

The Billboard

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Globetrotters Spark Galloping Box Office

Saperstein Parlays Basketball Pros' Hot Success Into Big Show-Business Venture

By CHARLIE BYRNES

CHICAGO, Oct. 23. — By any yardstick, the Harlem Globetrotters, created, carefully nurtured and astutely operated by Abe Saperstein, are one of the hottest attractions in show business—and they're getting hotter.

The crack Negro players combine brilliant basketball ability with sock and original burlesque-type comedy. This happy combination drew high praise and belly laughs from more than 3,000,000 persons last year.

Bookings for the season just started are heavier than last year, with all indications pointing to an even larger number of persons likely to see them this year.

The Trotters, founded in 1928, started out as one team, but as their fame grew, their crowds soared and they made much money, not alone for themselves but for auditoriums, promoters and others, a second unit and then a third unit, all bearing the same name, were organized.

Taxed Schedules

Even with the increase in units, Saperstein has had his hands full, not trying to fill out solid routes but rather trying to accommodate all of the dates proffered. And even with three units, he has been forced to pass up some promising dates.

Auditoriums and arenas comprise their prime source of business. During the winter of 1953-'54, the three units made over 450 appearances in North America before upwards of 2,000,000 people and last spring, in a series with the College All-Americans, they played to an added 300,000 in auditoriums and arenas.

Overseas jaunts early this summer brought in an additional 750,000. The European unit, playing the Continent for its fifth straight year, made 76 appearances in eight countries and drew close to 400,000. Concurrently, a second troupe played 33 games in South American countries before 350,000. Then this summer the cagers moved outdoors on a major scale for the first time. The two overseas units, upon their return to the U.S., picked up an additional 300,000 patrons by playing a schedule of 60 games in baseball

Hope to Film London Show

LONDON, Oct. 23. — Plans to film a Bob Hope hour show from the Palladium, here, this week were revived. The show will probably go before the cameras on November 7, and will be seen on the General Foods' December 7 show for its Jell-O and Minute Rice divisions on NBC-TV.

Two stars who will appear on the show in addition to Hope are Maurice Chevalier and Beatrice Lillie. Hope is also trying to persuade Noel Coward and Orson Welles to do guest shots. The comedian is coming to London for a Command Performance on November 1.

parks, speedways and outdoor stadiums.

Good Ambassadors

The superb performance of the Trotters, together with their gentlemanly comportment, on and off the floor, has made them valued ambassadors - without - portfolio for the U.S. The State Department, quick to discover this, gives a ready hand to them on their trips abroad. In fact, the largest crowd ever to see the cage troupe, upwards of 75,000, was in Berlin when the Trotters played with a cuff gate as a State Department measure to show-case democracy.

The biggest U.S. crowd to see the talented cagers was the 38,000 who flocked into Pasadena's (Calif.) Rose Bowl in 1951, altho several turnouts of over 40,000 were registered in South America. Average U.S. crowd is about 4,500, and the average price scale is \$3, \$2 and \$1.

From the big growth of the Globetrotters, much of it since World War II, has stemmed an expansion program that has put

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MAMBO BEAT JOGS SANTA'S SACKROILIAC

By JUNE BUNDY

NEW YORK, Oct. 23. — Santa Claus may greet some crazy mixed-up kids this December if the Mambo-mad music industry gets its way. Untroubled by Santa's North Pole origin, practically every label is rushing out a mambo and mistletoe side with sleigh bells jingling in south-of-the-border rhythm.

For instance, this week the "X"-Groove labels released three different versions of a new Regent Music tune, "We Want to See Santa Do the Mambo"—a pop version of Bill Darnel and the Smith Brothers, a country and western slicing by Terry Fell and a rhythm and blues platter by John Greer. The Darnel flip features a calypso-tempo ditty tagged "Too Fat to Be Santa Claus."

Even that square reindeer Rudolph donned a sombrero this year, with Billy May's new Capitol disk tagged "Rudolph the Red Nosed Mambo." To the trade the topper is the title of Jimmy Boyd's latest Columbia record "I Saw Mommy Do the Mambo (With You Know Who)".

TV's 'Film Network' Brings New Picture To Entire Business

Vitapix-Guild Film Agreement May Soon Reshape Industry Practices

By SAM CHASE

NEW YORK, Oct. 25.—Ramifications extending from a deal set here today (Monday) between the Vitapix Corporation and Guild Films, Inc., may very well reshape the entire television business in a comparatively brief period of time.

The deal, which calls for "close working relations" between the two firms, has Guild handling TV film production, sales, distribution and service functions, while Vitapix is responsible for station relations, time and program research, and time clearance for national spot programs.

In effect, this marks the inauguration of the first major operation which can be classed as a going "film network." The term "network" here is used broadly, inasmuch as there will be no simultaneous transmission of a show, tho all stations may use it.

The significance of the deal ex-

tends in many directions, but perhaps the one of greatest over-all importance is that the operation, when functioning at full power, could well pose a real threat to the television networks as a competitive force striking out for national sponsorship business. And, ultimately, it could even threaten the very existence of the networks themselves by serving as an example for other similar national film groups.

The immediate potential of this combine is vast, inasmuch as the Vitapix group, a corporation whose stock is owned by individual television stations which comprise its membership, already has better than 40 functioning outlets in the fold, nearly all in key markets. In fact, about 30 of these stations are basic affiliates of either CBS-TV or NBC-TV.

Choice Line-Up

The reciprocal relationship between Vitapix and Guild indicates that the former's stations will make time available for the latter's film properties. Obviously, the line-up of stations offered to bankrollers is a choice one, particularly considering that buying time on these outlets at the national spot rate will cost an advertiser some 25 per cent less than using them on a network basis, besides the savings in line costs by not using a coaxial cable for instantaneous interconnection.

To begin with, the stations will make available time not optioned to the networks with which they, individually, are contracted. Guild will have available, with the addition of five new half-hour series for evening airing and four new quarter-hour daily strip series for daytime, a total of 10 hours weekly to supply to the stations. This supply of Grade A programming pumps into the Vitapix body the missing element needed to give

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They're Young With Big Ideas

NEW YORK, Oct. 25.—The organizations involved in the development of the first fully functioning TV "film network" both are relative newcomers as separate entities, altho their key executives are veterans in the business. Vitapix was organized in October, 1951, while Guild Films is now just over two years old.

The Vitapix operation was established to enable its member stations themselves to have a voice in the selection of the programs they air, and as a means of buttressing the income of member stations by supplying national spot business. Guild Films, in its short career, already has skyrocketed to a position as one of the outstanding firms in the field, with its products airing in virtually every U. S. market, as well as in Canada, Alaska, Hawaii, Japan, Cuba and other foreign territories.

NEWS OF THE WEEK

Hazel Bishop Stock Prospectus Reveals Firm's TV Emphasis . . .

Hazel Bishop stock-offering prospectus reveals details of the company's emphasis on TV as its major advertising medium. Stock, already oversubscribed, begins jumping several points.Page 2

TV Film Producers Optimistic Over New Colorvision Process . . .

Hollywood producers are cautiously enthusiastic over a new process developed by Colorvision which is said to allow the shooting of color on black and white film.Page 6

TV Film Producers Need Space;

Hollywood Studios Ask Better Deal . . . Hollywood motion picture studios, now in the drivers' seat because of TV film producers' demand for space, are asking better deals from companies which rent their lots.Page 6

WSM to Host Over 800 Disk Jockeys at Annual Festival . . .

Over 800 disk jockeys are expected to attend the Third Annual National Disk Jockey Festival which will be held in Nashville, Tenn., on November 19 and 20. Station WSM is host to the assemblage of platter-spinners.Page 15

Disk Executives Mull Widespread 'Experimental' Rack Jobbing . . .

The expanded activities in the record field of self-service operations known as rack-jobbing is causing much deep thinking on all levels of the industry. Still considered in the "experimental" stage, rack jobbing is spreading across the country.Page 15

Texas State Fair Shoots for New Attendance Record . . .

With four days to go, the 16-day State Fair of Texas at Dallas was well on its way to topping its 2,387,140 attendance record set in 1952. During the first 12 days, a new one-

day gate high of 296,784 was established and the fair pulled more than a million people within four days for another record.Page 45

Damage by 'Hazel' to Outdoor Show Business Reckoned Heavy . . .

Traveling outdoor shows and fair officials counted thousands of dollars in property losses and uncounted hundreds of thousands in grosses as a result of Hurricane Hazel. While permanent installations escaped serious damage the nomadic showmen had rides toppled, canvas shredded and merchandise ruined by the storm.Page 45

Detroit Juke Box Ops Green Light Dime Play . . .

Detroit music operators voted Monday (18) to eliminate nickel coin chute effective January 1, 1955. Detailed plan for publicity program to present idea of changeover to public to be worked out at a special board of directors meeting next week.Page 65

Cig. Mfr. Predicts King-Size Filters Will Dominate Market . . .

P. Lorillard sales chief admits vending machine operators are caught in many-brands squeeze: Too many brands for cigarette machines. Still more new brands to come to plague operators. Predicts conversion of famous brand name cigarettes into king-size filter types.Page 72

DEPARTMENTS AND FEATURES

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FILM NETWORK' MAY RESHAPE TV INDUSTRY

'Close Working' Vitapix-Guild Pix Pact Bears Wide Ramifications

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it full life—an adequate supply of program material.

Net Dissolution

As Guild adds more program material, the reliance of the Vitapix stations upon their respective networks will become less, and there is little doubt but that several already are thinking ahead in terms of eventually dissolving their network ties. The financial benefits of a station which can operate on a purely local basis are tremendous, inasmuch as it keeps 70 cents of each dollar revenue after commissions, while it retains only 30 cents of every dollar of network take.

With the Vitapix-Guild tie-up heralding the first major national venture of this sort, it could well set a fire under competitive stations in the same key markets. Additional film networks operating on the same basis are very real prospects. The defection from the current networks of any sizable number of key affiliates could place those webs in a precarious position, inasmuch as the national advertisers will have a definite—and less expensive—alternative in the film skeins.

It is clear that the tie between Guild and Vitapix has already stimulated great activity within both organizations. To Vitapix, it means the early addition of a considerable number of new stations, estimated at 20 in the immediate future. Two key markets, New York and Chicago, in which there have been no Vitapix outlets, soon are almost certain to have stations jump on board.

Reports have it that WPIX here and WGN-TV in Chicago are the likeliest members. Already, from the keen interest in the developments manifested in all non-Vitapix markets, it seems a matter of but a few weeks before those cities are blanketed.

For Guild's part, the new, burgeoning production schedule, and the establishment of new and five times larger headquarters here are key physical reflections. In addition, Guild is tripling its Hollywood production facilities and is establishing a heavy production schedule in New York—probably the largest of any single vidpix producer in the East—starting in mid-November. The type of programming being instituted—involving the largest amount of daytime stanzas being turned out by any distributor—also is a mark of Guild's confidence.

As a sidelight, the Guild Films stock, issued only a couple of weeks ago at a par value of 4, already jumped to a closing mark of 10¼ by Friday (22) night.

The pact between Guild and Vitapix, which takes effect immediately, is seen making time available in key markets immediately for some Guild product, such as Frankie Laine, Florian Zaubach, "Joe Palooka" and "Life With Elizabeth." The Liberace show, of

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FILM 'NETWORK' LONG A GOAL OF MANY

Vitapix-Guild Combine Has 3 Keys To Success: Money, Stations, Shows

The Vitapix-Guild deal is the culmination of a long history of attempts to set up what would amount to a film "network." None so far has ever begun operation. The Vitapix Corporation itself tried to line up a chain of stations for "Parole Chief," but an insufficient number of Vitapix stations could clear time for it, and a national bankroller never was found.

The potential of the present effort to succeed where its predecessors have failed results from the fact that the Vitapix-Guild linking brings together all three of the basic requirements. Previous attempts have been founded on either a bundle of money or a line-up of stations or a roster of shows. But never have they had financing, stations and programs—of stature and in quantity—all at the same time.

Guild had the shows and the production record. Vitapix had the stations. Together they have plenty of fancy financing.

Former film network attempts have been based on the hope that one or two of the basic elements would bring out the other. But they never did.

First Attempts

One of the first attempts in this direction was Ely Landau's First Federal TV Film Network. This goes back about four years. Landau at that time had an offer from the Chesapeake Industries to underwrite production if he could get a line-up of 30 stations. Landau succeeded in getting commitments in eight major markets, but more stations would not go along, and the whole thing faded out.

At about that same time, Norman Chandler, owner of the Los Angeles Times, tried to set up an association of newspaper-owned stations, which would all chip in for the production of film shows to be carried by all members. But this got bogged down in organizational and policy difficulties.

Both of these attempts got caught in the same type of vicious circle. Programming was not to become a reality until the required number of stations agreed to go along with the arrangement, and the stations would not agree until they could see what kind of programs they would actually get.

Chandler ultimately set up a straight distribution operation, Consolidated TV Sales, which

flourished under his aegis for over two years. Landau also eventually got into distribution with National Telefilm Associates, which is just now getting into high gear with its library sales and \$1,000,000 giveaway promotion.

General Teleradio

Thru most of these years, Tom O'Neil, president of the Mutual Broadcasting System, also was aspiring to set up a film network. O'Neil assuredly had the financial resources, and he potentially had the stations in the TV affiliates of the Mutual radio stations. But until he bought out Philips H. Lord last December, O'Neil did not have the programs to get his plan underway. And now that O'Neil's General Teleradio is in TV distribution, it is with feature films primarily.

Also during these years, an advertising man in Madison, Wis. named Raymond L. Kulzick was planning to set up a network. The latest report from Madison had Kulzick promising to get his network on the air any week now. His Lee International TV Network now claims nine affiliates, but so far the shows are only on paper. Kulzick's plan is to make separate program releases each week, to be carried by all affiliates simultaneously. He is still reportedly auditioning production talent.

When Motion Pictures for Television got into syndication a year ago, it was understood that Matty Fox was aspiring to get a line-up of stations to pre-commit itself to carry shows that MPTV would underwrite and deliver. At that time he was reported to be asking for one evening a week to begin with.

MPTV Drops Out

MPTV's original syndication division pursued that tack for several months, and then eventually dropped it. MPTV has now turned its syndication over to UM&M and will henceforth only underwrite production.

An affiliation with a group of powerful stations, organizations licensed by a federal agency by virtue of their financial standing, is of course a blessing in getting bank backing for TV film production, since it so drastically reduces the risks of syndication. But so far no organization has been able to show the programming power to get the stations to say yes in advance. The Vitapix-Guild association is by far the strongest bid to do just that.

Overshoot on Cantor Seg

HOLLYWOOD, Oct. 23.—Ziv-TV has completed production on the second episode of "The Eddie Cantor Comedy Theater." It is reported to be a book musical with Don DeFore and Pat Crowley starring and Cantor playing a comic relief as well as hosting. The first segment was a variety stanza.

Ziv appears to be sparing nothing to get the best comedy production in this series. It seems the producer is prepared to shoot enough footage for an hour-long show in order to get the best possible material on film—and then cut it to half-hour size in the editing room.

GODFREY

CBS Tells Him to Get A Rating

NEW YORK, Oct. 23.—CBS-TV has delivered notice to Arthur Godfrey that he has to get a rating on his Wednesday night show or else make room for stronger programming. So far Godfrey seems to have done the trick. The 10 city Trendex on October 6 for the first half-hour gave Godfrey 28.7 to Joan Davis' 14.0, and for the second half-hour 33.8 to 15.4.

The network was all set to tear its Wednesday night programming line-up apart to meet the competition provided by NBC-TV, but has tabled its plans. Still marked for the axe is "Strike It Rich," whose Nielson has jumped 10 points in the last four weeks.

CBS-TV has been trying to sell the Phil Silvers show which comes in at about \$25,000. Colgate, however, is fighting for "Strike It Rich." The reason is obvious—the latter show costs about \$6,000, which makes it one of the best buys in the medium.

ABC Contracts Theater Guild

NEW YORK, Oct. 23.—ABC has signed a pact with the Theater Guild which provides that the Guild act as consultant to ABC in developing programs and talent for the ABC-TV and radio networks.

The exclusive, long-term agreement goes into effect October 28.

2 in 10 Plan Color TV Buy

NEW YORK, Oct. 23.—In a recent survey of its readers, Esquire magazine found that two out of 10 are planning to buy a color TV set. Of those, 23 per cent said they would buy it in 1955, another 16 per cent said it would be later and 60 per cent said they didn't know when it would be. Another two out of 10 said their plans were to buy a black-and-white set.

The study also revealed that the owners of the older sets with the smaller screens generally had a higher income than the families with big, new sets. The study was made by Daniel Starch on a sample of 404 questionnaires. Esquire has put the results together in a sales presentation to set manufacturers.

CORPORATION STATUS

Bishop's TV Success Leads Firm to Stock

NEW YORK, Oct. 23.—Hazel Bishop, Inc., a company whose skyrocketing to prosperity and position is mainly attributable to its use of TV, has now become a publicly owned corporation. The firm has already marketed a stock issue of 250,000 shares underwritten by Hayden, Stone & Company. The first public offering, which was listed at \$8 per share, opened at \$9.50 and rose to \$10.50 almost immediately.

The prime factor in forging Hazel Bishop has been Raymond Specter and the advertising agency bearing his name. Merchandising of the Hazel Bishop products began in November, 1949, and he moved into the picture on April 30, 1950, when sales were about \$50,000 and the company's operating loss was \$11,814. At that time he

became chairman of the board, his agency stepped into the picture and Hazel Bishop began its climb upward.

Ad Budget

Of key interest is the company's advertising appropriations. It expects to gross \$12,500,000 this year, and by July 31 of this year had already taken in \$8,313,185. Its advertising budget this year is estimated at \$5,000,000, more than a third of its expected gross and much more than is usually spent by companies for advertising.

The vast majority of this money is being spent for TV. Hazel Bishop's three TV shows on NBC—half of seven Sunday night spectacles, half of "This Is Your Life," and about 10 hour Martha Raye shows—should run the company in the neighborhood of

Selznick Lends Ear to CBS Deal

HOLLYWOOD, Oct. 23.—Producer David O. Selznick this week was reported so enamored by the possibilities of TV that he lent an attentive ear to CBS executives who approached him with the offer of a production advisory position with the net.

Selznick, who in any case would not give up his theatrical film activities, is said to be waiting on revues of his "Diamond Jubilee of Light" production before making a decision.

\$3,500,000. The rest goes into newspapers and magazines.

In the previous year Hazel Bishop grossed \$9,908,804, of which \$3,552,000 was spent for advertising. Its non-smear lipstick is estimated to account for 25 per cent of the total lipstick business in the United States. Hazel Bishop's "complexion glow" rouge is said to

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BATTLE OF MILWAUKEE

CBS Buy of UHFer, Plus VHFer, Puts Heat On

MILWAUKEE, Oct. 23.—This area shortly will become one of the most competitive TV markets in the country, with two top UHF stations taking on two VHF's in an all-out dog pull.

CBS Inc. this week bought its first UHF station here, WOKY-TV, for an estimated \$350,000 from the Bartell Broadcasters Inc. This is subject, of course, to the approval of the Federal Communications Commission. The purchase means the end of the CBS-TV network's supplementary affiliation deal with WCAN-TV here when its contract lapses in six months. This station is in the midst of spending \$300,000 for its new headquarters, and the CBS-TV affiliation cancellation is something of a blow.

The town will currently greet its fourth video outlet, WTWW, a

VHF, which begins telecasting over channel 12 next week. Milwaukee's other VHF, WTMJ, operated by Walter Damm, is an NBC-TV affiliate.

Good Deal for Web

The CBS purchase of WOKY-TV was made Thursday (21), the first effective date that such a buy could be made under the new FCC regulations permitting ownership of five VHF's and two UHF's. Strangely enough, it was the strong promotion of UHF conversion by WCAN-TV which sold it to the town's citizens and consequently to the web. CBS has bought WOKY-TV fairly cheap considering what its profit potential is in a market of this size.

WCAN-TV is a live operation and will undoubtedly be in the

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V Stations Spent More On Films, Talent in '53

WASHINGTON, Oct. 23.—Television stations spent 20 per cent more on TV films and 10 per cent more on talent in 1953 than the year before while chalking up total revenues of \$432,700,000, a jump of 33 per cent over 1952, according to the Federal Communications Commission's final report on the TV industry's 1953 finances.

The report covering four TV networks and 334 stations showed that the high cost of television limited income before taxes for the year to \$68,000,000, a 23 per cent advance from the previous year. The networks which accounted for over half the total revenue ended up with \$18,000,000 income before taxes, about 26 per cent of the total. This, however, was almost double their earnings of \$9,400,000 from AM operations, marking the first year income from TV outpaced that from AM.

Also TV station expenses rose in 1953, the average outlet cut its spending for programming from 56 per cent of total expenses in 1952 to 46 per cent last year, while more money went into ad-

ministration, technical services and selling. Spending for TV films increased from 11 per cent of total program outlays in 1952 to 24 per cent in 1953 when the average station spent \$132,463 for films compared with \$98,150 for live talent.

According to the FCC report the average pre-freeze station had net revenue of \$1,648,511 from time sales and \$247,946 from incidental broadcast activities. Total broadcast expenses of \$1,238,848 left an average net before taxes of \$637,609. While the nation's 92 pre-freeze stations chalked up net income of \$60,500,000 last year, 114 post-freeze VHF-ers showed a loss of \$4,200,000 and 122 UHF-ers dropped \$6,300,000 in five months of operation in 1953.

RESTLESS PEOPLE

Sandy Stronach, veepee in charge of the ABC-TV network, is reported moving into a top echelon job at MCA. . . . Jim Stirton resigned this week as chief of ABC-TV's Middle-Western division to join MCA in Chicago. . . . George L. Barenbrugge, new manager of the Du Mont flagship station in New York, WABD, assumes his new duties on Monday (25). . . . Don Morrow has been hired by the Lincoln-Mercury dealers in New York to deliver their commercials on their local Guy Lombardo show over WRCA-TV. . . . Betty Sue Albert has been tapped for the Sylvania commercial on "Beat the Clock." . . . Ernest Pendrell's TV play "Respect to Joey" has been bought by the Theater Guild for the United States Steel Hour. . . . Arthur Storch has been signed for Borden's "Justice" on NBC-TV. . . . Harry M. Bittner, president of WBFM, Inc., Indianapolis, has been named president of the corporations which own WOOD and WOOD-TV, Grand Rapids, Mich., and WFDF, Flint, Mich. . . . Chris Cross has been appointed director of the Grey agency new promotion and publicity department. . . . Fran Carlton and Karl Swenson step into the lead roles on CBS-TV's "Portia Faces Life." . . . Erick C. Lambert has joined the Chicago office of the CBS-TV network's sales department. . . . Therese Lewis moves into Young & Rubicam as story editor of its radio-TV department. . . . Ed Lethen replaces Ed Shurick, recently promoted as manager of network sales development for CBS-TV. . . . Edward B. Noakes will join McCann-Erickson as veepee and group head bringing his Nestle account along with him. . . . Robert Wechsler is a new addition to the publicity-promotion staff of Benton & Bowles. . . . Norman Lorber, TV editor of Tide magazine, has resigned to become director of public relations for the Chromatic TV Laboratories. . . . John Cameron Swayze is heading west to promote the sales of his new board game "Swayze" which is based on current news headlines.

COMPETITION

Claim Firsts For Tellens, Jayo Viewer

HOLLYWOOD, Oct. 23.—TelePrompTer and Jess Oppenheimer, producer of the "I Love Lucy" series, last week both were claiming to have been first in developing a device permitting an actor to look directly into the camera lens while reading his lines. The question of who was first may be important should the U. S. Patent Office decide there is conflict in the patents the two parties have pending.

Oppenheimer calls his machine the Jayo Viewer. TelePrompTer's trade name for it is Tellens. Also they operate differently, the effect is the same, throwing the copy directly over the camera lens.

Oppenheimer, who has been using his device to screen "I Love Lucy," asserts it is much simpler and there is no problem involved in using it. He says he has had a patent pending for more than a year.

A West Coast executive of TelePrompTer claims that Tellens was developed more than four years ago, but then goes on to make the remarkable admission that there hasn't been any thought of utilizing it until now because of its cumbersomeness.

He goes on, however, to say that he believes TelePrompTer's present prompting device is more than adequate, and that, using it, an actor doesn't appear to be looking off camera while reading his lines.

Wendy Barrie Exits Tri-State

CINCINNATI, Oct. 23.—Termination of Wendy Barrie's contract on the Tri-State Network, effective immediately, was announced today by Hulbert Taft Jr., president of Radio Cincinnati. She will be replaced on the 4-5 p.m. daily program by Don Williams, who has served as co-emcee on the program the last nine months. Miss Barrie's contract would have expired at the end of the year. Financial terms of Miss Barrie's contract have been completely fulfilled, Taft announced.

Williams takes over the emcee role Monday (25) over network stations WKRC-TV, Cincinnati; WHIO-TV, Dayton, O., and WTVN-TV, Columbus. He will be supported by Barbara Rettig, Jeff Carter and an orchestra, all currently with the program. Williams was formerly with WBKB-TV and WBBM-TV, Chicago.

VITAPIX SET-UP INCLUDES MIXED BAG OF BRASS

NEW YORK, Oct. 25.—The agreement reached between Vitapix and Guild Films (see other story) has some sidelights of more than passing interest. The move is regarded in the trade as foreshadowing, at the very least, some rugged competition to the networks for the advertisers' dollar, altho represented on the Vitapix board are some execs who also are of key importance in network affairs.

These include Kenyon Brown, KWFT-TV, Wichita Falls, Tex., chairman of the CBS Radio affiliates' committee and Robert D. Swezey, WSDU-TV, New Orleans, who heads the NBC-TV affiliate group. Other Vitapix board members include John E. Fetzer, of the Fetzer stations—WJEF, Grand Rapids, Mich., KOLN, Lincoln, Neb., WKZO-TV, Kalamazoo, Mich., and WMBD, Peoria, Ill.; J. Leonard Reinsch of the Cox stations—WSB-TV, Atlanta, WHIO-TV, Dayton, and WIOD, Miami; Joseph E. Baudino of the Westinghouse stations—WBZ-TV, Boston, WBZA-TV, Springfield, Mass., WPTZ, Philadelphia, and KPIX, San Francisco; Richard A. Borel, WBNS, Columbus; Stanley E. Hubbard, KSTP-TV, Minneapolis; Charles H. Critchfield, WBTV, Charlotte; Howard Lane, KOIN-TV, Portland, Ore.; and O. L. Taylor, WRCV-TV, Weslaco, Tex.

Other Vitapix outlets include such stations as KGNC-TV, Amarillo, Tex.; WMAR-TV, Baltimore; KLZ-TV, Denver; WWJ-TV, Detroit; WFBC-TV, Greenville, S. C.; KCMO-TV, Kansas City, Mo.; WKY-TV, Oklahoma City; WOW-TV, Omaha; KPHO, Phoenix; WJAR-TV, Providence; WJBF-TV, Rock Island, Ill.; WOAI-TV, San Antonio; KING-TV, Seattle; and WHEN-TV, Syracuse.

Zenith, CBS End Long Feud

WASHINGTON, Oct. 23.—The 18-month fight between Zenith Radio Corporation and Columbia Broadcasting System over which would operate a TV station on Channel 2, Chicago, ended this week as Zenith withdrew its application for the channel.

Zenith president, Eugene McDonald, said that CBS, which has been operating WBBM-TV on Channel 2 since February, 1953, had agreed to buy the transmitter, antenna and other equipment Zenith had been using for experimental operations on the same channel. At the same time, he said, Zenith will buy a segment of CBS network's "Omnibus" program starting Sunday (24).

The conflict arose last year when the Federal Communications Com-

McDonald Lambasts Opponents of Sub TV

CHICAGO, Oct. 23.—Comdr. E. F. McDonald Jr., president of Zenith Radio Corporation, this week issued a blast challenge at the movie trade groups representing a reported 95 per cent of the theaters which recently organized a committee to combat subscription television. The organization reportedly seeks to gain support from trade groups in an effort "to preserve free home television for the American people."

Zenith, the principal proponent of subscription television, has made the most progress in the field of paid home entertainment via video channels. McDonald termed the blockade of subscription TV by theaters as an attempt to block progress with a flyswatter, a move just as futile as other attempts by other industries aimed at killing off competition that might cut into profits.

McDonald's Views

In his statement, McDonald said:

THATA BABY!

Chi Judge Rules Fem Groaners OK

CHICAGO, Oct. 23.—Locally at least, lady wrestlers can claim their rightful niche in television and society.

A ruling set down this week by Circuit Judge Harry M. Fisher rejected consideration of the idea that women wrestlers smacked of bad taste, especially on the television screen in the living room.

Judge Fisher overruled the Illinois Athletic Commission, which attempted to impose a ban on the lady art of grunt and groan. His ruling was in favor of wrestler Rose Roman, who contended that the ban discriminated against women. Miss Roman scoffed at the State's argument that the ban protected the "fragility" of women from the risks of injury and the ardor of overexertion.

Drug Firm Shifts 'Juve Jury' to NBC

NEW YORK, Oct. 23.—Pharmaceuticals, Inc., this week bought Sunday 4-4:30 on NBC-TV for "Juvenile Jury," one of its perennial properties. The program was on CBS-TV last season at about the same time and has been sponsored by Pharmaceuticals, Inc., for many years. Ed Kletteris the agency.

mission eliminated Channel 4 and shifted CBS' WBBM-TV to Channel 2, which Zenith had been using for experimental purposes and for which it had filed an application covering commercial operations. FCC hearings to settle the issue were slated to begin next month.

NEWS IN BRIEF

Six TV contestants for the last available VHF Channel (5) in Boston are slated for a Federal Communications Commission hearing conference Tuesday (26). They are Columbia Broadcasting System, Inc.; Allen B. Du Mont Laboratories, Matheson Radio Company, Greater Boston TV Corporation; Massachusetts Bay Telecasters, Inc., and the Post Publishing Company.

The Federal Communications Commission this week turned down petitions to eliminate "commercial intermixture" of UHF and VHF outlets in two localities, the Raleigh-Durham, N. C., area and in Waco, Tex. The petitions filed by the Sir Walter Television Company and the Central Texas Television Company, asked the FCC to shift TV channel allocations to avoid the intermixture.

Manufacturers shipped 466,694 television receivers to dealers in August, a jump of nearly 40 per cent from July, and some 2,000 more than were

shipped in August last year, the Radio-Electronics-Television Manufacturers' Association reported last week. Shipments for the first eight months this year were 330,000 behind a year ago, RETMA said.

The national labor relations board last week cleared the Gillette Company and the Colgate-Palmolive-Peet Company in a labor case involving radio talent used to promote their products in Puerto Rico and ordered elections of employees of stations WNEL and WKAQ to determine whether they would be represented by Gremio De Prensa, Radio, Teatro Y Television De Puerto Rico, AFL. The NLRB ruled the two firms were not employers of the radio talent since they bought package programs from the radio stations.

Jack Harris, KPRC-TV, Houston, has been appointed chairman of the National Association of Radio & Television Broadcasters' 15-man television information committee.

"Theater owners are trying to kill subscription TV even tho the action would deprive millions of Americans of their only opportunity to see new movies, Broadway plays and other fine entertainment. I speak not only for the shut-ins, but also for that group which can't afford baby sitters, transportation and admission prices."

McDonald continued, "There is no connection whatsoever between stopping subscription TV and the preservation of 'free TV for the American people.'"

According to McDonald, 30 TV stations have already gone off the air and nearly 100 holders of construction permits have surrendered them before going on the air, simply because there isn't enough advertising revenue to support their operation. He said that the majority of these unused TV channels are located in smaller communities.

Community Interest

"These communities," he said, "with the aid of subscription TV could enjoy the same excellent service that big cities are getting. I am sure, because of this, that congressmen from rural areas will not take kindly to any attempt to stop the one development that can give their constituents good TV."

"We do not mean that we expect pay-as-you-see-TV to replace the movie theater. In my opinion there is room, need and demand for both. Subscription TV will raise the demand and thus create more work for Hollywood. Subscription TV will be the greatest boon to the entertainment industry that technical progress has yet produced. The box office on this will provide fantastic employment opportunities for all concerned."

The Theater Owners of America, which hold its annual convention here next week at the Conrad Hilton Hotel, is expected to be the site of a hot battle on the subscription TV problem. At last year's meeting the subject came in for substantial discussion, however, it is felt that this year will see concrete action taken on the part of TOA members.

Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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Vol. 66 No. 44

Senate Committee Preps Report On TV Tie With Juvenile Crime

WASHINGTON, Oct. 23.—Braced by a big stack of testimony from this week's two-day hearing on TV "crime and horror" shows, the Senate Juvenile Delinquency Subcommittee is preparing a "special report" for Congress on the question of whether there is any relationship to TV entertainment and juvenile crime.

Sen. Robert C. Hendrickson (R., N. J.), subcommittee chairman, said the decision to handle the TV study in a special report has been made so that it won't get lost in a big final report later. In its final report, due sometime before February 1, the subcommittee is likely to request an extension of time so as to study other media, including movies, newspapers and magazines (see Washington Backstage).

Spokesmen from the telecasting industry and from the Federal Communications Commission alike warned against any kind of legislation or regulatory provisions which would amount to government censorship. Senator Hendrickson, in winding up the hearing, voiced assurance that his subcommittee "is not a censorship body."

"We are not in business to harm any industry," he said. "We are determined, however, to do a thorough investigating job to determine the cause of America's dis-

graceful high delinquency rate. When we know the causes, we may then be able to find the cures."

The harmonious wind-up of the hearing was in a marked contrast to the opening in which the subcommittee displayed exhibits assembled by its staff, showing distribution of "crime and horror" programs in several cities. Films of five Washington TV programs were projected on a screen. However, there were no complete programs shown. The films were clipped from complete shows. These clips showed scenes of shooting, killing and gang warfare. The excerpts were from shows telecast here during the week of September 12. The shows were "Black Patrol," "Black Phantom," "Borderland," "Flame of the West" and "Devil Riders."

President Harold E. Fellows of the National Association of Radio & Television Broadcasters told the subcommittee that the TV code review board will make a study of the complete programs and submit a report to the Senate group.

Fellows stressed that the NARTB is undertaking a pilot study to find the impact of TV on the American home. He said the association's code staff is being enlarged.

Federal Communications Com-

missioner Rosel H. Hyde testified that the communications act forbids the FCC from "exercising any powers of censorship over contents of radio programs," and he added that "Congress was wise in enacting this provision."

Robert H. Hinckley, vice-president of American Broadcasting Company declared: "I would like to state with great conviction that I do not believe television is anything remotely approaching a factor in our problem."

He said that Russia, with limited TV facilities, and New Zealand, with none, have major juvenile delinquency problems.

Milwaukee Feud

Continued from page 2

market for any and all film programming that can be used to maintain its position here. WOKY-TV carried some ABC-TV programs, but that network will most likely try to affiliate with WTVW. Du Mont will also be in a better position to crack the market now that four stations will be telecasting.

CBS believes that the acquisition by networks of UHF outlets will substantially accelerate the growth of UHF by bringing into the field established and experienced broadcasters.

Film Net May Reshape Biz

Continued from page 2

course, is already in almost every market.

Altho the Communications Act precludes stations from making flat guarantees of time for any Guild show sight unseen, there is little doubt that in practice, all Vitapix stations will seek to make as much time available for all Guild properties as possible. When current commitments preclude, those commitments will be played out and Guild product substituted.

This gives Guild Films a unique status in the TV film distribution field. Where all other syndicators are struggling to get their shows sold in the current situation, in which the tightest commodity is a good time slot, Guild Films will have access to cream time periods on one of the strongest line-ups of stations it is possible to obtain. However, Guild will have to set separate pacts with each individual Vitapix station.

The agreement was set between Reub Kaufman, president of Guild Films, and Frank E. Mullen, president of Vitapix. In effect, it moves Vitapix out of the distribution field, into which it had made a tentative and relatively unsuccessful move.

Guild now assumes the distribution and servicing of all Vitapix properties, including the Princess feature films, the Johnny Mack Brown features and the Vitapix sports films.

As part of the agreement, Kaufman takes a seat on the Vitapix board of directors, while the latter group also will be represented on the Guild board. Vitapix stations will be consulted in the planning of new Guild shows prior to production.

A significant aspect of the deal is the emphasis being placed upon the station relations and the time and program research activities to be undertaken by Vitapix. This marks a major development along this line, and will, in effect, perform some of the functions earmarked for the Television Advertising Bureau when that group originally was set up prior to the broadcasters' convention in Chicago last spring. Again, this is the type of operation which is associated, on a corporate level, with a network.

Guild's new production plans, involving \$12,000,000 worth of film in the initial year, calls for stanzas of network calibre. Of five evening shows, only two have been announced as yet, and one of those—"The Goldbergs"—is a former web airer, with a history on both NBC-TV and Du Mont. The other is "Confidential File," a documentary-style drama now airing locally in Hollywood, where it is among the top-rated stanzas.

The daytime shows include a twice-weekly show with Dr. Norman Vincent Peale; a three-a-week musical series featuring Connie Haines with supporting vocalists and dancers; a five-times-weekly film version of "Bride and Groom," which has aired both on CBS-TV and NBC-TV, and a five-a-weeker titled "It's Fun to Reduce," which has rung up a sensational sales and rating history in Pittsburgh, where it has aired locally.

The tie-up with Vitapix is expected to prove a boon to Guild in terms of quality as well as quantity. With such a large potential spread of key stations available to it, Guild is able to approach bigger-budgeted production with virtually no gamble. Thus, a catalog of stanzas up to regular network standards is deemed no problem, and as the relationship between Guild and the stations matures, it is apt to result in more and bigger-budgeted star-festooned productions.

The Guild-Vitapix relationship also will be reflected on the radio

WASHINGTON BACKSTAGE

TV Lensmen Symbolic To Probing Senators

By BEN ATLAS
Chief, Washington Bureau

WASHINGTON, Oct. 23.—You won't see this mentioned in the Senate Juvenile Delinquency Subcommittee's record, but the presence of a little crew of TV lensmen at this week's "crime and horror" hearing has turned out to be symbolic to the probing senators and their staff.

It was more than a demonstration of confidence by the telecasters who sent those TV newsreel cameras into the klieg-blazed hearing chamber where the telecasting industry was up for questioning about program fare beamed into living rooms in youngster-viewing hours.

The presence of those TV cameras apparently was a conspicuous example to the subcommittee that TV is ubiquitous and that TV's program fare is necessarily of a similar nature.

Undoubtedly the testimony of government and industry witnesses who appeared this week figuratively shed more light on the crime and horror programming issue than the kliegs did, but events are also likely to prove that those kliegs helped clarify a point which seemingly is a key to the whole issue.

That point, stressed by various witnesses, is that neither the broadcasting industry nor the government can assume a dictatorial role of being "the arbiters of public taste or morals." This latter phrase, incidentally, came from Federal Communications Commissioner Rosel H. Hyde as the "kicker" of his direct testimony which, Hyde explained, represents everybody on the Commission except Commissioner Frieda S. Henlock.

There is plenty of evidence, tho, that both the government and the industry are aware of enormous responsibilities to be exercised.

The subcommittee in a special report to Congress on TV crime and horror programs will have a lot to say about responsibility faced not only by individual stations but also by the public, or, more specifically, by parents. The report will probably have a strong word of encour-

agement for industry self-regulation.

But the subcommittee isn't ready yet to draw conclusions about what influence, if any, is cast by TV entertainment on juvenile delinquency.

You can expect this subcommittee to tell Congress in a subsequent final report that the whole subject of juvenile crime needs vastly more study so that all parts of the picture can be brought into proper perspective.

The report will ask Congress for an extension of time and a new appropriation so that the subcommittee can train its sights next on movies, magazines and newspapers.

As for the telecasting industry, you can look for a lot more self-scrutiny. This is already in evidence in the National Association of Radio and Television Broadcasters' preparation to assign a professional research group to supplement the TV Code Review Board's monitoring of TV shows.

This is the most far-reaching step in this direction ever taken by the industry. Judging from remarks by NARTB President Harold E. Fellows before the Senate Juvenile Delinquency Subcommittee this week, "voluntary compliance" with the TV Code is going to be a more important topic than ever in the industry.

The code itself is likely to undergo revision. It has already had some wide reforms (it would be a useless document if it didn't undergo change from time to time).

As for the FCC, it long ago abandoned its "blue book" cudgel and is looking to the industry to shape its programming patterns to meet community needs without remonstrance from Washington. The FCC, as Commissioner Hyde emphasized this week, doesn't intend to look in an opposite direction when obscenity turns up on the TV screen, but it figures it can play its best role by insuring that telecasters "are reasonably responsible to community needs."

The fact is, any telecaster who fails to show that kind of responsiveness could hardly expect to stay in business very long.

2 More TV Grants Bring Total to 716

WASHINGTON, Oct. 23.—The Federal Communications Commission this week issued two TV grants, bringing total authorizations to 716, of which 608 are post-freeze grants, including 33 non-commercial, educational grants. With 103 grants canceled, outstanding authorizations now number 613.

This week's grants went to the Woodward Broadcasting Company, Channel 79, Toledo, and the Washington Metropolitan Television Corporation, Channel 20, Washington.

Bishop's Success

Continued from page 2

account for about 50 per cent of the total dollar volume of sales of this article. And its nail polish is estimated to account for 15 per cent of the total dollar volume of sales.

Spector received \$37,500 in 1953 for acting as chairman of the board, and his agency received \$607,674 that year for its activities on behalf of Hazel Bishop.

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WATV NOW OFFERING GUARANTEED RATE CARD

NEW YORK, Oct. 23.—In a bid to increase its share of business in the nation's most competitive TV market, WATV has come up with a new rate card that in effect offers advertisers a guaranteed cost per thousand. Almost simultaneously with the release of the new rate card, the station signed Nestle as the first advertiser buying time on the "guaranteed rating" basis.

The station is asking \$2,000 for an hour of Class A time. It guarantees that for that money it will deliver a 6.0 Telepulse rating, which it figures would give an advertiser a cost-per-thousand of \$1.25 per commercial minute. If the rating falls below 6.0 the advertiser will be refunded as much money as necessary to provide him with the guaranteed cost-per-thousand. If the rating goes higher, the sponsor pays no more than the rate card figure.

The same policy holds true for Class B, C, and D time, and for spot announcements, tho the guaranteed rating and the prices are different in each case.

The outlet's new policy, according to sales chief Bert Lebbhar,

side. The radio syndication division of Guild will operate on the identical basis with AM adjuncts of the Vitapix video line-up. Virtually all of Guild's current crop of shows will follow Liberate into the transcribed radio field shortly after the beginning of next year.

takes the "guess and gamble out of television time buying. We are pulling television away from the uncertainties of radio purchasing and into the guarantees of newspaper and magazine circulation."

If they prefer, sponsors can contract to pay a set price for 13 weeks based on the last previous rating a time slot obtained. The guaranteed rating offer is good only for programs bought from the station.

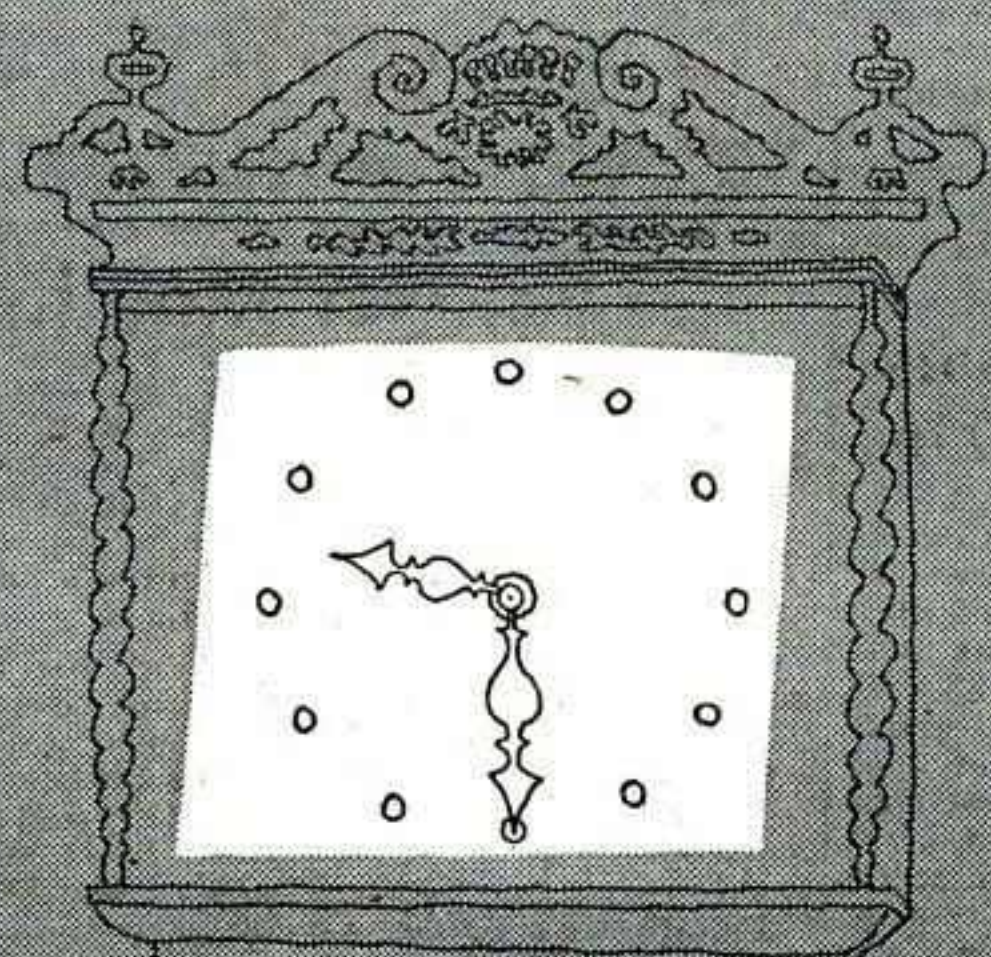
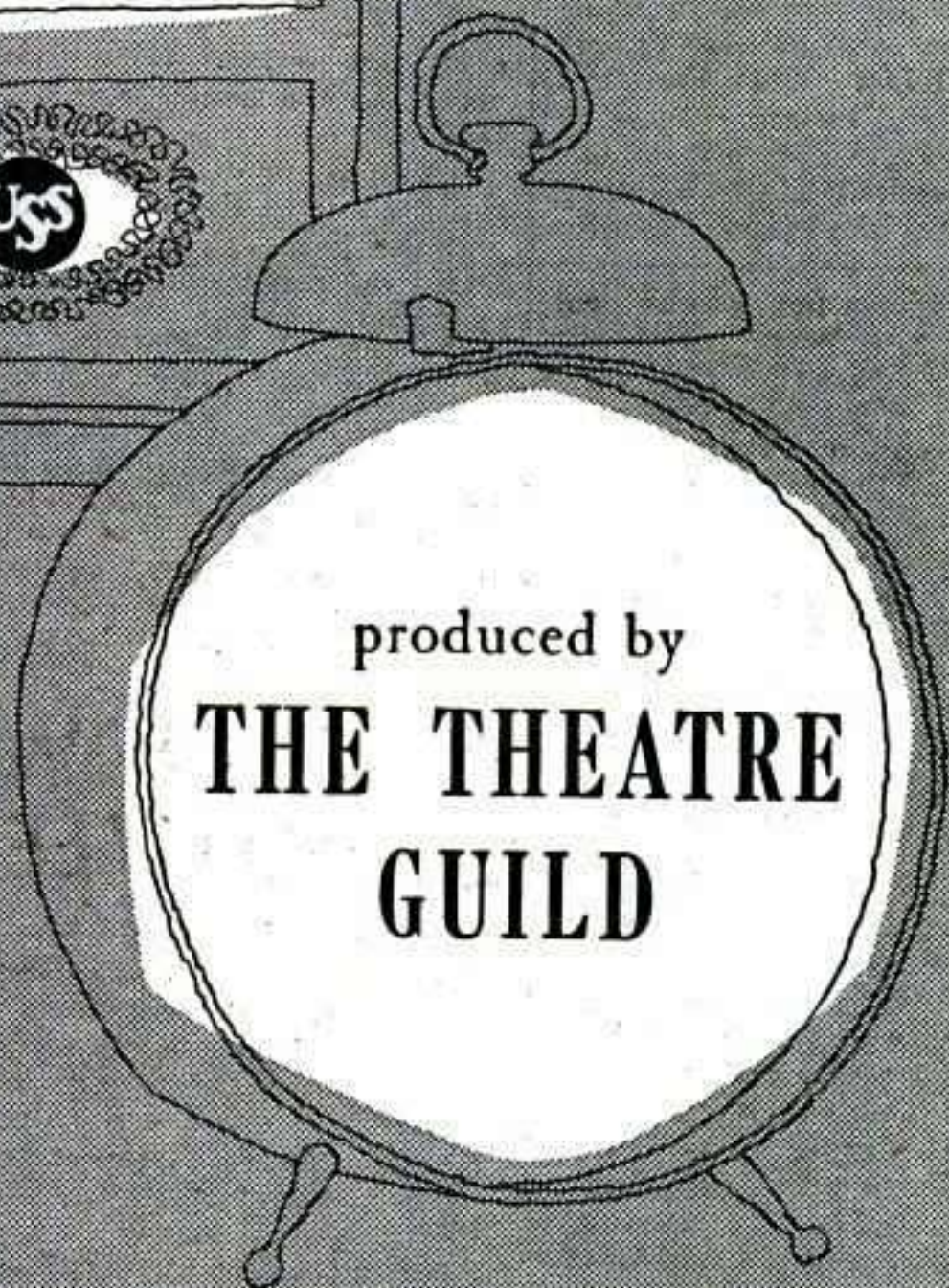
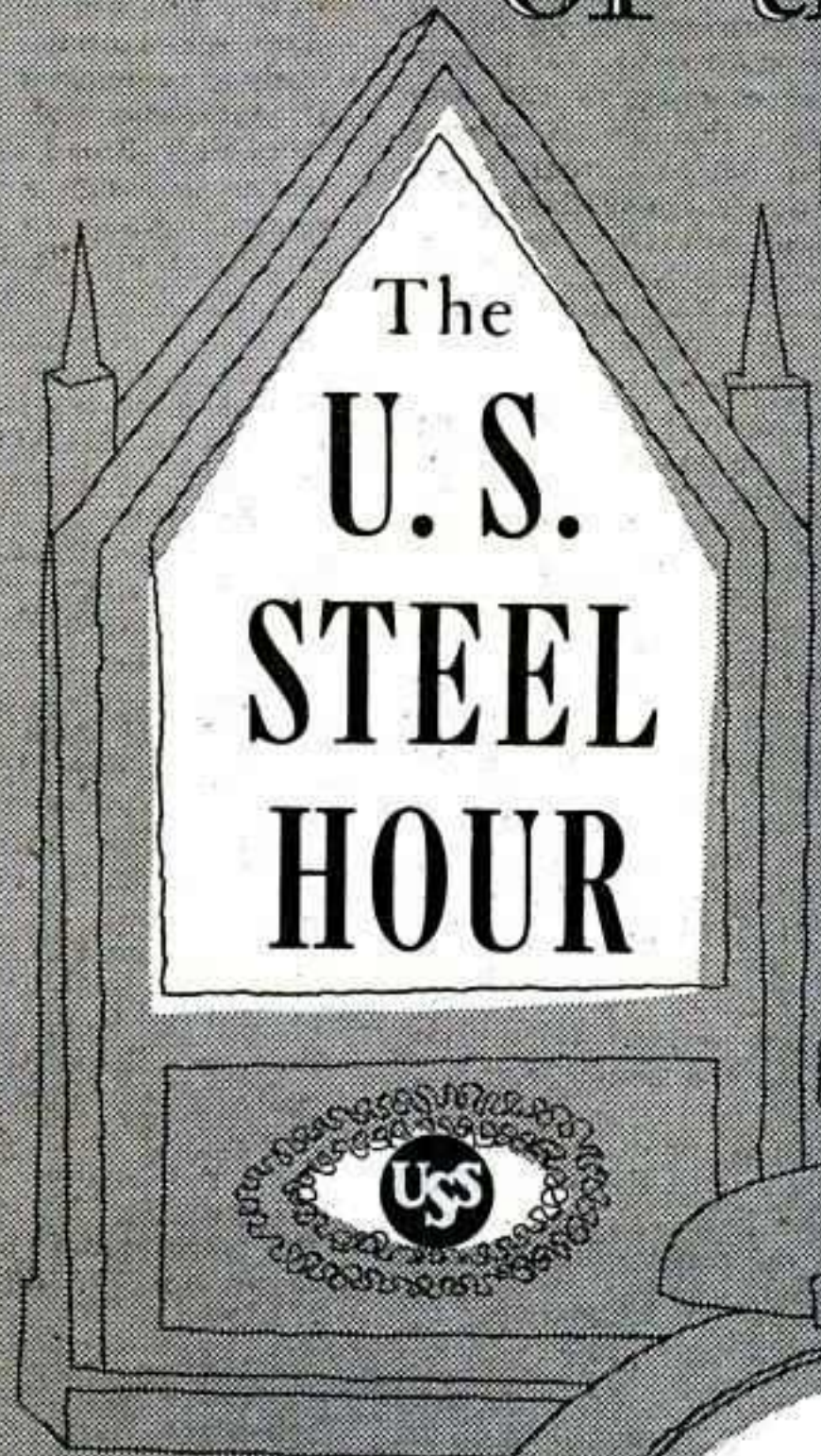
The Nestle buy is for the 5:30-5:45 p.m. spot Mondays, Wednesdays and Fridays. The station currently is showing "Junior Frolics" 5-5:30 p.m. across-the-board but will expand the show a quarter-hour on Monday, Wednesday and Friday so that Nestle can sponsor it at those times. The show may be expanded further to accommodate new advertisers.

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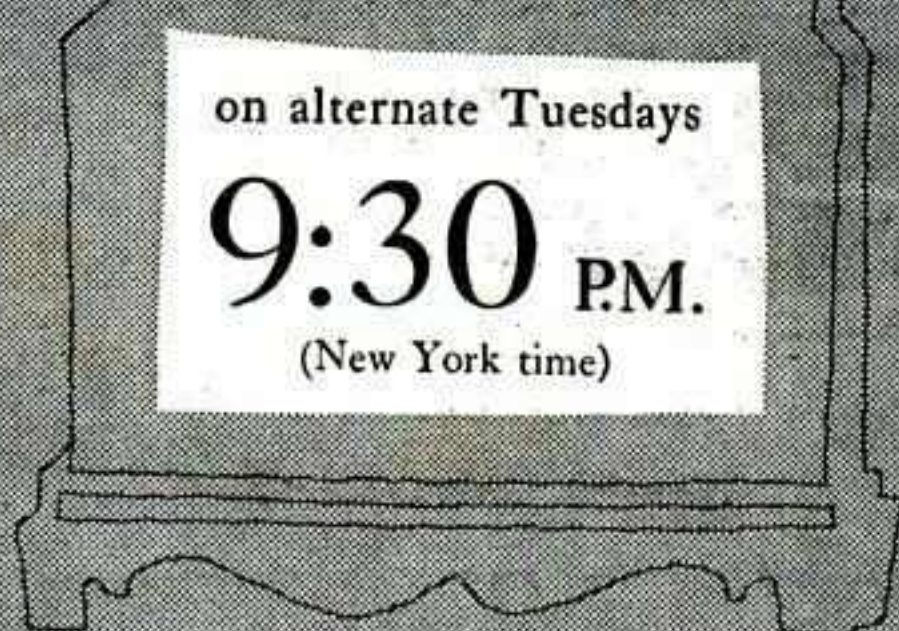
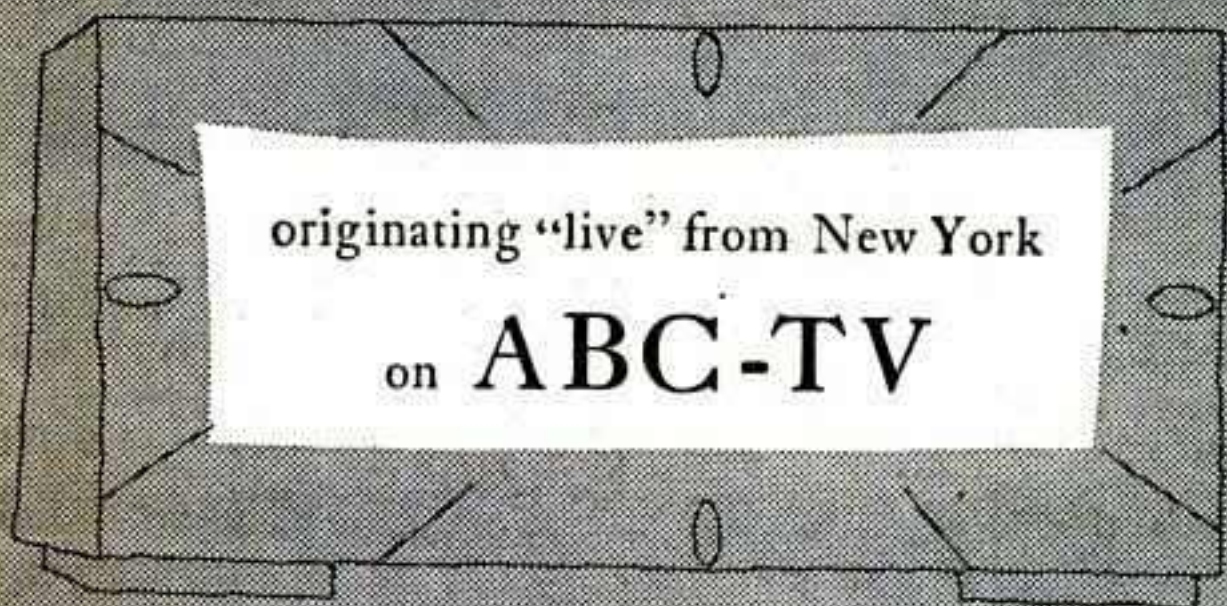
WLW	Radio
WLW-A	Atlanta
WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati

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Time for more
 of the best in
 TV entertainment



Winding up our first big year of award-winning TV theatre . . . already set for the second. Watch for more top stories like "P. O.W." and "The Last Notch" . . . more top stars like Paul Douglas, Helen Hayes, Dorothy McGuire. Remember, when it's time for TV drama at its best, it's time for the Steel Hour.



Indie Movie Studios Boom Via TV Film Production

Shortage of Equipment, Space Put Owners in Driver's Seat

By BOB SPIELMAN

HOLLYWOOD, Oct. 23.—Independent motion picture studios, which three or four years ago lay like ghost towns in the heart of Hollywood and were in serious financial straits, today are booming with TV film production. The rapid upturn has resulted in a serious shortage of space and equipment, with studio owners suddenly finding themselves in the driver's seat.

Complaining that they are not receiving an adequate return on their investment, most indicate that they will no longer be satisfied to provide space on a purely rental basis. Because demand is far outstripping supply, many think that a further jump in production costs is imminent.

American National Studios will move completely out of the straight rental field after the termination of current contracts, according to Vice-President Bill Stevens. The studio production company presently films all but two shows on the lot, Frank Wisbar's "Fireside Theater" and Worthington Miner's "Medic."

Stevens said that Wisbar will be asked to move out next spring unless he permits American National to do his shooting for him, which Wisbar declares he will not do. The "Medic" contract has somewhat longer to run.

The studio cannot make money just renting space, Stevens asserts, but must derive its main profit from production. He points out that when several companies are all doing their own shooting,

duplication in facilities results, stages may stand empty for days and badly needed space is taken up.

Better Job

Furthermore, he contends, a large production company can do a better job since it always has personnel available to shift from one show to another when needed. For providing the production facilities and personnel, American National receives 10 per cent of the below-the-line cost of a show.

Lee Blevins, vice-president of Kling Studios, feels that studio owners should share in producer profits and that producers in the near future will be forced to give studios a cut of profits in order to be able to obtain space.

Studio overhead continues the year round, he points out, whether there is any production going on or not. In order to protect itself, therefore, a studio must provide for year-round income.

Kling's solution to the problem is to schedule three theatrical motion pictures a year. They will be shot whenever there is a slack period at the studio.

General Service's vice-president, James Nasser, agrees that the spring-summer hiatus when TV production slacks off is a problem for which his studio is still seeking an answer.

No Plans

Altho General Service has no plans to do any production of its (Continued on page 43)

COLBERT PILOT IN DISSENSION

NEW YORK, Oct. 23.—

United Television Programs may not have the Claudette Colbert pilot film after all. Janet Taylor, president of Rockhill Productions, sent a registered letter to Jack Gross and Phil Krasne this week declaring that the film had been sold them under false pretenses. According to Miss Taylor, the person who made the deal with UTP was not authorized to act on behalf of Rockhill, which owns the film.

What UTP intended to do with the pilot has not been revealed. Its new anthology series, "Author's Playhouse," has six segments on its own and is being peddled to national sponsors. Rockhill had invested almost \$100,000 in the property. Its deal with Toni fell thru when Miss Colbert refused to do the commercials. Rockhill still has 17 scripts for the show.

QUICK THINKER

'Tonight' Opens Slot for 'Playhouse'

NEW YORK, Oct. 23. — MCA-TV has taken advantage of the revamped nighttime schedules caused by the entry of NBC-TV's "Tonight" for a special promotion of its 15-minute dramatic series, "Playhouse 15."

Figuring that the web's affiliates would have a quarter-hour hole between their 11-o'clock news and the sign-on of "Tonight" at 11:30 p.m., MCA-TV has sent a wire to every NBC basic suggesting that it fill the open segment with this dramatic strip. Apparently the show is regarded as an apt change of pace between news and Steve Allen. Most of the scripts in "Playhouse 15" have a double hook at the end.

By the end of last week MCA-TV was reported to have wrapped up about five deals for 11:15 p.m. bookings, one of them in Detroit.

The show is sold in about 30 markets altogether. In Los Angeles it has been running across the board for some time.

Producers Eye Shooting of Color on Black and White Film

HOLLYWOOD, Oct. 23.—Producers this week were cautiously enthusiastic about a new process, developed by the Los Angeles firm of Colorvision, Inc., for shooting color on black-and-white film.

Altho the theory is not new, Colorvision claims that it has developed equipment to make it commercially practical for the first time. If this proves correct, it could remove one of the major deterrents to the production of color films, namely the high cost.

Most producers and sponsors have been hesitant about shooting pix in color at this time because of the approximately 33 per cent cost increase over black and white. With the Colorvision process, however, color films could be produced with only a slight increase in cost over black and white, giving producers assurance of the residual values of their series when color telecasting becomes firmly established.

Another quality of the Colorvision process is its ability to provide hot kinescopes in color. Up to this time the nets have not been able to shoot kines of their colorcasts.

The Colorvision camera unit is a major accessory for a standard 35mm. motion picture camera. The lens divides light into its three primary colors, blue, red and green, projecting them onto the film in separate images, each one-fourth the size of the ordinary 35mm. image.

Additive color lenses put color

back into the picture when it is projected, the three images being superimposed on top of each other.

Producers point out that there is an inherent loss of light in the additive process. Lawrence F. Brunswick, the firm's chief engineer, contends that this is not critical in television where a small image is used and the light can be focused.

At a small screen demonstration, the colors appeared to be reproduced with high fidelity. Industry engineers complained, however, that the film contained no indoor shots, and said that no true evalua-

tion could be made until the process is tested under commercial conditions. Many devices which work perfectly in the laboratory prove completely impractical when subjected to every-day wear and tear, they contend.

Brunswick declares that four years of experimentation and development have proved that the process is practical. Ordinary panchromatic black-and-white film, which can be made ready for screening in half an hour, is utilized, as a result of which faster film speeds can be used and better results obtained. One hundred and fifty candlepowers is adequate illumination.

According to company officials, the firm can begin supplying Colorvision equipment immediately, leasing it on a daily rental basis plus a film footage charge, based on the number of feet of final net edited negative.

Altho skeptical of the effectiveness of the process, producers seem to agree that if it works it will result in a tremendous increase in color footage shot, since the raise in cost would be small, and the same print can be used for both black and white and color telecasting.

Ford Cuts Back On Color Film

HOLLYWOOD, Oct. 23.—The Ford Motor Company balked this week at the cost of shooting its "Ford Theater" completely in color, and ordered Screen Gems to tint only every third one of the pix.

The only major production which was being done fully in color, "Ford" had accumulated 15 of the color pix. Cost was said to be running at about \$45,000 versus \$30,000 to \$35,000 in black-and-white.

Reed Scouts 'Alarm' Angel

HOLLYWOOD, Oct. 23.—Negotiations are under way for the sale of "Alarm," serial based on fire department activities, to a national sponsor, according to Guy Thayer Jr., executive vice-president of Roland Reed Productions.

Pilot film, starring Richard Arlen, was previewed at convention of International Fire Chiefs in Houston last week. The chiefs passed a resolution approving the show.

Girard Quits Medic After Disagreement

HOLLYWOOD, Oct. 23.—Disagreement between two of the top executives on "Medic," led Director Bernard Girard to quit the TV film production company this week.

Altho the dispute is said to have arisen because Girard and creator-writer Jim Moser failed to agree on the conception and treatment of the remaining 13 shows, bickering is said to have been going on for some time in the company.

7-Up Buys Kid Show From MCA

CHICAGO, Oct. 23.—The Seven-Up Company was this week reported to have bought a new show from MCA-TV for spot booking in over 50 markets. The title of the show, which MCA-TV has been peddling in pilot form, is "Soldiers of Fortune."

The soft-drink firm has been shopping for a strong kiddie show for sometime. Its agency is J. Walter Thompson.

Five-City Sale For 'Passport'

NEW YORK, Oct. 23.—ABC Film Syndication has landed a five-market sale on its "Passport to Danger" series. Pearl Brewing Company, of Texas, has picked up the stanza for airing in five Texas cities. They are Amarillo, Fort Worth, Houston, San Antonio and Midland. The deal is for a firm 26 weeks.

Falstaff Leans to Screen Gem Bid

HOLLYWOOD, Oct. 23.—Falstaff Beer's protracted negotiations to get itself a high-class dramatic show was reported to have culminated this week with the bid going to Screen Gems.

The deal, by which the sponsor will have a proprietary interest in the show and participate in profits that might accrue from additional syndication, probably represents one of the most creative and aggressive selling jobs by an ad agency in any recent TV programming situation.

Falstaff, whose distribution is widespread but not national, has been spotting MCA-TV's "City Detective" in about 60 markets for the past year, and it also carries some of Sportsvision's weekly football films in a number of cities.

The idea of adding to Falstaff's TV budget a high caliber series of its own order is known to have originated with its agency, Dancer-Fitzgerald-Sample. For a long time TV Vice-President Alvin Kabaker and other Dancer officials discussed the plan with producers without ever getting the client involved.

Ziv-TV and MCA-TV were reported to have put in healthy competitive bids. On the basis of its record with "City Detective," MCA-TV had a direct pipeline to the client's headquarters. Ziv-TV apparently offered the deal at a price considerably below that bid by Screen Gems, but it appears that Screen Gems' experience with "Ford Theater" ultimately made the difference, since it was a quality show of that type that the agency was promoting. In fact, the new Falstaff show will probably get an even higher budget than the Ford series, and that one comes in at about \$30,000 an episode.

Falstaff is expected to put the new show on the same line-up of markets that has "City Detective." Screen Gems will handle the syndication to the remaining cities, as it does with its other nationally sold shows.

General Artists Corporation, which was Screen Gems' national sales agent until last June, will apparently get a commission on this deal for having made the original pitch.

MOT Price on Film for Ads Cut in Half

NEW YORK, Oct. 23.—The March of Time library film footage this week was reduced drastically in price for producers of commercial film. MOT, which is handled by the NBC Film Library, slashed its price in half for footage which is to be used in the making of commercials on film.

The price for such footage was \$5 a foot, and it has been reduced to \$2.50, which puts it on a par with the price charged by the NBC library for its stock shots used for such purposes. The reduction has been made to encourage the use of such footage in commercials stressing scenes of the 1930's and 1940's.

Hamilburg Starts Annie Paper Merchandising

NEW YORK, Oct. 23.—The Mitchell Hamilburg Agency is moving into the paper merchandising field with its "Annie Oakley" property. The firm is preparing Oakley packaging designs for bread, ice cream, meat, pretzels and other foods.

This move comes as the franchising of the character for soft goods and toys reaches a high point. At last count over 35 manufacturers had signed Oakley licenses.

Since the opening of its branch here last December, Hamilburg has written over 45 franchises on all four of its properties.

This week the firm took on the merchandising of still another TV film property, "The Adventures of Long John Silver," which Joseph Kaufman now has in Technicolor production in Australia.

Marvin Sugarman, head of Hamilburg's office here has been

sending stores and manufacturers an eight-page promotion of Annie in a continuous mailing over the past two months. The return postcard in the mailing has pulled in a number of additional licensees, including school bags, lunch kits and ring binders.

Popcorn Client

Sugarman is now preparing a line of Oakley premiums for TV Time Popcorn, which co-sponsors the TV film series in some 115 cities. These premiums will self liquidate for prices up to \$1.

Gail Davis, who plays Annie in the series distributed by CBS TV Film Sales, is now hitting the personal appearance trail. She will be highlighted in Gimbel's Thanksgiving Day parade, which will be telecast into 40 cities. And she will make store appearances for several weeks.

YOU
ASKED
FOR
IT...
HERE
IT
IS!

the most fabulous, the richest, the greatest assortment of prizes ever offered in broadcasting history!

supported by over 100 million PROMOTIONAL PIECES in the biggest, most diversified, most comprehensive merchandising package ever offered . . . anywhere, anytime!

COST? ZERO!

THIS IS NOT A Program...

THIS IS A NTA Plus SERVICE..

AVAILABLE TO ONLY
100 STATIONS
IN THE UNITED STATES



© Copyright 1954 Joseph H. Moss Inc.

IT'S "TV TIC-TAC-TOE"[®]
WITH
**1 MILLION
DOLLARS**
\$1,000,000.00
IN PRIZES
Free!

Over 3,000 Weekly Prizes — 40,000 Winners In All!

THIS PROMOTION HAS EVERYTHING!

- EXCITEMENT** prolonged for a 21-week period, leading up to a grand contest climax.
- ACTION** every week a new contest, with everyone in your market eligible.
- SIMPLICITY** no captions to read! no box tops to handle! no slogans to judge . . . Our master plan makes it as easy as a-b-c.
- REWARD** the greatest audience ever "Pied-Piper'd" into a station. Brings you . . . keeps for you . . . more national, regional and local sponsors than you've ever had before.
- PRESTIGE** solidifies present billings with powerhouse merchandising plan...puts you in direct contact with huge national advertisers.

CALL-WRITE-WIRE COLLECT!

GET YOUR SHARE OF THE 10 MILLION CONSUMERS WHO WILL BE RUSHING INTO RETAIL STORES ALL OVER THE COUNTRY EVERY WEEK TO GET THEIR "TV TIC-TAC-TOE" CARDS!

CALL YOUR NTA MAN TODAY! He's Only Minutes Away!

National Telefilm Associates, Inc.

625 MADISON AVENUE, NEW YORK, N. Y., PLaza 5-8200

WHEN TO SHOOT AND WHEN TO RUN

Reynolds Tries Change of Format As Means of Solving Film Dilemma

NEW YORK, Oct. 23.—Sheldon Reynolds has put into effect a unique plan which he hopes will help him solve one of the major dilemmas plaguing producers of successful long-run film series—the problem of whether to continue producing still more episodes or to cut off production after a certain point in order to protect residual value.

By halting production after a certain number of episodes, a producer would be killing the goose laying the golden eggs; by continuing production he runs the risk of saddling himself with an overwhelming number of episodes to be sold in rerun.

Reynolds, producer of that long-time favorite, "Foreign Intrigue," hit upon the simple expedient of changing the format of the stanza during its first run so that the series can eventually be sold in rerun as two shows. This is one of

the major reasons for the recent format change.

The new format, which hit the air this month, sees the main character a hotel owner in Vienna. This role is now being played by Gerald Mohr. The earlier episodes had the main character a newspaperman in Paris. The role was portrayed originally by Jerome Thor and more recently by James Daly.

Two-for-One Split

The newspaperman-format stanzas are now being sold in rerun as "Dateline, Europe." The reruns of the hotel owners format, now on

the air, will be sold in rerun under a different title two years after its first run is over. To all intents and purposes, it will be a different show from "Dateline, Europe."

This two-for-one split enables Reynolds to pull in residual coin faster by making it possible for him eventually to have two different reruns of "Foreign Intrigue" running at the same time in the same market as two different shows.

The change of format in the first run offers the additional advantage of providing viewers with a change (Continued on page 43)

TV FILM PURCHASES

Eleven more cities have purchased "Championship Bowling," produced by Walter Schwimmer Productions, Inc., Chicago, bringing the total to more than 20. The TV sports film has only been up for sale to individual markets for the last five weeks, and, according to Schwimmer officials, it looks likely to have approximately 75 contracts in by the end of the year.

The latest additions to the list of stations are WBKB, Chicago; WTVP, Decatur, Ill.; WMUR-TV, Manchester, N. H.; WSBT-TV, South Bend, Ind.; KOVR-TV, Stockton, Calif.; WFLE, Evansville, Ind.; WHIZ-TV, Zanesville, O.; KFEL-TV, Denver; KULA-TV, Honolulu; WICU, Erie, Pa., and KLIX-TV, Twin Falls, Idaho.

UTP has sold "Waterfront" to KGNC, Amarillo, Tex.; "Curtain Call" to KARK-TV, Little Rock; "Lone Wolf" to WKNB-TV, West Hartford, Conn.; "Heart of the City" to WBKB-TV, Chicago; "The Ruggles" to WKRC-TV, Cincinnati, and "Counterpoint" to WSEE-TV, Erie, Pa.

UTP has sold "Counterpoint" to WJIM, Lansing, Mich.; "The Ruggles" to KREM-TV, Spokane; "Curtain Call" to WTVP, Decatur, Ill.; "Lone Wolf" to WSTV, Steubenville, O.; "Hollywood Off Beat" to KMTV, Omaha, and "Heart of the City" to KBMT-TV, Beaumont, Tex. . . . WPTZ, Philadelphia, has bought 13 "Chico and Pablo" features from M&A Alexander.

KHJ-TV, Los Angeles, has bought 100 "Ruggles" films thru Television Productions. . . . ABC TV film division has sold 98 "Racket Squad" half hours to KTTV, Los Angeles. . . . UTP has sold "Lone Wolf" to KFEQ-TV, St. Joseph, Mo.; "The Ruggles" to WBUF-TV, Buffalo; "Where Were You?" "Curtain Call" and "The Ruggles" to WJDM-TV, Panama City, Fla., and WEAR-TV, Pensacola, Fla., and "Rocky Jones, Space Ranger"; "Lone Wolf," "Waterfront," "Royal Playhouse," "Hollywood Off Beat" and "Heart of the City" to WTVJ, Dothan, Ala.

WNBK, Cleveland, and WPTC, Philadelphia, have bought three M&A Alexander Productions feature films.

The Duquesne Light Company has bought "Top Plays of 1955" for 44 weeks and "All Star Theater" for 13 weeks for sponsorship on WDTV, Pittsburgh. Both shows are distributed by Screen Gems. The former consists of re-runs of the latest "Fireside Theater," and the latter are re-runs of "Ford Theater." The distributor has sold "Top Plays" in a total of four markets so far.

Screen Gems also sold "All Star Theater" to Consolidated Gas Company for 52 weeks on KSWO-TV, Lawton, Okla.

United Airlines will carry "All Star Theater" for 39 weeks on KONA-TV, Honolulu, beginning January 1. This deal is for the episodes now running on "Ford Theater."

"All Star Theater" is sold in a total of 162 cities.

Screen Gems this week also nabbed sales on two other shows. American Oil renewed "The Big Playback" on KSBW-TV, Salinas, Calif. That's for the second group of 26, which star Jimmy Powers. And WJTV, Jackson, Miss., bought "Rin Tin Tin" for 52 weeks. The dog show has been syndicated into five markets in addition to its network run for Nabisco.

Simmonds Upholstering Company of Canada has bought "Crown Theater" for a 26-week ride on CBMT, Montreal. The sale was made by S. W. Caldwell, Ltd., for CBS-TV Film Sales.

PRODUCTION NOTES

By BOB SPIELMAN

Sylvester K. (Pat) Weaver said this week that money being spent for NBC "Spectaculars" is a calculated output intended to lure viewers to buy color sets. "We're not kidding ourselves about who's seeing the shows in color," he went on, "and we're shooting primarily for productions that will look good to the 30 million black-and-white set owners." He estimates that there are only 5,000 color sets in the United States today, but believes the number will pick up considerably when RCA markets its 21-inch receiver for \$895 around the first of the year.

Despite the \$300,000 cost of the "Specs," costliest TV show ever to be produced, will be the three-hour-long "Davy Crockett" films for the "Disneyland" show premiering over the ABC network this week. Combined outlay for the trio, being shot in color on location in Tennessee, is said to be well over \$1 million. Disney hopes to bring in other segments of the series for around \$50,000 each, which is the amount of cash the sponsors are shelling out.

No contract has yet been signed between M-G-M and Desilu Productions, altho deal is in the works for Desilu to produce a feature next summer for Metro release.

Roland Reed is producing a series of spots, free of charge, for use in muscular dystrophy drive later this fall.

Dick Gray, Western representative of Frank Music Corporation, has left the firm to become producer of the Margaret Whiting telefilm, "Holiday in Rhythm," being shot by Mercury-International.

George A. Baron, general manager of Station KOWL, flies to New York this week with Joe Adams for premiere of "Carmen Jones." Adams is one of featured performers in the Otto Preminger production.

Danny Perrett, son of publicist Frank Perrett, is in stitches, 60 of them to be exact, after tumbling down a mountainside on a Boy Scout hike last weekend. Perrett breed is strong, tho, and Danny's back walking around.

Casting auditions for six-month-old infants were called off at California studios last week because smog was making youngsters cry, and script called for smiling baby.

TV Spots has lured Director Robert Gannon from Convair's motion picture division, where his latest was "Trade Winds," and has signed Marjorie Howe as production co-ordinator.

Southern California Broadcasters' Association's annual get-together will be emceed by KNX deelay Bill Balance at the Inglewood Country Club this week.

TV debut of Alan Ladd will be in "Committed," film for General Electric Theater, being shot by Jaguar Productions.

Tall Tales Department? Richard Webb, star of the "Captain Midnight" series, was out on new 30-foot cabin cruiser when a fuse blew and TV set went out. So Webb, anchoring boat, swam ashore, knocked on door of house, and looking like something dragged out of the ocean, asked to be allowed to see the "Captain Midnight" show on the home's television set. He wasn't turned away, so it says.

PACKAGE FOR AMERICA

Grand Prize Plans U. S. TV Invasion with German Film

NEW YORK, Oct. 23. — Probably the most ambitious attempt to sell German feature film product to American viewers will be made shortly by Grand Prize Films, Inc., which is packaging a group of 26 for the American TV market. The majority of the product will be

German, but a few French and Spanish features will be included. No distribution arrangement has been concluded.

Several of these films will be shown in English and are being shot with casts who speak the language. The rest will be dubbed, for dubbing has proved successful on TV, tho it has not been accepted as much by theatrical audiences.

Grand Prize Films is also considering packaging a "Continental Theater of the Air" which would present the best of its product. A name emcee such as Claude Rains would introduce features which are currently playing in the European capitals of the world. No one country, however, would be emphasized.

Win Praise

Grand Prize Films has already found a great receptivity in the American press to German product. One of its films, "Desires," has been acclaimed by the New York critics and is playing at two motion picture theaters simultaneously. Its films for TV would not be released over the air until most of its theatrical play dates have been filled.

Moritz Hamburger is the president of Grand Prize Films and Sidney Kaufman is its secretary and general manager.

FREE TRIP

Stimulus to 'Andersen' Film Buyers

NEW YORK, Oct. 23. — A powerful giveaway promotion gimmick is being thrust into the hands of sponsors of "Hans Christian Andersen" by Interstate Television Corporation.

The distribution firm has closed a deal that will enable "Andersen" bankrollers in the major markets to provide a free 10-day tour of Denmark, including two-way air passage, to TV viewers in their (Continued on page 43)

'Mrs. Jones' in Color

HOLLYWOOD, Oct. 23. — A half-hour color film, entitled "Mrs. Jones, Meet Your Partners," has been prepared by Northrop Aircraft, Inc., for TV presentation. Shot in co-operation with the Armed Forces and Ground Observer Corps, the picture depicts a simulated interception and destruction of an attacking enemy bomber.

Buffalo Area Gets Tune-O

NEW YORK, Oct. 23. — After being available only two weeks, "Tune-O," the new musical bingo package being distributed by Official Films, was sold to its first sponsor, the Nu-Way Stores of Buffalo. WGR-TV, Buffalo, will telecast the show, in its half-hour version, once weekly beginning November 5.

Nu-Way has 80 markets distributed thru Buffalo and its immediate vicinity, and is a division of the American Stores. Participations in the film stanza have been sold by Nu-Way to five of the food manufacturers who stock their items in the stores. They are Birdseye, Libby Foods, Reynolds Wrap, Kleenex, and Parkay Margarine. Official is readying 200,000 "Tune-O" cards for distributions to Nu-Way customers who want to play the game.

Oberline Shoots Red Baker Pilot

HOLLYWOOD, Oct. 23.—Oberline, Inc., recently formed here by producer Oliver Berliner, has completed a pilot film starring writer-comic Red Baker.

Titled "Caper in the Papers," the show is a take-off on a news commentator.

IT'S ELEMENTARY!

WHEN you combine the world's best known detective stories with magnificent acting talent and a director and producer who is a master in his field, "it's elementary" that you have a show that just can't miss . . . or, as the trade would say, "is a natural." That's Sherlock Holmes. Played brilliantly by Ronald Howard as Sherlock and Marion Crawford as the memorable Dr. Watson, with Sheldon Reynolds, creator of "Foreign Intrigue," as its producer and director, all the evidence points to a show that is bound to please advertisers and their agencies. Sherlock Holmes is destined to move cases and car-loads for clients looking for a big-time show on a local, regional or national spot sponsorship basis.



It's a "natural" . . . it's that man Holmes!

- released by: MPTV 655 Madison Ave. New York 21, N. Y. MPTV (Canada) Ltd. 277 Victoria St. Toronto, Can. distributed by: U.M.&M., Inc. United Film Service, Inc. 2449 Charlotte St. Kansas City, Mo. MPA-TV 1032 Carondelet St. New Orleans, La. Minot TV, Inc. 509 Madison Ave. New York 21, N. Y.

Advertisement for ZIV Television featuring 'The Acknowledged Leader' and listing various programs like 'Meet Corliss Archer' and 'Mr. District Attorney'.

REVOLVING DOOR

Joseph Kaufman, producer of the new "Adventures of Long John Silver," left for England today to set theatrical distribution there of the new CinemaScope feature of that title. The TV distribution of the series had not been firmed yet, but MCA-TV was still reported to be hot on it. TV distribution reportedly would not start until next spring, after the theatrical release. . . . Norman Sper, star of his own weekly TV film series spot sponsored by du Pont, was heading for Chicago this week to tabulate the ballots for the all-players' All-Star team that will play the professional champs at the opening of next season. . . . John Alicoate has joined Telefilm Enterprises as Eastern sales manager. Alicoate was until recently Eastern sales representative for the Tee Vee Company. . . . Telefilm also hired Alexander Cline as its traffic manager. Cline was with the Shell Oil Corporation for seven years as manager of its film library. . . . Nelson Morris Productions has appointed the Jay Gabriel Bumbert agency to exploit its new TV film show, "Border Story." . . . United Productions of America has named Fred Swanson as director of sales at its West Coast plant. In addition to selling TV spots and industrial films, he will be in charge of UPA's character merchandising. . . . George S. Gladden, has resigned from J. Walter Thompson as head of its film department to join Academy Pictures. . . . Leonard Hammer, formerly of Adam Young, station rep, has joined MCA-TV as a salesman with an Eastern territory.

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.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

periods for TV film. Listing of films is by rank order, according to rating: under 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 breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

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

DETROIT 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs in Detroit for Monday-Friday 7p.m. sign-on, including Gene Autry, KH Carson, Superman, Wild Bill Hickok, Captain Midnight, Rocky Jones, Terry and the Pirates, and various children's programs.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs in Detroit for Saturday and Sunday 7p.m. sign-on, including Annie Oakley, Terry and the Pirates, Cowboy G-Men, and Mad Sq. Garden Highlights.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs in Detroit from 7p.m. to sign-off, including Badge 714, Waterfront, Racket Squad, Amos 'n' Andy, Mr. District Attorney, The Playhouse, Famous Playhouse, Colonel March, Cisco Kid, Liberate, I Led Three Lives, Your Star Showcase, Times Square Playhouse, Favorite Story, Boss Lady, Foreign Intrigue, Elery Queen, Famous Playhouse, Royal Playhouse, and Baseball Hall of Fame.

CINCINNATI 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs in Cincinnati for Monday-Friday 7p.m. sign-on, including Texas Rassin' and various sports programs.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs in Cincinnati for Saturday and Sunday 7p.m. sign-on, including Cisco Kid and Badge 714.

SMPTTE Meet Mulls Needs Of Color TV

HOLLYWOOD, Oct. 23.—Development of magnetic sound for TV color film and need of standardization in telecasting color pix highlighted this week's meeting of the Society of Motion Picture & Television Engineers.

Edward Schmidt, of Reeves Soundcraft, reported the development of a magnastriper which produces a magnetic sound track on the side of 16-mm. film with a speed of operation of 10,000 feet per day.

Machinery was set in motion by the SMPTTE to supply TV stations with color film for testing as to brightness, contrast and tone. Altho the engineers hope to establish standards similar to those set for black-and-white telecasting, there is likely to be some delay since few stations are as yet equipped to handle colorcasts.

Elected president of the organization was John G. Frayne, director of research for the Westrex Corporation. Other officers are Barton Kreuzer (RCA), vice-president; Norwood L. Simmons (Eastman Kodak) editorial vice-president, and Edward S. Seeley (Altech Service), secretary.

Douglas Teams With Lesser On Adventures

HOLLYWOOD, Oct. 23.—Formation of Television Adventure Films Corporation was announced today by Jack Douglas, head of Jack Douglas Productions, which packages TV shows, and Sol Lesser, veteran film producer.

The company's first production will be "I Search for Adventure," a teleseries which has been presented part live and part film on Los Angeles Station KCOP.

The films will be syndicated nationally by the corporation. American Home Products Company has taken an option on sponsoring the show in 11 Western markets, it was announced.

With 11.5 million feet of adventure film available to them, Douglas and Lesser will only have to film the interview part of the show in which Douglas talks to the explorers and adventurers whose films are presented. With nearly all of this footage in color, the interview part will be done in tint also.

The material on hand is enough for some 60 to 70 half-hour segments, according to Douglas.

American Nat'l Vice-Presxies Seek Complete Control

HOLLYWOOD, Oct. 23.—A syndicate headed by American National Studios vice-presidents Bill Stephens, Edward R. Conne and Bernard Procter this week moved towards obtaining complete control of the television film production lot by taking an option on the stock of Edwin Pauley, Dan Reeves and Fred Levy Jr.

Pauley, Reeves and Levy had held 56 per cent of the stock in the studio altho they had no voice in the management. Tho the purchase is complicated by mortgages and other factors, the Stephens group reportedly paid approximately \$400,000 for the option. Chesapeake Industries received \$1.1 million for the lot last February, but Stephens said that he now places its value at \$2.5 million.

The present policy of the lot will continue, according to Stephens, but indications are that starting next year the studio will not permit producers on the grounds unless they are willing to turn over actual shooting of the films to the studio production company on a percentage basis.

Table listing TV programs in Los Angeles for Monday-Friday 7p.m. sign-off, including Cowboy G-Men, Wild Bill Hickok, Superman Cartoons, Captain Midnight, and Boss Lady.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs in Los Angeles from 7p.m. to sign-off, including City Detective, Mr. District Attorney, I Led Three Lives, Boston Blackie, Favorite Story, Superman, Your TV Theater, The Ruggles, and Your Star Showcase.

COLUMBUS 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs in Columbus for Monday-Friday 7p.m. sign-on, including Superman, KH Carson, Cisco Kid, and Range Rider.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs in Columbus for Saturday and Sunday 7p.m. sign-on, including Badge 714, Wild Bill Hickok, Annie Oakley, Cowboy G-Men, Art Linkletter and the Kids, and Captain Midnight.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs in Columbus from 7p.m. to sign-off, including Racket Squad, Boston Blackie, I Led Three Lives, Eversharp Theater, Mr. District Attorney, Royal Playhouse, City Detective, Into the Night, Counterpoint, Amos 'n' Andy, Duffy's Tavern, Liberate, Foreign Intrigue, Waterfront, Crown Theater, Old American Barn Dance, Lone Wolf, Hollywood Off Beat, Heart of the City, Big Playback, Cases of Eddie Drake, and Into the Night.

LOS ANGELES 7 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs in Los Angeles for Monday-Friday 7p.m. sign-on, including Ramar of the Jungle, Time for Beany, and Mr. and Mrs. North.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs in Los Angeles for Saturday and Sunday 7p.m. sign-on, including Wild Bill Hickok, Sports Spotlight, Ramar of the Jungle, Hopalong Cassidy, Gene Autry, Big Playback, Ramar of the Jungle, Cisco Kid, and Time for Beany.

(Continued on page 10)

THE BILLBOARD SCOREBOARD

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

Continued from page 9

Table with columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists various TV programs and their ratings.

United Hypes Next Year's Sales Program

HOLLYWOOD, Oct. 28.—The belief that independent stations must have first-class programs they can sell to local advertisers...

Plans are for UTP to syndicate four new series, Savin declared. Two of these are "Author's Playhouse" and the "O. Henry TV Theater."

Other shows which UTP will continue to handle are "Lone Wolf," "Mayor of the Town," "Where Were You?" "Waterfront," and "Rocky Jones, Space Ranger."

Ten new salesmen will be added to the staff to take care of the increase in product.

The decisions were made at a top-level meeting of UTP executives in Hollywood this week.

Hetzer Sets Coast Hq. to Make Vidpix, Supply Tele Talent

HOLLYWOOD, Oct. 23. — Jim Hetzer, of Hetzer's Theatrical Agency, Huntington, W. Va., will open a West Coast office soon after January 1 to make television films and supply talent to video shows.

He announced his plans this week when he made his first trip to California to make arrangements for a tour of the International Harvester "Family Parties."

Hetzer has been in the theatrical booking field in the East since 1939, with time out for a hitch in the Army. His firm recently closed 45 weeks of industrial shows in the Southwest.

Hetzer's firm in the past has been known for its personal management of acts appearing at fairs and with the Polack Bros.' Shrine circuses.

The IH shows are scheduled to go out about January 10 for a tour thru Southern California and Arizona. With the tab being picked up by the regional IH distributor, the shows will play 24 dates. Hetzer has had the account since 1946.

Eurist Sues Robt. Maxwell

HOLLYWOOD, Oct. 23. — Suit was filed this week against Robert Maxwell, producer of the "Lassie" series, by Clarence Eurist, who claims that he is entitled to 40 per cent of the take of package.

Maxwell contends that he owes Eurist only 10 per cent, usual fee for the finder of a show. Original contract called for the higher figure, Maxwell admits, but provided that Eurist would produce the program. Eurist, however, walked out on the series, Maxwell asserts.

Six Markets Buy 'Classics'

NEW YORK, Oct. 23.—Six important markets have purchased the "Movie Classics" series of 18 feature films from RCA Recorded Program Services, its distributor.

Stations buying the films are WBZ-TV, Boston; CKLW-TV, Windsor, Ont.; WGR-TV, Buffalo; KOA-TV, Denver; WXZO-TV, Kalamazoo, Mich., and WMT-TV, Cedar Rapids, Ia. Among the stars in the films are Ray Milland, Henry Fonda, Vivian Leigh, Cary Grant, David Niven and Rex Harrison.

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since September 1

This is a monthly feature of The Billboard's TV Film department, and offers the most complete directory available of production of film commercials.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; S—semi-animation; J—jingles; S—slides.

Table with columns: Advertiser (and show, if any), Products Agency, How Many, Length (C denotes in Sec.), Type (Color). Lists various TV commercials and their details.

New Kling Studio Bows

CHICAGO, Oct. 23.—More than 2,000 industry trade people, agency executives and their guests attended the formal grand opening Friday (22) of Kling Studio's new production center located on Washington Boulevard here.

Rogers, Autry Lose Film Bout

WASHINGTON, Oct. 23.—Roy Rogers and Gene Autry lost their fight this week for a Supreme Court decision to prevent Republic Pictures from using their old films on sponsored TV programs.

E. T. Firm Plans 7 New DeeJay 'Name' Series

NEW YORK, Oct. 23. — The World Broadcasting System is readying seven new transcribed musical and deeJay series for release in January. No names have been announced as yet, but the shows will feature top movie and record artists as emcees.

World's most recent deeJay series is the Betty Grable-Harry James daily hour-long package, and the firm thinks it is significant that the series has been sold to a large number of key network radio stations in addition to the indies.

World's parent company, Ziv, is also doing well in the transcribed deeJay field, with "Hour of Stars" chalking up more than 400 sales during its first year on the air. Latter hour-long daily package features Ginger Rogers, Peggy Lee, Dick Powell and Tony Martin.

PACKAGING

Christmas Card Style For Disks

NEW YORK, Oct. 23. — Christmas records in special Christmas mailers have been issued for the holiday season by Westminster and Cardinal Records. Now being distributed to the trade they are both inserted in card-like packages.

Westminster, a 45 r.p.m. single, couples "We Wish You a Merry Christmas" and "Silent Night," in performances by The Randolph Singers. It comes complete with cardboard stiffener and colorful envelope, ready for mailing. List price is 89 cents.

The Cardinal is an EP, holding four popular Christmas ditties, "Jingle Bells," "Silent Night," "Rudolph" and "White Christmas." Renditions are by the Mulcays. The disk comes packaged in a Christmas card. It sells for \$1.47. Ease! displays are available with the Cardinal product.

Majestic Ties-In With Liberace on Music-Mate Plug

NEW YORK, Oct. 23. — The Majestic division of the Wilcox-Gay Corporation this week worked a tie-in promotion with Liberace to help plug the manufacturer's new Music-Mate, a battery plug-in combination radio-phonograph. Under the plan each purchaser of the \$89.95 machine will be entitled to receive a Liberace album of EP's free.

The joint promotion calls for a liberal supply of display material to be furnished dealers.

WSM to Stage 3d Nat'l DeeJay Shindig Nov. 19

NASHVILLE, Oct. 23. — Radio Station WSM will start sending out invitations next week to the third annual National Disk Jockey Festival which will be staged here on November 19 and 20. It is expected that over 800 disk jockeys will attend the two-day series of meetings, discussions and general social functions. The event will coincide with the 29th anniversary of WSM's "Grand Ole Opry" show.

Breakfast, luncheon and dinner sessions have been set for Friday, November 19 and Saturday, November 20. During the weekend there will be one formal session at which jockeys will meet with ex-

RECORD SALES GO WITH FOOD

NEW YORK, Oct. 23. — Typical of the experimental work still being done by rack jobbers is a test made on the West Coast by one small firm which set up a low-priced rack next to a food counter and one next to the cash register in a local supermarket.

The record rack adjacent to the food counter sold twice as many records as did the cash register rack.

Victor Spends 250G for Aids At Point of Sale

NEW YORK, Oct. 23. — To exploit the growing trend toward self-service in record sales, RCA Victor by the end of this year will have invested \$250,000 in point-of-sale promotional aids. Most of the money has been spent in producing material to hypo the sales of EP's.

Distributors acquire the point-of-sale material by subscription, in turn making it available to retailers.

Recent aids supplied by Victor include a "kiddy corner" browser, the "101 best-selling" EP browser, the "Honor Roll of Hits" merchandiser and many others designed to help display and move other EP and LP series. Most recent are the special counters for the Glenn Miller Limited Edition, Vol. II, and the browser box for the "Hearing Is Believing" high fidelity disk. Wide use of streamers, hangers, throw-aways and stuffers was also made, Alexander noted.

HANDS ACROSS THE SEA

Victor in Reciprocal Deal With English HMV

NEW YORK, Oct. 23. — RCA Victor plans to release an average of two HMV pop disks a month as a part of a newly-worked-out plan to exploit English record talent here. Included in the plan are arrangements to step up promotion of Victor artists abroad.

Joe Carlton, Victor artists and repertoire chief, just back from a two-week trip to England and the Continent, huddled with HMV brass in London to effect a closer co-ordination between the two labels. His talks were with B. Mittell, managing director of Electric & Musical Industries, and Walter Ridley, a.&r. head for the HMV arm of EMI.

To date Victor has issued no more than a couple of HMV pop disks a year, except for instrumentals. Too often the reason has been

timings, with the HMV wax reaching here too late for optimum effect. American covers of the HMV disks had already become established.

The prime results of the new understanding between the two co-operating labels will be to release quickly suitable wax in each country, once it appears to be taking off in the other.

Closer Co-Operation
One way Carlton hopes to accomplish this is thru closer working relationships with English publishers. He has plugged for exclusivity on certain material with these publishers, thus insuring them of proper exposure on Victor here for HMV wax breaking abroad.

An example of this theory in operation is the first HMV master being brought under the new set-up, English chanter Ronnie Hilton's slicing of "I Still Believe." It is a Peter Maurice tune, and the ditty will not be released to an American publisher until the Hilton disk is debuted here in about two weeks. Another British master being readied for early Victor release is a waxing by thrush Rose Brennan.

Carlton, who also visited Belgium, Holland, France and Germany, reported that Europe is currently experiencing its biggest record boom in years. "It's like 1947," he remarked.

Trade Ponders Rack Jobbing Expansion: What's Ahead?

Detroit's Handleman Set for New Activity; Philly Firm's in Trouble

By JOE MARTIN

NEW YORK, Oct. 23. — The self-service selling of records in such retail outlets as drugstores, supermarkets and cigar stores, an operation known as "rack jobbing," continues to expand as additional outfits enter the field regularly. Yet most trade-wise observers are still not convinced that the rack jobbing business will revolutionize, expand or destroy the record business as it has been operating for years.

Within recent weeks the largest rack jobbing operations in the nation, Philadelphia's Music Mer-

chants, Inc., with 700 racks, filed a federal suit against Capitol and Decca Records in what is considered to be a fight to remain solvent. At the same time, the second largest rack jobber, Detroit's Handleman Drug Company with about 300 racks, has continued to expand and is now ready to move into additional areas.

Rack jobbing also continues to plague manufacturers, distributors and retailers with many unanswered problems, much confusion and some worry as to the ultimate industry-wide effect of this end of the business upon the entire dis-

tribution structure. It is no secret that retailers are worried. Many see the rise of rack jobbing as a serious threat to their businesses. Manufacturers, too, are concerned with the rack jobbing enterprises. Most, however, feel that it is all still in such an experimental stage that no conclusions can be drawn.

Handleman Firm

Industry executives are all in agreement that the Handleman operation is the best they have seen. The Handleman firm has been jobbing drug products with self-service racks for some time. They entered the record field in March of this year.

At present Handleman covers the State of Michigan from the Detroit River to Mackinaw City, the Chicago area, opened one food chain in Cleveland a week ago and is getting ready to move into the Pittsburgh-Youngstown, O., area about November 1. The firm designs its own racks, gets full retail prices for records and carries only major label hits and some packaged merchandise.

Music Merchants originally started in Philadelphia, but is now operating all over Pennsylvania, Maryland, Delaware, New York, New Jersey and Connecticut. In addition to rack jobbing, Music Merchants operates record departments in chains like Woolworths in these same areas. Music Merchants' chief, Elliot Wexler, long-time record industry exec, had no experience in self-service merchandising prior to opening his firm. (Continued on page 21)

Favorite Records Bows November 8

Combine to Cover Hits With Donuts, And Retail Them at Two for 89c

NEW YORK, Oct. 23. — Favorite Records, the new low-priced pop line produced by the Simon & Schuster-Bell-New Disc combine, will bow on November 8 when first shipments of the 45 r.p.m. line will reach independent distributors handling the line. First release on the hit-cover label will consist of six singles. Subsequent releases will be on a monthly schedule.

As previously reported in The Billboard, dealers and operators will get the line, list-priced at two

records for 89 cents, at regular trade discounts usually applied to 89-cent single disks. According to Arthur Shimkin, who heads the operation, there are already 35 distributors lined up for the label. Favorite will almost always duplicate the song material available on the operation's Bell label, which retails for 39 cents per disk but which is handled mainly thru syndicates, chains and independent new wholesalers.

Artists on the first Favorite release include Roy Rogers and Dale Evans, Edna McGriff, Helen Carroll, Cary Stewart, Merry South, the Tomcats, and the Susan Sisters.

Merchandise Plans

Unusual merchandising program will have the disks sold only in the two-for-89 cents pattern. Customers will not be able to buy them singly. According to Shimkin, the firm discarded the original plan of issuing cover versions of big pop hits with four tunes on a single disk in favor of giving the consumer or operator complete freedom of choice.

Among the tunes on the first release are "Sh-Boom," "Muskrat Ramble," "This Ole House," "Sko-kiaan," "I Need You Now," "Mr. Sandman," "Mambo Baby," "Count Your Blessings," and "Hey, There."

Disks are compression molded plastic being turned out by Bestway Products, Rahway, N. J., which also manufactures the Little Golden and Bell disks.

Sales manager for the Favorite and New Disc lines is Jules Malamed, formerly with Essex Records.

BBS & Burgundy Complete Merger

DETROIT, Oct. 23. — Two indie labels, BBS and Burgundy, combined forces, talent and personnel this week to form a new label, BBS-Burgundy. The merger was arranged between BBS topper Bill Borelli and Burgundy's chief exec, Art Sutton. Plans call for making the label's headquarters here in Detroit, with the BBS offices in Philadelphia as Eastern headquarters.

According to K. M. Lindemann, Burgundy exec, the new merged label operation is planning to enter the phonograph business with a full line of record players for issuance early next year. Later this fall the firm will turn out a series of album packages. Named to handle promotion for the label in the East is Arnold Sully. Terry Shaffer will continue to handle Midwestern promotion.

Four Alternating DeeJays to Emcee P'burgh Drug Seg

PITTSBURGH, Oct. 23. — Three of Pittsburgh's leading disk jockeys, Art Pallan, Barry Kaye and Jay Michael, will be used on an alternating basis on the Thrift Drug Store TV show over WDTV here Thursdays at 11:45 p.m. The show changes its title from "Rhythm Rendezvous" to "Lullaby in Rhythm" next week (28). The format will be the same with the jocks replacing Bob Parks who leaves to handle new duties as a producer at radio station KDKA. The thrift show uses singers and instrumentalists in the popular vein and has concentrated almost completely on record artists.

The artists, who are appearing in local night clubs, play the show, sing their latest records and give the club a plug. The sponsor gets a low-budget show and expects the jockeys to add to the already established showcase here of visiting record artists. George Claire, who books the Vogue Terrace, Copa, Carnival, Midway, Horizon Room and many of the outlying spots here, will continue to book.

Joe Deane of KQV is expected to make it a foursome after his present commitment with a rival drug firm is completed. Pallan is with WWSW, Kaye with WJAS, and Michael with WCAE.

Price Cutting Hits Cleveland

CLEVELAND, Oct. 23. — A record discount operation launched here by a New York retailer threatens to bring price cutting of LP's to Cleveland, which to date has been relatively free of the problem. The new store, run by the owners of the Chesterfield Music Shops in New York, has forced some competitors to meet their reduced prices. Leo Mintz's Record Rendezvous has entered the fray already.

Independents Chalk Hits Despite Majors

Flock of Labels Land on Billboard Charts In Spite of Competition From Big Firms

NEW YORK, Oct. 23.—For the first time since the early spring, a flock of independent labels are breaking thru with hits in spite of the intensified competition from the major labels. The Billboard charts this week show five new labels—Abbott, Majar, Cadence, Crown and "X"—perched on the best-selling charts with substantial cutting—that are heading upward.

The records include the De Castro Sisters' cutting of "Teach Me Tonight," Denise Lor's "If I Give My Heart to You," Don, Dick and Jimmy's "That's What I Like," the Chordettes "Mr. Sandman," Norm Petty's "Mood Indigo" and Richard Maltby's "St. Louis Blues Mambo."

Some of these records made it in spite of big time competition from the major firms. Vaughn Monroe has also recorded "Mr. Sandman," Dean Martin has a cutting of "That's What I Like" and Connie Boswell has waxed "If I Give My Heart to You" before the Denise

Lor disking was cut. The De Castro Sisters' record inspired the recent Jo Stafford release.

The charts also indicate that there is still second money available in covering a big tune. At the present time there are three versions of "Skokiaan" on the charts, the Ralph Marterie record on Mercury, the Four Lads record on Columbia and the Ray Anthony version on Capitol. There are two versions of "The High and the Mighty" and three versions of "If I Give My Heart to You."

There are 13 labels represented on the charts. Mercury leads with five; Columbia, RCA Victor and Capitol are next with four each; Decca has three; Coral and "X" have two each, and London, Abbott, Majar, Crown, M-G-M and Cadence have one apiece.

Only Eddie Fisher, Rosemary Clooney and the Crew Cuts have two sides on the charts. The big names, like Doris Day, Don Cornell, Perry Como, the Four Lads, Nat Cole, the Gaylords, Vaughn Monroe, Les Paul and Mary Ford, Connie Boswell and Patti Page are represented. And six orks or instrumental combos are in evidence—Ralph Marterie, Bill Haley, Victor Young, LeRoy Holmes, Norm Petty and Richard Maltby.

New talent includes England's David Whitfield; the De Castro Sisters, Denise Lor; the Maguire Sisters; Don, Dick and Jimmy; the Cheers and the Chordettes.

Peter Pan

A musical. Book by James M. Barrie. Lyrics by Carolyn Leigh. Music by Mark Charlap. Additional lyrics, Betty Comden and Adolph Green, and additional music by Jule Styne. Staged by Jerome Robbins. Sets by Peter Larkin. Costumes by Motley. Technical direction, Richard Rodda. Conductor, Louis Adrian. Arrangements by Albert Sundry. General manager, Herman Bernstein. Stage manager, Robert Linden. Press representatives, Michael Mok and Peggy Phillips. Presented by Richard Halliday. Edwin Lester's production.

- WendyKathy Nolan
 - JohnRobert Harrington
 - LizaHeller Halliday
 - MichaelJoseph Stafford
 - NanaNorman Shelly
 - Mrs. DarlingMargalo Gillmore
 - Mr. DarlingCyril Richard
 - Peter PanMarry Martin
 - LionRichard Wyatt
 - KangarooDon Lurio
 - OstrichJoan Tewkesbury
 - SlightlyDavid Bean
 - TootlesIan Tucker
 - CurlyStanley Stenner
 - NibsParis Theodore
 - CrocodileNorman Shelly
 - 1st TwinAlan Sutherland
 - 2nd TwinDarryl Duran
 - Captain HookCyril Richard
 - SmeJoe E. Marks
 - Tiger LilySondra Lee
 - CoocoRobert Tucker
 - NoodlerFrank Lindsay
 - JukesWilliam Burke
 - StarkeyRobert Vanselow
 - MullinsJames White
 - Wendy Grown-UpSallie Brophy
 - JaneKathy Nolan
- PIRATES: Robert Tucker, Frank Lindsay, Frank Marasco, James Whyte, William Burke, Chester Fisher, John Newton, Arthur Tookoian, Robert Vanselow, Richard Winter.

INDIANS: Robert Bana, Don Lurio, Robert Piper, William Sumner, Richard Wyatt, Linda Dancil, Lisa Lang, Suzanne Luckey, Joan Tewkesbury. (Winter Garden, New York, October 20.)

• Continued from page 11

ing, who can step a tango, or finger a flute with his good hand, the while he is concocting his villainies.

There are further additional delights—the enchanting Indian leadership of diminutive Sandra Lee as Tiger Lily (a blond redskin this time); Kathy Nolan's quietly lovely playing of Wendy; all the animals from Nana the nurse dog to the sentimental lion, and particularly the kangaroo who carries her compact in her zipper pouch; and Mary Martin's little daughter, Heller Halliday, who acts and dances with an aplomb of twice her age.

Bows also should go to Margalo Gilmore's Mrs. Darling and Joe E. Mark's Sme. In fact, everybody cast-wise rates a bow all down the line.

The show boasts a lot of tunes, some of which will certainly not be memorable, altho they fit snugly into its atmosphere. However, "Neverland," "I've Got to Grow" and "I Won't Grow Up" are very pleasant listening, and the "Pow Wow Polka" and "Hook's Waltz" pack a lot of production fun. Obviously with Robbins at the staging helm, the dancing is as nimble as it is fluid and imaginative.

The new musical "Peter Pan" is just great, and if it doesn't magnet customers for months to come, this reporter will eat his dirty brown hat.

POLITICS, MUSIC RUB ELBOWS

NEW YORK, Oct. 23.—Politics has muscled its way into the world of music, and vice versa. In this city Jack Javits, Republican candidate for State attorney general, is using the Red Buttons recording of "Strange Things Are Happening" on his campaign sound trucks. Wednesday (20) President Eisenhower requested Eddie Fisher to sing "Count Your Blessings" before delivering a nation-wide radio-TV speech at an important banquet. And at 47th Street and Broadway here, a billboard perpetually used to advertise musical comedies, now features in bold type a plug for the Democratic candidate for Governor, Averell Harriman.

U. S. EXPORTS

Guatemala Pays 100G For Disks

NEW YORK, Oct. 23.—The Central American country of Guatemala now consumes about \$100,000 worth of records, most of which are imported from the United States. There is no domestic manufacture.

This report came from Mario Wunderlich, large dealer-distributor in Guatemala City, who said the climb in record volume over the past few years has tapered off only recently due to internal political difficulties. The recent government overturn affected the economic life of the country temporarily.

Here on a buying trip, Wunderlich said about 70 per cent of total sales volume is accounted for by LP's. Of the remainder, half is accounted for by 45's and half by 78's. Increased placement of 45 r.p.m. juke boxes, however, is stimulating the use of the small disks over standard shellac.

The price of LP's in his country is equivalent to lists here, Wunderlich said, with most 12-inchers selling for \$5.95. The Guatemalan "quetzal" is equal to the American dollar in value. Wunderlich also notes an increased interest in high fidelity, with the demand for equipment heavy.

TWELVE ON ONE IS LEWIS' FUN

NEW YORK, Oct. 23.—Something of a new record will be set when Jack Lewis, who directs jazz waxings for RCA Victor, completes his latest project. It calls for no less than 12 varying treatments of the jazz standard "Lullaby of Birdland," all cut on a single 12-inch LP.

Among the artists who have already contributed their bit to the package are Perez Prado, Andre Previn, Barbara Carroll, Shorty Rogers, Tony Scott and Ralph Flanagan. The disk is due out in early December.

'TV PROOF' PROGRAMING

WMIL Builds Loyal Fans With Live Polka Shows

MILWAUKEE, Oct. 23.—Polka record fans have built a loyal and profitable "television proof" audience for 1,000-watt independent Station WMIL here, according to General Manager Jerome Sill.

With seven local radio stations currently engaged in a hot battle for the main body of Milwaukee's listening audience via an assortment of pop disk shows, WMIL claims to have latched on firmly to what it believes is the type of loyal listeners its advertisers crave.

During the past five years, according to Sill, WMIL has gone after what they believe is "warp and woof" of the Milwaukee market via polka records. Prime favorites include a handful of polka bandsters whose reps are, with few exceptions, strictly regional. Names like Frankie Yankovic, Louie Bashell, Lawrence Duchow, Romy Gosz, Dick Metko and the Six Fat Dutchmen are the backbone of the programming at the station.

Major record label reputations carry minor values, since few of the top ranking polka band waxings spun here have ever hit the big ones with any lasting impact. Strong appeal exerted by bands like Yankovic, Duchow and Bashell is sustained via their regular dates at a dozen ballrooms in the Southern Wisconsin territory. Station disk jockeys maintain a

strong tie-in with the ballrooms and earn a tidy side income by acting as emcees several evenings each week. WMIL-ers Art Vogel, Bob Martin and Norman Margraff, the current "Fritz the Plumber" for the station's top polka disk segment, play to thousands of ballroom patrons weekly. At each of these dance dates WMIL banners are prominently displayed; WMIL mike shields are used, and the station comes in for plenty of free plugging.

Sill reports that WMIL has built its rating with programing, rather than emphasis on individual disk jockey personalities. Southern Wisconsin's population is primarily of Slavic origin, and its citizens are largely home owners. WMIL sponsors are mainly breweries, gasoline companies, appliance firms and automobile dealers. Only small accounts are taverns and ballrooms.

Analyzing the characteristics of a polka listening audience, Sill points out that they are invulnerable to video audience raids, since they care but little for visual values in their musical preferences. Polka records seldom feature vocal stars, and the big, elaborate band arrangements utilized by pop orchestras are entirely absent. Old-time music appeals to its followers via its uncomplicated, strong beat.

EDITORIAL

WDIA's Got a Broom

A courageous program of self-regulation, conceived by a thoughtful station management, is often the measure of the station's intent to operate in the public interest, convenience and necessity. It is gratifying, therefore, to note the wise action of WDIA, 50,000-watt Memphis outlet, which has set up a procedure for screening and banning rhythm and blues records which violate accepted standards of good taste. (See separate story.)

Several noteworthy facts are implicit in the decision of WDIA. Firstly, its action—that of self-regulation—is the perfect rebuttal to those hysterical elements who cry for censorship. Secondly, in its approach to the problem, WDIA unmistakably highlights its respect for—and devotion to—the rhythm and blues field. Improvement in the lyrics, more sparkle and creative thinking in the compositions—are the station's aims. "We believe we had better regulate our own industry than have the government do it," is the way David James, WDIA production manager, put it.

To which we can only add, Bravo, Mr. James and WDIA!

Indie Diskers Back WDIA's R&B Bans

Memphis Station Sets Up Plan to Screen Off-Color Disks, Informs Mfrs. of Stand

MEMPHIS, Oct. 23.—Congratulatory letters from indie record firms have been flowing in to radio station WDIA here for its recent action banning any and all suggestive or double-entendre records from the airwave. The 50,000-watt station, which programs almost exclusively for the Southern Negro market, initiated the action the first week of October, after long and careful consideration and informed all record firms that it would no longer play any disk that could be considered off-color.

The letter, which was sent out by station manager Bert Ferguson, read, in part: "For some time we here at WDIA have been concerned about the increasing tempo of a trend toward suggestiveness and double meaning by the writers of popular music for recordings, particularly in the r.&b. field. Obviously the screening of such recordings is a most difficult process, because the degree of censorship depends upon the viewpoint of the individual passing judgment.

Statement

"However conditions now seem to warrant drastic action. Therefore we have set up a procedure for listening critically to recordings, removing those violating standards or good morals according to our own interpretation and further informing the record company involved, its local distributor and other radio stations of the action.

"It is our hope that eventually enough economic pressure will be brought to bear on the source of the suggestive and unimaginative lyrics that a new trend will be established; a trend toward originality, sparkle and creative thinking in the composition of the words that go with the music heard everywhere, on radio and on jukeboxes, and less reliance on the easier time-worn means of attracting attention."

The station banned 15 records from the station's programing three weeks ago, and has since banned eight more. Some of the original 15 banned include "Honey Love" on Atlantic, all of the "Annie" series on King, "Toy Bell" on Impe-

rial, "Forget It" on Apollo, "Love for Sale" on Mercury, and "Rocking Chair Baby" on Chess.

Asks Others

According to David James, production manager of WDIA, the station tried to get other stations in the area to go along in banning off-color records, but could reach no agreement. "We realize we are sticking our necks out," said James, "but we think it has to be done. We believe we had better regulate our own industry rather than have the government do it."

When requests come in to play any of the banned records, the station makes the following announcement: "WDIA, your good-will station, in the interest of good citizenship, for the protection of morals and our American way of life does not consider this record (blank) fit for broadcast on WDIA. We are sure all you listeners will agree with us and continue to enjoy our programs and the music you hear every day."

No Bluenoses

"We are not bluenoses," James told The Billboard, "and we do not want to halt all exciting r.&b. records. We have been broadcasting r.&b. records for five years. However, some are too dirty to be played. We have told every company why we have banned certain records. To date we have had letters from Herald, Apollo, Chess and Checker, King and "X" telling us that they are solidly behind our campaign, and that they hope we set a real example for other stations across the country. They are all for it."

WRPA Mulls New Ideas; Collins Prez

HOLLYWOOD, Oct. 24.—The Western Record Pressers' Association this week acknowledged that it will take the development of RCA Victor's Gruve-Gard under advisement, with a view toward exchanging such technical information among its members.

The group, composed of more than 20 independent record pressing plants and other service organizations to the recording industry, will also discuss the development of a patented "non-slip" recording, designed and currently in production by Al Ellsworth, president of Research Craft, Inc.

Both the RCA Victor Gruve-Gard and the Ellsworth non-slip recording have been discussed in local trade circles, with possibilities of a number of indie pressers adopting them.

Monthly meeting of the association here last week elected its new board of officers for the coming year. Named were Bill Collins, president; Vince Pucio, vice-president; Al Levine, secretary-treasurer, and Sol Alberti and Arthur Carson, members of the board.

Hi-Fi Institute Not Sponsoring

CHICAGO, Oct. 23.—Jerome J. Kahn, commissioner of the High-Fidelity Institute, this week issued a statement that the institute is not soliciting funds, membership fees, or anything else in an effort to sponsor a trade show or audio show.

The statement was issued in an effort to clarify recent rumors that a high-fidelity institute was planning on presenting a not-for-profit hi-fi show next year. As yet, all associations deny that they have been contacted by any such organization planning such a move. Altho some of them feel that a not-for-profit show would be a good idea.

CORAL HITS THE COUNTRY!

HURRICANING TO #5

HOLD MY

HAND



DON CORNELL

Coral 61206

DON CORNELL stars on the Colgate Hour coast to coast on WRCA-TV
Sun., Oct. 31
See and Hear Him Sing
HOLD MY HAND

CORAL RECORDS
America's Fastest Growing Record Company

The Big Hits are on . . .

now
on



THE LANCERS

First
Sensational
Release!



Singing

MISTER SANDMAN THE LITTLE WHITE LIGHT

CORAL 61288 (78 RPM) and 9-61288 (45 RPM)



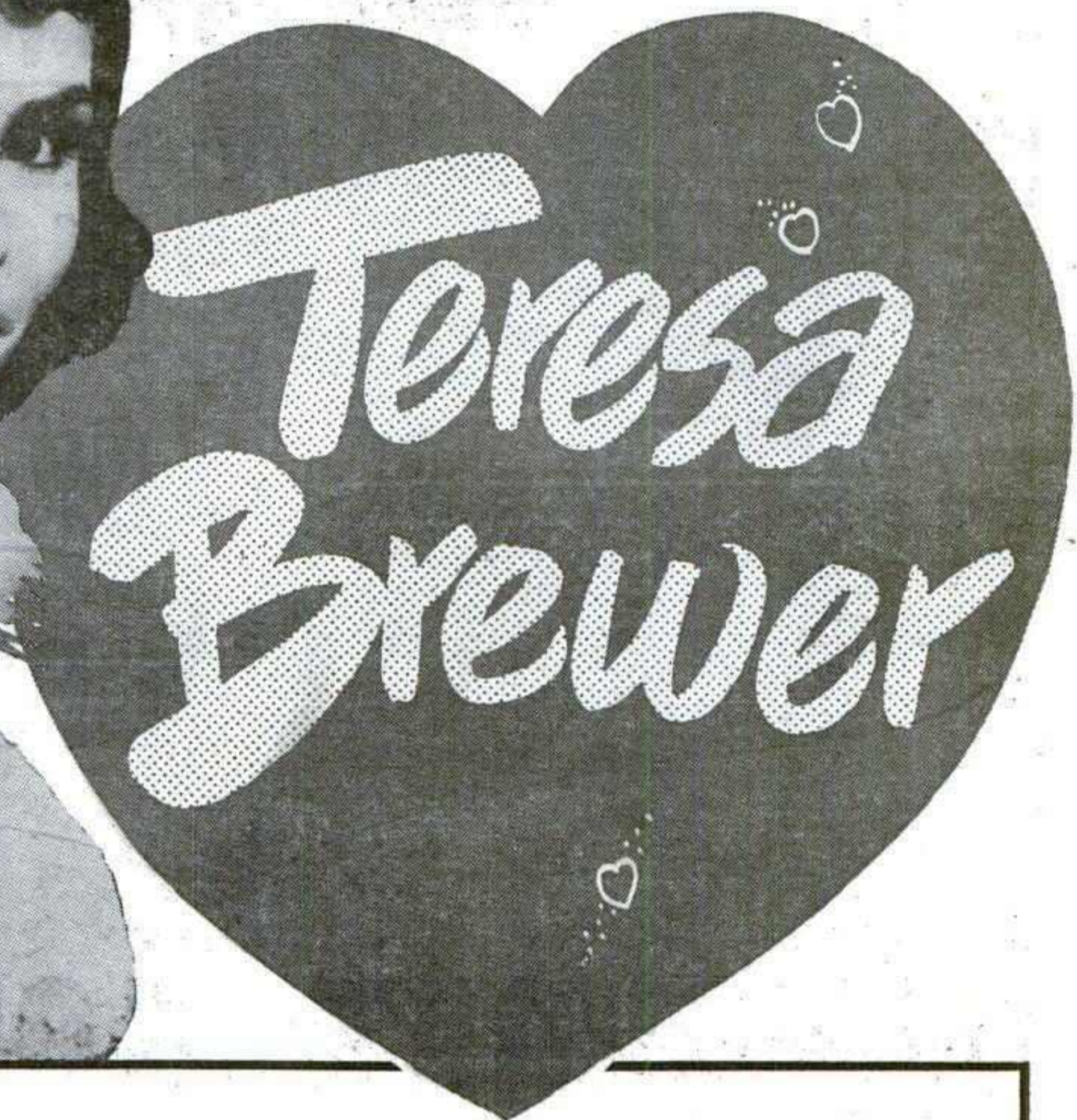
The Big Hits are on . . .

an OCTOBER special!

a NOVEMBER hit!

don't wait...

ORDER TODAY!



**MY SWEETIE
WENT
AWAY**

The Big Hits are on...

TIME

Coral 61286 (78 rpm) and 9-61286 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

CORAL
RECORDS



the **3**

**MCGUIRE
SISTERS**

have **2**

BIG HITS

on **1**

GREAT RECORD

MUSKRAT

RAMBLE

and

LONESOME

POLECAT

The **BIG Hits**
are on . . .

CORAL #61278

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



TECHNIQUE!

Motorola Hits Road For Opinions

CHICAGO, Oct. 23.—In an effort to get grass-root opinions on which to base future actions and sales techniques, Motorola, Inc., devised a unique method, at least for a phonograph manufacturer, of going "on the road." Company officials claim the idea has helped considerably in the high fidelity and radio products division as well as merchandising methods used by this division.

According to the firm, the only way to get grass-root opinions is to go out on the road and ask the people questions concerning their motivations, doubts and desires concerning these products. Two executives directly concerned with these two products, J. B. Anger, in charge of phonograph and radio sales, and Jack Davis, chief engineer for the same products, have just completed a three-month survey of selected markets all over the country.

Acting as a "buddy team," the men traveled to various markets, making personal calls on hundreds of phonograph, high fidelity and radio dealers. They solicited views, suggestions, recommendations and criticisms on products and merchandising. The team particularly sounded out the market for the firm's products and attempted to ascertain future trends.

Typical questions asked of the dealers were:

What appeals to your customers when you attempt to make a high fidelity phonograph sale?

What do they expect to receive in purchasing and using a high fidelity instrument?

How can we help you to sell more customers on our own high fidelity equipment?

What should we as manufacturers do in the design and merchandising of new high fidelity and radio units to increase sales?

"As far as we know, this combination of engineering and sales personnel going out into the field as a team is unique in our industry, and I might add that some of our findings were very significant," Anger said.

One of the highlights of the tour, as summed up by Anger, was that there was an ever-increasing market for high fidelity, and that people have come to expect—even demand—products of high fidelity caliber to provide additional sources of home entertainment.

A sidelight, but nevertheless an interesting conclusion drawn as a result of the survey, was that the market is still growing for the sale of radios. Anger said, "The advent of TV helped the sale of radios; people found new uses in their home for radios."

With the use of such grass-roots survey, Motorola hopes to establish that it is serious about the business of customer and dealer satisfaction, and is attempting to tailor products and merchandising to the wants and needs of its customers, both real and potential.

KAYE BALLARD 'LOVE' TIE-UP

NEW YORK, Oct. 23.—Kaye Ballard's new Decca record, "Triumph of Love," released this week, has an interesting human angle. The tune was written by Leona Bruckner, author of Simon & Schuster's new non-fiction book, "Triumph of Love," the story of her son who was born without arms.

The book was recently serialized in The Ladies Home Journal, and Simon & Schuster is readying plans for tie-up promotion on the book and record. Norman Monath is co-writer on the song.

BISHOP SHIEL COMMENTS ON DENNIS RECORD

CHICAGO, Oct. 23.—Tiffany Records, headed by Henry E. Doney, recently released a single recording by Clark Dennis which will make history in the business regardless of whether it ever becomes a hit. The release couples "Our Lady of Guadalupe" and "The Ten Commandments."

Probably one of the most unusual commentaries ever written on a record jacket is that of Bernard J. Sheil, auxiliary Bishop of Chicago. The recording and a story concerning it will soon appear in The Catholic Digest. The flip side of the record marks the first time the Ten Commandments have been recorded in this version.

Bishop Shiel's commentary appearing on the jacket follows:

"In contrast to the welter of tom-tom music and moon-calf phraseology that makes up most of the output of new music today, such a tender and devotional record as 'Our Lady of Guadalupe' is a happy and rewarding discovery. It should be hailed—and purchased—by every family to take its place in their library with our fine Catholic music. The beautiful lyrics link a lovely twilight picture with the call to prayer to Our Lady and its music possesses a memorable theme. Such a fine recording is an inspired creation of its composer, Betty Kummerle."

Miss Kummerle has made it known that her royalties will be given to Bishop Sheil to aid the Bishop's CYO program.

EARLY RISER

WIP Bally Puts Jock In Training

PHILADELPHIA, Oct. 23.—Local Station WIP is putting its all-night deejay, Joe McCauley, into training for his forthcoming stint as a morning spinner. After 12 years on the midnight-to-dawn shift, McCauley is replacing Mike McGuire in the station's top-rated 6 to 9 a.m. spot, when the latter moves to KYW Thanksgiving week.

As part of an over-all promotion drive planned for McCauley, WIP has arranged for the deejay to perform a series of morning jobs from now until he takes over on the new shift. The deejay will deliver milk, run a streetcar, sell papers, chat with produce workers, and generally get acquainted with Philadelphia's early rising set. He reports for "training" every morning at 6 a.m. after he signs off his present all-night show.

Loco Tells WDOK Listeners Mambo Began in Old N. Y.

CLEVELAND, Oct. 23.—No matter the trade talk and the beliefs of musicologists, mambo star Joe Loco says that the mambo originated on the streets of New York—not in Cuba. Loco told this to the listening audience on the Big Chief Norman Wain disk jockey show over WDOK here. Wain, who spins the disks on the daily "Mambo Matinee" show, pioneered the use of the Latin-style rhythm in this city.

Loco, the Tico label's top-selling artist, says that the mambo is a "feeling rather than a definite form; it is the freest of all musical and dance creations." Loco claims that the rhythm is a blending of the best elements of American jazz and Latin-American rhythms.

TEN-STRIKE!

Disney Firm Racks Up a Major First

HOLLYWOOD, Oct. 23.—Walt Disney's Wonderland Music Company racked up a major first in the music business this week with the distribution of promotional platters of two upcoming songs from the Davy Crockett sequences of the "Disneyland" television shows.

Tunes for the Davy Crockett show are an original score by George Bruns titled "Old Betsy," "The Ballad of Davy Crockett," and "Farewell," last named a poem penned by Crockett for which Bruns wrote the music.

"Betsy" and "Ballad" have been recorded by the Frontiersmen for Wonderland for promotion use only. Platters are being distributed to a select list of country and western disk jockeys thruout the country. What makes the project unusual is that the disks are a finished recording session and not demonstration records, and are being promoted in advance of the December 8 "Crockett" TV showing in much the same manner as the disk promotion of major Broadway musical.

"Disneyland," which bows via ABC-TV network Wednesday (27), is destined to give a number of publishers other than the Disney music firm a healthy means of song exposure. Songs from "Three Caballeros" (Peer International-Robbins Music), "Treasure Island" (Disney), Mickey Mouse Musical Film Clips (Bourne), and a host of other Disney features and cartoons are scheduled for showing.

Liberace for Warner 'Sincerely Yours'

HOLLYWOOD, Oct. 23.—Liberace has been signed by Warner Bros. to make his starring screen debut in "Sincerely Yours." A romantic film drama, Liberace will portray a concert pianist in the picture. Title of the flicker is the same as that of his currently hit Columbia disk album.

Rack Jobbing

Continued from page 15

but moved fast enough to set up about 700 locations in the East.

At one time his sales in the Philadelphia area alone accounted for 20 per cent of the distributor volume on hit singles. More recently, tho, Wexler has been squeezed between stiff record label attitudes and the outlets' demands on discounts.

How Many?

No one in the record industry is willing to estimate how many rack jobbers are now operating, since there are small outfits set up all over the country and organized in various ways yet all aimed at selling records thru outlets other than retail record shops.

Among the larger and better rack-jobbing operations now in business are Pic-a-Tune in Oakland, Calif., which also distributes independent LP lines; Handleman, Music Merchants, Jerry Flatto's Beacon Music in Boston with over 40 racks, Jalen Amusement in Baltimore with over 16 racks, Ed Mason's Record Rack Service in Los Angeles with about 50 racks; the new Bobby Distributors in Hartford, Conn., and Leonard Smith's operation out of Albany, N. Y.

In St. Paul, the World Toy House, factory representatives who have been operating self-service toy racks, are reported thinking about record rack jobbing. Another outfit is starting to operate in Minneapolis with low-priced pop and kiddie lines.

Others are said to be quietly setting up in Omaha, Chicago, Des Moines and other areas thruout the country. One of these is the Club Aluminum outfit in Chicago which is reported testing record jobbing along with their strong housewares operations in the Midwest.

VOX JOX

By CHARLOTTE SUMMERS

JOX TRIX: Diskers Bob Martin, Gene Amole, Lloyd Knight and Bobby Beers, all of KMYR, Denver, recently conducted a contest which tied in with The Billboard's pop chart. They asked listeners to write in their guess as to the top song of the week according to The Billboard report on the week of a jazz concert. The winner was awarded an LP disk or album of Granz music. . . . Bill Campbell, WCMI, Ashland, Ky., suggests that other jockeys use taped piano interludes behind the chatter between disks. "It makes for a nice effect."

F. Letzgas and Ernie Ferriby tell what a deejay will go thru to "satisfy the sponsor and accommodate the sales department. This past week we donned top hats, ties and green tails to sell dollar bills for 90 cents each at two of the local supermarkets. It certainly created a grand response to the 'Lucky Buck Serial Number' spots running daily over this station. Not to mention the fun and kicks in getting out to meet the public. Believe it or not, some people didn't want to buy a dollar bill for 90 cents."

Ray Wilson, WCTC, New Brunswick, N. J., will now air his program directly from the Area High School gym. The purpose is to help provide recreation for teen-agers. The dancing in the gym will be to records played by Wilson. Guy Barry, WLAN, Lancaster, Pa., is very excited about the new fan club organized for him by the youngsters. The membership exceeds 250, and the group has started studio dances every Friday afternoon. The sponsor made available photos and membership cards for the club and, according to Barry, "It's all very exciting."

Gil Henry, KING, Seattle, would like to extend an invitation to other jocks to join him in his newest gimmick. He writes, "A new gimmick for my show that may be of interest to your large readership and one that they could help make successful is as follows: Every day I call two deejays around the country via long distance phone, and I tape the interviews which consist (Continued on page 39)

DEALER DOINGS

By JUNE BUNDY

HI-FI ONLY: An ex-officer of the Greek Army, William Theodore, and his wife Sultana are making a success out on a hi-fi-only operation on Manhattan's upper East Side. The Theodores who opened the Lyric Hi-Fi Workshop here recently, report that their exclusively hi-fi policy is already paying off in sales of custom-built cabinets designed by Mrs. Theodore and constructed by her engineer husband. The shop doesn't carry any regular hi-fi phono lines, since Theodore assembles his own units. Record-wise, the store is also faithful to its hi-fi-only theory, and stocks Cook, Angel, Westminster and those disks specifically designated for hi-fi by RCA Victor and Capitol.

BROWSER-HAPPY: Roger S. Kitto, Yreka, Calif., writes, "Since putting all of our 78's out in browser bins for self-service we have moved many 'dogs.' We use 10-inch packing cardboards for padding and have had little breakage. Many customers have favorites that have escaped their memory, but when they see them again they want to buy them." . . . In a similar vein, Julius Chapman, J. & S. Music, Shreveport, La., says, "We have just installed Capitol browser boxes in our record department. It's amazing how the addition has improved our department and sales."

OKAYS 45: Mrs. Clyde Littleton, Clyde's Radio Service, Lenior City, Tenn., is enthusiastic about customer reaction to 45's. She writes, "It's a pretty hard job to sell 45's here at first. They think some of the song has been cut out, but once you sell them, they always come back for more. Our biggest sellers right now are the Chuck Wagon Gang disks. It isn't unusual for a customer to come in and buy \$30 worth of Chuck Wagon records at one time. We don't sell many LP's. Most of our customers want 45. This area used to be nothing but hillbilly, but now most of the kids have gone to blues and jazz."

PITTSBURGH: George Bodnar, manager of Stedeford's Record Store here for the past three and a half years, has resigned to buy the Melody Mart, another big local record outlet. Bodnar has been prominent in disk activities during this stay at Stedeford's and has been especially important in the promotion of artists while they were playing district niteries. He is one of the biggest teen-age dance promoters, a field that brought him into the record business. At Stedeford's he replaced Elmer Willet who had resigned to do promotion work for Tony Bennett and the Four Aces.

JUKE BOX WRAP-UP

A new miniature juke box unit, specifically designed for home and rental uses, is being introduced by Seacoast Distributors, New York, exclusive national sales agency for the device manufactured by Allegro Electronics Corporation. The unit, called Jukette, will retail for less than \$100 and is available as a three-speed manual, 45 r.p.m. automatic changer and three-speed automatic changer. The juke box version will handle 10 78 r.p.m. or 12 45 r.p.m. disks.

An editorial in the Music Machines department points up the contrast between getting publicity for the industry surrounding the use of off-color recordings with fine publicity obtained by showing the operators working to combat juvenile delinquency.

Another major market area switched to dime play on juke boxes this week when the members of the United Music Operators of Michigan group voted to change to dime play in the Detroit area.

The New York Waldorf-Astoria's Grand Ballroom was packed with over 1,000 people on Saturday night last. They were attending the annual banquet and show staged by the Music Operators of New York. Among the record artists who performed for the assemblage were Liberace, Patti Page, Vaughn Monroe, Betty Madigan, the Barry Sisters, Harvey Stone, Alan Dale and Sunny Gale.

For full details on these stories see the Music Machine section beginning on page 65.

TALENT TOPICS

FLESH MAY RETURN TO CHI SOONER THAN EXPECTED . . .

Rumors concerning the Chicago Theater stage-shows took a complete switch last week, and hopes were that the live shows will be resumed at the end of the five-week run of "A Star Is Born." Some trade people believe it may take place even sooner. The picture at the end of the first week ran only about \$4,000 more in gross than the McGuire Sisters and the "Sabrina" third-week run. A spokesman for the theater said the rumors were unfounded to begin with because since June the house has had a million-dollar season up till the ban of flesh shows and much of that was due to the name stageshow policy.

MOULIN ROUGE RACKS RECORD SATURDAY GROSS . . .

Moulin Rouge, Hollywood, racked up another record last week in drawing a Saturday gross of \$22,000, best business ever done in a single night for the spot. First Saturday of the new show, "Ca C'Est Paris," racked up a \$20,000 gross. Spot is currently running three shows on Saturday.

BILL MILLER OUT AS COCOANUT GROVE BOOKER . . .

Bill Miller bowed out of his deal to book the Ambassador Hotel's Coconut Grove, Los Angeles, and will henceforth continue to concentrate his attention on show booking and production at the Sahara Hotel, Las Vegas, Nev. Miller had booked the current Grove Show, the Ames Brothers. Joe Hoenig, Ambassador vice-president and general manager, will handle Grove booking temporarily. Hotel will go ahead with its plans to completely rebuild a new room early next year.

MUSIC STARS CROWD ROYAL VAUDE SHOW . . .

A big boost for music comes with this year's choice of stars for London's Royal Variety Performance which gathers vaudeville's toppers together once a year for a charity show at the Palladium

before the Queen. Frankie Laine, Guy Mitchell, David Whitfield and Dickie Valentine have been chosen to appear, along with Howard Keel, Eddie Calvert and Ted Heath and his band. Bob Hope will make a special flying visit for the show. Inclusion of so many top record artists into this hitherto mainly vaude province gives an interesting slant on the way show business is heading in Britain. Both Laine and Mitchell have been S.R.O. on their current tours booked on the Moss Empire Circuit.

DECCA PACTS HOLMES, CARMEN MacRAE . . .

Decca Records has signed Carmen MacRae and Salty Holmes to contracts. The canary, currently appearing at Basin Street, New York, formerly recorded for Stardust. It's a re-pacting for harmonica-singer Holmes, who recorded for the Decca label several years ago. The country and western artist's first waxing under his new contract is "The Mama Doll Song" backed by "The Ghost Song," with Holmes featured on the harmonica and vocals.

Chris Connors, now singing at the Cloisters in Chicago, will play the Sarno Club in Lima, O., starting November 15. . . . The Record Collector's Shop here will sponsor another jazz concert next Saturday (30), at Town Hall. Featured performers will be Charlie Parker, Horace Silver, Art Farmer, Thelonious Monk, Jimmy Raney, Hall Overton and Sonny Rollins. . . . The Gene Krupa Trio opens at Basin Street here on October 26. . . . Peggy Taylor makes her Chez Paree debut in Chicago on October 31. . . . George Shearing and his combo open at the Crescendo, Hollywood, on November 12 for two weeks.

On the strength of his disk click with "Shake, Rattle and Roll," Bill Haley is booked solid into February, 1955. The Decca artist and his group open at The Gay Haven, Detroit, November 8, followed by the Casa Loma Ballroom, St. Louis, November 17. Haley has a new Decca platter out this week.

1-NIGHTERS DO SPOTTY BIZ

Bookers Puzzle Over Season's Road Record

NEW YORK, Oct. 23. — The wide variation in the pulling power of the one-nighter shows from city to city is causing much head-scratching and some concern among bookers and promoters. There are four shows out on the road already this season, with a fifth due to start this week. These range from the Norman Granz "Jazz at the Philharmonic" unit, now in its 14th season, to the Duke Ellington - Dave Brubeck - Gerry Mulligan jazz package.

Among the shows, the Granz unit is racking up the strongest grosses. In fact, this year is well above last year to date and may hit the 1952 figures. The Stan Kenton "Festival of Modern American Jazz" is just about equalling last year's grosses, tho it's a tough fight. The Ellington - Brubeck - Mulligan unit is fairly good to date, tho this one had such poor advance sale that most bookers expect it to do poorly.

The "Biggest Show of '54," with Billy Eckstine, Peggy Lee and the Pete Rugulo ork, started out badly in its first week, due partly to a hurricane named Hazel. Even tho the next few dates look much better, it is doubtful that the four-week show will be able to turn much of a profit.

Variable Factors

What is bothering most observers is why there should be such a big difference in box-office power between the various slows from city to city. There is no pattern in this year's grosses. Some shows do great in certain cities, others fail. Granz' JATP, virtually the same as the 1953 edition, is doing at least 20 per cent better, yet other shows are not upping their income as against last year at all.

Many reasons are given for the poorer all-over business this year. Many bookers are blaming it on the number of shows. According to one agency exec, road shows can do well only when there are about four weeks between shows in each city. Yet this week, for instance, the "Biggest Show" and the Ellington - Brubeck - Mulligan unit played Pittsburgh the same night. Others claim that the costs of

packages are too high, and that with the present competition it is too rough to take out any package that has to rack up maximum grosses each night. The "Biggest Show," for instance, has a nut of \$30,000 to \$35,000 per week.

Yet, in spite of the so-so season, two new road shows are being set for the spring. One is a jazz show sponsored by Morris Levy of the Birdland jazz spot here. The other is a big-scale r.&b. unit which will play about five weeks starting in February.

MEADOWBROOK

Three-Market Operation for Band Location

NEW YORK, Oct. 23.—Deejay Lyle Reed of WAAT-WATV, Newark, N. J., and Frank Dailey, owner of the Meadowbrook, Cedar Grove, N. J., are co-promoting a series of weekly country and western dances featuring top record names. The first dance, which is being promoted solely via WAAT-WATV disk jockey shows, will be held Monday, November 8, with Victor's top-selling c.&w. artist, Hank Snow, as guest star.

Dailey books the talent and handles all the ballroom arrangement for the dances for the famed band location, while Reed concentrates on radio-TV promotion. Others signed: Faron Young and Minnie Pearl for December 6; Webb Pierce for "sometime in January." Spot is currently negotiating with Eddy Arnold. Jimmy Dale's orchestra, on the Essex label, will back the guest-talent each week.

Altho the dance series has only been promoted over WAAT and WATV for the last two weeks and no other form of advertising has been used, Dailey reports the November 8 date is practically sold out. Reed and his fellow-spinner, Don Larkin, have been handling the bulk of the radio-TV plugs on their own country and western disk shows, a factor, of course, which necessitates the hiring of record names only for the dances.

3-Market Operation

If the Monday night dances click, Dailey plans to extend the country and western theme at the Meadowbrook to Tuesdays and Wednesdays, thereby putting the spot into a three-market business. Heretofore the ballroom has always catered to pop band fans, but Dailey thinks the present music business picture calls for a less specialized approach.

Noting the increased trend for c.&w. and r.&b. records and tunes spilling over into the pop field, Dailey is adopting a similar three-market-booking pattern at the Meadowbrook, with c.&w. dances at the beginning of the week; Dixieland and jazz for Sunday matinees, and Thursday, Friday and Saturday in the old pop tradition. Thereby Dailey hopes to appeal to all comers—c.&w., pop, and the new "cat" crowd.

The Meadowbrook's first Sunday date was held last week, with Jimmy McPartland's band and the Red Allen-Cozy Cole outfit. Jack Teagarden and Marion McPartland are booked in October 31, and the Barbara Carroll Trio scheduled after that. In the pop field, Eddy Grady's Commanders open November 17 and will play thru New Year's Eve.

Dailey says the ballroom business hasn't been so good for more than a decade, with the Meadowbrook's net take for the fiscal year ending September, bigger than any year since 1942.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Webb Pierce encountered topnotch business on his personal tour thru Texas, Oklahoma, Colorado, Iowa, Minnesota, Michigan and Wisconsin just concluded, according to W. E. (Lucky) Moeller, who recently took over his personal management. Especially surprising, according to Lucky, was the big business done recently at George Devine's Million-Dollar Ballroom, Milwaukee, where Pierce appeared in a dance and show combination. He was the first c.&w. artist ever to play the spot, Moeller says. Pierce has just begun a two-week tour thru the Pacific Northwest and Canada. . . . Hawkshaw Hawkins heads up a new weekly half-hour show which made its bow over the American Broadcasting Company network last Tuesday (19) via KWTO, Springfield, Mo. Guest on the first show was Porter Wagoner. . . . Jack Howard, now operating the Hank Snow Fan Club and generally credited with inducing Snow to migrate to this country from his native Nova Scotia, reports that he is promoting another c.&w. find in Rutsy Wellington, also of Canada. Howard, who has the Arcade Record Company, Philadelphia, also heads up the c.&w. department of the Lew DiLeo Booking Agency, that city.

Big Jim Wilson, of WHOO, Orlando, Fla., is now working Bobby Ross' "WFLA Hoedown," combination stageshow-broadcast which originates each Saturday night from Tampa's Municipal Auditorium. Splitting the emcee duties with Wilson on the three-hour show is Milt Spencer. . . . Werly Fairburn's latest waxing for Capitol, "I Feel Like Cryin'," b/w "Prison Cell of Love," hits the music racks October 25. Werly wrote both sides. Managed by Keith Rush, Werly is a regular feature on WWEZ, New Orleans. . . . Hank Snow has added a new member to his official group in the person of Mrs. Mae B. Axton, of Jacksonville, Fla., who will work with Hank and the Rainbow Ranch Boys as public relations aide. . . . Skeeter Bonn, of WLW's "Midwestern Hayride," is organizing what he calls "a Nashville-type band" to appear with the "Hayride" and work with him on personals.

Billy Barton and Wanda Wayne head up the new "Music Valley Jamboree," heard every Saturday night over KGEM, Boise, Idaho, from Riverside Ballroom, that city. According to Barton, the show will soon be heard over a network of 44 stations in the Intermountain area. Appearing with Billy and *(Continued on page 40)*

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Ruth Brown, who is still riding high with her version of "What a Dream" on Atlantic Records, has broken thru with another solid hit, "Mambo Baby." Both "Dream" and "Mambo Baby" are listed on The Billboard's national best seller listings this week, and the thrush's "Dream" holds down the No. 1 slot on the juke box chart. DeLuxe Records hit the charts for the first time in over two years this week with the Charms' hit reading of "Hearts of Stone."

Booker Cecil Bowen is presenting a "Hall of Fame" show on 10 one-nighter dates thruout the Middle West next month. The show stars Faye Adams, the Spiders, Amos Milburn, the Joe Morris ork, the Orioles, Al Savage, Ursula Reed and Billy Clark. The group will start its one-nighter trek in Kansas City, Mo., on November 12, and then play Wichita and Topeka, Kan., and Decatur, Ill. Other dates are now being set. . . . Charles Brown is now out on a one-nighter tour thru the Texas and Oklahoma territory.

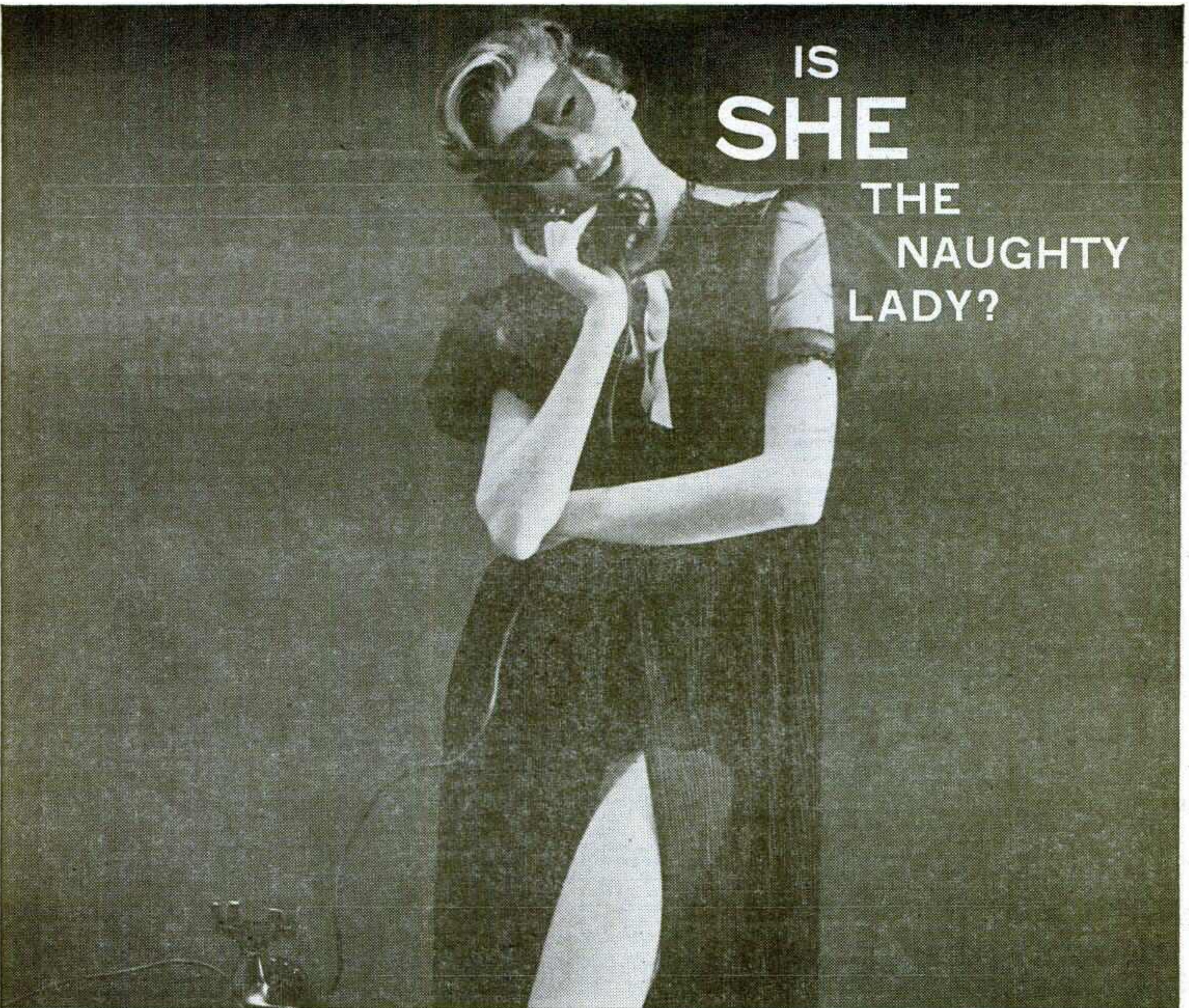
Walter Thomas has taken over the one-nighter department at the Shaw Artists Corporation. Jack Whittemore, formerly in charge of the one-nighter department at the agency, is now handling location dates. . . . Fats Domino resumes work next week after his recent operation. He will play a series of dates with Amos Milburn thru the East starting

November 1. After that Domino and Milburn will head for the South and work their way back to New Orleans. . . . Guitar Slim opens at Gleason's in Cleveland on November 8 for a week and then heads east on November 8 for a week and then the South in December.

Lynn Hope and his ork will be at the Showboat in Philadelphia during the first two weeks in November. After that the ork will play one-nighter dates for about a fortnight, and will be back in the Quaker City in time for the Christmas Holidays. . . . T-Bone Walker, Ray Charles and Lowell Fulson will play a series of dates together thru the Southwestern territory starting in November. . . . Chuck Willis and Joe Turner are also off on a Southern tour that will cover Florida and Alabama come November. . . . Thrush Anisteen Allen will open at Atlanta's newest hotel, the Waluhaje, in a few weeks.

Leonard and Phil Chess have pacted singer Lowell Fulson and the Griffin Brothers for the Chess label. Thrush Claudia Swan, who sings with the brothers, will be heard as the band's singer. Thrush Margie Day, now with Decca Records, was the previous singer with the Griffins. . . . Shaw Artists has signed the Chuck Higgins ork to a personal appearance contract. The talent agency has also pacted singers Charlie and Ray, of the Herald label.

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LADY?



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RCA VICTOR
FIRST IN RECORDED MUSIC



MUSIC AS WRITTEN

RCA VICTOR DAVENPORT RECORD SECTION CLOSED . . .

In last week's issue of The Billboard it was erroneously reported that RCA Victor had closed its Davenport, Ia., company-owned distribution branch and that dealers formerly served from there would be served in the Chicago branch. Actually only the record section of the Davenport branch was closed. The rest of the RCA products will continue to be handled from the set-up. Dealers formerly obtaining records from the Davenport branch will in the future be serviced by the Chicago company-owned branch. The reason, it was explained, was the Davenport branch was too small to carry a complete and full line of merchandise.

JULES STYNE JOINING COLUMBIA PICTURES . . .

Tunesmith Jules Styne is slated to join Columbia Pictures next March as a producer. Veteran songwriter has written for motion pictures for many years and recently was represented as a Broadway musical producer in the "Pal Joey" and "Hazel Flagg" revivals. Upcoming assignment with the motion picture studio will be his first in that field. Styne is currently reading his "Rodgers & Hart Songbook" for Broadway production.

GOLDSSEN FIRM NABS 'NAKED SEA' SCORE . . .

"The Naked Sea," a color feature produced and directed by Alan Miner, will have an original background score composed and played by guitarist Laurindo Almeida and harmonicist George Fields. Mickey Goldsen's Criterion Music Corporation will publish the score, which will contain six original themes, including the title song "The Naked Sea Ballad."

FRANK LUTHER SETS UP NEW FIRM . . .

Frank Luther has dissolved his old music publishing firm to set up a new outfit, Frank Luther Music Inc., under a joint-ownership deal with Trinity Music. The new firm will control all of the artist's own copyrights. Luther has written more than 900 kiddie ditties. About 95 per cent of the children's records which he has made for

Decca over the last two decades feature his own material, including his latest series of eight 12-inch disks, "A Child's First Record."

SEEK DEEJAY PLUGS FOR BASIE WEEK . . .

Jack Bregman, of Bregman, Vocco & Conn Music, and co-chairman of the Count Basie testimonial dinner to be held at the Waldorf-Astoria October 31, has sent out a mailing to deejays about the affair. He has suggested that all deejays from coast-to-coast make the week of October 24 to 31 Count Basie week in honor of the ork leader, both as man and musician, and spin Basie disks every day of the week. The letter also contains a complete list of Basie recordings.

CAPITOL'S BOZO BEAMS TO EUROPE . . .

Bozo, the Capitol Records clown, will broadcast a 20-minute segment every Sunday over the Armed Forces Network, Europe, starting next month. The recorded shows are the result of the trip to Germany, just completed by Bozo, in which the Capitol clown gave 44 shows for American children on military installations in Germany and also performed for German kinder. Bozo was played by Jimmy Chapin.

SYD GROSS JAZZ HEAD AT URANIA . . .

Sydney Gross, jazz critic, lecturer and deejay, has been appointed jazz a.&r. chief for Urania Records. Gross has already conducted his first session for the label, featuring Jack Teagarden and titled "Meet the New Jack Teagarden." It will be released within the next week and will be previewed on the Martin Block radio show over the ABC network. Urania will release two or more jazz LP's per month under Gross' direction.

ARNOLD STARTS 17-DAY APPEARANCE TOUR . . .

Eddy Arnold starts a 17-day personal appearance tour October 26. His itinerary includes a one-day date at the Shamrock Hotel in Houston and special guest spots at the openings of two Ralston-Purina mills. The breakfast cereal outfit sponsors his transcribed radio series.

SCHUMANN HEIRS LOSE \$9-MIL LOEW SUIT . . .

The suit brought by four of the grandchildren of composer Robert Schumann against Loew's, Inc., for \$9,000,000 was dismissed by Supreme Court Justice William C. Hecht Jr. in New York yesterday. The suit came about due to the movie "Song of Love" which was the story of the composer's life. The plaintiffs claimed the picture was libelous, misappropriated a

property right and invaded their right of privacy. The court disagreed with these contentions but said that the plaintiffs could file a new suit in 20 days if desired.

New York

Writer Joe Schuster has taken the renewal of his oldie "Take Your Finger Out of Your Mouth, I Want a Kiss From You," and placed it in his own firm, Joe Schuster Music. The ditty rested for the statutory 28 years in Harry Von Tilzer Music.

Epic Records, Columbia subsidiary label, celebrates its first birthday on October 28. Columbia execs, including prexy Jim Conkling and Epic a.&r. chief Marv Holtzman, will be present at the party. . . . Elliot Lawrence is conducting the ork at the American Trucker's Association shindig to be held here next week. . . . Roger Coleman is now at the Mayflower in Akron, O. . . . Coastal Recording Company has acquired the facilities of the Fulton Recording Company here. The studios will be managed by Arthur Shaer. . . . The tune, "We've Reached the Point of No Return," waxed by Ella Mae Morse for Capitol Records, is published by Leo Feist, Inc. . . . Columbia a.&r. head Mitch Miller returned here this week after a vacation in California. . . . Publisher Bobby Mellin returned this week from Europe. He started a new firm in Belgium.

Publisher Dave Blum's many friends in Tin Pan Alley are hoping for his quick return to work after suffering a stroke last Sunday (17). Blum is at Mt. Sinai Hospital here and is improving daily. . . . Jay-Dee Records signed pianist Eddie "Piano" Miller last week, not Joe "Fingers" Carr as was erroneously reported. Joe Davis, head of Jay-Dee and also Beacon Music, is publishing the latest song by Amando Castro, "Happy Latin." . . . Seena Starr, with the publicity department of Chappell, Inc., will be married in January to David Reiss, non-music business. . . . Marilyn Boroy, of United Music, will be married on November 28 to Irwin Birbaum, furrier.

Calvin Roberts, formerly with Fulton Records, has joined Columbia Transcriptions replacing Carl Reinschild, who left this week to become a manufacturer's representative. . . . Kappi Jordan's father, Saul Lefferts, died last Sunday, October 10. . . . Publisher Howard S. Richmond became the father of a boy on Wednesday, October 20. It's the second for the Richmonds.

Archie Bleyer, of Cadence Records, has assigned English distribution rights of the Chordettes' recording of "Mr. Sandman" to Lowell Music. The publishing firm acts as United States rep for several British labels. . . . Paulette Girard, featured actress in the Broadway show "The Boy Friend," is co-writer of "If I'm Lucky," just recorded by Carmen MacRae on Decca. The tune is in the Bill Simon pubbery, Thornwood Music.

Brubeck Album Big-Selling Jazz

NEW YORK, Oct. 23.—Columbia Records has come up with its second biggest selling jazz artist in its history via Dave Brubeck's new jazz set, "Jazz Goes to College." The top-selling jazz sets of all time for Columbia were the Benny Goodman two-LP packages "Carnegie Hall Concert" and "The 1937-38 Jazz Concerts" both of which sold well over 100,000 albums. The Brubeck sets, after being on the market for about four months, have passed the 60,000 mark.

Brubeck signed with Columbia about six months ago with a most unusual contract that still gives him permission to make experimental jazz sides for Fantasy, the West Coast label that brought him fame. Brubeck's next for Columbia is titled "Dave Brubeck at Storyville, 1954" and will be ready next month.

Chicago

Mercury's promotion head, Kenny Myers, is back in Chicago for a week after spending last week on a promotional tour of Washington, Baltimore, New York and Boston. He leaves again next week to hit distributors in Pittsburgh, Cleveland and Detroit. . . . The Streamliner opens Tuesday (26) with Lucille Reed, Jimmy Bowman and Katie Lee. Miss Lee is the Burl Ives protege. . . . Stan Kenton brings his "Festival of American Jazz" to the Civic Opera House for two performances. In the unit are Art Tatum Trio, Charlie Ventura Quintet, Mary Ann McCall, Shorty Rogers and His Goats, Shelly Manne, Johnny Smith and Candido.

Norman Granz's "Modern Jazz Concert" appeared at the Civic Opera House Sunday (24), featuring Duke Ellington and orchestra and the quartets of Dave Brubeck, Gerry Mulligan and Stan Getz. . . . Warren Ketter replaces Ray Ludtke as promotional contact man for the local Decca distributing office. . . . Sammy Davis Jr., with the Will Mastin Trio, is headlining a seven-day stagershow at the Regal Theater, making this the only live stagershow in town at the present. . . . Phil Spitalny and His All-Girl Orchestra opened Saturday (23) at the Marine Dining Room of the Edgewater Beach Hotel.

Hollywood

Margaret Whiting checks into Mercury-International this week to film two more chapters of "Holiday in Rhythm," produced by T-L Productions. . . . Song-and-dance material from Donald O'Connor's TV series will be retained for a musical review O'Connor hopes to eventually take to Broadway next year. . . . David Rose off to New York to supervise scoring of his Columbia film, "The End of the Affair." . . . Rudy Jackson has signed a five-year recording contract with National Music Sales. . . . Sheriff John disks make their appearance in St. Louis and New Orleans this week despite the fact his local television show is not seen there. . . . Bill Ballance, CBX-KNX disk jockey-humorist, has signed with Hal Jovien's Premiere Artists firm to represent him for television and radio. . . . Harry Friedman, formerly of Du Mont Television, has been appointed comptroller of Ciro's. George Schlatter has been promoted and is now executive assistant to Herman Hover. . . . Singing-instrumental team, Shadrach and Bluett, bow at the Captain's Table for two weeks. . . . Perez Prado ork inked into the Cres-

STRANGE BOW

Outlet Plays Jones' Disk For 3 Hours

EL PASO, Tex., Oct. 23.—The town's newest radio station, KELP, went on the air for the first time Wednesday (20), and with such a crazy, mixed-up promotion that some citizens may have wished it was the last. Program Manager Bill Stewart gave the station a wacky promotional send-off by playing Spike Jones' new record, "Japanese Skokiaan," continuously from 2:30 to 5:30 p.m. on opening day.

The stunt, of course, was a satirical take-off on Manhattan deejay Al (Jazzbo) Collins, who played the Chordettes "Mr. Sandman" disk 32 consecutive times on WNEW's all-night show last week. Anticipating wrathful phone calls from listeners, Stewart cut off the station's switchboard during the three-hour Jones concert.

As a final touch of inspired confusion, Stewart played voice tracks of prominent recording artists — Frankie Laine, Perry Como, etc.—introducing their latest disks in between successive spinings of the City Slickers' platter.

cendo, opening October 29. . . . Jeri Southern inked into the Wilton Hotel, Long Beach, replacing Penny Singleton. . . . The Pickard Family, veteran folk-music family, signed to a Coral Records pact last week. . . . There's a spurious Dean Martin-Jerry Lewis disk making local rounds. . . . Dorothy Shay sashayed into the Hotel Statler last week for a month's stand. . . . Jerry Blaine due here for a brief business trip within a few weeks. . . . Herman Lubinsky, Savoy Records, back in Newark after switching his line to Al Sherman's Record Sales Company.

In returning to a three-week stand at the Hollywood Palladium last week, maestro Dick Jurgens had an unusual, tho nostalgic surprise. Ronnie Kemper, a disk jockey on the West Coast since exiting the band business, reprised his famous "Cecilia," marking the first time the two have been on the same stand in the last 10 years.

BB's Charts Get WMGM, WRCA Air

NEW YORK, Oct. 23. — The Billboard's music charts will be spotlighted over two local radio stations, WMGM and WRCA, beginning this month. WMGM is basing a new afternoon program "Your Hits of the Weeks" on The Billboard's retail best-seller lists, October 30, while WRCA is featuring The Billboard's top-selling kiddie records chart on "Honor Roll of Children's Hits," aired Sundays from 9 to 9:30 a.m.

The WMGM show, which will be heard Monday thru Friday from 1 to 2:55 p.m. and Saturday from 12 noon to 2:55 p.m. will be handled by Phil Goulding, who also emcees ABC-TV's "Good Morning" ainer. The program will spotlight all the best-selling retail records Monday thru Friday. The three-hour Saturday show will present the top 50 disks.

The Goulding show is one of many programing changes engineered recently by programing chief Raymond Katz, as part of an over-all plan to revamp the station's record show pattern, so that management has complete control over the selection of disks played on the air.

"WHITHER THOU GOEST"

recorded by:

- Les Paul-Mary Ford Capitol
- Laurie Loman Century
- Marian Marlowe Columbia
- O. B. Massingill & His Orchestra Epic
- Rita Robbins RCA Victor
- George Morgan and Anita Kerr Singers Columbia
- Betty Johnson Bell

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MOOD INDIGO

NORMAN PETTY TRIO "X"

OTHER GREAT VOCAL RENDITIONS JUST RELEASED

- BILLY ECKSTINE M-G-M
- DELTA RHYTHM BOYS Decca
- FOUR FRESHMAN Capitol
- MODERNAIRES-GEORGIE AULD Coral
- NEIL HEFTI-RAY CHARLES SINGERS - Epic

MILLS MUSIC, INC.

A Solid Hit!

If I Give My Heart To You


MILLER MUSIC CORPORATION

ANOTHER **BMI** "PIN-UP" HIT

BECAUSE OF YOU

Recorded by Sammy Davis Jr. . . Decca

Published by Broadcast Music, Inc.



Joni James' "MAMA, DON'T CRY AT MY WEDDING"

MGM-11802

"THE LITTLE SHOEMAKER"

Coming Up Fast! "SMILE"

BOURNE, INC.

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ANOTHER
Columbia Best Seller

one smash hit
deserves another!



ML 4917

COLUMBIA MASTERWORKS

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KOSTELANETZ AND HIS ORCHESTRA MOOD FOR LOVE



I'M IN THE MOOD FOR LOVE
THE SWEET SURRENDER WALTZ
APRIL IN PARIS
I COVER THE WATERFRONT
YOU GO TO MY HEAD
WHILE WE'RE YOUNG
ALONE TOGETHER
WHAT A DIFFERENCE A DAY MADE



more **Kostelanetz Mood Music**
for the **biggest sales ever**

This one's even greater than LURE OF THE TROPICS and it's backed up by complete national and point-of-sale advertising, including a beautiful full-color blowup of the cover. Ask your distributor.

The Best Sellers come your way from **COLUMBIA RECORDS**

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The Billboard Music Popularity Charts PACKAGED RECORDS

PHONOS—HI FI

By STEVE SCHICKEL

HI-FI CONCERT SET FOR CONSTITUTION HALL . . .

M. Robert Rogers, president of WGMS AM-FM, Washington, and the National Symphony Orchestra will try to go the hi-fi fairs one better when they produce a hi-fi concert in Constitution Hall November 13.

COMMITTEE STUDIES TAPE STANDARDS . . .

Not too long ago this column pointed out that one thing in the high fidelity industry was lacking—a lack of standards. It is something that every sound industry has achieved and is a basis for integrity of the industry as well as public relations which eventually sells products.

WEBCOR'S OWEN URGES THREE-WAY SELLING . . .

Speaking before a meeting of the National Electronic Distributors Association in Dallas, Norman C. Owen, president of Webster-Chicago Corporation, urged that the selling job be three-directional.

According to Owen, "Manufacturers must be told what the market wants. The consumer must be sold on what the modern product will do for him, and the government must be told pertinent facts concerning the industry so that taxes and foreign goods can stay in line with American industry on an even competition level."

WASHINGTON HI-FI FAIRS IN MARCH '55 . . .

The second annual high fidelity fair for Washington will be held March 4-6 at the Hotel Harrington. The fair will be promoted by Station WGMS.

Last year's attendance was over 30,000 for the 50 exhibits. More and larger exhibitors are being urged to participate in this year's event, according to the fair management.

REGENCY MARKETS POCKET TRANSISTOR RADIO . . .

Confirming a tip in this column recently, Regency, a division of Industrial Development Engineering Associates, Inc., Indianapolis, announced it was marketing an all-transistor pocket radio for the Christmas market.

C. J. Hunt, general manager of the radio-television division of Stromberg-Carlson, announced that the Empire Distributing Company of Toledo had been appointed to handle its line in parts of Ohio and Michigan. The firm will handle high fidelity phonographs as well as radios and television sets.

Roy Blackfield has been named new account executive at Ruthrauff & Ryan for the Motorola account. . . . Ray Bermond has been named new advertising manager at Hallicrafters. . . . Joseph Sprung has been named to handle the Crescent line in New York on industrial accounts by James F. White, general sales manager of the firm. . . . Webcor is joining Lawrence Welk's all American music contest by offering hi-fi tape recorders to the first three winners.

LINER NOTES

By IS HOROWITZ

HMV RECORD COVERS FIT FOR FRAMING . . .

A new package has been designed for HMV records released by RCA Victor, featuring full-color reproductions of famous paintings printed on special stock and suitable for framing.

COL'BIA COVER ART ON NEWSPAPER KICK . . .

An example of the increased attention given LP cover art is the newspaper approach taken by Columbia Records in its upcoming "Dave Brubeck at Storyville: 1954" set.

VOX PREPARES NEW DE LUXE 'ECHOES' . . .

Vox is preparing a new de luxe package containing more of George Feyer's "Echoes" series. The three-disk (10-inch LP's) set will include a special booklet illustrated with scenes from the locales covered musically by the pianist.

EVERYONE HOPS ON TO BRAHM'S CONCERTO . . .

Every so often record companies seem to concentrate on a single item of classical repertoire and rush out competitive versions in near wholesale fashion. A few months ago Capitol turned out a reading of the Brahms Violin Concerto by Nathan Milstein, which has since figured frequently on The Billboard best-selling classical charts.

Ferras and Decca released one by David Oistrakh. The marathon has still to run its course. Due out soon is a performance of the Brahms by Johanna Martzy on Angel, and another by Giocanda de Vito on HMV, via Victor.

LONDON TO RELEASE 'FRANCISQUITA' . . .

London will debut the first entrant in its new international catalog next month when it releases a two-disk package of the Spanish operetta "Dona Francisquita," by Amadeo Vives.

CLEF ISSUES VOL. 16 OF JATP SERIES . . .

Clef Records is releasing Vol. 16 in its "Jazz at the Philharmonic" series, a package of three 12-inchers plus a bonus of one 10-incher, all for \$15.

M-G-M TO CUT FIRST SYMPH BY HANSON . . .

M-G-M will introduce the first recorded performance of Howard Hanson's First Symphony next month, on a disk which also holds Elie Siegmeister's "Ozark Set."

Nadia Reisenberg has been signed by Westminster Records. The pianist's first release for the firm will be a disk of Tchaikovsky selections. . . . Remington has a reading of the Prokofiev Second Piano Concerto by Jorge Bolet, supported by the Cincinnati Symphony under Thor Johnson. . . . Bluebird has coming a Brahms recital by pianist Jan Smeterlin, and a program of violin pieces played by Norman Carol. . . . RCA Victor is shipping its distributors quantities of its new opera catalog supplement, a brochure with 20 pages of listings.

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

- 1. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
2. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
3. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
5. SWING EASY—Frank Sinatra . . . Capitol H 528
6. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
7. THE PAJAMA GAME—Original Cast . . . Columbia ML 4840
8. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor LPT 6701
9. VOICES IN MODERN—Four Freshmen . . . Capitol H 522
10. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet . . . Columbia CL 566
11. BING—Bing Crosby . . . Decca DX 151
12. SOMETHING COOL—June Christy . . . Capitol H 516
13. A STAR IS BORN—Judy Garland . . . Columbia BL 102
14. MUSIC FOR DAYDREAMING—Melachrino Strings . . . RCA Victor LPM 1028
15. GONE WITH THE WIND—Max Steiner . . . RCA Victor LPM 3227

EP'S

- 1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
5. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
6. SWING EASY—Frank Sinatra . . . Capitol EBF 528
7. VOICES IN MODERN—Four Freshmen . . . Capitol EBF 522
8. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
9. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor EPOT 6701
10. THE PAJAMA GAME—Original Cast . . . Columbia AL 1098
11. PARDON MY BLOOPER, VOL. 1—Kermit Schafer . . . Jubilee EP 5011
12. PARDON MY BLOOPER, VOL. 2—Kermit Schafer . . . Jubilee EP 5012
13. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M X 229
14. A STAR IS BORN—Judy Garland . . . Columbia BA 1021
15. SONGS FOR YOUNG LOVERS—Frank Sinatra . . . Capitol EBF 488

"Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run.

- 1. THE BALLET—Various . . . RCA Victor LM 6113
2. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4895
3. CHOPIN: PIANO CONCERTOS NOS. 1 AND 2—Badura Skoda, Vienna State Opera Orchestra (Scherchen) . . . Westminster WL 5308
4. A MIDSUMMER NIGHT'S DREAM—Old Vic Company, BBC Symphony Orchestra (Sargent) . . . RCA Victor LM 6115
5. BELLINI: NORMA—Callas, La Scala Orchestra (Serafin) . . . Angel 3517 C

Reviews and Ratings of New Classical Releases

RICHARD STRAUSS: DER ROSENKAVALLIER (4-12)—Soloists and Chorus of the Vienna State Opera; Vienna Philharmonic; Erich Kleiber, Cond. London LLA 22 . . . 85

This set was preceded by some of the most unabashed ballyhoo in recent experience. But now the album is here and it is a happy duty to report that this is truly a magnificent recording, one likely to remain a model of achievement in detail and conception for many years.

OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4895 . . . 83

ciently attractive to catch the roving eye. The full potential of this package can only be measured by the push it will get. It should be big.

SCHUMANN: SYMPHONY NO. 4; LISZT: LES PRELUDES (1-12)—Detroit Symphony; Paul Parry, Cond. Mercury 50036 . . . 77

Parry seems to have a special affinity for the Schumann Fourth, which he conducts here with unusual warmth and enthusiasm. And his same sympathy for the Romantic literature stands him in good stead in the Liszt. The coupling is strong commercially. As a pairing of popular orchestra staples it faces good sales, well sustained.

CHOPIN: PIANO CONCERTOS NO. 1 AND 2 (1-12)—Paul Badura-Skoda, Piano; Orchestra of the Vienna State Opera; Artur Rodzinski, Cond. Westminster WL 5308 . . . 75

Excepting an earlier Period coupling these two piano concertos of Chopin were available up until now only on separate LP's. This recent release therefore is bound to look like quite a bargain to the typical record collector. But it is pointed out that sizable cuts in both concerti were necessary in order to make this coupling feasible.

(Continued on page 28)

IT'S A

SENSATION

WHEN

SANTA DISCOVERS HI-FI



Elbows, forearms, knuckles, fists . . . wooden gadgets and metal gimcracks . . . coupled celestas, double-tracking . . . all's grist to the 20 fingers and 2 pianos of a Ferrante-Teicher session! The result? *Sounds you've never before heard*—so unique there's no vocabulary to describe them! Listen to any one of these "fancy figurations and fugal folderol" (that's one critic's attempt at description), in their "prodigious technical feats" (another critic), and you'll know why "the most exciting piano team of our time" (still another) is sending all America with . . .

WL 3044

Westminster

XMAS HI-FIVORIES

FERRANTE AND TEICHER DUO-PIANISTS

- Rudolph, The Red-Nosed Reindeer
- Santa Claus is Comin' to Town
- White Christmas
- Sleigh Ride
- Silent Night
- Jingle Bells
- O Come All Ye Faithful
- God Rest Ye Merry Gentlemen

THE BELOVED OLD TUNES WITH THE

NEW XMAS SOUNDS

The Billboard Music Popularity Charts

PACKAGED RECORDS

Reviews and Ratings of New Popular Albums

Reviews and Ratings of New Classical Releases

LIBERACE PLAYS CHOPIN

Vol. 1 and 283
(2-10")
Columbia CL-6327-8

Liberace is almost as popular with dealers as he is with his own fan following. Every retailer loves a seller, and the pianist, of course, is one of the hottest artists in the album market right now. This two-volume set of Chopin selections should sell equally well as a package or separately. Liberace uses one of the composer's theme as his introductory number at concerts, and a free fantasia on other Chopin themes has been among his most requested numbers. The album covers feature identical art work (a photo of Liberace superimposed on a painting of Chopin at the keyboard), with Vol. I produced in green tones and Vol. II in orange, thus making for attractive twin-displays.

BRIGADOON

Gene Kelly, Van Johnson (1-12") 81
M-G-M E-3135

M-G-M has enjoyed considerable sales success with its sound-track movie musical albums in the past, and this one should make an equally good showing. The label is backing it with the usual heavy tie-up promotion in cities where the film is showing, and the Scotch theme, of course, provides some provocative material for unique displays. The album cover is particularly attractive, with a plaid border framing color stills from the picture. Gene Kelly does most of the warbling, being featured on "The Heather on the Hill," "There But for You Go I" and—the musical's most popular tune—"Almost Like Being in Love."

PATTI PAGE SINGS FOR ROMANCE; PATTI PAGE SONG SOUVENIR

(2-10")
Mercury 25185, 25187

It would seem unnecessary at this time to say much to any dealer about Patti Page. Since the thrush broke thru with "Tennessee Waltz" in 1951, every record she has made has been a hit, and some have passed the million mark. Both of these new LP's should appeal to her large teen-age following and to the older crowd as well. For both sets contain tunes of the 1934-'37 period, and Patti sings them all with warmth, feeling and style for

which she has become known. Among the tunes are "These Foolish Things," "It's a Sin to Tell a Lie," "East of the Sun," and "Where or When." Dealers should be able to move many of these sets between now and Christmas.

MUSIC OF CHRISTMAS

Percy Faith Ork (1-12")75
Columbia CL-588

Lush orchestrations and eye-catching cover art make this collection of traditional Christmas music a good sales bet for the holidays. The package's best sales point is that it offers one of the few programs of yule music without words, thereby making it a natural for community-sing activities during the holiday party season. Selections include "O Come, All Ye Faithful"; "O Little Town of Bethlehem," "Silent Night," "Deck the Halls With Boughs of Holly" and 10 other equally popular Christmas favorites.

FOR LISTENING ONLY

Fred Waring Ork (1-12")74
Decca DL-8082

Decca has released several Waring LP's this fall and has at least one more on the fire, so dealers might cash in on this wealth of new Waring material by showcasing the albums in one display. "For Listening Only" is sure to please the veteran band leader's faithful following and, of course, it figures that the LP will receive its share of plugs by Waring himself on video. The album includes 12 selections, ranging in mood from "Say It With Music" and "Cecelia" to "Hora Staccato" and Liszt's "Second Hungarian Rhapsody." Soloists are Joe Marine, Daisy Bernier, Ray Sax, Frances Wyatt, Bob Sands and the duo-piano team of Morely and Gearhart, with the Waring Glee Club providing its usual fine backing.

THE COLLEGE SPIRIT: SONGS OF AMERICAN UNIVERSITIES

The University of Michigan Men's Glee Club (1-10")70
Decca DL-5549

The University of Michigan's Men's Glee Club is one of the better groups of its kind. It is directed very capably by Philip A. Duey on this new waxing. Colleges honored include Amherst, Army, California, Columbia, Cornell, Harvard, Georgia Tech, Illi-

nois, Michigan, Navy, Princeton, Stanford, Texas, Wisconsin and Yale. It should interest many during the football season, especially students at the colleges praised in song.

AMERICAN STORYTELLERS, VOLS. 1, 2 AND 3

(3-12")60
Cook 5001, 5008, 5009

Here is a most unusual group of LP's, and they demonstrate the social and historical function of recordings, as opposed to its purely musical use. Emory Cook, an engineer and a romantic, has recorded on these disks tales of the sea, of fishing days and whaling days and of cave exploration, as told by the men who actually participated in these adventures. They were recorded in the open, in club-rooms and even by the edge of the sea. The first set is sub-titled "of fishing, and the downeast coast of Maine"; Vol. 2 is "of caves and cave-men," and the last set is "of whaling and shipwreck." These sets may never hit the best-seller lists, but a lot of armchair adventurers are bound to get a big boot out of them. They are part of a new series of "Road Recordings" by road adventurer Emory Cook.

Jazz

THE ARTISTRY OF BUD POWELL

(1-10")65
Norgran MGN-23

It's been a long time since the label issued a set by Bud Powell. This new release features the pianist on a fine collection of standards (and one Powell original, "Buttercup") such as "Moonlight in Vermont," "Spring Is Here," "Time Was" and "My Funny Valentine." Powell plays them competently, but his work here is not up to previously released cuttings. However, he has many fans and they will be interested in this release. The liner notes by Norman Granz are discerning.

Sacred

JOY TO THE WORLD

The Chuck Wagon Gang (1-10")75
Columbia HL-9027

The Chuck Wagon Gang has long been one of the top selling groups in the sacred field. Their many, many fans thruout the Bible Belt will certainly want this new set for the holiday season. On it the group turns in sincere and listenable readings of favorite carols, including "Joy to the World," "Silent Night," "O Little Town of Bethlehem" and "O Come, All Ye Faithful."

Continuee from page 26

there is still so much Chopin here for comparatively little, that most dealers will have no trouble pushing good quantities of this disc.

ANTHEIL: CAPITOL OF THE WORLD; BANFIELD: THE COMBAT

(1-12")—Ballet Theatre Orchestra; Joseph Levine, Cond. Capitol P 827876

Both ballet scores are being committed to wax for the first time. In fact, this is the first waxing of any Rafaello de Banfield music, while Antheil gets his first exposure on a major label here. Both contemporary composers exhibit fiery and dramatic scores for recently introduced ballets. The Spanish-sounding Antheil score for a bullfighter story even includes some flamenco dancing as part of the recorded score. The Banfield work—for a somewhat allegorical dance story—exhibits varying moods and tempi. Both selections should please a wide variety of disk buyers — including the hi-fi fans. There's much of music and pure entertainment value in each. The orchestra is fine.

BRAHMS: VIOLIN CONCERTO IN D

(1-12")—David Oistrakh, Violin; Saxon State Orchestra; Franz Konwitschny, Cond. Decca DL 975474

For some time now there has been a version of the Brahms by the Russian virtuoso available, and on two labels. But they are from Russian tapes and the sound is poor. Here better technical assistance is given and the result is more impressive, altho the sound is still far from the best. The performance, on the other hand, is right out of the top drawer. As artist and master of his instrument, Oistrakh has few peers. Pretty good sales here despite the confusing competitive situation, in which Oistrakh himself plays a part.

VAUGHAN WILLIAMS: SINFONIA ANTARTICA

(1-12")—London LL 97774

London's recent limited edition of all the Vaughan Williams' symphonies is now being put on the market album by album. Prepared under the active supervision of Vaughan Williams himself, these recordings must stand as definitive readings of these massive works. The most recent of

the three, the "Sinfonia Antartica," a loose symphonic development of music written for the film "Scott of the Antarctic," will probably arouse most immediate curiosity from record buyers. Its eerie sound effects are triumphs of orchestration—and incidentally, as recorded here, will appeal to hi-fi "bugs." The two earlier symphonies make almost black-and-white contrasts: the Fourth is angry and violently dissonant; the Fifth is serene and visionary. Boulton was Vaughan Williams' own choice for recording these works and his complete success in recreating the authentic atmosphere of this music is proof how correct his judgment was. Sound is unusually good, which is particularly noteworthy in view of the heavy texture of much of this music.

ROSSINI: SONATA FOR VIOLINS, CELLOS AND BASS; GALUPPI: CONCERTO NO. 2 (A QUATTRO); TARTINI CONCERTO IN A FOR CELLO AND STRINGS; MARCELLO: INTRODUCTION, ARIA AND PRESTO

(1-12") — I Musici. Angel 3508673

A musical treat of 18th Century rarities, spiced with a bit of orchestral Rossini, that provides quick pleasure, as much due to the bright, fresh and enthusiastic performances as to the charm of the works. The set will appeal to the sophisticated collector, as well as the novice, if the latter is approached with energy. The Italian chamber group is featured in several new Angel recordings, and movement of any one should spark interest in the others.

MOZART: CLARINET CONCERTO, K. 622; BASSOON CONCERTO, K. 191

(1-12")—Leopold Walch, Clarinet; Karl Oehlberger, Bassoon; Orchestra of the Vienna State Opera; Artur Roszinski, Cond. Westminster WL 530771

Here are two worthy additions to Mozartian disk repertoire. Excellent recordings and performances should assure a good sale for the package, altho there is potent competition on the clarinet work and less, but formidable competition on the bassoon piece. Maestro Roszinski's first efforts for the label are impressive, as are clarinetist Walch and bassoonist Oehlberger—latter not too well known here. In all a fine disk.

Coming . . . in the November 13 Issue

The Billboard's 7th Annual Disk Jockey Programing Guide

Order Your Subscription NOW to be SURE to get your copy!

Radio's Most Important Factor—the Disk Jockey

Just about 60% of today's airtime is devoted to recorded music, a fact that puts the deejay on the spot for good programing ideas and material. How is the disk jockey facing up to this great need? How are record groups helping?

Cementing Deejay-Talent-Record Company Relations

Great strides have been made in bringing these important groups together for mutual benefit. How this co-operative effort will continue to grow, and what it will mean to the overall music-record-radio industry.

Capsuled Highlights of the 1954 Activities of Top Recording Artists

An important feature that will provide interesting, behind-the-scene facts about recording artists and the factors that have brought them success.

Directory of the Top Talent of the Year

A presentation of performers in all categories—bands, male vocalists, female vocalists, vocal groups, instrumental groups, etc.—and for all types of music (popular, country and western, rhythm and blues, etc.).

List of Disk Jockeys' Most Played Standards

This important programing information will be presented in easy-to-use format, based on the 1954 preferences of the nation's disk jockeys.

Fresh Programing Ideas: The Goal of Every Alert Disk Jockey

How a lively imagination combined with a feel for public preferences add up to profitable programing for many disk jockeys around the country. Where do the ideas come from? What sparks the deejay imagination?

Building the DJ or the Time-Slot—an Analysis of Current Station Practice

There is much to be said from both points of view. This discussion of all of the pros and cons will present a well-rounded picture of the thinking of station management and disk jockeys.

A Report on the 78 vs. 45 r.p.m. Systems for Radio Programing

This controversial subject will be presented in a straightforward report to help lay the groundwork for unified effort that will benefit all concerned.

The Disk Jockey's 1954 Record Favorites

How do the thousands upon thousands of deejay plays add up? What tunes, by what artists, on what labels wind up in the 1954 winner circle? Here is the tally for all types of records.

Case Histories of Successful Programing

The whys and wherefores of the public's best liked deejay programs. This feature dissects the ideas and handling of America's most popular recorded shows and puts the finger on the reasons for their success.

New Horizons in Record Programing

Though existing programing in today's most popular music categories is still flourishing, there is a growing trend toward the use of packaged and other types of records. This article details how many disk jockeys in widely spread areas of the country are building solid audiences for Classical, Children, Jazz, Country and Western, Rhythm and Blues and other types of recorded airshows.

Favorite Albums of America's Disk Jockeys

Albums provide a healthy share of the programing ideas and material—not to mention interesting, vivid imaginative chatter material—for platter spinners around the country. Here are the albums the deejays liked most . . . played most . . . and the types they want most in the months ahead.



The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Gentlemen:
Please enter my full year (52 issues) subscription to The Billboard, beginning with the 7th Annual Disk Jockey Programing Guide number.

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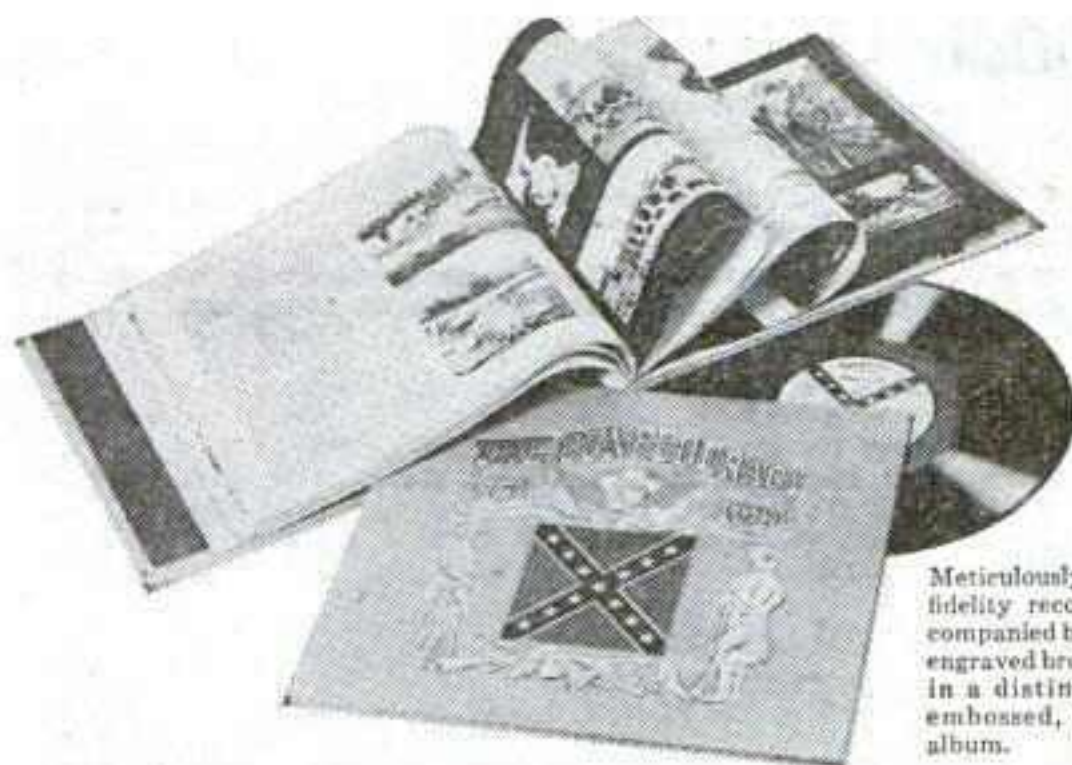
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Now Shipping - One of the Outstanding Record Packages of All Time...



Columbia Records proudly presents the songs, the sounds, the impassioned spirit of America's fiery legend... a magnificent album, unlike anything you have ever heard.

Produced by GODDARD LIEBERSON; NATIONAL GALLERY ORCHESTRA, RICHARD BALES. Conductor; CANTATA CHOIR, LUTHERAN CHURCH OF THE REFORMATION, FLORENCE KOPLEFF, Mezzo-Soprano; THOMAS PYLE, Baritone; REV. EDMUND JENNINGS LEE, Narrator



Meticulously produced high fidelity recording... accompanied by 32-page richly engraved brochure... bound in a distinguished gold-embossed, cloth-covered album.



You Will Hear:

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. General Lee's Grand March 2. All Quiet Along The Potomac Tonight 3. The Bonnie Blue Flag 4. Lorena 5. The Yellow Rose Of Texas 6. Somebody's Darling 7. We All Went Down to New Orleans For Bales 8. General Robert E. Lee's | <ol style="list-style-type: none"> Farewell Order To The Army Of Northern Virginia, Appomattox Courthouse, Virginia, April 10, 1865 - (Rev. Edmund Jennings Lee, Narrator) 9. The Conquered Banner 10. Dixie's Land with Quickstep And Interlude: Year Of Jubilo |
|--|---|

You Will Read:

- Introduction by Goddard Lieberson
- The Confederate Legend by Bruce Catton
- Lee at Appomattox by Clifford Dowdey
- The Songs and their Origin by Richard Bales

Available on all speeds... exclusively on

COLUMBIA RECORDS

"Columbia," "Masterworks," "Trade-Marks Reg. U. S. Pat. Off. Marca Registrada.

"Columbia" ©. Trade-Marks Reg. U. S. Pat. Off. Marca Registrada.

This opening ad in Columbia's big national magazine campaign appeared in The New York Times Magazine, October 24. Co-op newspaper mats available. Also gorgeous store banners reproducing the Confederate flag—and mailing pieces, counter cards of every description. Special press parties and official presentations in all markets.

Backed by the Strongest Promotion Program Ever Put Behind a New Release

RECORDS, ALBUMS AND SHEET MUSIC - POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Talent Corner

There are a few artists—just a few—whose following appears to be strong enough so that their labels can toss out one disk on top of another with a better than average chance of two or three consecutive platters hitting the charts within the same time period. Among



BILL HALEY'S COMETS

these people is Nat Cole, and a new group, Bill Haley's Comets, seems to be falling into that pattern.

Several times Capitol has put thru a new Nat Cole record when the previous one was on the charts and with opportunity to stay up or even climb further. One of those trade maxims which is being broken more often is that a new release will take play and action away from the one riding the best-seller lists. Not so with Cole disks, for example.

The Haley combo's "Shake, Rattle and Roll" on Decca still seems to have plenty of life. We think their new platter, a current



NAT (KING) COLE

"Spotlight" won't affect "Shake" and still make it. We have proof, too, that Nat Cole's "Smile" will keep right on selling while "Hajji Baba" shows up as a "Best Buy."

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. If I Give My Heart to You	1	8
2. This Ole House	2	8
3. Hey, There	4	15
4. Little Shoemaker	6	15
5. High and the Mighty	3	13
6. I Need You Now	5	7
6. Count Your Blessings	11	3
8. Hold My Hand	7	6
9. Papa Loves Mambo	10	4
10. Skokiaan	8	8
11. Sh-Boom	14	15
12. In the Chapel in the Moonlight	9	14
13. Whither Thou Goest	13	3
14. They Were Doing the Mambo	11	8
15. Muskrat Ramble	—	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending October 20

This Week	Last Week	Weeks on Chart
1. Hey, There	1	15
2. If I Give My Heart to You	2	8
2. This Ole House	3	12
4. I Need You Now	5	8
5. Skokiaan	4	10
6. Sh-Boom	6	17
7. Hold My Hand	7	7
8. Papa Loves Mambo	9	4
9. High and the Mighty	8	14
10. Shake, Rattle and Roll	11	7

Second Ten

11. LITTLE SHOEMAKER	10	18
12. TEACH ME TONIGHT	13	3
12. COUNT YOUR BLESSINGS	19	2
14. THEY WERE DOING THE MAMBO	12	11
14. SMILE	14	7
16. CARA MIA	15	6
17. WHITHER THOU GOEST	15	3
18. MUSKRAT RAMBLE	18	2
19. OOP SHOOP	20	5
20. IN THE CHAPEL IN THE MOONLIGHT	17	15

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard, 1564 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

INDEX TO CHARTS

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Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

Anyone Can Fall in Love (R)—Feist—ASCAP
Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Hajji Baba (R)—Remick—ASCAP
Heaven Was Never Like This (R)—Famous—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Have to Tell You (R)—Chappell—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
I'm a Fool to Care (R)—Peer—BMI
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
It's a Women's World (R)—Robbins—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Love You Didn't Do Right By Me (R) (F)—Berlin—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Mood Indigo (R)—Mills—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Sabrina (R) (F)—Famous—ASCAP
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R) (F)—Bourne—ASCAP
Sway (R)—Peer—BMI
Teach Me Tonight (R)—Hub—ASCAP
There's a Small Hotel (R)—Chappell—ASCAP
They Were Doing the Mambo (R)—Mayfair—ASCAP
This Ole House (R)—Hamblen—BMI
Time Waits for No One (R)—Remick—ASCAP

Television

Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Gee I Wish I Was Back in the Army (R) (F)—Berlin—ASCAP
Gilly Gilly Ossenfeffer Katzenellenbogen by the Sea—Beaver—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Are—BMI
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
I Need You Now (R)—Miller—ASCAP
I Want You All to Myself (R)—Shapiro-Bernstein—ASCAP
I Wantcha' Around (R)—Joy—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Lila (R)—Garlock-Sherer—BMI
Little Shoemaker (R)—Bourne—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Restless Heart (R) (M)—Chappell—ASCAP
Shake, Rattle and Roll (R)—Progressive—BMI
Sisters (R)—Berlin—ASCAP
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R) (F)—Bourne—ASCAP
Teach Me Tonight (R)—Hub—ASCAP
Tell Me, Tell Me (R)—Golden Bell—BMI
Things I Didn't Do (R)—Hill & Range—BMI
This Ole House (R)—Hamblen—BMI
Vieni, Vidi, Vici (R)—Joy—ASCAP

England's Top Twenty

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

My Friend—Chappell (Paxton)
Little Things Mean a Lot—Robbins (Feist)
Hold My Hand—Bradbury Wood (Raphael)
Smile—Bourne (Bourne)
Three Coins in the Fountain—Feist (Robbins)
Story of Tina—Macmelodies (Maurice)
Cara Mia—Robbins (Feist)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
Sway—Southern (Peer)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
If I Give My Heart to You—Robbins (Miller)
Gilly Gilly Ossenfeffer Katzenellenbogen by the Sea—Spier (Beaver)
My Son, My Son—Kassner (*)
Happy Wanderer—Bosworth (Fox)
This Ole House—Duchess (Hamblen)
Little Shoemaker—Bourne (Bourne)
Make Her Mine—Bradbury Wood (Bregman, Vocca & Conn)
Sh-Boom—Aberbach (Hill & Range)
Never Never Land—Keith Prowse Co., Ltd. (Pickwick)
Wait for Me Darling—Boosey & Hawks (Herb Reiss)

A 2 SIDED HIT!

IF THAT'S THE FASHION

IF YOU AIN'T LOVIN'
(YOU AIN'T LIVIN')

Both songs published by Central Songs, Inc.



Capitol Record No. 2953

FARON YOUNG

*Exclusive Management Hubert Long
1537 McGavock Pike, Nashville, Tennessee
Phone 2-6635 or 6-7181*



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending October 20

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 parentheses after the flip title it indicates what position it occupies on the chart.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like HEY, THERE-R. Clooney, I NEED YOU NOW-E. Fisher, THIS OLE HOUSE-R. Clooney, etc.

This Week's Best Buys

HAJJI BABA (Remick, ASCAP) UNBELIEVABLE (E. H. Morris, ASCAP)-Nat (King) Cole-Capitol 2949

Now that the flick is blanketing most parts of the country, "Hajji Baba" is reported selling well in almost every sales territory checked. Film promotion gives this tune the edge at this point. Strong action on the flip is also reported.

MY SON, MY SON (Kassner, ASCAP) - Vera Lynn-London 1501

This top English seller is beginning to shape up as a very big American disk. It took off immediately in Los Angeles, Chicago, Milwaukee, Detroit, St. Louis, Pittsburgh, Cleveland, Buffalo and Providence in the first week of sale and is building rapidly. Flip is "Our Heaven on Earth." A previous Billboard "Spotlight" pick.

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

Please send... One Year... \$10... Foreign Rate... \$20... Payment enclosed... Includes a small image of the Billboard magazine cover.

Most Played in Juke Boxes

For survey week ending October 20

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like HEY, THERE-R. Clooney, THIS OLE HOUSE-R. Clooney, I NEED YOU NOW-E. Fisher, etc.

Most Played by Jockeys

For survey week ending October 20

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like HEY, THERE-R. Clooney, I NEED YOU NOW-E. Fisher, THIS OLE HOUSE-R. Clooney, etc.

you'll Thrill to this
GREAT recording by

SARAH VAUGHAN

*"Make Yourself
Comfortable, Baby"*

the most commercial side Sarah ever recorded

coupled with "IDLE GOSSIP"

MERCURY 70469 • 70469X45



CHICAGO 1, ILLINOIS

NO TRICK ALL TREAT M-G-M HITS



JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING
and
PA PA PA
MGM 11802 78 rpm
K 11802 45 rpm
Orchestra Conducted by David Terry with the Ray Charles Singers

DAVID ROSE FESTIVAL MONTH

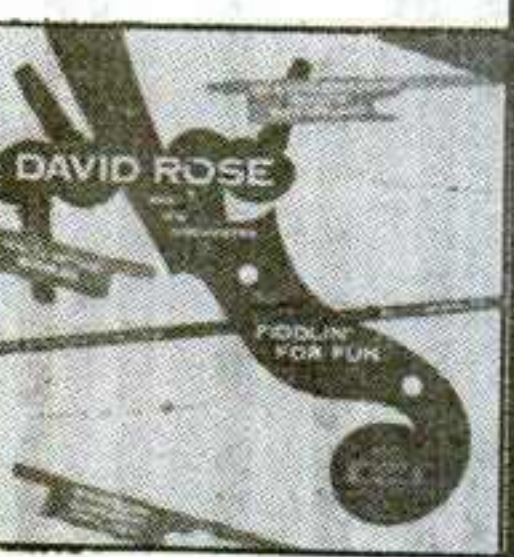
3 BIG NEW ALBUMS



NOSTALGIA
MGM Extended Play Album X259 (45 rpm)
MGM Extended Play Album X112* and X113 (45 rpm)
MGM Long Playing Record E3134 (33 1/3 rpm)



LOVE WALKED IN
The Music of George Gershwin
MGM Extended Play Album X1107* (45 rpm)
MGM Long Playing Record E3123 (33 1/3 rpm)



FIDDLIN' FOR FUN
MGM Extended Play Album X237 (45 rpm)
MGM Long Playing Record E3108 (33 1/3 rpm)

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending October 20

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Hold My Hand, D. Cornell, Cor.
4. This Ole House, R. Clooney, Col.
5. Teach Me Tonight, J. Stafford, Col.
6. If I Give My Heart to You, Doris Day, Col.
7. Skokiaan, R. Marterie, Mer.
8. Sh-Boom, Crew Cuts, Mer.
9. Whither Thou Goest, L. Paul & M. Ford, Cap.

Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. This Ole House, R. Clooney, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. Papa Loves Mambo, P. Como, V.
5. If I Give My Heart to You, Doris Day, Col.
6. Sh-Boom, Crew Cuts, Mer.
7. I Need You Now, E. Fisher, V.
8. Skokiaan, R. Marterie, Mer.
9. Hold My Hand, D. Cornell, Cor.
10. High and the Mighty, V. Young, Dec.

Boston

1. Papa Loves Mambo, P. Como, V.
2. This Ole House, R. Clooney, Col.
3. Smile, Nat (King) Cole, Cap.
4. If I Give My Heart to You, Doris Day, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Hey, There, R. Clooney, Col.
7. I Need You Now, E. Fisher, V.
8. Whither Thou Goest, L. Paul & M. Ford, Cap.
9. Fanny, E. Fisher, V.
10. Mr. Sandman, Chordettes, Cdc.

Buffalo

1. I Need You Now, E. Fisher, V.
2. Papa Loves Mambo, P. Como, V.
3. If I Give My Heart to You, Doris Day, Col.
4. Smile, Nat (King) Cole, Cap.
5. This Ole House, R. Clooney, Col.
6. Hey, There, R. Clooney, Col.
7. I Want You All to Myself, K. Kallen, Dec.

Chicago

1. Cara Mia, D. Whitfield, Lon.
2. This Ole House, R. Clooney, Col.
3. Hold My Hand, D. Cornell, Cor.
4. That's What I Like, Don, Dick & Jimmy, Crw.
5. Hey, There, R. Clooney, Col.
6. Papa Loves Mambo, P. Como, V.
7. I Need You Now, E. Fisher, V.
8. St. Louis Blues Mambo, R. Maltby, X
9. Shake, Rattle and Roll, B. Haley, Dec.
10. If I Give My Heart to You, D. Lor, Mjr.

Cincinnati

1. If I Give My Heart to You, Doris Day, Col.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Hold My Hand, D. Cornell, Cor.
7. Skokiaan, R. Marterie, Mer.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Skokiaan, Four Lads, Col.
10. Papa Loves Mambo, P. Como, V.

Cleveland

1. Hey, There, R. Clooney, Col.
2. I Need Your Lovin', Cheers, Cap.
3. This Ole House, R. Clooney, Col.
4. Papa Loves Mambo, P. Como, V.
5. Teach Me Tonight, DeCastro Sisters, Abb.
6. I Need You Now, E. Fisher, V.
7. Oop Shoop, Crew Cuts, Mer.
8. Drink, Drink, Drink, M. Lanza, V.
9. Shake, Rattle and Roll, B. Haley, Dec.
10. Sh-Boom, Crew Cuts, Mer.

Dallas-Fort Worth

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. This Ole House, R. Clooney, Col.
4. Skokiaan, R. Anthony, Cap.
5. High and the Mighty, V. Young, Dec.
6. If I Give My Heart to You, Doris Day, Col.
7. Smile, Nat (King) Cole, Cap.
8. Hold My Hand, D. Cornell, Cor.
9. Skokiaan, R. Marterie, Mer.
10. Whither Thou Goest, L. Paul & M. Ford, Cap.

Denver

1. Hey, There, R. Clooney, Col.
2. This Ole House, R. Clooney, Col.
3. Sh-Boom, Crew Cuts, Mer.
4. I Need You Now, E. Fisher, V.
5. If I Give My Heart to You, Doris Day, Col.
6. Skokiaan, R. Marterie, Mer.
7. Little Shoemaker, Gaylords, Mer.
8. High and the Mighty, L. Baxter, Cap.
9. This Ole House, S. Hamblen, V.
10. Hold My Hand, D. Cornell, Cor.

Detroit

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Run Around, Chuckles, X
3. This Ole House, R. Clooney, Col.
4. Muskrat Ramble, McGuire Sisters, Cor.
5. Papa Loves Mambo, P. Como, V.
6. Hey, There, R. Clooney, Col.
7. I Need You Now, E. Fisher, V.
8. Rain, Rain, Rain, F. Laine & Four Lads, Col.
9. Rock-a-Beatin' Boogie, Esquire Boys, Rbw.
10. If I Give My Heart to You, Doris Day, Col.

Kansas City

1. This Ole House, R. Clooney, Col.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Hey, There, R. Clooney, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterie, Mer.
6. I Need You Now, E. Fisher, V.
7. Hold My Hand, D. Cornell, Cor.
8. Papa Loves Mambo, P. Como, V.

9. That's What I Like, Don, Dick & Jimmy, Crw.
10. Little Shoemaker, Gaylords, Mer.

Los Angeles

1. If I Give My Heart to You, Doris Day, Col.
2. Hey, There, R. Clooney, Col.
3. Papa Loves Mambo, P. Como, V.
4. This Ole House, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Smile, Nat (King) Cole, Cap.
7. Hold My Hand, D. Cornell, Cor.
8. Cara Mia, D. Whitfield, Lon.
9. Skokiaan, Four Lads, Col.
10. Hey, There, S. Davis Jr., Dec.

Milwaukee

1. I Need You Now, E. Fisher, V.
2. Papa Loves Mambo, P. Como, V.
3. Hey, There, R. Clooney, Col.
4. I Need Your Lovin', Cheers, Cap.
5. Whither Thou Goest, L. Paul & M. Ford, Cap.
6. Hold My Hand, D. Cornell, Cor.
7. Oop Shoop, Crew Cuts, Mer.
8. This Ole House, R. Clooney, Col.
9. Cara Mia, D. Whitfield, Lon.
10. If I Give My Heart to You, C. Boswell, Dec.

Mpls.-St. Paul

1. If I Give My Heart to You, Doris Day, Col.
2. I Need You Now, E. Fisher, V.
3. Cara Mia, D. Whitfield, Lon.
4. Hold My Hand, D. Cornell, Cor.
5. Sh-Boom, Crew Cuts, Mer.
6. Skokiaan, Four Lads, Col.
7. Skokiaan, R. Marterie, Mer.
8. This Ole House, R. Clooney, Col.
9. Hey, There, R. Clooney, Col.
10. Mood Indigo, N. Petty Trio, LBX

New Orleans

1. If I Give My Heart to You, Doris Day, Col.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. Hold My Hand, D. Cornell, Cor.
5. Papa Loves Mambo, P. Como, V.
6. Skokiaan, R. Marterie, Mer.
7. Sh-Boom, Crew Cuts, Mer.
8. This Ole House, R. Clooney, Col.
9. Smile, Nat (King) Cole, Cap.
10. Skokiaan, L. Armstrong, Dec.

New York

1. Hey, There, R. Clooney, Col.
2. Papa Loves Mambo, P. Como, V.
3. If I Give My Heart to You, Doris Day, Col.
4. Cara Mia, D. Whitfield, Lon.
5. Sh-Boom, Crew Cuts, Mer.
6. Mr. Sandman, Chordettes, Cdc.
7. They Were Doing the Mambo, V. Monroe, V.
8. Hold My Hand, D. Cornell, Cor.
9. High and the Mighty, L. Holmes, M-G-M
10. I Need You Now, E. Fisher, V.

Philadelphia

1. Papa Loves Mambo, P. Como, V.
2. Teach Me Tonight, DeCastro Sisters, Abb.
3. Hey, There, R. Clooney, Col.
4. Shake a Hand, M. Pedigan, TC...
5. If I Give My Heart to You, D. Lor, Mjr.
6. That's What I Like, Don, Dick & Jimmy, Crw.
7. I Need You Now, E. Fisher, V.
8. Hold My Hand, D. Cornell, Cor.
9. Shake, Rattle and Roll, B. Haley, Dec.
10. This Ole House, R. Clooney, Col.

Pittsburgh

1. Hey, There, R. Clooney, Col.
2. Teach Me Tonight, DeCastro Sisters, Abb.
3. Papa Loves Mambo, P. Como, V.
4. Hold My Hand, D. Cornell, Cor.
5. Drink, Drink, Drink, M. Lanza, V.
6. I Need You Now, E. Fisher, V.
7. Sh-Boom, Crew Cuts, Mer.
8. This Ole House, R. Clooney, Col.
9. If I Give My Heart to You, Wright Brothers, M-G-M
10. I Need Your Lovin', Cheers, Cap.

St. Louis

1. Shake, Rattle and Roll, B. Haley, Dec.
2. I Need You Now, E. Fisher, V.
3. Skokiaan, R. Marterie, Mer.
4. This Ole House, R. Clooney, Col.
5. If I Give My Heart to You, Doris Day, Col.
6. Papa Loves Mambo, P. Como, V.
7. Count Your Blessings, E. Fisher, V.
8. Oop Shoop, Crew Cuts, Mer.
9. Mood Indigo, N. Petty Trio, X
10. Muskrat Ramble, McGuire Sisters, Cor.

San Francisco

1. This Ole House, R. Clooney, Col.
2. If I Give My Heart to You, Doris Day, Col.
3. Hey, There, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Hold My Hand, D. Cornell, Cor.
6. Skokiaan, R. Marterie, Mer.
7. Oop Shoop, Crew Cuts, Mer.
8. Skokiaan, Four Lads, Col.
9. They Were Doing the Mambo, V. Monroe, V.
10. Papa Loves Mambo, P. Como, V.

Seattle

1. This Ole House, R. Clooney, Col.
2. Hey, There, R. Clooney, Col.
3. Cara Mia, D. Whitfield, Lon.
4. Teach Me Tonight, DeCastro Sisters, Abb.
5. I Need You Now, E. Fisher, V.
6. If I Give My Heart to You, Doris Day, Col.
7. Skokiaan, Four Lads, Col.
8. Skokiaan, R. Marterie, Mer.
9. I Need Your Lovin', Cheers, Cap.
10. Hold My Hand, D. Cornell, Cor.

BILLY ECKSTINE

LOVE ME
and
ONE SWEET KISS
MGM 11855 78 rpm
K 11855 45 rpm

MOOD INDIGO
and
DO NOTHIN' TILL YOU HEAR FROM ME
MGM 11845 78 rpm
K 11845 45 rpm

YOU LEAVE ME BREATHLESS
and
OLAY, OLAY (The Bullfighter's Song)
MGM 11803 78 rpm • K 11803 45 rpm

BETTY MADIGAN

ALWAYS YOU THAT WAS MY HEART YOU HEARD
MGM 11812 78 rpm • K 11812 45 rpm

ALAN DEAN
"The Song From DESIREE"
and
TONIGHT, MY LOVE
MGM 11844 78 rpm
K 11844 45 rpm

RUSH ADAMS
LOVE CAN MAKE AN EARTHQUAKE
and
IT WAS SO BEAUTIFUL
MGM 11834 • K 11834

That unforgettable Trio with that unforgettable sound

DICK HYMAN TRIO

Dick Hyman at the Harpsichord
CECILIA **EAST OF THE SUN**
MGM 11811 78 rpm
K 11811 45 rpm

SHEB WOOLEY
I GO OUTA MY MIND
and
HILL BILLY MAMBO
MGM 11836 78 rpm
K 11836 45 rpm

TOMMY MARA
CHAMPAGNE (WITH MY COMPLIMENTS)
and
LONELY AGAIN
MGM 11825 78 rpm
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POPULAR RECORDS

• Review Spotlight on . . .

THE GAYLORDS

Pupalina (Pincus, ASCAP)
Wonderful Lips (Hill & Range, BMI)—Mercury 70479—The Gaylords have a solid pairing here. The top side is a sparkling tune in the manner of "Little Shoemaker," the flip is a shuffle-beat effort that moves. Both have power for stores and boxes.

BILL HALEY ORK

Dim, Dim the Lights (Republic, BMI)
Happy Baby (Myers, ASCAP)—Decca 29317—Here are two pounding efforts in the usual Bill Haley manner. "Dim, Dim the Lights" is perhaps a mite slower, but both wild cuttings are for the kids who want to dance. Boxes should grab coin with these follow-ups to "Shake, Rattle and Roll."

TALENT

THE FOUR TOPHATTERS

Here is a new group with a sound that indicates they could break thru. Their second record on Cadence Records features the boys singing "Dim, Dim the Lights" (Republic, BMI) and "It Should've Been Me" (Progressive, BMI) on Cadence 1243. Good listening here.

TUNES

THE SONG FROM DESIREE

This is the title tune from the forthcoming flick "Desiree" and it's penned by Alfred Newman and Ken Darby. It is a beautiful waltz and already has four records, with many more to come. Disks so far include Jane Froman on Capitol 2979; Paul Weston on Columbia 40359; Alan Dean on M-G-M 11844 and Anna Marie Alberghetti on Mercury 70478. If the tune hits, many records could share in the take.

• Reviews of New Pop Records

ROSEMARY CLOONEY

Mambo Italiano86
COLUMBIA 40361 — A Billboard "Spotlight" 9-23-'54. (Rylan, ASCAP)

We'll Be Together Again . . . 78

The thrush awards the fragile melody of the lovely ballad a warm and heartfelt performance. It, too, should attract many spins and sales. (Marmor, BMI)

JAYE P. MORGAN

That's All I Want From You85
V 5896 — A Billboard "Spotlight" 10-23-'54. (Weiss & Barry, BMI)

Dawn . . . 71

The thrush tries a Peggy Lee with a wild piece of material, but it doesn't come off in spite of good Winterhalter backing. (Famous, ASCAP)

TERESA BREWER

Time81

CORAL 61286—The canary warbles a melodic tune with much sincerity, bounce and verve over a solid backing. Should get plenty of spins. This could be a big record for the thrush. Watch this one.

My Sweetie Went Away . . . 76

A bouncy vocal treatment of an old-

time ditty. However, flip is better side.

JOHNNY DESMOND-ALAN DALE- BUDDY GRECO

Don't78

CORAL 61268—The boys treat the ballad to a rendition in their best "Heart of My Heart" style. It all makes for enjoyable listening, and the

(Continued on page 38)



THE MIDNIGHTERS

ANNIE HAD A BABY

SHE'S THE ONE

FEDERAL 12195

EARL BOSTIC

UBANGI STOMP

TIME ON MY HANDS

KING 4741

TINY BRADSHAW

STACK OF DOLLARS

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THE CHARMS

HEARTS OF STONE

WHO KNOWS

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THE 5 ROYALES

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The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 36

side figures to win lots of air play and good sales. (Alamo, ASCAP)
There's No Happiness for Me... 73
 Another good side, but the flip has a strong edge. (Bregman, Vocco & Conn, ASCAP)

ALAN DEAN
The Song From Desiree
 (We Meet Again)78
 M-G-M 11844—Alan Dean turns in his best vocal here in many a moon on this lilting new waltz effort from the forthcoming flick "Desiree." He sings it with feeling, and the ork supports him very well. Good wax here that has a chance for action. (Miller, ASCAP)
Tonight, My Love... 71
 The singer gets a chance to show off his pipes on this side, too, on a new tender ballad. He sells it well, and it should get jockey spins. Flip is more powerful. (Paramount, ASCAP)

THE LANCERS
Mr. Sandman78
 CORAL 61288—The Lancers bow on the label with a sock reading of the fast-moving ditty, now getting a big play via The Chordettes' record. The Lancers sing it with zip, and they have a chance for a good share of the loot. Impressive debut wax.
Little White Light... 76
 Here are the Lancers singing a bright oldie with the style that made them so popular recently. It's a bright record, and it has a chance for action, too. Good two-sided disk.

BILLY MAY
Rudolph the Red Nose Mambo78
 CAPITOL 13044-11 — That crazy mixed-up reindeer Rudolph is right at home in mambo tempo. This satire of the kiddie Christmas novelty could be a sleeper for the holiday season.
Loop De Loop Mambo76
 A driving mambo, with fine performance by the May crew. This side, too, could get spins.

SAMMY KAYE ORK
Darling, I Love You77
 COLUMBIA 40348 — Cute waltz ballad is sung well by the chorus and solo chanter Jeff Clay. There's a happy lilt to this effort that should find it pulling plenty of air attention. (Republic, BMI)
The Rosary of Roses74
 Slow ballad has a retentive tune, sung here with gentle persuasion by Jeff Clay, to the smooth ork backing of the Sammy Kaye crew. (Alamo, ASCAP)

VICTOR YOUNG ORK
Last Night When We Were Young77
 DECCA 29311—A fine instrumental treatment of a lovely tune. Good mood music programing for deejays, and a disk that could get attention. (Bourne, ASCAP)
Passion Tango73
 A lush instrumental of a tango tune from the RKO movie "Tango." Also good wax. (V. Young, ASCAP)

KAREN CHANDLER
Runaround76
 CORAL 61289—This is a first-rate coverage on the new ballad which has been stirring action in the Midwest via a "Chuckles" reading. This'll get some of the action. (Regent, BMI)
You're Always Welcome Home75
 Miss Chandler is effective in reading a smooth new ballad effort. Good listening. (Jack Gold)

JULIUS La ROSA
I Hate to Say Hello76
 CADENCE 1251—A pretty new tune receives a heartfelt reading from La Rosa over listenable backing by the ork. It's a very warm performance, and it has a chance to bring the singer renewed attention. Watch it. (Egap, BMI)
Mobile75
 A happy novelty is sung with a lilt by the warbler over a snappy semi-

Dixieland backing. Cute effort could garner spins. (Ardmore, ASCAP)

PAUL WHITEMAN ORK
Japanese Sandman76
 CORAL 61254—This one will bring back happy memories for many listeners. The venerable oldie is awarded a real old-fashioned reading, with banjo and swing fiddle yet. You can do the Charleston to this one. Should get lots of deejay spins. (Remick, ASCAP)
I Love You73
 The gimmick here is a slide whistle. The Whiteman ork plays the ever-green with great enthusiasm. More good listening. (Leo Feist, ASCAP)

GARY CROSBY
There's a Small Hotel75
 DECCA 29291—The junior Crosby warbles the Rodgers and Hart oldie with a swiny kind of relaxed charm. Tune may get additional left via recent Broadway revival of "On Your Toes." (Chappell, ASCAP)
Ready Willing and Able74
 An okay vocal on a bouncy pop-western-type ditty from the forthcoming Frank Sinatra-Doris Day film, "Young at Heart." Daywin, BMI)

LES BROWN ORK
St. Louis Mambo75
 CORAL 61277 — A driving mambo version of the standard, which should give the original "St. Louis Mambo" disk some competition. (Handy, ASCAP)
Doodle-Dee-Dee74
 Capitol's Johnny Mercer warbles a swiny chorus of the oldie here, which gives the wax additional appeal to jocks and jukes. (Feist, ASCAP)

BUDDY MORROW ORK
Mr. Sandman75
 MERCURY 70477 — The tune is swung gently by the ork, while a mixed vocal group handles the lyrics smoothly. Good for listening and dancing. Should snare some of the coin. (E. H. Morris, ASCAP)
Rock-a-Beatin' Boogie74
 This moves vigorously thruout, with the beat solid and ingratiating. Dancers in juke spots will like. (Bill Haley, ASCAP)

LAWRENCE WELK ORK
Saw Your Eyes75
 CORAL 61273—Vocal group led by bass Larry Hopper delivers a first-rate reading of an attractive rickety ditty. Good listening. (Sheriton, ASCAP)
There's a Small Hotel73
 The male group tackles the oldie in a shuffle-beat arrangement which has plenty of ear appeal. (Chappell, ASCAP)

EDDY HOWARD
Anniversary Waltz75
 MERCURY 70475—The oldie is sung caressingly by the sweet-voiced Howard, who also whistles a few bars. The ork backing is fine. For the many, many Howard fans. (Mayfair, ASCAP)
Happy Birthday73
 Yes, this is the birthday song, and it should be a lot of fun at parties, since there is a break to fill in the proper name. It also contains a medley of "Hail, Hail, the Gang's All Here" for good measure. (Clayton F. Summy, ASCAP)

PEREZ PRADO ORK
Marilyn Monroe Mambo75
 V 5892—A mambo by any other name would sound as sweet—but undoubtedly would not titillate as many customers. A good instrumental, nevertheless, playing right into the hands of a current name trend. (Peer, BMI)
Steam Heat73
 Prado fashions this hit material from "Pajama Game" into an attractive mambo with sound gimmicks that tickle the ears and make the feet itch to dance. (Frank, ASCAP)

ROBERTA LEE
Too Late for Tears75
 "X" 0060—The canary comes thru with an effective reading here of a snappy new novelty over a driving ork arrangement. She sells it brightly, and it has a chance for spins. The thrush will make it big someday with the right rhythm tune. (Glenwood, BMI)
Now I Lay Me Down to Sleep73
 Roberta Lee turns in a good reading of a pretty new tune backed by a quiet ork arrangement. It's one of her best singing jobs in a long time. However, the thrush is better suited to her material on the flip. (Glenwood, BMI)

(Continued on page 44)

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 • Singing •
 • TIME WAITS FOR •
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 • and •
 • YOU TRY •
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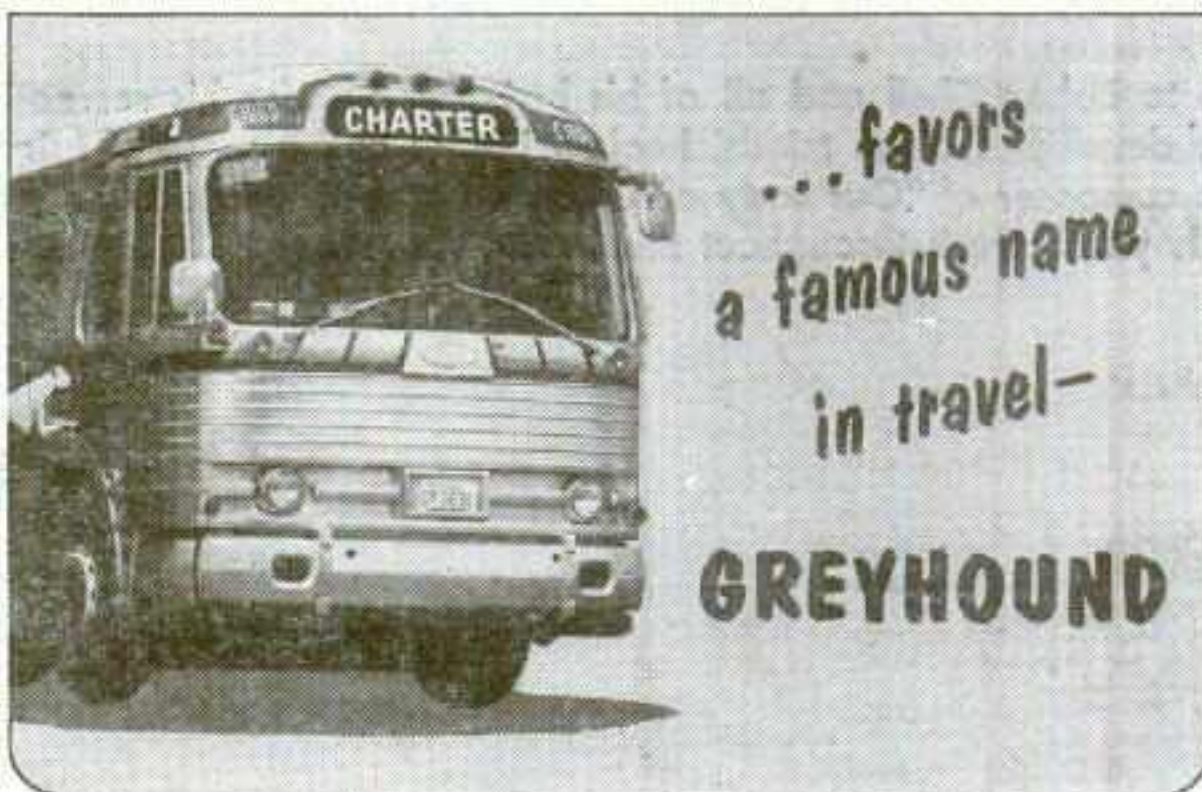
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Guy Lombardo, famous orchestra leader and producer, now appearing with his Royal Canadians at the Roosevelt, New York City.



GREYHOUND

Vox Jox

Continued from page 21

of chatter on the most played records for the past week and their picks for the future. Of course this is expensive, but the results have been more than we ever expected. Audience reaction has been electric and exceedingly gratifying. I call one jockey east of the Mississippi and one west of the Mississippi daily. The problem is that I would like more jockeys to co-operate with me. Please write to Gil Henry, KING, Seattle. I also call four local stores a day and poll them on their top selling record for the day and top selling album. I record this information and play the taped interview back with the record and track from their top selling album. One thing for sure, I know what the public is buying and the 'live' comments add a lot to the stature of my show. If you can help me to obtain more names, I'd appreciate it very much. Remember, I need the name, station call letters, home and business phone."

CHANGE OF THEME: Deejay Gene Stuart, who handles WABC's, New York, "Club 770" show, will reduce his sked to only 36 hours a week. He's now taking Sunday nights off, with Bill Castle subbing for him. . . . Fred Mitchell, formerly WJLB, Detroit, is now doing an afternoon show at Toledo's new station, WOHO. . . . John Carlson's pop show at KAOK, Lake Charles, La., has been extended from one to two and one-

nighttime slot, with Buddy Miller now handling the afternoon show. . . . Jack Gale, morning deejay at WSRB, Cleveland, has left to become program director and morning deejay at WTMA, Charleston, S. C. . . . Steve Evans asks us to be sure to tell his friends that he is now with WDVH, Gainesville, Fla. . . . Bobby Beers, former vocalist for Blue Barron and others, is now doing "Bobby's Bandstand" daily on KMYR, Denver. Beers features interviews with his band friends on the show.

BILLBOARD BOWS: Lanny Lipford, KFIN, Bonham, Tex., writes, "Keep up the good work on your courtesy pamphlets." . . . John Candler, FKSDA, Fort Smith, Ark., sends us a "thank you" for the plug. . . . Lew Wagner, WBEX, Chillicothe, O., writes, "Have received a lot of mail from all over the U. S. and Canada as a result of your kind words in Vox Jox. In return I am urging my listeners and co-workers to read The Billboard and Vox Jox." . . . Ed Zack WOC, Davenport, Ia., is enthused about our pop charts. He says, "This is the first I've written to Vox Jox, and I want to say that the Honor Roll of Hits is the greatest. I use it on a daily show and also your Yesteryear Tops."

Ken Carland, WPOR, Portland, Me., has certainly caused us to change our hat size. He writes: "This is to let you know that we here at WPOR who regularly receive The Billboard enjoy the column very much and have been finding it extremely useful in gauging the trends in music of other music shows around the country, which, of course, is becoming more and more an important factor in this business. The Vox Jox section is the one that's read the first and then posted on the 'community board.'"

YESTERYEAR'S TOPS—

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

- OCTOBER 28, 1944:
1. You Always Hurt the One You Love
 2. I'll Walk Alone
 3. Swinging on a Star
 4. Too-Ra-Loo-Ra-Loo-Ral
 5. Is You Is, or Is You Ain't?
 6. Together
 7. Till Then
 8. Trolley Song
 9. There'll Be a Hot Time in the Town of Berlin
 10. Dance With a Dolly
- OCTOBER 29, 1949:
1. That Lucky Old Sun
 2. You're Breaking My Heart
 3. Someday (You'll Want Me to Want You)
 4. Slipping Around
 5. Jealous Heart
 6. Room Full of Roses
 7. Don't Cry, Joe
 8. I Can Dream, Can't I?
 9. Maybe It's Because
 10. A Dreamer's Holiday

half hours across-the-board. . . . Russ Hall, veteran deejay at WITH, Baltimore, has been moved to a key programming spot at WITH. On October 7, Hall took over the six-day "Musical Show Case" program from 6:05 to 9 p.m. Taking his place on the "All Nite Show" will be youthful Dick Coleman who returns to WITH after a leave of absence to complete his college studies.

Jack Eichman, formerly with KSIS, Sedalia, Mo., is now with KHMO, Hannibal, Mo., handling a six-day week show called, "Jax Wax." . . . Gordon Walsh has returned from TV film work to handle the "Syncopated Sundial" show on WVEC, Hampton, Va. Bob Grove will take over the 9 p.m. "Top o' the Morning" stint. . . . Bill Warren has joined KMBI, Henderson, Nev. . . . Bob Ferriss, KOK, Keokuk, Ia., sends along this cryptic note: "Ferriss departs for Brooklyn on Monday (11). New job is very hush-hush." . . . Chas Royce advises, "After three and one-half years with WADE (CBS affiliate) in Tampa, I am about to terminate my tenure here. I have been appointed manager of WDCF, Dade City, Fla. We are scheduled to fire up November 1."

Lynn McDowell, WBIP, Booneville, Miss., has shifted to the



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The Billboard's 7th Annual Disk Jockey Programming Guide

ANNUAL MUSIC RECORD PROGRAMMING GUIDE

The Billboard

Radio Pays New Rate Cuts As Advertisers Benefit Again

Issue Dated
November 13

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November 4

• Best Sellers in Stores

For survey week ending October 20

This Week	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.	Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE —H. Snow..... My Arabian Baby—V 20-5698—BMI	1	23
2.	ONE BY ONE —K. Wells & R. Foley..... I'm a Stranger in My Home—Dec 29065—BMI	2	24
2.	MORE AND MORE —W. Pierce..... You're Not Mine Anymore—Dec 29252—BMI	3	4
4.	THIS IS THE THANKS I GET —E. Arnold..... Hep Cat Baby—V 20-5805—BMI	4	9
5.	THIS OLE HOUSE —S. Hamblen..... When My Lord Picks Up the Phone—V 20-5739—BMI	5	11
6.	IF YOU DON'T SOMEONE ELSE WILL — Jimmy & Johnny..... I'm Beginning to Remember—Chess 4859—BMI	6	6
7.	EVEN THO —W. Pierce..... Sparkling Brown Eyes—Dec 29107—BMI	8	22
8.	YOU'RE NOT MINE ANYMORE —W. Pierce..... More and More—Dec 29252—BMI	11	4
9.	WHATCHA GONNA DO NOW —T. Collins..... You're for Me—Cap 2891—BMI	7	6
10.	NEW GREEN LIGHT —H. Thompson..... Lonely Heart Knows—Cap 2920—BMI	10	3
11.	LOOKING BACK TO SEE —J. Tubb-G. Hill..... I Miss You So—Dec 29145—BMI	9	18
12.	TWO GLASSES, JOE —E. Tubb..... Journey's End—Dec 29220—BMI	11	3
13.	RIVER OF NO RETURN —Tennessee Ernie Ford.... Give Me Your Word—Cap 2810—BMI	15	9
14.	IF YOU DON'T SOMEONE ELSE WILL —R. Price.. Oh Yes, Darling—Col 21315—BMI	—	1
15.	HEP CAT BABY —E. Arnold..... This Is the Thanks I Get—V 20-5805—BMI	13	11

• Most Played in Juke Boxes

For survey week ending October 20

This Week	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.	Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE —H. Snow..... V 20-5698—BMI	1	22
2.	ONE BY ONE —K. Wells-R. Foley..... Dec 29065—BMI	2	21
3.	EVEN THO —W. Pierce..... Dec 29107—BMI	3	21
4.	MORE AND MORE —W. Pierce..... Dec 29252—BMI	4	3
5.	THIS IS THE THANKS I GET —E. Arnold..... V 20-5805—BMI	7	5
6.	LOOKING BACK TO SEE —J. Tubb-G. Hill..... Dec 29145—BMI	5	15
7.	THIS OLE HOUSE —S. Hamblen..... V 20-5739—BMI	—	2
8.	IF YOU DON'T SOMEONE ELSE WILL — Jimmy & Johnny..... Chess 4859—BMI	7	3
9.	COURTIN' IN THE RAIN —T. T. Tyler..... Four Star 1660—BMI	6	9
10.	DON'T DROP IT —T. Fell..... LBX 0010—BMI	—	10

• Most Played by Jockeys

For survey week ending October 20

This Week	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.	Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE —H. Snow..... V 20-5698—BMI	1	21
2.	ONE BY ONE —K. Wells-R. Foley..... Dec 29065—BMI	2	21
3.	THIS OLE HOUSE —S. Hamblen..... V 20-5739—BMI	3	9
4.	MORE AND MORE —W. Pierce..... Dec 29252—BMI	4	4
5.	THIS IS THE THANKS I GET —E. Arnold..... V 20-5805—BMI	7	10
6.	WHATCHA GONNA DO NOW —T. Collins..... Cap 2891—BMI	5	9
7.	EVEN THO —W. Pierce..... Dec 29107—BMI	6	22
8.	COURTIN' IN THE RAIN —T. T. Tyler..... Four Star 1660—BMI	11	16
9.	IF YOU DON'T SOMEONE ELSE WILL — Jimmy & Johnny..... Chess 4859—BMI	7	5
10.	GOODNIGHT, SWEETHEART, GOODNIGHT — Johnnie & Jack..... V 20-5775—BMI	11	16
11.	COMPANY'S COMIN' —P. Wagoner..... Dec 29300—BMI	—	1
12.	HONEY LOVE —Carlises..... Mercury 70434—BMI	—	1
13.	YOU'RE NOT MINE ANYMORE —W. Pierce..... Dec 29252—BMI	10	2
14.	NEW GREEN LIGHT —H. Thompson..... Cap 2920—BMI	—	1
15.	PLACE FOR GIRLS LIKE YOU —F. Young..... Cap 2859—BMI	9	7

• Folk Talent and Tunes

• Continued from page 22

Wanda on the "Jamboree" are Randall Parker and Smokey Stover. Billy is the writer of such well-known c.&w. ditties as "Dear John Letter," "Forgive Me, John," "Mexico Gal" and "A Heartbreak Ago." Miss Wayne, formerly on the King label, now records for Abbott. In addition to their live show, Billy and Wanda do a daily two-hour jockey stint over KGEM.

Ben Galus, known professionally as Chuck Wilson, author of a number of ditties waxed by top c.&w. names, including "Ride Away," "Divided Heart," "Teach Me to Love Someone Else" and others, was stricken suddenly ill recently while on a business trip to Los Angeles and is now mending from an operation at County Hospital there. His wife, Paulette, is with him. Mail will reach him in care of Airport Motel, 4054 W. Century Boulevard, Inglewood, Calif. Chuck, who is well known around Shreveport's KWKH "Louisiana Hayride," is under contract to Col. Tom Parker, of Jamboree Attractions (Capitol) are touring the Shenandoah Valley of Virginia this week with Brown Eyes and Slim Carter (M-G-M) and the WSWA Farm Hands. . . Jimmy Smith and His Texans are still doubling at the Silver Slipper nitery, Atlanta, while appearing on WSB-TV and radio there making p.a.'s in the area. . . Floyd Wilson, Tennessee singer and songwriter, is the newest property in RCA Victor's c.&w. corral. He debuted on the label last week with a pair of originals, "False Alarm" and "Angels Can't Follow. . . Hank King, Blue Ribbon artist, is appearing on the "Western Jamboree" at WKPA, New Kensington, Pa., and making personals in the Pittsburgh area.

With the Jockeys

Sheriff Tex Davis, c.&w. jock at WCMS, Norfolk, Va., and a popular guy with the talent in the field, reports that a "Grand Ole Opry" unit recently attracted a paid crowd of 4,400 in Norfolk. Nashville contingent included George Morgan, Bill Monroe, Minnie Pearl and Moon Mullican, with Curtis Gordon hopping up from Mobile, Ala., to open the show. For November 6 Davis has the Purina Show lined up for the Wells Theater there, with Eddy Arnold the top feature. Other topnotchers on the bill will be Minnie Pearl, Goldie Hill, Eddie Hill and the Jordanaires. Three performances are skedded. . . Banana-Belt Bob Adkins, of KLER, Lewiston, Idaho, recently interviewed

Jim Reeves, currently touring the Pacific Northwest, on his "Western Requests" program. Other guests on the program included Jim Edward Brown and sister, Maxine; Jerry and Dido Rowley, Leo Jackson and Sonny Trammel. Bob reports that Reeves' "Penny Candy" is clicking handily in the territory. Adkins infos that in recent months his two-hour "Western Requests" seg has been drawing as many as 3,000 letters in a month, very good for that area (20,000 immediate vicinity).

Joe Penny, who the past summer deejayed c.&w., r.&b. and gospel music over WJIV, Savannah, Ga., in association with Jack Holden (RCA), has returned with his Wooden Nickels ork to Club 3, Ishpeming, Mich., where they held forth six months last year. Penny will soon begin an announcer-deejay stint on WDMJ, Marquette, Mich., doubling from the club. . . Eddie Briggs, formerly staff announcer at KCHJ, Delano, Calif., and now with the Navy in Sapporo, Kokkaido, Japan, writes: "I'm now with the Far East Network here and have a big problem. We receive very few d.j. releases from the major diskeries. I'd like for all record companies, promoters and publishers to send me their new record releases. The boys over here seldom get to hear a new song. By the time they finally do, the tune is six months old. R. Murray Nash, of Acuff-Rose, has been sending me promotion disks, and Fabor Robinson, of Abbott Records, has been sending me his firm's releases for quite some time. Please help us. My address is SB, USN, Far East Network, APO 309, San Francisco."

QUIZ-O-THE-WEEK

No Score Yourself
Turn Upside Down!

1. Can you pronounce

T-E-X

2. Can you say Tex Records 3 times fast without stopping for breath

3. What will you do when Tex comes out

4. Did you know Tex is universal (out of this world)

— If You Plan to Order Tex Records You Can Score Yourself 100%

BREAKING FOR A HIT!



JIM REEVES

"PENNY CANDY"

(Looks Like Another "Bimbo")

b/w

"I'LL FOLLOW YOU"

ABBOTT 170

ABBOTT RECORDS, Inc.

6636 Hollywood Blvd.
Hollywood 28, Calif.

Distributed in Canada by
QUALITY RECORDS, Ltd.

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending October 20

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Lists top 10 best sellers in stores.

This Week's Best Buys

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

LOVE ME (Commodore, BMI)—Fats Domino—Imperial 5313
Coming up quietly but with ever-increasing power, this disk is now on the New Orleans territorial chart...

Review Spotlight on... RECORDS

B. B. KING
You Upset Me, Baby (Modern, BMI)
Whole Lot of Love (Modern, BMI)—RPM 416—See "Best Buys."

SPIRITUALS

DIXIE HUMMING BIRDS
Will the Lord Be With Me (Lion, BMI)
Christian Testimonial (Lion, BMI)—Peacock 1736—This group, certainly one of the finest on wax, will undoubtedly please their many fans...

ORIGINAL FIVE BLIND BOYS
Have You Talked to the Man Upstairs (Vesta, BMI)
In the Garden — Peacock 1735 — Here is another top spiritual group, singing fervently of the world of the spirit...

Most Played in Juke Boxes

For survey week ending October 20

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Lists top 10 most played in juke boxes.

R & B Territorial Best Sellers

For survey week ending October 20

- Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.
Atlanta, Balti.-Wash., Charlotte, Chicago, Cincinnati, Detroit, Los Angeles, New Orleans, New York, Philadelphia, St. Louis

Reviews of New R & B Records

THE MIDNIGHTERS
Annie's Aunt Fannie...88
FEDERAL 12200 — A Billboard "Spotlight" 10-23-'54. (Lois, BMI)
Crazy Loving...83
A Billboard "Spotlight" 10-23-'54. (Armo, BMI)
THE ROBBINS
Loop De Loop Mambo...86
SPARK 107—A Billboard "Spotlight" 9-23-'54. (Quintet, BMI)
Framed...84
A Billboard "Spotlight" 9-23-'54. (Quintet, BMI)
THE LAMPLIGHTERS
Yum Yum...80
FEDERAL 12197—The Lamplighters turn in a solid reading here of a new tune that is rather close to the hit "Honey Love" by the Drifters. However, this should help it sell, and it could pull coins and spins. Watch it. (Armo, BMI)
Goody Goody Things...79
Here's another fine side by the boys as they sell a rocking novelty with a lot of spirit and a lot of humor. It, too, should garner many of those juke box coins. (Armo, BMI)
JOHN LEE HOOKER
Bad Boy...77
MODERN 942 — A fine Southern blues sung with sincere feeling by Hooker. Excellent backing. (Modern, Music, BMI)
Cool Little Car...75
Lyrics on this blues item are very blue. Not for jocks but should move on jukes and with Hooker's many fans. (Modern Music, BMI)
CURTIS IRVIN
Cheatin' on Me...77
RPM 417—Curtis Irvin bows on the label with a good reading of a listenable rocker on which he accuses his baby of cheatin' on him. The ork backs him with a beat. Could get foot. (Modern, BMI)
Make a Little Love...73
Same comment. (Modern, BMI)
THE RIVILEERS
Eternal Love...77
BATON 5308—Dreamy and melodious ballad is sung gently by the group with the lead tenor performing ably. Could attract many plays. (Challenge) Carolyn...71
The five boys in the group come thru with a smooth reading of the quiet ballad. The beat is restrained. (Challenge)
BUDDY TATE ORK
Jackie...76
BATON 206—A pretty new tune is handled well here by Tate over smooth and listenable combo backing. It's a good performance, and the side could get action with jocks and on jukes. (Challenge, BMI)
Sent for You Yesterday...75
Here's a swinging instrumental interpretation of the jazz standard by the Buddy Tate crew. Tate turns in some bright tenor work over a wild Basie-type riff by the ork. Good wax here for jazz fans too. (Bregman, Vocco & Conn, ASCAP)

A SURE SHOT! "DOUBLE SHOT" b/w "Time Out" featuring LOUIS BROOKS AND HIS HI-TOPPERS. NASHBORO RECORD CO., Inc. 177 Third Ave. N. Nashville, Tenn. Phone 6-2916

A Sure Fire Hit! FATS DOMINO "LOVE ME" b/w "Don't You Hear Me Calling You" #5313. Sent for You Yesterday...75. Here's a swinging instrumental interpretation of the jazz standard by the Buddy Tate crew. Tate turns in some bright tenor work over a wild Basie-type riff by the ork. Good wax here for jazz fans too. (Bregman, Vocco & Conn, ASCAP)

4 SMASH SIDES! #118 "ANNIE'S ANSWER" b/w "LIVING WITH VIVIAN" Hazel McCollum and the El Dorados with the Al Smith Combo. #116 "LET'S MAKE UP" b/w "PLAY IT COOL" The Spaniels

VEE-JAY Records, Inc. 4747 Cottage Grove Ave. Chicago Phone: WAgner 4-1851

Checker #806 "SHOO DO BE DOO" b/w "SO ALL ALONE" by BOBBY LESTER and the MOONLIGHTERS. CHECKER RECORD CO. 4730 S. COTTAGE GROVE AVE. CHICAGO 15, ILL. PHONE: YENWOOD 4-4242

FROM COAST-TO-COAST THIS IS THE MOST! #1 ATLANTA LOS ANGELES NEWARK RICHMOND CINCINNATI "DON'T DROP IT" SAVOY #1138 by Wilbort Harrison

SAVOY RECORD CO., INC. 58 Market St., Newark, N.J.

HITTING BIG! OO-WEE BABY by LLOYD PRICE #535 #535-45. Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

Another Great Hit by the Boss of the Blues! WELL, ALL RIGHT MARRIED WOMAN JOE TURNER Atlantic #1040

A BIG BIG ONE! JOHNNY OTIS "SHAKE IT" b/w "I WON'T BE YOUR FOOL NO MORE" Peacock #T636. PEACOCK RECORDS, Inc. 2809 Erastus St. Houston 26, Texas

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

BEWARE OF "IT" (Paxton, ASCAP)
KISS-CRAZY BABY (Sheldon, BMI) — Johnny & Jack — RCA Victor 20-5880

The few of the newer country records are making much impression in a generally sluggish market, this disk has made a good showing in the two weeks since release. Richmond, Dallas, Durham, Nashville, St. Louis, Cincinnati and Pittsburgh were among the territories returning good sales reports. Action is pretty evenly divided between the two sides. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

FARON YOUNG

If That's the Fashion (Central, BMI)
If You Ain't Lovin' (Central, BMI)—Capitol 2953—Faron Young turns in two fine readings here on this potent new release. "Fashion" is a touching weeper; "Lovin'" is a bouncy novelty. A good coupling and a coin-grabbing disk.

TERRY FELL

We Wanta See Santa Do the Mambo (Regent, BMI)—"X" 0069—Terry Fell came thru with a big one on "X" with "Don't Drop It" a short while ago. He can do it again with this happy reading of a bright holiday effort. It's cute and chucklesome. Flip is "Let's Stay Together Till After Christmas." (American, ASCAP).

• C & W Territorial Best Sellers

For survey week ending October 20

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. I Don't Hurt Anymore, H. Snow, V.
2. More and More, W. Pierce, Dec.
3. This Is the Thanks I Get, E. Arnold, V.
4. Hep Cat Baby, E. Arnold, V.
5. One By One, K. Wells & R. Foley, Dec.
6. This Ole House, S. Hamblen, V.

Charlotte

1. More and More, W. Pierce, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. One By One, K. Wells & R. Foley, Dec.
5. Your Not Mine Anymore, W. Pierce, Dec.
6. Show Me, Davis Sisters, V.
7. This Ole House, S. Hamblen, V.
8. If You Don't Someone Else Will, R. Price, Col.
9. Whatcha Gonna Do Now?, T. Collins, Cap.
10. Honey Love, Carlisles, Mer.

Cincinnati

1. If You Don't Someone Else Will, R. Price, Col.
2. This Ole House, S. Hamblen, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. This Is the Thanks I Get, E. Arnold, V.
5. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
6. Show Me, Davis Sisters, V.
7. More and More, W. Pierce, Dec.
8. I'm Too Big to Cry, M. Robbins, Col.
9. Out Behind the Barn, J. Dickens, Col.
10. Singing Hills, S. Whitman, Imp.

Dallas-Fort Worth

1. Oceans of Tears, S. James, Cap.
2. One By One, K. Wells & R. Foley, Dec.
3. This Is the Thanks I Get, E. Arnold, V.
4. More and More, W. Pierce, Dec.
5. I Don't Hurt Anymore, H. Snow, V.
6. New Green Light, H. Thompson, Cap.
7. Two Glasses, Joe, E. Tubb, Dec.
8. You're Not Mine Anymore, W. Pierce, Dec.
9. Even Tho, W. Pierce, Dec.
10. Penny Candy, J. Reeves, Abb.

Houston

1. Whatcha Gonna Do Now?, T. Collins, Cap.
2. One By One, K. Wells & R. Foley, Dec.
3. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
4. This Is the Thanks I Get, E. Arnold, V.
5. I Don't Hurt Anymore, H. Snow, V.
6. More and More, W. Pierce, Dec.
7. Penny Candy, J. Reeves, Abb.
8. Oceans of Tears, S. James, Cap.
9. You're Not Mine Anymore, W. Pierce, Dec.
10. New Green Light, H. Thompson, Cap.

Knoxville

1. One By One, K. Wells & R. Foley, Dec.
2. This Ole House, S. Hamblen, V.
3. You're Not Mine Anymore, W. Pierce, Dec.
4. More and More, W. Pierce, Dec.
5. I Don't Hurt Anymore, H. Snow, V.
6. Even Tho, W. Pierce, Dec.

IT'S BIG IN THE WEST AND SOUTHWEST!

BOB WILLS' "TEXAS BLUES"
MGM 11767

HOWDY, PARDNER WAIT FER TEX

• Reviews of New C & W Records

KITTY WELLS

Thou Shall Not Steal85
DECCA 29313—A Billboard "Spotlight" 10-23-'54. (Athens, BMI)
I Hope My Divorce Is Never Granted79
On this side the thrush tells why she hopes that the judge stays her divorce forever. It's a good side, but the flip is stronger. (Milenc, ASCAP)

WAYNE WALKER

You Got the Best of Me79
CHESS 4860 — A Billboard "Spotlight" 10-23-'54. (Arc, BMI)
Now Is the Time for Love77
A Billboard Talent "Spotlight" 10-23-'54. (Arc, BMI)

BONNIE SLOAN

Don't Call Me a Tramp78
COLUMBIA 21311—The thrush turns in a powerful rendition of a melodic new weeper on this release on which she asks her boy friend not to call her a tramp, as she has always been true. It's a good disk, and it could grab juke loot. (Hamblen, BMI)
Alone I Cry76
Another good tune is handed a meaningful reading by the thrush, and it adds up to a good two-sided disk. (Ridgeway, BMI)

T. TEXAS TYLER

Golden Wristwatch78
DECCA 29286—Tyler warbles a weeper with sincerity about sending his faithless gal a wristwatch to remember him by. It's a good slicing that could pull spins and coins. (Fowler, BMI)
River Girl75
A fine vocal by Tyler on a spirited ditty of the "Wild Goose" school. Should get juke and juke attention. (Four Star, BMI)

HAWKSHAW HAWKINS

I'll Take a Chance With You78
V 5890—Slow dreamy waltz ballad is chanted tenderly and warmly. This is a fine slicing, and it will bring pleasure to many. Good sales here to Hawkshaw fans. (Valley, BMI)
Why Don't You Leave This Town?74
Bouncy weeper finds Hawkins sympathetic, and the result is another mighty attractive hunk of country wax. (Tannen, BMI)

PEE WEE KING ORK

I Can't Tell a Waltz From a Tango75
V 5889—The Pee Wee King ork does a right smooth job by the Latin item. Redd Stewart handles the lyrics, of course, and does fine by them. Good listening here. (Harmon, ASCAP)
Peaches and Cream73
This one is cute and bouncy, and it's handed a delicious reading by all. Good two-step wax. (Tannen, BMI)

AL ROGERS

Workin' Man's Blues75
"X" 0064—Rogers sings of the troubles of the working man who does all the work, while the big guys get all the pay. Interesting wax that could get spins in the country market. He sings his record of social protest with feeling. (Fairway, BMI)
I Ain't Spoken For72
Cute novelty is handled persuasively here by Rogers as he explains he is still fancy free. Jocks should spins. (Campbell, BMI)

BONNIE OWENS

Just a Love for Someone to Steal73
"X" 0065—Bonnie Owens, a good singer on the label, tells of her loneliness on this new disk, dueting with herself on the disk via multiple-taping. Deejays can use. (Golden West, BMI)
No Tomorrow69
On this side the thrush is joined by Fuzzy Owens, and they do a pretty duet on the tune. (Ridgeway, BMI)

WERLY FAIRBURN

I Feel Like Cryin'72
CAPITOL 2963—A good vocal job on an appealing weeper by Fairburn that should pull spins in the field. (Mallory, BMI)
Prison Cells of Love71
Same comment. (Mallory, BMI)

THE CARTER SISTERS AND MOTHER MAYBELLE

Are You Afraid to Remember Me?72
COLUMBIA 21316—A pretty ditty in which a girl taunts her boy friend who forsook her for another and lived to regret it. The tune is pleasantly harmonized. (Acuff-Rose, BMI)
He Went Slippin' Around70
With a vengeance tempered with a sense of humor, the girls recount the misfortunes that befall an unfaithful husband. A lively piece of material well handled. (Driftwood, BMI)

JIMMY BRYANT-JIMMY WEST

Stratosphere Boogie71
CAPITOL 2964—A fast-paced instrumental with excellent guitar work. (Central, BMI)
Deep Water69
An able instrumental treatment of a haunting melody by the boys. (Central, BMI)

BUD HOBBS

You're Just What the Doctor Ordered70
M-G-M 11851—Hobbs and a group come thru with an okay rhythmic reading which should please many potential disk buyers. (Hill & Range, BMI)
I Found You Out69
Good material and a sincere Hobbs

reading make this an agreeable hunk of country wax. (American, ASCAP)

CHUCK WELLS

The Marylin' Preacher Man70
COLUMBIA 21312—A happy novelty is sung with spirit by Wells on this new disk. Tune is reminiscent of a score of others, but Wells vocal may help it get spins.
Footloose and Fance Free69
Same comment.

EDDIE DEAN

I Dreamed of a Hillbilly Heaven70
SAGE AND SAND 180—In a dream, Dean sees himself in the other world with dead but remembered country and western personalities (Jimmie Rodgers, Hank Williams, etc.) and is shown the book in which the names of the future tenants of the heavenly mansions are inscribed. Deejays are bound to find this titillating (and maybe controversial) programing. (BMI)
Stealing63
A sentimental tune, with little to recommend it other than Dean's pleasant easy-going vocalizing. (Lorelei, BMI)

AL RUNYON

Iceberg Tears69
CORAL 64187 — Runyon warbles a weeper with appropriate plaintiveness. (Wemar, BMI)
Bonita Chiquita Senorita68
A bouncy vocal item is accorded an okay vocal treatment here. (Northern, ASCAP)

• Reviews of New R & B Records

Continued from page 41

clapping as they ask everyone to join in on the dance. Okay wax. (Jay & Cee, BMI)

SMILEY LEWIS

Too Many Drivers75
IMPERIAL 5316—Blues is a suggestive item with double entendre lyrics. Performance by chanter and ork is good. (Commodore, BMI)
Ooh La La72
Rhythm opus is chanted energetically by Lewis. Good dance wax. (Commodore, BMI)

OTIS BLACKWELL

Ain't Got No Time75
JAY-DEE 794—Here's a fine reading by Blackwell on a sad, blues effort on which he sings of his troubles in a Fats Domino-styled tune. Good performance, but Blackwell needs stronger material. (Beacon, BMI)
My Josephine72
The warbler explains that his girl is the only one in the world for him, over a slightly rocking mambo rhythm. Both sides have a chance for coins. (Beacon, BMI)

GERALD WILSON ORK

Mambo Mexicano Part 1 & 275
FEDERAL 12196 — This one starts wild and gathers momentum as it spins. It has genuine excitement. Many should like it, and it could do a good job of nickel collecting in juve juke spots. (Armo, BMI)

JOUS JORDAN

Put Some Money in the Pot, Boy, 'Cause the Juice is Running Low74
ALADDIN 3264—He's trying to raise loot for some liquid refreshment. Beat is steady, and Jordan works well. There's some juke potential here. (D & M Music)
Yeah, Yeah, Baby73
A rocking beat supports a lively job of chanting by Jordan for another good juke box slicing. (Aladdin Music)

ELMORE JAMES

Standing at the Crossroads73
FLAIR 1057 — James threatens the gal that gave him the gate. It has a good rocking beat. Fans of the chanter will take to it. (Fallr, BMI)
Sunny Land70
Blues with a slow, slow spanking beat is handed a sincere reading by James. Good Southern wax. (Flair, BMI)

JIMMY NEWSOME

My Little Child71
M-G-M 11849—Okay blues and some good Southern style blues reading from the label's new chanter. Good wax.
Do That Thing70
Newsome sounds like a good Southern blues chanter. His version of some familiar sounding material is good enough for some spins on the air and in juke boxes.

WILLIE RESTUM

One Note Boogie71
CAPITOL 2962—There may be little in the way of musical ideas or innovations here, but Restum on baritone sax and his men take a simple riff and take it on a good ride. (Moonlight, BMI)
Restum in Peace Blues70
Restum makes his sax wail in this relaxed but rhythmically solid material. (Moonlight, BMI)

MARVIN (LEFTY) WRIGHT

Kentucky Home Boogie69
"X" 0063—The efforts of Wright on piano, backed by guitar and rhythm, result in some highly imaginative music-making here. Combining technical

FRANKIE MILLER

Hey! Where Ya Goin'69
COLUMBIA 21314 — Miller's casual style sells his material quite effectively. The instrumental backing, particularly the rag time piano, sets the lyrics to a leisurely, jogging tempo that most will like. (Ridgeway, BMI)
It's No Big Thing to Me65
Here Miller slips into the role of the indifferent "good time Charlie" and injects humor and charm into his interpretation. (Ridgeway, BMI)

ZEKE CLEMENTS

Baby, Whatcha Doin' Tonite?69
M-G-M 11852 — Okay rhythm ditty here which should get deejay attention. (Blazon, BMI)
Blue Texas Blues63
Clements and the string band do fine, but the material is just so-so—even for the many Texans. (Blazon, BMI)

CAROLYN BRADSHAW

Oh! I Like It66
CHESS 4861—She used to be bashful, but that was before she discovered the pleasures of smoochin'. Cute and bouncy, the ditty is warbled pleasantly by Miss Bradshaw. (Arc, BMI)
This Is the Night60
Brisk country waltz is listenable, but seems slated to receive only token spins. (Arc, BMI)

BUCK GRIFFIN

One Day After Pay Day61
LIN 1007—Griffin has the high-cost-of-living blues here, and he neatly depicts the hopelessness of trying to get ahead of expenses.
Rollin' Tears50
In a more stereotyped vein, Griffin belts out a sentimental weeper bemoaning the loss of the girl he loved.

finish with bold ideas and lively spirit bring about a pleasing platter. (Campbell, BMI)

Boogie Mambo No. 168
Same comment. (Dayton, ASCAP)

CLAUDE CLOUD ORK

Beginners' Mambo69
M-G-M 11847 — This one could also be called "Chopsticks Mambo," since that is the melody here. The band plays it brightly and with a touch of humor, too. For the mambo fans.
If I Can Live to See the Day65
An unbilled turns in a fair reading here on a new blues effort over routine ork support.

JIMMY GRIFFIN ORK

A Love Like You69
DOT 15223—Tender love ballad is sung appealingly by the thrush. It's a quiet, moody slicing that rests easy on the ears. Should pull some spins. (Gallatin, BMI)
You Took My Loving60
Jean Simms is the vocalist, and she does passably well in this routine blues. (Gallatin, BMI)

THE RAMBLERS

Please Bring Yourself Back Home67
M-G-M 11850 — Good rhythm and blues group here turns in a nice reading of some okay blues ballad material.
Vadunt-Up-Va-Da Song67
More okay singing here on another bluesy piece of material.

THE FIVE DUKES OF RHYTHM

Soft, Sweet and Really Fine67
RENDEZVOUS 812 — Smooth harmony and plenty of spirit characterize the group's efforts here as they describe a real fine chick. A good record but with lyrics on the risqué side, which will make it unacceptable to many jocks.
Everybody's Singing the Blues63
The group does a passable but not overly exciting job on this standard blues riff.

SONNY THOMPSON ORK

Cat on the Keys Part 1 & 265
KING 4746 — This is an original instrumental with boogie beat. Piano work is good, and the beat is well sustained. Okay dance wax. (Jay & Cee, BMI)

• Reviews of New Sacred Records

THE MASTERS FAMILY

It Takes a Lot of Lovin' to Get to Heaven77
COLUMBIA 21313 — The Masters Family comes thru with a bright, happy reading of a litting new gospel effort on this new release. It points a good moral, and it should interest the family market.
Noah and the Mighty Ark76
Here's another fine reading by the group, on which the family gets a chance to show off its singing and talking style on a listenable arrangement. This side, too, is a strong one. Good wax here.

THE LOUVIN BROTHERS

Satan and the Saint69
CAPITOL 2965 — A spirited sacred disk spotlighting a vocal-dialog between the title characters with fine string backing. (Acuff-Rose, BMI)
Swing Low, Sweet Chariot67
An okay vocal job on the traditional spiritual, which should get spins in its market. (Acuff-Rose, BMI)

• Reviews of New Latin American Records

Label	Pop	C&W	R&B
ALADDIN	—	—	1
BATON	—	—	2
BELL	1	—	—
BLUE JAY	1	—	—
CADENCE	2	—	—
CAPITOL	3	2	1
CHESS	—	2	—
COLUMBIA	3	4	—
CORAL	—	12	1
DEBUT	1	—	—
DECCA	3	2	—
DE LUXE	—	—	1
DOT	1	—	1
FEDERAL	—	—	3
FLAIR	—	—	1
GILT EDGE	1	—	—
IMPERIAL	—	—	1
JAY DEE	—	—	1
KEM	1	—	—
KING	—	—	3
LIN	—	1	—
MERCURY	5	—	—
M-G-M	4	2	3
MODERN	—	—	1
RCA VICTOR	6	2	—
RENDEZVOUS	—	—	1
RPM	—	—	1
SAGE AND SAND	—	1	—
SPARK	—	—	1
TICO	1	—	—
TIFFANY	1	—	—
"X"	3	2	1
TOTAL	49	19	23

BURLESQUE BITS

By UNO

Jack Diamond, a long-time favorite comedian now in financial difficulties because of several years of heart trouble forcing him into retirement, is having a fund raised for him by his many friends in showdom. Marty Knopf, treasurer of the Hudson, Union City, N. J., who is in charge of collections, asks that any contribution for this worthy cause be mailed to him in care of the theater. . . . Ann Corio, who has been engaged in TV the past two years on the West Coast, started a starring tour in the comedy-farce "Separate Rooms" on October 28 at the Biltmore in Miami. . . . Currently at the Grand, St. Louis, are Rose LaRose, feature; Marlo Wyman, second strip; Stinky Fields and Sammy Price, comics; Mary Fields, straight woman, and Maurie Wayne, straight man. . . . Billy King is a new burly road show straight man now ably supporting Milt Douglas and Sammy Spears in a First unit. Prior bookings were as house straight man at the Empress, Milwaukee, and Folly, Kansas City, Mo., and in Kane circuit houses and as one of the principals with the Spike Jones instrumental and comedy outfit. . . . Chi Chi, the Cuban Bombshell, is at Quentin Harrington's Rossonian Lounge, plushiest B & B spot in the Denver area, where her Chili Pepper revue shares billing with Horace Henderson and his quintet. . . . Billy Mason is being held over in the role of genial host at the Club Pigalle, New York, where the rest of the talent includes Sally Fields, Cindy Lee, Nicky Ross, Andrea Blake, Sudaye, Linda Marshall, Arlene Day and Jackie Cummings. . . . Madge Carmyle, former burly feature, is now demonstrating Buitoni's spaghetti products in Macy's, New York.

Brandy Martin, a newcomer already co-featured in a Hirs' wheel show by reason of her immaculate

figure, good looks and smart routine strips, was an acro dancer in niteries, a model and a show girl for Billy Rose in his Diamond Horseshoe bistro before coming to burly which she says is the best field from all angles. An advance booking will take her to Harold Minsky's Adams in Newark, N. J., the middle of November. . . . Benita Francis opened at the El Ray, Oakland, Calif., for an indefinite stay. In her dressing room supplied with a TV set by the house's operator, Pete DeCenzie, are co-features Anita Manville, Jean Prescott and Cheri Lee. . . . Jeanne Joyce, who played leads in legit shows and then emerged from the parade girl ranks to become a strip-talking principal for the first time in a First unit doing straights for comic Sammy Spears, is planning on a specialty act in which both she and Spears will be able to use as a vehicle in any channel of theatricals. . . . Jean Stiffler, Barbara Kemp and Patti Laine, under the careful grooming of producer Paul Morokoff, are being used to good advantage between the chorus numbers and strip tease specialties at the Hudson, Union City.

Indie Studios

Continued from page 6

own, he states, he believes that present rental fees, set during the bad days, are unrealistic and that a general boosting of rates is in the offing.

Multiple production companies may become the vogue, Jack Chertok thinks, in order to eliminate waste stage space. An outfit doing two to four shows, Chertok explains, can schedule production so as to shoot every day, keeping a studio going at full capacity continuously. This is not only economic for the studio but for a producer as well.

Doc Merman, studio manager of California Studios, the Gross-Krasne and Ziv-TV lot, says that stages will continue to be rented to independent producers, but only when space is available. The lot is currently bulging at the seams.

With Motion Picture Center controlled by Desilu Productions, and the Roland Reed-Hal Roach lot being a production entity, the trend seems to be very much in the direction of tie-ups between studios and producers, and independent outfits may find in the very near future that the squeeze is on.

Free Trip

Continued from page 8

area. The bankrollers who don't have to shell out a dime can set up the type of contest best suited to their needs. Selection of the winners also will be up to the local sponsor. The winners would consist of a youngster, one of his parents and a local newspaperman.

The deal was set up by Interstate with the National Travel Agency of Denmark, who will bear the cost of ushering the winners thru Denmark, and Icelandic Airways, who will fly the winners across the Atlantic free of charge.

Interstate suggests that the contest take the form of a letter-writing session on "Why I Like Hans Christian Andersen TV film series," but if the local sponsor prefers another format, it will probably be okay with Interstate.

BROADWAY SHOWLOG

Performances Thru October 23, 1954

DRAMAS

All Summer Long	9-23, '54	37
Anniversary Waltz	4-7, '54	229
Caine Mutiny Court		
Martial	1-20, '54	209
Dear Charles	9-15, '54	45
Fragile Fox	10-12, '54	15
King of Hearts	4-1, '54	236
Oh, Men! Oh, Women!	12-17, '53	356
Reclining Figure	10-7, '54	19
The Seven-Year Itch	11-20, '52	806
The Fifth Season	1-23, '53	654
Sands of the Negev	10-19, '54	7
Sing Me No Lullaby	10-14, '54	12
The Solid Gold Cadillac	11-5, '53	404
Tea and Sympathy	9-30, '53	444
The Teahouse of August Moon	10-15, '53	431
The Tender Trap	10-13, '54	13

MUSICALS

By the Beautiful Sea	4-8, '54	228
Can-Can	5-17, '53	612
Comedy in Music	10-2, '53	391
Kismet	11-3, '53	372
On Your Toes	10-11, '54	16
Pajama Game	5-13, '54	168
Peter Pan	10-20, '54	5
The Boy Friend	9-30, '54	28

CLOSED

Blues, Ballads and Sin-Songs	10-4, '54	12
Home Is the Hero	9-22, '54	30
Midsummer Night's Dream	9-21, '54	31

COMING UP

Slightly Delinquent	10-25, '54	
The Traveling Lady	10-27, '54	
The Rain Maker	10-28, '54	

When to Shoot

Continued from page 8

of pace and a resultant increase of interest.

"Foreign Intrigue" is now on the air for Ballantine in 22 markets and has been syndicated to local sponsors in over 40 other markets. The reruns, "Dateline, Europe," have been sold in approximately 20 markets. The property is being syndicated by Sheldon Reynolds Productions thru the William Morris Agency. Bob Cinader of William Morris is in charge of "Foreign Intrigue" distribution. The series, before it was turned over to William Morris a few months ago, was being syndicated by J. Walter Thompson, the agency for Ballantine.

Reynolds, currently in New York for the unveiling of his new "Sherlock Holmes" stanza, is planning a wide variety of new projects. He's closing deals to produce three theatrical feature films in Europe next year, another feature based on "Foreign Intrigue," and a third TV film series. The last named would be shot in the United States. It would feature a lot of location shooting in cities throught the country. To that extent, it would be similar to "Foreign Intrigue," which does the same in Europe.

According to Reynolds, production costs in Europe have gone up over 60 per cent since he started shooting "Foreign Intrigue" in 1950. He advises TV film producers not acquainted with European production methods to stay away from the Continent unless they're prepared to import a full production and technical crew of Americans.

DRAMATIC & MUSICAL ROUTES

Caine Mutiny: (Cass) Detroit.
 Fanny: (Shubert) Philadelphia.
 Fifth Season: (Shubert) Washington.
 Gentlemen Prefer Blondes: (Erlanger) Buffalo.
 Getting Gertie's Garter: (Majestic) Boston.
 Jose Greco: (Shubert) Detroit.
 King and I: (Auditorium) Memphis.
 Moon Is Blue: (American) St. Louis.
 Mrs. Patterson: (Harris) Chicago.
 Naughty Natalie: (Memorial Hall) Joplin, Mo.
 Naughty Natalie: (Convention Hall) Tulsa, Okla.
 Naughty Natalie: (Arcadia) Wichita, Kan.
 Olsen and Johnson Revue: (Selwyn) Chicago.
 Picnic: (Erlanger) Chicago.
 Quadrille With Lunt and Fontanne: (Colonial) Boston.
 St. Joan: (Cox) Cincinnati.
 Seven-Year Itch: (Auditorium) St. Paul.
 Seven-Year Itch: (Iowa) Cedar Rapids, Ia.
 Seven-Year Itch: (Pabst) Milwaukee.
 South Pacific: (Forrest) Philadelphia.
 The Living Room: (Shubert) New Haven, Conn.
 Time Out for Ginger: (Capitol) Salt Lake City.
 Time Out for Ginger: (Marlow) Helena, Mont.
 Time Out for Ginger: (Bow) Butte, Mont.
 Time Out for Ginger: (Fox) Billings, Mont.
 Wedding Breakfast: (Playhouse) Wilmington, Del.
 What Every Woman Knows, With Helen Hayes: (Curran) San Francisco.
 Wonderful Town: (Shubert) Chicago.
 World of Sholom Aleichem: (Parsons) Hartford, Conn.

HOCUS-POCUS

By BILL SACHS

THE ROBERTS, Lucille and Eddie, write from London that their current engagement there is proving an exciting one, with the local magic fraternity going all out to make their stay a pleasant one. Following their London stand, Lucille and Eddie have a week each in Scotland, Manchester, Liverpool and Paris plus three days in Switzerland, after which they hop to Italy. They return to the States in time for a December 2 opening at the Cleveland Statler Hotel. . . . Dolly Snow, of the Baker Magic & Novelty Company, Washington, typewrites that her boss, Harry Baker, is back in harness at the shop after a jaunt to Fargo, N. D., where he showed for the local Elks. He also did a show at the Veterans' Hospital there, sponsored by the same club. Dolly reports that things are looking up for magic in the Washington area. . . . An agent approached us the other day with a proposition, calling for 20 weeks overseas for USO, for a good five-people comedy magic unit. If interested, drop us a line. We'll put you in touch. . . . By the way, what's become of Mandrake the Magician. Have had numerous inquiries on him recently. . . . J. Wesley Blair, magician and lecturer, after closing with Charles Zern's Circus Side Show at Laurensburg, N. C., is en route to Cleveland to open the season at the Garden Theater there October 30. . . . Mello Jones has returned to Chicago after a long absence and has leased Al Sharpe's Studio of Magic there for an indefinite term. . . . Vic Torsberg has left the National Magic Company, Chicago, to enter the patent medicine field. He fills in occasionally at Ireland's magic emporium in the Windy City whenever the boss lady, Frances Marshall (Ireland), hops off to spend a few days on the road with her husband, Jay Marshall. . . . The Chicago magic lads are still talking about the excellent lecture Philadelphia's Jack Chanin regaled 'em with recently. . . . Del Ray is at Chicago's Palmer House, with Jimmy Jimae holding forth at the Silver Frolics in the same village.

who heads Junior Magic, is doing the same thing. Copycats! . . . Marvin Roy is set for a January opener with the icer at the Conrad Hilton Hotel, Chicago. . . . The Amazing Randi, magus and escapologist, playing niteries in the Montreal area, cracked one of the local dailies there recently with a prominent story and two-column photo describing his escape from a local bastle in a special demonstration for the town's gendarmes. . . . George and Marie, of the Rae-Jo-Lene Company, managed and piloted by R. P. Crotser, are back home in Cherryvale, Kan., after a four-month vacation in Yellowstone National Park, Wyoming. During their stay in Yellowstone, George and Marie gave five performances at Lake Lodge, attracting more than 500 people at each showing. Mr. and Mrs. Jacobs, of the Percy Abbott magic factory, Colon, Mich., visited them during their stay there. The Rae-Jo-Lene unit, five people, is now prepping for a winter tour. Two trucks and two trailers will tote the outfit.

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THE FINAL CURTAIN

ALEXANDER—W. E., 63, operator of flea circuses for over 30 years, October 16 in Long Beach, Calif. (See Circus department for details.)

BALSTON—Alice, 48, wife of Louis A. Balston, veteran outdoor showman formerly with the Don Franklin Shows, October 3 in Beaumont, Tex. In addition to her husband, she is survived by a daughter, Camille.

BREWER—A. S., 26, outdoor showman and son of A. S. Brewer, concessionaire with Dyer's Greater Shows, October 9 in Jackson, Tenn. At one time he had served on the faculty of the University of Tennessee. Survived by his widow, three sons, his parents and a sister.

DRANEY—Richard, 40, owner of Costumes Unlimited, Chicago, October 6 in Chicago. He had operated the costume firm for over nine years. Survivors include his widow, Martha; a daughter, Elizabeth and a son, Richard.

GRADSTEIN—Alfred, 51, Polish composer, best known for songs for children and for popular music for voice and instruments, recently in Warsaw.

HILL—John S., 63, trick horse rider in Wild West shows of many years ago, October 12 in Fitzgerald-Mercy Hospital, Philadelphia. He appeared in Keith's vaudeville and in

presentations of the Chicago Grand Opera Company and with several circuses. Surviving are his widow, Susie E.; two sons and his mother. Services and burial October 15 in Media, Pa.

MAJOR—Clare Tree, 74, producer of the touring Children's Theater troupes, October 9 in New York. An experienced actress when she moved to Broadway in 1914, she began sending the troupes across the country in 1927. By 1938 she had six touring companies, specializing in many of the children's classic stories. A daughter, Dorothy, who acted in many of the plays her mother dramatized, survives.

MERRILL—B. Winford, 90, violinist, composer, music textbook author and dean emeritus of Indiana University, recently in Bloomington, Ind.

PARKER—Mrs. Mary, 26, formerly with the J. M. Sheesley and John H. Marks shows, September 24 in Columbus, Ga. She was the niece of Clarence and Madge Thames. Survived by her husband, Charles; a son, Raymond; her parents, Mr. and Mrs. A. T. Thames, and a sister, Mrs. Betty King.

PERLMUTTER—Sholom, 70, historian of the Jewish theater and playwright, October 19 in Brooklyn. He was vice-president and a founder of the Hebrew Actors' Union and representative of the Society of Jewish Composers and the Jewish Playwrights' League. After a brief period as an actor he turned up writing such plays as "Abi Gezundt" and "Narishe Tates." He was also author of the book Jewish Dramatists and Jewish Composers. A daughter and four sons survive.

PRICE—William R., 47, operator of the Ozark Fun Frolles Company, October 13 in Butte, Mont. Survived by his widow and his mother.

HARLEY SADLER

Harley Sadler, 62, veteran Texas tent showman and a member of the Texas State Legislature, died at Avoca, Tex., October 19. Details of his passing are lacking as we go to press.

A veteran of more than 40 years in show business, the deceased was the best known show owner and manager in American tent show history. His shows, among the largest tent repertoire organizations ever to tour in this country, played the Texas territory for more than 35 years. The Sadler name was virtually a household word in the Lone Star State. In addition to playing week stands in repertoire, the Sadler tent show played extended stock engagements in various Texas cities, including Waco and Amarillo, for many years. His home was in Sweetwater, Tex.

Sadler ran away from home at an early age to join a carnival. Later he trouped with various stock, tab and rep organizations, and also appeared for a time as a showboat performer. He organized his show nearly 40 years ago, and operated it until 1942, when he announced his retirement because of his entry into Texas politics. He reorganized his show in 1947, using the equipment of the Joe and Marion McKennon Players, and toured for several years before entering final retirement.

In 1942, he was elected to the Texas House of Representatives, where he served four terms. He retired from politics for several years to look after his oil interests. Later he returned to politics and was elected a State senator, a post he held at the time of his death.

Surviving are his widow, Billie, who was featured with him in his various shows; a brother and a sister.

ROSE—Stanley, 54, literary agent, publisher and operator of the Pickwick Book Shop in Hollywood, of a liver ailment October 17. As both agent and publisher, he was instrumental in the development of many writing careers.

SKOURAS—Charis P., 65, president of Fox West Coast Theaters, of a heart ailment in Cedars of Lebanon Hospital, Hollywood, October 19. One of America's greatest theater magnates, Skouras was stricken with a heart attack in Los Angeles last week. At his bedside when he died was his wife of 44 years, Mrs. Florence Skouras. The theater executive was known for his philanthropic and civic endeavors to advance the American way of life. During World War II he directed the sale of more than two billion dollars' worth of war bonds. One of his fondest undertakings was the building of the two-million-dollar Saint Sophia Greek Ortho-

dox Cathedral in Los Angeles. A Greek immigrant boy, he landed in New York in 1908. Joined by his two brothers, he purchased a theater in St. Louis and entered the new movie industry in 1914. The theater later expanded into a chain. In 1931, after losing everything in the stock market crash, the Skourases signed to manage 47 bankrupt Fox Metropolitan Theaters in New York. Within a year they had a total of 450 theaters throughout the country. In addition to his widow he is survived by his brothers, Spyros Skouras, president of 20th Century-Fox, and George, president of United Artists Theaters.

SMITH—Joe J., 71, well-known St. Louis booking agent, October 14 in St. Louis. Services and cremation October 16 in St. Louis.

STANDISH—Royal Hanford, 82, former gymnast with several of the bigger circuses and known professionally as Eddie Martyne, October 14 in Bridgeport, Conn. Survived by his sister, Mrs. Lillian Orton, Westport, Conn. Burial October 16 in Bridgeport.

SWAIN—Mrs. Cora Lee, 75, former vaude performer, October 12 in Hartsville, Mo. She and her husband had traveled over the nation for a number of years, presenting a trained bird act. He died in 1935. A sister survives. Burial in Springfield, Mo.

TALIAFERRO—Edmund P. III, chairman of the board of the First National Bank, Tampa, October 16 in a local hospital of injuries sustained in an automobile accident. He was treasurer and director of the Florida State Fair and Gasparilla Association and was treasurer of the Tampa Centennial Committee. Besides his widow, he is survived by a son, E. P. Taliaferro Jr., Tampa; a daughter, Mrs. Sally Bell, Baton Rouge; two sisters and two brothers. Interment in Myrtle Hill Cemetery, Tampa.

TEMPLE—Richard, 81, veteran actor and panel member of the TV show, "Life Begins at 80," October 14 in New York. Born in England, he was brought to this country by the Shuberts and appeared in many of their productions. Among the shows in which he was seen were "The Better 'Ole," Ruth Chatterton's "Pygmalion," "She Stoops to Conquer," "Rebecca" and "Sons O' Guns." A stepdaughter survives.

UHL—Jacob J., 60, musician, October 17 in Presbyterian Hospital, Philadelphia. He played violin with Meyer Davis' orchestra and with the Station KWT studio orchestra, Philadelphia. Surviving are his widow, Blanche, and a son. Services October 21 in Drexel Hill, Pa., with burial in Arlington Cemetery, Drexel Hill.

WAGENHALS—Mrs. Caroline Francis, 80, widow of Lincoln A. Wagenhals, Broadway theatrical producer, October 19 in New York. Her husband was a member of the producing firm of Wagenhals & Kemper, which produced "Paid in Full," "Seven Days," "The Bat" and other plays. He died in 1931.

WISNER—Arthur, 54, manager of the Kansas City (Mo.) Philharmonic Orchestra, October 18 in that city. He had helped to organize Community Concerts, Inc., later associating with Columbia Artists Management, Inc. He had formerly been an executive vice-president with Columbia.

WOODFORD—Mrs. Fredrika H., 64, former vaude performer, October 19 in New York. She had performed with her late husband, Harry E. Woodford, in the vaude team of Jarvis and Harrison. A son and a daughter survive.

YOUNG—Mrs. Flora Morgan, 93, one of the earlier members of the Metropolitan Opera Company, October 19 in Uxbridge, Mass. She had sung at the Met in 1883 as Flora Echart in "Faust" and other operas.

BIRTHS

SULLIVAN—
A son, Robert Stuart, to Mr. and Mrs. Lee A. Sullivan Jr. October 18 in Passavant Memorial Hospital, Jacksonville, Ill. Father is chief engineer at Eli Bridge Company. Paternal grandfather, Lee A. Sullivan Sr., is president and general manager of the company.

ZIDE—
A son to Mr. and Mrs. Zide October 15 in New York. Father, now in the Coast Guard, was formerly with Allied Exchange, Detroit.

HELLING—
A daughter, Lisa Lynn, to Mr. and Mrs. Jack Helling October 5 in Denver. Father is traffic director for KTLN, Denver. Mother is a TV advertising exec.

IN LOVING MEMORY
AGNES MORRIS
Who passed away October 26, 1949.
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IN KIND AND LOVING MEMORIES OF
Mrs. Bertha R. Melville
who passed away October 26, 1950.
Gone but not forgotten.
MARY AND EDDIE PASTERCYK

RUBE NIXON
Passed away October 26, 1948.
"Still just away."
Loving Wife
VERNA NIXON

Reviews of New Pop Records

Continued from page 38

LEONARD PENNARIO-LES BAXTER ORK
Midnight on the Cliffs 75
CAPITOL 2950—This oddly titled tune is an interesting piece of mood material, played in lush style by the pianist and the full Baxter ork. It sounds like movie music, and it has a chance for some action. (Ardmore, ASCAP)
Dream Rhapsody 73
Classical pianist Leonard Pennario turns in a healthy rendition of a tune adapted from Cesar Franck's symphony, backed in big style by the Les Baxter ork and a chorus. Should get much jock use. (Ardmore, ASCAP)

THE ROVER BOYS
Show Me 75
CORAL 61271—A Billboard Talent "Spotlight" 10-23-'54. (Trinity, BMI)
You've Got It 70
A Billboard Talent "Spotlight" 10-23-'54. (Tannen, BMI)

TOMMY DORSEY ORK
Papa Loves Mambo 75
BELL 1064—A spirited cover of the Como click. Thrush Lynn Roberts sings the novelty prettily, and the ork and chorus provide solid backing. (Shapiro-Bernstein, ASCAP)
Not as a Stranger 69
The gentle ballad is sung capably by Bill Raymond. Good contrast to flip. (Ben Bloom, ASCAP)

THE FOUR TOPHATTERS
It Should've Been Me 75
CADENCE 1243—A piece of material that did very well in the r.&b. field a few months back. While this does not have the excitement of the original, it is effectively styled and could make something of a splash.
Dim, Dim, the Lights 75
The lead singer of the group indicates that he is ready for action. A listenable tune with an engaging bouncy beat.

WOODY HERMAN ORK
Mexican Hat Trick 74
CAPITO 2960—This is a swinging version of the familiar "Mexican Hat Dance." The Billy May-Woody Herman arrangement sparkles, and the result is a first-rate instrumental which jocks will go for. (Maytime, BMI)
Sleepy Serenade 72
Here's a smooth and lovely reading of the familiar tune. The Herman reed section leads into a fine trumpeted brass passage. Good listening. (Leeds, ASCAP)

CLARK DENNIS
Our Lady of Guadalupe 73
TIFFANY 1311—Sincere, full-voiced vocal by Dennis and chorus on a sacred song. Lush backing. (Doney, BMI)
The Ten Commandments 72
A stirring pop-sacred item. Dennis contributes an excellent vocal to a musical production complete with chorus and crashing cymbals. (Sherwin, ASCAP)

BERNIE LEIGHTON ORK
Alibi Baby 73
COLUMBIA 40344—Hokey piano and ork to match project the opus attractively, while the vocal group does okay by the lyrics. Could do some tavern juke business. (Robert, ASCAP)
The Pal That I Loved Stole the Gal That I Loved 70
The same here on a real old oldie. Good coupling. (Feist, ASCAP)

ANNA MARIA ALBERGHETTI
Song From Desiree 73
MERCURY 70478—The young soprano contributes a lyrical vocal on the hauntingly beautiful waltz theme from "Desiree." Marion Brando's forthcoming movie. Should get jockey plays. (Miller, ASCAP)
Kiss, Kiss, Kiss 67
The canary pulls a style-switch on this disk, and sings sexy, a la April Stevens, but it doesn't come off. She's much more effective on the flip. (Criterion, ASCAP)

MARRIAGES

GRABINSKI-GUDEWICZ—
Leo Stanley Grabinski, saxophonist and clarinetist with several Polish orchestras, and Phyllis Gudewicz, non-pro, October 16 in Bridgeport, Conn.

HALL-DAVIS—
Roy Hall Jr., manager of the Hall Magic Company, Detroit, and Jeanine Davis October 16 in Detroit.

KUHLMAN-RELLIM—
Melvin Kuhlman and Joyce Lo Rellim, daughter of Mrs. Grace Rellim and the late Lloyd B. Rellim, October 9 in Quincy, Ill.

LUNCEFORD-HENDERSON—
Sgt. H. W. Lunceford, with the U. S. Army in Camp Stewart, Ga., and Mrs. Inez Henderson, formerly with Hill's Greater and World of Today shows, September 20 in Ridgeland, S. C.

MARTIN-CURTIS—
Bob Martin, program director at KMYR, Denver, and Nancy Curtis, non-pro, October 16 in Elmhurst, Ill.

MURCOTT-FOSTER—
Joel Murcott, radio-TV script writer, and Dianne Foster, film actress, October 16 in Owensboro, Ky.

PAISLEY-BIEGLER—
William John Paisley, non-pro, and Rose Madaline Biegler, former member of Ice Capades, recently in Regina, Sask.

BLUE BARRON ORK
Fooling 72
M-G-M 11858—Bob Marshall is the chanter fronting the ork, and he awards the pretty ballad a polished reading. The ork meanwhile backs him with a graceful solo. (United, ASCAP)
The Best Things Happen While You're Dancing 72
A distinctive Blue Barron reading of the tune from Irving Berlin's "White Christmas" is fine for listening and dancing. Lyrics are taken smoothly by a chorus. (Berlin, ASCAP)

MORRIS STOLOFF ORK
Stars Fell on Alabama 72
MERCURY 70472—Here's a lush, melodic rendition of the lovely standard by the Stolloff crew. The instrumental should pull deejay spins. (Mills, ASCAP)
By the Waters of Minnetonka 71
Same comment. (Presser, ASCAP)

THE FOUR JOES
Hajji Baba 72
M-G-M 11857—Here's a listenable interpretation of the involved movie tune by the boys, on their debut on the label. If the tune gets any action, this version will get some coins. (Remick, ASCAP)
In Your Loving Care 71
Okay reading of a new ballad by The Four Joes as they bow on the label. The boys have a blend, but they need some excitement. (Melrose, ASCAP)

AL ROMERO QUINTET
Mr. Pogo 72
V 5887—This is a mambo with a few novel gimmicks that will be welcomed by deejays. The combination of vibes, piano and guitar against rhythm section makes for a bright sound. (Roxbury, ASCAP)
Muskrat Ramble Mambo 71
Mambo fans will like this listenable instrumental version of a tune currently riding the charts. Taken at a leisurely pace, it is easy on the feet as it is on the ears. (Simon, ASCAP)

BILL FARRELL
Booten Baby 72
MERCURY 70474—Farrell wraps up a bouncy novelty item with considerable spirit and drive. Should appeal to young juke fans. Okay debut wax by Farrell. (Mills, ASCAP)
Runaround 70
Farrell seems even more stylized here than he did a few years ago when he was on the M-G-M label. The tune is a good one, but there are better versions out. (Arc, BMI)

JERRY MARTIN
Where Can You Be? 72
CORAL 61274—An okay vocal job on a pretty ballad. (Manor, ASCAP)
One Day 69
Same comment. (Mills, ASCAP)

THE FOUR FRESHMAN
Mood Indigo 71
CAPITOL 2761—All the interest being stirred up on this oldie via the Frank Petty Trio dishing has resulted in taking this version out of a recent Four Freshman album. It is good coverage. (Gotham, ASCAP)
Love Turns Winter to Spring 71
More good chanting by the boys on an attractive ballad. (Vanguard, BMI)

STEWART ROSE
Missing 71
"X" 0061—Shuffle beat ditty is a good one and deserves plenty of spins, but Rose's reading is a bit too stiff for this kind of material. (Melin, BMI)
Teresa 70
This is a first-rate girl song, and it's nicely performed. (Sherwin, ASCAP)

BILLY MOORE QUARTET
Pour the Corn, John 71
M-G-M 11848—A pop waxing of a novelty ditty with a spirited vocal job by the quartet.
Here It Is, Come and Get It 69
A zippy vocal treatment of a bouncy tune, which should get some spins.

THE DOLPHINS
If I Had a Million Dollars 70
"X" 0062—The group turns in a spirited reading of an okay ditty in a Latin-American beat. (Rytvoc, ASCAP)
Any Old Night 70
The tune is a fine oldie; the reading is apt. (Warock, ASCAP)

TONY TRAVIS
Was That the Human Thing to Do? 70
V 5895—Tony Travis, a newcomer to the label, turns in a good reading here of the oldie over smart backing. Travis sings a listenable song, and he is worth watching. (Witmark, ASCAP)
Until You Fall in Love 68
Okay reading here of a new ballad, but the material doesn't help him much. (Leeds, ASCAP)

BILLY VAUGHN ORK
Melody of Love 69
DOT 15247—Fiddles project the slow waltz melody for a relaxing side, with sax helping out on solo. The effort has an ingratiating old-fashioned quality and should earn some spins.
Joy Ride 66
The Dot musical director leads his ork in an instrumental original that bounces lightly thru a pleasant melody. (Randy Smith Music Corp., ASCAP)

IN MEMORIAM
E. H. BROOME
Died October 18, 1952
A Loyal and True Friend,
Still Sadly Missed.
W. E. PAGE
PAGE BROS.' SHOWS

IN LOVING MEMORY
of our Dear Friend
E. H. BROOME
Died October 17, 1952
Gone but not forgotten
JOHN & IRENE DENTON
HOWARD & FRANCIS PIERCY
NORMAN & MARGUERITE ANDERSON
MAW BURKETT

To
"HAPPY"
In memory—my Pal
who passed away October 16, 1953.
The heartbreak of our parting
Hurts more than I can say.
I'd give all my tomorrows
For just one yesterday.
MARIE

IN MEMORY
Of My Beloved Husband
D. C. (MAC) McDANIEL
Died in Spartanburg, S. C.,
October 29, 1933
Bertha (Gyp) McDaniel

In Loving Memory of Our
Daughter Who Passed
Away Oct. 29, 1943.
"Darling, You Are Con-
stantly in Our Thoughts"
Harley and Billie Sadler
ADLER ALLEN

WILL THERE BE ANY PAPER TONIGHT?

The four telephone lines into The Daily Times office rang constantly. And every question was the same, "Will there be any paper tonight?" This, the staff was trying to answer for the paper has never missed an edition since it was started in 1896.

But this is one time the record would have been broken but for the co-operation of Johnny J. Denton, owner of the Gold Medal Shows, at the Wilson County fair. He stopped work on the damaged equipment out there and rolled two huge diesel generators on a trailer up to the Times office to supply the necessary power, for everything here runs by electricity.

The City of Wilson electric crews were working to get the line open but no time could be given when this would be accomplished, for so great was the damage to the line that supplies the Daily Times power.

The staff at the Times office found that coping with a hurricane is even harder than with a fire. Back in 1913, the plant was practically destroyed by fire but the paper still came out. A job press was moved into the basement of the Branch Banking and Trust Company and the paper printed, although in an abbreviated form.

Today, nothing could be done, for everything works by electricity. The biggest story in the history of Wilson was ready to be printed with no way to do it. The news staff and photographers were on the streets taking pictures as soon as possible with no way to make them. But a way was found and the record is not broken, thanks to the management of the Gold Medal Shows.

(Reprinted from The Wilson (N. C.) Daily Times, October 15, 1954)

Superior, Wis., Fair Hit by \$100,000 Fire

4,000-Capacity Grandstand, Exhibit Bldg., Concession Stands Destroyed

SUPERIOR, Wis., Oct. 23.—Fire of an undetermined origin early Wednesday (20) swept the Tri-State Fairgrounds here, destroyed the 4,000-capacity, frame grandstand, several buildings and six concession stands.

Damage was estimated at \$100,000. Of this loss, about two-thirds was covered by insurance, Seegar Swanson, fair secretary, said.

Plans for the '55 fair have been held in abeyance pending settlement of insurance claims and a

joint decision by the fair board and the Douglas County Board of Commissions on rebuilding the structures lost. The county owns the grounds and buildings, and

• Continued from page 57

GOODS, FRONTS, CANVAS CLAIMED BY HURRICANE

Thousands of Dollars' Grosses Counted by Fairs and Showmen

NEW YORK, Oct. 23.—Hurricane Hazel, the third violent wind and rainstorm to smack eastern outdoor show business ventures this season, caused thousands of dollars in property damage while wiping out several hundred thousand dollars worth of potential revenues.

Some small operators were virtually wiped out at the very tail end of a season that was well below expectations, as their concessions were ripped apart and merchandise ruined. Show operators, measuring physical damage to rides, canvas and fronts in thousands of dollars, saw even greater amounts lost to the storm's wrath as grounds were virtually inundated and prospective patrons stayed home to repair damages to their own properties.

Despite the violence of the storm and the center location of a number of mobile, and presumably fragile, units, the physical damage was not as great as might be expected. The mighty Ringling Bros. and Barnum & Bailey Circus saw a number of poles snap in the wind but was hurt principally in having to refund money for both Rich-

mond, Va., performances on Saturday (16).

The carnival companies were more severely hit. The John H. Marks Shows, showing the Clinton (N. C.) Fair, lost about \$14,000 in physical property as two Ferris Wheels were toppled and mangled, and girl and posing show fronts and canvas were ripped. Additionally, about 45 out of some 60 concessions booked with the organization were reported demolished.

Prell's Broadway Shows, at the Greenville (N. C.) Fair, torn down early and escaped the full force of the storm. Damage was reckoned in only a few hundred dollars although a Jones' bingo unit suffered considerable damage when it was impossible to get the top down in time. One truck, used as a stake-out, reportedly was blown into the air and came down on its side. A gross income of possibly \$6,000

4 MONTHS \$\$

Jersey Bingo Earnings Set At \$3 Million

NEW YORK, Oct. 23.—In the first four months of legalized bingo operations in New Jersey, 4,560 games were held and netted about \$3 million for charity. The potential from bingo and raffles was placed at close to \$20 million during the first year.

In order to operate, a group must register with the State Legalized (Continued on page 57)

DALLAS ON WAY TO TOP 2,387,140 GATE RECORD

Leads Entering Last 4 of 16 Days; Pulls 296,784 in Day for New High

DALLAS, Oct. 23.—Its biggest middle weekend in history helped put the State Fair of Texas far ahead of last year in attendance for the first 13 days of the 16-day run and added to grosses thruout the fairgrounds.

During the four days from Friday (15) thru Monday (18) attendance totaled better than one million for the first time in such an abbreviated period—1,005,689, to be exact.

Biggest day was Saturday (16), when the total reached the all-time high of 296,784, cracking the Dallas fair's own single-day record and presumably setting a new world's record for one-day attendance. The Canadian National Exhibition at Toronto was reported to have set a new world's record with 296,500 on September 28.

The fair's attendance hit the one-million mark on the seventh day of the fair and passed the two million mark on the 13th day, Thursday (21), a day earlier than this point had ever been reached before.

Favored with fine weather, which was predicted to hold thru the closing day Sunday (24), the fair seemed certain to break its own national attendance record of 2,387,140, established in 1952.

Friday (15), Elementary School Day, accounted for a gate of 248,960, bolstered by about 120,000 free gate admission tickets which

had been distributed to school kids in the surrounding area. Dallas street car and bus company also helped by distributing about 7,000 round-trip fares to pupils in Dallas County.

The whooping Saturday started out big and stayed that way. Fair's previous single-day record of 289,307 was established in 1950 with the help of two sellout college football games in the Cotton Bowl, but this year's biggie had only a high school game in the stadium, which drew less than 10,000.

Biggest factor was Rural Youth Day, figured to have brought at least 100,000 Four-H club members, Future Farmers and Future Homemakers from all parts of Texas, some riding all night to reach the fair from points as far away as 600 miles. An exact count showed that 3,435 school buses helped the kids to the fair, along with private transportation. There were so many buses that fairgrounds parking space was not adequate and many of the buses had to be parked on streets adjacent to the grounds. By comparison, an estimated 3,000 buses were on hand last year.

Fair fed estimated 60,000 at the rural youth picnic at noon; the rest ate on their own at concessions on the fairgrounds.

Another factor in the big day may have been the distribution of

some 80,000 free gate admission ducats to pupils of schools in adjoining Tarrant County for Fort Worth Day.

Sunday (17) was another big (Continued on page 49)

Monsour Named Shreveport Fair Secretary-Mgr.

SHREVEPORT, Oct. 23.—Joe Monsour, long-time aide to the late William R. Hirsch, secretary-manager of the Louisiana State Fair, has been named to fill that post.

Monsour has been associated with the fair since 1925 and is widely known among fair executives and outdoor show people. He has been a director of the fair since 1949 and was elected vice-president last December.

He heads up the Monsco Plumbing and Industrial Supply Company, a wholesale outlet of this city.

Gordon Earl Takes Can. Rodeo Crown

CALGARY, Alta., Oct. 23.—Gordon Earl, Newgate, B. C., captured the Canadian championship all-round cowboy title as well as bull and steer riding and bareback bronk riding honors on the basis of points compiled by the Cowboys' Protective Association. Other title winners were: Saddle bronk, Marty Wood, Bowness, Alta.; calf roping, Cliff Vandergrift, Turner Valley, Alta.; steer decorating, Bud Van Cleave, Taber, Alta.; chuckwagon racing, Commodore Allen, Vulcan, Alta.; wild cow milking, Bill Collins, Stettler, Alta.; wild horse racing, Orville Strandquist, Stettler, Alta.

Globetrotters Spark Galloping Box Office

• Continued from page 1

the Saperstein organization into many branches of show business. In recent years the teams have become big users of variety acts such as acrobats, jugglers, unicyclists and trapeze artists, etc., as half-time attractions. Eight such acts were used by the European unit this summer, and the South American unit carried a total of five acts.

Featured in Movies
The Globetrotters have been featured in two motion pictures, one made by United Artists, the other by Columbia Pictures. Abe Saperstein TV Enterprises, an outgrowth of the cage troupes, is now producing kid films for television and has two series already in the can, "Kid Magic" and "Tick-Tock-Tales." Stage World, an office engaged in personal management and booking of night club artists, is a Saperstein enterprise managed by veteran booker Phil Phillips. And in 1955, an automobile thrill show, produced by Newberry Thrill Enterprises, is scheduled to tour Europe under the sponsorship of Saperstein.

Not only has the organization expanded in show business, but has

broadened its basketball foundation. Saperstein now controls, in addition to the Trotters, seven other cage teams that play major indoor and outdoor spots. The firm owns the Kansas City Stars, Chicago Brown Bombers and Boston Whirlwinds, the latter this year featuring the high-scoring Bevo Francis. In addition, it handles bookings for the House of David, Toledo Mercury's, Washington Generals, Philadelphia Spas and the Honolulu Surf-Riders.

Publicity Pays Off
While much of the aggregation's popularity stems directly from its novelty, a show business approach in booking, exploiting and publicizing the attraction is important. After a date is booked, the first advance man moves into the town six weeks before the game. He scales the auditorium or stadium, supervises the circulation of placards and three sheets and helps set up the box office.

A complete report of the layout then goes to the publicity department in Chicago which arranges to service newspapers and radio and (Continued on page 57)

Fried, Gerber Ink Langhorne For 10 Years

LANGHORNE, Pa., Oct. 23.—Promoters Irv Fried and Al Gerber have signed a 10-year lease with owners John H. and E. Pauline Babcock for operation of Langhorne Speedway, it is announced.

Former operators of Yellow Jacket Speedway in Philadelphia, Fried and Gerber took over at Langhorne in 1951, and have presented sanctioned big cars, stocks and motorcycle events.

Improvements slated for the one-mile plant include improving the grandstand area, arranging for parking in the infield, and a two-mile course for foreign and sports car racing.

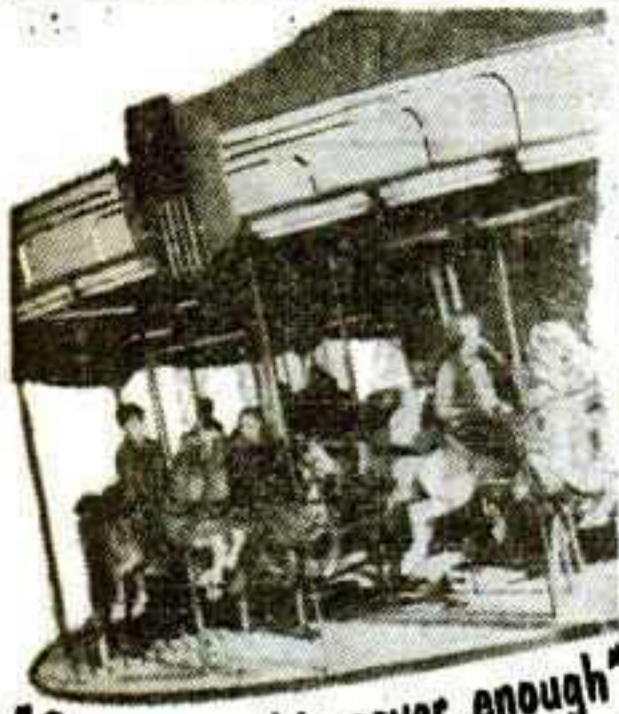
Imperial Fair Inks Ice Show

IMPERIAL, Calif., Oct. 23.—"Stars Over Ice" will be featured at the California Mid-Winter Fair here for the full nine days of the exposition starting February 26, D. V. Stewart, secretary-manager, said. The attraction is booked by Hunt-McCafferty Agency in Hollywood and this will be the second straight year for it to be presented in front of the grandstand.

The ice skating tank will be enlarged with a 20 by 40-foot rink being used. There will be 20 in the cast with Gloria Dawn.

Act Breakdown at Moncton Clarified

NEW YORK, Oct. 23.—Sandy the Seal, Rene and Jim and chimps Koko and Bongo were booked into the Sportsmen's Show & Fall Fair at Moncton, N. B., September 13-18, by the William Shilling agency. It was incorrectly inferred in the October 9 issue that talent in the stadium there was a Hamid unit. The Bouncing Bodos and Linon, tramp wire act, were the only Hamid acts on the bill, according to contracts signed by J. D. Sparks, of the sponsoring Association of Kinsmen's Clubs.



"Once around is never enough"



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MERRY-GO-ROUND RECORDS, RECORD PLAYERS AND TAPES, RIDE TIMERS, CANVAS TOPS, SIDE WALLS AND COVERS, PARTS AND ACCESSORIES FOR ALL ALLAN HERSHELL AND SPILLMAN RIDES.

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Hetzer to Open Booking Office In Los Angeles

HOLLYWOOD, Oct. 23.—James Hetzer, of the Hetzer Theatrical Agency in Huntington, W. Va., will open a West Coast branch to serve fairs and celebrations with talent.

Hetzer said that the services he will offer West Coast fairs will include complete package shows, lighting, scenery and publicity kits with mats and lithographs.

Hetzer has under personal management Betty Pasco, now with the Polack Bros.' Shrine Circus; Walter Disk and His All-American Boys; Tex and Alyce Orton; Bob Johnson, hand and head balancing; Jesse Sides, comedy unicycle, and Capt. Ferguson's Society Circus.

The Hetzer office just completed 45 weeks of supplying talent for industrial shows in Texas, Missouri, Kentucky and South Carolina.

Hetzer outlined his plans to open here during his first trip to California.



R. J. Wiggs of Rock Island, Illinois, says: "Our BIG ELI after seven years of service is in perfect condition. The engine has never given a minute's trouble. We highly recommend a BIG ELI WHEEL." Hundreds of owners are enthusiastic about construction, profit-earning ability and low upkeep of their BIG ELI. Ask any owner what he thinks of his BIG ELI WHEEL.

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RIDES FOR SALE 1 Mangels Kiddie Whip, perfect, \$1,100.00; 1 Kiddie Merry-Go-Round, 2 years old, 16 jumpers; 2 Swan Seats, aluminum cres.; Mangels Tower, fluorescent lights, \$2,500.00; steel Kid Autos, \$110.00 each; 12 Rockets, \$450.00. All new in crates. ESSTEE AMUSEMENTS 137 Atlantic Ave. Manasquan, N. J.

OUT IN THE OPEN

"Riding space" sold by manager Charles Bochert to a demonstrator of collapsible bicycles paid off in more ways than one at the Mineola Fair. Besides selling a bike to Morris Brown, of the I. T. Shows, the salesman pedaled over to the grandstand stage where Irah Watkins bought one to work into his chimp act.

Eisenhower Allots Aid To Carolinas

WASHINGTON, Oct. 23.—Immediate and unlimited financial aid was authorized this week for hurricane-stricken areas of North and South Carolina by President Eisenhower at an emergency White House session.

Extensive damage was cited by governors Byrnes of South Carolina and Umstead of North Carolina, who requested disaster assistance.

The President, in declaring the affected areas as a major disaster, said the Federal Civil Defense

New Hillbilly Show Bows in Columbus, Ga.

COLUMBUS, Ga., Oct. 23.—A new weekly country and western music show, the "Hillbilly Festival of Music," bowed October 10 in the Arena here. To be held every Sunday, the premiere showing drew well in competition with the opening day at the Chatahochee Valley Exposition, the latter being held at the fairgrounds.

Talent is handled by Don Norton, of Attractions Unlimited, and the event is a Gerald A. Burdick promotion.

Opening line-up included vocalists Jim Haney, of the Midwestern Hayride, and Bobby Soots. Three regular bands at the festival are Spec Wright and His Dixie Playboys, Danny Adkinson and the Rhythm Ranch Boys, and Johnny Lingo and His Blue Mountain Gang.

The Arena holds 1,300 persons, and the promoters are casting around for another hall with a larger capacity.

Administration was being given blank check authority to spend wherever and whenever it feels necessary. This by-passes the customary method of making surveys and reports.

Millions of dollars worth of property damage was done by Hurricane Hazel on Friday (15) after it blew in over Myrtle Beach, N. C., and devastated many areas en route north.

COMING EVENTS

- California: Corcoran-Corcoran Rodeo, Nov. 14; Los Angeles - Great Western Livestock Show, Nov. 27-Dec. 2; A. M. Mathews, San Francisco-Grand National Livestock Expo., Oct. 29-Nov. 7; Turlock-Par West Turkey Show, Nov. 30-Dec. 2; Marcus Johnson, 207 Crane Ave. Victorville-Elks Rodeo, Nov. 20-21. Florida: De Funiak Springs-Armistice Celebration, Nov. 8-13; Naples-Swamp Buggy Day Festival, Nov. 1-6. Illinois: Chicago - International Livestock Expo., Nov. 26-Dec. 4. Louisiana: Baton Rouge-Armistice Celebration, Nov. 8-13; Baton Rouge-Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7; Buras-Orange Festival, Dec. 18-30. Mrs. A. Poerica. Maryland: Timonium-Eastern Natl. Livestock Show, Nov. 13-18; Joseph W. Shirley. Massachusetts: Boston-Garden Rodeo, Oct. 20-31. Michigan: Detroit-Jr. Livestock Show, Dec. 7-9; C. E. Scott, 6750 Dix; Detroit-Detroit Rodeo, Nov. 18-28; Grand Rapids-W. Mich. Fat Stock Show, Dec. 7-9; R. Machiele; Grand Rapids-Mich. Turkey Show, Dec. 7-9; Ionia-Ionia Fat Stock Fair, Nov. 2-4; Abram P. Snyder, Courthouse; Jackson-Southern Mich. Fat Stock Show, Nov. 9-10; Fred Savage. Mississippi: Lucedale - Jackson Co. Livestock Show, Oct. 27-30; Mrs. A. C. Pedersen. Nevada: Carson City-Admission Day Celebration, Oct. 31. North Carolina: Raleigh-Home and Food Show, Nov. 2-6; Jack T. Craig. Ohio: Toledo-Better Living Expo., Oct. 23-31. Oklahoma: Enid-Greater Okla. Livestock Show, Oct. 25-29. Pennsylvania: Nazareth-Farm Products Show, Nov. 18-20; Paul R. Seifert. South Dakota: Sioux Falls-Auto Show, Nov. 24-28. Texas: Beeville-South Tex. Hereford Show & Sale, Nov. 8-9; Edward M. Neal; Houston-Sweeney Rodeo, Nov. 7; San Antonio-Expo. of the Americans, Oct. 29-Nov. 7; Ralph W. Stevens, White Plaza Hotel. Utah: Ogden-Ogden Livestock Show, Nov. 12-17; E. J. Fjeldsted, 506 Kiesel Bldg. Wyoming: Laramie-Western Square Dance Festival, Oct. 29-30. CANADA: Ontario: Toronto-Royal Agrl. Winter Fair, Nov. 12-20; G. S. McKee. Saskatchewan: Saskatoon-Dressed Meat & Poultry Show & Sale, Dec. 8-9.

NEW, PORTABLE ALL-STEEL FERRIS WHEEL. Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction. SMITH AND SMITH INC. SPRINGVILLE, NEW YORK. Also Builders of Adult and Kiddie Chairplanes, Kiddie Space Planes, Atomic Jet Fighters and Boat Rides, Trailer Mounted Auto Rides.

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THANKS FOR THE ORDERS given Slim Kelley on his trip north. Available soon the rugged Mon-O-Coach built by Reynolds Aluminum with all-aluminum frame and an all-new 1955 Vagabond. Sellhorn's For Quality Mobile Homes Sarasota & Tampa, Fla.—Lansing, Mich. Another service for our customers: Run ahead 4 payments before Dec. 1st, we will give you an extension for 2 so that you have no payments till June, 1955. "Enjoy yourself, it's later than you think"

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Gold Medal, Marks Shows Are Hard Hit By Hurricane Hazel

Suffer Damage on N. C. Fairgrounds; Denton Power Plant Aids Newspaper

CHICAGO, Oct. 23. — Two carnivals—Johnny Denton's Gold Medal Shows and the Marks Shows—and permanently installed rides at Myrtle Beach, S. C., suffered the only Hurricane Hazel major damage in outdoor show business.

Some fairs in the Carolinas lost a day of operation, one on Long Island—Mineola—shattered in midday as a precautionary measure, and others, such as at Winston-Salem, N. C., escaped damage but sustained attendance losses when heavy rains lashed them.

The Ringling-Barnum circus cut a scheduled two-day Richmond stand in half, tore down hurriedly, loaded its show train and headed for its next spot, Norfolk, rather than risk getting in the way of Hazel.

Toronto, hardest hit of all cities, provided no losses to outdoor show

business, all of the touring shows in the area already folded and the permanent installations, all of them on high ground, having shuttered for the winter.

Myrtle Beach, S. C., felt the full fury of the hurricane but with the exception of rides in Justin's Phylar's park escaped without much damage. The Whip and Scooter in the Phylar funspot were torn up and his miniature golf course was washed out. Another amusement park, operated by the Myrtle Beach Farms Company, emerged with the loss only of the top of the Dodgem ride. Fourteen other rides and a band organ, sheltered by a sturdy pavillion, went untouched.

The Gold Medal Shows, playing the Wilson, N. C., Fair had its Ferris Wheels bowled over, its Octopus partly crushed, other rides damaged, some of its show fronts shredded, some trucks damaged, and much canvas ripped up. In addition, 50 concessions with the show were damaged. Losses to the show and concessionaires were estimated at about \$50,000.

Denton Writes History

Denton and his show helped to write history at Wilson when Denton, with his show battered by the hurricane, jumped in with his diesel power plant to provide The Wilson Daily Times, the city's lone daily, with power to get out its issue. At the time all power lines were out in the city and felled lines criss-crossed the streets. His action enabled the newspaper to maintain a record of never having missed an issue since its founding in 1896.

The hurricane put the Gold *(Continued on page 57)*

Yakima Gate Up 29,599

YAKIMA, Wash., Oct. 23.—An increase in attendance of 29,599 over 1953 was shown by the five-day Central Washington Fair, a final check revealed, J. Hugh King, manager, reported. The event, which closed September 26, drew a total patronage of 149,669.

King added that the Meeker Shows on the midway turned in an increase of nearly 40 per cent with the hike attributed partially to two permanent installations. One of these is owned by Ralph Meeker, show owner, and the other by Robert Bollinger, Portland park operator.

Good weather also played a part in drawing more people than last year.

The entertainment program featured two nights of fireworks by Art Briese, of Thearle-Duffield Fireworks, Inc., Chicago, and horse shows the last three evenings. The grandstand show was booked by Jerry Ross, of Seattle, and was headlined by the Hoosier Hot Shots. Mel Lambert emceed the show.

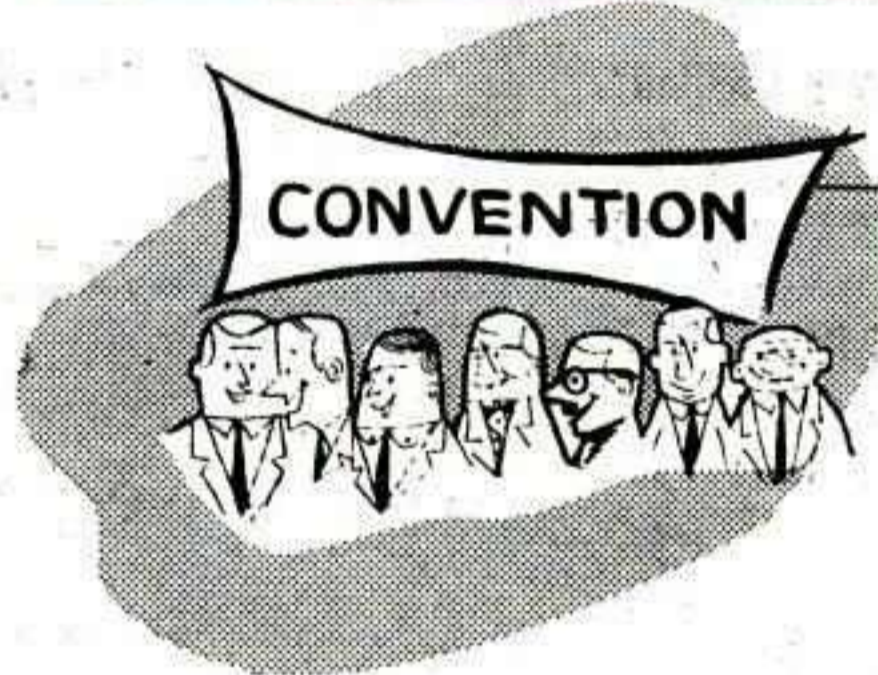
Unity May Add Day

UNITY, Sask., Oct. 23.—Unity Lions Club and Unity Agricultural Society are considering the possibility of co-operating to stage a two-day fair in 1955 instead of the annual one-day event.

they're placing orders NOW!

The Billboard's 34th Annual OUTDOOR CONVENTION NUMBER

gives you BIG BONUS SELLING POWER AT NO EXTRA COST!



WHAT ABOUT THAT "BONUS SELLING POWER"?

3,000 copies distributed at annual Outdoor Convention in Chicago, where all the important Showmen . . . Carnival owners, Ride operators, Park managers, Fair secretaries, Executives and Concessionaires meet for a whole week of business sessions and planning for next season.

WHEN YOU ADVERTISE IN THE CONVENTION ISSUE

- you sell the important buyers attending the convention in Chicago when they're planning, placing orders and buying for next season.
- and you sell the thousands of buyers who "stayed home" . . . those who rely on The Billboard Convention Number as their sole source of buying information.

The Convention Number, editorially, is the biggest of the year—cramped with valuable features, directories and buying help, used by everyone in outdoor showbusiness . . . and used for months after publication.

It's seen and used by everyone attending the Outdoor Convention in Chicago (where plenty of orders are placed every year), as well as the thousands of regular Billboard readers who need your products to do business.



DATED NOVEMBER 27

What do you have to sell? Trucks, trailers, lighting units, tents, sound equipment, arcade units, popcorn, food and drink items, supplies and equipment of all kinds? No matter what you have to offer, you'll sell more to outdoor showpeople with a sound, solid sales message in The Billboard Outdoor Convention Number.

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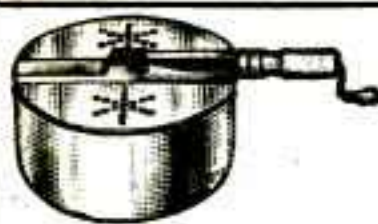


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SIX TAKE OVER

Veteran Regalia Execs Assume Management

ROCK ISLAND, Ill., Oct. 23.—The Regalia Manufacturing Company, long-time supplier of advertising material to fairs and other outdoor amusements, will undergo a change of management November 1, when six of its veteran executives take over the reins. T. P. Eichelsdoerfer, for 50 years manager of the firm, made the announcement this week and also said that he would continue in an advisory capacity and would handle some personal accounts of long standing.

The six, all of them with Regalia for 25 years or more, have been named directors and will purchase the firm over a period of years. Three salesmen, long active in outdoor show business, are included. They are Frank Sharp, who represents the firm in Iowa, Nebraska, Kansas and Missouri; William Lindemann, who operates in Minnesota, Wisconsin and North and South Dakotas, and Harry Wigton, who sells in Ohio, Pennsylvania and Virginia.

The three others and the titles they will hold under the new set-up are Emil C. Guldenzopf Sr., sales manager; Kurt Kuehn, production manager, and Paul Jahn, general superintendent.

Adds Fitton

Eichelsdoerfer also announced that Harry Fitton, veteran manager of the Midland Empire Fair & Rodeo, Billings, Mont., would join the firm's sales staff January 1. He will represent Regalia in Montana, Wyoming, Washington and Idaho and possibly the northern part of California.

Eichelsdoerfer said that with veteran employees at its helm, Regalia would continue to operate under the same policies that have made it one of the outstanding supply firms in the business.

Eichelsdoerfer and Mrs. Eichelsdoerfer, who has also been active in the business, plan a European tour next year, accompanied by their two daughters, Jeanne and Margaret. They are scheduled to leave in mid-March, spend four months touring Europe by automobile, and will return to the U. S. in July of next year. The

Eichelsdoerfers then plan to move into a new home in Connecticut, altho they will keep Rock Island as their legal residence.

Hetzer Planning Auditorium Tour For IH's 'Party'

HOLLYWOOD, Oct. 23.—Arrangements for the ninth annual tour of the International Harvester's "Family Party" were made here by James Hetzer, of the Hetzer Theatrical Agency, Huntington, W. Va. Hetzer was on the Coast to start the ball rolling with the first auditorium date set for about January 10, followed by others in Southern California and Arizona.

The tour will cover 24 one-day dates and the shows will be in conjunction with the display of new tractors.

Hetzer's agency has supplied talent for these shows since 1946. He added that from 12 to 15 units play several hundred cities during the year.

The agent left here for San Antonio and New Orleans to make additional arrangements. Each branch negotiates for the talent on its package shows.

Hetzer plans to open an office on the West Coast soon after the first of the year to make television films and supply talent to TV shows. He made preliminary arrangement for the extension of his services while here on his first West Coast junket.

Meet Set for Conn. Fairmen

HARTFORD, Oct. 23.—The Association of Connecticut Fairs will hold its annual meeting at Cheshire, Conn., on Saturday, November 6, with the program to be announced shortly.

Storm Halts Record Winston-Salem Pace

WINSTON-SALEM, N. C., Oct. 23.—Altho knocked off its record-setting pace by Hurricane Hazel and the cold snap which followed, the Winston-Salem Fair nevertheless

less racked up one of its best weeks in recent years. The 70,000-odd attendance of Wednesday (13), county children's day, was more than ever turned out on any day.

The annual, which ended Saturday (16), was packing them in until the storm and rain descended on the grounds on Friday (15). The day was a total washout and the closing day was held down by nippy weather.

Hurricane damage included seven tents which were downed and badly ripped. One had housed the Budweiser Clydesdale Horses which were evacuated in time to the stables.

Late Kochman Show Okay Tom Blum reported that the washed-out Kochman thrill show was rescheduled hurriedly for 10 p.m. on Saturday and pulled a surprising 1,500 people to the grandstand after being plugged thru the day over the loudspeakers.

Also on Saturday the annual scored a banner motorcycle race crowd estimated at 6,000, it was reported, with spectators on the apron, infield, and all around the track. Admission was \$1 general admission, \$1.50 reserves, and \$2 boxes.

The World of Mirth Shows had been grossing over last year for every day until the storm hit, and pulled out without any appreciable damage while earning well on the basis of early-week business.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- B. & H.: Barnwell, S. C.; (Fair) Florence Nov. 1-6. Bayou State: (Fair) Ville Platte, La.; (Fair) Simmesport Nov. 1-7. Big Four Am.: Malden, Mo. Blue State: Luling, Tex. Blue Grass: (Fair) Moultrie, Ga.; (Fair) Jacksonville, Fla., Nov. 1-7. Borderland: Hale Center, Tex. Burke, Harry: (Fair) Crowley, La., 27-28 (end of season). Capital City: Nashville, Ga.; (Fair) Valdosta Nov. 1-6. Central Am. Co.: (Fair) Loris, S. C. Cellin & Wilson: (Fair) Orangeburg, S. C.; (Fair) Sumter Nov. 1-6. Crafts Expo.: Blythe, Calif., 27-31; (Fair) Phoenix, Ariz., Nov. 4-14. Crafts 20 Big: Needles, Calif., 27-31; (Fair) Phoenix, Ariz., Nov. 4-14. Dixie Expo.: Robertsdale, Ala., Nov. 1-6. Drew, James H.: (Fair) Dublin, Ga.; (Fair) McRae Nov. 1-6. Dudley, D. S.: Big Springs, Tex. Dumont: Wadesboro, N. C. Dyer's Greater: Cotton Plant, Ark.; Clarendon Nov. 1-6 (season ends). Ferris, Carl D.: Easley, S. C.; Mullins Nov. 1-6. Franklin, Don No. 2: Port Lavaca, Tex.; (Fair) Alice Nov. 3-8. Ferris, Carl D.: Easley, S. C. Gem City: (Fair) Anniston, Ala. Gentsch, J. A.: Brookhaven, Miss. Georgia Am. Co.: Jesup, Ga. Gladstone Expo.: (Fair) Canton, Miss. Gold Medal: Savannah, Ga. Golden Slipper: Boyac, La.; Palmetto Nov. 1-6. Gooding Am. Co., Co. 3: (Fair) Meridian, Miss. Greater Dixieland Expo.: (Fair) Jonesville, La. Helman United: Monticello, Miss. Heth, L. J.: (Fair) Cordele, Ga.; (Fair) Quitman Nov. 1-6. Hill's Greater: McAllen, Tex. Holly Am. Co.: Homerville, Ga. Hottle, Buff. No. 1: Leesville, La.; (Fair) Jennings Nov. 1-6. Hottle, Buff. No. 2: Kentwood, La. Ideal Rides: Tutwiler, Miss.; Lambert Nov. 1-6. Interstate: (Fair) Andalusia, Ala.; (Fair) Ozark Nov. 1-6. Kile, Floyd O.: (Fair) Liberty, Miss. Lane, Leo: (Fair) Hawkinsville, Ga.; Thomasville Nov. 1-6. Lee Am. Co.: Tallahassee, Fla.; Valdosta, Ga., Nov. 1-6. Leeright's Midway: Tipton, Okla. Manning, Ross: (Fair) Trenton, N. C. Marks, John H.: (Fair) Winston-Salem, N. C. Mighty Page: (Fair) Oxford, N. C.; (Fair) Conway, S. C., Nov. 1-6. Prell's Broadway: Columbia, S. C.; Camden Nov. 1-6. Raley Bros.: Expo.: (Fair) Walterboro, S. C.; (Fair) Beaufort Nov. 1-6. Rocky Mountain Empire: Hobbs, N. M.; Kermit, Tex., Nov. 1-6. Royal American: Shreveport, La. Royal Expo.: (Fair) Augusta, Ga. Siebrand Bros.: Casa Grande, Ariz.; Yuma Nov. 1-6 (season ends). Southern States: Perry, Fla. Stephens, C. A.: (Fair) Alma, Ga.; (Fair) Starke, Fla., Nov. 1-6. Sterling Crown: (Fair) Dublin, Ga.; (Fair) Waycross Nov. 1-6. Strates, James E.: Florence, S. C. Tassell, Barney: Maxton, N. C.; (Fair) Bennettsville, S. C., Nov. 1-6. Tidwell, T. J.: Tahoka, Tex.; Brownfield Nov. 1-6. Tinsley, Johnny T.: (Fair) Opelika, Ala.; (Fair) Luverne Nov. 1-6. Val's Expo.: Augusta, Ga., Nov. 1-6. Virginia Greater: Williamston, N. C.; Ahsokie Nov. 1-6. Vivona Bros.: (Fair) Carthage, N. C.; Georgetown Nov. 1-6. Ward, John R.: (Fair) Marianna, Fla.; (Fair) Bonifay Nov. 2-6. World of Mirth: Augusta, Ga. Wolfe Am.: (Fair) McCormick, S. C.; (Fair) Greenville Nov. 1-6.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Davenport, Orrin: Wichita, Kan., Nov. 7-12. Hagen Bros.: Opelousas, La., 27; St. Martinville 28. Kelly-Miller: Kingfisher, Okla., 26; Anadarko 27; Lindsay 28; Ada 29; Sulphur 30; Madill 21. Polack Bros., Eastern: Johnstown, Pa., 26-28; Baltimore Nov. 1-6; Philadelphia 8-14. Polack Bros., Western: Harlingen, Tex., 26-28; Little Rock Nov. 2-5; Oklahoma City 9-12. Richards Bros.: Marvell, Ark. Ringling Bros. and Barnum & Bailey: Spartanburg, S. C., 26; Greenville 27; Charlotte, N. C., 28; Columbia, S. C., 29.

Canada Assn. Toronto Meet Nov. 22-23

QUEBEC, Que., Oct. 23.—The Canadian Association of Exhibitions will hold its 28th annual meeting at the Royal York Hotel, Toronto, November 22-23, Emery Boucher, secretary, announced.

Four business sessions are scheduled for the two days with a third day given over to an educational tour of an exhibition plant and a model farm. Attraction people will be welcome at the meeting.

Officers, in addition to Boucher, include Sam Foster, Toronto, president, and S. N. MacEachern, Saskatoon, Sask., vice-president. Executive board is made up of James Paul, Edmonton, Alta.; W. R. Crowdsom, Fredericton, N. B.; E. D. McGugan, London, Ont., and V. Ben Williams, Vancouver.

Greenwood 30; Atlanta Nov. 1; Anniston, Ala., 2; Oadson 3; Decatur 4; Birmingham 5; Tuscaloosa 6; Natchez, Miss., 8; Jackson 9; Hattiesburg 10; Meridian 11; Selma, Ala., 12; Montgomery 13. Von Bros.: Bethune, S. C., 26; Bishopville 27; Bennettsville 28; Latta 29; Mullins 30.

MISCELLANEOUS

Hippodrome of 1955: St. Paul 26-31. Magrum the Magician: Spartanburg, S. C., 24-30. Marie O'Day Palace Car: Winchester, Tenn., 25-26; South Pittsburg 27-28; Stevenson, Ala., 29; Scottsboro 30-Nov. 1; Fort Payne 3-4; Summerville, Ga., 5; La Fayette 6. Walsh Bros.: World's Most Beautiful Church: Crowley, La., 27-29.

ICE SHOWS

Henie, Sonja: New Orleans Nov. 3-9; Memphis 11-17; Birmingham 18-25. Holiday on Ice: Columbus 26-31; Charleston, W. Va., Nov. 1-4; Huntington 5-8; Norfolk 10-18. Holiday on Ice International, No. 1: Zurich, Switzerland, 28-Nov. 8; Lausanne 9-16. Holiday on Ice International, No. 2: Beirut, Lebanon 26-Nov. 7. Hollywood Ice Revue: St. Louis 28-Nov. 7; Minneapolis 10-21. Ice Capades: Philadelphia 26-31; Raleigh, N. C., Nov. 2-6; Syracuse, N. Y., 8-14; Buffalo 15-21. Ice Polaris: Chicago 26-31; Cincinnati Nov. 4-14; Pittsburgh 16-28. Ice Vogues: Shreveport, La., 28-Nov. 1.

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FEDERAL \$\$ FOR STRICKEN AREAS

EXETER, N. H., Oct. 23.—Amusement park owners and operators in New England who suffered losses from this season's hurricanes can obtain disaster loans from the Small Business Administration in amounts up to \$150,000

Wildwood Asks Bally Funds

WILDWOOD, N. J., Oct. 23.—Wildwood Hotel Association is petitioning the city to allocate a far greater amount of money for advertising and promotion. It feels the opening of the Garden State Parkway in Cape May County calls for an expanded advertising program with special emphasis on the New York market.

In addition to newspaper advertising, the association wants the city to allocate funds for the placing of more billboard signs advertising Wildwood and pointing to the best possible routes to this resort area. Also discussed were plans for a Mardi Gras celebration in the last two weeks of August to attract crowds in the waning weeks of the season.

Pleasure Beach Deficit Rises

BRIDGEPORT, Conn., Oct. 23.—City Auditor Mitlon Friedberg in his annual report, said that operation of Pleasure Beach Amusement Park, which is municipally operated, and other city concessions, resulted in a loss of \$26,105. In 1952-'53 there was a deficit of \$15,290.

Receipts in the past year were \$226,583 and total expenditures were \$252,688. The 1952-'53 audit showed receipts of \$216,340 and expenses of \$231,630.

St. Louis Park Gets New Mgr.

ST. LOUIS, Oct. 23.—Carl Trippe enterprises here, including Chain of Rocks Amusement Park, are being managed by Dale Rymer, due to the illness of Owner Trippe, it was announced this week. Trippe recently suffered a heart attack.

In addition to the amusement park, Rymer is handling Trippe's roller-skating rinks, Arcades and games distributing business. Rymer, an associate of Trippe for 20 years, was formerly a Jefferson City, Mo., games distributor.

San Antonio Tries Winter Promotion With Food Stores

SAN ANTONIO, Oct. 23.—A local chain of groceries, the Handy Andy stores, is working with Playland Park in a promotion which features the giveaway of \$100 worth of foodstuffs each week.

The funspot continues in operation during most of the winter months. All comers are eligible for the grocery give-out.

Lloyd Turner, manager of the Calgary (Alta.) Exhibition and Stampede Association's Stampede Corral, was the basis of a recent feature story in The Calgary Herald.

and possibly higher, according to Fred L. Markey, secretary of the New England Association of Amusement Parks & Beaches.

A gathering to discuss available financial aid was called recently by Larry Stonem of Paragon Park, Nantasket Beach, Mass., NEAAPB president. It was developed that application blanks, entitled "Disaster Loan Application" are available at the New England regional office of the SBA at 40 Broad Street, Boston.

Markey noted that the process is similar to application for a bank loan. The SBA asks security in the form of mortgages on real estate or personal property, and requires "full financial disclosure and makes a credit investigation."

5 Per Cent, 10 Years

The loans are available to anyone who has suffered disaster damage, no matter whether the business is conducted on an individual, partnership or corporation basis. Loans bear a 5 per cent interest rate per year for a maximum of 10 years, with payments of principal and interest to be on monthly basis.

The Boston regional office has authority to make loans directly, Markey reported, and it requires only a few weeks to process the applications.

If hurricane damage was not covered by insurance, Markey said, the park man may apply to his assessors for reduction of his municipal tax. Massachusetts, to name one instance, will reimburse the local municipality for the amount of the abatement.

Jersey Resort Studies Swim Restrictions

VENTNOR, N. J., Oct. 23.—The privilege of bathing in the Atlantic Ocean without charge soon may be a thing of the past here and at several other resorts in Southern New Jersey. Officials, contending that down-for-the-day bathers are crowding out seaside dwellers, are considering a daily or seasonal charge for all over 12 years old who use the beaches. A State law permits resorts to set their own fees.

Mayor Warren Titus of Ventnor explained that one-day visitors get a full day of healthy recreation without contributing much to the coffers of local merchants. He estimated that at least 35,000 out of 50,000 weekend bathers fall into that category.

The city council is considering a seasonal tax. Fees ranging from \$2 to \$5 have been suggested. Bathers would receive a tag to be displayed on their swim suits and persons on the beach without the tag would be subject to fine. Non-residents would pay a fee every day they visit the beach.

Altho bathing fees have been charged on several North Jersey beaches for years, no resort near or below Atlantic City ever employed the practice. Besides Ventnor, Atlantic City's neighbor to the south, the resorts of Margate and Longport are considering such a plan.

Dallas on Way to New Mark

Continued from page 45

day, the traditional day when country folks have always trekked to the fair from the forks of the creek, a custom held over from early days of the expo when railroads ran excursion trains to the fair. Automobile traffic was so heavy this year that traffic jams were created as far away as Waco, 90 miles from Dallas.

Monday (18) was Negro Achievement Day and attendance fell off slightly. Eat joints did well, but the midway as a whole noted a bad drop from the same day last year. Drought in Texas cotton country, where majority of Negro Day visitors come from, obviously hurt. Highlight of day was presentation of fair's Distinguished Negro Citizen award to Dr. W. R. Banks, former president of Texas' Prairie View A & M College. He was described as having done more than any other man to encourage active participation by Negroes in fairs thruout the South.

Tuesday (19), East Texas Day, featured free show in Cotton Bowl starring radio-TV singer Dennis Day. Show pulled about 25,000 and attendance for the day took over last year, as did Wednesday (20), usually a light day.

Friday (22) was High School Day, usually good for rides and novelties. Fair distributed 52,034 free gate tickets to students.

Saturday (23) will have inter-sectional college football games between Southern Methodist and Kansas in the stadium. Game is expected to draw about 25,000. Fair closes Sunday (24). Gate admission charge goes off at 6 p.m. on final night and Religious Festival will be held in Cotton Bowl at 8 p.m. Dr. Walter Judd, congressman from Minnesota and former medical missionary to China, will be the speaker.

The Joie Chitwood thrill show in front of the grandstand was doing well, particularly on the big days, when extra performances were scheduled to take care of the crowds. Chitwood had four performances on the big Saturday (16), with sellouts for the first three and near-capacity crowd for the

last show. Extra show also was given Sunday (17), making three shows for that day. No show was scheduled on Negro Day.

W. Henry Watson booked Jimmie Troy, comedy traps and slack wire artist, for the Chitwood show starting Tuesday night (19). Troy came to Dallas from Los Angeles County Fair at Pomona.

"Ice Cycles of 1955" also had an extra performance Saturday (16). Arena was sold out for all three.

"The King and I" in 4,285-capacity State Fair Auditorium was playing to solid crowds, but was not expected to break box-office record set in 1950 by "South Pacific."

Thru Wednesday (20), Chitwood had played to 46,254 customers in 20 shows, "Ice Cycles" had estimated 93,000 for 19 shows and "King" had 67,195 for 19 performances.

Exhibits were getting a tremendous play at Dallas. Automobile show featuring experimental and sports models was having biggest crowds ever. Winston diamond exhibit with Hope Diamond in Women's Building counted 319,778 visitors, "Kitchen of Tomorrow" in Electric Building had 115,724. House Beautiful Pace Setter model home was averaging about 5,500 a day thru Wednesday (20). Model home was having all the crowds it could handle and the number was held down only by physical limitations. Pace Setter has 25-cent admission charge.

Fair visitors were spending, too; not just looking. One exhibitor in the bird show sold a mynah bird for \$800 Sunday (17).

Museums were packing 'em in, the Museum of Fine Arts with a number of live interest-getting features such as Indian dancers, sand-painters, silversmiths, etc. Museum broke attendance record on big Saturday with 28,930, as did the Aquarium with 39,580 (biggest day since the Texas Centennial in 1936). Thru Wednesday (20), Fine Arts attendance totaled 108,720, Natural History 62,523, Aquarium 138,872, Health Museum 57,800.

JUMBO TASK FOR HANEY

Big Promotions Vital For Rocky Point Park

WARWICK, R. I., Oct. 23.—Only the disastrous hurricane of this season prevented Rocky Point Park's having one of its banner years, due in no small measure to the promotion-mindedness of manager Paul Haney. And heavy promotions in the future will take plenty of the time of Haney, since big attendance totals will have to follow the costly reconstruction program necessitated by the storm.

It was 26 years ago that Haney began his association with Rocky Point, one which has continued uninterrupted except for a five-year stretch at Crescent Park and three years at Lincoln Park. Well known in New England amusement circles, Haney has risen to the first vice-presidency of the New England Association of Amusement Parks & Beaches, and bids to be another in the group's line of popular prexies.

Haney, a native of Quakertown, Pa., was working in Providence for the U. S. Rubber Co., when he met the son of Paul Castiglione who needed an assistant at the shore dinner hall and parking lot. This enterprise soon became virtually a full-time affair and, when faced with being transferred to Williamsport, Pa., Haney chose to remain at Rocky Point.

Was Outing Manager

His first full-time season at the park was as outing and promotion manager, at which he developed the basis for the wide range of park skills he now holds. Following the destruction of Rocky Point in 1938 by hurricane, Haney worked at the other New England parks mentioned and returned to Warwick after the rebuilding project of Joe Drambour and Jack Ray in 1948. At Lincoln Park he was food concession manager.

The development of Rocky Point's facilities under ownership of Vincent Ferla, centering on its Shore Dinner Hall which was stripped to its framework by this year's storm, has been made possible by active promotion work by Haney and his associates at the funspot.

A Pepsi-Cola Teen-Age Record Hop has brought revenue from the Palladium Ballroom on Thursday nights, as have the Tuesday amateur night activities. The Howdy Doody show was put into the ballroom on a Sunday this year, with which the park hoped to break even at 25-cents admission, and it went over big.

Haney, who had been in naval aviation during World War I, was at Rutgers University in 1922 when he met the girl who was to be-

come his wife. Mrs. Haney having been a Trenton, N. J. teacher who was attending the Rutgers summer session. The couple's son, Paul Jr., has been building a career in dramatics.

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Raleigh Whips Rain, Hazel, Cold, Drought

Phenomenal N. C. Event Eyes 500,000 Attendance Despite Multiple Handicaps

RALEIGH, N. C., Oct. 23.—The phenomenal North Carolina State Fair this week overcame a severe buffeting by Hurricane Hazel, rain and mud on opening day, a wave of cold weather from opening night on, and one of the most severe droughts ever experienced in its drawing area.

Despite these drawbacks, anyone of which might conceivably hamstring hundreds of other annuals, Dr. J. S. Dorton, fair manager, yesterday found it necessary to concede only that new attendance records were unlikely for the five-day event. An attendance of around 500,000 is expected, and likely, altho pre-opening estimates pointed to the smashing of this figure.

Dorton labeled the fair the "greatest ever" with indications that some phases, at least, might set top earning records. The attractions set-up for the five-day event, which opened Tuesday (19), was the greatest and planned for record attendance.

\$25,000 Damage

With preparation activities nearly completed, Hurricane Hazel hit the grounds Friday (15) causing damage estimated at around \$25,000. However, cleanup and rebuilding was started immediately after the winds died down and by opening there was little physical evidence of storm damage.

The unique and model \$2 million Coliseum, enclosed entirely in glass and featuring a suspended roof, came thru the storm unscathed. Many of the decorative features were literally gone with the wind and the flags and decorations which withstood the 90-mile-per-hour winds were tattered.

The attendance at the fair from opening day on was amazing in view of the fact that Hazel devastated vast areas from which the fair draws its attendance. Coming on the heels of a disastrous drought, there was every reason to believe that attendance would be drastically cut as rural folks concentrated on a big clean-up job.

Demands Exceed Space

Hardly an inch of saleable or exhibit space appeared to remain as the fair got underway. Even then Dr. Dorton was busy turning down applicants, preferring to keep unencumbered the vast mall area.

A new feature, Burr Andrew's B Bar Ranch Rodeo, put the novel Coliseum to show use for the first time during the operation of the fair. Business was reported good by Dorton with the 5,600-seat house reported more than two-

thirds filled at opening. Tickets were scaled at \$1 and \$2.

The rodeo, a bona fide cowboy competitive presentation, features excellent equipment and stock. It was also presented at the Shelby and Charlotte, N. C., fairs, both of which are also managed by Dorton.

Cold Hurts Night Show

The George A. Hamid revue in front of the grandstand opened to a surprisingly good house Tuesday night in view of the cold turn in the weather. The weather nights since then has approached the overcoat stage. It is judged that the cold weather has given the rodeo showing in the Coliseum a decided competitive advantage.

The Wednesday (20) matinee staging of the Jack Kochman Hell Drivers show in front of the grandstand drew a big crowd, as did a repeat performance last night. The Irish Horan Lucky Hell Drivers have been booked in for a first-time showing here tonight following the regular grandstand performance. Elaborate fireworks displays, furnished by Tony Vitale, topped off each night's program.

On the midway the James E. Strates Shows racked up good business.

200,000 IS SLIGHT LAG FOR SPARTANBURG

SPARTANBURG, S. C., Oct. 23.—Altho held down at the gate somewhat due to Hurricane Hazel, the Piedmont Interstate Fair nevertheless scored another 200,000 week during its six-day run which ended Saturday (16).

Running well thru Thursday night (14), the event had high winds and chilly temperatures on Friday, which cut into the turnouts. The cold held over to closing day and also had its effect on that day.

Beaumont Gate, Midway Are Up; Stand Biz Weak

BEAUMONT, Tex., Oct. 23.—The South Texas Fair here thru Thursday (21), eighth day of its 10-day run, registered attendance 10 per cent higher than last year for the same period. Karl Schwartz, fair secretary, reported attendance of 234,583 for the first eight days.

Rides and shows of the Amusement Company of America turned in a gross about 10 per cent higher than last year, Schwartz said.

Patronage for an ambitious night grandstand program disappointed, however. The fair budgeted about \$20,000 for the show, with \$14,000 for acts and the Roxettes, but the grandstand at the end of eight days was expected to wind up a money-loser.

For the first few days of the fair, the uncovered, steel and concrete stand, which has a capacity of 3,500, was scaled from 50 cents to a \$2.50 top. Patronage was so light that on the third day the scale was trimmed to 50 cents, \$1 and \$1.50, and business picked up but not sufficiently to provide crowds which would enable the fair to break even on the show.

Improvements to the fair plant included installation of air conditioning in the building used to house school exhibits, fencing the entire grounds, and redecorating of rest rooms.

45-YEAR-OLD DUCAT SHOWS UP AT GREENSBORO

GREENSBORO, N. C., Oct. 23.—A 45-year-old ticket to the Greensboro Fair, purchased in 1909 for 25 cents, failed to gain admission to this year's event. The managers of the event, Mr. and Mrs. Clyde Kendall, bemoaned the fact that they learned of the efficient gate operation too late to bargain with the holder and possibly secure the ducat as a keepsake.

Welch Quits as Spokane Mgr.

SPOKANE, Oct. 23.—Herb Welch, manager of the Spokane Interstate Fair, Inc., submitted his resignation to the board of trustees of that organization here Monday (18). It was accepted and becomes effective November 18.

Welch said that the reason for the resignation was the financial condition of the exposition which would not permit retaining a full time manager.

Welch came to the Interstate Fair from Eugene, Ore., where he managed the exposition. He had staged two events here. Both were said to have produced a profit.

President Paul Black estimated the paid gate at about 10,000 behind that of recent years. On the whole, he said, the event did very well considering the weather handicap. The Cetlin & Wilson Shows will be brought in again in 1955, he added, citing a healthy midway week with back-end grosses as good as last year's.

As in all years since Black became president, children were admitted free every day, altho the event had the formal tag of white kids' day on Tuesday and colored kids' day on Wednesday.

Livestock Scholarship

For the fifth year the event awarded a four-year college scholarship and 11 trips to the International Livestock Show to boys and girls of the fair's junior livestock show. As worked out, a trip was won by a boy or girl in each of the six surrounding counties, three trips to entrants in any county in the Carolinas, a trip and scholarship to the entrants with the best-fitted animal in the show, and a trip to the chaperone. The last was chosen by the 10 youngsters from among all county agents.

"Carousel of 1954" was the theme of the Arts Building, in which an operating Merry-Go-Round was installed.

Black said improvement plans include the possibility of a modern grandstand being begun in time for use next season.

Guests of the fair and of the carnival were the deaf and blind children of Cedar Springs Institute, four miles from the fairgrounds.

COLD, DRYNESS SLICE COLUMBIA ATTENDANCE

COLUMBIA, S. C., Oct. 23.—The 85th South Carolina State Fair was battling the combined evils of a three-month dry spell and unseasonably cold weather thru yesterday.

Attendance was trailing last year's by an undetermined number of percentage points, Secretary Paul V. Moore said, with the final compilations to be made on Sunday.

Moore said turnouts have been lagging in general, and spending by

MAPS NEW FEATURES

Holter Buys Ranch, Plans for '55 Show

ANAHEIM, Calif., Oct. 23.—Gene Holter, just back from the most successful season of his short career with his Wild Animal Show, is preparing to increase the backlog of stock and introduce new features in 1955. Starting out in May and closing in September after hitting about 50 fairs, the attraction pulled as many as 26,000 in a day and during a series of six shows averaged 8,000. In 81 per cent of the dates played, the show proved to be the biggest draw on the grounds.

Holter recently purchased a ranch near Corona, Calif., which he will use for winter quarters. The work of improving and installing new fencing on the property is now underway. Holter plans to raise his own feed stuffs and will put in permanent pasturage for his animals.

Jones To Be With It

This operator debuted in the business with the racing ostriches in 1950, an idea he got when recuperating in a hospital from injuries received while performing in a rodeo. This attraction was featured at the Orange County Fair in Santa Ana, Calif., for several years with Holter later taking it east.

During the past season, Bud Jones, the blind trick rider, appeared on some of the dates with the Wild Animal Show. However, Jones will be a regular feature with the Holter unit next year.

On the tour this year that took the show into New York State,

3 Million Attend Ohio's Fairs in 1954

COLUMBUS O., Oct. 23.—Twenty-five members of the executive committee of the Ohio Fair Managers' Association and members of the association's Fair Study Committee met here Thursday (21).

Plans were made for the annual convention to be held in Columbus January 11-13, and reports were read on this year's fair season, which closes with the Circleville Pumpkin Show this week. The reports generally reflected excellent attendance, with more than three million persons attending the State, county and independent fairs in 1954.

Former Governor Myers Y. Cooper presided at the meeting.

Russell S. Hull, Fremont, president of the group, said that a number of centennial fairs will be held in the State next year. "All Ohio fairs are looking toward their educational features rather than the size of the gate receipts," Hull said, "with an idea that a well-balanced fair will be approved by the fair patrons, bringing the needed increased attendance."

the area's residents has likewise been tight. On the World of Mirth Shows' midway, tho, he said business was surprisingly good with only a slight decline from 1953.

Exhibit-wise all departments are full with the annual scoring well in virtually every aspect but at the gates. The spending lag was also evident at the grandstand where business is off. A twice-daily Hamid show is offered.

Pennsylvania, Ohio, Wisconsin, Kansas, and other parts of California, Holter again presented his racing ostriches along with racing camels, performing llamas, donkey and zebra polo; Big Babe, the performing elephant; John Wilk's Tournament of Roses performing white horse, Liberty horses; zonkey, the half zebra-half donkey, and Si Otis with his mule, Abner. The show was tailored to fit the occasion and shows ran from 90 to 120 minutes.

While most of the dates were played for fair managers, Holter did give six shows for Eddie Otto in New York State, Pennsylvania, Ohio and Wisconsin. These were staged at speedways and the average show attendance was 8,000. On one date in Missouri, the Wild Animal Show pulled 25,000 in a day and while in the Midwest recorded a 26,000 daily attendance.

To Add More Animals

The general plans for the coming year include the increasing of the number of animals. With the feed problem whipped to some extent, Holter feels that he will be able to train a backlog of stock and also introduce new features.

During the season, Holter clocked 42,000 miles on his automobile. The longest jump was 630 miles and 40 the shortest. In setting up future bookings, he hopes to keep the traveling to about 250 mile jumps.

One serious accident hit the show this year when Vera Ross was killed in Nebraska. The Holter truck, driven by her husband, was badly damaged. However, the elephant being transported escaped without serious injury.

Holter is presently negotiating for additional animals both on a lease and outright sale basis. John Wilk, a friend of Holter's, made a four-month trip to Europe and Africa this year for animals. However, some died en route while others are still impounded awaiting the necessary papers for shipment. If these are released, they may be added to the Holter group. In the meantime, he is checking other sources of supply.

With negotiations for the new winter quarters property completed, Holter is also outlining improvements there. They include the construction of barns and living quarters costing \$30,000.

The 1955 route is being worked out, too, with several requests for dates already being given consideration.

Gate Cut Boosts Stuart, Va., Crowds

STUART, Va., Oct. 23.—With a lowering of gate admission price to 25 cents, the Patrick County Fair showed an increase in attendance to about 12,000 this year. Last year's attendance was approximately 8,500.

With the increase, Williams Amusement Company showed a tidy increase in gross as did the hillbilly revue in front of the grandstand. Stand show was greatly helped by Station WMFY-TV, Greensboro, N. C., about 50 miles from Stuart and from which the show was booked. Fireworks were also used two nights.

No plans for next year's event will be made until after the annual board meeting the first week in January.

Martinsville, Va., Elects

MARTINSVILLE, Va., Oct. 23.—Sterling C. Minor has been elected president of the Spencer Fair Association. Other officers elected were J. E. Merriman, vice-president; E. B. Seals, treasurer; Mrs. J. E. Merriman, secretary, and E. L. Dupuy, director.

It was announced that the 1954 edition netted the association \$685.

Saskatoon Ex 334G Revenue Tops Record

SASKATOON, Sask., Oct. 23.—The 1954 Saskatoon Exhibition was, financially, the most successful ever held, according to an interim report approved by the board of directors.

Revenue for the year was \$334,193, compared with \$238,027 in 1953, the report showed. Total expenditures were \$215,041, compared with \$186,914 in 1953, leaving an operating surplus of \$119,151. This compares with an operating surplus of \$102,133 in 1953.

Revenue from the summer fair totaled \$279,455, an increase of \$41,423 over the 1953 fair. Grandstand receipts were \$75,505, an increase of \$1,623. Gate receipts were \$145,611, compared with \$114,788 in 1953, and concessions and midway brought in \$58,137, compared with \$53,436 last year. Race receipts totaled \$58,338, compared with \$49,355 in 1953.

Receipts at winter events were also up, with revenue totaling \$27,133, compared with \$24,680 the previous year.

Under expenditure, \$19,907 was spent on grandstand attractions compared with \$20,927 in 1953 and \$30,400 was paid out in racing purses, compared with \$29,200 the previous year. Racing expenses totaled \$20,945, an increase over the \$15,730 spent in 1953.

CHIP OFF THE OLD DOC—JR. JOINS DAD

CHARLOTTE, N. C., Oct. 23.—J. S. (Sib) Dorton Jr. has joined up with his dad in the operation of the Shelby and Charlotte, N. C., fairs. The younger Dorton, a graduate of Davidson College, recently completed a two-year stretch in the Army as a first lieutenant. Sib has been exposed to the fair business thruout his life since his father, Dr. J. S. Dorton, manages the North Carolina State Fair in addition to Shelby and Charlotte and is a past president of the International Association of Fairs and Expositions.

Ventura Gate Held Down By Fog, Cold

VENTURA, Calif., Oct. 23.—Foggy afternoons and cold nights cut the attendance of the '54 Ventura County Fair down to 89,700 some 4,800 less than in 1953, Larry Ver Husen, secretary-manager, reported this week.

Bad weather the first three days caused the slump. Weekend attendance ran on a par with last year with a slight increase over that period on Sunday.

The entertainment features were Chico Del and his trained monkeys on the stage in the concession area. In front of the grandstand, named Babe Ruth Field, were a junior horse show on opening day with Leighton Noble's Bandstand Revue orchestra in for two performances at 6:30 and 8:30 p.m. on the second day. Spade Cooley and his KTLA Variety Show were featured at two performances on the third day, Friday with acts including Jack Spot, unicycle; Bert Nagle and Hilga, and Hector and His Pals. The last two days included afternoon and night rodeo performances featuring Fess Reynolds and Diana Bixby. Stock was furnished by Andy Juaregi.

Ver Husen again drew praise for continuing the policy of table settings, with a new theme each day. The general theme was "A Family Affair" with fitting decorations.

The calf scramble, which was started last year, was progressed with the animals being auctioned in the judging arena. A second scramble was staged with the calf scheduled for sale in this fashion a year from now.

The fair made an imposing sight with the decorated antique cases obtained several years ago by John A. Lagomarsino. Bought from the City of Los Angeles Exposition Park, the cases are hand carved. In the modern arrangement and with up-to-date decorations, the setting was greatly admired in the commodious exhibit buildings.

Foley & Burk Combined Shows played the midway and Patty Treanor and son, Raymond, had the novelties.

Grandstand shows were booked by Adele Walker.

Fair used the one-gate policy with a charge of 75 cents for adults and 25 cents for children under 12. Parking was 25 cents.

Record 160,549 Turn Out at Bakersfield

BAKERSFIELD, Calif., Oct. 23.—With an attendance increase of 10,540 over 1953, the Kern County Fair, which closed its annual seven-day run Sunday (3), set a new record of 160,549 patrons, William Straub, secretary-manager, said. Final figures were released this week.

The largest daily attendance ever recorded was on Friday (1) when Kids' Day pulled 39,012.

West Coast Shows and West Coast Exposition Shows were combined for the date, making the third time this year the shows were joined for a date.

The outdoor stagemore was booked again by Hunt-McCafferty in Hollywood. The opening show included Hector and His Pals, the Black Brothers, Mason-Kahn Dancers, Mercer Brothers and Yonely. The second segment of the presentation opened Friday (1) and included in addition to the Mason-Kahn Dancers, the Olveras, Haynes and Lorenzo, the Wheelers and John Calvert and Company. George Goulding at the organ was a full-run attraction. The show was played by a local band. Larry (Bozo the Clown) Valli performed as a stroller, making balloon figures.

Oil Exhibit Bid

Straub made a bid for the oil industry to exhibit at the fair this year with the Richfield Company making an impressive bid for business with a movie of the petroleum field. It was pointed out that the county produces 91,000,000,000 barrels of oil annually, pays \$14,000,000 in county taxes, which is 54 per cent of all personal Kern taxes.

The run was the third for the fair on the new 16-acre fairgrounds south of the city on Highway 99. It also marked the third year that the West Coast Shows, the carnival organization headed by Mike Krekos, was featured on the midway.

Straub officiated at his second fair, coming to this post from that of assistant manager of the Santa Clara County Fair in San Jose, headed by Russell E. Pettit.

This year the fair tried out a new dust-control idea of planting alfalfa in the parking area. Six cuttings were made from the lots with the hay being presold to a local rancher.

Powhatan, Va., Gate Falls Off 20%

POWHATAN, Va., Oct. 23.—The Powhatan County Fair showed a 20 per cent decrease in attendance and general business according to President J. W. Bell. Premium list totaled \$500. I. K. Wallace Shows on the midway suffered much from the dip in attendance. Next board of directors' meeting will be January 19.

Pay Gate for Kids Raises Mineola \$\$

WESTBURY, N. Y., Oct. 23.—The Mineola Fair & Industrial Exposition ended a successful run on Sunday, having drawn perfect weather on every day but one, which was the day Hurricane Hazel blew over.

Manager Charles Bochert said the policy adopted, of shutting the gates at noon on school day Friday (16) because of the storm warnings, caused an estimated \$30,000 loss in admission receipts. Prices were 50 cents for adults and 25 for all children thruout the nine-day event.

Bochert figured paid attendance at greater than last year, when children were admitted free every day. Top day this time was closing day Sunday (17) when about 77,000 persons were on the grounds.

Several tents were ripped badly by the storm, and one large one was blown down. The I. T. Shows midway escaped without damage, but could not participate in the Sunday business since no carnival activities were permitted on either Sunday during the fair.

Good crowds, averaging around 5,000, viewed the free Hamid circus presented twice daily except for Friday when the gates were shut.

WFA Appoints Robert Stein Asst. Manager

SACRAMENTO, Oct. 23.—Robert Stein had been named assistant manager of the Western Fairs' Association, Inc., here, C. L. Peckinpah, WFA president, announced.

Louis S. Merrill, WFA general manager, in explaining Stein's duties, said: "In his new position, Stein will be working toward betterment of fairs in the Western United States and a broader, more understanding of the responsibilities of the industry in fostering the American spirit of free competition."

Stein takes up his duties here following a temporary assignment as assistant director of public relations at the Los Angeles County Fair in Pomona. In 1952, prior to two years of Army service completed in July, Stein worked under the direction of Roy Driscoll, veteran LA County Fair publicity director.

While in the Army, Stein did advance publicity for touring Army shows which were part of many fairs over the nation. He is a native Californian, and majored in journalism at California State Polytechnic College. While there he was the first recipient of the Ben Overland scholarship in Agricultural Journalism awarded at the San Luis Obispo campus.

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Petersburg, Va., Pulls 103,980 For New Record

PETERSBURG, Va., Oct. 23.—Checking after a big build-up the final two days, the '54 Petersburg Fair, pulled 103,980 paid admissions against 86,321 in 1953. According to R. Willard Eanes, president, this number, when added to the uncounted free children's admissions, exceeds anything in the fair's history. Cold weather blanked out the first part of the week.

Johnny Denton's Gold Medal Shows, which was on the midway, had a very nice gross, and according to Eanes, has again been awarded a '55 contract. No decision has been made on grandstand attractions which this year consisted of a circus type show, a rodeo and three days of auto racing.

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CHICAGO, Oct. 23.—All booking offices that sell attractions to fairs in the United States and Canada are urged to submit their names, addresses and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

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C&W Inks Sedalia, Spartanburg and Richmond for '55

Storm Damage Minor in S. C.; Earnings on Par With Last Year

MACON, Ga., Oct. 23.—Three major fair dates have been re-inked by Cetlin & Wilson Shows for its 1955 route, Manager John W. Wilson said this week. He named them as the Virginia State Fair, Richmond; Missouri State Fair, Sedalia, and Piedmont Interstate Fair, Spartanburg, S. C.

The C&W railroader suffered minor damage at Spartanburg last week due to Hurricane Hazel, with only the Minstrel Show tent being ripped and several small concessions being blown down.

Even with the Saturday (16) cold spell, Wilson said, the shows' ride and show gross matched last year's. Here in Macon the Monday (18) Children's Day was encouraging and decent weather was expected to result in business as good as in 1953.

Awarding of the contracts named, Wilson said, was by the

Foley & Burk To Winter Base

SANTA ROSA, Calif., Oct. 23.—Foley & Burk Combined Shows moved into winter quarters here this week after closing a successful '54 trek at the Ventura County Fair, Ventura, Calif.

L. G. Chapman, general manager of the show, said the season, which opened May 14, was a good one. Only five still dates were played with the rest of the season spent at fairs.

Org carried 18 rides, 64 concessions and 5 shows and traveled on 15 railroad cars. Pat Graham, formerly with the Beatty Circus, served as trainmaster.

Gooding in Hospital

COLUMBUS, O., Oct. 23.—Arby W. Gooding, brother of Floyd E. Gooding, of Gooding Amusement Company, is seriously ill in Room 220, Doctors' Hospital here. Formerly associated with his brother, Floyd, Arby retired from the ride business in 1940, due to illness.

SLA Nominates Torti For '55 Presidency

CHICAGO, Oct. 23.—Ned Torti, top man in the Wisconsin DeLuxe Company, Milwaukee, was this week nominated for the presidency of The Showmen's League of America. Torti served as first vice-president the past year in the regime of C. J. Sedlmayr Jr.

Other nominations include Maurice Ohren, first vice-president; Al Sweeney, second vice-president; Jack Duffield, third vice-president; William Carsky, treasurer and Joe Streibich, secretary. The latter two are up for re-election. Elmer Byrnes has been nominated for a five-year term to the organization's board of trustees.

Fifty members were nominated to the board of governors. Included were Louis J. Berger, Mickey Blue, Max Brantman, Art Briese, Fizzie Brown, Elmer Byrnes, Noble Case, William T. Collins, Hadji Delgarian, M. J. Doolan, Herb Dotten, Harry Duncan, George B. Flint, John Gallagan, K. H. Garman, Max Goodman, Sam Gordon, Nat Green, C. C. (Specks) Groscurth, Morris A. Haft, Mel Harris, Jack Haw-

following officials: Admiral Glover and J. A. Mitchell, executive vice-president and general manager at Richmond; Manager Ross Ewing, Agricultural Commissioner J. C. Carpenter and Concession Manager Robert Kohn at Sedalia; President Paul Black and Vice-President T. K. Hudgens at Spartanburg. Also in the bidding at Sedalia was Hal Eifert of Gooding Amusement Company.

Wilson said an attraction, new to midways, is being dickered with and announcement is anticipated soon.

Dallas Midway Ride, Show Biz Up Sharply

Clif Wilson Line-Up Runs 35% Ahead Of 1953; Ride Grosses 15% Higher

DALLAS, Oct. 23.—Like virtually everything else at the 1954 State Fair of Texas, midway shows, rides and concessions were running far ahead of any previous year as the annual today went into its third and final weekend.

Midway superintendent Fred Tennant Jr. said rides were about 15 per cent up with Rotor and Sky Wheels running even with the Roller Coaster which usually leads parade. He said shows were running between 35 and 50 per cent ahead of 1953.

Taylor Show Leads
Clif Wilson, who has booked the shows on the fair's independent midway, said by 7 p.m. Monday (18) shows had taken in as much after taxes as they had all during 16 days last year before taxes. In other words, everything taken in after Monday, the tenth day of the 16-day fair, was gravy. Wilson said shows were up about 35 per cent over last year.

Charles Taylor's "Cotton Club Revue," Negro variety show, was still topping all shows on the midway and getting extremely good word-of-mouth publicity. Harry Sebers' French Vani-Tease Girl Show was running second, and

thorne, Don Franklin, Ben Hyman, George W. Johnson and William Kaplan.

Edward Levinson, Sam J. Levy Jr., Rube Liebman, Harry Mamsch, P. A. Marco, Charles (Chuck) Magid, Bernie Mendelson, Arthur Morse, Edward Murphy, Paul Olson, Harold (Buddy) Paddock, Dave Picard, Harry Ross, Jack Ruback, Hank Shelby, Edward Sopenar, Louis Stern, Harry J. Taylor, J. C. (Tommy) Thomas, Sol Wasserman, M. M. (Neil) Webb, V. Ben Williams, Charles Zemater Sr., and Al Kaufman.

The annual election will be held Monday, November 29, with the polls to be open at 2 p.m. and closed at 6 p.m. Absentee ballots can be obtained from the secretary.

Nominating committee was made up of J. P. (Jimmy) Sullivan, Lou Keller, Mel Harris, Charles Zemater Sr., Edward Levinson, George W. Johnson, Dave Picard, Sam J. Levy Jr., Michael Blue, Nat Green and Al Kaufman. Alternates were M. J. Doolan and Sam J. Solomon.

FOR FREE

I.T. Gives Diesel Unit Month 'Trial'

WESTBURY, N. Y., Oct. 23.—Linden Diesel Service of Elizabeth, N. J., hauled its 15-h.p. engine off the I. T. Shows midway last week after offering it free for Ferris Wheel duty for the greater part of the shows' fair route.

The usage began when a gasoline engine failed at the fair in Flemington, N. J., and the dealer hooked up a display model as an emergency measure. The machine, a Petter and made by Brush Aboe, Inc., of Woodside, weighs 598 pounds. Its average 12-hour running day on the midway consumed three gallons of No. 2 furnace oil.

The Isser-Trebish show got a month's work out of the Diesel unit and is considering converting its three Ferris Wheels to Diesel power.

third place was shared by Charles Vogel's Snake Show and Pete Kortez' Circus Side Show.

Permanent Fronts
Wilson gave credit to Tennant and Gen. Jimmie Stewart for building two permanent fronts for two major shows. General consensus of visitors was that Dallas Midway was vastly improved over last year and an outstanding midway in general.

Fair's big middle weekend helped a number of shows boost their take. "Cotton Club Revue" counted about 55,000 in three days, Friday (15) thru Sunday (17).
(Continued on page 54)

Marks Winding Up First-Rate Season

MONROE, N. C., Oct. 23.—Except for a pasting last week by Hurricane Hazel, the John H. Marks Shows are rounding out at the Monroe County Fair here this week the best season since 1936.

The hurricane, which hit the shows last Friday (15) while playing the fair at Clinton, N. C., caused damage estimated at around \$14,000. The girl and posing show fronts and canvas were wrecked and the two Ferris Wheels were blown down and jumbled.

Great additional damage was caused to equipment owned by others when some 45 out of a possible 60 concession units were demolished. The show was close to the center of the storm.



LaVERNE MATURO is the latest entry in the Showmen's League of America contest to select Miss Outdoor Show Business of 1954. Miss Maturo's sponsored by the Angelus Amusement Corporation.

REID DICKERING FOR BUCK TRAIN

Vermont Showman in Contact With Strates to Buy 15 Cars, Expand Route

NEW YORK, Oct. 23.—A reliable source this week reported King Reid bidding for the show train owned by James E. Strates and used for the past two seasons by the O. C. Buck-Model Shows.

Reid, reported in communication with Strates, will meet with the major show owner next week when the Strates organization plays the Florence (S. C.) Fair. Assuming successful preliminary negotiations, Reid will then journey to Orlando, Fla., to personally inspect the equipment prior to making a final bid.

Involved are 15 of the 18 cars reportedly owned by Strates and leased to the Buck organization. Additional equipment will include some 46 wagons, about half on pneumatic tires, a Motor Drome and Philadelphia Toboggan Company Merry-Go-Round, plus considerable miscellaneous equipment needed in the operation of a railroad show.

Buck Back to Trucks
The report of Reid's interest follows continuing rumors that Oscar Buck, who switched to rails from a long-established truck operation two years ago, would return to overland hauling. Altho Strates recently denied knowledge of Buck's plans, believable reports continue that new motorized equipment had already been contracted for.

Much of the equipment used this season by Reid could be converted to use with a railroad show. The Vermont show owner is said to own 14 major rides, 8 kiddie units and 12 show fronts, several of them built on semi trailers.

If he makes the switch to rails Reid will have to expand his booking interests. In the past he has had a short season, closing in the middle of September. On rails he will have to work for a full 30-

week season and there is evidence that he is already angling for this goal by seeking dates in the South.

Despite his relatively small truck show status, Reid has played a number of sizable dates in the past, including the Bloomsburg (Pa.) Fair and the Eastern States Exposition, Springfield, Mass.

Tenn. Valley Ends Season at Florence, Ala.

FLORENCE, Ala., Oct. 23.—Tennessee Valley Amusements concluded its season here October 16. Members have left for their respective homes or to join other carnivals. The show will winter here.

Ride help joined the Dixieland Exposition Shows. Mrs. Una P. Meadows, secretary-treasurer, will vacation in California, where she will visit her brother and friends. Manager Theodore R. Meadows and family will go to Michigan to purchase equipment. After a scheduled two-week stay in Iowa, where the family will visit Meadow's mother, brother and sisters, they will move on to Tulsa, Okla., to visit their oldest son, Ted Jr., who is affiliated with Station KVOO there. From there the family will go to California.

A new all-steel marquee will be added for 1955, plus a Fun House, a major ride and a kiddie ride, Mrs. Meadows says. Electrician Maurice Meadows, son of the owners, has designed new light towers and will build five for next year.

Concessionaires who will return include Bob Coleman, George Costa and Earl (Whitey) Miller. Last named is in Veterans' Hospital, Huntington, W. Va.

Also returning will be Tony Cowden, who will take over office-owned photos; Blackie Collins and Bill Paddock, ride foremen, and Dillon Johnson, Red Rrymer and Curley Austin.

Work of overhauling and painting equipment will begin January 1. The season passed without accident or injuries to patrons or show personnel, according to Mrs. Meadows.

Prell Recovering From Operation In Md. Hospital

FREDERICK, Md., Oct. 23.—Sam Prell, proxy of the Prell's Broadway Shows, is recuperating in Memorial Hospital here from a recent operation and expects to be released in another week or so. Prell expresses thanks to the many friends who have sent him encouragement.

GEM CITY BAGS BIG GROSSES IN SOUTH

BAINBRIDGE, Ga., Oct. 23.—The Gem City Shows, carrying a powerful back-end, have been registering a succession of better-than-'53 grosses in recent weeks.

Showing the fair here this week, the show thru Thursday (21) had piled up a ride and show gross to that point that matched that for the entire run of the fair last year. This strong return was made in the face of two days of cold weather.

Last week at the Albany, Ga., fair accounted for a 31 per cent higher gross than in '53. It was the

show's second straight year at the fair, and at its close it was again contracted for 1955 by Ralph Allison, fair manager, who enthused over the strength of the back-end and the appearance of the show.

At the Vicksburg, Miss., Fair the previous week, Gem City amassed the biggest midway gross in the fair's history and the week prior to that it registered a 23 per cent higher gross than it did last year at the Gadsen, Ala., Fair.

The show has two more stands.
(Continued on page 54)

MIDWAY CONFAB

Having closed the season operating the back-end on the Great Wallace Shows, Lou Pease has purchased Al Wallace's Geek Show and his 80-foot "Shanghai" Girl Show. He has them booked on the Wolfe Amusement Company, which closes its season November 15. Addie Evans handles front on the Geek Show, and Jean Hutchens dances with Lou's wife, Kitty, on the Girl Show. . . . Joseph Lehr, spot worker, reports that when he worked the Richmond (Va.) Fair he saw George (Fat) Harris, Spot Pinsonault, Red Lewis, Neal Carr, Mr. and Mrs. Bert Ibberson, Mr. and Mrs. Louis Riffle, Kelly Bragg and Big Willy from Philly. . . . Spot worker Red Lewis has taken delivery on a new Buick convertible. . . . George Harris and Kelly Bragg have skedded a spot store at the Birmingham Fair.

Bob McCarthy letters from Lisbon, Portugal, that Martin Brynes exited that city recently for Egypt, where he was skedded to join a Cecil B. DeMille company making "The Ten Commandments." Brynes, formerly with Silk City Shows, will act as technical advisor on the movie.

Charles Dwinall, general agent for Groves Greater Shows, infers he's planning a winter show to go under the banner of Golden Slipper Shows. Org is skedded to play cotton and cane country in Louisiana. . . . Bobby Kork is now playing spots in the States after spending the regular season with Wallace Bros.' Shows of Canada. . . . Ray E. Bumgarner writes that he recently visited a number of shows in the Southeast. Included were John H. Marks' Shows at Hickory, N. C.; Denton's Gold Medal at Gastonia, N. C., and Cetlin & Wilson at Spartansburg, S. C.

While playing an independent date in Pelham, Ga., Lil Brooks visited Hedy Jo Stann and Diane

DeElgan on the Gem City Shows in Albany, Ga. . . . While visiting friends on the John R. Ward Shows in Blakely, Ga., she was the guest at a cocktail party given for her by Rhonda Randell. . . . Johnny Kinsey, after closing with the King Reid Shows, ankled southward, visiting the midways on several shows. He has since returned to his home in Oneonta, N. Y., where he will spend the winter. Kinsey has organized a five-piece band and will start broadcasting over a local station soon.

Mrs. Inez Henderson, Collins, Ga., formerly with the World of Today and Hills Greater shows, was married to Sgt. H. W. Lunceford, of Boone, N. C., September 20 in Ridgeland, S. C. Lunceford is with the Army at Camp Stewart, Ga. They will eventually make their home in Hinesville, Ga., where Mrs. Lunceford operates a grocery. . . . Minnie Meyers, known as Francene Lee, annex attraction on Helen Golden's Side Show, has returned to her home at the Kentucky Trailer Court, 4620 S. Main Street, Houston. . . . Concessionaire Duke Bierly's show truck was demolished October 10 when it struck a bridge and overturned in South Georgia. Altho much of the show equipment was damaged, no one suffered serious injury. During the hour that traffic was tied up as a result of the accident, three carnivals were delayed en route, James H. Drew Shows, Holly Enterprises and Royal Exposition. . . . Mrs. Ina Beckwith, Haverhill, Mass., reports that her brother-in-law, Edwin Clough, has been seriously ill in a local hospital since August 1.

Ollie Rinehart, of the Rinehart family of the old Bernardi Greater Shows, jumped into Petersburg, Va., along with her mother and brother Jake, to appear with Chuck Gatewood's Flying-X Rodeo. . . . Marshall Lewis closed with Gold Medal Shows to devote his time to his winter auditorium books. . . . Pete Corry back in Richmond after a season thru the Midwest with several shows.

Clyde O. Childress has left the road to take over the Sunset Drive-In, Midlothian, Va. . . . Russell Johnson left the M. A. Beam Attractions for his home at Falmouth, Va.

Drum-beater Herb Pickard is over his recent illness and back with the Cetlin & Wilson Shows. He landed heavily in the papers in Macon, Ga., and worked out five TV programs with talent from the Raynell revue.

General manager John Vivona has purchased two more kiddie rides and a truck for them for Vivona Bros.' Shows, which were visited at the fairgrounds in Rock Hill, S. C., by Dusty Rhodes, the New York Giants ballplayer. John and Morris Vivona left on a business trip following a meeting with Rock Hill fair people regarding the 1955 contract.

Mr. and Mrs. William G. Catlett, of Catlett Greater Shows, have booked four rides with the Valley Exposition Shows for the winter. The Catletts will headquarter in Harlingen, Tex. . . . Bob McCarty Infos from Newark, N. J., that Pete Glynn was tendered a going away party by friends at the home of his sister in East Orange, N. J. He left for a two-month stay in Europe. Dr. McClone acted as toastmaster. . . . Steinnie and Big Sheriff were awarded the Jack Cherry Plaque for the best-looking stand at the recent Mineola Fair. . . . Chief Whitehead visited the Mineola Fair after a two-year absence. He had been confined to Veterans' Hospital, Lyons, N. J. Whitehead plans on exhibiting Blackie, a wild man, next year. . . . Ollie Poole has postponed a trip to Bermuda because of business demands.

Dorothy and Newton Stone, who have monogrammed hats on the carnivals playing California, are back at home in Van Nuys, Calif., following a vacation trip to Silver City, N. M.

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RIDES	Auto Scooter, Roller Coaster, Rock-o-Plane, Spitfire, Round-Up, Octopus or any Ride we do not have.

NOTICE—People joining here will have preference at the Florida Citrus Exposition, Winter Haven, Fla., Jan. 15. Wire here at once and get deposits in early as space will all be sold before end of this week. All replies to

E. L. YOUNG, Mgr., Dublin, Georgia, this week

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SHOWS: Girl Show capable of getting money. Also any outstanding Shows with own outfits. RIDES: Will book any Major Rides not conflicting; also want set of Kiddie Rides. CONCESSIONS: Can place Concessions of all kinds, open midway. Will place Cookhouse, Popcorn, Apples, etc. Address:

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Want Eating and Drinking Stands, Hanky Panks, Long and Short Range Gallery, Place Side Show, Snake Show, Minstrel Show, Wildlife, White and Colored Girl Show, Want Kiddie Rides, Flat Ride, any Ride not conflicting. Ride Help—Useful Carnival Help. Space limited; this show positively out all winter. All address:

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GIVE TO DAMON RUNYON CANCER FUND

Strates \$\$ Steady At Raleigh Event

Hurricane, Drought Fail to Slice Big Midway Earnings in Carolina

RALEIGH, N. C., Oct. 23.—The hurricane winds which smacked the James E. Strates Shows last week at the Danville (Va.) Fair had a continuing effect on business potential of the shows this week at the North Carolina State Fair here.

But owner Strates and fair manager Dr. J. S. Dorton yesterday seemed to think that fun zone business at the five-day event would likely equal that of last year even tho no new attendance records were looked for as thousands of prospective fairgoers live in storm ravaged sections of this State.

At Danville, Strates lost four tents and the Merry-Go-Round top but he spoke lightly of the damage, noting that the show was intact and complete for this important event. Spare canvas, including a brand new two-tone Merry-Go-Round top, was in storage on the train and immediately available.

Drought, Rain Hurt

In addition to the hurricane which struck the Friday before fair opening, the show and the fair were combatting the effects of one of the worst droughts this section has ever known. Adding to the immediate woes of the operating forces was rain early on opening day, Tuesday (19), which turned the red clay of the walk areas into a gluey mess. The weather cleared fairly early and sufficiently so that the day, the first of two big children's specials, was not lost and midway earnings were reported very good by Strates. The nights were cold; a little on the raw side.

Except for fire a complete cycle of disastrous events of major consequence caught up with the shows. But such is the power of the North Carolina State Fair that the midway zone was booming continuously.

The big and powerful Strates organization was ready early for midway business, judged to average out better than \$25,000 a day thruout the five-day event. The weather prospects for today are excellent and there was the feeling

in advance that the spacious grounds might even be overtaxed by the huge crowds expected.

Kids' Day Big

Kids jammed the grounds yesterday for the second time and the rides worked at capacity from early morning until late at night. Midway activity begins here possibly earlier than it does at any other fair in the East with moppets on hand and ready to go by 8 o'clock.

As is customary here, a lavish press party was staged in Jack Norman's Girl Show top the night before the opening. Refreshments, buffet supper and talent, including members of the Hamid grandstand show, made the affair an enticing one for about 100 fair officials, newspaper, radio and television representatives.

For Strates the season has been good. Better, he says, than last year and the year before. While the still date trek was ordinary with weather hampering operations at almost every stand, the fairs have turned out good. The personnel was thankful for the power of this event which, presumably, can overcome almost any handicap.

Many Concessions

Strates and his business manager, George Whitehead, had the usual massive array of concessions that go with this date. Units were back to back and in parallel rows. Despite the numbers the attendance was such that everyone appeared to be getting money.

On a separate midway created this year adjacent to the plaza, and facing the usual grouping of kiddie rides in the promenade area, were the Floyd Gooding unit of "Dancing Waters" and Al Randall's U. S. S. Spellbound, the marine exhibit in the form of a ship familiar to many Eastern fairgoers. The water show was late in opening due to reported hurricane damages. A third major unit, Fishing for Diamonds, up and ready to go here, was demolished by the hurricane and the season was ended as a result.

Dallas Biz Up

Wilson said. French Vani-Tease had 50,000 for three days and Snake Show figured to have about 37,900 for the period, he said. Shows started grinding early Saturday (16) and closed about 12:30 a.m. Sunday (17).

Hall of Presidents Wax Museum had about 22,000 for the three-day weekend.

"Dancing Waters" was doing well and thru Wednesday (20) had 42,862 customers.

Rotor, Sky Wheel Go Big

Tennant said rides were up about 15 per cent over last year. Some representative figures thru Wednesday (20) included 32,904 for Flying Cars, 51,062 for the Rotor, about 50,000 for Sky Wheels and about 90,000 for Roller Coaster. Merry-Go-Round had 48,865 in same period. Kiddie Town at a dime each, during those days, sold total of 266,977 tickets, mostly at a dime each during those days.

The Dowis Sky Wheels took in \$4,154.15 from 11,869 riders on the big Saturday (16) for an all-time, one-day record. Total riders for entire season this year will nudge half a million, Dowis said.

Novelties and foods were way up, Tennant said. Salt water taffy joints were increased from one to three this year and business is nearly seven times as good, Tennant reported. Variety of foods being sold on fairgrounds includes chili, tamales and enchiladas, fried chicken, barbecued chicken, barbecued beef, fried shrimp, fried fish, milk shakes, frozen custard, French fried potatoes, chili cups and, of course, hot dogs and hamburgers. In the Women's Building, the Town and Country restaurant, operated by swank downtown eatery features ham sandwiches at \$1.50 per and prime ribs of beef at \$3.50, and has done land-office business.



IT WAS DUSTY RHODES DAY at the York County Fair in Rock Hill, S. C., when the New York Giants baseball hero visited the fairgrounds and the Vivona Bros. Shows' midway. Rhodes, with co-operation of the show and fair association, played host to 87 children from the York Home Episcopal Orphanage. From left are General Manager John Vivona, Agent Morris Vivona, Rhodes and Mrs. Catherine (Ma) Vivona. Promotion was arranged by publicity man Harry Wilson.

Gem City Grosses

Continued from page 52

the Anniston (Ala.) Fair next week, Clarksville, Tenn., the following week, before it closes and goes into winter quarters at Quincy, Ill.

During its recent dates, the Gem City line-up has consisted of as many as 12 shows, 5 of them with bally fronts, 12 major rides and kiddie rides.

Hazel Spoils Banner Week For Vivonas

LANCASTER, S. C., Oct. 23.—The best one-day gross of the season was racked up by Vivona Bros. Shows last week in Rock Hill, S. C., but weather hampered the week's activities otherwise.

With World Series hero Dusty Rhodes as the attraction on Thursday (14), a downpour pretty well washed out the afternoon, but Rhodes stayed on as did children from the York Home Episcopal Orphanage, the guests. That night produced fair business despite cold weather.

Friday night was good, altho it was overcoat weather. Rhodes was at the fair again on Saturday (16) which drew heavily.

It would have proven the year's biggest week but for Hurricane Hazel which spoiled Thursday and Friday somewhat. Tuesday (12), the opener, was fair and the following day was the year's high spot for Vivona Bros. Shows. It was the first of three children's days.

The Vivonas had 19 rides on the midway, with 11 shows and 60 concessions. Great co-operation was received from H. D. Black, Tom Huey and other members of the fair board.

Program Told For Annual ACA Meeting

ROCHESTER, N. Y., Oct. 23.—The American Carnivals Association, Inc., will hold its 21st annual meeting on Monday, November 29, according to Secretary-Treasurer Max Cohen.

Commencing at 1 p.m. in the Hotel Sherman, Chicago, the program will include a meeting of the general counsel and associate counsel at that hour, and a 4 o'clock meeting of the board of directors, officers and past presidents.

On the following day, Tuesday, there will be a meeting of railroad show owners and managers, and a discussion on labor problems. The annual meeting of the membership has been slated for 2 p.m. that day.

Evie Belew Out Front in SLA 'Miss' Contest

Joy Purvis, Gooding Entry, Close Second In Early Balloting

CHICAGO, Oct. 23.—Evie Belew, the entry of the Royal American Shows, is leading in votes for the title of "Miss Outdoor Show Business of 1954" in the contest sponsored by the Showmen's League of America.

In second place, trailing her closely, is Joy Purvis, the candidate of the Gooding Amusement Company, with Ann Rice, the choice of the Amusement Company of America, third.

An audit of the votes made this week disclosed that Mrs. William T. Collins, wife of the owner of the William T. Collins Show, in fourth position, with June Reynolds, of the World of Today Shows, fifth.

The next five ranking contenders, the contest auditing committee announced, were Mrs. Art Signor, 20th Century Shows; Geraldine Feneck, Wallace Bros. Shows of Canada; Lorene Hampel, National Speedways, Inc.; Ginny Lowry, Polack Bros. Circus Western Unit, and Peggy Mulrine, Snapp Greater Shows.

Other candidates and their standings follow: 11—Margie Waldenda, Polack Bros. Circus Eastern Unit; 12—Pamella Leonard, Charlie Zemater Theatrical Agency; 13—Helen Wadhams, Nebraska State Fair; 14—Joan Nix, Moore's Modern Midway; 15—Lida De Valle, Marcus Glaser Booking Office; 16—Annabelle Pogman, 105 Ranch Rodeo; 17—Ginny Scott, Paul Marr Booking Office; 18—Alice Moorehouse, Boyle-Woolfolk Agency; 19—Mrs. Elmer Bodart, Bodart Blue Ribbon Shows; La Verne Maturo, Angelos Amusement Company; 21—Betty Pasco, Hetzer Theatrical Agency, and 22—Doris Fritz, Continental Shows.

WANTED

Kiddie Mangels Merry-Go-Round, 20 ft. diameter, for display in New York City for month of December. Price \$500, including putting up and tearing down. Operator not needed. Contact

AL SILVERSTEIN
1923 East 15th St. Brooklyn, New York
Telephone: ES. 6-2748



THE UNITED WAY

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Va. Greater Storm Damage About \$1,000

RICH SQUARE, N. C., Oct. 23.—About \$1,000 was the damage cost to Virginia Greater Shows when last week's storm hit the midway at Windsor, N. C. Combined efforts of everyone on the show kept the toll from rising as show-front panels, front-gate panel and other structures were downed before the heaviest part of the storm struck.

A Merry-Go-Round top was unable to be salvaged as was a cook-house top, both being ripped to ribbons by high winds. Concessionaire Johnny Ciaburri lost a top and Mrs. Rocco Masucci had two concession tops badly damaged.

NORTHEASTERN FLORIDA FAIR

JACKSONVILLE, FLA., MONDAY, NOV. 1, TO SUNDAY, NOV. 7

POSITIVELY THE ONLY FAIR SHOWING IN THE JACKSONVILLE AREA THE WEEK OF NOV. 1 TO 7. 2 BIG KID DAYS AND OTHER SPECIAL EVENTS DAILY

CONCESSIONS

Can place Hanky Panks and Prize Everytime Games of all kinds, Six Cats and Buckets if you have Hanky Panks, Glass, Crockery, Bear and Coca-Cola Pitches. Will book a few Wheels and Grind Stores if you have other concessions to go with same. Also have good locations for Mitt Camps, Cookhouse, Grab, Foot Long, Popcorn, Candy Apples, Floss, Age and Scales. Will sell exclusive for flashy Bingo. Also have locations for Pitchmen, Auction Stores and Direct Sales of all types.

RIDES

Want for this date and other Florida Fairs—Rock-o-Plane, Spitfire, Dark Ride or any non-conflicting major or Kiddie Ride.

SHOWS

Colored Revue (will furnish complete outfit), Motordrome or any non-conflicting Grind or Bally Shows. (Lash La Rue, wire.)

Can use flashy Sound Truck with Concessions for this date.

All wire **C. C. GROSCURTH, Mgr., BLUE GRASS SHOWS**
MOULTRIE, GA., ALL THIS WEEK; THEN JACKSONVILLE, FLA.



It's the Original!

EVANS' JUMBO DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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AMERICAN T·E·N·T & AWNING CORPORATION

One of America's Largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.

BILL SANDERS

FOR SALE BULGY THE WHALE AND MIDGE-O-RACER

Due to other business, will sell my \$15,000 investment consisting of two new kiddie rides, Bulgy the Whale and Midge-o-Racer which were used only six weeks since last July while grossing \$9,400. Price includes an all aluminum ticket booth, 30 ft. all steel, drop center, fully outfitted Universal Van (large enough for one or two more rides) with wrench and Chevrolet Tractor complete for \$11,000.

J. R. McCLOUD

1394 E. Whittier St., Columbus 6, Ohio

GIRLS WANTED GIRLS

Girl Novelty Acts, Exotics, Dancers, Musicians, Waitresses for Night Club. Steady work. Good pay. Big tips. Contact

TOMMY THOMAS

Club Mardi Gras Key West, Fla.



NATIONAL SHOWMEN'S ASSOCIATION

GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
317 West 56th St.
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information

Initiation\$10
Dues\$10 Yearly

B. & H. AMUSEMENT CO.

Wants for the Pee Dee Agricultural Colored Fair, Nov. 1 thru 6; Sumler County Colored Fair, Nov. 8 thru 13. Two Big Weeks—Two Big Fairs. Crops Good in This Area. Last Chance to Rebuild the Winter B.R.

Concessions all open—no ex. Water Games, Ball Games, Ring Games, Jewelry Spindles, any Hanky Panks, Juice and Grab, Pop Corn, Candy Apples, Cotton Candy, Ice Cream, Frozen Custard, Novelties, Pitch Men, Photos, or what have you?

Shows—Jungle Show, Animal, Monkey, Wildlife or any String Show.
Notice—Jimmy Ackley wants Cook House Help, Hanky Pank Agents and capable Flat Store Agents for these dates and all winter in Florida.

This week, Barnwell County Fair, Elko, S. C.

W. E. (JOHNNY) HOBBS, General Mgr. **E. A. MURRAY, Business Mgr.**

ALL WIRES TO BARNWELL, S. C.

VIVONA BROS. Combined SHOWS

CAN PLACE FOR

GEORGETOWN COUNTY EXPOSITION, Georgetown, S. C., Nov. 1-6;
CHARLESTON COUNTY COLORED FARMERS' FAIR, Charleston, S. C., Nov. 8-13

Long Range Gallery—Concessions of all kinds—Open Midway.

Want Operator with own equipment for Colored Dancing Show, also want Colored Dancing Girls. Want Dark Ride.

ADDRESS: CARTHAGE, N. C., THIS WEEK.

FOR SALE OR TRADE

All in Good Condition on West Coast
#5 ELI FERRIS WHEEL, ALLAN HERSHELL
LITTLE DIPPER, EYERLY OCTOPUS, 8-TUBS

Want good Kid Rides, Merry-Go-Round, Flying Scooter, Fly-o-Plane, Spitfire, or what have you?

BOX 1030

Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

LEE AMUSEMENT COMPANY

WANTS WANTS WANTS

SOUTH GEORGIA LEGION FAIR, Valdosta, Georgia, Nov. 1-6

Rides and Shows not conflicting. Want Side Show, Motor Drome, Midget, Wildlife, Minstrel Show with own equipment or any Grind Show of merit. Speedy Palmer, Mr. Molletts, Mickey Manson; Dick Best, contact. All replies:

N. L. CRESON
TALLAHASSEE, FLA.

CONCESSIONS—All Stock Concessions open. No exclusive. Want Foot Long, French Fries, Cook House with seating capacity. All replies:

BILL DOLLAR, Concession Manager
c/o WESTERN UNION, VALDOSTA, GEORGIA.

OCMULGEE FAIR, McRae, Ga., Nov. 1 to 6 inclusive

WILL PLACE any Grind Show that does not conflict with what we now have on our midway. WILL PLACE Wood Carver, Show Front Builder and two Painters to work in winterquarters all winter. WILL PLACE all legitimate Merchandise and Stock Concessions. NOTE: WE ARE NOW BOOKING AND CONTRACTING FOR THE 1955 SEASON. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION, DUBLIN, GEORGIA

SHOWS WANTED FOR JAPAN

CARNIVALS, CIRCUSES, PARK AND COLISEUM ATTRACTIONS FOR CHILDREN AND ADULTS WITH NEW AND NOVEL INNOVATIONS. ALSO SENSATIONAL FEATURES SUCH AS MOTOR CYCLE ACT, MAGIC AND ANIMAL SHOWS, RODEO, FIRST-CLASS MUSICIANS, BANDS, REVUES, SPORTS ATTRACTIONS. Those desiring to come to Japan SEND full particulars, photos, lithographs, newspaper clippings, also salaries wanted, to

THE HIROSHIMA RECONSTRUCTION ASSOCIATION
P. O. BOX 1207, CENTRAL POST OFFICE, TOKYO, JAPAN

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CONCESSION, BINGO TENTS, RIDE TOPS
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Underwriters' Approved Flame Resistant Materials Available.
FIVE DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

THE MIGHTY INTERSTATE SHOWS

Want for DALE COUNTY AGRICULTURAL FAIR, Ozark, Ala., Nov. 1-6; catching soldiers' pay day, Camp Rucker. 2 more Fairs to follow, then to our Florida dates.

SHOWS—Will book Fun House, Glass House, Penny Arcade, Motordrome. Want two Girl Shows with own equipment. Have good proposition for Sideshow with own equipment or will furnish equipment for same. RIDE HELP—Foremen and Second Men on all Rides. RIDES—Will give good proposition to Roller Coaster, Caterpillar, Rolloplane and Kiddie Rides. CONCESSIONS—All Hanky Panks open. All Eating and Drinking Stands open. Also Jewelry, High Striker, Age and Weight, Novelties, Hats, Photos, Gadgets, Diggers and Rotary. All replies to

MANAGER, MIGHTY INTERSTATE SHOWS, Western Union, Andalusia, Ala., this week.

DIXIE EXPOSITION SHOWS

WANT FOR BALDWIN CO. FAIR, Robertsdale, Ala., week of Nov. 1 through Nov. 6 Shows of any kind. Want Hanky Pank Concessions only. Dick Palmer wants couple to take over Mug Outfit. Also one Girl for Girl Show, Geek and Talker for Snake. Dallas Duncan wants two Pin Store Agents. Jimmy Ceys wants two Count Store Agents. Will pay cash for Fun House on thirty-foot Trailer. All replies to

MR. GUY CAIN, ROBERTSDALE, ALA.
P.S.: Will sell X on two Mitt Camps.

WANTED

C. A. STEPHENS SHOWS

For BRADFORD COUNTY FAIR, Starke, Fla., followed by
HARDY COUNTY FAIR, Wauchula, Fla.

Concessions working for stock. SHOWS—Wildlife, Monkey, Show and Fat Show.
ALMA, GA., THIS WEEK.

IDEAL RIDES

WANTED FOR COTTON TOWNS IN MISSISSIPPI

Age and Scales, Balloon Darts, String Game, Long and Short Range, French Fries, Novelties, Front Pups, Country Store, High Striker and other Hanky Panks not conflicting. Want Fun House, Snake Show or Mechanical Show. All replies: Western Union, Tutwiler, Miss., this week; Lambert, Miss., next week. First show in Lambert in five years.

W. H. LAMBERT, General Agent; PAUL T. ROBERTSON, Owner

THE BAYOU STATE SHOWS

VILLE PLATTE, LA., FAIR, Oct. 25-31; SIMMESPORT, LA., FAIR, Nov. 1-7

Want Ride Help for Ferris Wheel, Tilt, Merry-Go-Round. Will place Six Cats, Buckets, Hanky Pank of all kinds, winter rates, \$17.50. Want to book Snake Show. The largest Armistice Day in the South, downtown Lake Charles, La. Out all winter—get your bank roll here.

All replies to **PAUL H. MILLER, Mgr., as per route**

GIVE TO DAMON RUNYON CANCER FUND

C&W's, Macon Biz Strong Despite Cold

MACON, Ga., Oct. 23.—Extremely cold weather handicapped Cetlin & Wilson thru Thursday (21), fourth day of the six-day Georgia State Fair, but grosses equaled 1952 and were about 10 per cent under the record high of last year.

Monday was Kids' Day and best day of the four. The show made a good run from Spartanburg, S. C. Unloading of the train started Sunday night at 10 o'clock and everything was in readiness for Monday noon opening. Monday and Tuesday practically tied same days of last year, but near-freezing temperatures Wednesday and Thursday caused a drop in ride patronage. In normal years, the fair has brisk business until midnight, but by 10:30 p.m. the crowds were gone. Concession operators complained of a decrease in business, too.

Bingo Op Stricken

Co-owner Jack Wilson returned Monday from a four-day trip to Sedalia, Mo. Al Dorso, bingo operator, who made the trip with Wilson, was stricken the day after his return here, and his condition

is listed as fair at the Macon Hospital.

Celebrating the opening of their sixth consecutive engagement here, Wilson and Izzy Cetlin gave a party at Jack Fink's Cookhouse for members of Exchange Club fair board.

Raynell's Girl Show and Charlie Taylor's "Harlem Revue" were top money grossers. Herb Pickard arranged two shows daily on two Macon television stations. Gov. Herman Talmadge was guest of Cetlin and Wilson on a midway tour Thursday.

Cal Lipes, who has the Pigmy Horses and Reptile Shows, will close tonight to return home to California.

Maxie Sharp and Harry Rubin, of the Sterling Crown show visited Bill Moore, business manager. Mrs. Irene Moore went to Miami to get the Moore home ready for occupancy, as the show has only two more weeks to go.

Jackson Negro Fair Gives RAS 3 Good Days

JACKSON, Miss., Oct. 23.—The Royal American Shows got in three days of good business at the Mississippi State Negro Fair here Monday thru Wednesday (18-21) after closing Saturday (16) at the Mississippi State Fair on the same grounds.

The Negro event, a new one this year, provided the Royal American with three operating days on which they had been idle in the past, and each of the three days yielded business that exceeded expectations.

Leon Claxton's "Harlem in Havana" enjoyed excellent business and gave four extra jamborees that were played to capacity. Bobbie Hasson's Side Show was the second best grosser among the shows, with Walter Kann's Fat Show third.

Mineola Off; I. T. Rides In Barn After So-So Year

ROOSEVELT, N. Y., Oct. 23.—I. T. Shows this week stored away its equipment on its three-acre lot here, where it utilizes a large old barn and shed. The two dozen-odd tractor units were lined up beneath a jumbo carport and owners Phil Isser and Is Trebish got to toting up results of a season which was just so-so.

The year had its bright spots, among them the hefty business racked up by rides and shows at fairs in Middletown, N. Y., and Danbury, Conn. Middletown is on a long-term contract and the Danbury engagement is under negotiation for next year.

A jump out of its established territory resulted in near-blank business at the fair in Gratz, Pa., Isser reported, but added that mid-season dates were still a problem for the show and that big 1955 jumps will not be ruled out if the spots appear lucrative enough.

The wind-up at Mineola's Fair & Industrial Exposition proved a disappointment for the midway outfit. Municipal regulations for the second straight year kept the fun zone shut on both Sundays. In addition the arrangements called for relatively early blacking of the midway lights, leaving little time for business after 11 p.m. Children's day on Friday (15) was a bust, as the approach of Hurricane Hazel prompted the fair management to close its gates at noon.

Mineola, then, proved to be only two Saturdays and four scarcely-passable week days, not as good as when the annual was held at its old fairgrounds in Mineola before moving to the Roosevelt Raceway harness race track in Westbury.

The still date season was about the same as in past years with Isser and Trebish heading up two units which played in the metropolitan area. One expensive stand on Northern Boulevard in Queens set the show back several thousand dollars, it was reported. This date and the Gratz Fair resulted in a hefty deficit to make up during the fair season.

Continental Closes; Ride Earnings Up

LOWELL, Mass., Oct. 23.—Continental Shows is in quarters up at Pelham, N. H. following a successful season, manager Roland Champagne reports. He noted that front-end money was slim this year but that earnings of the unit's rides went up roughly 20 per cent over 1953.

After a good Labor Day date at Chatham, N. Y., the show hit spotty rains thruout the four-day Trumansburg, N. Y. Fair which followed.

Continental played Bondville, Vt. and closed at its customary fair dates in Deerfield and Center Sandwich, N. H., winding up October 12. Champagne expects to have the show out again in mid-April. Several rides will be kept busy until the Christmas period on promotions arranged by Paul LaCross, general agent and publicity man.

One new ride was added during the late part of the past season, and another will be purchased for the 1955 opener. Champagne and LaCross will attend several winter fair meetings in attempts to line up larger fairs and a longer route, for the expanded organization.

Some refurbishing and general winter quarters activity has begun up at Pelham, by a crew headed by superintendent Frank Forrest.

Illions' Pomona Gross Tops '53 by 10 Per Cent

POMONA, Calif., Oct. 23.—Take on the World's Fair Midway of the Los Angeles County Fair, which closed its 17-day run October 3, was 10 per cent ahead of 1953, Harry A. Illions who directs the fun zone for C. B. (Jack) Afflerbaugh, fair's president and general manager, said. The exposition pulled a total attendance of 1,110,927, a gain of 47,778 over last year.

Illions explained that the 10 per cent increase was "overall" with the increase on some rides making up for those that did not come up to the 1953 mark. He added that the Skooter was well up and that the Flying Saucer ride was satisfactory. His Carousel, located near the front of the midway, held its own.

In tickets, Illions continued, the sale was 260 less than 1,000,000. However, more than 1,000,000 people enjoyed rides. The rides were thrown open to orphanages and schools for spastics Monday thru Friday from 9:30 a.m. until 11:30 a.m. No tickets were issued on these occasions with the visitors being the guests of the fair.

While Illions had 14 permanent rides, the Frank W. Babcock United Shows supplied approximately 35 major devices in the main fun zone and kid rides in two locations, Illions declared that the Babcock revenue was over that shown by the Superior Shows, which augmented the zone last year.

Babcock told The Billboard

that, on the basis of the equipment brought in and the increase in county population, his take was 22 per cent under his estimated take.

Stuffed Toys

Louis Cecchini, of Cecchini & Levaggi, which had 29 games for stock, said that his gross was "satisfactory." The firm used only games of skill with stuffed toys predominant. Cecchini, a veteran concessionaire, explained that such items were necessary for the skill games attracted principally teenagers who were not interested in ham or bacon or grocery stocks.

Illions reported that more stock was given away during this 17-day run than ever before. He estimated it ran from 20 to 30 per cent ahead of any previous year.

Altho some of the rides had mechanical trouble, Illions stated there were no accidents. And, he continued, even the rides that were down for varying lengths of time made up in revenue for the lost hours.

Following the close of the fair, Illions began immediately to set plans for 1955. He plans a short vacation to visit relatives and, maybe, a trip East. His trips will be short, he said, as future planning will consume his entire schedule.

Steve Vaughn booked four games on the midway. His stock was principally stuffed bears, too, with badges marking them as "From the Los Angeles County Fair."

CLUB ACTIVITIES

Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, Oct. 23.—Regular Monday (18) meeting was called to order by President Charlotte Porter. Other officers on hand included Oscar Mattley, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Admitted to membership were Ray Morris, Helen McShay, Samuel F. Allen, Michael Gilbert, E. F. Williams, Donald and Wilma Baker and C. L. Herbison.

Tickets to the December banquet and ball were placed on sale and reservations made from the floor totaled 35. Members were urged to place their reservations immediately.

A check totaling \$570 was presented President Porter by Louis Leos of West Coast Shows, proceeds of a show-within-a-show held at San Jose in September and a pot of gold at Sacramento.

Back after long absences included Mr. and Mrs. John Provenzale, Jimmie Redder, Al Rodin, Sammy Landesman, Fred Bodah, Polish Fisher, H. Forster, Nick Ferrara, Joe Hart, Joe Ryan, Helen Kelter, Mr. and Mrs. Jack Christensen, Louis Leos, Mike Krekos, and Joe Barrell. A guest of Duke Navarro was also introduced, Don DuFrane.

Reports were received of the deaths of Malcolm P. Greer and Carlyle Stevens and a moment of silence was observed in their memory.

Final arrangements for the ladies bazaar were discussed with a few more prizes to be collected.

Showmen's League of America 54 West Randolph Street, Chicago

CHICAGO, Oct. 23.—A good representation was at the Thursday (21) meeting despite the fact that many members are still on the road. Vice-President Maurice Ohren presided. Also at the table were William Carsky, treasurer; Walter F. Driver, treasurer emeritus, and Joe Streibich, secretary.

Four new members were added to the rolls to make a total of 100 thus far this year. They were Martin M. Morrisson, Edmund E. Zaccini, Charles C. Fox and Thomas J. Casey.

Welfare committee reported Mel Harris was back in the hospital for more surgery. Charles Watson in Alexian Bros. Hospital and Lou

Keller, Louis Drillick and Harry Atwell ill at home.

The meeting November 25, which falls on Thanksgiving Day, has been moved up to November 27 and will be held in the Hotel Sherman.

Committees are busy. John Lempart on the banquet program. William Carsky and Maurice Ohren on the President's Party and the house committee on keeping the rooms in order.

Membership was saddened by the death of W. D. McGimpsey. William Carsky, Nobel Case and Elmer Byrnes have been named a committee to set up a J. C. McCaffery Memorial Fund.

Present for their first meeting of the season were Sam J. Levy Jr., Hank Shelby, Henry S. Polk, Dave Picard, Rube Liebman, Abe Raymond, Al Kaufman, Dr. Joseph M. Dugas and Charles Owens.

Clubroom callers during the week included Chick Schloss, Charles Zemater Sr., Max Brantman, Chick Bohdan, Andre Dumont, William Meyers, Lou Leonard, Paul Delaney, Red Sonnenberg, John Lempart, Hy Neitlich, Nick Holub, Mike Taflan, Fred G. Malley, Martin M. Morrisson, Petey Pivor and W. E. Donahue.

MORT MESSIAS

Wants for all winter's work in established park at Farmers' Market in West Hollywood, Fla., park will be open 7 days a week.

Want Ferris Wheel or any other Major Ride. No Kiddie Rides needed. Want Pony Ring. Concessions of all kinds open. We only book one of a kind. Have room for Animal, Walk-Thru or Grind Shows. Also Funhouse. We are open now and enlarging for the season. Write, wire or phone MORT MESSIAS, 4216 Alton Road, Miami Beach, Fla. P.S.: Chas. Albertson, come on.

GOLDEN SLIPPER SHOWS

Clean—Reliable—Efficient
Want Short Range, Duck or Fish Pond that work for stock. Hunky Panks non-conflicting. WINTER PRIVILEGES. Will book two small Grind Shows on low P.C. Sound Man at once—special proposition to right party. Want Man to operate small Grab. Contact at once. CHAS. DWINAL or BILL DILLARD, Golden Slipper Shows, Boyce, La., 25-30; Palermo, La., next; with all good spots to follow.



THE UNITED WAY

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BARNEY TASSELL SHOWS

Want for COUNTY COLORED FAIR, Bennettsville, S. C., week November 1
Major Rides, not conflicting, and 2 Kiddie Rides

Want legitimate Concessions of all kinds. What have you? Shows of merit, including Colored Minstrel Show with own top and transportation. Wire this week Maxton, N. C.

MIGHTY PAGE SHOWS

Want for Horry County Fair, Conway, S. C., Nov. 1-6—Parades and Fireworks, 2 Big Kiddie Days; then Warsaw, N. C., Armistice Celebration, Nov. 8-13; Jacksonville Colored Fair, Nov. 17-27, with other Georgia and Florida spots to be announced later.

CONCESSIONS—Eating and Drinking Stands, Popcorn, Apples, Floss and High Striker, Hunky Panks, 6-Cats, Glass Pitch, Long and Short Range Galleries, French Fries, one Wheel and one Grind Store. Sell ex on Custard, Hats and Novelties. SHOWS—Wildlife, Illusion, Mechanical and Dramatic. Want to book large organized Minstrel Show with own equipment for Jacksonville, Fla., Fair. Also want to book independent Rides for this date. Jacksonville Colored Fair is well promoted this year and will positively be the biggest colored fair in the South. Now booking Rides, Shows and Concessions for this date.

All replies to BILL PAGE, Oxford, N. C., Fairgrounds

LEO LANE SHOWS

The South's Finest

Now booking space for Thomas County Fair, Thomasville, Ga., Nov. 1-6; followed by Putnam County Fair, Palatka, Fla., Nov. 8-13; American Legion Fair, Gainesville, Fla., Nov. 15-20.

Hanky Panks of all kinds, Shows of merit. Will sell ex on Custard and Name-on-Hats. Want A-1 Merry-Go-Round Foreman and A-1 Tilt Foreman. Top wages to good men, work all winter. No phone calls, please. Wire or write LEO LANE, HAWKINSVILLE, GA., THIS WEEK.

GLADES AMUSEMENT COMPANY

WANTS FOR NAPLES, FLA., SWAMP BUGGY WEEK CELEBRATION, WEEK NOV. 1, TO BE FOLLOWED BY EVERGLADES, THEN FORT MYERS.

Concessions of all kinds, Fish Pond, Duck Pond, Balloon Darts, any others that work for stock. Will book for the winter one more Major Ride that does not conflict. SHOWS—Animal and Fun House.

JERRY SADDLEMIRE, La Belle, Fla., Phone Orange 5-2131, or JOHN KEELER, Miami, Fla., Phone 64-2867.

CARL D. FERRIS SHOWS

Want for MULKINS, S. C., TOBACCO FAIR, November 1-6, with LAKE CITY, S. C., FAIR following

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RINKS & SKATERS

OCTOBER 30, 1954

Communications to 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

57

New Rink for Salisbury, Md.

SALISBURY, Md., Oct. 23.—A new roller rink, owned and operated by Mr. and Mrs. Robert L. Broyles, has just been completed near here on Highway 13.

According to Broyles, the structure, built at a cost of \$80,000, houses the largest roller rink on the Eastern shore.

The building is of cinder block painted white, with modern brick front. The interior is of modern design and features a snack bar. A Hammond organ will be used at all sessions, with Anthony Salzarulo Jr. as organist.

For the grand opening, which has been set for November 1, Broyles is presenting a skating exhibition which will headline the skating champion, Jerry Nista.

DRIVIN' 'ROUND THE DRIVE-INS

SEYMOUR LEVINE, Connecticut drive-in theater operator, filed an application with the State police commissioner's office in Hartford for authority to build a drive-in on River Street, Bridgeport. The project would be the initial outdoor venture for the city. Levine, aiming for a spring opening, will have capacity for 450 cars. Groton Open Air Theater, Inc., opened Connecticut's newest drive-in, the 600-car capacity Groton Drive-In on Route 12. Principals in the corporation are J. Lawrence Peters, Anthony Albino, Harry F. Picazzio Jr. and Isadore Fishbone. The largest screen in eastern Connecticut, 116 feet wide and 62 feet high, has been installed at Mansfield Drive-In, Willimantic. The theater is owned and operated by General Theaters, Inc., West Hartford, principals in which are Morris Keppner and Lou Lipman.

Manchester Drive-In, Bolton Notch, Conn., erected in 1953 at a cost of \$100,000, will double its car capacity of 500 this winter, according to partners Bernard Menschell and John Calvoressci. As a promotional stunt for the comedy, "Genevieve," the drive-in recently offered free admission to riders in pre-1920 automobiles at opening performance. . . . Offering off-screen entertainment the other night, Paul W. Amadeo, general manager, Pike Drive-In, Newington, Conn., presented recording star Glenn Taylor and George Kent's orchestra. The first 75 cars received a recording of a Taylor disk. Taylor has concluded engagements at the Bowl Drive-In, West Haven, and Pine Drive-In, Waterbury.

Jersey Bingo

Continued from page 45

Games of Chance Control Commission in Newark. Then it waits for a license. Among those getting permits so far have been 2,186 churches and religious organizations, 190 educational groups, 676 veteran groups, 237 fraternal organizations, 633 volunteer firemen groups, 66 civic and service clubs. No licenses for bingo have been revoked for infractions, it was reported by The New York Post, altho there have been 2,000 minor violations investigated.

Smaller organizations have been able to compete with "giant games" of the past under the new regulations, which hold that only \$1,000 an evening can be awarded in prizes. There have been reports, however, of players taking buses to New York City where more lucrative games are held.

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ROADSHOW REP

NEIL and Caroline Schaffner (Toby and Susie) and their Schaffner Players are skedded to appear on "Omnibus" October 31 between 5 and 6:30 p.m., EST, over CBS-TV. Letters and cards commenting on the program addressed to Toby and Susie in care of "Omnibus," CBS-TV, New York, will be appreciated. . . . Harley Sadler, veteran Texas tent showman, died suddenly last week in Avoco, Tex. At press time details weren't available. See Final Curtain page, this issue.

JESS SUN reports that the Sun Players closed a fair tent season September 25 and are now in circle stock, with headquarters in Toledo. Cast remains the same and includes Maxine Leo Lacy, Dixie Buchanan, Leon Lyle Hulke, Charlie Archer, Duke Montague and wife, Jack Guesteburger and Mickey Lacy. . . . R. J. Tracy, writing from Gooding, Idaho, reports that he will take out a indoor show shortly after a season of outdoor celebrations that produced only fair returns. Tracy said that during the past summer he saw only two tent shows in the area. They were playing to poor business because of tight money in the State. He says that touring Idaho with a show is an expensive proposition because the worthwhile spots are so far apart. Not long ago he bumped into George and Lillian Spofford who were showing their small animal trick in Lewiston, Idaho. They were planning a trek south into the Mobile, Ala., area for the winter. . . . E. R. Collins, writing from Tampa, says that he will work a solo show this winter and reports having a national firm to sponsor some of the cost. Since leaving Scranton, Pa., where he put in most of the summer, Collins has been working some celebrations. Collins, who plans to move west, says that en route south he bumped into a few med shows that appeared to be just getting by.

Hurricane Damage Heavy

Continued from page 45

show set up for one of its biggest dates, the North Carolina State Fair at Raleigh this week.

Denton Show Hurt

Johnny Denton's Gold Medal Shows at the Wilson (N. C.) Fair suffered considerable damage but, despite its immediate problems, was able to come to the rescue of the local newspaper with one of its light plants. (See separate story.)

The World of Mirth Shows got bogged down in some six inches of rain at the Winston-Salem (N. C.) Fair. Buffeted by fringe action of the hurricane, the shows escaped with minor physical damage altho the solid concession line was reported shifted a foot or more by the winds. The day was lost and with it a big chunk of the shows' gross as the grounds were turned into a mass of red mud. However, business was resumed on Saturday (16) altho much of the expected patronage was lost as natives were concerned with their own salvage problems.

Globetrotters

Continued from page 45

television stations, sending out a dozen to 20 build-up stories. Two weeks before the date, a second advance mar: moves in, checks the ticket sale and determines if additional advertising is needed. Then a week before the appearance, the final agent comes to town, makes the rounds of publicity media and, when necessary, further hypes the ticket sale.

In addition to a complete promotional campaign, the Globetrotters have taken another cue from the prop department of show business. Not only do they have their own portable playing floor to use in locations where none is available, but this year added a lighting system to play outdoor establishments not possessing illumination.

Howard Ward, Salisbury Op, Dies in Storm

SALISBURY, Md., Oct. 23.—Operator Howard Ward, 54, was crushed to death during Hurricane Hazel on Friday (15) when his downtown rink collapsed. He had gone inside to inspect storm damage when a brick wall fell on him.

Ward was a son of former U. S. Representative David W. Ward and a brother of Albert Ward, executive secretary of the Maryland State Tax Commission.

Gold Medal, Marks

Continued from page 47

Medal Shows out of action Friday (15), but the fair and the show resumed the following day, with the newspaper, as a token of appreciation to Denton, banner-lining that the fair would be in operation.

The Marks Shows, playing the Clinton (N. C.) Fair, suffered a loss of about \$20,000, Owner John H. Marks estimated. Concessionaires with the show also suffered substantial loss.

Warned of the approaching order, Marks gave the tear-down order Thursday night (14). Before the crew had made much progress, the hurricane hit, shredding the minstrel show and Merry-Go-Round top, slashing concession tents, sending the light towers crashing into other equipment, destroying the Ferris Wheel, and damaging much equipment.

Show personnel spent Saturday (16) repairing the damage and the show moved Sunday (17) for its next fair date at Monroe, N. C., to which town replacements for damaged equipment and canvas were rushed.

Altho several hundred miles from the hurricane center, the Cetlin & Wilson Shows at the Spartansburg (S. C.) Fair reported the loss of Friday to gale winds. For a time the advisability of tearing down the show was considered.

A number of fairgrounds suffered considerable damage. At the North Carolina State Fair damage was estimated at \$25,000. However, altho the storm hit only three days before opening, virtually all repairs were made and all physical evidence of the storm removed before the gates swung open.

Trout Tank Ruined

At Raleigh the sizable Fishing for Diamonds Show was demolished. The huge tank, holding some 3,000 gallons of water, was destroyed along with the framework of the show. As a result the show was closed and the salvageable parts returned to quarters. A cook house operated by Lou Kane suffered considerable damage at the same time but repairs were made in time for the opening.

The amusement center at Myrtle Beach, S. C., in the direct path of the storm, was shown to be totally wrecked, in photographs circulated by press services. A speedway was one of the major attractions destroyed.

Costumes and props used by the George A. Hamid revue appearing at the Winston-Salem Fair were severely damaged when water flooded into the dressing rooms and storage area located beneath the grandstand stage. Instruments stored by members of Mickey Sullivan's band in the same place were also severely damaged.

Hazel, along with hurricanes Carol and Edna, missed but few of the outdoor show business enterprises located in the east. If the striking winds were not direct or full force, the by-products of the storm, notably heavy rains, seemingly affected every operation.

America On Wheels Skeds Halloween Festivities

ELIZABETH, N. J., Oct. 23.—One of the most popular fests of the skating year has always been the Halloween party, and the managers of the America On Wheels rinks are going all out to make this year's events the most outstanding in the chain's history.

In addition to busying themselves with appropriate decorations for the rinks, they have planned a schedule loaded with games and fun for the skaters and as has been customary in the past they have provided another attraction to the skaters as prizes to be given at the party.

Awards of 46 Benrus watches will be made. All rinks with the exception of Peekskill and Paterson arenas will give away five watches. The two men's watches and the two ladies' watches will go to the best costumes and the most original costumes picked from the crowd attending the party. The third ladies' watch will be awarded to the girl who earns the title of the "most married lady" in the mock marriages held in each of the rinks. The Peekskill and Paterson rinks will give away three watches, one each for the best men's and ladies' costumes and the third also to the "most married lady."

There is another incentive, too, that AOW has planned in scheduling its Halloween parties. This is the fact that anyone who fails to win a watch one night in an AOW rink can have a second chance to win the following night

Superior Fire

Continued from page 45

makes them available to the fair for a two-week period each year. The grandstand leveled by the blaze had been built in '21. Agricultural exhibits, the women's division, the educational department and the floral exhibits were housed beneath it.

Also lost was the Tavern Building and one of two 4-H exhibit buildings along with five privately owned and one fair-controlled concession stand.

The new 4-H dormitory, which can house 100 youngsters and is equipped with a kitchen and dining hall, escaped damage. This newly completed building was scheduled for dedication Wednesday night (20), the night of the fire, and it was held, with members of the County Board of Commissioners and of the fair board participating. There were many expressions at this meeting of the superb co-operation given by the fair to the rural youth movement.

Sentiment voiced in the wake of the fire was that new building replacements be erected to conform with recently constructed buildings, such as the 4-H dormitory. Probability is that new buildings will not be available for 1955 and that the fair will operate then on a modified basis by using tents to house exhibits and bleachers in place of a grandstand.

The Royal American Shows has been providing the midway attractions at the fair in recent years, while the Barnes-Carruthers Theatrical Enterprises, Chicago, has supplied the night grandstand program.

at one of their other rinks. The parties are staggered so that AOW rinks near each other will hold their shindigs on different nights.

Also this year, as a result of pressure put on by the younger patrons, AOW Capitol, Twin City, Mt. Vernon, Paterson and Hackensack rinks will hold a special Kiddie Halloween party Saturday, October 30. In the past the younger skaters have been disappointed because the parties have been held a night when they couldn't attend. At the kiddie affair, the entertainment features will be the same as the evening parties but special attention will be directed to the small fry.

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Ringling Straws One, Loses Another in Va.

Quits Richmond Early as Storm Hits; New Norfolk Lot Attracts Business

DURHAM, N. C., Oct. 23.—Ringling Bros. and Barnum & Bailey Circus blew a day to escape possible hurricane damage and went on to good business in Norfolk and light business here.

Ringling was in Richmond Thursday (14) and Friday (15). Business Thursday was fair in the afternoon and good at night, but warnings of the approaching hurricane caused cancellation of the Friday performances.

The teardown began in the morning and was completed before the high winds struck. Plans to leave the cookhouse top in place were changed when stakes began to pull, and so the entire outfit was sloughed.

Minutes after the cookhouse was loaded, seven of the 10 light towers on the adjacent stadium were blown down. One fell where the cookhouse had been and another where the candy top had been. A string of three heavily loaded wagons hooked to a tractor was whipped about by the wind. Despite the buffeting, there was no damage to show property.

A Richmond TV station filmed the teardown of the circus, and many of the show people watched the showing of the film on the TV sets aboard the trains.

Norfolk a Winner

Moving early to Norfolk, the show played there Saturday and Sunday (16-17) on a new lot on the opposite side of the city from where it played in the past.

The Saturday performances drew three-quarter and near-full houses. At the night show a bear in the Albert Rix act attacked Paul Fritz and headed for the blues, but the incident ended uneventfully as the animals were taken out.

Sunday in Norfolk brought a

Hamid-Morton Preps New Date At Ala. Coliseum

MONTGOMERY, Ala., Oct. 23.—The Hamid-Morton Circus will make its first appearance at the new Alabama State Coliseum here when it opens a five-day stand with a night show Wednesday (27). Show continues thru October 31, when a matinee-only is scheduled. Date is sponsored by the Chamber of Commerce. Omer J. Kenyon is in ahead to handle the advance.

Polack Equals '53 at Toledo

TOLEDO, Oct. 23.—Despite fewer performances and rain every day, the Eastern unit of Polack Bros. Circus closed a four-day stand Saturday (16) at the Sports Arena here with total attendance equal to that of a year ago.

Sponsored by the Shrine, the circus' appearance here featured a full house Friday night and an overflow crowd at the Saturday matinee.

Rain preceded each of the evening shows and two of the matinees; however, excellent advance sales by Shrine groups in Toledo and surrounding towns assured satisfactory turnouts. The matinee performance this year was omitted on the opening day, Wednesday. Newspaper publicity was strong and included an illustrated feature story about Mrs. Irving J. Polack, which appeared following the opening night's performance.

straw house in the afternoon. This was the first Sunday show in the city. The evening performance was timed for 8 p.m. and it attracted almost three-fourths of capacity. In what the county officials described as a friendly incident forced on them by law, a show official was charged under an old prohibitive law which provides that shows cannot be within 750 feet of a street.

After playing Rocky Mount and Raleigh, N. C., the show played Durham on Wednesday (20) simultaneous with the North Carolina State Fair. The afternoon show had a one-quarter house in clear, cool weather. The night show pulled a three-quarter house.

ALASKA TURNS LUCK

Cristiani to Continue Ball Park Presentation

MACON, Ga., Oct. 23.—Lucio Cristiani, manager of the Bailey Bros. & Cristiani Circus, said here this week that plans already are being made in association with Bob Stevens, agent, for the show's 1955 season.

He said that the show closed its season in Monroe, La., October 12 and now is in winter quarters at Sarasota, Fla. The quarters are on property owned by Cristiani's father.

Cristiani said that the show will continue the same type of operation in the future, playing outdoors in baseball parks, stadiums and in front of grandstands.

"After one season in the outdoors I never want a big top again," Cristiani said. "There is no comparison as to the cost of operation, maintenance and replacement on a show of this type and one of the traditional circus style. Our season was very successful and we are going to keep the same style and policies of operation."

Cristiani also announced that almost all of the staff members and performers with the show this season were scheduled to return in 1955.

Alaska Turns Tide
The 1954 season's mileage was

Von Runs Late After Storm

RANDLEMAN, N. C., Oct. 23.—The Vonderheids' Von Bros. Circus lost its afternoon performance here Saturday (16) because of a late arrival. The Hurricane Hazel of a day before resulted in rain and mud on Saturday. The show also was short of truck drivers. At the night show there was a two-thirds house. High school band was the auspices.

Huntsville Chief In Rare Attitude

HUNTSVILLE, Ala., Oct. 23.—In a world where many officials are looking for more regulations to enforce, Harry Thomas, King Bros. announcer, believes this is a stand-out.

When the King show was here the Huntsville fire chief provided an announcement which stated: "The fire department invites you to smoke and enjoy yourself while at the circus. Use care in extinguishing matches, cigars and cigarettes, but go ahead and smoke. Everything here is flame proof."

Kelly-Miller's Home Territory In Big Turnout

SAPULPA, Okla., Oct. 23.—Back in its home State, the Al G. Kelly & Miller Bros. Circus played to big business here Wednesday (20). The afternoon house was full, with schools dismissed for the occasion. At night the show drew a straw house.

In Kansas earlier, the show played Parsons on Thursday (14) and had three-quarters and near-full houses, and Independence on Saturday (16) for three-quarters and one-half houses.

Parsons was four years fresh. In Coffeyville, the show bucked a high school homecoming football game at night. Weather was good in the afternoon and cold at night.

about 20,000 and covered about 30 weeks. There were several layoffs between dates, so performers worked about 24 or 25 weeks, he stated.

The show's history-making trip to Alaska was a definite winner and the show continued to profit thru the latter part of the season, Cristiani said. Prior to the mid-season trip up the Alcan Highway and back, the show had been losing some money.

"It was not a heavy loser and Alaska turned the tide," the owner-manager reported. "For the remainder of the season we kept on the winning side."

Shreveport Up 20%

En route from Monroe to Macon, Cristiani visited King Bros. Circus at Jackson, Tenn., spending the day with his former partner, Floyd King, as well as Arnold Maley and friends.

He was in Macon several days attending to business matters.

Meanwhile, from Shreveport, La., where the show played under Shrine auspices for a week ending October 10, it was reported that total attendance was nearly 50,000, representing a 20 per cent climb over last year. This time the annual used the baseball park.

Friday (8) was a turnaway and at that point they equaled last year. Saturday (9) the afternoon show filled the park and in the evening only a few empty seats around third base remained. Sunday had a strong matinee and good crowd turned up for a night show, altho none was scheduled or given.

Clyde Bros. Opens Big in Kan.; Kuhn, Widaman, St. Leons Join

SALINA, Kan., Oct. 23.—Howard Suez's indoor Clyde Bros. Circus opened its new season at Agriculture Auditorium here with a three-day stand that ended Saturday (16). All night shows and two of the three afternoon performances drew capacity houses. Show was sponsored by the Shrine.

The show's program includes several newcomers to the Clyde organization. The rundown includes:

Capt. Eddy Kuhn, wild animal act; Collegiates, trampoline; Widaman's and Wallace's dog acts; Violota Rooks, head balancing trapeze; clowns, with Billy Griffin as producing clown; Charles Allen's trained bears; web with six girls, including Kitty Wendt; Bert

KING PULLS OKAY IN TENN. STANDS

Schools, Rain, Funeral, Football Affect Crowds as Show Moves Westward

BLYTHEVILLE, Ark., Oct. 23.—King Bros. Circus played to fairly good business as it moved thru Tennessee and crossed the Mississippi to launch its Arkansas and Texas tour.

At Mayfield, Ky., Wednesday (13) with Jaycee auspices, the show had a near-full afternoon, altho the performance was delayed about 90 minutes because the big top canvas spool truck was delayed. The night house was three-quarters full in cloudy weather.

Union City, Tenn., Thursday (14) gave two strong turnouts in rain and with Jaycee auspices. The Dyersburg stand, Friday (15), was hailed as a home-coming of Floyd King by the newspaper, which ran an editorial, photo and feature. Schools were out and cotton fields were too wet to work, but night football gave competition to the circus. With auspices of the Chamber of Commerce and fair association, the show pulled near-full and three-quarter houses.

In Jackson, Tenn., where King was 10 days behind Ringling, the Saturday (16) performances drew half houses. Parade crowds were good here and elsewhere.

Memphis was King's Monday (18) stand, and this, too, was a home-coming since King formerly worked on two papers there. His show was two weeks behind Ringling and in town on the day of the Crump funeral. With Grotto aus-

pices, the King show had a 40 per cent afternoon and near-full night.

Jaycees sponsored the Blytheville stand on Tuesday (19). Schools in the city and area were dismissed. A large parade crowd turned out. Afternoon house was three-quarters filled and the night show pulled a near-full house.

A new menagerie tent has been delivered and put into use.

California Okay, Rudy Invades Arizona Cities

SOUTH SAN GABRIEL, Calif., Oct. 23.—Rudy Bros. Circus played to a string of successful dates in the Bay Valley areas of California, according to Owner Rudy Jacobi.

He said that at Richmond, Calif., 5,000 people turned out for two shows under Grotto auspices. Modesto had two good houses. Other dates were from fair to good, he said.

The show started two weeks of Arizona stands October 19 and it will play Phoenix 10 days ahead of the Arizona State Fair. It will be a two-day stand. At Tucson the show will appear October 28-29. Both will be under Grotto auspices. Most other Arizona dates are under Elks auspices. The DeWayne Troupe and Berg's Seals are among the features.

Jacobi said that he and his wife expected to attend the outdoor showmen's convention in Chicago at the end of November.

Fleckles Takes St. Louis Cops' 1955 Contract

ST. LOUIS, Oct. 23.—L. N. Fleckles, of Chicago, again was awarded the contract for producing the annual Police Circus here, it was announced this week. Announcement was made by the executive committee of the Police Relief Association, which had received bids from several producers.

The circus will be April 22 thru May 1 at the St. Louis Arena.

Fleckles also had the contract last year. Prior to that it was held by the Sun office, Frank Wirth and others.

Richards in Missouri

MONETTE, Mo., Oct. 23.—Richards Bros. Circus, which played here Friday (22), has been getting fair business in recent weeks, it was reported. The show will head for Louisiana.

W. Alexander, Flea Showman, Dies in West

LOS ANGELES, Oct. 23.—Funeral services for W. E. Alexander, long associated with flea circuses, were held here Thursday (22). He was found dead in bed Saturday (16) in Long Beach where he had an attraction in the Nu-Pike area. He was 65.

Bert Fisher, who was associated with Alexander, said the veteran showman had not shown up at his stand Friday. When he failed to appear Saturday, police were called and his apartment was entered. He had died probably sometime Thursday night or Friday.

Born in Washington, D. C., Alexander toured with his attraction for over 30 years. He appeared on the Clyde Beatty Circus and for several seasons was with Pete Kortess. Altho he had operated in Long Beach for 25 years or more, he returned there about two years ago.

There are no known survivors. Funeral services were conducted by the Pacific Coast Showmen's Association with burial in Showmen's Rest, Evergreen Cemetery, here.

Cristiani in Sarasota

SARASOTA, Fla., Oct. 23.—The Bailey Bros. & Cristiani Circus is reported in winter quarters here. The show's final stand was the Shrine date at Shreveport, La., which ended Sunday (10).

Visitors to King Bros. Circus at Union City, Tenn., included Dr. A. F. Roberts, of Dyersburg, who formerly was on Hagenbeck-Wallace; Phil Doto, bandmaster of Bailey-Cristiani, and Tommy Comstock, calliope player.

UNDER THE MARQUEE

By TOM PARKINSON

From Ringling-Barnum, Albert White sends word that Charlie Hildera, clown on the Beatty show, visited . . . that Katherine Clarke Burslem had closed her season and returned to Sarasota . . . that girls in the dressing rooms gave a bon voyage party for Shirley Coombs, who goes to London but returns in time for the Cuban run . . . that Pat Murphy, of the elephant department, had a surprise visit from his sister and brother-in-law, the Frank Howards, at Charlottesville . . . that Clown Walter Guice, a former rider, is keeping up the

horse for Antoinette Bisini's principal act. . . . Elfie Gunther, 2, was brought over from Washington, D. C., to visit her parents, the Helmut Gunthers.

White also reports that the Adlers were entertained by Amelia Sue's family in Richmond . . . that Mossa K. Singalee, fire eater and torture act in the Side Show, had to close because of illness and has gone to a nursing home in Sarasota. . . . Albert White visited Francis W. Stanley at Goldsboro, N. C., and inspected Stanky's model circus. . . . Shirely Coombs and Inge Gunther celebrated birthdays. . . . Visitors included the John Yancey family, Ed Ruppert, Van N. Sturges, Henry R. Clay, Tony and Claire Conway, Ethel G. Cline, Dr. H. C. Holland, Bobbee Blount, Lewis Cohoon, Jimmie Copeland, Charlie Geiger and family, Rick McConnell, Don Montgomery, Tommy Doran, Paul Liniger, Alice Lewis, Norman Schaut, Buzzie Potts and Herman Joseph.

The Bouncing Bodos and Bobby Ashe, recently enjoyed a visit from Ray Crewdson and Phillips, of the Fredericton Fair. While playing the Gastonia, N. C., Fair they were guests of the Karstons in Charlotte. Due to a record-breaking heat wave, two of the matinees at Gastonia and Petersburg were dropped, with the result that the grandstand business at both places was a little spotty. . . . Cirque Medrabo, Paris, is offering four numbers held over last month, Rob Murray, the screwball juggler; Maurice Houcke, with Circus Krone's Horses; Karl Philadelphia-Huling, high school rider, and Bood and Bood, burlesque acro duo. Newcomers with the outfit are Barty-Borrests, aerial novelty; Andre Ja., fem trapezist; Arturos, perch; Frank Cook, musical; Janik and Arnaut, acro dance; Romanos, bike; Two Litton Gab, tumblers; Maria and Julian, equilibrists, and the Latin Bop Stars, dancers. Clown alley has Pipa and Dario, Mylos and Charly, Simco and Company and Boulicot and Loriot; Jean Drena, announcer, and Jean Laporte, band leader. . . . In Denmark, Circus Schumann opened a 12-day stand in the big Aarhus Hall Wednesday (13), with Albert, Paulina and Max Schumann presenting liberty, high school and novelty horse numbers; the Two Idalys, aerial novelty; Jan Hoppe, four pigs in liberty evolutions; Oliveras Trio, triple bar; Margot Edwards, juggling on horseback; Rastelli Troupe, trampoline; Uno Heltanos and Partner, wire novelty; Armand Guerre, sea lions; Chocolate Company (Rastellis), musical clowns, and the Arandos, perch. Eugen Peterson fronts the band and Vernon Knipschild doubles as ringmaster and announcer.

Charlie Hilderra, while on a recent visit to the East, caught the Big One at Charlottesville, Va., and had a long visit with Paul Jung and other old friends, including Dick Anderson, catcher in a flying act.

C. (Duke) Patterson, clown, is picking up a few bucks on the side, posing as a model in full make up for advanced students in painting and commercial art at the Cincinnati Art Academy. . . . The Hodgson Family, Gordon and LaVenia and Patricia Carroll after playing the Eastern States Exposition, Springfield, Mass., hopped down to play the Danbury (Conn.) Fair. After closing their season with Steel's Frontier Days at the Danville (Va.) Fair, they will winter at their home in Galveston, Indiana.

Red Sonnenberg, formerly with Ringling-Barnum, has been working legit shows and TV shows in Chicago, and was considering joining Shipstads and Johnson's "Ice Follies." . . . Phil D. Phillips Jr., Spencer, W. Va., caught Ringling at Roanoke, Va.

Pete Cristiani made a trip to Sarasota while the Bailey-Cristiani Circus was in Shreveport, and he returned to the show before heading for Gonzales, Tex., where he

will winter. . . . Truzzi, juggler, back from a South American show, was with the Cristianis at Shreveport. . . . Manual Barragan injured a shoulder in a fall from his rigging and will be out for a while. . . . Agent Bob Stevens, of Bailey-Cristiani was back on the show at its final stand, Shreveport.

With Jack Moore on his Tex Carson Circus are Aaron (Happy) Hanks, agents; Sam Price, concessions, and Lee Brady. . . . Harry Shell, steam calliope player, is back in Farmington, Mo., following his fair dates.

Joe Hodges Hodgini writes that the Siebrand Bros.' show had good crowds in Silver City, N. M., but weather was cool. A special downtown show was given. . . . The Hodgini Trio has a new truck. . . . Linda Kay Hodgini celebrated her second birthday. . . . There is talk of buying a compass for Ida Dean Brayman, organist, since she is always getting lost. . . . Red Hopper, mailman, closed. . . . The Harry Clarks are always busy with their animals. . . . Rudy Mueller holds practice sessions before breakfast each morning. . . . Jimmy Troy visited.

The Bill Woodcocks are at Hugo, Okla., briefly after completing Midwestern dates and conferring with D. R. Miller on the Kelly-Miller show. They will join King Bros.' Circus in Texas for about two weeks in November.

Dr. H. F. Troutman, Logan, W. Va., whose wife is a former member of the Walleth riding act, reports that CFA Bernard Hastings, of Huntington, W. Va., caught Ringling-Barnum in Charlottesville and was hosted by Lloyd Morgan and Jimmy Ringling. . . . William (Little Henry) and Esther Sutton Henry, formerly with circuses, are with the "Mrs. Patterson" legit company in Chicago.

Orlo Sparton advises that the Sparton Family is now at New Orleans for a rest. They closed with George W. Cole Circus a month ago and have been overhauling props, making wardrobe and working out at the Marco Trailer Court in preparation for winter dates that start November 1. Earlier, the Aerial Burdicks visited for a week. Ermalee Burdick is a member of the Sparton Family. The Spartons will be with Terrell Bros.' Circus, starting in February.

Claire and Tony Conway caught Ringling at Richmond and Norfolk. . . . Roy Barrett is flying to Bermuda by way of New York. . . . Alan Blow, British band organ operator, says the recent day-and-date stand by Bertram Mills and Chipperfield circuses recalls the tour of England by Barnum & Bailey, which had opposition with Sanger and other British shows.

Fern Huggins Berry reports she and her husband, H. Morgan Berry, are in Seattle with their three elephants after spending the summer with a Canadian circus and making the Oregon State Fair. Their bulls will be parked in California for the winter while the Berrys go abroad for more animals. Among other animals, they hope to add two elephants. Their present trio was brought from Siam two and a half years ago.

The L. Wilson Poarches, Petersburg, Va., caught Ringling at Richmond and visited with Bob Dover, Count Nicholas, Merle Evans and A. J. McGarrity. They report fans were on hand that day from New York, Baltimore, Washington, Hagerstown, Petersburg and Richmond.

Helen Haag and Buster Hayes closed their fair season at Hillsdale, Mich., and stopped off at Medora, Ind., while en route to Beaumont, Tex. At Medora they visited her brother, Harry Haag, and their uncle, Harley Hubbard, former general superintendent with the Mighty Haag Circus. Later they stopped at the Tupelo, Miss., Fair to visit Roy Barrett, Dick

Clemens, Tommy Thompson and Corinne and Bert Dearo. Princess White Cloud served breakfast for an old friends' get-together. The Hayes also visited on Wallace Bros.' carnival at Beaumont, where other acts included the Skytones, high wire; the Four Angels, Charlie Franks, Baudy's Greyhounds, and the Rhodins' high act, as well as Haag's Chimps.

Ala Ming, wire walker, recently closed two New Orleans dates and a Biloxi, Miss., club date. She plays the Louisiana Cotton Festival thru October 24, the Roosevelt Hotel in New Orleans starting Wednesday (27) and a repeat at the Palladium, Biloxi, in November, reports Dick Fritz.

Karl Cartwright, Norfolk, tells of seeing Ringling there and visiting with Mike Doyle, George Werner, Fred L. Harris and Thelma Williams. . . . Col. Harry Thomas, King equestrian director, will leave there November 1 to take the same post with the Orrin Davenport Circus.

Looking in on King Bros.' Circus owners Floyd King and Arnold Maley at Blytheville, Ark., were Harry Anderson, Enquirer show printing, Cincinnati, and Franco Richards, owner of Richards Bros. Circus.

From the Eastern unit of Polack Bros.' Circus, Henry Kyes sends word that the Shyretts, bike act; Betty Pascoe, trapeze, and Dick Clemens, bears and lions, joined at Toledo. . . . that Harold and Eileen Voise have a new car. . . . that Rose Marie Wallenda, Roland Natal and Patsy Kelley are busy with school work. . . . that Frankie Bogino has a new Western outfit. . . . that Mike Landon won the gin rummy weekly contest. . . . that Gracie Hannaford, Fred Propper, Honey Shyretto, Alfred Shyretto, Jenny Zoppe and Henry Kyes celebrated birthdays. . . . that Bill Green and sister, Rodney Davis, Joe Levine, the B. W. Bensons, Gail Hawkins' mother, Joan Olson's sister, B. L. Lee, Hattie McCree and Nick Carter visited. . . . that Carter has the concessions at the Fort Miami race track. . . . that the Hannafords have new wardrobe.

Joe Mix and wife, Fran, closed with J. C. Admire's school show at Elkhart, Ind., October 15 and returned to their Michigan home. . . . Jeff Murphree, after 16 weeks with a Thrill Show, visited King Bros.' Circus in Tuscaloosa, Ala. Willie Clark, foot juggler, also visited the show there. After playing the Tuscaloosa County Fair, Murphree and the Olympic Bears joined the Houston Shrine Circus. The Aerial Burdicks also played the Tuscaloosa date. Tommy Osborne, formerly with Loyal Repinsky Circus band, is now head masseur at the J. C. Center Health Club, Omaha. Osborne infos that he will not be at the circus colony, Hot Springs, this year.

Doug Autry, brother of Gene, has been signed for several rodeos this fall with Larry Sumbrock. The show opened in Springfield, Mo., October 16-17, and is scheduled to play Arkansas, Louisiana and Alabama, according to Barbara Bardo.

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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.

Concessionaires and gift and specialty shops looking for Christmas items with appeal should write to Sierra-Columbia, Los Angeles. The firm has brought out a new planter and television lamp which may also be used as a decorative accessory. The firm is one of the country's leading manufacturers of filigree metal and ceramic giftware. The new lamp consists of a semi-circular ceramic planter which surrounds a brass-finished semi-circular brass-finished filigree lamp. The base of the lamp is also filigreed and when the plants are placed in the planter, an unusual effect is created when the lamp is plugged in. The item retails for \$5 each. Cost to dealer is \$2.50 each.

A new item with good sales potential is being introduced by Mandel Products, Asheville, N. C. It is the pencil with the magnetic touch which consists of a gold-finished, ribbon-design pin, which has on it a small magnet. A gold-finished

pencil is held securely in place by the magnet. To operate the pencil, it is only necessary to remove it from the magnet. When finished writing, just place it near the pin and the magnet will catch it and hold it until ready for further use. There are no chains to tangle or wind up after use, no springs to get out of order. The pencil is replaceable and the magnet lasts indefinitely. The item is ideal for gift giving, and waitresses, nurses, students, salesgirls and office workers are natural prospects. The magnetic pencil is priced at 75 cents each, but the firm will ship lots of 100 at 60 cents each. A sample will be sent for \$1.

Pipe Caddy Manufacturing Company, Fort Lauderdale, Fla., is promoting a so-called pal to pipe smokers called a Pipe Caddy. If you like to smoke your pipe while driving and want to stow your pipe safely and securely in your car so that it is within reach at all times, Pipe Caddy has solved the problem. Pipe Caddy is a magnetic rubber ring which grips to the metal dash of a car and offers a convenient resting place thru which to slip a pipe when it is not being smoked. Several Pipe Caddys on the dash of a car means several pipes can be held conveniently ready for smoking. Several Pipe Caddys held against a pound tobacco can, can make any factory tin a pipe rack. Pipe Caddy retails for 59 cents. Dealers are invited to write for quantity prices.

Pitchmen, demonstrators and specialty salesmen who have not seen the 20-in-1 Kitchen Necessity should write to the New Method Manufacturing Company, Bradford, Pa. The specially designed kitchen tool imparts spring, torsional, vibratory and centrifugal motion at the same time. It may be used for mixing cake batters, beating mayonnaise or eggs, mixing dry ingredients, separating eggs, lifting hot cakes, French fries, hot potatoes, ladling fruits or boiled eggs, etc. The sanitary feature of the utensil will please the most exacting housewife as it has been carefully designed to eliminate crevices or holes where bits of bacteria-laden food may defy her best efforts to remove them. The utensil is over eight inches long, and 25 cents will bring you a sample and sales plan.

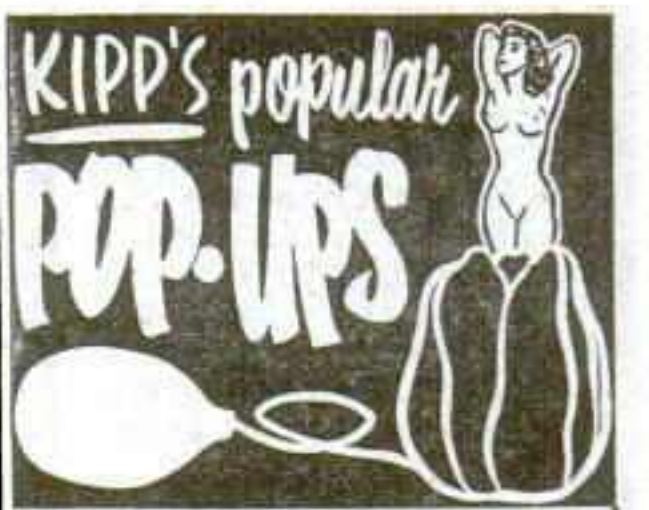
R. E. Stafford, Indianapolis reports strong sales on the No. 3 Electric Pencil, an electric hot-point tool complete with cord and switch that makes lasting impressions which will not rub off. Exclusive features insure long life and eliminate possibility of burning fingers. This new hot-point will engrave small, medium or big lettering in gold, silver or colors on almost any material, the firm claims. The No. 3 professional model with six rolls of imitation gold foil, will be shipped postpaid on receipt of \$7.25 money order. Sold on five days approval, the firm guarantees product for one year.

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PIPES FOR PITCHMEN

By **BILL BAKER**

MIKE SULLIVAN . . . reports that he's been in the hospital the last five weeks and anxious to hear from friends. Mike is now at the County Home, Cuyahoga Falls, O.

LAWRENCE D. SCHROEDER . . . veteran handwriting analyst, and his missus, Mildred, have returned to their Appleton, Wis., home after spending a warm two weeks at the Greenville County Fair, Greenville, S. C., and the American Legion Fair, Greenwood, S. C. Schroeder reports that while the fairs were well attended, the terrific heat melted what was expected to be a record turnout.

ANGELES holding forth with his health book on Pershing Square; Bob Williams was picking up some scratch working the sheet in Danville, Va.; Texas Jack Wilson and his med show entourage had just played Kinston, N. C.; Bob Posey was busy making the fairs in Illinois, Missouri and Indiana; novelty workers Benny Alberman, Morry Levy, L. Midgett, J. A. Dorsey, Benny Stone, Joe Cornail, Joe Reed and Fat Levy were pushing their wares at the California State Fair; Mr. and Mrs. Phil Kallail had just completed a good run with novelty items at the fairs in Pamona and Sacramento, Calif.

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our old friend, Jack (bottles) Stover, is firing the stuff at us. His most recent communique spots him at the Forrest Festival, Elkins, W. Va. Says Jack: "Despite the cold weather and tough times, it's good to be here. Our old friend and trouper, Sam, the West Virginia wildcat, who was a champ wrestler with the Mighty Monarch Shows, has the Quonset Grill, where the 'with its' and 'for its' are always welcome. Sam is ably assisted by his wife and Catherine Cole. He sure has an honest-to-goodness welcome for all the boys."

FIVE YEARS AGO . . .

in pitchdom: Doc Fry was clicking with herbs and oil at the Illinois auctions; the Freedmans, Alex and Olivia, had just finished working hats and novelties to sock returns at West Coast events; F. W. Voelcker was goin' round and round with the doctors at Veterans' Administration Hospital, Lyons, N. J.; James (Kid) Carrigan was in Los

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AGENTS & DISTRIBUTORS

ABALONE PEARL BUTTERFLY WINGS. Imported Jewelry. List features unusual novelties LeVine, 906 Tampa St. Tampa, Fla.

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Beautiful large 9x17 ft. U. S. Flags. New, 100% wool, with rope and snap hook. Govt. cost \$45. Only \$8 postpaid.

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ASSORTED EARRINGS—LATEST STYLES; gross, \$27.50; 3 dozen different samples, \$7.50 postpaid. Fast-selling. Xmas items. Manufacturers, 1718 E. Mercer, Seattle 4, Wash.

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. Nylon, \$1 dozen up; sample order one dozen, lightly inspected. Nylon packages beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. no13

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Advertisement for WEINMAN'S watches, featuring a trial order that will convince you, 6 assorted watches for \$49, guaranteed like new, and Waltham-Gruen-Bulova watches for \$9.75 each.

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MISCELLANEOUS

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222 Calumet Bldg. Miami, Fla. NEW LINE OF STUFFED PLUSH "SQUEEZE & SQUEAL" \$1.98-\$2.98 RTL. "TRUDELL" Creations Catalog and Price List on Request. Trudelle Doll & Toy Mfg. Co., Inc. 137 Greene St. New York 12, N. Y.

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGANS, SPEAKERS AND accessories bought and sold. Organists, Duos, Trios contact me, have work available. Ken Thompson, Organs, Waterbury Road, RFD #2, Waterbury 12, Conn. oc30

PARTNERS WANTED

GIRL PARTNER WANTED — SINGLE, white, 25-30, singer to team up and build Western Act, troubador style. Will teach guitar playing. Smiley Joe Omohundro, Route #1, Fayette Mich. no6

PERSONAL

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paper instruction center, Dept. B, 2 Columbus Ave., New York. ch-no6

FLORIDA SEASON BEGINNING—MIAMI help wanted or business opportunities column from leading newspaper airmailed, 35¢. Walker, Box 2044, Hollywood, Fla.

HAVE A "VALLEY OF THE SUN" ADDRESS—Letters re-mailed, forwarded. Confidential. Marie's, 2238 No. Richard St., Phoenix, Ariz.

LONG BEACH, CALIFORNIA — HELP wanted; male or female; ads from today's newspaper mailed to you; daily, 35¢; Sunday, 50¢. Letters remailed, 10¢. 133 Daisy.

RAY YOUNG—SERIOUS TROUBLE; SEND notarized power of attorney immediately. Contact home, Lois.

REWARD—\$25 FOR INFORMATION REGARDING whereabouts of Robert P. McDonald; operates Stubby Fish Exhibit usually at various county fairs, etc. Contact Jack Lustgarten, 2050 1/2 Hollywood Blvd., Hollywood, Fla. oc30

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc30

DAY DARK DIRECT POSITIVE CAMERA—With two extra lens and tripod, perfect condition, \$25. Jordan, 255 Auburn Ave., Atlanta, Ga. no6

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. oc30

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper chemicals, frames, backgrounds, comic foregrounds, cameras for indoors and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

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1 1/2 X 2 WABASH CAMERA—F 215 LENSES; good condition, 16 rolls of paper, \$75. 1 1/2 X 2 2 1/2 X 3 1/2 double camera, reflector, \$25. Minut Studio, 4840 West Fort St., Detroit 9, Mich.

20,000 EASEL FOLDERS, 1 1/2 X 2"—MAKE cash offer. Will exchange precision all-metal postcard size direct positive camera mechanism for Marks-Fuller enlarger. Silver, 159-35 101st St., Howard Beach, N. Y.

POSITIONS WANTED

KIDDIE PARK MANAGER—GOOD AT PROMOTION. Has own maintenance man. Free after 5:00 P.M. C-123, c/o Billboard, Cincinnati 22, Ohio.

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch. Forms Close Thursday for the Following Week's Issue

ALTO SAX AND CLARINET MAN—GOOD reader, steady, for Midwest poika band, immediately. Viking Band, 214 N. 2nd Ave. W., Albert Lea, Minn. oc30

GIRL VOCALIST FOR REPLACEMENT with traveling orchestra. State experience, range and singing style. Send photo and recording if possible. Guaranteed salary. Del Clayton, 1611 City Nat'l Bank Bldg., Omaha. Phone: Jackson 7484. no6

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

MUSICIANS

A-1 SINGING PIANIST—SOPHISTICATED material; doubles organ, accordion; interested Florida engagement. Available December 15. Photos, Bobby Barnes, c/o Billboard, New York 36.

ACCORDION PLAYER—LEAD MELODY style, stroller for many years with large repertoire. Consider bars, hillbillies, etc. Box C-127, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY—STRING BASS: ARRANGE. Box C-129 c/o Billboard, Cincinnati, Ohio.

AT LIBERTY—TRUMPET, DOUBLE GUITAR: ARRANGE. Box C-128, c/o Billboard, Cincinnati, Ohio.

BASS PLAYER—WOULD LIKE TO JOIN a tenor band or commercial combo. Simple, sober, neat and reliable; read or fake; jazz and show experience. Have Local #47 and #161 cards. Will go anywhere; available immediately. Call, wire or write Jud Blount, 4208 53d Ave., Bladensburg, Md. Phone Union 4-2435.

COCKTAIL LOUNGE PIANIST—CAN ANSWER almost any request. Classical and modern; nice appearance; travel anywhere. Box C-130, c/o Billboard, Cincinnati 22, O.

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake. Popular style; good voice; well experienced. Write, Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. no27

PIANO — EXPERIENCED COMMERCIAL pianist. Meet all requirements. Large band preferred. Desire connection with name. Box C-126, c/o Billboard, Cincinnati 22, Ohio. oc30

PRINTING

ALWAYS FASTEST SERVICE, LOWEST prices on quality three-color window cards for all amusement purposes, sports, dances, rinks, etc. Flashy 14x22 cards, \$8 hundred. Larger 17x35 deluxe cards, \$12.50 hundred. Tribune Press, Dept. SO, Earl Park, Ind. oc30

DELIVERED FREE TO YOUR DOOR—1000 embossed business cards, \$3. Jim Myre, 133 Daisy, Long Beach, Calif.

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets, no6

YOUR PHOTO ON STAMPS—SEND ANY size photo, snapshot or negative (returned unharmed) \$2 for 100 postage stamp sized, gummed and perforated photographs. Personalize your stationery, announcements, greeting cards, etc. J. Sander, 4442 N. Western Ave., Chicago, Ill.

1,000 EMBOSSED BUSINESS CARDS, \$3 postpaid; 2,000, \$5.50; maximum six lines. John Pepper, Box 822, Chattanooga, Tenn. no6

SALESMEN WANTED

AUTO SALESMEN

To sell the only "Flair Fashion" car of '55. Salary, commission and bonus. If you have no experience call anyway. We will train you. Queens men preferred. MR. HAROLD OAK, OL 8-9200, Jamaica, N. Y.

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quantity made-to-measure dress and sport shirts at \$3.95 up; sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 717, Terre Haute, Ind. oc30

SALESMEN CALLING ON BOOK SELLERS and commercial stationers could add substantially to their income by selling our publications in their territories. Send particulars to Geographia Map Co., 145 West 57th St., New York 19.

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

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink color; big saving Description free Zeis, 728 Lesley Rockford Ill no27

WANTED TO BUY

CURIOSITY—TWO HEADED BABY, HALF lady, half fish, shrunken head, etc. Kaufman, Box 1282, St. Augustine, Fla.

DODGEM, BOATRIDE, ROTOWHIP, METAL Stampers, Photomatics. Will sell Remington 241 automatics, kid handcar ride. F. Shafer, Washington, Ind.

MERRY-GO-ROUND—32 FOOT, GOOD CONDITION, cheap for cash; also Ell 5, Box 7807, Kansas City, Mo.

OCTOPUS, WHEEL AND JENNY—GIVE condition and lowest cash price. Giff's Rides, Box 217, Canton, S. D.

PATTERNS FOR MOLDING ALUMINUM horses; adult and children's sizes; could use fiber glass horses also. Jim Busby, 503 Addison Ave., Twin Falls, Idaho.

WANTED TO BUY FOR CASH—TWO KID-die rides; must be in good condition; no junk. Harold Thorpe, Box 232, Hillsboro, O. oc30

WANTED—COPIES OF THE OLD McNAL-ly's Bulletin. Anyone having one or more copies, contact Roy Hansen, WOWO Radio Station, Ft. Wayne, Ind. oc30

WANTER FOR CASH — #5 WHEEL, Merry-Go-Round, Kid Rides, 75¢ kw. Transformer and other Rides, also Bino. Must be priced right. Box 177, Pacific, Mo. oc30

GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work. Top pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. no6

WANTED—SINGLE MUSICIANS FOR REPLACEMENTS on organized commercial band. Willing to travel and give your best ability in return for a guaranteed salary 50 weeks a year. If you drink excessively or object to styled music, don't answer this ad. Del Clayton, 131 14th Ave., S. E. Cedar Rapids, Iowa. oc30

SAX, TENOR OR ALTO — DOUBLING clarinet and flute. Lead or jazz chair. Conservatory graduate, arranger, name experience. Musician, 625 Garfield St., Mid-dletown, Ohio.

TENOR, ALTO, CLARINET — COMBO, name hotel experience. Transpose, fake, Dixie clar.; dependable; consider anything. Charles Salvagio, 1422 Avenue H, Birmingham 8, Ala. Phone 58-2833. oc30

PARKS & FAIRS

AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Tra-peze Act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. no27

DEATH PLUNGE INTO SUICIDE POOL—Wild Fair high-diving attraction; fea-tured by Fox Movietones. Comprising 1000 of spears, blazing gasoline, a complete revolution high up in mid air, etc. Bad weather or a competitive attraction can't affect the powerful drawing power of this act. Cadillac quality; Ford priced. Capt. McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. de18

THE GREAT KELLY "RIDE OF DEATH"—Bicycle Chase Act. Open for 10 Southern dates. Just closed successful tour drive-ins. Write Mike Kelly, Goshen, Ind. no6

NEW LOW PRICED CAMERA SENSATION! Takes 16 full-size pictures on a roll of #127 film. 1. Sharp meniscus lens 2. Molded plastic case 3. Written factory guarantee. Write for our big FREE WHOLESALE CATALOG. Hundreds of items, appliances, leather goods, novelties, house-ware, clocks, premium goods. Full color illustrations — sent free—write today. Only \$7.20 PER DOZEN. 533 Woodward Detroit 26, Mich. GEM SALES CO.

SPECIAL \$57 DOZ. CALENDAR CHRONOGRAPH BRAND NEW Fast Selling Promotion Watches. Also Round Gold-Plated Co. Wash. model watch jeweled Anti-Magnetic. A Real Flash! Special \$48 doz. Price incl. match-ing expansion Band. Also brand new thin Geo. Wash. Model, 1 and 17 Jewel watches. Close out, asstd. cost with box and price tag. Sample \$1.00 extra. B. & B. Jewelry Sales Wholesale Only FANNIN BLDG. CH 7427 HOUSTON, TEX. Price Inc. Fancy Exp. Band

IMAGINE! HOT NUMBERS down-to-earth prices! \$1.20 Doz. \$14.40 Gross. SEND FOR NEW CATALOG. Miller Creations. Originators of the All-Aluminum Idents. 7739 30 AVALON AVE., CHICAGO 19, ILLINOIS All Phones WAtefall 8-8855

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SUPPLIES and EQUIPMENT. 7 and 10 color specials 4-5-6 and 7 ups Midgets, 3,000 series—7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips . . . 5x7 Heavyweight Cards . . . Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available. JOHN ROBERTS CO. A. INC. 817 Broadway Newark, N. J.

MINK EARRINGS BRACELETS. Now Every Woman Can Wear Mink. Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. or postpaid. Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz. postpaid. The Two Fastest Sellers on the Market Today. Retail value \$2.95 ea. Discount \$1.00 per doz. on orders of 3 doz. or more. Minimum order: 6 Samples for \$4.90 postpaid. FUR LAMBSKIN RUGS. Ideal for any room in the home. Beautiful lustrous colors — Red, Green, Blue, Beaver, Grey, Dk. Brown & 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. HARVEY LEWIS FUR CO., Dept. B, 324 Hennepin Ave. Minneapolis, Minn. Jobbers Inquiries Invited

LAZY BABIES 25" TALL. Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag. \$10.00 DOZ. Minimum Order. Small Lazy Babies. \$4.50 Per Doz. Approx. 17" Tall. OAK RUBBER PECIALS. #9 Balloon—asstd. colors . . . \$2.00 gr. Airship Balloons—#1242 . . . 4.50 gr. #NA #10 Balloon—Knobbies 6.00 gr. #15 K Balloon . . . 6.00 gr. Balloon Hand Pump . . . 3.25 ea. OPEN SUNDAYS TILL 3 P.M. 25% dep., del. C.O.D., F.O.B. Chicago

BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, Ill.

BRONZE WESTERN SADDLE HORSES. Height and Dozen Price: 10 1/2" 8 1/2" 5 1/2" 4 1/2" \$16.80 \$13.80 \$6.00 \$3.60 25% Deposit Required With Order F.O.B. Chicago. Wholesale Only. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

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THE PENCIL WITH THE MAGNETIC TOUCH FAST MOVING

Here is a Spokin' New item never before offered. To operate, pin on the beautiful Gold Finished Pin, and remove pencil from the pin. When through using the pencil, just put back near the pin and the magnet will catch and hold the pencil tight until ready to use the next time.

Price 60c each in 100 lots. Less than 100 lots, 75c each. Cash with order. No C. O. D. Samples, \$1.00 each. Immediate delivery.

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To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY!

MAKE EXTRA CHRISTMAS MONEY! TERRIFIC 50¢ TO \$2.00 SELLERS!

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15 Ultra-Blue Store Signs, 7x11 1.00
15 Ultra-Blue Comedy Signs, 7x11 1.00
15 Ultra-Blue Religious Signs, 7x11 1.00

L. LOWY 812 Broadway, Dept. 819 New York 3, N. Y.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Aluotto, Jerome, 58c; Terrell, Leroy ... 35c; McKaie, Robt. T., 7c; Triplet, Paul ... 35c

Adams, Mike; Adams, Wm. P.; Alexander, Miss Pat; Allen, Casey; Allen, Dan; Vinson; Allen, Ernest E.; Allen, H. S.; Aponick, Bill; Arzey, T. A.; Armand, Bill; Arnold, Richard Lee; Atkins, Homer; Atterbury, Mary; Ayers, C. W. (Bob); Bailey, Mrs. Kay L.; Baker, Cecil Red; Baker, Mrs. Dale; Barfield, Willie; Barlow, Vivian May; Barnes, James; Barragari, Vincent; Barron, Ted; Barton, The Great; Bates, Chuck; Bates, Frenchie; Bayinger, Al; Bell, Geo. R.; Bell, Willie; Bengtsson, M. & Mrs.; Bennett, Miss Terry; Bentley, Claude E.; Berggren, Carl (Tuba Player); Berk, Harry; Berk, Irving; Birkman, Arthur; Blakely, Benton H.; Blakeman, Lily; Blanton, J. W. & Mrs.; Bluestein, Morris; Bobbetta, Jessie; Bobdman, Ernest; Bowen, Clyde; Bowry, Frank J.; Bristow, Mrs. Dorothy; Broadway, Asia; Brown, Carl L.; Brown, Mr. Fitzie; Brynes, Martin; Budd, Charie; Budd, David; Bunch, Bob (Fixer); Burch, Clayton V.; Burke, Jack (Detroit); Burlingame, Dennis; Burridge, Mrs.; Burt, James; Burton, Howard E.; Butter, Don; Bybee, James H. & Mattie G.; Byrnes, Wm. J.; Calkins, Bob; Calt, Tommy; Campbell, Whitey & Mrs.; Canestrelli, Fred; Carey, Jos. A.; Carlisle, W. H.; Carlisle, Henry; Carlisle, Malcolm; Carlyle, Mrs. Shirley D.

Duffy, John (Wash. D. C.); Elliot, Jack; Elliott, Edw.; Ellis, Frank; Ellsworth, H. W.; Engle, Wallace M.; English, Crash; Erbaugh, Ann; Evans, Mrs. Thos. A.; Exline, Eddie; Faulkner, Robt. J.; Ferenzi, James V.; Ferrier, Richard; Fetta, Louis & Mrs.; Felvelow, John; Fisher, Durwood; Fisher, Harry & Mrs.; Flood, Barbara Lee; Forsythe, Fred M.; Fortune, Ralph M.; Fox, H.; Fox, Mrs. Ruba; Francis, Art & Mrs.; Fry, Mrs. Marion; Fulgate, Mrs. Doris; Fullerton, Dewey; Gallagher, Russell; Gallaher, Russell; Gambone, Felix; Garvey, Bill; Gerstner, John; Getwood, "Big Boy"; Getwood, Geo.; Giboney, Robert; Gibson, Johnny; Gill, Chas. T.; Gilly, Ralph E.; Glinther, Harold & Jo; Glasgow, W. R.; Good, Mrs. Dorothy; Gooding, W. L.; Goodman, Wm.; Goodwin, Mike; Grisham, Miss Lee; Greenan, Alan F.; Griffin, Mrs. Helen; Griffin, H. R. "Mike"; Guthrie, Robt. Earl; Gutting, Jos. A.; Haag, Chas. E.; Hackett, Broeffell & Taylor; Hackman, E. Otis; Haddad, Eugene; Haley, Gerald A.; Haley, Irene; Hale, Joe Donald; Haley, Ruth Martin; Hall, D. D.; Hall, Margaret; Halper, Pepi; Hamel Troupe, The; Hammond, Harry; Harmon, Tex; Harms, Lester; Harper, W. C. (Alabama); Harrington, Red & Joan; Harris, Manley; Hatcher, Ward V.; Hayden, Harold & Mrs.; Hayes, John A.; Hayes, Ben; Hendrick, Cecil; Herndon, G. E.; Hightower, L. W.; Hill, Woodrow S. (Hi); Hinton, Chas. & Mrs.; Hirschberg, James; Hodges, V. O.; Hohn, Walter; Holsinger, Canton; Horwitz, Melyn; House, Cecil V.; Hunt, Bill; Hunter, Lewis; Hunter, Robt. E.; Hubbands, Charles R.; Hulton, Valeria Jean; Innes, James; Innes, Lillian; Irdell, W. O.; Jackson, Ralph C.; James, Al; James, Albert Richard; Jeffrey, Donald; Cameron; John, Geo.; Johnson, Delon; Johnson, Douglas; Johnson, Johnnie; Johnson, Geo. R. D.; Johnson, Mrs. James D.; Johnson, Mike; Johnson, Romie; Johnson, Rudy; Jones, Ace; Jones, Marshall; Jones, Yvonne Ray; Junson, Bob (Lead Gallery); Kaapson, Ernest; Kamensky, B. E. & Mrs.; Keef, Mrs. J. L.; Keegan, Ralph; Kennedy, Bill; Kibel, Harry; Killman, Robert; King, Fred; King, Mrs. Jimmy; King, R. G. (Tex); Kiser, Mrs. J. B.; Kissack, Eddie; Kjos, Marvin; Klein, Denver; Knott, Mrs. Florence; Knudson, Karl; Korb, David F.; Krause, Cisco; Kubo, Capt. Walter M.; Kymasky, Eddy; La Croix, Joseph; La Page, Vickie; La Rari, Jack; La Rue, Lash; La Zella, Phyllis; Lail, Ben; Lason, Arvil G.; Laughlin, John; Laughon, Harold M.; Law, Penny; Lawrence, Larry; Lebeuf, Myrtle; Lee, Charles H.; Leib, Roderick Henry; Leonard, Arthur; Leroy, Bob; Lewis, Art; Lewis, Dick; Lillingston, Bob; Linares, C.; Little, Mrs. Carl; Lockey, Marshall; Lockhart, William F.; Lone Fox, Chief; Lonon, Myrtle; Lucchi, Mr. (Baltay Christiani Circus); Lyster, Clarence; MacEachern, Mrs. R. A.; MacCormack, Jack; McBride, Jr., Francis W.; McBride, Frank; McAllester, T. F.; McBride, Helen; McKierman, Billie; McSpadden, John; Mace, Mrs. Herb; Malikova; Maio, S. P.; Manning, Sam J.; Manning, Ennis; Manning, Lafayette; Marinarani, Carmen; Marquis, Family; Marsh, J. B.; Martin, Kurt; Martin, Wimpy; Mascheri, Don; Mason, Harry; Mason, James; Mason, John; Matter, Miss Pat; Matter, Harry Eileen; Mathews, Bill (Tennessee); May, Mrs. Anna; Mayes, Prof.; Mazer, Lewis; Meadows, Mrs. Louise

Mercer, Clarence; Miller, C. E.; Miller, Donald S.; Miller, John; Miller, R. O. (Circus Side Show); Miller, Sharon Lee; Miles, Theima P.; Mitchell, Christine; Mitchell, George; Mitchell, Gus; Mitchell, James; Mitchell, Lawrence; Mitchell, Peggie; Mitchell, Steve; Montgomery, F. A.; Moore, Clarence T.; Moran Jr., Bozo & Agnes; Moore, Jack (Mgr. Tex Carsons Wild Life Circus); Moore, Steve; Morgan, Mrs. Easter; Morgan, Mrs. Ted J.; Morpheu, Bob or Carey Kalye; Morton, Bob; Murray, Cy; Murray, Edward & Norma; Myers, Mrs. Zella; Nedick, Raymond D.; Nelson, Lou; Nelson, Harry Trixie; Nichols, Ralph; Noble, Kay; Norcross, Christine; Norman, Ed; Novak, John; Novak, Matthew; O'Connell, Daniel B.; O'Connor, Mrs. Betty; O'Flaherty, Marie; O'Flaherty, Pat F.; O'Brien, Mickey; O'Hearne, Fred; Oliphant, O. H.; Orton, Tex & Alice; Palmer, Ivel Monroe; Palmer, Leroy; Palmer, Minnie Wade; Palmer, William; Parello, Stephen; Parrish, Chas. H.; Parrish, Charles D.; Parrish, Dale; Patti, Thomas; Pearl, Walter; Pease, Mrs. Earl; Perry, Mrs. James; Phelan, Thomas V.; Phillips, Gerry; Phipps, Patricia; Porter, Wayne; Postak, William; Price, Ted; Prince, Leroy; Pomeroy, Richard; Qualls, Mrs. Bee; Quigley, Joseph; Quilman, Grace; Rices, Bernard R.; Ramp, Bobby; Rampolla, Sam; Randall, Frank; Rans, Harry; Ringer, S. S.; Ray, Clarence; Ray, Jimmy; Reed, Miss Billie; Reed, Clyde; Reel, Ivan C.; Reilly, Charles; Rhine, Charles; Rhodes, Virgil E.; Richter, Raymond J.; Riotta, Lewis; Rinaldi, Albert; Ritter, John; Roberts, Walter G.; Roberts, Walter G.; Roberts, Wuburn; Robinson, Milche L.; Rogers, Donald S.; Rogers, John; Rogers, Orbie Lee; Ross, Charles (Arkie); Ross, Donald; Ross, Emile; Rowe, Jack; Russell, Bernard; Russell, Leonard H.; Ryan, John; Ryan, Ralph H.; Salesby, Donald; Salyina, Pete; Savage, Mrs. Alfred; Schaefer, Juson; Schmal, W. J.; Schmitt, Ferdinand; Schnepel, Emil W.; Scott, Harry; Scott, Mrs. Leona; Scott, T. P.; Seifer, H. L.; Sena, Ralph; Sexton, Madeline; Shapiro, Morris; Sharpston, Mrs.; Shelley, Aulene; Shields, Glenn; Sheridan, James E.; Short, Carl & Angie; Short, J. E.; Shurber, John; Simru Duo; Singleton, Billy; Smaglick, Harry; Smith, Barbara June; Smith, Duane Dot (Unicyclist Unique); Smith, Harry T.; Smith, Mrs. Jackie; Smith, W. Ray (Funhouse Opt.); Smith, Wm. Francis; Snape, Joyce; Snyder, B. S.; Souders, Clyde; Stacy, W. A. (Bill); Stafford, Ernest A.; Stafford, Mack; Stanley, Millard G.; Steele, Eddie & Mrs.; Steele, Ollie; Steele, Thos.; Steinhart, Joe; Stephens, Wm. P.; Stone, Bernard; Stokes, Eleanor; Stoppel, W. R. & Mrs.; Stuber, H. G. & Mrs.; Sweeney, Joe (Chew); Taylor, Billy & Mrs.; Taylor, Buddy; Taylor, Merie; Teahan, John; Terry, Donald; Tesner, Edw.; Theriot, Jack; Thibault, Edw.; Thompson, Fred; Thompson, Harry; Thompson, Pete; Thunder Cloud, Chief (Medicine Show); Tind, Harry; Tobell, Allen; Todd, James H.; Tolliver, Little; Towamanga, Tezhon; Trobamsky, Alex; Troutman, Ross; Tuer, Bill; UMBERGER, James; Vaccaro, Anthony; Vaday, John & Mrs.; Vannerson, Mrs.; Villenponteaux, Wm. H. & Mrs.; Virgilio, Joe; Wald, Larry; Walker, John A.; Walker, Cozy & Walker (Act); Walker, Theodore; Walton, Kenneth; Ward, Travis & Mrs.; Wayne, Julian; Weiss, Milton & Mrs.; Weller, S. E.; Wentz, Geo.

White, Wayne; White, Tom; Whiteside, Tommy; Widaman, Ed; Wiegand, L. E.; Wilcox, Miss Pat; Wilhite, Mrs. W.; Williams, Johnnie; Williams, Wesley; Williamson, Thos. H.; Willoughby, Mrs. Jimmie Spencer; Wilson, Doug; Windermer, Roy; Wolfe, Herman; Wolfe, Don (Merrymount); Woodall, Wm. E.; Woods, Frank; Woosley, Lou; Wozniak, Winnie; Wright, Cowboy Jack; Yullen, Warren; Yvonne, Mrs. Jean; Yaeger, Chas.; Young, J. K.; York, Edw. G.; Young, Lloyd; Zammarra, Robt.; Zoppe, Alberto; Zorski, The Great

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Allen, R. J.; Baker, Thomas; Brajdic, Rudy; De Lenz, Walter; Donovan, J. John; Evans, Edward; Greensburg, Joel; Gould, Bob; Gupere, John; Lindsey, Harold; Latta, Frank; Powers, Babe P.; Ross, Lem; Rovens, Jack; Squires, Earl; Wright, Donald M.; Yates, Bob

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Averill, William; Barnett, Robert; Bode, Charles; Brown, Raymond; Burke, Mrs. & Mr. C.; Causey, Sylvia; Crane, Stanley; Davis, Ken; Gardner, William; Griffler, Gene; Gross, Ben J.; Keaney, Arlene; Kemper, George; Kingsley, Ralph; Munnner, Corola; McDaniel, Norman; McMullin, William J.; Nelson, Hollis; O'Brien, O. T.; Oquist, Eugene; Prickett, Harrison; Rodriguez, Jean; Vetrano, Peter F.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Alexander, Mr. & Mrs. Elmer; Allen, H. A.; Ames, Jack; Angle, Howard; Arnold, Billy R.; Barker, Tom; Bakke, Marion; Baldwin, Billy; Bales, Pete J.; Barefield, Saly; Barker, Albert; Barnes, Gary Lee; Barry, Alfred J.; Batchelor, Mary; Bates, Mr. & Mrs. Albert; Bean, J. Perry; Beckner, Cecil E.; Beebe, Mr. & Mrs. R. W.; Bell, Adron E.; Bennett Jr., James T.; Bing, Bernice; Boatwright, B. E.; Boatman, Charles; Bouchez, Charles; Boyd, Lucky; Bradburn, Robert E.; Boudreau, Mr. & Mrs. Pete; Branch, Alvin F.; Braunstein, Benjamin F.; Brown, Tom; Bryer, R. C.; Bumgardner, Mrs. Lee; Burke, Mrs. Ann; Casara, Raymond; Camp, Robert John; Canale, Fred B.; Caraway, Evelyn; Carney, Clinton; Carpenter, Mrs. Helene; Cassidey, Kay; Chamberlin, Mr. & Mrs. Henry; Chunas, Mrs. Mae; Clawson, Ralph J.; Coffman, Verlin; Conley, Mr. & Mrs. W. T.; Cooke, Jack; Cooke, J. M.; Crowe, Bill; Crowell, H. W. (Blackie); Crowell, Mrs. Johanna J.; Cltbor, Leo; Cousins, Fred (Spot); Cutler, Paul C.; Daniels, Harold; Darlington, Cyrus; David, Dwight; Davis, N. E.; Davis, Mr. & Mrs. Oscar; Dearing, Jack; Decker, Robert C.; Dunn, David Brown; Durbin, Darlene; Eddels, Harry F.; Edwards, G. A.; Eisenhower, Geo.; Elate, Peter Joseph; Elkey, Fred D.; Ervin, Russel Dean; Frazier, Sam; Garriett, Beckie & Jonnie; Good, Buyl; Goude, Calheryn; Gowdy, Pam & Hank; Gruszczyk, Mrs. Katherine; Gruszczyk, Mike; Guffey, Clarence E.; Gulliver, Roland; Haffords, A. H.; Hamid, Albert; Hamilton, Bill (Shorty); Harlow, Sue; Harrah, Oregon; Hawthorne, Jack; Hellers, Acme Shows; Henricks, Max A.; Hoffman, Margaret; Humphrey, Charles; Hutzell, Walter Louis; Impeduglia, Mrs. Lucille; Impeduglia, Vito; Jackson, Jimmy; Jennings, Harold F.; Johnson, Johnnie; Johnson, Mary Jane; Johnson, Roy Kenneth; Jordan, William E.; Kerner, Dorothy; Kingsley, Ralph; Klassen, Fred W.; Koneczny, Mrs. Kay; Korman, Carroll; Kraser, Walter; Krieger, Albert; Lambert, Mrs. Myrtle; LeRue, Miss Kim; LePree, Ruth; Light, Louis; Litherland, Mrs. Edgar; Little Wolf, Earlene; Little Wolf, JoAnn; Long, George H.; McCarty, Tex; McCuran, Penny & Mac; McGuire, Mrs. A. R.; McLendon, Leon; McWilliams, Mae; Mann, Ivan E.; Martin, L. E.; Mayes, Margaret; Martell, Bill; Martine, Frank B.; Meyer, Roy; Miles, Rex; Miller, Clifford M.; Mills Bros' Circus; Mitchell, Mrs. Myrtle; Mitchell, Raymond; Moorehead, Merle; Negovan, Dan; Nelson, Carl; Nible, Irwin E.; Nye, Emery A.; O'Brien, Donald; O'Connell, Mr. & Mrs. J. J.; O'Hara, Michael; Olinger, Mr. & Mrs. Howard; Orneallas Jr., John G.; Patis, Fred; Patis, Jimmie; Pitzer, Billy; Pope, Ernest H.; Puerner, Donald Dale; Reed, H. L.; Reed, Raymond G. (Smokey); Reed, Ted; Resam, Lisa; Rice, H. L.; Richardson, Joe; Riley, Mr. & Mrs. Ted; Riley, Tex; Roberts, Tex; Robinson, Mrs. Jerry; Ross, Fred; Rosenfeld, Anita; Rosenfeld, Sol; Ross, C. E.; Rowe, Jack; Rubin, Harry; Schneekloth, Harry H.; Serebner, W.; Short, Carl & Angie; Shumway, William T.; Sickness, Billy L.; Sidenberg, Teresa; Silverberg, Matthew; Smith, Joseph; Smith, Jack Leon; Sorrenson, Pop; Specht, Lowell; Stacy, Mr. & Mrs. Woodrow; Stallings, Bert; Stanko, Doney; Stanko, Leon; Stanko, Mack; Star, Hedy Jo; Stephenson, W. F.; Stroud, Howard K.; Sutton, Mrs. Bradley E.; Swan, Mr. & Mrs. Walter; Tate, Lester; Tatham, K.; Thomas, Robert & Dorothy; Thompson, Denver; Thorp, Mr. & Mrs. Matt; Tinkerton, Fred; Tordensfield, Ed; Vanderheid, Henery L.; Ward, Favis; Warren, Mr. & Mrs. Robert; Waters, J. A. & Jeannett; Webster, Fred E.; West, Ralph; Whalen, Ed; Whalen, Thomas F.; Williams, Harry T.; Williams, Natalie; Willis, Tommy; Winow, Erick; Wilson, Harvey T.; Winters, Claire L.; Zimmer, Florence

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EDITORIAL

Danger and Challenge

One of the dangers and one of the opportunities of the automatic phonograph industry are dramatically contrasted in two current developments. The danger: The present crop of off-color disks. The industry lost no time in voicing its strong disapproval. George A. Miller, president of Music Operators of America, promptly condemned their use, declared that there was no place in the juke box industry for this type of music.

Contrasted with this is the opportunity: Helping combat juvenile delinquency thru operator-sponsored teen-age talent programs. Elsewhere on this page is an example of how one association—the United Music Operators of Michigan—interested the community in such a program and got it rolling.

Public Relations Need

Both the danger and the opportunity cited here dramatize the wisdom of schooling the industry's delinquents in public relations. Thoughtful, forward-looking music operators long ago recognized the value of taking part in civic activities, contributing to community life. They've recognized the need of enlarging public understanding of the music machine business. They have accomplished much. But there's still more to be done.

By helping combat juvenile delinquency, music operators contribute to community welfare and win a handshake from the community in return—the first step in achieving public understanding and public trust.

On the other hand, the handful of operators who use smutty records represent a heavy liability to the entire industry and, as Miller explained, are in for a sad awakening.

Detroit Ops Sked Dime Play Jan. 1

DETROIT, Oct. 23.—Juke box operators will eliminate the nickel chute from their machines thruout Detroit January 1 when an official conversion to dime play goes into effect.

The decision to switch was made official at the Monday (18) meeting of the United Music Operators of Michigan. Members aired and re-

viewed previous discussions before taking their final vote, a green light for dime play.

The meeting, held in the Fort Wayne Hotel, was conducted by Edward Carlson, president of the association. The motion to set a final date for the changeover was made by Tony Vance, of the Vance Music Company. The final vote was close, 20 to 16.

Plan Publicity

A detailed plan for a publicity program, to inform the public of the changeover, is to be worked out by the board of directors at a special meeting sometime next week.

The plan to switch to dime play had been discussed by operators of UMO early this summer, when the organization was first revived. However, not until this month, October 4, did the group really get the plan rolling.

Top priority at the earlier meeting this month was the question, "Will 10-Cent Play Help You Make Money?" Operators heard reports from a committee assigned to dig up facts on other areas making the change. It was decided at that time to put it to a vote at the October 18 gathering.

New Format On MG Bulletin

NEWARK, N. J., Oct. 23.—The Music Guild, a weekly bulletin featuring a juke box record programming service and a pre-tested record review, kicked off its seventh anniversary last week with a new format.

Formerly mimeographed and stapled in the form of a business letter, the bulletin now takes the shape of a small magazine.

Supreme, AMOA Bowling Team, Cops 1st Spot

MIAMI, Oct. 23.—Supreme Distributors forged into the lead in the AMOA Bowling League this week by capturing three out of four games from the strong Advance Music keglers. This gave Supreme a season's record of six games won and two lost.

In a tie for second place were Advance Music, which has won four and lost four; Taran Distributing, Acme Music and Vending, and American Operating Company—all sporting identical records. Below them in the standing were All Coin Amusements, two and two; Marino Music Company, three and five, and Radio Center, one and three.

In Monday's competition (11), All Coin Amusements made its league debut by splitting with Marino Music, winning two and losing two. Taran Distributing won three out of four from Acme Music and Vending, and American (Continued on page 68)

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.

October 23-29—Dairy Industry Supply Association, annual convention, Convention Hall, Atlantic City.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron.

October 25—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

October 27—California Music Merchants' Association of Los Angeles, regular meeting, Coral Room, Gaylord Hotel, 8 p.m., Los Angeles.

October 28—Amusement Machine Operators' Association of Dade County, annual election of officers, business office, Miami.

October 31-November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Bacon Resigns Veep Post at Rock-Ola Mfg.

CHICAGO, Oct. 23.—J. Raymond Bacon resigned from his post as vice-president and director of sales of Rock-Ola Manufacturing Corporation last Friday (15) to accept the position of president of F. H. Nobel & Company, Chicago.



Following a successful term as an executive of Montgomery Ward, Bacon entered the coin machine business in 1941, joining O. D. Jennings & Company. He became vice-president and general manager of that firm, resigning in November, 1948, to become assistant to the president at Rock-Ola.

In May of the following year he was appointed the post of vice-president and a member of the board of directors. He continued to serve in that capacity until his resignation.

In his new post, Bacon will no longer be connected with the coin machine industry.

AMI Distribs Host Ops for 2d Week

New Model F Pulls Bigger Attendance, Enthusiasm Than All Previous Showings

CHICAGO, Oct. 23.—AMI distributors wound up their second week of operator showings of the new AMI Model F phonograph yesterday (22), reporting enthusiasm and attendance exceeding all previous showings.

The majority of the showings during the week represented distributors' second and third efforts. Following a grand-scale launching October 9-10 (The Billboard, October 23) distributors packed up machines, backdrops and personnel, and moved to nearby towns and cities for additional showings.

Here are some on-the-spot reports from distributors showing this week:

Hundreds Attend Paster Unveiling

MILWAUKEE—Paster Distributing Company's unveiling of the new AMI model F drew several hundred operators and guests Sunday (17) to its Fond du Lac Avenue showroom.

Herman Paster, head of the firm, said that the number of orders were gratifying and that the entire showing reminded him of the events held in '45 and '46.

On hand to meet and entertain operators were Frances Langford and band leader Benny Strong.

Sam Cooper, office manager, said that color preferences expressed by operators were evenly balanced. All eight colors were displayed at the showing.

Southern Music Showing Draws 150

MIAMI—Approximately 150 Greater Miami operators and their (Continued on page 68)

UMO Ops Adopt Plan to Fight Teen-Age Strays

Guest Speakers See Big Aid Thru Music In Delinquency War

DETROIT, Oct. 23.—A detailed and enthusiastic program to aid in the fight on juvenile delinquency was adopted by members of the United Music Operators of Michigan at a special meeting last Monday (18) in the association's headquarters in the Fort Wayne Hotel.

Based on a suggestion of Jim Jeffrey, head of Jeff's Music and vice-president of the group, the UMO plans to donate juke boxes, plus record service, to clubs, recreation centers, schools, churches and similar institutions for the benefit of teenagers.

The expense of furnishing and (Continued on page 68)

NY Ops Fill Waldorf; Event Aired Via ABC

NEW YORK, Oct. 23.—Nearly 1,000 juke box operators, distributors, record company officials and their guests filled the Grand Ballroom of the Waldorf-Astoria Saturday night (16) attending the 17th Annual Anniversary Banquet and Show of the Music Operators of New York, Inc.

The evening was devoted entirely to eating, entertainment, dancing and swapping trade stories—with nary a speech all night.

Some 30 minutes of the evening's program were aired over the ABC radio network, as Martin Block, emcee for the seg, paid special tribute to the juke box operators and introduced some of the talent which was later to entertain the banqueters.

Liberace Scores

Headliner was Liberace, Columbia Records pianist, accompanied by his brother, George Liberace, and assisted by Walter Borzelo and Gordon Robinson. The Liberace troupe stayed on stage the longest—45 minutes.

Other performers were: Vaughn

Monroe, RCA Victor; Betty Madigan, M-G-M; Richard Hayman, Mercury; the Barry Sisters, Cadence; the Larks, Lloyds; Jill Corey, Columbia; Sunny Gale, RCA Victor; Patti Page, Mercury; Mantovani, London, and Valentino, Fargo.

Merv Griffen, Columbia; Danny Davis, Blue Jay; Steve Lawrence, (Continued on page 68)

CALLING CARD

St. Louis Op Finds a Neat Shop Ups \$\$

ST. LOUIS, Oct. 23.—Joe McCormick, head of Musical Sales Company, unconsciously created a "calling card" years ago, and it has paid off in satisfied customers ever since.

From the very first day he entered the business, back in 1944, McCormick has followed thru on his belief in neatness.

Today, comfortably astride the (Continued on page 68)

New Ill., Ky. Distribs Named By Magnecord

CHICAGO, Oct. 23.—Two new distributors were appointed this week to handle Magnecord, Inc.'s, background music service in Illinois and Kentucky.

Henry T. Roberts, vice-president and general manager of the firm's commercial music division, said that Lake Television Laboratory, Waukegan, would cover Lake and McHenry counties in Northern Illinois.

Peerless Electronic Equipment Company, Inc., Louisville, will (Continued on page 68)

WEEKEND BIZ

Hostess Music Finds Charges A Tough Nut

BELOIT, Wis., Oct. 18.—One of the few remaining "Hostess Music" operations in the Badger State has been discontinued. Arnold Foch, veteran music operator in Southern Wisconsin, has switched back to a juke box and games operation.

Foch's telephone music service had been profitable since its origination in 1940 until several months ago. Cost of doing business via the phone circuits has climbed so fast during the past several years that it hit a level inconsistent with collections, according to Foch.

Wages of girl operators climbed (Continued on page 68)

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:

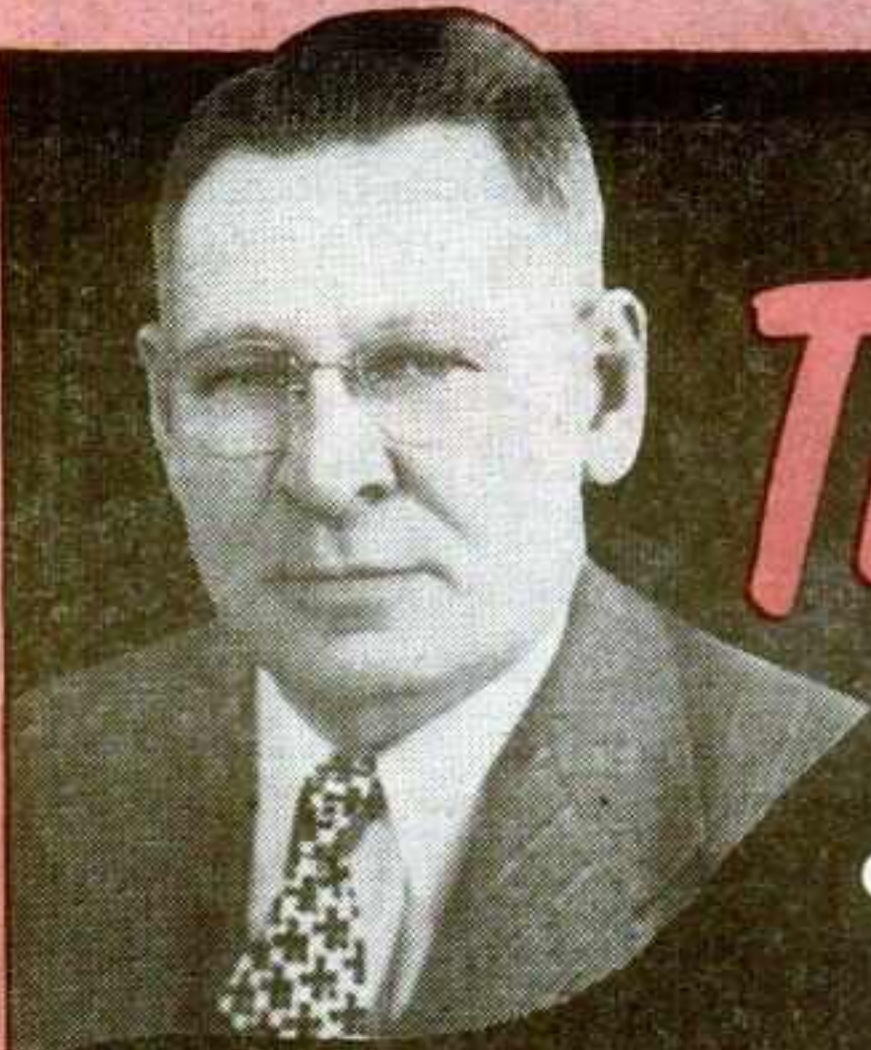
OVER 800 DISK JOCKEYS TO GATHER in Nashville for third annual deejay convention, November 19-20. WSM to host event which will see the biggest turnout to date. Last year's mark, 550.

RCA VICTOR SKEDS REGULAR HMV RELEASES. Will include all records cut and made in England by the firm which are suitable for use in the States. Gives operators an even larger choice.

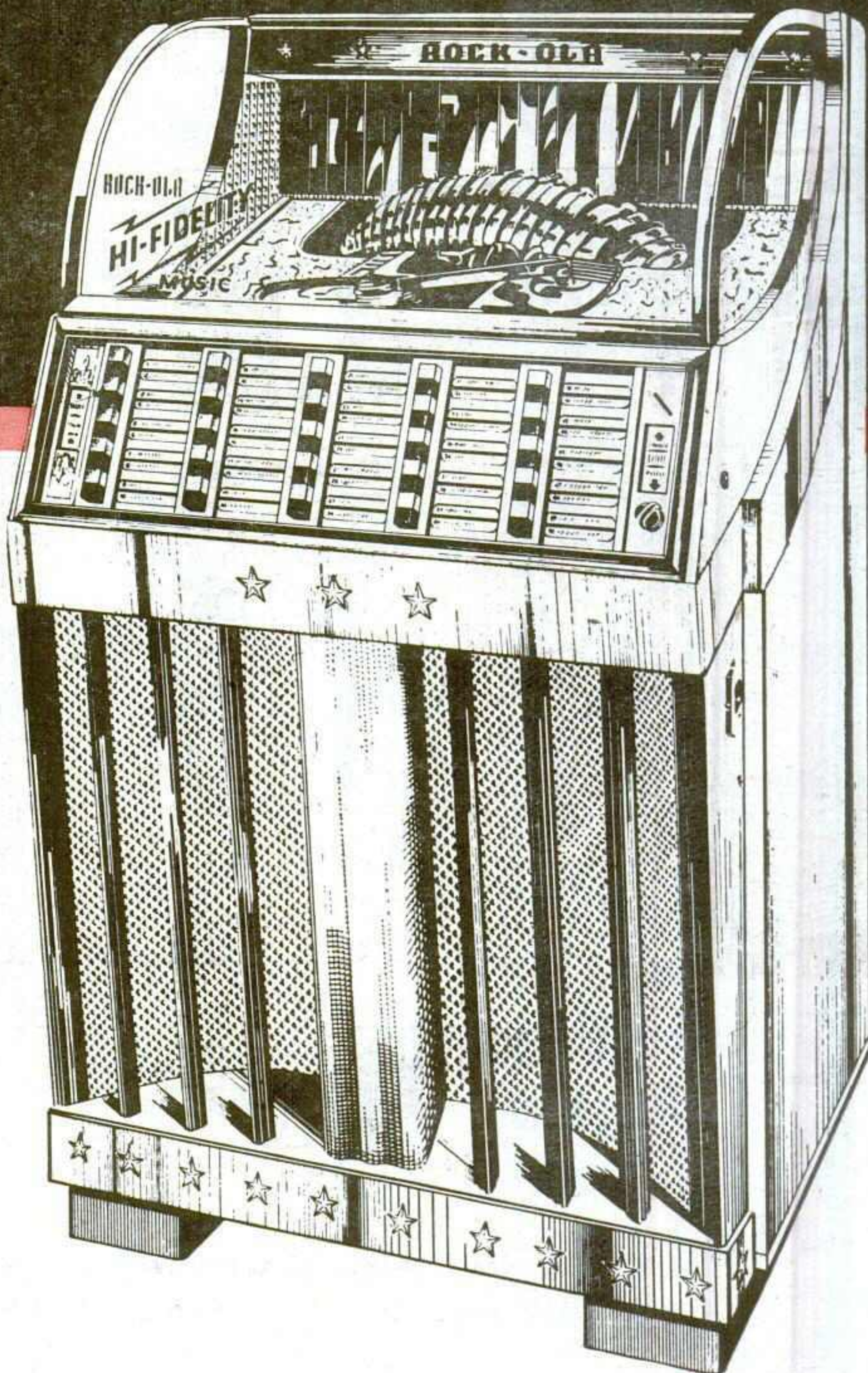
BELL-SIMON-SCHUSTER TO BOW LABEL Favorite Records on November 15. Will sell two for 89 cents, 45 r.p.m. exclusively, and cover pop tunes only. Schedule regular monthly releases. To be distributed thru independent distributors from coast-to-coast.

PRESIDENT EISENHOWER GIVES GREATEST RECORD PLUG IN HISTORY over TV last Wednesday night. Asked Eddie Fisher to sing "Count Your Blessings" before he gave his speech. Said, "I don't know what you (the audience) think, but I think it was great."

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.



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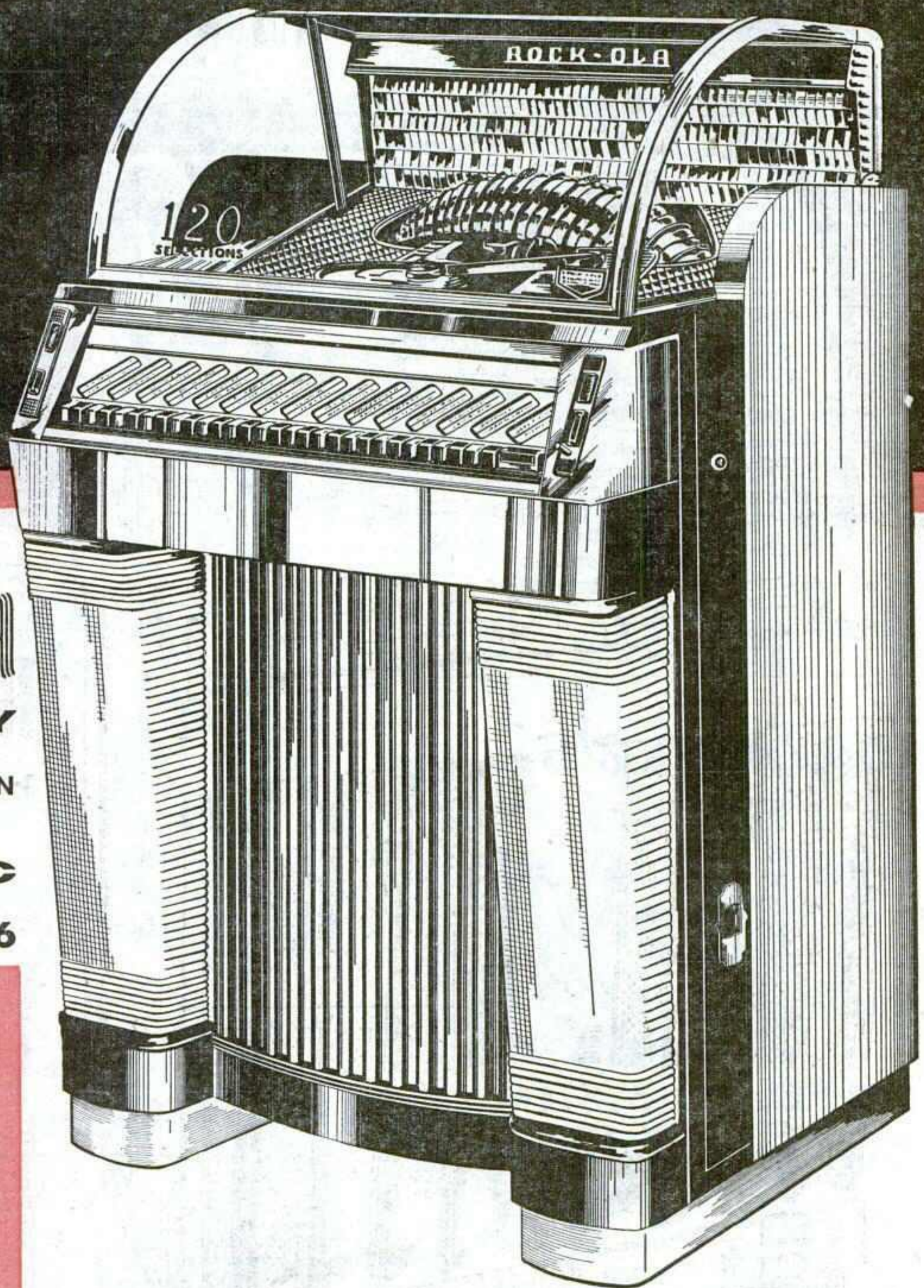
David Rockoff
PRESIDENT

ROCK-OLA
HI-FIDELITY
SELECTION
MUSIC
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 tested and proven
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 the smallest phono-
 graph in the world built
 to play 120 selections.

ROCK-OLA Manufacturing Corp.
 800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS

AMI Distributors Host Ops for 2d Week

• Continued from page 65

friends attended a showing Sunday (17) of the new AMI Model F phonograph unveiled by Southern Music Company at its showrooms here.

Southern Music, which has its main headquarters in Orlando, is the AMI distributor for the State of Florida. In Miami for the showing was Southern owner Ron Rood, who, with Miami manager, Bob Norman, greeted the operators who came to see the "F," featuring multi-horn high fidelity Sonoram Sound.

Service Manager George Burger was on hand to explain the mechanism. Burger stressed the new service features available in the new models.

Norman said that the visiting ops placed a substantial number of orders for new models.

Drinks and refreshments were served at the showing, which followed similar unveilings by Southern Music in Jacksonville, Orlando and Tampa.

Mountain Distributors' Event a Success

DENVER—The new AMI Model F was unveiled here at Mountain Distributors Sunday (10) to an estimated 100 operators and guests. And from all reports, the showing was one of the most successful ever held.

Operators from four States—Colorado, New Mexico, Wyoming and California—attended. George A. Miller, president and business manager of Music Operators of America, headed the list of special guests.

Firms represented at the showing included Hearn Music Company, Hall's Music Company and New Music Company, of Pueblo, Colo.; Midwest Music Company, Supreme Music Company, Bell Music Company, Skyline Music Company, Lakewood Motor & Radio, Modern Distributing Company, Capital Vending Company and Ray's Music Company, all of Denver.

Out-of-State firms included Border Sunshine, Albuquerque, N. M.; Vendetti Music Company, Santa Fe, N. M., and Asa Music Company, Torrington, Wyo.

Other firms from Colorado were, Ideal Music Company, Greeley; Beyer's Music Company, Fort Collins; American Music Company, Aurora; Independent Music Company, Colorado Springs, Deines Music Company, Boulder, Grooms Star Route, Brush, and Groom & Ainsley, Akron.

Georgia Operators Converge on Atlanta

ATLANTA—Operators from all over Georgia converged here October 10-11 for the unveiling of the new AMI Model F phonograph in the headquarters of Friedman Amusement Company, AMI distributor.

Jake Friedman, head of the firm, said that the showing was judged to be one of the best ever held, both in attendance and enthusiasm. Attendance topped the 200 mark.

On hand to greet operators were John Stewart, general sales manager of AMI, and Henry Hoenenar, service engineer of AMI. Special guest attending the event was Ruty Draper, Mercury recording artist.

Local operators attending included H. V. Ford, Wayne Ford, M. H. Vaughn, Mr. and Mrs. Sam Cohen, Mr. and Mrs. J. M. Golsom, John Bailey and R. E. Green.

Out-of-towners included J. W. Mitchell and Pam Pirkle, of Gainesville; Charles M. Johnson and S. H. Bowden, Athens; James Tolbert and H. A. Rainwater, Rome; James Crews and W. H. Weather, LaGrange; James Spann and H. D. Guffington, Marietta; Mr. and Mrs. William Doolittle and Mr. and Mrs. Douglas Watson, Thomaston; Mr. and Mrs. Jeffcoat, Griffin; Mr. and Mrs. Lewis Graham Barnesville; A. R. Dobson, Cartersville; R. B. Brown, Carrollton; Glen Souther, Dalton; H. C. Raiford, Vidalia, and Mr. and Mrs. Lee Renfroe, Fitzgerald.

Garrison Hosts Arizona Operators

PHOENIX—Garrison Sales Company played host to operators from all over Arizona at its first showing of AMI's Model F phonograph. Additional showings were sched-

uled in other cities for the end of the month.

The event was held at the Westward Ho Hotel. Roy E. Garrison and E. G. Nowell greeted operators and explained the service advantages and the various changes in the new model. Thomas H. Sams, regional representative of AMI, was also on hand.

Among the operators attending were Les and Bud Wilson, of Parker; Mr. and Mrs. J. L. Kelly, Prescott; Mr. and Mrs. Dutch Rupkey, Holbrook, Mr. and Mrs. John Hourihan, of Glendale. Phoenix operators and guests included Mr. and Mrs. Joe Carson, Mr. and Mrs. Jack Abbot, Mr. and Mrs. Buck Karnes, Jack Rombough, Basil Rombough, Carlton Van Groder, Ben J. Spaulding.

Roanoke Unveils Phonos In New Showrooms

RICHMOND—First showings of the new AMI models were staged here at the Roanoke Vending Exchange's new showrooms on Saturday and Sunday (9-10).

Additional showings were held this week at the firm's other locations in Bristol, Va., and Charleston, W. Va.

Firm president Jack C. Bess and his wife, Viola, presided over the open house which, thru the two days, was visited by some 300 operators. Bess reported that the operators showed more enthusiasm for the new model than for any other ever introduced by the firm.

Among those present were C. J. Halbrook, Lynchburg; Mr. and Mrs. C. A. Role Jr., Hampton; Ed Willis and Donald Miles, Richmond; F. S. Stevenson, Laurel; E. B. Alley, Richmond; Robert L. Wood and Charles F. Russell, Roanoke; Dwight Casterline, Norfolk; Charles W. Dillon and family, Roanoke; Roy L. Watford, Portsmouth; Calvin Copeland and Roy L. Watford, Portsmouth.

Richard Williamson, Keysville; Virginia Blankinship, Roanoke; Charles Hart, Richmond; Chris Anthony, Hampton; Bill Beard, Norfolk; Nelson Page, Roanoke; Dick Moseley, Richmond; Stanley Butler, Windson Farms; Johnny Cameron, Richmond; C. A. Piner and L. A. Whitlock, Roanoke; R. L. Bass, Richmond; C. A. Bartlett, Christiansburg; A. C. Brown and Melvin Smith, Richmond; W. H. Jennings, Norfolk; H. H. Swanson and W. O. Jones, Richmond; Eddie S. and C. M. Wampler, Harrisonburg.

Mr. and Mrs. W. H. Brady, Lynchburg; C. B. Corry, Richmond; Stan Hopkins, Harrisonburg; H. L. Holland, Roanoke; Robert Flanagan, Richmond; Kenneth Schneider, Norfolk; A. P. Loudon, Portsmouth; R. H. Miner, Richmond; E. W. Creech, Portsmouth; W. F. Frye, Winchester; Ban Eddington, Richmond; Ralph East, Altavista; C. F. Birdsong, Richmond, and C. B. Wilcox, Richmond.

Mr. and Mrs. E. L. Simmons, Danville; Judson W. Williams, Phoebus; Major Pardue, Virginia Beach; Bill Long and Bob Neslund, Richmond; C. J. Padgett and family, Greenway, and James A. Jones, Richmond.

Supreme, AOMA

• Continued from page 65

Operating spoiled Radio Center's introduction to league play by spilling them in three out of four games.

Roy Gullo announced that the AOMA league is now at peak strength with eight teams entered. At a recent election Gullo was named secretary-treasurer of the loop, which is affiliated with the American Bowling Congress. Leon Guss, who operates outdoor kiddie rides, was elected president, and Sammy Marino, Marino Music, was named vice-president.

In Monday's play, Eddie Perocine, of All-Coin Amusements rolled a one-game 200; Leon Guss, of Advance Music rolled 198. Other outstanding performances were a 183 posted by Marvin Lieber, of Taran Distributing, and a 179 by Dave Shedd, M-G-M records distributor bowling for Radio Center and making his initial appearance of the season.

UMO Ops Adopt

• Continued from page 65

maintaining the machines is to be borne by the UMO.

At the same time, operators voted to switch to direct play thru-out the city on January 1. (See separate story.)

Outlines Program

Roy Small, conciliator and public relations counsel of the association, introduced guest speakers who outlined the importance of well organized groups fighting the delinquency problem.

The first speaker was Austin Grant, news commentator of Station CKLW. Grant said that the teenage problem in the Motor City was a big one and that he personally would back the organization if it would support the proposed juvenile program outlined by the association.

Tom George, of Station WJBK, also spoke in support of the program. George said that because teenagers had always been interested in music, the resources which UMO members were able to provide would go a long way in catching the younger set's attention and respect.

Veteran disk jockey Larry Gentile, of Station CKLW, spoke on a special teenage program being worked out in Grosse Pointe, stressing that the needs in Detroit were even greater.

Official Aspect

Further discussion of the official aspect of co-operation was given by Ralph Baker, head of the Detroit Police Youth Bureau and attending as the personal representative of Commissioner Edward Piggins. Baker indicated that the program could accomplish much in combating juvenile delinquency.

Small wrapped up the benefits of a teenage program as follows: "Fortunately, we (UMO) have friends in the press, radio and television fields. They are well aware of the effort that the music industry has made to fight various civic problems.

"Our interest in the teenage problem is also their interest, and they have agreed to back UMO to their fullest. Our organization can easily be recognized as a leader in this city if we get behind this program and push as hard as we can."

Calling Card

• Continued from page 65

St. Louis phonograph business, he can boast of a shop which attracts operators from all over the Middle West.

Altho McCormick operates a distributing and repair business, never seen by the public, he has insisted that the entire shop, showroom and offices be kept as clean and orderly as a department store's furniture display room.

Instead of the usual welter of tools, littered benches and helterskelter stacks of machines, Music Sales Company's shop is brilliantly lighted with every piece of operating equipment and tool in place. Work benches, floor, walls and ceiling are kept spotlessly clean.

New customers have been attracted to McCormick's place of business and volume has grown steadily for the past 10 years.

McCormick also has kept up with building improvements. A few months ago, he moved to a new location, which includes enameled walls, a terrazzo floor and other surfaces which lend themselves to a neat appearance.

Weekend Biz

• Continued from page 65

well over a dollar an hour, and coupled with the telephone company's demands for extra line charges, the change was inevitable.

"Recently it had become primarily a weekend business just paying the salaries of the girls needed to watch the boards and change records," Foch said.

Now that he is back in the straight phase of the juke box business, Foch reports that business is looking much better.

He added that the impact of television, which hit Beloit over a year ago, has begun to taper off, with music and games route takes returning to normal levels.

N. Y. Ops Will

• Continued from page 65

Coral; the Cernys, dance team; the Winged Victory Chorus; Dick Duane, Dot; Aian Dale, Coral; Danny Capri, Capitol; Tommy Mara, M-G-M; Wendy Wade, Coral, and Jerry Vail, Columbia.

Lopez Ork

Vincent Lopez and his ork provided the music. Lopez later teamed with Libera in a piano duet. Harvey Stone took care of the emcee chores.

Gloria Parker, Princess of the Maraccas, conducted a maraccas contest with the following participants; Nan Levine, Lou Levy, Ann Connors, Al (Senator) Bodkin, Marion Knoss, John Bodkin, DeLores Brown, Alice Schwartz and Elsie Fields. All contestants finished in a dead heat.

Albert S. Denver, MONY president, served as chairman for the affair, assisted by the following committees:

Entertainment

Entertainment: A. W. Bodkin, associate chairman, and Albert Arnold, Albert Bloom, Frank Breheny, Joseph P. Connors, Joseph Hahnen, Nat Lerner, Bob Luttmann, Harry Siskind and Sol Tabb.

Reception: Harry Wasserman, associate chairman; Irving Fenichel, Arthur Hermar, Albert Koondel, Samuel Kramer, Al Miniacci, Sanford Moore, Mac Pollay, Larry Serlin and Philip Simon.

Journal: Sal Trella and Ben Chicosky, associate chairmen, and Ralph Elefante, Elias Gassner, Irving Holzman, Irving Kenetsky, Ray Knoss, Sam Penner, Irwin W. Pines and James Sherry.

Reservation: Charles Bernoff, associate chairman, and Jerry Basile, Harry Brodsky, Jack Ehrlich, Benjamin Feinberg, Albert Goldberg, Louis Hirsch, Louis Levy, Harold Morris and Irving Snyder.

Officer Roster

Association officers are Denver, president; Bernoff, vice-president; Wasserman, treasurer, and Trella, secretary.

The board of directors consists of Denver, Vernoff, Wasserman, Trella, Pollay, Connors, Bodkin, Hirsch and Chicosky. Nash Gordon is managing director and Sidney H. Levine, counsel.

New Ill., Ky.

• Continued from page 65

operate in 20 counties in Kentucky and an additional eight in Indiana.

The appointments in the electronic equipment field followed an announcement last September by A. J. Kendrick, Eastern manager of Magnecord, pointing out that both juke box firms and electrical outlets would distribute the firm's continuous music system.

Suburban Music Op Buys Detroit Route

DETROIT, Oct. 23. — John Wagner, owner-operator of the J. E. Wagner Music Company, operating in the downriver suburb of Dearborn, has now branched out and joined the ranks of the Detroit operation.

Operating exclusively in the suburban community for the past two years, Wagner recently purchased an established route in Detroit proper. Headquarters of the firm will remain in Dearborn.

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COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

Navy Purchases Gottlieb Games . . .

Alvin Gottlieb, D. Gottlieb & Company, reports that the U. S. Navy has purchased three of the firm's new Super Jumbo pinball games. Aimed to fill the bill on Navy recreation locations, one of the Jumbos went to Kodiak Island, one to the Phillipine Islands, and one to the Pacific Fleet. Navy officials were attracted by the idea of four players being able to participate in a game.

Herb Perkins, Purveyor Distributing Company, tripped to Los Angeles for a business-pleasure sojourn. Monte West pointed out the remodeling that will be done on walls and ceiling of the Purveyor service department. Two new mechanics busy reconditioning machines at Purveyor are Jack Greer and Roy Wynn.

United Manufacturing Company's Herb Oettinger and Ray Riehl made a quick flight to Washington for the NAMA show. Dave Simon, Simon Sales, Inc., New York, accompanied by Max Levine, General Scientific Corporation, New York, were visitors at United recently.

Art Weinand, Exhibit Supply, reports sharp interest in the firm's card vending machines exhibited at the NAMA show. Ed Hall was busy with kiddie ride and gun game orders while Art was in Washington.

Ralph Sheffield, Genco Manufacturing & Sales Company, announced that a new Genco gun game was ready to roll off the production lines. Same Lewis was making stops along the way back from the NAMA show to visit with distributors and operators.

Lew (Colonel) Lewis, Merit Industries, South Side operator, fully recuperated from his recent illness, is full of vim and vigor once again. With the bowling season in full swing, Lew is busy servicing his bowling alley locations, as well as his regular amusement game spots.

Albert Simon, Albert Simon, Inc., New York, Eastern representative of the Chicago Coin Machine Company, was visiting coinmen here this week.

Chicago Coin's Sam Wolberg has returned from a couple weeks in Battle Creek, Mich. Sam Gensburg left for his home in Florida for a visit with his family.

Ken Sheldon, United Manufacturing Company roadman, getting ready to leave for Boston. Lou Wolcher and Bob Portale, of Advance Automatic Sales, San Francisco, visiting at United during the week. Bill DeSelm was the sur-

prise winner of a bet on the Gavi-lan-Saxton fight.

Sam Taran, Miami, dropped in at Genco Manufacturing & Sales Company. Avron Gensburg, Genco, due back from the West Coast this week.

At First Coin Machine Exchange, Sam Kolberg is back from a week's tour of the Illinois area. He plans to make another round of North and Central Illinois this week. Wally Finke reports good response to the new Chicago Coin Flash Bowler, with ops in favor of the Flash-O-Matic scoring and new style cabinet.

Jo Kline, First, has been attending board meetings two nights a week at the Tam O'Shanter Country Club for the Leukemia Research Foundation. Reports are that Joe and other city fathers teamed up to sell \$900 worth of Girl Scout cookies the other night at the corner of Kedzie and Lawrence.

The new coin-operated billiard game, Pla-Pool, is proving a success, according to reports from Marvel Manufacturing Company. Ted Rubenstein has a few production problems, with the Pla-Pool game and plastic replacements for juke boxes coming off the lines at the same time.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

Waterbury Operator Files Trade Name . . .

W. A. Carpentre, vending machine operator, has filed trade name of Acme Vendors, Tranquility Road, Middlebury, Conn., with Town Clerk's office at Waterbury.

Palace of Fun, one of downtown Hartford's largest amusement Arcades, has been redecorated. Exterior neon signs were also repainted.

Thieves broke into a market and gasoline service station in the Waterbury area last week, taking a total of \$9.70 from soft drink vending machines.

Arline Kaiser, for several years on the staff of Capitol Records' Hartford branch, has resigned to join local program department of Radio Station WDRG.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

AMI Draws Crowd At Badger Sales . . .

Local showing of the new AMI Model F at Badger Sales Company drew one of the largest turnouts of music operators in recent years. The entire Badger staff was on hand to greet operators, including president Bill Happel, Al Silberman, Joe Duarte, Frank Dunkel, Fred Gaunt, Jack Leonard and others. According to Happel, operators received the new phonograph with enthusiasm, with the Badger sales staff writing a number of big orders.

Oak Manufacturing Company, Culver City, Calif., has appointed Meyer Abelson as special field representative of the company, covering the entire country exclusive of the 11 Western States. Abelson, formerly Eastern sales manager for Oak, left the organization for personal reasons some time ago, and returned in this special position created expressly for him.

Phil Shatz and Bill Leuenhagen are new members of the California Music Merchants' Association, Los Angeles branch. Phil Weinberg, Bally Manufacturing Company, paid a visit to Paul and Mrs. Laymon, Paul Laymon Company, here recently. Al Silberman, Badger Sales Company, reports the growth of Los Angeles has lured many new faces to the coin machine field.

George Mahlum, Minthorne Music Company, gradually adding

to the new hi-fi department with complete displays of all component parts and Seeburg's Selectomatic, at their new showrooms. Sid Bloom, Sam Weitzman and Harold Probasco, Oak Manufacturing Company, played host to Les Hardman, sales manager of Oak and president of Penny King Company, Pittsburgh, recently.

Frank Dunkel, Badger Sales Company, adding to his chores with the Los Angeles Jr. Chamber of Commerce. Jimmy Wilkins, Paul Laymon Company, back off the road and will stay put in town for awhile. Lynn Brown, Lynn Brown Company, continues adding to his route with Exhibit's new gun.

Don Tuggle back to work again after a brief vacation up at Ridgecrest. Phil Robinson, Chicago Coin Company, back from Chicago only to be greeted by the severe siege of Los Angeles smog. Pico Boulevard, this city's coin row, literally covered by smog with operators, distributors and jobbers all bemoaning their fate.

Operators visiting coin row included Walter Henning, Costa Mesa; S. L. Griffin, Pomona; Dick Gray, San Bernardino; Mr. and Mrs. Fred Alen, Bakersfield; Lela Smith, Barstow; Jack Faust, Santa Ana; Phil Calhoun, Bakersfield; Syl Burris, Montebello; E. E. Peterson, San Diego; Cecil Ellison, Lancaster; Ken Ferrier, Oxnard; and Harry Irvin, Ventura.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Record No. Venders Attend NAMA Show . . .

Washington operators enjoyed the recent NAMA convention, reports Sid Lotenberg, owner of Westway Vending. They attended in record numbers, he adds, and all enjoyed viewing the new machines and joining in the round of social activities. His own business is doing well and he is busy placing coffee machines and other cool weather items.

Michael Bush did, owner of Michael Enterprises, says business is steady. His installation of games at the Washington National Airport continues to produce good returns.

Kwik Kafe of Washington, headed by James Bowen, reports business as good, despite recent warm weather. The firm has more orders for its machine than it can handle. Illness kept Bowen away from the NAMA convention, but other representatives of Kwik Kafe attended.

Members of the Hirsh Machines Company attended the NAMA convention and thought it was one of the best, says Hirsh de La Viez. Business at Hirsh Machines is steady.

Profits at the Canteen Company are good and show signs of improving, says manager Jack Edgar.

Pittsburgh

Communications to:
Leon Leffingwell
WALnut 1-0102

Local Firms in Trip to Capital . . .

Seen at the National Automatic Merchandising Association convention in Washington were M. J. Abelson, Penny King Company, and representatives of Confection Specialties Company and Sidmor Vending Company.

Sidney Weinstein, of Sidmor Vending, heard the Pittsburgh Steelers lose a heart-breaker to the Philadelphia Eagles in pro football before he pulled out for the NAMA show in Washington. Vending machine men noted the passing recently of Al Klodell, who, it is said, located the first music box in the city.

Cosmo Genevieve, of Ellwood City, visiting friends in Pittsburgh and reporting that the music box business at Ellwood City was

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 vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 23	Issue of Oct. 16	Issue of Oct. 9	Issue of Oct. 2
AMI				
Model A	\$129.00	\$129.00 159.00	\$129.00 225.00	\$129.00 225.00
Model C		250.00 275.00	275.00	
Model D-40	300.00 329.00	329.00	329.00	329.00
Model D-80	469.00 475.00	469.00 475.00	469.00 475.00	469.00
		475.00(2)		
EVANS				
Constellation	240.00	240.00	240.00	240.00
MILLS				
Constellation	175.00	175.00	150.00 175.00	150.00 175.00
ROCK-OLA				
Rock-Ola Fireball		75.00 95.00	345.00	395.00
1422		130.00		
1426	150.00 175.00	175.00	175.00	175.00
1428		325.00	325.00	325.00
1434	395.00(2)	375.00 385.00	395.00	375.00 395.00
1436 Fireball 45 RPM		395.00		
SEEBURG				
M 100-A (78 RPM)		99.00 95.00 99.00	99.00	99.00
146	99.00			
H 146 M	60.00			
147	119.00	119.00 130.00	119.00	119.00
147 M		79.50		
H 147 M	75.00			
148		175.00	175.00	175.00
148 M	149.00	149.00	149.00	149.00
148 MB	150.00 169.00	169.00	169.00	169.00
H 246 M	60.00			
WURLITZER				
750		49.50		
800		49.50		
1015	85.00 89.50	89.50 110.00	74.50 89.50	89.50 125.00
	125.00	125.00 130.00	125.00	
	99.00	99.00	94.50 99.00	99.00
1080	165.00 175.00	175.00	175.00 209.50	225.00
1100	225.00	225.00(2)	225.00	
	159.00	159.00	159.00	159.00
H 1217	265.00	265.00 275.00	234.50 265.00	265.00
1250	175.00		175.00	
1250 Hideaway	375.00 395.00	375.00 445.00	375.00 384.50	
1400				

good. National Record Marts have opened up a department in Boggs & Buhl's department store.

Theatre Candy Company is a well-knit organization headed by Raymond Showe, president, with Joseph Lamb in the shipping department and Knute Boyle doing the outside business.

Sidney Reinwasser, well known on coin row, has moved from suburban Bellevue to Beechwood Boulevard, about three blocks east of the intersection of Beechwood Boulevard and Forward (Squirrel Hill Theater) Avenue.

Theodore Davis, general manager at Pittsburgh Coin Machine Exchange, once worked in the appliance department at Kaufmann's department store.

Mr. and Mrs. Raymond Watts, of Mills Automatic Merchandising Corporation, vacationed recently at Newark, Coney Island, and Atlantic City.

Tim McCaffrey, of coin control at Coca-Cola Bottling Company of Pittsburgh, reports that some industrial plants have dropped more than half of their employees by layoffs—and that few plants had been able to maintain their complete payroll.

John S. Novosel, of Novo Vending Service, has purchased 25 new 11-column machines from National in order to bring his business volume up.

New York

Aaron Sternfield
PLaza 7-2800

400 Tickets Sold For Coin Fete . . .

George Ponser, head of the Associated Amusement Machine Operators of New York, reports that 400 tickets have been sold for the organization's annual banquet at the Latin Quarter December 19. Another 100 tickets are available. Ponser said that 75 new locations have been registered with AAMONY in the last 30 days.

Bob Jacob's National Amuse-

ment Company is really expanding. New employees include Rosilyn Goldstein and Mary Feldman in the office, and Joseph Giazza to drive the new National truck.

Ted (Champ) Seidel says he's doing well in the route buying-selling business. Harry Berger, West Side Distributors, reports he's sold 5,000 shuffleboard tournament kits.

Steve Vatter, 10th Avenue's unofficial truckman, is ill in the hospital; his son, Chris, is spelling him. Art Weinand, Exhibit Supply, visited Dave Lowy here last week en route to Washington to attend the NAMA convention.

Al Simon reports that Chicago Coin Flash Bowler received an enthusiastic reception last week. Mike Munves spent a day at the NAMA show.

Barney Ross, ex-welterweight champ currently working for Eddie Fisher, dropped in to visit his old friend Lou Wolberg, at Runyon Sales.

Al Gilbert, Coin Machine Employees' Union executive, said the union has sold 500 tournament kits to operators. John Kooperlitis, operator, is passing out cigars to celebrate the birth of a daughter to Mrs. Kooperlitis.

George Ponser, head of the Associated Amusement Machine Operators of New York, is back from Chicago where he sold space in the group's souvenir journal to all the leading manufacturers. Claire Morano, AAMONY secretary, said that the association now has nearly 4,000 games registered, an increase of 250 over a year ago and 900 over 18 months ago.

Mike Knowles, Cold Springs, N. Y., was a visitor on the avenue. George Klersey, field service engineer from the AMI factory, visited Barney Sugarman at Runyon Sales.

Nat Cohn, Riteway Sales, returned recently from a short trip
(Continued on page 78)

CLEAN-UP SALE SPECIAL!

AMI-A \$99.00

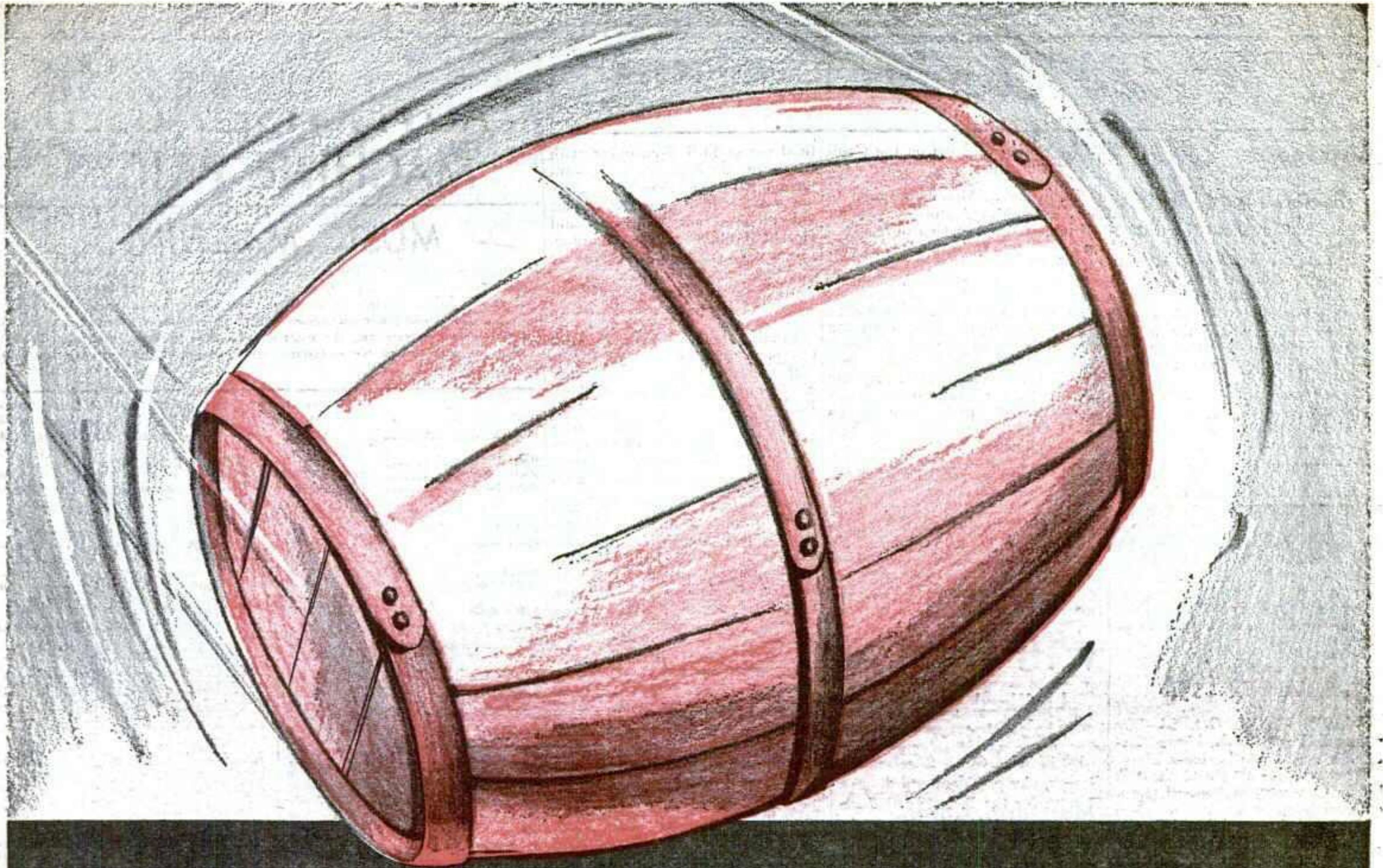
1015 Wurlitzer \$65.00

1436 Rock-Ola \$395.00

120 Records,
45 or 78 RPM

BRILLIANT MUSIC COMPANY

19963 Livernois Avenue
Detroit 21, Michigan
Phone: Diamond 1-2750



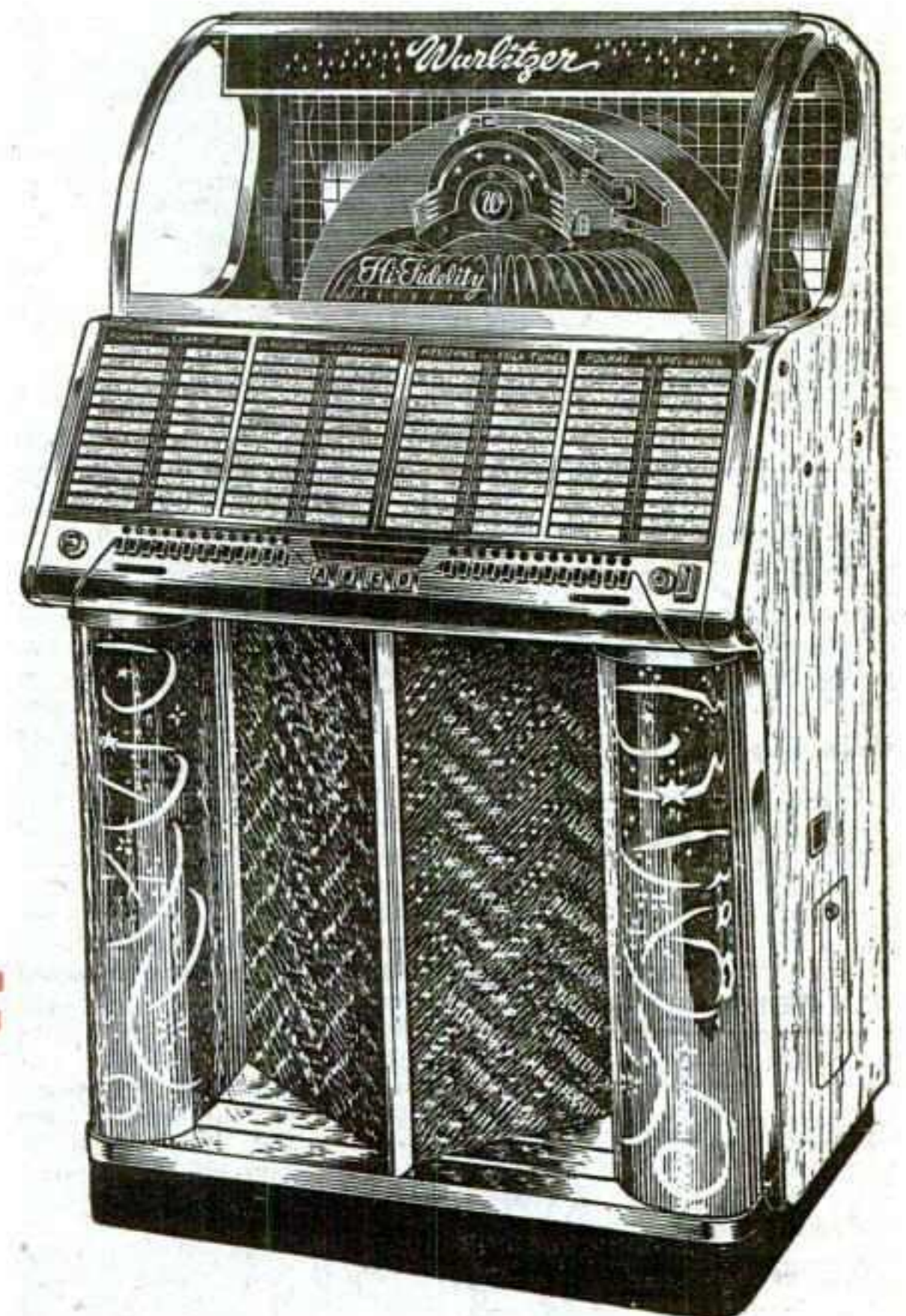
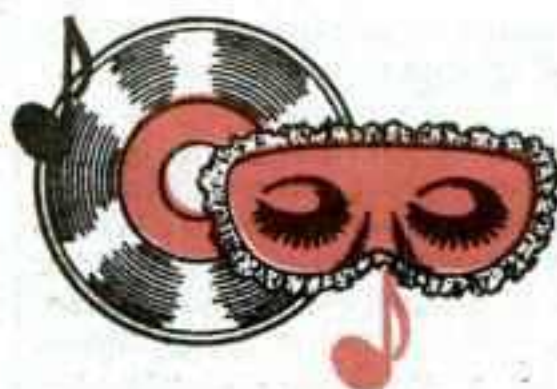
**Barrels its way into the Best Locations
BECAUSE IT HAS BETTER TONE**

No phonograph equals the Wurlitzer 1700HF for rich, full, true High Fidelity Tone. Better tone attracts more play. More play means more money. Ask the location owner who listens to it all day long—he'll tell you the tremendous advantages of Wurlitzer tone. Coupled with built-in volume level control, Wurlitzer Hi-Fi is the greatest play promoter in the history of automatic music.

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THE HIGH EARNING, HIGH FIDELITY**

Wurlitzer **1700HF**

**TAKES THE MASK
OFF THE MUSIC**



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Established 1856**

'53 Vended Candy Sales Up 4%: NATD

Survey Finds Machines Hike Market Share In 1953 Despite Per Capita Dip of 2%

CHICAGO, Oct. 23.—Despite a dip in per capita consumption of candy for the second straight year in 1953, vending machines boosted their sales of candy and confectionery products to \$82,977,000 last year, up 4.3 per cent from 1952's \$79,576,000 figure.

This announced Harden, E. Goldstein, market research director of the National Association of Tobacco Distributors, in a survey

of the nation's candy distribution.

The market share of venders in 1953, the survey reported, climbed 4 per cent over 1952 and 6.3 per cent over 1951. The survey noted that "the performance of this group (vending machines) is all the more noteworthy when examined against the backdrop of declining per capita sales of bar and penny goods. The effect of the sales increase enjoyed by vending machines has been to offset further drops in consumers use of these candy forms."

In the NATD survey, venders [\(Continued on page 75\)](#)

COIN HEATER MAY BE BOON TO DRIVE-INS

HOUSTON, Oct. 23.—While vending is not entirely new in drive-in theaters, the first vending unit for use by drive-in patrons, while still in their cars, is being developed by Jack Farr, head of the Farr Amusement Company here. It's a combination air conditioner and heater which gives patrons two hours of heat or cold air for 25 cents. Farr plans to sell the vender for \$250 and 10 per cent of the gross. The unit can be attached to posts next to the cars so that it will not interfere with parking. Farr feels this vender will permit open-air theaters to operate on a year-round basis.

Vender Exports Hit New 5-Month Record

January-May Dollar Vol. of \$606,927 Surpasses First Six Months of 1953

CHICAGO, Oct. 23.—This will be another banner year for vender exports.

Dollar volume during the first five months hit \$606,927, outstripping the first six months of 1953 by several thousand dollars and the similar period in 1952 by nearly 35 per cent.

At that rate, vending machine exports should near \$1.5 million for the year—or \$400,000 above 1953's record mark of \$1,093,474. 7th Straight Record

While official U. S. Department of Commerce figures released to date cover only the first five months of this year, the dollar

volume total for that period is impressive enough to indicate that 1954 may well see vending exports carry off a new record—for the seventh consecutive year.

Canada continues to completely dominate automatic merchandising's export market, accounting for \$493,873 of the first five months' total (see chart showing [\(Continued on page 80\)](#))

SELL YOURSELF

Doing More, Doing Better Success Key

WASHINGTON, Oct. 23.—The personal element is the biggest factor—for success—in business.

That was the theme of the talk by Dr. Kenneth McFarland, Educational Director for General Motors Corporation, at the NAMA convention last week.

Speaking on "The 'U' in Business," McFarland declared: "By doing more—and by doing that more better—people, you, yourself, succeed." Service is the key to pleasing your customers, and when [\(Continued on page 80\)](#)

Hot Chocolate Vies With Coffee At R-M Exhibit

WASHINGTON, Oct. 23.—Hot chocolate was a close second to coffee at the Rudd-Melikian, Inc., exhibit at the NAMA meeting held here last week. Two of the three venders displayed by the company featured chocolate and coffee, the third orange juice and coffee.

R-M did not include a new hot soup machine it now has under test. The unit, to vend a heavy as opposed to the clear fluid type soups, is still being kept under wraps.

The three combination coffee machines exhibited were samples of present regular production models as introduced over the past two years.

Gruber Predicts King-Size Filters Will Dominate Cigarette Market

Lorillard V.-P. Feels Brand Situation Will Stabilize; Cites Problems of Venders

BOSTON, Oct. 23.—Lewis Gruber, vice-president and director of sales for the P. Lorillard Company, speaking Monday (18) at the Boston Conference on Distribution, predicted that king-size filter-tip cigarettes will dominate all other styles, and that the brand situation will eventually become stabilized.

He admitted that vending machine operators are caught in a squeeze because of the current brand situation and because most machines currently on location are not equipped for full brand selection.

"Vending machines," he explained, "thru which an estimated

16 per cent of all cigarettes are sold—are not yet equipped on a large scale to handle more than seven of the most popular brands and sizes. Some vending manufacturers are now producing bigger machines, capable of handling 11 to 20 brands, and in various packagings, but obviously 475,000 cigarette vending machines cannot be replaced overnight."

Leveling Off

Gruber said that while the vending operator can look for the introduction of still more new brands for some time to come, this will be followed by a leveling off and elimination of "those brands which do not meet the smokers' needs." However, he added that despite

the current trend to filter and king-size cigarettes, regular-size brands will probably be around for another 10 years.

The growing popularity of the [\(Continued on page 79\)](#)

New Stoner Cookie Unit In Production

AURORA, Ill., Oct. 23.—Production of its new flat-pack vender was announced by Stoner Manufacturing Company.

The new machine, housed in the same cabinet used for the Stoner cigarette vender, vends eight selections with a total capacity of 272 flat packs.

It will list for \$120, plus a storage-type stand at \$14.50 or an open base at \$11.50. Nickel coin mechanism is standard.

The unit is all steel construction, measures 66 inches high (with base), 23 inches wide and 15 3/4 inches deep. It weighs 187 pounds including base.

Features include non-binding anti-cheat bars, clutch overload mechanism, free wheeling device. Coin box lock and wall brackets are available.

Cole Schedules Area Showings Of Special Line

CHICAGO, Oct. 23.—Cole Products Corporation announced a schedule of area showings for its "Special" Cole Spa cup vender line this week. Richard Cole, vice-president, said each showing will consist of 10 machines representing the single, three and four-selection models in the line.

First showing will be Monday (25) and Tuesday (26) at Cole Equipment & Supply Company, 560 W. Lake Street, Chicago, from 9 am to 10 p.m. each day. Operators from Northern Illinois, Iowa and Southern Wisconsin, are expected to attend.

Second showing will be held [\(Continued on page 80\)](#)

Spacarb Sets 600-Cup Unit; List Is \$895

WASHINGTON, Oct. 23.—Rowe Spacarb, Inc., newly-formed division of the Rowe Manufacturing Company, displayed two new items at the NAMA convention here last week in addition to the regular line of Spacarb cup drink venders—the new Auto-Snak front designed for Rowe equipment, and the Spacarb 600, lowest priced vender in the Spacarb line.

Listing for \$895, the 600 is a simpler version of higher-capacity units in the line. The vender offers three selections, has a 600-cup capacity [\(Continued on page 74\)](#)

Canada: Big Vending Market for U. S. Mfrs.

TORONTO, Oct. 23.—Canada's young automatic merchandising industry is on the move.

Vending manufacturers and distributors look for industry expansion and stepped-up output as result of the government's action last April in lifting the 15 per cent government excise tax on venders.

Not only that, but industrial catering firms have now begun to

step into vending. Here's the current vending line-up in Canada:

Cigarette Vending: There are three U. S. lines handled by distributors in this country, as well as three lines manufactured here. Importing are Siegel Distributing Company Ltd., Toronto, carrying the Eastern Electric C8; Century Products Ltd., Toronto, responsible for the Smoke Shop, and Knowles Baile Toronto, a tobacco jobber, handling the Rowe machine.

Vend-O-Matic Canada Ltd., Toronto, manufactures its own mechanical machine, as does Maple Leaf Vending Company, Montreal. Automatic Dispenser Manufacturing Ltd., Montreal, manufactures mechanical and electric machines.

The development of cigarette machine sales in Canada has not been aggressive. There are no strong independents in the field, and more tobacco jobbers have taken on machines only as a means of protection.

In order to push the business, [\(Continued on page 80\)](#)

Welch Modifies Cup Drink Vender

WASHINGTON, Oct. 23.—A modified version of the cup drink vender made for the vending division of the Welch Grape Juice Company, Inc., was shown to operators at the NAMA convention here last week. Changes include a new sign and improvements in the pump and meter operation. List price is \$850 in lots of five or more.

Cabinet dimensions are 70 by 26.5 by 23 inches, with a 600 cup capacity and a 900 drink capacity. Selection is grape and one other fruit juice.

Bulk Nut Vending Still a 1c Business

5c Growth Slowed by Product Costs, Plant Resistance, Retail Sales: Ops

By FRED AMANN

CHICAGO, Oct. 23.—Bulk nut vending continues to be dominantly a penny business. Nickel operation, however, built around the "fancy" varieties is making a slow—but steady—gain in the field.

A spot check of bulk operators, suppliers and equipment manufacturers by The Billboard pointed up this fact. However, nut vending has taken on some new problems—not the least of which is profit-per-serving—over the last nine years. The present product, price and operator picture in the bulk nut field, as drawn from the field check, follows:

Bulk nut vending has, in the main, shaken down to a "two-product, two-price" field. Spanish peanuts, the mainstay in penny operations, have as nickel vend companions such "fancy" nuts as pistachios, cashews, almonds, jumbo peanuts and mixes of all four.

While nickel portions of jumbo

peanuts are being vended, the reverse is not true of the fancy varieties. Cost prohibits their being profitably vended at a penny.

The type and price of nuts also [\(Continued on page 79\)](#)

Coffee-Mat Debuts 500-Cup Vender

WASHINGTON, Oct. 23.—The new 500-cup Coffee-Mat, to sell for about \$900, was shown to the trade for the first time at the NAMA convention here. It offers six selections—four of coffee, plus hot chocolate and soup.

Dimensions are 32 by 26 by 72 inches, with the cabinet made of 18-gauge steel. Features include a three-pressure system, a chocolate sellout light and a changemaker.

The manufacturer claims full ingredient adjustability. Production is slated to get underway early in 1954.

Dairymen to Study Vending at Confab

ATLANTIC CITY, Oct. 23.—Dairymen from the 48 States will have a good, hard look at vending as a means of making their product available to more people more hours at the Dairy Industries Exposition, which begins its six-day run here Monday (25).

The exhibition is actually several conventions rolled into one, as the

New Photomat Is Shown at NAMA

WASHINGTON, Oct. 23.—The International Mutoscope Corporation displayed its new Multi-Pose Photomat at the NAMA convention here. The unit takes two, four or six different poses and delivers the pictures 50 seconds after the last pose. It may be set for a 25, 35 or 50-cent vend.

Dimensions are 50 by 29 by 74 inches and weight is 600 pounds. List price is from \$2,100 to \$2,500, depending on the number of lenses. Capacity is 700 sets of photos.

National Ice Cream Mix Association, the Milk Industry Foundation, the Dairy Suppliers' Foundation, the International Association of Ice Cream Manufacturers, the National Association of Ice Cream Manufacturers and the Dairy Industries Society International meet here the same time to participate in the show.

Thursday (21), in the merchandising program at the Hotel Traymore, Jack Burlington, the Vendo Company, Kansas City, Mo., speaks on "Automatic Merchandising" before members of the NARICM.

Vending Session

Part of the Tuesday (26) breakfast session of the Milk Industry Foundation at the Haddon Hall Hotel will be a round-table discussion on vending and dispensing.

Wednesday (27) the National Ice Cream Mix Association will discuss the possibility of dispensing frozen custard by automatic merchandising.

Vending machine manufacturers [\(Continued on page 73\)](#)

VERY, VERY BEAUTIFUL



GOLD VACUUM-PLATED BINOCULARS..... \$15.00
per 1,000

GOLD VACUUM-PLATED SIX SHOOTER GUNS..... \$6.25
per 1,000

—ALSO IN CAPSULES—

BINOCULARS in Capsules..... \$20.00

2-GUNS in Capsules..... \$20.00

f.o.b. Jamaica, N. Y.
Prompt Shipment.

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35, L. I., N. Y.

VICTOR'S New Sensational SUPER V



The Ideal Capsule Venter
1¢, 5¢ or 10¢ Play.

Two-tone solid oak cabinet, chrome trimmed, glass panels. Holds 350 capsules or 800 100-count ball gum.

Packed and sold 4 to the case:

Less than 25 cases..... \$71.80 case

25 cases or more..... 67.80 case

Loaded Capsules—\$20.00 per 1000

H. B. HUTCHINSON JR.
860 North Ave., N.E. Atlanta 4, Ga.
Tel.: Emerson 4300



Empies Machines Faster!

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S. E.
Atlanta, Georgia

Cig Paper Is Suspected as Cancer Agent

BIRMINGHAM, Ala., Oct. 23.—D. V. Lefebmine, addressing a regional conference of the American Chemical Society here this week, suggested that cigarette paper, not tobacco, might be one of the factors which have caused an increase in the incidence of cancer.

Lefebmine said he had obtained 1.7 pounds of tars by burning enough cigarette paper to roll 80,000 cigarettes—about what a pack-a-day man would smoke in 11 years.

However, the agent which Lefebmine claimed might be the villain is also to be found in soot, automobile exhausts and industrial gasses, such as are to be found in large centers of population and industrial areas.

At the New York University's Institute of Industrial Medicine, specially built machines have been smoking thousands of cigarettes, with very little of the agent—called 3.4 Benzpyrene—recovered from the combustion.

Fla. Orders 4,000 To Pay Taxes on Out-of-State Cigs

MIAMI, Oct. 23.—More than 4,000 Southeast Floridians who have been getting their cigarettes by mail have been ordered to pay an estimated \$30,000 in State taxes they thought they had avoided.

George O. Davis, district auditor for the State Beverage Department, said warning letters now in the mail give residents 10 days to send in 50 cents for each carton of cigarettes they received since July, 1953, from any point outside Florida.

Failure to comply, he said, would result in issuance of a tax warrant and a subsequent lien against the smoker's property for the amount of unpaid taxes, plus a 50 per cent penalty.

A Beverage Department spokesman in Tallahassee said that by "conservative estimate," 15,000 Florida residents will get demands for back cigarette taxes.

Warnings that went out three weeks ago to residents of smaller counties have already yielded about \$15,000, the spokesman said.

Dairymen

• Continued from page 72

to have exhibits in Convention Hall include the Ideal Dispenser Co., Bloomington, Ill., semi-automatic milk venders; Meyer-Blanke Co., St. Louis, outdoor milk venders; Rowe Manufacturing Co., New York, indoor and outdoor milk venders and ice cream venders, and the Vendo Co., Kansas City, Mo., milk and icecream venders.

Suppliers who serve the vending trade will include: Walter Baker Chocolate & Cocoa, Dixie Cup Co., Empire Biscuit Co., Eskimo Pie Corp., Hooten Chocolate Co., Burry Biscuit Corp., Lily-Tulip Cup Corp., National Biscuit Co., The Nestle Co., C. J. Van Hooten & Zoon, and the Wilbur-Suchard Chocolate Co.

SUPPLIES IN BRIEF

Peanut Supplies Off

Peanuts held in off-farm positions at the end of July this year totaled 285,000,000 pounds, including 121,000,000 pounds of shelled edible peanuts and 15,000,000 pounds of roasting stock, according to preliminary reports of the Agriculture Department. These stocks are 33 per cent below those held at the same time last year and the lowest since 1950. Peanuts reported used so far this year in making candy, salted peanuts and peanut butter, however, are up about 2 per cent from the same period a year ago.

Sugar Supplies

Deliveries of sugar by primary distributors during the first seven months this year were about 175,000 tons behind last year, according to the Agriculture Department. During May and June deliveries exceeded those of the same months a year ago, but dropped sharply in July. Despite the over-all drop in sugar deliveries, distribution of beet sugar for the period was 82,000 tons ahead of last year. Deliveries by all other groups of distributors were 256,000 tons less. Refiners stocks of sugar on July 31 were about the same as last year.

Cigarette Output

Cigarette output next year is expected to equal this year's production of about 413 billion, according to Agriculture Department estimates. This year's total is about 3 per cent lower than last year's. Agriculture Department experts said the decline was due to higher prices, health publicity relating to cigarettes, and a drop in the population between the ages 20 and 39 when smoking is heaviest. Tobacco supplies as well as output is expected to be about the same next year as this year.

Filbert Crop

The filbert crop this year will be the third largest of record, according to Agriculture Department estimates. As a result, the Department has fixed the amount of the unshelled crop growers can sell in the domestic market during the year starting August 1 at 78 per cent. The remaining 22 per cent must be disposed of in outlets, such as shelling and export, which are not competitive with domestic inshell shipments. The salable percentage for this year was 100 per cent.

Milk Prices Up

Both wholesale and retail prices for fluid milk made a seasonal advance in September, the Agriculture Department reported. The

dealer's price for Class I milk averaged \$4.96 per hundredweight, 14 cents higher than in August, but 19 cents lower than in September last year, while retail prices for standard grade milk averaged 22.9 cents per quart. This was two-tenths of a cent higher than August and two-tenths of a cent lower than in the same month a year ago. Most marketing areas reported milk sales in July were 1 to 11 per cent higher than in July a year ago.

Milk Supply in 1955

Milk production in 1955 will equal this year's record total of 124 billion pounds, according to an estimate made by the Agriculture Department this week. Domestic consumption of dairy products, particularly of liquid milk, however, is expected to be higher next year. The Agriculture Department's experts point out that even if consumption per person does not rise, the increase in population will bring total domestic use of milk to about 120 billion pounds next year compared with 118.5 billion pounds this year. Milk prices next year also are expected to remain near this year's levels, the agency said.

Orange Juice

Stocks of frozen orange juice in public and private cold storage warehouses in September totaled 22,567,000 gallons, a jump of 63 per cent over available stocks in September last year, the Agriculture Department reported this week.

Candy Sales Up

Manufacturers' sales of confectionery and competitive chocolates reached \$65,541,000 in August this year, a jump of 35 per cent over July and 1 per cent higher than in August last year, according to the latest Commerce Department figures. Reports from a selected group of large manufacturers indicated that poundage sales for the first eight months of this year were 2 per cent below last year's level, but dollar sales were up 1 per cent. Poundage sales of bar goods were down 3 per cent while poundage sales of package goods retailing above 50 cents per pound were up slightly.

NAMA Dues Income Up, Donahue Says

WASHINGTON, Oct. 23.—Dues income for NAMA increased approximately 8 per cent during 1953 and the association anticipates an even larger increase during 1954, according to the association's treasurer, Thomas Donahue.

Donahue, reporting to the NAMA annual meeting here last week, said 1953 was the association's best year to date.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

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OAK'S NEW "400" CAPSULE VENDOR

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1645 Bedford
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MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ B.G. or Mds.	6.50
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance = D 1¢ B.G.	6.45
Advance = 11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix65
Pistachio Nuts, Shell48
Cashew Whole50
Cashew Butts48
Peanuts, Jumbo38
Spanish30
Mixed Nuts55
Almonds, 480 ct., 5 lbs., vac. pk.85
Baby Chicks32
Rainbow Peanuts30
Boston Baked Beans30
Jelly Beans28
Licorice Lozenges25
Indian Nuts75
Assorted Fruit Charms, 100 ct.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.28
Adams Gum, all flavors, 100 ct.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.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
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NEW

.... NOTHING ELSE LIKE IT!

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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OPERATORS VENDING MACHINE SUPPLY
1023 Grand Avenue • Los Angeles, Calif.



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

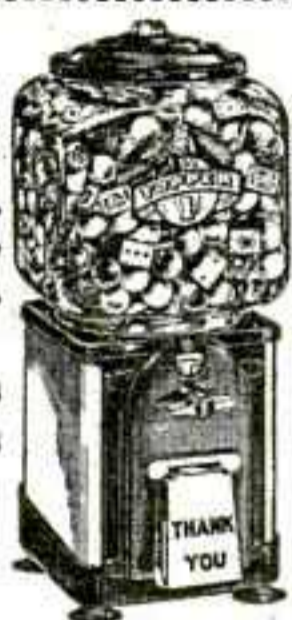
That attractive ensemble—is finished in smooth, hard Dura-mite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cases . . . \$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



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!

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap. \$ 75.00
Model 500, 9 Cols., 350 Cap. 100.00

DU GRENIER CIGARETTE VENDORS

Model S, 7 Cols., 210 Cap. \$ 85.00
Model V, 7 Cols., 210 Cap. 90.00
Model W, 9 Cols., 270 Cap. 95.00
Du Grenier Champion, 9 Cols., 420 Cap. 100.00

ROWE CIGARETTE VENDORS

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

CANDY MACHINES

Rowe Candy, 8 Cols., 120 Cap., Wall Model . . . \$ 75.00
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 VENERIZED Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed Trade Prices. 1/2 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

Northwestern SUPER JET

SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity
★ Simple, foolproof mechanism

\$64.00 PER CARTON OF FOUR

VARIETY IS THE SPIKE OF LIFE!

Take's Jet Capsule vend. Gives you a variety mixture of feature items selected from all popular charms. Try a sample mixture! For 50¢ Trial Order

Write for Catalog of New & Used Vendors, Accessories & Supplies 1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

VICTOR Vending Values FROM "BETTER BUY" BITTERMAN

Super V Outstanding capsule vendor \$17.95 ea. Assorted filled capsules, \$20.00 per 1000.

Topper Deluxe Operator's favorite equipment for ball gum and charms. Either glass globe or metal half cabinet \$14.25 ea.

Standard Topper Lowest priced quality machine manufactured for ball gum and charms or bulk merchandise. Large capacity glass globe \$12.50 ea.

All machines packed and sold 4 to the case. Write for lowest prices on ball gum, charms and all vending supplies.

TIME PAYMENT PLAN AVAILABLE.

BERNARD K. BITTERMAN
4709 EAST 27TH ST., KANSAS CITY 27, MISSOURI

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

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 Oct. 23	Issue of Oct. 16	Issue of Oct. 9	Issue of Oct. 2
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Acorn Vendor, 1c.....	14.95	14.95	14.95	14.95
Acorn Vendor, 5c.....	14.95	14.95	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	10.00	10.00
Andico Coffee Vendors.....	395.00	395.00	395.00	395.00
Atlas Ace 1c Mdse.....	6.50	6.50	6.50	6.50
Bradley Seniors (2 sel.)....	225.00	225.00	225.00	225.00
25c Ball Point Vendor.....	49.50	49.50	49.50	49.50
Cigar Vendor			12.00	12.00
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	25.00	25.00
DuGrenier Champion (9 col.)..	100.00		100.00	100.00
DuGrenier Cigar (7 col.)....	75.00			
DuGrenier Cigar (9 col.)....	95.00			
DuGrenier Model W (9 col.)..	95.00 125.00	125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)..	85.00		75.00	75.00 95.00
DuGrenier Model V (7 col.)..	90.00		90.00	90.00
Eastern Electric Cig. Vendor (8 col.).....		145.00		
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)	129.50(late)	129.50(late)	129.50(late)
Hupp Single Drink	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
Master 1c & 5c.....	6.95 8.50	6.95 8.50	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.)....	198.50	198.50	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	69.50	69.50
National Candy (9 col.)....	95.00	95.00	95.00	95.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	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	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern 40, 1c Mdse..	6.50	6.50	6.50	6.50
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
N. W. 39, 1c Mdse.....	6.50	6.50	6.50	6.50
Pop Corn Sez	69.00	69.00	69.00	69.00
P. X. (10 col.).....			125.00	125.00
Revo Ice Cream Cup.....	125.00	125.00	125.00	125.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Candy Merchant (7 col.).....	165.00		165.00	165.00
Rowe Candy (8 col.)....	75.00		75.00	75.00
Rowe Crusader (8 col.)....	145.00		145.00	145.00
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	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
Silver King Coffee			125.00	125.00
Silver King	13.95	13.95	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	25.00	25.00
Silver King Hot Nut.....	15.00 29.95	15.00 29.95	15.00 24.45	15.00 29.95
Sneads	125.00	125.00	125.00	125.00
Stamp (2 col.).....	12.50	12.50	12.50	12.50
Stoner Candy (6 col.)....	135.00	135.00	135.00	135.00
Super-Vends (3 sel.)....	265.00	265.00	265.00	265.00
Uneeda Candy (5 col.)....	59.50 65.00(2)	59.50 65.00	65.00(2)	65.00(2)
Uneeda Model A (9 col.)....			95.00	95.00
Uneeda Model E (6 col.)....	75.00		75.00	75.00
Uneeda Model E (12 col.)..	100.00			
Uneeda Model 500 (9 col.)..			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	49.50	49.50	49.50	49.50

Spacarb Sets

Continued from page 72

capacity and four one-gallon and two three-gallon tanks. A fourth selection—non-carbonated—may be added with the installation of another water valve.

Instead of five relays, the 600 contains only two plug-in relays, with no electrodes or transformer nor any 200-volt relay. Refrigeration is provided by a third horsepower Kelvinator unit. Placement of the tanks inside the cooler compartment makes the unit two degrees cooler than other models, according to the firm's engineers.

Prices for the new Auto-Snak fronts range from \$209.50 for a two-unit front to \$553.50 for a 10-unit front, with the six-unit model selling for \$359.50. All prices are plus doors, with Rowe Pastry and candy units selling for \$35.50, cigarette and sandwich units selling for \$76.50, milk for \$123, and Mills coffee for \$28. A blank with a hinge and lock sells for \$35.

New features are lined waste baskets for more sanitary trash disposal and 18 and 20-gauge steel thruout. Complete Auto-Snaks consist of a sign, valance strip, fluorescent lighting, two end sides, integral disposal compartments and mirrors between each front, angle iron, bolts and nuts, hinged doors, and a removable floor brace.

VICTOR'S SUPER V

1c-5c or 10c Play • Great Earning Power • Two Tone Oak Cabinet • Capacity—350 Capsules

800-100 Count Ball Gum.

1 to 99—\$17.95 each
100 or more—\$16.95 each

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All \$10.00 per 500 All Items

Specialty Mix Police Whistles
Disney Charms With Key Chains
Press-On Emblems Spiders
Rubber Noise Makers Magnets
Colorful Iridescent Bead Bracelets
Silver Flashlights Baby Chicks
Asst. Rings Lizards Bugs

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715 Ensor St. Baltimore 2, Md.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED.

HEAVY SHEET METAL BASE.

TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.

Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

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\$18.50

VICTOR Capsule Items

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 Rings, 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 Rings, per 1000 . . . 20.00
Tops, Snap Spin, per 1000 . . . 19.00
Wire Puzzles, plated, per 1000 . . . 18.00
Wire Variety Press-On Letters, per 1000 . . . 19.00
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We will mix any 2 items (500 each) to make 1000 filled capsules. All Victor Models Available.

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OAK'S NEW "400" CAPSULE VENDOR

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CIGARETTE MACHINES—ALL MAKES

With all column king size units, quarter operation; cut down, like reg. Lowest prices.

E. F. STANTON & COMPANY
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Pepsi Stockholder Joins in Suit Vs. A. C. Steele

NEW YORK, Oct. 23.—The application of Francis S. Levien to intervene in the suit pending against Alfred C. Steele, president of the Pepsi-Cola Company, was granted by the New York State Supreme Court this week.

Steele is charged in the suit with using his office for personal benefit, receiving kickbacks from suppliers and drawing expenses without submitting proper vouchers.

Levien and his wife, Janice, who owns 30,000 Pepsi-Cola shares, intervened in the case originally filed by Sarah Helstein in 1953 as Pepsi-Cola lawyers were about to ask a dismissal on the ground that the plaintiff did not own stock worth \$50,000 on the open market. Levien intervened to assure the action would be prosecuted.

Pepsi-Cola officials said these charges had previously been investigated by an independent counsel, with "not the slightest basis in fact" for them.

Hedeman Preems Choc. Conversion

WASHINGTON, Oct. 23.—Hedeman Products, Inc., Great Neck, N. Y., had the first public showing of its line of hot chocolate conversions for Kwik-Kafe coffee venders at the NAMA show here.

The manufacturer says the conversions may be made on location in 30 to 60 minutes, depending on the model machine to be converted.

The conversion unit for Models HC-9, HC-10 and HC-11 sells for \$98.62 on orders of less than 12, with lower prices on larger quantities. Drink sirup capacity is 300 cups.

For the Model CR-3, the 300 drink sirup capacity conversion unit sells for \$138.26 on orders of less than 12, with the price scaled down on quantity orders. For the same conversion of Models CR-4 and CR-4A, the list is \$118.40 on orders of less than 12.

Packaged Unit

The 150 drink sirup capacity conversion on Models BCR-3 and BCR-5 sell for \$118.13 on orders of less than 12. The manufacturer provides all parts, photographs, instructions, nuts, bolts, screws, selector plate, selector knob or button, furnished in a packaged unit ready for installation.

The conversion connects to existing pressure systems with a new fitting requiring no adaptors. The manufacturer says the conversion can vend sirups as heavy as Nestle or as light as Hershey. Electrical assembly is pre-wired, with no soldering required.

The electropolished stainless sirup tanks have built-in quick coupler plugs for the pressure hose, with a Koroseal sirup hose and stainless steel fittings.

Hedeman also makes hot chocolate conversion units for the Bert Mills Coffee Bar. For Models 200, 500 and M-54, cost for a 400-drink conversion is \$139.73, with lower prices for larger quantities. The same capacity conversion for the Model 202 is \$152.05 on orders of less than 12.

The conversion bypasses the mixing bowl and is removable for servicing. No special tools are required for the conversion, and all parts, instructions and photographs are furnished.

Trans. Vendors Change Model

WASHINGTON, Oct. 23.—Transportation Vendors, Inc., Newark, N. J., displayed its single selection penny chocolate unit at the NAMA convention. The unit differs from the previous model in that a clutch has been added and the delivery action improved.

Price is \$4.95 and dimensions 2.25 by 14.5 by 2 inches. The vender is operated principally in streetcars and busses, altho it has been used attached to a cigarette vender.

Vended Candy Sales Up 4%

Continued from page 72

ranked sixth in point of sales volume as a retail outlet in 1953, accounting for 5.1 per cent of total retail sales of candy and confectionery products. According to the survey, independent food stores sold \$344,924,000 or 21.2 per cent of total retail dollar volume of candy and confectionery products; drugstores, \$258,693,000 or 15.9 per cent; chain-supermarket food stores, \$237,542,000 or 14.6 per cent; cigar stores, cigar stands, stationery stores, \$157,819,000 or 9.7 per cent, and theaters and amusements, \$148,057,000 or 9.1 per cent.

Vending machines, the survey found, with 4.081 per cent, showed the biggest percentage gain in share of the market last year. Other gains in share of the market were made in 1953 by restaurants and eating places, 3.8 per cent; department and variety stores, 3.125 per cent; independent food stores, 1.435 per cent; chain-supermarket food stores, 1.388 per cent.

(Editor's Note: The 1954 Vend Census of the Industry reported that venders account for 4 per cent of the total candy market and about 20 per cent of the bar candy market. It found that in 1953,

451,550 venders sold 4,602,145,600 bars in the nickel market, and that 1,500,000 bulk machines vended 7,800,000,000 units in the penny market.)

23% Per Capita Dip

NATD's survey stated that per capita candy consumption in 1953 dipped to \$10.11—a drop of 2.3 per cent or 45 cents from 1952, and 5.69 per cent or 61 cents below 1951. Joseph Kolodny, NATD's managing director, explained:

"The continuing drop in per capita consumption resulted in a loss of more than \$95 million from the 1951 rate enjoyed by the industry and approximately \$60 million from the lower rate of 1952."

However, according to the survey, retail sales of candy and confectionery approximated \$1,627,000,000 in 1953—a gain of .184 per cent or \$3 million over 1952, and .432 per cent or \$7 million above 1951.

The survey noted: "With the 1951 per capita consumption rate as a base, the industry would have had a retail sales volume of more than \$1,715,000,000 if an equivalent rate had been maintained during 1953 . . . such loss of potential sales volume must be counted as an actual drop in industry volume when viewed against a backdrop of population growth and the general condition of the national economy."

Bar Goods Drop

Bar goods and specialties experienced a per capita decline of 6.4 per cent in 1953 compared to 1952, and 11.58 per cent under 1951. Market share in 1953 dropped 2.19 per cent from 1952, and 6 per cent from 1951.

The survey cited six factors in the decline of per capita candy consumption:

"1. Concentration of candy products during 1953 in the hands of fewer retail outlets than in either 1952 or 1951.

"2. Unit price at both wholesale and retail levels declining under the pressure of increased competition, despite rise of manufacturers' prices from 1951 thru 1953.

Ad Budgets

"3. Limited advertising and promotional budgets of the majority of candy manufacturers.

"4. Increased opposition of quasi-official scholastic and parent groups to the unrestricted sales of candy and confectionery products.

"5. Unprecedented growth of diet fads, increased consumer adherence to special dieting practices, changed eating habits.

"6. Uncounteracted consumer acceptance of distorted impressions concerning the alleged—but unsubstantiated—harmful effect of candy and confectionery products on teeth and general health."

Austin Readies New Midwestern Plant; Expands Cookie Line

WASHINGTON, Oct. 23.—Austin Packing Company announced new cookie products and a new Midwestern plant at the NAMA convention. Ernest Fox, president, said the new factory, a 14,000-square-foot plant outside Addison, Ill., will open in mid-November.

The plant will serve the Midwestern, Western and Southern market areas to Denver; Bismarck, N. D.; Cheyenne and San Antonio. Shipments to the East will be handled by either the new facilities or the firm's Baltimore main plant, depending upon operator preference and shipping convenience, Fox stated.

The new Austin items: A dime, six-piece pack called Toasted Snackaroons; two nickel packs, Short Bread and Cocoa Creme Sandwich. All are packed 100 count.



CHIC'N EGG VICTOR'S NEW ACTION CHARM

GOING STRONG

Topper Hats . . . Baby Dolls . . .
Salt & Pepper Shakers . . . Tops
. . . Puzzles . . . Knives . . . Etc.

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TOP VALUE CAPSULE ITEMS THAT PAY OFF!

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| ● MICE (New) | \$20.00 |
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| ● BLOODY TOOTH | 22.00 |
| ● PIPES | 22.00 |
| ● PHOTOS (Actors, Actresses, Animals) | 20.00 |
| ● ASST. SOUNDS (Whistle, Noisemaker) | 20.00 |
| ● ASST. RINGS | 20.00 |
| ● ASST. GAMES | 20.00 |
| ● TOILETS | 20.00 |
| ● BUTTERFLIES | 20.00 |
| ● SPIDERS & LIZARDS | 20.00 |
| ● TEETH ON GUMS (Uppers) | 20.00 |
| ● TEETH ON GUMS (Lowers with Key Chain) | 20.00 |
| ● ASST. KEY CHAINS | 20.00 |

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BALL and VENDING



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New LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL

- Bubble Ball Gum, 140-170 G 210 ct. 25¢ lb.
- Chloro-Vend Ball Gum, 140 G 210 ct. 40¢ lb.
- Chloro-Vend Chicks, 275 G 320 ct. 40¢ lb.
- Chicle Chicks, 320 G 520 ct. 36¢ lb.
- Bubble Chicks, 320 G 520 ct. 30¢ lb.

F.O.B. Factory, 150 Lb. Lots

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TWO GIMMICKS THAT CAN'T MISS



ROULETTE in Capsule \$23.00 M

TIC TAC TOE in Capsule \$17.00 M



Also many other top sellers, including Pencil Sharpener, Rings, Globes, Whistles, Stamps, Pennants, etc.

SEND \$1 FOR FULL LINE OF SAMPLES All prices F.O.B. Brooklyn, N. Y.

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\$12.50 Each \$12.00 100 or more

VICTOR'S SUPER V CAPSULE VENDOR \$17.95 Each \$16.95 100 or more Filled Capsules

Assorted Mixture—\$14.00 per box of 700. Professional Charm Mix—\$7.00 per M. Super-Professional Charm Mix—\$12.00 per M.

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Louisville Pin Ops Threatened by Ban

State ABC Board to Air Proposal to Prohibit Games as Gambling Devices

LOUISVILLE, Oct. 23.—Pinball operators are expected to strongly oppose a proposal that could virtually end operation of pinball games here.

Scheduled for a hearing November 23 by the State Alcoholic Beverage Control Board, classifies pinballs as gambling devices. An ABC regulation of this type would ban pinballs from all taverns and

bars, gambling being ground for revocation of a tavern license.

Opposition is expected to come from the Automatic Amusement Association, representing the pinball operators, and the Louisville Retail Package Liquor Dealers' Association, representing tavern operators. The hearing was requested by the Rev. Walter C. House, secretary of the Kentucky Temperance League.

Challenges ABC

Leon Shaikun, State senator, who is counsel for both the Automatic Amusement Association and the Louisville Retail Package Liquor Dealers' Association, stated that the State General Assembly has legalized pinball games which reward the player free games. He challenged the ABC board's authority to classify pinballs as gambling devices.

There are known to be about 1,500 pinball games in the city and county, with an annual gross income reportedly \$4 million. About 25 per cent of the coin-operated machines used here are controlled by Bernard Berman, Louisville's biggest pinball operator thru his B.&B. Novelty Company and allied companies.

Berman stated that to his knowledge there are no payoffs made on Louisville pinball games. He said, "We are adhering to all State and city laws."

The 40-operator Automatic Amusement Association, Berman said, has tried to maintain a sense of ethics in the business. He said that the association sponsored the city law prohibiting children under 16 from playing pinballs.

City records on pinball game both pinball and juke box licenses have dropped from 2,456 to 2,126. Pinball licenses cost \$15 a year for each unit.

'Copter Race New British Novelty Game

LONDON, Oct. 23.—Answering the British demand for something new in the coin-operated amusement game field, manufacturers here have developed a two-player Helicopter Race.

After inserting pennies in the machine, each player turns a handle which regulates flight of two model helicopters which hover around a lighthouse. The first player to get his helicopter to the top of the lighthouse has his penny returned.

The game includes a sea atmosphere, with the helicopters hovering over the waves, and a lamp flashing on and off from the lighthouse.

The helicopters have gyro blades which are rotated by currents of air forced up between the waves by a fan.

Calif. Cities Hit Pinballs

SACRAMENTO, Oct. 23.—Pinball games used for gambling were hit recently by North Sacramento City and San Bernardino.

North Sacramento City's council adopted an ordinance October 11 prohibiting the operation of pinball games. City Manager Walter E. Butler, who had refused to carry out instructions of the council, was ousted in the process.

The pinball ordinance was adopted unanimously and met with little opposition on the floor. Robert R. Richter, however, demanded the councilmen adopt an ordinance against all gambling. He said he believed the council was persecuting one individual by adopting the anti-pin ordinance while not molesting dice games, illegal card games and horse betting. One operator, Charles Hall, Sacramento Novelty Company, owns 42 of the city's 44 pinball games.

San Bernardino

San Bernardino's 114 pinball games were temporarily silenced October 13 after Mayor George C. Blair ordered a police anti-gambling crackdown. The pinball games are licensed for amusement, but Blair told officers to stop the use of the games for gambling. A month-long investigation of the pinball games had been conducted by local officers and State agents. According to Police Chief James W. Ellis, gambling was found in a number of instances.

However, merchants with pinball games on location were given a period of grace to "clear their own skirts," according to Mayor Blair. Meanwhile Blair and officials from seven other cities urged the County Board of Supervisors to adopt an ordinance prohibiting pinball games. The board deferred action for further study and recommendations.

Ideal Novelty, St. Louis, Under New Management

ST. LOUIS, Oct. 23.—Ideal Novelty Company is under the new management of Dale Rymer, following the illness of Owner Carl Trippe.

Trippe is reported in serious condition with a heart affliction.

Rymer, associate of Trippe for 20 years, operated a distributorship in Jefferson City for many years. Rymer will handle Ideal's roller-skating rinks, Arcades and the Chain of Rocks Amusement Park, in addition to the amusement game distributing business.

Rymer stated that Ideal has withdrawn steadily from pinball operation in favor of Arcades, which have shown growing popularity for the past several seasons here.

BIG GUNS

Rifles Pace Play at Chicago Loop Arcades

CHICAGO, Oct. 23.—Gun games are currently "wowing 'em" at Loop Arcades.

A survey of Arcades in Chicago's Loop by The Billboard revealed this week that among the different types of coin-operated amusement games, gun games—and especially the new compact rifle units—are bringing in big takes.

Said Gene Wilhelm, co-owner of Fun City, Randolph Street Arcade: "The new rifles are going very well."

Three new Loop Arcades with a total of approximately 125 amusement games in operation—all depend on gun games for a good share of their grosses. These include Fun City; the Greyhound Arcade, located in the Greyhound bus station on Randolph Street, and the Penny Arcade on North State Street.

The new compact rifle units account for about 10 per cent of the games at these locations, and guns of all types make up close to 25 per cent of the games.

Generally, takes at the Arcades

R. I. Arcade Moves After Storms Hit

PROVIDENCE, Oct. 23.—The two most recent hurricanes have put the finishing touches on the Arcade Amusement Center, Inc., which had been operating at 43 Washington Street.

Samuel Carozza, president, and his two sons, Samuel Phillip and Frederick, have shifted their base of operations to 168 Atwells Avenue, home of their Coin-O-Matic Distributors, after the storms forced them to pull all their coin-operated equipment from the old location.

Southern Novelty Moves

MILWAUKEE, Oct. 23.—Harold Summerfield and Chris Lemay, who recently formed the Southern Novelty Company, moved to new headquarters here.

Both Summerfield and Lemay previously were route men for the Wisconsin Novelty Company, which was dissolved when Mike Rischmann, head of the firm, moved to Arizona.

have dropped off since the end of summer, with the many youngsters who patronize these places back in school. Weekends, however, are as good as always.

Adding to the drop in takes was recent action by the city in urging removal of all ball-type amusement games. Many of these games, such as baseball, basketball, and other amusement units of this type had been grossing well on location. The present Chicago ordinance does not discriminate between these games and pinball games, both of which utilize balls.

At the State Street Penny Arcade and at Fun City, novelty and jewelry counters are added attractions. Fun City has a special magic shop on the second floor.

Gottlieb Ships 4-Belles, New Five-Ball Game

CHICAGO, Oct. 23.—D. Gottlieb & Company shipped to distributors this week 4-Belles, a new five-ball game featuring five ball-bumpers and five ball-trapping holes.

The main target of the game is a cluster of five holes near the center of the playfield, forming a square. A player trapping four balls in the square is awarded one replay. An additional replay is earned when a player lands balls in all five holes.

Making a rotation sequence of numbers from 1 to 8 lights bottom roll-overs for replays. The numbers flank each side of the playfield.

Scores run to seven million, with the ball-bumpers, two ball-kickers, and two ball-flippers operated by pressing buttons on either side of the cabinet, adding to the action.

A comic cartoon decorates the backglass and playfield of 4-Belles. The game operates on 5-cent play. It is teamed with the Super Jumbo pinball game, a four-player model also in production by Gottlieb.

NEW BUSINESS

Airport Boom Creates Game, Vender Spots

WASHINGTON, Oct. 23.—Operators of coin-operated amusement games, rides and vending machines who favor airport locations can look forward to expanding opportunities for new locations and increased business.

According to Civil Aeronautics Administrator F. B. Lee, the government is pushing plans to boost the number of airports in the country from 1765 to 2060 and to expand present facilities to take care of the rising number of air travelers.

Lee said the number of passengers carried by air jumped 115 per cent from 1948 to 1953 and estimates that the number will reach 50,000,000 passengers a year by 1960, a jump of nearly 100 per cent from the present total of over 28,000,000.

COIN TAKE LOOMS BIG

Miami Area Tourists To Boost \$ Harvest

MIAMI BEACH, Fla., Oct. 23.—All signs point to an excellent winter tourist season for South Florida, and coinmen expect to get their share of the dollar harvest.

A general air of prosperity prevails, and visitors are expected to continue flocking to South Florida.

Said Ted Bush, owner of Bush Distributing Company: "The outlook is favorable. The construction trade in Miami, always a good barometer, is rolling along in high gear. The type of people engaged in such jobs are the ones who play the juke boxes and games."

Eli Ross, of the Ross Distributing Company, said: "Miami had a good summer season and there's no rea-

son to believe it won't have an even better winter."

Willie Blatt, owner of Supreme Distributors and president of the Amusement Machine Operators' Association, believes that with the country in good economic shape and the luxury hotels in Miami Beach shelling out \$3,500,000 for a collective face-lifting job, the tourist flow will be heavy this winter and may shatter all records.

Sam A. Rivkind, executive president of the Miami Beach Hotel Association, said the extensive refurbishing program is an annual occurrence. This year, however, he declared that much of the "new look" on the oceanfront is aimed at meeting the challenge to be presented by the \$14,000,000 Fontainebleau Hotel, which is slated to open in mid-December with 554 de luxe rooms.

Also in the race for the tourist dollar are the luxury motels which have sprung up north of Miami Beach, and the new Balmora and Bar Harbour hotels—both multi-million dollar establishments—scheduled for completion late this year.

At a travel seminar held in Miami Beach, Porter Norris, representing Pan American World Airways, said that inquires for Caribbean winter vacations are "heavier than ever." And about 87 per cent of Pan-American's business out of Miami comes from travelers.

Eastern Air Lines, National Airlines and the two railroads which serve South Florida reported winter reservations surpassing any previous year.

Postpone Hearing On East Hartford Game Licensing

EAST HARTFORD, Conn., Oct. 23.—Hurricane Hazel postponed a public hearing—originally scheduled for Friday (15)—on a proposed licensing ordinance for coin-operated amusement games. The hearing is now set for Wednesday (27).

The hearing was slated by the East Hartford Ordinance Committee. Under the ordinance any mechanical device registering a score or tally would be licensed, with distributors and location owners charged a \$12 fee.

Miami Beach Launches Pinball Fee Survey

MIAMI BEACH, Fla., Oct. 23.—Spurred by dwindling revenue and pressure from coin machine interests, the Miami Beach City Council has launched a survey to determine whether its license fees for pinball games should be scaled downward. Easing up on the fees might rejuvenate coin machine operations, it has been pointed out.

Coincident with this action, City Clerk C. W. Tomlinson plugged for tighter rules in handling licenses for the games and then cracked down on improperly identified games and confiscated several of them in a series of raids.

A few operators led by Johnny Morgan, Beach Amusement Company, have been trying for the past few years to persuade the city fathers to revamp the present schedule of license fees for games, which they contend are discriminatory and designed to keep the small operator out of Miami Beach.

Master Licenses

The resort city charges \$1,926.25 annually for a master license for games. This entitles the operator to put out as many as 40 games. Above that number, a charge of \$41.25 is levied upon each additional machine. The first game, therefore, carries a license costing \$1,926.25. As the number of games on location, up to 40, grows, the cost of each license drops. In

the case of an operator with 10 games on location, the \$1,926.25 master license breaks down to \$192.63 each. For 40 games on location, the cost per license would be approximately \$48.15.

The Morgan group is fighting for a flat charge of \$50 per game, regardless of how few or how many an operator places.

City Clerk Tomlinson said there are 173 pinball games licensed to operate in Miami Beach. He thinks a good part of the steady revenue decline in recent years may be due to bootleg retailing of pinball game license tags, which are sold to the Beach operators in lots of 40.

"The law is loose in requiring that the tags be placed on games," Tomlinson said. "Thus it is to be suspected that frequently an unlicensed operator 'borrows' a tag to flourish in court after being arrested for having no license."

Commenting on the steady decline in revenue from the coin machines, Tomlinson said that Miami Beach received \$8,047.50 in license fees from 173 pinball games, mostly licensed to four major operators, in the 1953-'54 fiscal year which ended September 30.

Two years ago, the revenue was \$13,570, the number of games 290 and there were six major operators. In 1949-'50, the revenue was \$17,-

(Continued on page 77)

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Table listing amusement games and their prices across four issues (Oct. 23, Oct. 16, Oct. 9, Oct. 2). Games include ABC (United), Aquacade (United), Arabian Knights (Gottlieb), etc.

Table listing coin-operated machines and their prices across four issues (Oct. 23, Oct. 16, Oct. 9, Oct. 2). Machines include Palisades (Williams), Palm Beach (Bally), Palm Springs (Bally), etc.

National Rejectors Skeds Inventory

ST. LOUIS, Oct. 23.—National Rejectors, Inc., will close its plant for inventory December 18, 1954, thru January 2, 1955, J. I. Cleary, assistant vice-president, announced.

Miami Beach

201.35, the games totaled 361 and there were eight major operators. In the matter of juke boxes, Miami Beach imposes a \$500 master license, which entitles the operator to purchase up to 25 individual tags at \$30 apiece.

New Colma Unit

WASHINGTON, Oct. 23.—Latest addition to the line of cologne spray dispensers made by Colma, Inc., Worcester, Mass., is a three-column unit listing for \$60.

Devils Food Cakes

WASHINGTON, Oct. 23.—The new Devils Food Cakes of the National Biscuit Company, which go into production November 1, were shown at the NAMA convention last week.

GIVE TO DAMON RUNYON CANCER FUND

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. DISPLAY CLASSIFIED ADS: Set in larger type (up to 14 pt.) and displayed to best advantage.

Agents, Distributors, Parts, Supplies & Services, Business Opportunities, Routes for Sale, Help Wanted, Used Coin-Operated Equipment, Wanted to Buy. Includes various classified ads for coin machine industry professionals.

COINMEN YOU KNOW

Continued from page 70

to Germany. Visiting Nat in New York this week was F. K. Wilkinson, United Distributing, San Antonio.

Sam Shanker, Play-More Amusements, and Aaron Zuckerman, are new members of the AAMONY. Seen on 10th Avenue this week were William Coddington, Jurleyville, N. Y.; Manny Ehrenfeld, Passaic, N. J.; Pete La Barbiera, Hoboken, N. J., and Lou Hirsch, Silvertone Music, Bronx.

Nat Sugarman, son of Barney Sugarman, Runyon Sales, is back at Bucknell University, where he is a junior. Buddy Fox, Runyon, is out of the hospital, following an operation, and recuperating at home.

Dave Stern and Bob Slifer, Seacoast Distributors, will hold open house at Elizabeth, N. J., and in New York Wednesday and Thursday (27 and 28) from 9 a.m. to 5 p.m. to give the operators a chance to view the new Rock-Olas. Some 50 operators attended open house in New York last Thursday (14), but attendance was cut way down the following day as Hazel was in town.

Herman Blank, Brooklyn, and James Sherry, Sherry Music, were seen buying equipment on 10th Avenue. Starting this Saturday, 10th Avenue Distributors will be closed Saturdays thru the winter.

John Reynolds, son of Walter Reynolds, New Jersey game operator, is honeymooning in Miami with his new bride. Hy Becker, executive vice-president of Bono-

mo's-Korday candies, is visiting representatives in the Baltimore-Washington area after attending National Automatic Merchandising Convention last week.

The father of Harry Bordsky, Harbor Automatic Music Company, died last week. Dave Hendrickson sold his share of the Central Island Vending Company to his partner, Jack Levine.

Mildred Reigelman, secretary at the Music Operators of New York, moved into her new home in East Meadow, L. I. Bernie Bloom, Sherry Music, moves into a new home in Bellmore, L. I.

Ed Shanks is in the hospital in the Bronx. Doc Shapiro has closed his summer home in Lake Placid, N. Y. Elias Gassner, Serwell Music, is recovering from his recent illness.

Miami

Communications to:
Al Denny
83-3696

New Arcade At Funland...

At Funland Park George MacLean not only has a new Arcade in operation but also a new Funhouse, Ferris Wheel, House of Mirrors and covered Caterpillar. MacLean's promotional tie-in with Pepsi-Cola gives him plenty of advertising via radio and television.

Lucky Skolnick, Music Makers, Inc., is now ensconced in his new knotty-pine jalousied office in the

building which houses Supreme Distributors.

All-Coin Distributing Company's boss, Joe Mangone, is on the road with the new Gottlieb Super Jumbo, the pin game which four can play at the same time. Holding down the office are Eloise Mangone, Brunice Hicks, her assistant and bookkeeper Elaine Thickman.

Dorothy Romm is the new bookkeeper at Bush Distributing Company, replacing Betty Hagan who resigned after marriage. The building program nearing completion at Bush Distributing will more than double the company's floor space. No small credit for the expansion is given to the firm's export department which in three years has grown at a phenomenal pace under the direction of Ken Willis. Assisting Willis is export clerk Jose Catarineau and a force of mechanics, painters and packers.

Juke box operators making purchases at Mercury Record Distributors recognized a familiar face. Jean Powers, formerly with the Capitol outlet and one of the most popular of Miami's record clerks, is now employed by Steve Brookmire at Mercury. Mrs. Powers reports that operators are calling for these numbers: Patti Page's "The Mama Doll Song" and "I Can't Tell a Waltz From a Tango"; Ella Johnson's "It Used to Hurt Me," "The Little Shoemaker" and the still popular "Sh-Boom."

There's an air of excitement at Southern Music as operators drop in to see the new AMI Model F phonograph. Manager Bob Norman quotes Ron Rood, owner of Southern Music, as saying the new model is the finest he has ever seen. Erasmo U. Ramos, who formerly was employed at Southern Music, is now associated with Taran Distributing Company.

Jack Kauffman, C & L Amusement Company, has a double reason for being happy. His son has recovered from serious car accident injuries and his daughter is to be married soon.

Harry Steinberg, Stirling Music, is celebrating 22 years as an operator. He spent most of that time in Newark, N. J. Steinberg's bailiwick is Hialeah and he's looking forward to the best winter season ever.

Eddie Leopold, C & L Amusement Company, has moved into his new home in North Miami Beach. Other newcomers there are Bobby Schwartz, B & B Vending Company, and his wife, Sylvia. A "pioneer" in North Miami Beach is Jack Lipsiner, of Coin-Operated Service, who already boasts of 14 baby mangoes in less than a year as a "gentleman farmer."

The Cuban election campaign has put a damper on business in the island, says Joe Mangone, who not only distributes Gottlieb games there but also has route interests. Joe's wife, Eloise, who keeps close tabs on the company's music route in Miami, reports that "Hey, There" is the top tune at present.

Marvin Novak, King Records distributor, left for a month's vacation in Cincinnati; Racine, Wis., and Chicago. While in Cincinnati he will be the house guest of Syd Nathan, president of King Records. Henry Stone will be in charge of the Miami branch during Novak's absence.

Along Miami's Record Row, where the disk outlets are located, the following music operators were spotted buying merchandise at the same time: Harry Steinberg, Jack Lipsiner, Buddy Cohen, Bobby Schwartz, Ed Mercer, Morris Marder, Murray Gross, Tony Hess and Eddie Leopold.

Members of the AMOA Bowling League are discovering they ache in muscles they never knew existed. Among those sore from the Mon-

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 Oct. 23	Issue of Oct. 16	Issue of Oct. 9	Issue of Oct. 2
ABT Challenger.....	\$20.00	\$20.00	\$20.00	\$25.00
Advance Roll (Genco).....	25.00			75.00
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	195.00	135.00	165.00
Bat-a-Score Sr.....	65.00	65.00	65.00	65.00
Best Hand.....			19.00	19.00
Big Bronco (Exhibit).....	395.00	325.00	395.00	
Big Inning (Bally).....	150.00	150.00	150.00	150.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Champion Horse (Bally).....	395.00	395.00	395.00	395.00
Chicken Sam (Seeburg).....	75.00	65.00	110.00	65.00
Criss Cross.....	15.00	15.00	15.00	15.00
Dale Gun (Exhibit).....	29.50	55.00	55.00(2)	65.00
Deluxe Card Vendor (Exhibit).....	50.00	50.00	50.00	50.00
Derby, 4 Player (Chi. Coin).....	195.00			
Drivemobile (Mutoscope).....	165.00	195.00	195.00	195.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	149.50	159.00	159.00	159.00
Goatee (Chicago Coin).....	50.00	99.50	75.00	100.00
Grandma Fortune Teller.....	125.00			
Gun Club.....			135.00	135.00
Gun Patrol (Exhibit).....	145.00	165.00	145.00(2)	145.00
Heavy Hitter (Bally).....	40.00	69.50	40.00	69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Horsefeathers (Williams).....	35.00			
Jet Gun (Exhibit).....	135.00	155.00	135.00	145.00
Lite League.....	75.00	89.50	75.00	99.50
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typer (Harvard).....	150.00	150.00	150.00	150.00
Metal Typer (Rovers).....	195.00	195.00	195.00	195.00
Metal Typer (Standard).....	275.00	275.00(2)	275.00	275.00
Midget Movies.....	155.00	185.00	185.00	295.00
Midget Skee Ball (Chicago Coin).....				175.00
Musical Merry-Go-Round (Bert Lane).....			495.00	495.00
Musical Merry-Go-Round (Lee).....	495.00	495.00	495.00	
Night Fighter (Genco).....	250.00	225.00	275.00	275.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope).....	250.00	250.00	250.00	250.00
Pistol Pete (Chicago Coin).....	50.00	85.00	85.00	95.00(2)
Pitch 'Em & Bat 'Em.....	95.00	99.50	99.50	99.50
Pop Up.....	185.00	185.00	185.00	185.00
Play Poker.....			19.00	19.00
Pop Up.....			24.00	24.50
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	95.00	95.00	95.00
Red, White & Blue Guns.....			20.00	20.00
Rifle Range Ray Gun.....	75.00	65.00	65.00	65.00
Rudolph the Red Nose Reindeer (Exhibit).....			295.00	395.00
Scoring Units (Genco).....	95.00	95.00	24.50	24.50
Shocker (Acme).....	24.50	24.50	45.00	49.50
Shipman Art Show.....			155.00	175.00
Shoot the Bear (Seeburg).....	150.00	155.00	155.00	175.00
Silver Skates.....	100.00	75.00	95.00	95.00
Six Gun Rifle Range (ABT).....	550.00	550.00	550.00	550.00
Six Shooter (Exhibit).....	75.00	125.00	125.00	135.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	20.00	20.00	20.00	20.00
Sky Gunner.....	175.00	195.00	150.00	175.00
Space Gun.....			225.00	245.00
Space Invader.....	125.00	125.00	125.00	125.00
Space Ship (Bally).....			325.00	325.00
Space Ship (Deco).....			325.00	
Spark Plug.....				45.00
Star Series (Williams).....	89.50	109.50	109.50	35.00
Target Skill Gun.....	18.00	18.00	18.00	18.00
Telequiz.....	110.00	125.00	100.00	110.00
Three Way Gripper (Gottlieb).....	18.50	24.50	18.50	24.50
13-Way Athletic Scale (Mercury).....	85.00	89.50	85.00	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	125.00	150.00	150.00	150.00
Voice-a-Graph (Mutoscope).....	525.00	525.00	525.00	525.00
Whizz (Genco).....			20.00	20.00
Wizzard.....	18.50	18.50	18.50	18.50
Zipper Skill.....			29.50	29.50

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

ARCADE

- A. B. T. Rifle Range, new & used. Write
- Bally Rapid Fire.....\$ 95.00
- Bally Undersea Raider..... 125.00
- Chicago Coin Basketball Champ 195.00
- Chicago Coin 4 Player Derby. 175.00
- Chicago Coin Goatee..... 95.00
- Chicago Coin Midget Skee Ball 165.00
- Chicago Coin Pistol..... 90.00
- Evans Super Bomber..... 150.00
- Exhibit Dale Gun..... 65.00
- Exhibit Gun Patrol..... 175.00
- Exhibit Jet Gun..... 195.00
- Exhibit Space Gun..... 195.00
- Exhibit Silver Bullets..... 125.00
- Exhibit Six Shooter..... 125.00
- Exhibit Foot Ease..... Write
- Genco Sky Gunner..... 175.00
- Keeney Air Raider..... 90.00
- Keeney Sub Gun..... 110.00
- Keeney Texas Leaguer..... 49.50
- Kirk Night Bomber..... 150.00
- Mills Panoram Peek Show... 225.00
- Mutoscope Atomic Bomber... 150.00
- Mutoscope Photomatic, Post-War Model 425.00
- Mutoscope Voice-O-Graph, Late Model, 35c..... 595.00
- Mutoscope Sky Fighter..... 125.00
- Mutoscope Silver Gloves..... 185.00
- Quizzer and Films..... 95.00
- Batting Practice..... 80.00
- Pitchem & Baffem..... 185.00
- Seeburg Shoot the Bear.... 150.00
- Seeburg Coon Hunt..... Write
- Telequiz..... 125.00
- Williams Super World Series. 150.00
- Williams Deluxe Baseball, Late 1953 Model..... Write
- Chicago Coin 6 Player Baseball (Home Run)..... Write

- Philadelphia Toboggan Skee Ball, 14 ft. Write
- Auto-Photo, new & used. Write
- Midget Movies, like new. \$185.00
- Shipman Art Show, new & used Write
- Set Shot Basket Ball, new & used Write
- Mercury 13 Way Scale..... 80.00
- Standard Metal Typer, new & used Write
- Solar Horoscope, used..... 125.00
- Astro-Scope..... 195.00
- Blow Ball..... 95.00
- Boomerang, floor model.... 65.00
- Pop-Up..... 22.00
- Kirk Astrology Scale..... 85.00
- Knock Out Fighters..... 175.00
- Fun House Mirrors..... Write
- Exhibit Big Bronco..... 495.00

BALLY BINGO

- Hi Fi..... Write
- Surf Clubs..... \$475.00
- Ice Frolics..... 425.00
- Palm Springs..... 395.00
- Dude Ranch..... 375.00
- Yacht Club..... 195.00
- Beach Club..... 350.00
- Beauty..... 275.00
- Frolics..... 185.00
- Coney Island..... 75.00
- Bright Spots..... 90.00
- Bright Lifes..... 75.00
- Spot Life..... 100.00

MISCELLANEOUS

- United Circus..... \$175.00
- Keeney Life-A-Line..... 35.00
- United A B C..... 45.00
- Genco Golden Nugget..... 90.00
- Genco Jumping Jax..... 90.00
- Buckley Track Odds, Remote Control, Non-Coin Operated 300.00

WE HAVE A COMPLETE SELECTION OF ALL MAKE SHUFFLE ALLEYS. IT WILL PAY TO CONTACT US FOR THE BEST PRICES AND QUALITY EQUIPMENT.

SPECIAL

WURLITZER 1550, LIKE BRAND NEW..... \$450.00
ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE INSTALLED FOR \$10.00 EXTRA ON EACH GAME.

One-third deposit on all orders

MONROE COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4600)

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

Nut Vending Still 1c Biz

Continued from page 72

places them in two categories—peanuts at a penny are the mainstay of nut operations in industrial spots, and the nickel portions of peanuts and fancy nuts in taverns, service stations, garages, transportation centers and miscellaneous retail locations.

In most of the latter type locations, however, the penny unit remains the companion of the nickel nut vender.

While there was no pronounced increase in nickel nut vending last year, due to the resistance in industrial locations and of packaged nutmeats sold over the counter or bar in most non-captive locations, neither did it show signs of a decline.

Factors serving to bolster the nickel nut operation: bulk venders set for 5-cent vend list at the same price or only up to \$1 more than 1-cent machines from the same

manufacturer; the same ratio of nuts (such as jumbo peanuts) are not vended under nickel operation as under penny-operation, thus offering a better gross margin; the greater variety of nuts that can be vended at a nickel invites both more patronage and more repeat patronage.

Because of little location (non-industrial) resistance to the 5-cent vend—due to a better commission deal for the location (20 to 35 per cent instead of 10 to 15 per cent on penny operation) — operators continue to supplement their penny units with nickel.

Basically, it is not a case of penny units versus nickel—operators are not replacing their penny venders with nickel machines, but they do install the latter when the opportunity presents itself.

The biggest factor holding back marked expansion in the nickel—and at the same time in penny—nut vending is product cost. Lower prices, not likely under government controls, would make possible larger portions and better gross margins at the same time.

With some varieties of fancy nuts—pistachios, for instance—selling up to 75 cents per pound to the operator, the gross margin is often under 40 per cent.

What are operators actually buying in bulk nut equipment? Manufacturers say orders for nickel models vary from "about the same as a year ago" to "slightly up."

In addition two factors are holding up the pace of nickel nut vending expansion: its spotty acceptance in industrial locations (alho with the advent of dime coffee and soft drinks, dime candy to some extent and vended sandwiches for a quarter-or-more, better reception of the nickel nut idea is a distinct possibility).

The second factor: packaged nuts retailed by bars and most other types of general retail locations are competitive in that they offer the location owner, generally, a better percentage per sale.

Gruber Predicts

Continued from page 72

king-size filter, he said, will mean "the conversion of famous brand name cigarettes into king-size filter types, so as to retain the good will and brand acceptance built up over a period of decades." He pointed out that last month, P. Lorillard became the first of the major cigarette firms to make its leading brands available in regular, king-size and filter-king versions.

While Gruber said the tobacco industry does not accept unproved medical statistical findings, the industry must "accept the responsibility not to shrug off the finds, but to delve deeper, pinpoint the actual problem, determine whether we are in any way involved, and, if we are, then to help solve it."

Gruber listed five factors as the cause for "one of the greatest periods of change and upheaval since Americans first started smoking cigarettes before the Civil War. They are:

(1) Swiftly changing consumer tastes, with over-all sales of standard cigarettes dropping 15 per cent in the first half of 1954, filter-tip brands up 198 per cent and king-size brands up 5 per cent over the same 1953 period. Within two years, 40 out of every 100 smokers will be smoking filter-tip cigarettes—against 10 out of every 100 today—with most of these filters king size.

(2) At least 15 major new brands and sizes have been introduced this year.

(3) A rash of adverse publicity in regard to health and cigarette smoking has broken out.

(4) Variations in cigarette prices, making price "an important factor in the marketing of cigarettes" for the first time in many years.

(5) The rise of mass outlets and the growth of carton sales, with an estimated 50 per cent of all cigarettes now being sold by the carton.

Leap Barriers

Gruber pointed out that for

every 1,000 persons in the United States there are at least eight places selling cigarettes. He added that cigarettes leap all barriers of income, sex and regional tastes, and that "the man in the New York penthouse more often than not

smokes the same brand as the chauffeur."

He added that 59 per cent of the men and 31 per cent of the women smoke, with 3.5 cents of the average non-durable goods dollar going for cigarettes.

COINMEN YOU KNOW

Continued from page 78

day evening workouts—but enjoying the relaxation which bowling affords—are Eddie Petrochine, Raoul Shapiro, Morris Diamond and Joe Mangone.

Veteran coinman A. L. Kropp Sr., of Tuscaloosa, Ala., paid a visit to Willie Blatt and Ted Bush while in town on business.

Buddy Cohen, B & B Vending Company, and his wife, Evelyn, have adopted a baby boy whom they have named Jeffrey.

Lyndon Bush, Bush Music Company, spent a weekend partridge hunting. John Holden, of State Amusement Company in Flint, also headed north to try his luck with the birds.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

GOLD IN MUSIC EXPORTS. Distributing firm in three years develops its export shipments of used automatic phonographs to the point where they now run a close second to the firm's domestic business in new machines. Elements responsible for firm's success detailed. (Page 83, The Billboard, October 23.)

RIPS DISTRIBS OPERATING JUKES. Operator believes increasing tendency of juke box distributors to operate their own routes should be curbed. Says practice represents "a serious threat to the future of the small operator." Idea of selective "hurting" of certain operators doesn't work out, op contends. (Page 83, The Billboard, October 23.)

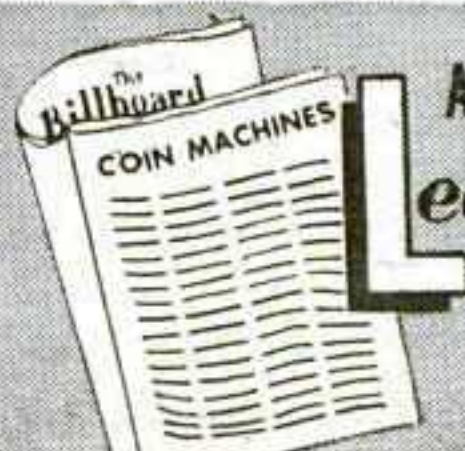
OP DIVERSIFICATION held must for progress in vending, concludes Workshop session at National Automatic Merchandising Association's convention. Agree diversification necessary for progress, but hold that in some vending areas, a specialist is still required. Cited at meeting: that it's difficult to train a man in all vending equipment with best results obtained when training is limited to four types. (Page 76, The Billboard, October 23.)

U. S. HIGH COURT TO TEST PIN ORDINANCE. Portland, Ore., anti-pinball ordinance heads for a test in United States Supreme Court. Believed to be the first time legality of games has been made an issue before the nation's highest tribunal. Portland game operator notifies city council of receipt of a State Supreme Court order that in effect forestalls the city from enforcing the 1951 ordinance banning pin games. (Page 92, The Billboard, October 23.)

OPS MULL FILTER-TIP PROBLEMS at NAMA convention. Consensus of nearly 100 operators attending a Brass Tack Clinic Tuesday night (12): cigarette operators can no longer ignore filter-tip brands. Discuss which filter to select, how many are required. Some operators vend both regular and filter-tip brands without buying new equipment. (Page 77, The Billboard, October 23.)

IF YOU MISSED READING THE OCTOBER 23 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

FIRST IN DEPENDABILITY!

SEE FOR YOURSELF!

All games advertised are in stock—

Immediate Shipment!

BINGO 5 BALLS

NEW Bally VARIETY United SINGAPORE FIRST-Conditioned BALLY

HI-FI \$475
SURF CLUB 455
ICE FROLICS 395
PALM SPRINGS 385
DUDE RANCH 355
YACHT CLUB 225
BEACH CLUB 325
PALM BEACH 145
ATLANTIC CITY 145
SPOTLIGHT 95
CONEY ISLAND 95

UNITED

HAYAMA \$345
RIO 295
LEADER 75

WILLIAMS

LONG BEACH \$55

COUNTER GAMES

KICKER & CATCHER, NEW \$49.50
ABT CHALLENGER 25.00
POP-UP 24.00
PLAY POKER 19.00

TARGET GUNS

NEW United CARNIVAL GUN United DELUXE CARNIVAL GUN Exhibit STAR SHOOTING GALLERY

FIRST-Conditioned Exhibit SHOOTING GALLERY \$375
Genco SKY GUNKER 215
Seeburg SHOOT THE BEAR 150
Exhibit SIX SHOOTER 135
Chicago Coin PISTOL PETE 75
Exhibit DALE GUN 65

ARCADE NEW

Chicago Coin SUPER HOME RUN
Chicago Coin ROUND THE WORLD TRAINER
Mutoscope "DRIVE YOURSELF"
Genco 2-PLAYER BASKETBALL FIRST-Conditioned
MIDGET MOVIES with Film \$165
TELEQUIZ with Film 125
ZINGO 65

SHUFFLE GAMES

NEW Chicago Coin HOLIDAY Chicago Coin FLASH BOWLER Chicago Coin STARLITE

FIRST-Conditioned UNITED—MATCH

ACE \$425
TEAM, 10/25c 375
CLASSIC 239
STAR 10th FRAME 159
STAR 6 PLAYER 135

UNITED—REGULAR HIGH SCORE

CHIEF \$345
ROYAL 315
OLYMPIC 229
CASCADE 195
SUPER 6 PLAYER 119
DELUXE 6 PLAYER 85
6 PLAYER w/Form 65

CHICAGO COIN SUPER FRAME BOWLER, 10/25c \$385
CROWN (Match) 265
TRIPLE SCORE 225
DOUBLE SCORE 175
SIX PLAYER 85

KEENEY BONUS (Match), 10/25c \$350
DOMINO (Match) 210
CARNIVAL 195
CLUB 10 PLAYER 145
TEAM 10 PLAYER 135
6 PLAYER, Jumbo Pins with Form 85
6 PLAYER, Jumbo Pins BIG LEAGUE BOWLER, Jumbo Pins 65
KEE'Y SHUFFLEBOARD CONVERSION, 4-WAY BOWLER 95

Genco SHUFFLE MATCH POOL \$325
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Un. Clover } 225	Chicoin Triple Score 225	DuGrenier Cis., 9-Col. 95
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Un. Olympic } 225	Chicoin 6-Player 85	Ex. Gun Patrol 160

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Lincoln 9-3996-7-8

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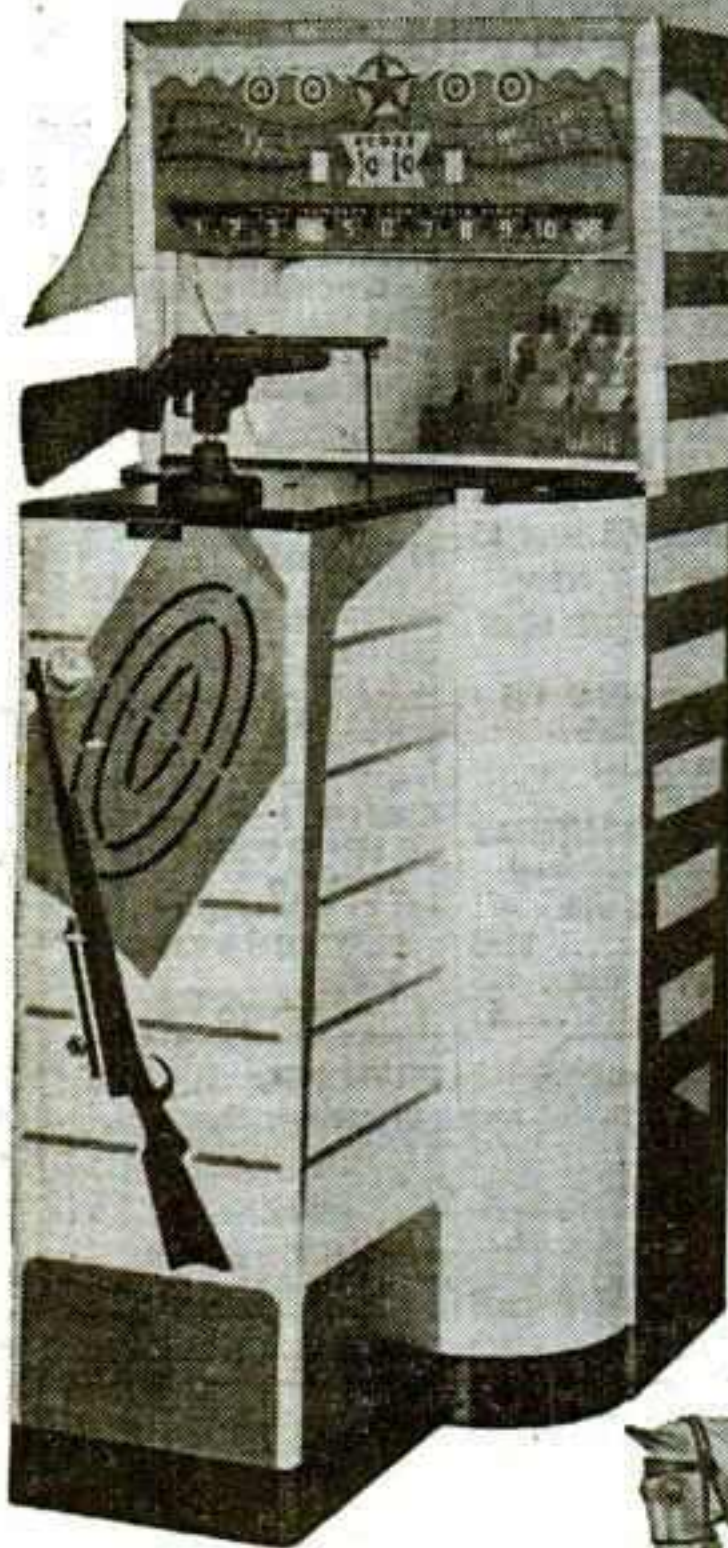
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LEGAL EVERYWHERE



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ELECTRIC SCOREBOARDS

Overhead, 15-21 pts.
Horse-collar, \$125 ea.
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Wall Model, 15-21 pts.
and 15-21-50 pts., \$95.00 ea.
50 pts.

PLA-POOL, New, Belgian-
Type Pool Game,
packed \$275

Bally Beauty \$245.00
United Cabana 175.00
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Dude Ranch 350.00
United Tropics 235.00
Yacht Club 225.00

Palm Beach 150.00
Atlantic City 150.00

SHUFFLEBOARDS

22', 20' and 18'—
Refinished Playfield
and Cabinet

22' \$179.50
20' & 18' 149.50

Shuffleboard
Adjusters, set \$12.00
Pucks (set of 8) 12.00

2-Faced Pucks, ea. . . 1.50

TICKETS
2500 7-11 \$1.15 bag

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

MID-STATE COMPANY
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3 MONARCH, 15-21, O. H. SCOREBOARDS

3 ROCK-OLA SCOREBOARDS

Reconditioned, ea. \$75.00

ZIG-ZAG (New)

Counter Game .. \$29.50

Canada: Big Vending Market

Continued from page 72

the distributors themselves have had to take their machines out on location to prove to potential operators the value of stepping into such a business. But competition is beginning to increase, and strong operators are looked for in the next few months.

Vending

Soft drink vending: The first interest in vending began with this field in Canada. Today there are three companies manufacturing machines, two of them Canadian-grown, while the third is a copy of an American make.

Distributors of American machines include Trans-Canada Distributing Company Ltd., Montreal, which handles the Soda Shoppe; Automatic Canteen Company of Canada Ltd., Toronto, which is a subsidiary of the American company and handling the Lions machine.

Manufacturing includes Canteen Services Ltd., Toronto, and Polar-mat Ltd., Montreal, both of which have their own designs, while Vend-O-Matic Canada Ltd., Toronto, manufactures the Cole Spa.

Hot Beverages

Coffee and hot beverages: Just one Canadian firm, Canteen Service Ltd., Toronto, is manufacturing a hot beverage machine. The others are distributors, which include Vend-O-Matic Canada Ltd., Toronto, handling the Bert Mills Coffee Machine; General Automatic Beverage, Toronto, handling the Coffee-Mat; Coffee-Mat Services Ltd., Toronto, handling Kwik-Cafe, and Century Products Ltd., Toronto, handling the Stoner line in this field.

Candy

Candy: Just four companies are in this field. Oldest in the business is Canadian Automatic Confections Ltd., Toronto, which has its own machine, and newest is the Canteen machine, handled by Automatic Canteen Company of Canada Ltd., Toronto. Others include Century Products Ltd., Toronto, with the Stoner and Vend-O-Matic Canada Ltd., Toronto, with the Rowe.

Vender Exports

Continued from page 72

market breakdown elsewhere in this section).

But the export market for automatic selling is still in its infancy. Of some 150 American vender manufacturers, somewhat under 10 per cent export their equipment.

Of these 10 per cent, none export more than 10 per cent of their annual output. The explanation is simple: Manufacturers are hard put to keep pace with the booming domestic market—much less an expanding export market.

Yet more U. S. manufacturers are taking a good look at the export field—others are getting into it.

Special Divisions

During the past several years, vending firms have set up special divisions, special crating programs (or employ facilities of export houses)—and spent more time figuring out ways and means of handling foreign business.

Several firms have in the last few years stepped into exports—with astonishing results.

Before 1952, Cole Products Corporation did not export equipment. Last year its exports—to West Germany, Cuba, Venezuela and Panama—accounted for roughly 5.5 per cent of its volume for the year.

About 3 per cent of Fred Hebel Corporation's 1953 volume was shipped overseas. Both Rowe Manufacturing Company, Inc., and Stoner Manufacturing Company have entered the export market.

COMPLETELY RECONDITIONED

STANDARD METAL TYPER	\$275
GENCO SKY GUNNER	185
EVANS BAT-A-SCORE	125
GENCO SHUFFLE POOL	225
CHICAGO COIN CROWN BOWLER	195
BALLY SPOT LIGHT	75
BALLY CONEY ISLAND	85
BALLY ATLANTIC CITY	140
BALLY BEAUTY	240
BALLY BEACH CLUB	325
BALLY YACHT CLUB	345
BALLY DUDE RANCH	345

Terms: 1/3 Deposit, Bal. C.O.D.

IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS

3643-45 W. Montrose Chicago 18, Ill.
Cornelia 7-7272

Cole Schedules

Continued from page 72

October 28-29 at the Claypool Hotel, Indianapolis, same hours.

In addition to Cole, two company engineers will attend each showing. Host will be the firm's representative in that area.

October 31 to November 4 area showings will be suspended to exhibit the line at the Theater Owners of America and International Popcorn Association conventions in Chicago.

Showings will be resumed after November 4 in Cole offices in Detroit, St. Louis, Cleveland, Kansas City, Nashville and Pittsburgh. Others will be held in hotels in Minneapolis, Milwaukee, Cincinnati and Omaha.

Cole stated that while the dates of the later showings have not yet been set, it is planned to complete all before the end of December. If attendance at the Midwestern showings indicate sufficient operator interest, he said a new series of showings would be scheduled to cover other areas of the country.

The Cole "Special" line ranges in price from \$695 for the single to \$799.50 for the four-flavor model.

Sell Yourself

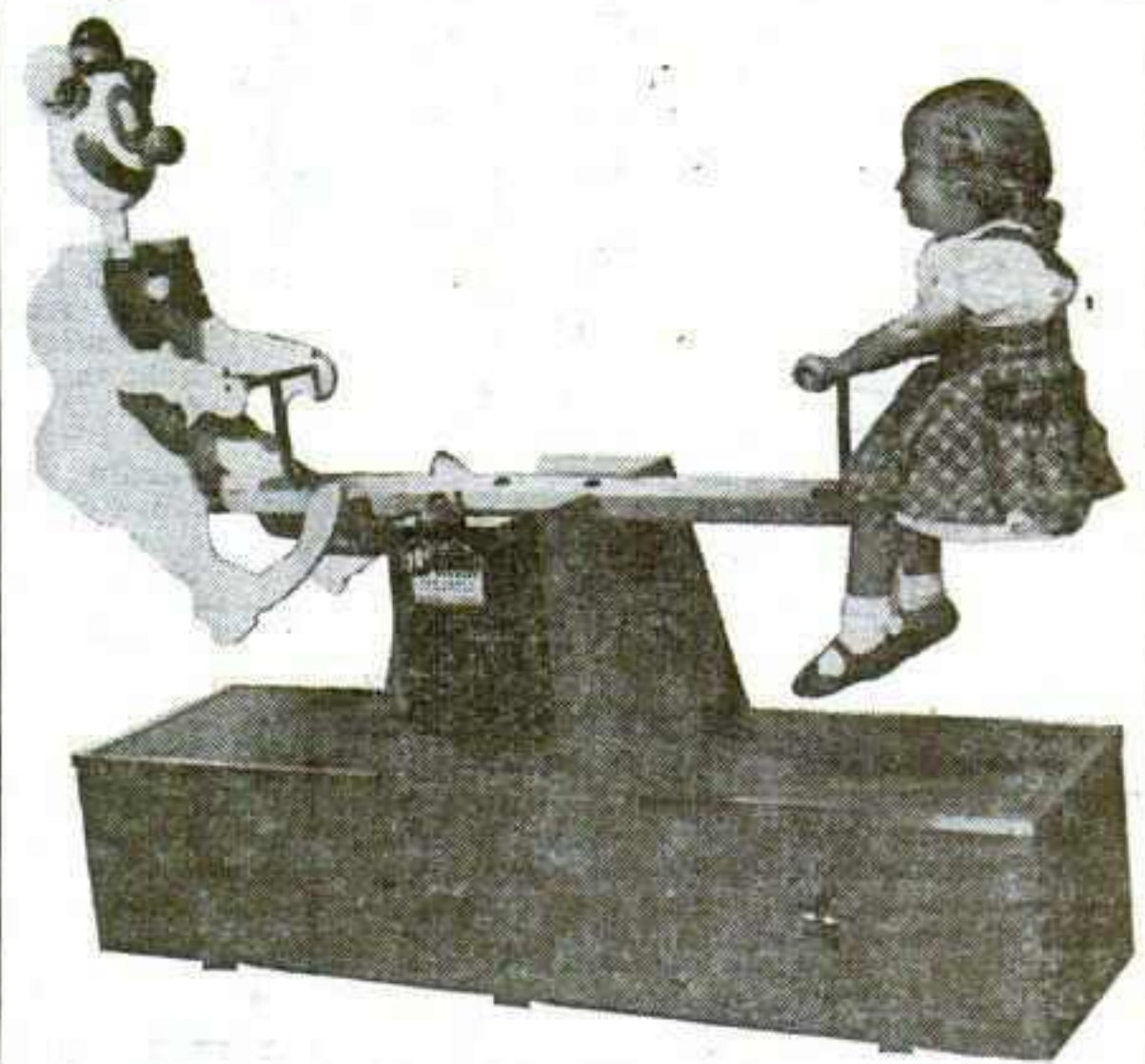
Continued from page 72

each customer is an individual "who is as good as you are," you are bound to treat him in such a manner as to win his respect and good will, he pointed out.

McFarland said: "When you speak of your most important account, do you mean your biggest account? If you do, you had better revise your thinking."

As the major factor in your business success—you, yourself, as an operator must remember that the "you" your customers see should be courteous, should have good manners—these are the marks of and the road to personal success.

A NEW KIDDIE RIDE



This is a low cost unit that is truly a Kiddie Ride. It doesn't just jiggle around—it does exactly what a See-Saw has always been expected to do—move slowly and safely up and down.

The children love to ride with Nosey the Clown and watch his nose light up as they go up and down. This is truly a ride with "character."

A strong, dependable positively safe machine with terrific appeal to parents, this is a proven money maker.

This is the first of four brand new rides that we are manufacturing. We need Distributors to handle our line. Write for details.

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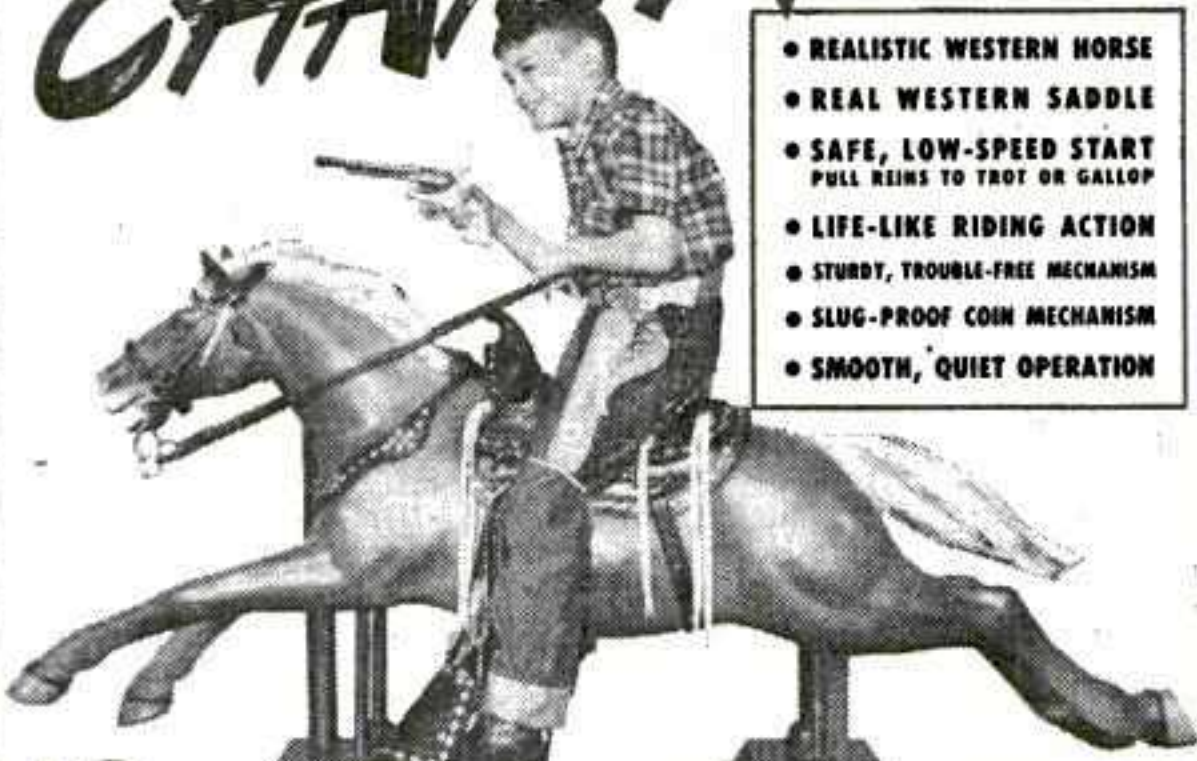
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- LIFE-LIKE RIDING ACTION
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- SMOOTH, QUIET OPERATION

10¢
A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
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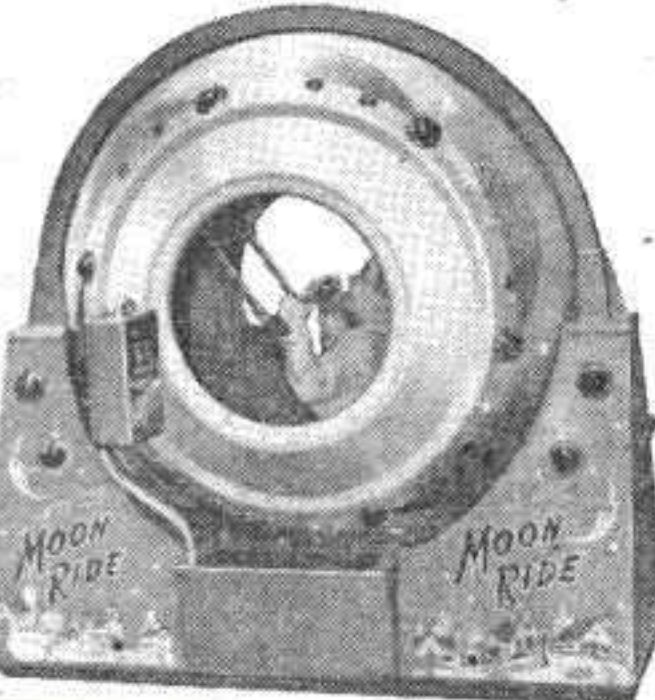
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RIDE
THE CHAMPION
10¢

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| Chi. Round the World Trainer, Like New .. | 525 | Evans Saddle & Turf, Club Model | Write |
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- UNITED 11th FRAME, HIGH SCORE
- UNITED 11th FRAME, DE LUXE, MATCH
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| United Team S.A., 3/25c | 345.00 |
| United League S.A., High Score | 335.00 |
| United Imperial, Match Score | 355.00 |
| United Royal, High Score | 345.00 |
| United Classic, Match Score | 225.00 |
| United Olympic, High Score | 225.00 |
| United Clover, Match Score | 210.00 |
| United Cascade, High Score | 195.00 |
| Chi. Crown, Match | 235.00 |
| Chi. Super Frame | 345.00 |
| Chi. Double Score | 350.00 |
| 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 |
| Chicago Triple Score Bowler 10th Frame .. | 215.00 |
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| Universal 18' Bowl-a-Matic | 375.00 |
| Genco Shuffle Pool | 215.00 |
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| Palm Springs | 395 |
| Dude Ranch | 345 |
| Yacht Club | 195 |
| Beach Club | 335 |
| Beauty | 275 |
| Palm Beach | 135 |

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|---------------------|-------|
| Frolics | \$190 |
| Atlantic City | 145 |
| Bright Spot | 95 |
| Coney Island | 95 |
| Spot Lite | 95 |
| Bright Lights | 90 |
| Long Beach | 45 |
| Havana | 350 |
| Rio | 325 |
| Cabana | 165 |
| Tropics | 245 |
| Hawaii | 445 |
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| Chi. Pistol | 99.50 |
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in USED *Bally* GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

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Bally In-Line Games

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| Bally Variety | Chicago Coin Holiday Bowler |
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Rock-Ola 1436 Fireball, 45 RPM, 120 Selection\$395.00	United Imperial\$325.00	Spot Lights\$ 85.00
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ROCK-OLA 1436 FIREBALL
45 r.p.m 120 Selections
\$375.00

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"The best money maker of them all, with its new score features and Keeney's original changing values at the start of every frame"—say operators of

KEENEY'S AMERICAN BOWLER

Order from your Keeney Distributor!
J. H. KEENEY & CO., Inc.
2600 W. FIFTIETH ST. • CHICAGO 32, ILLINOIS

KIDDIE RIDES

- EXHIBIT BIG BRONCO
- BALLY SPACE SHIP
- DECO SPACE SHIP

Only **\$295**

SHUFFLE ALLEYS

UNITED
CLOVER\$145
STAR 10th FRAME 125
DELUXE 65

SPECIAL

CHICAGO COIN
6 PLAYER HOME RUN
\$285

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WANTED FOR CASH

United Circus—Frolics—Rodeos—Show Boats—Panorams
HIGHEST PRICES PAID

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1350 Howard St. Phone: HElock 1-1750 San Francisco 3, Calif.

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Immediate Delivery
NORTHERN ILLINOIS AND IOWA

SHUFFLE GAMES

UNITED CLOVER\$195
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UNITED CLASSICS 225
UNITED IMPERIALS 335
UNITED TEAM 375

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ATLANTIC CITY\$145
PALM BEACH 145
BEAUTY 250
BEACH CLUB 325
DUDE RANCH 335
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Write for Our New 1954
PREMIUM PRICE LIST

NATIONAL

Coin Machine Exchange
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Panoram Operators!
FOR SALE

Overhauled Projectors for Spares.
We carry a full line of Panoram Parts.

Phil Gould
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STOP!

AGAIN

GENCO LEADS THE FIELD

with its new

BIG TOP RIFLE GALLERY

Features and Motions never before seen
Coming very, very, very soon.

GENCO

MFG. & SALES CO.

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You SHOULD BE DOING BUSINESS WITH

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THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect — all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
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WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
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New United Shuffle Alleys for Prompt Shipment

11th FRAME BOWLER
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USED SHUFFLES
Chi Coin 10th Frame Special \$215.00
United Clover 245.00
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Seeburg Bear Gun (like new) 150.00
Many More Used Shuffles.

Write, Wire, Phone
CENTRAL OHIO COIN MACHINE EXCH.
525 S. High St. Columbus 15, Ohio
CApital 4-7254

CORRECTION!

In our ad on page 88 of the October 16th issue the price of HAWAIIIS was incorrectly listed as \$145.00. The correct price **\$410.00** is

NEW ORLEANS NOVELTY CO.
115 Magazine St., New Orleans 12, La.
Phone: CAnal 5306

SPECIAL SCIENTIFIC CUE BALLS

10¢ slot
Completely reconditioned.
\$99.50 each
1/2 deposit.

BIRMINGHAM VENDING CO.
540 2nd Ave., No. Birmingham, Ala.

FOUR #1200 MAGNAFLOS
Slightly Used
Guaranteed Like New
Only **\$895.00** Each
Act Quickly—Order Today

DAVID ROSEN
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and

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Proudly Announce Their Association as the

***All State Coin Machine Exchange**

Call **(ASCME)** for the Right Answers!

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FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

FOR IMMEDIATE DELIVERY of

- WURLITZER { 1100's
- { 1500's
- { 1400's
- SEEBURG { M100A's
- { M100B's
- { M100BL's
- { M100C's

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

ACTIVE
AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
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Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

ATTENTION, IMPORTERS
WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES•EXPORT SHIPPING•EXPORT FINANCING



SPECIALS RECONDITIONED LIKE NEW

- AMI Model 120 \$695.00
- AMI Model 80 595.00
- Seeburg Model C 675.00
- Seeburg Model B 550.00
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- Wurlitzer Model 1500 495.00
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- Lee Musical Merry-Go-Round 495.00
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LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES

Write or Cable for Complete Catalogs and Special Price List

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BADGER SALES COMPANY, INC.

2251 WEST PICO BOULEVARD

LOS ANGELES 6, CALIFORNIA

A POWERFUL PAIR!

GOTTLIEB'S



A Terrific 5 BALL Amusement Machine

and proven, accepted

GOTTLIEB'S Super JUMBO

● MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.

● TRIPLE MATCH Feature with multiple play awards.

● MODERN MASSIVE CABINET.

● BURGLAR-PROOF CASH BOX.

● ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

● ROTATION SEQUENCE—From 1 to 8 lights bottom Roll-Over for REPLAYS!

● 5 TRAP HOLES—4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

● MULTIPLE TYPE POINT SCORE!

● High Score to 7 Million.

● 5 pop bumpers.

● 2 cyclonic kickers.

● 2 super-powered flippers.

1-2-3 or 4
can play
at the same
time!

SEE THEM
AT YOUR
DISTRIBUTOR
NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



LONG AFTER
you have forgotten the price—the excellent value and
quality will be remembered.

UNITED BOWLERS	
4 Pl. Official	\$100.00
5 Player	70.00
6 Player	80.00
6 Player DeLuxe	80.00
6 Player Super	110.00
6 Pl. 10th Fr.	125.00
6 Pl. Cascade	190.00
6 Pl. Stars	135.00
6 Pl. Team Bowler	425.00
6 Pl. Chiefs	425.00
6 Pl. Olympic	210.00
C.C. 10th Fr. Double	175.00
C.C. Match-a-Score	120.00
C.C. Crown Bowler	225.00
C.C. 4 Player	65.00
Keeney 10 Pl. Team	125.00
BINGOS	
Five Star	\$ 50.00
Stars	85.00
A.B.C.	60.00
Leaders	85.00
Cabana	195.00
Tropics	195.00
Beach Club	350.00
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Genco's 400	\$ 65.00
Genco's Jumpin' Jax	65.00
USED VENDORS	
Nat. 9-Col. Candy	\$ 95.00
Nat. 6-Col. Candy	69.50
Uneda Candy 5 Col.	59.50
5 K. 5c Hershey	25.00
10 Atlas Ace 1c Mdse.	6.50
15 N.W. 240 1c Mdse.	6.50
15 N.W. 239 1c Mdse.	6.50
Plastic Globe	6.50
15 Advance 1c Stick	10.00
Gum	10.00
3 Two-Col. Stamp	12.50
Folder Type	15.00
10 S.K. 5c Hot Nut	25.00
3-3-Col. Davel Roll	25.00
Stamp	25.00
25 Masters, 1c & 5c	8.50
150 Victor Baby Gnds	8.50
MUSIC	
Packard Wallboxes, each	\$ 7.50
Mills Constellation, 40 sel.	175.00
Evans Constellation, 40 sel.	240.00
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ABT 6 Gun Rifle Range	\$550.00
Bally Big Inning	150.00
Heavy Hitter	40.00
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Twin Shoe-Shine	150.00
Wurflizer Skee Ball	150.00
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Hayburners	75.00
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Space Invaders	125.00
Wms. Del. Baseball	350.00
Bat-Score Sr.	65.00
Ex. Deluxe Post Card Vendors	50.00
Jennings Barrel Roll	125.00
Genco Scoring Units	95.00
Grandma Fortune Tellers	125.00
C.C. Basketball	195.00
Seeburg Bear Gun	175.00
Harvard Metal Typewriter	150.00
Batting Practice	65.00
CIGARETTE VENDORS	
58 Col. Eastern Elec.	\$115.00
39 Col. Keeney Elec.	145.00
10 9 Col. National 930	95.00
10 9 Col. National 950	110.00
1 8 Col. Rowe Elec.	95.00
5 15 Col. U 500	110.00
1 11 Col. Uneda	65.00
All Factory Shopped—25c. Chute.	
20 8 Col. P.X. Electric	75.00
DRINK MACHINES	
6 Supervends, 3 sel. 1000-cup capacity, with change makers	\$200.00
6 Sneads, single 10-oz. cup, 1000 capacity	125.00
3 Mills, single drink, 400-cup capacity, with change maker	150.00
6 Hupp, single drink, 400-cup capacity	110.00
3 Bradley Seniors, 2 selections, 1000-cup capacity	200.00
6 Revco Ice Cream Cup, 400 Model	125.00
2 Craig Ice Cream Bar	125.00
2 Mills 3-Drink 400 Cups	185.00
5 Andico Coffee Vendors	395.00
COUNTER MACHINES	
5 ABT Skill Guns	\$ 20.00
30 ABT Challengers	20.00
6 Genco Pee-Wees	20.00
90 3-Way Grippers	18.50
Shockers, New	24.50
50 Three-of-a-Kind	18.50
20 Mer. Count. Grip	20.00
17 Wizards, 3c	18.50
6 Target Skill Guns	18.00
2 Criss-Cross	15.00
GOTTLIEB'S FIVE BALLS	
Rockettes	\$ 35.00
Chinatown	75.00
Globe Trotters	109.00
Rose Bowl	65.00
Guys-Dolls	135.00
Marble Queen	150.00
Poker Face	125.00
Quartette	110.00
Hong Kong	75.00
Flying High	125.00

Terms: 1/3 deposit with all orders, balance C.O.D.



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2029 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

FINEST BINGOS

FACTORY RECONDITIONED
Like \$50 in Your Pocket

Returnable 3rd Day—Full Refund

BALLY BEAUTY	\$250.00
DUDE RANCH	350.00
ATLANTIC CITY	130.00
CONEY ISLANDS	80.00
GENCO 400's (Improved and renamed "Line-Up")	65.00

Write for prices on Meters—5c and 10c National Rejectors.

Want Bingos—Mail Your List
W. E. Keeney Mfg. Co.
5231 S. Kedzie Chicago 32, Ill.
Hemlock 4-3844

SPECIALS!

HI-FI	\$450.00
YACHT CLUB	225.00
ATLANTIC CITY	150.00
PALM BEACH	145.00
SPOT LIGHT	95.00
BRIGHT LIGHTS	65.00
Chi. Coin SUPER FRAME BOWLER	375.00
Chi Coin TRIPLE SCORE BOWLER	225.00
Keeney PACEMAKER BOWLER	225.00

UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. Columbus 8, Ohio
Tel.: UNIVERSITY 6900

COBRA CARTRIDGES

Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

GIVE TO DAMON RUNYON
CANCER FUND

FOREIGN BUYERS

Our Service
Is Quick
Efficient and
Reliable

In addition to all the latest equipment, we have thousands of thoroughly reconditioned machines available for your selection, including pin games, kiddie rides, music machines, arcade equipment and alleys.

Cable for
Special Price List
Parts and Service Manual
Available

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET



Rittenhouse 6-7712

SCOTT-CROSSE COMPANY

PHILADELPHIA 30, PA.

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in
The Billboard

Order NOW at LOW Subscription Rates.
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Yes Please send me The Billboard for one year at \$10.
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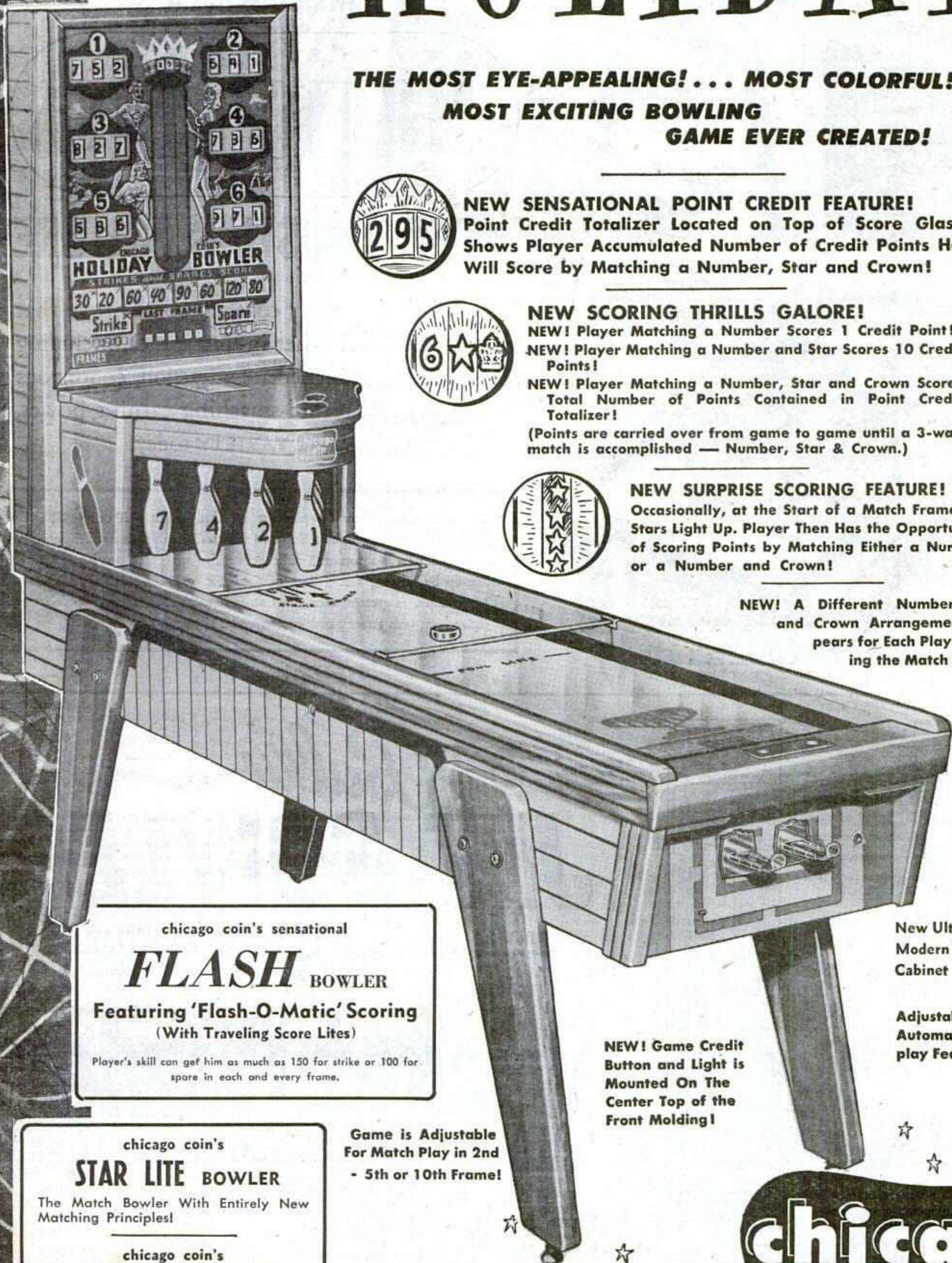
Name 824
Address
City..... Zone.... State.....
Occupation



**...WOW!...
WHAT AN
ATTRACTION!**

★ **chicago coin's** ★ **HOLIDAY**

**THE MOST EYE-APPEALING!... MOST COLORFUL!...
MOST EXCITING BOWLING
GAME EVER CREATED!**



NEW SENSATIONAL POINT CREDIT FEATURE!
Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!



NEW SCORING THRILLS GALORE!
NEW! Player Matching a Number Scores 1 Credit Point!
NEW! Player Matching a Number and Star Scores 10 Credit Points!
NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!
(Points are carried over from game to game until a 3-way match is accomplished — Number, Star & Crown.)



NEW SURPRISE SCORING FEATURE!
Occasionally, at the Start of a Match Frame All Stars Light Up. Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

NEW! A Different Number, Star and Crown Arrangement Appears for Each Player During the Match Frame.

chicago coin's sensational
FLASH BOWLER
Featuring 'Flash-O-Matic' Scoring
(With Traveling Score Lites)
Player's skill can get him as much as 150 for strike or 100 for spare in each and every frame.

New Ultra Modern Deluxe Cabinet

Adjustable for Automatic Re-play Feature!

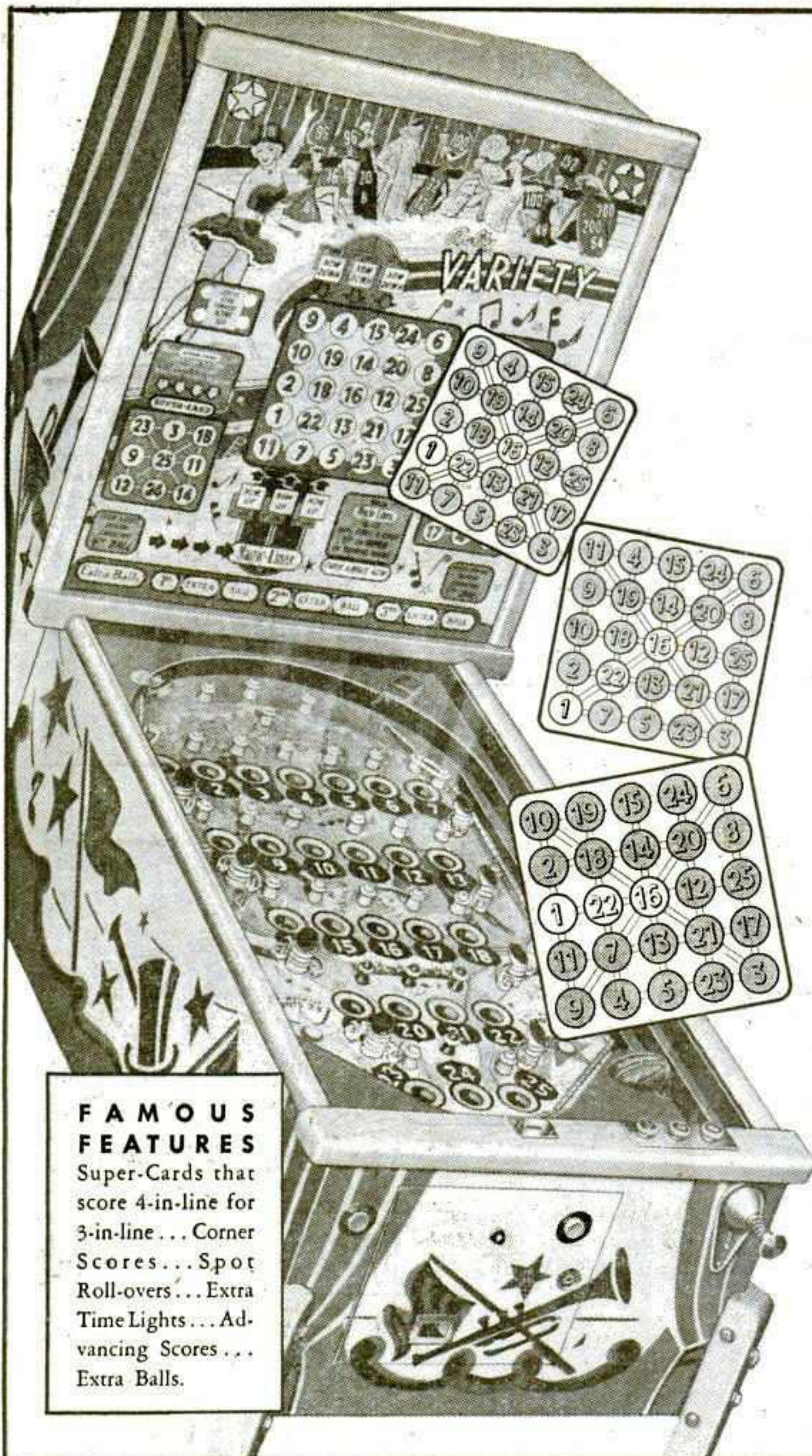
NEW! Game Credit Button and Light is Mounted On The Center Top of the Front Molding!

Game is Adjustable For Match Play in 2nd - 5th or 10th Frame!

chicago coin's
STAR LITE BOWLER
The Match Bowler With Entirely New Matching Principles!
chicago coin's
SUPER HOME RUN
6 Player Baseball Game With the 3 Way "Match" and "Free Play" Features!

At Players Option He May Start A New Game After The Match Frame or Continue to Play for Score!

1725 W. DIVERSEY • CHICAGO 14 **chicago coin** MACHINE COMPANY



Bally VARIETY

WITH SENSATIONAL

Magic-Lines

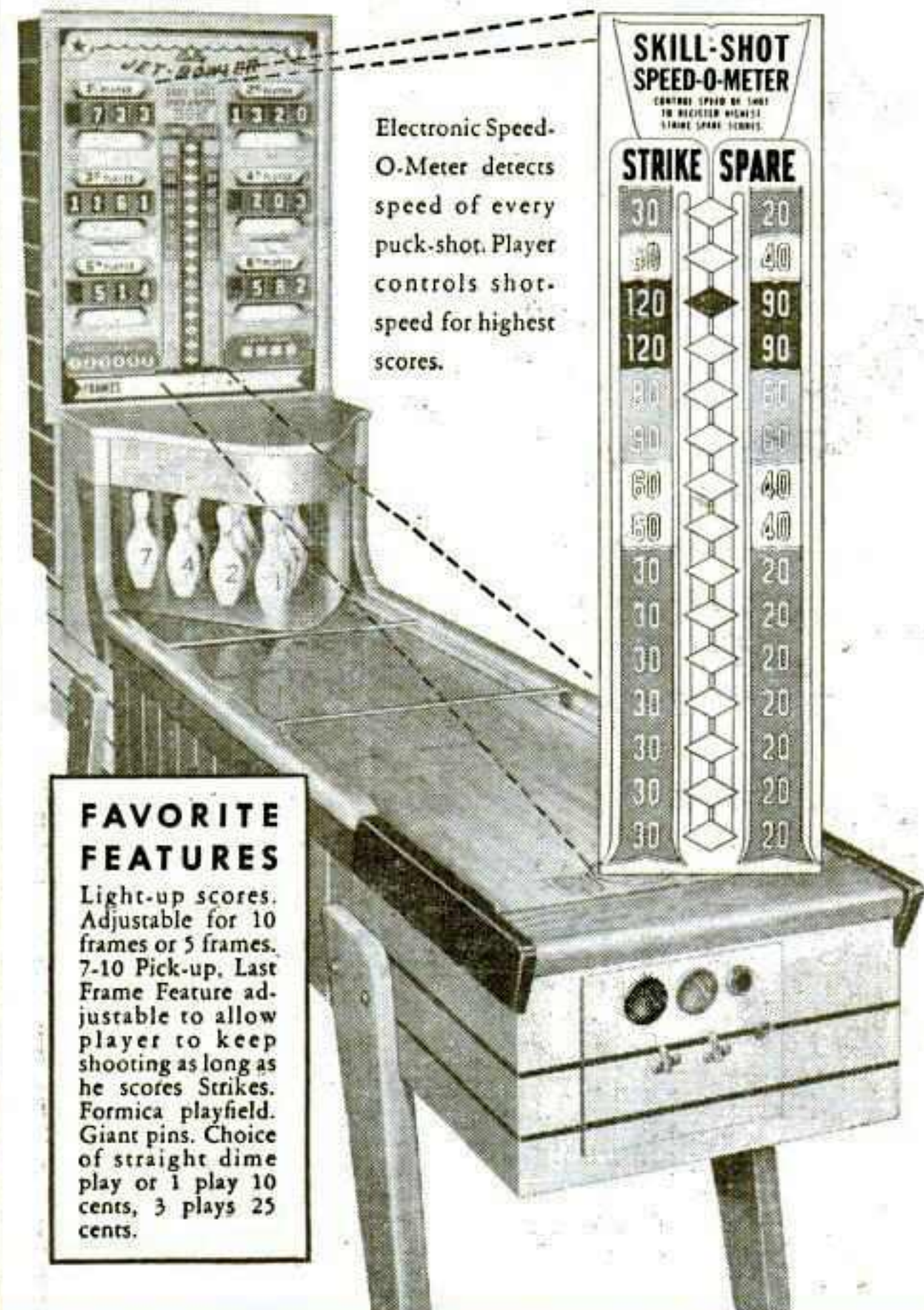
PROFIT BOOSTING FEATURE

Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

FAMOUS FEATURES

Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Roll-overs... Extra Time Lights... Advancing Scores... Extra Balls.

Ghost-cards above show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years... and back up their enthusiasm with greatest cash-box approval in years!



Electronic Speed-O-Meter detects speed of every puck-shot. Player controls shot-speed for highest scores.

FAVORITE FEATURES

Light-up scores. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Choice of straight dime play or 1 play 10 cents, 3 plays 25 cents.

Bally JET-BOWLER

WITH MATCH-SCORE FEATURES

Rocket Bowler

WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL SKILL of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

UNITED'S DE LUXE

SHUFFLE-TARGETTE

SHUFFLE-TYPE SKEE-SKILL GAME

WITH NEW

UP UP UP

PROGRESSIVE SCORING



HEAVY DUTY
MOLDED RUBBER
INSURES
QUIET
OPERATION

TERRIFIC
SUSPENSE FINISH
LAST 2 SHOTS
MULTIPLY SCORE
10 TIMES

12 SHOTS 10¢

ALSO AVAILABLE
WITH TWIN CHUTES
10¢ AND 3 FOR 25¢

Popular Triple-Match Feature
(Also Available without Triple-Match)

SIX CAN PLAY

A TRULY GREAT COMPETITIVE GAME

EXTRA FAST PLAY

EQUIPPED WITH
UNITED'S LATEST
E-Z SERVICE FEATURES

SIZE 8 FT. BY 2 FT.

SEE YOUR
DISTRIBUTOR

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

SINGAPORE
Fast Action In-Line Game

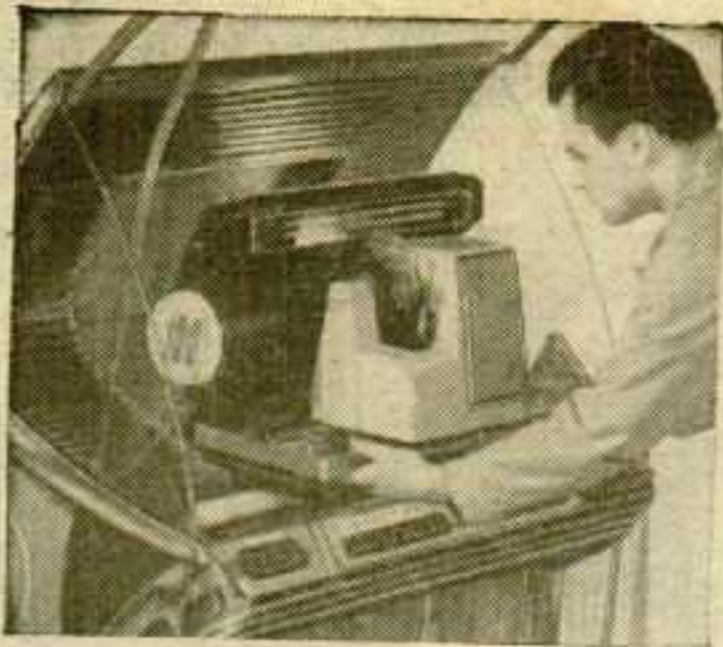
11th FRAME
SHUFFLE ALLEY
BOWLING GAMES

CARNIVAL GUN
Fast Play Shooting Gallery
with TIME-BONUS SCORE

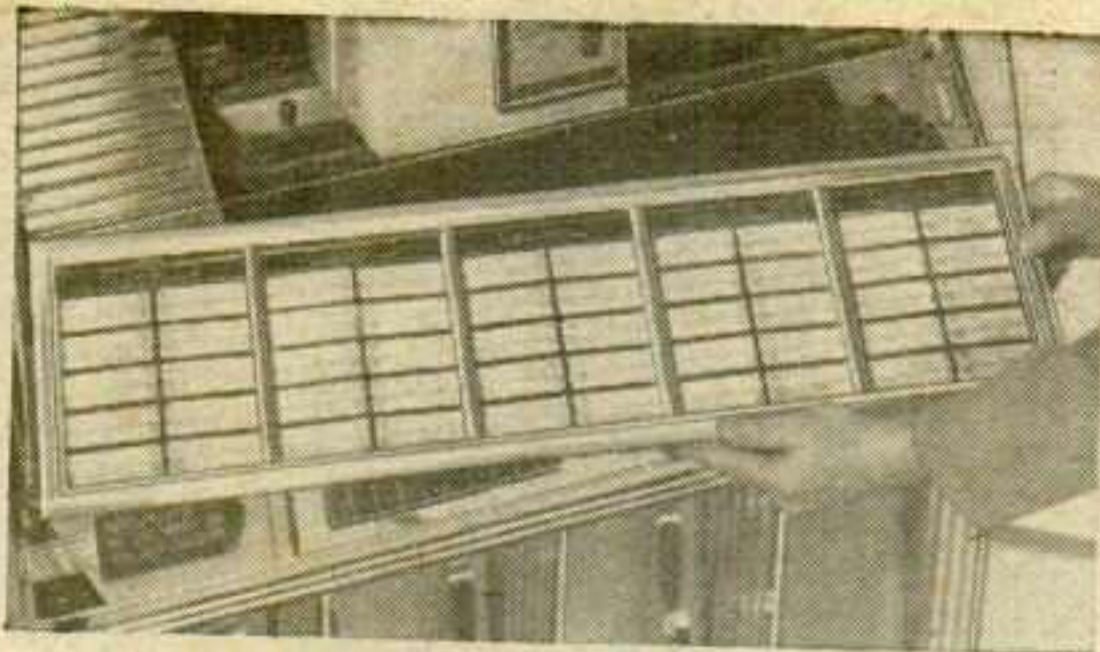
UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

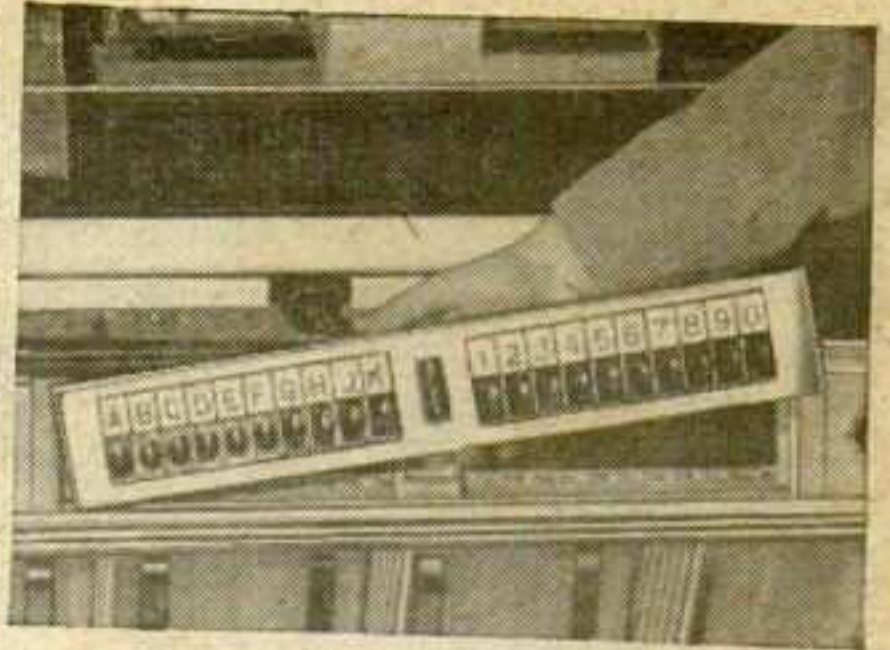




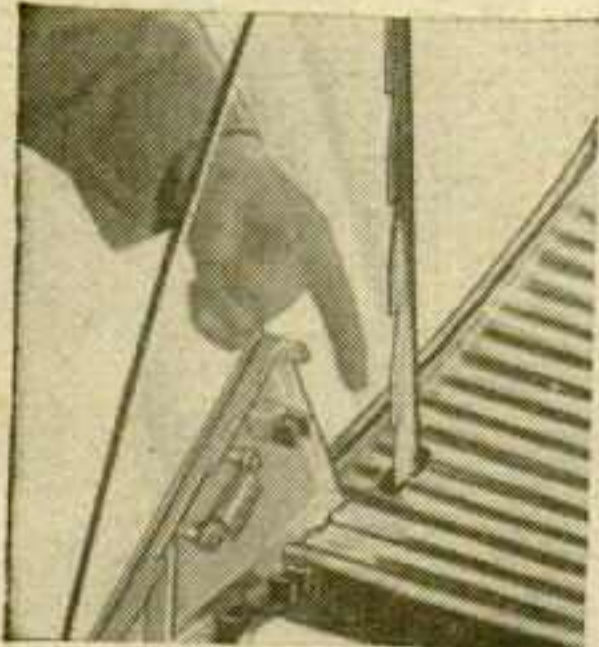
Mechanism slides out from front. Easy to clean and service.



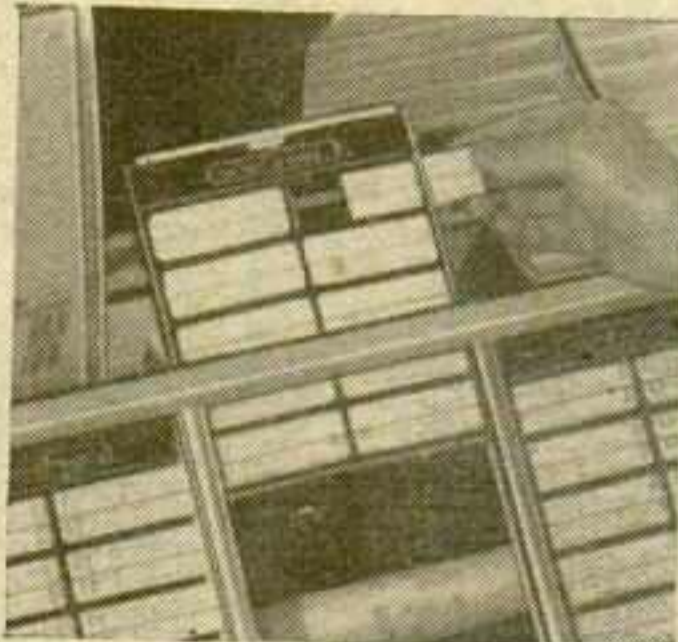
Title strip selection panel is held firmly in place by magnets (see inset) at each end. Just lift out... no mechanical latching.



Key panel is simply removed by releasing two sliding lock fasteners.



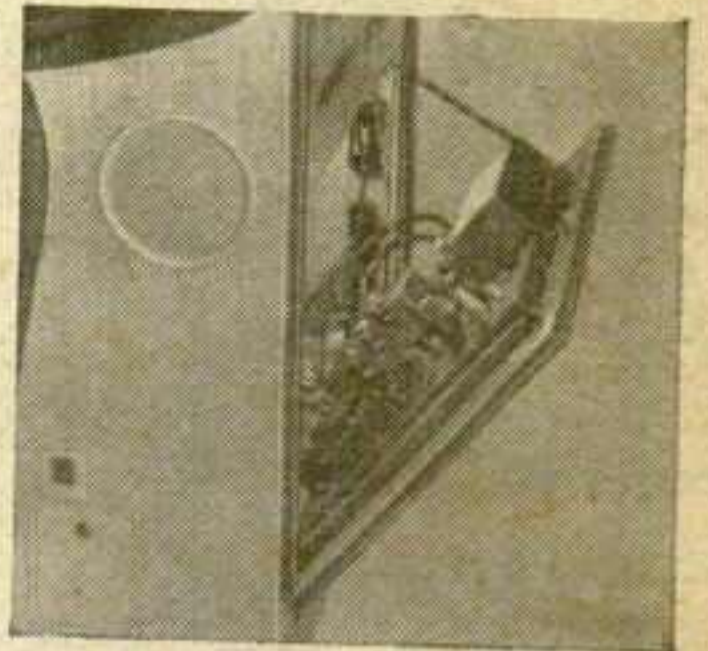
Positive-action lid support has spring action safety catch.



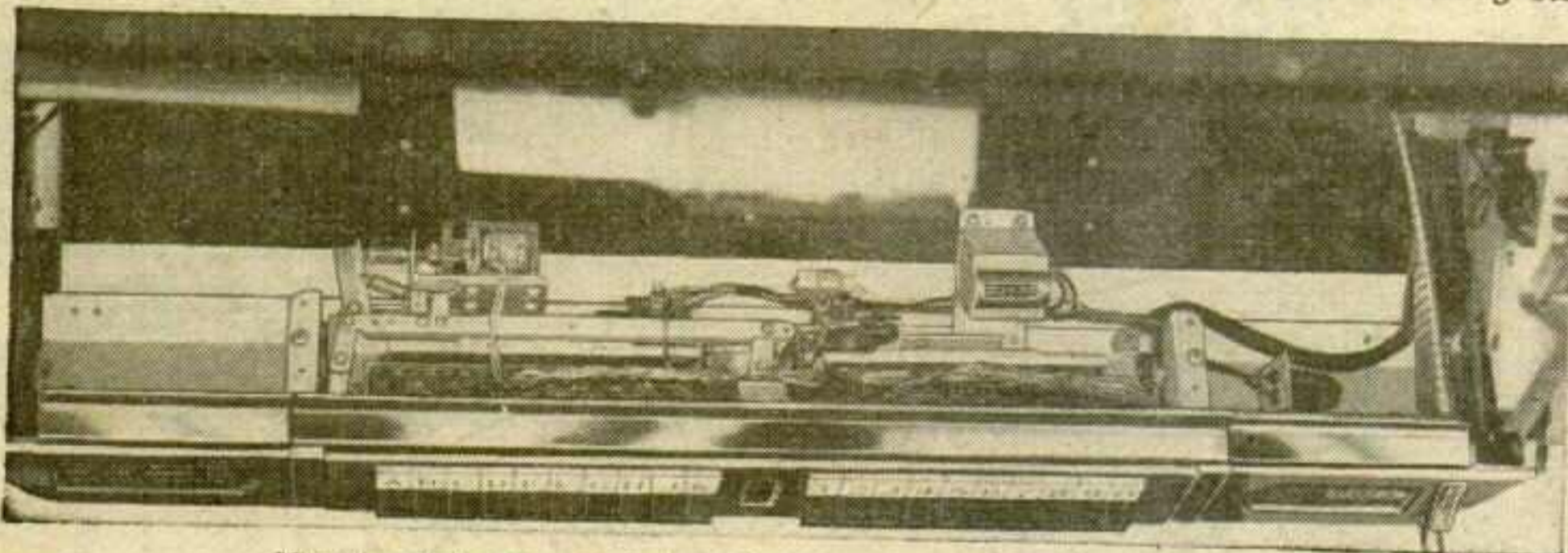
Title strip holders lift out. Insert or remove strips from sides.



Pilferproof coin box. Cast aluminum door and steel reinforcing bezel.



Electronic assembly may be serviced without stopping the music.



New electrical selector is designed for ease of service. Includes credit switch.



One service switch controls entire mechanism.

UNEXCELLED ENGINEERING

**...for matchless performance
and profitable operation**

Everything you need for matchless performance and profitable operation in every location has been built right into Seeburg Select-O-Matic "100" Music Systems.

Examine the Select-O-Matic "100" as critically as you can... you'll find that it is characterized by *unexcelled engineering* from top to bottom, inside and out.

And, all this plus *Full-Spectrum High Fidelity and Omni-Directional Sound!*

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



Lower cover panel affords easy access to amplifier and selection receiver. In-line selector can be removed independently of mechanism after removing upper cover panel. All tests made under actual operating conditions without loss of revenue. Handholds and loading strips.

America's Finest and Most Complete Music Systems