 85.00
Model V, 7 Cols., 210 Cap.	90.00
Du Grenier Champion, 9 Cols., 420 Cap.	100.00
<b>ROWE CIGARETTE VENDORS</b>	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 8 Cols., 380 Cap.	145.00
Diplomat Electric, 8 Cols., 340 Cap.	165.00

<b>CANDY MACHINES</b>	
U-Select-It, 74 Cap., Wall Model	\$ 52.50
Uneeda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prewar, 8 Cols., 160 Cap.	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap.	165.00

**SODA and COFFEE MACHINES**  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.  
WRITE FOR INFORMATION.

Our Paints Are  
**VENDERIZED**  
Prevents Peeling,  
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1/3 Dep.,  
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NEW... RECONDITIONED LIKE NEW  
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**Northwestern**  
SELECTIVE TAB GUM VENDER  
with "QUICK CHANGE"  
MERCHANDISE DRUM  
Wire or write for details  
THE NORTHWESTERN CORPORATION  
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Ready for Immediate Delivery

**THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD**

**THE OAK "400" CAPSULE VENDOR**

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY  
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

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Western Sales Offices  
OPERATORS VENDING MACHINE SUPPLY  
1023 Grand Avenue • Los Angeles, Calif.

**Am. Tobacco Net Up 6%, But Sales Off by \$15 Million**

NEW YORK, Nov. 13.—A 6 per cent increase in net income for the first nine months of 1954, compared with a similar period last year, was reported by the American Tobacco Company.

Net income for the 1954 period was \$31,735,000, compared with \$30,010,000 a year ago. The 1954 figure was determined after deducting \$1,640,000 to amortize three quarters of the "brands, trademarks, patents, good will, etc." item taken into assets as a result of the merger with the American Cigarette and Cigar Company last year.

The earnings are equal to \$4.51 a share on 6,512,315 common shares and compares with \$4.28 each on 6,454,100 common shares last year. Federal taxes were \$36,283,000, compared with \$42,481,000 a year ago.

**Sales Off**

Sales for the nine-month period, tho, were off by more than \$15,000,000 from the previous period—\$801,759,000 compared with \$815,891,000 in 1953.

Third quarter sales were \$283,496,000, against \$291,111,000 for the similar three months in 1953. Estimated net income for the

third quarter was \$11,786,000 after \$13,340,000 in taxes. The net, which is after deducting \$550,000 or 8.4 cents a share for amortizing the good-will item referred to, is equal to \$1.69 a share of common stock. The adjusted net income was \$12,228,000 or \$1.77 a common share for the third quarter last year.

**Juice Venders To Highlight Citrus Meet**

WINTER HAVEN, Fla., Nov. 13.—Juice venders will play a big role in the 1955 Florida Citrus Exposition here January 15-22, Jack M. Berry, association president, announced this week.

Berry said that both coin-operated and manual models of juice machines would be shown at the meet.

Berry explained that in the last nine years there have been many mechanical and scientific developments in juice machines which are credited with creating a plus business for millions of boxes of fruit. Berry said that today, juice venders can be found side-by-side with soft drink and hot beverage venders in many high traffic locations throuth the country.

**New A.B.T. Coin Changer**

CHICAGO, Nov. 13.—The A.B.T. Manufacturing Corporation announced a new electric coin changer equipped with the new Sentry multiple slug rejector.

Called the EMC-4, it is designed for vending machines which operate on a nickel or dime. It features just four moving parts, one midget solenoid which operates the payout slides.

**Automatic Canteen In St. Louis Moves Into New Building**

ST. LOUIS, Nov. 13.—Automatic Canteen of St. Louis moved into new quarters in University City this week.

The new one-story building, which contains 15,000 square feet, has storage space for inventories that may include as many as one million candy bars and a million paper cups besides many other products.

In addition to warehouse and materials handling facilities, the building provides office and shop quarters.

Provision is made for gravity roller-track delivery of stock to the outgoing department, where truck loads are assembled for the company's routemen. The building is constructed of brick, concrete block, glass and aluminum.

**Conn. Cig Sales Dip 10% for Oct.**

BRIDGEPORT, Conn., Nov. 13.—Connecticut smokers puffed 2,430,000 fewer packs of cigarettes during October, compared to the same month in 1953—a decrease of 10 per cent.

The continued decline in cigarette sales was reflected this week in the latest State tax department figures which point to a drop of a quarter-million dollars in cigarette tax revenue during the past four months, compared to July-October of last year. The State tax is 3 cents a pack.

October cigarette sales, as reflected in tax yield, represented some 23,200,000 packs against about 25,630,000 a year ago.

Cigarette tax revenue for the July-October period was \$2,992,000, down \$254,000.

Cigarette sales have gone down during the past 18 months.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$ .75
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Shell	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.30
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.25
Indian Nuts	.45
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. \$ .28  
Adams Gum, all flavors, 100 ct. .45  
Wrigley's Gum, all flavors, 100 ct. .48  
Beech-Nut, 100 ct. .48  
Hershey's Chocolate, 200 ct. 1.40  
Minimum Order, 25 Boxes Assorted.  
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

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MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
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**A Karl Guggenheim FIRST!**

**MIDGET SCREWDRIVER**

IT REALLY WORKS

**THE SMALLEST IN THE WORLD!**

\$16.50 per thousand  
In Capsules \$22.50 per thousand  
from distributor or

**Karl Guggenheim**  
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N.Y.C. 3, N.Y. • AL 5-8393

**VICTOR'S SUPER V**

1c-5c or 10c Play  
Great Earning Power  
Two Tone Oak Cabinet  
Capacity—350 Capsules or 800-100 Count Ball Gum.

1 to 99—\$17.95 each  
100 or more—\$16.95 each

**CAPSULES (FILLED)**  
All \$10.00 per 500 All Items

Specialty Mix Police Whistles  
Disney Charms With Key Chains Spiders  
Press-On Emblems Magnets  
Rubber Noise Makers Bead Bracelets  
Colorful Iridescent Bead Bracelets  
Silver Flashlights Baby Chicks  
Asst. Rings Lizards Bugs

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715 Ensor St. Baltimore 2, Md.

**EMPTY CAPSULES FOR SALE**

EPY QUALITY • SAVE MONEY

Get a better tight-fit, stay-closed Capsule, get 'em in clear, tinted and opaque colored assortment.

In 100,000 lots, packed in bulk, in drums ..... \$3.50 per 1,000

In 25,000 lots, packed in bulk, in drums ..... \$3.75 per 1,000

In 10,000 lots, packed in bulk, in cartons ..... \$4.00 per 1,000

F.O.B. Jamaica, N. Y. Prompt Shipment

**Keychains for Sale**

In 25,000 lots and up ..... \$6.00

In 5,000 lots and up ..... \$6.25

In 2,000 lots, minimum order ..... \$6.50

All prices per 1,000 f.o.b. Jamaica, N. Y. Prompt Shipment.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.

**HERE AGAIN!!!**

**VICTOR'S TOPPER**  
The world's finest bulk and charm vender

\$12.00 each 100 or more  
\$12.50 each Less than 100 Packed and sold in cartons of 4.

Write for low prices on Ball Gum and Charms.

Loaded Capsules, \$20.00 per 1000

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860 North Ave., N.E. Atlanta 6, Ga. Tel.: Emerson 4300

READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

**T. T. VENDING SALES CO.**  
2659 North Racine Avenue Chicago 14, Illinois

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
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Tobacco  
New Products  
Trends  
Industry News  
Market Place  
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City..... Zone..... State.....  
Occupation .....

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**



## Pa, Ma and Kids Are Totin' Shootin' Irons

Coin-Operated Guns Crack Across U. S., Turn Public Into Boones, Annie Oakleys

• Continued from page 1

scene. Moving targets are the most popular. The player is required to follow thru the gun sight such targets as scurrying ducks or scampering rabbits, and to score a direct hit before his quarry falls for a score.

The majority of the new gun games are rifle units operating on

direct electrical contact. Other types of gun games, however, add a spice of variety to the field. One of the new units, a pistol device called Bull's Eye, developed by Willie Blatt, Miami, shoots bullets (ball bearings) at a constantly moving target.

Hydro-Duck, another new gun game made by Blendow & Wilson, New York, has a pistol which shoots a high-pressure stream of water at a field of floating ducks. The player attempts to squirt the ducks up onto a "beach" in the background.

Jet Fighter, an electrical contact, machine gun-type game produced by Williams Manufacturing Company, Chicago, has a target of jet planes that climb, dip and soar in 15 flights across a screen in front of the gunner. When hit, the jets flash from white to red.

Art Weinand, vice-president of Exhibit Supply, the company that produced the first of the new units using .22 rifles, explains how they were designed with the player in mind.

Exhibit Supply, according to (Continued on page 89)

## Mutoscope to Show Line at Park Confab

NEW YORK, Nov. 13.—The International Mutoscope Corporation will debut its new Voice-O-Graph at the NAAPPB convention in Chicago, November 28-December 1. Herb Klein, Mutoscope sales manager, is withholding the description of the unit until the convention, at which time he will announce the price.

Mutoscope will also display its new Drive-Mobile at the show for the first time, and it will also exhibit the Multi-Pose Photomat, which takes two, four or six poses.

Other Mutoscope exhibits will include 3-D machines, Mutoscope Movies and post-card venders. He added that two new amusement devices will also be exhibited, but added that no announcement would be made prior to the show.

On hand at the Mutoscope booth will be Bill Rabkin, Mutoscope president; Klein, and Larry Galante, Klein's assistant.

identification venders at Idlewild and La Guardia airports in New York, but this is the firm's first major game installation.

The contract was negotiated thru the concessions department of the Port of New York Authority, and the PNYA must approve every game before it is placed on location.

Attendant on Hand  
Games are housed in a 23 by 48-foot room in the terminal building. The space had been occupied previously by a retail store. While a changemaker is on the location, an attendant is on hand at all times to make change manually and trouble shoot. To date, there has been no vandalism.

Cohen said there are few peaks or valleys of activity, but Sunday afternoons, when many visitors are at the airport, is the busiest time.

Mike Munves and Barney Sugarman, 10th Avenue coin distributors, assisted Cohen in setting up the location.

## Gottlieb Bows New Five-Ball, 'Stagecoach'

CHICAGO, Nov. 13.—A new five-ball novelty game, Stagecoach, was announced this week by D. Gottlieb & Company.

Featuring rotation scoring for replays, a player making numbers 1 thru 6 on the playfield lights up one of the six numbers for possible replays.

Roll-over buttons light for replays after a player has made all four rollovers. Five drop-thru holes award replays also. A mystery feature spots holes.

Super point scoring uses multiple-point targets. The game has three "pop bumpers," two "flippers" and two "cyclonic kickers."

Scores, running up as high as 7,000,000, are registered on the backglass. Backglass is decorated with a colorful stagecoach scene.

## Scientific Preems 3 Games at Show

Bing-O-Reno, Aqua Duck, Carousel to Make Debuts at NAAPPB; 3 Others to Be Shown

BROOKLYN, Nov. 13.—Three new coin amusement machines and three old standbys will fill the four booths to be occupied by the Scientific Machine Corporation's exhibit at the annual convention of the National Association of Amusement Parks, Pools and Beaches, in Chicago, November 28-December 1.

Heaviest emphasis will be placed on the Scientific Bing-o-Reno, a rolldown, Pokerino-type game designed by Henry Grauf, operator of Henry's Playland, Seaside Heights, N. J., and inventor of Skeeball. Grauf has had a pilot model of Bingo-o-Reno in his Arcade for five years, but the unit has never been mass produced.

Instead of poker play, the new game is based on bingo, with the player having the option of buying

one, two or three cards at 10 cents each. Dimensions are seven feet long and two feet wide, with shipping weight 200 pounds.

According to Max Levine, Scientific president, the price will be below \$400. The unit is primarily (Continued on page 85)

## New IQ Range To Be Shown At Park Meet

NEW YORK, Nov. 13.—The first public showing of the IQ Baseball Machine Corporation's new coin-operated batting range will be at the NAAPPB convention in Chicago, November 28-December 1.

According to Charles F. Henderson, general manager at IQ, the most radical departure from last year's model will be the price—now \$800 and formerly \$1,475.

Actually, the mechanical principle of the unit has been completely revised, with one cam now doing the work of four springs, six working parts and shock absorbers.

Instead of operating as a cata- (Continued on page 87)

## UMO's Small Denounces Op Rental Plans

DETROIT, Nov. 13.—In the wake of reports that rental plans offered by distributors to operators were starting up in several major U. S. cities, Roy Small, conciliator for United Music Operators of Michigan, this week denounced the move.

Speaking for UMO, Small said, "We think that is a bad thing for the distributor to be doing anything that is detrimental to his sales to operators as this is, because he is setting up a person, who is not an operator as we recognize him, and he's taking locations away from the operator. It can result in reduced terms, percentages and conditions." (Continued on page 84)

## Florida City Okays Stiff Coin License

HAIALEAH, Fla., Nov. 13.—The Hialeah City Council Tuesday (9) approved on first reading a stringent license ordinance for coin-operated games and music machines.

Highlight of the bill is a provision for a complete investigation by police of all new applicants for licenses.

The ordinance stipulates that applicants must be free of any conviction. (Continued on page 87)

## SHORT-TERM AID

### Ore. Coin Industry Finds Rentals Help

PORTLAND, Ore., Nov. 13.—Operator rentals of games and phonographs is helping to carry the coin machine industry over a rough period in the Portland area.

Upset conditions have stemmed from litigation arising from a 1951 city ordinance that threw a cloud over legality of pinball operation in Portland, an issue being taken to the Supreme Court of the United States.

Altho games have operated pending outcome of court tests, the effect has been to cast an uncertainty over game operation that has had an over-all depressing influence on business here. The music is not concerned in the litigation, juke box operation has shared the unsettled conditions to the extent that dual operation is the practice here.

Rental activity is considerably heavier in the game field than in

music, altho both phases of the industry have benefited from the opportunity to put equipment on locations without the commitment of total investment. Exact figures are lacking, but one estimate put the amount of new business as being 20 per cent in the rental field.

The rental practice has served both the interests of the distributor and operator in this area. The distributor has been able to obtain a (Continued on page 84)

## Keeney Ships New Gun Unit

CHICAGO, Nov. 13.—A new gun game, the Keeney Sportsman, began moving out to distributors this week.

The new unit, made by J. H. Keeney & Company, is equipped with a .22-type rifle and all moving targets.

Complete details of the game were not available, but it is known the gun will include bird and animal targets, an outdoor sportsman decorative theme and a timing device.

The Sportsman is the first gun game made by Keeney this year.

## Capitol to Display Rides, 3-D Movies At Outdoor Show

NEW YORK, Nov. 13.—Capitol Projectors will show its entire line of 3-D Movies, 3-D Pix and kiddie rides at the NAAPPB show to be held in Chicago November 28-December 1.

While no new models will be exhibited, Sam Goldsmith, Capitol sales executive, said that new cabinets have been designed for all Capitol 3-D equipment, with no price changes. Adult and kiddie pictures will be displayed.

The Capitol kiddie ride line consists of two Carousel types, two Horse Rides and a Midget Racer. Goldsmith, Leo Willins and Ralph Hotkins will man the Capitol booth.

## Munves to Show Hindu, Bike Racer at Chicago

NEW YORK, Nov. 13.—The Hindu Fortune Teller, Bike Racer and Mardi-Gras Follies (a six-game line) will be displayed for the first time at the NAAPPB show by the Mike Munves Corporation.

The Bike Racer is a two-player game which will list for \$395. Players stand side by side, with rotating wheels controlling the progress of miniature bicycle racers on an upright backboard. Dimensions are 36 inches wide, 24 inches deep and 70 inches high. Play is set for 5 cents.

The Hindu consists of a turbaned Oriental who places his hands on a crystal ball, looks up at the patron, runs his hands over the ball, and passes out a fortune-telling card. As the Hindu looks up, his eyes change from white to amber.

Pagoda Top  
Top of the Hindu cabinet resembles a pagoda. List price is not set, but will probably be between \$700 and \$900.

Hurricane Sal is one of the Mardi-Gras units. The viewer sees a simulated hurricane in action,

then receives a gust of wind at an unexpected moment. The unit is designed primarily for female players.

Another in the series is True or False, showing a model of an amply-endowed young lady. The viewer's question is answered by insertion of a coin.

Others in Series  
So You Think You Have Troubles shows a cow in an unenviable predicament. Others in the series are How to Reduce, 3-Ring Circus and Worry. The games sell for \$195 each, with play set for 5 cents.

The Grandma Fortune-Teller will also be shown. Manning the booth will be Mike and Joe Munves and William Gaines.

Joe Munves said that Grandma is now on location in subway stops at Times Square and at Eighth Avenue and 42d Street, with weekly takes averaging between \$30 and \$40.

The firm has purchased its own woodworking shop and is doing its own cabinets as well as premium furniture.

## Rental Plans For Ops Grow In Milwaukee

MILWAUKEE, Nov. 13.—Altho both operators and distributors in Wisconsin deplore the practice of distributors renting equipment to operators, they agree that such operator rentals are on the increase, a survey by The Billboard revealed this week.

The growth of the rental plan here is accepted as one of the current facts of economic life in the State's coin machine industry.

Operators take the stand that rental practices are bound to hurt the industry in the long run by giving distributors an unfair advantage dollar-wise.

Rentals place the distributor in the operating phase of the business in direct competition with his own customers, operators contend.

A long-time Milwaukee coinman (Continued on page 86)

## Keeney Signs For NAAPPB

CHICAGO, Nov. 13.—J. H. Keeney & Company will exhibit at the annual convention of the National Association of Amusement Parks, Pools & Beaches, Paul Huesch, general sales manager, announced this week.

It is the 15th coin manufacturer so far to sign up for the show.

Keeney will occupy booths 124 and 125 at the meet which will get underway November 28 and run thru December 1 at the Hotel Sherman. The firm is planning to show its coffee vender as well as its new gun game.

## Game Location Set Up At Newark, N. J., Airport

NEWARK N. J., Nov. 13.—One of the lushest game locations in the State has been landed by the C. O. Vending Company, Corona, N. Y., firm. The installation, representing a \$60,000 equipment investment, is at Newark Airport, one of the busiest air terminals in the nation.

Nat Cohen, C. O. executive, figures the location must net a minimum of \$900 a week to make it pay, and he said that takes for the first five weeks of operation have been topping that figure.

The games include four shuffleboards, 10 pinballs, 2 Exhibit gun games, a Pistol Pete and a Night Fighter. Kiddie rides include two horses, a Sea Queen and a Space Ranger.

Other Machines  
International Mutoscope's Photomat, Voice-O-Graph and Drive-Mobile are also part of the installation, as are the Munves Grandma and stamping machines.

C. O. has been operating stamp

Short-Term Aid

Continued from page 83

return on equipment that otherwise might remain idle, while the operator has been encouraged to try out new equipment and new locations without undue risk.

In a number of cases, the operator has purchased the equipment after a period of rental. Both parties to rental practices here find it satisfactory, altho as a long-range policy, sale and outright ownership are preferable to both.

Confidential Set-Up

Rental rates are considered a confidential agreement between the distributor and renter. Equipment renters prefer to remain unidentified as a means of insuring sounder relationship between operator and location owner.

From the distributor's viewpoint, however, the rental rate will be established fairly close to installment purchase figures. The distributor will expect the equipment to pay out in about the same period that installment payments would cover.

In that the operator seldom takes

VOTE MACHINE 'TILT' CLAIMED

NEW YORK, Nov. 13.—H. I. Phillips, New York World-Telegram columnist, was in a playful mood in his Wednesday (10) comment on the role of the voting machine in the election recounts. Phillips told how, in one New York election district, if you pressed the Harriman lever you got the racing results at Jamaica, while if you pressed the Ives lever you got salted peanuts. In Illinois, he claimed, a voter was found inside a machine exhausted from a violent struggle. He was angry because he had racked up a score of 456,000 and no lights had flashed. The voter claimed a tilt.

the location owner into his confidence as to whether the equipment is leased or owned outright, the sharing of equipment earnings is conducted on the normal basis.

UMO's Small

Continued from page 83

Other Detroit coinmen raised objections to such plans. Joseph Auton, manager of the Michigan Midget Movies and King-Pin Distributing Company, reported that a trial operation he conducted with kiddie rides "did not turn out profitably for either party." Auton said the average take on a kiddie ride was about \$20 a week. Of that sum, the location owner would get about 35 per cent and King-Pin charged \$10 a week rental, which left a small margin for the operator. One service call would eat up the profit.

Auton said that he considered a rental plan for games and juke boxes, but that he gave it up "because we would have to have a credit man chase the renters." But the type of equipment and the location determine the success of a rental plan, operators here argue.

A typical comment came from one operator. "It depends on the territory the plan is tried and the kind of equipment," he said.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine names and prices across four issues: Nov. 13, Nov. 6, Oct. 30, Oct. 23. Includes items like ABC (United), Army & Navy, Atlantic City (Bally), Basketball Champ, etc.

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 ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER (unless Credit has been established)

IMPORTANT INFORMATION In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

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.

DISTRIBUTORS—OPPORTUNITY TO HANDLE the new 5 or 10¢ Kleenex Pocket Pack Tissue Machine. Write Standard Machine Mfg. Co., Box 11, Hubbard Woods, Ill. no27

DISTRIBUTORS, OPERATORS—A LOW priced comb vendor. Get in on ground floor. No territorial restrictions. Box M-93, e/o Billboard, Cincinnati 22, Ohio. ch-no27

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" 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. J. ch-de11

SOUTHERN OPERATORS—300 AIR CONDITIONERS. Ideal motels, etc. Brand new, original cartons. List \$89.50; price, \$39.50. 25¢ coin timers, \$4.75. W. R. Slack, Box 1271, Clearwater, Fla.

Help Wanted

MUSIC AND PINBALL MECHANIC—FINE working conditions. Must be sober and reliable. Moss Amusement Co., Sanford, Fla. Phone 102.

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. ja1

WANTED: DESIGN ENGINEER Rare opportunity for experienced vending machine engineer capable of assuming full responsibility for special projects. Minimum of four years' experience in design-styling of sheet-metal cabinet work, and electro-mechanics required. Must be a competent draftsman. Educational background in addition to practical experience in vending manufacture should include a minimum of three years of mechanical engineering. Compensation commensurate with ability. All replies and information furnished will be held in strict confidence. Address Box 737, The Billboard 188 W. Randolph St. Chicago 1, Ill.

Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. no27

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448. ch-no27

Routes for Sale

MUSIC, PIN, BINGO AND SHUFFLE GAME Route, North Western Pennsylvania. Cash or terms. Rich's Amusement Co., Greenville, Pa. no20

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINES—NEW AND used; rock bottom merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. no27

CIGARETTE MACHINES JUST OFF LOCATION; 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVERgreen 6-4244. ch

FIVE AUTOMATIC "POPPERETTE" POPCORN machines; used six months; \$2.34 worth for only \$750. Attractive, modern design; put 10¢ in; watch it pop—ah good corn. Mrs. Arthur T. Berg, 1123 Third Ave. S., Moorhead, Minn. dh

FOR SALE—GOLD NUGGETS, \$35; CONEY Island, \$40. Send 1/2 deposit. Frank Guerrini, Burnham, Pa. no20

FOR SALE—PENNY GUM, NUT VENDORS, \$1.95 up; Popcorn Vendors, Penny Scales, \$19.95 up. R. Westmoreland, Box 1016, Jackson, Tenn.

LAST PRICES FOR PENNY AMUSEMENT games. Send quick for list. Atlas, 1200 Madeline Place, Fort Worth, Tex.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors. 21¢, Advance 23¢, National #5, National #13 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-11, 4307 W. Lawrence Av., Chicago 30

USED AND RECONDITIONED VENDORS—Nat. 9 col. Candy, \$95; Nat. 6 col. Candy, \$69.50; Unecda Candy, 5 col., \$59.50; S. K. 5¢ Hershey, \$25; 10 Atlas Ace 1¢ Adsee, \$6.50; 15 N. W. #40 1¢ mdse., \$6.50; 15 N. W. #39 1¢ mdse., \$6.50; 15 Advance 1¢ Stick Gum, \$10; 10 S. K. 5¢ Hot Nut, \$15; 3-3 col. Dival Roll Stamps, \$25; 25 Masters, \$8.50; 50-8 col. 1¢ Tab Gum, \$12.50. Cleveland Coin, 2025 Prospect Ave., Cleveland 15, Ohio. no20

60 MERCURY GRIP MACHINES—FIRST class. Sacrifice at \$15 each, cash f.o.b. Agent: Spindle City Vendors, Box 621, Gastonia, N. C.

100 ACORN 1¢ ALL PURPOSE VENDORS. Many still in original cartons, others on location three months. Cash only, \$750. 1/3 deposit, balance c.o.d. A. M. Perry, 2238 N. Richland, Phoenix, Ariz.

220 1¢ GUM CHARM MACHINES, 480 5¢ Acorn Charm Machines; off or on location in Texas. Sell, trade for 25¢ Advance Machines, Box M-94, e/o Billboard, Cincinnati 22, Ohio.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. lf

LATE MODEL SKEE BALLS AND ARCADE machines, guns and novelty pieces. Will also buy Mills Panorams regardless of condition. H. E. Loebsock, 1438 N. Emporia, Wichita, Kan. no20

VICTOR TOPPERS WANTED—ANY QUANTITY. Give full information, Box M-90, e/o Billboard, Cincinnati 22, Ohio. de4

WANTED TO BUY—10¢ KLEENEX VENDING machine. Vend-Rite or others. Irvington Paper Co., 20 Camden St., Newark 7, N. J. no20

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form. 2. Check classification you want your ad to appear under. Business Opportunities, Help Wanted, Parts, Supplies & Services, Positions Wanted, Routes For Sale, Used Coin-Operated Equipment, Wanted To Buy. 3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts. Regular Display

- 4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues, Next 4 issues, Next 3 issues, Next issue only. Payment enclosed

Name, Address, City, Zone, State



ONLY THE BILLBOARD—among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

**Scientific**

• Continued from page 83

for battery installations, with initial deliveries set for spring.

Scientific will also exhibit the Aqua Duck, which had previously been produced by the now defunct Meteor Machine Corporation. The firm has bought the rights for the game from the inventor, Jack Gray, and is currently producing its own version. First deliveries are set for January.

Two models are available, the de luxe for \$349.50 and the standard for \$249.50. The de luxe model has a cabinet 42 inches long, 22 inches wide and 6½ inches high, with a light-up backboard. The standard model is smaller and has an unlit backboard.

**Water Pistol**

Object of the game is to fire a water pistol at floating ducks, with the force of the water stream pushing the ducks on an island. Water tanks are stainless steel, and the game is guaranteed for five years.

Another Scientific machine to be displayed for the first time will be the two-horse Carousel. The unit has two Fibreglas horses operating on an up-and-down motion. The base is steel and the top striped canvass. The operator has a music selection which plays while the ride is in operation. List price is \$750.

Other Scientific machines to be displayed will be the 1955 Pokeros, with slight cabinet changes; the 3-in-Line game, and the Ocean Liner.

In addition to Levine, the booth will be manned by Jack Firestone, chief engineer; Robert Marcus, sales manager; John Marino, assistant sales manager, and Diane Hunter, hostess.

Scientific is currently celebrating

**Fla. Distrib Brands Rentals 'Impractical'**

MIAMI, Nov. 13.—A plan which enables an operator to rent games and juke boxes from a distributor was branded as impractical from a distributor's viewpoint this week by Ozzie Truppman, Bush Distributing Company executive.

Said Truppman: "It lets the operator make too many mistakes and ultimately forces the distributor to become an operator himself."

He said he felt that under such an arrangement, the operator would be inclined to rent more equipment than he would buy if he had to pay for it.

"The operator doesn't have necessary stake in his equipment to cause him to operate as efficiently as he would if he knew he was buying the machines outright," said Truppman. "If things get rough, he bounces the equipment back to the distributor who then has used machines on his hands. What is the distributor to do then but put them out indiscriminately in an effort to salvage what he can of a bad situation?"

Truppman pointed out that when machines are rented to operators rather than sold, the distributor is unable to maintain an even flow of purchases from the factory. This in turn would cause a foul-up on the production line and impair relations between the factory and the distributor.

the 25th anniversary of its founding and plans to peg its exhibit and promotion on this event.

**ROUTE SUCCESS**

**Partners Divide Work, Cut Costs**

MILWAUKEE, Nov. 13.—Chopping down overhead costs—the goal of operators all over the industry—is one of the main factors behind the success of P. & P. Distributing Company. Partners Joe Pelligrino and Bob Puccio have built the firm into a solid organization operating music and games in this area.

With close to a decade of continuous operation now behind them, both partners agree that they have developed a system of teamwork and planning that gets top results for them: The division of labor usually finds Bob Puccio handling the bulk of the route management, solicitation and office chores, while Joe Pelligrino is the firm's expert on equipment maintenance, plant problems and supervision and training of the service personnel.

Known as a skilled repairman in town among the operators, Joe Pelligrino was an expert cabinet maker prior to entering the coin machine field. While his forte is coin machine cabinet refinishing, Pelligrino has also acquired a large fund of knowledge and practical experience in solving the many electrical and mechanical problems that can pop up to plague the average operator.

**Do Own Repair**

"We try to repair everything by ourselves that we can possibly do in our own shop," says Pelligrino. Electrical test equipment to check many of the parts of juke boxes and pinball games are owned by P. & P. Distributing. Simple jobs, like testing tubes have long been performed in their St. Paul Avenue workshop, rather than at their supplier firms.

Cabinet refinishing, one of the most expensive items on the cost sheets of operating firms which take a pride in their equipment's appearance, has always been performed here. Refinishing charges are so high, says Pelligrino, because of the heavy amount of time and hand work required to turn out good work. Handling refinishing work on cabinets of coin machines to spruce them up and thereby extend their profitable lifetime is performed at much lower costs when done "at home," says Pelligrino, who adds, "if you know how to do it properly."

P. & P. route men and maintenance employees are expected to develop into versatile "jacks of all trades," according to Pelligrino. "When any goes to work for us, they learn everything about coin machines from electronics to refinishing." Teaching their help how to handle most of the repair and maintenance work arising while making the rounds of stops pays big dividends, they have found. Pelligrino takes considerable pride in the report that his men are becoming quite expert at their work under his tutelage.

**Cutting Costs**

What are some of the guiding principles in attempting to cut operating and shop costs?

According to Pelligrino, one of the main things to strive for is an efficient shop layout. Ownership of the proper tools and equipment for moving and aiding the orderly flow of machines thru the shop saves hundreds of dollars in hourly wages paid out each year.

"Arrange your floor plan in the shop so that machines aren't haphazardly strewn all over the premises. Keep tools that are used on repair jobs near the equipment being processed. Figure out ways of saving steps in your shop work."

Obviously, a location for the shop which is unhampered by traffic jams and parking problems, and

where company trucks can gain quick and easy access to loading facilities, also is a prime factor in saving time and money, according to Pelligrino.

**Parts Stock**

Keeping a proper level of stock parts on hand at all times also makes for greater efficiency and lower overhead. "When any particular part fails on a coin machine, we automatically assume that it can happen again. So we purchase several of them for our parts inventory. We would much rather have a part in our bins and not use it, than to need it some day and spend costly hours chasing around town trying to locate a replacement, meanwhile suffering a shutdown on an important location."

The value of keeping a sufficient supply of parts on hand at all times becomes strikingly evident when breakdowns occur during week-ends. On such an occasion, when supply houses are normally closed, everyone at P. & P. can afford to breathe easy because the firm's foresighted policy provides them with almost any part the situation calls for.

**Used Equipment**

Another principle which P. & P. finds profitable is the disposal of obsolete equipment as quickly as possible. A disorderly, jumbled collection of used equipment in a coin machine shop can do a lot to slow up the pace of work being performed there, they insist. Keeping a shop neat and orderly requires a strict policy of either selling old machines promptly thru various channels or dismantling them for salvagable parts.

No interest is shown by either Bob Puccio or Joe Pelligrino in taking in repair work for other operators as a source of revenue.

"We are too busy taking care of our own headaches," says Pelligrino. "All we're trying constantly to do is keep down our overhead and make ourselves as self-sufficient as we possibly can."

**NOTICE**

**SOUTH BEND, INDIANA, OPERATORS and THOSE OF SURROUNDING TOWNS**

**The Sensational New**

**A.M.I. MODEL F**

**WILL BE ON DISPLAY at OLIVER HOTEL SOUTH BEND, INDIANA, on SATURDAY and SUNDAY, NOVEMBER 20th and 21st**

**From 10 a.m. to 10 p.m. IN SAMPLE ROOMS 335 and 336**

**Also on Display—the Newest Games**

**SOUTHERN AUTOMATIC MUSIC CO., Inc.**

	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
Marble Queen (Gottlieb)....	\$69.50	\$69.50	\$150.00	\$150.00
Maryland (Williams).....	375.00	410.00	410.00	435.00
Mexico (United).....	435.00	49.50	49.50	49.50
Monterrey (United).....	195.00			
Mystic Marvel (Gottlieb)...				
Nifty (Williams).....	79.50	79.50	79.50	79.50
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympics.....		65.00	75.00	75.00
Palisades.....	79.00			
Palm Beach (Bally).....	125.00	125.00	135.00	125.00
	135.00(2)	145.00(4)	145.00(3)	175.00
	140.00	165.00	150.00	
	145.00(3)			
	150.00			
Palm Springs (Bally).....	345.00	350.00	385.00	370.00
	355.00	365.00	395.00(3)	375.00
	375.00	385.00		395.00(2)
	395.00(2)	395.00(3)		
Paradise (United).....	49.50	49.50	49.50	49.50
Pinch Hitter (United).....	59.50	59.50	59.50	59.50
Pinky (Williams).....	79.50	79.50	79.50	79.50
Pin Wheel (Gottlieb).....	165.00			
Poker Face (Gottlieb).....	160.00	165.00	125.00	165.00
Puddin' Head (Genco).....		54.50	54.50	54.50
Quarterback (Williams).....	75.00	69.50	75.00	75.00
Quartette.....			110.00	110.00
Quintette.....	145.00	145.00	145.00	145.00
Rag Mop (Williams).....			89.50	89.50
Rio (United).....	295.00(3)	295.00(2)	295.00	325.00
	325.00	325.00		325.00
Rockettes (Gottlieb).....	49.00		35.00	35.00
Rondeevoo (United).....	49.50	49.50	49.50	49.50
Rose Bowl (Gottlieb).....			65.00	65.00
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga.....	49.50	49.50	49.50	49.50
Screwball (Genco).....	49.50	49.50	49.50	49.50
Sharp Shooter (Gottlieb)....	59.50	59.50	59.50	59.50
Shindig.....	170.00			
Show Boat (United).....		150.00		
Skill Pool (Gottlieb).....		85.00		100.00
Slug Fest.....				65.00
South Pacific (Genco).....	54.50			
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	55.00	75.00(2)	85.00(3)	75.00(2)
	85.00	95.00(2)	95.00(3)	85.00
	100.00	100.00	100.00	95.00(3)
		85.00	85.00	50.00
Stars (United).....				135.00
Struggle Buggy (Williams)...	49.50	49.50	49.50	49.50
Summertime (United).....				
Super World Series (Williams).....	150.00	195.00	150.00	195.00
Tampico (United).....	69.50	69.50	69.50	69.50
Tahiti (United).....	195.00	225.00	265.00	195.00
Texas Leaguer (Keeney).....	49.50	49.50	49.50	49.50
Three Feathers (Genco).....			54.40	54.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)...	69.50	69.50	69.50	69.50
Times Square (Williams)....		75.00		115.00
Tropics.....	225.00(2)	225.00	235.00	250.00
	235.00(2)	245.00	245.00	275.00
	245.00			
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	25.00	99.50	25.00	25.00
				99.50
Twenty Grand.....		75.00		
Virginia (Williams).....	49.50	49.50	49.50	49.50
Winner.....				25.00
Yacht Club (Bally).....	160.00(2)	150.00	175.00	160.00
	165.00	160.00(2)	195.00(2)	165.00
	175.00(3)	165.00	225.00(4)	200.00
	195.00(3)	195.00(2)		225.00(3)
	225.00(2)	215.00		
		225.00(2)		
Zingo.....	65.00	65.00	65.00	65.00

**COBRA CARTRIDGES**  
 Realigned and Resurfaced, 75¢ each.  
 Compare them with new cartridges.  
 Cartridges returned within 10 days.  
**ELECTRONIC INDUSTRIES**  
 P. O. Box 2008 Mesa, Arizona

**PLA-POOL** COIN-OPERATED POOL TABLE  
**A Winner in Any Location!**



- ★ Regulation size cues
- ★ Scoring rack with adjustable light fixtures
- ★ Cash box inside also opens with key, making pilferage difficult
- ★ Finest pure gum rubber cushions and playing field cloth obtainable
- ★ Sides of table are finished in beautiful pearloid grey, rest of table being natural finish hardwood
- ★ Signal light flashes on when coin is inserted, goes out when playing time is finished
- ★ Can be adapted to operate with coin of any country

Net Wgt. 180 lbs. 6 ft. long  
 Ship. Wgt. 260 lbs. 32½ in. high  
 37 in. wide

**MARVEL MFG. CO.** 2845 W. Fullerton Ave., Chicago 47, Ill.  
 Tel.: Dickens 7-2424

Export Distributor Trans-World Trading Corp., 55 E. Washington  
 Chicago 2, Ill. — Cable: Transtrade

**ORDER PLA-POOL TODAY**  
 PLA-POOL—A low-cost, profitable coin-operated pool table. Here's a competitive game of skill (not a gambling device) that will never suffer from fading player appeal. Ideal for group or individual play. High returns on this low-cost investment insure good profits in any location. Handsome and sturdy unit never requires service other than collections—no complicated mechanism. Write for descriptive literature and price.

**Mr. Operator of METAL TYPER MACHINES**  
**SPEED UP YOUR LOADING OPERATION!**  
 Buy Your ALUMINUM DISCS in Rolls of 100.  
 Small Extra Charge. Bulk Also Available.



**STANDARD METAL TYPER CO.**  
 1318 N. Western Ave. Chicago 22, Ill.

when answering ads... **SAY YOU SAW IT IN THE BILLBOARD!**

**NEW golden palomino horse**  
**NEW rigid steel base**  
**NEW flashy colorful cabinet**

**THE CHAMPION**

• REALISTIC WESTERN HORSE  
 • REAL WESTERN SADDLE  
 • SAFE, LOW-SPEED START  
 PULL REINS TO TROT OR GALLOP  
 • LIFE-LIKE RIDING ACTION  
 • STURDY, TROUBLE-FREE MECHANISM  
 • SLUG-PROOF COIN MECHANISM  
 • SMOOTH, QUIET OPERATION

**10¢**  
 A RIDE

REQUIRES ONLY  
 22 IN. BY 44 IN.  
 FLOOR SPACE

110 VOLT  
 A. C.

**RIDE THE CHAMPION 10¢**

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

**THE BILLBOARD INDEX**  
**ADVERTISED USED MACHINE PRICES**  
**ARCADE EQUIPMENT**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, 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 Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
ABT Challenger.....	20.00	25.00	\$20.00	25.00
Advance Roll (Genco).....	79.00			
Air Raider (Keeney).....	90.00	90.00		90.00
Atomic Bomber (Mutoscope).....	150.00	150.00		150.00
Barrel Roll (Jennings).....	125.00	125.00	125.00	125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	165.00	175.00	125.00	165.00
Bat-a-Score Sr.....	195.00	195.00	195.00	195.00
Big Bronco (Exhibit).....	65.00	65.00	65.00	65.00
Big Inning (Bally).....	350.00	395.00	295.00	350.00
Card Vendor (Exhibit).....	495.00	495.00	395.00	495.00
Champion Horse (Bally).....	150.00	150.00	150.00	150.00
Chicken Sam (Seeburg).....	395.00	395.00	395.00	395.00
Criss Cross.....	99.50	99.50	99.50	99.50
Dale Gun (Exhibit).....	15.00	15.00	15.00	15.00
Deluxe Card Vendor (Exhibit).....	55.00	65.00(2)	55.00	65.00(2)
Derby, 4 Player (Chl. Coin).....	89.50	89.50(2)	89.50	89.50
Drivemobile (Mutoscope).....	50.00	50.00	50.00	50.00
Flying Saucer (Mutoscope).....	175.00	195.00	175.00	195.00
Flash Hockey (Colnex).....	165.00	165.00	165.00	165.00
Flying Saucer (Mutoscope).....	75.00	55.00	75.00	75.00
Goatee (Chicago Coin).....	149.50	149.50	149.50	149.50
Grandma Fortune Teller.....	95.00(2)	99.50	95.00	99.50
Gun Club.....	100.00	100.00	100.00	100.00
Gun Patrol (Exhibit).....	125.00	125.00	125.00	125.00
Heavy Hitter (Bally).....	129.00	145.00	145.00	145.00
Hi-Ball (Exhibit).....	195.00	195.00	195.00	195.00
Horsefeathers (Williams).....	40.00	40.00	69.50	40.00
Jet Gun (Exhibit).....	75.00	75.00	75.00	75.00
Lite League.....	75.00	75.00	89.50	75.00
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typer (Harvard).....	150.00	150.00	275.00	150.00
Metal Typer (Roovers).....	265.00	275.00	275.00	275.00(2)
Metal Typer (Standard).....	125.00	165.00	165.00	165.00
Midget Movies.....	185.00(2)	185.00(2)	185.00(2)	185.00(2)
Musical Merry-Go-Round (Lee).....	195.00	195.00(2)	195.00	195.00
Midget Skee Ball (Chl. Coin).....	165.00	165.00	165.00	165.00
Night Bomber (Kirk).....	150.00	150.00	150.00	150.00
Night Fighter (Genco).....	225.00	225.00	225.00	225.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope).....	250.00	425.00	250.00	425.00
Pistol Pete (Chicago Coin).....	75.00	90.00	75.00	90.00
Pitch 'Em & Bat 'Em.....	95.00	99.50	95.00	99.50
Play Poker.....	145.00	145.00	145.00	145.00
Pop Up.....	185.00(2)	185.00(2)	185.00(2)	185.00(2)
Q Ball Pool Table.....	19.00	19.00	19.00	19.00
Quizzer.....	22.00	24.00	22.00	24.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Rifle Range Ray Gun.....	95.00(2)	95.00(2)	95.00(2)	95.00
Rifle Range Ray Gun.....	95.00	95.00	95.00	95.00
Scoring Units (Genco).....	24.50	24.50	24.50	24.50
Shocker (Acme).....	150.00(3)	150.00(4)	150.00(4)	150.00
Shoot the Bear (Seeburg).....	175.00(3)	175.00(2)	175.00	175.00
Silver Bullets (Exhibit).....	195.00	195.00	195.00	195.00(2)
Silver Gloves (Mutoscope).....	100.00	125.00	125.00	125.00
Silver Skates.....	185.00	185.00	185.00	185.00
Six Gun Rifle Range (ABT).....	59.00	75.00	75.00	100.00
Six Shooter (Exhibit).....	550.00	550.00	550.00	550.00
Skee Ball (Genco).....	99.00	125.00(2)	125.00(2)	75.00
Skee Ball (Wurlitzer).....	135.00	145.00	135.00	145.00
Ski Roll (Evans).....	275.00	275.00	275.00	275.00
Skill Gun (ABT).....	150.00	150.00	150.00	150.00
Sky Fighter (Mutoscope).....	125.00	125.00	125.00	125.00
Sky Gunner.....	175.00(2)	175.00(2)	175.00(2)	175.00
Space Gun.....	189.50	195.00(2)	185.00	190.00
Space Invader.....	195.00(2)	210.00(2)	210.00	215.00
Space Ship (Bally).....	210.00	195.00	195.00	195.00
Space Ship (Deco).....	195.00	195.00	195.00	195.00
Star Series (Williams).....	125.00	125.00	125.00	125.00
Sub. Gun (Keeney).....	59.00	89.50	89.50	89.50
Super Bomber (Evans).....	110.00	110.00	110.00	110.00
Target Skill Gun.....	150.00	150.00	150.00	150.00
Telegiz.....	18.00	18.00	18.00	18.00
Three Way Gripper (Gottlieb).....	115.00(2)	69.50	115.00	110.00
13-Way Athletic Scale (Mercury).....	125.00(2)	125.00(2)	125.00(2)	125.00
Twin Shoe-Shine.....	18.50	24.50	18.50	24.50
Undersea Raider.....	79.50	80.00	79.50	80.00
Voice-o-Graph (Mutoscope).....	150.00	150.00	150.00	150.00
Wizzard.....	125.00(3)	125.00(2)	125.00(2)	125.00
Wizzard.....	495.00	525.00	495.00(2)	525.00
Wizzard.....	595.00	595.00	595.00(2)	595.00
Wizzard.....	18.50	18.50	18.50	18.50

**Atlantic Starts Op Rental Plan In Connecticut**

HARTFORD, Conn., Nov. 13.—Mac Perlman, of Atlantic-New York Corporation's Hartford branch has started a coin machine rental plan for Connecticut, covering Seeburg juke boxes as well as pinball games and bowling games.

Thus far, the plan has extended to upward of half a dozen smaller operators, with the latter paying rental for the units on a weekly basis, the fees worked between Perlman and the operators.

It is understood that Perlman is utilizing a sliding scale on the rentals. For example, one machine would be charged \$10 per week for first 10 weeks, \$8 per week for second 10 weeks.

As for trade reaction, opinions range from enthusiasm to middle-of-the-road observations.

Abel Fish, president of the Music Operators of Connecticut, sums up the local trade viewpoint: "This coin machine rental plan is ideal for the smaller operator who doesn't want to make a large initial investment. He has to realize, however, that he must furnish parts himself, and another thing to be considered is that after the rental plan is concluded he still has had only use, not ownership of the machine. This, of course, is up to the individual. If the plan can help a small fellow along, I'm very much in favor."

**Rental Plans**

Continued from page 83

said that rental agreements have their strongest appeal among those operators who are in shaky financial condition.

When a distributor supplies such a marginal operator with equipment on a rental basis, it often leads to lowering commission rates which can spread to other routes run on more businesslike levels, one distributor said.

Most of the trouble begins, a pioneer coinman said, because the renters feel that since their initial investment is practically nil, they can afford to line up some choice locations via a commission shopping methods.

Distributors, cautious to comment felt they were being pulled into a situation beyond their control. "All you do is put yourself in the operating business if you go in for rentals. If the word gets around that you are renting, you become unpopular with the very people upon whom your business depends."

One distributor outspokenly stated, however, that he would be compelled to either operate equipment himself or branch out into rentals unless conditions brighten for his business. He explained that because he had been unable to stir up interest in certain areas where his coverage is low, he was considering working with operators on a percentage basis.

Current rental rates being charged in this area, according to reports, are usually 2 1/2 per cent of the list price of the game or juke game per week. Game rentals average \$12 to \$15 per week; music rental fees run higher, up to as much as \$20 a week. Operators pay all expenses.

Rental fees, in most instances, can be applied toward the eventual purchase of the equipment if the operator so desires.

**NEW UNITED 11th FRAME BOWLER COMET-SHUFFLE SKEE BINGO-SINGAPORE**

**Sensational—New CARNIVAL GUN—MOVING TARGET USED SHUFFLES**

United Classic ..... \$269.50  
 United Star 10th Frame ..... 179.50  
 Chi Coin Triple Score ..... 245.00  
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Genco Sky Gunner ..... \$189.50  
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MUSIC	SHUFFLE ALLEYS	BINGOS
AMI D-40 ..... \$325.00	United Imperial ... \$275.00	Spot Lights ..... \$ 75.00
AMI D-80 ..... 450.00	Keeney Pacemaker. 250.00	Ice Frolics ..... 385.00
AMI E-80 ..... 550.00	Keeney Bonus Bowler ..... 300.00	Yacht Clubs ..... 225.00
Rock-Ola 1436 Fireball, 45 RPM, 120 Sel. ... 375.00	Chicago Coin Criss Cross Bowler ... 365.00	Surf Clubs ..... 425.00
Rock-Ola 1434 Rockets, 78 RPM, 50 Sel. ... 325.00	Bally Champion Bowler ..... 475.00	Atlantic City .... 125.00
Seeburg Model C ... 450.00	Bally Victory Bowlers ..... 450.00	Hi Fi ..... 425.00
Seeburg Model B ... 525.00		Dude Ranch ..... 325.00
Seeburg Mod. M-100-A 375.00		Variety ..... Write
1015 Wurlitzer (while they last) .. 89.50		

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 Keeney Century, Match, 3/25¢ ... \$425  
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 Keeney 10 Pl. Team ..... 135  
 Un. Banner, Match 450  
 Un. Ace, Match ... 395  
 Un. Leader, Match 345  
 Un. Team, Match. 350  
 Un. Classic, Match 210  
 Un. Clover, Match 175  
 Un. Laegle ..... 350  
 Un. Olympic ..... 190  
 Un. Cascade ..... 175  
 Un. 10th Frame Super ..... 125  
 C. C. Double Score 175  
 Genco Shuffle Pool 185

**Keeney's Latest and Best SPORTSMAN Rifle Gallery, something different in a proven money-maker. Good in any type territory. Competitive scoring—timing device—moving targets—with or without match features.**

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**SHUFFLEBOARD SUPPLIES**  
 Shuffleboard Game Wax, Case (12) \$ 3.50  
 Pucks (Set of 8). 12.00  
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 Fluorescent Lights, Pr. .... 22.50  
 Used Rock-Ola Shuffleboard. Lites, Pr. .... 12.50  
 Adjusters ..... 18.50

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### Steam Cleaner

Continued from page 79

interested in a steam cleaner, and Steinman went ahead with plans to build one for ship use. The order never materialized, but Steinman, recalling his Apco experience, felt that the unit could be designed primarily for food vending equipment.

The current vending unit has been on the market eight months. Selling for about \$500, the Steamaster cleans, sterilizes and degreases with a finger-tip release controlling dry or wet steam. Maximum working pressure is 85 pounds. Engine is single phase, with a boiler capacity of five gallons and a detergent capacity of three gallons. Other units with three-phase motors and higher capacities are available at higher costs.

Steinman feels the electric steam cleaner has a distinct edge over gas or oil-fired units because it can be used in an indoor operation without extensive fireproofing and with little or no trouble in regard to fire department regulations.

While the market in the coin machine field will be primarily large vending operators, and distributors doing conversion and rebuilding work, Steinman will also attempt to sell the unit to juke box firms which refurbish their own machines and sell second-hand units to operators.

### New IQ Range

Continued from page 83

pult, the new unit has a mechanical hand which picks up the ball, actually winds up and delivers. The operator may set nine or 10 balls for 25-cent play.

As a safety measure, the machine will not throw at the plate until the batter depresses a release on the platter. This will eliminate the possibility of a left-handed batter catching one on the noggin as he crosses the plate.

The IQ machine is currently used by the Brooklyn Dodgers, Pittsburgh Pirates and Chicago Cubs. An order for the new model has been placed by the Dodgers.

In addition to Henderson, Albert Emelian, inventor of the device and former PT engine designer during World War II, will be at the IQ booth.

### Florida City

Continued from page 83

tions on gambling charges for the previous five years and must be residents of Hialeah for at least one year. All members of the applicant's family, firm or corporation also must be free of gambling violations.

The ordinance specifies violations, a \$500 fine and six months in jail or both for violations.

Under Hialeah procedure, the ordinance will come up for a second reading in two weeks and if passed, it faces possible final passage two weeks later. After that it must be advertised for 30 days before it becomes law.

Hialeah is one of 26 municipalities which ring the city of Miami. The town's economy reaches its peak during the 40 days, beginning in mid-January, when Hialeah Race Track is in operation.

### Apco Exhibit

Continued from page 79

after-show volume in vending machines.

The plan consists of roping off a section of the lobby after the show, placing tables in the area and using venders to provide the food and beverages.

The RKO management reasons that the usual custom for a couple is to drop in to a neighboring restaurant or soda fountain after the show, wait in line for a seat, get pushed around, eat, then pay the check and leave a tip.

By eating in the lobby, the theater patrons can save time and dine in comfort. The theater would be saved the expense of a manual operation. At any rate, that's the theory, and RKO is giving it a whirl.

## SHUFFLE GAMES

	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of Oct. 23
Advance Bowler (Chicago Coin) .....			\$310.00 325.00	\$275.00 300.00 325.00 350.00
Big League Bowler, 4 player (Keeney) .....	\$65.00w/p	\$65.00w/p	65.00w/p	65.00w/p
Bonus Bowler (Keeney) .....	295.00 300.00(2) 340.00	300.00(2) 325.00 340.00	300.00 350.00	300.00 350.00
Bowl-a-Ball (Chicago Coin) ..	125.00	54.00 125.00		100.00(2) 325.00
Bowl-a-Matic (Universal) .....	325.00	325.00	325.00	325.00
Carnival Bowler (Keeney) .....	175.00 185.00	185.00 190.00	195.00(2)	195.00(2)
Cascade Shuffle Alley				
6 player (United) .....	150.00	150.00 180.00	175.00 190.00	185.00 190.00
Champion Bowler (Bally) .....	175.00(2)	184.00 185.00	195.00(2)	195.00(3)
Classic Shuffle Alley, 6 player (United) .....	185.00 195.00	195.00(2)	200.00	200.00
475.00	475.00	475.00	475.00	475.00
Club Bowler, 10 player (Keeney) .....	210.00(2)	194.00	225.00(3)	225.00(2)
Cris-Cross Bowler (Chicago Coin) .....	225.00(4)	225.00(5)	235.00 239.00	235.00 239.00
Crown Bowler (Chicago Coin) ..	235.00 269.50	235.00	240.00	239.50 250.00
Domino Bowler (Keeney) .....	175.00 189.50	154.00	145.00 185.00	145.00 185.00
Double Score Bowler 10th Frame (Chicago Coin) ..	195.00(3)	195.00(3)	195.00(2)	195.00 219.50
210.00 215.00	210.00(2)	210.00 225.00	225.00	225.00 245.00
215.00 245.00	245.00	245.00	245.00	245.00
Club Bowler, 10 player (Keeney) .....	135.00	135.00	145.00	145.00
Cris-Cross Bowler (Chicago Coin) .....	345.00 365.00	365.00 395.00	365.00	365.00
Crown Bowler (Chicago Coin) ..	215.00 235.00	144.00 195.00	195.00 225.00	155.00
255.00(2)	235.00 245.00	235.00 255.00	225.00(2)	225.00(2)
255.00(2)	255.00(2)	265.00	255.00 265.00	210.00
265.00	265.00	210.00	210.00	210.00
Double Score Bowler 10th Frame (Chicago Coin) ..	150.00 165.00	104.00 150.00	150.00	95.00
175.00(4)	165.00 175.00	175.00(2)	175.00(2)	175.00(2)
225.00	185.00 225.00	185.00(2)	185.00 195.00	185.00 195.00
Five Player Shuffle Alley (United) .....	79.50	69.50	50.00(2) 69.50	50.00(2) 69.50
Four Player (Keeney) .....	45.00			
Four Player Shuffle Alley (United) .....	59.50	59.50	59.50	40.00 59.50
Gold Cup Bowler (Chicago Coin) .....	295.00	295.00(2)		250.00 285.00
Imperial Shuffle Alley (United) .....	295.00(2)	294.00 295.00	325.00(2)	325.00
325.00(3)	335.00 345.00	335.00(2)	335.00(2)	335.00(2)
345.00	355.00	355.00	350.00 355.00	350.00 355.00
League Bowler (Keeney) .....	335.00(2)	335.00	335.00 365.00	365.00 369.50
League Bowler (United) .....	350.00 395.00	350.00(2)	375.00	375.00
395.00	395.00	395.00	395.00	395.00
Leader Shuffle Alley (United) ..	345.00(3)	360.00 375.00	365.00 375.00	325.00 375.00
375.00	375.00	395.00	395.00	395.00(2)
Matched Bowler, 6 player (Chicago Coin) .....				125.00
Match-a-Score (Chicago Coin) ..			120.00	120.00
Name Bowler (Chicago Coin) ..		124.00		165.00
Official Shuffle Alley, 4 player (United) .....	95.00	95.00	100.00(2)	90.00 100.00 125.00
Olympics Shuffle Alley (United) .....	190.00	195.00(2)	195.00 200.00	200.00 210.00
195.00(2)	200.00 215.00	210.00	210.00	225.00(2)
215.00 225.00	225.00(2)	225.00(2)	229.00	229.00 230.00
229.00	229.00	229.00	230.00	230.00
Pacemaker Bowler (Keeney) ..	250.00	250.00	225.00 250.00	250.00
Royal Shuffle Alley (United) ..	305.00 315.00	315.00	315.00 345.00	315.00 325.00
325.00(2)	325.00(2)	345.00	345.00	345.00
Shuffle Alley Deluxe (Chicago Coin) .....				95.00
Shuffle Alley, 6 player (Chicago Coin) .....	50.00 85.00	85.00	65.00 85.00(2)	60.00 65.00 75.00 85.00(2)
Shuffle Alley Deluxe, 6 player (United) .....	75.00 85.00	75.00 85.00	65.00 75.00	65.00(2) 75.00
89.50	89.50	89.50 90.00	89.50 95.00	80.00 85.00 89.50 95.00
Shuffle Alley, 6 player (Keeney) .....	55.00 69.50w/p	69.50w/p	69.50w/p	60.00 69.50w/p
75.00w/p	75.00w/p	75.00w/p	75.00w/p	75.00w/p
85.00w/p	85.00w/p	85.00w/p	85.00w/p	85.00w/p
Shuffle Alley, 6 player (United) .....	50.00 75.00	50.00(2) 65.00	65.00 70.00	60.00 65.00
79.50	79.50	79.50	70.00 79.50	70.00 79.50
Shuffle Alley, 10 player (Keeney) .....			125.00	125.00
Six Player 10th Frame (United) .....	125.00	125.00	125.00	125.00
Star 6 Player (United) .....	129.50	125.00 129.50	125.00 129.50	125.00 129.50
135.00(3)	135.00(3)	135.00(3)	135.00(3)	135.00(3)
Star 10 Frame, 6 player (United) .....	135.00 139.00	149.00 149.50	125.00 149.50	125.00 149.50
145.00 149.00	149.00	159.00 165.00	159.00 165.00	159.00 165.00
179.50	179.50	179.50	179.50	179.50
Super Frame Bowler (Chicago Coin) .....	345.00 425.00	345.00 375.00	345.00 375.00	250.00 375.00
		385.00 395.00	395.00	395.00
Super Matched Bowler (Chicago Coin) .....			150.00	145.00
Super Six Shuffle Alley (United) .....	119.00 119.50	119.00 119.50	110.00(2)	75.00 95.00
		119.00 119.50	119.00(2)	119.00 119.50
Target (Genco) .....		50.00		
Team Bowler (United) .....	325.00 345.00	345.00 350.00	345.00 360.00	350.00
350.00(2)	355.00	375.00(3)	375.00(2)	375.00(2)
375.00(2)	375.00(2)	425.00	389.50 425.00	425.00
Team Bowler, 10 player (Keeney) .....	125.00 135.00	125.00 135.00	135.00 145.00	125.00 135.00
			145.00	145.00
Tenth Frame Special Bowler (Chicago Coin) .....	229.50 375.00	215.00	165.00 215.00	160.00 195.00
				215.00
10th Frame Super Shuffle Alley (United) .....	125.00 139.50	125.00 139.50	139.50 140.00	120.00 139.50
10th Frame Bowler (Chicago Coin) .....			150.00	100.00
Triple Score Bowler (Chicago Coin) .....	195.00	215.00(3)	215.00	145.00
215.00(3)	235.00 245.00	225.00(4)	225.00(2)	225.00(2)
245.00(2)	245.00	245.00	245.00(2)	245.00(2)
245.00	245.00	245.00	245.00	245.00
Ten Strike (Evans) .....				25.00
Twin Bowler (Chi. Coin) .....				20.00
Twin Bowler (Universal) .....				20.00
Victory Bowler (Bally) .....	450.00	450.00	450.00	450.00

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### EXHIBIT'S NEW SPORTLAND SHOOTING GALLERY

The Targets Don't WIGGLE—They MOVE!

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**TARGET GUNS**

NEW United CARNIVAL GUN  
FIRST-Conditioned

Seeburg COON HUNT \$345  
Exhibit SHOOTING GALLERY 345  
Genco SKY GUNNER 195  
Seeburg SHOOT THE BEAR 150  
Exhibit SIX SHOOTER 135  
Chicago Coin PISTOL PETE 75  
Exhibit DALE GUN 65

**ARCADE**

NEW Genco 2-PLAYER BASKETBALL \$375  
Chicago Coin ROUND THE WORLD TRAINER  
FIRST-Conditioned  
MIDGET MOVIES with Film \$165  
TELEQUIZ with Film 125  
ZINGO 65

**BINGO 5 BALLS**

NEW Bally VARIETY United SINGAPORE  
FIRST-Conditioned

**BALLY**

SURF CLUB \$425  
ICE FROLICS 365  
PALM SPRINGS 355  
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YACHT CLUB 175  
BEACH CLUB 310  
PALM BEACH 145  
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CASCADE 175  
SUPER 6 PLAYER 115  
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6 PLAYER w/form 75

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SIX PLAYER 85

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TEAM 10 PLAYER 85  
6 PLAYER, Jumbo Pins with Form 85  
6 PLAYER, Jumbo Pins 75  
BIG LEAGUE BOWLER, Jumbo Pins 65

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SHUFFLE MATCH POOL \$295  
SHUFFLE POOL 215

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**NEW KICKER & CATCHERS—\$49.50 EA.**

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Ex. Big Broncho 395  
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DuGrenier Cig. 7-Col. 75  
DuGrenier Cig. 9-Col. 95  
Ex. Six Shooter 125  
Pop Corn Sez Vendor 65

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Un. Ace 425  
Un. Team 355  
Un. League 335  
Un. Classics 225  
Un. Clover 210  
Un. Cascade 175  
Un. Olympic 200

**GENCO**

Gen. 2 Pl. Basketball Write  
Gen. Shuffle Pool \$210  
Gen. Match Pool 295  
Chicoin Triple Score 215  
Chicoin Crown 245  
Chicoin Gold Cup 285  
Keeney Domino 195  
Keeney Bonus 300

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**Exhibit Shooting Gallery, New** ..... 395  
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**Deco Space Ranger, Like New** ..... \$365  
**United DeLuxe Jungle Guns, New** ..... 425  
**Evans Saddle & Turf** ..... 395  
**Mighty Mike, new** ..... 895

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<b>UNITED SINGAPORE</b>	
Hi Fi	..... \$450
Surf Club	..... 445
Ice Frolics	..... 390
Palm Springs	..... 395
Dude Ranch	..... 345
Yacht Club	..... 195
Beach Club	..... 335
Beauty	..... 275
Palm Beach	..... 135
Frolics	..... 190

<b>GOTTIEB</b>	
Poker Face	..... \$165.00
Quintette	..... 145.00
Chinatown	..... 119.50
Hit 'n' Run	..... 109.50
4 Horsemen	..... 99.50
All Star	..... 99.50
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Double Feat	..... 79.50
3 Musketeers	..... 69.50
Sharpshooter	..... 59.50
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Buffalo Bill	..... 59.50
Double Shuffle	..... 59.50

<b>WILLIAMS</b>	
Duffy Derby, F.S.	..... \$350.00
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**BINGOS WANTED**  
 Cash or Trade

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<b>Genco Big Top</b>	
<b>UNITED CARNIVAL GUN</b>	
<b>MUTO, DRIVEMOBILE</b>	
<b>AUTO-PHOTO</b>	
<b>WMS. JET FIGHTER</b>	
<b>HYDRO-FOOT GUN</b>	
<b>AIR FOOTBALL</b> ..... \$395.00	
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<b>SET SHOT BSKTBALL</b> ..... 345.00	
Genco Rifle Gallery .. Phone	
Exh. Shooting Gallery .. Phone	
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Exh. Big Bronco ..... 250.00	
Wms. Super Pennant ..... 395.00	
Wms. Big League, F.S. ..... 395.00	
Wms. Maj. League, 6 Pl. ..... 345.00	
Wms. DeL. Baseball ..... 325.00	
Photomatic, Pre-War ..... 250.00	
Genco Night Fighter ..... 225.00	
Genco Sky Gunner ..... 210.00	
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Chi. 4-Player Derby ..... 195.00	
Midget Movies ..... 195.00	
Ev. Bal-a-Score ..... 195.00	
Ch. Basketball Champ ..... 195.00	
Shoot the Bear ..... 150.00	
Exh. Jet Gun ..... 145.00	
Muto. Drivemobile ..... 145.00	
Telequiz & Film ..... 115.00	
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Undersa Raider ..... 125.00	
Exh. Foot Race, Late ..... 125.00	
Goalee ..... 99.50	
Chicken Sam ..... 99.50	
Chi. Pistol ..... 99.50	
Wms. Star Series ..... 89.50	
Exh. Date Gun ..... 89.50	
Mar. 13-Way Ath. Scale ..... 79.50	
Scientific Baseball ..... 79.50	
Flash Hockey ..... 75.00	
Wms. Quarterback ..... 75.00	
Exh. Hi-Ball ..... 75.00	

<b>Genco</b>	
So. Pacific	..... \$ 54.50
Screwball	..... 49.50
Floating Pwr.	..... 49.50
Canasta	..... 59.50

<b>UNITED</b>	
Tampico	..... \$69.50
Oklahoma	..... 69.50
Pinch Hitter	..... 59.50
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Gondola	..... 49.50
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 King Pin ..... \$89.50  
 Sally ..... 49.50

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<b>UNITED MERCURY SHUFFLE ALLEY</b>	
<b>UNITED COMET SHUFFLE TARGETTE</b>	
<b>Genco 4 PLAYER SKEEBALL, NEW</b> ..... \$369.50	
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United Team S.A. 3/25	..... 345.00
United League S.A. High Score	..... 335.00
United Imperial, Match Score	..... 325.00
United Royal, High Score	..... 305.00
United Classic, Match Score	..... 210.00
United Clover, Match Score	..... 189.50
United Cascade, High Score	..... 175.00
United Star, 10th Frame	..... 149.50
United Super 10th Frame, 4 Pl.	..... 139.50
United Star 6 Player, Match Score	..... 129.50
United Super 6 Player, S.A.	..... 119.50
United De Luxe S.A., 6 Player	..... 89.50
United 6 Player w/Formica, 7-10	..... 79.50
United 5 Player w/Formica, 7-10	..... 69.50
United 4 Player w/Formica, 7-10	..... 59.50
Chi. Triple Score Bowler 10th Frame	..... 215.00
Chi. Flash Bowler, New	..... 435.00
Chi. Crown, Match	..... 325.00
Chi. Super Frame	..... 345.00
Chi. Double Score	..... 150.00
Keeney 6 Player, Big Lighted Pins	..... 49.50
Universal 18' Bowl-a-Matic	..... 325.00
Genco Shuffle Pool	..... 215.00
Genco Match Pool	..... 300.00

Like New **COON HUNT** \$345

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Binks Zipper	..... 55.00
Art Show & Film	..... 49.50
ABT Challenger	..... 75.00
Texas Leaguer	..... 69.50

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<b>FACTORY REBUILT, 25c, KING SIZE COLS.</b>	
Rowe President, 10 Col. or 8 Col.	..... \$155
National Model 950, 9 Col.	..... 145
National 930, 9 Col.	..... 130
Unedapak Model 500, 9 Col.	..... 135
DuGrenier Model "W", 9 Col.	..... 125

**SPECIAL!**  
 NEW GEMCO SILVER CHEST \$125

## OG Filter Kings Debut in Midwest

NEW YORK, Nov. 13.—Midwestern distribution of Old Gold king-size filter-tip cigarettes got underway this week, according to Lewis Gruber, vice-president and director of sales for the P. Lorillard Company.

They were introduced in Illinois, Michigan and Wisconsin. Also the brand was distributed this week in up-State New York and Pennsylvania.

The brand, first introduced in New England September 27, is now available in 15 States and the District of Columbia.

### Spotlight

Continued from page 79

co-operating with vending machine operators. He told them, "If you make milk available for in-between-meals sales, you are going to gain a lot of sales you would never have made." Since the new sales are being made possible by operators, he urged dairymen to consider special milk prices to operators in order to speed the growth of milk vending.

D. E. Walters, of the Ideal Dispenser Company, pointed out that the biggest potential market for milk sales consists of adults who will increase their consumption of milk-in-between-meals if it is promoted as a refreshment. He said the nation's 46,000,000 industrial workers were only part of this new market which can be reached via coin-operated venders in factories, office buildings, transportation terminals and schools.

Stanley Krause, an Agriculture Department economist, praised milk vending as a means for boosting over-all milk sales. He said in some areas introduction of milk venders had increased total milk sales as much as 60 to 100 per cent and that the same studies indicated the best over-all locations for venders were in factories and office buildings.

### Break-Even Points

He said that an operator who puts a milk vender in an office or industrial location can expect to sell one-fourth as many units a day as there are people who have access to the machine. The operator also can figure that the break even point for an automatic vender will be about 70 sales a day while a manual vender will break even with 35 sales, and that manual workers drink more milk in-between-sales than other consumers.

Krause said that altho studies made so far have been spotty, it now appeared that the most profitable outdoor locations were gasoline stations which had adequate parking space and were located in densely populated areas. Sales checks at these locations, he said, showed that most purchases of quarts or half gallons for take-home use were made by people driving home or in the evenings after the stores had closed. Krause added that the Agriculture Department is carrying on more extensive studies on milk vender locations and that the results will be available in about a year.

## W. Va. Cig Tax Take Down 3%

CHARLESTON, W. Va., Nov. 13.—State Tax Commissioner Milton J. Ferguson reports that West Virginia's cigarette and soft drink tax receipts are running 3.3 per cent and 7.5 per cent respectively behind the previous fiscal year.

October cigarette tax collections amounted to a net of \$630,992, raising the total so far this fiscal year to \$2,129,909.

Commissioner Ferguson said the four-month total compares with \$2,201,736 collected in the July-October period a year ago. October receipts were up from \$570,170 the previous month.

He added that soft drink tax net receipts for the first four months of the current fiscal year (July 1-October 31) were \$1,182,620, down from \$1,278,819 in the same period a year ago.

According to Ferguson, the penny-a-bottle levy yielded a net of \$273,272 in October, compared with \$279,566 the previous month.

## Leaf Enlarges Main Factory

CHICAGO, Nov. 13.—Leaf Brands, Inc., has completed a 35,000-square-foot addition to its plant. Plans to consolidate all candy and gum production in the main factory are now being finalized.

Leaf was producing in three buildings while a fourth was used as a warehouse.

Marshall Leaf, vice-president in charge of advertising stated that the manufacturing process will be centralized in the main plant within a year.

## Conn. Cig Sales Dip 7% in Quarter

HARTFORD, Nov. 13.—Connecticut cigarette smoking continues to suffer from a downdraft. Sales for July thru September dropped 7 per cent lower than for the same period of 1953, according to the State Tax Department.

Total cigarette tax receipts for the past three months hit \$2,186,869—about \$160,000 lower than a year ago. Two of the 3-cents-a-pack State tax goes to the State general fund, the other 1 cent to the fund for needy veterans and their families.

Tax Commissioner William F. Connelly attributed part of the decreased cigarette sales to the use of king-size cigarettes, which give more for the money. He had no comment on claims that smoking proves injurious to health.

## Peter Paul's Net For Year Equals '53

NAUGATUCK, Conn., Nov. 13.—Despite a jump in the price of chocolate, Peter Paul, Inc., reported earnings on a par with the previous fiscal year, according to John T. Tatigian, company president, in the firm's annual report.

Earnings for the fiscal year ending June 30, were \$1,367,002, compared to earnings of \$1,365,089 for the previous period.

Chocolate costs, important component of Peter Paul candy products—including Moands, Almond Joy and others—increased 51 per cent, Tatigian said.

The report also cited expansion of the research and control laboratory as contribution to continued success of over-all operations.

## Beech-Nut Reports Dip in Net Earnings

NEW YORK, Nov. 13.—Beech-Nut Packing Company reported net earnings of \$2,615,147, equivalent to \$1.71 a share for the nine-month period ending September 30.

This amount includes non-recurring income of \$528,776, equal to 35 cents a share, from refund of excess profits taxes and interest for the years 1940 thru 1945. The balance of \$2,086,371 or \$.36 per share represents net income from regular operations which compares with \$2,621,193, equivalent to \$1.71 per share, for the same period of 1953.

Earnings for 1954 were affected by a substantial inventory loss caused by the recent sharp decline in the raw coffee market.

## Miller Candy Names 2 Midwest Rep. Firms

BOSTON, Nov. 13.—Charles N. Miller Company named two new representatives in the Midwest.

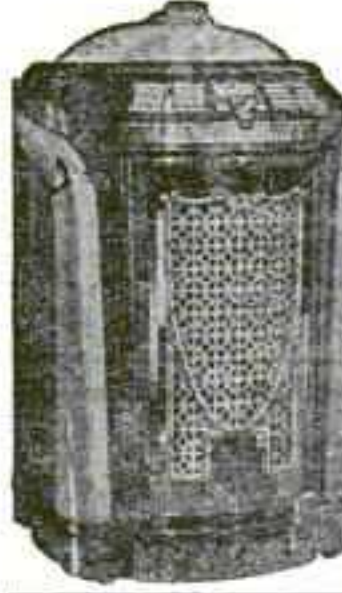
Lithall Associates, Chicago, was appointed to represent the firm in Northern Illinois. Joseph Dellosso, Milwaukee, will represent Miller in Wisconsin and Upper Michigan. Schweik & Gronberg continues to represent the candy firm in Chicago area.

The new appointments came following the death of A. L. Hufferman, who had represented Miller in Northern Illinois, Wisconsin and Upper Michigan for two years.

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<b>SEEBURG</b>		<b>WURLITZER</b>	
146	..... \$ 89	1080	..... \$ 99
147	..... 119	1400	..... 395
148M	..... 149	1450	..... 395
148ML	..... 159	H1217	..... 159

<b>AMI</b>	
D-40	..... \$329
D-80	..... \$469
"A"	..... \$129

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SEEBURG	..... M-100A
SEEBURG	..... M-100B
WURLITZER	..... 1250
WURLITZER	..... 1600
WURLITZER	..... 1650
WURLITZER	..... 1500
WURLITZER	..... 1550

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Seeburg 3W2-L56, 5c, 3 wire	..... 6.95
Wurlitzer 2140, 5c	..... 3.95
Wurlitzer 3031	..... 3.95
Wurlitzer 3020	..... 9.95
Wurlitzer 3025, 5c	..... 5.95
Wurlitzer 219 Stepper	..... 14.95
Wurlitzer 4204, 104 selection	..... 49.00
Seeburg 3W5-L56, 5c, 10c, 25c, 3 wire	..... 16.50
Seeburg W6-L56, 5c, 10c, 25c, wireless	..... 16.50

## BINGO SPECIALS

Surf Club	..... \$400
Palm Springs	..... 350
Beach Club	..... 315
Dude Ranch	..... 315
Ice Frolics	..... 300
Bally Beauty	..... 220
Yacht Club	..... 160
Frolics	..... 175
Atlantic City	..... 115
Johnson Farebox	..... 180
Coin Counters, slightly used—like new	..... 180

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**YOUR TICKET TO SALES RESULTS—**  
 THE ADVERTISING COLUMNS OF THE BILLBOARD!

# Pa, Ma and Kids Totin' Guns

• Continued from page 83

Weinand, believed that a real Remington .22 rifle would draw more interest than a pseudo gun. It was thought that the authentic type .22 rifle would have immediate sight appeal since so many people were familiar with them.

Samples of these .22 rifle units were placed at selected Arcade spots, and the reactions of the Arcade patrons handling the rifles were observed. The realistic aspects of the new units brought an enthusiastic reception from the players and the new games began rolling off production lines.

The attraction the new guns afford both sexes and all age brackets has been a big factor in their nation-wide success. Many game operators, recognizing that women players are often the best boosters and best spenders, feel that any game that a woman can't

play will not be a hit in a tavern. The gals, however, have so taken to the guns that one operator in Portland provides foot-stools with his gun game equipment that might be too high for the shorter women patrons.

As for the men, there has never been any doubt about their craze for gun games. Even those at Arcade locations near military installations get good play from servicemen who are often on military rifle ranges thruout the day, yet still pay money to shoot the electric gun games.

Lew Lewis, Chicago game operator, well portrays how the new rifle units have taken hold in taverns when he says, "This is the first time the taverns are actually asking for gun games." Some Chicago operators have 20 or more gun games on location. One had 27 rifle units on location for months, maintaining a net average of \$30 a week per unit.

### Recognizes Demand

Tony Sanders, formerly of Miller-Newmark Distributing Company, Detroit, early recognized the demand for gun games as something new for locations. Said Sanders: "You play the game instead of the game playing you." In the Detroit area, estimates from persons close to the business indicated that 75 per cent of Arcade trade may be going to guns of all types.

In the Los Angeles area, the take of guns in comparison to other amusement game pieces is as much as 20 per cent higher. Lyn Brown, a Los Angeles operator well into the gun game business, says a good location can run \$40-\$50 a week on a new gun game.

If gun games have a commercial weakness, it is that they must be moved often—on the average every six weeks—from location to location, to realize their best profits. Compared to other pieces such as pinball games or shuffle games, they have a shorter life at any one spot, tho their profits the first month are usually higher.

The novelty factor is important in the amount of play a gun game achieves. Thus operators, on finding the gross from a gun game to be slipping, move it to a new location where the game will appeal to a fresh audience.

## Canteen

• Continued from page 79

Canteen operates beverage equipment in CTA shops and offices.

Automatic Merchandising also operated in two CTA shops and offices.

Transit Sales (rumored at press time to be in the process of sale to Canteen) operates dime candy bar, penny gum and candy venders and scales on subway and el platforms.

Robert Guy, CTA public information department, said that the new contract will not affect the penny gum and candy vending operation on buses now being conducted as a test by Howe Vending Corporation.

## Andico

• Continued from page 79

controls delivery of the coffee concentrate. It permits operation and delivery of a uniform cup level even should water pressure vary from 25 to 120 pounds per square foot.

Lewis also announced that the vender would list at a lower price than formerly.

Andico, which started producing coffee venders in 1949, is now manufacturing the new model and completing the units at its new final assembly plant here.

Get up to **70%** more play with the

2d coin feature of

# Williams "COLORS"

• Second Coin STAR\* Feature Lures More Play and Extra Money Into the Cash Box!

• New STAR\* FEATURE lets player score from 5 up to 200 replays per game!

• Two Midget Playfields!

• 8 "Special" when lit Rollovers!

• 2 "Special" when lit Skill Holes!

Playfield Loaded With ACTION!



Operate Williams Super JET FIGHTER Gun-Game!



CREATORS OF DEPENDABLE PLAY APPEAL  
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### NEW GAMES

Williams COLORS  
United MERCURY  
United DELUXE CARNIVAL GUN  
Genco BIG TOP  
Bally VARIETY  
United SINGAPORE

### BINGO GAMES

HI-FI .....	\$415	NEVADA .....	\$450	BEACH CLUB .....	\$310
SURF CLUB .....	395	HAWAII .....	395	BEAUTY .....	225
ICE FROLICS .....	345	RIO .....	285	FROLIC .....	195
PALM SPRINGS .....	345	TROPICS .....	325	ATLANTIC CITY .....	135
DUDE RANCH .....	325	TAHITI .....	195	PALM BEACH .....	135
YACHT CLUB .....	175	CABANA .....	165	CONEY ISLAND .....	95

Genco "400" .....

GOLDEN NUGGET .....

### FORMICA TOPS

DeLuxe Silk-Screened  
1. \$11 • 5. \$10 ea.  
10. \$9 ea.

### SPECIAL! BASEBALL GAMES

Williams ALL STAR ..... \$325  
DELUXE ..... 175

### Williams SCREAMO BRAND NEW

In Original Carton..... \$210

### PHONOGRAPHS

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WURLITZER 1500-A ..... 575  
SEEBURG 300-A ..... 445  
WURLITZER 1500 ..... 495

TERMS: 1/3 Deposit, Balance Sight Draft.

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Rock-Ola 1422	Each	\$49.50
Wurlitzer 1250 Hideaway		149.50
Wurlitzer 1015's		84.50
Wurlitzer 3020 Wallboxes		8.00
Wms. Pennant Baseball		244.50
Chico Basketball Champ		99.50
Chico Pistol Pete		44.50
Ex. Six Shooter		69.50
Telequiz		74.50
United 10th Frame Star Alley		120.00
United Twin Shuffle-Cade		34.50
Chico Goalee		49.50
Dopey Duck Kiddie Ride		124.50
Bally Hot Rod		15.00
United Electric Hand Dryer		
New		74.50
7 National 1/2 Pistol Targets		9.00
13 2-Col. Shipman Pkg. Gum		
Life Saver		9.00
1/2 deposit with order.		

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AMI Model 80	595.00
AMI Model D80	475.00
AMI Model D40	375.00
AMI Model C	275.00
AMI Model B	250.00
Seeburg Model HFC	845.00
Seeburg Model C	675.00
Seeburg Model BL	595.00
Seeburg Model B	550.00
Seeburg Model A	450.00
Wurlitzer Model 1500	495.00
Wurlitzer Model 1400	395.00
Genco Sky Gunner	195.00
Seeburg Shoot-the-Bear	195.00
Exhibit Shooting Gallery	295.00
Evans Century 100	395.00

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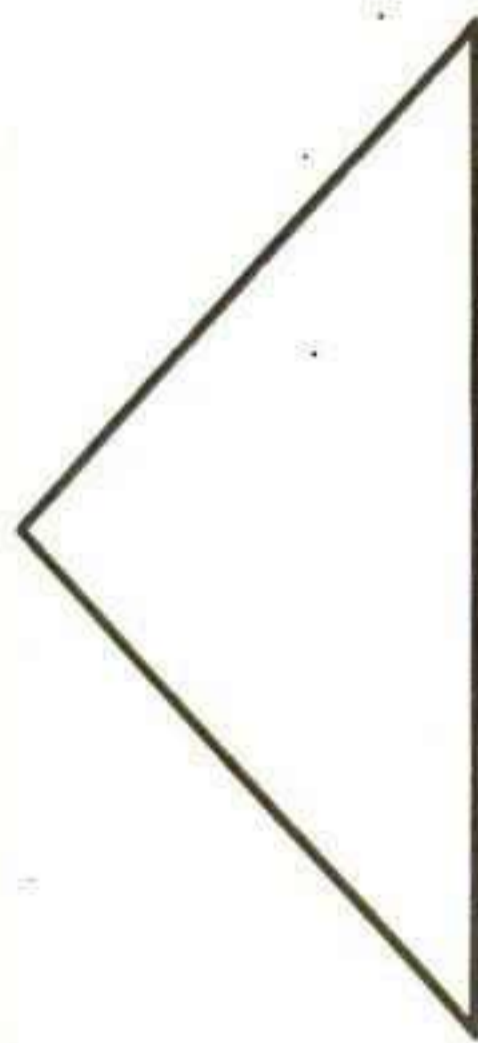
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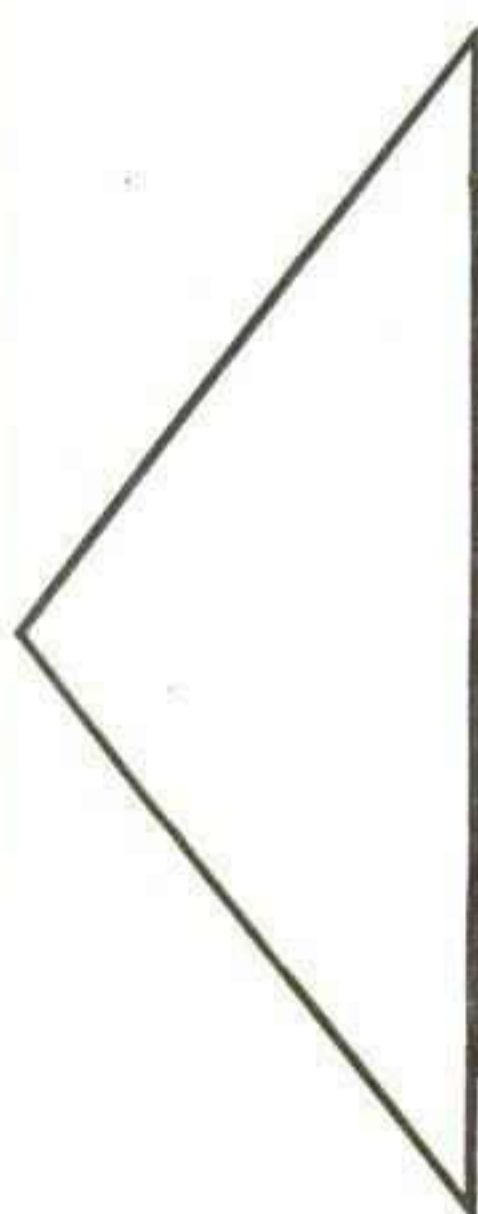
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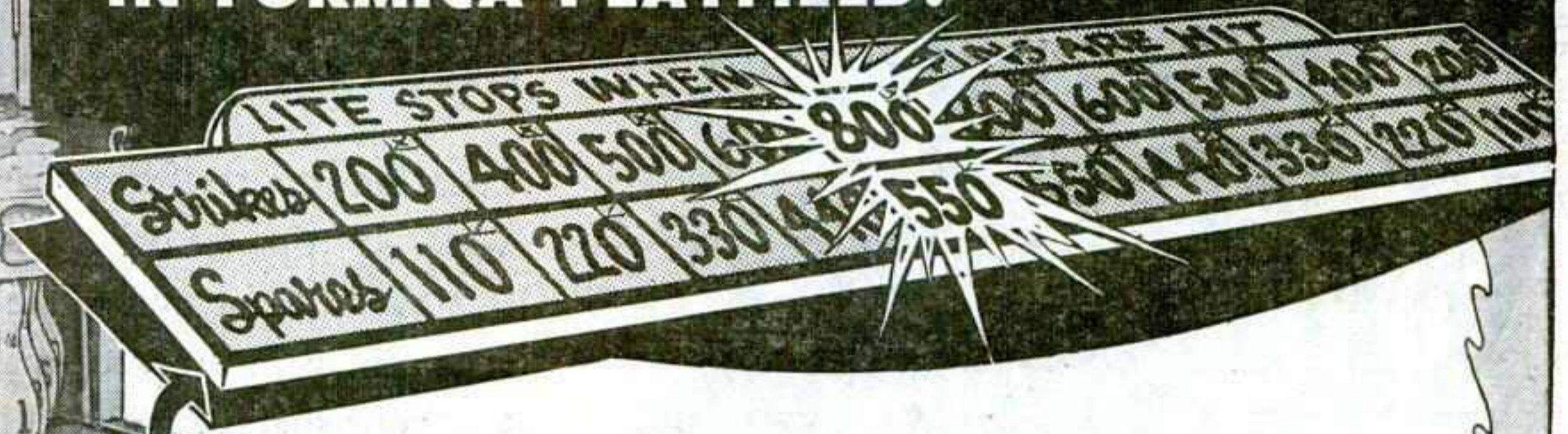
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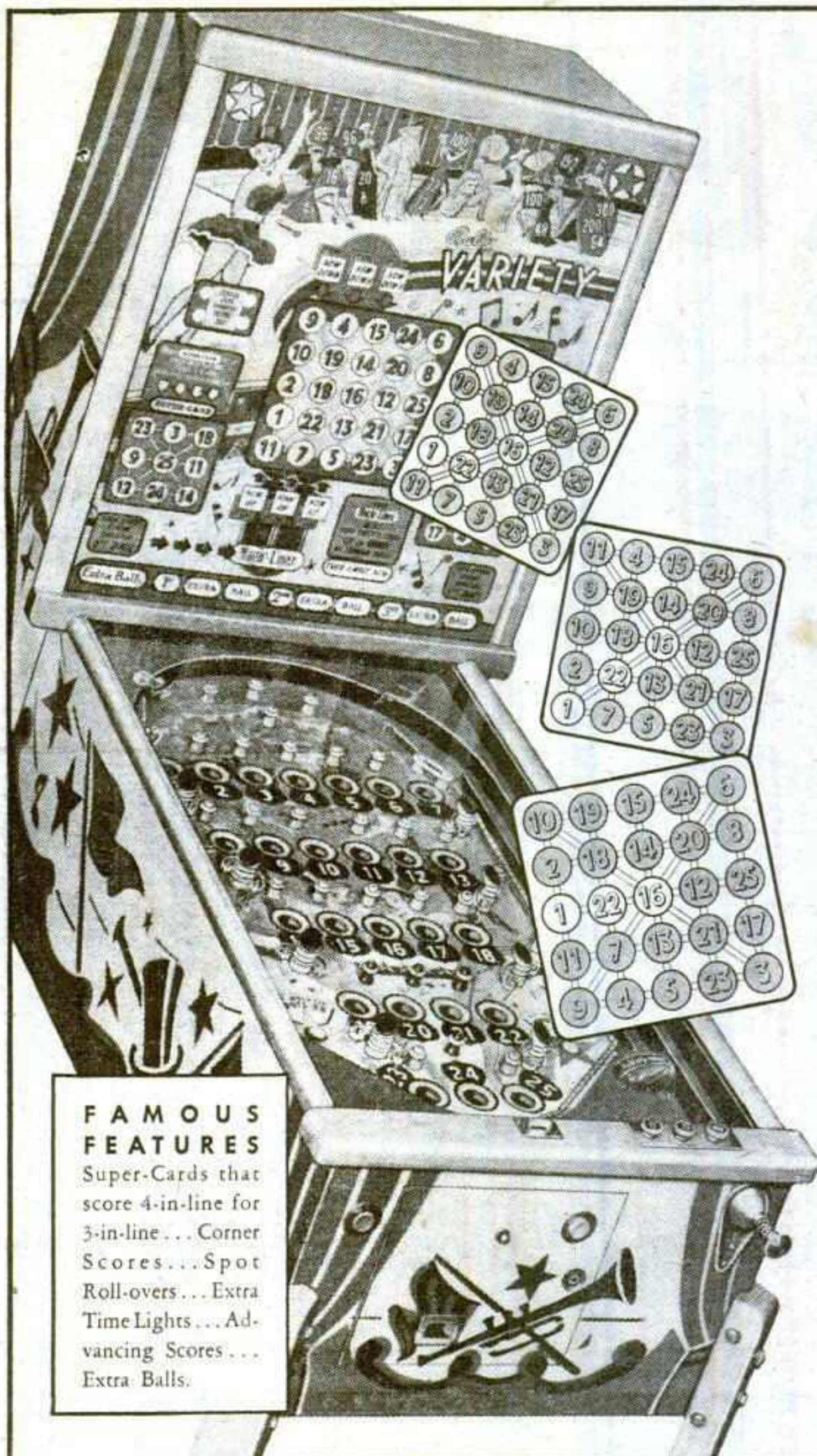
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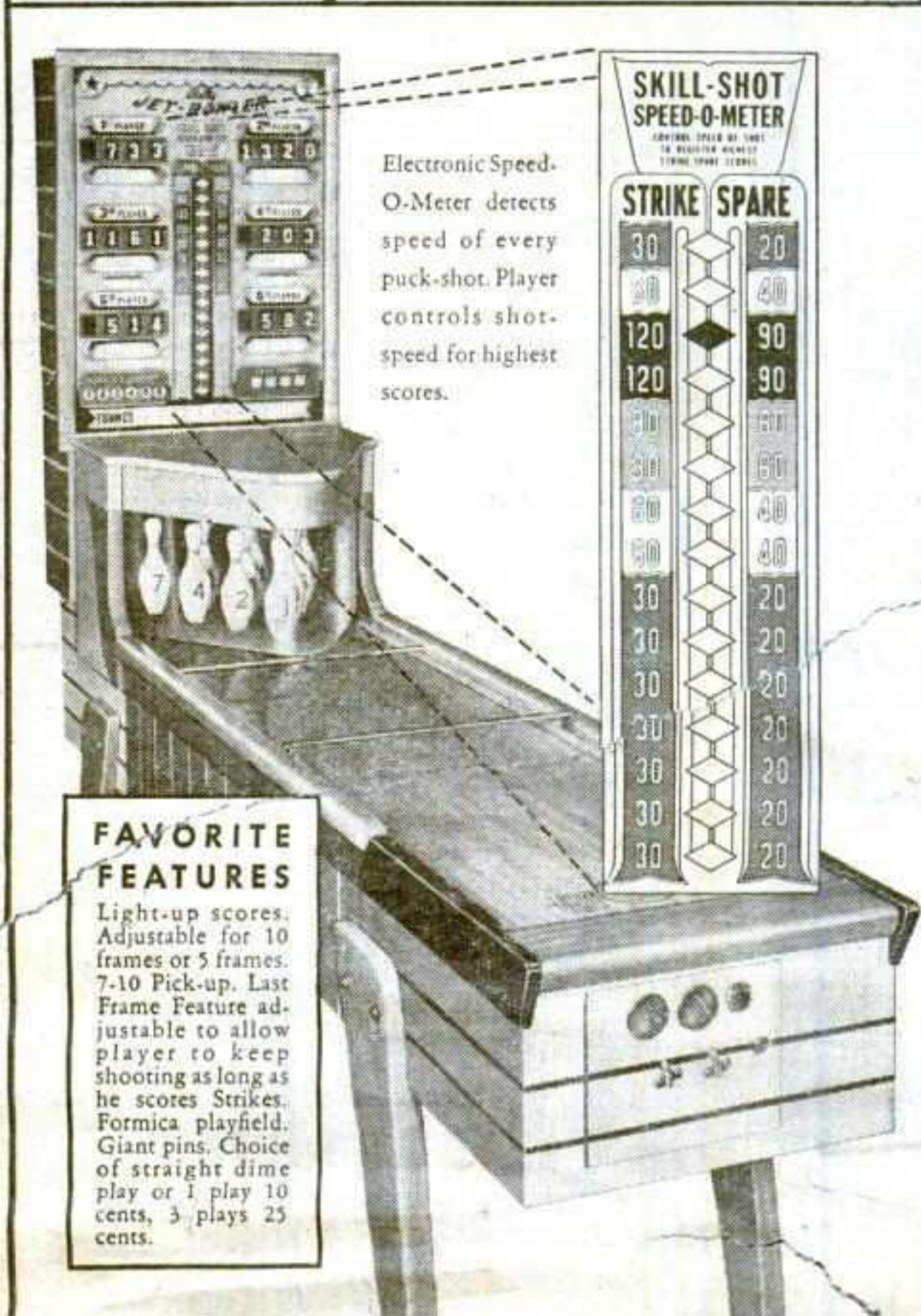
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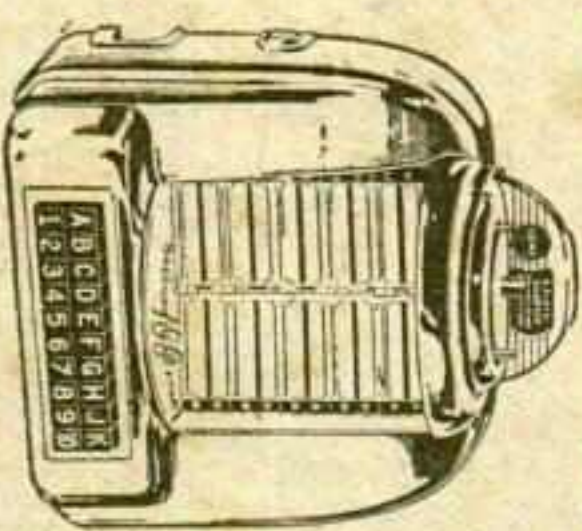
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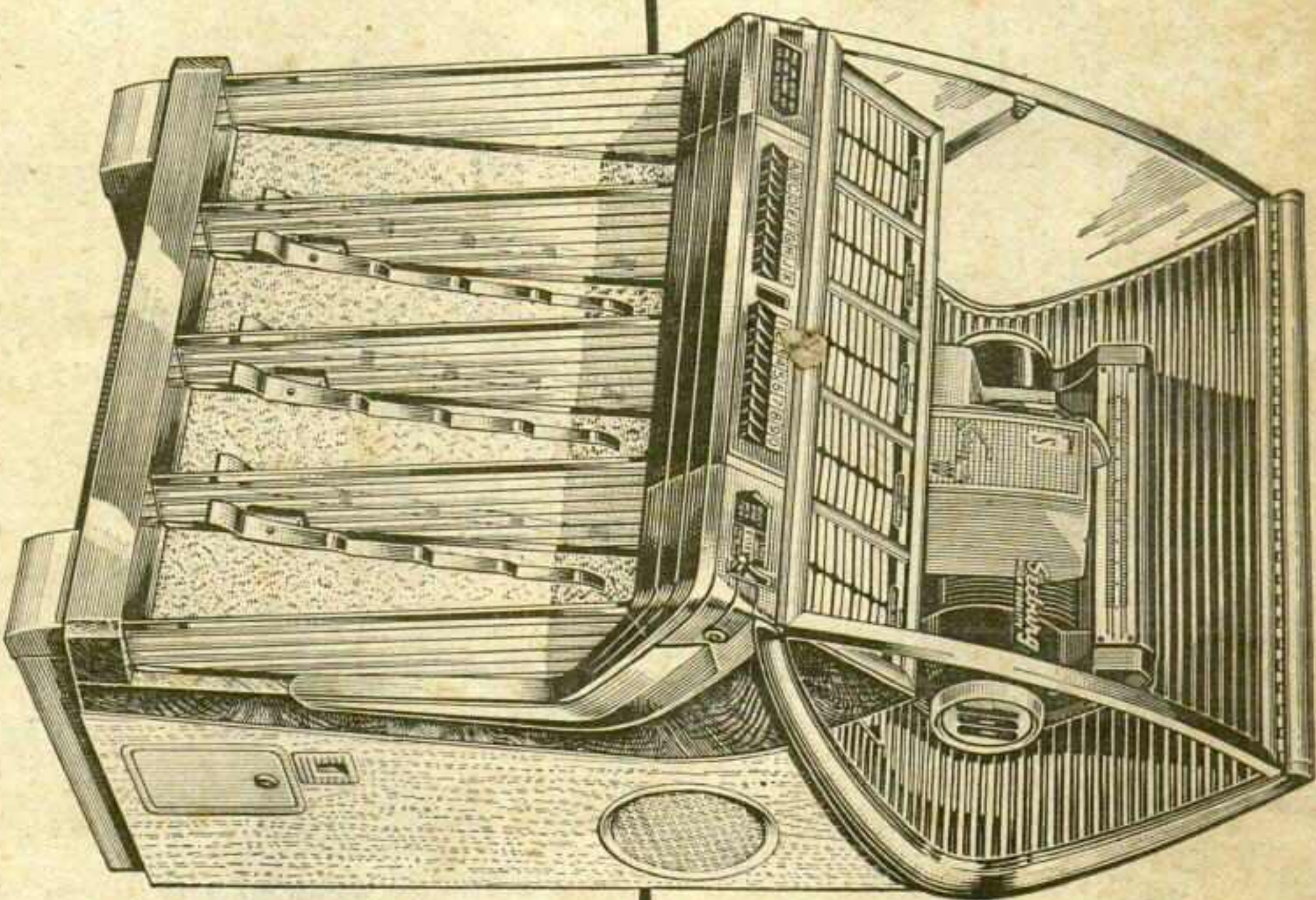
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