



A special section starting on page 13

# The Billboard

OCTOBER 24, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Action Due on Multiplex Aid To FM Stations, Hi-Fi Music

### AGVA Board Votes Cancel Of AFM Pact

Claims Violation by Petrillo; Plots Big Performer Drive

BUFFALO, N. Y., Oct. 17.—The American Guild of Variety Artists' national board voted unanimously in favor of canceling the existing agreement between the variety performers' union and James C. Petrillo's American Federation of Musicians. The board touched off what promises to be a major hassle between the two member unions of the American Federation of Labor when it empowered AGVA national administrative secretary Jack Irving to notify Petrillo of the cancellation.

AGVA's move is being made on the ground that Petrillo has violated the agreement, rendering it "valueless and ineffective."

Tenor of the hectic discussions, which wound up at the Hotel Statler here in the early morning hours yesterday (16), precluded any further "turn-the-other-cheek" actions by AGVA. The performer union now will insist that any performer who works on a stage, using a spotlight and doing anything but playing an instrument, must hold membership in AGVA. As one AGVA exec put it, "Musicians belong in the pit."

#### Re-Assert Claim

It is now definite that AGVA will re-assert its claim to many (Continued on page 65)

### LA ROSA-GODFREY SPLIT?

#### Singer Signs GAC Deal; May Stir Storm at CBS

NEW YORK, Oct. 17.—The General Artists Corporation this week signed a booking pact with one of the hottest attractions in show business when the firm contracted Julius La Rosa to a three-year deal representing the singer for radio, television, records, films and personal appearances. The signing is figured to stir up quite a fuss at the Columbia Broadcasting System, since there were indications earlier this week that La Rosa and Arthur Godfrey may part company.

The signing with GAC this Wednesday (14) was without the knowledge of Godfrey and follows a warning to La Rosa from Godfrey that the singer's affiliation with Godfrey radio-TV activities would end if he (La Rosa) continued to turn up late for rehearsals. La Rosa and the Marin-

ers had been docked for a day when they came late, and La Rosa had been told that another tardiness would mean a one-week lay-off and two latenesses a dismissal notice.

Up until this new move by La Rosa all the performers on the Godfrey shows have had some loose agreement under which they do not have booking office or personal managers. The dozen personal appearances made by La Rosa since he joined the Godfrey troupe were all arranged thru CBS offices by the bookers or operators who bought the singer. All personal appearances must be cleared thru Godfrey's offices.

La Rosa's contract with CBS still has three years to run, tho a new two-year addition to that pact is in negotiation. The pact (Continued on page 3)

### Experts Clear Way For FCC Decision

Outlets Could Offer Four Shows at Once; Stereophonic Sound for Homes Possible

By BEN ATLAS

WASHINGTON, Oct. 17.—The Federal Communications Commission will act soon on "multiplex broadcasting," a revolutionary development of frequency modulation permitting FM stations to broadcast multiple programs simultaneously. This may hold the solution to FM revenue problems, while opening important new vistas in high fidelity affecting all phases of the music industry.

In the experimental stage for five years, multiplex is the subject of a memorandum being prepared by FCC engineers, who say the system is now "ripe for consideration" by the Commission, since there "do not appear to be

any technical obstacles" to stand in the way of rule-making requests from Multiplex Development Corporation of New York City, Crosby Laboratories, Inc., Hicksville, N. Y., and Raymond Wilmette of Washington.

Designers of the proposed system say it would enable an existing FM station to broadcast up to four separate programs at the same time without impairing the high-fidelity characteristics of FM. If the FCC authorizes the use of multiplex for subscription services, FM stations struggling with revenue problems could supplement station incomes by simultaneously carrying on regular broadcasting and serving users of storecasting, transcasting and functional music. Petitions urging the FCC to authorize multiplex subscription FM broadcasting have been filed by the Rural Radio Network of New York State and by Mount Mitchell Broadcasters, Inc., Clingman's Peak, N. C.

FCC legalists point out that a Commission ruling on subscription FM might have serious repercussions in pending petitions requesting a rule-making on subscription TV. In view of the fact that an FM ruling could set a precedent for the FCC's authority to go ahead with rule-making on fee-TV, the commissioners may (Continued on page 16)

### Peelers Pull Off New Name Gimmicks as Gate Teasers

By JOE MARTIN and UNO

NEW YORK, Oct. 17.—The most ingenious performers in show business must be the strip-tease artists. At least that impression is quickly gained from examining the various gimmicks the gals have devised to make their acts a little different from other strip acts. In addition, almost every stripper has invented a tag-line to enhance her billing

on theater marquees or in front of the night clubs. Among the twists being used in strip acts are bubble baths, wine baths, peeling in tanks of water or on a drum, using standard magic material, stripping in silhouette and working with macaws, snakes, monkeys, parakeets, doves, cigarettes, fans or via "remote control."

The tag-lines, plus the gals' stage names, are also sufficiently gimmicked to stir customer action. The gals call themselves such intriguing names as Blaze Fury, Peaches, Flash O'Farrell and Ann Arbor. But, it must be pointed out, the gals getting top prices today and those who were the big stars in years gone by made little or no use of the gimmicked acts. They just undressed. Peelers who trod the boards sans

props other than their natural attributes are and were Georgia Sothorn, Margie Hart, Gypsy Rose Lee, Ann Corio, Lois DeFee, Hinda Wausau, Valerie Parks, Rose La Rose, Scarlett Kelly, (Continued on page 65)

### DISK FOR INDUSTRIES

#### RCA, Col'bia Step Up Custom Record Output

By BOB ROLONTZ

NEW YORK, Oct. 17.—RCA Victor and Columbia Records are swinging into high gear in their drives for increased business in the field of industrial recordings. This little-known phase of the record business, which comprises disks made to order for some of America's top manufacturing companies for all types of use other than consumer sale, has

been growing steadily since the war, and has turned into a profitable venture for both diskeries.

From a few hundred records a number of years ago for special and limited industrial use, the firms have branched out into custom-made and custom-designed waxings with orders up to 10,000 per clip, for firms like Du Pont, Elgin, Philco, American Telephone & Telegraph, General Electric, Hot Point, Crosley, Kraft Foods and many more. One of the diskeries now is negotiating a deal with a national food concern for a contract for 6,000,000 records to be used as a premium.

Both RCA Victor and Columbia Records are handling their battle (Continued on page 15)

### AUTRY YODELS IN WRONG PEW

NEW YORK, Oct. 17.—The mix-up in the feed of the American Telephone and Telegraph Company to WHAS-TV, Louisville, at 8 p.m., Tuesday (13) resulted in an unusual sight for its viewers. At that time, the picture of Bishop Sheen coming over the Du Mont network was fed, but the audio of the Gene Autry show relayed via the CBS-TV network came thru. For 30 seconds viewers saw the Bishop singing "Back in the Saddle Again."

### Supreme Court Clears Path on AM-TV Cases

WASHINGTON, Oct. 17.—In a heavy agenda affecting the TV-radio industry, the Supreme Court this week issued rulings that cleared the way for cases involving TV-radio advertising and "giveaway" shows.

The high court agreed to hear an appeal by the Federal Communications Commission from a lower court injunction against its celebrated giveaways rule. The FCC will argue that giveaway programs requiring prize-contestants to listen to other shows are actually lotteries, on grounds that sponsors' profits from increased listenership constitute payment of a "monetary consideration" by the contestants. The same argument will be applied to a requirement that contestants answer the telephone, or complete written statements in a specified way.

Reversing a decision of the U. S. Court of Appeals, the Supreme Court tossed back to the Federal Trade Commission its charges of false advertising claims against Carter Products, Inc., makers of Carter's Little Liver

Pills. Denied a rehearing in the lower court, the FTC has been instructed to gather new evidence on the charges which the lower court had ruled prejudicial to the case. Included in FTC's evidence of allegedly misleading claims by Carter were the company's radio and TV commercials.

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### TV Film Section

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# Billboard Backstage

By SAM CHASE

If ever there will come a time when the last shall be first and the meek inherit the earth, as I was earnestly assured more than a few years ago at Sunday school, perhaps that time is coming near in at least some fields, with the approach of commercial color TV. The multichrome demonstration on Thursday (15) at the Waldorf, for the Federal Communications Commission, made it clear that some hitherto downtrodden and little glorified personnel are coming into a new day of glory.

Time was, and in some cases perhaps still is, when the art director of an advertising agency was regarded by his conferees on the account or program side as a representative of a lower order of homo sapiens, if indeed he was recognized at all other than by name. We can now anticipate an era in which this same man, who once scarcely rated a nod in the elevator, will be wined at Toots Shor's and dined at Lindy's. For there will be ample occasion in the days ahead when the program

geniuses will seek out the art directors for advice on styling their video shows for color.

The same sort of revolution is taking place even among the sponsors. Who, along Madison Avenue, can name off-hand even one packaging expert who works for a major advertiser? Yet these Einsteins of the multiple-carrier cartons and containers may very well become recognized by their brass before the ultimate achievement of a silver-plated watch on their 25th anniversary with the company. For color video may bring about drastic new stylings in the way products will be packaged for consumer sale. Already, Colgate, for one, has been experimenting with color film on the TV reproduction values of their present packages, and execs of that firm have not hesitated to say that if the current wrappings do not seem sufficiently videogenic, they will be supplanted with newly-designed models.

The FCC color showing was highlighted by the musical revue aired as NBC's contribution to

the proceedings. The swirling, multi-colored costumes of the "Hit Parade" dancers conclusively demonstrated that music-variety revues should reach unprecedented popularity in the era ahead. And more than ever before, the effectiveness of such shows will depend on the striking effects achieved in their settings and costumes. As never before, the major domos of these fields will come into their own.

In fact, the producer of one important web show was heard to comment at the demonstration that, "up to now we've only had to worry about two or three shades of costume color. Now, there's no limit, and there'll be plenty of headaches ahead."

It is as evident as the soupstain on my regimental-striped tie that the boys from Pratt and Cooper Union are going to elbow their way into the elite, alongside the Ivy League alumni. All of which goes to prove only that there are strange and turbulent days ahead for all—except the color blind.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 17.—A terrific upsurge in TV code subscribers is afoot. The count is beyond 175, compared with 100 four months ago. The National Association of Radio and Television Broadcasters expects that the number will be well past 225 by the year's end.

## FCC GETTING BORED BY LOVE SCENES? . . .

Burton's "Lovebirds," star performers in recurrent color TV demonstrations witnessed by the Federal Communications Commission over the years, have made a lasting impression on at least one seasoned FCC staffer. Returning from the latest color demonstration in New York, the FCC-er said: "Now I can safely say that I've seen on television the longest courtship in history."

## PAY-AS-YOU-APPLY FACES TV BIDDERS . . .

Applying for a TV or radio station is going to be a little costlier next year if Congress goes along with administration plans soon to be proposed. The inside word is that Treasury Secretary George M. Humphrey will recommend legislation calling for a federal

fee on all license applications filed at the FCC. Chairman Charles A. Wolverton (R., N. J.), of the House Interstate and Foreign Commerce Committee, has already declared his readiness to support this move.

## MAYBE 3-D MEANS DOUBLE TROUBLE . . .

Three-D film is turning out to be a double headache for movie distributors who have to clear their wares with the Maryland Board of Censors. The board, which screens all prints and issues a seal of approval only after "objectionable" scenes have been cut, grants separate seals for left and right 3-D prints, and charges distributors twice. Said one film exchange manager after one of his 3-D prints was rejected: "We've been telling exhibitors that movies are twice as good in 3-D, but now the censors come along and say they're twice as bad."

## SHOWBIZ CENSUS ISN'T DEAD YET . . .

Look for a powerful move in Congress in January to restore funds for the amusement business census. Several major trade groups are already plumping to revive the projects. The American Marketing Association is mustering a "united front" for congressional hearings which are certain to be staged on the issue. The Commerce Department is lending full encouragement to the drive. Meanwhile Commerce is doing a clever salvage job in restoring some of the business surveys even tho Congress chopped off all but \$1,500,000 in outlays for the 1954 censuses of transportation, manufactures and agriculture.

## REED STILL WANTS ADMISH TAX CUT . . .

The House Ways and Means Committee's tax reform bill, which will be made public later this year along with the committee report, will call for slashes in the bulk of excise rates. The present draft, still under wraps, proposes deepest cuts for excises which will undergo lesser paring in April under a law now on the books. If the committee sticks to its current thinking, the bill will wipe out the federal admissions tax entirely and will all but eliminate direct levies on TV-radio sets, tobacco, jewelry and furs. Rep. Daniel Reed (R., N. Y.), committee chairman, will try to get the bill out of his committee early in the session. Reed is priming for a last-ditch fight against any administration attempt to widen the number of excises or hike rates on existing ones.

# Legit Line-Up

By BOB FRANCIS

Three years ago, Arthur Segal, prexy of the Studio Alliance, cooperative scene-building studio, came up with a happy notion to cut legit scenic costs. Producers who guaranteed all their background work exclusively to the studio were offered a rebate of 16 per cent. Such producers as Rodgers and Hammerstein, Aldrich and Myers, Irene Selznick, Leland Hayward, Gilbert Miller and George Abbott went in on the deal. The scheme was predicated on figuring production schedules on a yearly basis, so that costs might be kept down via the purchase of materials in quantity ahead of time as well as keeping the shop busy during the slack summer months. Unhappily, Segal reports that production activity hasn't been such as to make the notion prosper, and he is therefore closing the studio because of insufficient business. It looks as tho another attempt to give the Fabulous Invalid a bit of financial nourishment has gone overboard. . . . The American National Theater and Academy is looking for a new administrator, since the resignation of Christian Westphalen September 30. Clarence Derwent, ANTA prexy, is current administrative stand-in. The org's executive meeting Tuesday (13) again voted top priority to its pilot project, i.e., the establishment of community theaters, with local capital making possible their operation.

## "GUYS AND DOLLS" TO CALL A DAY . . .

"Guys and Dolls" has decided to throw its last natural on

November 28 at the Forty-Sixth Street Theater. The national touring troupe will call it a day a week earlier in Atlanta, and the New York principals will team up with the former for a Baltimore opening, November 30. Two other Stem song-and-dancers, "Wish You Were Here" and "Porgy and Bess," likewise sked a local shuttering on the same date. . . . Edward Goodman, after a career on the teaching staff of the American Academy of Dramatic Arts stretching back to 1919, has resigned. In his letter to the board of directors, Goodman said, "After my many years of service to the school and the value of that service I have been assured, I believe I was entitled to discuss the situation before being, in effect, discharged." He charged that Lawrence Langner, school prexy, had not allowed him to appear before the board, after permission had been granted. The charge against him has not been disclosed.

## ANDERSON TO STAR IN "SUMMER HOUSE" . . .

Judith Anderson has signed to star in Jane Bowles' "In the Summer House," which Oliver Smith and Roger Stevens tried out last summer at the Ann Arbor (Mich.) Festival. Currently, the Playwrights' Company and Smith will jointly bring it to Broadway. Miss Anderson starts rehearsing the part created in the tryout by Miriam Hopkins in two weeks. A December 8 Stem unveiling is called for. . . . Jerome Kilty has taken over Lou Gilbert's role in "The Frogs of Spring." Gilbert

attributes his withdrawal to a difference of opinion as to how the part should be played. . . . Robert Whitehead and Roger L. Stevens have acquired Clifford Odets' play, "The Flowering Peach." The title derives from the Old Testament tale of Noah and the Ark. "Peach" will go into rehearsal around Christmas time, with Odets directing. It calls for a cast of 14. . . . Hume Cronyn and Jessica Tandy will co-star in "Madame Will You Walk?" the first of five plays which Norris Haughton and T. Edward Hambleton will present this winter at the reclaimed Phoenix Theater down on Second Avenue. "Walk" will open November 24 at a \$1.20-\$3.00 (including tax) pop price scale. . . . Eddie Albert is a likely choice for the lead of new George Axelrod comedy, "Pffft," which Courtney Burr and John Byram will bring to the Stem in mid-January. . . . Richard ("Fifth Season") Whorf will again collaborate with Jose Ferrer on the City Center's upcoming-drama season. Whorf will design the sets for "Cyrano de Bergerac," which tees off November 11, and will also be responsible for backgrounds and costumes for "Richard III," which unveils December 9. Whorf is an old hand at "Richard," having designed his own production of the opus at the Booth back in 1949. . . . Unless a spring European tour interferes, there is a strong possibility that Katina Paxinou will come over from Greece to star in the Robert Joseph-Jay Julien production of Jean Anouilh's "Colombe."

# Script Profits Held as Income

WASHINGTON, Oct. 17.—The United States Tax Court this week ruled that profit from the sale of the movie story, "Pardon My Past," by actor Fred MacMurray and producer-director Leslie Fenton is taxable as income rather than as a capital gain, since the two were not in the business of buying and selling movie stories. MacMurray, Fenton and movie executive Creighton Tevlin bought the story for \$50,000 in 1944 and sold it in 1946 for \$100,000. At the same time the court ruled that losses incurred from 1944 to 1949 in the operation of a ranching business by MacMurray and his wife, Lillian, could be split between the couple under California's community-property tax law, enabling them to deduct up to \$100,000 a year from their income tax for those five years. The limit for an individual's deduction of losses is \$50,000 for five consecutive years.

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Wish You Were Here	8-25, '52	549
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## COMING UP

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# Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 17.—There are two sides to every story. Take the one we did in last week's TV film section on Hollywood employment. It was based on a survey of motion picture industry unions and guilds. It showed that the fledgling TV film field is increasingly absorbing manpower released by retrenchment at the movie studios. In other words, TV film is saving Hollywood from an economic crisis.

A friend of ours who has been making movies before this reporter was old enough to see them took issue with our story. He didn't find fault with the facts. He readily agreed that the TV film industry is responsible for a substantial source of Hollywood's film hand employment. He further agreed that Hollywood's unemployment problem would be critical had not the telepix baby emerged as a source of income to thousands who got studio layoffs.

Apparently, we inadvertently rampled upon our dear friend's sense of devotion to the motion picture industry by showing the movies as a damsel in distress with TV film the hero charging to her rescue. He feels it's just the other way around. Here's his side of the story.

Television, film or live has finally gotten enough coin in its jeans to afford Hollywood talent and skill. In TV's early days it laughed at Hollywoodites who pointed with pride at filmdom's talent pool. TV said it would create its own. This was only sour grapes. Like any youngster who can't afford what he desires, TV claimed it didn't want Hollywood. That youngster is a little older, a little wiser, and more important, a little richer. It's now back at the same old store, this time, well-heeled, and is buying what it wanted all along.

You can't beat the Hollywood star system. It's been pouring a stream of gold into the industry's coffers for many a year. It lined them up in front of box offices around the world. It changed hair-do's the world over. It shortened and lengthened skirts at the whim of a movie queen. It molded mode and manner for the ticket buyers that worshiped at its shrine. Now it will sell soap. And sell it with the same impact, delivering the same startling results it achieved a decade ago at the movie palaces of the world.

If anything, Hollywood is saving TV. It is providing it with a star system that took a half century to develop. Names who

for years got people to leave home for the theater will surely prompt that same audience to switch to the TV channel that's offering their talents. Such names as Joan Crawford, Peter Lawford, Claire Trevor, Joyce Holden, Edward Arnold, Thomas Mitchell, Lew Ayres, Charles Farrell, Shelley Winters, Lucille Ball, Paul Muni and countless others who for years provided glitter to the movie marquee now bedazzle the television screen via the TV film medium.

Fertile minds that created Hollywood's memorable sceneries, skilled hands that directed Hollywood's multi-million-dollar screen extravaganzas, aimed its cameras, dressed its stars, cut and processed its film, are now coming to television's rescue. These are the men and women who are taking television out of the second-rate class and making it the powerful entertainment and sales medium it is.

That's the other side of the story. As far as we're concerned, no matter at what side you look, little matter who rescues whom, so long as the end result is the same. And if you add up either column, you'll find the totals are identical.

# Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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## NBC Enjoys Radio Gross, Rating Gains

NEW YORK, Oct. 17. — Top brass at NBC were elated this week with initial rating returns of its new line-up, and with the business which has rolled in during the past six weeks. On the rating front, the web received Pulse figures for the first three days of the preem week's stanzas in New York, which showed the web making gains ranging from 25 to 110 per cent over the previous line-up.

Commercially, NBC racked up \$7,000,000 in new and renewal business in the six-week period since September 1, of which \$1,750,000 is new billings. Added to the \$18,000,000 scored in the 60 days ending August 14, the web has grossed \$25,000,000 since the middle of June, normally the slack period.

### FIGHTS TO AM

## Pabst Gives Nod to Air Champ Bout

NEW YORK, Oct. 17. — What could be a decision of major significance to radio was made this week when Pabst decided to present the Randy Turpin-Bobo Olson middleweight championship bout over the CBS web next Wednesday (21). The Pabst buy of radio was obviously influenced by the treatment given the Marciano-La Starza fight when five-minute summaries were broadcast by many radio stations. Similarly, fight promoters believe radio airings do not cut into the take.

Were Pabst to have waived its right to broadcast the bout, there was interest in local sponsorship by Piel's over WCBS, here, and other stations and advertisers throught the country might have done the same. Pabst, consequently, was pushed into a position where it had to use its right to broadcast or see other advertisers use it gratis.

Pabst, it is reported, was given a break on its buy of the CBS network and may only be paying for a half hour of time, altho the bouts usually run about 45 minutes. Warwick & Legler is the agency.

## LS Decision Due On Heidt Renewal

NEW YORK, Oct. 17. — The renewal of Horace Heidt on CBS-Radio by Lucky Strike cigarettes is uncertain. The sponsor must decide some time in November whether he wishes to continue with Heidt during the spring of this season.

Whether the tobacco company will continue to program the Thursday 10-10:30 time period on CBS-Radio depends on whether it finds another show, should Heidt be axed. In addition to his entertainment, Heidt has been used to do a merchandising job for the advertiser.

### SPLIT WITH GODFREY?

## La Rosa Signs GAC; May Stir CBS Storm

• Continued from page 1

forbids La Rosa from appearance on any radio or TV shows other than Godfrey productions. The contract, incidentally, is actually with the Godfrey production company, Unicorn Productions, but assigned to CBS. La Rosa's deal with Cadence Records which runs to the end of 1954 is not affected by the GAC booking contract.

CBS was officially notified of the GAC deal yesterday (16), but Godfrey was said to be complete-

## 19 YRS. ON AM AND SATISFIED

CHICAGO, Oct. 17. — At least one department store is happy with radio in Chicago. Station WMAQ, NBC outlet here, has received a 52-week renewal of a daily morning 25-minute music show from Wieboldt Stores. It is the 19th consecutive year for the program, and the original announcer, June Marlowe, is still with it.

### WHITHER?

## Gaines' Trip Stirs Talk of 'Revolt' Duty

NEW YORK, Oct. 17. — Jim Gaines, veepee of General Tele-radio in charge of WOR, is leaving town today for a week or two. News of this immediately aroused speculation in the trade as to where he was going and why. One theory was that he is going on a mission to quell what is being described as the "Mutual revolt." The reference is to the reported dissatisfaction among a few Mutual affiliates with the network's new option plan, by which the stations carry a reduced number of network hours without payment, in return for an increased number of co-op shows without charge.

Mutual spokesmen claim it is pointless to talk of a revolt, since any affiliate that doesn't want the new option plan may continue under the former arrangement.

Meanwhile, Gaines insists he's going on vacation, that he hasn't had one for some time and needs the rest.

## Sponsor May Renew 'Jamie'

NEW YORK, Oct. 17. — Ekco Products may renew its short-term 13-week sponsorship of "Jamie" if the Brandon de Wilde vehicle gets an impressive rating. Ekco shares sponsorship for the first 13 weeks with Duffy-Mott.

## New Deal Seen for Live Music on Air

NEW YORK, Oct. 17. — Live music may be headed for a new deal in radio and TV. For some years, live music has suffered because stations and networks have tried to cut expenses by using as much canned music as possible. Networks and stations have been able to do this because of two reasons — the Taft-Hartley law and the current network-American Federation of Musicians pact. This pact, which expires December 31, gives virtual carte blanche to the use of mechanical music on TV — so much so that network staffers are doubling up and doing single engagements—live music spots—on the web which formerly went to outside musicians.

However, a new deal may be in the works. This is indicated both on the union front and via

## Productive Capacity to Limit Early Tint Role on TV Scene

WASHINGTON, Oct. 17.—The outlook here is that black-white TV will continue to dominate in home reception for years, even tho a grand rush to color TV production is sure to follow the FCC's formal go-ahead for compatible standards late this year. As highly enthusiastic as ever over color after Thursday's (15) formal demonstration in New York, Federal Communications Commission brass expect that the pace of color TV growth will exceed that of monochrome which developed in a period chequered with defense rationing and a TV allocations freeze. Nevertheless, on the sheer basis of production capacity in the electronics industry, it will take a considerable time for color to overtake monochrome.

Industry spokesmen here believe that even if color TV sets output by 1956 incredibly manages

to approach the present black-white sets production pace (about 7,000,000 sets a year), monochrome sets will still overwhelmingly dominate in the homes. By the Presidential election year of 1956, the pace is figured likely to reach a tremendous build-up, but the most optimistic forecasts right now point to less than 4 million color sets produced by the end of 1955, with most industry spokesmen guessing closer to 2 million, even tho there is general agreement that keen competition will be demonstrated as soon as the FCC issues the word "go" this year. There are now an estimated 25,500,000 TV sets in use.

If the FCC gives its formal approval to compatible color late this year as expected, the timing would be favorable trade-wise, it is believed, inasmuch as retailers at that time would be going into their post-Christmas

doldrums and production would be going into the seasonal lag. A monochrome sets buying letdown is expected as soon as the compatible color standards are officially okayed by the FCC; in fact, some manufacturers are voicing fears that newspaper headlines about imminent color TV will have an immediate impact and will discourage Christmas buying.

The demonstration at the Waldorf made one think eminently clear: There is tremendous variation in the pilot models of color receivers. About a dozen manufacturers were represented with one set each, and almost no two reproduced identical color combinations, some having excessive bleeding on green, others giving reds a purplish cast and still others producing an orange-tinted yellow. However, enthusiasm was high for tint's prospects, especially following the NBC demonstration, which followed a revue format spiced with colorful costumes. The CBS showing universally was greeted as coming off much better than at its system's unveiling a week earlier. Altho there remained a slight tendency of a dominant color to bleed, and flesh shades seemed somewhat weak. The Du Mont slide showing indicated that UHF stations should experience no problems in multichrome.

### Y&R CORNERS TIME

## Seeks Clearances For Soap Operas

NEW YORK, Oct. 17. — Two major bankrollers, thru their agency, have been requesting affiliates of CBS-TV to give up station option time and provide clearances for soap operas which the sponsors desire to air via the web. The would-be sponsors, General Foods and Procter & Gamble, are angling to shake loose the 1-1:30 p.m. strip from the outlets, with each then taking a 15-minute strip for a soaper.

Interestingly enough, it is Young & Rubicam, the agency for both clients, that is leading the battle for clearances. And it was also Y.&R. which sold its clients on the idea of using the time after coming to the realization that the 1 p.m. time would be noontime in the Central zone and

10 a.m. Pacific time, extremely choice half hours in all sections of the country.

Y.&R., consequently, for the past month has been carrying the clearance ball without any help from the network, which obviously wanted to remain out of the picture. It is of prime importance to the agency to learn how many stations would give up their local programing and go network so that its clients could be approached with reasonable estimates of what they would be getting.

Evidently enough clearances have been gotten by now for both advertisers to give the purchase serious consideration, assuming they can find soap operas they want. The search for soapers is, of course, going forward at the agency, and does not seem a problem. The network, however, is very happy the way the entire matter has turned out, for a job has been done for it by the agency. CBS-TV now has the benefit of a good evaluation of the clearances forthcoming in the time period, even if the P.&G. and General Foods purchases do not materialize.

## 'Kukla' May Shift Slot

NEW YORK, Oct. 17. — Too much dog food on Sunday afternoons may force a shift of the "Kukla, Fran and Ollie" show from its current 4-4:30 p.m. slot to the 30-minute period preceding.

Swift and Company is reported on the verge of buying the show, but this would place its plugs for Pard dog food just ahead of those for Gaines dog food, which bankrolls "Zoo Parade," in the slot following K-F-O.

The result is that the Kukla-politans likely will swap periods with "Excursion," the kid show now in the 3:30-4 time.

## WNBT Signs Auto Sponsors; Chrysler Brings 'Stork Club'

NEW YORK, Oct. 17.—WNBT this week wrapped up two auto dealer associations as sponsors. Beginning October 28, Chrysler Motor Dealers will sponsor "The Stork Club," while Packard Motor Dealers will back a half-hour show (format still unresolved) on Friday nights, 7-7:30 p.m., starting November 6.

"The Stork Club" video package is jointly owned by Sherman Billingsley and CBS-TV, so some kind of a financial deal is in the works to allow the show to shift from its CBS-TV network spot on Saturday night over to NBC's local flagship here.

## FCC Issues 6 TV Grants

WASHINGTON, Oct. 17.—The Federal Communications Commission this week issued six new TV grants, bringing total authorizations to 581, of which 473 are post-freeze grants, including 22 non-commercial, educational grants.

This week's construction permits went to Ridson, Inc., Duluth-Superior, Wis., Channel 6; Orlando Broadcasting Co., Inc., Orlando, Fla., Channel 6; Lee Radio Incorporated, Mason City, Ia., Channel 3; Hirsch Broadcasting Co., Cape Girardeau, Mo., Channel 12; Delaware Broadcasting Co., Wilmington, Channel 83, and Great Lakes Television Co., Erie, Pa., Channel 35.

## NARTB Study Sees TV Income on Rise

WASHINGTON, Oct. 17.—A sample study of 105 television stations showed that 78 made more money in 1952 than in 1951, vice-president in charge of employee-employer relations, Richard P. Doherty, National Association of Radio and Television Broadcasters, said this week. Doherty pointed out, of the 105 TV stations used in the study, nine made less money last year; six stations moved from the red in 1951 into the black in 1952, while five went the other way.

## WAKE UP FOR WNBC, YA LOU!

NEW YORK, Oct. 17.—NBC's flagship, WNBC, has figured a way to get its promotional message across to listeners before they're out of the sack. The station has made a tie-up with Western Union's telephone wake-up service whereby operators will carol something like, "Good morning! It's 6 a.m. and it's always a good morning on WNBC." What WNBC will do for Western Union, in terms of reciprocal on-the-air promotion, is still undecided.

The deal, set up by the station's merchandising chief, Max Buck, will play a pivotal role in a promotional push to launch a new morning man on WNBC, according to General Manager Ham Shea. Four deejays were in the finals this week for the station's 7-8:30 a.m. time period, which will be open next month when Gene Rayburn switches to TV.

## Lava Account From Biow to Burnett

NEW YORK, Oct. 17.—Procter & Gamble this week shifted the handling of its Lava soap division from Biow to the Leo Burnett agency. Lava only does limited radio and TV advertising, but if Burnett can do a good job with this product more P.&G. business may come its way. Biow continues to handle Joy, Lilt and Spic and Span for P.&G.

ly unaware of the contract at that time. Whether Godfrey will continue to keep La Rosa as one of his company after learning of the GAC deal is not known. It is possible, however, that Godfrey may consider the action as changing La Rosa's status.

La Rosa's personal manager and attorney, Frank P. Barone, negotiated the deal with GAC President Tom Rockwell.

Meanwhile, the Detroit Federation of Musicians has gone ahead on its own, and seeks to promote

(Continued on page 15)

NEWS CAPSULES—COAST TO COAST

Dairy Assn. Plans \$12 Mil Drive; CBS Blueprints 6 New Video Segs

WASHINGTON, Oct. 17.—TV and radio will come in for a multi-million-dollar increase in revenue from the American Dairy Association which is planning a vastly expanded public relations program to keep its marketing growth in pace with increased consumer demands.

The association's plans were disclosed by the Chamber of Commerce of the United States in a case study on "jobs, markets and production." The ADA's advertising program, the U. S. C. of C. said, "will strive to expand the market for dairy products—particularly milk—and to emphasize the good day-to-day buys for consumers."

FOUR NEW KID SHOWS PLANNED . . .

NEW YORK — The CBS-TV programming department is working on six new half-hour program ideas, four of which will be directed at kid audiences.

RESTLESS PEOPLE, REVOLVING DOORS

Jack Jackson, formerly of Sponsor magazine, has joined Mutual's press department as business news editor for WOR and WOR-TV. . . James H. Connolly, veepee in charge of ABC's San Francisco offices, is in New York on business.

Carl A. Russell, formerly of WBBM-TV, Chicago, will be the Vitapix Midwestern rep working out of their new offices at 30 North La Salle St., Chicago. . . David B. Graham, previous associate editor of Ross Reports on Television, has moved to the TV commercial department of Dancer - Fitzgerald - Sample, Inc. . . George Johannessen has been appointed research manager of the TV division of Edward Petry & Company.

David E. Partridge has resigned as general TV sales manager of the Crosley Broadcasting Corporation to become advertising, sales and promotion manager for the Westinghouse Radio & Television Stations, Inc., Washington. . . James Lister, previously associated with the George F. Foley Company, has been appointed by Robert Lantz, Inc., to handle the activities of the agency's television casting and packaging department.

drama. No producer or lead has been selected for it as yet. In the hopper for youngsters is another Western, "Phantom Sheriff," which will be produced by Charles Vanda in Philadelphia; "Riverboat Revue," to feature Paul Tripp in a variety format; a program to feature Ed Wynn, and a Jimmy Boyd vehicle. These programs will be slotted either Saturday mornings or afternoons, Sunday mornings, or in the 5:30-6 p.m. afternoon time which may become network time. Hubbell Robinson Jr. is veepee in charge.

NIELSEN GETS 9 NEW CLIENTS . . .

CHICAGO — Nine new clients in advertiser, agency and program producer categories have subscribed to six different Nielsen radio and TV services in recent weeks. Advertisers are General Electric, which has ordered both NRI and NTL complete service; Trans-World Airlines, for NTL ratings; Webster-Chicago, for NRI ratings, and S. A. Schonbrunn for New York NTL ratings. MacManus, John and Adams, and Sherman and Marquette, have each ordered NTL complete service, and Olmsted and Foley, Minneapolis, for Nielsen coverage service. Walt Disney Productions and "Judge for Yourself" have subscribed to NTL ratings.

WABD SEG FOR N.Y.C. COLLEGES . . .

NEW YORK—The four municipal colleges here will show their accomplishments in a new Saturday half-hour show on WABD entitled "Panorama." The show bows next Saturday (24) and will run 26 weeks.

CBS-GE DEAL BOGGING DOWN . . .

NEW YORK—Negotiations between CBS, Inc., and General Electric for the latter to mass produce the new CBS Chromacoder color pick-up equipment and cameras this week were moving slowly. Initial talks had been satisfactory, but CBS is asking that GE meet several of its basic demands before they proceed further. What they are is not known.

GENE RAYBURN JUMPS TO VIDEO . . .

NEW YORK — WNBC's early morning deejay, Gene Rayburn, makes the jump from radio to video November 2, when he will launch a new daytime show "Bright Ideas" over WNBT. The program, featuring Rayburn as a comedy-type commentator sans music, will be aired from 1:30 to 1:45 p.m. across the board. In

addition to this regular stint, Rayburn will be used as a roving performer thruout WNBT's morning line-up. On November 16, for instance, he will handle all the station's local cut-in spots on "Today," and on November 30, he will deliver news breaks at 9:25 and 9:55 a.m.

CINCY FOOTBALL BAN ENFORCED . . .

CINCINNATI — The University of Cincinnati and Xavier University enforced a ban against televising of their Saturday (17) football clash, after the NCAA had given approval for WLW-T, in that city, to present the game. The universities gave as their reason that they could not break faith with the fans who had purchased tickets to the sell-out.

INDIANA GROUP HEARS SWEENEY . . .

FRENCH LICK, Ind.—"Operation Follow-Through," a plan which has resulted in the formation of committees in at least 25 large cities to go after local business, has been labeled "the most important advance in media selling in the last 10 years," by Kevin Sweeney, veepee of Broadcast Advertising Bureau, Inc. The statement was made at the fall meeting of the Indiana Broadcasters Association here, Friday (18).

MAGGIE TRUMAN IN DRAMA BOW . . .

NEW YORK — Margaret Truman will make her TV dramatic bow on the Paul Winchell show via NBC-TV on November 15, if a script is supplied which she approves. The segment likely would be filmed a week in advance. Miss Truman is under exclusive contract with the web.

NEW SLANT ON AM 'SATURATION' . . .

NEW YORK — Market saturation in radio "is next to impossible," according to Norman S. McGeen, sales veepee of WQXR here. The exec based this statement on the results of a test station conducted on its own Monthly Program Guide, which is plugged via daily spots. When paid circulation reached 60,000 a month and stayed there, it looked like saturation. However, a gimmick offer of two trial copies for 10 cents brought in more than 2,000 additional subscribers, with almost 8,000 writing in for the trial offer. Conclusions reached were that long-range concentration will keep listeners in the sponsor's buying corner, altho a change of copy, approach or time may often be necessary.

Third NBC Basic Dumps CBS-TV Segs

NEW YORK, Oct. 17. — The CBS-TV network this week was given notice that its programs would no longer be carried by WKY-TV, Oklahoma City, after another month. This is the third

station which is an NBC-TV basic to give CBS-TV and its advertisers this treatment within the last few months. The other two were WDAF-TV, Kansas City, and WTMJ-TV, Milwaukee.

CBS-TV sponsors using WKY-TV will be in trouble for a short while until KWTW, Oklahoma City, the network's upcoming affiliate, starts telecasting in the city, with the starting date still unset. It is obvious however, that the web will put all its weight behind its new affiliate to see that it cuts down the time to preem date.

WKY-TV probably felt that there was no need servicing CBS-TV advertisers who soon would be moving to its opposition, as was the thinking of the other NBC-TV basics which had acted similarly. Fortunately for the web, not too many CBS-TV shows are on WKY-TV. Included among the current CBS-TV networked programs on that station are the Pabst fights, "Strike It Rich," Burns and Allen, Gene Autry, "Beat the Clock," "Toast of the Town," and "I've Got a Secret."

CBS meanwhile created some difficulties for its radio network also because of the recent shift of WBBN-TV, and WBBN, Buffalo, into its camp as affiliates, a move deemed a major victory for the network because it is the sole VHF station in the market. On the AM side, however, WBBN will

(Continued on page 66)

WANTED: A GODFREY!

CBS Mulls Another Roving Personality

NEW YORK, Oct. 17.—CBS-Radio may try to duplicate its success with Arthur Godfrey on daytime radio by employing a personality who would be able to do a similar job all over the schedule at night, according to Adrian Murphy, president of the network. Murphy, however, made clear that he had no such plans as of the moment and that as long as the CBS-Radio nighttime commercial picture remained reasonably successful, as it is currently, nothing as drastic as this would be done.

Murphy did state, however, that the CBS research department had concluded after studies that the Godfrey formula should stand a good chance of being successful at night. Studies have shown that the longer and more frequently such a personality is programmed the more he adds to his audience. Not decided, according to Murphy, is whether the show will be programmed vertically or horizontally—that is a long show one night or a shorter show in strip form.

Murphy went on to say that the hour-long documentaries being programmed by the network have created a good deal of commercial interest. "The Game of Baseball," one of its recent documentaries, he stated, would have been bought, except for the fact that the baseball players and personalities taped wanted unusually large sums. But the network, he said, also has had other nibbles on properties of the same type, and he hoped it would make a sale shortly.

Murphy maintains that CBS-Radio is stronger than ever nighttime in 1953 and points to the PIB figures to prove it. He prophesies that by the end of the year the network will make an even bet-

ter showing, what with several deals that are now in negotiation. Daytime at the web, he adds, is practically S.R.O., with little, if any, time available. The exec, however, stated that the CBS-Radio network contemplated no increase in its daytime rates, the several of its o&o stations have increased their charges.

Murphy also applauded the NBC-Radio decision to spend \$5,000,000 on new radio programming. He said that whatever builds radio will help CBS-Radio and therefore he wished the rival network well.

TALENT NOTES ON AIR AND SCREEN

Tony Mottola, TV guitarist and composer, has been signed to play the background music on "Love Story" which features Renzo Cesana, The Continental. . . Ruth Newton, who plays Vivian Jarrett on "This Is Nora Drake," opened in Moss Hart's "Climate of Eden" with an off-Broadway theater group. . . Connie Boswell will replace Joan Edwards on WCBS during the last two weeks of October. . . Patricia Benoit, who enacts Nancy Remington to Wally Cox' Mr. Peepers, was married to Parton Swift Jr.

Newscaster Frank Edwards received the AMVET Certificate of Merit for 1953 for "outstanding services to disabled and other veterans." . . Peter Godfrey has been signed by Cornwall Productions to direct the first eight "Janet Dean, R. N." TV films. . . Conrad Nagel returns this week as emcee of "Broadway to Hollywood" to replace Bill Slater who is taking an indefinite leave of absence.

Natalie Hinderas, American pianist, has been signed to an exclusive contract by NBC. . . Washington correspondent Esther Van Wagoner Tuffy has just returned from an around-the-world news assignment for her news bureau and NBC. . . George Jessel get top billing in the October 17 Saturday Evening Post story, "Funniest Man at the Table." . . Rex Harrison and Lilli Palmer will use the facilities of radio Station WWJ to transcribe three future "NBC Star Theater" radio productions.

Kate Smith Splits 15-Min. Periods

NEW YORK, Oct. 17. — The Kate Smith TV show has adopted a new sales formula by which sponsors now can buy seven and a half-minute segments, instead of the 15-minute periods formerly the minimum.

The first bankroller to buy in was the Purex Corporation which has taken seven and a half minutes of the 3:15-3:30 p.m. Thursday slot, starting October 29.

Revenue Clarifies Phono Excise Tax

WASHINGTON, Oct. 17.—Internal Revenue Service this week ruled that record player attachments without speakers or amplifiers are not subject to the manufacturer's excise tax on phonographs. However, the units become taxable when they are purchased by another manufacturer for use in phonograph or radio-phonograph combinations.

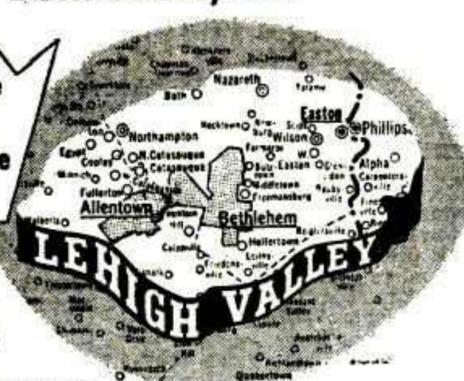
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THIS WEEK'S SPOTLIGHT FEATURE

*Distribution, Sales & Marketing*

# Changes Bring New Focus To Film Distribution Scene

## Expansions, Withdrawals and New Entries Mark Peak Flux Period

NEW YORK, Oct. 17.—Within the past few months the distribution end of the TV film industry has been marked by a period of changes hitherto unknown in its short previous history. There has been consolidation, expansion, a merger, a withdrawal and the entry of several new and important film syndication operations which are likely to make a big splash in this pool.

Among the new firms entering syndication is Motion Pictures for Television, whose former bailiwick was TV Features and Television Programs of America. PSI-TV is also on the verge of concluding negotiations which would mean its end as a film distributor. United Television Programs has reduced its owners from six to two. Republic Films is said to be readying several pilots of series and also to be readying an expansion into syndication which would get under way early next year. And ABC-TV has now acquired two properties for distribution, "Racket Squad" and "The Playhouse," the latter being "Schlitz Playhouse" when networked.

These changes have taken place on the heels of two developments which are related—the rapid growth of the TV station market and the healthy business done by most syndicators this season, their best financially up to the present. The end of the Federal Communications Commission freeze has meant both the opening up of new markets and competition between new and old stations in those areas which previously have had TV. TV film distributors consequently have benefited greatly; how greatly is seen when Ziv can pre-sell "I Had Three Lives" in over 90 markets.

### Jockey for Position

Thus these changes have been made with an eye to jockeying for position at the beginning of what is expected to be another, and probably more, lucrative year in syndication. Many segments of the industry feel that only bigness of operation will be the answer to the problems to be encountered in the future. Bigness in the sense that both distribution and production are tied together so that these firms can get profits from both ends. And bigness which includes research, and greater publicity and promotion.

TPA, MPTV and UTP will participate in both production and distribution as is now being done by CBS-TV, NBC-TV, Ziv, Official Films, Screen Gems, and Guild Films. The theory behind this double participation is that unless distributors handle an enormous volume of business, they cannot make enough money. A smaller distributor, of course,

can make enough money for his needs, but these giants function on a larger scale and need larger profits for the risks taken.

Both the TPA and the MPTV moves into syndication are tangible evidence that feature film distribution may not be enough for more ambitious firms. MPTV, of course, is the largest distributor of features. TPA now has the Edward Small catalog of features released to TV. Small was doing well with his features when they were handled by his Peerless subsidiary, but now his plans are of greater scope.

### Syndicate Concentration

Screen Gems now has General Artists Corporation handling the national sale of its film properties, thus freeing its sales division to concentrate solely on syndication. And a variation on the theme that syndication needs full concentration for success is shown in the coming withdrawal of PSI-TV from the field. The reason for the sale of the firm is that Bernie Prockter, its head, realizes that he must devote his full energies to the development and has decided

to stay with production, rather than distribution. Prockter has his greatest stake in live TV packaging. It has been further evidenced by the setting up of a completely autonomous division within MPTV to handle syndication, with its own sales staff and officials, even tho the MPTV feature film operation has a sales staff that might have been used.

Another significant development has been the entry of new important brass into TV distribution. Edward Madden, a former NBC-TV veepee, is heading up MPTV's syndication push. Edward Small, Mickey Sillerman and Milton Gordon, the latter a financier with important money connections, are toplineing the TPA effort. And there are several other such distinguished execs on the verge of moving into top jobs with other TV film firms.

Bank money for the first time is starting to flow in larger rivulets into TV film distribution. The Gross-Krasne \$200,000 buy-out of Gerald King, Milton Blink, Sam Costello and Ben Frye was financed by Stillman & Stillman, as is production costs of several millions on the "Lone Wolf" series which Gross-Krasne will produce. Matty Fox has the Chemical Bank and Trust Company of New York behind him in his reported \$30,000,000 program of film production for syndication.

### Other Developments

Among smaller developments has been banker Milton Gettinger's buy-out and merger of his TV Exploitation with Station Distributors. Gettinger is currently on the hunt for new properties to build his catalog.

These indications show that the TV film syndication industry is on the move to meet the changing conditions within TV. It is these changing conditions, with the emergence of new imposing film combines, which portend a heated struggle for business within the next year, with Ziv-TV, the acknowledged leader, perhaps having to withstand the challenges of its new and strengthened rivals.

## Expanding UTP Hires 3 Salesmen

HOLLYWOOD, Oct. 17.—Three salesmen this week were added to the sales force of United Television Program, Inc., to handle its expanded operations.

Johnny Rohrs has been assigned the territory of Minneapolis, the State of Ohio and the Chicago area. Dale Sheets, former film buyer for Los Angeles' KTTV, will work out of the West Coast office, while Ray Wild, former RKO film salesman, will handle the Texas territory.

## Standard of Calif. Takes on 'Waterfront'

HOLLYWOOD, Oct. 17.—Standard Oil of California on Thursday (15) signed for sponsorship of Roland Reed Productions' "Waterfront" telefilm series for a two-year period with options of 26 episodes. Series, starring Preston Foster, is slated for initial airing the first week in January, 1954, over 12 stations in seven Western States and Honolulu.

Purchase was made on basis of a pilot film of the family situation-adventure show. "Waterfront" series will be presented in the oil company's regular "Chevron Theater" series, "Famous Playhouse," which Standard is currently sponsoring until end of the year. Deal also gives Standard first refusal on any projected stations in cities in the West. Contract was negotiated thru B.B.D.&O. agency, Hollywood-San Francisco, for Standard and Guy V. Thayer, Reed veepee.

Production on future episodes gets under way November 20 at the Hal Roach Studio.

Meanwhile, Ben Fox, Reed veepee who is currently in New York, is negotiating distribution and sponsorship deals for "Waterfront" showings in the East and Midwest.

## Color to Set Off Clash Between Rival Unions

NEW YORK, Oct. 17.—The TV film industry and broadcasters are girding themselves for a new union tussle, with the advent of color TV expected to set off another clash between the International Alliance of Theatrical Stage Employees (American Federation of Labor) and the National Association of Broadcast Engineers and Technicians (Congress of Industrial Organizations). This expectation is largely based on the fact that the unions usually look upon any new development in the industry as a chance to renew their struggle for dominance in the medium.

Altho IATSE carries more weight right now with the webs,

NABET has a toehold at NBC with the engineers and probably will be campaigning for its affiliate, the Association of Documentary and TV Film Cameramen, to dominate the TV color film field.

The thinking here probably is that the ADTFC is strong with many of the top industrial and TV film commercial producers, and latter is expected to acquire additional stature in the industry if film plays as important a part in color video programming as anticipated by the experts.

Video film producers also are fearful that color TV will cause some union upheavals at the TV film processing laboratories, most of which are controlled by the IATSE at present.

# The Billboard TV FILM SECTION

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

## Color a Headache For Film Distributors

NEW YORK, Oct. 17.—Color TV may prove to be as much of a headache for TV film distributors as it is for TV film commercial producers, according to Saul Turell, prexy of Sterling Television Company, Inc., here. The big problem will be the increased cost of color prints, which Turell estimates will be about five times as high as present print prices on black and whites.

The upped print costs will raise the most havoc with moderate priced packages and quantity film deals, Turell opines, and ultimately will be passed along to the smaller TV stations which depend upon reasonably priced film products for the bulk of their programming. In explanation, Turell pointed out that a 12-minute black and white print today costs \$10, while a color print of the same 12-minute film costs \$50.

Since the distributor usually doesn't add more than \$10 or \$15 to the print cost in small markets (making the price to the station between \$20 and \$30) there isn't any way that the additional charge for the color print can be covered, unless the distributor passes along the bulk of it to the stations. This means that even the smallest station would have to pay \$50 or more for a 12-minute film, a condition that Turell believes might very well result in the stations deciding to concentrate more on live programming again.

## Girard to Direct 'Lone Wolf'

HOLLYWOOD, Oct. 17.—Barney Girard this week was inked to direct the first episode in the Gross-Krasne production of the Louis Hayward telefilm starring series, "The Lone Wolf," which rolls the first week of November at California Studios.

Girard is a former writer and producer at Bing Crosby Enterprises, where he also wrote and directed several "Rebound" episodes. Prior to that he was a Warner Bros. writer. First episode's writer will be Robert Dennis, who, like Girard, also will work on several of the 26 half-hour episodes in the series.

Another problem, said Turell, is that color prints are far more vulnerable than black and whites and tend to deteriorate faster, which automatically cuts down on the amount of plays a distributor might get out of one color print. Consequently, altho Sterling and most of the other major distributors have piled up sizable groups of color films, Turell thinks that moderate-priced sales on these flickers may continue to be made on black and white prints some time after color begins to dominate the industry.

However, the film labs are well aware of the situation, and there's a possibility they may find a way to change the whole picture by putting out a cheaper color print. Eastman Kodak for one is said to be working on such a project.

## Frye to Form Distrib Firm; Synd. Planned

NEW YORK, Oct. 17.—Ben Frye this week began making plans to form his own video film distribution firm, which is to go into syndication almost immediately with the 1,100 telecriptions that he owns. The telecriptions consist of 800 musical shorts, which were produced by Lou Snader and are now owned by Studio Films, and 300 made by Frye himself under the Studio banner.

Frye will also move the office of Studio Films, his producing unit, from Cleveland to New York. He has hired Werner Strupp, formerly with the office of Harry Fox, to become his director of sales promotion.

Besides telecriptions, Frye will also handle "Rendezvous, Paris!" the Jean Pierre Aumont vehicle which is being produced abroad. This series, however, will not be ready for distribution for several months. Frye is also taking steps to acquire other new products for distribution.

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# MPTV Buys Third Interest in Murray-Bergen Quiz Series

HOLLYWOOD, Oct. 17. — Motion Pictures for Television is buying a third interest in the Ken Murray-Edgar Bergen newly formed partnership for production of a documentary home audience quiz series and also will act as the firm's distribution agent.

MPTV topper Mathew Fox already has okayed the deal and has given Bergen and Murray a written confirmation. Contracts are expected to be signed next week which will make the distribution firm a third partner in the series tagged "Where Were You?"

Murray told The Billboard that "Where Were You?" will be a documentary with comedy and variety and is a home audience participation show "where there's no panel, an audience at home, no prizes and no embarrassment." Title is directed to home viewers who will be shown various periods in comparatively recent history, with Murray supplying clues to the identity of a well-known news or historical personality. Stock newsreel shots will be used where necessary. Clincher will be appearance of the personality involved or monitor conversations between Murray and the person—the monitor showing being from previously shot on-the-spot interviews.

First half-hour episode in the projected 52-week series was completed this week involving Joe Rosenthal, Associated Press photographer who took the fa-

mous Mt. Suribachi flag-raising picture. Others to be included in the series are Wrong Way Corrigan, Jesse Owens, Ruth Elder and the famous Sgt. York of World War I.

## 52 WEEKS

### 'Autry' Series Repeats Set By Wrigley

HOLLYWOOD, Oct. 17. — The William Wrigley Company is doing something unique with its filmed "Gene Autry" series. The network sponsor during this season will repeat 13 new shows in the series three times during the current season, giving it 52 weeks of programming.

The benefits to the advertiser are obvious—lower rates for rights to the program each time it is replayed. The decision to replay only 13 was made by Wrigley, in spite of the fact that it has 26 new films on hand of Autry, and could have replayed the 26 only once during the season.

Some opinion in the trade is that the re-run value of the series in those cities which will see the same programs four times during the year will be greatly lessened. It is known that Autry himself is not too happy with the pattern of programming of the show by Wrigley, but he has consented to go along with the idea.

## 52 WEEKS ON WOR-TV

### L&M Backs 'Badge' in Net and Synd. Versions

NEW YORK, Oct. 17.—An unusual twist in syndicated film sponsorship occurred this week when Liggett & Myers put in a 52-week order for "Badge 714" to air locally here on WOR-TV, where it is slotted Wednesday, 9 p.m. "Badge 714," of course is the re-run title of the high-rated "Dragnet," which the same bank-roller sponsors on the NBC-TV network, Thursday, 9 p.m. This is the first known instance of a sponsor of a network film show simultaneously sponsoring the syndicated version of the same show.

L&M, which is expected to push all of its products including Chesterfields, via its WOR-TV buy, is understood to be considering switching the title of the show on WOR-TV back to "Dragnet," when the deal goes into effect October 28.

Whether or not this would be possible, is at the moment a moot point. WOR-TV bought the show from the NBC Film Division. If the title reversion does take place it is expected to constitute a tremendous audience hype of WOR-TV's entire Wednesday night mystery line-up, in view of the current hoopla around the very word, "Dragnet."

#### "Double Exposure"

An interesting aspect of the deal is that it is directly in line with the concept by which WOR-TV has been promoting its "Double Exposure" plan. WOR-TV, for many months now, has been touting the fact that the New York ratings of nationally-sponsored shows constantly fall below their average ratings over the rest of the country, a situation attributed to the multiple competition in New York.

WOR-TV has been offering national sponsors the opportunity to run their film shows on WOR-TV without charge to make up this rating deficit, the pay-off for WOR-TV being in the sale of adjacencies.

Among the shows that have come to WOR-TV on this basis are "Man Against Crime," "Inspector Mark Saber," "Captain Midnight" and "Sky King," all of which the station schedules Saturday.

Series was conceived by Murray and his brother-in-law, Bill Martin, after Murray's successful use of the format on "The Ken Murray Show" sponsored by Budweiser a few seasons ago.

For the present only Murray will appear in the series. It is possible that Bergen will participate in the series as a performer when his current CBS commitments are completed. Meanwhile, Bergen and Murray are both active in the production of the series, while Bergen handles the business end. Bergen leaves this weekend for Topeka, Kan., where he'll supervise shooting of scenes in which former governor and presidential candidate Alf Landon will appear.

Martin is the partnership's general manager; Ralph Staub, veteran Columbia Pictures producer of Screen Snapshots, is the director; Jean Holloway is the writer; Royal Foster, research editor, and Betty Lou Walters is musical co-ordinator.

### Eells to L. A. As TPA Mgr.

NEW YORK, Oct. 17.—Television Programs of America, Inc., this week named Bruce Eells its Western division manager. He will headquarter in Los Angeles. Eells was formerly New England sales rep for Ziv TV Programs.

Michael Sillerman, exec vicepres and national sales manager of TPA, will himself supervise Eastern division sales. Sillerman was on the road this week checking on the operation of his sales force in this region. The appointment of Eells rounds out the TPA sales staff, at least for the time being with 10 territorial reps.

While the thinking behind the L&M deal seems to be directly in line with this concept—especially if the title of the show is changed back to "Dragnet"—it is extremely unlikely, under the circumstances, that the cigarette company is moving in without time charges. Another point of difference is that the segments of "Dragnet-Badge 714" now showing on WOR-TV are of the original vintage, and still feature the late Barton Yarborough.

WOR-TV this week also wrapped up another film sponsorship deal covering four and a half hours of feature film per week. Knapp-Monarch, an electrical appliance manufacturer of St. Louis, thru Telesales Company, signed to sponsor "Six o'Clock Theater" on Tuesday, "Tales of Adventure" on Thursday, and "Film Theater" on Sunday, beginning next week. The deal is for 26 weeks.

## Stations Buy Ratings, Not Films—Schwimmer

CHICAGO, Oct. 17.—The television industry is getting so rating-happy that a film salesman today finds station managers don't want to talk about a show's merits or cost—they want to talk ratings. That's the word of Walter Schwimmer, head of Walter Schwimmer Productions.

And all rating systems are suspect, simply because of the quantity of the sample, Schwimmer says. He bases most of his opinion on experience with "Tello Test," a syndicated radio quizzer, and "Movie Quiz," TV film now running in 40 markets.

Schwimmer commented that film sales to new TV stations are aided not only because of the economics of filmed programming, but because "a tremendous number of station operators are really bewildered as to how to operate a TV station. Film is so easy to put on they'd like to stick to film and network shows."

## CORNERS ANTIQUE FIELD

### Sterling Gets Rights to Biograph One-Reelers

NEW YORK, Oct. 17. — The Sterling Television Company, Inc., here has acquired all rights to the old Biograph one-reelers (circa 1910-1916). The firm also owns distribution rights to the historic Edison film library, so the new buy gives Sterling a corner on the antique movie market in TV, with more than 1000 silent one-reelers on their shelves.

The oldies will be made avail-

able to stations in several different package forms, including Sterling's present Edison movie series, "The Paul Killiam Show," as well as a new series tagged "Museum Movies," with dubbed-in sound, a special show business panel, and clips from the Boer War and a Weber and Fields vaude turn in 1905. An interesting aspect of the Biograph pictures is that they were made before the star system took effect, and none of the actors was credited by name. Consequently, Sterling had to ask Museum of Modern Art movie experts to help it identify such famous players as Mary Pickford and Bessie Love.

The old films also presented a print problem, since many of the negatives were too old to be handled via modern methods. However, Sterling prexy Saul Turell solved that by having Consolidated Labs set up a separate printing project for the old films, with special machines to handle the old fashioned single sprocket hole film negatives.

Oddly enough, said Turell, the quality of many of the flickers is as good or better than much of the celluloid seen on TV today.

## STAR SERIES

### Reed Shoots Interviews For TV Use

HOLLYWOOD, Oct. 17. — Roland Reed Productions this week started shooting a series of a projected 260 nine-minute interviews with Hollywood motion picture personalities which will be syndicated for intergration with feature-length movies shown on TV.

The filmed interviews are divided into three-minute segments which may be inserted prior to commercial breaks during the showing of full-length pictures in lieu of "live" appearances. The series features Scott Douglas, who also produces, in unrehearsed, ad lib interviews with Hollywood personalities. It follows a pattern Douglas inaugurated live when he hosted the "Late Show" here over KNXT, CBS-TV outlet.

Thus far interviews have been filmed with George Brent, Vincent Price, Ida Lupino, Gloria Jean, Virginia Bruce and Edward Arnold. Other personalities will include top stars as well as character actors and other performers of stature, according to Guy Thayer Jr., executive producer.

The 260 interviews will fill a year's needs based on five-a-week showings, and will be available in early 1954.

Distribution arrangements are currently being studied, Thayer said.

### Mahoney Out On 'Rider' Pact

NEW YORK, Oct. 17. — Jack Mahoney, who plays the lead in the "Range Rider" series, has been let out of his contract with CBS-TV Film Sales and Flying A Productions, which produced the horse opera. There are 72 films in the series already completed, and the producers felt there was no need for Mahoney's services at this time.

Mahoney is now here trying to peddle himself as the lead in an action sea series. Until he makes such a deal, however, he will make personal appearances for which he is in great demand.

## Comet Readies Five Series of 5-Minute Films

NEW YORK, Oct. 17. — Comet TV Films is building an extensive library of five-minute service-type films which it will begin pitching to stations in the near future. Five different series, most of which are still in the production stage, will contain 350 segments altogether. The first is "MD," which has been running on NBC-TV's morning show, "Today" on a 26-week deal. "MD" consists of 130 segments. The other five-minute series Comet is planning are: "Health and Happiness Club," 102 segments; "Something for the Girls," 39 segments; "Design for Living," 39 segments, and "Tips and Tricks," 39 segments.

For "Tips and Tricks," Comet is creating a new fem character to be known as Bea Handy. "Something for the Girls" has been on the drawing board for many months, but production has been held up by difficulties in casting the femsee. Ann Harding and Agnes Morehead were considered, but finally neither was deemed right for the role.

Meanwhile, Comet is proceeding with the other new series it will distribute. "Ports of Call," produced by the Filmakers in Hollywood, is due to be completed October 27. The title of the half-hour series has now been changed to "Holiday." Three segments of the "Junior Aces" show were completed before the star, Wayne Morris, was called away for legit chores. Production of the remaining 23 is due to resume November 27. And Comet has acquired an eighth pilot film from Hal Roach Jr. Comet is considering trying to get five more pilots to make a series of 13.

Comet this week also opened a Hollywood office at the Motion Picture Center, with Arthur Lyon in charge.

## SMPTE Names Color TV Comm.

NEW YORK, Oct. 17. — The TV film committee of the Society of Motion Picture and TV Engineers, at its meeting here last week, named a special subcommittee to design a color TV test film.

The Society's black-and-white test film, which is available for \$30 in its 16mm. version, is widely used by stations to test the resolution and alignment of their film systems.

How far SMPTE can proceed with the development of a color test film in the face of the unsettled situation in color TV was not made clear.

## Animated Doll Blurbs by VP

HOLLYWOOD, Oct. 17. — Volcano Productions this week announced it is prepared to produce telefilmed commercials using animated puppets. These spots, Volcano topper Bob Angus said, are more effective in delivering a message and cost about the same as animated cartoons.

Angus indicated his telefirm is now prepared to offer this service after having successfully completed this week a 10-minute theatrical animated puppets movie, "The Adventures of Sam Space." The film was made in all dimensions with Eastman Color. Heading this phase of Volcano's operation is Paul Sprung, who formerly worked with George Pal at Paramount. Volcano's animated puppets, Angus said, are similar to Pal's Puppets. Angus said he currently is dickering with several firms to use the new method for commercials.

## Guild Hires George Weiss

NEW YORK, Oct. 17.—Guild Films, moving to expand its sales force still further, this week hired George Weiss, recently sales manager of United Television Programs, to cover New England and New York. Weiss is Guild's 10th sales rep. In the next two weeks, the firm is due to name a national sales manager and another area sales rep. Reub Kaufman, president of Guild, has now removed himself from active participation in the sales operation.

Guild has given options on "Joe Palooka Story" in two markets, Los Angeles and Denver. Six segments have been completed so far, and another seven are in the cutting room. Cost on the first six reportedly went over the budget of \$2,000 each. Guild is moving its New York headquarters within the next two weeks to 420 Madison Avenue, giving it double its present space.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1529 Madison Road • Cincinnati 6, Ohio  
NEW YORK HOLLYWOOD



# 78 NEW

fifteen minute dramas on film

# PLAYHOUSE 15

**FIRST RUN** in over 115 TV markets

**TOP QUALITY**

- Made for television by the producer of the network hit shows *BIG STORY* and *T-MEN IN ACTION*.
- Finest stories... best authors
- Leading Broadway and Hollywood actors

**HIGH UNIVERSAL APPEAL**

- Full variety of stories... comedy... drama... suspense... mystery... human interest
- Combines two of the highest Nielsen popularity classifications—*drama* and *mystery* (averaging 25.7 and 28.4)

**LOW, LOW COST**

- Costs drastically less for time and program than a half-hour show—yet gives you the same amount of commercial time

**FREQUENCY AND IMPACT**

- Enables you to reach your customer two, three, or five times weekly as required.

Phone, wire or write today your nearest MCA-TV office for a private screening.

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 DALLAS: 2102 North Akard Street — PRospect 7536  
 DETROIT: 1612 Book Tower — WOODward 2-2604  
 BOSTON: 45 Newbury Street — COpley 7-5830  
 MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863  
 ATLANTA: 611 Henry Grady Bldg. — LAmar 6750



# Where Syndicated Series Are Showing

(Boldface type indicates recent sales)

The following chart lists the cities in which each of the syndicated TV film programs was sold as of the first week in October. New sales made in the past 30 days are shown in boldface type. Program titles are grouped according to category beginning with Adventure. The American Research Bureau's rating on many of these shows appear elsewhere in this section.

### WARNING

Check distributor for available markets. Many markets listed here may be available shortly. Query distributor promptly on any films in which you are interested.

Series Name	Length in Minutes	No. Releases Available
<b>Adventure</b>		
<b>Armchair Adventure</b> .....15.....104		
Dist.: Sterling Television Company SOLD TO: Albuquerque, Boston, Cleveland, Denver, Houston, Indianapolis, Jackson, Kansas City, La Fayette, Lincoln, Miami, New Britain, New York, Pittsburgh, Pueblo, St. Louis, San Francisco, Schenectady, Scranton, Seattle, South Bend.		
<b>Badge 714</b> .....30.....48		
Dist.: NBC Film Division SOLD TO: Atlanta, Cincinnati, Columbus (O.), Dayton, Denver, Detroit, Los Angeles, Seattle, Spokane.		
<b>Big Game Hunt</b> .....30.....26		
Dist.: Explorers Picture Corporation SOLD TO: Anchorage, Bangor, Boston, Buffalo, Detroit, Fairbanks, Los Angeles, Seattle, San Diego.		
<b>Captured</b> .....30.....26		
Dist.: NBC Film Division SOLD TO: Columbia, Los Angeles, Seattle-Tacoma.		
<b>China Smith</b> .....26.....26		
Dist.: Procter Television Enterprises SOLD TO: Anchorage, Austin (Tex.), Chicago, Cleveland, Dallas, Denver, Detroit, El Paso, Fairbanks, Fort Dodge, Hutchinson, Jackson, Kansas City, Los Angeles, Lubbock, Madison, Minneapolis, Nashville, New York, Omaha, Phoenix, Rochester, Salt Lake City, San Diego, San Francisco, Seattle, Tucson.		
<b>Dangerous Assignment</b> .....30.....29		
Dist.: NBC Film Division SOLD TO: Altona, Amarillo, Ashland, Austin (Tex.), Bakersfield, Beaumont, Birmingham, Birmingham, Boise, Charleston, Charlotte, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbia, Dallas-Fort Worth, Dayton, Decatur, Denver, El Paso, Erie, Fargo, Fresno, Galveston, Green Bay, Greenville, Honolulu, Houston, Huntington, Jackson, Jacksonville, Lawton, Lincoln, Los Angeles, Louisville, Lubbock, Miami, Minneapolis-St. Paul, Monroe, Montgomery, New Orleans, New York, Norfolk, Omaha, Oshkosh, Peoria, Philadelphia, Portland (Ore.), Pueblo, Raleigh, Reading, Rockford, Roswell, St. Petersburg, Salinas, Salt Lake City, San Angelo, San Antonio, San Diego, San Francisco, Schenectady, Scranton, Sioux Falls, South Bend, Springfield, Syracuse, Tucson, Tulsa, Tyler, Wheeling, York, Youngstown.		
<b>Dick Tracy</b> .....30.....39		
Dist.: Snader Productions, Inc. SOLD TO: Amarillo, Baltimore, Belleville, Birmingham, Boston, Chattanooga, Columbus (O.), Dallas-Fort Worth, Davenport, Dayton, Denver, Detroit, Fresno, Grand Rapids, Harrisburg, Houston, Indianapolis, Johnstown, Kansas City, La Fayette, Lancaster, Lansing, Lima, Lincoln, Los Angeles, Madison, Medford, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Mobile, Montreal, Muncie, New Haven, New York, Norfolk, Omaha, Philadelphia, Pittsburgh, Portland, Providence, St. Louis, St. Petersburg, Salt Lake City, San Angelo, San Francisco, Schenectady, Seattle, South Bend, Springfield, Syracuse, Toledo, Toronto, Tucson, Washington, Wilkes-Barre, Zanesville.		
<b>Going Places</b>		
<b>With Uncle George</b> .....9.....26		
Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Lauderdale, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honolulu, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Lincoln, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Peoria, Philadelphia, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Tyler, Wichita Falls, Yakima, York.		
<b>Ramar of the Jungle</b> .....30.....26		
Dist.: Arrow Productions, Inc. SOLD TO: Amarillo, Atlanta, Beaumont, Bellingham, Birmingham, Boston, Buffalo, Chicago, Columbus (O.), Dallas-Fort Worth, Davenport, Dayton, Gadsden, Houston, Indianapolis, Lincoln, Los Angeles, Louisville, Lubbock, New Haven, New York, Ottawa, Philadelphia, Phoenix-Mesa, Portland (Ore.), Rochester (N. Y.), Salem, San Diego, San Francisco, Santa Barbara, Schenectady, Syracuse, Seattle, Spokane, Tacoma, Toronto, Tucson, Tyler, Utica, Washington, Yakima, Yuma.		
<b>Rocky Jones, Space Ranger</b> .....30.....26		
Dist.: United Television Programs SOLD TO: Columbus (O.), Duluth, Green Bay, Kalamazoo, Madison, Milwaukee,		

Series Name	Length in Minutes	No. Releases Available
Minneapolis, Rockford, Rock Island, Phoenix, St. Joseph.		
<b>Safari</b> .....30.....82		
Dist.: Sterling Television Company SOLD TO: Galveston.		
<b>The Unexpected</b> .....30.....82		
Dist.: Ziv Television Productions SOLD TO: Atlanta, Chicago, Los Angeles (ARB Cities Only Listed.)		

### Children's

<b>Adventures of Blinkey</b> .....15.....13		
Dist.: United Artists Television SOLD TO: Chicago, Hartford.		
<b>The Adventures of Fievel</b> .....30.....13		
Dist.: Sterling Television Company SOLD TO: Atlanta, Milwaukee, Roanoke, Fort Worth.		
<b>Bobo the Hobo and His Traveling Troupe</b> .....15.....195		
Dist.: Emperor Films SOLD TO: Binghamton, Johnstown, Norfolk, Richmond, Syracuse.		
<b>Crusader Rabbit</b> .....5.....195		
Dist.: Consolidated Television Service SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Charleston, Colorado Springs, Columbia, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Lauderdale, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honolulu, Houston, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Lubbock, Macon, Madison, Miami, Minneapolis-St. Paul, Mobile, Monroe, Monroeville, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Roanoke, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, San Diego, San Francisco, Santa Barbara, Scranton, Sioux City, Sioux Falls, Spokane, Springfield, Stockton, Tacoma, Tucson, Tulare, Twin Falls, Tyler, Wichita Falls, Yakima, York.		
<b>Jim &amp; Judy in Telesand</b> .....5.....45		
Dist.: Television Screen Productions SOLD TO: Greensboro, Tucson.		
<b>Junior Crossroads</b> .....15.....164		
Dist.: Sterling Television Company SOLD TO: Ames, Baton Rouge, Birmingham, Chicago, Cleveland, Fresno, Galveston, Kansas City, Los Angeles, Milwaukee, Mobile, Nashville, New Orleans, New York, Roanoke, South Bend, Spokane, Springfield (Mass.), Tacoma, York.		
<b>King Calico</b> .....15.....65		
Dist.: Kling Studios SOLD TO: Oklahoma City, Springfield.		
<b>Sleepy Joe</b> .....30.....13		
Dist.: United Television Programs SOLD TO: Amarillo, Bakersfield, Chattanooga, Honolulu, Longview, Lincoln, Neenah, Roanoke, Sioux Falls, Tucson.		
<b>Time for Beany</b> .....30.....Weekly		
Dist.: Consolidated TV Sales SOLD TO: Bakersfield, Baton Rouge, Birmingham, Boston, Buffalo, Chicago, Cleveland, Detroit, El Paso, Honolulu, Lawton, Lincoln, Los Angeles, Lubbock, New York, Oklahoma City, Phoenix, Portland, Reno, St. Louis, San Diego, San Francisco, Spokane, Springfield (Mass.), Springfield (Mo.), Stockton, Tulare.		
<b>Willie Wonderful</b> .....15.....65		
Dist.: Official Films, Inc. SOLD TO: Atlanta, Charlotte, Cincinnati, Detroit, Toledo.		

### Comedy

<b>Abbott &amp; Costello Show</b> .....30.....26		
Dist.: MCA-TV SOLD TO: Albuquerque, Amarillo, Austin (Tex.), Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbus (O.), Dallas-Fort Worth, Dayton, Denver, Detroit, El Paso, Erie, Fresno, Greensboro, Hutchinson, Jacksonville, Lansing, Lincoln, Los Angeles, Lubbock, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Peoria, Philadelphia, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Tyler, Wichita Falls, Yakima, York.		
<b>Art Linkletter and the Kids</b> .....15.....39		
Dist.: CBS Television Film Sales SOLD TO: Albuquerque, Baltimore, Binghamton, Cedar Rapids, Chicago, Cleveland, Columbus (O.), Denver, Detroit, Fresno, Greensboro, Honolulu, Indianapolis, Las Vegas, Little Rock, Los Angeles, Madison, Mercedes, Minneapolis, Modesto, Monterey, Oklahoma City, Phoenix, Portland (Ore.), Reno, Sacramento, Salt Lake City, San Antonio, San Diego, San Jose, San Luis Obispo, San Francisco, Santa Barbara, Santa Rosa, Schenectady, Stockton, Tulsa, Tucson, Wichita Falls, Wichita, Yakima, York.		
<b>The Chimps</b> .....15.....13		
Dist.: United Television Programs SOLD TO: Amarillo, Chattanooga, Honolulu, La Fayette, Longview, Neenah, Norfolk, New York, Peoria, Providence, Roanoke.		

Series Name	Length in Minutes	No. Releases Available
<b>Hank McCune Show</b> .....30.....26		
Dist.: Video Pictures, Inc. SOLD TO: Belleville, Birmingham, Detroit, Lincoln.		
<b>Hank McCune Show</b> .....30.....13		
Dist.: Atlas Television Corporation SOLD TO: Atlantic City, Columbia, Roanoke, San Antonio.		
<b>Jackson &amp; Jill</b> .....30.....13		
Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Lauderdale, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Honolulu, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Pensacola, Parkersburg, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita, Yakima, York.		
<b>The Paul Killiam Show</b> .....15.....26		
Dist.: Sterling Television Company SOLD TO: Columbus, Kansas City, Nashville, New Orleans, Schenectady.		
<b>The Life of Riley</b> .....30.....26		
Dist.: NBC Film Division SOLD TO: Oklahoma City, Tulsa, Sioux Falls, Chicago, Denver, Lawton, Los Angeles, Omaha, Oshkosh, Peoria, St. Paul, Salt Lake City, San Francisco, Seattle, Portland (Ore.), Spokane, Lincoln.		
<b>The Ruggles</b> .....30.....52		
Dist.: Station Distributors SOLD TO: Albuquerque, Amarillo, Atlanta, Boston, Chicago, Colorado Springs, Denver, Fargo, Fresno, Houston, Huntington, Indianapolis, La Fayette, Los Angeles, Louisville, Lubbock, Omaha, Oshkosh, Pittsburgh, Raleigh, Roanoke, San Francisco, Scranton, Sioux City, Tacoma, Wichita Falls.		
<b>Tele-Comics</b> .....15.....156		
Dist.: Sterling Television Company SOLD TO: Birmingham, Bloomington, Jackson, Lansing, New York, South Bend, Tucson.		

### Commentary

<b>Hollywood Newreel</b> .....15.....9		
Dist.: Screen Gems, Inc. SOLD TO: Chicago, Cleveland, Detroit, Toledo, Washington.		
<b>Hollywood Reel</b> .....15.....52		
Dist.: Paramount TV Productions, Inc. SOLD TO: Portland (Ore.), San Antonio, Springfield-Holyoke (Mass.).		

### Documentary

<b>Clete Roberts World Report</b> .....15.....209		
Dist.: United Artists Television SOLD TO: Grand Rapids, Kansas City, La Fayette, Lawton.		
<b>Crusade in Europe</b> .....30.....26		
Dist.: 20th Century-Fox SOLD TO: Amarillo, Anchorage, Austin, Beaumont, Cleveland, Colorado Springs, Dallas-Fort Worth, Denver, Elmira, El Paso, Gadsden, Havana, Lincoln, Lubbock, Philadelphia, Portland (Ore.), San Juan, San Francisco, Tucson, Tyler.		
<b>Crusade in the Pacific</b> .....30.....26		
Dist.: The March of Time, Inc. SOLD TO: Amarillo, Bakersfield, Beaumont, Colorado Springs, Evansville, Fresno, Gadsden, Jackson, Lincoln, Los Angeles, Portland (Ore.), Pueblo, St. Petersburg, San Angelo, Sioux Falls, Spokane, Springfield (Mo.), Tyler, York.		
<b>King's Crossroads</b> .....30.....104		
Dist.: Sterling Television Company SOLD TO: Bakersfield, Boston, Cleveland, Kansas City, Lincoln, Lubbock, Mobile, New Britain, Pueblo, Salt Lake City, San Francisco, Scranton, Sioux Falls, Washington, Zanesville.		
<b>March of Time</b> .....30.....Weekly		
Dist.: The March of Time, Inc. SOLD TO: Amarillo, Atlanta, Austin, Baton Rouge, Beaumont, Boston, Brownsville, Buffalo, Charleston, Chicago, Cleveland, Colorado Springs, Columbia, Columbus (O.), Dallas-Fort Worth, Denver, Duluth, Elmira, El Paso, Evansville, Gadsden, Holyoke, Honolulu, Houston, Jackson, Jacksonville, La Fayette, Los Angeles, Lubbock, Milwaukee, Minneapolis-St. Paul, Montgomery, Nashville, New York, Peoria, St. Petersburg, St. Louis, San Angelo, Springfield, Tucson, Tyler, Wichita Falls.		
<b>March of Time Thru the Years</b> .....30.....26		
Dist.: March of Time, Inc. SOLD TO: Amarillo, Colorado Springs, Galveston, Honolulu, Pueblo, York.		
<b>Victory at Sea</b> .....30.....26		
Dist.: NBC Film Division SOLD TO: Amarillo, Bakersfield, Baltimore, Boise, Chicago, Columbia, Dallas-Fort Worth, El Paso, Erie, Fresno, Greensboro, Hutchinson, Jacksonville, Lansing, Lincoln, Los Angeles, Lubbock, Macon, Madison, Minneapolis, Mobile, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Peoria, Philadelphia, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Tyler, Wichita Falls, Yakima, York.		
<b>World We Live In</b> .....30.....154		
Dist.: Sterling Television Company SOLD TO: New Haven, Providence, Springfield (Mass.).		

### Drama

<b>Counterpoint</b> .....30.....26		
Dist.: United Television Programs SOLD TO: Amarillo, Asheville, Belleville, Chattanooga, Columbia, Davenport, Decatur, Denver, Detroit, El Paso, Honolulu, Houston, Lincoln, Longview, Los Angeles, Lubbock, Mobile, Neenah, Phoenix, Pittsburgh, Pueblo, Rochester (N. Y.), Salt Lake City, San Diego, Sioux Falls, Tucson, Yakima.		
<b>Crown Theater</b> .....30.....52		
Dist.: CBS Television Film Sales SOLD TO: Abilene, Albuquerque, Anchorage, Bloomington, Chicago, Colorado Springs, Columbus (O.), Dallas, Dayton, Denver, El Paso, Eugene, Fort Dodge, Fresno, Grand Rapids, Green Bay, Henderson, Indianapolis, Kalamazoo, Little Rock, Los Angeles, Louisville, Lubbock, Madison, Monterey, Mesa, Milwaukee, Pittsburgh, Rochester (Minn.), St. Louis, Salt Lake City, San Antonio, San Francisco, San Luis Obispo, Santa Barbara, South Bend, Tacoma, Toledo, Waco, Wichita Falls.		
<b>Douglas Fairbanks Jr. Presents</b> .....30.....39		
Dist.: NBC TV Film Division SOLD TO: Albuquerque, Ames, Ashland, Atlantic City, Austin (Tex.), Bakersfield, Baltimore, Bangor, Beaumont, Binghamton, Bloomington, Boston, Chicago, Colorado Springs, Columbia, Dallas-Fort Worth, Davenport, Denver, Detroit, El Paso, Fargo, Fresno, Gadsden, Grand Rapids, Greensboro, Hollywood, Honolulu, Houston, Huntington, Indianapolis, Johnstown, Kalamazoo, Kansas City, Lansing, Lubbock, Madison, Memphis, Mesa, Mexico City, Milwaukee, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Oklahoma City, Omaha, Peoria, Pittsburgh, Portland (Ore.), Pueblo, Reading, Rochester (N. Y.), Rome, St. Louis, Salt Lake City, San Angelo, San Antonio, San Diego, San Francisco, Seattle, Sioux City, Spokane, Springfield (Mass.), Toledo, Tucson, Tulsa, Tyler, Utica, Washington, Wheeling, Yakima, York, Youngstown.		
<b>Favorite Story</b> .....26.....39		
Dist.: Ziv Television Programs SOLD TO: Baltimore, Boston, Chicago, Cincinnati, Cleveland, Los Angeles, New York, Philadelphia, San Francisco, Washington. (ARB Cities Only Listed.)		
<b>Half Hour Theater</b> .....30.....39		
Dist.: Sterling Television Company SOLD TO: Albuquerque, Ames, Atlanta, Austin (Tex.), Baton Rouge, Chicago, Cincinnati, Dallas-Fort Worth, Davenport, El Paso, Elmira, Galveston, Grand Rapids, Greensboro, Holyoke, Lansing, Los Angeles, Louisville, Lubbock, Miami, Milwaukee, Mobile, New Britain, New Orleans, New York, Phoenix, Portland (Ore.), Salt Lake City, San Antonio, Scranton, Sioux City, South Bend, Spokane, Springfield, Syracuse, Washington, Wilkes-Barre, York.		
<b>Hollywood Half Hour</b> .....30.....26		
Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Cleveland, Colorado Springs, Columbus (Ga.), Davenport, Dayton, Decatur, Detroit, Duluth, Elmira, Festus, Fort Lauderdale, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honolulu, Houston, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Peoria, Philadelphia, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, York.		
<b>Into the Night</b> .....30.....26		
Dist.: Sterling Television Company SOLD TO: Austin (Tex.), Birmingham, Chicago, Cincinnati, Columbus (O.), Dallas-Fort Worth, Denver, Detroit, Galveston, Lincoln, Louisville, Minneapolis-St. Paul, New Britain, New Orleans, New York, Peoria, San Francisco, Seattle, South Bend, York.		
<b>Invitation Playhouse</b> .....15.....26		
Dist.: Guild Films, Inc. SOLD TO: Chicago, Denver, Detroit, Houston, Jackson, Johnstown, Kansas City, Lansing, Louisville, Miami, Minneapolis-St. Paul, Mobile, Nashville, New York, Oklahoma City, Omaha, Pittsburgh, Portland (Ore.), Rock Island, San Francisco, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, York.		
<b>Jonathan Story</b> .....15.....52		
Dist.: Sterling Television Company SOLD TO: Boston, Jackson, New Orleans, New York, Tacoma.		
<b>Little Show</b> .....15.....26		
Dist.: Sterling Television Company SOLD TO: Atlanta, Buffalo, Kansas City, Lincoln, New Orleans, New York, Philadelphia, Portland (Ore.), Roanoke, Roswell, San Francisco, Toledo, Tucson, York.		
<b>Little Theater</b> .....15.....52		
Dist.: Tee Vee Company SOLD TO: Chicago, Decatur, Denver, Detroit, Erie, Greensboro, Johnstown, Los Angeles, Miami, Milwaukee, Springfield (Mass.), Tacoma, Toledo, Tulsa, Washington.		
<b>Orient Express</b> .....30.....26		
Dist.: Procter Television Enterprises SOLD TO: Anchorage, Bakersfield, Cleveland, Columbus, Detroit, Fairbanks, Fort Dodge, Fort Wayne, Fresno, Grand Rapids, Hutchinson, Indianapolis, Kalamazoo, Lansing, Lima, Los Angeles, Louisville, Madison, Muncie, New Orleans, New York, Philadelphia, Pittsburgh, Portland (Ore.), Rochester (N. Y.), Saginaw, San Diego, San Francisco, Seattle, Spokane, Toledo, Washington.		
<b>Play of the Week</b> .....30.....26		
Dist.: Procter Television Enterprises SOLD TO: Albuquerque, Anchorage, Asheville, Bangor, Baton Rouge, Buffalo, Chicago, Cleveland, Columbia, Dallas-Fort Worth, Denver, Fort Dodge, Galveston, Green Bay, Harrisburg, Houston, Hutchinson, Kansas City, La Fayette, Los Angeles, Louisville, Madison, Minneapolis, Muncie, Nashville, Omaha, Pittsburgh, Rockford, Salt Lake City, San Diego, San Francisco, Seattle, Sioux City.		
<b>Pulse of the City</b> .....15.....13		
Dist.: Telescene Film Productions SOLD TO: Belleville, Brownsville, Charlotte, Cincinnati, Denver, Elmira, Lubbock, New Haven, New York, San Francisco, St. Louis, Schenectady, Springfield, Tucson.		
<b>Royal Playhouse</b> .....30.....52		
Dist.: United Television Programs, Inc. SOLD TO: Belleville, Birmingham, Boise, Charlotte, Chattanooga, Chicago, Columbia, Dallas-Fort Worth, Davenport, Decatur, Denver, Detroit, El Paso, Honolulu, Indianapolis, Lawton, Longview, Los Angeles, Lubbock, Miami, Mobile, Muncie, Neenah, New Orleans, New York, Peoria, Pittsburgh, Pueblo, San Diego, Sioux Falls, Yakima.		
<b>Strange Adventure</b> .....15.....52		
Dist.: CBS Television Film Sales SOLD TO: Abilene, Amarillo, Anchorage, Baton Rouge, Bloomington, Cedar Rap-		

<b>ids, Colorado Springs, Detroit, Denver, El Paso, Elmira, Fort Dodge, Fresno, Galveston, Henderson, Hutchinson, Jacksonville, Las Vegas, Lawton, Longview, Lubbock, Meridian, Mesa, Muncie, Monterey, Nashville, Oklahoma City, Providence, Portland (Ore.), Rochester (N. Y.), Rome, San Luis Obispo, Seattle, Sioux City, Sioux Falls, Tucson, Waco.</b>		
<b>The Visitor</b> .....30.....44		
Dist.: NBC Film Division SOLD TO: Decatur, Colorado Springs, Fresno, Greensboro, Hollywood, Houston, Lincoln, Lubbock, Madison, Monroe, New Orleans, Pittsburgh, Pueblo, Roswell, San Angelo, San Diego, Scranton, Seattle.		
<b>This is the Story</b> .....15.....76		
Dist.: Morton Television Productions SOLD TO: Dallas-Fort Worth, Davenport, Indianapolis, Kansas City, Los Angeles, Lubbock, Miami, Milwaukee, Salt Lake City, San Antonio, San Francisco, Seattle, Washington.		

### Miscellaneous

<b>Adventures in Living</b> .....15.....52		
Dist.: Sterling Television Company SOLD TO: Detroit, Jackson (Miss.).		
<b>Fan With Felix</b> .....15.....12		
Dist.: United Artists Television SOLD TO: Santa Barbara.		
<b>Handy Andy</b> .....15.....18		
Dist.: Sterling Television Company SOLD TO: Indianapolis.		
<b>Hollywood on the Line</b> .....15.....26		
Dist.: CBS Television Film Sales SOLD TO: Anchorage, Beaumont, Longview, Madison, Meridian, Muncie, Oklahoma City, Santa Barbara.		
<b>Kieran's Kaleidoscope</b> .....15.....130		
Dist.: United Artists Television SOLD TO: Boston, Fargo, Hartford, Milwaukee, Montreal, Philadelphia, Salt Lake City, San Diego, Schenectady, San Francisco, Santa Barbara, South Bend.		
<b>Norman Brokenshire's Handy Man</b> .....5.....52		
Dist.: United Artists Television SOLD TO: Lincoln, Peoria, Santa Barbara, York.		
<b>Paradise Island</b> .....15.....26		
Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Chambersburg, Cedar Rapids, Colorado Springs, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Honolulu, Johnstown, Kansas City, Lansing, La Fayette, Little Rock, Longview, Louisville, Macon, Madison, Minneapolis, Monterey, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, York.		
<b>Fathe Hy-Lights</b> .....15.....26		
Dist.: Du Mont TV Film Sales SOLD TO: Augusta, Colorado Springs, Columbus, Detroit, Macon, New York, Rochester (Minn.), San Luis Obispo, Schenectady, Washington.		
<b>Stranger Than Fiction</b> .....15.....65		
Dist.: United World Films, Inc. SOLD TO: Amarillo, Boston, Dallas-Fort Worth, Detroit, Havana, Portland (Ore.), St. Louis, Salt Lake City, San Antonio, San Francisco.		
<b>Television Close-Ups</b> .....5.....26		
Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Lauderdale, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honolulu, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Lincoln, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, York.		
<b>This World of Ours</b> .....15.....26		
Dist.: Sterling Television Company SOLD TO: Roswell.		
<b>Wonders of the Wild</b> .....15.....26		
Dist.: Sterling Television Company SOLD TO: Boston, Elmira, Seattle, Indianapolis, Buffalo.		
<b>Ballets De France</b> .....15.....26		
Dist.: The March of Time, Inc. SOLD TO: Amarillo, Beaumont, Colorado Springs, Gadsden, Montreal, Pueblo, Toronto, Tyler.		
<b>Enchanted Music</b> .....30.....12		
Dist.: United Television Programs SOLD TO: Decatur, Longview, Neenah, Phoenix, Tacoma.		
<b>Holiday in Paris</b> .....30.....12		
Dist.: CBS Television Film Sales SOLD TO: Abilene, Anchorage, Beaumont, Chicago, Henderson, Longview, Macon, Madison, Meridian, Monterey, Oklahoma City, Waco, Wichita Falls.		
<b>Liberace</b> .....30.....24		
Dist.: Guild Films, Inc. SOLD TO: Abilene, Akron, Albuquerque, Amarillo, Austin, Bakersfield, Baltimore, Baton Rouge, Bloomington, Boise, Boston, Brownsville, Buffalo, Cedar Rapids, Chicago, Cleveland, Colorado Springs, Columbus (O.), Dallas-Fort Worth, Davenport, Duluth, Elmira, El Paso, Fargo, Fort Lauderdale, Fort Mayer, Fort Wayne, Fresno, Grand Rapids, Green Bay, Greensboro, Henderson, Honolulu, Houston, Hutchinson, Jackson, Indianapolis, Jacksonville, Kansas City, La Fayette, Lake Charles, Lancaster, Lansing, Lawton, Lincoln, Longview, Little Rock, Los Angeles, Louisville, Lubbock, Madison, Medford, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Muncie, Mobile, Monterey, New Orleans, New York, Oklahoma City, Omaha, Peoria, Pensacola, Phoenix, Pittsburgh, Portland (Ore.), Portland (Me.), Providence, Pueblo, Quincy, Rockford, Roanoke, Rochester (N. Y.), Roswell, Saginaw, St. Louis, St. Petersburg, Salt Lake City, San Antonio, San Diego, San Francisco, Santa Rosa, Seattle, South Bend, Springfield (Ill.), Syracuse, Toledo, Tucson, Tulsa, Waco, Washington, Wichita Falls.		

Series Name	Length in Minutes	No. Releases Available
Wilmington, York, Yakima, Youngstown, ...	30	26
Dist.: United Television Programs		
SOLD TO: Amarillo, Chicago, Colorado Springs, Columbia, Columbus (O.), Dallas, Denver, Duluth, Fargo, Honolulu, Lincoln, Longview, Lubbock, Mobile, Newark, Peoria, Pueblo, Roanoke, Rochester (N. Y.), Roswell, San Francisco, Seattle, Sioux City, Sioux Falls, Spokane, Springfield (Mo.)		
<b>TV Film Telecasts</b> ... 110		
Dist.: United Television Programs		
SOLD TO: Akron, Albuquerque, Altona, Amarillo, Atlanta, Bakersfield, Baltimore, Birmingham, Boise, Butte, Bridgeport, Brownsville, Chattanooga, Cincinnati, Columbia, Columbus, Dallas-Fort Worth, Davenport, Denver, Detroit, El Paso, Kureka, Grand Bay, Greensboro, Greenville, Harrison, Honolulu, Houston, Jacksonville, Johnstown, Kansas City, Lancaster, Lansing, Lawton, Little Rock, Lincoln, Longview, Los Angeles, Lubbock, Macon, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Mobile, Monroe, New Haven, New Orleans, New York, Norfolk, Omaha, Oshkosh, Palm Beach, Peoria, Philadelphia, Phoenix, Pittsburgh, Providence, Pueblo, Raleigh, Roanoke, Rochester (N. Y.), Roswell, St. Louis, St. Petersburg, Salt Lake City, San Antonio, San Diego, San Francisco, Santa Barbara, Schenectady, Scranton, Seattle, Sioux Falls, Spokane, Springfield (Mo.), Syracuse, Tacoma, Texarkana, Tucson, Tulsa, Twin Falls, Utica, Washington, West Palm Beach, Wichita Falls, Wilmington, Yakima		
<b>TV Disk Jockey Films</b> ... 60		
Dist.: Screen Gems, Inc.		
SOLD TO: Atlanta, Austin, Boston, Cleveland, Columbia, Havana, Milwaukee, Montreal, New York, Philadelphia, Holyoke, Toledo, Washington		
<b>The Vienna Philharmonic</b> ... 15		
Dist.: Sterling Television Company		
SOLD TO: Milwaukee, San Francisco, Chicago		
<b>Mystery</b> ... 30		
Dist.: MCA-TV		
SOLD TO: Akron, Ann Arbor, Atlanta, Bakersfield, Baltimore, Bangor, Baton Rouge, Battle Creek, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Columbia, Columbus (O.), Denver, Detroit, Dallas-Fort Worth, Davenport, Dayton, El Paso, Elmira, Grand Rapids, Houston, Indianapolis, Kalamazoo, Lansing, Lincoln, Longview, Lubbock, Los Angeles, Madison, Milwaukee, New Orleans, Oklahoma City, Omaha, Phoenix, Providence, Rochester, Rockford, St. Joseph, Saginaw, St. Louis, San Antonio, San Francisco, Seattle, Springfield (Mass.), Tacoma, Tulare, Washington		
<b>Craig Kennedy Criminalist</b> ... 30		
Dist.: Louis Weiss & Company		
SOLD TO: Austin (Minn.), Dallas-Fort Worth, Houston, Los Angeles, Philadelphia, San Diego, San Francisco, San Luis Obispo		
<b>Files of Jeffrey Jones</b> ... 30		
Dist.: CBS Television Film Sales		
SOLD TO: Abilene, Albuquerque, Amarillo, Anchorage, Ann Arbor, Birmingham, Boston, Cedar Rapids, Colorado Springs, Columbia, Davenport, Detroit, Elmira, Erie, Fort Dodge, Fort Worth, Fresno, Greensboro, Henderson, Honolulu, Hutchinson, Kansas City, Las Vegas, Lawton, Lincoln, Little Rock, Longview, Los Angeles, Lubbock, Macon, Meridian, Madison, Mesa, Mobile, Monterey, New Orleans, New Britain, Oklahoma City, Rochester (Minn.), St. Louis, Salt Lake City, San Diego, San Francisco, Santa Barbara, Schenectady, Toledo, Tucson, Utica, Waco, Wichita Falls		
<b>Follow That Man</b> ... 30		
Dist.: MCA-TV		
SOLD TO: Akron, Bakersfield, Buffalo, Charleston, Elmira, El Paso, Longview, Nashville, South Bend, Tulsa, Roanoke		
<b>Frest Page Detective</b> ... 30		
Dist.: Consolidated Television Sales		
SOLD TO: Abilene, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Billings, Boise, Bellingham, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Charleston, Chicago, Colorado Springs, Columbia, Columbus (Ga.), Dayton, Decatur, Detroit, Duluth, El Paso, Elmira, Festus, Fort Lauderdale, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honolulu, Houston, Jacksonville, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Longview, Los Angeles, Lubbock, Lubbock, Madison, Minneapolis, Mobile, Monroe, New York, Norfolk, Philadelphia, Phoenix, Providence, Pueblo, Roanoke, Rochester (Minn.), Rockford, St. Petersburg, San Antonio, San Diego, San Francisco, Santa Barbara, Schenectady, Toledo, Tucson, Utica, Waco, Wichita Falls		
<b>Hollywood Offbeat</b> ... 30		
Dist.: United Television Programs		
SOLD TO: Amarillo, Belleville, Birmingham, Buffalo, Chattanooga, Cincinnati, Cleveland, Columbus (O.), Detroit, Galveston, Honolulu, Lincoln, Los Angeles, Lubbock, Minneapolis-St. Paul, Mobile, Monroe, Neenah, New York, Phoenix, Pueblo, Rochester (Minn.), San Francisco, Seattle, Sioux Falls, Spokane, Tucson, Washington, Yakima, Zanesville		
<b>Movie Quick Quis</b> ... 13		
Dist.: Walter Schwimmer Productions		
SOLD TO: Boston, Buffalo, Chicago, Colorado Springs, Denver, Detroit, El Paso, Erie, Galveston, Honolulu, Indianapolis, Johnstown, Lincoln, Lubbock, Minneapolis, Monroe, New Orleans, Philadelphia, Roanoke, St. Louis, San Angelo, Spokane, Tucson, Washington		
<b>Professor Yes 'n' No</b> ... 15		
Dist.: Screen Gems, Inc.		
SOLD TO: Albuquerque, Amarillo, Billings, Butte, Colorado Springs, Houston, Pensacola, Phoenix, Portland (Ore.), Salt Lake City, San Diego, Spokane, Seattle, Tucson		
<b>Three Guesses</b> ... 15		
Dist.: 20th Century-Fox		
SOLD TO: Ames, Amarillo, Buffalo, Indianapolis, Kansas City, Miami, Nashville, Oklahoma City, Pittsburgh, Portland (Ore.), Richmond, Seattle, Tulsa		

Series Name	Length in Minutes	No. Releases Available
Elmira, Fresno, Hartford, Houston, Indianapolis, Kansas City, Lincoln, Longview, Los Angeles, Lubbock, Minneapolis-St. Paul, Muncie, Nashville, New Britain, New Orleans, New York, Ottawa, Peoria, Philadelphia, Phoenix, Pittsburgh, Portland (Ore.), Providence, Reading, Rochester (Minn.), San Diego, San Francisco, Tacoma, Toronto, Washington, Yuma, Wilkes-Barre	15	15
<b>Feel the Victim</b> ... 15		
Dist.: Sterling Television Company		
SOLD TO: Atlanta, Dallas, Denver, Detroit, La Fayette, Lubbock, Pittsburgh, Providence, San Francisco, Toledo, York, Zanesville		
<b>Public Prosecutor</b> ... 13 & 15		
Dist.: Consolidated Television Sales		
SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Denver, Duluth, Elmira, Festus, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honolulu, Houston, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Macon, Madison, Minneapolis-St. Paul, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Reno, Rochester, Rockford, St. Petersburg, San Angelo, San Antonio, San Francisco, Scranton, Sioux City, Sioux Falls, Spokane, Springfield, Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, York		
<b>Scotland Yard</b> ... 30		
Dist.: Du Mont TV Film Sales		
SOLD TO: Chicago, Cincinnati, Colorado Springs, Detroit, Lincoln, Lubbock, Montreal, Rochester (Minn.), San Luis Obispo, Toronto		
<b>News</b> ... 30		
Dist.: Guild Films, Inc.		
SOLD TO: Lincoln, Scranton, Tucson		
<b>Daily News Report</b> ... 10		
Dist.: NBC Film Division		
SOLD TO: Ashland, Beaumont, Brownsville, Cincinnati, Dayton, El Paso, Fargo, Gadsden, Huntington, Indianapolis, Lubbock, Miami, Minneapolis-St. Paul, New Orleans, Oshkosh, Pueblo, Rochester (Minn.), Roswell, Salinas, San Angelo, San Diego, San Francisco, Sioux Falls, Spokane, Tacoma, Tucson, Tyler, Utica, Wheeling, York, Youngstown		
<b>NBC Weekly News Review</b> ... 15		
Dist.: NBC Film Division		
SOLD TO: Albuquerque, Amarillo, Ashland, Beaumont, Boise, Boston, Buffalo, Charleston, Charlotte, Colorado Springs, Columbia, Columbus (O.), Decatur, Denver, El Paso, Fresno, Gadsden, Green Bay, Greensboro, Hutchinson, Jackson, Johnstown, La Fayette, Lawton, Lima, Lincoln, Lubbock, Miami, Mobile, Pittsburgh, Portland (Ore.), Pueblo, Raleigh, Rochester (Minn.), Roswell, St. Petersburg, Salt Lake City, San Angelo, San Diego, Schenectady, Sioux Falls, Springfield (Mo.), Tacoma, Tucson, Tyler, Washington, Wheeling, Wichita Falls, York, Youngstown		
<b>News Adventures for Young America</b> ... 12		
Dist.: 20th Century-Fox		
SOLD TO: Boston, Buffalo, Charlotte, Dallas, Detroit, Houston, Kansas City, Minneapolis-St. Paul, Nashville, New Orleans, Omaha, Roanoke, Rochester (N. Y.), San Francisco, Seattle		
<b>INS-Television Daily</b> ... 10-15		
Dist.: Telemex Productions		
SOLD TO: Ames, Atlanta, Baltimore, Boston, Buffalo, Cincinnati, Cleveland, Denver, Detroit, Duluth, El Paso, Harrisburg, Indianapolis, Lancaster, Lubbock, Milwaukee, New Britain, New Haven, New York, Norfolk, Philadelphia, Portland, Providence, Pueblo, Rockford, St. Louis, Seattle, Springfield (Mo.), Syracuse, Toledo, Tucson, Washington, Wilmington, Youngstown		
<b>Telemex Weekly Review</b> ... 15-20		
Dist.: Telemex Productions		
SOLD TO: Amarillo, Chicago, Duluth, El Paso, Kansas City, Louisville, Lubbock, Milwaukee, Omaha, Portland (Ore.), Raleigh, Seattle, Spokane, Toledo, Washington, Youngstown		
<b>UP Marietone News</b> ... 10-20		
Dist.: United Press Movietone		
SOLD TO: Boston, Charlotte (S. C.), Cambridge, Charlotte, Chicago, Cleveland, Colorado Springs, Dayton, Decatur, Denver, Detroit, Festus, Green Bay, Harrisburg, Havana, Henderson, Holyoke, Houston, Johnstown, Kansas City, Lansing, Los Angeles, Madison, Memphis, Mesa, Phoenix, Mexico City, Minneapolis, St. Paul, Nashville, New Orleans, New York, Oklahoma City, Ottawa, Peoria, Pittsburgh, Richmond, Rochester (N. Y.), San Diego, Santa Barbara, Schenectady, Spokane, Tacoma, Toronto, Tulsa, Washington, Wheeling, Youngstown		
<b>Going Places</b> ... 15		
Dist.: United World Films		
SOLD TO: Amarillo, Buffalo, Oklahoma City		
<b>Headlines on Parade</b> ... 15		
Dist.: United World Films		
SOLD TO: Phoenix		
<b>Look Photos</b> ... 15		
Dist.: United Television Programs		
SOLD TO: Atlanta, Bakersfield, Columbia, Duluth, Hampton, Hutchinson, Lincoln, Los Angeles, Lubbock, Minneapolis-St. Paul, Monroe, Nampa, Phoenix, Portland (Minn.), Rochester (Minn.), San Francisco, Seattle, Spokane, Twin Falls, Yakima		
<b>Movie Quick Quis</b> ... 13		
Dist.: Walter Schwimmer Productions		
SOLD TO: Boston, Buffalo, Chicago, Colorado Springs, Denver, Detroit, El Paso, Erie, Galveston, Honolulu, Indianapolis, Johnstown, Lincoln, Lubbock, Minneapolis, Monroe, New Orleans, Philadelphia, Roanoke, St. Louis, San Angelo, Spokane, Tucson, Washington		
<b>Professor Yes 'n' No</b> ... 15		
Dist.: Screen Gems, Inc.		
SOLD TO: Albuquerque, Amarillo, Billings, Butte, Colorado Springs, Houston, Pensacola, Phoenix, Portland (Ore.), Salt Lake City, San Diego, Spokane, Seattle, Tucson		
<b>Three Guesses</b> ... 15		
Dist.: 20th Century-Fox		
SOLD TO: Ames, Amarillo, Buffalo, Indianapolis, Kansas City, Miami, Nashville, Oklahoma City, Pittsburgh, Portland (Ore.), Richmond, Seattle, Tulsa		

Series Name	Length in Minutes	No. Releases Available
<b>Religious</b> ... 15		
Dist.: Foundation Film Corporation		
SOLD TO: Oklahoma City		
<b>National Telecasts</b> ... 12		
Dist.: Official Films, Inc.		
SOLD TO: Phoenix, Roanoke, Tucson		
<b>You Do Believe</b> ... 30		
Dist.: Foundation Film Corporation		
SOLD TO: Chicago, Cleveland, Johnstown, Los Angeles, Lubbock, New Orleans, New York, Philadelphia, Portland (Ore.), Toledo		
<b>Sports</b> ... 12		
Dist.: Procter Television Enterprises		
SOLD TO: Milwaukee		
<b>at the Experts</b> ... 5 & 15		
Dist.: Sterling Television Company		
SOLD TO: Albuquerque, Buffalo, Dallas-Fort Worth, Indianapolis, La Fayette, New Orleans, Oklahoma City, Peoria, Roswell, Seattle		
<b>Big Playback</b> ... 15		
Dist.: Screen Gems, Inc.		
SOLD TO: Buffalo, Duluth, Montreal, Rochester (Minn.), Wichita		
<b>Big Playback</b> ... 15		
Dist.: Screen Gems, Inc.		
SOLD TO: Albuquerque, Anchorage, Bellingham, Billings, Boise, Butte, Cedar Rapids, Chicago, Decatur, Little Rock, Memphis, Milwaukee, Montreal, Pensacola-Panama City, Pittsburgh, Providence, San Juan, Stockton, Tucson, Wichita, Fort Smith, Lawton, Longview		
<b>Double Play With Durocher and Day</b> ... 15		
Dist.: United Television Programs		
SOLD TO: Amarillo, Chicago, Buffalo, Denver, Grand Rapids, Hollywood, Lancaster, Miami, Neenah, New Britain, Pittsburgh, Providence, Pueblo, Sioux Falls, South Bend, Spokane, Springfield (Mo.), Tacoma		
<b>Famous Fights From Madison Square Garden</b> ... 15		
Dist.: Du Mont TV Film Sales		
SOLD TO: Buffalo, Denver, Fresno, Havana, Indianapolis, Louisville, Portland (Ore.), St. Petersburg, San Diego, San Francisco, Seattle, Springfield, (Mass.), St. Paul, Tacoma		
<b>Gaddis - Fishing</b> ... 15		
Dist.: Sterling Television Company		
SOLD TO: Amarillo, Ann Arbor, Austin, Boston, Cincinnati, Greensboro, Lincoln, Miami, Nashville, New York, Schenectady, Seattle, Sioux Falls, Washington, York, Wichita Falls		
<b>Grantland Rice's Sportsights</b> ... 15		
Dist.: Atlas Television Corporation		
SOLD TO: Atlantic City, Columbia, (S. C.), Roanoke		
<b>Kingside With the Rascals</b> ... 30		
Dist.: Consolidated Television Sales		
SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Brownsville, Buffalo, Butte, Chambersburg, Charleston (S. C.), Chicago, Colorado Springs, Columbus (O.), Columbia, (Ga.), Dallas-Fort Worth, Decatur, Denver, Detroit, Duluth, El Paso, Elmira, Festus, Fort Lauderdale, Fort Smith, Green Bay, Greensboro, Greenville, Harrisburg, Henderson, Honolulu, Huntington, Kansas City, La Fayette, Las Vegas, Little Rock, Lincoln, Longview, Louisville, Lubbock, Macon, Monterey, Newport News, Oklahoma City, Omaha, Oshkosh, Peoria, Phoenix, Pittsburgh, Pocatello, Portland (Ore.), Pueblo, Raleigh, Reno, Roanoke, Rochester (Minn.), Rockford, Sacramento, St. Petersburg, San Angelo, San Francisco, Scranton, Sioux City, Sioux Falls, Spokane, Holyoke, Springfield, (Mo.), Syracuse, Tacoma, Tijuana, Tucson, Tulare, Twin Falls, Tyler, Wichita Falls, Yakima		
<b>Keller Derby</b> ... 30		
Dist.: TV Exploitations		
SOLD TO: Albuquerque, Brownsville, Buffalo, Cambridge, Colorado Springs, Holyoke, Kansas City, La Fayette, Minneapolis-St. Paul, Monroe, Muncie, Oklahoma City, Omaha, Pittsburgh, Roanoke, South Bend, Tulsa		
<b>Sports on Parade</b> ... 15		
Dist.: Sterling Television Company		
SOLD TO: Atlanta, Kansas City (Mo.), La Fayette, Milwaukee, Mobile, New Britain, New Castle, New York, Pueblo, Richmond, Rochester (N. Y.), South Bend, Wichita Falls, York		
<b>Sports Digest</b> ... 15		
Dist.: Tel Ra Productions		
SOLD TO: Baton Rouge, Dallas-Fort Worth, Havana, Honolulu, Houston, Indianapolis, Los Angeles, New Orleans, Norfolk, Providence, Richmond, Roanoke, St. Louis, San Antonio, Springfield (Mass.), Tulsa		
<b>Sports Scholar</b> ... 15		
Dist.: United World Films		
SOLD TO: Atlanta, Galveston, Lubbock, Miami		
<b>Sportsman's Club</b> ... 15		
Dist.: Syndicated TV Films		
SOLD TO: Ann Arbor, Binghamton, Birmingham, Buffalo, Cleveland, Columbia, Dallas-Fort Worth, Dayton, El Paso, Elmira, Greensboro, Houston, Huntington, La Fayette, Milwaukee, Oklahoma City, Philadelphia, Portland (Ore.), Providence, St. Louis, San Antonio, Seattle, Holyoke, Wichita Falls, York		
<b>Telemex Digest</b> ... 30		
Dist.: United Artists Television		
SOLD TO: Denver, Huntington, Lincoln, Louisville, San Diego, South Bend, Youngstown		
<b>This Week in Sports</b> ... 15		
Dist.: Telemex Productions		
SOLD TO: Amarillo, Binghamton, Birmingham, Boston, Buffalo, Chicago, Colorado Springs, Dallas-Fort Worth, Detroit, El Paso, Johnstown, Louisville, Lubbock, Memphis, Norfolk, Oklahoma City, Philadelphia, Providence, Raleigh, Richmond, St. Louis, Schenectady, Syracuse, Youngstown		
<b>Wrestling From Hollywood</b> ... 60		
Dist.: Paramount TV Productions		
SOLD TO: Allentown, Atlanta, Austin (Tex.), Charlotte, Cleveland, Dallas-Fort Worth, Davenport, Detroit, El Paso, Grand Rapids, Harrisburg, Honolulu, Houston, Jackson, Lancaster, Lawton, (Okla.), Los Angeles, Louisville, Lynch-		

Series Name	Length in Minutes	No. Releases Available
burg, Minneapolis-St. Paul, Nashville, Norfolk, Philadelphia, Portland (Ore.), Providence, Richmond, Roanoke, Salt Lake City, Tulsa	30	26
<b>Once Kid</b> ... 30		
Dist.: ZY Television Productions		
SOLD TO: Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus (O.), Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington (ARB Cities Only Listed)		
<b>Cowboy G-Men</b> ... 30		
Dist.: United Artists Television		
SOLD TO: Akron, Amarillo, Atlanta, Boston, Cincinnati, Columbus (O.), Dallas-Fort Worth, Decatur, Duluth, Hartford, Houston, Indianapolis, Kansas City, Lincoln, Louisville, Memphis, Minneapolis-St. Paul, Nashville, New York, St. Joseph, St. Louis, Springfield, (Mo.), Toledo, Wichita Falls		
<b>The Gene Anny Show</b> ... 30		
Dist.: CBS Television Film Sales		
SOLD TO: Abilene, Altona, Amarillo, Anchorage, Austin (Tex.), Austin (Minn.), Bakersfield, Baltimore, Bangor, Baton Rouge, Beaumont, Binghamton, Birmingham, Boise, Boston, Cedar Rapids, Charlotte, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbus (O.), Denver, Detroit, Elmira, El Paso, Erie, Fort Dodge, Fort Worth, Fresno, Green Bay, Harrisburg, Henderson, Honolulu, Indianapolis, Jackson, Jacksonville, Kalamazoo, Lansing, Las Vegas, Lima, Little Rock, Longview, Los Angeles, Lubbock, Macon, Madison, Meridian, Milwaukee, Minneapolis, Monterey, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Portland (Ore.), Providence, Roanoke, Rochester (Minn.), Rockford, Rock Island, St. Joseph, St. Petersburg, Salt Lake City, San Diego, San Luis Obispo, Santa Barbara, Seattle, Sioux City, Sioux Falls, South Bend, Stockton, Syracuse, Toledo, Tucson, Waco, Washington, Wichita Falls, Yakima		
<b>Hopalong Cassidy</b> ... 30		
Dist.: NBC Film Division		
SOLD TO: Albuquerque, Atlanta, Bakersfield, Baltimore, Baton Rouge, Binghamton, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbia, Columbus (O.), Dallas-Fort Worth, Davenport, Dayton, Detroit, Erie, Fargo, Fresno, Grand Rapids, Greensboro, Hollywood, Jacksonville, Johnstown, Kansas City, Lincoln, Louisville, Memphis, Miami, Milwaukee, Monroe, Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Orlando, Philadelphia, Phoenix, Pittsburgh, Providence, Rochester (Minn.), St. Louis, Salt Lake City, St. Paul, San Angelo (Tex.), San Antonio, San Francisco, San Luis Obispo		

Series Name	Length in Minutes	No. Releases Available
Schenectady, Seattle, Spokane, Syracuse, Toledo, Tulsa, Washington	30	26
<b>Hopalong Cassidy</b> ... 30		
Dist.: NBC Film Division		
SOLD TO: Amarillo, Ashland, Baton Rouge, Beaumont, Boise, Charleston, Colorado Springs, Decatur, Denver, El Paso, Fargo, Fresno, Gadsden, Galveston, Green Bay, Honolulu, Hutchinson, Lawton, Lincoln, Lubbock, Madison, Mobile, Monroe, Oshkosh, Portland (Ore.), Pueblo, Raleigh, Reading, Roanoke, Roswell, Saginaw, Salinas, San Luis Obispo, Sioux Falls, Spokane, Springfield (Mo.), Tucson, Tyler, Wheeling, Wichita Falls, York, Youngstown		
<b>The Range Rider</b> ... 30		
Dist.: CBS Television Film Sales		
SOLD TO: Abilene, Albuquerque, Amarillo, Atlanta, Austin (Tex.), Bakersfield, Bangor, Baton Rouge, Beaumont, Boston, Chico, Cedar Rapids, Cleveland, Colorado Springs, Columbia, Dallas-Fort Worth, Davenport, Dayton, Denver, Detroit, El Paso, Fargo, Fort Dodge, Fresno, Grand Rapids, Green Bay, Greensboro, Henderson, Honolulu, Hutchinson, Jackson, Kalamazoo, Lansing, Las Vegas, Lawton, Lima, Little Rock, Longview, Los Angeles, Lubbock, Macon, Madison, Massillon, Memphis, Meridian, Miami, Milwaukee, Minneapolis-St. Paul, Monterey, New Britain, New Orleans, Omaha, Phoenix, Pittsburgh, Portland (Minn.), Portland (Ore.), Providence, Rochester (Minn.), Sacramento, Saginaw, St. Joseph, Salinas, Salt Lake City, San Diego, San Luis Obispo, San Francisco, Santa Barbara, Seattle, Sioux City, Sioux Falls, South Bend, Springfield (Mass.), Stockton, Tucson, Waco, Washington, Wheeling, Wichita Falls, Yakima, Zanesville		
<b>Tales of Famous Outlaws</b> ... 15		
Dist.: Western Adventure Productions		
SOLD TO: Los Angeles, New Orleans, Philadelphia, San Francisco		
<b>Women's</b> ... 15		
Dist.: Sterling Television Company		
SOLD TO: Charlotte, Greensboro, Jackson, Tacoma		
<b>For the Ladies</b> ... 15		
Dist.: Sterling Television Company		
SOLD TO: Scranton, Huntington, Hutchinson		
<b>Feminine Touch</b> ... 15		
Dist.: United Artists Television		
SOLD TO: Santa Barbara		
<b>The Little Prince Show</b> ... 15		
Dist.: NBC Film Division		
SOLD TO: Ashland, Chicago, Decatur, Fargo, Honolulu, Kansas City, Lawton, Lincoln, Madison, New York, Philadelphia, San Angelo, Seattle, Springfield (Mass.), Tucson, Wheeling, York, Youngstown		

# Plugs and Premiums

By GENE PLOTNIK

United Artists Television recently completed arrangements for a premium program on the "Cowboy G-Men" series. The distributor has arranged with manufacturers for the order of 18 different items, some of them self-liquidating and some for giveaway. UA-TV at this writing was awaiting word from its field men as to which of the show's sponsors wanted to order any of the merchandise.

This premium program was worked out by Max Weinberg, UA-TV's promotion manager. Weinberg's experience with merchandise promotions goes back to the years he headed distribution of Metro-Goldwyn-Mayer's short subjects. He inaugurated the merchandise licensing on the "Tom and Jerry" cartoons.

Weinberg recently pointed out to this reporter that the term "merchandise," which seems to gain greater and greater currency in the trade every day, actually can refer to four different and distinct types of promotions.

Since the term will be used with great frequency in future installments of this column, it will be useful to outline this distinction here and now.

There is first of all the merchandise tie-in, a standard form of exploitation that is quite closely related to the advertising endorsement. This is an arrangement by which the name of a show or its star is attached to a commodity in its display in the stores or in its ads or both. The theory is that the promotion of the article will plug the show, and conversely, the show title will boost the sale of the article.

A refinement of the merchandise tie-in is merchandise licensing. Whereas the pay off for the tie-in is only in publicity, the pay-off for licensing is in hard money. A licensing arrangement is one in which the owner of a show gives permission to manufacturers to attach the name of the show or its characters to an item in return for a royalty, usually 5 per cent of the billing price less discounts and less returns.

Obviously, to get the manufacturer to pay for the use of a character the character must have enormous appeal; it must have an audience. Yet there is at least one instance in the TV film business in which a merchandise licensing

program was launched before the show hit the air. That was on "Rocky Jones, Space Ranger," produced by Roland Reed and now being distributed by United Television Programs. Another unusual instance of licensing is on "The Merry Mailman," a show on WOR-TV, New York, only, which has licensed items for national distribution. There are now plans afoot to film "Mailman" for national syndication. In deals such as this, the merchandise in effect pre-sells the show. We'll go further into such deals in a future column.

Weinberg pointed out that licensing has been confined to titles of kiddie appeal. "It is all based on the whimsicality of kids," he said.

Weinberg claims that licensing of adult products never has proved successful. Adults simply are not persuaded to buy an article of clothing or a household item by its identification with their favorite movie or TV character. For instance, the legit hit, "South Pacific," tried it with a wallpaper design, and it flopped. That is, the wallpaper did.

A third type of "merchandise" is the premium, which is promoted for and by the advertiser. The customer obtains the premium by buying the advertiser's product. In some cases the customer gets the premium free; in other cases he gets it for a price that will cover the cost to the advertiser, in which case it is called "self-liquidating."

The fourth type of merchandising promotion consists of "point-of-sale" displays. These push the advertiser's product in the stores, playing up the title and characters of the show he sponsors. Stations and networks have been going in for more and more of this type of promotion support for their advertisers in recent years, and more and more film syndicators are now getting into it.

Here are some of the premium items that UA-TV is making available to "Cowboy G-Men" sponsors, all of them with Pat Gallagher (Russ Hayden) and Stony (Jackie Coogan) prominently displayed: T-shirt, hat, cowboy boot ring, sun watch, humming lariat, membership and trading cards, 3-D viewer, lapel button, plastic charms, bang gun, mask, badge and key chain.

# Merchandise Holds Key to Film Success

By CARL M. STANTON, Director, NBC Film Division

It is a matter of public record that television film programs of the finest quality can attract large and loyal audiences. Outstanding programs like "Badge 714" (seen on the NBC-TV network as "Dragnet"), "Victory at Sea" and "Douglas Fairbanks Jr. Presents" can do much to raise the standards of television programming throughout the country — because such film series, offered for syndication, can fill prime local program hours with entertainment and information of a kind not available thru local origination.

In order to crystallize such a pattern, however, it is essential to establish a record of success for the local advertiser who invests his money in a syndicated film series. The program may be of the finest quality, widely acclaimed by the critics and the major award committees; the ratings may be Himalayan; the commercials may be tastefully produced. And yet the sponsor's product may not attain the anticipated sales volume.

### Various Scapegoats

When such a situation occurs (and it can, and does, both with syndicated and network advertisers), the sages of the industry select various scapegoats: the program was too cerebral; in its particular time spot the series appealed to the wrong audience for the sponsor's product; the competition was too keen (yet the rating figures may show otherwise); the commercials were weak, etc.

What the sages may often overlook is an ingredient vital to the success of the program from the advertiser's point of view: merchandising. Improper merchandising, or the lack of merchandising, can be a major cause for the sponsor's woes.

"A television program must be more than a vehicle for a commercial," Allen Billingsley, president of Fuller and Smith & Ross, said recently. "It must be a springboard for merchandising and sales." It takes more than advertising impressions, Billingsley continued, to get the full use of television. Merchandising, he pointed out, translates advertising dollars into dealers' inventories and sales.

### TV Film

#### Guest of the Week



CARL STANTON

A rounded background in radio, TV and advertising agency broadcast work has given Carl Stanton varied experience now serving him in good stead as director of the NBC Film Division, reporting directly to Robert W. Sarnoff, veepee in charge of the Division. A Californian and graduate of Stanford, Stanton got his foot in the broadcasting door via Sears-Roebuck's early radio efforts. In 1934 he moved into the agency field with Lord & Thomas' Hollywood office, for whom, as producer-director, he handled production of such stanzas as "Amos 'n' Andy," "Lum 'n' Abner," the Bob Hope show and others. After transferring to New York in 1939 he supervised production of "Hit Parade," the Kay Kyser show and "Information Please." When L&T became Foote, Cone & Belding, Stanton took over as radio director.

Stanton later was radio chief at Dancer - Fitzgerald - Sample and shifted to NBC in 1949 as director of the TV talent and new programs department. With the integration of NBC's AM and TV webs in 1952, he became national TV program manager and was made director of the new film division in March, 1953.

Altho all advertisers have different local and regional merchandising problems, the fact remains that the advertiser must use intelligent merchandising aids in order to obtain the greatest dividends for his TV film dollar. Effective merchandising techniques capture the attention of the retailer and the consumer, alike, and result in increased sales for the product advertised.

Every day new proof of increased sales as a result of intelligent merchandising comes to light. A food distributor in Connecticut, for instance, wrote about an 830 per cent increase in sales of a specific product over a normal week; another product rose to 370 per cent above normal, while still another reached 78 per cent.

### NBC Department

What the NBC network merchandising department is doing on a national scale, the NBC Film Division is now in a position to do on a local or regional level. Fred N. Dodge, director of merchandising for the NBC radio and television networks, predicated his efforts on the theory that while the consumer may have been sold on a specific product by the television program he has seen, merchandising is essential to sell the retail outlet on the power of television. After months of study, planning, preparation and testing, the NBC Film Division now makes available a complete merchandising campaign to the local advertiser.

The merchandising tools, products of the practical experience of the Grey Advertising Agency and of the Division's advertising manager, Jay Smolin, are designed to make NBC Film Division properties streamlined selling vehicles for any local or regional advertiser.

### Promotion Ideas

The merchandising materials range from comprehensive suggestions for the conduct of sales meetings and the stimulation of retail outlets to bottle-cap displays and truck-bumper streamers. No detail of local merchandising—whether it be physical or psychological—has been overlooked. Behind all this equipment is our realization that the sponsor must follow thru at the point of sale in order to reap the full benefit of his advertising dollar.

The goal and policy of the NBC

### 'BIG TOWN'

## Lever Sad On Mix-Up In Re-Runs

NEW YORK, Oct. 17.—Lever Brothers this week was slightly unhappy over the mix-up here in the scheduling of re-runs of its "Big Town" series. Under the name of "City Assignment," the re-runs of the series, sponsored by the Vitamin Corporation of America, presented a story about drunken driving on Tuesday (6) over WABD here.

The same story was presented two weeks later on "Big Town," Thursday (15), via the CBS-TV network. Lever Brothers, of course, is using occasional old films to the estimated proportion of one oldie to four new shows on its network presentation of the property. There did not seem to be any agency check on the rerun series, which is the reason for the repeat on the network.

## 'Paul-Ford' Show To Bow Mon. 19

NEW YORK, Oct. 17.—"Les Paul and Mary Ford at Home," a new five-minute film series being sponsored by Listerine antiseptic tooth paste, will make its bow Monday (19), a week later than originally scheduled. The delay was reportedly caused by difficulties in clearing stations, a process that is still going on.

Listerine's agency, Lambert & Feaseley, is shooting for 25 markets for the time being, with the expectation that more stations will be added after January 1. In New York, the strip show has been slotted on WABC-TV, 7:10 p.m., across the board.

Film Division, stated recently by its vice-president, Robert W. Sarnoff, is to provide local stations and advertisers with the finest kind of film series in order to help raise the level of television programming throughout the country. To meet and maintain these high standards, the local advertiser must be convinced of the commercial feasibility of fine programming. On a firm foundation of merchandising support and sales proof—implemented by the tools now available to the local advertiser—a permanent structure of fine film programming can be erected.

## TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard, TV Film Department.

### THEATRICAL

<b>COMEDY</b>	
CASANOVA IN BURLESQUE (Republic 1944)	Hollywood TV
CHAMPAGNE FOR CAESAR (Universal 1950)	Comet TV
POT OF GOLD (United Artists 1941)	Commonwealth TV
TEXAS, BROOKLYN AND HEAVEN (United Artists 1948).....TV Exploitation	
<b>DRAMA</b>	
BEYOND TOMORROW (RKO 1940)	Atlantic TV
CORSICAN BROTHERS (United Artists 1941)	TV Programs of America
COUNT OF MONTE CRISTO (United Artists 1934)	Arrow Productions
CHEERS FOR MISS BISHOP (United Artists 1941)	Major TV
ETERNALLY YOUR (United Artists 1939)	Masterpiece
FOREVER AND A DAY (RKO 1943)	Combined-Korda
THE GREAT JOHN L. (United Artists 1945)	Atlantic TV
HOUSE ACROSS THE BAY (United Artists 1940)	MPTV
JOHNNY ONE-EYE (United Artists 1950)	Quality TV
THE LONG NIGHT (RKO 1947)	George Bagnall assoc.
LONG VOYAGE HOME (United Artists 1940)	MPTV
MAN FROM FRISCO (Republic 1944)	Hollywood TV Service
MAN OF CONQUEST (Republic 1939)	Hollywood TV Service
MOON AND SIXPENCE (United Artists 1942)	Standard TV
OF MICE AND MEN (United Artists 1939)	Unity TV
PITFALL (United Artists 1948)	Quality TV
ROARING CITY (Lippert Productions)	Telepix
<b>MUSICAL</b>	
WINTER CARNIVAL (United Artists 1939)	MPTV
<b>MYSERY</b>	
BLUEBEARD (Producers Releasing Corp. 1944)	MPTV
FINGERPRINTS DON'T LIE (Lippert Productions 1951)	Telepix
MURDER IN THE MUSEUM (Progressive Pictures 1934)	Atlas TV
SECRETS OF SCOTLAND YARD	Hollywood TV Service
SKYLINER (Super Golden Eagle 1949)	Telepictures, Inc.
AND THEN THERE WERE NONE (Fox-Film Corporation 1945)	Quality TV
<b>WESTER</b>	
ABILENE TOWN (United Artists 1946)	Quality TV

### Non-Theatrical Free Films

<b>INDUSTRIAL</b>	
AIRHEAD	Marathon TV Newsreel, Long Island City, N. Y.
AMERICAN FRONTIERS	Gulf Oil Company, Houston
FORD ANNIVERSARY	Ford Motor Company, The Rotunda, Dearborn, Mich.
FREEDOM AND POWER	General Electric, 112 N. 4th Street, St. Louis
WINS TO ENGLAND AND BELGIUM	Ideal Pictures, 233 W. 42d Street, New York
<b>EDUCATIONAL</b>	
TOUCHDOWN	Tel-Ra Productions, 1518 Walnut Street, Philadelphia
<b>RELIGIOUS</b>	
THIS TO THE LIFE	Missouri Synod, Lutheran Church, St. Louis

## BILLBOARD FILM GUIDE

# Syndicated Pix ARB Multi-City Ratings

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

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

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

### BALTIMORE 3 STATIONS

TITLE OF SHOW	CATEGORY	STATION-DAYS-TIME	SEPT. ARB RATING
Junior Cross Roads	Child.	WAAM-S.—9:45-10:00 a.m.	0.4
Life of Riley	Comedy	WBAL-F.—8:30-9:00	23.3
Favorite Story	Drama	WBAL-M.—10:30-11:00	13.1
Douglas Fairbanks Presents	Drama	WBAL-S.—10:30-11:00	20.4
Boston Blackie	Mystery	WBAL-W.—10:30-11:00	27.5
Telenews Daily	News	WBAL-M. to F.—6:45-7:00	2.4
Baseball Hall of Fame	Sports	WAAM-Su.—1:15-1:30	2.9
Big Playback	Sports	WAAM-M.—10:45-11:00	4.0
Roller Derby	Sports	WAAM-T.—9:00-9:30	4.2
Baseball Hall of Fame	Sports	WAAM-W.—10:45-11:00	6.5
Cisco Kid	West.	WBAL-T.—7:00-7:30	10.4
Gene Autry	West.	WMAR-S.—8:00-8:30	20.0
Hopalong Cassidy	West.	WBAL-T.—5:30-6:00	10.7
Wild Bill Hickock	West.	WBAL-S.—7:00-7:30	21.7

### CHICAGO 4 STATIONS

Ramar of the Jungle	Adv.	WBKB-Th.—8:30-9:00	5.4
Foreign Intrigue	Adv.	WNBQ-Th.—9:30-10:00	10.7
I Led Three Lives	Adv.	WBKB-Th.—9:30-10:00	9.3
Dangerous Assignment	Adv.	WBKB-F.—9:00-9:30	3.9
Dick Tracy	Adv.	WBKB-F.—9:30-10:00	3.2
Abbott and Costello	Comedy	WBKB-Su.—5:00-5:30	13.5
Victory at Sea	Docum.	WNBQ-Su.—9:30-10:00	11.7
Play of the Week	Drama	WGN-T.—9:00-9:30	5.4
Crown Theater	Drama	WBKB-T.—10:00-10:30	13.5
Invitation Playhouse	Drama	WBKB-W.—8:30-8:45	2.0
Favorite Story	Drama	WBKB-F.—9:30-10:00	9.8
Old American Barn Dance	Music	WGN-W.—8:00-8:30	3.9
I'm the Law	Mystery	WBKB-T.—10:30-11:00	11.7
Boston Blackie	Mystery	WGN-Th.—9:30-10:00	12.0
U. P. Movietone News	News	WGN-M. to F.—6:30-6:45	2.4
U. P. Movietone News	News	WGN-M.—11:30-11:45	2.4
Movie Quick Quiz	Quiz	WBKB-M. to F.—2:00-2:15	0.4
Ringside With Rasslers	Sports	WGN-T.—8:00-9:00	1.8
Wild Bill Hickock	West.	WBKB-Su.—1:30-2:00	11.2
Cisco Kid	West.	WBKB-S.—2:00-2:30	11.7
Gene Autry	West.	WBKB-M.—5:30-6:00	9.8
Hopalong Cassidy	West.	WBKB-T.—5:30-6:00	1.3
Gene Autry	West.	WBKB-T.—7:00-7:30	7.6

### NEW YORK 7 STATIONS

China Smith	Adv.	WABC-W.—8:30-9:00	3.5
Foreign Intrigue	Adv.	WNBT-Th.—10:30-11:00	25.9
Ramar of the Jungle	Adv.	WPIX-S.—6:00-6:30	2.1
Dangerous Assignment	Adv.	WOR-S.—9:00-9:30	4.1
Life of Riley	Comedy	WNBT-F.—8:30-9:00	20.8
March of Time	Docum.	WNBT-F.—7:00-7:30	6.2
Favorite Story	Drama	WNBT-M.—10:30-11:00	16.4
Pulse of the City	Drama	WABD-T.—7:45-8:00	0.3
Doug. Fairbanks Presents	Drama	WNBT-W.—10:30-11:00	24.1
Heart of the City	Mystery	WABD-F.—8:00-8:30	7.1
Boston Blackie	Mystery	WABD-F.—9:30-10:00	7.4
Telenews Daily	News	WABC-M. to F.—5:30-5:45	0.5
U. P. Movietone News	News	WPIX-M. to T. Th. F.—7:00-7:15	2.8
U. P. Movietone News	News	WPIX-M. to T. Th.—10:30-10:45	1.3
Madison Square Garden	Sports	WABC-Th.—9:00-9:30	0.3
Baseball Hall of Fame	Sports	WABD-Th.—7:45-8:00	1.8
Baseball Hall of Fame	Sports	WNBT-S.—11:00-11:15 a.m.	0.9
Madison Sq. Garden	Sports	WABC-S.—8:30-9:00	0.3
Highlights	Sports	WABC-S.—8:30-9:00	0.3
Cowboy G-Men	West.	WPIX-S.—5:30-6:00	1.4
Gene Autry	West.	WCBS-T.—8:00-8:30	17.1
Hopalong Cassidy	West.	WNBT-S.—6:30-7:00	12.7
Cisco Kid	West.	WNBT-Th.—6:00-6:30	6.5

### PHILADELPHIA 3 STATIONS

Ramar of the Jungle	Adv.	WFIL-Su.—11:15-11:30	2.1
Ramar of the Jungle	Adv.	WFIL-M. to F.—6:30-7:00	4.5
Foreign Intrigue	Adv.	WCAU-Th.—10:30-11:00	15.1
Junior Crossroads	Child.	WFIL-S.—9:45-10:00 a.m.	2.6
Life of Riley	Comedy	WPTZ-F.—8:30-9:00	26.8
Favorite Story	Drama	WPTZ-Su.—7:00-7:30	13.2
Kieran's Kaleidoscope	Misc.	WPTZ-Su.—6:45-7:00	7.2
Boston Blackie	Mystery	WCAU-W.—7:00-7:30	20.4
Frank Kennedy	Mystery	WCAU-Th.—7:00-7:30	16.6
Front Page Detective	Mystery	WCAU-S.—6:00-6:30	6.8
Telenews Daily	News	WFIL-M. to F.—7:15-7:30	3.5
Telenews Daily	News	WPTZ-S.—6:30-6:45	4.2
Telenews Daily	News	WPTZ-M. to F.—7:00-7:15	1.8
Movie Quick Quiz	Quiz	WFIL-M. to F.—5:00-5:15	4.4
Baseball Hall of Fame	Sports	WPTZ-T. W.—11:00-11:15	1.5
Madison Sq. Garden	Sports	WFIL-S.—8:30-9:00	2.6
Big Playback	Sports	WFIL-S.—9:45-10:00	12.8
Wild Bill Hickock	West.	WPTZ-T.—6:30-7:00	18.1
Gene Autry	West.	WCAU-T.—8:00-8:30	19.6
Cisco Kid	West.	WCAU-F.—7:00-7:30	26.2

## Tiffany Preps Pic On True Cop Cases

CHICAGO, Oct. 17.—Henry E. Dohney, of Tiffany TV Productions, announced that he has readied a pilot film based on true cases from police files in which the lie detector played an important role. The show is titled "Shadows of Doubt". The pilot film is in full color.

Tiffany has acquired the rights to the complete library of Leonard Keeler, inventor of the lie detector. The library consists of several thousand true cases.

## TV Bow for Parks In 'Happiest Day'

HOLLYWOOD, Oct. 17.—Larry Parks returns to the screen, this time the video one on which he makes his TV debut, for the first time since his testimony before a House Un-American Activities Committee in which he admitted Communist party affiliation. He has been signed to co-star with Teresa Wright in Screen Gems' "The Happiest Day," another in the "Ford Theater" telefilm series, which rolls Monday (19). Parks recently completed a legit stage tour with his wife, Betty Garrett.

AN EDITORIAL

Are You With It, Mr. Record Dealer?

The history of the record business has been a turbulent one, a story of shifting fortunes. At many stages in its more than 70-year history, the record industry has been embroiled in struggles with itself and with other industries. The issue was joined at its very birth between the cylinder and the flat disk. The growth of radio in the 1920's shook the roots of the record business. Sales dipped alarmingly low again during the depression years. Television was viewed as an awesome threat. Then intra-industry strife reared its head again in the battle of the speeds.

Yet oddly enough and to the great credit of the leaders of the industry, the record business emerged from each crisis stronger and more cohesive unit. This, despite the many disadvantages of its very structure as a luxury business, appealing to a public of varied and shifting tastes, hard-pressed competitively for the consumer's leisure time interest and completely dependent for its growth on the sale and maintenance of phonographs.

This last has long been a problem. The record and phonograph industries, though completely dependent, the one on the other, have for many years been operating largely in independence of each other. With the major exception of the old Victor Company and the RCA Victor, phonograph manufacturers had little interest in and knowledge of the record business and vice versa. Distribution lines basically differed. Promotional tie-ins were all but non-existent. The bulk of the phonographs were sold by retailers, not in the record business, and the majority of records were sold by dealers having little or no interest in the promotion and sale of record players.

Now for probably the first time since the days of Eldorado Johnson and the Victor Company the two industries appear to be joining forces for the mutual benefit of both.

From the conclusion of the battle of speeds—as bitter a family squabble as any industry has faced—have come very real industry and consumer benefits. A melding of the two products, records and phonographs, has resulted. This was a revolutionary rather than an evolutionary process, as dramatized by the title of this special issue. Led by Columbia with its introduction of LP and then joined by RCA Victor's 45 r.p.m. system and later the 45 EP, old standards were discarded in favor of new and better ones. Consumers were given more music for their money and much better sounding music. The yearly increase in the record industry's volume since 1948 is ample testimony of public acceptance.

With this surge of new interest in recorded music came a demand for quality equipment at reasonable prices to reproduce these new recorded advances prop-

erly. At this point Columbia again provided the necessary spark when nearly a year ago it introduced its "360" high quality player. Other key instrument makers have since followed suit. At this juncture the phonograph outlook is at least as rosy as it ever has been. The current industry-wide phonograph promotion in Baltimore, headed by The Record Industry Association of America, is testimony to how closely the two industries have joined.

With this wedding of the players the records has come a stable change—the record dealer is in the driver's seat for sales volume and profit in phonographs as well as records! Are you with it, Mr. Dealer? You know that there is an active, genuine and growing public demand for better recorded music. You have seen your own sales volume in better records grow at an increasing rate over the past three years. You know that this has created a tremendous secondary consumer demand for phonographs. Today, you and your clerks are selling or recommending the purchase of more players to new record customers than ever before. Today your old and regular record customers are demanding that you and your clerks explain and advise them in replacing their present players with playing equipment that will more faithfully reproduce the finer recordings. You know there are sound phonograph values in all price ranges, and you know that now there are very fine high quality phonographs available at a price to fit the mass market consumer pocketbook. You are already a complete record store. Now you must be the complete phonograph store with inventories of quality equipment in all price ranges. It is your biggest opportunity for increased volume and profit in years!

For The Billboard, too, this means a revised approach. No longer can we remain solely the primary source of record buying information. Our scope must now encompass instruments as an integral part. News coverage in this area has increased greatly in the past few months. This issue—The Merchandising Revolution in Records and Phonographs—officially launches The Billboard's program to keep its readers as aware of new trends and developments in the phono field as it has done and will continue to do in the record field.

The special articles which follow may seem oversimplified to some. We believe that this approach is fundamental. The confusion that existed both at the dealer and consumer levels during the speed battle (an still persists in some quarters) resulted from lack of clear explanation and basic understanding. Thus, we believe that the prosperity of this new and potentially great market which we see in phonos and records will be in direct ratio to the complete understanding by all selling levels.

We're "with it," Mr. Dealer! Are you?

The Merchandising Revolution in Records and Phonographs

A special section focusing on today's great and growing demand for records—particularly fine recordings . . . how that demand has developed a strongly revitalized market for phonographs . . . what all record outlets can and should do to capitalize on the substantial sales and profit opportunities these joint developments have laid at their doorsteps

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# LP's Replace 78's as Staple For Latin-America Exports

By IS HOROWITZ

NEW YORK, Oct. 17.—Phonograph record exporters, now in the midst of their heavy pre-Christmas selling season, are experiencing a dramatic change in business patterns as against a year ago. Latin America, which absorbs the great bulk of their shipments, is fast becoming an LP market, with the 33 r.p.m. disk quickly replacing the standard 78 r.p.m. platter as the export staple.

Specialists in below-the-border exports all note a significant drop in the number of 78 pressings shipped. But the loss, they state, is more than being made up by the increase in LP action. Estimates of the jump in LP sales to Latin America start at a low of 25 per cent over volume a year ago.

One exporter, whose experience is far from unique, said that the

ratio of 78 to LP sales has flipped completely during the past year. From a disk-to-disk ratio of 65 standard-speed records shipped for every 35 LP's last year, current demand underlines the present ratio of 35 to 65. Dollar volume, of course, has risen as the more expensive LP's gain ascendancy.

The main reason for the decline in 78 exports is the sharp increase in domestic manufacture in a number of South American countries. There are probably nearly as many 78's being consumed, but many more of them are being produced locally.

### Classic Trend

As for LP's, upped availability of suitable playing equipment has made the increase possible, but other factors have also exerted a strong influence. The market for classical music is expanding in Latin America and, like here, consumers prefer extended works on LP. And recent pop repertoire trends here have also been found loaded in potential for L-A export. Exporters agree that the new stress on albums of background and mood music (Winterhalter, Faith, et al.) have served to hypo their business. This light

music, with no vocals, offers no language barrier, and trade with L-A buyers is brisk. Another shot in the LP arm has been the greater attention given to music, serious and popular, as recorded in Spain (The Billboard, October 17). This material finds a ready audience below the border.

### LP's Save Coin

Economically, the reasons for the LP rise are just as cogent. Shipping costs are high, and the savings on LP's over 78's are significant. These costs, of course, are added to the final purchase price. In a number of countries the amount of export duty charged on incoming records is determined by weight rather than dollar value, with benefits all accruing to LP's.

The export of EP's and other 45's, on the other hand, has neither risen nor fallen significantly, according to the exporters. Volume has remained fairly consistent, although most in the field thought a year ago that traffic in doughnut platters would have gained much more by now than it has.

Venezuela, state all exporters, is by far the leader in record im-

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## 'MANY TIMES' IS CLIMBING FAST

NEW YORK, Oct. 17.—Julie Stearns, professional manager of Broadcast Music, Inc., has his third BMI tune which appears to be headed for the smash division in the top-tune sweepstakes in "Many Times." The song, which has been waxed by Percy Faith on Columbia and Eddie Fisher on RCA Victor, landed on the "Hit Parade" after being out only five weeks. This will make the third BMI hit for Stearns, the others being "Moulin Rouge" and the prior season's "Because of You."

## Damone, Cane Part Company

NEW YORK, Oct. 17.—Marvin Cane and warbler Vic Damone formally agreed this week to terminate their business association.

Cane, who has been Damone's manager, is to get a percentage of the singer's earnings for the next three years—the unexpired period of their contract.

The parting was arranged under most amicable circumstances. Damone will continue to be booked by the William Morris Agency.

## FOR YULETIDE

### Fem Mag to Set Music, Disk Prom

NEW YORK, Oct. 17.—The Woman's Home Companion, one of the nation's largest-selling women's publications, has set a big music and record promotion. A special section in the magazine's Christmas issue will include sheet music and the offer of a specially-recorded disk. The disk is being pressed for the mag by Columbia and features thrush Jill Cory singing the standard "Silent Night" and a specially-penned tune, "The First Christmas."

The tune was written for the magazine by Dmitri Tiomkin and Ned Washington. The publishing deal is now being set on the song. Music and lyrics of the song will be printed in the magazine. The disk being offered is a seven-inch, 78 r.p.m. waxing. Readers are asked to mail in a coupon and 50 cents to get the recording.

The promotion is being handled for the magazine by Lyle K. Engel. Special promotional packages and copies of the disk are being sent to radio and TV stations.

## Victor Signs M. Kaye Trio, Monte, Bruce

HOLLYWOOD, Oct. 17.—Joe Carlton, RCA Victor artist and repertoire topper, has added the Mary Kaye Trio to the label's talent roster.

Group, currently appearing at the Last Frontier, Las Vegas, Nev., signed a standard paper with options.

Carlton also added singer Lou Monte, with his first release, tagged "A Baby Cried," set for heavy promotion. Option on thrush Mary Rose Bruce was likewise picked up.

Firm's a.&r. chief concludes his stay here today after recording sessions with local talent, including Tony Martin, Dinah Shore, Spike Jones and Phil Harris.

## Philips Cuts Eng. Disks of 'King,' 'Wish'

LONDON, Oct. 17.—Philips Records, moving at a fast clip, secured recording rights for both the American shows opening here this week. "The King and I" at the Drury Lane Theater and "Wish You Were Here" (British version of "Having a Wonderful Time," at the Casino). Disks were waxed while both shows were in rehearsal and should be on the market November 1.

"King" stars British film actors Valerie Hobson and Herbert Lom, neither of whom were known as singers before this show. The Casino show stars radio singer Bruce Trent, Shani Wallis and Elizabeth Larnier. The deal was handled for Philips by Norman Newell who put thru similar operations when he was with Columbia for such shows as "Call Me Madam," "Oklahoma!" and "Brigadoon."

## ROCKIN' RHYTHM

# Indies Top R&B Field Despite Added Pressure From Majors

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 17.—Indie platteries continued to dominate the rhythm and blues field during the first nine months of 1953 in the face of increased competition on the part of the major record companies.

Twenty-eight different labels were represented with hits at the three-quarter mark, with 15 diskers showing staying power by ap-

pearing for three months or more.

The r.&b. indies, who far outweigh their pop counterpart in numbers, released a total of 60 tunes that notched a spot in The Billboard's National Best-Seller list of rhythm and blues platters. The figures show that they operated on a comparative basis with their pop brethren who released a total of 62 tunes during the same period (The Billboard, October 10).

### Atlantic Topper

Using the National Best-Seller list as a measuring rod, the survey shows that Atlantic Records placed most in total number of weeks on the charts, with a record of 56 weeks via only six releases. Atlantic also had the top individual platter in "Mama," by Ruth Brown, which appeared on the list for 17 weeks. The firm also had other strong contenders for honors via such releases as "Crawlin'" (13 weeks) and "Good Lovin'" (10 weeks), both by the Clovers. Ruth Brown also clicked with "Wild, Wild Young Men," good for 10 weeks on the charts. Indicative of the pattern closely repeated by other r.&b. firms, is

the fact that Atlantic, with only two artists, the Clovers and Ruth Brown, set the pace with a total of 50 weeks on the boards in the aforementioned releases.

### Apollo Picks Up

Apollo Records, a plattery that pioneered in the rhythm and blues field and not in strong contention in recent years, showed renewed vigor by placing second with 38

(Continued on page 63)

## 'Joey's Theme' Sets Off Hot Diskery Scramble

NEW YORK, Oct. 17.—The most frantic diskery race in a long time got underway this week, with virtually all top labels moving rapidly to push out their versions of "Joey's Theme" (From Little Fugitive). The tune, which is the chief melody in the score of "The Little Fugitive," a hit flick starring child star Ritchie Andrusco, was cut within a few days this week by RCA Victor, Columbia, Mercury and M-G-M Records. Capitol a.&r. staffers at press time were in a skull session plotting how to lick effectively the competition.

The tune, one of the melodies in the flick's background music written by Eddy Manson, and recently acquired by the Trinity

Music Publishing Company, was first cut by Richard Hayman on Mercury. This was figured as peculiarly appropriate, in view of the fact that both Hayman and Manson are virtuosos on the harmonica—the instrument Manson plays for the flick's background. Martin Block on his new releases show, Thursday (15), played an acetate of the Hayman disk.

On Wednesday afternoon (14), Mitch Miller cut the song, using Eddy Manson with Norman Leyden's orchestra.

On Wednesday Victor flew the Sauter-Finegan band in from Washington. The disk was cut that evening, with Henri Rene handling the date. On Thursday, David Rose cut it for M-G-M in Hollywood.

The situation was so frantic

(Continued on page 35)

## Livingston for European Trek

HOLLYWOOD, Oct. 17.—Alan Livingston, Capitol Records artist and repertoire director, embarks on a month-long tour of Europe from here Tuesday (20).

Livingston will join Cap Prexy Glenn Walliech and international department chieftain Sandor A. Porges in Amsterdam, Holland, upon his arrival on the continent.

Livingston's trip is another step in Capitol's current policy of further expansion in foreign disk markets. The a.&r. topper will confer with Cap's affiliates abroad with a view toward effecting a further exchange of repertoire ideas, resulting in broadening the firm's European catalog. Livingston disclosed that a deal is pending for the acquisition of additional European masters.

## M-G-M New Phono Model

NEW YORK, Oct. 17.—A second phonograph has been added to M-G-M Records' new line of record-playing equipment. The new set, a three-speed automatic changer model in portable case, will retail for \$89.95. Samples are now being shipped to the diskery's distributors. Just a few months ago, M-G-M introduced a three-speed model, without automatic changer, which retails for \$49.95.

The new player, as the first one, is being manufactured for M-G-M by B. & R. Electronic Company here, but is being sold only under the M-G-M label. The new set uses a Collaro changer and has a four-pole motor to eliminate hum. A switch automatically cuts off power when the last record has finished playing.

## Spot Artists In Merc Bally

CHICAGO, Oct. 17.—Mercury Records, according to Art Talmadge, vice-president, is inaugurating a new sales promotion which will spotlight each Mercury artist for a one-week period. The promotion will begin the week of November 2, which is Patti Page's birthday, and will be called Patti Page week, with each week thereafter being named for an artist.

The idea behind the plan is to set up a program whereby the dealer as well as the salesman will receive an incentive. As each artist comes up for his week, the best selling singles, EP's and LP's will be packaged from a list of his works and will be offered to the dealers along with a free merchandise incentive. The salesman making the sale will receive premium points.

All dealers will receive order forms in advance of each particular week, with the list of titles included in the forthcoming package.

Promotional pieces such as banners and ribbons will be sent along with the order forms. Disk jockeys, distributors and juke box operators will be tied into the program along with the dealers.

## 400G Plus Gross Seen For Liberace Concerts

HOLLYWOOD, Oct. 17.—By year's end, pianist Liberace will have amassed an estimated gross of more than \$400,000 from 30 concert dates, a total which may well constitute the highest grosses ever attained by a pop concert artist.

Liberace's popularity and his phenomenal take continues to grow, with almost \$200,000 in advance orders already in the kitty for his current 12-city tour.

Booked into Chicago a year ago for only one date this season, the stand at Chi's Opera House was immediately subscribed to, with the result that Liberace was booked to play an additional two days there. Liberace's three-day stand in the Windy City was a complete sellout with \$36,000 in sales racked up at a house scaled to \$4.80. Take was amassed with a negligible amount of advertising, and was entirely accomplished via mail order sales without the Opera box office ever opening. Likewise his two-day stand in Indianapolis

has an advance sale of \$46,000—a sellout.

Homecoming celebrations in Liberace's honor in Milwaukee have already assured the success of that stand. The present day Valentino follows with dates in Louisville, Columbus, Nashville, Houston, Dallas, Fort Worth, Seattle, Portland, San Francisco and Berkeley.

With Liberace's TV films currently running in 120 markets throughout the nation, the pianist is averaging an additional \$40,000 weekly. Sponsorship of the TV series largely consists of savings and commercial banks, a pattern that has been successful ever since his TV debut here under the Citizens Trust & Savings banner.

Present plans call for Liberace to continue his concert schedule in greater numbers during 1954.

## Godfrey Album Set for Video

NEW YORK, Oct. 17.—Arthur Godfrey, who took one of his TV shows last year and recorded it for Columbia Records as the "TV Calendar Show," will pull a real switch next month when he presents his new album, "Christmas With Godfrey," over TV.

The new set, which features all the members of the Godfrey cast, including Julius La Rosa, Lu Ann Simms, Jeanette Davis, Marion Marlowe and Frank Parker, the Mariners and Godfrey himself, contains Christmas carols and pop Christmas items such as "White Christmas," "Winter Wonderland" (Continued on page 35)

## Disk Prices Show Slight Drop in Sept.

WASHINGTON, Oct. 17.—Phonograph record wholesale prices fell four-tenths of 1 per cent in September below the same month last year, while wholesale prices of musical instruments dropped 1.1 per cent from a year ago, Labor Department reported this week.

Phono disk prices, however, were reported at more than 20 per cent above the 1947-49 average while prices of musical instruments were more than 9 per cent above that period.

# RCA N. Y. Meet To Spearhead Pop Promotion

HOLLYWOOD, Oct. 17.—Approximately 50 RCA Victor field men and distributor reps will converge in New York tomorrow for a one-day intensive sales meet outlining the firm's pop single promotion plans.

Joe Carlton, artist and repertoire director of the platter, will sky to New York to attend the meet following a week of recording sessions here.

Included in the pop single promotion are Lew Monte's "A Baby Cried," the Beachcombers "Don't Call Me Coach," Tony Martin's "I Love Paris," Dinah Shore's "Think," Walter Schumann's "All Alone" and an undisclosed Perry Como-Eddie Fisher duet.

The promotional effort on the part of RCA Victor represents a deviation from normal policy of most platteries in that efforts at this time are generally aimed at the coming Christmas market. All of the above etchings are scheduled for early release, with the Schumann platter, already on the market, notching second place in Victor's top sellers this past week, according to Carlton.

Carlton also outlined plans for the firm's yuletide program, with three platters scheduled for intensive bally. Highlighted are the Spike Jones "Where Did My Snow Man Go," Eartha Kitt's "Santa Baby" and the Fontaine Sisters' "Kissing Bridge." Jones' record features a chorus of 40 kids offering patter in the background.

Firm will also offer special Christmas selling aids via counter cards, streamers and display setups. Twelve new albums are also included in the special Christmas material.

# Ct. Ruling Hits Retail Disk Biz

WASHINGTON, Oct. 17.—In a ruling which will have a strong bearing on pricing practices in the retail disk industry, the Supreme Court this week cast doubt on the legality of State fair trade laws by refusing to hear an appeal from a ruling by the Supreme Court of Georgia that the fair trade law of that State is "null and void." The State court had held that the law is ineffective until it is re-enacted to conform with federal fair trade

(Continued on page 63)

# Dutch Music Topper Huddles With ASCAP

NEW YORK, Oct. 17.—C. A. Wiessing, general manager of Het Bureau Voor Muziek-Auteursrecht (BUMA), the performing rights society of Holland, is in New York discussing problems of mutual interest with execs of the American Society of Composers, Authors and Publishers.

# Net-AFM Pact to Expire; May Aid Live Music on Air

Continued from page 3

public interest in live music, via the sponsoring a series of 15-minute live music shows over WWJ, Detroit, at regular commercial rates and featuring the staff orchestra. The programs are spotted at 1:30 p.m. Saturdays, immediately preceding the University of Michigan football games, with an executive officer of the local delivering a 75-second "nothing takes the place of live music" talk on each show.

The idea, brainchild of the Detroit union's prexy Eduard R. Werner, is similar to the \$1,000,000 institutional campaign conducted by the AFM to promote live music over the canned variety in the early 30's, following the advent of talking pictures.

### Limited Use

Some network execs go along with the union to some extent, maintaining that TV, in particular, has not realized its potential because of its limited use of music. According to Rex Koury, musical director of ABC's Western

# DISKERIES GIVE HI-FI EXHIBITORS LP PLATTERS

NEW YORK, Oct. 17.—Diskery execs hustled to the Audio Fair here this week saddled with bundles of records to compete in one of the newer forms of disk promotion. They were passing LP's out to hi-fi exhibitors in lavish numbers in the hopes that their product would be used to demonstrate play-back equipment. At last year's event, the hands-down winner was Mercury's "Pictures at an Exhibition." This year, the honors were spread around a bit more. Diligent listening, tho, disclosed that Capitol's new hi-fi package demonstration, "A Study in High Fidelity," just released, was agitating the air in more rooms than any other entry.

### 'OY'

# Pubbers Pour Miseries Into Woeful Wax

NEW YORK, Oct. 17.—The trials and tribulations of modern day publishers, and their difficulties with the mechanical men reached its apex this week. Publisher Buddy Robbins and clefter Sonny Skyler pooled their talents to put their misery into a song, titled "Oy — A Publisher's Lament."

The song, which is a parody of the current hit "Oh," was waxed for fun by the pair, with Skyler on the vocal. Altho it is not for sale, it has taken Tin Pan Alley by storm, and even the a.&r. men are getting a chuckle out of the wry lyrics. And no wonder, since mechanical men Carlton, Winterhalter, Rene, Miller, Faith, Heyman, Talmadge, Feller, Dexter, Gillette, Gilmore, Cohen, Gabler, Bergman, Thiel, and Meyerson are all mentioned in the song.

# FEW YEARS AWAY

# Commercial Binaural Sound Not Far Off

NEW YORK, Oct. 17.—Technical advances in the audio industry are not so quietly edging toward the commercial application of binaural sound on records. Still almost exclusively an area for the gadgeteer, recent developments and the known interest of major diskeries in "twin-eared" sound indicate that wide consumer use of the evolving equipment may be only a few years away.

Division, "Today, most live TV dramatic shows are only half as good as they could be because of the secondary importance given to music. The day will come when people in the industry will appreciate and utilize fully the know-how of music departments for dramas and situation comedies." He specifically exempted variety shows from his criticism.

In support of the superiority of live music over canned for dramatic shows, Koury said recorded music doesn't offer enough flexibility or variety of material. He also noted that canned music is apt to be familiar to an audience, thereby detracting from the action rather than underscoring a dramatic moment. Filmed and kinescoped shows, opined Koury, lack the depth of audio and visual values on live airers. To be sure, he concluded, new processes must be developed in the application of live music to live TV dramatic shows, but the overall effect will be maximum quality at a minimum of cost.

# RECORDS FOR MANUFACTURERS

# Victor, Columbia Shift Into High On Custom Disks for Industries

Continued from page 1

for industrial record accounts thru the custom departments of the firms. RCA Victor's Custom division is headed by Jim Davis, and Gil McKean is in charge of the Columbia operation. The RCA Victor operation has been working on the industrial accounts for a number of years. The Columbia Special Products department was set up within the firm's Custom division about six months ago.

Here are the types of jobs being handled by the diskeries on the industrial level: RCA Victor has made sales training records for Elgin watches which have been shipped by the watch firm to their dealers all over the country, language course records for various book concerns, records for the Kraft Food Corporation starring "Carmelita" the talking cow, records of the president of the Hot

Point company making a sales pitch to dealers and salesmen, records of the head of the American Legion for the various posts of the Legion thruout the country, etc. In addition, the firm has made such odd disks as ones featuring porpoise sounds for a university lecturer.

### Col'bia Accounts

Columbia has recently wrapped up such accounts as Philco, Zenith, VM and General Electric by making a hi-fi record for each company that is being used to demonstrate their hi-fi phonograph equipment; ballet instruction records for a large ballet school; records for a book concern which goes with the book to explain some of the writings, and talking Christmas cards for the Timken Bearing Corporation. In addition, Columbia made 75,000

records for Guild Films, the TV film company that makes the Liberate film seg, which will be used as giveaways by the film's sponsors in various cities. Liberate himself waxed the record for Guild Films, and the disk will not be released as a regular record.

In the case of Columbia, the firm has added a new note to custom recording, by using artists under contract to make its recordings, or at time taking material out of the catalog for hi-fi disks. The firm just recorded thrush Jill Cooley in two Christmas songs which will be used for a Woman's Home Companion premium piece. (See separate story.)

### Bigger Approach

The approach to the industrial disk business used to be handled in a desultory manner. Mailings were made to various industrial firms informing them of the value of records as sales and promotion pieces. However, this low-pressure selling has vanished in recent years. The approach now is to work out plans for the use of records by a specific firm before approaching them, then visiting the firm with a sales pitch and the presentation and going after big orders rather than the smaller 100 or 200-record sales. Columbia's hi-fi disks for Philco, Zenith, VM and General Electric were pressed in thousands, not hundreds. The hi-fi market is, of course, a natural one at present.

RCA Victor stresses the fact that the production of records for industry is not a novelty business but a serious attempt to use sound as a method of getting over a sales message. There are many cases, according to RCA Victor and Columbia execs, where a message or illustration via sound is superior to the printed word. The hi-fi disk is a perfect example of this, others would be the series of custom records now being used by doctors that contain the sounds of normal and abnormal heartbeats to help medicos diagnose heart ailments. The steady increase in the output of custom-made waxings for industrial use points out the growing recognition of the value of records in this field.

# Rem'ton Files \$100,000 Suit Against Fox

NEW YORK, Oct. 17.—Remington Records this week slapped Harry Fox with a \$100,000 suit, charging that the publishers' agent and trustee forced the low-price diskery out of the pop business. The complaint, filed in New York Supreme Court, claims that Fox failed to live up to an agreement giving Remington recording

(Continued on page 63)

# Phono Gard Has NY Sales Office

NEW YORK, Oct. 17.—The Gray Line Engineering Company has opened new sales offices at the Hotel Shelton here to handle the firm's newly introduced Phono Gard record players. The office will be the firm's Eastern headquarters and will be headed by national sales manager Jack W. Meyerson.

The Phono Gard units are being heavily promoted for use in homes, schools, dance studios and as demonstrators in disk shops. Players are designed so that the user never touches the tone arm. Meyerson is reportedly negotiating with major disk firms to handle the line for record demonstrator purposes, while Gray Line will handle all retailer sales.

# Pincus Acquires Religious Song

NEW YORK, Oct. 17.—Publisher George Pincus this week flew to Chicago where he acquired "Little Lordene," religious song written by Will Kohner, composer and WGN soloist. Pincus outbid a bevy of publishers who were after the song, and has already set one major record.

Main reason for the supercharged estimates for next year is the entry of major finished-player manufacturers into the hi-fi field. With few exceptions, these companies — the Zeniths, Admirals, RCA Victors, Philcos, etc. — are just beginning to get into production on units shown to the public recently and at the New York fair. Early next year, their production and distribution facilities should be geared to the evident demand.

### Ready to Buy

While interest at the Audio Fair, attended by some 20,000 persons, continued high in the component end of the business, the most significant development was the crowds that thronged the finished-player exhibits. Firms showing units said these people were ready to buy, with the indication high that a backlog of orders awaits store distribution.

The majority of the more than 100 exhibitors at the fair were still component people, however, but with them, too, the trend toward easy assembly and eye-appeal was clear. Some manufacturers, by placing components in stylish housings, were even plugging their equipment for home use without further enclosure. In general, the trend toward lower prices of components was also noted. Many firms have added new amplifiers in the \$50 to \$100 class, for instance, where formerly their main effort was expended on units offered at twice the cost.

Concessions to the potential consumer with a slimmer bankroll, and to Mrs. Home Listener who is as much concerned with decor and the economical use of living room space as with sound, were seen in the new stress on smaller speakers and cabinets. Due to engineering advances, many of these were able to produce sound of startling realism, not before achieved except by units of ponderous bulk.

# Name Judges In Laine-Juke Song Contest

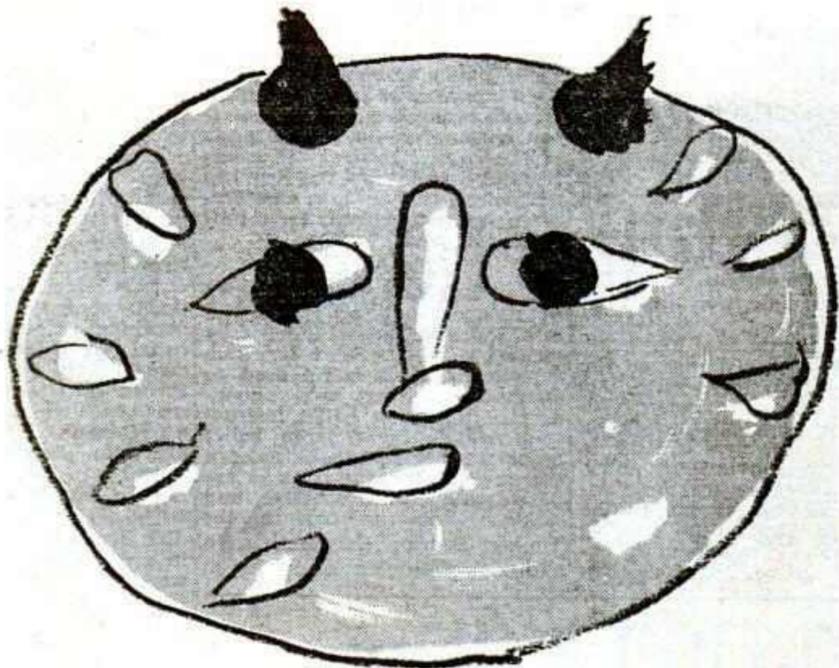
NORTH TONAWANDA, N. Y., Oct. 17.—Plans were completed here this week for picking and announcing the winner of the Frankie Laine-Wurlitzer contest.

Six judges were named to pick the national winner. They are Frankie Laine; Mitch Miller, a.&r. representative for Columbia; Joseph R. Young, New York Wurlitzer Distributor; Paul Ackerman, music editor of The Billboard; Herman Schoenfeld, music editor of Variety, and Robert Austin, music editor of Cash Box. The judging will be done at Columbia's New York headquarters, 799 7th Avenue, and is expected to be completed by the end of the month. (Continued on page 92)

### Gadgeteer Phase

Meanwhile, the gadgeteer phase of binaural continues unabated. Double-duty amplifiers, pick-ups and speakers were shown in generous variety at the Audio Fair, with strong consumer interest noted by exhibitors.

Firms like Cook Laboratories are already making a buck out of two-eared diskophiles, with a catalog of twin-track records now numbering about 25. The company has also introduced a pick-up attachment which can be used to convert any multi-speaker, push-pull amplifier phonograph to the binaural type. The attachment will sell for about \$2, or may be given away free with the sale of several Cook platters.



# EVERYBODY LOVES SATURDAY NIGHT

**PERCY FAITH**  
ORCHESTRA WITH  
PAULETTE SISTERS - BURT TAYLOR

**COLUMBIA RECORD**

## Multiplex Action Would Open New Hi-Fi Fields

• Continued from page 1

decide to authorize the use of multiplex while requiring permission for particular uses, such as subscription broadcasting. Pointing up the TV-FM tie-in is a claim by multiplex petitioners that the new system "can also be applied to television services, utilizing the sound transmitters associated with TV stations in the United States and the majority of other countries."

Of revolutionary impact on the music industry is the possibility of 3-D or stereophonic high-fidelity broadcasting offered by

the new FM system. Long known to engineers, but heretofore limited to a few high-fidelity enthusiasts, 3-D sound in the home would be made possible by use of multiplex broadcasting in conjunction with a 3-D adaptor attached to a conventional FM set. Comparable in effect to the sound in 3-D equipped theaters, the resulting sense of "presence" would surpass anything yet achieved in the commercial high-fidelity field.

Recent tests completed for the Navy by Multiplex Development Corporation and Crosby Laboratories over WTOP-FM here convinced the experimenters that 3-D high-fidelity reception in "homes, restaurants and other locations now served by FM stations" will be "one of the first practical broadcast uses" of their system. The tests also demonstrated that normal FM reception on sets not equipped with adaptors is not impaired by 3-D broadcastings.

Spurred by the advent of LP and high-fidelity FM broadcasting, manufacturers of hi-fi radios, phonographs and recordings have taken a wait-and-see policy toward 3-D sound, pending development of a workable method of 3-D broadcasting. An FCC authorization of the multiplex method could be the starting gun for a set-manufacturers' race toward this new peak in high-fidelity radio reception.

Record manufacturers are less likely to cash in on the potential 3-D market unless FM stations broadcasting in 3-D create a new demand for the specially recorded tapes required, or unless popular acceptance of 3-D broadcasting spurs a boom in properly equipped home tape recorders. Tape recorders of professional quality capable of making 3-D recordings are already on the market, and it would be a simple matter for disk makers to supply the demand for 3-D recordings while doing the original "takes" on tape for high-fidelity disks.

## South. Calif. Hi-Fi Field Is Prosperous

HOLLYWOOD, Oct. 17.—With more than 40 dealers in high-fidelity phonograph equipment doing a volume of approximately \$5,000,000 annually, the Southern California hi-fi field continues to soar.

Altho the area contributes less than 10 per cent of the total national volume, industry leaders view the potential market with justified optimism. As in other sections of the nation, the high-fidelity field was one of comparative insignificance several years ago. In little more than two years the number of dealers in this area has tripled, with a like increase shown in their sales picture as well.

Bill Cara, general manager of the Los Angeles Audio Fair, expressed confidence in the future of the industry in reviewing plans for the 1954 high-fidelity show in Los Angeles.

"We expect to have more than 110 manufacturers and distributors represented at our 1954 Audio show," Cara said, "and owing to the turnout established in our 1953 show, we have engaged four exhibition floors at the Alexandria Hotel for 1954."

The 1954 Audio Fair here is scheduled for February 4-6. Attendance at the 1953 meet totaled 17,000, with Cara estimating the 1954 potential attendance at 25,000.

Indicative of the topsy growth of the hi-fi market in Southern California is the problem of inadequate capitalization of many dealers. By and large, dealers have been unable to meet the heavy demand for high-fidelity equipment because of limited buying capital. Thus, the popularity of hi-fi components stimulated by the industry itself, has created a trying situation at the dealer level.

## Artists Signed By Top Talent

SPRINGFIELD, Mo., Oct. 17.—Lou Black, veteran Springfield radio man, has been named to head a new booking agency, called Top Talent, Inc. Thru Top Talent, exclusive booking will be handled on such entertainers as Victor recording artist Porter Wagoner and ABC's Bill Ring. Ring's show is a daily program over ABC for General Mills.

Top Talent will handle personal appearances thruout the Missouri - Kansas - Oklahoma - Arkansas area. Among the nearly 60 acts already signed as exclusive Top Talent artists are a dozen entertainers in the pop field and several popular dance orchestras.

In addition, Top Talent will book monthly promotions at the giant Shrine Mosque here.

## Welk and Haines Renewed by Coral

HOLLYWOOD, Oct. 17.—Bob Thiele, Coral Records artist and rep topper, has re-signed orkster Lawrence Welk and chirp Connie Haines to recording pacts.

Welk inked a three-year deal and Miss Haines a two-year paper.

Thiele is currently here for repertoire huddles with West Coast Coral reps, his first trip since taking over the helm at the label.

## Decca Readies LR Promotion For Dealers

NEW YORK, Oct. 17. — Decca Records is issuing two new Lone Ranger disks and a special Lone Ranger kiddie phonograph, and tying the two together into a package for special dealer promotion. The two new platters, "He Is Saved by Tonto" and "He Meets the Stranger From the East," brings the label's catalog of records about the Masked Rider to eight.

The new LR phonograph lists at \$32.95. With the player comes a small table at no extra charge. Art work on the machine is appropriate to its sponsorship.

Branches are being shipped promotional kits for distribution to dealers. Included are various display units, streamers, easel photographs and mats for advertising.

## Coral Signs Page Cavanaugh Trio

NEW YORK, Oct. 17. — Coral a.&r. chief Bob Thiele has signed the Page Cavanaugh Trio, with early recording sessions planned. He also added to the label's talent roster with the inking of the Mexican youngster, Ricky Vera, who will be used for kiddie and Christmas slicings.

## DJ'S CAN CHANT ON CHORAL DISK

NEW YORK, Oct. 17. — Coral is using a new method enticing deejay spins on its new "3-D" disk threat cut by a trio of its top chanters—Don Cornell, Johnny Desmond and Alan Dale Platter spinners who harbor vocal ambitions can blend their voices with the boys in a special intro record shipped out with the commercial copy. And one band on the disk shows them how it should be done, by no less a coach than Eileen Barton.

**You Can't Afford  
To Miss These Records!**

**NAT "KING" COLE**

***LOVER, COME BACK TO ME* — Capitol 2610**

**DON CORNELL, JOHNNIE DESMOND and ALAN DALE**

***I THINK I'LL FALL IN LOVE TODAY* — Coral 61076**

**HARRY JAMES**

***THE MOONLIGHTER SONG* — Columbia 40113  
(From the Picture "The Moonlighter")**

**JOHNNIE RAY**

***PLEASE DON'T TALK ABOUT ME WHEN I'M GONE  
AN ORCHID FOR THE LADY* — Columbia 40090**

**KAY STARR**

***WHEN MY DREAM BOAT COMES HOME* — Capitol 2595**

**JUNE VALLI**

***DON'T FORGET TO WRITE* — Victor 47-5488**

**WARNER BROS., MUSIC DIVISION  
HARMS — REMICK — WITMARK — ADVANCED  
488 Madison Ave., New York 22, N. Y.**

# Wanted: 20 Million Quality Phonos! Phono Sales Clincher Reward: \$2,000,000,000 Sales! Is Easy Credit Terms

If the headline on this piece sounds fantastic, an examination of the facts will prove otherwise. If manufacturers can make them, there is market for 20,000,000 high quality phonographs at reasonable prices over the next four to five years. It is a market primarily created by the "revolution" in the record business and, therefore, it is a

oped recording techniques over the past four or five years to such an extent that fine recorded music today is virtually "live" music. RCA Victor's new

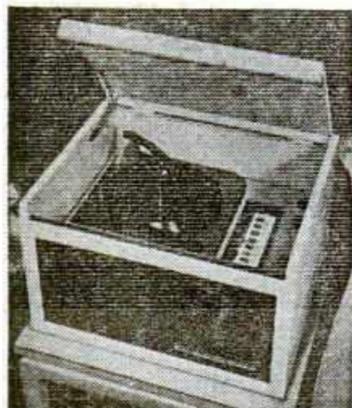
range consumer demand for more records and better records and therefore for more phonographs and better phonographs. Like all sound consumer demands, this one, too, has the "snowballing" characteristic. Radio and television programming is using more and more music. Hollywood and Broadway are weaving more and more productions around music. Newspapers and magazines are devoting more and more space to music. Record dealers and distributors are becoming more and more active in local advertising of music. And because all this is backed up by a better record product and a better record value, new record customers are created every day and old record customers are more active.

Thus the tremendous new market for phonographs is primarily a "revolutionized market for records. New customers go first to the record outlet, where they must also be sold a phonograph. Old record customers go first to their record outlet for advice and information about replacing their present equipment with better equip-

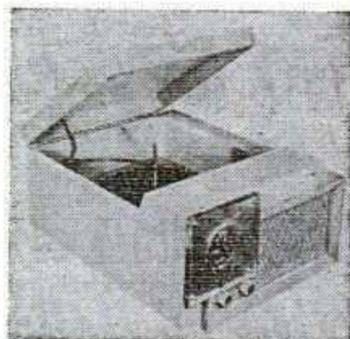
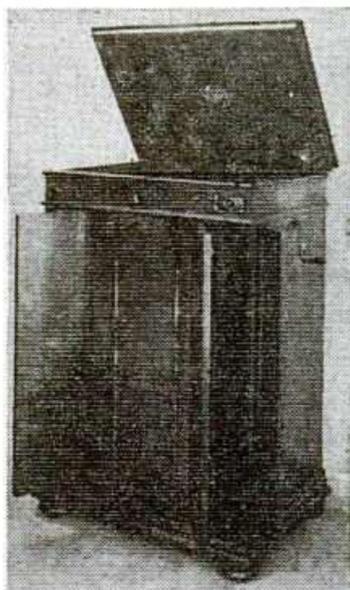
ment. The record outlet is the natural market place for both. Already hundreds of aggressive record outlets have expanded their phonograph lines to include the higher price ranges of equipment. Examine the survey results in this section for confirmation of this fact. There's new volume sales and profit for the record outlet never before available. For example, the gross profit on a new high quality phonograph retailing for \$150 can be as much as \$60, which is the kind of gross and profit per item never realized by the majority of record outlets before. But it doesn't stop there. The sale of that phonograph will produce another \$40 worth of records sold to that customer his first year and make a steady and more active customer out of him for years to come.

There are about 22,000,000 record players in homes today, of these, 13,000,000 will play only 78 r.p.m. records; 9,000,000 will play either or both 45 r.p.m. and LP. Replacing the 13,000,000 obsolete players alone represents a tremendous opportunity. "Selling up" the great majority of the remaining 9,000,000 owners to the newer and better quality equipment represents another. Add this to the challenge of making record customers and player owners out of about 30,000,000 homes that do not now buy records or own a phonograph, and the heading on this piece doesn't sound unrealistic. In fact, it is a market limited only by the ability of manufacturers to produce.

## 50 YEARS OF PHONOGRAPH DEVELOPMENT



OLYMPIC ETUDE (#HF-500) \$139.95



CRESCENT #602, \$104.50



TOP: MODEL B, introduced by the Victor Talking Machine Company in 1900. List price: \$18.

CENTER: THE CRENDENZA (Model 8-30), orthophonic Victrola phonograph, introduced in 1925 by Victor. List price: About \$300.

BOTTOM: MODEL 3HS6, high quality Victrola phonograph introduced by RCA Victor in 1953. List price: \$275.

market most available to the record outlets of the country, if they will go after it aggressively.

Whatever evils the battle of record speeds created over the past five years, two very definite blessings also arose in the interests of the industry and the consumer. Columbia Record's development of the long-playing records gave the record buyer about 40 per cent more record value for his money. Before LP the record customer got about seven minutes of play for \$1. Now his dollar buys about 11 minutes of play. In addition the new type records (LP or RCA



HUDSON-ELECTRONIC 3-D \$99.95

Victor's 45 r.p.m. & EP) have many other consumer advantages; they won't break, they are better packaged and they are easier to store and handle. So despite the confusion, the consumer responded to this greater record value; record sales this year could excel the peak year of 1947.

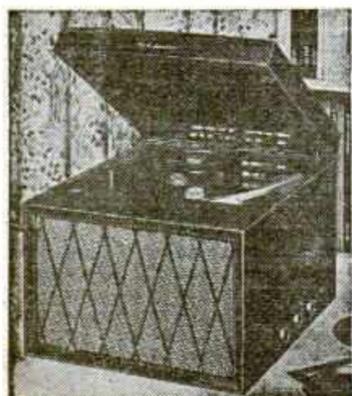
### Greater Value

The second blessing that came out of the speed confusion is that in addition to greater record value, the consumer now gets a greater music value. Record manufacturers have devel-

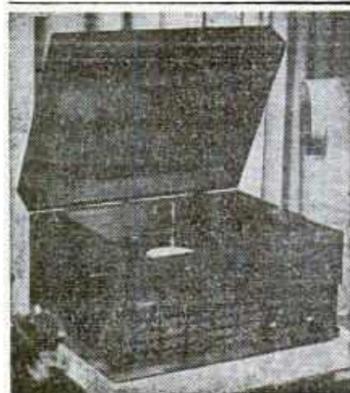
Orthophonic Sound, London's Full Frequency Range Recording, Mercury's "Living Presence" and all other trade names of this type may sound like the result of a copy writer's dream, but, in fact, they symbolize a very tangible and wonderful growth in recording technique. In all truth, if the many fine recordings available today are played on phonograph instruments of quality and value, the record customer's home listening is like having an orchestra seat at the concert hall, a ring-side table at the dance hall or a house seat at the Broadway musical hit. And despite the confusion of the speeds, the consumer has responded to this greater music value. Today nearly 50 per cent of the total record business is in fine recordings; the trade is beginning to call them "packaged" records to include all categories of fine recordings—classical, semi-classical and popular. Five years ago much less of the total record business was represented by "packaged" records.

### Great Demand

These two developments alone have created and established an active, tremendous and long-



RCA VICTOR #3HES5 \$139.95



WEBSTER-CHICAGO MUSICALE (#333), \$149.50

## USE CREDIT TO "TRADE UP"

The following time payments have been calculated on the basis of a one year loan at 6 per cent with no down payment. Monthly and daily costs to the customer are shown for \$150, \$200 and \$250 sets.

	Monthly Cost	Daily Cost
\$150 set	\$13.25	\$.41
\$200 set	17.75	.58
\$250 set	22.08	.72

purchases, he is looking to the same dealer for advice about phonographs. Thus the record retailer has the choice of either being the seller of this equipment or simply the supplier of the information. Naturally the alert dealer will want to capitalize on the ideal situation he is in and begin selling these higher priced sets. The results of the dealer questionnaire and other facts pointed up in this issue show that many record dealers have already recognized this opportunity.

### Advantages of Credit

In today's market customers are extremely credit conscious. Credit buying is an accomplished habit. A look at a few statistics makes this apparent. This year more than 60 per cent of new and used auto sales, 63 per cent of appliance sales and nearly 80 per cent of furniture sales will be made to installment buyers. Somewhat the same ratio can be expected for the buyers of quality phonographs.

Many record dealers already have credit terms available in their stores. Practically every department store, appliance store and music store with a record department offers easy payment terms. Comparatively few record stores per se, however, are in this position.

Having a convenient credit plan available to clinch instrument sales offers many advantages to the dealer: (1) It means prompt payment for the set, a quick recovery of the money invested in the equipment. The bank or finance company pays the dealer the sale price and the customer makes his payment to the lending agency. (2) It's the extra sales clincher after presenting the sales story to a prospective customer. (3) A credit plan is the easiest way to "trade up" a customer to a higher priced unit. Tho the difference in the sale price of two sets might be considerable, when translated into monthly, weekly or even daily payments the difference in cost seems negligible. (4) A credit plan makes for satisfied buyers, repeat customers.

### What to Do?

What does the dealer who has never offered consumer credit before do? How does he go about getting installment financing for his customers? It's impossible to do more than set down general procedures in any article. State laws regarding financing differ; lending institutions in different communities work in varying ways. But some basic steps to follow can be outlined.

First of all, there are two general types of lending institutions:

1. Banks and savings associations
  2. Finance companies
- Generally speaking, finance companies are permitted by law

to charge a higher rate of interest than are banks. This, however, is offset by faster service in some cases and a willingness to assume greater risks on the part of the finance company.

A dealer desiring to set up a credit plan should of course talk to all the lending institutions in his area before making a decision. Before going to a bank or finance company, it's good to know some facts about credit plans available. Basically there are two different types of loans which cover phono installment buying:

1. Personal loan plans
2. Time sales plans

### Personal Loans

Personal loans are made directly between the bank or finance company and your customers. This type of loan is available in two forms, either as a promissory note loan which is made strictly on the basis of the customer's credit standing or a promissory note loan with a chattel mortgage in which the customer provides collateral in the form of personal property to guarantee payment.

In both forms of personal loans, you as a dealer are not responsible in any way for the prompt payment of the loan by your customer. The arrangement is between your customer and the lending institution. It is possible, however, to make the arrangement so that you can serve as the bank's representative in filling out the loan application and forms for the customer. Naturally this is preferable from your standpoint since it is an extra customer service and saves him the time and inconvenience of going personally to the lending institution to complete the transaction.

If you are the bank's representative in filling out the forms for a personal loan for a customer, you would send the application form, properly filled out, to the bank. The lending institution in turn would check the credit standing of the person. If he has good credit, an unsecured promissory note loan will be approved. If, however, the customer has a "spotty" credit rating, the note issued would be one with a chattel mortgage. In either case the note would be issued for the amount of the purchase plus the total amount of interest on the loan. Generally speaking the interest rate would be 6 per cent per year, and in the case of a phonograph probably the maximum period for repayment would be 12 months. As soon as the customer signs the authorization, you will be paid the full amount of the sale by the bank.

### Time Sales Plans

Time Sales Plans are agreements whereby the lending institution agrees to buy promissory notes which the dealer negotiates with his customers. Here again there are two types: (1) Time Sales Plans Without Recourse, in which a dealer is not responsible to the bank if the customer defaults in payments, or (2) Time Sales Plans With Recourse, in which the dealer co-signs the note with his customers and is thereby guaranteeing the repayment in full if the customer should default. The issuance of one or the other by the bank is dependent on the credit rating of the customer.

In either case you as the dealer are the lending institution's representative and you fill in the necessary application forms and work out the carrying charges and the payment schedule for the customer. Again the information is forwarded immediately to the bank for credit investigation. If approved in one form or the other (with or without recourse), the bank or finance company immediately pays you the amount of the sale price and the lending agency sends the customer a coupon book to assist in making regular payments.

Whereas the dealer receives no commission for acting as the bank's representative in negotiating a personal loan for a customer, many institutions do pay a commission of 2 per cent to dealers for Time Sales Loans. Interest rates for the customer can vary from 6 to 12 per cent per annum. In some cases where the amount of the loan is very low, the lending agency will charge a minimum service charge in addition to the interest rate.

In visiting the lending institutions in your area to establish

(Continued on page 33)

# Better See Motorola



AGAIN—Motorola Leads the Way with

# The Finest **Hi-Fi** Radio-Phonograph System

## for LESS THAN \$100!

*You've got to hear it to believe it!*



## REVOLUTIONARY **Motorola Hi-Fidelity System**

**Puts Hi-Fi within the Reach of All!**

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**Hear this completely different, new High Fidelity radio-phonograph with 3-speed Intermix record changer—NOW!**



**GOLDEN TONE ARM!**  
Feather-like Airtone Needle with Sonogoss air chamber assure noise-free Hi-Fi reproduction.

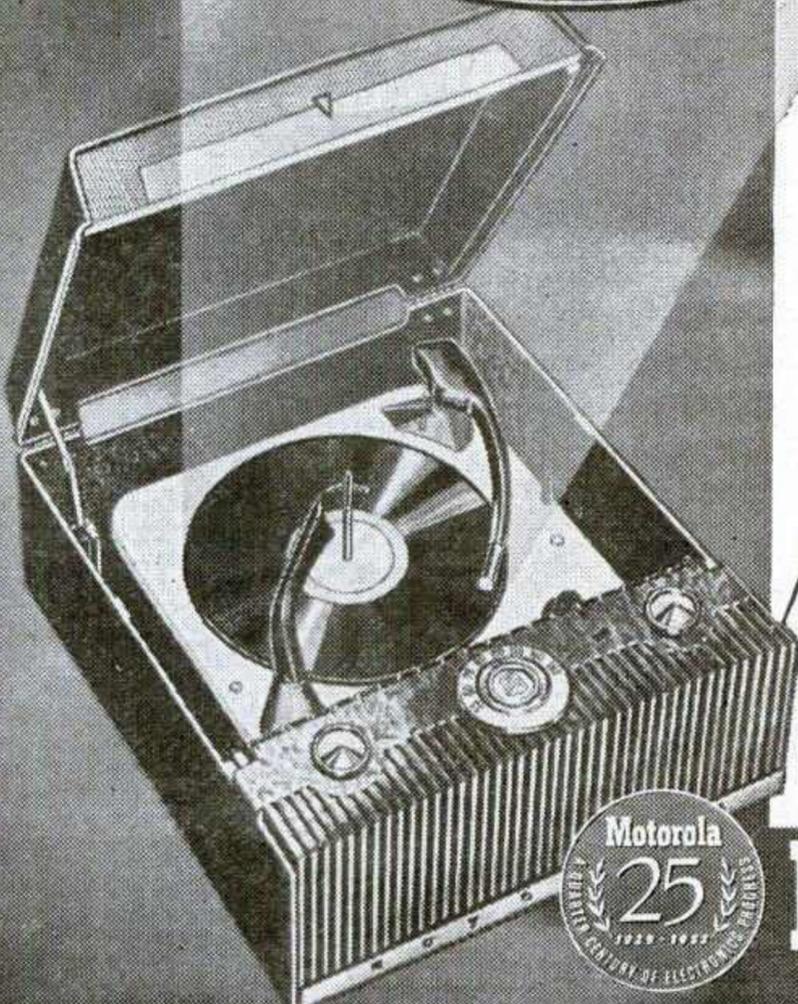


**FULL TONAL RANGE**

**FULL RADIO HOOKUP!**

No other record player uses full audio system of the radio. Result: wider range and realism!

Price includes Federal Excise Tax. Slightly Higher South and West. Subject to change without notice. "Golden Voice" Reg. U. S. P. © 1953, Motorola Inc.



# Motorola Hi-Fi

From the world's largest exclusive electronics manufacturer

# Quality Phono Trends Highlight Dealer Poll

On this page are published the results, together with commentary, of the phonograph section of The Billboard's Sixth Annual Record Dealer Survey. In making this yearly survey of the state of the record business, The Billboard mailed a 27-question questionnaire to 3,000 key record dealers thruout the country. The results of seven of these questions, which were tabulated in advance of complete returns to meet the publication deadline of this issue, are based on completed questionnaires received from 488 dealers—a 16 per cent sample.

In addition to showing the over-all totals, the results are broken down into two dealer groups—dealers with more than 20 per cent of their record volume in classical records (Basic Classical Dealers) and dealers with less than that amount in classical disks (Other Dealers).

The results of the entire survey based on all returns will be published in later issues.

### Over-all Conclusions

The results of the phonograph section of The Billboard's Sixth Annual Record Dealer Survey point up the following over-all conclusions:

1. Record dealers are in the phonograph business in a big way. A total of 92.2 per cent of the 500 reporting dealers said that they sell at least one type of record playing equipment. The majority reported carrying various types (Question 1).

2. Record dealers are moving ahead rapidly into the sale of phonographs in the over \$100 price range. More than half of the dealers reported carrying these sets and 47.6 per cent said they are carrying them for the first time this year. (Question 1 and 2).

3. While the interest is high in the over \$100 field, record dealers look to three-speed players in the \$30 to \$100 class to be their biggest sales producers this fall. More than one-third specified this type, but another 22.6 per cent look to the over \$100 sets to be their top fall sellers (Question 3).

4. Of those currently stocking and selling phonographs in the over \$100 class, an overwhelming number of dealers (82.6 per cent) expect phonos in the \$100 to \$500 price range to be the biggest dollar earner (Question 4).

5. Columbia, by its early entry in the quality phono field, has established strong brand recognition at the dealer level. About two out of every three dealers said that Columbia is the brand they recommend in the \$100 to \$300 category. This puts it squarely up to other manufacturers in the competitive struggle ahead at the dealer level (Question 5).

6. While record dealers of all types are displaying great interest in this new field of quality phonos at mass market prices, dealers with more than 20 per cent of their record volume in classical disks are displaying comparatively more activity and interest in this new equipment than are other record dealers (Questions 1, 2 and 3).

7. At present, too few dealers are taking advantage of this new equipment as a means of demonstrating today's improved record quality (Question 6).

8. Aside from the consumer market considerations, there is a vast market for the sale of quality phonos at the dealer level for demonstration purposes

### Detailed Analysis

The results of the first question show that practically every record dealer carries some phonographs and that most dealers carry several different types. A total of 92.2 per cent reported carrying at least one type of equipment. Most frequently found in record dealers are three-speed players in the two price ranges—the low-priced under \$30 sets and the \$30 to \$100 sets—and record playing attachments. Next in coverage are kiddie phonos. All of these were reported by at least two out of every three dealers.

The new market of high quality phonographs over \$100 has already stirred 55.4 per cent of the dealers to climb aboard. Note here the difference between

the two dealer groups. While about the same percentage of Basic Classical Dealers and Other Dealers carry the other types of equipment, a much higher percentage of the former group is stocking at the moment the high quality sets. Statistically the difference is 80.2 per cent versus 48 per cent. The reason undoubtedly is that at the moment at least the primary interest in better sounding music is at the classical level.

### Quality Disks

Question 2 points up the great dealer interest in these new quality phonographs. A total of 55.8 per cent of the reporting dealers said that they were carrying certain types of phonographs for the first time this year. Practically all of these had carried some type of phonograph previously. Of considerable interest is the fact that 47.6 per cent of all dealers are carrying these high quality units for the first time this year. Limiting the answers to only those dealers who have added new types of playing equipment to their stores, a whopping total of over 90 per cent said they have added the over \$100 phonos, certainly a harbinger of things to come.

Looking at the volume side during the fall season, a period when the bulk of the year's phonographs are sold, more dealers look to the conventional three-speed phono in the \$30-\$100 range to bring in the heaviest volume. This, they say, in the answers to Question 3, will continue to be the real workhorse of the industry, but plenty are high on the sales prospects of the new high quality over \$100 sets. While the Other Dealer group voted almost four to one in favor of the three-speed \$30 to \$100 phono as this fall's big dollar earner, the Basic Classical Dealer group favors the high quality set in the over \$100 price range by more than two and a half to one—again pointing up the difference in record emphasis among these two types of dealers.

### The Leader

There is no disagreement, however, among these two dealer groups about which price range of high quality set they are putting their promotional chips behind to be the big dollar winner this fall, according to the results of Question 4. The \$100 to \$150 range is tabbed as the leader by 82.6 per cent of all dealers with practically no difference in answer among the two dealer groups.

The wisdom of Columbia Record's early entry into the high quality phonograph field is clearly shown in the answers to Question 5. This question was asked in order to determine what if any brand identity and loyalty has been established at the dealer level in this burgeoning but still young field. About two of every three dealers answering the question named Columbia as the brand they recommend. Much of this is undoubtedly the result of Columbia being first on the market in large quantity. At the same time, the success that Columbia has had in establishing brand recognition on the record dealer level—the first line of sales—certainly gives this brand a head start as the battle lines for distribution among record dealers, who now more than ever have tremendous influence in the sale of phonographs, are drawn.

### Hi-Fi Makers

The results of the last two questions should be of great interest to manufacturers of high quality phonograph equipment. Based on Questions 6 and 7, there is a large market potential for high quality phonos as demonstration units at the dealer level. According to these answers, only one-quarter of record dealers is equipped to demonstrate high-fidelity records to customers on equipment which is capable of producing what is on the record. The again the Basic Classical Dealer group is attuned better to this need than is the Other Dealer group, not even half of the former group is yet in a position to demonstrate today's better classical records properly. Presumably

# Survey to 3,000 Dealers Tabs Up-to-Minute Equipment Trends

**QUESTION 1: Please check which of the following types of record playing equipment you now carry.**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
Carry at least one type.....	92.2%	90.1%	92.8%
Record playing attachments....	85.6	89.1	84.3
Low-priced 3-speed phonos (under \$30).....	85.3	80.2	86.5
3-speed phonos (\$30-\$100)....	84.0	84.8	83.6
Kiddie phonos.....	70.9	65.5	72.0
Single speed phonos.....	64.3	58.5	65.8
Phono combinations.....	55.9	57.6	55.3
High quality phonos (over \$100).....	55.4	80.2	48.0

**QUESTION 2: Which types of phonographs are you selling for the first time this year?**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
High quality phonos (over \$100).....	47.6	58.6	44.3
3 speed phonos (\$30-\$100)....	2.3	.9	2.7
Low-priced 3-speed phonos (under \$30).....	1.4	.9	1.6
Attachments.....	1.4	.9	1.6
Others.....	3.1	5.4	2.4

**QUESTION 3: Which of these types of equipment do you expect to be your biggest dollar sales producer this fall?**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
3 speed phonos (\$30-\$100)....	36.8	21.1	41.6
High quality phonos (over \$100).....	22.6	57.8	11.4
Low-priced 3-speed phonos (under \$30).....	18.9	8.9	22.1
Single speed phonos.....	10.8	3.3	13.2
Phono combinations.....	5.6	5.6	5.7
Attachments.....	4.0	3.3	4.3
Kiddie phonos.....	1.3	—	1.7

**QUESTION 4: Which of the various price lines of high quality phonographs (about \$100 and up) that you carry do you expect to be the biggest seller this fall?**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
\$100-\$150.....	82.6%	81.6%	83.1%
\$151-\$200.....	13.6	12.6	14.0
\$201-\$250.....	2.1	2.3	2.2
More than \$250.....	1.7	3.3	.7

**QUESTION 5: (Whether or not you stock high quality phonographs), which BRAND in the \$100-\$300 price range do you recommend to prospective customers?**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
Columbia.....	65.2	68.2	64.5
RCA Victor.....	12.0	9.1	12.7
Webcor.....	9.9	10.2	9.6
Magnavox.....	5.8	10.2	4.8
Others (V-M, Philco, Kelton, Motorola, Zenith, etc.)....	7.1	2.3	8.4

**QUESTION 6: On what type of equipment do your customers listen to classical records in your store (include booths and other available demonstration equipment)?**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
Conventional phonographs....	75.1	55.2	81.8
High Fidelity phonographs....	24.9	44.8	18.2

**QUESTION 7: If you do not use high fidelity equipment for demonstrating classical records, do you plan to add any in the next six months?**

ANSWERS:	Over-all Total	Basic Classical Dealers	Other Dealers
Yes.....	32.9	42.5	31.1
No.....	26.8	25.4	27.1
Don't Know.....	40.3	32.1	41.8

# Key Dealers Bullish On Phonos for Fall

The following round-up of key record-phono stores thruout the country was made to point up to other dealers the over-all phonograph potential as well as what specific course these stores are following in regard to high quality sets. Note particularly the apparent trend, based on some of these reports, in the direction of tying the phonograph and record departments together more closely. The following store designations are used: D, department store; M, music store; R, radio-appliance store.

**STORE: G. SCHIRMER (M)  
CITY: NEW YORK  
BUYER: NELSON LEWIS**

Less than a year ago Schirmer's moved its phonograph department to the same floor as the record department, under the jurisdiction of the record buyer, Nelson Lewis. Different sales personnel are employed. Phonos from \$22.95 to \$850 are sold. High quality lines include Philips, Portomatic, Magnavox and Columbia. Since phonos were not under his jurisdiction a year ago, Lewis cannot measure this fall's performance against the fall of 1952, but said that each month has seen a steady increase in sales. He believes that people with inadequate playing

many of these dealers make use of their models on display for sale as demonstration units if a customer would request it, but these answers do show that there is a huge market still to be tapped for permanent demonstration equipment in a dealer's store—a golden opportunity for the manufacturer.

equipment are at the point of realizing they are not getting as much listening pleasure as is possible from the equipment they have. Now for much less than ever before, he points out, quality equipment is available to satisfy this need.

**STORE: MUSIC HOUSE (M)  
CITY: BALTIMORE  
BUYER: DANIEL GORDON**

Carries phonos from \$9.95 to \$35 in the regular record department. A new record-phonograph department which was just opened in the store features classical LP records and high quality phonographs, including the Columbia, Webcor and RCA Victor. Gordon calls the potential of these new sets "terrific" and gives these as the reason for his expected fourth quarter increase of 33 1/2 per cent in phonograph sales over the same period a year ago.

**STORE: CARL FISCHER (M)  
CITY: NEW YORK  
BUYER: J. J. JONES**

Just a few weeks ago the phonograph department consisting of sets from \$14.95 up to \$150 were added to J. J. Jones' responsibilities as record buyer. This came about, according to Jones, because of the natural tie-in between records and phonographs. He is stocking two brands of high quality phonos, Columbia and Webcor. In addition to his new phonograph department, Fisher's also carries expensive phonograph combination sets and hi-fi components in a separate department. Jones expects excellent phonograph sales this fall.

**STORE: SHERMAN CLAY & COMPANY (M)**

**CITY: SAN FRANCISCO  
BUYER: ROBERT D. KELLEY**

Robert Kelley sells phonographs from \$14.95 to \$64.95 in the record department. More expensive sets are sold in the radio department. Kelley added that the store displays the Columbia "360" in the record department as a tie-in with the radio department. He noted also that record sales clerks are trained to suggest to customers that they look at the high quality and high fidelity sets in the radio department. The success of San Francisco's recent Audio Show, according to Kelley, is already being felt in a greatly increased consumer interest in high fidelity.

**STORE: FAMOUS-BARR COMPANY (D)  
CITY: ST. LOUIS**

**BUYER: VIRGINIA KNOEBEL**

Miss Knoebel sells phonographs from \$19.95 to \$149.95 in the record department. This includes the new Webcor high quality unit. Expensive sets are sold in the radio department. Miss Knoebel is planning a 25 per cent increase in the phonographs in her department during the last quarter of the year. She bases this on the better merchandise that is available from both the point of view of high quality records and phonographs. Also effective, she says, are improved business conditions. Speaking of high fidelity, Miss Knoebel says the people in her area are definitely interested in and conscious of the new trend.

**STORE: HELEN GUNNIS MUSIC SHOP (M)**

**CITY: MILWAUKEE  
OWNER: HELEN GUNNIS**

Miss Gunnis stocks phonographs from \$29.95 to \$149.50 in her record store. Featured here are the Magnavox, Webcor and Columbia high quality phonos. She

(Continued on page 32)



**ONLY**  
**ZENITH**  
**HAS THIS**

# The Greatest Selling Feature in a Decade! ... a Natural for Dramatic Demonstration

**New Cobra-Matic with Stroboscope measures exact record speeds...  
 amazing dot of light lets you see how records should sound**

- Another Zenith first! Gives you a dramatic eye-and-ear demonstration of Zenith's ability to play all records at perfect pitch and tempo... including 78, 45, 33 1/3 and the brand new 16 2/3 RPM "talking books" records!
- Only Zenith, 35 year leader in Radionics, gives you this great new sales exclusive!

Here's the biggest news in record players since Zenith's All-Speed Cobra-Matic. It's Zenith's new Cobra-Matic with Stroboscope, the player that makes perfect pitch and tempo not only possible but *visible*.

Now, for the first time, you can *show* prospects when they're hearing music *exactly* as recorded. You can *sell* the idea of perfect pitch and tempo to every prospect, even those without a keen musical ear. You can assure a customer rich fidelity from *all* his records for years to come!

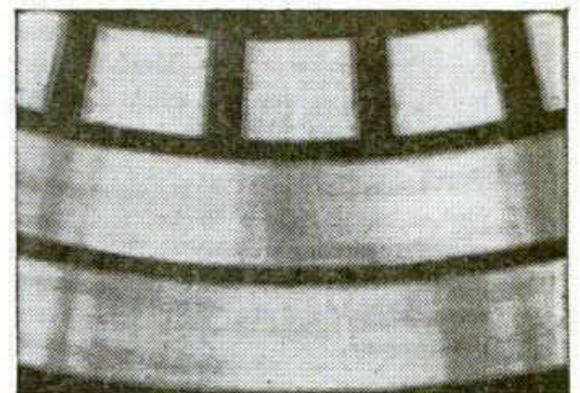
For, as you know, even the finest record players vary in turntable speed when new, and will definitely change to other speeds as they grow old. Any variation causes distortions of tempo, key and voice. A difference of only 1 RPM makes an LP record, for example, sound sharp or flat by a full quarter tone.

With Zenith, you can be first to end this nuisance by offering prospects a positive visual "speed check" comparable with equipment used in recording studios. You can sell *perfect* reproduction of *any* record *all* the time... with the greatest demonstration feature anybody has ever seen, heard or sold!

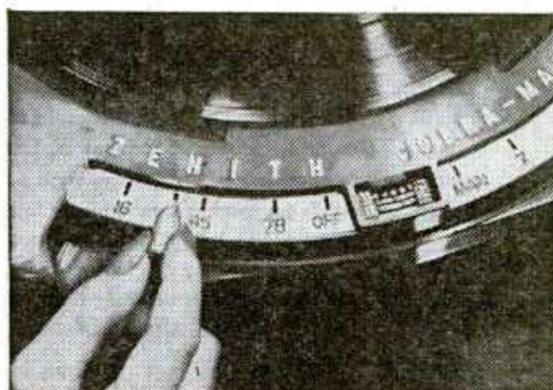
**Yours to sell in Zenith Phonographs,  
 Radio-Phonographs, and TV-Radio-Phonographs!**



Zenith Stroboscope measures exact record revolutions-per-minute... 78, 45, 33 1/3 or the new 16 2/3 RPM talking book speed.



Stationary Dot of Light shows when record is spinning at RPM required for perfect reproduction. Any turntable error starts light moving!



Zenith All-Speed Cobra-Matic plays any speed from 10 to 85 RPM. Turntable error is corrected at a touch. Record plays right on the dot.

**ZENITH**   
 The royalty of television and **RADIO**

Backed by 35 years of Leadership in Radionics Exclusively  
 ALSO MAKERS OF FINE HEARING AIDS  
 ZENITH RADIO CORPORATION, Chicago 39, Illinois

Presenting the new  
**RCA VICTOR**

**HIGH FIDELITY**

Climax of the "Victrola" half-century!

**1898** First practical disc phonograph patented by Eldridge R. Johnson, founder of the Victor Co.

**1906** First "Victrola" phonograph—an acoustic achievement years ahead of its time

**1925** The Orthophonic "Victrola"—greatest achievement in mechanical reproduction

*Finest reproduction  
of music ever offered  
at popular low prices!*



Model 3HES5 \$139.95  
 \* Mahogany Finish (Lined Oak extra)

Conventional phonographs are limited in the amount of recorded sound they can reproduce. In fact, most conventional phonographs cannot reproduce much more than half the sound on today's finest recordings. Much of the record music, in other words, is masked or "hidden" by conventional phonographs.

The "hidden" music is the very high- and very low-pitched sounds. These "highs" and "lows" give music its sparkling brilliance and life. Conventional phonographs are incapable of reproducing most of these "highs," and the "lows" come out as dull, boomy sound.

RCA Victor, world leader in recorded music, after years of acoustical engineering experience in phonograph design, circuitry and efficient utilization of power, has produced the new High Fidelity "Victrola" phonographs. They reproduce music with a degree of faithfulness that is astonishing. This achievement is RCA Victor High Fidelity!

*"Victrola" High Fidelity...  
new in every phase*

From record changer to cabinet, RCA Victor High Fidelity "Victrola" phonographs are the products of new designs and specially constructed parts. There's a special new amplifier designed for high power with minimum distortion at all output levels.

A brand-new 3-speed automatic record changer utilizes a powerful motor that minimizes electronic hum

and rumble. Its turntable is precisely weighted and balanced to assure smooth, constant-speed operation. The pickup used in the console record changer is the universally acclaimed variable reluctance type. The table model record changer uses a sensitive ceramic pickup. Both pickups have long-lasting manufactured sapphire styli, or needles.

*Dr. H. F. Olson, world-renowned acoustical expert, designed a new, wide range loudspeaker for "Victrola" High Fidelity*

Because the loudspeaker must accurately reproduce the sounds made by every musical instrument and voice, it is, perhaps, the most important single unit in any high fidelity phonograph.

To design a new loudspeaker capable of reproducing "highs" and "lows" that are natural and lifelike, RCA Victor called on Dr. H. F. Olson, of the David Sarnoff Research Center at Princeton. His answer was the new *curvilinear* loudspeaker with a specially developed wide range that was literally "made" for RCA Victor High Fidelity "Victrola" phonographs.

*The cabinet—meticulously designed for "Victrola" High Fidelity*

In High Fidelity the cabinet plays an important role... it is the loudspeaker's acoustical chamber. The new "Victrola" High Fidelity cabinets are

built with extra-thick walls, special bracing in the acoustical chamber, costlier joinings. Exclusive "stay put" friction hinges keep console doors at just the angle you want.

Style-wise, "Victrola" High Fidelity cabinets are stunning Contemporary designs that are "fashion right" for every room setting.

*•Hear lifelike music anywhere in the home*

With a new RCA Victor Companion Speaker and Cabinet you can hear brilliant, natural sounding music anywhere in your home! When used in dual operation with your High Fidelity "Victrola" phonograph in the same room, music has greater depth and the illusion of realism is increased.

A three-position switch on the phonograph permits playing of Companion Speaker alone, phonograph speaker alone, or both speakers together. Companion Speakers have 50 feet of cable, all necessary adaptors and brass-finish hardware.

Model SPK-8, matched for use with table phonograph 3HES5, has an 8-inch "Olson-design" loudspeaker. Model SPK-1, matched for use with console phonograph 3HS6, has a 12-inch "Olson-design" loudspeaker.

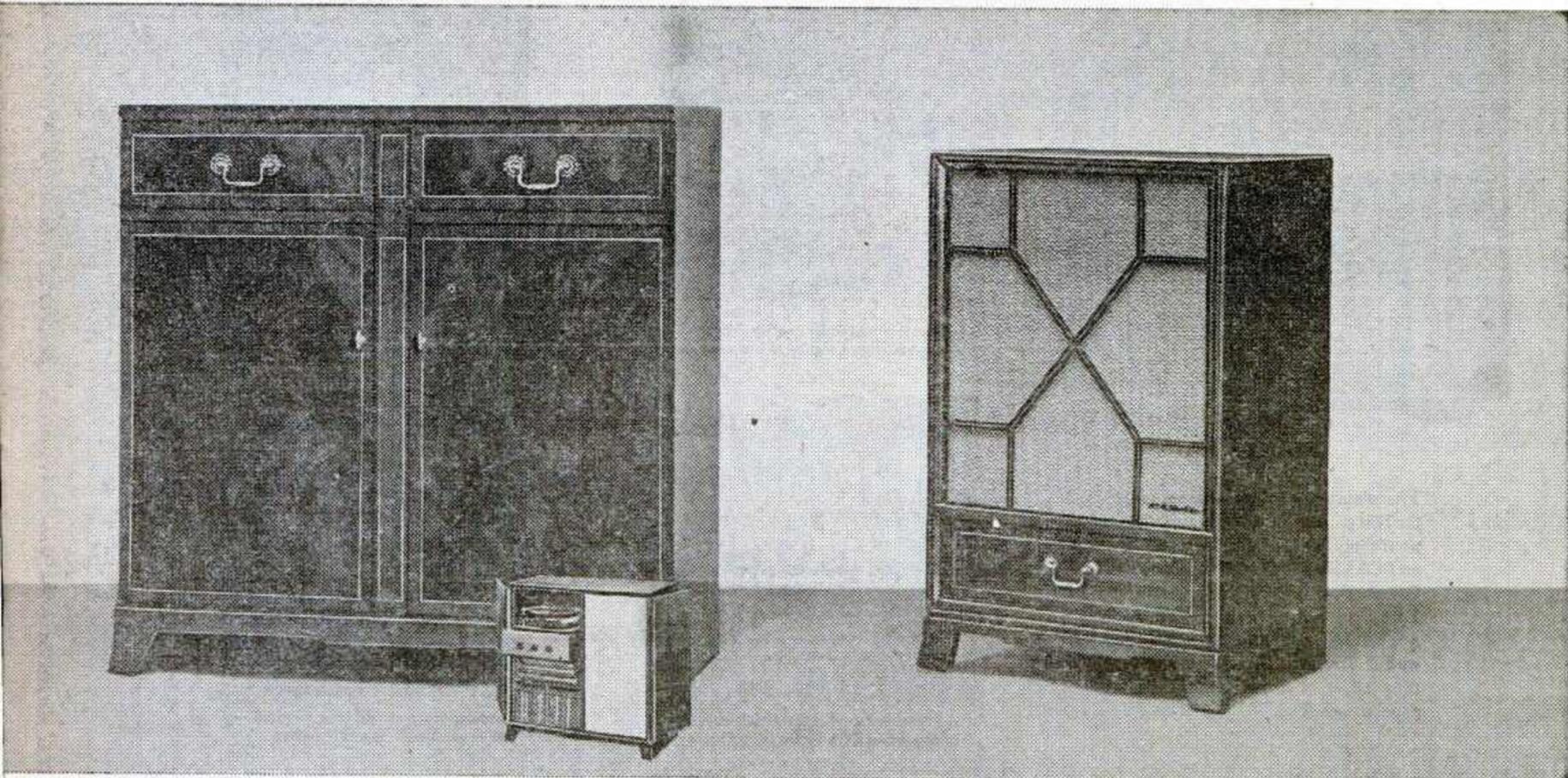
Suggested list prices shown subject to change without notice. Slightly higher in the far West and South.

- 1926** The "Electrola" with electronically amplified sound brings complete symphony orchestras to the home
- 1927** First successful automatic phonograph with a practical record changer
- 1931** RCA Victor Acoustically Compensated Volume Control adds new tonal range

- 1935** RCA Victor "Dynamic Expander" achieves new realism in recorded music
- 1936** RCA Victor R99 High Fidelity Phonograph foreshadows today's new era in sound reproduction
- 1945** Balanced RCA Victor "Golden Throat" Tone System

- 1947** RCA Victor "Berkshire Series" establishes a new high standard for High Fidelity phonographs in the home
- 1949** 45rpm System—first record and changer designed for each other
- 1952** 3-speed "Victrola" record player for improved enjoyment of *all* speeds

# VICTROLA" PHONOGRAPH



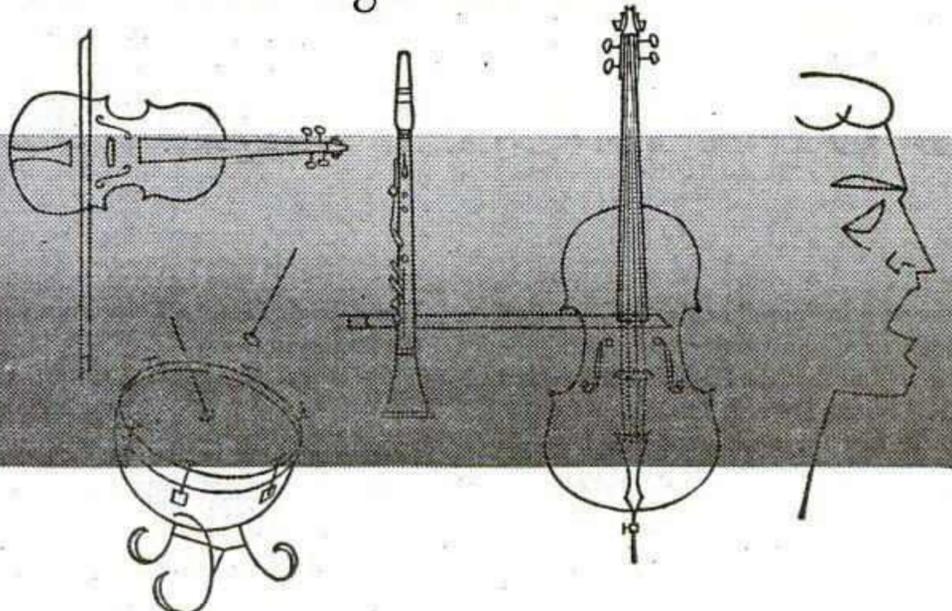
Model 3HS6 \$275  
Mahogany, Walnut Finishes (Lined Oak extra)

Model SPK-8 \$69.95  
Mahogany Finish (Lined Oak extra)

Model SPK-1 \$89.95  
Mahogany, Walnut Finishes (Lined Oak extra)

Now, hear the missing half—  
the "hidden" highs and lows!

"Victrola" High Fidelity now reveals the *highs* in your records!



Shaded area shows the limited sounds of the conventional phonograph

"Victrola" High Fidelity now reveals the *lows* in your records!



**Only RCA Victor has the new High Fidelity "Golden Throat" Tone System**

The "Golden Throat" Tone System is an exact balance of amplifier, speaker, cabinet and—in High Fidelity phonographs—the pickup.

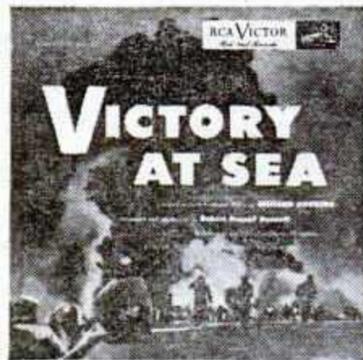
With the introduction of High Fidelity components, "Golden Throat" Tone becomes an even greater triumph of sound engineering. This new and even more exacting balance of High Fidelity pickups, amplifier, speaker and acoustical chamber produces the richest, most brilliant tones you've ever heard from music on records. It's another "first" . . . and only RCA Victor has it!

Most phonographs cannot properly reproduce very high and very low pitched sounds. These elusive "highs" and "lows" sound garbled, hazy, on conventional phonographs. Very often they are completely missing. Hearing the finest recordings with "Victrola" High Fidelity can increase the range, from top to bottom, close to 100% . . . almost *doubles* the realism!





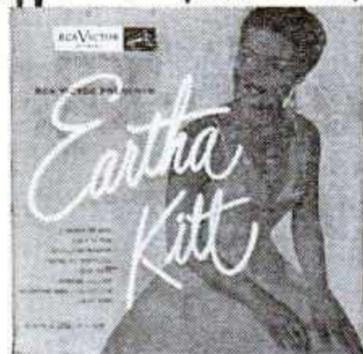
Original Cast music sparkles as never before, on RCA Victor High Fidelity



The score from a prize winner in prize-winning High Fidelity Sound



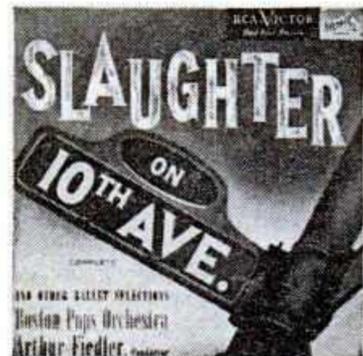
The new sound at its best on "45 EP"—superb High Fidelity at low cost



Stars of musical comedy sing thrilling "on stage" performances



A great new orchestra which doubles in impact on RCA Victor High Fidelity



Contemporary music long admired—but never heard like this before

There's a measure of artistry in the best popular entertainment that went almost unheard until recorded on RCA Victor High Fidelity. Perry Como's *Don't Let The Stars Get In Your Eyes*, which shared the First Annual Audio Engineering Awards with *Il Trovatore*, reveals the startling effect of actual presence in popular recording.

# From Como to Toscanini, selection of HIGH FIDELITY

Whether your interest is in "pops" or classics—whether you're a fan of Perry Como or Arturo Toscanini—you're almost sure to find that the High Fidelity record you want is an RCA Victor Record. The reason for this is that RCA Victor has the most—and the best—in High Fidelity recordings.

The most, because RCA Victor, for over fifty years leader of the industry, has been making complete range High Fidelity recordings since 1949. The best, because RCA Victor engineers are unexcelled in their knowledge of studio sound dynamics and reproduction techniques, while RCA Victor artists are everywhere famed as "The World's Greatest."

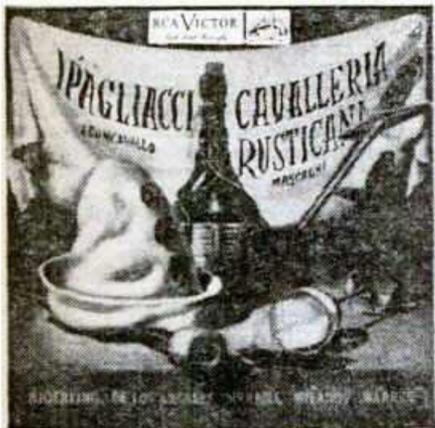
Ask your distributor for the complete list of RCA

Victor High Fidelity Recordings shown opposite. It is the largest in the world.

*"New Orthophonic" High Fidelity—the finest sound recorded to date*

Certain albums in the list are starred "New Orthophonic." They are more than just High Fidelity. We consider them to be the finest sound recorded to date.

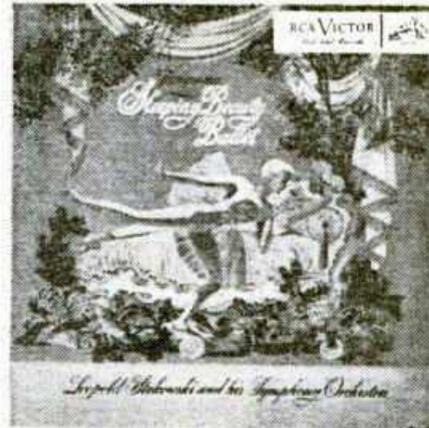
"New Orthophonic" High Fidelity Records are, like all others listed, complete range recordings. But in addition, special microphones and studio acoustics have been used to produce on them a brilliant, highly defined sound which features maximum separation between instrumental choirs plus exceptional clarity and presence on solo instruments.



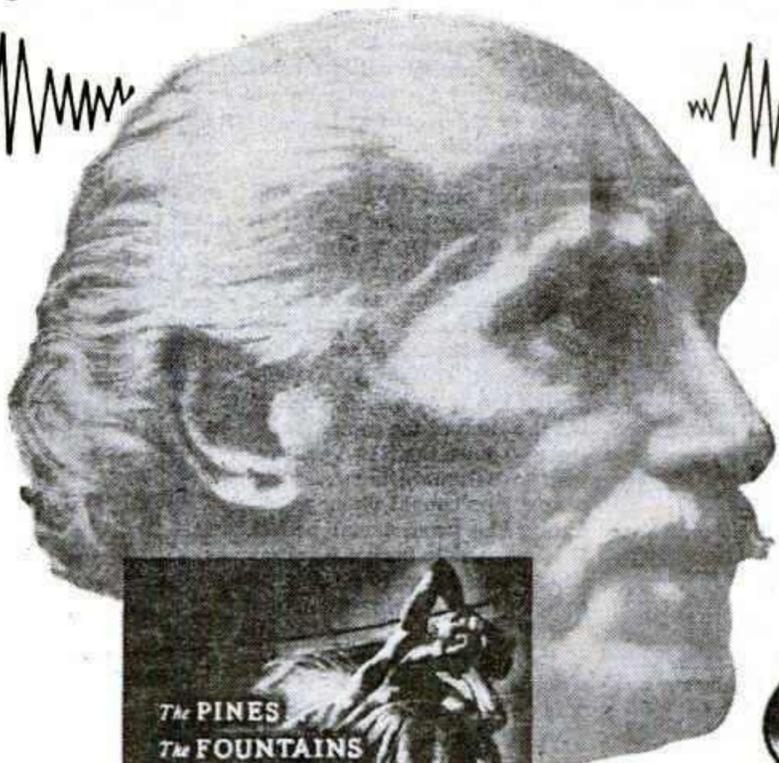
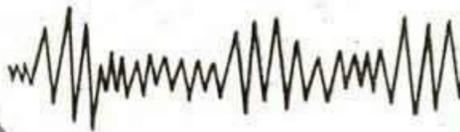
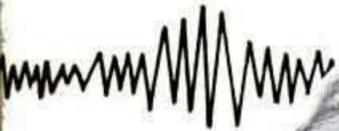
Fifteen complete operas available in the new RCA Victor High Fidelity catalog



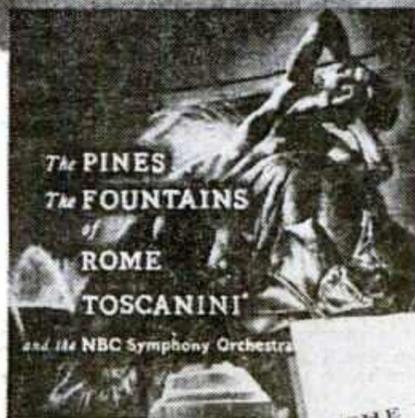
The symphonies everyone loves . . . now a completely new experience



Ballet becomes an extravaganza of beautiful sound . . . on RCA Victor High Fidelity



The great orchestras . . . now to be rediscovered on RCA Victor High Fidelity



Toscanini's newest album is an accomplishment in recording and interpretation which sets a new target for the entire industry. Respighi wrote *The Pines of Rome* for a wide-range spectrum which did not exist in home music until RCA Victor lifted the art of High Fidelity to its present peak.

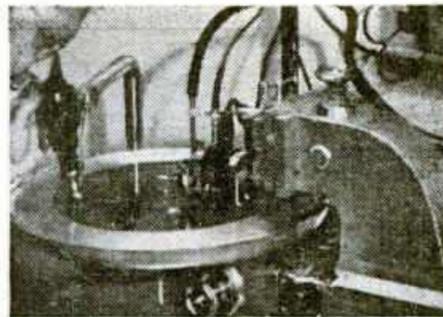
# RCA VICTOR has the largest RECORDS in the world

Be sure to ask your distributor for a good supply of RCA Victor High Fidelity Record Supplements. And pass them on to your customers. They're invitations to big Christmas sales.

... And Remember The World's Greatest Artists perform only on RCA Victor High Fidelity Records.



First "master" impression of the music is now made on magnetic tape instead of a disc. Artists can hear playbacks instantly. Engineers can smoothly "edit" by splicing. On the finished record, brilliance never before possible.



With the first disc cutting, another new development comes into play. The electronically heated stylus prevents loss of brilliance which generally occurred when a cold stylus moved toward the inside of a record.



# Question: What Is a Hi-Fi Phonograph?

By JOE MARTIN

At the risk of seeming all too obvious, the answer to the question posed above is an electronic-mechanical device designed to offer musical entertainment by reproducing the sound on a phonograph record exactly as acoustically recorded. In even more simplified language, a high fidelity set is a superior phonograph, just as a high compression, 12-cylinder automobile engine is capable of delivering a superior performance than can a one-cylinder put-put. The basic components of a high fidelity phonograph are the same in function as the basic components of a very ordinary, inexpensive record player. The results, of course, can be vastly different between the two pieces of record-playing equipment.

But the dealer whose record customers show a desire to buy the newer and better record-playing equipment needs first of all to remember that phonographs are the means of transferring the music on the disk into audible sound. Of course, the phrase "audible sound" can be taken as broadly as the customers' ears will allow. The aim of phonograph manufacturers is to make that "audible sound" as true-to-life as possible within the limitations of the ultimate retail price of the equipment.

## Components

The basic components are a turntable with a tone arm, pick-up and needle, an amplifier and a speaker. No matter the price or quality of a phonograph, these basic component parts make up the whole unit. Does the normal customer need to know the contents of his record-playing equipment? The answer is no, but he often wants to know, just as the average automobile purchaser doesn't need to know the engineering details of the engine, generator, clutch or transmission. He just likes to know. More, he rarely makes his purchase—of a car or a phonograph—on the basis of the components. The customer will look at a new car, feel it, sit in it, drive it and make up his mind. The customer for a phonograph, too, will look at it, feel it, listen to it and make up his mind. The phonograph retailer, however, often forgets a major selling point by ignoring the most important component of a phonograph—the customer's ear. This was put very succinctly recently by Harrie K. Richardson, associate editor of *Audio Engineering* magazine: "If the set measures good and sounds bad—then it's a bad set. If it measures bad but sounds good to the customer—then it's a good set."

## Set Breakdown

However for the record (no pun intended these are the basic components and this is what they do:

**THE TURNTABLE:** It's a device for rotating the record at the proper speed. The best turntables are those which maintain the most accurate and constant revolutions per minute. The best changer changes the records smoothly and with a minimum of noise and record wear.

**THE TONE ARM:** This is the device designed to house the pick-up and wires connecting the pick-up and needle to the amplifier. The best tone arm is lightweight, balanced and strong enough to withstand some rough handling.

**THE PICK-UP:** This is the device which holds the needle and transmits the minute electrical impulses to the amplifier. It can be ceramic, magnetic or crystal. Recognized engineering authorities still argue the merits of each type. It should be remembered, incidentally, that audio engineers have known about and used magnetic and crystal pick-ups for years. Basic designs of each have changed little in many years, the major improvements have been made. The magnetic pick-up requires a pre-amplifier (a power booster) in addition to the standard amplifier. The crystal or ceramic does not.

**THE NEEDLE:** It's a piece of metal with a tip of some precious or semi-precious metal or jewel. It is not a permanent needle no matter the advertising. There are limits to the amount of plays obtainable from any phonograph needle, tho the diamond point stylus is considered to be the one which will last longest.

**THE POWER AMPLIFIER:** To the layman this is a mass of tubes, wires, condensers, knobs and transformers. In effect, it takes the sound picked up from the record and amplifies it before feeding it to the speaker. The better phonographs will have more than the one or two tubes contained in the least expensive sets, a heavier transformer and better bass and treble controls. An inexpensive amplifier will, at most, have a single tone control which will cut off the treble and give the impression that the listener is getting more bass. A set of tone controls in a better piece of equipment will be more accurate and enable the user to make fine adjustments of the bass or treble. But it has often been said that the two best and most important controls are the



COLUMBIA 360 (#206)  
\$139.50

customer's ears. He must like the sound he's getting, no matter the settings of the bass and treble controls. The best amplifiers obviously are those capable of delivering more power than is normally called for by the user.

## Sound Difference

**THE SPEAKER:** This can be considered the most important component, since it is what the record buyer actually hears. And this must also be considered the one component where the consumer's ears decide the quality. A speaker will sound different to any two people, and it will sound different to the same person in different rooms. And the speaker will sound different depending on its enclosure or baffle. It must be admitted that a single small speaker will not give the same results as a large speaker or multiple speakers or a coaxial speaker. To function properly in a high fidelity set the enclosure in which the speaker (or speakers) are housed is of great importance. It should also be noted and remembered



MOTOROLA SONATA  
(#53F2) \$99.95

that the finest needle, pick-up and amplifier will sound inadequate if fed thru a poor speaker system. Thus, the best sets are those in which each individual component is balanced properly to relay what the others are capable of delivering.

These then are the basic components of what is now called a high fidelity phonograph. But in function, as previously stated, they comprise basically the very same components which go into the making of a very inexpensive phonograph. But by construction the components in a high fidelity or high quality set are geared to deliver superior performance.

## Sound Sales

The dealer whose customers are more apt to buy complete phonographs than individual high fidelity components must remember that he is selling the sound the phonograph will deliver to the customer in the customer's home. The distortion ratings, power output and frequency range are important but incidental bits of information which should be made available to the customer. They should not, however, be the prime factors in a sales story to the average buyers.

An analogy can be drawn by comparing the selling of high fidelity records with the selling of high fidelity record reproducers. The average customer for records listens to the recordings available and decides which sound best to him. He shows only passing interest, if any, in the orchestral set-up and placement of microphones. The same is true of the phonograph. In the final analysis it's the "sound" that sells the set.

## Open Market

The market for high fidelity and high quality phonographs is unlimited, and it's a pregnant market. One note of caution, tho. There are no industry-accepted standards for the meaning of the phrase "high fidelity." According to the standards of some, there is already evidence of the misuse of the phrase in advertising claims. Abuse of the phrase "high fidelity" can lead only to consumer confusion and a wait-and-see attitude. There may be industry standards established soon since the National Association of Radio and Television Broadcasters; the Radio, Electronic and Television Manufacturers' Association, and other trade groups are seeking industry-wide standards.

But no matter what technical or promotional phraseology is being used, in the final analysis it's the "sound" delivered to the customer's ears that will deliver the set to the customer's home.

# RIAA Tests All-Out Drive in Baltimore

Currently in full swing in Baltimore is the Record Industry Association of America's promotional experiment which is expected to move much new record-playing equipment into the hands of Baltimore consumers. This experiment, the first all-industry effort to "force" the sale of phonographs and then survey the new owners for information concerning their record purchases, could possibly re-shape present thinking in both the record and phonograph industries. The results, however, could also prove that the present way of doing business is the correct way. In any event, the results of the promotion and the consumer survey will be carefully studied by people on all levels of the record and phonograph industries.

## Sales Up 1,500

At this point in the month-long October promotion, it is estimated that Baltimore dealers will sell about 1,500 additional pieces of record-playing equipment during the campaign — 1,500 phonographs which would not ordinarily be sold during the same period. Following the close of the campaign by some 90 days, the RIAA will return to Baltimore to survey the people who bought phonographs during the promotional period. It is planned to design a survey which would supply answers to some of the following questions:

How much use is being made of various type of phonographs purchased? What kinds of records do new phono owners buy? Who buys more records — the owner of an inexpensive phonograph or the owner of an expensive phonograph? Do owners of plug-in attachments remain good record customers? Does the purchase of an inexpensive record player often lead the purchaser to buy a better piece of equipment? What features of the phonograph and the campaign created the urge to buy a phonograph? How many new purchasers were replacing old equipment? How many were buying a phonograph for the first time?

## Results So Far

What has been learned thus far in the campaign? One fact stands out. First of all, the sale of record-playing equipment thru retail record outlets is increasing steadily, but it is still not up to the volume produced by outlets other than record shops. The prime reason given for this is the simplified easy-payment plans stores, other than record shops, are making available to their customers. The jewelry, appliance, automotive, etc., stores have been offering customers "easy terms" for years. It is no problem for these same retailers to offer the same deal to customers for record players.

Those record dealers who offer time payment plans on sales

of record-playing equipment have already learned that they can increase sales by dramatic percentages. The future sales pattern for other retailers may be greatly dependent upon similar moves. (See separate story.)

## RIAA Kick-Off

The promotion was kicked off by a large space ad in Baltimore papers a few weeks ago. The theme was: "Buy a phonograph and make friends with records." The campaign was worked up for the RIAA and the participating phonograph manufacturers by John W. Griffin, RIAA executive secretary, and Henry Onorati, special consultant on such promotions. Working to get the full co-operation of retailers handling phonograph equipment were the many electronics and record distributors.

Except for the opening ad placed by the RIAA, all subsequent advertising has been placed by the individual retail outlets on the co-op budgets available. Space ranged from small 40-line ads to full pages. The concentration of ad space was considered to be the major effort. The thinking behind such a plan was that the distributors and dealers in any city in the country could get together and work up the same promotion without getting involved in organizational activities. In other words, the primary object was to concentrate space placements within the specified four-week period.

## Peak Period

Similarly, a co-ordinated effort of this type can obviously be put to work anywhere. That the timing was correct is gen-



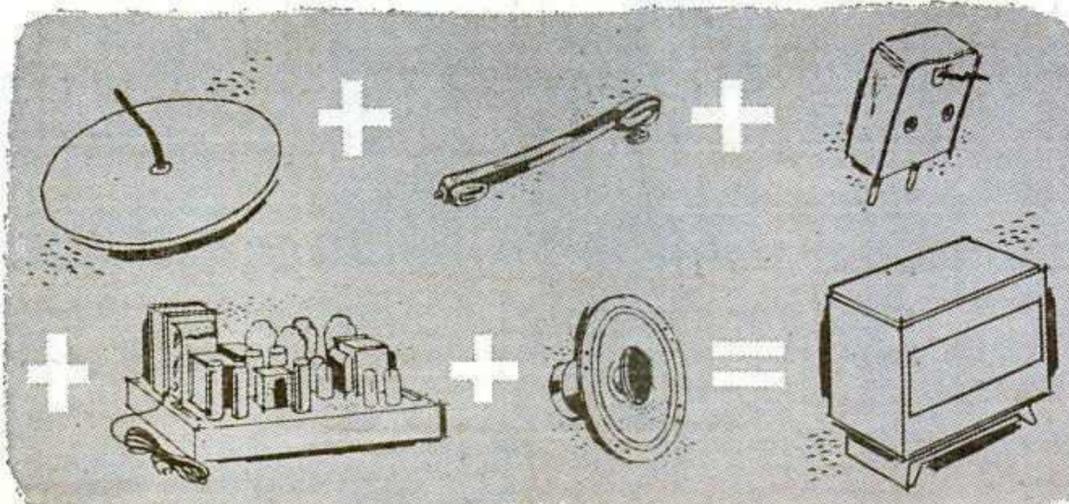
V-M #555, \$139.95

erally conceded by all. With November thru February being peak months in the history of the retail record business, it was obvious that a campaign to sell phonographs should be held in October.

In the Baltimore experiment only one distributor, D. & H. Distributing Company, handling RCA Victor lines, worked up a special promotion. The firm revived the Victor "bonus book" program of some time ago, but with a twist. To obviate the possibility of player customers making their record purchases in stores other than those which sold the player, D. & H.'s record sales manager, Lee Shapiro, worked out a plan whereby the retailer sent the name and address of the customer to D. & H. along with the customer's desired choice of one of three pre-packaged sets of records valued at \$6 or more. The distributor then mailed the records directly to the consumer in the name of the original retailer.

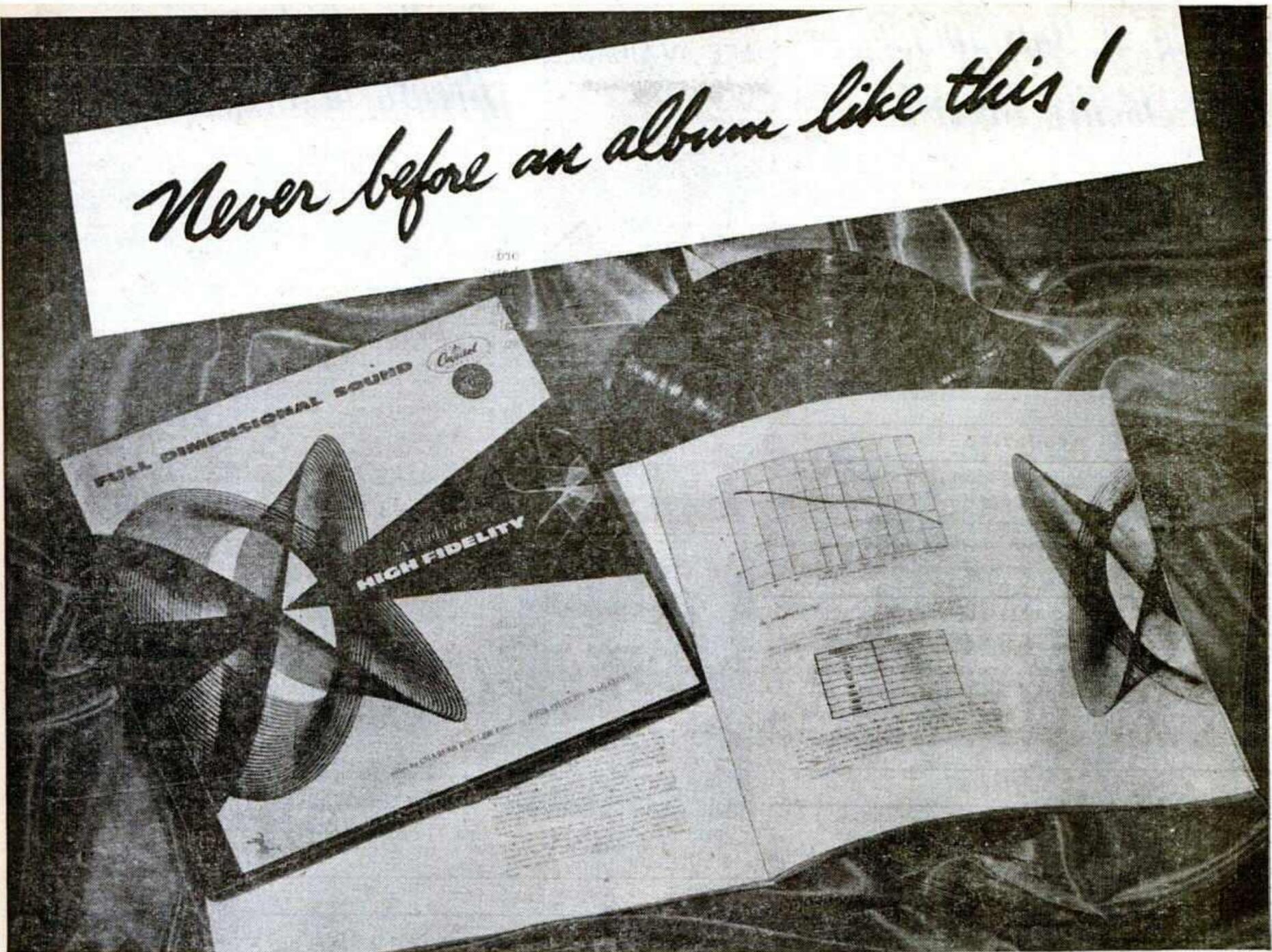
## Station Spots

In addition to working up co-operative advertising on this theme, the distributor placed one-minute spot announcements on Baltimore stations, making the same pitch for all local retailers. Over 100 spots are scheduled during the campaign period. The net result at the point is that Baltimore is phonograph conscious. Baltimore people will have more players in use this fall and winter than would have been possible without a campaign, and, it is hoped, Baltimore people will be buying many more records to feed those additional players in use. The final results will be of great interest to both phonograph and record manufacturers.



PHONOGRAPH COMPONENTS: Turntable plus tone arm plus pick-up and needle plus amplifier plus speaker equal the assembled phonograph.

*Never before an album like this!*



# A Study in **HIGH FIDELITY**

Executed by Capitol Records in **FULL DIMENSIONAL SOUND**

Notes by **CHARLES FOWLER**, Editor of High Fidelity Magazine

Here's the album your high fidelity customers have asked for and waited for . . . a hi-fi album with 14 selections on a 12-inch long play record chosen to demonstrate the full impact of high fidelity reproduction . . .

Richly boxed in gold with a protective plastic sleeve. The accompanying brochure by Charles Fowler, editor of HIGH FIDELITY MAGAZINE, establishes this album as the most authoritative in the field.

## Cash in on the HI-FI Market!

Your customers already know Capitol's FDS symbol stands for the ultimate in high fidelity recording

They are seeing A STUDY IN HIGH FIDELITY advertised in such magazines as HIGH FIDELITY MAGAZINE, SATURDAY REVIEW, THE ATLANTIC, HARPER'S, SCHWANN'S LP CATALOG, and

AUDIO ENGINEERING. A Study in HIGH FIDELITY will be on the "must" list for your hi-fi customers . . . and at the top of your best-seller list. *Here is a high priced package with a big margin of profit for you.*

### A Special HI-FI Selection of Capitol Albums

A Few  
of Many  
Outstanding  
HI-FI Albums in  
Full Dimensional  
Sound

**VILLA-LOBOS** — NONETTO and QUATUOR  
Roger Wagner conducting The Roger Wagner Chorale  
and The Concert Arts Ensemble **8191**

**GERSHWIN** — CONCERTO IN F  
Leonard Pennario, piano; William Steinberg conducting  
The Pittsburgh Symphony Orchestra **8219**

**RAVEL** — INTRODUCTION ET ALLEGRO  
Ann Mason Stockton, Harp; Arthur Gleghorn, Flute;  
Mitchell Lurie, Clarinet and The Hollywood String  
Quartet

**DEBUSSY** — DANSES SACREE ET PROFANE  
Ann Mason Stockton, Harp with String Ensemble conducted  
by Felix Slatkin **8154**

**SCHUBERT** — SYMPHONY NO. 8 IN B MINOR  
("UNFINISHED SYMPHONY") and  
SYMPHONY NO. 2 IN B FLAT MAJOR  
The Pittsburgh Symphony Orchestra conducted by  
William Steinberg **8162**

**PROKOFIEV** — SUITE FROM "THE LOVE FOR THREE  
ORANGES" and SUITE FROM "LIEUTENANT KIJÉ"  
French National Symphony Orchestra conducted by  
Roger Désormière **8149**

**WAGNER** — SIEGFRIED'S RHINE JOURNEY and  
FUNERAL MUSIC from GÖTTERDÄMMERUNG  
PRELUDE AND LIEBESTOD from TRISTAN UND ISOLDE  
The Pittsburgh Symphony Orchestra conducted by  
William Steinberg **8185**



## Listing of Outstanding High-Fidelity Records

The following list of records has been provided by each of the record manufacturers as five of their recordings which are particularly outstanding for use in demonstrating high fidelity recordings. The list is published as a handy guide for dealers in selecting records to use for customer demonstration.

### BARTOK

**BARTOK:** CONTRASTS FOR VIOLIN, CLARINET & PIANO (Mann, Drucker, Hambro) Bartok 916  
**BARTOK:** THE MIRACULOUS MANDARIN SUITE (New Symphony Orchestra-Serly) Bartok 301  
**BARTOK:** TWO PORTRAITS; BARTOK-SERLEY: MIKROKOSMOS SUITE (New Symphony Orchestra-Autori & Serly) Bartok 303  
**BARTOK and KODALY:** HUNGARIAN FOLK SONGS, vol. 2 (Leslie Chabay, tenor) Bartok 914  
**LISZT:** VARIATIONS ON THE BACH PRELUDE "WEINEN, KLAGEN"; "WEIHNACHTSBAUM" EXCERPTS (Ilona Kabos, piano) Bartok 910

### BLUEBIRD

**BEETHOVEN:** PIANO SONATA NO. 14 ("Moonlight"); PIANO SONATA NO. 8 ("Pathétique") (Ania Dorfmann) Bluebird LBC 1029  
**BRAHMS:** SYMPHONY NO. 1 (Robin Hood Dell Orchestra-Leinsdorf) Bluebird LBC 1004  
**FRANCK:** SYMPHONY IN D MINOR (Robin Hood Dell Orchestra-Leinsdorf) Bluebird LBC 1001  
**GERSHWIN:** RHAPSODY IN BLUE (Byron Janis, Hugo Winterhalter Orchestra) Bluebird LBC 1045  
**SCHUMANN:** CARNAVAL (Philharmonia Orchestra-Irving) Bluebird LBC 1025

### CAPITOL

**BERNSTEIN:** FANCY FREE; COPLAND: RODEO (Ballet Theater Orchestra-Levine) Capitol P-8196  
**BLOCH:** CONCERTO GROSSO; W. SCHUMANN: SYMPHONY FOR STRINGS (Pittsburgh Symphony-Steinberg) Capitol S-8212  
**GLAZUNOV:** THE SEASONS (French National Symphony Orchestra-Desormiere) Capitol P-8157  
**RIMSKY-KORSAKOFF:** LE COQ D'OR SUITE; CAPRICCIO ESPAGNOL (French Natio. Symphony Orchestra-Desormiere) Capitol P-8155  
**VILLA-LOBOS:** QUATUOR AND NONETTO (Roger Wagner Choral) Capitol P-8191

### COLUMBIA

**CLAIR DE LUNE AND POPULAR FAVORITES** (Andre Kostelanetz Orchestra) Columbia ML 4692  
**ELLINGTON UPTOWN** (Duke Ellington Orchestra) Columbia ML 4639  
**GOULD:** TAP DANCE CONCERTO (Danny Daniels, soloist); FAMILY ALBUM SUITE (Rochester "Pops" Orchestra-Gould) Columbia ML 2215  
**MOUSSORGSKY-RAVEL:** PICTURES AT AN EXHIBITION; STRAVINSKY: FIRE-BIRD SUITE (Philadelphia Orchestra-Ormandy) Columbia ML 4700  
**SCRIABIN:** POEM OF ECSTASY; POEM OF FIRE ("Prometheus") (N. Y. Philharmonic-Mitropoulos) Columbia ML 4731

### DECCA

**LEROY ANDERSON CONDUCTS HIS OWN COMPOSITIONS**—vol. 1—Decca DL 7509  
**BEETHOVEN:** SERENADE IN D MAJOR, OP. 25 (J. Baker, J. Fuchs, L. Fuchs, H. Fuchs) Decca DL 9574  
**KREISLER:** FAVORITES (Reginald Kell, Camarata Orchestra) Decca DL 4077  
**SMETANA:** THE BARTERED BRIDE (Overture, Polka, Dance of the Comedians) (Los Angeles Philharmonic-Wallenstein) Decca DL 4014  
**TCHAIKOVSKY:** SYMPHONY NO. 4 (RIAS Orchestra-Fricay) Decca DL 9680

### ENTRE

**BEETHOVEN:** SYMPHONY NO. 3 ("EROICA") (Rochester Orchestra-Leinsdorf) Entre RL 3069  
**BERLIOZ:** OVERTURES (Philharmonia Orchestra-Kletzki) Entre RL 3071  
**BRAHMS:** ACADEMIC FESTIVAL OVERTURE; TRAGIC OVERTURE; WAGNER: "FLYING DUTCHMAN" OVERTURE; PRELUDES TO ACTS I and III OF "LOHENGGRIN" (Philharmonia Orchestra-Kletzki) Entre RL 3060  
**FAMOUS OVERTURES** (by Glinka, Mendelssohn and others) (various Orchestras and Conductors) Entre RL 3072  
**SCHUBERT:** SYMPHONY NO. 8 ("UNFINISHED"); MOZART: SYMPHONY NO. 40 (Rochester Orchestra-Leinsdorf) Entre RL 3070

### EPIC

**BEETHOVEN:** SYMPHONY NO. 5 (Berlin Philharmonic-Jochum) Epic LC 3002  
**DVORAK:** SYMPHONY NO. 5 ("NEW WORLD") (Hague Philharmonic-Dorati) Epic LC 3001  
**RACHMANINOFF:** PIANO CONCERTO NO. 2 (de Groot, Hague Philharmonic-van Otterloo) Epic LC 3009  
**TCHAIKOVSKY:** ROMEO AND JULIET OVERTURE-FANTASIA; 1812 OVERTURE; CAPRICCIO ITALIEN (Amsterdam Concertgebouw-van Kempen) Epic LC 3008  
**TCHAIKOVSKY:** SYMPHONY NO. 6 ("Pathétique") (Amsterdam Concertgebouw-van Kempen) Epic LC 3003

### HMV

**MENDELSSOHN:** PIANO CONCERTO NO. 1 (Moura Lympany, Philharmonia Orchestra-Kubelik) HMV 6400  
**MOUSSORGSKY:** BORIS GODOUNOV (Boris Christoff, Radiodiffusion Francaise-Dobrowen) HMV 1007  
**NIELSEN:** SYMPHONY NO. 4 (Danish Radio Orchestra-Grondahl) HMV 1006  
**PAGANINI:** VIOLIN CONCERTO NO. 2 (Meruhin, Philharmonia Orchestra-Susskind) HMV 1015  
**PURCELL:** DIDO AND AENEAS (Flagstad, Mermaid Theater of London Orchestra-Jones) HMV 1007

### LONDON

**DE FALLA:** THE THREE-CORNERED HAT (Danco, L'Orchestre de la Suisse Romande-Ansermet) London LL 598  
**"MANTOVANI ALBUM OF FAVORITE WALTZES"** (Mantovani Orchestra) London LL 570  
**ROSSINI-RESP-GHI:** LA BOUTIQUE FANTASQUE (London Symphony-Ansermet) London LL 274  
**STRAUSS, R.: ALSO SPRACH ZARATHUSTRA** (Vienna Philharmonic-Krauss) London LL 232  
**STRAVINSKY:** PETPOUCHKA (L'Orchestre de la Suisse Romande-Ansermet) London LL 130

### MERCURY

**COPLAND:** SYMPHONY NO. 3 (Minneapolis Symphony-Dorati) Mercury MG 50018  
**GERSHWIN:** PORGY AND BESS SUITE; GOULD: SPIRITUALS FOR ORCHESTRA (Minneapolis Symphony-Dorati) Mercury MG 50016  
**GOULD:** LATIN-AMERICAN SYMPHONETTE; BARBER: "SCHOOL FOR SCANDAL" OVERTURE; ADAGIO FOR STRINGS; ESSAY FOR ORCHESTRA (Eastman-Rochester Orchestra-Hanson) Mercury MG 40002  
**MOUSSORGSKY-RAVEL:** PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) Mercury MG 50000  
**RAVEL:** BOLERO; RIMSKY-KORSKOV: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) Mercury MG 50020

## TEST RECORDS ARE AVAILABLE

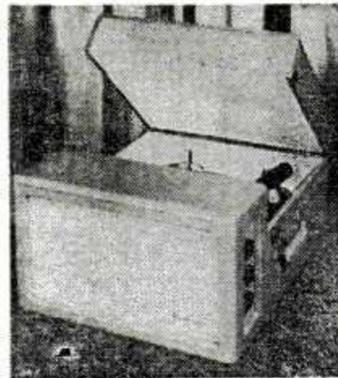
Special disks to test the sound reproduction characteristics of high fidelity equipment are available to consumers from the following manufacturers:

Capitol: Full Dimensional Sound  
 London: LL-738

RCA Victor: #12-5-51 (for 45 r.p.m.) and #12-5-49 (for 33 1/3 r.p.m.)  
 Urania: 7084

Westminster: #DRA and #DRB

Typically these recordings offer frequency tones in all audible ranges from 40 to 15,000 c.p.s. and music with controllable range from 30 to 15,000 c.p.s. Separate bands featuring the typical sound of the various sections of the orchestra and of the voice are also included to demonstrate timbre and definition.



STELMAN SUPREME (#3A6) \$99.95

### M-G-M

"CHILDREN'S PIANO MUSIC" (Menahem Pressler, pianist) M-G-M E-3010  
 "DESIGNEE FOR DANCING" (Leroy Holmes Orchestra) Lion E-70010  
 "MUSIC FOR YOUR MIDNIGHT MOOD" (Acquaviva Orchestra) M-G-M E-171  
 "POPULAR BALLET MUSIC FROM GREAT OPERAS" (Royal Opera House Orchestra-Braithwaite) M-G-M E-3003  
 "THAT'S ALL" (Tommy Edwards) M-G-M 11604

### REMINGTON

**DELIBES:** BALLET MUSIC (Austrian Symphony Orchestra-Schonherr); **KREISLER:** ENCORES (Michele Aucclair, violinist) Remington R-199-126  
 "FLAMENCO" (Carlo Montoya, guitarist) Remington R-199-126  
**GRANADOS:** GOYESCAS (Frieda Valenzi, pianist) Remington R-199-116  
 "RECTAL AND ENCORES" (Mack Harrell, baritone) Remington R-199-140  
 "VOODOO" (Emy de Pradines, Haiti Danse Chorus and Orchestra) Remington R-199-151

### RCA VICTOR

"BALLET AND BIZET" (Stokowski Orchestra) RCA Victor LM 1706  
**BERLIOZ:** ROMEO AND JULIET (Boston Symphony-Munch) RCA Victor LM 6011  
**LEONCAVALLO:** PAGLIACCI (de Los Angeles, Bjoerling, NBC Symphony-Toscanini); **MASCAGNI:** CAVALLERIA RUSTICANA (Milano, Bjoerling, RCA Victor Orchestra-Cellini) RCA Victor LM 6106  
**RESPIGHI:** FOUNTAINS OF ROME; PINES OF ROME (NBC Symphony-Toscanini) RCA Victor LM 1768  
**VERDI:** IL TROVATORE (Milano, Bjoerling, RCA Victor Orchestra-Cellini) RCA Victor LM 6008

### URANIA

**ALBENIZ-ARBOS:** IBERIA (Colonne Concerts Orchestra-Sebastian) Urania 7085  
**BOITO:** MEFISTOFELE (dall'Argine, Noli, Milan Symphony Orchestra-Capuana) Urania 230  
**DVORAK:** THE GOLDEN SPINNING WHEEL; THE MIDDAY WITCH; WALTZES (Czech Philharmonic-Talich) Urania 7073  
**WAGNER:** ORCHESTRAL EXCERPTS FROM "RING OF THE NIBELUNGS" (Munich State Opera Orchestra-Konwitschny) Urania 7063  
**WAGNER:** OVERTURES (Munich State Opera Orchestra-Konwitschny) Urania 7069

### VOX

**MASSNET:** LES ERINNYES; **SAINT-SAENS:** SUITE ALGERIENNE (Paris Opera Orchestra-Clytens) Vox PL 8100  
**OFFENBACH:** LA VIE PARISIENNE (Soloists, Lamoureux Orchestra-Gressier) Vox PL 21000  
**RAVEL:** BOLERO; LA VALSE; RHAPSODIE "SPAGNOLE"; PAVANE FOR A DEAD PRINCESS (Orchestre Radio-Symphonique de Paris-Leibowitz) Vox PL 8150  
**RAVEL:** L'HEURE ESPAGNOLE (Soloists, Orchestre Radio-Symphonique de Paris-Leibowitz) Vox PL 7880  
**STRAVINSKY:** APOLLON MUSAGETE; PULCINELLA SUITE (Vienna Chamber Orchestra-Hollreiser) Vox PL 8270

### WESTMINSTER

**BEETHOVEN:** "FIDELIO" OVERTURE; "LEONORE" OVERTURES NOS. 1-3 (Vienna State Opera Orchestra-Scherchen) Westminster WL 5177  
**BEETHOVEN:** SYMPHONY NO. 3 ("EROICA") (Vienna State Opera Orchestra-Scherchen) Westminster WL 5216  
**LISZT:** PIANO CONCERTOS NOS. 1 & 2 (Edith Farnadi, Vienna State Opera Orchestra-Cscherchen) Westminster WL 5168  
**RESPIGHI:** FOUNTAINS OF ROME; PINES OF ROME (Vienna State Opera Orchestra-Scherchen) Westminster WL 5167  
**SCHUBERT:** IMPROMPTUS, OP. 90 & OP. 142; PIANO SONATA IN A MAJOR, OP. 120 (Paul Badura-Skoda, pianist) Westminster WAL 205

## Quality Disks—65-Yr. Record of Progress

By IS HOROWITZ

The story is told that when Emil Berliner, inventor of the disk record, demonstrated a waxing of a coloratura soprano in 1888 one auditor, an excitable Latin, enthusiastically exclaimed: "Oh, I could just keep her!"

To that listener the magic of the primitive transfer of sound to a disk was a miracle of accurate reproduction. And it was, for its time.

Well, times have changed, and during the past 65 years tremendous changes have occurred, in recording as in other sciences. As the listener becomes conditioned to better standards, he looks upon what came before as something a good deal less than perfect. And change is still the order of the day.

### Play for Ear

To sample this change it is only necessary to compare an up-to-date record with one produced no more than a half dozen years ago. Demonstrate them both on a good piece of playback equipment and the customer is bound to be impressed by the difference. Certainly the growing awareness of high fidelity, or good sound, has made it easier to sell many of the repertoire duplications that crowd the LP catalog. Regardless of the interpretation, many collectors now hesitate to buy a once-accepted, top-flight wax performance unless the sound is acceptable.

While the collectors to whom interpretation alone is the criterion, and this goes for pops or jazz as well as the classics, are

still around in copious numbers, even they are weakening. They probably have good phonographs and the normal desire to get them operating on the best that is currently available.

### Dealer's Duty

Sound itself has become a potent selling tool, and the dealer who has some knowledge of what goes into its proper production can move more records, let alone better and more expensive phonographs.

It can't be stressed too strongly, however, that actual demonstration is the sales tool of first use. It's often the clincher. Yet the dealer or clerk who can hold up his end at hi-fi banter with an informed patron has a competitive edge over the store down the street. In some cases it may even provide that extra bit of service (via advice) that will hold a customer from the blandishments of extreme price cutting.

The problem of producing a fine record is easy to state. How can we (the diskery) etch on to a disk sound that comes closest to that heard in an actual performance? With this as the starting point, however, theories and practical techniques to carry out this laudable intention vary widely.

### Theories Vary

Some record men, we are told, insist that a proper job can only be done with a single microphone. Others state, just as positively, that a number of mikes, strategically placed, are essential. Some fiddle endlessly with the controls during a recording session. Others set them once and let the music then take its course unmolested. And each is convinced that his own recording studio, be it a converted church or a concert auditorium, has the best acoustical properties.

Suffice it to say that practically every company has made at least some outstanding records, from the viewpoint of sound, and some that were less than the best.

One ranking engineer associated with a major record manufacturer stated it this way: "Regardless of the formulae that are worked out with slide rule and calculator, the final result is almost entirely dependent on the ears of the musical director, the a.&r. man handling the session. He must experiment constantly, using his ears as judge of the results. If this judgment is sufficiently discerning, the tape will come out well."

Again the lesson is driven home. It's the final sound, when heard, that counts.

### Tape Processing

In processing the tape the factor of care and discernment is also of paramount importance. The many tape segments that are spliced together into one must be checked and often equalized to eliminate volume and pitch variations. This, too, is a task that requires a musician's ears, be they pinned on a trained professional or a hip engineer.

Up to this point, of course, the tools of the trade now in use, microphones, tape machines, etc., are enabling diskeries to get lots more on tape than they could do only a few years ago. Records are being made with a frequency range of 50 to 15,000 cycles today, practically an impossibility not too long ago. What's even more important, they are being made with proper musical balance, with an even distribution of highs and lows, so that the result sounds musical. This was not always true when the initial interest in high fidelity meant little more than an extension of the higher frequencies.

### Recording Curves

When it comes to transferring the sound from tape to disk, the much discussed recording curves come into play. With no one standard accepted by all companies, the conflicting data of AES versus NAB and original LP versus New Orthophonic can be a disturbing factor to record buyers who are not too well informed. If the dealer can discuss these intelligently with the data scanner, he may well make

(Continued on page 33)



...PAID CIRCULATION PROVES READER INTEREST  
 WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW  
 MANY READERS BUY THIS BUSINESS PAPER.

# THIS IS *Mercury* LIVING PRESENCE!

The result of Living Presence is reproduction of great symphonic performances which capture not only all of the overtones and subharmonics which the human ear can discern; not only the *true impact* of bass drum, timpani, brass choir and high percussion; not only the exquisite delicacy of a solo flute or French horn playing against a shimmering tonal background; but also—and most important—something of the human element that goes into the music making itself by the 100 men of a symphony orchestra and its conductor.

## THE ULTIMATE IN HIGH FIDELITY



### OLYMPIAN SERIES

- \*MG-50000 MOUSSORGSKY-RAVEL: Pictures At An Exhibition. Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- \*MG-50001 BARTOK: Music For Strings, Percussion and Celesta; BLOCH: Concerto Grosso For String Orchestra with Piano Obbligato. Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- \*MG-50002 DVORAK: Symphony No. 5 in E Minor, Op. 95 ("From The New World") 1. Adagio, Allegro Molto; 2. Largo; 3. Scherzo-Molto Vivace; 4. Allegro Con Fuoco. Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- MG-50003 TCHAIKOVSKY: Symphony No. 4 In F Minor, Op. 36. 1. Andante Sostenuto, Moderato Con Anima; 2. Andantino In Modo Di Canzona; 3. Scherzo-Pizzicato Ostinato; 4. Finale-Allegro Con Fuoco. Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- MG-50004 BORODIN: Symphony No. 2 In B Minor and Stravinsky Firebird-Ballet Suite. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- \*MG-50005 BERLIOZ: Roman Carnival Overture, Ravel Pavane Pour Une Infante Defunte, Ravel Alborada Del Gracioso, Debussy Three Nocturnes-Nuages, Fetes Sirenes. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- MG-50006 TCHAIKOVSKY: Symphony No. 6 In B Minor, Op. 74 ("Pathetique"). Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- MG-50007 BRAHMS: Symphony No. 1 In C Minor, Op. 68. Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- MG-50008 TCHAIKOVSKY: Symphony No. 5 In E Minor, Op. 64. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- \*MG-50009 RIMSKY-KORSAKOV: Scheherazade—Symphonic Suite, Op. 35. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- MG-50010 MENDELSSOHN: Symphony No. 4 In A Major, Op. 90 (Italian); MOZART: Symphony No. 40 in G Minor, (K. 550). Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- \*MG-50011 RESPIGHI'S: The Pines of Rome; The Fountains of Rome. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- MG-50012 RICHARD STRAUSS: "Ein Heldenleben" (A Hero's Life) Tone Poem, Op. 40. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- \*MG-50016 GERSHWIN-BENNETT: Porgy and Bess, Symphonic Picture, Gould Spirituals for Orchestra. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- \*OL-2-100 SMETANA: Ma Vlast (My Fatherland). Rafael Kubelik Conducting the Chicago Symphony Orchestra.
- MG-50015 MOZART: Symphony No. 38 In D; Symphony No. 34 In C. Rafael Kubelik Conducting The Chicago Symphony Orchestra.
- \*MG-50019 FOUR GREAT WALTZES: By Johann Strauss—Wiener Blut; Wine, Women And Song; Vienna Woods; The Emperor. Antal Dorati Conducting The Minneapolis Symphony Orchestra.
- MG-50017 BEETHOVEN: Symphony No. 5 In C Minor, Op. 67; Egmont Overture; Coriolan Overture; Leonore No. 3 Overture. Antal Dorati Conducting The Minneapolis Symphony Orchestra.



### GOLDEN LYRE SERIES

- MG-40000 Music For Democracy. THE TESTAMENT OF FREEDOM—SONGS FROM "DRUM TAPS." Howard Hanson Conducting The Eastman-Rochester Symphony Orchestra.
- MG-40001 American Music For String Orchestra. FANTASY ON A HYMN BY JUSTIN MORGAN—ARIOSO FOR STRINGS—SUITE IN E MAJOR—Howard Hanson Conducting The Eastman-Rochester Symphony Orchestra.
- \*MG-40002 Merton Gould. LATIN-AMERICAN SYMPHONETTE; Samuel Barber OVERTURE TO "THE SCHOOL FOR SCANDAL," ADAGIO FOR STRINGS, ESSAY FOR ORCHESTRA, No. 1, Op. 12. Howard Hanson Conducting The Eastman-Rochester Symphony Orchestra.
- MG-40003 BARLOW: The Winter's Past; ROGERS: Soliloquy for Flute and Strings; COPLAND: Quiet City; KENNAN: Night Soliloquy for Flute and Strings; KELLER: Serenade for Clarinet and Strings; HANSON: Serenade for Flute, Strings and Harp—Pastorale for Oboe, Strings and Harp. Howard Hanson Conducting The Eastman-Rochester Symphony Orchestra.
- \*MG-40004 HARRIS: Symphony No. 3; HANSON: Symphony No. 4. Howard Hanson Conducting The Eastman-Rochester Symphony Orchestra.
- MG-40005 RIEGGER: New Dance; HOVHANESS: Concerto No. 1 for Orchestra ("Arevakal"); COWELL: Symphony No. 4. Howard Hanson Conducting The Eastman-Rochester Symphony Orchestra.
- \*MG-40006 PERSICETTI: Divertimento for Band; GOULD: Ballad for Band; SCHUMAN: Geo. Washington Bridge; BENNETT: Suite of Old American Dances; PISTON: Tunbridge Fair; BARBER: Commando March. Frederick Fennell Conducting The Eastman Symphonic Wind Ensemble.

\* BEST SELLING CLASSICS ACCORDING TO BILLBOARD CHARTS



Another Mercury 'First'



3 SPEED  
PORTABLE MODEL  
COVERED WITH  
ATTRACTIVE TWO-TONED LEATHERETTE

HIGH FIDELITY

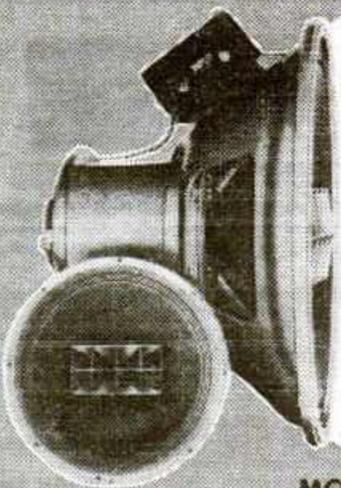
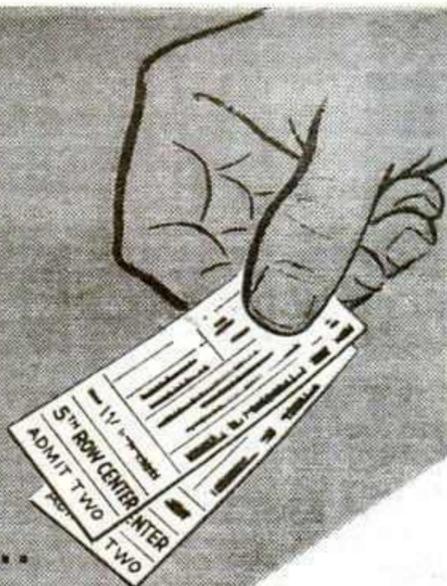
portable  
PHONOGRAPH

#### FEATURES

- General Electric Variable Reluctance Cartridge.
- Dual sapphire needles.
- Built-in compensating network.
- 8" full frequency range
- Quam Adjusta-Cone speaker.
- Inverse feedback tone compensating control.
- Tubes: 12AX7—Dual triode voltage amplifiers. 25L6—Power amplifier
- Rectifier: Selenium type.
- Power output: 4.5 watts peak.
- Frequency response: 175 C.P.S.—15,000 C.P.S.
- Acoustically designed cabinet for full bass response.
- Plays 12" record with the lid closed.
- \$49.95 list



The Best Seats in the House...



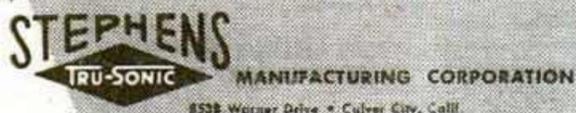
You hear it all — as though you were there... when you use a

MODEL 206AX

# Stephens TRU-SONIC SPEAKER

Regarded as the international standard in high fidelity sound equipment, STEPHENS speaker systems are used throughout the world by the most discriminating listeners.

It's a SOUND PRINCIPLE when you say



# Basic Specifications on Phonos Available for the Fall Market

The following list of phonographs together with their basic specifications is published to give dealers an idea of equipment availability. Unless otherwise stated, all phonos are currently available for purchase. CAUTION: Ratings given on frequency range (FRR) refer sometimes to speaker performance, in other cases to the amplifier or other component. These ratings do not necessarily indicate the final audible range produced by the phonograph.

### ADMIRAL CORP.

3800 Cortland Chicago 47, Ill.  
 Model: 5-D32  
 Design: Table  
 Price: \$79.95-\$89.95  
 Specifications  
 3 speed changer  
 One 6" speaker  
 Model: HF6, 7, 8  
 Design: Console  
 Price: \$795 to \$845  
 Specifications  
 3 speed changer  
 15 watt amplifier  
 FRR: 30-17,000 cps  
 Ceramic cartridge  
 15" woofer and high frequency driver and horn

### AVCO MFG. CORP.

1329 Arlington St. Cincinnati, Ohio  
 Model: G-200 "Enrico Caruso"  
 Design: Console  
 Price: \$900.00  
 Available: Nov. 1  
 Specifications  
 3 speed changer  
 30 watt amplifier  
 FRR: 20-20,000 cps  
 Magnetic cartridge  
 One 15" speaker

### BIRCH PHONOGRAPHS

c/o Boetsch Brothers 221 E. 144th St. New York, N. Y.

Model: 1M  
 Design: Portable  
 Price: \$10.95  
 Specifications  
 78 rpm only; manual

Model: 20-C  
 Design: Portable  
 Price: \$12.95  
 Specifications  
 78 rpm only; manual

Model: 078  
 Design: Portable  
 Price: \$21.95  
 Specifications  
 78 rpm only; manual

Model: 040, 041  
 Design: Portable  
 Price: \$24.95, \$25.95  
 Specifications  
 3 speed manual

Model: 042  
 Design: Portable  
 Price: \$28.95  
 Specifications  
 3 speed manual

Model: SQ-5  
 Design: Portable  
 Price: \$33.25  
 Specifications  
 3 speed manual  
 One 5"x7" speaker

Model: SQ-4  
 Design: Portable  
 Price: \$39.95  
 Specifications  
 3 speed manual

### B&R ELECTRONICS

1701 Boone Ave. New York, N. Y.  
 Model: 621  
 Design: Portable  
 Price: \$19.95  
 Specifications  
 78 only  
 No changer  
 2 watt amplifier  
 Crystal cartridge  
 One 4" speaker

Model: 630  
 Design: Portable  
 Price: \$24.95  
 Specifications  
 3 speed manual  
 2 watt amplifier  
 Crystal cartridge  
 One 4" speaker

Model: 641  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 2 watt amplifier  
 Crystal cartridge  
 One 5" speaker

Model: 902 (Etude)  
 Design: Portable  
 Price: \$39.95  
 Specifications  
 3 speed manual  
 2 watt amplifier  
 Crystal cartridge  
 One 8" speaker

Model: 915 (Symphony)  
 Design: Portable  
 Price: \$89.95  
 Specifications  
 3 speed changer  
 2 watt amplifier  
 Magnetic cartridge  
 One 8" speaker

### CALIFONE CORP.

1041 N. Sycamore Ave. Hollywood 38, Calif.  
 Model: 10P2  
 Design: Portable  
 Price: \$89.50  
 Specifications  
 3 speed manual  
 4 watt amplifier  
 FRR: 50-15,000 cps

Magnetic cartridge  
 One 8" speaker

Model: 12V  
 Design: Portable  
 Price: \$117.50  
 Specifications  
 3 speed manual  
 6 watt amplifier  
 FRR: 50-15,000 cps  
 Crystal cartridge  
 One 12" speaker

Model: 12VP2  
 Design: Portable  
 Price: \$127.50  
 Specifications  
 3 speed manual  
 6 watt amplifier  
 One 12" speaker  
 FRR: 50-15,000 cps  
 Magnetic cartridge  
 One 12" speaker

Model: 16VP2  
 Design: Portable  
 Price: \$155.50  
 Specifications  
 3 speed manual  
 10 watt amplifier  
 FRR: 30-20,000 cps  
 Magnetic cartridge  
 One 12" speaker

Model: 18VP2  
 Design: Portable  
 Price: \$155.50  
 Specifications  
 3 speed manual  
 10 watt amplifier  
 FRR: 30-20,000 cps  
 Magnetic cartridge  
 Two 8" speakers

Model: 400  
 Design: Portable  
 Price: \$169.50  
 Specifications  
 3 speed manual  
 6 watt amplifier  
 FRR: 30-20,000 cps  
 One 8" speaker

Model: 401  
 Design: Portable  
 Price: \$169.50  
 Specifications  
 3 speed changer  
 6 watt amplifier  
 FRR: 30-20,000 cps  
 Magnetic cartridge  
 One 8" speaker

### CAPITOL RECORDS DISTR. CORP.

1730 Broadway New York, N. Y.

Model: BA-10 (Bozo)  
 Design: Table  
 Price: \$12.95  
 Specifications  
 78 rpm only; manual  
 Acoustic cartridge

Model: BA-11 (Bozo)  
 Design: Portable  
 Price: \$14.95  
 Specifications  
 78 rpm only; manual  
 Acoustic cartridge

Model: 302, 309 (Bozo)  
 Design: Table  
 Price: \$19.95  
 Specifications  
 45 rpm only; manual  
 Crystal cartridge

Model: BE-20 (Bozo)  
 Design: Table  
 Price: \$22.95  
 Specifications  
 78 rpm only; manual  
 Crystal cartridge

Model: BE-21 (Bozo)  
 Design: Portable  
 Price: \$24.95  
 Specifications  
 78 rpm only; manual  
 Crystal cartridge

Model: BE-22 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-23 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-24 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-25 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-26 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-27 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-28 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-29 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-30 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: BE-31 (Bozo)  
 Design: Portable  
 Price: \$29.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

One 4" speaker  
 All-purpose needle

Model: 203  
 Design: Portable  
 Price: \$49.95  
 Specifications  
 3 speed manual  
 1 watt amplifier  
 FRR: 100-10,000 cps  
 Ceramic cartridge  
 Two 5" speakers  
 Dual turnover needle

Model: 204  
 Design: Portable  
 Price: \$79.95  
 Specifications  
 3 speed changer  
 1 watt amplifier  
 FRR: 100-10,000 cps  
 Ceramic cartridge  
 Two 5" speakers

Model: 206 (The "360")  
 Design: Portable  
 Price: \$139.50  
 Specifications  
 3 speed changer  
 2 watt amplifier  
 FRR: 50-12,000 cps  
 Ceramic cartridge  
 Two 6" speakers

Model: 205 (The "360")  
 Design: Table  
 Price: \$139.95  
 Specifications  
 3 speed changer  
 2 watt amplifier  
 FRR: 50-12,000 cps  
 Ceramic cartridge  
 Two 6" speakers  
 Equipped for extra speaker

Model: 207 ("360" Console)  
 Design: Console  
 Price: \$169.50  
 Specifications  
 3 speed changer  
 2 watt amplifier  
 FRR: 50-12,000 cps  
 Ceramic cartridge  
 Two 6" speakers  
 Equipped for extra speaker

### CRESCENT INDUSTRIES, INC.

5900 W. Touhy Chicago, Ill.

Model: 604  
 Design: Portable  
 Price: \$39.95  
 Specifications  
 3 speed manual  
 5 watt amplifier  
 Ceramic cartridge  
 One 5" speaker

Model: 600 ("Utility")  
 Design: Table  
 Price: \$59.75  
 Specifications  
 3 speed changer  
 3 watt amplifier  
 Ceramic cartridge  
 One 4x6" speaker

Model: 601  
 Design: Portable  
 Price: \$79.75  
 Specifications  
 3 speed changer  
 5 watt amplifier  
 Ceramic cartridge  
 One 8" speaker

Model: 606 ("Monogram")  
 Design: Table  
 Price: \$94.50-\$99.50  
 Specifications  
 3 speed changer  
 5 watt amplifier  
 Ceramic cartridge  
 One 8" speaker

Model: 602  
 Design: Table  
 Price: \$104.50-\$109.50  
 Specifications  
 3 speed changer  
 5 watt amplifier  
 Ceramic cartridge  
 One 8" speaker

Model: 607 ("Console Mono-gram")  
 Design: Console  
 Price: \$169.50-\$179.50  
 Specifications  
 3 speed changer  
 8 watt amplifier  
 Ceramic cartridge  
 One 12" speaker

Model: 603 ("Console")  
 Design: Console  
 Price: \$179.50-\$189.50  
 Specifications  
 3 speed changer  
 8 watt amplifier  
 Ceramic cartridge  
 One 12" speaker

Model: 315 (Dean Leader)  
 Design: Portable  
 Price: \$18.95 to \$24.95  
 Specifications  
 3 speed manual  
 3 watt amplifier  
 Crystal cartridge  
 One 4 1/2" speaker

Model: 329 (Dean)  
 Design: Portable  
 Price: \$34.95 to \$39.95  
 Specifications  
 3 speed manual  
 3 watt amplifier  
 Crystal cartridge  
 One 5" speaker  
 Dual needle

Model: 344 (Dean Twin Speaker)

Design: Portable  
 Price: \$34.95 to \$39.95

Specifications  
 3 speed manual  
 3 watt amplifier  
 Ceramic cartridge  
 Two 4" speakers

Model: 339 (Dean)  
 Design: Portable  
 Price: \$39.95 to \$44.95  
 Specifications  
 3 speed manual  
 Crystal cartridge  
 3 watt amplifier  
 One 5" speaker

Model: 341  
 Design: Portable  
 Price: \$59.95 to \$72.95  
 Specifications  
 3 speed changer  
 4 watt amplifier  
 Crystal cartridge  
 One 6" speaker

Model: 383  
 Design: Portable  
 Specifications  
 3 speed manual  
 5 watt amplifier  
 Crystal cartridge  
 One 8" removable speaker

Model: 3946  
 Design: Table  
 Price: \$11.95  
 Specifications  
 78 rpm only; manual

Model: DP14, DP15  
 Design: Portable  
 Price: \$21.95, \$22.95  
 Specifications  
 78 rpm only; manual  
 Crystal cartridge

Model: DP3  
 Design: Portable  
 Price: \$24.95  
 Specifications  
 78 rpm only; manual

Model: DP79  
 Design: Portable  
 Price: \$26.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: DP86  
 Design: Portable  
 Price: \$29.50  
 Specifications  
 3 speed manual  
 Crystal cartridge  
 One 5" speaker

Model: DP21 (Lone Ranger)  
 Design: Portable  
 Price: \$31.95  
 Specifications  
 3 speed manual  
 Crystal cartridge

Model: DP77  
 Design: Portable  
 Price: \$32.95  
 Specifications  
 3 speed manual  
 Crystal cartridge  
 One 5" speaker

Model: DP42  
 Design: Console  
 Price: \$39.95  
 Specifications  
 3 speed manual  
 Crystal cartridge  
 One 5" speaker

Model: DP37  
 Design: Portable  
 Price: \$82.90  
 Specifications  
 3 speed changer  
 Crystal cartridge  
 One 6" speaker

Model: DP63  
 Design: Portable  
 Price: \$102.90  
 Specifications  
 3 speed changer  
 Crystal cartridge

Model: R-C-4  
 Design: Portable  
 Price: \$89.95  
 Specifications  
 3 speed changer  
 3 watt amplifier  
 FRR: 175-15,000 cps  
 Crystal cartridge  
 One 8" speaker  
 Radio-phono combination  
 (Continued on page 34)

NOW... YOU CAN SEE THE DIFFERENCE YOU CAN HEAR THE DIFFERENCE

HUDSON gives you 3D AUDIO

IN A SENSATIONAL NEW HI-FI PHONO LINE!



Hudson brings you a new line of 3-speed automatic phonographs that are truly 3 dimensional in tone quality, performance and power.

Here is Hudson's greatest achievement in a Hi-Fi 3-speed portable automatic—THREE SPEAKERS! The only portable that gives you true third dimension in sound! Extraordinary depth of tone that exceeds anything yet attained in sonic science.

The new Hudson 3-D plays all size records in all 3 speeds with the lid open or closed. Deluxe Collaro changer with automatic stop, lightweight pickup arm, turnover cartridge with two cadmium paint styli.

Write for new 1953-54 Hudson catalog.

Only Hudson Offers These Outstanding Quality Features

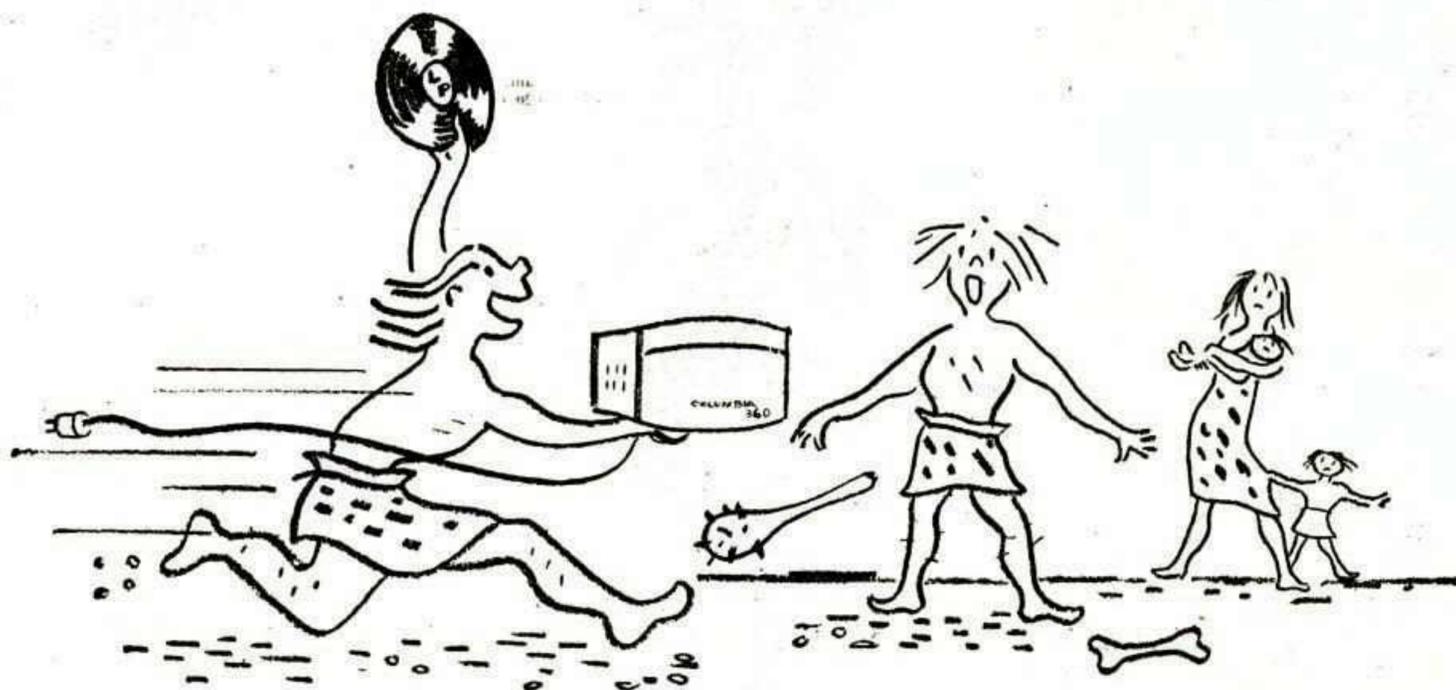
- Super powered Diatonic four tube push-pull high gain amplifier, equivalent to five tubes
- Three Hi-Fi 5" heavy duty Alnico V speakers
- Luxurious solid wood cabinet with locked corners, covered in handsome black vinyl with gold trim, matching handle and solid brass hardware

Hudson also offers the finest value in a PORTABLE AUTOMATIC RADIO-PHONO COMBINATION MODEL RPA72 and AUTOMATIC PORTABLE MODEL 350

More than 20 new models available in the Hudson line.

HUDSON Electronics Corp. 110 EAST THIRD STREET, MOUNT VERNON, NEW YORK

All it takes is genius...



COLUMBIA RECORDS

Genius, Shmenius—We try to get there first with the ideas, the products and promotions that help expand the record business and make a good profit for you and for us. We try—and generally we succeed. Columbia originated "Lp"—built the world's largest long play catalog—developed more new artists and new repertoire than any other label—created the Columbia "360," the first high fidelity phonograph for the mass market—and now "X-D," the world's first 3rd dimension of sound for the home. Columbia moves fast. Why don't you move with Columbia!

"Columbia," "5" Reg. U. S. Pat. Off. Marcos Registrados. "360" Trade Mark.

# Key Dealers Bullish On Phonos for Fall

• Continued from page 20

is looking for a 25 per cent increase in her phonograph business during the coming quarter which she attributes to great interest in the new high quality sets, resulting from increased consumer purchases of more and better records.

**STORE: HAGE'S STANFORD MUSIC (M)**  
**CITY: PALO ALTO, CALIF.**  
**BUYER: R. K. BODDING**

Hage's sells phonos ranging from \$22.95 to \$200 in the record department. These include the new Magnavox, Webcor and Columbia high quality sets. Boddling is planning a 15 per cent increase in phonograph sales during the coming quarter. Working in a strong classical store, Boddling points out that there is a great customer interest in better reproductive qualities that now are possible thru the use of high quality phonographs at reasonable prices.

**STORE: DISCOUNT RECORD SHOP (M)**  
**CITY: WASHINGTON**  
**BUYER: ROBERT BIALEK**

Discount sells phonographs ranging from \$39.95 up to \$1,000 in custom built high fidelity units. Bialek is anticipating a much bigger phonograph business during the last three months of this year than the same period in 1952. This is due, he believes, to the great interest in high fidelity which has been stimulated to a great degree by national advertising. Added to this, he feels, is the experience that the store

has gained over the past few years in selling phonographs. He says that this is a rapidly moving field, and the potential will remain good if dealers can keep up with the rapid developments in the field.

**STORE: LIBERTY (M)**  
**CITY: NEW YORK**  
**MANAGER:**  
**FRANK DONNOLA**

Liberty sells phonos ranging from \$14.95 to custom made high fidelity units costing \$3,000. High quality stock includes Columbia, Magnavox and Liberty-phonos. An extensive stock of high fidelity components by many top makers is also maintained. Phonographs are divided into two departments, small phonos and larger units. The small phonograph department which includes table model high quality sets is on the same floor as, and adjacent to, the record department. Donnola expects a 20 per cent increase in the phonograph department this fall. Backing this up, he says that better records have made people want better instruments to reproduce them.

**STORE: HUDSON-ROSS (M)**  
**CITY: CHICAGO**  
**BUYER:**  
**STEWART SCHWARTZ**

Phonographs from \$12 to \$200 are sold in the department immediately adjacent to the record department. Included in stock are the Mitchell, Columbia and Webcor high quality phonos. Other brands are planned to be

added by the first of the year. Schwartz anticipates a 10 per cent increase in his phonograph business during the fourth quarter over a year ago, and believes that the potential for the sale of high fidelity and high quality units in his store is very good.

**STORE: JOHN LEARMONT (M)**  
**CITY: WASHINGTON AND ALEXANDRIA, VA.**

**OWNER: JOHN LEARMONT**  
Learmont sells phonographs from \$35 to \$140 in his record store. He carries the Columbia "360" and plans to add several other high quality units. He expects a phonograph increase of 10 per cent this fall, due primarily to the introduction of the Columbia "360." As to the future of high fidelity in the suburbs of Washington, he notes that Georgetown, Va., particularly, is a booming area for custom built high fidelity sets.

**STORE: JOHN WANAMAKER (D)**

**CITY: PHILADELPHIA**  
**BUYER: AGNES H. HILLER**

Miss Hiller has jurisdiction over phonograph sales of sets ranging from \$19.95 to \$198.50 in the record department. Included here are the following high quality sets: Magnavox, Columbia and M. P. Wanamaker's Toy department handles inexpensive kiddie phonos. Miss Hiller is looking for a 15 per cent increase during the last quarter of this year over a year ago. She attributes this to a growing interest in recorded music on the part of the public. She believes that radio and television have added greatly to this new interest. She says record buyers "are growing anxious for tone quality," and thus anticipates steadily increasing interest in the new high quality phonos.

**STORE: JOHN WADE, INC. (M)**  
**CITY: CLEVELAND**  
**BUYER: FRANK W. CARIE**  
Carries record players from \$29.95 up to \$144.50 in the record

department. All phonographs are tied in directly with the record department. Carie stocks the Columbia "360" in the high quality phono class. He is looking for a 10 per cent increase in phonograph sales during this last quarter compared with a year ago. He notes a tremendous interest on the part of consumers in the new quality phonographs, and says that these sets are "the greatest boost the phonograph industry has ever had."

**STORE: JENKINS MUSIC COMPANY (R-M)**  
**CITY: KANSAS CITY, MO.**

**BUYER: F. B. DOWNING**  
Downing, the record buyer, also sells phonographs from \$19.95 to \$149.95 in the record department. Included are the Columbia, Magnavox and Webcor high quality phonos. More expensive combination phonographs are sold in the major appliance department. Downing cautions manufacturers to restrain their claims about what is and what is not high fidelity. He believes that misuse of the term high fidelity will confuse the public. He adds that retailers will have to do a lot of explaining to keep the record straight.

**STORE: SAM GOODY (M)**  
**CITY: NEW YORK**  
**MANAGER: ABNER LEVIN**

Goody's, which is basically a record store, within the last year opened up a high fidelity set department. They stock such high quality phonos as Sound Workshop, Columbia and Webcor. There is also a wide choice of high fidelity components available. Record-playing equipment ranges in price from \$25 to custom-made \$1,500 units. No comparison of sales with a year ago is possible, Levin anticipates 40 per cent increase over the first three months of this year. He says that high fidelity records and phonographs are here to stay and that their concentration is on custom built sets which they consider the coming thing. Levin stated that it is advantageous for a dealer to get into the custom high fidelity business, since there is a high profit potential, and a customer will ultimately be better satisfied because the individual components can be matched up just right for his needs.

**STORE: LYON & HEALY (M)**  
**CITY: CHICAGO**  
**PHONOGRAPH BUYER:**  
**DON BROMAN**

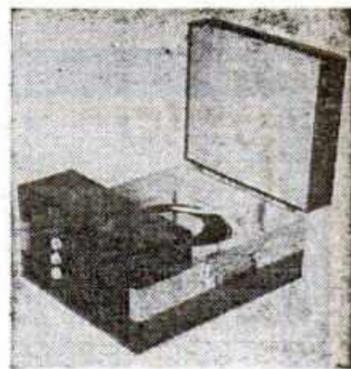
Lyon & Healy's has a separate phonograph department which is adjacent to the record department. Phonographs carried range in price from \$18 to \$1,500. Brands carried in the quality phonograph class include Magnavox, Webcor, RCA Victor, Columbia, V-M, Zenith, Balladaire, Stromberg-Carlson and the store's own private brand, plus Fisher high fidelity components. Broman is looking for about a 25 per cent increase in his phonograph business during the last quarter of this year compared with 1952. He attributes this to an increased consumer interest in better records and playing equipment.

**STORE: J. L. HUDSON (D)**  
**CITY: DETROIT**  
**BUYER: A. K. CLARK**

Carries record-playing equipment from \$9.95 to \$1,400 in the record department. Among the high quality phonos stocked are Magnavox, Webcor, V-M, P. M., Columbia and Avalon. All phonograph sales are under the jurisdiction of the record department. Clark anticipates a 20 per cent increase during October, November and December over the same three months of 1952. He says that the great interest in quality phonographs and records will account for this increase.

**STORE: HAYNES-GRIFFIN (M)**  
**CITY: NEW YORK**  
**OWNER: ROBERT O'BRIEN**

Haynes-Griffin has its selling space divided into adjacent phonograph and record departments. The price range in phonos carried is from \$14.95 to \$550. Included on the high quality level are Columbia, Kelton, Stromberg-Carlson, Pilot, Altec and Webcor. O'Brien is anticipating a 25 per cent increase in his phonograph volume during the last three months of this year compared with a year ago. He says that there is a general increase in interest in fine recorded music, and credits the Columbia "360" with having



EDU-CRAFT #XL-10  
\$119.95

done a tremendous job in bringing the price of good reproduction down to the average person's means. He looks for a great future in the high fidelity and high quality phono fields, since now music lovers can hear recorded music better than ever before. Because of the adjacency of the two departments, the record department, managed by Miss Alma Kay, works hand in glove with the set department. Record sales people are trained to be able to discuss phonos as well as records.

**STORE: ABC RECORDTERIA (M)**  
**CITY: CHICAGO**  
**OWNER: BERNIE SKIDELL**

Sells phonos ranging from \$9.95 to \$139.95. The Columbia "360" is the only high quality phono stocked, but Skidell plans to add console models before the first of the year. He is anticipating at least a 25 per cent increase in his phonograph business during the last quarter over the same period a year ago, based on increased buying power of his customers.

**STORE: GRINNELL BROS. (M)**  
**CITY: DETROIT**  
**BUYER: L. H. SALESIN**

Carries phonos ranging from \$19.95 to \$1,300 in the record department. High quality sets include Magnavox and Columbia, also Fisher high fidelity components. Expects a 25 per cent increase in phonograph business this fall based on interest being generated in the new sets that are now available.

**STORE: RECORD RENDEZ-VOUS (M)**  
**CITY: ST. LOUIS**  
**BUYER: FRANK WIEGER**

This record store sells phonographs ranging in price from \$19.95 to \$149.95, including the Webcor new high quality set. Wieger expects to add additional high quality units before the end of the year. He is looking for a 15 per cent increase in his phonograph business based on accelerated pace of record buying. With more people buying more records, he says, it can't help but push up his sale of phonographs.

**STORE: STEINBERG'S (R)**  
**CITY: CINCINNATI**  
**BUYER: MR. BREHM**

Brehm sells in his record department phonographs ranging in price from \$39.95 to \$99.95. Higher quality equipment is sold in the radio department, including Columbia and Magnavox models. He plans to add further brands by the first of the year. Mr. Brehm expects to double his business in phonographs this fall, largely because of the extensive publicity and build-up by high quality equipment in recent months.

**STORE: GIMBEL BROS. (D)**  
**CITY: MILWAUKEE,**  
**BUYER: MRS. LELA STENZEL**

Mrs. Stenzel sells phonographs from \$29.95 to \$149.95 in her record department. Presently she stocks Columbia and Webcor high quality phonos and plans to add more name brands. The set department sells more expensive sets. She is planning a 30 per cent increase in phonos during the last quarter of 1953. She's planning this increase on basis of store promotions on special purchases planned for the Christmas season and an RCA Victor "45" promotion offering \$10 in free records to phono buyers. Gimbel's is setting up a special hi-fi salon in the record department for displaying phonos and records. Included will be sound-proof demonstration rooms. Mrs. Stenzel specifi- cally need for sales training to capitalize fully on new record and phono market.

it's New  
it's Brilliant  
Webcor's 3-speaker  
Fonograf with  
Stereofonic Sound



THE WEBCOR

# Musicale

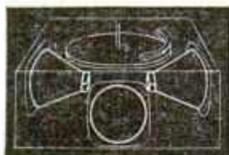
Thanks to Webcor pioneering, High Fidelity today is rapidly becoming a household word. Now Webcor introduces the finest of all high-fidelity fonograf, the fabulous new Webcor Musicale—with three separate speakers and exclusive Stereofonic sound!

This is the kind of high fidelity consumers want: 50 to 15,000 cycles per second, a General Electric wide range, magnetic pick-up, a four pole constant speed motor, 5-watt amplifier utilizing 6V6 output tubes—all perfectly balanced and housed in the finest cabinet known to the phonograph industry today!

Add all of these most wanted features to the most wanted name

in fonograf—  
WEBCOR—  
and you have  
the high-  
fidelity package  
that can't be  
beat for performance, styling,  
consumer demand and PROFIT!

And, too, no other high-fidelity fonograf will get the extensive and consistent national four-color advertising between now and Dec. 30 in Saturday Evening Post, Look, Coronet, Ebony, New Yorker, Sunset, Esquire, Holiday, Atlantic Monthly, High Fidelity, Harpers, Saturday Review, and New York Herald Tribune!



Three speakers provide  
exclusive Stereofonic sound!

Mahogany \$149.50  
Blonde \$159.50  
Slightly higher cost

Call your Webcor distributor today and get those Hi-Fi sales tomorrow!

# WEBCOR

WEBCOR IS THE BRAND NAME OF PRODUCTS BY WEBSTER-CHICAGO

# Accessories Important!

Too many record merchants today are missing the boat at the accessories level. This, despite the fact that with the great interest in new high quality records and phonographs, emphasis on the proper care of records and equipment can and should be used as a peg to more accessories sales than ever before.

In a spot check of retail stores in the Chicago area made by The Billboard, for example, it was found that only a few of the dealers were promoting the sale of such basic items as polishing cloths, record brushes, needles, storage racks and albums. In too many instances not one such item was in evidence among the record merchandise. Upon questioning, the dealer indicated that there was no interest in such items, even tho a few scattered dealers thruout the market have proved that suggestive selling can and does arouse interest and sale of these items.

One dealer, Bill Anderson, of Anderson's Record Center, always makes it a practice to wipe a record with a polishing cloth before demonstrating it to a customer. "This," he said, "leads the record buyer to ask why it is being done, and I usually wind up selling him a cloth by explaining I use one myself at home."

In New York the Radio City Music Center makes a practice of sprinkling ashes on a new record purchased and then demonstrating the polishing cloth. It almost always results in a sale.

### \$200 a Year

With an average 40 per cent mark-up on accessory items, a dealer can gain a plus profit of \$200 per year just by selling an average of one \$1.50 needle per day, or a small quantity of polishing cloths per week. By going after this accessory business aggressively a dealer can increase his gross and net tremendously.

Fred Singer, of Singers One-Stop, claims his needle sales are continually rising because of the increased demand and because he has his needles on display just under his glass counter where each customer must stand to be waited on. Singer also displays record racks, albums and record brushes, and states all items move well.

Many record dealers, however, complain that it is difficult to train their salespeople to sell suggestively because of the short period of time they stay on the job. Young girls, it is claimed, are paid a low salary and therefore stay long enough to find another job at a higher salary.

### Lacks Know-How

Another big complaint is that there are so many needles on the market that even the dealer doesn't know how to sell them properly. The consumer is confused and won't bother to return with his old needle so a comparison can be made and therefore just forgets about the needle. Some dealers point out that many of these potential replacement customers may return now that interest is being stimulated by hi-fi.

What does it take to sell accessories? First and foremost is a desire to want to go after the extra volume and profit that can come from this side of the operation. Proper display is important. It's always easy to sell something a customer can see and feel. More and more accessories manufacturers are aiding in this respect by packaging their products in a way that lends to attractive and forceful display. But displays will never replace selling at the behind-the-counter level. Nothing can do the trick as easily or as fast as a demonstration. Every record purchaser can be made a needle and polishing cloth customer.

### Sales Aids

More critical customers can be converted into sales of storage albums, microscopes, anti-static fluids and the many other accessories designed to protect a customer's record and equipment investment or to make record listening more enjoyable. Bonus arrangements to salespeople which can increase their weekly wages can aid immeasurably in stirring an interest in sales personnel following thru on accessories sales and also help eliminate personnel turnover. Properly designed counter cards asking such direct questions as "What kind of shape is your needle in?" or counter pieces and

## Phono Sales

Continued from page 18

a credit plan for your store, keep these things in mind: You want a plan which is best for you and your customer. You want to offer your customer the lowest rates possible, but at the same time for customer convenience you will want a plan which will provide speedy but thoro credit investigation (particularly on time sales loans with recourse, in which you are co-signer). You want to avoid any embarrassment possible to your customers in these credit investigations. You want a plan which will provide speedy repayment to you for the sale price of the set so you can re-invest the money in keeping your stocks fresh and complete. You want a plan which is competitive with other dealers. Only a thoro investigation of all the lending institutions can satisfy you that you have the best available plan.

Remember this too: In today's market every selling tool must be brought into play. The sale of records is a cash business, but the sale of higher priced phonographs is a credit business. The emergence of high quality equipment capable of giving record lovers a new listening experience is possibly the greatest opportunity yet offered record dealers for added volume and profit. In prior years the record dealer was not responsible for the majority of instrument sales, but now the tables have turned. Don't be a showroom or an information booth; be a salesroom. Use credit to round out your instrument selling attack.

## Quality Disks

Continued from page 28

a steady customer of a casual browser.

At the very least the dealer should know that these imposing curves are merely devices to get more and better music on records. Response at the bass end of the frequency spectrum is tapered off so that the grooves should not be cut excessively wide. This lateral movement is a function of volume. And at the high end of the frequency spectrum response is over stressed (pre-emphasis). This combination of distortion, consciously done, comprises the recording curve. It is left to the playback equipment to flatten out the curve by introducing equal and opposite distortion.

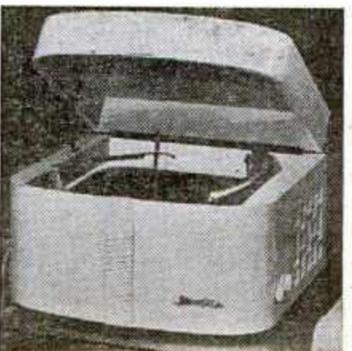
### Can Be Same

It is important to remember that whatever the curve, final results, as heard by the ear, can be the same. That is, if some form of equalization (reserve distortion) is provided for. When the upper frequencies are cut, via equalization, they are brought to their proper volume level. But meanwhile hiss and other incidental noises are inhibited.

Does all this make a quality record? Yes, if the performance is worthy in the first place.

mail stuffers explaining the proper care of a record or player, showing the important part that accessories can play in prolonging the life of a record or adding to listening pleasure can't help but boost sales in this category.

With today's new interest in "sound"—in better "sounding" records and better "sounding" reproduction—the way is paved for greatly increased sales and profits from accessories. But they won't sell themselves. It takes the Gillette approach of "How are you fixed for blades?" or the approach you'll find in every good shoe store, "How about a pair of shoe-trees to keep your new shoes in tip-top shape or a pair of socks to go along with the shoes?"



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# Why Steelman

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...because STEELMAN is America's oldest manufacturer of electronic phonographs exclusively!

...because STEELMAN is America's largest maker of High-fidelity phonographs!

...because STEELMAN offers more selling opportunities with wider selections, smarter styling, better engineering, greater value!

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The STEELMAN line sells more easily, more quickly and more profitably because it gives more style, quality and value at every price level — and there is a STEELMAN phonograph to please every musical taste, every buyer's budget.



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STEELMAN PHONOGRAPH & RADIO CO., Inc.  
2-30 Anderson Avenue, Mount Vernon, New York

# Basic Specification on Phonos Available for the Fall Market

Continued from page 30

**Model: XL-10**  
Design: Portable  
Price: \$119.95  
**Specifications**  
3 speed changer  
6 watt amplifier  
FRR: 150-12,000 cps  
G. E. magnetic cartridge  
One 8" speaker

**Model: XL-20**  
Design: Console  
Price: \$219.95  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 125-12,000 cps  
G. E. magnetic cartridge  
Two 8" and two 5" speakers

**GRAYLINE ENGINEERING CO.**  
12243 Ave. "O"  
Chicago, Ill.

**Model: T-101 (Phono Gard)**  
Design: Table  
Price: \$159.50 to \$169.50  
**Specifications**  
3 speed manual  
10 watt amplifier  
FRR: 20-20,000 cps  
Ceramic cartridge  
One 6" speaker

**Model: T-104 (Phono-Gard)**  
Design: Attachment  
Price: \$109.50  
**Specifications**  
3 speed manual  
Magnetic or ceramic cartridge

**HALLICRAFTERS CO.**  
4401 W. Fifth Ave.  
Chicago, Ill.

**Model: 1121-2**  
Design: Console  
Price: \$399.95  
**Specifications**  
3 speed changer  
8 watt amplifier  
FRR: 40-14,000 cps  
Crystal cartridge  
One 8" woofer; tweeter  
AM-FM-Phono combination

**Model: 1621-2**  
Design: Console  
Price: \$799.95  
**Specifications**  
3 speed changer  
15 watt amplifier  
FRR: 30-17,000 cps  
Magnetic cartridge  
One 15" woofer; tweeter  
AM-FM Phono combination

**HOFFMAN RADIO CORP.**  
6200 S. Avalon Blvd.  
Los Angeles 54, Calif.

**Model: 21M910 (Berkeley)**  
Design: Console  
Price: \$525.00  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-15,000 cps  
Crystal cartridge  
One 10"; one 5 1/4" speaker  
Combination Radio-TV set

**Model: 21B911 (Balboa)**  
Design: Console  
Price: \$550.00

**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-15,000 cps  
Crystal cartridge  
One 10"; One 5 1/4" speaker

**Model: 21P912 (Palo Alto)**  
Design: Console  
Price: \$560.00  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-15,000 cps  
Crystal cartridge  
One 10"; One 5 1/4" speaker  
Combination Radio-TV set

**Model: 21M906 (Santa Barbara)**  
Design: Console  
Price: \$775.00  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-18,000 cps  
Crystal cartridge  
Combination Radio-TV set

**Model: 21B907 (Brentwood)**  
Design: Console  
Price: \$795.00  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-18,000 cps  
Crystal cartridge  
Combination Radio-TV set

**HUDSON ELECTRONIC**  
110 E. Third St.  
Mount Vernon, N. Y.  
**Model: 310 (Junior Juke)**  
Design: Table

Price: \$22.95  
**Specifications**  
3 speed manual

**Model: 39 (Junior Juke Portable)**  
Design: Portable  
Price: \$23.95  
**Specifications**  
3 speed manual

**Model: 320-F**  
Design: Portable  
Price: \$24.95  
**Specifications**  
3 speed manual

**Model: 311-D (Junior Juke)**  
Design: Table  
Price: \$24.95  
**Specifications**  
3 speed manual

**Model: 374**  
Design: Portable  
Price: \$32.95  
**Specifications**  
3 speed manual

**Model: 388 (Junior Juke Console)**  
Design: Console  
Price: \$39.95  
**Specifications**  
3 speed manual

**Model: 4-M**  
Price: \$49.95  
**Specifications**  
3 speed; no changer  
One 8" speaker in lid

**Model: 350-C**  
Design: Portable  
Price: \$79.95  
**Specifications**  
3 speed changer

**Model: 8PA72-C**  
Design: Portable  
Price: \$89.95  
**Specifications**  
3 speed changer  
Radio-phonograph combination

**Model: 3-D**  
Design: Portable  
Price: \$99.95  
**Specifications**  
3 speed changer  
5 watt amplifier  
FRR: 40-18,000 cps  
Magnetic cartridge  
Three 5" speakers

**Model: 208 (Cambridge)**  
Design: Console  
Price: \$199.95  
**Specifications**  
3 speed changer  
15 watt amplifier  
FRR: 40-12,000 cps  
Magnetic cartridge

**LION MFG. CO.**  
2640 Belmont Ave.  
Chicago, Ill.  
**Model: "Companion"**  
Design: Console  
Price: Not set  
Available: November  
**Specifications**  
3 speed changer  
12 watt amplifier  
FRR: 20-20,000 cps  
Ceramic cartridge  
2 speakers  
Remote control

**THE MAGNOVOX CO.**  
Bueter Road  
Ft. Wayne, Ind.  
**Model: TP254M (Playfellow)**  
Design: Table  
Price: \$99.50 to \$125.00  
**Specifications**  
3 speed changer  
6 watt amplifier  
FRR: 50-10,000 cps  
Crystal cartridge  
Two 6" speakers

**Model: CP251M (Magnasonic)**  
Design: Console  
Price: \$198.50  
**Specifications**  
3 speed changer  
20 watt amplifier  
FRR: 20-20,000 cps  
Crystal cartridge  
Two 12" speakers; two 5" speakers

**MERCURY RECORD CORP.**  
35 E. Wacker Dr.  
Chicago, Ill.  
**Model: 310A-4**  
Design: Portable  
**Specifications**  
3 speed manual  
2 1/2 watt amplifier  
Crystal cartridge  
One 4" speaker

**Model: 340B-4**  
Design: Portable  
Price: \$28.95  
**Specifications**  
3 speed manual  
2 1/2 watt amplifier  
Crystal cartridge  
One 5" speaker  
Radio-phonograph combination

**Model: 350B-4**  
Design: Portable  
Price: \$32.95  
**Specifications**  
3 speed manual  
2 1/2 watt amplifier  
Crystal cartridge  
One 5" speaker  
Radio-phonograph combination

**Model: 370B-4**  
Design: Portable  
Price: \$39.95  
**Specifications**  
3 speed manual  
2 1/2 watt amplifier

Ceramic cartridge  
One 6" speaker  
**Model: 550B-4**  
Design: Portable  
Price: \$49.95  
**Specifications**  
3 speed manual  
2 1/2 watt amplifier  
Ceramic cartridge  
One 5" speaker  
Radio-phonograph combination

**Model: 600-3**  
Design: Portable  
Price: \$79.95  
**Specifications**  
3 speed changer  
4 watt amplifier  
Crystal cartridge  
One 6" speaker

**Model: 900-3**  
Design: Portable  
Price: \$89.95  
**Specifications**  
3 speed changer  
4 watt amplifier  
Crystal cartridge  
One 6" speaker  
Radio-phonograph combination

**M-G-M RECORDS**  
701 Seventh Ave.  
New York, N. Y.  
**Model: HF-83 (M-G-M Hi Fi)**  
Design: Portable  
Price: \$49.95  
**Specifications**  
3 speed manual  
4 watt amplifier  
FRR: 50 to 12,000  
Magnetic cartridge  
One 8" speaker

**MITCHELL MFG. CO.**  
2525 Clybourn Ave.  
Chicago, Ill.

**Model: 1265**  
Design: Portable  
Price: \$29.95  
**Specifications**  
3 speed manual  
Crystal cartridge

**Model: 1270**  
Design: Portable  
Price: \$72.95  
**Specifications**  
3 speed changer  
Crystal cartridge

**Model: 3-DB**  
Design: Console  
Price: \$199.95 to \$209.95  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-20,000 cps  
Magnetic cartridge  
One 12" speaker

**MOTOROLA, INC.**  
4545 W. Augusta  
Chicago, Ill.  
**Model: 53F2 (Sonata)**  
Design: Table  
Price: \$99.95  
**Specifications**  
3 speed changer  
3 watt amplifier  
Capacitive cartridge  
One 6" x 9" speaker

**Model: 21F5 (Masterpiece)**  
Design: Console  
Price: \$595.00 to \$625.00  
**Specifications**  
3 speed changer  
8 watt amplifier  
Capacitive cartridge  
One 10" speaker

**OLYMPIC RADIO & TV, INC.**  
34-01 38th Ave.  
Long Island City, N. Y.  
**Model: HF 500 (Etude)**  
Design: Table  
Price: \$139.95 to \$149.95  
**Specifications**  
3 speed changer  
8 watt amplifier  
FRR: 50-13,000 cps  
Crystal cartridge  
AM-phonograph combination

**PHILCO CORP.**  
Philadelphia 34  
**Model: 1350**  
Design: Table  
Price: \$114.95  
**Specifications**  
3 speed changer  
3 watt amplifier  
FRR: 50-5,000 cps  
Crystal cartridge  
One 5 1/4" speaker  
Radio-phonograph combination

**Model: 1750**  
Design: Table  
Price: \$179.95  
**Specifications**  
3 speed changer  
3 watt amplifier  
FRR: 50-5,000 cps  
Crystal cartridge  
One 8" speaker  
Radio-phonograph combination

**Model: 1754**  
Design: Console  
Price: \$229.95  
**Specifications**  
3 speed changer  
4 1/2 watt amplifier  
FRR: 50-7,000 cps  
Crystal cartridge  
One 10" speaker  
Radio-phonograph combination

Crystal cartridge  
One 8" speaker  
Radio-phonograph combination  
**Model: 1756 (Phonorama)**  
Design: Console  
Price: \$500  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 30-15,000 cps  
Piezo-electric crystal cartridge  
One 10" speaker  
Radio-phonograph combination

**RCA VICTOR**  
Camden, N. J.

**Model: 45J2**  
Design: Attachment  
Price: \$16.75  
**Specifications**  
45 only; changer  
Crystal cartridge

**Model: 45EY2**  
Design: Table  
Price: \$34.95  
**Specifications**  
45 only; changer  
1.5 watt amplifier  
Crystal cartridge  
One 6" x 4" speaker

**Model: 45EY3**  
Design: Portable  
Price: \$49.95  
**Specifications**  
45 only; changer  
1.5 watt amplifier  
Crystal cartridge  
One 6" x 4" speaker

**Model: 45EY4**  
Design: Table  
Price: \$49.95  
**Specifications**  
45 only; changer  
3 watt amplifier  
Crystal cartridge  
One 8" speaker

**Model: 2JS1**  
Design: Attachment  
Price: \$49.95  
**Specifications**  
3 speed changer  
Crystal cartridge

**Model: 9Y510**  
Design: Table  
Price: \$69.95  
**Specifications**  
45 only; changer  
1.5 watt amplifier  
Crystal cartridge  
One 7" x 5" speaker  
Radio-phonograph combination

**Model: 2ES31**  
Design: Table  
Price: \$69.95  
**Specifications**  
3 speed changer  
1.5 watt amplifier  
Crystal cartridge  
One 4" x 6" speaker

**Model: 2ES38**  
Design: Portable  
Price: \$99.95  
**Specifications**  
3 speed changer  
1.5 watt amplifier  
Crystal cartridge  
One 8" speaker

**Model: 3US5**  
Design: Table  
Price: \$99.95  
Available: Date not set  
**Specifications**  
3 speed changer  
2 watt amplifier  
Crystal cartridge  
One 5 1/4" speaker  
Radio-phonograph combination

**Model: 2US7**  
Design: Table  
Price: \$129.95  
**Specifications**  
3 speed changer  
3 watt amplifier  
Crystal cartridge  
One 5" x 7" speaker  
Radio-phonograph combination

**Model: 3HESS**  
Design: Table  
Price: \$139.95  
**Specifications**  
3 speed changer  
2 watt amplifier  
Ceramic cartridge  
One 8" speaker

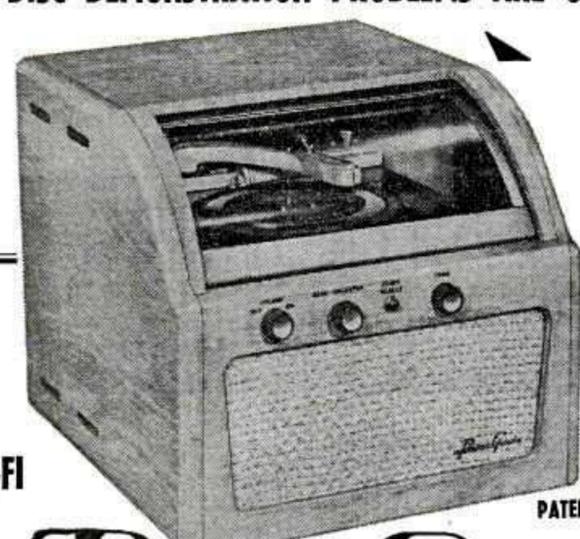
**Model: 2S7 (Oakland)**  
Design: Console  
Price: \$199.95  
**Specifications**  
3 speed changer  
2 watt amplifier  
Crystal cartridge  
One 8" speaker  
Radio-phonograph combination

**Model: 3HS6**  
Design: Console  
Price: \$275.00  
**Specifications**  
3 speed changer  
5 watt amplifier  
Magnetic cartridge  
One 12" speaker

**Model: 2S10 (Fenwick)**  
Design: Console  
Price: \$295.00  
**Specifications**  
3 speed changer  
12 watt amplifier  
Crystal cartridge  
One 12" speaker  
Radio-phonograph combination

**SONIC INDUSTRIES, INC.**  
30-30 Northern Blvd.  
Long Island City 1, N. Y.  
**Model: "Lido"**  
Design: Portable  
Price: \$25.95  
**Specifications**  
3 speed manual  
Model: "Capri"  
Design: Portable  
Price: \$29.95  
**Specifications**  
3 speed manual  
Model: "Bel-Aire"  
Design: Portable  
Price: \$32.50  
**Specifications**  
3 speed manual  
Model: "Shelton"

**Mr. Record Dealer NOW DISC DEMONSTRATION PROBLEMS ARE OUT!**



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NO MORE SCRATCHED RECORDS, BECAUSE YOU NEVER TOUCH THE TONE ARM. PROTECTIVE CANOPY PROTECTS THE RECORDS.

★ NO ADAPTERS FOR 45 RPM      ★ PUSH BUTTON CONTROL  
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PERFECT AS A DEMONSTRATOR—IDEAL FOR RESALE  
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## HOLLYWOOD ELECTRONICS

FOR ALL **HI-FI** COMPONENTS  
SINCE 1939

7460 MELROSE AVE. • LOS ANGELES 46, CALIF. • WEBSTER 3-8208

**Design:** Portable  
**Price:** \$37.50  
**Specifications**  
3 speed manual

**Model:** "Nassau"  
**Design:** Portable  
**Price:** \$69.95  
**Specifications**  
3 speed changer

**SONORA RADIO & TV CORP.**  
325 N. Hoyne Ave.  
Chicago, Ill.

**Model:** 467 (Sonora)  
**Design:** Table  
**Price:** \$39.95  
**Specifications**  
3 speed manual  
Crystal cartridge  
Radio-phono combination

**SOUND WORKSHOP**  
75 N. 11 St.  
Brooklyn, N. Y.

**Model:** 300 (Superb)  
**Design:** Table  
**Price:** \$169.50  
**Specifications**  
3 speed changer  
6 watt amplifier  
FRR: 50-15,000 cps  
Magnetic cartridge  
One 8" speaker

**Model:** 500 (Concerto)  
**Design:** Console  
**Price:** \$199.50  
**Specifications**  
3 speed changer  
6 watt amplifier  
FRR: 50-15,000 cps  
Magnetic cartridge  
One 12" speaker

**STEELMAN PHONOGRAPH & RADIO CO., INC.**  
12-30 Anderson Ave.  
Mt. Vernon, N. Y.

**Model:** 3D5 (Salute)  
**Design:** Portable  
**Price:** \$29.95  
**Specifications**  
3 speed manual  
2 watt amplifier

FRR: 100-6,500 cps  
Crystal cartridge  
One 4" speaker

**Model:** 3D6 (Songster)  
**Design:** Portable  
**Price:** \$34.95  
**Specifications**  
3 speed manual  
2 watt amplifier  
FRR: 100-6,500 cps  
Crystal cartridge  
One 4" x 6" speaker

**Model:** 3A4 (Signet)  
**Design:** Portable  
**Price:** \$69.95  
**Specifications**  
3 speed changer  
2 watt amplifier  
FRR: 100-6,500 cps  
Crystal cartridge  
One 5" speaker

**Model:** 3A5 (Sceptre)  
**Design:** Portable  
**Price:** \$84.95  
**Specifications**  
3 speed changer  
2 watt amplifier  
FRR: 100-10,000 cps  
Ceramic cartridge  
Two 5" speakers

**Model:** 3AR2 (Soiree)  
**Design:** Portable  
**Price:** \$89.95  
**Specifications**  
3 speed changer  
2 watt amplifier  
FRR: 100-6,500 cps  
Crystal cartridge  
One 5" speaker  
Radio-phono combination

**Model:** 3A6 (Supreme)  
**Design:** Portable  
**Price:** \$99.95  
**Specifications**  
3 speed changer  
8 watt amplifier  
FRR: 50-12,000 cps  
Ceramic cartridge  
Two 6" speakers

**STROMBERG-CARLSON CO.**  
100 Carlson Rd.  
Rochester, N. Y.

**Model:** 400 RPM  
**Design:** Console  
**Price:** \$575.00 to \$585.00

**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-20,000 cps  
Magnetic cartridge  
12" coaxial speaker  
AM-FM-Phonno combination

**Model:** 624 RPM (Imperial)  
624 RPO (Royale)  
**Design:** Console  
**Price:** \$1,090.00 to \$1,110.00  
**Specifications**  
3 speed changer  
10 watt amplifier  
FRR: 20-20,000 cps  
Magnetic cartridge  
12" coaxial speaker  
24" TV-AM-FM-Phono combination

**TRAV-LER RADIO CORP.**  
571 W. Jackson  
Chicago, Ill.

**Model:** 7053  
**Design:** Portable  
**Price:** \$19.95  
**Specifications**  
3 speed manual  
Crystal cartridge  
One 4" speaker

**Model:** 7054  
**Design:** Portable  
**Price:** \$24.95  
**Specifications**  
3 speed manual  
Crystal cartridge  
One 4" speaker

**Model:** 7055  
**Design:** Portable-Table  
**Price:** \$49.95  
**Specifications**  
3 speed changer  
Crystal cartridge  
Onnen 4" x 6" speaker

**VANITY FAIR ELECTRONICS CORP.**  
50 S. Fourth St.  
Brooklyn, N. Y.

**Model:** 500  
**Design:** Table  
**Price:** \$9.95  
**Specifications**  
78 only; no changer  
Acoustical amplifier  
Acoustic reproducer

**Model:** 337  
**Design:** Portable  
**Price:** \$59.95  
**Specifications**  
3 speed manual  
3 watt amplifier  
Ceramic cartridge  
One 5" speaker  
Radio-phono combination

**Model:** 315  
**Design:** Portable  
**Price:** \$110.00 to \$119.50  
**Specifications**  
3 speed changer  
7 watt amplifier  
FRR: 50-12,000 cps  
Ceramic cartridge  
One 8" speaker

**Model:** 316  
**Design:** Table  
**Price:** \$149.50 to \$159.50  
Available: Jan.  
**Specifications**  
3 speed changer  
7 watt amplifier  
FRR: 50-15,000 cps  
Magnetic cartridge  
One 8", one 5" speaker

**V-M CORP.**  
Fourth & Park  
Benton Harbor, Mich.

**Model:** 121 (Jewel Box)  
**Design:** Portable  
**Price:** \$29.95  
**Specifications**  
3 speed manual  
1 watt amplifier  
Crystal cartridge  
One 4" speaker

**Model:** 151  
**Design:** Portable  
**Price:** \$49.95  
**Specifications**  
3 speed manual  
1 watt amplifier  
Ceramic cartridge  
One 4" x 6" speaker

**Model:** 972  
**Design:** Table  
**Price:** \$59.95  
**Specifications**  
3 speed changer  
1 watt amplifier  
Crystal cartridge  
One 4" x 6" speaker

**Design:** Portable  
**Price:** \$69.95  
**Specifications**  
3 speed changer  
1 watt amplifier  
Ceramic cartridge  
One 4" x 6" speaker

**Model:** 986  
**Design:** Portable  
**Price:** \$86.50  
**Specifications**  
3 speed changer  
1 watt amplifier  
Crystal cartridge  
One 5" by 7" speaker

**Model:** 555  
**Design:** Table  
**Price:** \$139.95 to \$144.50  
**Specifications**  
3 speed changer  
3 1/2-4 watt amplifier  
FRR: 50-13,000 cps  
Ceramic cartridge  
Three 5" speakers

**WESTER-CHICAGO CORP.**  
5610 W. Bloomingdale  
Chicago, Ill.

**Model:** 333 (Musical)  
**Design:** Table  
**Price:** \$149.50 to \$159.50  
**Specifications**  
3 speed changer  
5 watt amplifier  
FRR: 50-15,000 cps  
Magnetic cartridge  
One 4", two 6" speakers

**WILCOX-GAY CORP.**  
70 Washington St.  
Brooklyn, N. Y.

**Model:** 400  
**Design:** Table  
**Price:** \$129.50 to \$134.50  
**Specifications**  
3 speed changer  
3 watt amplifier  
FRR: 50-10,000 cps  
Ceramic cartridge  
Two 6" speakers

**ZENITH RADIO CORP.**  
6001 Dickens Ave.  
Chicago, Ill.

**Model:** S9010  
**Design:** Table

**Price:** \$69.95  
**Specifications**  
4 speed changer  
One 5 1/4" speaker

**Model:** L677R (Addison)  
**Design:** Console  
**Price:** \$199.95 to \$219.95  
**Specifications**  
4 speed changer  
One 10" speaker  
Radio-phono combination  
**Model:** L88OR (Whitman)  
**Design:** Console  
**Price:** \$269.95  
**Specifications**  
4 speed changer  
One 12" speaker  
Radio-phono combination  
Built-in stroboscope

**Model:** L845R (Hampshire)  
**Design:** Chairside  
**Price:** \$229.95  
**Specifications**  
4 speed changer  
One 10" speaker  
Radio-phono combination  
Built-in stroboscope

**Model:** L1086R (Bryon)  
**Design:** Console  
**Price:** \$309.95  
**Specifications**  
4 speed changer  
11 watt amplifier  
FRR: 20-20,000 cps  
One 12" speaker  
Radio-phono combination  
Built-in stroboscope

**Model:** L846E (Park Avenue)  
**Design:** Chairside  
**Price:** \$319.95  
**Specifications**  
4 speed changer  
One 10" speaker  
Radio-phono combination  
Built-in stroboscope

**Model:** L1083E (Morley)  
**Design:** Console  
**Price:** \$339.95  
**Specifications**  
4 speed changer  
11 watt amplifier  
FRR: 20-20,000 cps  
One 12" speaker  
Radio-phono combination  
Built-in stroboscope

**LP's Staple for L. A. Exports**

Continued from page 14

portations among L-A countries. Other good markets today are Colombia, El Salvador, Peru, Nicaragua and Netherlands West Indies. Dollar restrictions in Brazil, Argentina, Chile, Paraguay and Bolivia have cut exports there to the bone.

Indicative of the boost in activity by L-A diskeries is the addition of a new record plant in Caracas, Venezuela, within the past year. There are now three active diskeries operating in that country, with another due to enter the field soon. At the same time, L-A diskeries are also beginning to make their own masters and stampers, completing the entire record operation domestically. Many used to have this work done in the United States.

The output of these domestic plants is almost exclusively 78 r.p.m. The artists they cut are known and liked by L-A buyers, and the wax is beginning to meet the bulk of 78 demand.

**Export Seasons**

Main export seasons are the pre-Christmas push and a smaller, but still considerable, effort before carnival time. The latter consists of a four to five-week period before Ash Wednesday. June, July and August are practically dead months.

Most shipments during the export seasons are by air freight, with charges averaging about 38 cents per pound of wax or vinyl. Some of the less affluent countries, like Peru, almost always

specify cheaper and slower sea transport.

Exporters state they can often trace the progress of a movie or concert attraction from L-A country to country by the spurt in album orders, if there is appropriate disk coverage of the attraction available. One said he was able to map out the exact itinerary of the movie "Hans Christian Andersen" by orders for the Decca set by Danny Kay, while another was able to trace with equal accuracy the tour of the Yma Sumac company, via billings on Capitol sets by the artists.

**Godfrey Album**

Continued from page 14

and "Rudolf, the Red Nosed Reindeer."

Godfrey has been able to create tremendous interest in his albums and records, as well as those of Julius La Rosa and other members of his cast, via performances on his TV shows.

The diskery noted this week that advance orders on the Godfrey Christmas set are the highest they have ever had on any album before it had been shipped out to distributors. George Avakian, Columbia a.&r. exec, handled "Christmas With Arthur Godfrey and all the Little Godfreys" set.

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



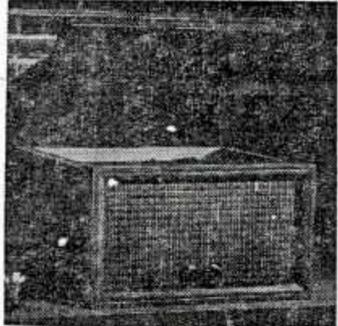
**"MANY TIMES"**  
Recorded by  
EDDIE FISHER ..... Victor  
PERCY FAITH ..... Columbia

Published by  
**BROADCAST MUSIC, INC.**

**"ELAINE"**  
(Gitane)  
Les Baxter ..... (Capitol)  
Percy Faith with Mitch Miller ..... (Columbia)  
Hugo Winterhalter and Henri Rene ..... (RCA Victor)

Published by . . .  
**HILL AND RANGE SONGS, INC.**  
(BMI)

... insures Billboard readers of a high standard of useful editorial services



**MAGANAVOX PLAYFELLOW (#TP254M) \$99.50**

**'Joey's Theme'**

Continued from page 14

that some of the same musicians were used on the various recording sessions. One guitar player did the tune three times in two days—for Victor, Columbia and Mercury.

Eddy Manson has suddenly become very active in several capacities. Not only is he the composer of the score, but he is also the chief artist on the Columbia disk. In addition, his "Coney Island," another theme from the film, is on the back of the Columbia "Little Joey" disk. Manson, too, is represented on the current disk scene by "Off Shore," recently released by Capitol.

The "Little Fugitive" flick, produced by Morris Engel and Ray Ashley, has already been the subject of widespread comment on national magazines (The Billboard, October 10). The score is Trinity's first film acquisition.

Frankie Laine's Smash Hit . . .

**"ANSWER ME"**  
The Terry Theme from  
**"LIMELIGHT"**  
—Instrumental—

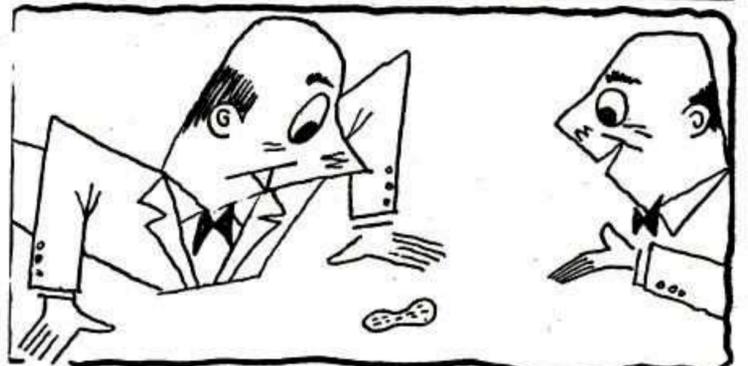
**"ETERNALLY"**  
From "Limelight"  
—Vocal—

**BOURNE, INC.**

Bing Crosby sings . . .

*Mademoiselle*  
de  
**PAREE**  
DECCA #28814

**MILLS MUSIC, INC.**



SURE IT'S A PEANUT! I BET THE BOSS THAT RCA VICTOR COULDN'T CUSTOM-MAKE RECORDS THAT FAST!

AND FAST SERVICE is just one of the many reasons why over 100 indie labels do business with RCA Victor. What's your particular problem? For top quality, quick delivery . . . at competitive prices . . . RCA Victor offers a complete custom record service.

**RCA VICTOR**  
custom record sales

Radio Corporation of America  
RCA Victor Division

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445 N. Lake Shore Dr., Chicago, Whitehall 4-3215.  
1016 N. Sycamore Ave., Hollywood, Hollywood 4-5171.

IT'S SIMPLE AS A-B-C . . .  
... that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the AUDIT BUREAU OF CIRCULATION.

LU ANN SIMMS says:  
**"I JUST CAN'T WAIT 'TIL CHRISTMAS!"**  
(Columbia 40089, J-170)

BILLBOARD says: "NEW RECORD TO WATCH"  
WE say: "DON'T WAIT—SPIN IT NOW!"

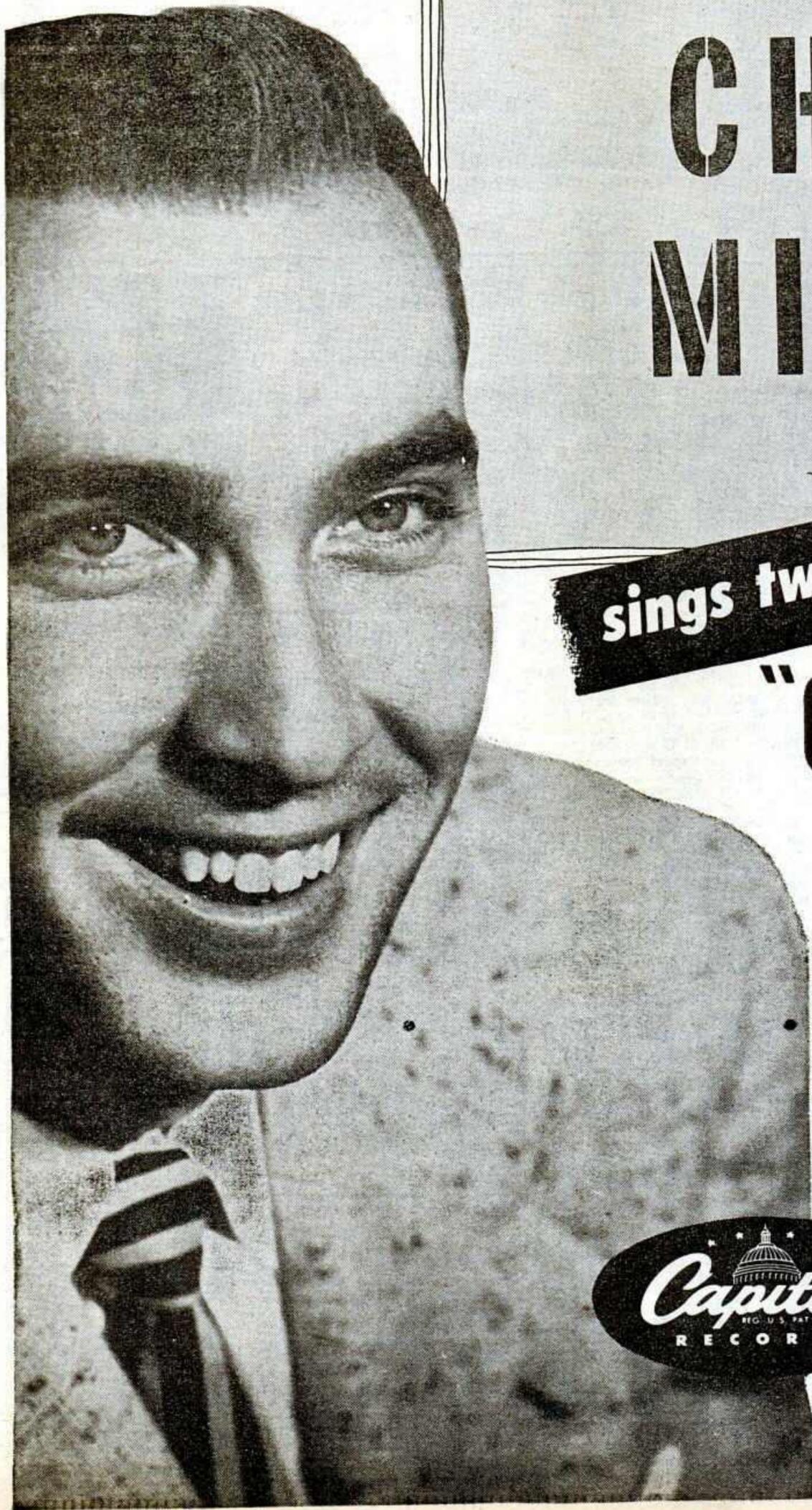
Westbrook Publications—1650 B'way—N. Y. 19

SPECIAL RUSH RELEASE!  
TERESA BREWER sings:  
**"I JUST CAN'T WAIT 'TIL CHRISTMAS!"**  
(Coral 61079)

DON'T YOU WAIT—THIS ONE IS RIPE—TODAY!

Westbrook Publications—1650 B'way—N. Y. 19

*Two exciting new voices*



# CHUCK MILLER

**sings two great ballads**

## "Count Your Blessings"

and

## "Am I To Blame"



with orchestra conducted  
by Dave Cavanaugh

Record No. 2613

on Capitol!

# CONNIE RUSSELL



sings four big tunes

"Phonograph Record"

"Sighs"

and Record No. 2622

"I Want A Boy"

"My Kinda Love"

and

with orchestra conducted by Harold Mooney

Record No. 2623

**another  
sensational**

# RAY ANTHONY

**hit!**

# SOUND

# OFF!

**it's the  
follow-up  
to "Dragnet"**

*Here's a theme that everyone knows—  
played as no one's heard it before.  
It's a brilliant arrangement and a  
dynamic performance by the exciting  
Ray Anthony Band!*

**Flipside:**

## "ANOTHER DAWN, ANOTHER DAY"

Capitol Record No. 2637





-a  
*zooming  
 rhythm hit  
 by*

**NAT  
 'KING'  
 COLE**

and BILLY MAY and his orchestra



*backed with*

**'THAT'S  
 ALL'**

Capitol Record  
 No. 2610





**BILLY ECKSTINE**

**FORTUNE TELLING CARDS**      **I'M SAVING DREAMS FOR A RAINY DAY**

MGM-11587—K-11587

Billy Eckstine with the Metronome All-Stars  
**ST. LOUIS BLUES** Parts 1 and 2  
MGM-11573—K-11573

**JONI JAMES**

**MY LOVE, MY LOVE**      **YOU'RE FOOLING SOMEONE**

MGM-11543—K-11543



Beautiful Vocal

**TOMMY EDWARDS**  
**THAT'S ALL**      **SECRET LOVE**  
MGM-11604 • K-11604

Beautiful Instrumental

**AQUAVIVA**  
**THAT'S ALL**      **CAVALIER'S BALL**  
MGM-30764 • K-30764

**VICKI BENET**  
(When He Takes Me in His Arms)  
**MMM---**      **TWO LOVERS**  
MGM-11581 • K-11581

**FRAN WARREN**  
**SHAKE A HAND**      **THE ANGEL PASSED BY**  
MGM-11583 • K-11583

**CLEVELAND JUKE BOX OPERATORS "HIT OF THE MONTH"**  
**BLUE BARRON and his ORCHESTRA**  
**"THAT'S AMORE"**      **"TILL WE LOVE AGAIN"**  
MGM 11584 78 rpm      K11584 45 rpm

**ART MOONEY'S**  
**MOGAMBO** b/w **OFF SHORE**  
MGM-11610 • K-11610

**HANK WILLIAMS**  
**WEARY BLUES FROM WAITIN'**      **I CAN'T ESCAPE FROM YOU**  
MGM-11574 • K-11574

**GINNY GIBSON**  
**DANSERO**      **NO MORE TEARS**  
MGM-11571 • K-11571

**HENRY JEROME & ORCHESTRA**  
**TIPICA SERENADA**      **CAFE PAREE**  
MGM-11594 • K-11594

**TOMMY REED**  
**HEY, LITTLE GIRL**      **GLAD RAG DOLL**  
MGM-11592 • K-11592

**M-G-M RECORDS**  
THE GOLD STANDARD IN ENTERTAINMENT  
**MAKE FRIENDS WITH RECORDS**

The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**  
... for Week Ending October 17

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

- |   |             |
|---|-------------|
| <b>1. You, You, You</b>   | <b>2 16</b> |
| By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI)<br>BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.   |             |
| <b>2. Vaya Con Dios</b>   | <b>1 18</b> |
| By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)<br>BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystaletto 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.   |             |
| <b>3. Crying in the Chapel</b>  | <b>3 14</b> |
| By Darrell Glenn—Published by Valley (BMI)<br>BEST SELLING RECORDS: J. Valli, V 20-5368; D. Glenn, Valley 105; Orioles, Jubilee 5122; R. Allen, Dec 28758. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; R. Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Dukes, Duke 11; K. Griffen, Col 40062; J. Lanson, Bell 1008; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosetta Tharpe, Dec 48302; W. Tuttle, Cap 2545.<br>TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus. |             |
| <b>4. Oh</b>  | <b>4 15</b> |
| By Byran Gay-Arnold Johnson—Published by Feist (ASCAP)<br>BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Sauter Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.<br>TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.  |             |
| <b>5. Ebb Tide</b>  | <b>7 8</b>  |
| By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)<br>BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toots Ork., Dec 28875; V. Damone, Mercury 70216; R. Maxwell, Mercury 70177.<br>TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.   |             |
| <b>6. St. George and the Dragonet</b>   | <b>6 4</b>  |
| By Stan Freberg, Daws Butler, Walter Schumann—Published by Alamo (ASCAP)<br>BEST SELLING RECORD: S. Freberg, Cap 2596   |             |
| <b>7. Dragnet</b>   | <b>5 9</b>  |
| By Walter Schumann—Published by Alamo (ASCAP)<br>BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: T. Heath, London 1379; B. Morrow, V 20-5398; S. Jones, V 20-5472.  |             |
| <b>8. No Other Love (M)</b>   | <b>9 19</b> |
| By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)<br>BEST SELLING RECORD: P. Como, V 20-5317. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.<br>TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.   |             |
| <b>9. Many Times</b>  | <b>13 2</b> |
| By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)<br>BEST SELLING RECORD: E. Fisher, V 20-5453. OTHER RECORDS: P. Faith, Col 40076  |             |
| <b>10. Eh Cumpari</b>   | <b>8 6</b>  |
| By Julius La Rosa—Published by Rosarch (BMI)<br>BEST SELLING RECORD: J. La Rosa, Cadence 1232   |             |

**Second Ten**

- |  |       |
|--|-------|
| 11. RAGS TO RICHES.....                  | 12 5  |
| Published by Saunders (ASCAP)            |       |
| 12. P. S.: I LOVE YOU.....               | 10 18 |
| Published by La Salle (ASCAP)            |       |
| 13. I'M WALKING BEHIND YOU.....          | 11 24 |
| Published by Leeds (ASCAP)               |       |
| 14. HEY, JOE.....                        | 15 8  |
| Published by Tannen (BMI)                |       |
| 15. RICOCHET.....                        | — 1   |
| Published by Sheldon (BMI)               |       |
| 16. LITTLE BLUE RIDING HOOD.....         | 20 3  |
| Published by Alamo (ASCAP)               |       |
| 17. IN THE MISSION OF ST. AUGUSTINE..... | — 1   |
| Published by Republic (BMI)              |       |
| 18. MY LOVE, MY LOVE.....                | 17 8  |
| Published by Meridian (BMI)              |       |
| 18. DEAR JOHN LETTER.....                | — 6   |
| Published by Central (BMI)               |       |
| 20. C'EST SI BON.....                    | 18 14 |
| Published by Leeds (ASCAP)               |       |

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# DOT'S THE HOTTEST!

## Breaking Wide Open

**Territorial Best Sellers**

**Detroit**

MAGIC GUITAR  
B. Paul, Dot 15107

ALSO BIG IN ...  
CLEVELAND,  
ATLANTA,  
CINCINNATI &  
PITTSBURGH ...

The Billboard,  
Oct. 17, 1953

# MAGIC GUITAR

by

## BUNNY PAUL

DOT 15107; 45x15107

## Another Great 2 Sider

**Territorial Best Sellers**

**Cleveland**

3. To Be Alone  
Hilltoppers, Dot

The Billboard, Oct. 17, 1953

**Territorial Best Sellers**

**Pittsburgh**

4. Love Walked In  
Hilltoppers, Dot

The Billboard, Oct. 17, 1953

ALSO BIG IN CINCINNATI

# TO BE ALONE

# LOVE WALKED IN

DOT 15105; 45x15105

Featuring the Great Voice of JIMMY SACCA

## The HILLTOPPERS



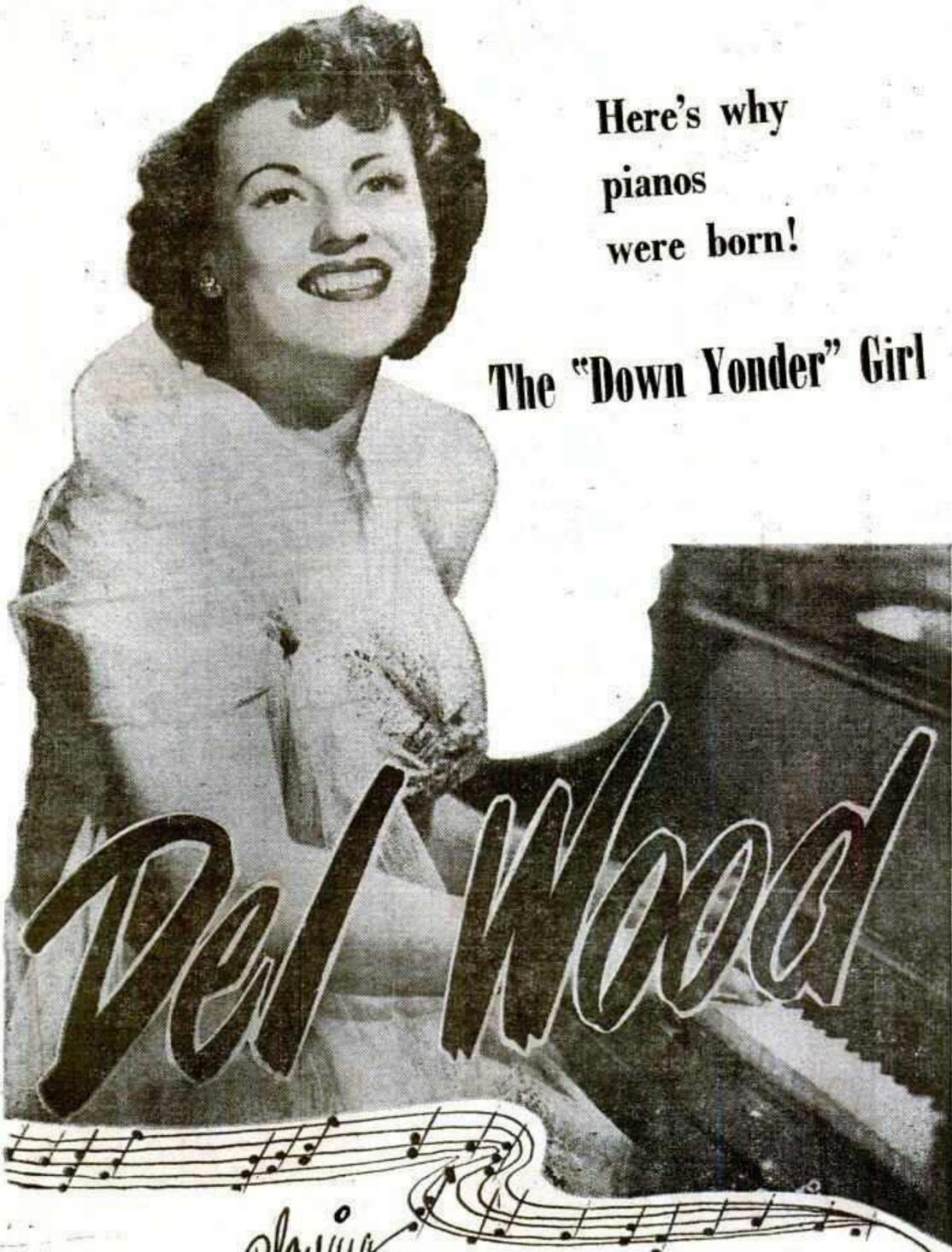
- ALLEN DIST. CO. 420 W. Broad St., Richmond, Va.
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- BIG STATE DIST. CO. 137 Glass St., Dallas, Tex.
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- COLLEGE MUSIC CO. 338 Massachusetts Ave., Boston, Mass.
- COSNAT DIST. CORP. 315 W. 47th St., New York 19, N. Y.
- COSNAT DIST. CO. 278 Halsey St., Newark, N. J.

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THE NATION'S BEST SELLING RECORDS



Here's why  
pianos  
were born!

The "Down Yonder" Girl

*Del Wood*

playing...

# "BACK ROOM POLKA"

b/w

RAGTIME ANNIE  
REPUBLIC 7057

**Republic**  
NASHVILLE, TENN.

RECORDING CO.

Hear it!  
Spin it!

Your listeners  
will love it!

The Billboard's Music Popularity Charts

## Favorite Tunes

... For Week Ending October 17

### Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. VAYA CON DIOS (R)—Ardmore.....	1	17
2. YOU, YOU, YOU (R)—Mellin.....	2	14
3. CRYING IN THE CHAPEL (R)—Valley.....	3	12
4. DRAGNET (R)—Alamo.....	5	6
5. O! (R)—Feist.....	7	11
6. NO OTHER LOVE (R) (M)—Williamson.....	6	17
7. EBB TIDE (R)—Robbins.....	8	5
8. P. S.: I LOVE YOU (R)—La Salle.....	11	15
9. I'M WALKING BEHIND YOU (R)—Leeds.....	4	24
10. IN THE MISSION OF ST. AUGUSTINE (R)—Republic.....	12	2
11. I BELIEVE (R)—Cromwell.....	9	24
13. APRIL IN PORTUGAL (R)—Chappell.....	13	28
14. FROM HERE TO ETERNITY (R)—Barton.....	—	1
15. I SEE THE MOON (R)—Plymouth.....	—	2

### Tunes with Greatest Radio and Television Audiences

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

#### Top 31 in Radio

Baby, Baby, Baby (R)—Famous—ASCAP	It's Easy to Remember (R)—Famous—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Love Walked In (R)—Chappell—ASCAP
Choo Choo Train (R)—Disney—ASCAP	Many Times (R)—Broadcast—BMI
Crying in the Chapel (R)—Valley—BMI	My Love for You (R)—Feist—ASCAP
Cup of Joy (R)—Southern—ASCAP	My Love, My Life, My Happiness (R)—Triangle—BMI
Don't Take Your Love From Me (R)—Witmark—ASCAP	My Love, My Love (R)—Meridian—BMI
Dragnet (R)—Alamo—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Oh! (R)—Feist—ASCAP
Eh! Cumpari (R)—Rosarch—BMI	P. S.: I Love You (R)—La Salle—ASCAP
Gambler's Guitar (R)—Frederick—BMI	Rags to Riches (R)—Saunders—ASCAP
Granada (R)—Peer—BMI	That's Amor (R) (F)—Paramount—ASCAP
Hi Lili Hi Lo (R) (F)—Robbins—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
I Guess It Was You All the Time (R)—Famous—ASCAP	When Love Goes Wrong (R)—Feist—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	When My Dreamboat Comes Home (R)—Remick—ASCAP
I See the Moon (R)—Plymouth—ASCAP	You, You, You (R)—Mellin—BMI
If Love is Good to Me (R)—Redd Evans—ASCAP	

#### Top 11 in Television

April in Portugal (R)—Chappell—ASCAP	If Love is Good to Me (R)—Redd Evans—ASCAP
Be Patient My Darling (R)—Marpert—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
C'est Magnifique (R)—Chappell—ASCAP	Ricochet (R)—Sheldon—BMI
Crying in the Chapel (R)—Valley—BMI	You Alone (R)—Roncom—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	You, You, You (R)—Mellin—BMI

### England's Top Twenty

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

1. Eternally (Limelight)—Bourne (Bourne)	12. Mother Nature and Father Time—Aberbach (Alamo)
2. Song From Moulin Rouge—Connelly (Broadcast)	13. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)
3. I Believe—Cinephonic (Cromwell)	14. Vaya Con Dios—Maddox (Ardmore)
4. Bridge of Sighs—Maurice (*)	15. Say You're Mine Again—Victoria (Blue River)
5. April in Portugal—Sterling (Chappell)	16. Is it Any Wonder?—Leeds (Midway)
6. Look at That Girl—Cinephonic (Oxford)	17. Flirtation Waltz—Bourne (Bourne)
7. Poppa Piccolino—Sterling (Chappell)	18. Can't I?—Meridian (Harvard)
8. Seven Lonely Days—Feist (Jefferson)	19. Hot Toddy—Aberbach (Coachella-Alamo)
9. Let's Walk That-A-Way—Aberbach (Alamo)	19. Hey Joe!—Robbins (Tannon)
9. Kiss—Feist (Miller)	
11. I'm Walking Behind You—Peter Maurice (Leeds)	



# Buyboard

## TOP SELLERS—

### POPULAR

Based on Actual Capitol Sales Reports

1. ST. GEORGE AND THE DRAGONET  
LITTLE BLUE RIDING HOOD ..... S. Freberg ..... 2596
2. OH!  
SAN ..... P. Hunt ..... 2442
3. VAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME) ..... L. Paul & M. Ford ..... 2486
4. LOVER, COME BACK TO ME!  
THAT'S ALL ..... M. Cole ..... 2610
5. WHEN MY DREAMBOAT COMES HOME  
SWAMP-FIRE ..... K. Starr ..... 2595
6. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) ..... J. Shepard & F. Huskey ..... 2502
7. FORGIVE ME, JOHN  
MY WEDDING RING ..... J. Shepard & F. Huskey ..... 2586
8. THE KANGAROO  
DON'CHA HEAR THEM BELLS ..... L. Paul & M. Ford ..... 2614
9. DRAGNET  
DANCING IN THE DARK ..... R. Anthony ..... 2562
10. KISS ME BIG  
CATFISH BOOGIE ..... T. Ernie ..... 2602
11. FROM HERE TO ETERNITY  
ANYTIME—ANYWHERE ..... F. Sinatra ..... 2560
12. YOU'RE THE RIGHT ONE  
THAT'S AMORE ..... D. Martin ..... 2589
13. PINK SHAMPOO  
WHEN YOU LOVE A FELLA ..... V. Young ..... 2615
14. A FOOL WAS I  
IF LOVE IS GOOD TO ME ..... M. Cole ..... 2540
15. I LOVE PARIS  
GIGI ..... L. Baxter ..... 2479
16. HOT DOG! THAT MADE HIM MAD  
I'M NOBODY'S BABY ..... B. Hutton ..... 2608
17. I STILL DREAM OF YOU  
I DON'T WANT TO WALK WITHOUT YOU ..... G. MacRae ..... 2603

## TOP SELLERS—

### COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) ..... J. Shepard & F. Huskey ..... 2502
2. FORGIVE ME, JOHN  
MY WEDDING RING ..... J. Shepard & F. Huskey ..... 2586
3. LOOKING AT THE MOON AND WISHING  
ON A STAR  
I NEED YOUR LOVE ..... S. McDonald ..... 2607
4. THAT'S WHAT I'D DO FOR YOU  
BABY MY HEART ..... F. Young ..... 2570
5. RE-ENLISTMENT BLUES  
DANCE OF THE GOLDEN ROD ..... M. Travis ..... 2563
6. THE HOUSE OF BLUE LIGHTS  
BELL BOTTOM BOOGIE ..... M. Moore ..... 2574
7. YESTERDAY'S GIRL  
JOHN HENRY ..... H. Thompson ..... 2553
8. LET ME GO, DEVIL  
THE LONG BLACK RIFLE ..... Tex Ritter ..... 2594
9. BORN AGAIN  
FROM MOTHER'S ARMS TO KOREA ..... Louvin Brothers ..... 2510
10. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY ..... H. Thompson ..... 2445

## BEST SELLING—

### POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
2. NAT "KING" COLE SINGS FOR TWO  
IN LOVE  
Nat "King" Cole ..... 420
3. CAN-CAN  
Original Broadway Cast ..... 452
4. THE DESERT SONG  
Gordon MacRae & Lucille Norman ..... 351
5. LOVER'S RHAPSODY & SONGS FROM  
LOVER'S RHAPSODY  
Jackie Gleason ..... 366
6. JOE "FINGERS" CARR AND HIS  
RAGTIME BAND  
Joe "Fingers" Carr ..... 443
7. INCA TAQUI  
Yma Sumac & Moises Vivanco ..... 423
8. GERRY MULLIGAN AND HIS TEN-TETTE  
Gerry Mulligan ..... 439
9. THE ANTHONY CHOIR  
Ray Anthony ..... 442
10. THE PARK AVENUE HILLBILLIE  
Dorothy Shay ..... 444
11. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
12. THE STUDENT PRINCE  
Gordon MacRae & Dorothy Wrenskjold ..... 407
13. POPULAR FAVORITES BY STAN KENTON  
Stan Kenton ..... 421

## BEST SELLING—

### CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. GERSHWIN—"CONCERTO IN F FOR PIANO  
AND ORCHESTRA"  
The Pittsburgh Symphony Orchestra  
conducted by William Steinberg;  
Leonard Pennario, Piano ..... 8219
2. PIANO MUSIC OF SPAIN  
Leonard Pennario, Piano ..... 8190
3. MAHLER—"SYMPHONY NO. 1 IN D MAJOR"  
The Pittsburgh Symphony Orchestra  
conducted by William Steinberg ..... 8224
4. CHOPIN—"POLONAISE IN A FLAT, OP.  
53"; DEBUSSY—"CLAIR DE LUNE";  
LISZT—"LIEBESTRAUME"  
Leonard Pennario, Piano ..... 8156
5. KHACHATURIAN—"GAYNE BALLET &  
MASQUERADE SUITE"  
Fabien Sevitzky conducting The Indian-  
apolis Symphony Orchestra ..... 8223
6. DEBUSSY—"CLAIR DE LUNE"; CHOPIN  
—"WALTZ IN D FLAT (MINUTE  
WALTZ)"; LISZT—"LIEBESTRAUME"  
Leonard Pennario, Piano ..... 8205
7. ROSSINI—"THE BARBER OF SEVILLE  
HIGHLIGHTS"  
Orchestra of Radio Italiana conducted  
by Fernando Proffittali ..... A-50140
8. SCHUMANN—"CONCERTO IN A MINOR,  
OP. 129"; BRUCH—"KOL NIDREI,  
OP. 47"; BACH—"CONCERTO IN C  
MINOR"  
Joseph Schuster, Cello with Franz Wax-  
man conducting The Los Angeles  
Orchestral Society ..... 8232
9. PUCCINI—"LA BOHEME HIGHLIGHTS"  
Orchestra of Radio Italiana conducted  
by Gabriele Sanfili ..... A-50143
10. MENDELSSOHN—"SYMPHONY NO. 3 IN  
A MINOR, OP. 56"  
The Pittsburgh Symphony Orchestra  
conducted by William Steinberg ..... 8192
11. KHACHATURIAN—"GAYNE BALLET  
SUITE, Selections From"  
Fabien Sevitzky conducting The Indian-  
apolis Symphony ..... 8233
12. FRANCK—"SYMPHONY IN D MINOR"  
Vladimir Golschmann conducting The  
St. Louis Symphony Orchestra ..... 8221
13. GERSHWIN—"THEME FROM RHAPSODY  
IN BLUE & THREE PRELUDES FOR  
PIANO"  
Paul Whitman, Leonard Pennario ..... 8206

## LATEST RELEASE

No. 391

- PHONOGRAPH RECORD
- SIGNS ..... Connie Russell ..... 2622
- I WANT A BOY  
MY KINDA LOVE ..... Connie Russell ..... 2623
- THE INVENTION OF THE AIRPLANE  
THE DISCOVERY OF AMERICA ..... Al "Jazzbo" Collins ..... 2624
- OH, HONEY  
BY THE WATERS OF MINNETONKA ..... Gloria Wood ..... 2625
- PRIDE  
TOO LATE ..... Jimmy Wakely ..... 2626
- WALKIN' AND HUMMIN'  
I WOULDN'T TREAT A DOG LIKE YOU'RE  
TREATIN' ME ..... Ferlin Huskey ..... 2627
- WAITING FOR THE ROBERT E. LEE  
MY BABY SAID SHE'S MINE ..... Ben Light ..... 2628
- YOU'RE THE ANGEL ON MY CHRISTMAS TREE  
I'M GONNA TELL SANTA CLAUS ON YOU ..... Faron Young ..... 2629

He's so Wright!

AL "JAZZBO" COLLINS

tells the story of

"THE INVENTION  
OF THE AIRPLANE"

and

"The Discovery of America"

with Lou Stein's "Entire" Orchestra  
on Capitol Record No. 2624

*Oh, Honey!*

a honey of a tune  
that'll have  
the whole town  
buzzin'

sung by  
**GLORIA  
WOOD**  
with  
DAVE CAVANAUGH'S  
music

coupled with  
"BY THE  
WATERS OF  
MINNETONKA"  
with the  
PETE CANDOLI  
orchestra

on Capitol Record  
No. 2625

the flashing  
fingers of  
**BEN  
LIGHT**  
play a favorite  
old standard

"Waiting for  
the Robert  
E. Lee"  
backed with  
"My Baby Says  
She's Mine"  
with vocal group

on Capitol Record No. 2628

The Billboard's Music Popularity Charts

... for Week Ending October 17

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

**THE GAYLORDS**  
Sweet Sue ..... 83  
MERCURY 70235 — The Gaylords may have a strong chance with this new knocked-out version of the fine oldie. With Ronnie Gaylord taking the lead, the boys really tell Sue how much they care, over a solid beat by the ork. It's different, has a sound, and with exposure, it could make it. Should grab many coins. (Shapiro-Bernstein, ASCAP)

**Wanderin' ... 68**  
This tune was penned by Ronnie Gaylord, and he does the solo work on the new ditty thruout. The material, however, is rather weak, and the flip has the power. (Vincent, BMI)

**FRANK CHACKSFIELD**  
Golden Violins ..... 82  
LONDON 1368—With "Ebb Tide" still getting sales and jock spins, this fine new slicing by the Frank Chacksfield ork looks headed for a lot of action too. It's a lovely waltz effort that lives up to its title, and it fits the ork's previous pattern with "Limelight" and "Ebb Tide."

**A Girl Called Linda ... 74**  
Fine performance here by the ork, but the material is less suited to it than the effort on the flip side.

**GAYLA PEEVEY**  
Are My Ears on Straight? ..... 82  
COLUMBIA 40106 — Gayla Pevey, 11-year-old lass recently pacted by the label, comes thru with a most impressive slicing that could break thru as a big one for the Christmas season. The lyrics concern a repaired doll's feeling about her appearance before being purchased by a little girl for Christmas. This could be a big one for the holidays. (Glenwood, BMI)

**I Want a Hippopotamus for Christmas ... 70**  
The idea of this one sounds cute, but it is less effective when waxed than it probably was on the lead sheet. The gal sings it with spirit, but the hippo for Christmas idea is rather too much. (Folkways, BMI)

**EDDY HOWARD**  
That's the Price I Paid for You ..... 78  
MERCURY 70225—Howard turns in a fine vocal on this new ballad, over lovely backing by the ork. The tune is pretty, Howard's vocal shows him in top form and the platter has a chance to catch action if it gets exposure. Jocks should eat this one up. Mighty pretty disk. (Lakeshore, ASCAP)

**Skins ... 75**  
The oldie receives a happy spirited performance from Howard, over a lively shuffle beat by the ork. Cute side that jocks can use. (Witmark, ASCAP)

**THE MARINERS**  
Sweet Mama Tree Top Tall ..... 78  
COLUMBIA 40104—This bright new effort, which has received some attention via The Lancers' cutting on Trend, is performed with spirit here by The Mariners. They swing out on the ditty and are supported well by the ork. With The Mariners hot with "I See the Moon," this platter should pull a lot of spins. (Ludlow, BMI)

**A Red, Red Robin ... 64**  
The Mariners turn in a fair job on a new ditty, but the group doesn't appear to be suited to the material, and the material is not too well suited to the pop field. (Theodore Presser, ASCAP)

**MANTOVANI ORK**  
We'll Gather Lilies ..... 77  
LONDON 1380—The warm, sentimental effort penned by Ivor Novello receives a lush, multi-stringed reading by the large Mantovani ork that is as smooth as fluid drive. Side could get bundles of spins from jocks, and will attract the many Mantovani ork followers.

**The Melba Waltz ... 75**  
Tune from the flick "Melba" receives a glorious instrumental rendition from the English crew. However, there have been many good records on the tune previously and little has happened. It is open to question whether Mantovani can do any better with the song.

**JOHNNY DESMOND**  
Woman ..... 77  
CORAL 61069—The conflicting attributes of womanhood are cleverly bound together in this cute ditty. It's one Desmond performs frequently on TV, and many should like his tongue-in-cheek delivery. This could win many spins and good sales. (Studio, BMI)

**By the River Seine ... 71**  
The ballad is sung with warm resonance by Desmond. (De Silva, Brown & Henderson, ASCAP)

**TOM SCOTT**  
38th Parallel ..... 77  
COLUMBIA 40091—This tune, from the CBS radio feature production of the same name, was penned by Scott, and it serves as a good debut for the guitarist on his first cutting for the label. Tune is a haunting effort, almost in the blues vein, and the combination of guitar, accordion and whistling makes it an unusual side that could pull many spins. Watch it. (Meridian, BMI)

**Coleridge Trail ... 69**  
Scott does the vocal on this listenable, but typically Western trail song, over

guitar and voice backing. He also talks the lyrics alternating vocal and reading thruout. Not much here, due perhaps to the talk-sing vocal, as the tune has merit. (Meridian, BMI)

**ART MOONEY ORK**  
Off Shore ..... 76  
M-G-M 11619—Mooney's ork paints a restful picture of a majestic yet peaceful sea. A very pleasant disk that makes for fine jockey programming.

**Mogambo ... 75**  
Tho there are moments that one may think this was recorded in deepest Congo, it was waxed here. Taken from the film of the same name, just about everything happens. There's a plaintive theme in it, but it's overwhelmed in most spots. Still it builds a lot of excitement and could catch spins.

**HENRY JEROME ORK**  
Tipica Serenada ..... 76  
M-G-M 11594—Attractive instrumental waxing with guitar-mandolin sound, on the order of the "Third Man Theme," has a chance to move out. It's catchy and bright. Watch it.

**Cafe Patee ... 72**  
Routine ballad with a Gallic setting is smoothly warbled by Ray De Meno as the Jerome ork backs him smoothly and danceably.

**BOB DINI**  
Sometime ..... 76  
DERBY 833—Dini has some tailor-made material in this ballad, and he belts it out with stylish persuasion. His voice, with its Eddie Fisher quality, could help this one pull spins. Pleasant wax. (Karen, ASCAP)

**Good-Bye My Love ... 70**  
A light, lifting song in three-quarter time that is deftly handled by Dini and the choral group backing him. (Lynbrook, BMI)

**BILLY ECKSTINE**  
What Are You Doing  
New Year's Eve? ..... 76  
M-G-M K11623—Billy Eckstine's tonils vibrate mightily in this advance invitation to a night out. Tune is likely to appeal to the younger set, and the side could win lots of attention.

**Christmas Eve ... 69**  
The flood of disks appropriate to the holiday has begun, and here the chanter essays a pretty opus, but one that will probably have limited appeal except for strong Eckstine fans.

**PAULO ALENCAR ORK**  
The Balon ..... 75  
CORAL 61072—The Balon, a popular Latin-American dance form, is projected here in an authentic treatment. The ork, which has a large rhythm section, plays it with sparkle and brilliance. A fine instrumental. (Simon House, BMI)

**Two Llamas From Lima ... 73**  
This one is a kind of cute novelty, sung with charm by the Burton Sisters. Jocks ought to award it spins. (Simon House, BMI)

**THREE DONS AND GINNY**  
Is It Wrong? ..... 74  
CORAL 61062—The group's exaggerated singing style tackles a ditty which sounds like bits and pieces of many Tin Pan Alley penning of the past. It all makes for good listening. (Mellin, BMI)

**I Keep Telling My Heart ... 74**  
More of the same on another good, tho routine, ballad. Ops could use this side for some coin grabbing, too. (Duchess, BMI)

**DICK TODD**  
I See the Moon ..... 74  
DECCA 28900—Cover of The Mariners' chick finds Todd in good vocal form, and he sings out strongly to revival-type backing by the chorus. Should get some of the action. (Plymouth, ASCAP)

**If I Never Get to Heaven ... 70**  
Bouncy tune gets a fresh-sounding reading from the chanter and chorus. Listenable wax. (Rio Grande, BMI)

**CATHY RYAN**  
A Walkin' Tune ..... 74  
M-G-M K11602—Steady beat of this tune is infectious, with Miss Ryan warbling the lyrics effectively. Ork arrangement is good. Should get some air play.

**Just Walkin' in the Rain ... 68**  
Cathy Ryan sings a bluesy item with good vocal control. A listenable slicing.

**MAC WISEMAN**  
Let Me Borrow Your Heart  
for Just Tonight ..... 73  
DOT 1182—Wiseman comes thru with another of his first-rate readings—this time on an up-tempo ditty. His

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
APOLLO	1	1	1
BIG TOWN	2	1	1
BLUE MILL	2	1	1
BRUNSWICK	1	1	1
CHECKER	1	1	1
CLEF	1	1	1
COLUMBIA	3	1	1
CORAL	6	1	1
CRESCENDO	1	1	1
DECCA	4	2	2
DERBY	1	1	1
DOT	1	1	1
DUKE	1	1	1
EXCELLO	1	1	1
FEDERAL	1	1	1
FL	1	1	1
FOUR STAR	1	1	1
HOLIWAY	1	1	1
IMPERIAL	1	1	1
JAY DEE	1	1	1
J.O.B.	1	1	1
KING	2	1	1
LONDON	2	1	1
MASTER	1	1	1
MERCURY	4	1	1
M-G-M	8	3	1
MOOD	1	1	1
MYSTERY	1	1	1
ODE	1	1	1
OKEH	1	1	1
ORIGINAL	1	1	1
PELICAN	1	1	1
RCA VICTOR	1	1	1
SAVOY	1	1	1
SMART	1	1	1
STARDAY	1	1	1
TOP TUNE	1	1	1
TREND	1	1	1
TOTAL	43	13	17

fans will go for this. (Gallatin, BMI)

**Remembering ... 73**  
More first-rate Wiseman chanting on an attractive piece of material. (Gallatin, BMI)

**SHIRLEY HARMER**  
Embrasse ..... 73  
M-G-M K11603—Miss Harmer's reading of the ballad has an intimate appeal that creates a tender mood. Jocks should award this entry occasional spins, and requests may follow in goodly number.

**We Will Always be Sweethearts ... 71**  
Low-pitched, brooding voice of the thrush is a good vehicle for the pretty ballad. Nice wax, here.

**JAN AUGUST**  
Cow Cow Blues ..... 73  
MERCURY 70228 — Some off-mike shouting, a hand-clapping beat, slapping bass and strong rhythm backing to August's pianistic add up to one good hunk of wax which should grab some spins. Its pseudo-jazz style sounds commercial. (Pickwick, ASCAP)

**Martha ... 70**  
August pounds out the melody line of the oldie to the accompaniment of a Latin-American rhythm section beat. Good instrumental wax for deejay programming. (B&F, BMI)

**KITTY KALLEN**  
A Little Lie ..... 72  
DECCA 28904—The songstress comes thru with an infectious performance on a slight, but rhythmic, item. (Gold, ASCAP)

**Are You Looking for a Sweetheart? ... 71**  
Tender ditty is sung sweetly by Miss Kallen to quiet backing. A pleasant etching. (Calvert, BMI)

**ROGER KING MOZIAN ORK**  
Midnight in Spanish Harlem ..... 72  
CLEF 89081—New instrumental ditty penned by the ork leader is a good one to introduce the ork's first sticing for the Granz label. Tune is a bright mood effort, featuring Mozian on trumpet, over a Stan Kenton-ish type of backing. Has a chance for spins with jazz and even pop jocks. (JATAP)

**Love for Sale ... 70**  
The Mozian ork turns in a good first recording for the label with this hard-hitting instrumental version of the Cole Porter evergreen. Arrangement is fresh, and the rhythmic background helps make it an appealing side. For the jazz jocks mainly. (Harms, ASCAP)

Country & Western

**REX ALLEN**  
To Be Alone ..... 85  
DECCA 28897—From the opening note, this disk impresses as a powerful one. It's the same tune that The Hilltoppers have out at the moment. Allen's reading rings with sincerity. He's backed effectively by the Anita Kerr Singers. Keep an eye on this one. It could be big. (Randy Smith, ASCAP)

**If God Can Forgive You, So Can I ... 75**  
This side, too, has a religious flavor, another in the gospel trend. Allen's performance is good, but the material can't touch the other side. (Lois, BMI)

**LEFTY FRIZZELL**  
Then I'll Come Back to You ..... 80  
COLUMBIA 21169 — Lefty Frizzell has a strong side here, and he hands it a first-rate vocal in his own individual vocal style. Lyric is clever, and the tune is very catchy. Should pull loot and could move out quickly. (Hill & Range, BMI)

**Hopeless Love ... 77**  
Frizzell sings of his hopeless love affair on this side, and tho the tune is not quite as infectious as the flip, his performance is appealing. Should interest his fans. (Hill & Range, BMI)

**BOBBY LEE**  
The Last Desire of a Broken Heart ..... 75  
M-G-M K11597—New artist with the label shows up well in his debut. He has a good tune to work with, and he has a nice voice with just a touch of plaintiveness. He bears watching.

**I Found the End of the Rainbow ... 74**  
Another very listenable effort by Lee. His style is an effortless one just like Arnold.

**JERRY BYRD**  
Farewell Blues ..... 75  
MERCURY 70245—Jerry Byrd turns in a bright and sparkling instrumental rendition of the oldie with his guitar featured most of the way. The rhythm group lends a lot of support, especially the piano. Should get attention in the field. (NHLS, ASCAP)

**Byrd's Nest ... 72**  
An original composition is handed a pleasant instrumental performance by Byrd and the combo on this side. Listenable but not too exciting. (Fairway, BMI)

**JIMMIE DALE**  
Tennessee Ghost Train ..... 74  
ORIGINAL 501—Some of the flavor of "Ghost Riders in the Sky" has been captured here. With an eery train whistle giving dramatic emphasis to the lyrics, Dale sings it with style. (Al Gallico, ASCAP)

**No Money Down ... 65**  
The song on the flip is more conventional weeper material, and Dale does an okay job. (General, ASCAP)

**GOLDIE HILL**  
I'm Yesterday's Girl ..... 73  
DECCA 28878—Goldie Hill turns in a fine reading of this weeper, already on the market by Hank Thompson, the cleefer. The gal really pours her heart into it. (Brazo)

**Let Me Be the One ... 70**  
Cover disk of the current Hank Locklin hit is sung in straightforward style by thrush. Disk should do business, even tho chances of catching the two originals are slim. (Four Star, BMI)

**CHARLIE STUCKEY**  
Off Again, On Again Love ..... 72  
PELICAN 106—Good performance by Charlie Stuckey on a clever novelty item that should be able to catch some action with enough exposure. The warbler's style is reminiscent of Lefty Frizzell. (Buckeye, BMI)

**Angel of Mercy ... 70**  
The chanter sings of a nurse who tended his wounds during the war and of his love for her. (Buckeye, BMI)

**GRANDPA JONES**  
That New Vitamin ..... 70  
V 20-5475—Up-tempo novelty is sung with spirit by Jones. No name is mentioned for this vitamin, but from the endorsement given here, it's a match for Hadaacol. (Tannen, BMI)

**My Heart Is Like a Train ... 69**  
Train theme, that has sparked so many hits in the hillbilly field, is spun nicely by Jones. Good juke box wax. (Lowery, BMI)

**GEORGE MCCORMICK**  
Fifty-Fifty Honky Tonkin' ..... 70  
M-G-M K1158—McCormick is proposing a Dutch treat evening. It's a bouncy ditty which he projects with spirit. Could catch some juke coin.

**Don't Add an Ex to Your Name ... 68**  
Singer is faced with his wife walking out on him, and he's doing his best to change her mind. His plea is emotional enough to do the trick.

Rhythm & Blues

**THE FIVE ROYALES**  
All Right! ..... 88  
APOLLO 449—The Five Royals have a solid new one here, an exciting and swinging new platter that could break out quickly as a smash hit. The tune is a wild handclapper, and the boys sing it for all they're worth, over strong rhythm backing by the Charlie Ferguson ork. Watch this one; it could be the group's fifth hit in a row. (Bess, BMI)

**I Want to Thank You ... 81**  
The boys switch to a slow ballad on this side, and they show their versatility with an effective reading of the tune. The arrangement, which is clever, could help this one catch a lot of action too, in spite of the power on the other side. Actually, the boys have a potent two-sided record. (Bess, BMI)

**BIG DUKE ORK**  
Hey, Dr. Kinsey ..... 82  
FLAIR 1018 — Big Duke quotes percentages about female behavior in a lusty blues effort. Performance is forceful, and the ork supports him solidly. Side could be a big one, earning plenty of loot. A solid juke waxing.

**Hello Baby ... 72**  
Another good performance by the chanter, but material is routine.

**SAVANNAH CHURCHILL**  
Peace of Mind ..... 80  
DECCA 28899—Miss Churchill should have a potent follow-up to her recent "Shake a Hand" disk here. It's a ballad of faith and has a wonderful beat. Delivery by the songstress is one of her best. (Tomasa, BMI)

**Star Out of My Dreams ... 74**  
Intimate ballad is phrased with understanding in the pop idiom. A fine performance—waxing. Flip has the greater appeal tho. (Leeds, ASCAP)

**OTIS BLACKWELL**  
Daddy Rollin' Stone ..... 80  
JAY DEE 784—Above an insinuating and slinky beat, Blackwell chants an interesting blues. This one shows originality and is likely to gain favor with listeners. Side bears watching. (Beacon, BMI)

**Tears, Tears, Tears ... 70**  
This sad blues is in a more accustomed groove. It's done well by the chanter. (Beacon, BMI)

**THE ROYALS**  
I Feel That-a-Way ..... 79  
FEDERAL J2150—Rousing hand-clap opus is chanted with infectious spirit by the group. This could attract juke nickels and plenty of air play. (Armo, BMI)

**Hello, Miss Fine ... 76**  
Distinctive vocal style of the combo comes across well on this item. (Armo, BMI)

**MARGIE DAY**  
Snatchin' It Back ..... 77  
DECCA 28872—Lots of zip and dash in the thrush's reading of this bright hunk of material. Backing, material and chanting combine for a fine effort which should get spins. (Motown, BMI)

**Do It! ... 74**  
Good chanting again from the gal who's new to the label, but not to the disk business. (Collins, BMI)

**TINY BRADSHAW**  
South of the Orient ..... 75  
KING 4664 — This Oriental flavored effort bears a close kinship to some of the work being turned out by the boppers today, but the pulsating tempo and the bright drum work make it a listenable hunk of wax. Good for jazz jocks. (Jay & Cee, BMI)

**Later ... 74**  
The Tiny Bradshaw ork has a happy time with this riff instrumental that is more jazz than r.&b. It swings, and it should please a lot of the cats. Could pull spins. (Jay & Cee, BMI)

**THE WANDERERS**  
Hey, Mac Ethel ..... 75  
SAVOY 1109 — The boys deliver a smart, rhythmic vocal on a slick piece of rhythm and blues material. Could pull loot.

**We Could Find Happiness ... 73**  
Good close harmony by the new group on an attractive ballad. An impressive bow for the group.

**BOBBY BLUE BLAND**  
No Blow, No Show ..... 74  
DUKE 115—Some strong blues material is to be heard here, as Bland sadly watches the train go by on which he expected to find his girl. Besides Bland's outstanding vocal, the rhythm section also is impressive for the excitement it provides with its driving beat. (Lion, BMI)

**Army Blues ... 71**  
Bland got his "greetings" from the President, and the prospect of Army life brings some very sad blues out of him. Calculated to strike a sympathetic chord. (Lion, BMI)

**THE BLUE JAYS**  
White Chiffs of Dover ..... 71  
CHECKER 782 — Group tackles the circa 1941 oldie for a strong effort in the ballad field.

**Hey, Pappa ... 70**  
A rocking type of vocal on a typical rocker.

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

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

Trust Fund Renewal  
Ad

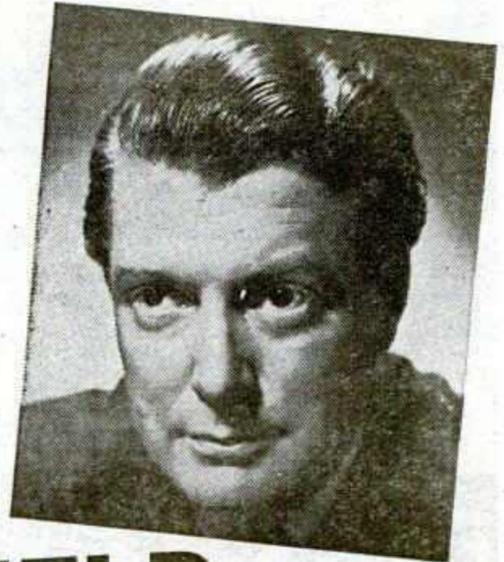
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**FIRST: TERRY'S THEME FROM LIMELIGHT**  
1342 & 45-1342

**THEN: EBB TIDE**  
1358 & 45-1358

**NOW...**



**FRANK CHACKSFIELD**

**GOLDEN**

**VIOLINS**

backed by

**A GIRL CALLED LINDA**

1368 & 45-1368

Frank Chacksfield is one of the hottest artists in the record business today. His new release GOLDEN VIOLINS is destined to outsell even his outstanding hits —Limelight and Ebb Tide. It's melody is haunting—the arrangement is superb. —in short, it's Frank Chacksfield at his best!

**London ffr**

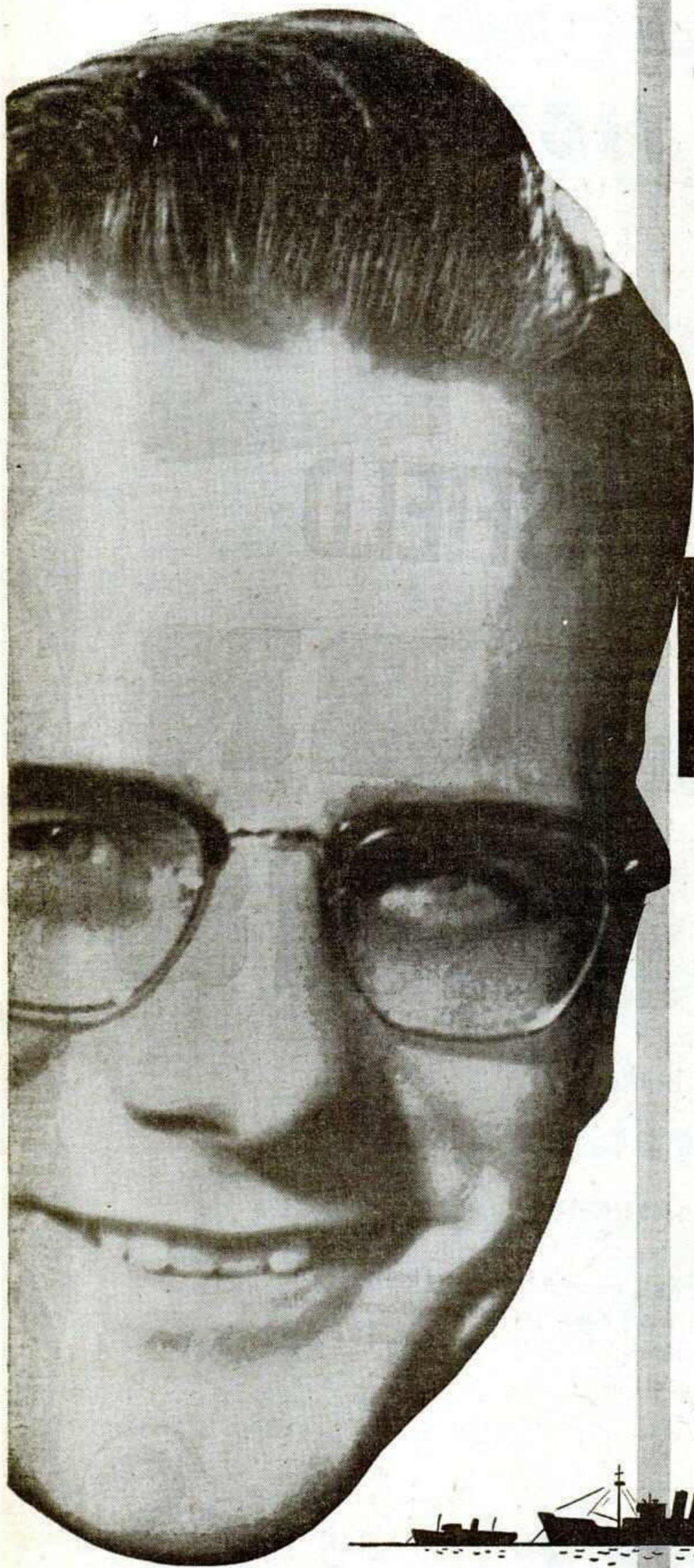
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been proved time and again.  
(Continued on page 49)

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**DON'T MISS  
HEARING  
RICHARD  
HAYMAN'S**

**LATEST**

**'OFF  
SHORE'**

WITH HARMONICA AND 50 PIECE ORCHESTRA



Coupled With "Joey's Theme"  
From The Motion Picture "Little Fugitive"

MERCURY 70252 • 70252X45



“ALL THAT  
**OIL** IN TEXAS”

*Another "Crazy Man, Crazy"*

(AND NOT ONE DROP IS MINE)  
 Vocal By Larry Ragen



**RALPH MARTERIE**

AND HIS DOWNBEAT ORCHESTRA

“Love For **3** Oranges”

*Dynamic!*



MERCURY 70248 • 70248X45



The Billboard's Music Popularity Charts

... for Week Ending October 17

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 best-selling singles including 'ST. GEORGE AND THE DRAGONET' and 'VAYA CON DIOS'.

Most Played in Juke Boxes

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 3 columns: Rank, Title, Weeks on Chart. Lists top 20 most played records in juke boxes, including 'YOU, YOU, YOU' and 'VAYA CON DIOS'.

Most Played by Jockeys

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 most played records by jockeys, including 'ST. GEORGE AND THE DRAGONET' and 'YOU, YOU, YOU'.

VOX JOX

By CHARLOTTE SUMMERS

Jox Trix

Autumn leaves and deejay programming at the high school and college level certainly brings us to the realization that summer, with its "dreamy" type of music, is over. Among the many letters this past week from deejays across the country, a large percentage tell about their school programming. Joe Deane, PQV, Pittsburgh, interviews reps from the five city colleges and adds their choice of the three top tunes to his list.

colleges are used once a week. . . . Joe Ryan, WALL, Middletown, N. Y., opened his "Campus Corner" show which features the top 10 tunes, bands and singers which are the results of balloting the more than 20 high schools in the Middletown area. . . . And many more, which we hope to print in the near future.

Surface Noises

Bill Molden, WKDK, Newberry, S. C., wants to add his plea to the rest for more records. . . . D. Clem, KMMO, Marshall, Mo., would like to have Mercury and London sent to him. . . . Sandy Singer, KCRG, Cedar Rapids, Ia., wants Decca to know that he appreciates "Sandy's Tune," by the Napoli Mandolin Men, and that he is thinking of using it as his theme. . . . Lee Leonard, WLOW, Norfolk, Va., writes, "Wow—what a couple of weeks for new records." . . . Bob Betts, KVFD-KFMY, Fort Dodge, Ia., is searching high and low for another copy of Art Van Damme's Capitol release of "Ecstasy." Betts uses this record as his theme and his copy is getting real thin. Does

See PAGES 56 AND 57 for

The Billboard Packaged Record Buying Guide

Best Sellers in These Categories:

BACKGROUND AND LISTENING

SHORT ORCHESTRAL WORKS

Packaged Record REVIEWS

anyone have one for him? . . . Neil Terrell, WBSC, Bennettsville, S. C., had a "it shouldn't happen" type experience recently. Terrell after broadcasting half the game between the local high schools was suddenly informed that he had never been on the air.

Guestings

Eileen Barton and Alan Dale guested on Charles Glass' WJDA, Quincy, Mass., show by handling the diskling chore. . . . Jack Thayer WCTN, Minneapolis, played host to Duke Ellington and June Valli on his "Corner Drug" television show. . . . Les Paul and Mary Ford, along with Mitch Miller, guested for Hal and Nancy's opening TV show on WILK, Wilkes-Barre, Pa. . . . Tom Edwards, WERE, Cleveland, entertained Jill Whitney, Nelson Eddy, Chris Martin and Bill Haley. . . . Lee Morris, WSB, Atlanta, interviewed the "Shakespeare-quoting former coach of Yale, Herman Hickman, on his "Kitchen Klub" show.

Change of Theme

Al "Jazzbo" Collins, WNEW, New York, after broadcasting from the deep caverns of the "Purple Grotto" for many months was suddenly and mysteriously spinned to the "Columns of the

Moon," which will be his new base of operation. . . . Johnny Andrews, WBNK, Cleveland, is now broadcasting from WNBC, New York via tape—on WNBC's new deejay show, "Music Across the Nation."

YESTERYEAR'S TOPS—

- The nation's top tunes on records as reported in The Billboard
OCTOBER 23, 1943:
1. Sunday, Monday or Always
2. Pistol Packin' Mama
3. Paper Doll
4. People Will Say We're in Love (Crosby)
5. I Heard You Cried Last Night
6. You'll Never Know
7. People Will Say We're in Love (Sinatra)
8. Put Your Arms Around Me Honey
9. In the Blue of the Evening
10. Boogie Woogie
OCTOBER 23, 1948:
1. A Tree in the Meadow
2. You Call Everybody Darlin'
3. Twelfth Street Rag
4. It's Magic
5. My Happiness
6. Underneath the Arches
7. Hair of Gold, Eyes of Blue
8. Maybe You'll Be There
9. Buttons and Bows
10. Bluebird of Happiness

NEW RELEASES

MOVING UP FAST!



THE GAYLORDS

"SWEET SUE"  
AND  
"WONDERIN'"

MERCURY 70235 • 70235X45



RICHARD HAYES

"THE LONG BLACK RIFLE"  
AND  
"ALL IS FORGIVEN"

MERCURY 70239 • 70239X45



DAVID CARROLL

"CARRIBEAN"  
AND  
"GADABOUT"

MERCURY 70247 • 70247X45



JOYCE TAYLOR

"IF I CRY"  
AND  
"YOU'VE GOT SOMETHING"

MERCURY 70243 • 70243X45



AL MORGAN

"CALL HER YOUR SWEETHEART"  
AND  
"SAY YOU DO"

MERCURY 70244 • 70244X45



ARTIE WAYNE

"MY HYMN TO HER"  
AND  
"BELLISIMA"

MERCURY 70241 • 70241X45



PATTI PAGE

"MILWAUKEE  
POLKA"

AND  
"MY WORLD IS YOU"

MERCURY 70230 • 70230X45



GEORGIA GIBBS

"HOME LOVIN' MAN"

AND  
"THE BRIDGE  
OF SIGHS"

MERCURY 70238 • 70238X45



EDDY HOWARD

"SKIRTS"  
AND  
"THE PRICE I  
PAID FOR YOU"

MERCURY 70225 • 70225X45



DAVID CARROLL

"TROPICAL"

AND  
"TRADE WINDS"

MERCURY 70226 • 70226X45

BEST SELLING POPS

1. STORY OF THREE LOVES  
Sweet Leilani.....JERRY MURAD..70202\*
2. MILWAUKEE POLKA  
My World Is You.....PATTI PAGE..70230\*
3. BRIDGE OF SIGHS  
HOME LOVIN' MAN.....GEORGIA GIBBS..70238\*
4. GAMBLER'S GUITAR  
Free Home Demonstration..RUSTY DRAPER..70167\*
5. EBB TIDE  
If I Could Make You Mine....VIC DAMONE..70216\*
6. WARSAW CONCERTO  
LAZY RIVER.....RALPH MARGERIE..70221\*
7. COW COW BLUES  
Martha.....JAN AUGUST..70228\*
8. MISERABLE LOVE  
His Business Is Love.....BOBBY WAYNE..70211\*
9. MOONLIGHT  
Lonely.....RICHARD HAYES..70215\*
10. SKIRTS  
The Price I Paid For You...EDDY HOWARD..70225\*

RHYTHM AND BLUES

1. TV IS THE THING  
Fat Daddy.....DINAH WASHINGTON..70214\*
2. WALKIN' MY BLUES AWAY  
Without A Song.....THE RAVENS..70240\*

COUNTRY AND WESTERN

1. TAIN'T NICE  
Unpucker.....THE CARLISLES..70232\*
2. BROKEN HEARTED GYPSY  
The Love For A Girl.....JOHNNY HORTON..70227\*

\*DENOTES AVAILABLE ON 45 RPM



BREAKING BIG  
FOR A HIT!

Jan  
August  
"COW COW BLUES"

AND  
"MARTHA"

MERCURY 70228 • 70228X45

SHE'S ON HER WAY





Greater than "Be My Love"!

# mario lanza

at his most magnificent

singing

## CALL ME FOOL

and

## You Are My Love

10/49-4211

### NEW RELEASES

RCA Victor—Release #53-43

#### POPULAR

##### DON'T CALL ME COACH, CALL ME GEORGE AND THE ANGELS SING

The Beachcombers with Natalie and Orchestral accompaniment  
.....20-5495 (47-5495)\*

##### A BABY CRIED ONE MOMENT MORE

Lou Monte with Hugo Winterhalter's Orch. and Chorus...20-5496 (47-5496)\*

##### WHERE DID MY SNOWMAN GO! SANTA BROUGHT ME CHOO CHOO TRAINS

(But Daddy's Having Fun)  
Spike Jones and his City Slickers.....20-5497 (47-5497)\*

##### BOY AND GIRL—Waltz THE NORWEGIAN SCHOTTISCHE

Louis Bashell and his Silk Umbrella Orch. ....20-5494 (47-5494)\*

#### COUNTRY/WESTERN

##### TOO FAT FOR THE CHIMNEY I WANNA DO SOMETHING FOR SANTA CLAUS

Sunshine Ruby .....20-5474 (47-5474)\*



SALES GROW WHEN YOU GO 45

##### WHEN MEXICAN JOE MET JOLE BLON NO LONGER A PRISONER

Hank Snow, the Singing Ranger and the Rainbow Ranch Boys .....20-5490 (47-5490)\*

##### TOO YOUNG TO CUT THE MUSTARD THREE LITTLE FIDDLERS

Jerry Glenn .....20-5491 (47-5491)\*

#### RHYTHM/BLUES

##### HOOPIN' AND JUMPIN' HOORAY, HOORAY

Sonny Terry .....20-5492 (47-5492)\*

##### GIMMIE YOUR BANKROLL PEPPER HEAD WOMAN

Square Walton .....20-5493 (47-5493)\*

#### POPULAR COLLECTORS'

##### AND THE ANGELS SING BUMBLE BEE STOMP

Benny Goodman and his Orch. Vocal refrain by Martha Tilton ....420-0025 (447-0025)\*

#### ALBUMS

##### Walt Disney's A TOOT AND A WHISTLE AND A PLUNK AND A BOOM

Adapted by Winston Hibler, with Bill Thompson as professor Owl. Music arranged and conducted by Joe Dubin .....VY-4003\*\* (WY-4003)\*

\*45 rpm cat. nos.

\*\*78 rpm cat. nos.

### BEST SELLERS

#### POPULAR

##### You, You You/Once Upon A Tune

Ames Brothers .....20-5325 (47-5325)

##### I See The Moon/All Alone

Voices of Walter Schumann .....20-5478 (47-5478)

##### Pa-Paya Mama/You Alone

Perry Como .....20-5447 (47-5447)

##### Many Times/Just To Be With You

Eddie Fisher .....20-5453 (47-5453)

##### Don't Take Your Love From Me/Under Paris Skies

The Three Suns.....20-5347 (47-5347)

##### The Velvet Glove/Elaine

Hugo Winterhalter-Henri Rene .....20-5405 (47-5405)

##### Crying In The Chapel/Love Every Moment You Live

June Valli .....20-5368 (47-5368)

##### Love Me Again/Before It's Too Late

Sunny Gale .....20-5424 (47-5424)

##### No Other Love/Keep It Gay

Perry Como .....20-5317 (47-5317)

##### I'm Walking Behind You/Just Another Polka

Eddie Fisher .....20-5293 (47-5293)

##### Eighteenth Variation/Introduction, Theme & Five Variations

William Kapell .....10-4210 (49-4210)

##### Call Me Fool/You Are My Love

Mario Lanza .....10-4211 (49-4211)

##### C'est Si Bon/African Lullaby

Eartha Kitt .....20-5358 (47-5358)

##### I Know For Sure/Fiesta

Vaughn Monroe .....20-5480 (47-5480)

##### Peter Piper Boogie/Something Special

Ralph Flanagan .....20-5451 (47-5451)

#### COUNTRY/WESTERN

##### I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie

Davis Sisters .....20-5345 (47-5345)

##### Sorrow & Pain/You're Gone

Davis Sisters .....20-5460 (47-5460)

##### I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love

Betty Cody .....20-5462 (47-5462)

##### Mama, Come Get Your Baby Boy/If I Never Get To Heaven

Eddy Arnold .....20-5415 (47-5415)

##### Now I Belong To Jesus/My Cathedral

George Beverly Shea...20-5476 (47-5476)

##### Too Old For Toys/Little Girl Love

Sunshine Ruby .....20-5467 (47-5467)

##### Pig Latin Serenade/You're My Downfall

Johnnie & Jack.....20-5483 (47-5483)

##### My Heart Is Like A Train/That New Vitamine

Grandpa Jones .....20-5475 (47-5475)

##### I'm Casting My Lasso Towards The Sky/There's A Rainbow In Ev'ry Teardrop

Slim Whitman .....20-5431 (47-5431)

##### How's The World Treating You/Free Home Demonstration

Eddy Arnold .....20-5305 (47-5305)

#### RHYTHM/BLUES

##### Ten Days In Jail/Empty Bottles

The Robins .....20-5489 (47-5489)

##### Chicken Scratch/Easy Rocking

Sam Butera .....20-5469 (47-5469)

##### You're Killin' Me/Flip Our Wigs

Milt Trenier .....20-5487 (47-5487)



How BIG a Hit will it Be??

# JUNE VALLI'S

# MYSTERY STREET DON'T FORGET TO WRITE

20/47-5488

His 15th Smash  
Hit in a Row!

# EDDIE FISHER

sings



# MANY TIMES

and

# JUST to be WITH YOU



with HUGO WINTERHALTER'S  
Orchestra and Chorus

20/47-5453



SALES GROW  
WHEN YOU GO 45



### Coral Label Signs Ryan and Williams

NEW YORK, Oct. 17.—Coral's Bob Thiele has added Johnny Ryan, one-time vocalist with the Sammy Kaye ork, to his artist roster.

The label also pacted George Williams, former arranger for Ray Anthony, as an ork leader. Both artists held their first sessions for the label this week.



8508 Sunset Blvd. Hollywood 46, Calif.

**Essex RECORDS**  
THE LABEL WITH A FUTURE...  
3208 So. 84th St. Philadelphia 42, Penna.

Write for LATEST CATALOG NEW RECORDS  
500 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.  
**\$9.00 per 100** (78 RPM)  
1/2 with order, balance C.O.D.  
ALBUMS, 78 and 45 RPM, 50c and up  
Over 1,000 Satisfied Customers  
**VEDEX COMPANY**  
734 10th Ave. New York 19, N. Y. CI-7-3494  
Complete Inventories Bought

"A Double Threat" ... says The Billboard about  
**DEL WOOD**  
in  
"BACKROOM POLKA"  
b/w "RAGTIME ANNIE"  
#7057  
Sparkling, Scintillating—DEL WOOD'S 3 LP & EP Albums  
**REPUBLIC** 714 Allison St. Nashville, Tenn.

Foremost Jungle Drum Authority  
**THURSTON KNUDSON**  
"THE RHYTHM OF TROPIC DRUMS"  
10" LP #TT2212  
Also available on 78 RPM  
**TEMPO RECORD CO. OF AMERICA**  
8540 Sunset Blvd., Hollywood 46, California

A New Hit  
**FATS DOMINO**  
"YOU SAID YOU LOVE ME"  
"ROSE MARY"  
#5251  
**Imperial Records**  
6425 Hollywood Blvd. Hollywood 28, Calif.

**EL SABADO AMA TODA EL MUNDO**  
See Page 16  
**PERCY FAITH**

### The Billboard's Music Popularity Charts

... For Week Ending October 17

# Territorial Best Sellers (Popular)

## This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Cleveland... **TO BE ALONE** Hilltoppers, Dot '5105  
Pittsburgh... **LAUGHING ON THE OUTSIDE** Four Aces, Decca 28843  
**CARIBBEAN** T. Martin, Victor 20-5414

## Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

- Atlanta**
1. Vaya Con Dios L. Paul-M. Ford, Capitol
  2. Crying in the Chapel J. Valli, Victor
  3. Oh P. W. Hunt, Capitol
  4. Rags to Riches T. Bennett, Columbia
  5. Ebb Tide F. Chacksfield, London
  6. No Other Love P. Como, Victor

- Boston**
1. You, You, You Ames Brothers, Victor
  2. Vaya Con Dios L. Paul-M. Ford, Capitol
  3. Eh Cumpari J. La Rosa, Cadence
  4. Rags to Riches T. Bennett, Columbia
  5. You Alone P. Como, Victor
  6. Many Times E. Fisher, Victor
  7. Pa-Paya Mama P. Como, Victor
  8. Ricochet T. Brewer, Coral
  9. St. George and the Dragonet S. Freberg, Capitol
  10. Ebb Tide F. Chacksfield, London

- Buffalo**
1. You, You, You Ames Brothers, Victor
  2. Rags to Riches T. Bennett, Columbia
  3. St. George and the Dragonet S. Freberg, Capitol
  4. Eh Cumpari J. La Rosa, Cadence
  5. Vaya Con Dios L. Paul-M. Ford, Capitol

- Chicago**
1. Eh Cumpari J. La Rosa, Cadence
  2. St. George and the Dragonet S. Freberg, Capitol
  3. Ebb Tide F. Chacksfield, London
  4. Rags to Riches T. Bennett, Columbia
  5. Eighteenth Variation W. Kapell, Victor
  6. Don't Take Your Love From Me Three Suns, Victor
  7. Ricochet T. Brewer, Coral
  8. Little Blue Riding Hood S. Freberg, Capitol
  9. Vaya Con Dios L. Paul-M. Ford, Capitol
  10. Many Times E. Fisher, Victor

- Cincinnati**
1. St. George and the Dragonet S. Freberg, Capitol
  2. You, You, You Ames Brothers, Victor
  3. Vaya Con Dios L. Paul-M. Ford, Capitol
  4. Ebb Tide F. Chacksfield, London
  5. Oh P. W. Hunt, Capitol
  6. Crying in the Chapel J. Valli, Victor
  7. Story of Three Loves J. Murad, Mercury
  8. P. S.: I Love You Hilltoppers, Dot

- Cleveland**
9. Love Walked In Hilltoppers, Dot
  10. Rags to Riches T. Bennett, Columbia

- Cleveland**
1. St. George and the Dragonet S. Freberg, Capitol
  2. Ebb Tide F. Chacksfield, London
  3. Eh Cumpari J. La Rosa, Cadence
  4. Rags to Riches T. Bennett, Columbia
  5. Vaya Con Dios L. Paul-M. Ford, Capitol
  6. To Be Alone Hilltoppers, Dot
  7. Caribbean M. Torok, Abbott
  8. You, You, You Ames Brothers, Victor
  9. Istanbul Four Lads, Columbia
  10. You Alone P. Como, Victor

- Dallas-Ft. Worth**
1. You, You, You Ames Brothers, Victor
  2. Vaya Con Dios L. Paul-M. Ford, Capitol
  3. St. George and the Dragonet S. Freberg, Capitol
  4. Dragnet R. Anthony, Capitol
  5. Oh P. W. Hunt, Capitol
  6. Ebb Tide F. Chacksfield, London
  7. Little Blue Riding Hood S. Freberg, Capitol
  8. Many Times E. Fisher, Victor
  9. I'm Walking Behind You E. Fisher, Victor

- Denver**
1. Vaya Con Dios L. Paul-M. Ford, Capitol
  2. You, You, You Ames Brothers, Victor
  3. Oh P. W. Hunt, Capitol
  4. Dragnet R. Anthony, Capitol
  5. St. George and the Dragonet S. Freberg, Capitol
  6. Ebb Tide F. Chacksfield, London
  7. No Other Love P. Como, Victor

- Detroit**
1. Rags to Riches T. Bennett, Columbia
  2. St. George and the Dragonet S. Freberg, Capitol
  3. Ebb Tide F. Chacksfield, London
  4. Magic Guitar B. Paul, Dot
  5. Eh Cumpari J. La Rosa, Cadence
  6. Ricochet T. Brewer, Coral
  7. Many Times E. Fisher, Victor
  8. You, You, You Ames Brothers, Victor
  9. Song of India M. Lanza, Victor
  10. Laughing on the Outside Four Aces, Decca

- Kansas City, Mo.**
1. You, You, You Ames Brothers, Victor
  2. Oh P. W. Hunt, Capitol
  3. Vaya Con Dios L. Paul-M. Ford, Capitol

4. St. George and the Dragonet S. Freberg, Capitol
5. Ebb Tide F. Chacksfield, London
6. Eh Cumpari J. La Rosa, Cadence
7. Dragnet R. Anthony, Capitol
8. Crying in the Chapel J. Valli, Victor
9. No Other Love P. Como, Victor
10. Many Times E. Fisher, Victor

- Los Angeles**
1. St. George and the Dragonet S. Freberg, Capitol
  2. Vaya Con Dios L. Paul-M. Ford, Capitol
  3. Ebb Tide F. Chacksfield, London
  4. You, You, You Ames Brothers, Victor
  5. P. S.: I Love You Hilltoppers, Dot
  6. Rags to Riches T. Bennett, Columbia
  7. Crying in the Chapel Orioles, Jubilee
  8. C'Est Si Bon E. Kitt, Victor
  9. Eh Cumpari J. La Rosa, Cadence
  10. Oh P. W. Hunt, Capitol

- Milwaukee**
1. St. George and the Dragonet S. Freberg, Capitol
  2. Istanbul Four Lads, Columbia
  3. Eh Cumpari J. La Rosa, Cadence
  4. Ebb Tide F. Chacksfield, London
  5. Crying in the Chapel R. Allen, Decca
  6. Many Times E. Fisher, Victor
  7. Little Blue Riding Hood S. Freberg, Capitol
  8. My Love, My Love J. James, M-G-M
  9. I See the Moon Mariners, Columbia
  10. In the Mission of St. Augustine S. Kaye, Columbia

- New Orleans**
1. You, You, You Ames Brothers, Victor
  2. Vaya Con Dios L. Paul-M. Ford, Capitol
  3. Rags to Riches T. Bennett, Columbia
  4. St. George and the Dragonet S. Freberg, Capitol
  5. No Other Love P. Como, Victor
  6. C'Est Si Bon E. Kitt, Victor

- New York**
1. St. George and the Dragonet S. Freberg, Capitol
  2. Ebb Tide F. Chacksfield, London
  3. Rags to Riches T. Bennett, Columbia
  4. Vaya Con Dios L. Paul-M. Ford, Capitol
  5. Eh Cumpari J. La Rosa, Cadence
  6. You, You, You Ames Brothers, Victor
  7. Crying in the Chapel J. Valli, Victor
  8. Love Me Again S. Gale, Victor
  9. I Love Paris L. Baxter, Capitol
  10. Many Times E. Fisher, Victor

- Philadelphia**
1. You, You, You Ames Brothers, Victor
  2. St. George and the Dragonet S. Freberg, Capitol
  3. Vaya Con Dios L. Paul-M. Ford, Capitol
  4. Oh P. W. Hunt, Capitol
  5. Ricochet T. Brewer, Coral
  6. Ebb Tide F. Chacksfield, London
  7. Crying in the Chapel Orioles, Jubilee
  8. In the Mission of St. Augustine S. Kaye, Columbia

9. Eh Cumpari J. La Rosa, Cadence
  10. No Other Love P. Como, Victor
- Pittsburgh**
1. St. George and the Dragonet S. Freberg, Capitol
  2. Eh Cumpari J. La Rosa, Cadence
  3. Rags to Riches T. Bennett, Columbia
  4. Istanbul Four Lads, Columbia
  5. In the Mission of St. Augustine S. Kaye, Columbia
  6. Laughing on the Outside Four Aces, Decca
  7. Love Walked In Hilltoppers, Dot
  8. Vaya Con Dios L. Paul-M. Ford, Capitol
  9. Caribbean T. Martin, Victor
  10. Caribbean M. Torok, Abbott

- San Francisco**
1. Vaya Con Dios L. Paul-M. Ford, Capitol
  2. Eh Cumpari J. La Rosa, Cadence
  3. Ebb Tide F. Chacksfield, London
  4. You, You, You Ames Brothers, Victor
  5. St. George and the Dragonet S. Freberg, Capitol
  6. Crying in the Chapel J. Valli, Victor
  7. Oh P. W. Hunt, Capitol
  8. Velvet Glove H. Winterhalter-H. Rene, Victor

- Seattle**
1. St. George and the Dragonet S. Freberg, Capitol
  2. Story of Three Loves J. Murad, Mercury
  3. Ebb Tide F. Chacksfield, London
  4. Eh Cumpari J. La Rosa, Cadence
  5. Many Times E. Fisher, Victor
  6. You, You, You Ames Brothers, Victor
  7. Ricochet T. Brewer, Coral
  8. My Love, My Love J. James, M-G-M
  9. Love Walked In Hilltoppers, Dot

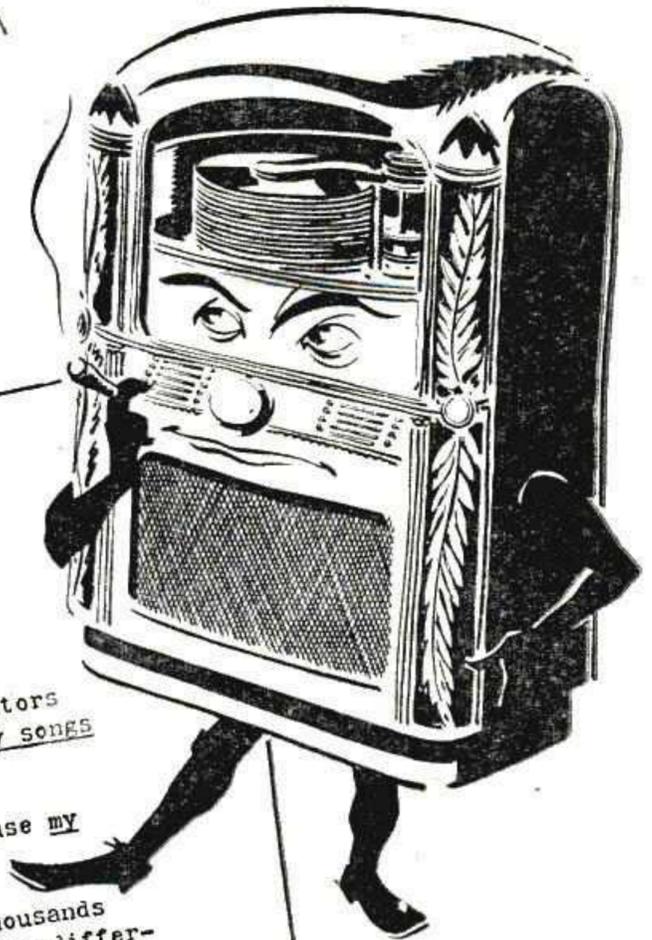
- Seattle**
1. Ebb Tide F. Chacksfield, London
  2. Vaya Con Dios L. Paul-M. Ford, Capitol
  3. Eh Cumpari J. La Rosa, Cadence
  4. St. George and the Dragonet S. Freberg, Capitol
  5. Crying in the Chapel J. Valli, Victor
  6. You, You, You Ames Brothers, Victor
  7. Eighteenth Variation W. Kapell, Victor
  8. No Other Love P. Como, Victor
  9. I See the Moon Mariners, Columbia
  10. Rags to Riches T. Bennett, Columbia

- Washington-Baltimore**
1. You, You, You Ames Brothers, Victor
  2. St. George and the Dragonet S. Freberg, Capitol
  3. Vaya Con Dios L. Paul-M. Ford, Capitol
  4. Ebb Tide F. Chacksfield, London
  5. Oh P. W. Hunt, Capitol
  6. Eh Cumpari J. La Rosa, Cadence
  7. No Other Love P. Como, Victor
  8. My Love, My Love J. James, M-G-M
  9. Crying in the Chapel J. Valli, Victor

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From me...

to you



COMPOSERS' AND AUTHORS' COMMITTEE FOR SUPPORT OF S. 1106  
120 Broadway, New York, N.Y.

Dear Mr. Music Machine Operator:

Some of the folks claiming to speak for you say juke box operators should go on taking advantage of the 1909 law by making money out of my songs while paying me nothing.

They claim this is a fair shake for me because, even if you use my music for free, you are making my songs popular.

They claim that even if I don't make any money out of the thousands of times my songs are played on juke boxes, I'll be able to make up the difference out of the pockets of record manufacturers and publishers of sheet music.

As a matter of fact, my song becomes popular by means of television, radio, orchestras, singers, and the work my publisher does. I feel grateful to all who help make my song popular -- including juke box operators.

But writing, publishing and performing songs is a business. The people using my song make more money the more popular my song is. They expect to pay for using my song -- and they do.

Except those claiming to speak for juke box operators.

Top tunes have an average popularity period on juke boxes of at least 20 weeks. During this period, such tunes take in as many as 30 nickels a day from a single juke box.

But let's be conservative. Say my song earns only 5 nickels a day per juke box, or an average of \$1.75 a week per box, adding up to \$35 during 20 weeks.

Figure it out for yourself. Don't you think I'm entitled to a small share of the \$35 for each of your boxes my song has earned for you?

By making it possible for the average songwriter to earn a better living, you are investing in the basic merchandise on which your business depends for bigger returns and sound growth.

Next week I'm going to tell you why I think you are taking advantage of yourself when you take advantage of the 1909 copyright law.

Sincerely,

*The Songwriter*  
The Songwriter

## The Billboard's Music Popularity Charts

## PACKAGED RECORD REVIEWS

## Packaged Record Review Ratings

## CLASSICAL LP'S

## SYMPHONIES

- BEETHOVEN: SYMPHONY NO. 5 IN C MINOR, OP. 67 (1-12")  
Berlin Philharmonic Ork; Eugen Jochum, Cond. Epic LC 3002 76
- SCHUBERT: SYMPHONY NO. 8 IN B MINOR (Unfinished);  
MOZART: SYMPHONY NO. 35 IN D MAJOR (Haffner)  
(1-12")—E. Jochum, F. Lehmann, Conds. Epic LC 3006 75
- DVORAK: SYMPHONY NO. 5 IN E MINOR (New World), OP.  
95 (1-12")—Hague Philharmonic; A. Dorati, Cond. Epic LC  
3001 72
- TCHAIKOVSKY: SYMPHONY NO. 6 IN B MINOR (Pathétique)  
OP. 74 (1-12")—Concertgebouw Ork of Amsterdam; P. Van  
Kempen, Cond. Epic LC 3003 71

## EXTENDED ORCHESTRAL WORKS

- RAVEL: LE TOMBEAU DE COUPERIN: VALSES NOBLES ET  
SENTIMENTALES (1-12") — L'Orchestre de La Suisse Ro-  
mande; Ernest Ansermet, Cond. London LL 795 79
- STRAVINSKY: PULCINELLA; RESPIGHI: OLD DANCES  
AND AIRS, NO. 3 (1-12")—Symphony and Chamber Orchestra  
of Radio Berlin; A. Rother, M. Lange, Conds. Urania  
URLP 7093 74
- FAURE: PELLEAS ET MELISANDE; DUKAS: LA PERI (1-12")  
—L'Orchestre de L'Association des Concerts Colonne; G. Se-  
bastian, Cond. Urania URLP 7097 70
- D'INDY: ISTAR; DUKAS: LA PERI (1-12")—Westminster Sym-  
phony Ork; A. Fistoulari, Cond. M-G-M E3062 69

## COMPLETE OPERAS &amp; ORATORIOS

- BACH: SAINT MATTHEW PASSION (4-12")—Symphony Ork.  
Chorus and Soloists; Herman Scherchen, Cond. Westminster  
WAL 401 77
- BACH: SAINT MATTHEW PASSION (3-12")—Akademie Kam-  
merchor, Soloists; Vienna Chamber Orchestra; F. Grossmann,  
Cond. Vox PL 8283 76
- DONIZETTI: LUCIA DI LAMMERMOOR (3-12") — Orchestra  
and Chorus of the Opera di Milano; Franco Capuana, Cond.  
Urania URLP 232 73
- JULES MASSENET: WERTHER (3-12")—Chorus and Orchestra  
Theater National de L'Opera-Comique de Paris; George Se-  
bastian, Cond. Urania URLP 233 65

## BROADWAY SHOWS

- RODGERS AND HAMMERSTEIN: OKLAHOMA!; CAROUSEL  
(1-10")—John Raitt, Doretta Morrow. RCA Victor LPM 3150.. 75
- VICTOR HERBERT: MADEMOISELLE MODISTE; NAUGHTY  
MARIETTA (1-10")—Doretta Morrow, Felix Knight. RCA Vic-  
tor LPM 3153 75
- RODGERS AND HART: BABES IN ARMS; JUMBO (1-10")—  
Lisa Kirk, William Tabbert, Shelia Bond, Jack Cassidy. RCA  
Victor LPM 3152 70
- GERSHWIN: GIRL CRAZY; PORGY AND BESS (1-10")—Lisa  
Kirk, Helen Gallagher, Edith Adams, Cab Calloway, Leslie  
Scott. RCA Victor LPM 3156 70
- COLE PORTER: KISS ME KATE; ANYTHING GOES (1-10")—  
Lisa Kirk, Helena Bliss, George Britton, Helen Cassidy. RCA  
Victor LPM 3157 70
- BLACKBIRDS OF 1928; SHUFFLE ALONG (1-10")—Cab Callo-  
way, Thelma Carpenter, Avon Long. RCA Victor LPM 3154.. 69
- KERN: SHOWBOAT; THE CAT AND THE FIDDLE (1-10")—  
Carol Bruce, Helena Bliss, Patricia Neway, Stephen Douglas.  
RCA Victor LPM 3151 67
- ARTHUR SCHWARTZ: THE BAND WAGON; THE LITTLE  
SHOWS (1-10")—Harold Lang, Edith Adams, Carol Bruce,  
Sheila Bond. RCA Victor LPM 3155 67

## VOCAL

- ROMANCE: FRANK PARKER AND MARION MARLOWE  
(1-10")—Columbia CL 6267 77
- CHRISTMAS GREETINGS FROM THE AMES BROTHERS  
(1-EP)—Coral EC 81041 70
- DOROTHY COLLINS; RAYMOND SCOTT QUINTET (1-EP)  
—Audiobox EPA 1000 70
- WALTER GROSS PLAYS SONGS FROM "TORCH SONG"  
(1-10")—India Adams, Vocalist. M-G-M E 214 65

## CHILDREN'S RECORDS

- PATTI PAGE: ARFIE, THE DOGGIE IN THE WINDOW (1-78)  
—Mercury 70190 88
- LU ANN SIMS: I JUST CAN'T WAIT 'TIL CHRISTMAS;  
I DREAMT THAT I WAS SANTA CLAUS (1-45)—Columbia  
MJV 4-170 82
- THE STORY AND MUSIC OF MOZART (1-EP)—Columbia  
J-1774 75
- FOLK SONGS FOR SINGING AND DANCING (2-78)—Young  
Peoples Records YPR 8005-6 75
- MENDELSSOHN'S MIDSUMMER-NIGHT'S DREAM (2-78) —  
Children's Record Guild CRG 205 74
- RUDOLPH THE RED-NOSED REINDEER; UP ON THE  
HOUSETOP (1-45)—Columbia J 4-713 74
- THE A.B.C. SONG; SCHOOL DAYS (1-45)—Columbia J 4-710... 72

## Pop Album Catalog Sellers

## BACKGROUND AND LISTENING MUSIC

- MUSIC FOR LOVERS ONLY—Jackie Gleason Ork ..... Capitol H-352
- MUSIC FOR DINING—Melachrino Strings ..... RCA Victor LPM 1000
- MUSIC FOR RELAXATION—Melachrino Strings ..... RCA Victor LPM 1001
- MUSIC OF VICTOR HERBERT—Mantovani Ork ..... London LL 746
- MUSIC FOR READING—Melachrino Strings ..... RCA Victor LPM 1002
- FAVORITE WALTZES—Mantovani Ork ..... London LL 570
- LOVER'S RHAPSODY—Jackie Gleason Ork ..... Capitol H-366
- WALTZES—Mantovani Ork ..... London LB 381
- LEROY ANDERSON—VOL. 1—Leroy Anderson Ork ..... Decca DL 7509
- LEROY ANDERSON—VOL. 2—Leroy Anderson Ork ..... Decca DL 7519

## EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

From B'way  
Victor 'Show'  
Series Legit  
All the Way

RCA Victor has leaped into the familiar musical comedy field with the issuance of eight 10-inch LP's containing music from 16 hit shows, ranging from Victor Herbert's *Mademoiselle Modiste* (1905) to Cole Porter's *Kiss Me, Kate* (1948). The new LP's, the "Show Time" series, has been prepared with care by the diskery. Legit singers handle all the songs and legit ork leaders take care of the batoning. Series includes *Oklahoma!*, *Carousel*, *Showboat*, *The Cat and the Fiddle*, *Babes in Arms*, *Jumbo*, *Naughty Marietta*, *Shuffle Along*, *Blackbirds of 1928*, *The Band Wagon*, *The Little Shows*, *Girl Crazy* and *Anything Goes*, in addition to the above named pair. The performers are Helena Bliss, Carol Bruce, Patricia Neway, Avon Long, Cab Calloway, Lisa Kirk, Jack Cassidy, Sheila Bond, William Tabbert, Doretta Morrow, Helen Gallagher, Felix Knight, John Raitt and others, with Jay Blackton, Lehman, Engle and Milton Rosenstock leading the orks.

Some of the sets are excellent, some only fair and a few quite disappointing. The variation is due to the difference in vocal ability of the singers on the various sets. The "Oklahoma!"—"Carousel" LP, with Raitt, Patricia Northrup, Doretta Morrow and Lewis is fine, and should sell many copies on its own. The same is true of "Mademoiselle Modiste" and "Naughty Marietta," with Felix Knight and Miss Morrow in excellent voice. And the Gersh-

(Continued on page 63)

'Early' Moderns  
In LP Debuts

Despite the mushrooming catalog, the surface so far has been barely scratched as far as full exploitation of the modern and near-modern repertory on records is concerned. It is hard to believe, for instance, that until this month's release of Ravel's "Le Tombeau de Couperin," and *Valses Nobles et Sentimentales*, only one or two orchestral versions of either was available. Desirable as duplication of these works may be, Ansermet's performances may discourage further repetition in view of the very high standard he sets here for a future conductor. Reproduced sound-wise as superbly as it is, this LP stands out as a particularly good buy.

Stravinsky's *Pulcinella* is an important "first," in that it is one of the first works in which he broke away from his wild "Russian" period. Recorded for Urania by the *Radio Berlin Orchestra* under Arthur Rother, this is a work of delightfully pungent har-

(Continued on page 63)

## New Label, Old Repertoire

Epic Gallops to Battle Firmly  
Astride Quartet of Warhorses

It would require unusual diligence to find in the LP catalog symphonies more duplicated than the *Beethoven Fifth*, the *Schubert Unfinished*, the *Dvorak New World* or the *Tchaikovsky Pathétique*. Yet these are the orchestral works which Columbia's new subsidiary label, Epic, has chosen to feature in its first release. There is logic enough in this course on the part of a new diskery or label; it must quickly establish a basic catalog of standard works. For the dealer with crowded shelves, however, the problem is different. How many duplications can he afford to carry?

Obviously the answer is in the records themselves. If they have the stuff they'll find their place in the competitive interplay between the various labels. It can be assumed that Columbia will promote its new subsidiary assiduously.

On the basis of aural evidence, this batch of new records has little to fear. The readings by conductors Eugen Jochum, Paul Van Kempen, Antal Dorati and Fritz Lehmann are musically perceptive, with Jochum's versions of the Beethoven "Fifth" and the Schubert "Unfinished," both with the Berlin Philharmonic, outstanding for their vigor and drive.

On all the disks the quality of the sound is impressive. Consum-

ers who are concerned as much with pure sound as with interpretation, and there are plenty of them around, should find much to intrigue them here.

Epic, which Columbia is using primarily as an outlet for recordings cut by the burgeoning European diskery giant, Philips, can be expected to concentrate on the tried-and-true in repertoire for some time. Dealers could do lots worse than sample selected items in the Epic line during its shake-down period. The normal curiosity of many patrons confronted with a new product should account for some immediate sales. It's likely that others will follow.

Is Horowitz.

## Kidisks

From 'Arfie' to  
Mozart; From  
Patti to Lu Ann

The collection of children's records reviewed this week points up the broad variety of disks available in this field. Probably of top commercial interest is *Arfie, the Doggie in the Window* by Patti Page. The success of her earlier *Doggie in the Window* as a kidisk as well as in the pop field gave rise to the creation of *Arfie* and this follow-up. Tho the review copy had none, presumably the commercial copies will be packaged in an attractive sleeve for display purposes. Given exposure, this could be a winner for dealers.

More for the parent or aunt concerned with the cultural development of the young are the *Story and Music of Mozart* (Columbia), *Mendelssohn's Midsummer Night's Dream* (CRG), and *Fold Songs for Singing and Dancing* (YPR). The Mozart is a capsule story of the composer's life, well flavored with excerpts from some of his best-known compositions. It's the first of a new series by the label and carries considerable promotable snob appeal. It's well conceived, tho the sugar-coating at times seems a little forced. The Mendelssohn, based on the Shakespearean play, is delightfully presented and will also appeal to the buyer looking for something above the normal level of kiddie disk. In both of these and the "Folk Song" set, which is pleasantly handled by Tom Glazer with voice and guitar, there is good potential for school as well as consumer sales.

From Columbia comes the first releases of their new 49-cent kiddie line. The two disks—"Rudolph, the Red-Nosed Reindeer" coupled with "Up On the Housetop," and "The ABC Song" coupled with "School Days"—are excellently produced and challenge the dollar records to look to their laurels. Also from Columbia comes a Christmas disk by Lu Ann Sims with two new yuletide tunes: "I Just Can't Wait 'Til Christmas" and "I Dreamt I Was Santa Claus." A good disk that has pop potential as well.

Nev Gehman.

good display. Librettos are provided with both, with the Westminster job printed on better stock. The latter also has an analysis of the work and an index that aids in the quick location of a desired aria or chorus. Vox's Grossmann, it should be pointed out, will tour here for the first time this season with the *Akademie Kammerchor*, the chorus used in the recording. Effective promotion of the Vox set can be tied in with his concert appearances.

Is Horowitz.

Saint Matthew  
Westminster &  
Vox Clash in  
'Passion' Bids

It's a rare year that witnesses even one recording of such an ambitious work as the *Bach Saint Matthew Passion*. But now, within the space of little more than a few weeks, three have been put out to market, and in plenty of time for pre-Christmas action. To the version by Mengelberg and the Concertgebouw orchestra on Columbia (reviewed earlier) have been added one each by Westminster and Vox, and both of the latter are superb diskings. It's another example of the embarrassment of riches that's becoming more typical of the crowded LP catalog.

Let it be said at the outset that either Vox's treatment, led by Bach specialist Ferdinand Grossman, or Westminster's, superintended by that label's conductor ace, Hermann Scherchen, deserves the highest praise. Each is an outstanding recording that in most any year would rack up an imposing sales record. Obviously, the impact now must be spread over all three.

The Mengelberg is already a best-seller and is likely to remain in the catalog for many years. What potential have the others?

It is entirely probable that either would sell easily if stocked alone. In the case of larger shops, both can have satisfactory movement. Here are some factors that may affect the sales of one as against the other.

The Westminster reading is cut on four LP's and is entirely complete. The Vox, on three records, is substantially "complete," except for certain repeats and short sections, and is correspondingly cheaper. This factor may interest patrons. Performances on both are unusually fine, altho Bach aficionados will find sections about which to quibble in either. Voice presence on the Vox set is greater, but the Westminster is perhaps more firmly led thruout. Covers on both are attractive, making for

The Billboard's Music Popularity Charts

# PACKAGED RECORD BUYING GUIDE

## Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

### SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BRAHMS: HUNGARIAN DANCES; DVORAK: SLAVONIC DANCES** (Hamburg State Radio Orchestra-Schmidt-Isserstedt) London LL 779
- BRAHMS: HUNGARIAN DANCES; LISZT: HUNGARIAN RHAPSODIES** (Boston Pops Orchestra-Fiedler) RCA Victor LRM 7002
- CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC** (Boston Pops Orchestra-Fiedler) RCA Victor LM 1752
- DEBUSSY: CLAIR DE LUNE AND OTHER POPULAR FAVORITES BY ROSSINI, RAVEL AND OTHERS** (Andre Kostelanetz Orchestra) Columbia ML 4692
- DELIUS: BRIGG FAIR; FIRST CUCKOO; A SONG OF SUMMER** (London Symphony Orchestra-Collins) London LL 758
- PUCCINI: LA BOHEME—ORCHESTRAL SELECTIONS** (Andre Kostelanetz Orchestra) Columbia ML 4655
- RAVEL: PAVANE; LA VALSE; RHAPSODIE ESPAGNOLE** (Boston Symphony Orchestra-Munch) RCA Victor LRM 7016
- ROSSINI: WILLIAM TELL OVERTURE; SIBELIUS: FINLANDIA; PONCHIELLI: DANCE OF THE HOURS** (NBC Symphony-Toscanini) RCA Victor LRM 7005
- SIBELIUS: SWAN OF TUONELA; VALSE TRISTE; DEBUSSY: AFTERNOON OF A FAUN** (Symphony Orchestra-Stokowski) RCA Victor LRM 7024
- STRAUSS, J.: OVERTURES, MARCHES AND POLKAS** (Philadelphia Pops Orchestra-Ormandy) Columbia ML 4686

### INSTRUMENTAL

(Listed Alphabetically)

- BACH: FANTASIA AND FUGUE IN G MINOR AND OTHER BACH TRANSCRIPTIONS** (Gyorgy Sandor, Piano) Columbia ML 4684
- BACH: PARTITA NO. 6; HANDEL: SUITE NO. 5; SCARLATTI: SONATAS** (Walter Gieseking, Piano) Columbia ML 4646
- BEETHOVEN: PIANO SONATAS NOS. 26 ("LES ADIEUX") AND 29 ("HAMMERKLAUIER")** (Solomon, Piano) RCA Victor LM 1733
- CHOPIN: BALLADES NOS. 1 AND 4, ETC.** (Vladimir Horowitz, Piano) RCA Victor LRM 7018
- CHOPIN: MAZURKAS** (Artur Rubinstein, Piano) RCA Victor LRM 7001
- CHOPIN: NOCTURNES AND SCHERZOS** (Artur Rubinstein, Piano) RCA Victor LRM 7018
- CHOPIN: PIANO SONATA NO. 3, ETC.** (Dinu Lipatti, Piano) Columbia ML 4721
- ENESCO: ROUMANIAN RHAPSODY NO. 1; DE FALLA: RITUAL FIRE DANCE; SAINT-SAENS: DANSE MACABRE** (Whittemore and Lowe, Duo-pianists) RCA Victor LRM 7010
- MUSIC OF SPAIN** (Leonard Pennario, Piano) Capitol P 8190
- SCARLATTI: SONATAS** (Robert Casadesu, Piano) Columbia ML 4695

## Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers throughout the country. Musical category changes weekly.

### BACKGROUND AND LISTENING MUSIC

1. **AN ENCHANTED EVENING**—Mantovani Ork. London LL 766
2. **MUSIC FROM HOLLYWOOD**—Percy Faith Ork. Columbia CL 6255
3. **A MELACHRINO CONCERT**—Melachrino Strings RCA Victor LPM 1003
4. **MUSIC TO HELP YOU SLEEP**—Melachrino Strings RCA Victor LPM 1006
5. **MUSIC FOR COURAGE AND CONFIDENCE**—Melachrino Strings RCA Victor LPM 1005
6. **CINEMA RHAPSODIES**—Victor Young Ork. Decca 8051
7. **MUSIC FOR FAITH AND INNER CALM**—Melachrino Strings RCA Victor LPM 1004
8. **MUSIC FROM HOLLYWOOD**—Al Goodman Ork. RCA Victor LPM 1007
9. **CARIBBEAN CRUISE**—Paul Weston Ork. Columbia CL 6266

## Movies & TV-Wax Pipelines

It is now fairly certain that motion pictures and television can build a ready-made clientele for disks with a direct movie or TV tie-in. Sound track albums and disk packages by TV stars have proven to be good sellers—no matter the material or performances. On the other hand, disk-made stars are still holding their sway with their record public. Examples of both situations exist in some current album releases. From diskdom comes an EP of the Ames Brothers on Coral singing some standard and not-so-standard yuletide music in a package called *Christmas Greetings From the Ames Brothers*. Since the boys hit so strongly on RCA Victor with singles, their Christmas stuff on Coral figures

to be a worthwhile item. From the movies comes an unusual package that is and isn't sound track. The package cover designed by M-G-M features Joan Crawford and the film "Torch Song." And it's true that Miss Crawford apparently sings this stuff in the film. But closer perusal of the title and contents of *Walter Gross Plays Songs From "Torch Song"* will show that Miss Crawford's movie voice, India Adams, is the vocalist and that the package is a kind of "re-make." It'll sell nicely if the film draws well in your area. As for *Dorothy Collins and the Raymond Scott Quintet on Audivox*, it's first-rate standard material performed in the style so familiar to many. Good catalog material here. Columbia has come thru with another collection of standards sung by the two Arthur Godfrey show stalwarts, *Frank Parker and Marion Marlowe. Titled Romance*, the package is bound to attract many of the loyal Godfrey followers. Selections are akin those in the first "Sweethearts" album. No problems with this kind of stuff. Joe Martin.

## CHART COMMENTS

### SHORT ORCHESTRAL WORKS

Catalog stability is showing up in this category just as it has in other categories that have been surveyed a number of times since the inception of the Packaged Record Buying Guide. Eight of the 11 records listed formerly appeared on at least one of the two earlier catalog charts in this category. The Barber-Gould and the Wagner disks were on the recent release chart in former issues (they have now passed the six-month mark in the field). The only new addition is the MacDowell record.

### BACKGROUND AND LISTENING

This category covers orchestral sets that are in the "mood" category and orchestral disks designed basically for quiet listening pleasure rather than dancing. The two charts in this issue are listed in order of sales importance. A number of very recent issues already show up on the recent release list while the catalog chart has remained fairly constant since the last survey. The Victor Herbert and Lover's Rhapsody disks have moved over from the recent release area to the catalog chart. The two Leroy Anderson records are new additions. The others are the same as a month ago. Note the number of ork leaders scoring with more than one album on the two charts. These include the Melachrino Strings, Mantovani, Percy Faith, and Jackie Gleason as well as Anderson. This points up well the commercial power these names carry.

## NEXT WEEK

### CLASSICAL

- ★ Symphony
- ★ Opera Excerpts

### CHRISTMAS RECORDS

- ★ This will be a summary of last year's Christmas best-selling packaged records, both in the pop album and classical fields.

### Operas

## Urania Entries Bolster Catalog

The opera catalog continues to expand with two new additions from Urania. One, *Lucia di Lammermoor*, contributes needed shoring to the catalog. Excerpts from this Donizetti score have proved popular entries in opera highlight sets, but only one complete version, the Cetra, has been available. Tho a good one, it can hardly compete with this on a "sound" level. The Urania set, in its "15 to 15,000 cycle" series, is full of brilliance and is backed by over-all fine performances. Helping the sale of this will be Dolores Wilson who sings the lead role. She's set to do the opera for the Metropolitan this season, and this will undoubtedly spur interest in this set.

The other opera, *Massenet's Werther*, may find the sledding a little rough. Tho it's a catalog "first," "Werther" is not a well-known opera, at least in this country. As a performed music-drama it has gathered dust here since the days of Mary Garden. Nor is it considered the equal of some of Massenet's other operas. A well-performed set, its potential may be greater in the European markets, notably France, than here. Nev Gehman.

## Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

### SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BALLET AND BIZET** (Symphony Orchestra-Stokowski) RCA Victor LM 1706
- BARBER: ESSAY FOR ORCHESTRA; ADAGIO; SCHOOL FOR SCANDAL OVERTURE; GOULD: LATIN-AMERICAN SYMPHONETTE** (Eastman-Rochester Orchestra-Hanson) Mercury MG 40002
- BRAHMS: HUNGARIAN DANCES; STRAUSS: WALTZES** (Pittsburgh Symphony Orchestra-Reiner) Columbia ML 4116
- DVORAK: SLAVONIC DANCES** (Czech Philharmonic Orchestra-Talich) Urania URLP 604
- MacDOWELL: WOODLAND SKETCHES** (Camarata Orchestra) Decca 4059
- ROSSINI: WILLIAM TELL OVERTURE; WALDTEUFEL: SKATERS' WALTZ** (NBC Symphony-Toscanini) RCA Victor LM 14
- SIBELIUS: FINLANDIA; SWAN OF TUONELA** (Philadelphia Orchestra-Ormandy) Columbia AAL 9
- STRAUSS, J.: MUSIC OF STRAUSS** (Philadelphia Orchestra-Ormandy) Columbia ML 4589
- STRAUSS, J.: WALTZES** (Mantovani Orchestra) London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN** (Boston Pops Orchestra-Fiedler) RCA Victor LM 1134

### INSTRUMENTAL

(Listed Alphabetically)

- BACH: BACH'S ROYAL INSTRUMENT—VOL. 3** (E. Power Biggs, Organ) Columbia ML 4500
- BEETHOVEN: PIANO SONATA NO. 8 ("PATHETIQUE"); SCHUMANN: FANTASISTUECKE** (Artur Rubinstein, Piano) RCA Victor LM 1072
- BEETHOVEN: PIANO SONATA NO. 14 ("MOONLIGHT"); MOZART: SONATA NO. 12** (Vladimir Horowitz, Piano) RCA Victor LM 1027
- CHOPIN: POLONAISES—VOL. 1** (Artur Rubinstein, Piano) RCA Victor LM 1205
- CHOPIN: POLONAISE IN A FLAT MAJOR; DEBUSSY: CLAIR DE LUNE** (Leonard Pennario, Piano) Capitol H 8156
- CHOPIN: WALTZES** (Dinu Lipatti, Piano) Columbia ML 4522
- DEBUSSY: CHILDREN'S CORNER SUITE; CLAIR DE LUNE** (Walter Gieseking, Piano) Columbia ML 4539
- DEBUSSY: PRELUDES—BOOK 1** (Walter Gieseking, Piano) Columbia ML 4537
- RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI** (Sergei Rachmaninoff, Piano; Philadelphia Orchestra-Stokowski) RCA Victor LCT 1118
- TEJERA: JOYS AND SORROWS OF ANDALUSIA** (Maravilla and Valencia, Voice and Guitar) Westminster WL 5135



## THE INK SPOTS

- FLOWERS, MISTER FLORIST, PLEASE ■ KING
- HERE IN MY LONELY ROOM ■ 4670
- WITHOUT A SONG ■ THE CHECKERS
- WHITE CLIFFS OF DOVER ■ KING
- NOT A HAND TO SHAKE ■ THE FIVE JETS
- I AM IN LOVE ■ DELUXE
- 6018

AVAILABLE ON 45 RPM

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RECORDS

AVAILABLE IN CANADA ON Quality KING RECORDS

The Billboard Music Popularity Charts

... for Week Ending October 17

# TOP COUNTRY & WESTERN RECORDS

## This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Memphis**  
**New Orleans**... I'M WALKING THE DOG W. Pierce, Decca 18834  
**Nashville**... I FOUND OUT MORE THAN YOU EVER KNEW B. Cody, Victor 20-5462

## Territorial Best Sellers

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

### Cincinnati

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Dear John Letter J. Shepard-F. Huskey, Capitol
3. Caribbean M. Torok, Abbott
4. Let Me Be the One H. Locklin, Four Star
5. Tennessee Wig-Walk B. Lou, King
6. Hey Joe C. Smith, Columbia
7. Mama Come Get Your Baby Boy E. Arnold, Victor
8. Dear Joan J. Cardwell, King
9. It's Been So Long W. Pierce, Decca
10. North Wind S. Whitman, Imperial

### Dallas-Ft. Worth

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor

### THEY'VE GOT IT!...

"PAT AND EDNA" PATTERSON  
 New Hillbilly Western team in their first record release  
**WELCOME IN TO THE GATES OF HEAVEN**  
 b/w "FOR TIME WON'T BE"  
 Dealers—Distributors Order From  
 Franz Schubert **MUSIC** Red label Records  
 "Longhair Music from the Hinterlands" Ft. Worth 4, Texas.

**TUTTI AMA SABATO SERA**  
 See Page 16  
**PERCY FAITH**

**HAVE YOU HEARD**  
 The New Hillbilly Hit Record  
**"WHY DID YOU LEAVE ME BROKEN HEARTED"**  
 Sung By Stony Greene & His Rocky Ranch Boys  
 A Good Song On The B Side Too  
**"FAREWELL, LILLIE"**  
 Melody Guy Label  
 Free Records To Distributors, Disk Jockeys and Juke Box Owners  
**H. HARNETT, MELODY GUY MUSIC CO.**  
 5396 Lee Road Maple Heights, Ohio

## FOLK TALENT AND TUNES

Plans for WSM's 28th anniversary of "Grand Ole Opry" definitely set for November 21 and 22. Invitations to all c.&w. deejays due for mailing next week with full schedule of activities planned for the two-day spinner's party. "Minnie Pearl's Diary" makes best country reading we've seen. The book hit the counters last week from Greenberg Publishers of New York. It makes excellent material for jockeys. . . . M-G-M Pictures gathering material for top bracket Hank Williams picture.

Pee Wee King's talent show at Louisville's Armory (11) featured close to 200 acts, which were narrowed to five winners. Activity began at 11 a.m. and winners weren't selected until near midnight. . . . Chattanooga's Tennessee Hayloft Jamboree gaining momentum in its three-hour Saturday night shows. Local singers, Bob Sanders, the Hixson Playboys and Signal Mountain Gang, headline a roster of 42 entertainers. One hour of show is carried by six-station net with additional hour locally from WGAC. . . . Mid-south net of stations carrying new Jimmie Davis transcriber for Rose Oil Company. It's a Sunday all-hymn show. . . . Zeno Goss, of Friendly Music Company, Columbia, Miss., doing RCA Victor deejay promotion for label's New Orleans branch thru Mississippi and Louisiana. . . . Woody Mercer, Douglas, Ariz., newest addition to WLS roster in Chicago with regular berth on "National Barn Dance". . . . Johnny Green, formerly with Bradley Kincaid, newest member of Clay Eager's Country Cousins at WLOK-TV, Lima, O. . . . Pee Wee King and band set for Kate Smith TV appearance November 2 from New York. . . . Carl Story and his Rambling Mountaineers of WAYS, Charlotte, N. C., doing 100 days for International Harvester beginning November 1. Carl also has his "Moser's Barn Dance" at Mineral Springs, N. C., started for the fall and winter season where he books traveling talent. . . . Blackie Crawford, Arlie Duff, Patsy Elshire and Mary Jo Chelette team up with Del Wood for October 30 Texarkana show promoted by Jewell House. Day before they open new Purina Mill at Shreveport, La., with Eddy Arnold and Minnie Pearl heading. The Star-day Records group touring Texas, Louisiana and New Mexico this week with a Dallas WFFA "Saturday Night Shindig" spot (24). . . .

(Continued on page 60)

### Houston

1. Hey Joe C. Smith, Columbia
2. There Stands the Glass W. Pierce, Decca
3. I Forgot More Than You'll Ever Know Davis Sisters, Victor
4. Caribbean M. Torok, Abbott
5. Weary Blues From Waitin' H. Williams, M-G-M
6. It's Been So Long W. Pierce, Decca
7. Crying in the Chapel R. Allen, Decca
8. Sing Me Something Sentimental M. Robbins, Columbia
9. Let Me Be the One H. Locklin, Four Star
10. Shake a Hand R. Foley, Decca

### Memphis

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Hey Joe C. Smith, Columbia
3. Let Me Be the One H. Locklin, Four Star
4. It's Been So Long W. Pierce, Decca
5. Why Don't You Open the Door York Brothers, King
6. I'm Walking the Dog W. Pierce, Decca
7. Forgive Me John J. Shepard-F. Huskey, Capitol
8. Tennessee Wig-Walk B. Lou, King
9. Dear John Letter J. Shepard-F. Huskey, Capitol
10. Shake a Hand R. Foley, Decca

### Nashville

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor

### New Orleans

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Forgive Me John J. Shepard-F. Huskey, Capitol
3. Dear John Letter J. Shepard-F. Huskey, Capitol
4. I'm Walking the Dog W. Pierce, Decca
5. Shake a Hand R. Foley, Decca
6. Let Me Be the One H. Locklin, Four Star
7. Weary Blues From Waitin' H. Williams, M-G-M
8. Yesterday's Girl H. Thompson, Capitol
9. Mama Come Get Your Baby Boy E. Arnold, Victor
10. Caribbean M. Torok, Abbott

## National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	1	11
2. HEY JOE—Carl Smith	3	14
3. DEAR JOHN LETTER—J. Shepard-F. Huskey	2	13
4. FORGIVE ME JOHN—J. Shepard-F. Huskey	5	3
5. IT'S BEEN SO LONG—W. Pierce	4	17
6. LET ME BE THE ONE—H. Locklin	7	5
7. THERE STANDS THE GLASS—W. Pierce	—	1
8. TENNESSEE WIG-WALK—Bonnie Lou	6	5
9. I'M WALKING THE DOG—W. Pierce	—	1
10. CARIBBEAN—M. Torok	8	10
10. MAMA COME GET YOUR BABY BOY—E. Arnold	—	2

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	1	9
2. IT'S BEEN SO LONG—W. Pierce	4	17
3. HEY JOE—Carl Smith	2	13
3. LET ME BE THE ONE—H. Locklin	6	8
5. DEAR JOHN LETTER—J. Shepard-F. Huskey	3	14
6. CARIBBEAN—M. Torok	5	8
7. MAMA COME GET YOUR BABY BOY—E. Arnold	8	3
8. THERE STANDS THE GLASS—W. Pierce	—	1
9. WEARY BLUES FROM WAITIN'—H. Williams	—	1
10. CRYING IN THE CHAPEL—Rex Allen	9	7

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. HEY JOE—Carl Smith	1	13
2. DEAR JOHN LETTER—J. Shepard	2	10
3. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	3	7
4. IT'S BEEN SO LONG—W. Pierce	4	17
5. CARIBBEAN—M. Torok	4	5
5. CRYING IN THE CHAPEL—Rex Allen	7	8
7. CRYING IN THE CHAPEL—D. Glenn	4	11
8. LET ME BE THE ONE—H. Locklin	9	2
8. RUB-A-DUB-DUB—H. Thompson	—	20
8. HEY JOE—K. Wells	—	2
8. THERE STANDS THE GLASS—W. Pierce	—	1

NEW RECORDS TO WATCH  
BILLBOARD OCT. 10

THIS WEEK'S BEST BUYS  
BILLBOARD OCT. 17

**A HIT!**

WATCH THE BILLBOARD

# CARL SMITH



Singing . . .

## SATISFACTION GUARANTEED

*and*

## WHO'LL BUY MY HEARTACHES

Featured  
STAR  
WSM Grand Ole  
Opry

Columbia 21166; 9-21166



Direction:  
**JAMES DENNY**  
WSM Artist Service Bureau  
WSM, Nashville, Tenn.

# GLADYS HILL

JOINS THE PEACOCK HIT PARADE WITH

## "DON'T TOUCH MY BOWL"

A DISC THAT SHOULD CATCH THE PUBLIC'S EAR

b/w

## "PRISON BOUND"

BOTH SIDES ARE HEADED FOR TOP RATINGS

PLACE YOUR ORDER AND JOIN PEACOCK'S \$\$\$ PARADE

### THE SENSATIONAL NIGHTINGALES

Reverently Raise an Important Question:

#### "DOES JESUS CARE?"

b/w

"God's Word Will Never Pass Away"

PEACOCK #1721

### DIXIE HUMMING BIRDS

Present an Unusual Spiritual

#### "LET'S GO OUT TO THE PROGRAM"

b/w

"I'll Keep on Living After I Die"

PEACOCK #1722

ALL FOUR OF THESE SIDES WILL BRING MANY \$\$\$



## FOLK TALENT AND TUNES

Continued from page 58

Gwenie Winters, artist and deejay of Beaver Falls, Pa., planning a Nashville move. . . Little Jimmy Dickens' secretary, Santa Fritz, also eyeing Nashville for future home.

Al Turner, KLIF spinner and head of Dallas' "Big D Jamboree," says the Saturday night show is bigger than ever since moving back into the new Sportatorium. Old arena burned several months back and livestock pavilion at State Fairgrounds was used during rebuilding. . . Hank Thomson and Tex Ritter headed guest-roster at "Big D" October 10 with Mitchell Torok drawing capacity crowd last week. Jimmie Davis comes in for October 24. . . Newest addition to "Big D" regulars is Ranger Quartet, with RCA Victor's Sunshine Ruby heading the fan mail volume for show. . . Dean Turner taking over "Western Express" wax chores for KCNC, Fort Worth, and continues dance and show dates with his band. . . Al Dexter has taken over the old Bob Wills Ranch House which is currently tabbed Longhorn Ranch and operates four nights weekly with his 10-piece band. . . According to Biff Collie (KNUZ, Houston) and Bill Boyd (WRR, Dallas) the new Al Dexter Decca wax, "Move Over, Rover," showing biggest request of any Dexter disk in some time. . . WFAA's promoter, Dan Valentine, writes that station's year-old "Saturday Night Shindig" is drawing near capacity crowds at State Fair of Texas grounds, with Sonny James and Bobby Williamson heading a cast of 50. . . Capitol's Dub Dickerson busy calling on deejays with his new "Dear Love," while manager, Charlie Wright, is setting a California-Oregon-Canada tour with another thru Florida and up the East Coast. . . Rosa Dexter, owner of Rosa's Barn, has Maddox Brothers and Rose set for October 31 stand. Barn is across the street from Sportatorium, where "Big D Jamboree" is held, and both utilize same talent when possible. Club features 12-piece house band with traveling acts. The Carlises, Jean Shepard and Ferlin Huskey recently drew top crowds. . . Art Satherley Publications claiming to be only national pubbery with head offices in Dallas and expects others to set up in the Texas city. . . Slim Whitman to be presented "Orchestra World" award as No. 1 folk singer upon return to "KWKH Louisiana Hayride" in Shreveport after current Washington, Montana and Canadian dates. Whitman went to West from successful New England tour. . . Buddy Harris is KGKO's "Old Morning Grinder" in Dallas and is looking forward to hosting many big country names during coming State Fair of Texas that draws top talent. He recently did a 20-minute interview with Pee Wee Hunt, who was passing thru.

transcriptions for Golden Network and looking after radio sales of his cook book that's going into second printing. . . Tom Parker and Tom Diskin, of Jamboree Attractions, in Hollywood last week on TV and radio biz and setting 1954 dates for their stable. . . Lonnie Bell, of Hawaii's KAHU, reports top attention to Johnny Bond disks in the Islands. . . Carolina Cotton attending Chipewewa Indian encampment in Denver (24-25) as representative of tribe. She was recently adopted as a grandchild by James A. Wakonaba, of the Minnesota tribe, with birch bark certificate confirming. . . C.&W. jockeys being polled by "Downbeat" mag for facts to be featured in their November "Western Roundup" issue.

Artist Publications' Thurston Moore in Nashville last week-end offering "Hoedown" mag stock to c.&w. personnel. Moore left Nashville (13) for Texas and West Coast on mag's business. . . Red Foley's daughter, Shirley, in nurse's training at Nashville's Mid-State Baptist Hospital. . . Goldie Hill and manager, Norm Riley, due in Hollywood October 26 for M-G-M screen test for the colorful country gal who has captured TV from her several net guest shots. . . Norn Riley has Webb Pierce, Goldie Hill, Lonzo and Oscar with Eddie Hill for current week in Kansas. Group opened in Kansas City (18). . . Hank Snow back in Nashville following mother's funeral in Liverpool, N. S.

Atlanta's Bill Martin on two weeks' duty with Air Corps Reserve at near-by Marietta-Dobbins Field. . . Atlanta's new Trailways Bus terminal opened (15) with festivities headed by Boots Woodall, Smith Brothers, Paul Rice, Pat Patterson, Cotton Carrier and Texas Bill Strength. Ex-Gov. Jimmy Davis was guest of Georgia Gov. Herman Talmadge for the occasion. . . Atlanta's Jimmy Smith has M-G-M screen test coming up. . . When Webb Pierce and Faron Young were in Atlanta recently they guested on Bill Lowery's "Uncle Eb Brown" WGST show. Tom Gibson, of WATL, cut a telephone interview with the pair for playback on his show. . . Lou Banks now with WHRT, Griffin, Ga., for five hours daily, tagged "Hillbilly Round-Up Time". . . Toby Reese, Louis Tailey and Bill Calhoun are new regular names at Lee Bond's "Midway Jamboree" in Gadsden, Ala. . . Smiley Wilson and Kitty Carson doing WBRC-TV from Birmingham with Hal Burns variety show three times weekly. They're regulars at "Midway Jamboree" along with daughter, Little Rita Faye, and set for new Republic waxing current week in Nashville. . . Jimmy Davis and Martha Carson hold the records for listener draw at "Midway Jamboree." Davis has been there two Saturday nights this month.

Jim Reeves and Carolyn Bradshaw cut new Abbott sides in Shreveport last week under Faber Robison's direction. Robison headed for Hollywood office following sessions which completed several weeks of distributor travel. . . Smiley Burnette back in Hollywood after lengthy tour. He's busy doing new 15-minute "Smiley Burnette Party Line"

Alle Elsker  
Lordag Asften  
See Page 16  
Percy Faith

## LATCH ON TO THESE BLAZING BREAKING RECORDS BY 3 Great New ATLANTIC STARS



### LaVERN BAKER "SOUL ON FIRE"

Released In August—A Sleeper In September  
A Smash in October!  
ATLANTIC 1004

### CLYDE McPHATTER and THE DRIFTERS "MONEY HONEY"

and "THE WAY I FEEL"  
A Nationwide Smash With Their Very First Record!  
ATLANTIC 1006



### RAY CHARLES "Heartbreaker"

and "FEELIN' SAD"  
Just Released—and Tremendous in Dallas, New Orleans and Houston!  
ATLANTIC 1008

ATLANTIC RECORDING CORP.  
234 WEST 56th St. NEW YORK 19, N. Y.

**The Pick of All Areas!**  
POP & R & B

<p><b>THE ORIOLES</b> "WRITE AND TELL ME WHY" b/w "IN THE MISSION OF ST. AUGUSTINE" Jubilee 5127</p>	<p><b>THE FOUR TUNES</b> "MARIE" Jubilee 5128</p> <p><b>Now! Now!</b> 2 SMASH R &amp; B</p> <p><b>EDNA McGRIFF</b> "I'LL SURRENDER ANYTIME" b/w "THESE THINGS SHALL BE" Jubilee 5129</p> <p><b>PINEY BROWN</b> "DON'T PASS ME BY" b/w "YOU BRING OUT THE WOLF IN ME" Jubilee 5130</p>
--	---

**Climbing Fast!**  
**THE RAY-O-VACS**  
"OUTSIDE OF PARADISE"  
Jubilee 5124  
**FREDDIE KOHLMAN**  
"HOLE IN THE GROUND"  
Jubilee 5123

**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

The Billboard's Music Popularity Charts

... For Week Ending October 17

# TOP R & B RECORDS

## National Best Sellers

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

This Week	Last Week	Week on Chart	Record
1.	1	10	SHAKE A HAND—F. Adams I've Gotta Leave You—Herald 416—BMI
2.	4	5	ONE SCOTCH, ONE BOURBON, ONE BEER—A. Milburn What Can I Do?—Aladdin 3197—BMI
3.	3	13	CRYING IN THE CHAPEL—Orioles Don't You Think I Ought to Know?—Jubilee 5122—BMI
4.	2	17	GOOD LOVIN'—Clovers Here Goes a Fool—Atlantic 1000—BMI
5.	5	5	HONEY HUSH—J. Turner Crawdada Hole—Atlantic 1001—BMI
6.	6	10	TOO MUCH LOVIN'—Five Royales Laundromat Blues—Apollo 448—BMI
7.	7	4	FEELIN' GOOD—Little Junior's Blue Flames Fussin' and Fightin' Blues—Sun 187—BMI
8.	9	2	PLEASE HURRY HOME—B. B. King Neighborhood Affair—RPM 391—BMI
9.	—	1	BLUES WITH A FEELING—Little Walter Quarter to Twelve—Checker 780—BMI
10.	—	1	TV IS THE THING—D. Washington Fat Daddy—Mercury 70214—BMI

## Most Played in Juke Boxes

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

This Week	Last Week	Week on Chart	Record
1.	1	9	SHAKE A HAND—F. Adams Herald 415—BMI
2.	1	13	CRYING IN THE CHAPEL—Orioles Jubilee 122—BMI
3.	6	6	HONEY HUSH—J. Turner Atlantic 1001—BMI
4.	9	4	PLEASE HURRY HOME—B. B. King RPM 391—BMI
5.	3	6	NADINE—Coronets Chess 1549—BMI
6.	5	4	DRUNK—J. Liggins Specialty 470—BMI
7.	4	12	GOOD LOVIN'—Clovers Atlantic 1000—BMI
7.	9	2	IN THE MISSION OF ST. AUGUSTINE—Orioles Jubilee 5217—BMI
9.	6	3	BLUES WITH A FEELING—Little Walter Checker 780—BMI
9.	—	6	GET IT—Royals Federal 12133—BMI

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Chance Records signed the Moonglows to a recording contract. The four-man group, which hails from Cleveland, is managed by Al (Moondog) Freed. . . . Jack Nelson, a new artist, has been signed by Chance also. His first dishing, "Pretty Girl" and "Many Tears Ago," was released recently. United Records just signed two bands and a vocalist to recording contracts. T. J. Fowler and his band, and Horace Henderson and his outfit were the pactees. Jean Cunningham, the newly signed vocalist, is currently appearing at the Strand Lounge. . . . Chance Records has two sides this week by Lucy Reed, who has been making appearances in Chicago. The sides are "Right Man" and "Tantalizing Melody" with backing by Al Trace's orchestra. . . . Dizzy Gillespie currently playing at the Capitol Lounge, Chicago. . . . Paul Bascomb and his All-Stars heading the bill at the Club Relax, Chicago. . . . Terry Timmons, United Records artist, featured at the Windy City's Bagdad. . . . Red Saunders currently backing the show with his band at the Club Delisha, Chicago.

Johnny Ace and Willie Mae Thornton have been pacted to appear at the Apollo Theater, New York for their initial Eastern appearance. Ace, who is with the Duke label, has come up with three hits in a row, "My Song," "Cross My Heart" and "The Clock." Willie Mae Thornton's smash hit, of course, was the recent "Hound Dog" on Peacock. . . . Duke Records has signed Joseph (Mr. Goggle Eyes) August, blues singer who hails from Seattle. . . . Erroll Garner now appearing in Kansas City, will join up with the Gale Agency's new jazz package "The Cavalcade of

Jazz" after he completes his current stint on the 22d. The jazz unit opens its one-nighter trek in Norfolk October 31.

The Royals, on the Federal label, go into the Trocaveria Club in Columbus, O., next week. . . . Arthur Prysock opened at the Regal Theater, Chicago Friday (16) for one week. . . . Ray Charles is set for a two-weeker in New Orleans starting October 23. . . . Gladys Hill, new thrush on the Peacock label, is now out on a one-nighter package with B. B. King and Bill Harvey. Singer will appear at the Texas State Fair in Dallas on October 19. . . . Ruth Brown had to cancel out of a number of one-nighter dates in the East as well as a week's engagement in Cleveland, because of illness. Thrush is now resting.

Dizzy Gillespie, The Orioles, Wild Bill Davis' trio and a top mambo ork will play a one-nighter at the Rockland Palace, New York, on New Year's Eve. . . . The Orioles, by the way, as a result of their two smash records, "Crying in the Chapel" and "In the Mission of St. Augustine," are booked up solidly thru New Year's. The same is true of the Joe Morris ork, due to his still solid waxing of "Shake a Hand." . . . Chuck Willis, The Five Keys and the Milt Buckner combo will play a week of one-nighters in the East starting November 24. . . . Charles Brown and Johnny Moore's Three Blazers are skedded for the Howard Theater, Washington, on November 4, and for the Apollo Theater, New York, for another week immediately after. . . . Savannah Churchill will play a week at the Farm Dell, Cleveland, opening October 22. . . . Eddie Heywood will start October 23 for 10 days at the Orchid Room, Kansas City, Mo.



CHANCE 1145, a recent release by the Flamingos, is taking off all over the country and showing real strength in the South. The pairing of "Teardrops" and "Carried Away" get a great reading by the boys and it should soar high on the lists. SABRE 102, featuring a new group, the Five Echoes, has already been selling great on "Lonely Mood" side and now sales are showing the other side, "Baby, Come Back to Me," to be gaining fast. Good pairing.

JOB 1016, with J. B. Lenore doing "I'll Die Trying," backed with "I Want My Baby," is moving better than our already high expectations. She does a terrific job on both sides. Get on this one.

A new singing find from Baton Rouge is featured on a new release by CHECKER 783. The new sensation is Sugar Boy and he does wonders on two good sides, "I Don't Know What I'll Do," backed with "Overboard." You can't miss on this dishing. Good for spins as well as jukes. CHECKER 782, by the Bluejays, is getting good response from across the country. The two sides, "White Cliffs of Dover" and "Hey, Pappa," are plenty good and worth buying.

Muddy Waters does a splendid job on his new release on Chess 1550. He does "Mad Love" and "Blow, Wind, Blow." Very effective lyrics and music. This one can't miss.

Tab Smith, UNITED 162, blows a terrific alto sax on "All My Life" and then switches to the tenor sax for a jump tune which he wrote himself titled "Seven Up." This guy is great. The tiny singer of great talent, Helen Thompson, gives her sultry blues voice a good turn on her latest record out on STATES 126. She pairs "All by Myself" and "Going Down to Big Mary's" for a very effective bit of pleasant listening.

Eddie Chamblée gives his tenor sax a workout on United 160, in which he does "Walkin' Home" and "Lonesome Road." This is a two-sided hit if I ever saw one. Don't miss it.

Your dealer has these "picks" in stock now. Call or see him today. (Adv.)

THEIR BIGGEST RECORD SINCE THEIR SMASH HITS

"I FOUND OUT" and "I WANNA KNOW!"

# The DU DROPPERS

more sensational than ever on

## DON'T PASS ME BY

and

## GET LOST!

20/47-5504



SALES GROW WHEN YOU GO 45.

RCA VICTOR  
FIRST IN RECORDED MUSIC



# TOP R & B RECORDS

## This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Detroit**  
**New York**... MONEY HONEY  
 C. McPhatter, Atlantic 1006
- Philadelphia**  
**Washington, D. C.-Baltimore, Md.**  
**New Orleans**... I WOULD IF I COULD  
 Ruth Brown, Atlantic 1005
- FIVE O'CLOCK BLUES**  
 Memphis Slim, United 156

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
- Shake a Hand  
F. Adams, Herald
  - Feelin' Good  
Little Junior's Blue Flames, Sun
  - Good Lovin'  
Clovers, Atlantic
  - Honey Hush  
J. Turner, Atlantic
  - Please Hurry Home  
B. B. King, RPM
  - One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
  - Too Much Lovin'  
Five Royales, Apollo
  - TV is the Thing  
D. Washington, Mercury
  - Rosemary  
Fats Domino, Imperial
  - Crying in the Chapel  
Orioles, Jubilee
- Charlotte**
- Shake a Hand  
F. Adams, Herald
  - Good Lovin'  
Clovers, Atlantic

- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Too Much Lovin'  
Five Royales, Apollo
- Drunk  
J. Liggins, Specialty
- Crying in the Chapel  
Orioles, Jubilee
- Don't Deceive Me  
C. Willis, Okeh
- Rosemary  
Fats Domino, Imperial
- Clock  
J. Ace, Duke
- Honey Hush  
J. Turner, Atlantic

### Chicago

- Shake a Hand  
F. Adams, Herald
- Good Lovin'  
Clovers, Atlantic
- Crying in the Chapel  
Orioles, Jubilee
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Fat Daddy  
D. Washington, Mercury
- Please Don't Leave Me  
Fats Domino, Imperial
- Too Much Lovin'  
Five Royales, Apollo
- Don't Deceive Me  
C. Willis, Okeh
- Honey Hush  
J. Turner, Atlantic
- Clock  
J. Ace, Duke

### Cincinnati

- Shake a Hand  
F. Adams, Herald
- Good Lovin'  
Clovers, Atlantic
- Feelin' Good  
Little Junior's Blue Flames, Sun
- Crying in the Chapel  
Orioles, Jubilee
- Please Hurry Home  
B. B. King, RPM
- Too Much Lovin'  
Five Royales, Apollo
- Get It  
Royals, Federal
- Baby It's You  
Spaniels, Chance
- Clock  
J. Ace, Duke
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin

### Detroit

- Shake a Hand  
F. Adams, Herald
- Too Much Lovin'  
Five Royales, Apollo
- Good Lovin'  
Clovers, Atlantic
- Crying in the Chapel  
Orioles, Jubilee
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Mattie Leave Me Alone  
Thrillers, Four Star
- Money Honey  
C. McPhatter, Atlantic
- Please Don't Leave Me  
Fats Domino, Imperial
- Fat Daddy  
D. Washington, Mercury
- The Come Back  
Memphis Slim, United

### Los Angeles

- Shake a Hand  
F. Adams, Herald
- Rosemary  
Fats Domino, Imperial
- Honey Hush  
J. Turner, Atlantic
- Blues With a Feeling  
Little Walter, Checker
- Crying in the Chapel  
Orioles, Jubilee
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Feelin' Good  
Little Junior's Blue Flames, Sun
- Get It  
Royals, Federal
- Clock  
J. Ace, Duke
- Good Lovin'  
Clovers, Atlantic

### New Orleans

- Rosemary  
Fats Domino, Imperial
- Shake a Hand  
F. Adams, Herald
- Blues With a Feeling  
Little Walter, Checker
- I Would If I Could  
Ruth Brown, Atlantic
- Crying in the Chapel  
Orioles, Jubilee
- Honey Hush  
J. Turner, Atlantic
- Please Hurry Home  
B. B. King, RPM
- In the Mission of St. Augustine  
Orioles, Jubilee
- Five o'Clock Blues  
Memphis Slim, United
- Goin' to the River  
Fats Domino, Imperial

### New York

- Shake a Hand  
F. Adams, Herald
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- TV is the Thing  
D. Washington, Mercury
- Crying in the Chapel  
Orioles, Jubilee
- Money Honey  
C. McPhatter, Atlantic
- Honey Hush  
J. Turner, Atlantic
- C'est Si Bon  
E. Kitt, Victor
- Don't Deceive Me  
C. Willis, Okeh
- Good Lovin'  
Clovers, Atlantic
- Drunk  
J. Liggins, Specialty

### Philadelphia

- Shake a Hand  
F. Adams, Herald
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Nadine  
Coronets, Chess
- Money Honey  
C. McPhatter, Atlantic
- In the Mission of St. Augustine  
Orioles, Jubilee
- Drunk  
J. Liggins, Specialty
- Baby It's You  
Spaniels, Chance
- Fat Daddy  
D. Washington, Mercury
- Crying in the Chapel  
Orioles, Jubilee
- No More In Life  
B. Doggett, King

### St. Louis

- TV is the Thing  
D. Washington, Mercury
- Shake a Hand  
F. Adams, Herald
- The Come Back  
Memphis Slim, United
- Shake a Hand  
S. Churchill, Decca
- In the Mission of St. Augustine  
Orioles, Jubilee
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Too Much Lovin'  
Five Royales, Apollo
- Blues With a Feeling  
Little Walter, Checker
- Nadine  
Coronets, Chess
- Drunk  
J. Liggins, Specialty

### Washington - Baltimore

- Shake a Hand  
F. Adams, Herald
- Fat Daddy  
D. Washington, Mercury
- One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
- Rosemary  
Fats Domino, Imperial
- Crying in the Chapel  
Orioles, Jubilee
- Baby It's You  
Spaniels, Chance

- Money Honey  
C. McPhatter, Atlantic
- Good Lovin'  
Clovers, Atlantic
- Honey Hush  
J. Turner, Atlantic
- These Foolish Things  
Dominoes, Federal

## Mitchell Sets 50G Denver Ballroom

DENVER, Oct. 17. — Cliff Mitchell, former Omaha theater manager and advance man for Lawrence Welk, announced this week that plans have been completed for opening of a new \$50,000 ballroom here.

The new ballroom will be part of Mitchell's Bandbox Amusement Corporation which will also book talent for its own enterprises and plans nation-wide distribution of ballroom promotion activities under a copyrighted program.

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TODOS GOSTAN DOS SABADOS A NOITE

See Page 16

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NEWS REVIEW

'Biggest Show' Draws SRO's To Carn. Hall

NEW YORK, Oct. 17.—Sarah Vaughan, Nat (King) Cole, the Ralph Marterie crew and Illinois Jacquet in town with this year's "Biggest Show," attracted two capacity audiences to Carnegie Hall Saturday night (10). More than 5,500 fans came to hear the songs that the veteran vocal interpreters have made pop classics thru their records and past appearances — and that is what they got.

Miss Vaughan, serious and composed, held the audience breathless as she went from "September Song" to "Perdido" and her more recent "Time." Applauding tirelessly, fans kept calling her back until she had to beg off.

Cole, who became ill and was forced to cancel out of the tour after last year's Carnegie Hall concert, appeared to be in excellent health, and was vocally at the top of his form. His modest, relaxed manner and his ability to achieve subtle effects at the mike and at the piano made the vast hall as informal and intimate as a living room. The practiced ease and master showmanship of his suave song stylings won the audience and brought a thunderous ovation.

Opening the show with a group of their recent disk hits, the Marterie aggregation got the show off to a lively start, and whether on its own or in its collaborations with Miss Vaughan or Nat Cole, proved to be the driving force behind the evening's success. A featured added draw was the Illinois Jacquet ork, which set a frantic pace and brought appreciative squeals from the numerous cats in attendance. Rounding out a full evening were the dance routines of Peg Leg Bates and the comic chatter of Frank Marlowe, both to good hands.

Grosses for "Biggest Show" in the one-night circuit have been good enough to make it likely that the unit will equal, and possibly outdistance, the gross racked up by last year's unit. At Carnegie Hall, "Biggest Show" pulled a sold-out house for the first show, and s.r.o. for the mid-night session, netting about \$18,000 for the two shows.

Gary Kramer.

Aronson Joins Waller Office

HOLLYWOOD, Oct. 17.—Cliff Aronson, West Coast rep for the Billy Shaw Agency, has joined forces with the veteran Ben Waller booking firm.

Aronson, formerly associated with Sunset Bookers, will bring the Shaw stable into Waller, who now handles attractions for Universal Attractions and the Buffalo Booking Agency, in addition to his own talent roster.

Firm is set to move early in November into new quarters in Beverly Hills.

Hwd. Dixie Bash Chalks Neat 14G

HOLLYWOOD, Oct. 17. — The sixth Annual Dixieland Jubilee played to 6,200 payees at the Shrine Auditorium here Saturday (3), racking up a gross of \$13,987.

Highlight of the show was the first Southern California appearance of Sidney (Pops) Bechet, jazz great who had not appeared in this country in many years.

Staged by disk jockeys Gene Norman and Frank Bull, the concert compared well with their previous Dixie bash here in '52. Headliners were George Lewis, Bob Scobey, Clancey Hayes, the Banjo Kings, Rosy McHargue, Pete Dailey, Eddie Scrivanek and the Rampart Street Six.

TOUT LE MONDE AIME SAMEDI SOIR

See Page 16

PERCY FAITH

COHAN FIRM IS IN '76 SPIRITS

NEW YORK, Oct. 17.—The newly organized George M. Cohan Music Company has opened new offices here for the exploitation of the many patriotic tunes penned by the great Cohan. Address of the firm is 1776 Broadway. Stationery being used is, naturally, red, white and blue. The phone number is JU 6-1776. It could have been better than that, except that there is no JU 4 exchange in this town.

Decca Renews Tubb, Allen And Peck Trio

NEW YORK, Oct. 17.—Ernest Tubb, with Decca for the past 13 years, has been signed to a new four-year contract by the diskery. One of the label's top country artists, Tubb has a long list of clicks to his credit during his Decca tenure. Also re-signed by Decca are chanter Rex Allen and the Fletcher Peck Trio.

Mercury Signs Up Al Morgan; Pianist Eyes Video Show

NEW YORK, Oct. 17.—Mercury Records has signed pianist-singer Al Morgan to a recording contract. The Midwestern entertainer last recorded for Decca and London. The first Morgan sides will be released immediately. Meanwhile, Morgan is negotiating for a 15-minute weekly TV show to emanate from Chicago and be televised nationally.

From Broadway

Continued from page 56

win set, coupling "Porgy and Bess" and "Girl Crazy," is performed brightly by Cab Calloway, Leslie Scott and thrush Edith Adams. However, the rest of the sets do not come up to this level. Some of them are fine on one side, such as the performances of the four tunes from "The Little Shows" by Carol Bruce, Sheila Bond and Hiram Sherman. But the flip, "The Band Wagon" is mediocre, with so-so renditions by Harold Lang and George Britton. There is little to recommend on the other sets except for individual performances by Jack Cassidy, Avon Long and Helena Bliss. The limitations of legit singers as record artists is evident in many of the performances.

Dyed-in-wool show fans will be interested in these sets, but they will probably exercise a certain amount of selectivity due to original cast albums of these shows already on the market, and other LP sets containing the same tunes. Some of them, however, especially the Rodgers and Hammerstein pairing and the Victor Herbert duo, could build into steady sellers.

Bob Rolontz.

Court Ruling

Continued from page 15

laws. The high court did not reveal whether it will hear the more important fair trade appeal of Schwegmann Bros., New Orleans supermarket operators, which challenges the constitutionality of the Federal McGuire Act.

The high court's refusal to hear the appeal of Oneida, Ltd., New York silverware manufacturers, whose complaint against Grayson Robinson Stores, Inc., of Atlanta, was tossed out by the Georgia court, raised the possibility that all State fair trade laws would have to be re-enacted to conform with the Miller-Tydings and McGuire acts.

At issue is the non-signer clause in the McGuire Act which enables a manufacturer to bind all retailers in a State to a price agreement by signing such an agreement with one or more retailers in that State.

Schwegmann Bros. unsuccessfully contested the legality of the non-signer clause in a circuit court case brought by Eli Lilly & Company, makers of insulin. Claiming that it is not bound to a pricing agreement which it has not signed, Schwegmann has asked the high court to rule on the constitutionality of the McGuire Act.

Rockin' Rhythm

Continued from page 14

weeks on the boards, via only four releases. Both of Apollo's clicks were by the Five Royales with "Baby, Don't Do It" and "Help Me, Somebody."

Chess Records placed with 27 weeks on the charts via "I Don't Know" and "I'm Mad," both by Willie Mabon, with Imperial Records in the fourth slot with a total of 24 weeks in their Fat's Domino releases of "Goin' to the River" and "Please Don't Leave Me."

Of the major record companies only RCA Victor and Okeh placed with any signs of weight in the r.&b. field. RCA Victor showed indications of becoming a potent force for the indies to cope with by placing seventh and racking up a total of 20 weeks. Latter was largely accomplished by one tune, "I Wanna Know," by the Du Drop-pers. Group also accounted for the firm's other five weeks on the charts via their rendition of "I Found Out."

Okeh followed RCA with 19 weeks via five disk releases.

Corner Talent

The rhythm and blues field in past years was largely dominated by the ability of indie diskeries to corner the market insofar as talent was concerned. With most of the majors awakening to the fact that a definite plus market exists in the rhythm and blues business, this situation has for the most part seen a rapid change. The figures show, tho, that despite the increased efforts on the part of the majors, the indie disker's position in the field remains on firm, solid footing.

Labels represented in the charmed circle are Atlantic (56), Apollo (38), Chess (27), Imperial (24), RPM (23), Duke (23), Federal (22), Aladdin (20), RCA Victor (20), Okeh (19), Peacock (14), Prestige (12), Savoy (12) and Specialty (12). Figures in parentheses indicate total number of weeks on the charts.

'Early' Moderns

Continued from page 56

monies and genial good humor. It is coupled with a modern transcription of antique dances and airs by Respighi, Old Dances and Airs for the Lute, No. 3.

While the compositions of Ravel and Stravinsky have become modern classics and are no longer difficult to push commercially, the works of many of those men who historically prepared the way for them are neglected and need special promotion. In this class is "D'Indy's Istar, just made available for the first time on LP by M-G-M. Anatole Fistoulari, conducting the Westminster Symphony Orchestra, gives lofty expression to this dramatic music. Another important contribution to turn-of-the-century orchestral literature is Gabriel Faure's Pelleas et Melisande Suite, now available in a beautiful recording by the Colonne Concerts Orchestra under George Sebastian. By coincidence, the D'Indy and Faure works are both coupled with Dukas' La Peri, another little-known, but important, orchestral work of the first decade of this century. Customers who have come to love the better-known works of these composers should be invited to sample the lesser-known. More often than not, they turn out to be more satisfying than the war-horses.

Gary Kramer.

Remington Files

Continued from page 15

rights to tunes at rates below or equal to 1.5 cents a disk.

The agreement was entered into in September, 1951, the complaint alleges, and was to continue "for a period of at least one year." Licenses at the specified rate were given "until about April, 1952," the brief continues. "at which time defendant (Fox) refused to issue further licenses to the plaintiff at the terms agreed and gave as reason for such breach the fact that the plaintiff corporation was selling its records at a too low price on the market, and that defendant intended to 'blast plaintiff out of business.'" Remington's claim is that it "was for all practical purposes driven out of the popular market" because of termination of the special rate.

Remington's attorney in the action is Cornelius F. Gustav. Fox has 20 days in which to answer the complaint.



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and

"SOMETIME"

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... the lad has a terrific voice and the result looks like a hit. ...

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**TIFFANY SIGNS CHERNEY, CRAWFORD . . .**  
 Tiffany Records announced the signing of Gus Cherney and Kitty Crawford to recording contracts. Both artists will record soon for release sometime in November. Cherney is scheduled for an engagement at the La Vie En Rose, New York, sometime in November. Clark Dennis, also singing for the label, opened Friday (16) at Jimmy Fazio's Supper Club, Milwaukee. He, too, will record soon for a November release. All backing will be done by Eddie Ballantine's orchestra.

**CLEF RECORDS SIGN MOZIAN . . .**  
 Roger King Mozian, trumpeter and composer, and his recently organized ork, have been signed to a long-term pact by Norman Granz's Clef Records. The first sides by the ork will be released

# Music as Written

next week, with one side containing Mozian's own ditty, "Midnight in Spanish Harlem." Clef will also release an EP by the ork next week. Mozian is the writer of "Asia Minor," "Desert Dance" and "Black Pearl." Band is managed by Phil Rindone.

**DC CLUB CITATION FOR HELEN TRAUBEL . . .**  
 Helen Traubel was last week cited by the Advertising Club of Washington for her "courageous conduct under fire" in upholding democracy in music. The citation was given at a luncheon honoring the national symphony.

**GEORGE MEYER WINS FORD . . .**  
 Tunessmith George Meyer won the drawing for the new Ford, the prize offered by the Music Publisher Contact Employee union in the raffle to supplement its welfare fund. The drawing was held at Hutton's Restaurant, Thursday (15).

**ALMA DISKERY BOWS ON COAST . . .**  
 New indie label tagged Alma Records made its bow in Hollywood last week. Firm, headed by Hugh Edwards, prexy of International Sacred Recordings, will release wax in both the pop and country and western fields. First release features platters by orkster Claude Gordon, formerly on the defunct Vogue label, and two sides headed "Gunsmoke Theme" and "Carnival of Venice," by piper Ronnie Deauville.

**BLACK RETURNS FROM SOUTH . . .**  
 Ted Black, head of the Big Three's Pine Ridge Music, recently returned from a trip thru the South. He visited deejays—to promote the new Lee Ferebee disk on Decca. Black also picked up a lot of new material for the firm. He signed the following writers: Wiley Morris, Willie Phelps, Jimmy Dykes, Bob Williams and Drew Miller. Pine Ridge, which was started as the Big Three's c.&w. firm about a year ago, now has 50 copyrights in the catalog.

**New York**  
 Thrush Vicki Benet's "When He Takes Me in His Arms, Mmm," is the No. 1 seller at M-G-M this week, after being on the market for only three weeks. The master was purchased by M-G-M a few months ago. . . . Tommy Edwards will play 10 days at the Tiajuana Club in Cleveland starting October 23. . . . Billy Eckstine opens October 23 at the Latin Casino in Philadelphia. . . . Betty Madigan, M-G-M artist, plays the Suburban Supper Club in Brooklyn for a week beginning October 23. . . . Fran Warren is booked into the Riviera Club, Columbus, O., for the first week in November. . . . Joe Delaney will visit the Midwest next week to promote the new Al Morgan cutting on Mercury. . . . Publisher Bobby Mellin, now in London, will visit Hamburg, Germany, and Paris next week. He will return to the States about the end of the month. . . . Connie Boswell is subbing for Joan Edwards on WCBs for a few weeks. . . . Bob Miller has secured the selling rights to a new Christmas ditty, "Let's Give a Gift to Santa Claus," penned by Bernie Spiro and Matty Meyers. . . . Secco Records will release EP disks by the Noro Morales ork and the Perez Prado ork next week. Both orks are now with RCA Victor.

Decca artists currently on disk jockey promotion trips include Dick Todd, Dick Noel, Charlie Applewhite, Pat Morrissey and the Top Notchers. . . . Mary Mayo, Benida Records thrush, has been signed for appearances on the ABC radio network show "Jack's Place." . . . Don Cornell is being held over at the Show Box in Seattle after setting a new gross record. . . . Kenneth Alexander has been elected veepee of Community Concerts, Inc., and a member of the board of Columbia Artists Management.

Thrush Karen Chandler has been signed for a week's engagement at Jackie Heller's Carousel in Pittsburgh, starting November 9. . . . Eddie Heller, of Rainbow Records, and thrush Arline James visited deejays in Rochester, N. Y. this week. . . . Clark Reid, deejay from WJR, Detroit, is in town this week on vacation. . . . Derby Records pacted Eddie (Piano) Miller this week. He was last

with RCA Victor Records. . . . Albert H. Schmitt has been appointed recording engineer of Nola Studios here. He has been with a number of major and indie diskeries.

**Chicago**  
 Pearl Eddy, Mercury thrush, will have a new release out next week. . . . Mickey Glass, in town on a deejay tour plugging Perry Como's recording of "You Alone," . . . Bill Lawrence, Mood Records' new singer, was out of the line-up at the Chicago Theater last week due to exhaustion. Sir Richard Drake filled the spot until Lawrence returned.

Stuart Foster currently filling the male vocal spot on "Don McNeill's Breakfast Club." Foster did the vocal on "Fury" with Gordon Jenkins. . . . Charlie Applewhite in town for a one-day visit with the local jockeys plugging his latest. . . . Eddy Hubbard, disk jockey, is leaving radio Station WJJD.

Skinny Ennis and his orchestra currently backing the show at the Edgewater Beach Hotel. Harold Stern and His Singing Strings also on the bill. . . . Joyce Taylor, Mercury's new 19-year-old thrush, and her manager, Howard Christiansen, leave for a promotional tour of the disk jockeys. Sides being plugged are "You've Got Something" and "If I Cry?" . . . Dinah Washington, Mercury artist, cut four sides at Universal last week, as did Mercury singer Rusty Draper. . . . Bobby Wayne, another Mercury artist, cut four sides in New York last week.

Clark Dennis, as well as two newly pacted vocalists, Kitty Crawford and Guy Cherney, all on the Tiffany label, will record at Universal soon for early releases. . . . The Sauter-Finegan orchestra does a one-nighter at Orchestra Hall Friday (23). . . . Henry Friedman, head of Mercury record distributors here, has a tune recorded by Eddy Howard called "That's the Price I Paid for You." . . . June Valli, RCA Victor thrush, was in town last week playing a club date.

Chick Kardale, vet song plugger, in town. . . . Pat Morrissey and Rex Allen were feted by Decca Records at a luncheon held at Fritzel's Tuesday (14). In attendance were disk jockeys Marty Hogan, Jim Mills, Bill O'Connor, Dirk Courtney, Myron Schultz and Bill Evans, and record librarians Estelle Barnes and Loreen Younglove. Also present were Lee Petrillo, of WCFL, and Sellman Schultz, Shim Weiner, Al Chapman, Clarence Goldberg, Margaret Kraft and Larry Green, of Decca. . . . Pat Morrissey was just signed to a recording contract by Decca and her first release, "Baby it Must Be Love" and "You're the Greatest," is scheduled for October 26. She opens at the Black Orchid for four weeks beginning November 24. Till then she is going on a deejay tour.

Rusty Draper, Mercury vocalist, joined the Kean Sisters on the stage of the Chicago Theater for two weeks, starting Friday (16). . . . Charlie Applewhite, new Decca artist, in town on a deejay tour. . . . Johnny Martin and Helen Dixon open at the Towne Room in Milwaukee for two weeks, beginning October 26. . . . Liberace opened last night for a three-day stand with his pop concert at the Opera House with his brother, George, as musical director. . . . Pee Wee Hunt plays a one-nighter at the Melody Mill Ballroom October 28. Currently appearing there is the Pressner band.

**Hollywood**  
 Orkster Billy May joins Capitol Records' artist and repertoire staff under the terms of a new contract signed last week. As previously disclosed by The Billboard, May will not resume fronting his ork following its current stand at the Paladium, Hollywood, altho the band will continue to record for Capitol. In his new post, May will hold down a top spot in Cap's children's department, in addition to writing, arranging and conducting sessions for other Cap artists. . . . Yma Sumac, Capitol recording star, makes her screen debut in the Paramount film, "Legend of the Inca." . . . Blue Mill Records bows via two releases with the Pied Pipers and singer Gloria Craig. . . . Jose Ferrer is scheduled to portray composer Sigmund Romberg in the forthcoming bio by M-G-M Pictures, "Deep in My Heart." . . . Ray Anthony sliced a brace for

Capitol after closing at the Palladium. . . . Coral topper Bob Thiele here for an extended period of heavy waxing. . . . Katharine Dunham Troupe play their first theater engagement here at the United Artists Downtown Theater. . . . Leonard Saden, of Rosslyn Music Centre, the father of a girl at Cedars of Lebanon Hospital. . . . The Capri restaurant has added a combo for dancing. . . . Dimitri Tiomkin's "The First Christmas" will be featured in the December issue of Womans' Home Companion, with the latter prepping special bally. Leo Feist, Inc., has the song. . . . The unique entry of the firm of Stanly & Livingston added to the music publishing fraternity last week. . . . Hot line-up of singing acts scheduled for Ciro's includes Johnny Desmond's bow last week, followed by Guy Mitchell, Sammy Davis Jr., Nat (King) Cole and Sophie Tucker. . . . Norma Morse has joined the music department of Station KBIG as librarian. She formerly was with Decca Records here.

**Denver**  
 Sammy Kaye's band drew nearly a packed house last week at Denver's Rainbow ballroom. Later in the week Dick Mango and his aggregation, with thrush Annie Maloney, played the same spot with good b.o. Johnny Singleton, the ageless song and dance man of the Big Broadcast movies and (perennial) West Coast nitery star, is still pulling the crowds thru the Beacon Club doorway where Willie Hartzell and Jerry Bakke round out a 45-minute show three times nightly. Tito Guizar closed after an excellent stay at the Top of the Park Lane Hotel, while in downtown Denver, the Wilder Brothers, Warner, Walt and George, backed by Lou Morgan, ended a brief stay at the Emerald Room of the Brown Palace.

**Milwaukee**  
 Angelo Ferraro, Demo Records label owner, traveled to Chicago with the Joe Gumin five-piece musical unit and cut four sides of Dixie music. . . . Bel Trio made their first TV appearance via a half-hour seg on WTMJ-TV. . . . Johnny Davis back on the bandstand at the Tic-Toc after more than a year's absence.

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 (On a Merry Christmas Day)

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## AGVA, Ops Present Calumet City Cases

BUFFALO, N. Y., Oct. 17.—Jackie Bright, president of the American Guild of Variety Artists, wired Governor Stratton of Illinois, the mayor of Calumet City, Ill., the Cook County sheriff and district attorney, and Bishop Bernard J. Sheil, of the Chicago Archdiocese, Thursday (15), asking their aid in AGVA's battle with the clubs in Calumet City. Following a request by AGVA's Midwestern regional director, Ernie Fast, the board placed all the clubs in that city out of bounds for performers.

The telegram advised the recipients that the national board had placed Calumet City bistros out of bounds "for the deplorable working conditions" alleged to exist there. The wire urged the recipients to "use your good offices to protect the lives of our members" and to protect AGVA reps from "physical violence and harm."

## Major Bid As Convention Site Made by Vegas

LAS VEGAS, Nev., Oct. 17.—A major bid for Western and national convention business was disclosed this week on behalf of Las Vegas, as the Convention Bureau of the Chamber of Commerce announced that 28 big conclaves are already booked here between now and May, 1954.

The Convention Bureau was established within the chamber early this year, when the city's seven resort hotels became concerned over the midweek slack in business. The bureau is charged with booking only midweek conventions, unless the Resort Committee approves requests for meetings on crowded weekends.

The Bureau must select conventions carefully, and may not bid for any which Las Vegas cannot accommodate. Civic leaders recall the disastrous 1947 national convention of the Disabled American Veterans, which was obtained by the local post without consulting the resort hotels or the chamber. As a result, many delegates were forced to sleep in tents or in their cars for lack of reservations.

The maximum for the present capacity of Las Vegas was reached early this month, when more than 3,000 Shriners were accommodated for a two-day ceremonial.

Major drawback at present is the lack of a large convention hall with display facilities for commercial products. Only meeting halls available are the Silver Slipper ballroom at the Hotel Last Frontier, and the City Hall auditorium, both of which have 1,000 capacity.

On the drawing boards are plans for a mammoth convention center on the Las Vegas Strip. The City of Las Vegas also contemplates such a meeting place, if the resort hotels are unable to agree on a location.

Target date for major national conventions is 1955, at which time civic interests have assured the Convention Bureau facilities will be available to handle large numbers of delegates.

## New Vaude House Opens in Denmark

COPENHAGEN, Denmark, Oct. 17.—Harry Bro, operator of the Kobenhavner Kroen, cabaret in Tivoli Amusement Park, will open a new vaude theater Friday (16) with a bill headed by Laly Patrick, song and dance artist, who has recently been working in Hamburg, Germany.

New house, the Haarlem, has 600 seats and occupies the building of the former Fenix dance hall, in mid-town, which has been completely rebuilt. Ole Hoyer's ork will play for dance sessions. Bro will continue to run the Kobenhavner Kroen, which has street frontage facing the city's central rail station and operates year-round.

CHICAGO, Oct. 17.—The Cafe Owners' Association thru its attorney, Milton T. Raynor, yesterday answered a plea made by AGVA Thursday (15) in a telegram to Gov. William Stratton of Illinois and Sheriff John Babb of Cook County.

The COA sent the following telegram the next day to the same officials:

"We have been informed by the Associated Press that the American Guild of Variety Artists has directed a telegram to you requesting protection for its members in Calumet City. That telegram represents nothing more than an unmitigated falsehood, and is a subterfuge and device to get cheap publicity. Actually, the American Guild of Variety Artists has no membership in Calumet City. They lost their membership in December of 1952, when they called a strike in that city and their members refused to obey their orders. They are trying to use you good office to seek revenge. AGVA carries a sub-charter from the AFL. I beseech you to check with the authorized leaders and representatives of labor in Chicago so that you can ascertain for yourself that even labor has found that it could not support AGVA's repugnant insurance plan. The cafe owners of Calumet City and Chicago have a suit pending against AGVA in the Federal District Court for \$2,740,000.00 which will soon be heard by His Honor Judge Campbell. Any further facts desired by you will be unhesitatingly furnished you upon request."

## New Liquors Laws Aid B. C. Niteries

VICTORIA, B. C., Oct. 17.—Cocktails, wine and beer, with and without meals, will be available to British Columbians thru four new types of liquor outlets about the middle of January.

This was forecast by a cabinet official as beer parlor ops, club owners, police and municipal officials, "wets" and "drys" studied the long-awaited "drinks-by-the-glass" liquor bill revealed in the Legislature Wednesday (31).

Vancouver night spots will have better entertainment, cheaper door prices and less over-drinking as a result. That is the prediction of cabaret ops after a fast look at the new legislation. "We'll be ready to convert in a couple of weeks," said Sandy DeSantis, operator of the Palomar Supper Club. "At present operations are a losing proposition, but with the new rules customers will get more for their money."

## HUTTON DRAWS PALACE RAVES, BUT B.O. SLACK

NEW YORK, Oct. 17.—Betty Hutton's two-a-day appearance at the Palace Theater here was greeted with rave reviews by almost every critic on local papers. Opening night was heavily laden with show business personalities, and the police roped off the street to handle the crowds of curious. First week's take was not available at press time, but the Palace management has had a barkier out front Thursday (15) and yesterday (16) hawking seats for performances on those days.

## FATAL CRASH

### Willie Shore Dies as Car Hits Truck

CHICAGO, Oct. 17.—Willie Shore, 41, nationally known comedian and dancer, was killed instantly in an automobile-truck collision early Monday morning, October 12.

Shore, who was returning to his home in Chicago from an engagement at the Lake Club, Springfield, Ill., was killed when his car collided with a truck one mile south of Lexington, Ill. He was alone in the car. The driver of the truck, Donald Peters, of Waukegan, Ill., was slightly injured. Shore began his career as a dancer but became an emcee when he did a fill-in engagement during the Century of Progress here in 1933. Since then he gained renown in many of the nation's leading night clubs.

Shore traveled extensively overseas during the war with the USO for three years. He earned the nickname "Off-Shore Willie" because of the many lands he visited to entertain G.I.s. Willie earned another name, "Benefit Willie," which was given to him by local show business people because of the many benefit performances he played.

Surviving are his widow, Antonette; three adopted children, Deborah, 6; Danny, 4, and David, 11 months; his mother, Sadie; three sisters, Mrs. Jennie Lieberman, Mrs. Rose Applebaum and Mrs. Bertha Sachs, and four brothers, Abe, Archie, Jack, and David. His father, Henry, died last May at the age of 82.

Funeral services for Shore were held Wednesday morning (14) from a chapel on the North Side. Hundreds from all walks of life turned out to pay their final respects.

## AGVA to Cancel Pact With AFM

• Continued from page 1

performers which it "turned over" to AFM a few years ago under the agreement between AGVA and Petrillo. AGVA now intends to make a strong drive to re-enlist such performers as harmonica players and band vocalists. It will probably also insist that any band leader acting as a master of ceremonies must hold an AGVA membership card.

Petrillo's attitude about AGVA is well known in show business. He has frequently shown his ire. He has never regarded any of the performer unions with too much respect—least of all AGVA.

Major fireworks are generally expected as a result of AGVA's move and signified intention to

reclaim the many performers who are now AFM members only, because Petrillo has decreed that AFM members must resign from AGVA and must file notices of their resignations with their AFM locals.

## AGVA Board Closes Stormy 3-Day Session

BUFFALO, N. Y., Oct. 17.—The national board of the American Guild of Variety Artists closed a stormy three-day session here yesterday morning (16). Surprise of the week to many AGVA members was the election of Dewey Barto, Manny Tyler and Sid Marion to the board as replacements for the resigned George West, Harry Rose and Sid Slate. The meetings opened on Tuesday (13) with the installation of new officers and board members.

Jackie Bright, newly-installed president, pledged "it will be my paramount thought to utilize every available means to open new avenues of employment for our members... AGVA will continue its policy of amicable relationships with management."

Among the major decisions taken were the break with the American Federation of Musicians and the placing of all Calumet City, Ill., night spots on the unfair list (see separate stories).

**Irving Reports**  
AGVA's national administrative secretary Jack Irving reported that of the \$99,000 collected for the union's welfare fund, \$91,000 has been paid out in claims or is being held in reserve for claims still pending. A new outdoor branch is being opened in Sarasota, Fla., with Wilson Storey as rep there. Also being established are new branches in San Diego, Calif., and Alaska.

The board also received a proposal from the board of governors of the Chicago Entertainment Managers' Association to settle the hassle between the two unions and EMA. Following discussions, it was generally agreed that a basis for settlement could soon be reached. Western regional director Eddie Rio offered a proposal to reactivate the Theater Authority.

Host to the board members in session here was Al Locastro, local AGVA branch manager. Board members attended a dinner given in their honor by the Carpenters' Union, Amalgamated Meat Cutters and City Employees unions.

## Albany Area Clubs Do Biz

ALBANY, N. Y., Oct. 17.—The fall season finds the Albany, Troy and Schenectady territory with six clubs running full weeks with floorshows, and 35 spots using cocktail units. Business is spotty during the week, with a heavy patronage on weekends, Saturday night coming in for a heavy take. Most clubs play four acts, with an exotic dancer as feature.

Currently the Turf Club has Roberta Lewis, Ingrid Forst and Bob Allen, with Nina La Rue as feature strip. Otto's is featuring the Harding and Moss revue "High Time." Show Boat bills Fred Barber, emcee; Toni Breen, exotic, and Meta Del Ray. Dinty's Terrace Gardens has Johnny Morgan and three acts. Murray's Inn has four acts, and the Green Acres plays acts Saturday night. The Hawaiian Club will open soon playing acts a full week.

Most of the above clubs are booked thru Charles Randall, the only agent in this area booking night clubs, and Jimmy Daley, booking club dates exclusively. The club date season here looks very good, promising lots of work for many acts.

## Peelers Pull Off Ingenious Names, Gimmicks as Boost to Box Office

• Continued from page 1

Sherry Britton, Crystal Ames and Mimi Lynne.

The current crop of strips with unusual acts include Sally Lane and Diana Ross, who use monkeys trained to strip themselves as well as help their owners strip too. Paula Norton uses magic tricks in her act. Bubble bathers are such gals as The Raven, Benita Frances, Lili St. Cyr and Lotus DuBois. Gals who peel their garments in tanks of water are Neptune, Sirena and Divena. Lotus Dubois also has an act in which she uses special lighting effects to magnify her routine in a silhouette behind a semi-darkened stage prop.

Zorita works with snakes. Jessica Rogers is developing a new act with a pair of albino parakeets. Siska and Yvette Dare use macaws to help them strip, while Rosita Royce works with doves and, of course, Sally Rand uses fans quite effectively. Georgia Sothern tosses cigarettes to her audience. Carrie Finnell's "remote control" gimmick has been working well for her. Vickie Wells works on a drum, while Tirza's wine bath routine is well known in burlesque circles.

As for the gals' varied names and tag-lines, take your pick from these: Jennie Lee, The Baz-zoon Girl; Jessica Rogers, The Wow Girl; Tempest Storm, The Fourth Dimensional Girl; Wanda Lewers, The Three Dimensional Girl; Rusti March, The Original 3-D Girl; Anne Perri, The Parisian Jane Russell; Gaby DeLys, The Body of France; Texas Sheridan, The Rose of San Antonio; Evelyn West, The \$50,000 Treasure Chest Girl; Betty DeQue, The Duchess of Disrobe; Ann Arbor, The Bang-Bang Girl; Dawn Arden, The Imp of Satan; Mela, The Peeler, and Shirley Hayes, The Pussy Cat Girl.

Others are Ina Lorraine, The Blonde Bombshell; Virginia Kinn, The Girl With the Million Dollar Torso; Trudy Wayne, The Goddess of Desire; Maralyn Drake, The Tennessee Tantalizer; Nicoli, The Golden Goddess, and Flash O'Farrell, The Girl With the Atomic Anatomy.

**25-Yr. History**  
And all this started just about 25 years ago when the early strippers worked on runways extending from stage out into the audience. Two of the big names

in those days who played the famous Columbia Theater here (it's now the Mayfair) were Isobel Van and Mae Brown. Neither used any special gimmicks or fancy tag-lines. Both ladies are now retired. Miss Van is a Christian Science practitioner living in Miami Beach.

Burlesque business right now is about as good as it has been in many years. Two cities this year are operating two burly houses instead of the one they had last year. These are Portland, Ore., and Newark, N. J. An inexpensively produced film using burlesque talent, "Striporama," is now playing the Rialto Theater here and grossed \$14,000 last week—a potent figure for that size house.

As for money—box-office names get about \$500 a week. Top acts like Rose La Rose and Lili St. Cyr can now get from \$1,500 to \$2,500 a week in key night spots. Between the burly houses and the clubs, a good stripper can easily work 52 weeks a year.

And tradesters think that the business will be even better next year.

# Hocus-Pocus

By BILL SACHS

**MILBOURNE CHRISTOPHER** makes another repeat on the **Garry Moore** TV show next Friday (30), on which occasion he'll work a spirit cabinet to plug National Magic Day (Halloween). . . . **Nate Leipzig's** hitherto unpublished autobiography, which is running serially in M-U-M, official organ of the Society of American Magicians, thru the courtesy of **Dr. Daley**, who has the original manuscript, has been creating considerable comment in magic circles. **George W. Stark** recently devoted his entire Town Talk column in The Detroit News to the Leipzig piece. . . . Parent Assembly, Society of American Magicians, New York, tossed a party for **Chang** October 9 during his engagement at the Brooklyn Strand. . . . **Julius Sundman** plans to return to New York from Finland in late December. . . . **Walter Gibson** and **Dr. Morris Young** have a new book, "Houdini on Magic," ready to hit the bookstands soon. . . . **Earl A. Lockman**, magician and escape artist from Alhambra, Calif., appeared for a second time on **Art Baker's** "You Asked for It" TV show from the Coast October 11, doing **Harry Houdini's** paper-bag escape with handcuffs. . . . **Seymour the Magician** scribbles from Little Rock: "In our third week out. Shows are plentiful in Arkansas and crowds few. Currently in northwestern part of State on full-evening and school assembly shows. **W. W. Bailey**, 76 years old this week, is going over as strong as ever with us." . . . **Alive Maddox** is vacationing in Sarasota, Fla., with **Harry Whitefield (Kreko the Magician)**, his original tutor in the art of magic, who recently turned over his full-evening show to him. Whitefield, now retired from the profession, owns a theater in Uniontown, Ky., and is fighting a prolonged illness which has kept him inactive for some time. For a number of years he owned and operated his own under-canvas magic unit and in his spare time was a professional wrestler. He later became chief of police in Morganfield, Ky., and while there built his theater in Uniontown.

**MR. ZUKO (LOGAN PRITCHETT)**, magician-vent of Little Rock, was the feature at the Red River Valley Exposition, Paris, Tex., October 12-18, working both of his acts on the grandstand show and serving as emcee. Zuko has again been engaged for the National Wild Turkey Calling Celebration in Yellville, Ark., October 30-31. . . . **Alan Shepard** and the **Amazing Mrs. Shepard**, mentalists, are busy on club dates in the Chicago area after completing a working vacation at Breezy Point Lodge, Brainerd, Minn. The Shepards are again shooting publicity angles that are copying considerable free newspaper space. Recent press pieces were headed "Woman Seeks Battle for Math Speed Title" and "Woman Whiz Seeks Mind Insurance." . . . **Bud Jeffries**, who with his wife, **Edna**, has been working club dates out of Chicago with their trapeze act,

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has acquired a five-piece furniture set which he claims was formerly used by the late **Harry Houdini** in a ghost illusion. He plans to repair the suite and put it on display. . . . Three top-notch magic turns worked the Greenbrier Hotel, White Sulphur Springs, W. Va., over a recent weekend. On Friday night **Bill Baird** showed for the Edison Company; Saturday night **Jay Marshall** did his bit for General Motors, and Monday **Eddie and Lucille Roberts** appeared for the Kroger Company. Baird was booked for the spot four days. He opened Monday (19) in Montreal. . . . **Joan Brandon**, currently on a cross-country hop, closed a six-day stand Sunday (18) at Shrine Auditorium, Great Falls, Mont. . . . **Robert Orben**, writer and compiler of comedy material for emsees and magi, has just released a new work labeled M. C. Bits, which bears a \$1 price tag. The introduction page carries the line, "The best buck's worth of boffs in the business," which adequately describes the 56-page booklet.

## La Cenerentola

Continued from page 1

its 10th Anniversary year off to an auspicious start at the City Center. This time the opening fare is on the light side, with the agenda featuring a relighting of Rossini's "La Cenerentola," the most delightful addition to the troupe's rep last season. It is this sort of opera bouffe fare, sandwiched in between more serious works, that adds piquant seasoning to the Centerites' songbird pie. The faithful were enthusiastically out in force to welcome another session.

The original cast, headed by mezzo Frances Bible as Cinderella was on hand. Riccardo Manning played the prince, and George Gaynes, taking an evening's time out from "Wonderful Town," came back to play the valet. Richard Wentworth again was the stuffy father, and Laurel Hurley and Edith Evans, the proud sisters. All of them, including Rossini, make this revival of "La Cenerentola" a lot of fun.

### It's Fun

It is redundant to remark that "Cenerentola" smacks continuously of "Barber of Seville." It does, and it's fun. It is further fun via the City Center production, which projects the fairy tale in toy theater terms and includes one of the most asininely delightful ballets to be seen hereabouts in a long time.

Vocally and player-wise, Miss Bible and Manning rate applause, not to mention Gaynes, who knows exactly what Rossini is driving at. A reporter is not sure whether Miss Hurley or Miss Evans stopped the show in a second act solo, but whoever it was the other was right good as the second mean sister. Over-all, the fall opera season gets off to a great start. Bob Francis.

## Third NBC Basic

Continued from page 4

be a secondary basic until June 1, 1954, when it becomes a full basic. The CBS-Radio contract with its current Buffalo affiliate, WGR, will run until the June date, but WBN is said to have an NBC affiliation until the end of 1954.

Since WGR is being dumped by CBS-Radio, it will obviously not be too partial to taking CBS-Radio network shows. Ike Lounsberry, president of WGR, said this week that whether he would continue to take CBS shows would depend on "negotiations." Lounsberry would not state what alternatives were open to his outlet, but it is believed he can either operate as an independent or come to some agreement with NBC-Radio, an alternative which would be satisfactory to CBS.

# Caught Again

Continued from page 11

and more important names, "Broadway TV Theater" teed off the new season this week with **Constance Bennett** starred in "20th Century." The vehicle itself is a bit shopworn, despite its being dusted off as recently as last season for a Stem outing with **Jose Ferrer** and **Gloria Swanson**, followed by **Robert Preston** and **Binnie Barnes**. **Miss Bennett**, with **Fred Clark** playing **Oscar Jaffe**, did not bring the role of **Lilly Garland** the vivid and overwhelming personality with which the part must be imbued. She was dramatic but without that high octane power needed. **Clark**, late of the **Burns** and **Allen** vidfilm series, came off better as the flamboyant poseur legit producer. The supporting cast was adequate.

The series seems likely to do well rating-wise, however, considering the marquee values of properties and stars. And also taking the budget problems of a local station into consideration, one can hardly fault the outlet or producer **Warren Wade** on grounds of effort. Perhaps what was most needed on the opener was more showmanship in the staging. **Wade**, incidentally, made an unusual pitch between acts when, in stressing the five-time-repeat aspects of the show, he told viewers they could switch away during the show to see some network favorite, such as **Arthur Godfrey**, and tune in again later in the week where they left off. He also urged that friends be told that the station is again on the air after its strike hiatus.

Sam Chase.

# Night Clubs

Continued from page 12

more at ease on ice, it could turn into a first-rate act. The flashy finale, with the girl swung out over the ice to the accompaniment of rolling drums, was socko.

Possibly the weakest spot in the show was TV star **Joan Walden**. As she has demonstrated on other appearances in the room, she can certainly skate. But she doesn't project at all. The routines **Miss Walden** skated were capably performed, but lacked sparkle.

The routines of the four **Ice Lovelies**, a Caribbean clambake, an Eskimo dance and a Western dance hall bit, were outstanding. It so happens that the **Ice Lovelies**, **Marion Lulling**, **Ann Boykin**, **Aileen Adeler** and **Florence Budney**, all lookers, are one of the top lines in the business, who can make any routine look good. But the combination of the hip four-some, fetching costumes, and some of the cleverest routines yet set by choreographer **Doris Pallet**, made the chorus bits in this show come out on the terrific side. The gals pulled almost as much applause for their work in this show as did the stars.

This new icer is one of the best staged to date by **Miss Pallet**, who is now handling the **Chicago Hilton's** ice revues as well as the **New Yorker**. The show was backed in happy fashion by the **Ernie Rudy** band, which is playing its first engagement in the room. (See review of ork in Music department.) Bob Rolontz.

## Clover Club, Miami

(Wednesday, October 14)

Capacity, 450. Two shows nightly, 9:30 and 12:30. Price policy, \$3.50 food and beverage minimum. Booking non-exclusive. Owner-operator, **Jack Goldman**. Publicity, **Leslie Simmonds**. Show played by **Tony Lopez' orchestra** (6).

**Miami Beach favorite for years, Charlie Farrell** turns in another hit performance at the club. His material, new and old, gets big hands. Tourists, too, like him.

**Jack Goldman** rushed the upcoming winter season by bringing in **Charlie Farrell**, long-time Miami Beach winter season favorite, for an indefinite period. The **Clover Club** is a first for **Farrell** and he's a solid hit, not only among the regular cafe habitués of the area, but also for a flock of tourists who were in the club opening night.

**Farrell**, like **Arthur Godfrey**, has a penchant for story-telling with punchlines that aren't exactly blue but which can be considered "sly." For years he's been doing it at the **Park Avenue Lounge** in Miami Beach; and last year at the **Brook Club Lounge**.

# Burlesque Bits

By UNO

**Lynn O'Neill**, the Garter Girl, had another title, "Miss Curves of 1953," bestowed upon her by the boys of **Curtis Hall**, **Denison University**, **Granville, O.**, while filling a return date of a six-week contract of the **Jack Kane** circuit. While in Cincinnati she became burlesque's first Lady Ambassador for having spoken last season before the local Civic Club at a luncheon. This year the Garter Girl spoke at another luncheon for the Junior Chamber

The same formula clicks in a conventional club.

Loaded with **Eli Basse** leeries, **Farrell** started off with the new material and then segued into the oldies upon the insistence of ring-siders. He got long and loud hands and was brought back for more time and time again until he had to quit.

**Clover's** show opens with the **Selma Marlowe Dancers** (5) in eye-popping gowns that appeared to be strapless spangles surrounding navel-deep cleavage. Their second routine was danced to "Dragnet" music in which production singer **Ted Lawrie** and specialty dancer **Eleanor Luckey** "acted" out the roles of detective and suspect. The number played well and garnered a fair mitt.

Supporting **Farrell** were **Del Breese**, the sleight-of-hand and card-trick gent, and **Peggy Greer**, the singer. Both came thru okay, with **Lopez** doing a fair job of backing up **Miss Greer**.

Herb Rau.

## Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, October 13)

Capacity, 960. Price policy, \$2 cover. Shows at 10:30 nightly; 9:30 and 12 Saturdays. Owner, **Schine Hotel chain**. Publicity, **John Hayes**. Booking policy, non-exclusive. Estimated budget this show, \$8,000. Estimated budget previous show, \$6,500.

It's blessed to give, and **Tony Martin** gave to the hilt on opening night. He gave the night's cover charges to the **Denver Sanatorium**, a tidy total collected from more than 800 patrons. He gave of his talents far more than ever before, also for charity's sake. He was on for almost an hour and a half and sang close to two dozen songs. Since this was a charity benefit, **Martin** was considerate enough to give donors their dollars' worth in entertainment.

The result was a memorable display of showmanship and sock singing. In a room where service is stopped during the show, the crowd's eagerness for more was a noteworthy tribute to **Martin's** audience magnetism.

He gave 'em everything. He sang new ballads ("I Love Paris") and old ("Danger in Your Eyes, Cherie"). He gave them his disk clicks ("There's No Tomorrow," "I Get Ideas"). He poured on "he nostalgia with a medley salute to **Harry Richman**, and moistened many an eye with his **Sophie Tucker** type heart-tugging patter of the old days. He made them laugh with a touch of clowning or a novelty such as "Philosophy." He even pulled out his old clarinet for a duet with comic **Alan King's** trumpet on "Saints Go Marching In." In all, this night's performance found **Tony Martin** at his best.

This was also the night that comedian **King** was made as far as the Coast's big time is concerned. Youthful gagster **King** ridged all handicaps to bring down the house. Comics never go well at the oversized **Grove**. And to make matters worse, unknown comics seldom have it easy anywhere when they precede a top attraction such as **Martin**. The crowd's usually too impatient to get what it came to see to have much sympathy for the opening act.

**King** achieved the impossible. His deadpan manner, machine-gun delivery and consistently funny material hit the bull's-eye. The crowd was willing to wait for **King's** offerings. He joined **Martin** for a finale comedy duet on "Louise" and "Lullaby of Broadway" rounding out songs and laughs with the above mentioned clarinet-treatment of "Saints." After his Coast smash, **King** appeared as a strong contender for a high rung on the comedy ladder. **Lee Zhitto**.

of Commerce, also in Cincy, with the Mayor present, a fact unknown to her at the time, and has been asked to speak before the **Cuvier Press Club** on her next return engagement. Her current circuit tour ends in **Youngstown, O.**, the week of **October 23**. . . .

**Gloria (Flame) Marlowe** spent her five-day lay-off after Baltimore on the **Hirst Circuit** in **Richmond, Va.**, attending the **Cetlin** and **Wilson Shows** playing the fairgrounds there and chatted with **Baby Dumpling**, featured in the **Sally Rand** show. Subsequent bookings took **The Flame** to the **Casino**, **Pittsburgh**, and the **Empire**, **Newark, N. J.**

**Penny Page** is the road show feature in the **Sammy Price-Lou Ascol** unit on the **Hirst** wheel. Co-featured with her during the week of **October 1** at the **Grand**, **St. Louis**, was **Peaches**. . . . **Irving N. Becker**, 61, brother of **Belle Baker**, died **October 13** in the **University Hospital**, **New York**, from skin cancer. **Becker**, veteran show manager in the legit and burly field, is survived by his widow, **Vinnie Phillips**, who played a prominent part during the entire lengthy run of "Tobacco Road" and in other plays after several years in burlesque; four other sisters and a brother. His last production was "Gigi." His start in showbiz was as an usher in **Miner's Bronx Theater**. He belonged to the **Friars**, the **Actor's Guild** and the **Theatrical Manager's Union**. . . . **Burly's** newest strip is **Ruby**, **Rochester, N. Y.**, gal and a recent chorine product out of the **Palace**, **Buffalo**, where she was tutored for a principal by **Russell LaValle** and **Eddie Lynch**. . . . **Jessica Rogers**, who just purchased a pair of **Albino** parakeets for a new novel addition to her strip routines, closed six weeks at the **Club Samoa**, **New York**, on **October 15** and moved to the **Two O'Clock Club**, **Baltimore**, on **October 16** for a three-week engagement. Then she will go to the **Casino**, **Boston**, **November 9**; **Big Bill's**, **Philadelphia**, **November 16**, and home in **Tampa** for **Christmas**. . . . **Rene Andre** followed **Simone**, the **Silver Goddess**, into **The Rivoli**, **Seattle**, **October 2**. . . . **Bonnie Boyia**, nitery and burly stripper, contracted by **Jack Norman** for his "Broadway to Hollywood Revue" for 10 of the **James E. Strates Shows' 15** fairs, closes with the show at **Raleigh, N. C.**, this week, following the **North Carolina State Fair**, to return to **Detroit** for a winter booking. **Miss Boyia** is credited with setting a new gross record with the **Norman** unit.

## Chicago, Chicago

Continued from page 12

"Dark Eyes" for good reception, and the team bows out on an acrodance fast finish.

**Rusty Draper**, Mercury singing artist, comes on strong and fast to win the audience from the start. He leads off with "Sunny Side of the Street" then goes into "Up the Lazy River," "Lighthouse," "No Help Wanted" and "Boogie." The "No Help" number has the audience joining him in the lyrics. **Draper** showed real spirit when one of his guitar strings cut loose on his "Boogie" instrumental. He passed it off with "That's what you get when you buy barbed wire." He finished the number on five strings to good effect, and finally begged off with his current recording of "Gambler's Guitar."

The **Three Romanos**, an acrodance team, won their share of applause with some fresh comedy routines to what otherwise might have been just another cute act. Their walk-in bits proved effective with tumbles, three man-high stands and fast cartwheels adding flavor. **Steve Schickel**.

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## IN-ROUND CLICKS; TERRELL TO AUDS

Success of Philadelphia Test Prompts Producer to Plan 1954 Arena Route

PHILADELPHIA, Oct. 12.—Experimental one-night stand at the Philadelphia Arena Monday (12) proved highly successful for theater-in-the-round, according to Producer St. John Terrell. Terrell said his organization would make a pitch for an extensive string of engagements in major arenas for 1954.

Terrell reportedly canceled several other dates in order to test in-the-round in an arena. His "Showboat" here was believed to be the first major in-the-round offering in an arena. The appearance comes after much discussion in the business of the prospects for in-the-round in arenas. At the recent IAAM convention building

managers witnessed an under-canvas production of the new type of theater and expressed much interest in the possibilities.

At the Arena here, the 8,000 seats were sold out for an \$18,000 gross. More than \$15,000 of that was in advance sales thru October 8. Stand was sponsored by the Philadelphia Enquirer Charities. Scale was \$1.50 to \$3.

### Look for Problems

Terrell and his aids prowled the Arena thruout the show to check on what technical problems might arise. They said few spots failed to provide perfect acoustical reception. Biggest problem, they said, was getting performers to play more to the five microphones which were suspended over the stage. This was corrected, and pick-up then was good, they said, with voices and music penetrating all parts of the Arena.

Terrell has operated theaters-in-the-round for several years at Lambertville, N. J., and elsewhere. He has a mobile show unit for producing "Showboat" under canvas. His plans for more arena dates are for 1954 because only scattered open time would be available before that time in buildings he wants, he said.

## Albuquerque Arena Burns

ALBUQUERQUE, N. M., Oct. 17.—The Ice Arena was leveled by fire here early Thursday (1). Damage was estimated at \$300,000. The building was a total loss, it was reported. A wrestling show had been staged in the building a few hours before the blaze.

Manager of the building has been W. C. Snelson. The 5,100-seater had been played by "Ice Cycles," Gil Gray Circus and similar events.

## Stratford Skatery Changes Ownership

STRATFORD, Conn., Oct. 17.—Ernie's Roller Rink here, located in the Lordship section of town, has changed management and also will be known in the future as Skateland. It opened for the season on September 26. It will operate nightly except Mondays, and also offers Saturday and Sunday matinees.

## Astor Debuts As New Rink In E. Hartford

HARTFORD, Conn., Oct. 17.—The Connecticut skating season is in full swing, with one new rink, a remodeled theater, joining the roster of operations.

Mrs. Vera Zytikiewicz, owner of the Rialto Rink, Springfield, Mass., has leased the former Astor Theater, East Hartford, for use as the newly titled Astor Skating Rink. She has a 10-year lease on the property. Mrs. Zytikiewicz has started operations following installation of a \$5,000 floor and other alterations costing \$8,000.

Present hours are 4:30 p.m. to 7:30 and 8 to 11 p.m., Mondays thru Fridays, with 2-4:30 matinees and 8-11 p.m. sessions on Saturdays and Sundays. In addition, Mrs. Zytikiewicz has started classes for small fry on Saturday mornings.

Albert E. Corey has opened the (Continued on page 85)

### Arena Routes

Hippodrome of 1954: (KRNT Theater) Des Moines, Ia., 20-25; (IMA Auditorium) Flint, Mich., 27-Nov. 1.  
Holiday on Ice of 1954: (Fairgrounds Coliseum) Columbus, O., 19-25; (Auditorium) Charleston, W. Va., 26-29.  
Ice Capades of 1954: (Arena) Philadelphia, Pa., 19-Nov. 1.  
Ice Follies of 1954: (Arena) Chicago, 22-Nov. 17.  
Night at Mardi Gras, with Jerry Colonna: Hot Springs, Ark., 20.

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## Poor to Fair Biz Greet NY Spots at Bows

NEW YORK, Oct. 17.—All metropolitan area rollerries that operated last season are again on full winter schedule, following debuts that ranged from poor for those that bowed in during the late August and early September hot spell to fairly good for those that postponed openings until weather proved more co-operative. No rink owner reported record crowds either for first or subsequent sessions.

Altho Lou Brecker's Gay Blades Rollerrome in mid-Manhattan operated all summer, its "Fall Festival" on September 25 lured more customers than most bona fide reopenings. Approximately 1,000 skaters turned out. The main bait was a dance competition, open to all comers, with dance expert Arthur Murray judging for grace rather than skating skill. Charles Wahlig and Miriam Calderone, both frequent winners of skate contests, waltzed off with the Murray trophies. The Blades debut also featured the customary program of exhibitions by champions and a professional vocalist.

Among dromes that scrapped opening plans when the heat wave struck were Park Circle and Eastern Parkway in Brooklyn. Circle bowed in with a program of exhibitions and under 500 customers on a late September Wednesday night. Eastern went over the 600 mark with a Friday night debut. Operators Padula and Harrison of Park Circle reported business up for the traditional good sessions: Friday night, Saturday afternoon and night and Sunday afternoon.

Padula also announced that the rink would resume its series of Sunday night roller-dance contests, open to all RSROA amateurs, within the next few weeks. He said this gimmick had hyped box office in recent years.

Gay Blades operator Lou (Continued on page 84)

## Dramatic & Musical Routes

Bagels and Yox: (Geary) San Francisco.  
Children's Hour: (Harris) Cleveland.  
Escapade: (Parsons) Hartford, Conn., 22-24.  
Evening With Beatrice Lillie: (Shubert) Philadelphia.  
Gently Does It: (Wilbur) Boston.  
Girl Can Tell: (Nixon) Pittsburgh.  
Good Night Ladies: (Aud.) Redding, Calif., 20; (Aud.) Chico 21; (Aud.) Marysville 22; (Aud.) Eureka 23-24.  
Guys and Dolls: (Aud.) New Orleans.  
Jones, Spike: (Curran) San Francisco.  
Kind Sir: (National) Washington.  
Kismet: (Colonial) Boston.  
Love of Four Colonels: (Shubert) Detroit.  
Maid of the Ozarks: (Savoy) Hamilton, Ont.  
Misalliance: (Ford's) Baltimore.  
New Faces: (Great Northern) Chicago.  
Oklahoma!: (Shubert) Chicago.  
Pal Joey: (Lyceum) Minneapolis.  
Postman Always Rings Twice: (Harris) Chicago.  
Sabrina Fair: (Shubert) Boston.  
Sadlers Wells Ballet: (Opera House) Boston.  
Seven-Year Itch: (Erlanger) Chicago.  
Sherlock Holmes: (Majestic) Boston.  
Solid Gold Cadillac: (Locust Street) Philadelphia.  
South Pacific: (Erlanger) Buffalo.  
Time Out for Ginger: (Shubert) Washington.  
Trip to Bountiful: (Walnut Street) Philadelphia.

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## New Fresno Rollery After Ice Business

Gilbert, Former Stockton Manager, Heads Operation, Maps TV Coverage

STOCKTON, Calif., Oct. 17.—Skateland of Fresno, Calif., a new and modern roller rink now under construction in that city, was incorporated under California law on September 29. Headed by Paul J. Gilbert, president, the owners express confidence in their ability to capture a large segment of trade that formerly patronized a defunct ice rink there. Other officials of the operating firm are Len Honey, vice-president; John J. Hurley, secretary, and Mrs. Hazel G. Gilbert, treasurer.

The Gilberts have been rink operators for the past 14 years. Gilbert's most recent connection has been as manager of the Stockton Rollatorium, of which Honey, an attorney, is a co-owner. He and Hurley, also an attorney, will serve as legal counsel for the new rink.

The new rink, of Basalite concrete block construction, is expected to be completed and open about November 1. It measures 100 by 160 feet and will feature a large clubroom, salesroom, office, special cashier's room with electrically controlled doors, neon lighting thruout, lounge with automatic fountain for self-service, maple floor, ample parking space, an area for spectators, air conditioning and a forced gas heating system. Plans call for installation of an organ later.

Gilbert will manage the new rink, which is expected to become affiliated with the United Rink Operators. Assisting him in organization of various clubs planned for the rink will be Barbara Ziem, former crack amateur skater, who has been given a full-time teaching job. She will teach artistic skating and racing and supervise various shows and special exhibitions to be presented in connection with the rink's operation. Gilbert and Miss Ziem already have spent a month in preparing a show to be staged at the opening of the rink, which is located at Blackstone and University avenues, adjacent to Fresno State College Stadium.

Three clubs will be set up—each under its own management—one each for figure skating, dancing and racing. They will affiliate

with the United States Amateur Roller Skating Association and will incorporate.

A close tie with local school officials is mapped by the management. The general public will be excluded on opening night, with teachers and their families the guests of the rink. The following night the rink will open to the public.

With the old Fresno ice rink converted into a TV studio, Gil- (Continued on page 85)

## Day Putting Up \$80,000 Rollery In Bedford, O.

BEDFORD, O., Oct. 17.—J. R. Day, Bedford, announces construction of a new rink, Bedford Roller Gardens, at a cost of \$80,000, and a scheduled November 15 opening of the spot, which will measure 80 by 160 feet and house a clear skating area 60 by 130 feet.

The building is being constructed of aluminum siding and will have a Masonite skating floor, an innovation for skaters of Cleveland, of which Bedford is a near-by suburb. Other rinks in the area have hard maple floors.

Day's uncle, the late Evan Day, operated Bedford Glens Roller Rink, which was destroyed by fire in 1941. The new operator and his wife are former Roller Derby skaters. They anticipate good business, as the population of the rink's drawing area has been without skating facilities (Continued on page 85)

## Jones Firm Hypos Skate Servicing

PITTSBURGH, Oct. 17.—The Johnny Jones Jr. rink supply firm here is installing a department to be devoted exclusively to the service of precision skates for rink and sporting good store customers, it was announced this week by Milton Aranson, head of the company.

The company will feature same-day deliveries from stock on precision skates by the Chicago, Cleveland and Douglas-Snyder companies, all models of which will be available in the latest and best men's high-top shoes by Hyde and Gilash and special de luxe women's shoes with full leather lining in models also made by those firms. The outfits will be available with Fo-Mac or Raybestos wheels, with Eli jump stops or Fo-Mac jump and dance stops, or with Sure-Grip or Van Horn jump stops.

The firm also announces a new (Continued on page 84)

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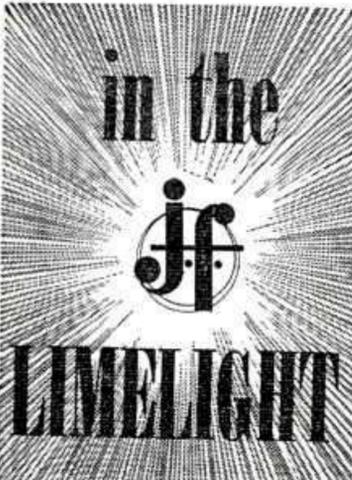
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# The Final Curtain

**ALLISON—Jack,** 39, independent radio producer, October 10 in Toronto. He was formerly an arranger with Fred Waring's orchestra.

**ARNOLD—Hap,** 52, burlesque comic, October 9 in Boston of a heart attack. Survived by his widow, Nadine, four sisters and two brothers.

**BECKER—Irving N.,** 61, manager of many Broadway productions, of which the last was "Gigi," October 13 in New York. He was a member of The Friars, the Actors Guild and the Association of Theatrical Press Agents and Managers. His widow, two brothers and five sisters, one of whom is Belle Baker, vaudeville star, survive.

**BERNHEIM—Lemuel F.,** 73, former vaude comedian under the name of Lem Welch, October 10 in Irvington, N. J. On Broadway he had played in "Wine, Women and Song." His widow, two sons and a daughter survive.

**HERZBRUN—Henry,** 66, attorney and motion picture executive and former veepee and general production manager of Paramount, October 15 in Beverly Hills. A native of New York, he graduated from the New York Law School and went to Hollywood as resident attorney for Paramount in 1926. He was made veepee and general production manager in 1935, resigning in 1937 to resume private law practice. He continued as counsel to the studio until 1939. He leaves his widow; two sons, Steven and Robert; three brothers, Walter, Bernard and Arthur, and a sister, Mrs. Irwin Kurtz.

**HICKEY—Joseph M.,** 66, veteran radio performer, October 3 in Milwaukee. He also for many years engaged in writing, producing and directing local shows. Many years ago he appeared on Broadway in a show, "Leave It to Jane," and trouped in vaude for a number of years. His widow, a son and a daughter survive.

**HUGGINS—Jesse W.,** 67, veteran concessionaire, recently in a Johnson City, Tenn., veterans hospital following an illness of three years. He was a native of Dallas and is survived by a brother of that city. He was formerly with the J. J. Page Shows. Burial was in Johnson City.

**KENNEDY—Larry,** 65, electrician at Warner Bros. since the studio opened in 1924, October 8 in Glendale, Calif. Born in Memphis, he went to Hollywood as a youth. He worked on many early films, including Colleen Moore's first picture "Painted People." His son, Earl, and a son-in-law, John Pofahl, are Warner electricians. He also is survived by his widow; another son, Jack; his mother and two daughters, Mrs. John Pofahl and Mrs. Frankie Van. Interment in Rosedale Cemetery.

**KLEIN—Jerome S.,** 48, co-owner and operator of the Greater New York Bottling Company and the Park City Bottling Company, both of Bridgeport, Conn., in New Haven, Conn., October 10 after a short illness. Survived by his widow, Sylvia; a son, Daniel; a daughter, Maxine; his mother, Mrs. Joseph Klein; a brother, Walter, co-owner of the bottling concerns, and two sisters, Mrs. Reuben Hall and Mrs. Harry Goldstein. Burial October 12 in Eintracht Cemetery, Fairfield, Conn.

**KRAUSSE—Joseph,** 74, musician who had played with several leading American orchestras, October 12 in New York. He had played with the New York Philharmonic, the Metropolitan, the St. Louis and the Detroit symphonies as well as with the Columbia Symphony Orchestra. His widow, a daughter, two sons and four grandchildren survive.

**LEOPOLD—Frederic,** 75, an executive of the Warner Bros. theater chain in the Philadelphia area since 1938, October 12 at his home in Lansdowne, Pa. He started his theatrical career in Philadelphia in 1896 and at one time was the entertainment director for the YMCA in Europe. Surviving are his widow, Minnie S., and two daughters. Funeral services October 14 in Philadelphia, with burial in Arlington Cemetery there.

**MacDONALD—Harry C.,** 53, manager of the Warner Theater, Milwaukee, for 17 years, in that city October 10 of a liver ailment. Known as Sunny MacDonald, he broke in as a band leader and drummer, touring the country. His unit was popular on the West Coast during the era of silent films and was known as The Pennsylvanians before the time of the Fred Waring group of the same name. A founder and first president of the Variety Club of Milwaukee, he also was active in the Masonic order. His widow, a son, a daughter and his mother survive. Burial in Forest Home Cemetery, Milwaukee.

**MARESCA Y ANSALVI—Dr. Michael,** 58, known to radio as the Good Samaritan, October 12 in Tenafly, N. J. He started his Italian language radio programs in 1934 and two years later formed the Good Samaritan charity organization. His programs were heard over stations WOV, WBNX and WHOM.

**McNAMARA—Verne J.,** 45, October 10 in Burbank, Calif., after a year's illness. He was a special effects man for Columbia Studios. Surviving are a widow, Emma; two sons, Stephen and Gary; his mother, Mrs. Rosella McNamara, and two brothers, Donald and Myron. Interment in Inglewood Park Cemetery.

**MICK—Harry,** 70, believed to have been a female impersonator, October 2 in Panama City, Fla., after a short illness. For the past 39 years he had resided with Frank Loving in Panama. Survived by a sister. Burial in that city.

**MILLER—Care G.,** 82, vaudeville performer known as Gig Miller, October 12 in San Jose, Calif. At the turn of the century he headed a troupe known as The Mad Millers. His step-daughter, Marilyn Miller, attained musical comedy stardom after leading the troupe. Miller retired from the theater in 1932.

**MITCHELL—Millard,** 50, stage and screen actor, October 13 in St. John's Hospital, Santa Monica. He had been ill for months and succumbed to cancer of the lung. Born in Havana, Mitchell made his debut on the Broadway stage in 1925 in "The Holy Terror." At the time he was assistant treasurer and box-office man at the theater and was pressed into the role when the actor assigned to the part quit at the last minute. He subsequently appeared in about 50 plays before making his film debut in 1940 in "Ms. and Mrs. North," playing the role he had in the original

stage version. Actor was under contract to 20th Century-Fox and later to Paramount. He had prominent parts in such films as "13 o'Clock High," "Singin' in the Rain," "Thieves Highway," "The Frogmen," "You're in the Navy Now," "The Gunfighter," "My Six Convicts" and his most recent picture, "The Naked Spur." He also appeared in an unreleased Bob Hope starred film. Survived by his widow, the former stage actress, Peggy Gould, and two daughters, Mary Ellis and Margaret. Interment in Holy Cross Cemetery.

**OMERON—Mrs. Grace M.,** 48, concert, opera, church and radio soprano, October 11 in Los Angeles. She sang seven seasons in the Redlands Bowl, two seasons in the Hollywood Bowl and two seasons in Wagnerian roles with the San Francisco Opera Company. She was soloist for years at Blessed Sacrament Catholic, St. James Episcopal and Temple Baptist churches and served as a judge for the Atwater Kent Audition. She leaves her husband, Dr. Paul L. Omeron; three sisters, Mrs. Esther Morgan, Hemet; Mrs. Carolyn Rich, Santa Ana, and Mrs. Pearl Hunt, Seattle, and five brothers, Jack, James, Aaron, Earl and Ben Reiland. Interment in Forest Lawn Memorial Park, Glendale, Calif.

**PICON—Mrs. Clara Ostrow,** 76, mother of Molly Picon, Yiddish stage star, October 10 in Mahopac, N. Y. She had been a theatrical seamstress and was a member of several Jewish theater organizations. Survived by two daughters.

**POWELL—Walter Curtis,** former light-trope walker, October 4 in Phoenix, Ariz. Powell, who had been with the Ringling Bros. and Barnum & Bailey Circus for many years, went to Phoenix from Los Angeles in September and had attempted to locate his sister, Mrs. Jesse Hensley, whom he had not seen for 30 years. He died before locating her. Burial in the Arizona Showmen's Plot, Greenwood Memorial Park, Phoenix.

**POWERS—Ike,** 63, snake show operator on the Big State Shows, recently. Survived by a son and daughter. Burial in Chickasha, Okla., October 10.

**PRICE—Jorge Wilson,** 100, engineer, architect, violinist and composer, October 9 in Bogota, Colombia. He founded the National Conservatory of Music in 1882. His widow and a daughter survive.

**ROBERTS—Mrs. May,** 63, veteran concessionaire, at Perry County Memorial Hospital, Tell City, Ind., October 4. For many years she and her son operated concessions on the Page Bros. Shows. Survived by her son Ellis. Burial in Greenwood Cemetery, that city.

**SCHAAF—William (Billy),** 74, one-time vaude performer and quartet man, October 10 in Cincinnati. He appeared on the Keith Circuit for many years. In later years he operated a tavern in Cincinnati known as Billy's Fish Place. Survived by his widow; a son, Willis; a brother, Walter; a sister, Mrs. Flora Mohr, Norwood, O., and a granddaughter, Sue SchAAF. Funeral from the Siminger Funeral Home, Cincinnati, with burial in Baltimore Pike Cemetery.

**SHORE—Willie,** 41, nationally known comedian and dancer, October 12 in an automobile accident near Chicago. (Details in Night Clubs-Vaude Section).

**SCHWEIZER—Greta,** 56, stylist in charge of wardrobe at Revue Productions, October 10 in Beverly Hills, Calif. She formerly was with Western Costuming. Survived by a daughter, Mrs. Molly Peak and a granddaughter, both of El Cerrito, Calif. Interment in Chapel of the Dawn, Beverly Hills.

**STEEGE—Will,** 68, veteran showman in Montana and Minnesota, October 4 in Great Falls, Mont. From 1932 until 1940, he was division manager of the Fox West Coast chain of theaters. From 1929 until 1932, he had been Montana division manager for Fox. After 1940, he became Great Falls city manager for Fox, remaining until his retirement in 1949. He assisted with the North Montana State Fair, Great Falls, each year. Three sisters survive.

**STRAUB—Charles,** 63, conductor and musician, October 6 in Eaton, Pa. He was assistant director and accompanist for the Philadelphia Operatic Society in that city. He was director of the Lehigh Valley Symphony Orchestra and the Community Concerts Association in Easton, conductor for the Musical Arts Chorus there and program annotator for the Lehigh Valley Symphony Orchestra. Surviving are his widow, Merle, and a brother.

**WARENSKJOLD—William,** 59, father of opera singer Dorothy Warenskold, October 10 in San Francisco.

**WIMPERIS—Arthur H.,** 78, motion picture script writer, October 14 at his home in Maidenhead, England. Among his better known screen plays were "Mrs. Miniver," "Random Harvest," "The Private Life of Henry VIII," "The Scarlet Pimpernel," "The Paradine Case." Besides film scripts, he penned lyrics for many London musical shows.

## Marriages

**BEAULIEU-CATLETT—** Wait Beaulieu, assistant supervisor of the engineering department of WFIL-TV, Philadelphia, and Jeanne Catlett October 17 in that city.

**BENEVENTO-KAROL—** Frank Benevento, associated with the Margate Casino, Atlantic City, and Kay Karol, nitery singer, September 5 in Ventnor, N. J.

(Continued on page 85)

## Roadshow Rep

**CHIC PELLETTE,** well known tent rep for many years, was a recent visitor at The Billboard in Cincinnati, en route to Detroit. After a few weeks in the Motor City Pellette will return to his home in Lake Helen, Fla., for the winter. . . . **Vernon and May Barnes,** Barry, Ill., report they recently had word from **Norman Gray,** of the old Darr-Gray tent show. Gray is now a clerk in the Seville Hotel, Springfield, Mo. . . . In the October 4 edition of The Times, Fairmont, W. Va., E. E. Meredith, in a feature article, traced the history of "Ten Nights in a Barroom," repertoire standby, along with other famous plays in long use by the tenters. . . . Glenn Allen Players ended the season in Western Pennsylvania recently and headed down the Ohio River Valley, playing Ohio and West Virginia towns. The season's business has been 20 per cent above last year's, according to **Dave Guthrie,** boss canvasser. Most of the show's stands were in ball parks and stadiums. . . . **G. G. Critchley** writes from Auburn, N. Y., that he will start on his third season of hobby show promotions in the Northern New York sector within two weeks. His first date will be at Sackett's Harbor. . . . From Fredericks, Okla., **Leon Austin** pens that he has had a dull season with his outdoor show. "The fairs and celebrations that I took on were all down from other years," said Austin. "Even the free gate didn't seem to boost the spending." Austin said that this winter he will move toward the Northwest. In the past he has played some West Texas towns in schools for auspices. . . . **Gerald and Phyllis Curtis** will play some sponsor and

school dates with a new two-cast dramatic bill opening near Pendleton, Ore. They plan to work east. . . . **Harry Elwood** has a two-cast trick in the Cobalt, Ont., area and reports biz only fair. He says he did fairly well at celebrations and fairs during the past summer with a small animal show.

**H. M. MARVIN** and wife will present amateur shows in the Syracuse area this fall and winter. They had been playing summer spots with a puppet show and closed about the middle of September. . . . From Carson City, Nev., **Robert Walling** writes that he has been making some solo dates at celebrations and rodeos, but will move into halls as soon as the weather gets colder to play sponsored dates with a small-cast drama and music show. Walling says that he also takes on any spots that offer work of the stroller kind for himself and wife. . . . **F. H. Jacque** writes from Liberty, Tex., that he will try some schools for his trailer wax show and will move into North Texas for such work. . . . **Carl Griffin,** who tried Maine Coastal towns in the late summer, says that the season was disappointing, reporting a tightening in the flow of money. Griffin made three small New Hampshire fairs which he says were not up to past seasons despite their good attendance. . . . **Arthur L. Hogan,** who has promoted minstrel shows for amateurs for many years in New England, will stick closely to the Boston area this season. . . . From Hutchinson, Kan., **Errol McCauley** states that he has been doing stroller type work at celebrations to fair results and is taking on some merchandise while he works his outdoor show south to Florida where he will winter.

## Drivin' 'Round the Drive-Ins

**THE CONNECTICUT** State Police Department has postponed indefinitely a public hearing at Hartford on an application by Waterbury theater owner **Fred Quatrano** to construct a drive-in theater at Watertown. Letters disclosing that the delay was caused "by reasons beyond the control of the department," have been sent to Watertown property owners who are objecting to the proposed development. Quatrano said no work will be done at the theater site until the hearing has been held. . . . **Morris Keppner,** partner, Burnside Theatre Corporation, East Hartford, Conn., and **Louis Lipman,** Hartford automobile dealer, listed as principal officers of Theaters, Inc., a newly formed West Hartford corporation, have started construction of a \$125,000 drive-in, to accommodate 750 cars, at Mansfield, Conn., three and a half miles north of Willimantic, Conn. Completion is planned for spring, 1954. . . . **Francis Cahalan,** formerly manager of the Concord Drive-In, Concord, N. H., has been named manager of the Capitol Theater, Hillsboro, N. H. He has been in the motion picture industry for the past 35 years.

**MR. AND MRS. PERCY BOND** have named the new drive in they are constructing at Loraine, Tex., the Dona-Lin. It will be a 300-car capacity. . . . **T. L. Ritchie** has announced that Mountaineer Drive-In, Mineral Wells, Tex., has been closed temporarily for repairs. . . . **Bob Yancey** has been named manager of the Rice Drive-In, El Campo, Tex., which is owned and operated by the Rubin Frels Theaters. . . . The new Longhorn Drive-In has been opened at Austin, Tex., by **Lin Harrington.** . . . North Austin Drive-In, operated by **Eddie Joseph,** recently observed its 13th anniversary

with a double feature bill and a 60-cent admissions, for a car-load of patrons. . . . Secretary of state has issued a charter to Starlite Auto Theater, Hazard, Ky. Authorized capital stock is 100 shares or no-par value common. **Richard M. Johnson, Eli C. Boggs** and **Eugene H. Combs** were listed as incorporators. . . . Redwood Drive-In, with a capacity of 102 cars, has been opened at Overton, Tex., by **Mr. and Mrs. Paul Horton.** . . . **W. V. Adwell** has announced the reopening of Trangle Drive-In, Ozona, Tex., which had been damaged by a storm two weeks after it had been opened. . . . Pines Drive-In at Nacogdoches, Tex., recently observed its first anniversary. **Mr. and Mrs. Kenneth McFarland** are the operators. . . . The new Tex Drive-In with capacity of 500 cars has opened at Port Arthur, Tex. It was built by **Howard L. Arthur, Robert M. Rogers** and **Jack W. Wooldert Jr.** Arthur will be manager. . . . **Frank Fritsche** has been named manager of the Circle Drive-In, Beaumont, Tex. He succeeds **Glenn Stoterau.** . . . **Edward Broussard,** manager of the Surf Drive-In, Port Arthur, Tex., has discarded crutches he has had to use because of a sprained ankle.

**PLANS** of **Nick Kounaris** and **Paul Tolis,** partners in the Kounaris and Tolis theaters, Meriden and Newington, Conn., to build a drive-in adjacent to the Meriden Theater, have been approved by the By-Laws Committee of the Meriden Court of Common Council. . . . Operator of Star Dust Drive-In Theater Company, Ltd., Melville, Sask., **Hugh Vassos,** has purchased the Melville holdings of **Vogue Theaters, Ltd.,** from **Jack Zaitzow.** Deal involved the Roxy and Princess theaters and the Western Drive-In. Western, which was opened during the past summer, has been closed. . . . New drive-in theater at Claresholm, Alta., is the Green Hills, operated by **Ward MacDonald** and **Hector Ross.**

## Births

**ADSHAD—** A daughter to Mr. and Mrs. Jim Adshad, September 12 in St. Francis Hospital, Wilmington, Del. Father is program director of WDEL-TV in that city.

**BEASLEY—** A son, Donald Kirk, to Mr. and Mrs. William D. Beasley in Nashville August 5. Mother is former singer, Jean Norris; father, part owner of Republic Recording Company, Nashville.

(Continued on page 85)

**E. H. BROOME**

Passed away  
October 18, 1952

We treasure the memory  
of a true friend.

**JOHN & IRENE DENTON**

**CLANCY—Mrs. Florence,** wife of George V. Clancy, secretary of the Detroit local of the American Federation of Musicians, recently in Hardin, Mo. Death came in an auto accident that also killed two sisters and injured two other sisters. Her husband was also a member of the national board of the AFM.

**CRUMP—Glenn,** known professionally as Mike Maloney and as Professor Crump, October 8 at Detroit. He was a comedian, playing with Pete McCurdy's Bon Ton Girls, tab show, for nearly a quarter century. He was also known as a partner in the team of McCurdy and Maloney. For the past 10 years he has written a column in Nite Life, Detroit show publication. Survived by his daughter, Helen. Interment in Mount Olivet Cemetery, Detroit.

**DUTCHER—Charlie,** 53, veteran outdoor showman, October 8 in Hot Springs. (Details in Carnival section).

**DAWSON—Frank,** 33, veteran motion picture actor, October 11 in Los Angeles. He is survived by his widow, Pauline. Interment in the Chapel of the Pines.

**IN LOVING MEMORY**  
Of My Husband  
**E. C. (HUMPY) EVANS**  
Who passed away  
October 25, 1952.  
**MRS. HELEN EVANS AND BOYS**

**FEARNS—William (Pop),** popcorn and candy apple concessionaire, October 2 in Apponaug, R. I. For the past few years he had been associated with the United Amusement Corporation Show of Pawtucket, R. I.

**FOSTER—Barbara Ruth,** 35, the Ruth Rogers of Western films between 1938 and 1941, October 9 in Seattle. As Ruth Rogers, she appeared opposite William Boyd in a Hopalong Cassidy feature called "Hidden Gold" and in six other productions for Paramount and Republic. Surviving are her husband, Carroll Foster, program director of radio station KIRO, Seattle, and a son, Carroll Foster III, Billings, Mont.

**FOXON—Mrs. Annie Cora,** 73, Boardwalk amusement center proprietress in Ocean City, N. J., October 8 in Shore Memorial Hospital, Somers Point, N. J. She operated the amusement center concession for the past 30 years. A son, two daughters and a sister survive. Funeral services October 9 in Ocean City, N. J., with burial in Pine Grove Cemetery, Bowmanville, Pa.

**GRAFF—George,** 84, first president of the Circus Model Builders of America and a founder of that organization, September 28 in Peru, Ind. (Details in Circus section.)

**HERSHBERGER—Roy,** 57, for the last three years ring stock boss with the Kelly & Morris Circus, September 20 in Owensboro (Ky.) Veteran's Hospital of pneumonia. From 1947-'50 he was with the Davies Circus, and prior to that had been with the Christy animal act on the James M. Cole Circus. Hershberger was a veteran of World War I and saw front-line action in France. Surviving are a daughter and brother. Interment in Indiana, Pa.

**In Loving Memory**  
of  
**MRS. BERTHA REISS MELVILLE**  
Who Passed Away  
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## BRIGHT OUTLOOK

### Popcorn Supplies Up, Prices Soft for '54

CHICAGO, Oct. 17.—Abundant supplies of popcorn and seasoning and possible lower prices were predicted for the 1954 outdoor season by most suppliers at the annual convention of the popcorn industry in the Conrad Hilton Hotel this week.

Crop reports not only indicate an ample supply of corn but also point out that the quality is the best in several years. And some

sources close to the picture believe that the large output may soften the price structure.

Possible lower prices on seasoning were also looked for by J. W. Ryan, of C. F. Simonin's Sons, Philadelphia. Ryan said that whereas peanut oil had been scarce a year ago, current and future supplies are more than ample for the industry's needs. This contention was borne out by other suppliers.

This year's conclave was mostly directed at drive-in theater operators, who are depending more and more on concessions to increase their revenue and the popcorn industry was quick to jump on the band wagon.

New products were scarce this year. Manley, Inc., Kansas City, Mo., introduced a new console display unit designed to fit into existing counters. This unit has a 250-box capacity warming over

(Continued on page 75)

## Chicago Rodeo Draws Strong Attendance

Receipts Climb 30 Per Cent Ahead Of 1951 Event

CHICAGO, Oct. 17.—The Leo Cremer Rodeo, featured attraction at the revived International Dairy Shows in the International Amphitheatre, went into its final day here today with a big bulge, attendance-wise, over the previous two rodeos in '50 and '51.

The dairy show, which opened Saturday (10), featured the rodeo nightly with matinees on both Saturdays and the one Sunday. According to Merton Thayer, building manager, receipts from the Western extravaganza were some 30 per cent ahead of any rodeo previously held in the Stock Yards arena.

Cremer had some 400 head of stock on hand and the three-hour plus program has close to 150 participants, including acts. Rex Allen, singing motion picture cowboy, was the name attraction. Other performers, in addition to the participants, included the Lynn Randall dressage act, Corky Randall-high school horses, Roy Rogers' 12-horse Liberty drill, and Buddy Heaton and El Morocco. The Wilson & Company six-horse hitch was an added attraction. Trick riding was handled by Ruth Mariam, Jeanne Allen, Dorothy Sattafield and Delores Christianson. Armin Hand's local band cut the show and Cy Taillon announced.

### Reports Biz Up

Cremer, who provided the stock at 13 rodeos this season, including five at major fairs, reported business has held up pretty well all summer, considering the tightening of the amusement dollar in most areas. Profits, however, have been smaller due to increased expenses, with freight rates in particular singled out by the veteran producer. Fairs at which Cremer rodeos played this year included the Iowa State Fair, Des Moines; Colorado State Fair, Pueblo; Midland Empire Fair, Billings, Mont.; North Montana State Fair, Billings, and the Central Wyoming Fair, Casper, Wyo.

Attendance at the dairy segment of the show has been good all week, Thayer said. Success of this year's event, which drew patronage from a wide area of 22 States and several Canadian provinces, has made a repeat in '54 probable.

Visitors this week included Lloyd Cunningham, secretary, Iowa State Fair, Des Moines, and manager of the Colorado State Fair, Pueblo.

## Larry Sunbrock Goes Under Knife

CINCINNATI, Oct. 17.—Larry Sunbrock, promoter, entered Jewish Hospital here Monday (12) for a major operation on his knee which kept him on the operating table for nearly six hours Tuesday. He is slated to leave the hospital next Wednesday (21).

Sunbrock will go to his farm at Orlando, Fla., to recuperate. He plans to open a Kiddieland in Orlando late in November.

## Walter Powell, Wire Artist, Dies in Phoenix

PHOENIX, Ariz., Oct. 17.—Funeral services were held here last weekend for Walter Curtis Powell, well-known tight wire walker, who died here Sunday (4). Arrangements were under the direction of the Arizona Showmen's Association.

Powell, said to have been the first ever to do a forward somersault on a wire, came to Phoenix from Los Angeles in September to locate his sister, Mrs. Jesse Hensley, whom he had not seen for 30 years. He died before seeing her.

Powell had worked with Ringling Bros. and Barnum & Bailey and other circuses. C. R. Montgomery, superintendent of animals for the Ringling show, which played here last week, saw a newspaper story about Powell's death and described him as one of the great wire walkers.

Burial was in the Arizona Showmen's Plot in Greenwood Memorial Park.

## Williams Gets Dixie Dough

YAZOO CITY, Miss., Oct. 17.—Ray Williams' Shows are hitting some red ones in their current Southern trek and the org's first three weeks below the Mason-Dixon line far exceeded expectations.

Owner Ray Williams said Fulton, Miss., played two weeks ago, was a big winner, with much of the increased takes the result of an extra heavy press, radio and billing campaign.

# DALLAS FAIR TOPS PEAK FIRST SIX DAYS OF '52

### Takes Lead in Face of Unseasonable Heat; Per Capita Spending is Down

DALLAS, Oct. 17.—The State Fair of Texas ran slightly ahead of its banner 1952 year in attendance thru its first six days, but big middle weekend — Friday, Saturday, Sunday and Monday—was due to pretty much tell the story of this year's fair.

Thru Wednesday attendance compared with last year was as follows:

	1953	1952
Saturday (10)	177,404	172,325
Sunday (11)	152,640	166,476
Monday (12)	53,196	49,675
Tuesday (13)	58,799	50,897
Wednesday (14)	186,741	181,365
Thursday (15)	65,482	62,265

Totals 694,262 706,710  
Unseasonable heat undoubtedly cut into both attendance and spending the first few days of the fair. The nationally televised Texas - Oklahoma football game was played in the Cotton Bowl Stadium opening day, Saturday (10), but 94-degree heat wilted spectators and grid crowds left the fairgrounds immediately after the game without taking in much of the fair.

### Heat Thins Crowds

The day following, Sunday (11), the mercury soared to 97 in mid-afternoon and excellent early crowds dwindled as the temperature rose.

The fair showed small attend-

ance gains over 1952 on Monday (12) and Tuesday (13) but Wednesday (14), Dallas Day, was the first really good day, with big night crowds patronizing the mid-way.

The four-day middle weekend Friday thru Monday usually pulls attendance totaling around a million. Weather remained warm at mid-week, but fair execs thought fair skies would help keep attendance at normal high level for the weekend.

### Big Days Ahead

More than 100,000 school children's tickets had been distributed for Elementary School Day Friday (16). Saturday (17) is Rural Youth Day, with over 85,000 4-H club boys and girls, Future Farmers and Future Home Makers due to visit the fair from 200 of the States' counties. Saturday night Southern Methodist and Rice Institute will play an important Southwest Conference football game in the Cotton Bowl before a crowd that may exceed 60,000.

Sunday (18) is the traditional big day at the fair and attendance of at least 250,000 was considered almost a certainty with good weather.

Monday (19) is Negro Achievement Day, backed with stronger and more widespread promotion and advertising than ever before.

## Shilling Eyes Best Season As Sports Show Dates Near

NEW YORK, Oct. 17.—Riding high on a wave of publicity drawn by two of his top attractions, booker William Shilling this week predicted his best season since he began booking sports show attractions. First break was the nationally distributed photo of Kentucky's governor riding a sulky pulled by one of Gene Holter's racing ostriches at the Kentucky State Fair. Then Florence Chadwick swam the Bosphorus between Turkey and Greece, to wrap up virtually all long distance swimming records.

Shilling's bookings for '53 have reached a record total for him, bolstered by success in spot-booking of acts at various fairs for the first time. Tops at fairs have been Holter's ostriches; the trained seal, Tuffy Tru sdale.

Season for major sports shows begins in St. Louis in May, with Shilling booking acts into 26 of them until the season ends in Vancouver in May. After that, a slow period will precede the 1954 fair season, for which Shilling has big plans. Included are packaged sports show units for grandstand presentation. Shilling does no bookings in the musical field. Holter has trained animals to expand his offerings. Instead of three ostriches he will race six at a time, and also offer donkey racing with monkeys as jockeys, zebra racing,

donkey pole, boxing kangaroos, and his zonkey, an animal developed by mating, for the first time, a donkey and a zebra.

### Barrage of Acts

The barrage of Shilling acts tossed at patrons this winter at sports shows includes ax-thrower Archie Lobell, baseball clown Jackie Price, boomerang-throwers Bud Carrell and Rose, Sandy and Sharkey the seals, fly-casters Patsy Jean Hubbard and Joan Salvato, ski acrobat Hank Hansen, trick golfers Art Ashton and Tony Longo, Indian ensee Boyd Heath, swimming and diving acts, log-rolling and retrieving dogs, talking crow, badminton, table tennis, horseshoe pitching, handball, sling-shot, top spinning, wood sawing, canoe tilting and humping, shooting acts, Indian and Eskimo villages, judo, jungle and North American wild animals, wood carvers, Bavarian glass blowers snake exhibits, pole-sitting dogs, buffalos, water ballets, ice show units, acrobats and performing bears.

Talent playing the Harvester show circuit for Dave Strouse's Empire Booking Agency of Denver, includes Billy Papan, comedy-music; Bill Talent, juggler; Betty Shay, contortionist; Donna Roach, accordionist, and Max Neff, magic.

# RODEO BIZ OFF BY 10%; BOSTON NEXT ON ROUTE

### Range Rider to Star; N. Y. Weather Held Too Warm for Spectacle

NEW YORK, Oct. 17.—With only tomorrow's two performances remaining to be played, all hope was gone that this year's edition of the World's Championship Rodeo would do as well as last year's. Officials blamed unseasonably mild weather for keeping the crowds out of Madison Square Garden, and estimates were that the show would leave town with grosses running 10 per cent behind 1952.

Altho immediate postwar years yielded good money at the turnstiles—\$1.3 million in 1946 and nearly \$1 million the following

year—the cowboy spectacle has slid downhill slowly and steadily ever since those free-spending times. The worst year was 1951 when the Lone Ranger, who would sign for only 12 days, drew well but the gate did dimly when Vaughn Monroe was thrown into the gap.

Rodeo Manager Frank Moore said weekends have been up to par, but from Sunday night performances thru Thursday nights, "we're dead ducks." Wednesday and Friday matinees perked up somewhat in the final stages of the 26-day run, with children being admitted at half price on those

days, but over-all turnouts trailed sadly behind those of 1952.

### Autry Hoarse Again

Headliner Gene Autry, who was a brave soldier during the first week or so, doing his singing stint altho hampered severely by laryngitis, snapped out of it only to have the "bug" get him again. The hoarseness developed again on Thursday (15) and forced him to cancel a Columbia recording session. He will be idle from closing time until opening a personal appearance tour in January, in the Midwest. The Range Rider and Dick West, who have played

(Continued on page 76)

The East Texas farm area, where the fair draws a big percentage of its attendance on this day, is considered to be exceptionally prosperous and officials hope to break 200,000 for a new record attendance on this day.

The Music Festival with high-school bands, orchestras and choruses drew about 11,000 into the Cotton Bowl for a free spectacle Tuesday night (13). More than 40,000 were in the bowl for a Junior Chamber of Commerce

(Continued on page 74)

## Work Starting On Arena for Winston-Salem

7,850-Seater at Fairgrounds Will Cost \$1,250,000

WINSTON-SALEM, N. C., Oct. 17.—Ground will be broken Monday (19) for the \$1,250,000 Memorial Coliseum to be erected on the fairgrounds. The huge structure is expected to be finished in the summer of 1955.

The main arena, which will seat 7,850 spectators for sporting events and fair functions, will be 270 feet long and 210 wide, with the actual arena floor to be 210 by 85. The building will front for 270 feet on Cherry Street and have a depth of 405 feet.

Contracts totaling over \$700,000 were awarded Tuesday (13) for the brick and reinforced masonry building. The floor will be concrete, and plans are to install ice-making equipment and a layer of terrazzo when money is available. About \$1.1 million has already been raised aside from outstanding pledges.

The basketball court, boxing ring and stage will be portable, as well as tanbark flooring for use in rodeo or livestock shows.

## Autry to Start In Midwest On One-Nighters

NEW YORK, Oct. 17.—Cowboy star Gene Autry will begin a personal appearance tour in January in the Midwest. Altho the route had not advanced past the tentative stage today, it was believed either Minneapolis or Duluth would be the first major dates, with the possibility that a few small locations would be played to break in the show.

Autry had been screening entertainers during the 26-day rodeo at Madison Square Garden, and will take with him a different troupe than that which wound up a highly successful tour of England this past summer. Since there will be several repeat dates on the list, it was felt a change or supporting cast was needed.

The tour will consist almost entirely of one-nighters but there will be a couple of two-day engagements, booking manager Herb Green said.

## Ralph Wibberly Dies in Chicago

CHICAGO, Oct. 17.—Funeral services were held here Wednesday (7) for Ralph Wibberly, 56, former concessionaire, who died Saturday (3) following surgery. He had been off the road for the past four years operating a trucking business in Chicago. A sister and brother survive. Burial was in the Showmen's League of America Showmen's Rest.



# OUTDOOR CONVENTION ISSUE

NOVEMBER 28

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## Showmen's Org For Ft. Wayne

FORT WAYNE, Ind., Oct. 17.—First meeting of the recently organized Midwest Showmen's Club will be held at 2:30 p.m., Sunday (18) in Anthony Wayne Barracks No. 30 (World War I) Clubrooms at 106 West Lewis Street.

Invitations to attend the gathering are extended to anyone who has ever worked in theaters, radio, circuses, carnival or stage-shows. Monthly get-togethers are planned.

Heading the club is C. A. Vauvel, president, who formerly toured with the John Robinson Circus as "Artie the Clown." Frank Biemer, secretary, served 42 years as a producer of road shows and manager and booker for the Majestic and Shrine theaters, Fort Wayne. Roy Brower, treasurer, is a former vaude singer and minstrel man and was with the Cantigny Players in Europe. Vice-presidents are Charles LeCrois, former trapeze performer; Frank Runser, former "Uncle Tom's Cabin" performer and now a circus model builder, and Una Pelham, formerly of the Ringling show and vaude.

## Talent Topics

Rudy Rudynoff's Ballerina Horses gave a special performance in the opening night pageant at Eastern States Exposition, Springfield, Mass., for six governors from that area. While there, Rudynoff's also gave performances in the horse show and were awarded blue ribbons. Rudynoff concludes 24 weeks with the George A. Hamid office October 25 at North Carolina State Fair, Raleigh.

The Flying Melzoras, aerialists, were the subject of a two-page photo feature in the September 27 issue of the Detroit News Pictorial Magazine. The yarn featured Barry Miller, Bill Lake and Raymond Melzoras. The act expects to wind up its outdoor season, October 13 at the Bradford, O., fair.

Bert and Corinne Dearo, high performers, have wound up their outdoor dates and will rest up for their indoor circus dates which start in November. The duo recently stopped off in New York to catch some shows before heading for Michigan on business.

Al Dobritch, performer-turned-booker, has lined up the following talent for the Sunday (18) "Super Circus" TV show from Chicago: Jacques Cordon, unicycle-juggler; Ullaine Malloy, trapeze; Zavatta dog act and the Three Acevedos, tight wire. Acts booked for the following Sunday's stint are Koko and Company, Chimps; Renee and Jim, rotating ladder, and the All-American Boys, teeterboard and trampoline.

Betty Page Trio, unicycle, and the Del Morals, high perch, recently played Lowry Air Force Base, Denver, as the midway free attractions in a celebration.

Billy Pape and Renee are in Chicago, following their fair season for Barnes & Carruthers, doing club dates until their appearance "Super Circus" November 1. After that they'll head southwest for the Ft. Worth Shrine Indoor Circus. . . . Art and Marie Henry finished 16 weeks of fairs for the Al Martin Agency, Boston, at the Fryeburg (Me.) Fair October 9, and returned to their home in Gainesville, Tex. The Henrys will be back with the Martin agency in 1954. . . . Speedy Babbs is recuperating at Village Scene Trailer Park, Lansdale, Pa., after being released from the hospital following his accident on the "Big Top" TV show last January, when he broke his back and both arms. The doctor warns that Babbs will not be able to resume his act until next summer.

Jim Brown reports a complete blank with the Mickey Mouse Circus at the recent Danbury (Conn.) Fair

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as \$1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

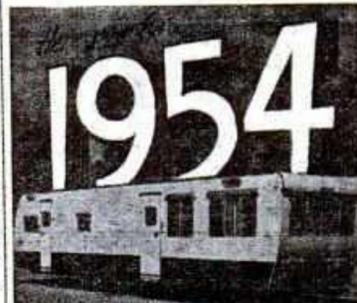
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Adv. Display Posters, size 24x36, Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for . . . 15.00  
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Out in the Open

Gladys M. Williams, of Williams & Lee Attractions, St. Paul, reports that their shows are all off the road now. Each unit reported good crowds and generally good weather she says. Miss Williams is taking a four-week vacation on the West Coast.

Armistead D. Rust, mayor of San Angelo, Tex., and general chairman of the San Angelo Fat Stock Show and Rodeo the past two years, has been elected president of the exposition. W. A. Griffis Jr. was named vice-president, and Jack B. Taylor, secretary-treasurer.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Alamo: (Fair) Sulphur, La. American Eagle: Kilmichael, Miss. American Midway: Luling, Tex. B&H: (Fair) Hampton, S. C.; Barnwell, S. C., 26-31. Big Four: Senath, Mo. Big State: Hillsboro, Tex. Blue Grass: (Fair) Live Oak, Fla.; (Fair) Moultrie, Ga., 26-31. Brewer's United: Alvarado, Tex. Brown & Wallace: (Fair) Hattiesburg, Miss., 22-31. Burke, Harry: (Fair) Crowley, La. Byers Bros.: (Fair) Stuttgart, Ark. Capital City: Ashburn, Ga.; Cairo, 26-31. Cavalcade of Amuse.: (Fair) Tuscaloosa, Ala. Central Amuse. Co.: (Fair) Marion, S. C.; (Fair) Loris, 26-31. Cetlin & Wilson: (Fair) Macon, Ga.; (Fair) Florence, S. C., 26-31. Crafts Expo.: Batow, Calif., 21-25. Drew, James H.: (Fair) McRae, Ga.; (Fair) Cuthbert, 26-31. Dumont: Selma, N. C. Dyer's Greater: Amory, Miss.; West Helena, Ark., 26-31. Ferris, Carl D.: Moncks Corner, S. C. Festival of Fun: Merigold, Miss. Fleming, Mad Cody: (Fair) Augusta, Ga.; (Fair) Dublin, 26-31. Franklin, Don, No. 1: Victoria, Tex., 19-24 (season ends). Franklin, Don, No. 2: Alice, Tex., 22-27. Frontier: (Fair) San Carlos, Ariz., 21-25. Gem City: Anniston, Ala.; (Fair) Selma, 26-31. Gentsch: Winona, Miss.; Jackson, 26-31. Georgia Am. Co.: (Fair) Sylvester, Ga. Gladstone Expo.: (Fair) Belzoni, Miss.; (Fair) Canton, 26-31. Gold Medal: Dothan, Ala.; (Fair) Panama City, Fla., 26-31. Gooding Am. Co., No. 1: (Fair) Circleville, O. Gooding Am. Co., No. 3: (Fair) Pensacola, Fla. Gooding Am. Co., No. 7: (Fair) Athens, Ga. (season ends). Groves Greater: (Fair) Vivian, La.; Rayville, 26-31. Hames, Bill: Palestine, Tex. Happy Attrs.: Dennison, O., 21-24; Newark, 28-31. Harrison Greater: (Fair) Conway, S. C.; (Fair) Mullins 26-31. Helman United: Mariangout, La. Hennies: Beaumont, Tex. Heth, L. J.: (Fair) Tifton, Ga.; (Fair) Cordele, 26-31. (Continued on page 81)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Jonesboro, Ark., 20; Little Rock, 21-22; Hope, 23; Texarkana, Tex., 24-25; Lufkin, 26; Galveston (night) 27 and 28-29 (season ends). Harris & Rowe: Baton Rouge, La., 19-24; Jennings 26-Nov. 1. Kelly-Miller: Winnfield, La., 20; Natchitoches 21; Many 22; DeRidder 23; Jasper, Tex., 24; Silsbee 25; Cleveland 26; Conroe 27; Madisonville 28; Livingston 29; Nacogdoches 30; Henderson 31; Atlanta, Nov. 1 (season ends). Kelly-Morris: Talladega, Ala., 21; Carrollton, Ga., 22; Cedartown 23; Gadsden, Ala., 24; Rockmart, Ga., 26; Canton 27; Gainesville 28; Toccoa 29. King Bros.-Cristiani: Cullman, Ala., 20; Decatur 21; Sheffield 22; Corinth, Miss., 23; Trenton, Tenn., 24; Tupelo, Miss., 26; Aberdeen 27; Kosciusko 28; Greenwood 29; Greenville 30; Clarksdale 31; Jackson, Nov. 2; Forest 3. Mills Bros.: Hammond, La., 20; Plaquemine 21; Thibodaux 22; Harahan 23; New Orleans 24; Mobile, Ala., 26; Pensacola, Fla., 27; Panama City 28; Tallahassee 29; Live Oak 30; High Springs 31. Polack Bros.: Eastern: (Armory) Utica, N. Y., 21-24; (Armory) Baltimore Nov. 2-7. Polack Bros. Western: (Aud.) Los Angeles 22-26; (Aud.) Oklahoma City, Okla., Nov. 4-7. Ringling Bros. and Barnum & Bailey: Independence, Kan., 20; Ponca City, Okla., 21; Chickasha 22; Shawnee 23; Ardmore 24; Fort Worth, Tex., 25; Tyler 26; Waco 27; Temple 28; Austin 29; San Antonio 30; Corpus Christi 31. Wallace Bros.: Madisonville, Tex., 20; Hearne 21; Cameron 22; Belton 23; Georgetown 24.

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Dick Frederick, director of publicity and advertising for the Michigan State Fair, Detroit, and Don Ridler, fair's entertainment director, will handle promotion and entertainment at the Detroit auto show this winter, the first one in the Motor City since 1940.

Al Sweeney, who with Gaylord White tops National Speedways, Inc., auto race org, was the subject of a biographical feature in a recent issue of Illustrated Speedway News, auto race gazette.

John Quinn, owner of Wonderland Park, Wyandotte, Mich., and Maire Hayward, of Hollywood, who were married September 30 at Angola, Ind., are on an extended motor trip thru the Northwest. They are slated to return to their new home in Lincoln Park, Mich., for the holiday season.

Edward S. Estel, secretary-manager of the National Dairy Cattle Congress and secretary-treasurer of the Iowa State Dairy Association, was named Honored Guest of 1953 by the Dairy Shrine Club at its recent annual meeting in Waterloo.

Lee Barton Evans, who has just concluded a season as company manager of the principal Hamid revue, is again busy booking a series of concert dates for the winter months. Evans does song (Continued on page 73)

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## Ringling Pulls 'Em On Southwest Tour

Albuquerque, El Paso, Phoenix Prove Strong Three-Day Stands

ALBUQUERQUE, N. M., Oct. 17.—Ringling Bros. and Barnum & Bailey Circus, making its first appearance here since 1927, rolled up a big attendance that set the season's high for a three-show stand. The gross was just under the four-show high scored at Denver.

The Albuquerque business was in line with that the show has been getting elsewhere in the Southwest. Since the successful second weekend in Los Angeles, business has been good.

This week also was marked by

## Ringling Estate Left to Family; Ed Kelly Named

SARASOTA, Fla., Oct. 17.—The will of Mrs. Charles Ringling, who died here September 23, lists an estate valued at more than \$2,000,000. It was filed for probate here this week.

The will disburses a \$2,000,000 trust fund into four parts. One part is left to James Ringling and another to Charles Ringling, both sons of the late Robert Ringling and grandchildren of Mrs. Charles. Two parts are left to her daughter, Mrs. Hester Sanford, and these are to revert to Mrs. Sanford's children, Stewart and Charles Lancaster.

Mrs. Ringling's residences here and in Wisconsin were left to her sister, Mrs. Florence Williamson. Edward F. Kelly, assistant vice-president of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., has been named administrator of the estate.

## Kelly-Miller Hits In Ark., La.

LAKE PROVIDENCE, La., Oct. 17.—Al G. Kelly & Miller Bros. Circus played to good business at most stands in Arkansas and Louisiana this week. Show made an unusually big hit at Warren, Ark., and played to two near-capacity houses Wednesday (7).

At Farmersville, La., on Sunday (11), the matinee-only tabbed a straw house. Lake Providence turned up with a three-quarter matinee and straw night house on Tuesday (13).

## Tom Packs Gives Elephant to Zoo

NEW ORLEANS, Oct. 17.—An eight-year-old elephant has been donated to the New Orleans Zoo by the Tom Packs' Circus and its local Shrine auspices. The bull is one of the original Packs elephants that arrived in 1948. It has been replaced in the Packs elephant act. James (Slivers) Madison delivered the animal to the zoo here.

Meanwhile, it was announced that the Packs elephant which was injured in a fall at Indianapolis this summer, would be back in the act this autumn.

## Jacobsen Unit Wins At Austin, Minn.

AUSTIN, Minn., Oct. 17.—Shrine Circus produced by H. W. (Jake) Jacobsen here October 7-8 drew four full houses at the High School Auditorium, according to General Chairman B. L. Moody.

Acts in the performance included the Glen Henrys, the Marinos, Louis and Cheri, George Lerch, Specs Thomas, Bobo Barnett, Guy Leslie's seal, Pat Henry, Clark McDermott's bear act, Pat Miller's elephant, and the Victorians.

long jumps and an irregular schedule that called for night shows only in several spots. Trains completed the 467-mile jump to Phoenix between 3 and 4:30 p.m. Tuesday (6) and had a near-capacity night house to start the stand. Wednesday (7) there brought a near-full afternoon and straw house at night.

### Toughs Cleared Out

Ringling day and dated "Ice Vogues" at Phoenix, with both shows opening on Tuesday. On Wednesday, local teen-agers, described as "hoodlums" by The Phoenix Gazette, peppered the circus with rocks. A force of Ringling-Barnum men moved against the gang and cleared them from the lot.

Tucson turned out a three-quarter matinee and straw night house for Thursday (8) and this was followed by a 312-mile jump. At El Paso the night show Friday (9) was nearly filled and no matinee was scheduled. Second day in El Paso, Saturday (10), was good for two near-capacity houses.

Another long jump and night show only was the Sunday (11) story. Move to Albuquerque was 252 miles. Night house was heavily strayed and circus staffers said that several hundred persons were turned away. Second day in Albuquerque, Monday (12), scored a three-quarter matinee and capacity night house. Wind and dust storm hampered the night show operation. Move from Albuquerque was a 271-mile hop to a night-only at Clovis, N. M.

## Wallace-Clark In Quarters; Bulls to Clyde

NORWALK, Calif., Oct. 17.—Wallace & Clark Circus went into winter quarters here after fair business at the last several stands in California.

Hollister (9) gave a three-quarters afternoon and half house at night. Morro Bay, Sunday (11), had a three-quarter house for the afternoon only. Lompoc, Monday (12), gave a full house at night and a three-quarter matinee. Earlier, Pleasanton, Calif., was canceled because of a dispute with a city official.

Schools were dismissed for most of the show's recent week-day stands. At Hollister, the hippo truck was delayed in arriving. Hollister and Morro Bay were played with local auspices, but Lompoc followed the usual policy of Wallace & Clark of using no sponsorship.

Three elephants leased from Cole Bros. Circus were to be shipped to Oklahoma where they will be added to Clyde Bros. Indoor Circus for the winter season. William (Whitey) Kneiss is in charge of the bulls.

### Beatty in Tenn.

PARIS, Tenn., Oct. 17.—Clyde Beatty Circus attracted half and three-quarter turnouts here Tuesday (13). Stand was made without local auspices. The Beatty act and George Hanneford Family's riding drew top comments here.

## 2 LA. TOWNS OKAY FOR MILLS; 2 OFF

ALEXANDRIA, La., Oct. 17.—Mills Bros. Circus attracted near-capacity houses here and at Homer, La., this week. The show was in the center of the biggest concentration of circuses to hit Louisiana in several years.

At Texarkana the show had a new lot on the Arkansas side and played to light business Saturday (10), two weeks ahead of Clyde Beatty. Homer, with Lions auspices, was the Monday (12)

## Hagenbeck Org After Circus Animal Deals

NEW YORK, Oct. 17.—The Carl Hagenbeck organization is making a strong bid for circus business in the United States, according to the firm's American representative who arrived here Wednesday (7) with a \$25,000 shipment of 15 animals destined for zoos. Arnold J. Schaumann, former director of the Highland Park Zoo in Pittsburgh for 11 years, said he will tour winter quarters and seek to arrange trades and sales for his next shipment, due in the spring.

Schaumann and his wife, steered into The Billboard offices by talent booker Stanley Wathon, for 40 years a personal friend of the Hagenbeck family, nursed the cargo of wild animals on their 12-day trip from Hamburg, Germany, where the Hagenbeck Tierpark zoo, circus, and animal export business are located. The shipment consisted of one pair of reticulated giraffes, a trio of Barasingha deer, a pair of Axid deer, three red-necked ostriches, and five Hamadryas baboons.

Schaumann said the deer and giraffes comprise the first wild cloven-hoof animals allowed in the U. S. in several years, and produced official documents to the effect that no hoof-and-mouth or other disease were present when the animals were examined.

### New Zoo Planned

Disposition of the shipment is as follows: The giraffes and one pair of baboons to the Philadelphia Zoo, one male ostrich to the St. Louis Zoo, and the deer and two remaining ostriches to the Cleveland Zoo. Three young baboons—one male and two females—will be trained by Schaumann for a small Hagenbeck zoo planned for construction outside Miami, Fla. A suitable site has not been found yet, he said, and he will make another trip to Florida for the purpose in December.

Schaumann has been representing Hagenbeck for three years out of Allison Park, Pa.

## Shreveport Sets New High; Gray Draws Top Crowds

SHREVEPORT, La., Oct. 17.—Gil Gray Circus, playing here under Shrine auspices, scored an estimated attendance of 45,000 in 11 performances. For the first time the Youth Arena at the State Fairgrounds was used. It seats about 5,000, while Municipal Auditorium seats about 2,500.

Upped capacity and ticket scale of 60 and 75 cents combined to give what promises to be the Shrine's largest attendance and biggest gross of the several years it has sponsored circuses here.

### Hagen Blue Sky Finale Below Auspices Stands

GUTHRIE, Okla., Oct. 17.—Hagen Bros. Circus played the last several stands of its season without auspices, but business was said to have been under that of sponsored stands. Here Saturday (10), the show had one-quarter and one-half houses.

stand and came up with two near-full houses.

Grotto was the Mills auspices at Monroe on Tuesday (13). One day behind King-Cristiani, the Mills attendance was light.

In Alexandria, the Mills aggregation drew a half house for the afternoon and near-capacity at night with Shrine auspices. King played there five days earlier and Ringling is due in November. Mills performers gave a show at the Veterans' Hospital here.

## KING'S BUSINESS FAIR IN LOUISIANA

Eight Shows Tangle; K-C Makes Three Opposition Stands First

NATCHEZ, Miss., Oct. 17.—King Bros. & Cristiani Circus played to fair business during the second half of its swing thru Louisiana. Show was ahead of Ringling and Mills in three stands and close to Kelly-Miller, Wallace Bros., Kelly-Morris, Rogers Bros. and Gil Gray stands in the area.

Alexandria, La., produced a three-quarters afternoon and near-full night on Friday (9). Show had Legion auspices and had opposition of two football games, Ringling paper and Mills promotion.

The Saturday (10) stand at Ruston brought out a large parade crowd and the afternoon show was better than three-quarters full. Night house dropped off to about half. Lot was small and it was necessary to leave the menagerie top on the trucks. The Cristiani riding act did not work at Ruston.

Business at Monroe on Monday (12) was fair in the afternoon and about three-quarters at night.

## George Graff, Model Builder, Dies in Peru

PERU, Ind., Oct. 17.—George H. Graff, 84, first president of the Circus Model Builders of America and one of the founder of that organization, died here September 28. He was born October 13, 1868, in Peru, and was also a member of the Circus Fans' Association.

Graff's copy of the 40-horse team and Western Hemisphere bandwagon, said to be the most perfect model ever built, is on exhibit in the Peru museum. The remainder of Graff's models have been shipped to Sarasota for exhibit in the Ringling Art Museum by his nephew, Emil Schramm, now owner-operator of the former American Circus Corporation's winter quarters here.

Graff saw the first performance of the Anderson Circus under the jurisdiction of Ben Wallace, and made it a point to see the show every year under different managements as long as the Wallace and Hagenbeck-Wallace titles existed.

Services were held at the Allen Funeral Home, Peru, October 1, with burial in Mt. Hope Cemetery. Among his pallbearers was Terrell Jacobs, veteran animal trainer.

## Gainesville Ends Three-State Tour

GAINESVILLE, Tex., Oct. 17.—The Gainesville Community Circus concluded its 24th annual season with a two-day engagement in the Gene Autry Coliseum at Ardmore, Okla. This was the first year that the local circus had appeared in three States, Texas, Oklahoma and Louisiana in a single season. A total of 28 performances were given this year.

## Under the Marquee

Ira Millette is doing 24-hour work with Ringling-Barnum... Allen Lester, Ringling press man, recalled Corporation days in an interview for the Phoenix, Ariz., Gazette...The Goodfellows organization again will sponsor the Ringling show at Orlando, Fla. Show plays there November 19.

Ray Bickford has completed a two months' hospital rest, but he suspended the rest long enough to make the Weymouth, Mass., fair recently. He was featured in the October 11 edition of the syndicated "Genius for Living" newspaper column... Clark Bros. Indoor Circus has booked the Memorial Coliseum, Cedar Rapids, for November 8-9.

James (Buster) Todd, former rodeo producer who was with Kelly-Miller in 1949 and Capell

VFW was the auspices. Mills came in the next day.

In Natchez on Tuesday (13), the show had two near-full houses. The hippo cage truck was damaged slightly in a parade accident.

## Beers-Barnes Season Closes Oct. 19 in Ga.

COLQUITT, Ga., Oct. 17.—Beers-Barnes Circus will end its season at Colquitt on Monday (19), it was announced by Gene Christian, agent for the show since 1949.

Members of the Beers and Barnes families will winter at their Miami homes. Two elephants, two seals, camel, chimp and a dozen horses will be wintered near Miami. Equipment will be stored at Valdosta, Ga., as in the past winters.

Christian and Carl Bergstrom, Side Show manager, will winter at Bradenton, Fla.; Happy Holmes will go to Alma, Mich. David C. Hoover, who has had his three-cat act on the show all season, will go to Miami and later to Middletown, O.

Season's business has been spotty and not up to that of last year, Christian stated. Business in Georgia fell off sharply because of high water and crop damage caused by offshoots of recent Florida hurricanes. One South Carolina stand was canceled because of wind.

## Ringling Performer Injured; Concello Says He Fired Shot

EL PASO, Tex., Oct. 17.—Margaret Smith, Ringling-Barnum performer, was recovering this week from a bullet wound received while the show was here Saturday (10). Her condition was described as good.

In a statement to police on Tuesday (13), Arthur M. Concello, show's general manager, said that he had accidentally fired the shot which injured the girl. Concello said they were in a pie car and that a .25 calibre automatic, with which he was playing, went off accidentally. Miss Smith also said it was an accident.

Originally, police were told that the girl was shot as she walked alongside the circus train and that she did not know who fired the gun.

## Davenport's Wallace In Mississippi Towns

YAZOO CITY, Miss., Oct. 17.—Ben Davenport's Wallace Bros. Circus played to half houses here Saturday (10) with Jaycee auspices. At Ripley, Miss. (5), show had three-quarter houses under Lions auspices. Show is playing daily.

Bros. until early this season, now is in the service and is stationed in Greenland... Dorothy Printy, wife of Bob Printy, former circus wrestler, has been winning blue ribbons and trophies at Indiana celebrations and horse shows... J. C. Admire, old-time circus agent now in the Deep South for the Ray Williams Shows, chuckles about discovering a hotel in Flomaton, Ala., that still is "strictly bowl and pitcher."

A photograph in the October 9 edition of The Waterloo (Ia.) Daily Courier, which Hi Green sent to The Billboard, shows Jim Snell, Roy Thomas, Tracy Andrews, Mrs. Thomas, Tom Snell, Rube Liebmann and Norman Atwell placing a wreath on C. A. (Shorty) Flemm's headstone. The group of clowns had played the Dairy Cat (Continued on page 76)

# Dressing Room Gossip

## Loyal Repensky

A bad storm broke the day we left San Salvador for Guatemala. It took the trucks two days to make the trip, since some roads were impassable until crews cleared them. Planes were all grounded for three days.

Giustino Loyal worked three days and nights getting the building ready in Guatemala. Now everyone is calling it "Madison Square Garden Junior." It holds 7,000 persons.

We opened Saturday (3) to a half house. Matinee Sunday (4) was a turnaway, and night show was full. Monday and Tuesday were about half houses. We have been bucking rain every day. Top coats and sweaters were taken out of mothballs because of the chilly nights.

New acts here are the Repensky Sisters, Zeffa and Albertina, double wire acts; Catarzi and his ballerina dog; Miquel, cloud swing; Ayalas, foot juggling; Los Munoz, hand stands; Michel, equilibrium; Espinosas, ladder perch. A new spec, rearranged by Giustino and Albertina, includes 80 persons and is centered around Zeffa.

Visitors here included the governor, his cabinet, the minister, officials from customs and immigration, and the cast from "Paris Revue" appearing in a local theater. The president and his family are to attend next Sunday's show.

Simone Pedrero reports from Sarasota that Giustino Jr. is out of the hospital and attending school. Papa Loyal is lining up new acts for the coming season. —OCTAVIO PEDRERO JR.

**Captain Roy Simms**, high performer, writes that he has had a good season. He finished his fair and park route at Craterville Park in Cache, Okla., and has joined the Bill Hames' Shows for a six-week trek. If the weather holds, Simms may work another three weeks outdoors but will then head for his Ozark winter home.

## Ringling-Barnum

Business has been big this past week with many straw houses. In El Paso our trains were only two blocks from the border, and many trips were made to Juarez, Mex., where many bought souvenirs and Christmas presents.

Karen King and Freddy Harris, both of the Side Show, were married in Mexico. Small fry attended the party celebrating Karen Linares' third birthday. Curly Hayes celebrated his birthday with a party in Mexico. Dick Slayton and Duane Thrope also celebrated birthdays.

The Palacio brothers' family visited from their home in Mexico. J. A. Jewel visited in a number of towns and presented a doll from Antonette Concello to a little girl confined in a San Diego hospital. Other visitors included: Mr. and Mrs. Irving Seapy, Joey, Tommy, Betty, Tommy Joe and Linda Hodgini, Pee Wee the clown, and Liz Bastian.

A dust storm between shows in Albuquerque had everyone trying to find some spot where they could see.—MARY JANE MILLER.

## Siebrand Bros.

Difficult sand pile lot in Las Cruces, N. M., found show opening a day late. Business for circus was good, with an extra night show on Saturday.

Many of us made the trip to nearby Juarez, Mex., and came back loaded with all kinds of leather and tin goods. The Matchett children look like dolls in their new Mexican finery.

Many went down to El Paso to visit Ringling personnel, but we were unable to see their performance due to conflicting matinees. Tom and Joe Hodges Hodgini toured the Juarez night spots with the following Ringling personnel: Don Edwards, Nevada Smith, George Barnaby, Curly Hayes, Al Schwartz, Marion Seifert, Norma Wright, Rose and Fay Alexander, Billy Ward, Dick Slayton and Dick Anderson. Mambo prize went to Norma Wright and Don Edwards.

New trailer was delivered to Carl and Concha Erikson. Penny Wilson is making hand-painted pillow slips and towels for all of us. Rosemary Petrey Erikson is practicing the same art work. Tommy Sales now has a small tent.—JOE HODGES HODGINI.

## Polack Western

Harlingen, Tex., was our last outdoor date for the season. Many folks made the short jaunt over to Matamoros, Mex., to shop for bargains in the market place and to try the terrific dinners and night life.

San Antonio's spacious Municipal Auditorium is one of the favorite places of the season. Nice backstage accommodations make it a pleasant date.

Lola Dobritch celebrated her birthday with a party. Tom Scapalanda showed his circus films. In the bear act Herta Klausser debuted new wardrobe created by Mayme Ward. Betty Bell is quite an artist, judging from her wardrobe sketches.

Russell Nafus and Ruva Ashton announced their engagement. They plan to be married in Los Angeles.

Ed Raymond is experimenting with a new plastic muscles for his Capt. Video gag. A hospital show was given at Fort Sam Houston by the Schaller Brothers, the Jim Wong Troupe, the Ashtons, and all clowns. Wally Newbury provided the musical accompaniment. Justus Edwards kept everyone busy with radio and television interviews.

Many from the Gil Gray Circus, including Mike and June Malko, Jeep Malko, Don De Wayne, Cliff Mosely, Bill and Peggy Dunn and Bill and Faye Snyder visited.

Other recent visitors included Don and Esther Robinson, the Simon Garcias, Hammerhead O'Dwyer, Dr. Hartman, John Beard, Hanna and Emil Pallenberg, and the Great Schubert.—HARRY DANN.

## King-Cristiani

For several days we tramped through the sugar cane section of Southern Louisiana. Now we are back in cotton country. Mr. and Mrs. Hartman Mortiz gave a party after the night show in Natchez.

Floyd King, Lucio Cristiani and many others caught the Kelly-Miller Circus at Farmerville, La. At Monroe we were a day ahead of Mills Bros., and the next day several visited the Mills lot. Alabama Campbell visited from the Mills show.

At Monroe, Mr. and Mrs. Ben Davenport, Mr. and Mrs. Buck Reiger, Mr. and Mrs. Floyd King, Mr. and Mrs. Arnold Maley, Mr. and Mrs. Harry Thomas, Ben Thomas, Pete Cristiani, Steve Fanning and Freddie Canestrelli met in the lobby of the Frances Hotel to put it up and take it down for over an hour.

Visitors in Ruston included Hank Frazer, Hardy O'Neal, J. E. Woodward, James E. Boles, Lt. and Mrs. George E. Morrisey Jr. Mr. and Mrs. Jimmie Millette drove over 800 miles over the weekend to get their big house trailer.

Keller Pressley, ill a week, is back on the job as parade marshal. Mrs. Phil Doto has been ill. Several others are suffering from hay fever, due to a series of ragweed covered lots.

Ben Thomas has joined as 24-hour man. Jimmie Essex joined Red Dinger's bar act and also does trick riding in the concert.

In Alexandria, web girls rehearsed between shows, accompanied by a phonograph record of the web music. Hearing the music over the loud speakers, Jo Jo Lewis, napping in his truck, jumped up, tossed on his costume and ran into the tent. He stopped in amazement, asking, "Where are all the people?"

Faithful old Mona, elephant featured each day in the tractor "tug of war," got tired of being underdog in the contest. In Lake Charles she brushed her rainer aside and pulled the tractor out of the tent.—COL. HARRY THOMAS.

## Polack Eastern

Many are making new wardrobes for our indoor dates. The Sheridan Twins are shipping their sets of American Indian, cowboy and gay-nineties wardrobe home to South Africa for their 1954 show. Lani Harrison packed up her hula wardrobe, as we will have a new web number starting in Toledo.

Miss Luxum closed in Mobile and returned to her home at Rochester, Ind., to start work on her new act, which she purchased from "Aida—The Girl in the Moon." Billy Theron is called the Speed Demon since he tangled with State troopers in Mississippi.

Henry Kyes expects to have the bandage off his throat any day. George Cutschall has replaced the cast on his wrist with a small rubber ball, to help circulation and restore his strength. Betty Proper has a bad cold. Harriet Lewis is back on the job again. Rose Harrison has suffered several minor heart attacks but is on the mend.

The Jackson, Tenn., Armory was a bit small, but everyone was happy to be indoors. Larry Benner is building a new Zulu walk-around, which he plans to use after Prof. Keller rejoins us in Toledo.—BOB LORRAINE.

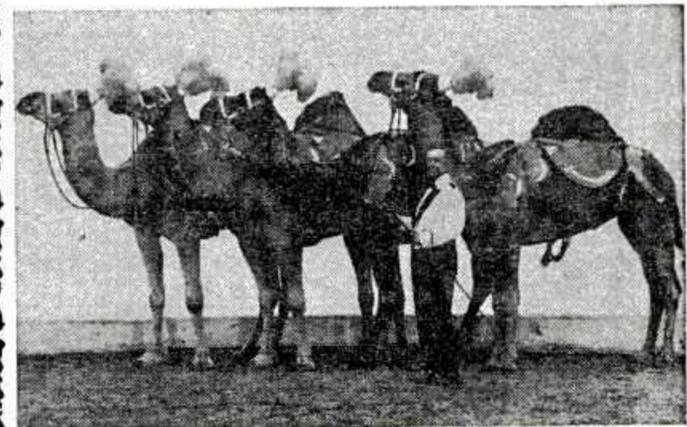
## Out in the Open

Continued from page 71  
impressions working under church and fraternal auspices. . . . Glen Childers, head electrician with the same unit, is vacationing for a few days before taking over the lighting on a new Broadway musical.

After booking dates in Canada and spending the summer at George A. Hamid's White City Park, Worcester, Mass., Peter J. Steele represented Hamid at New Jersey State Fair. After the fair Steele went to his home in Chicago for a vacation until mid-November, when he returns to New York to line up acts for the coming season. Steele expects to be hitting the road for Hamid after New Year's Day.

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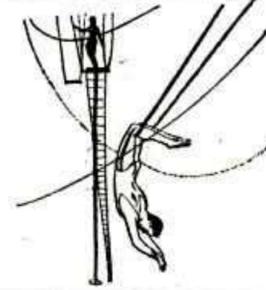
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## Jackson, Miss., Gate Races Ahead of '52

First Four-Day Pull Climbs 10 to 15%; Grandstand Up 15%; RAS Gross Rises 12%

JACKSON, Miss., Oct. 17.—The Mississippi State Fair was well on its way Thursday (15), the fourth of its six days, to a banner run.

Attendance for the first four days topped the corresponding period in '52 by between 10 and 15 per cent, according to J. M. Dean, fair secretary.

Meanwhile, patronage for the night grandstand show—a Barnes Carruthers revue—was between 10 and 15 per cent higher than for the same nights last year. And on the midway the Royal American Shows registered a combined ride and show gross

about 12 per cent ahead of last year.

With continued good weather in sight for the closing few days, the fair was expected to wind up tonight (15) with near-record totals in attendance, grandstand receipts and midway income.

New to the plant this year is a string of three buildings—a livestock judging arena, hog and sheep building, and poultry building. Built at a total cost of \$175,000, the three buildings are connected by covered, illuminated walkways.

Also new is a black-topped surface on the midway. The black-topping was accompanied by general elevation of the various sections of the fairgrounds to prevent the flooding which hereto hit the plant.

Entries in most fair classifications hit new highs, with Dean reporting that he was compelled to turn away many exhibitors because of lack of space.

## Winner On Way For Simcoe's 113th Edition

SIMCOE, Ontario, Oct. 17.—The 113th Norfolk County Fair was well on its way to success by the end of Thursday (8) by way of justifying an ambitious building program that includes a new exhibit building of two stories, and a new stage. The \$75,000 structure, measuring 72 feet by 125, is a material addition to the exhibit hall already on the grounds.

The concrete stage has a hydraulic lift for a disappearing piano or organ. Dressing room space is provided beneath. Opening of the six-day fair Monday (5) was mostly a "make-ready" day and the gate was free. Play went almost entirely to the Wallace Bros.' Shows of Canada. Tuesday (6) was children's day and the official opening ceremonies were held the following day. C. A. Northey, president of the Canadian National Exhibition, was the speaker. The first three days were very cold but Manager Lloyd S. Culver had lined up a varied program of attractions to tempt patrons.

Monday featured a Canada-wide drum majorettes' championship. Thruout the week there were horse show events and sulky racing. The grandstand show, a Hamid unit, had its premiere on Tuesday evening. Included were the Two Berts, comedy; Moffitts, hillbilly music; Chambers & Blair, roller skaters; Tiebor's Seals; the Colbergs, contortionists; the Moffitts with Bucking Bessie, crazy car, and the Chambertys, casting. Joseph Hughes was unit manager and emcee. Fireworks were shot off nightly by Joe Godin, of Interstate Fireworks.

J. P. Sullivan's midway included the Merry-go-Round, Ferris Wheel, Tilt-a-Whirl, Moon Rocket, Miniature Train, Roller Coaster, Rock-o-Plane, Dodgem, Octopus, and Hell's-a-Poppin' (dark house). Shows included a Reptile Show, Cheery Blossom Revue, Bug House, Neptina, Motordrome, Lord's Last Supper, and Jungle Compound. The High Ball ride and water show stayed on the wagons for lack of space.

## Crowds Drop At Honolulu

HONOLULU, Oct. 17.—The four-day Maui County Fair which drew to a close October 11 pulled a total attendance of 38,500, slightly less than last year's 39,968, fair officials announced.

Opening day attendance was 6,000, followed by crowds of 16,000, 11,000 and 5,500. The fair was brought to a close with a Miss Aloha Maui pageant staged before a crowd of 2,100 in front of the grandstand.

E. K. Fernandez furnished the entertainment with the Toyo Circus of Japan, marking its 31st year at the annual.

## BEST PRODUCT FOR DEAD SPOT

WINSTON-SALEM, N. C., Oct. 17.—Jim Graham, director of the Winston-Salem Fair, found an appropriate exhibit—tombstones—for a dead spot on his grounds. The corner location, which had been turned down by many exhibitors and showmen, proved just right for the seller of burial monuments. The latter is so pleased that he expressed a desire to return to the same location next year.

## Drought Cuts Dollar Take At Roxboro

ROXBORO, N. C., Oct. 17.—Short tobacco crops resulting from drought cut into the dollar earnings of the Roxboro Fair sponsored by the Veterans of Foreign Wars.

With new ticket booths and other improvements added for this year's event, the fair was set up to handle increased crowds. While the attendance is reported good, with the turnout on children's day particularly big, the patrons haven't had much money to spend after getting on the grounds.

The Carl Ferris Shows on the midway reported spending off. The kid's play made for a nice day but their parents didn't follow thru.

## High River, Alta., Appoints Manager

HIGH RIVER, Alta., Oct. 17.—The High River Rodeo and Annual Fair has appointed a full-time secretary-manager, Tom Primrose. He will supervise the whole set-up and aim for greater co-ordination by the different committees.

## Danbury's 145,729 Sets New Record

DANBURY, Conn., Oct. 17.—A warm, sunny weekend pulled the Great Danbury Fair run up by its bootstraps, as the 84th edition set an all-time high of 145,729 paid admissions. Ideal weather led to records Saturday and Sunday (10-11), after a mid-week of cold and rain. Final attendance rundown follows:

	1952	1953
Saturday	16,547	19,047
Sunday	41,764	41,432
Monday	8,920	4,340
Tuesday	6,840	3,377
Wednesday	8,741	7,723
Thursday	6,369	8,260
Friday	6,475	7,167
Saturday	23,502	25,121
Sunday	24,675	29,262

Totals 143,833 145,729  
Fair Manager John W. Leahy and his assistant, C. Irving Jarvis, showed pleasure both over the attendance increase and the improved midway. I-T Shows, playing the date for the first time, had the benefit of newly paved walks. Whereas previous amusement units were hindered by rain, being set on and facing grass areas, I-T's rides, shows and concessionaires fronted the permanent walks, which did not prevent bad-weather customers from making their way along the midway.

**Leahy Praises I-T**  
Leahy, impressed with the freshly painted equipment, said of the Isser-Trebish carnival: "If they can run it just as cleanly and efficiently again, there is no reason why we cannot have them back here in 1954." Leahy also praised the Irish Horan Lucky Thrill Drivers, who played before a packed grandstand of 6,000 patrons on Sunday (4). He indicated that two Sunday performances might be in the cards for whichever thrill show plays the date next season.

This year's version was Danbury's greatest, with 493 paid concessions in the exhibit tents and on the midway. There were increases in virtually all display segments, and the parking areas, expanded by space for 6,000 additional cars, bringing the total to 11,000, still was inadequate for the big crowd of 41,432 that turned out at \$1.25 a head on Sunday (4). Also new on the grounds were 11 buildings of various sizes.

Leahy said that repeat appear-

ances for 1954 are being arranged for Wendell Cook and his circus band, and the Vic Zembroski polka band, both of which played for free concerts daily. Among the other free attractions were two by breweries, the Budweiser Clydesdale Horses, and the Guinness Crazy Clock.

The I-T organization moved many rides down to the Mineola Fair which opened Saturday (10), the day before Danbury closed. But despite the abbreviated fun zone, heavy crowds on Sunday (11) stayed on the midway in perfect weather until 9 p.m., three hours after the customary closing time. I-T equipment sped to Mineola and was set up for the Monday session there.

## Tampa Pacts Auto Exhibit

TAMPA, Oct. 17.—The Florida State Fair, which opens its '53 run February 2, will have the Chrysler Corporation's big million dollar "New Worlds in Motion" exhibit as an added attraction, J. C. Huskisson, fair manager, announced. The traveling exhibit has been seen by more than 10 million persons in 37 cities.

## La Grange, Ga., Gets Okay Now

LA GRANGE, Ga., Oct. 17.—Troup County Fair closed its maiden six-day run here Saturday night (10) after ideal weather had pulled big attendance, particularly in the evenings. Biggest days of the week, particularly for the Johnny T. Tinsley Shows, were the three special Kid Days.

Five tents were used for exhibits and an automobile show. Joe Rowan handled the promotional chores.

**Tom and Betty Waters**, perch act, went to their home recently in Dayton, O., after closing an 18-week tour in Western Connecticut. Their indoor season started October 17. . . . **Kenneth Waite Clowns** have finished 14 weeks of fairs and are booked solid at other dates until Christmas.

## DALLAS FIRST SIX DAYS TOP PEAK '52

Gains Lead Despite Unseasonable Heat; Spending on Grounds is Reported Down

Continued from page 69

giveaway program on Dallas Day, Wednesday (14).

In general, the outlook by fair officials was that people were coming to the fair, but were not spending as in previous years.

### Merman Show Catches

The Ethel Merman show in the auditorium drew 21,965 for seven performances thru Wednesday night, began to catch on at the first of the week with plenty of new money coming into the box-office. For the weekend, two and maybe three sellouts were figured a certainty. "Ice Cycles of 1954" drew 35,800 for eight performances thru Wednesday. The Aut Swenson Thrillcade, in front of the grandstand, had 14,000 for six performances with the Wednesday night (14) show a sellout. "Dancing Waters" in a tent on the midway pulled 17,400 thru Wednesday, with customers having nothing but praise for the show.

The Aquarium listed total attendance thru Wednesday of 30,000, Museum of Fine Arts 22,000, Museum of Natural History 14,000, and the Health Museum 6,811.

Fine Arts Museum's Planetarium, featuring "a trip to the moon," was proving exceptionally popular, but small (110) capacity held the audience total down. Planetarium has had full houses for every show so far. Wednesday (14), five shows were held instead of the scheduled two. Probably 2,000 people saw the show thru Wednesday.

Free fashion roundup turned people away at every performance. Event is in a small arena in the theater building seating only about 200.

### Kid Rides Up

Along the midway rides were holding up to par, but shows and food were off, which could be attributed to uncomfortable heat. Games were running ahead, as were Kiddieland rides.

The model home, completely furnished and landscaped inside

## Cedar Rapids Nets \$20,582 On 137G Gross

CEDAR RAPIDS, Ia., Oct. 17.—The 18th annual All-Iowa Fair, altho hurt somewhat by torrid heat for most of its August 16-23 run, came up with an operating profit of \$20,582.82, sharply up from last year when the annual netted \$12,943.

This was disclosed by Andy Hanson, manager, at the annual meeting of the association Monday evening. Total gate and grandstand receipts amounted to \$110,035.15, up from last year's \$101,785.46. Revenue from concessions and space rentals was \$22,130.38 against \$19,895.81 a year ago. Total receipts were \$137,541.31, up sharply from last year's \$126,236.63.

### Disbursements Up

Total disbursements came to \$116,958.48, compared with \$113,291.89 last year. Biggest outlay was again for attractions, altho this year's \$43,244.21 was below '52's figure of \$47,913.62. Publicity and advertising costs were up, \$7,722.70 compared with \$6,318.48. Federal taxes were \$889 higher, amounting to \$9,645.90.

Judge Charles Penningroth was re-elected president. Edwin Evans is the new vice-president and Bob Caldwell continues as acting secretary. Hanson continues as fair manager and it was indicated he would be retained at the November 1 meeting of the board of directors.

Claire Miller, acting secretary of the Fair Managers' Association of Iowa, spoke briefly. More than 50 local business men also were on hand for the conclave.

the general exhibits building, was proving a popular exhibit. National Homes, Inc., representatives said only 9,000 people a day could be conducted thru the home and people were turned away every day.

The automobile show, featuring such touches as a \$40,000 ice skating show in the Nash exhibit, was the flashiest the fair has had yet. L. L. (Tex) Colbert, recipient of the fairs 1953 "Texan of Distinction" award, unveiled the 1954 model Plymouth at the fair Wednesday (14). Other new models were due to make their debut during the rest of the fair.

Events for the second week of the fair include East Texas Day Tuesday (20) with a free show in the Cotton Bowl starring Gordon MacRae, high school football October 22, 23 and 24, High School Day Friday (23), Fort Worth Day Saturday (24), State baton twirling championships Saturday (24), and the Cotton Bowl religious festival Sunday (25).

## Saskatoon Tabs \$94,352 Profit On 1953 Event

SASKATOON, Sask., Oct. 17.—Profit on the 1953 Saskatoon Exhibition was \$94,352, according to the financial statement presented at the annual dinner of the Saskatoon Exhibition Board. Revenue for the week was \$237,983 and expenses were \$143,631. Other revenue brought the total profit, as from November 1 last year, to \$102,337.

The interim financial review showed a surplus for the year to date of \$21,137. This was left clear after deductions for extension reserve, to cover new construction, \$66,000; contingency reserve, \$15,000; sewer and water debenture, \$200.

While total operating surplus was down this year—\$102,337 against \$107,671—the cash surplus was \$3,658 better than last year's total of \$17,479.

Increased operating expense, it was pointed out, was due to the fact there was no livestock prize money paid in 1952, that part of the show being washed out by the hoof-and-mouth disease restrictions.

### Summer Revenue

Summer fair revenue, with 1952 figures in brackets, was as follows:

Auto parking, \$4,219 (\$3,905); concessions and midway, \$54,393 (\$49,662); entry fees, \$973 (\$417); grants and donations, \$23,767 (\$23,145); gate receipts, \$32,393 (\$31,218); grandstand, racing, baseball, evening shows, \$73,883 (\$66,093); pari-mutuels, \$49,356 (\$49,300).

Need for an industrial exhibits building with 40,000 square feet of space was stressed by Steve MacEachern, manager of the annual. He also mentioned the need for repairs to the stadium, construction of a new roof and a new stucco job at the cost of \$20,000 to \$25,000.

Improvements approved by the board include doubling the size of existing toilet building at a cost of \$9,000; new roof on the grandstand, \$4,000; improving quarters for farm youth \$11,158; paving, \$6,600, and construction of a new \$8,000 home for the superintendent.

J. H. Warren, chairman of the midway committee, suggested consideration be given to drainage of the roadway and the approaches to the shows and concessions. Conditions this year were particularly bad, he said, owing to heavy rain the first two days of the fair.

# Clear Skies Boom Winston-Salem Gate

### Five-Day Event Tops 200,000 Mark; Quarter-Million Plant Is Model Effort

By JIM McHUGH

WINSTON-SALEM, N. C., Oct. 17.—Favored by excellent weather thruout its run for the first time in the three years that it has operated on its new grounds, the Winston-Salem Fair this week pulled more than 200,000 persons thru its gates.

Fair director Jim Graham, with today's attendance still unknown, estimated that the total might run as high as 225,000. The turnout on Children's Day, Wednesday (14), hit the 70,000 mark, it was estimated, altho there was no accurate count on the hordes of moppets.

Altho this is the third year of operation on these grounds, there are many patrons this week who are seeing the event for the first time. Cold and rain in former years kept many folks away.

#### Improvements Continue

Those who attended the event for all three years have seen vast improvements which were not curtailed despite slim fair earnings. The fair is one of the projects of the multi-million dollar Reynolds Foundation. To date the improvements run to more than a quarter-million dollars. Charles Norfleet, fund administrator, indicated that the fair would continue to expand its facilities as long as the public showed interest in the event.

Always one of the best of the Southern events, the Winston-Salem Fair holds the promise now of growing into one of the biggest in every respect. It is admirably situated in one of the most thickly settled sections of the State and the South. On its grounds will be located a new 10,000-seat Coliseum designed to play all of the nation's leading arena attractions. Adjacent to it will be the new football stadium of Wake Forest College. Both of these structures are expected to draw thousands of persons from outlying districts to the fairgrounds thruout the year. With all of these features catering to crowds adjoining one another, the area is expected to become well known to a big percentage of the State's residents.

According to present plans the new Coliseum will be used for exhibit purposes during fair time. Altho large new building dot the grounds the permanent covered space is already at a premium and it was necessary this year to go into large tents to handle the

overflow. Nearly 600 head of cattle were on exhibit.

#### To Add 10 Acres

Altho the parking areas are extensive, Norfleet said that an additional 10 acres would probably be added to the plant to handle auto patronage before next year. The planning in this, and every other respect, has been long range. The fair audience of the future, it is believed, can double the crowds of the present time.

The biggest dollar volume earned on the new grounds to date was assured by yesterday. The George A. Hamid revue was drawing well with a turnaway registered on Tuesday night. On the midway the World of Mirth Shows reported a 25 per cent increase in earning over last year. Today is of particular interest to all concerned. It could easily double any other single day in crowds and money.

In building, fair officials have kept in mind the value of decorative and free attractions. The avenues, which are hard packed and coated, are flanked by numerous flag poles. Decorative ponds containing water fowl and fish are spaced thru the grounds providing a never ending source of interest and excitement for the small fry and their parents.

#### Modern Decor

Modernistic colored panels in geometric designs give color and interest to the fronts of the new buildings and grandstand.

The event has one of the top harness racing programs in the nation with purses running into thousands of dollars. A new feature added this year by Graham is a firemen's muster. About 14 companies responded to the initial invitation.

Jack Kochman's Hell Drivers took over the track yesterday and played to a full house. Motorcycle races are today's track feature.

## Calgary Re-Works Half-Mile Oval

CALGARY, Alta., Oct. 17.—The Calgary Exhibition and Stampede's half-mile race track at Victoria Park is being resurfaced.

The present "cushion" will be removed and screened for stone, a packer will give the track a solid foundation and the cushion will be mixed with at least 2,000 yards of new soil, approved by the soils department of the University of Alberta. An attempt will be made to insure better drainage for the track and also for the stampede infield.

## BOOKERS, NOTE!

CHICAGO, Oct. 17.—Booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses and names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

## Oregon Assn. Shifts Dates, Meeting Site

PORTLAND, Ore., Oct. 17.—Time and place for the 1953 convention of the Oregon Fairs Association have been changed to November 11-13 at Salem. Mrs. Leon Davis of Hillsboro, association secretary, announced.

Originally scheduled for a week later at the Multnomah Hotel in Portland, the convention was set earlier when a change in dates for the Western Fairs Association convention in California resulted in a time conflict. The shift to the Marion Hotel in Salem was made when Portland was found to be without facilities to accommodate the convention at the earlier date. This will be the first time the conclave has been held outside of Portland.

## Bath, N. Y., Loses Barn, Pens in Fire

BATH, N. Y., Oct. 17.—The Steuben County Fair lost its cattle barn and 15 sheep pens in a fire on the fairgrounds here Saturday (3).

The blaze, which started in the sheep pens, spread to the roof of the concrete block-walled cattle barn, which was reported to be almost a total loss. Firemen were hampered by low water pressure. The barn was partly covered by insurance.

## Tallahassee, Fla., Posts 10G Premiums

TALLAHASSEE, Fla., Oct. 17.—North Florida Fair, which opens its five-day run here October 27, has posted a record \$10,000 in premiums this year. Annual also has upped its exhibit space to 120,000 square feet, approximately 20,000 more than last year, Lloyd Rhoden, secretary, said. Lee Amusement Company will provide the midway attractions.

## Improvements Build Interest In Chase City, Va., Event

CHASE CITY, Va., Oct. 17.—Favored by good weather and additionally sparked by a long-range improvement program, the Chase City Fair this week drew crowds that might well be of record proportions.

Two big children's days, Tuesday and Thursday (13-15), jammed the grounds with moppets and teachers, with a liberal sprinkling of other adults boosting the total attendance. The biggest single adult turnout is due today. The weather outlook continues fine and Garland E. Moss, secretary-manager, is hopeful that the crowds will boost the total paid attendance mark to 50,000 or better.

With an estimated 25,000 white school children on hand for the Tuesday program the fun area of the grounds was packed almost to the saturation point. The same kind of situation is expected to prevail today with Lloyd Serfass' Penn Premier Shows benefiting particularly.

While the attendance was all that could be expected, it is doubtful that any spending marks will be set since the event is located in a drought area. The tobacco crop is far below expectations and much of the leaf has not yet been marketed. Consequently, the farmer fair patron is holding less cash than he has had in many years.

The size of the crowds and the efforts at plant improvement are remarkable in view of the not more than 3,000 persons who live in this community. The attendance at the fair on any one day will exceed the total population.

Several years ago Moss and his stock-holding associates voted to plow all profits back into the event since it was realized that an unimproved event could only deteriorate further both in show value and attendance.

Antiquated exhibit halls were replaced by two concrete block structures which now house separately white and colored exhibits. Other lesser additions and improvements in this progressive period total up to some \$35,000—a considerable amount for this endeavor.

Next on the program, and awaiting only the staging of a couple of successful fairs, is the improving of the grandstand. The show—a program of George A. Hamid acts plus horse racing—is offered free. The outside gate charge for adults is 75 cents.

Altho the fair now attracts many times more persons than live in the immediate area, Moss and his associates feel that they can reach out even farther and bring in more folks. It could very well be that alert management will do the job.

# TULSA TABS 387,000 FOR NEW GATE MARK

### Auto Races Pull Big Turnouts; 20th Century Shows Hits a Winner

TULSA, Oct. 17.—The Tulsa State Fair this year continued its rapid upward climb and closed its seven-day run here Friday (9) after setting a new all-time gate mark of 387,000, up 81,000 from last year. Annual started off slow due to rain and cold on its first two days but gathered steam during the week and had two of the biggest crowds on record Thursday and the final day.

Four programs of late model stock car races, operated by Frank Winkley on the final two days, pulled two big evening turnouts with fair crowds in the afternoons. Tournament of Thrills, the grandstand attraction the first two days, lost both afternoon shows to the weather and drew only light crowds in the evenings. "Grand Ole Opry" played to a good crowd at its one evening performance. Paramount Fireworks Company produced the nightly pyro displays.

A variety show in the fair's pavilion apparently found competition from the grandstand too strong. Business there was down about 30 per cent, according to Clarence C. Lester, secretary. Produced by the Music Corporation of America, the unit played each night and matinees on the opening two days.

Talent included Candy Caddo, emcee; Martez and Lucia, dancers; Lucas Sisters, trick and fancy horses; Tex Ritter, singing cowboy assisted by Hank Morton; Hubert Castle, wire, and the Sons of the Pioneers. Fair's new \$16,000 sound system helped the audio portion of the show.

#### Midway Scores

The midway attraction, 20th Century Shows, had two big final days and according to Lester, total gross was up in the neighborhood of 20 per cent.

The fair this year, in line with its long-range building program,

spent approximately \$710,000 on plant improvements. New buildings included a 4-H and FFA dormitory which sleeps a total of 2,400 youngsters; a big extension to the livestock barn that increases its size to 1,100 by 200 feet; a new Agricultural Center Building which this year housed the Midwest Recreation Exposition and automotive and sports exhibits; expanded parking facilities that now total parking for 40,000 cars and much new paving thruout the grounds.

Next big project, which will get underway soon, will be a new 3,500-capacity auditorium, which is scheduled for completion in time for the 1954 fair.

## Bright Outlook

Continued from page 69

with direct circulation and thermostatically controlled. Creton Corporation, Nashville, was featuring its Hollywood corn maker, which has been almost completely re-designed.

Dell Food Specialties Company, Beloit, Wis., which last year featured chlorophyll-flavoring for popcorn, this year came up with its latest innovation, blue cheese flavoring.

Association-wise, biggest development to come out of the conclave was changing the name of the association from the National Association of Popcorn Manufacturers to the International Popcorn Association.

New officers of the association are J. J. Fitzgibbons Jr., president; Bert Nathan, vice-president; Thomas J. Sullivan, executive vice-president and general counsel, and Harold Alver, treasurer.

Dave Evans, president of Gold Medal Products Company, Cincinnati, was chairman of the exhibit hall.

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## Indianapolis Spot Scores Good Year

Coleman Credits Picnics, TV Spots, Price Cuts; Holidays Give Business

INDIANAPOLIS, Oct. 17. — Generally good business marked the season for Riverside Amusement Park here this year, according to John L. Coleman, president.

He said Frank (Doc) Holmes, promotion director, did a bang-up job on sales to large industrial outings, booking the park solidly on Saturdays until mid-September. Smaller picnics were scheduled on weekdays.

Advertising, Coleman said, was highpointed with TV spot announcements carried 13 times weekly by both WFBM-TV, Indianapolis, and WTTV-TV, Bloomington.

Considerable renovation was done at the park property last

year, and more is already underway this winter, Coleman said.

On the theory that early money is stronger than late, Riverside was opened early. April 11 was the scheduled starting time, but a heavy snow delayed things until April 18. Coleman said business was fair at the outset and improved as advertising took hold.

While Decoration Day is a big event for most parks, Riverside has unique competition from the Indianapolis 500-mile race. The holiday crowds were heavy, Coleman reported, but spending dropped off Sunday evening because of the lengthy weekend and speedway excitement on Friday and Saturday.

July 4 weekend brought a tremendous crowd on the Saturday night. Police estimated 40,000 were in the immediate area while another 40,000 couldn't get close. The baseball park is one and one-half miles from the amusement park and traffic was tied up thruout the area from early evening until about 11 p.m.

Promotion Pulls Capacity Extreme heat in July caused a business drop but receipts bounced back in August.

Riverside's fifth annual Five & Ten Cent Days started September 1 and ran thru Labor Day, (September 7). The funspot was shuttered for the next weekdays and reopened with the bargain prices for September 11-13.

Coleman declared that the five-and-ten price deal far exceeded expectations. Altho the temperatures were in the 50s, all rides did capacity business each day of the promotion. Rides were loaded from 15 minutes after park opening until within 15 minutes of closing time. Food and beverage department receipts were up sharply, Coleman reported.

## Veto Leasing; City to Operate Detroit Kidspot

DETROIT, Oct. 17.—Independent operation of the proposed Belle Isle Kiddieland by concessionaires was turned down this week by the City Parks and Recreation Commission, which decide to operate the venture itself.

The decision will mean a two-year delay in construction of the park, it was indicated, because of budget restrictions, altho the superintendent of the department indicated that it could be opened next spring if bids for a concession-type operation were accepted.

Cost of the installation is estimated at \$100,000, to cover eight rides.

## Rye's Rink Readied For 29th Ice Year

RYE, N. Y., Oct. 17.—Playland Amusement Park workers were readying the shuttered funspot's huge Arcade area for ice skating operations this week, as the rink's 29th season drew near. Skating will begin Friday (23), after the 24 coatings of frozen water have been applied onto the hall's terrazzo floor. The unique \$2.5 million Casino building contains the largest indoor public rink in the East, being surpassed in area only by the Fieldhouse rink at West Point.

The underside of the rink floor, measuring 208 feet long by 85, is

honeycombed by 25 miles of pipe, thru which is forced an ammonia-brine mixture at 20 degrees temperature. Just off the rink is the control room at which superintendent Robert Boehm can spot variations anywhere on the floor, due to the many thermostats located beneath the ice.

The Casino was built in 1924, inaugural year of the park, and designed by refrigerating engineer M. R. Carpenter. The original 250-ton ice plant is still in service with its two huge compressors, one 10 by 10 and the other 9 by 9.

### Arcade Area Cleared

When the park shuts after summer operations, the Arcade equipment is removed from the rink area and part is stored, the rest going into the restaurant where it operates thru the winter season.

The Casino contains a restaurant, skate shop, numerous lockers and toilet facilities, luxurious lounge, and ballroom. The latter was used in the 1920's and 1930's for dancing and many name performers played there, but since just before World War II it has been used only for private social functions.

Music for skating is by record, tape, and organ, and a new Hammond will be on hand for the season opening. Rates for skaters will be the same as last season, when 130,000 patrons glided over the Playland ice. On weekdays, adults pay 85 cents and children 50; Saturdays, Sundays and Holidays the fees are \$1 and 60 cents. Reduced rate ticket books are available for 10 admissions or the entire season. The latter goes for \$36 adult, and \$18 children.

New this year are Monday matinees, at which tickets go for 40 cents and 25 cents. Admission for high school hockey league games, for which the rink is donated, is 50 cents. Season locker rental is \$2.50.

### About 20 Workers

Six skate boys are employed to clean, scrape, and patrol the ice, and to instruct. In addition there are three teaching professionals on the staff, two registered nurses, and numerous locker and skate room personnel for a total of about 20 workers.

Westchester County owns the Casino building and operates the rink and free check room, leaving the skate room, Arcade, and restaurant to concessionaires. Upward of 30 groups have reserved ice time, from figure skating clubs to skating schools.

## Rodeo Biz Off

Continued from page 69

second to Autry in the Garden, will hop with the show to Boston, where they will spotlight the stand that opens Wednesday (21) in the Boston Garden.

Subjects blamed for the rodeo's decline vary from the weather to tight purse strings, and also include TV—but there are no complaints as to the caliber of competition or the general color of the event.

Publicity-wise, the rodeo has cashed in as never before. Publicist Lillian Jenkins' aids, Ken MacKay and Bill Fields, placed the cowboys and cowgals on radio and TV shows too numerous to count, as well as winning a liberal sprinkling of press notices and tie-in performances.

### Too Warm

With the exception of one or two chilly nights, weather during the rodeo run has been very mild for this time of year, and Moore, an old hand at such things, reminds that crowds aren't chased into the Garden so often as when the weather is nippy or wet. And as for TV, a big stimulus was lost when the Range Rider's weekly show, carried in New York beginning last December 28, was dropped when its contract expired August 10. In the six weeks between then and the rodeo's opening on September 23, it appeared the moppet minds failed to retain the image of the Range Rider as well as that of the perennial favorite, Autry. New England youngsters are torrid fans of the Range Rider and West, and are expected to turn out in large numbers in Boston.

## Under the Marquee

Continued from page 72

the Congress Hippodrome program in Waterloo Thursday (8). Flemm died in Waterloo while working the dairy show in 1940. Liebmann, a former clown, was in charge of acts at the show for the Barnes-Carruthers office.

Buster Hayes, of Helen Haag's trained chimps, renewed acquaintances with Chris Jernigan, on the Cetlin & Wilson Shows, while playing the grandstand show for George A. Hamid & Son at Richmond, Va., recently. Chris and Buster once trouped together on the J. J. Page Shows.

Count (Popo) DeBathe opened at the Bella Pacific Club, San Francisco, recently. He writes that he worked the same bill with Bozo and Art LaRue at the recent Santa Clara County Fair, San Jose, Calif. DeBathe emceed the show.

B. H. Davidson, former ticket seller on the Hagenbeck-Wallace, John Robinson, Sells-Floto and King Bros. shows, writes from Quitman, Ga.: "I have been down here in Georgia and Florida for the past 14 years and like it fine. I am looking forward to seeing Mills Bros.' Circus and visiting Charlie Brady, Hard Time Secord and all the gang I know there."

C. R. (Buck) Reger and wife, who handle national advertising in the parade with Ben Davenport's Wallace Bros.' Circus, visited Bill Kellogg when the show played Houston, Miss., recently. The Regers plan on spending a few days with Fred and Louie Young in Peru, Ind., when the season ends October 24. . . . The Circus Clown Club of America will soon change its headquarters from Los Angeles to Buffalo, according to Marge V. Kelly, club secretary. The headquarters, located in Los Angeles for seven years, is to be moved to expedite services to club members. . . . George and Bessie Geddis, after closing with Capell Bros.' Circus and playing several fairs, have joined the Southern States Shows in Florida.

The Mobile, Ala., Shrine Circus Committee reports an estimated take of \$4,400 from its three-day sponsorship of Polack's Eastern Unit recently. Estimated attendance for the five performances was slightly in excess of 28,000. With the exception of light showers on the final day, the weather was almost perfect. . . . Mr. and Mrs. Charles Formann Jr., promotional directors for Mills Bros.' Circus, write from Mobile, Ala., that they will close their season in that city October 24. After a short trip to New Orleans they will go to St. Louis to spend the holidays with Formann's parents. Later they will journey to San Antonio for a visit with Mrs. Formann's relatives.

Mark Anthony, producing clown with Wirth's Circus Pty., Ltd., in Australia, writes that the show is heading back to Melbourne, Victoria, for its annual Christmas run of six weeks. The tour just ended covered New Zealand, New South Wales, Queensland and Victoria. "I've caught some big woppers in New Zealand," writes Mark, "and surprised myself shooting kangaroos in Queensland. Maxie Morris, who has done a splendid job here with trained seals, is on his way back to Cali-

fornia. We'll sure miss him, but then we miss the States also. And yet the audience here is all out for the circus, rain or shine."

The Snell Brothers, Joy and Roy Thomas, Rube Liebmann, Norman Atwell, and Tracy Andrews conducted memorial services at the grave of C. A. (Shorty) Flemm at Waterloo, Ia., recently. They were in town to play the Dairy Cattle Congress.

Carl Ritt, Evansville, Ind., editor, recalled in a recent article the story of a petrified man found in the river near Evansville in 1902 and thereafter put on exhibition. R. K. Chapman, Evansville trouper, says the first he saw of the attraction was on the river bank and the last time he saw it was on Cole Bros.' Circus. The Walter Rasures of Evansville report seeing it this summer at Chain-of-Rocks Park, St. Louis.

Jack LaPearl, Hagen Bros.' producing clown, visited Sam Johnson and Ted Rice, Chicago fans, before opening the Clyde Bros.' indoor show. . . . Al Butler, former circus agent now ahead of "South Pacific," was in Chicago this week. He is recuperating from an operation.

Bill Tumber, promotion man, joined the King - Cristiani show after closing with the Beatty circus. . . . Jim McRoberts, Topeka, Kan., fan, was planning to see Ringling - Barnum at Tulsa and Independence, Kan. . . . Jim Brown was doing good business with a Mickey Mouse circus at the Mineola, N. Y., fair this week.

Charles Campbell has closed with Rogers Bros. and bought a walk-thru show from Dub Duggan. Ed Hiller left Rogers advance at the same time and is joining James Allen Winters with a Western act.

Dick Hale, Monroe, La., fan, caught Mills and King shows there. Hardy O'Neal, Shreveport fan, saw Gil Gray, Mills and King.

John Anderson, Enquirer Printing Company, Cincinnati, caught the Rogers and King shows on a swing thru the South. . . . Floyd King visited Kelly-Miller at Farmersville, La., and talked with Obert Miller. . . . H. N. (Doc) Capell is considering a return to carnival business next season.

Tommy Whiteside and Jimmie O'Donnell who closed with the Wallace & Clark Circus recently, will winter in Los Angeles. . . . Howard R. Maples, formerly with the Al G. Barnes, Sells-Floto, Howe's Great London and the John Robinson ticket departments, visited Floyd King and Col. Harry Thomas, of King Bros.' Circus at Hammond, La., recently. Maples renewed acquaintances with Sam and Bessie Polack and Jack Joyce, animal trainer, when he caught the Polack Bros.' Shrine Circus at Jackson, Tenn., October 3. When he saw the Clyde Beatty Circus October 9 at Nashville, Maples visited Manager Frank Orman, band leader Vic Robbins, Contracting Agent Dave Carroll and Side Show Manager Arthur Hoffman.

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## Dallas Concession Biz Up, Shows Off, Ride Play Strong

Heat Pares Back-End Takes During Fair's First Week; Pete Kortez Unit Paces Shows

DALLAS, Oct. 17.—Heat pared spending on some segments of the midway at the State Fair of Texas during the first week of the exposition's 16-day run.

Games operated by Joe Murphy, Fred Lindsay and Margaret Pugh were up over last year. Major rides were holding their own while kiddie rides were up. Shows in general were off.

Cliff Wilson, producer of the midway shows for the first time here, said Pete Kortez' Circus Side Show was the top money-

maker. Unit features Jess Willard—who got good write-ups in the Dallas dailies—and as an added feature will also have Joe Louis on hand for Negro Achievement Day, Monday (19).

Pat Marcus and Red Murphy's girl revue with Murray (Hats) Par'er and Joe Sciortino's Posing Show, were running in second place.

Dot Blackwell's Fat Show was the top draw of smaller grind shows. Caldwell's Motordrome also was doing well.

Rotor thrill ride pulled in approximately 37,400 to watch or ride thru Wednesday (14). The new Roundup, spotted next to the Rotor, also was doing good business.

Because of hot weather, business was off for hot foods like chili, hamburgers and hot dogs but good for snow cones, cold drinks, etc.

## Jackson, Miss., Gives Royal Am. '52-Topping Biz

Ride-Show Gross 12% Higher in First Four Days; Midway Topped

JACKSON, Miss., Oct. 17.—The Royal American Shows are racking up a substantially bigger gross at the Mississippi State Fair than they did last year.

Thru Thursday (15), with two more days of the six-day event to go, the Carl Sedlmayr organization had piled up a ride and show gross about 12 per cent higher than last year.

The fair's upped attendance—between 10 to 15 per cent above '52, combined with the Royal American's increased earning power over last year—were credited with the hike in the combined ride and show takes.

Again here, as in all stands on the RAS route, the battle for top money among shows was between Leon Claxton's "Harlem in Havana" and "Moulin Rouge," produced by Leon Miller. Bill Kemp's Motordrome and Bobbie Hasson's Side Show were fighting it out for the third spot.

The midway area presented a neat appearance, the result of a black-topping job since the '52 fair.

On Wednesday (14) the Royal American Shrine Club hosted several hundred orphans from various homes in the Jackson area.

Visitors to the show here included Mrs. Robert L. Lohmar, Mr. and Mrs. Harold Hesh, Mr. and Mrs. Al Sweeney, Jack Duffield, and Mr. and Mrs. Bernie Stone.

## Bloomsburg Win Climaxes Reid Season

BLOOMSBURG, Pa., Oct. 17.—King Reid Shows ended its season here at the six-day fair which ended a near-record run Saturday (3), with 163,000 persons attending and kids admitted free every day. It was back to Vermont winter quarters for the Reid org, which capped a poor season thru Canada and New England with a winning week at Bloomsburg.

## DRIED OUT

## Smoke, No Fire In Tobaccoland

WINSTON-SALEM, N. C., Oct. 17.—The nation's carnival brethren, who annually come close to outnumbering the citizenry in some North Carolina communities at this time of the year, are finding the pickings as slim as their farmer patrons who are harvesting tobacco in drought-killed fields.

The golden leaf—the money crop—which sets the timing of fairs and gives showmen a nicotine habit in more ways than one, is in scarce supply this year. There has been no rain of con-

## WOM Again Awarded Ottawa; Contract Can Call for 5 Years

Midway Business at Winston-Salem Zooms Ahead 25% in Perfect Weather

By JIM McHUGH  
WINSTON-SALEM, N. C., Oct. 17.—Assurance that they would again be awarded the midway contract at the Central Canada Exhibition, Ottawa, reached the World of Mirth Shows management here this week. They were also informed that the fair's advisory and finance committee, which makes the recommendation of a midway organization to the board of directors, included in its report its approval of signing a pact that would encompass as many as five years.

The unprecedented action of the committee gave Frank Bergen, general manager, and Bernard (Bucky) Allen, concession manager, hope that the official awarding of the pact this winter would call for the maximum number of years.

Such a long-term contract, it was said, would make it possible for the show to augment the special features it has designed

for and brought to Ottawa, such as the arched entrance to the midway, which was built for and is used only at that event.

### To Run 7 Days

It was also reported that Ottawa execs have decided to run the event a full seven days in 1954. The fair will run from Saturday to Saturday, with no units operating on Sunday. The fair this year added a seventh day, but the operation was a prevue endeavor and featured a free gate. Next year, it is understood, all units will operate fully on all of the days.

On top of the good news from Canada, the show execs were made happy at the Winston-Salem Fair by a full 25 per cent increase in business over last year.

The weather has been a big factor here. For the first time in the three years that the fair has operated at its new plant ideal weather has favored each of the five operating days. The attend-

ance has boomed so that tonight's accounting may show a total count of around 225,000, according to director Jim Graham.

### 70,000 Kid's Day

The show chalked up a banner day Wednesday (14), children's day, when the attendance was estimated at close to 70,000. Show operators agreed that there were at least that many on the grounds. With the day dawning bright and clear midway activity was in full swing well before noon and lasted without interruption until late at night.

Another big day was chalked up yesterday. Today is the most important of the run for the midway. The weather outlook is good and that, it appears, is all it takes for this completely new event to draw 50,000.

While the tobacco belt, of which this area is a part, has been severely hurt by a long drought, the loss of farm income is not as serious to the midway enterprise as it would be in other sections, due to the diversification of industry.

### Good Tour

With three weeks still to go it appears as tho the show will wind up with a winning tour. Last week at Greensboro all units managed to keep abreast of last year even tho the event was judged to be badly hurt by the falling off of farm income.

With the assurance that Ottawa will again be on its route next (Continued on page 79)

## Jess Wrigley Buys In on 20th Century

Leonard Martin Sells Interest; McCrary, Mrs. Martin Will Continue as Co-Owners

MONROE, La., Oct. 17.—Jess Wrigley has purchased a 25 per cent interest in the 20th Century Shows, it was announced here this week by E. D. McCrary, one of the owners.

Wrigley bought the interest of Leonard Martin, who acquired it at the death of his father, Al Martin, who was killed last winter in a plane crash in the Gulf

of Mexico. A student at the University of Kansas, Leonard plans to go into a field other than outdoor show business. While his father was alive, he had spent his summers on the 20th Century, operating a novelty concession.

### Wrigley Gen. Agt.

Mrs. Velma Martin, Leonard's mother, will continue as co-owner of the show along with McCrary. She will remain as secretary-treasurer. McCrary will continue as manager, and Wrigley, who handled the special agent-press agent jobs this year, will serve as general agent.

McCrary disclosed that as a result of the purchase by Wrigley and the latter's scheduled shift to general agent, Noble Fairly, who has been with the show in that capacity, will not return in '54. Prior to the Wrigley purchase, McCrary had announced that Fairly would be back next season.

### Shift Winter Base

Keith Chapman will return as business manager and Art Signor will be back as assistant to McCrary.

The show will winter in Eldorado, Ark., McCrary also disclosed. In the past, the show wintered in Opelousas, La. During the off-season, McCrary said, several new rides would be purchased, a number of new show fronts would be built, and much new lighting installed.

Showing here this week, the 20th Century escaped damage when fire destroyed a fair building next to the midway. Concessions situated close to the burning structure were knocked down and moved hurriedly out of range.

sequence since June. In some sections a big part of the matured leaf was further damaged by heavy hail storms.

Neither the farmer nor the showman is fired up this year. Attendance at the events has been good, and even very big, but the money that it takes to spark a midway enterprise has been lacking.

### Tobacco Economy

In many sections where fairs are located the entire economy is built around the tobacco crop. With a failure the results are serious for everyone looking to make a buck.

In other communities, such as here, there is a diversification and a crop failure is not felt so keenly in the ticket booths. But the loss in dollars is still noticeable since the tobacco fields take over where the boundaries of the big manufacturing plants end.

The price for tobacco is good and anyone having a big crop to sell will be holding big dough. That money, however, isn't likely to show for awhile, since a big part of the crop is still in the fields, days behind harvest schedule, probably both because of the slow maturing resulting from the drought and the knowledge that the price will not fall and may go up.

The tobacco warehouses, jammed at this time of the year, are relatively empty. Radio announcements are urging the farmer to bring his leaf in—no reservations are needed for floor space.

The money that will be paid for the leaf still in the fields will come too late for the fairs. It must still be picked and cured before it can be marketed. By the time it is the fairs will be over and the showman's interest in the weed for another whole year will only have to do with relative merits of king or regular size.

## BUILDING NEARLY FINISHED

## Cook Raises \$14,996 for Miami Club in 9 Weeks

MIAMI, Oct. 17.—Phil Cook, executive secretary of the Miami Showmen's Association, returned to his office recently after a nine-week tour of Eastern fairs during which he raised a total of \$14,996 for the club.

The tour, the most successful made by Cook in the several years that he has represented the Miami group, covered 9,800 miles and included visits to 33 shows, parks and fairs. Every method of transportation, including airplane travel, was used.

Other results included the signing of 172 new members and the reinstatement of 34 members. The funds raised included \$1,500 for the listing of names on the bronze plaque which will decorate the foyer of the new club building; \$1,000 for ads in the year book and \$7,000 raised at jamborees. Dues were also collected from 400 members.

On the wind-up week Cook helped stage a jamboree on the

Cetlin & Wilson Shows at the Atlantic Rural Exposition. At Fayetteville, N. C., a jamboree was held on the John H. Marks Shows. The affair was staged in Jimmie Simpson's Harlem in Revue top and \$602 was raised. Dave Fineman presided. Donations of \$100 each were made by Harry Byus, Hy Shine and Dutch Saltus.

At Snow Hill, N. C., a jamboree was staged on the Mighty Page Shows and \$480 was raised. Curley Graham, Roland Page, Bill Page and A. R. (Dutch) Whiteside assisted in staging the event. Whiteside donated \$100 to the plaque fund.

The new permanent home of the association is nearing completion. Another three or four weeks will be needed to complete the interior. It is planned to hold the first meeting of the fall season in the new building. New furniture is being shopped for by Fred W. Holtzman, co-chairman of the building committee.

## Ferris Finds Crowds Good, Dollars Short

ROXBORO, N. C., Oct. 17.—Crowds have been good at the Carolina fairs played by the Carl Ferris Shows, but, for the most part, they've kept their hands in their pockets and found their entertainment in looking.

With another month of activity, and possibly more than that if it routes thru into Georgia, the season's earnings can be picked up or, as Ferris noted, they can fall off even more for a total deficit over last year of as much as 25 per cent.

Here, and at other dates played in this area, the show has been the victim of a drought-squeezed farmer populace. Tobacco, the big money crop, is far short of the planned yield and much of the

leaf has not yet been picked, cured and marketed. While prices are good the farmer doesn't have enough to sell to fill his pockets as they should be at this time of the year.

### Kids Spending

The kids are pretty well supplied with cash and they keep the midway units turning briskly on their special days. But, while their cumulative spending is holding up in many places, that of their parents is noticeably off.

The fault of the decline in season's earnings has been largely due to weather. The spring dates were hard hit and the Northern fairs ran into wash-outs on the big days. The show got in only (Continued on page 79)

# Clear Skies Boom Winston-Salem Gate

### Five-Day Event Tops 200,000 Mark; Quarter-Million Plant Is Model Effort

By JIM McHUGH

WINSTON-SALEM, N. C., Oct. 17.—Favored by excellent weather throughout its run for the first time in the three years that it has operated on its new grounds, the Winston-Salem Fair this week pulled more than 200,000 persons thru its gates.

Fair director Jim Graham, with today's attendance still unknown, estimated that the total might run as high as 225,000. The turnout on Children's Day, Wednesday (14), hit the 70,000 mark, it was estimated, altho there was no accurate count on the hordes of moppets.

Altho this is the third year of operation on these grounds, there are many patrons this week who are seeing the event for the first time. Cold and rain in former years kept many folks away.

#### Improvements Continue

Those who attended the event for all three years have seen vast improvements which were not curtailed despite slim fair earnings. The fair is one of the projects of the multi-million dollar Reynolds Foundation. To date the improvements run to more than a quarter-million dollars. Charles Norfleet, fund administrator, indicated that the fair would continue to expand its facilities as long as the public showed interest in the event.

Always one of the best of the Southern events, the Winston-Salem Fair holds the promise now of growing into one of the biggest in every respect. It is admirably situated in one of the most thickly settled sections of the State and the South. On its grounds will be located a new 10,000-seat Coliseum designed to play all of the nation's leading arena attractions. Adjacent to it will be the new football stadium of Wake Forest College. Both of these structures are expected to draw thousands of persons from outlying districts to the fairgrounds thruout the year. With all of these features catering to crowds adjoining one another, the area is expected to become well known to a big percentage of the State's residents.

According to present plans the new Coliseum will be used for exhibit purposes during fair time. Altho large new building dot the grounds the permanent covered space is already at a premium and it was necessary this year to go into large tents to handle the

overflow. Nearly 600 head of cattle were on exhibit.

#### To Add 10 Acres

Altho the parking areas are extensive, Norfleet said that an additional 10 acres would probably be added to the plant to handle auto patronage before next year. The planning in this, and every other respect, has been long range. The fair audience of the future, it is believed, can double the crowds of the present time.

The biggest dollar volume earned on the new grounds to date was assured by yesterday. The George A. Hamid revue was drawing well with a turnaway registered on Tuesday night. On the midway the World of Mirth Shows reported a 25 per cent increase in earning over last year. Today is of particular interest to all concerned. It could easily double any other single day in crowds and money.

In building, fair officials have kept in mind the value of decorative and free attractions. The avenues, which are hard packed and coated, are flanked by numerous flag poles. Decorative ponds containing water fowl and fish are spaced thru the grounds providing a never ending source of interest and excitement for the small fry and their parents.

#### Modern Decor

Modernistic colored panels in geometric designs give color and interest to the fronts of the new buildings and grandstand.

The event has one of the top harness racing programs in the nation with purses running into thousands of dollars. A new feature added this year by Graham is a firemen's muster. About 14 companies responded to the initial invitation.

Jack Kochman's Hell Drivers took over the track yesterday and played to a full house. Motorcycle races are today's track feature.

## Calgary Re-Works Half-Mile Oval

CALGARY, Alta., Oct. 17.—The Calgary Exhibition and Stampede's half-mile race track at Victoria Park is being resurfaced.

The present "cushion" will be removed and screened for stones, a packer will give the track a solid foundation and the cushion will be mixed with at least 2,000 yards of new soil, approved by the soils department of the University of Alberta. An attempt will be made to insure better drainage for the track and also for the stampede infield.

## BOOKERS, NOTE!

CHICAGO, Oct. 17.—Booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses and names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

## Oregon Assn. Shifts Dates, Meeting Site

PORTLAND, Ore., Oct. 17.—Time and place for the 1953 convention of the Oregon Fairs Association have been changed to November 11-13 at Salem, Mrs. Leon Davis of Hillsboro, association secretary, announced.

Originally scheduled for a week later at the Multnomah Hotel in Portland, the convention was set earlier when a change in dates for the Western Fairs Association convention in California resulted in a time conflict. The shift to the Marion Hotel in Salem was made when Portland was found to be without facilities to accommodate the convention at the earlier date. This will be the first time the conclave has been held outside of Portland.

## Bath, N. Y., Loses Barn, Pens in Fire

BATH, N. Y., Oct. 17.—The Steuben County Fair lost its cattle barn and 15 sheep pens in a fire on the fairgrounds here Saturday (3).

The blaze, which started in the sheep pens, spread to the roof of the concrete block-walled cattle barn, which was reported to be almost a total loss. Firemen were hampered by low water pressure. The barn was partly covered by insurance.

## Tallahassee, Fla., Posts 10G Premiums

TALLAHASSEE, Fla., Oct. 17.—North Florida Fair, which opens its five-day run here October 27, has posted a record \$10,000 in premiums this year. Annual also has upped its exhibit space to 120,000 square feet, approximately 20,000 more than last year, Lloyd Rhoden, secretary, said. Lee Amusement Company will provide the midway attractions.

## Improvements Build Interest In Chase City, Va., Event

CHASE CITY, Va., Oct. 17.—Favored by good weather and additionally sparked by a long-range improvement program, the Chase City Fair this week drew crowds that might well be of record proportions.

Two big children's days, Tuesday and Thursday (13-15), jammed the grounds with moppets and teachers, with a liberal sprinkling of other adults boosting the total attendance. The biggest single adult turnout is due today. The weather outlook continues fine and Garland E. Moss, secretary-manager, is hopeful that the crowds will boost the total paid attendance mark to 50,000 or better.

With an estimated 25,000 white school children on hand for the Tuesday program the fun area of the grounds was packed almost to the saturation point. The same kind of situation is expected to prevail today with Lloyd Serfass' Penn Premier Shows benefiting particularly.

While the attendance was all that could be expected, it is doubtful that any spending marks will be set since the event is located in a drought area. The tobacco crop is far below expectations and much of the leaf has not yet been marketed. Consequently, the farmer fair patron is holding less cash than he has had in many years.

The size of the crowds and the efforts at plant improvement are remarkable in view of the not more than 3,000 persons who live in this community. The attendance at the fair on any one day will exceed the total population.

Several years ago Moss and his stock-holding associates voted to plow all profits back into the event since it was realized that an unimproved event could only deteriorate further both in show value and attendance.

Antiquated exhibit halls were replaced by two concrete block structures which now house separately white and colored exhibits. Other lesser additions and improvements in this progressive period total up to some \$35,000—a considerable amount for this endeavor.

Next on the program, and awaiting only the staging of a couple of successful fairs, is the improving of the grandstand. The show—a program of George A. Hamid acts plus horse racing—is offered free. The outside gate charge for adults is 75 cents.

Altho the fair now attracts many times more persons than live in the immediate area, Moss and his associates feel that they can reach out even farther and bring in more folks. It could very well be that alert management will do the job.

# TULSA TABS 387,000 FOR NEW GATE MARK

### Auto Races Pull Big Turnouts; 20th Century Shows Hits a Winner

TULSA, Oct. 17.—The Tulsa State Fair this year continued its rapid upward climb and closed its seven-day run here Friday (9) after setting a new all-time gate mark of 387,000, up 81,000 from last year. Annual started off slow due to rain and cold on its first two days but gathered steam during the week and had two of the biggest crowds on record Thursday and the final day.

Four programs of late model stock car races, operated by Frank Winkley on the final two days, pulled two big evening turnouts with fair crowds in the afternoons. Tournament of Thrills, the grandstand attraction the first two days, lost both afternoon shows to the weather and drew only light crowds in the evenings. "Grand Ole Opry" played to a good crowd at its one evening performance. Paramount Fireworks Company produced the nightly pyro displays.

A variety show in the fair's pavilion apparently found competition from the grandstand too strong. Business there was down about 30 per cent, according to Clarence C. Lester, secretary. Produced by the Music Corporation of America, the unit played each night and matinees on the opening two days.

Talent included Candy Candido, emcee; Martez and Lucia, dancers; Lucas Sisters, trick and fancy horses; Tex Ritter, singing cowboy assisted by Hank Morton; Hubert Castle, wire, and the Sons of the Pioneers. Fair's new \$16,000 sound system helped the audio portion of the show.

#### Midway Scores

The midway attraction, 20th Century Shows, had two big final days and according to Lester, total gross was up in the neighborhood of 20 per cent.

The fair this year, in line with its long-range building program,

spent approximately \$710,000 on plant improvements. New buildings included a 4-H and FFA dormitory which sleeps a total of 2,400 youngsters; a big extension to the livestock barn that increases its size to 1,100 by 200 feet; a new Agricultural Center Building which this year housed the Midwest Recreation Exposition and automotive and sports exhibits; expanded parking facilities that now total parking for 40,000 cars and much new paving thruout the grounds.

Next big project, which will get underway soon, will be a new 3,500-capacity auditorium, which is scheduled for completion in time for the 1954 fair.

## Bright Outlook

Continued from page 69

with direct circulation and thermostatically controlled. Cretona Corporation, Nashville, was featuring its Hollywood corn maker, which has been almost completely re-designed.

Dell Food Specialties Company, Beloit, Wis., which last year featured chlorophyll-flavoring for popcorn, this year came up with its latest innovation, blue cheese flavoring.

Association-wise, biggest development to come out of the conclave was changing the name of the association from the National Association of Popcorn Manufacturers to the International Popcorn Association.

New officers of the association are J. J. Fitzgibbons Jr., president; Bert Nathan, vice-president; Thomas J. Sullivan, executive vice-president and general counsel, and Harold Alver, treasurer.

Dave Evans, president of Gold Medal Products Company, Cincinnati, was chairman of the exhibit hall.

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## Indianapolis Spot Scores Good Year

**Coleman Credits Picnics, TV Spots, Price Cuts; Holidays Give Business**

INDIANAPOLIS, Oct. 17.—Generally good business marked the season for Riverside Amusement Park here this year, according to John L. Coleman, president.

He said Frank (Doc) Holmes, promotion director, did a bang-up job on sales to large industrial outings, booking the park solidly on Saturdays until mid-September. Smaller picnics were scheduled on weekdays.

Advertising, Coleman said, was highpointed with TV spot announcements carried 13 times weekly by both WFBM-TV, Indianapolis, and WTTV-TV, Bloomington.

Considerable renovation was done at the park property last

year, and more is already under way this winter, Coleman said.

On the theory that early money is stronger than late, Riverside was opened early. April 11 was the scheduled starting time, but a heavy snow delayed things until April 18. Coleman said business was fair at the outset and improved as advertising took hold.

While Decoration Day is a big event for most parks, Riverside has unique competition from the Indianapolis 500-mile race. The holiday crowds were heavy, Coleman reported, but spending dropped off Sunday evening because of the lengthy weekend and speedway excitement on Friday and Saturday.

July 4 weekend brought a tremendous crowd on the Saturday night. Police estimated 40,000 were in the immediate area while another 40,000 couldn't get close. The baseball park is one and one-half miles from the amusement park and traffic was tied up thruout the area from early evening until about 11 p.m.

Promotion Pulls Capacity

Extreme heat in July caused a business drop but receipts bounced back in August.

Riverside's fifth annual Five & Ten Cent Days started September 1 and ran thru Labor Day, (September 7). The funspot was shuttered for the next weekdays and reopened with the bargain prices for September 11-13.

Coleman declared that the five-and-ten price deal far exceeded expectations. Altho the temperatures were in the 50s, all rides did capacity business each day of the promotion. Rides were loaded from 15 minutes after park opening until within 15 minutes of closing time. Food and beverage department receipts were up sharply, Coleman reported.

## Veto Leasing; City to Operate Detroit Kidspot

DETROIT, Oct. 17.—Independent operation of the proposed Belle Isle Kiddieland by concessionaires was turned down this week by the City Parks and Recreation Commission, which decide to operate the venture itself.

The decision will mean a two-year delay in construction of the park, it was indicated, because of budget restrictions, altho the superintendent of the department indicated that it could be opened next spring if bids for a concession-type operation were accepted.

Cost of the installation is estimated at \$100,000, to cover eight rides.

## Rye's Rink Readied For 29th Ice Year

RYE, N. Y., Oct. 17.—Playland Amusement Park workers were readying the shuttered funspot's huge Arcade area for ice skating operations this week, as the rink's 29th season drew near. Skating will begin Friday (23), after the 24 coatings of frozen water have been applied onto the hall's terrazzo floor. The unique \$2.5 million Casino building contains the largest indoor public rink in the East, being surpassed in area only by the Fieldhouse rink at West Point.

The underside of the rink floor, measuring 208 feet long by 85, is

honeycombed by 25 miles of pipe, thru which is forced an ammonia-brine mixture at 20 degrees temperature. Just off the rink is the control room at which superintendent Robert Boehm can spot variations anywhere on the floor, due to the many thermostats located beneath the ice.

The Casino was built in 1924, inaugural year of the park, and designed by refrigerating engineer M. R. Carpenter. The original 250-ton ice plant is still in service with its two huge compressors, one 10 by 10 and the other 9 by 9.

### Arcade Area Cleared

When the park shuts after summer operations, the Arcade equipment is removed from the rink area and part is stored, the rest going into the restaurant where it operates thru the winter season.

The Casino contains a restaurant, skate shop, numerous lockers and toilet facilities, luxurious lounge, and ballroom. The latter was used in the 1920's and 1930's for dancing and many name performers played there, but since just before World War II it has been used only for private social functions.

Music for skating is by record, tape, and organ, and a new Hammond will be on hand for the season opening. Rates for skaters will be the same as last season, when 130,000 patrons glided over the Playland ice. On weekdays, adults pay 85 cents and children 50; Saturdays, Sundays and Holidays the fees are \$1 and 60 cents. Reduced rate ticket books are available for 10 admissions or the entire season. The latter goes for \$36 adult, and \$18 children.

New this year are Monday matinees, at which tickets go for 40 cents and 25 cents. Admission for high school hockey league games, for which the rink is donated, is 50 cents. Season locker rental is \$2.50.

### About 20 Workers

Six skate boys are employed to clean, scrape, and patrol the ice, and to instruct. In addition there are three teaching professionals on the staff, two registered nurses, and numerous locker and skate room personnel for a total of about 20 workers.

Westchester County owns the Casino building and operates the rink and free check room, leaving the skate room, Arcade, and restaurant to concessionaires. Upward of 30 groups have reserved ice time, from figure skating clubs to skating schools.

## Rodeo Biz Off

Continued from page 69

second to Autry in the Garden, will hop with the show to Boston, where they will spotlight the stand that opens Wednesday (21) in the Boston Garden.

Subjects blamed for the rodeo's decline vary from the weather to tight purse strings, and also include TV—but there are no complaints as to the caliber of competition or the general color of the event.

Publicity-wise, the rodeo has cashed in as never before. Publicist Lillian Jenkins' aids, Ken MacKay and Bill Fields, placed the cowboys and cowgals on radio and TV shows too numerous to count, as well as winning a liberal sprinkling of press notices and tie-in performances.

### Too Warm

With the exception of one or two chilly nights, weather during the rodeo run has been very mild for this time of year, and Moore, an old hand at such things, reminds that crowds aren't chased into the Garden so often as when the weather is nippy or wet. And as for TV, a big stimulus was lost when the Range Rider's weekly show, carried in New York beginning last December 28, was dropped when its contract expired August 10. In the six weeks between then and the rodeo's opening on September 23, it appeared the moppet minds failed to retain the image of the Range Rider as well as that of the perennial favorite, Autry. New England youngsters are torrid fans of the Range Rider and West, and are expected to turn out in large numbers in Boston.

## Under the Marquee

Continued from page 72

the Congress Hippodrome program in Waterloo Thursday (8). Flemm died in Waterloo while working the dairy show in 1940. Liebmann, a former clown, was in charge of acts at the show for the Barnes-Carruthers office.

Buster Hayes, of Helen Haag's trained chimps, renewed acquaintances with Chris Jernigan, on the Cetlin & Wilson Shows, while playing the grandstand show for George A. Hamid & Son at Richmond, Va., recently. Chris and Buster once trouped together on the J. J. Page Shows.

Count (Popo) DeBathe opened at the Bella Pacific Club, San Francisco, recently. He writes that he worked the same bill with Bozo and Art LaRue at the recent Santa Clara County Fair, San Jose, Calif. DeBathe emceed the show.

B. H. Davidson, former ticket seller on the Hagenbeck-Wallace, John Robinson, Sells-Floto and King Bros. shows, writes from Quitman, Ga.: "I have been down here in Georgia and Florida for the past 14 years and like it fine. I am looking forward to seeing Mills Bros.' Circus and visiting Charlie Brady. Hard Time Second and all the gang I know there."

C. R. (Buck) Reger and wife, who handle national advertising in the parade with Ben Davenport's Wallace Bros. Circus, visited Bill Kellogg when the show played Houston, Miss., recently. The Regers plan on spending a few days with Fred and Louie Young in Peru, Ind., when the season ends October 24. . . . The Circus Clown Club of America will soon change its headquarters from Los Angeles to Buffalo, according to Marge V. Kelly, club secretary. The headquarters, located in Los Angeles for seven years, is to be moved to expedite services to club members. . . . George and Bessie Geddis, after closing with Capell Bros. Circus and playing several fairs, have joined the Southern States Shows in Florida.

The Mobile, Ala., Shrine Circus Committee reports an estimated take of \$4,400 from its three-day sponsorship of Polack's Eastern Unit recently. Estimated attendance for the five performances was slightly in excess of 28,000. With the exception of light showers on the final day, the weather was almost perfect. . . . Mr. and Mrs. Charles Formann Jr., promotional directors for Mills Bros. Circus, write from Mobile, Ala., that they will close their season in that city October 24. After a short trip to New Orleans they will go to St. Louis to spend the holidays with Formann's parents. Later they will journey to San Antonio for a visit with Mrs. Formann's relatives.

Mark Anthony, producing clown with Wirth's Circus Pty., Ltd., in Australia, writes that the show is heading back to Melbourne, Victoria, for its annual Christmas run of six weeks. The tour just ended covered New Zealand, New South Wales, Queensland and Victoria. "I've caught some big woppers in New Zealand," writes Mark, "and surprised myself shooting kangaroos in Queensland. Maxie Morris, who has done a splendid job here with trained seals, is on his way back to Cali-

fornia. We'll sure miss him, but then we miss the States also. And yet the audience here is all out for the circus, rain or shine."

The Snell Brothers, Joy and Roy Thomas, Rube Liebmann, Norman Atwell, and Tracy Andrews conducted memorial services at the grave of C. A. (Shorty) Flemm at Waterloo, Ia., recently. They were in town to play the Dairy Cattle Congress.

Carl Ritt, Evansville, Ind., editor, recalled in a recent article the story of a petrified man found in the river near Evansville in 1902 and thereafter put on exhibition. R. K. Chapman, Evansville trouper, says the first he saw of the attraction was on the river bank and the last time he saw it was on Cole Bros. Circus. The Walter Rasures of Evansville report seeing it this summer at Chain-of-Rocks Park, St. Louis.

Jack LaPearl, Hagen Bros.' producing clown, visited Sam Johnson and Ted Rice, Chicago fans, before opening the Clyde Bros. indoor show. . . . Al Butler, former circus agent now ahead of "South Pacific," was in Chicago this week. He is recuperating from an operation.

Bill Tumber, promotion man, joined the King - Cristiani show after closing with the Beatty circus. . . . Jim McRoberts, Topeka, Kan., fan, was planning to see Ringling - Barnum at Tulsa and Independence, Kan. . . . Jim Brown was doing good business with a Mickey Mouse circus at the Mineola, N. Y., fair this week.

Charles Campbell has closed with Rogers Bros. and bought a walk-thru show from Dub Duggan. Ed Hiler left Rogers advance at the same time and is joining James Allen Winters with a Western act.

Dick Hale, Monroe, La., fan, caught Mills and King shows there. Hardy O'Neal, Shreveport fan, saw Gil Gray, Mills and King.

John Anderson, Enquirer Printing Company, Cincinnati, caught the Rogers and King shows on a swing thru the South. . . . Floyd King visited Kelly-Miller at Farmersville, La., and talked with Overt Miller. . . . H. N. (Doc) Capell is considering a return to carnival business next season.

Tommy Whiteside and Jimmie O'Donnell who closed with the Wallace & Clark Circus recently, will winter in Los Angeles. . . . Howard R. Barnes, formerly with the Al G. Barnes, Sells-Floto, Howe's Great London and the John Robinson ticket departments, visited Floyd King and Col. Harry Thomas, of King Bros. Circus at Hammond, La., recently. Barnes renewed acquaintances with Sam and Bessie Polack and Jack Joyce, animal trainer, when he caught the Polack Bros. Shrine Circus at Jackson, Tenn., October 3. When he saw the Clyde Beatty Circus October 9 at Nashville, Maples band manager Frank Orman, band leader Vic Robbins, Contracting Agent Dave Carroll and Side Show Manager Arthur Hoffman.

**FOR SALE**

3-Abreast Merry-Go-Round, wagon center, new top, bearing telescope locks; rebuilt August, new iron for scenery, platforms, horse rods A-J, horses need some work. Reason for selling, to make room for new one. Must be moved November 1. A steal, \$3,000.00 cash.

**REID'S PLAYLAND PARK**  
Jacksonville Beach, Fla.

**RAILS**  
12"-16"-20"

With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for same.

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The Newest and Greatest ROLLER COASTER of All. You are cordially invited to see it in operation at our factory NOW. All steel construction. No foundations required. Six beautiful all white porcelain cars with chrome trim that weigh approx. 3,500 lbs. Equipped with a variable speed control unit designed so that it caters to all age groups. Kiddies love the smooth and easy action of the slow ride and there are thrills in store for the Teen-age and Adult crowds when you speed the unit up. A flashy and magnetic attraction for any Park or Ride Operator. Built to last a lifetime. Plan to come, see it & place your order. Production definitely limited. Demonstration at our Factory for the next 18 days.

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**PARKS, RESORTS, POOLS**

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You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!

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**PAID CIRCULATION PROVES READER INTEREST**

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

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Yes  Please send me The Billboard for one year at \$10.  
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**WANTS**  
Rides, Animal Shows, Demonstrators, Concessions, for established Sunshine State Fair Farmers' Mkt. All winter's work. West Hollywood, Fla. Plenty promotion, Radio, Television, Newspaper Advertising daily, insuring thousands of tourists. Reasonable privilege. Eli Wheel, Merry-Go-Round, Kid Rides or any Major Ride not conflicting. Mug, Outfit, Lead Gallery, Hanky Panks. Booking one-of-a-kind. Wire, write or phone. We are now open. Phone: 3-0136. 3520 S.W. 3rd Ave., Miami, Fla.

**JOSEPH BORGIA**  
Anyone who can supply information about whereabouts of above carnival concessionaire please notify  
**P. O. BOX 195**  
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**WRESTLERS WANTED**  
Want to contact Wrestlers 175-200 lbs For 10 towns in Arizona and New Mexico. Chuck Goldsmith, Cliff Travis, Jackie Miller, Chief Little Wolfe, or any others (particularly interested in Mexican, or Indian boys) contact at once.  
**JACK NASWORTHY**  
c/o Peterson's Trailer Park, Tucson, Ariz.

**FOR SALE**  
Eight Car Kid Ride; mechanically perfect, platforms need repair, \$300.00 cash.  
**ELVIN BISHOP**  
515 S. Sheridan Wichita, Kan.

**PLASTER**  
Load your trucks here for Fairs  
Plenty of Plaster  
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Plenty of Color  
Deliveries arranged.  
Phone: Gainesville, Ga., Lenox 4-4866  
**FLETCHER SHIRLEY**  
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**WANT FOR**  
**BARNWELL COUNTY COLORED FAIR**  
OCT. 26 THRU 31, 6 BIG DAYS AND NIGHTS  
The only Fair in or near the H-Bomb Area  
Plenty people still working here  
RIDES—Roll-o-Plane, Fly-o-Plane, Octopus or any Flat Ride; big gross here, low percentage. SHOWS—Siring Shows, Monkeys, Jungle, anything not conflicting with Snake and Minstrel Shows. CONCESSIONS—All open except Popcorn and Glass Pitch. This is a good spot for Six Cats, Age and Weight, Swinger and all Hanky Panks. Will book one Frozen Custard, Mickle, wire. Will sell EX on Palmistry. Want one Free Act, High Pole preferred. Dust Ball Lewis wants Minstrel Show performers. Salary guaranteed, all winter's work. All replies to  
**B. & H. Amusement Co.—W. E. Hobbs, Mgr.**  
HAMPTON, S. C., THIS WEEK.

**SACRIFICE SALE**  
One G. E. 60" Searchlight, transportation for same, \$1,000. Two 25 KVA LeRoI Gas Engine Generator Plants, transportation, \$2,000. One 18 ft. Gruner Adult Chairplane with Trailer, \$1,000. One 1947 Spitfire, with Trailer, \$4,000. One Kiddie Airplane Ride, \$500. One Hobby Horse Ride, \$900. One #12 Eli Ferris Wheel, with Trailer, \$4500, or will trade for #5 Eli.  
This equipment is in excellent shape, not junk. Was used past season on my Show, and is ready to go. Reason for selling: Changing equipment for next year.  
**GLEN D. WYBLE**  
132 Elm St. Phone 5571 Morenci, Michigan

**WANT FOR 16 WEEKS' WORK IN CUBA**  
Dec. 20-April 1. For solid route, no competition. RIDES: 5 Kiddie Rides, Baby Merry-Go-Round, Rocket, Bomber or Airplane, Auto, Pony Cart, Dry Boat, or any new novel Kiddie Rides. Good proposition to party with whole set. Roll-o-Plane, Octopus, Dark Ride, Crystal Maze, Glass House—must be comical mirrors; 12 to 16 car Scooter. Scooter sensational here. SHOWS: Motordrome (Art Spencer, contact), Monkey Speedway. Don't want large Side Show. Want separate Acts, such as Fat Man, Tall Man and Midget, each an attraction in itself. Big Boss, contact as per agreement. Can use A-1 Light Plant with wire. Must have 120 k.w. at least, mounted on trailer. CONCESSIONS: Custard, 10 Hanky Panks and no more. Flats definitely do not work here. Short Range Gallery, Mug Gallery, Glass Pitch. FREE ACTS: Want 6 sensational Free Acts. If not sensational, do not answer. Miss Luxem, contact. Everything on F.C. basis. All equipment must be in first-class condition. If not, please do not waste our time or yours. Conditions good in Cuba. Deposit definitely required. Roads in Cuba good, as all our spots are on the Central Highway. These are good spots, Americans highly regarded. All the cities we play range from 50,000 population to 500,000. Hotel accommodations good. This is not the first time we have been on tour in Cuba. Cash in on our past experience. This is positively not a promotion. Our situation no problem in Cuba.  
BOX 1123, SOUTH MIAMI, FLA.

**BROWN & WALLACE SHOWS**  
Want for HATTIESBURG AGRIL. FAIR, Hattiesburg, Miss., starting Thursday, Oct. 22, and ending Saturday, Oct. 31, 10 Big Days and Nights  
Want for open midway: Concessions of all descriptions. Will book Girl Show.  
Answers to Brown & Wallace Shows, Hattiesburg, Miss.

**Ferris Crowds**  
Continued from page 77  
part of its Labor Day business at the Dunkirk (N. Y.) Fair before strong winds and rain cut off all spending activity.  
However, plans are already in the works for next year. They call for additional units and a stronger route.  
**Decker Affiliated**  
Ralph Decker, former owner of the ill-fated Kirkwood Shows, and his son, Kirkwood, joined with Ferris after closing with the Metropolitan Shows some weeks ago. This season marked Decker's return to full-scale touring after an absence of several years.  
Decker reports that he will add his four major rides and light plant to the Ferris equipment. In addition, he will operate some concessions and be involved in booking activity this winter.  
The decline in earnings has been noticeable along concession row, with Willie Lewis' aides reporting slim earnings. H. K. Lee-worthy's bingo also reportedly noted a sizable drop in earnings here.  
The fairs, including the one here, have drawn a lot of folks. Mrs. Ferris and Carl Jr., along with the boss man, say that folks have been plentiful. Unfortunately, the weather has gotten in its licks even here in the drought area. Too late to do the farmer any good it has still resulted in washed-out big days.  
The show jumps into South Carolina next week and better earnings are looked for in that State. A few big weeks could spell out quite a difference in the season's total earnings.

**WOM Gets Ottawa**  
Continued from page 77  
year, the World of Mirth is again set in all of its key spots well in advance of the season's end. Ottawa is the big one contributing, in almost any circumstances, some of the biggest day-for-day grosses earned by any organized event at any annual on the continent.  
On this brand new fair grounds, where show officials were able to outline their space needs during the planning, the show was able to set up in the best possible fashion. The special area with the grouping kiddie attractions and a free elephant act that is presented twice each day is especially attractive. Whenever possible, as here, Berger sets up his Kiddie-land apart from the regular mid-way lineup.

<b>Bay County FAIR</b> Panama City, Fla. OCT. 26-31	<b>Tri-State FAIR</b> Marianna, Fla. NOV. 2-7	<b>So. Georgia FAIR</b> Valdosta, Ga. NOV. 9-14
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**CONC.** NOVELTIES—SCALES—EATS—DRINKS  
HANKY PANKS OF ALL KIND

**SHOWS** MOTORDROME—GRIND SHOWS  
HILLBILLY—GLASS HOUSE—ILLUSION

**RIDES** DARK RIDE—FLY-O-PLANE  
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**NOTICE** We are now booking Attractions for 1954. Can offer a solid money-getting route to showmen with outstanding attractions.

**CONTACT**  
JOHN J. DENTON  
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PEANUT FESTIVAL, DOTHAN, ALA., OCT. 19-24

**This Is IT!**  
**ARIZONA STATE FAIR**  
**PHOENIX, ARIZONA**  
NOVEMBER 6-15 INCLUSIVE  
**LAST BIG STATE FAIR IN THE WEST**  
GET YOUR WINTER BANKROLL HERE 250,000 ATTENDANCE. UPTOWN LOCATION.  
**NOW BOOKING CONCESSIONS**  
**CAN BOOK 2 SMALL GRIND SHOWS**  
No pcs., flatties or gypsies.  
**CRAFTS 20 BIG SHOWS**  
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**EASTERN CAROLINA AGRIL. FAIR**  
FLORENCE, S. C. OCT. 26 TO 31 INCLUSIVE

**SUMTER COUNTY FAIR**  
SUMTER, S. C. NOV. 2 TO 7 INCLUSIVE

CAN PLACE all legitimate Merchandise Concessions and Eating and Drinking Stands at both fairs. Space at Florence \$10.00 per front foot. Sumter, \$5.00 per front foot.  
Winter quarters again in the fairgrounds at Petersburg, Va. Want new Attractions and new Rides for next season. Free storage at winter quarters for those contracting for next season.

**ALL FAIRS BOOKED NOW FOR THE COMING YEAR AND WE CAN OFFER A WONDERFUL ROUTE OF MAJOR FAIRS**  
All address  
**CETLIN & WILSON SHOWS**  
Georgia State Fair, Macon, Ga.

C. C. (SPECKS) GROSCURTH PRESENTS  
**BLUE GRASS SHOWS**  
FEATURING THOROUGHbred ENTERTAINMENT

Want for COLOQUIT COUNTY FAIR, MOULTRIE, GA., week Oct. 26; followed by WAYCROSS, GA., FAIR; then GAINESVILLE, FLA., FAIR AND ARMISTICE CELEBRATION, week Nov. 9.  
The only authentic and bona fide white fair held in Gainesville Fair Grounds this fall.

Legitimate Concessions of all kinds, Derby, Novelties, Age, Scales, Crab, Foot Long, Ball Game or any other Stock Hanky Panks. Can use any good Grind or Bally Shows with own equipment. Also use non-conflicting major Rides.  
All joining now will be given preference for the Florida winter tour.  
Address C. C. GROSCURTH, Live Oak, Florida, this week; Moultrie, Ga., next week

**WANTED FOR**  
**Ralph R. Miller Shows**  
St. Francisville, La., Oct. 19; Plaquemine, La., Oct. 26; Golden Meadows, Nov. 2. Merchandise Concessions of all kinds. \$20.00 per week. Place Kiddie Rides. Cook House, Photos, Glass Pitches already sold. FOR SALE—Ferris Wheel with Trailer, \$2,000; now operating on Show. Phone 36987, Baton Rouge, La. (Permanent Address).

**LEO LANE SHOWS**  
THE SOUTH'S FINEST  
Wanted for the Pulaski County Fair, Hawkinsville, Ga., next week, followed by American Legion Fair, Thomasville, Ga.; Putnam County Fair, Palatka, Fla.; Glade's Bean Festival, Belle Glade, Fla.  
Hanky Panks of all kinds, Shows of merit, Custard, Novelties, Cookhouse, Age and Weight, Mug, Foot Long Hot Dogs, Foremen and Second Men who drive. All address: LEO LANE SHOWS, WADLEY, GA., THIS WEEK.



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**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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**MARKS  
SHOWS**

**NORTH CAROLINA COLORED FAIR**  
WINSTON-SALEM, N. C.,

OCT. 26-31

CONCESSIONS: Can place legitimate Concessions of all kinds—no exclusives—for this established, proven outstanding FAIR. Limited space for EATING & DRINKING STANDS.

**John H. Marks--MARKS SHOWS--Monroe, N. C.**

**VIVONA BROS. Combined  
SHOWS**

THREE MORE TO GO AND ALL BIG ONES

Moore County Fair, Carthage, N. C., Oct. 26-31;

Georgetown County Fair, Georgetown, S. C., Nov. 2-7;

Charleston County Colored Farmers' Fair, Charleston, S. C., Nov. 9-14.

Can place legitimate Concessions of all kinds; one Grind or Peek Store, one Skillo, one choice Wheel, Cookhouse for balance of season. Acts for Side Show, Dancing Girls, Colored performers, Ride Help who drive semis. Address LUMBERTON, N. C., this week.

**RALEY BROS.' EXPO.**

CHESTERFIELD, S. C., THIS WEEK; THE GREELYVILLE COTTON SHOW, GREELYVILLE, S. C., TO FOLLOW. Now Booking for the Greatest Armistice Celebration in the South, Warsaw, N. C.

Need First Men on Wheel and Merry-Go-Round. All winter's work. Place all Stock Concessions; no grift tolerated. Place Shows with own outfits. Chuck Warehouse needs Talkers and General Help for Girl and Grind Shows. Mary Brown needs Girls for Colored Girl Show. No phone calls. Wire or come on.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent

**7 COUNTY FAIR ELIZABETH CITY, N. C.**  
WEEK OCTOBER 26

WANTED: Ball Games, Pitch Till You Win, Cork Gallery, Penny Pitch, Six Cats, Buckets, Swinger, Duck Pond, Fish Pond, Grab, Hoop-La String Game, Photos, Age and Scales, High Striker, Slum Spindle.

WANTED: White Girl Show, Side Show, Snake Show, Wild Life.

WANTED: General Ride Help, Truck and Tractor Drivers, Agents for Office, Hanky Panks. All replies to

**GEORGE CLYDE SMITH SHOWS**

Suffolk, Va., this week, Elizabeth City, N. C., next week.

**SOUTHERN VALLEY SHOWS**

WANT FOR TWO BIG MONEY SPOTS

CONCORDIA PARISH FAIR, FERRIDAY, LA., OCT. 26 THRU 31; FOLLOWED BY RAPIDES PARISH COLORED FAIR, ALEXANDRIA, LA.

Bands, Parades, Floats—held at new Colored Park. This is the largest Colored Fair in the State and we are just on time in the Heart of Cotton Picking. Can use Concessions of all kinds, including Eats and Drinks, Pitchmen, etc.

Contact: **EDDIE MORAN, MGR.**

Bastrop (Fair), La., This Week; Then Ferriday (Fair), Next Week.

**HOLLY AMUSEMENT COMPANY**

Wants for HOLMES COUNTY FAIR, Bonifay, Florida, October 26 to 31; followed by HIGH SPRINGS, Florida, Peanut Festival

PHOTOS, JEWELRY, ARCADE, ALL HANKY PANKS OPEN, WILL BOOK SHOWS AND ONE MAJOR RIDE.

WIRE PELHAM, GEORGIA, NOW

**LEE AMUSEMENT CO.**

Due to disappointment will book for

**TALLAHASSEE, FLA., FAIR, OCT. 26-31**

Side Show, Minstrel Show or any Show not conflicting. All replies to

**N. L. CRESON**

BLAKELY, GA., FAIRGROUNDS THIS WEEK.

**NSA Inaugurates  
Plush New Home**

Large Turnout at First Assembly;  
Nominators Named; Isser Presides

NEW YORK, Oct. 17.—One of the largest gatherings for a season opener turned out Wednesday night (14) as the National Showmen's Association took the wraps off its spacious new quarters at 317 West 58th Street. Nearly 100 men and more than 75 Ladies' Auxiliary women attended the function, presided over by prexy Phil Isser, and the reaction of all was highly favorable.

Well painted and brilliantly lit, the layout is the roomiest and most pleasing ever occupied by the NSA. Electrical and carpentry work were speeded up last weekend to allow for the first Board of Governors meeting and general assembly, and the assemblage was treated to expanses of eye-pleasing pastel green, ap-

plied just in time for the event. First night business included the selection by the governors of a nominating committee, and action on bids for the lunchroom concession. The latter was given again to Frank (Shrimpie) Rapaport.

**Nominating Committee**

Named nominators from the ranks of governors were Mack Kassow, Max Tubis and David Brown, with Shep Blumberg as alternate; named from the floor to complete the seven-member group were Isidore Biscow, Ben Herman, Moe Elk, and Fred C. Murray, with Herman Cohen as alternate. The committee will present its slate at the next meeting, October 28.

Other officials present beside President Isser were Joseph McKee, first vice president; Dr. Jacob Cohen, club physician; Max Hofmann, counselor, and Morris Batalsky, secretary. Congratulatory telegrams were received prior to the opening from Past President Bernard (Bucky) Allen and Chaplain Louis (Dada) King.

Also there were seats available for nearly all, the club's upholstered furniture will be taken out of storage to provide a peak of comfort for the next meeting.

**Plenty of Room**

The 4,000 square feet of floor space are dominated by a large meeting hall which is adaptable to auditorium use, having a recessed, elevated stage in one wall. The big room is about 78 feet wide and 43 feet deep, and one end can be partitioned off by closing accordion-type doors, as the Auxiliary did for its meeting on opening night. This provides a room 30 by 15 feet. Also in the layout are an office for Secretary Ethel Weinberg, a cloakroom, washrooms, and meeting room for the Board of Governors.

The NSA occupied quarters in the Palace Theater Building since 1939, after holding meetings at the Hotel Picadilly during the organization's first year. Efforts to purchase a building were unsuccessful, and were followed by the signing of a five-year lease with option for the 56th Street quarters, which are on the ground level of a building between Eighth and Ninth avenues. The rooms are separated by a short hallway from a commercial gymnasium and pool, and arrangements will make it possible for NSA members to have access to those facilities.

The showmen and Auxiliary have begun a five-year fund raising campaign, still endeavoring to ultimately purchase a permanent building in which to house their association. Also opening ceremonies have not yet been held, several out-of-town members held their own rites while waiting for their trains, by starting the inevitable card session.

**Motor State  
To WQ After  
Winning Trek**

DETROIT, Oct. 17.—Motor State Shows closed a winning season in Ohio and, with the exception of one small unit playing Southern fairs, has moved here to quarters for the winter. Org had two units in operation all summer under the management of Owner J. J. Frederick, assisted by Leo Schultz.

Also the No. 1 unit at times carried as many as 12 rides and 3 shows, further expansion was planned for next year, Frederick said. A new front arch has already been purchased and two additional rides will be added this winter. New Packards were recently delivered to the show, one for Frederick, and the other for Schultz.

Frederick reported that all fairs and celebrations played this season have again been signed for the '54 trek. Work on rides and shows will begin as soon as the four-ride unit returns from the South.

**Penn Premier  
A Winner at  
Two N. C. Dates**

Lexington Signed  
For 1954; Grosses  
Good in Henderson

CHASE CITY, Va., Oct. 17.—Lloyd Serfass' Penn Premier Shows was awarded the 1954 contract for the Davidson County Agriculture Fair in Lexington, N. C., following the successful six-day running which ended Saturday (3). A quick jump from Durham, N. C., to Lexington saw the entire show ready for action Sunday night (27). The following night was slow, but Tuesday and Wednesday (29-30) were record days for paid admissions, and gave the show one of its best weeks of this season, with the shows and rides pulling down big money every night.

Serfass and his wife spoke at a Kiwanis luncheon during the week, praising the fair board for their efforts. The Serfasses and Harry Westbrook were guests at the function.

From Lexington the show made a 155-mile move to Henderson, N. C., which is the show's winter quarters, for the 35th annual Golden Belt Fair, which opened in perfect weather for seven days on Monday (5). First two days were passable, and another record loomed as children's day on Wednesday (7) broke another record, with better than 20,000 people on the midway.

**November Closing Set**

Penn Premier moves from here to Laurenburg, N. C., for the annual Scotland County Fair. The show will be out until the first week in November, at which time it will have played 29 weeks and traveled a distance of 5,207 miles during the season.

Visitors at Lexington included T. C. Potts, of the High Point, N. C., Fair; William York, of the Ashboro, N. C., Fair, and Peter Davlin, secretary of the Concord Fair. Visitors at Henderson included Zack Long, Lee Wilson and James Holmes, all of the Durham, N. C., Fair; Police Chief King of Durham; Garland Moss, secretary of the Chase City, Va., Fair, and Woodrow Seymour, of the Sanford Fair.

**Man Killed, Youth  
Injured at La. Fair**

EUNICE, La., Oct. 17.—One man was killed and a youth injured here Thursday (15) when they were hurled from an airplane ride on the midway of the Southwest Louisiana Fair. Alton J. Andrus, 22, this city, died of a broken neck and chest injuries. Bobby Roy Pedigo, 15, suffered a fractured skull.

Witnesses said the ride turned upside down and threw the two occupants against an embankment 20 feet away.

**120 Number—32"—RAFFLE  
WHEEL FOR TURKEY  
RAFFLES OR WHAT**

Most locations are raffling Pandas in connection with Turkeys. Our wheels are perfectly balanced . . . \$35.00 each. Ready for immediate shipment. See your jobber or Roy Oakes.

WRITE FOR OUR FREE CATALOG

**RAY OAKES & SONS**  
7731 OGDEN AVE. LYONS, ILL.  
Day Phone: Lyons 1-452  
Nite Phone: Brookfield 8840

**Royal Exposition Shows**

Want for Tri-County Colored Fair, Fitzgerald, Ga., Oct. 26-31, and Adel, Ga., to follow.

**SHOWS**

**RIDES**

**CONCESSIONS**

This week, Warren County Fair, Warrenton, Ga.

**WANTED**

FREE ACTS—HIGH ACTS—  
ANIMAL ACTS

**SUNSHINE STATE FAIR**  
WEST HOLLYWOOD, FLA.

**OFFERS**

FREE Winter Quarters, trailer space, electricity, 20 acre practice grounds. Live audience to test your new act. Contact immediately.

**MORT MESSIAS**

3520 S. W. 3rd Ave. Miami, Fla.  
Phone: 3-0136

**THOMAS MOTHERWELL  
(WHITEY EMERSON)**

or anyone knowing his present whereabouts, kindly communicate with

**METROPOLITAN LIFE INS. CO.**

Claim Division  
180 Wellington St., Ottawa, Can.

**BINGO FOR SALE**

24 ft. x 36 ft. seats 118—New top this year. Also 1951 Tractor and 1951 Fruehauf Low Boy 32 ft. Trailer. Can be booked on this Show by responsible party.

Contact **Happy Hawkins**

c/o Vivona Bros.' Shows, Lumberton, N. C., now; Carthage, N. C., next week.

**HERSCHELL MERRY-GO-ROUND**

A-1 operating condition, with gas or electric motor; also Streamliner M. T. Train, model G12, with 3 cars, engine, track, etc. Sell reasonable

**JOE FREDERICK**

2263 Newton St. Detroit 11, Mich.

**2 MORE RED ONES 2**

Armory, Miss., this week; West Helena, Ark., next. Want Octopus Foreman, Second Men, Kid Ride Men, Athletic Show Talent, Platform Shows, P.C. Dealers, Concession Agents, Grab, Hi-Striker, Hanky Panks, wanted. A winter's bankroll can be made by "Sweat and Toll." If "clean as a whistle," join us.

**Dyer's Greater Shows**

**FOR SALE**

Allan Herschell "Kiddle" Sky Fighter, in perfect condition. Can be seen in operation Lumberton, N. C., this week; then Carthage, N. C.

**TONY MASIELLO**

Vivona Bros.' Shows

**FOR SALE**

40-ft. Allan Herschell 3-Abreast Merry-Go-Round, all horses newly painted, in good running condition, or will trade for a 32-ft.

**Dobson's United Shows**

Willernie, Minn.  
Phone: Mahtomedi 3888

**WANTED**

For the Pulaski County Fair, Hawkinsville, Ga., next week. Live Pony Ride, Hanky Panks of all kinds, Popcorn, Cookhouse, Shows, Foremen for Wheel and Merry-Go-Round, other Ride Help now.

**LEO LANE SHOWS**

Wadley, Ga., this week.

**FOR SALE**

Wild Life Show. Animals of all kinds, three large Chimpanzees, two large Himalayan Bears, will sell all together or part. In operation on Cetin & Wilson Shows. Will sell at a bargain.

**EARL CHAMBERS**

Macon, Ga., this week; then Florence, S. C.

# Club Activities

## Showmen's League of America

54 West Randolph Street, Chicago  
 CHICAGO, Oct. 17. — Maurice (Lefty) Ohren presided at the Thursday (15) meeting assisted by Vice-President Ned Torti, Past-Presidents J. C. McCaffery and Louis Keller, Treasurer Emeritus Walter F. Driver and Secretary Joe Streibich.

Welfare committee reported Harry Mamsch is in St. Luke's Hospital here awaiting major surgery. Still confined are David Swarthout, Frank Daniels, Harry Atwell and Mal M. Fleming.

The ways and means committee reported results in the Miss Outdoor Show Business contest are

gratifying but said the real test would come during the next four to five weeks. Ohren presented a check for \$1,200, the club's share of proceeds from a recent Birmingham benefit.

New membership applicants include Raymond Johnson, Joe S. Hill Jr., John M. Langford, C. D. Baldauf, Robert A. Bauman, William Restis, Donald E. Haywood, John J. Cook, Eugene B. O'Donnell, J. Oscar Mills Jr., Norman Dills, Joseph V. Shesser, Lyman J. Dickens, Frank H. Burrige, Kenneth Revling, George E. Miller, Charles H. Parr Sr., and Jesse Laird.

Membership was saddened by the death of entertainer Willie Shore, who was an honorary member and had many times lent his services in league affairs.

Committee to assist George Johnson on convention registrations includes William Netlich, co-chairman; Arnold Maley, George A. Golden, John W. Gallagan, Whitey Lehrter, George C. Olsen, Sol Wasserman, Nieman, Rube Liebman and Walter F. Driver. Bill Carsky and Lefty Ohren are getting into action on plans for the President's Party and Jack Kaplan is busy on the program for the banquet and ball. Bernie Mendelson is forming his committee for the Memorial Services. Convention dates are November 29-December 2 with installation of officers December 3. R. L. (Bob) Lohmar and Leo Overland are in charge of reservations for the banquet.

Attending their first meeting of the fall were J. C. McCaffery, Ray Oakes Sr. and Jr., Col Wasserman, Joe Mark, Lou Leonard, George W. Johnson and Nat Green. Clubroom callers during the week included Chuck Magid, Maxie Herman, Charles Zemater Sr., Walter Nealand, Chick Schloss, Hy Neitlich, Chick Bohdan, Mel Harris, John F. Courtney and John Demick.

## Showmen's League of America

### Ladies' Auxiliary

First fall meeting of the auxiliary was Thursday (1) at the Hotel Sherman. Officers on the rostrum included: Mrs. Mae G. Taylor, president; Mrs. Lucille Hirsch, first vice-president; Mrs. Viola Moore, second vice-president; Mrs. Carmelita Horan, treasurer, and Mrs. Elsie Miller, secretary. Invocation was rendered by Claire Sopenar, chaplain pro-tem.

Viola Moore, chairman of ways and means committee, announced donations for the bazaar may be forwarded to Elsie Miller, 352 W. Irving Park Road, Chicago 18, Ill.

New members are Constance Jones, Lavergn Toepfer, Dorothy Pluda and Ann M. O'Connor. Welcomed after an absence were Gertrude Lindsey, Lillian Lawrence, Marguerite Shapiro, Ann Sleyster and Lucille Hirsch. Sick list includes Marie Brown, Alice Hill, Margaret Filograsso, Susie Waldron, Billie Wasserman, and Frances Berger. Mr. and Mrs. Joe Sciortino announced the birth of a son.

Nominating committee to select officers for the ensuing year includes: Mrs. L. M. Brumleve, Mrs. Margaret Hock, Mrs. Henry T. Belden, Mrs. Claire Sopenar, Mrs. Frieda Rosen, Mrs. Betty Shea and Mrs. Sleyster. Alternates are Miss Evelyn Hock and Isabelle Brantman. A special board of governors meeting was scheduled for Thursday (8).

Miss Hock took the gift donated by Mrs. Taylor, president.

## Arizona Showmen's Association

PHOENIX, Oct. 17.—Altho the first meeting will not be until November 2, there is much activity around the club. Mrs. Marguarite Stone, president, and her husband, John, arrived. The five clubrooms have been re-decorated and look attractive for the fall season.

Don Hanna, Jack Austin and Harry L. Gordon, retired circus and carnival showmen, had quite a reunion with men from the advance advertising car of the Ringling Bros. and Barnum & Bailey Circus. They visited with Johnnie Brassi, Charles Turner, Earl De Gloppe, Jim Gebhart,

# Carnival Routes

Continued from page 71

Holly Am. Co.: (Fair) Pelham, Ga.; (Fair) Bonifay, Fla., 26-31.  
 Hottle, Buff: Oak Grove, La.; (Fair) Jennings 26-31.  
 Interstate, No. 1: (Fair) Troy, Ala.  
 Khe, Floyd O.: (Fair) Clinton, La.; (Fair) Liberty, Miss., 26-31.  
 Lane, Leo: Wadley, Ga.; (Fair) Hawkinsville, 26-31.  
 Lee Am. Co.: (Fair) Blakely, Ga.; (Fair) Tallahassee, Fla., 26-31.  
 Leights Midway: Muleshoe, Tex.; Slaton, 26-31.  
 Manning, Ross: (Fair) Kingstree, S. C.  
 Marion Greater: Charlotte, N. C.  
 Marks, John H.: (Fair) Monroe, N. C.; (Fair) Winston-Salem, 26-31 (season ends).  
 Metropolitan: Walterboro, S. C.; (Fair) Newberry 26-31.  
 Midway of Mirth: Manila, Ark.  
 Mighty Page: (Fair) Tarboro, N. C.; Trenton, 26-Nov. 2.  
 Moore's Modern: Velasco, Tex.  
 Orange State: (Fair) Macon, Ga., 26-31.  
 Page Bros.: Ardmore, Tenn.  
 Palmto Expo.: Port, Ga.; (Fair) Statesboro, 26-31.  
 Pan American: East Los Angeles, Calif.; Bellflower, 26-31.  
 Penn Premier: (Fair) Lauringburg, N. C.; (Fair) Edenton, 26-31.  
 Peppers All-States: (Fair) Apalachicola, Fla.; (Fair) Port Saint Joe, 26-31.  
 Prell's Broadway: (Fair) South Boston, Va.; (Fair) Columbia, S. C., 26-31.

Priddy, F. M.: Del Rio, Tex., 19-23.  
 Raines Am. Co.: Vile Piatte, La., 19-25.  
 Raley Bros. Expo: (Fair) Chesterfield, S. C.; (Fair) Greeleyville, 26-31.  
 Royal American: (Fair) Shreveport, La., 24-Nov. 1.  
 Royal Exp.: (Fair) Warrenton, Ga.; (Fair) Fitzgerald 26-31.  
 Schafer Just for Fun: (Fair) Gilmer, Tex., 29-24.  
 Siebrand Bros.: Coolidge, Ariz.  
 Smith, George Clyde: (Fair) Suffolk, Va.; (Fair) Elizabeth City, N. C., 26-31.  
 Southern States: Arlington, Ga.  
 Southern Valley: (Fair) Bastrop, La.; (Fair) Ferriday, 26-31.  
 Stephens, C. A.: Barnesville, Ga.; Pelham 26-31.  
 Sterling Crown: Fitzgerald, Ga.  
 Strates, James E.: (Fair) Raleigh, N. C.; (Fair) Orangeburg, S. C., 26-31.  
 Tassell, Barney: Savannah, Ga.  
 Tinsley, Johnny T.: Wrens, Ga.  
 20th Century: (Fair) Tallulah, La. (season ends).  
 United States: (Fair) East Bend, N. C.; (Fair) Lancaster, S. C., 26-31.  
 Virginia Greater: Farmville, N. C.; Williamston, 26-31.  
 Vivona Bros.: (Fair) Lumberton, N. C.; (Fair) Carthage, 26-31.  
 Wade, W. G.: (Fair) Callahan, Fla.  
 Wallace Bros.: (Fair) Jackson, Miss.  
 West Coast: Wasco, Calif., 19-26.  
 Williams, Ray: (Fair) Robertsdate, Ala.; Jay, Fla., 26-31.  
 Wolf Greater: Manila, Ark.  
 Wolfe Am. Co.: (Fair) Greenville, S. C.; (Fair) Anderson 26-31.  
 World of Mirth: Columbia, S. C.

**FOR SALE**  
 1947 GMC LIGHT PLANT  
 66KW, 3 Phase. Mounted in 30 Ft. Amlide Trailer Van. \$3500.  
 Terms to Responsible Party.  
 Can be seen at Tallulah, La., this week.  
**WILL BUY FOR CASH**  
 100 KW, 3 Phase Caterpillar Plant.  
**E. D. McCRARY**  
 20th Century Shows  
 Tallulah, La., This Week.

**REWARD**  
 FOR INFORMATION ON  
**GENE ROBERT BAIN**  
 Works as electrician, mechanic or on rides. Height, 5'11"; weight, 160 lbs. No thumb on left hand.  
 BOX D-77, c/o The Billboard  
 2160 Patterson St., Cincinnati 23, Ohio

**W.G. WADE SHOWS**  
 Now Contracting  
**RIDES • SHOWS**  
 • CONCESSIONS •  
 For Our 1954 Season  
 C. P. O. Box 1488  
 Detroit 31, Michigan

**KIDDELAND EQUIPMENT**  
 Will rent or lease with privilege of purchase  
**Train, Ferris Wheel, Merry-Go-Round**  
 or any Amusement Device used in Kiddielands.  
**LARRY SUNBROCK**  
 SUNBROCK SPEEDWAY  
 Box 923, Orlando, Fla.  
 Phone 7527

**NOW BOOKING**  
 Want Acts for our 1954 outdoor stage show. 16 consecutive weeks' work, starting latter part of May. Prefer Acts that double. Send Photos and Lowest salary. Contact:  
**Bernard Thomas**  
**Art B. Thomas Shows**  
 Lennox, South Dakota

**FOR SALE**  
**18-CAR CATERPILLAR**  
 1948 model, Allan Herschell, new tunnel, \$3500.00. Two 1948 Hobbs Trailers, two 1948 Chevrolet Trucks. \$5500.00 for all or will sell ride without transportation.  
**WANT TO BUY FOR CASH**  
 Late model Rock-o-Plane, also 15-Tub Octopus.  
**E. D. McCRARY**  
 20th Century Shows, Tallulah, La.

**WANTED**  
 For the best spot of the season. Lake City, Fla., in town, sponsored by Police Dept., October 26 to 31st. Few more Stock Concessions, especially Age and Scale, Lead Gallery, Ball Game and High Class Shows. No Girl Shows. Ride Men and Truck Drivers to join at once. All replies to  
**SOUTHERN STATES SHOWS**  
 Arlington, Georgia, this week.

**1950 Chev. Tractors**  
 2-speed rear, 8.25-20 tires, mechanically good, \$645. New Buick Roadmaster Sedan, \$2995.  
**JOHNNY CANOLE**  
 Altoona, Pa.  
 Phone 9347 or 3-0003

**FOR SALE**  
 28-Ft. Trailer equipped for Popcorn, Caramel Corn, Floss and Apples; small Trailer for Snow-Cones, and 28-Ft. House Trailer, sleeps 4, bottle gas and elec. ref.  
**MRS. PORT BRETZIUS**  
 659 Westphal Ave. Columbus 13, O.

# Christiansburg Signs Manning For 1954 Fair

CHRISTIANSBURG, Va., Oct. 17.—Ross Manning Shows today was awarded the midway contract for the 1954 Montgomery County Fair, according to Sam Wimmer, of the fair association. Jack Perry, general representative for the carnival, signed for Manning. Wimmer said "a larger show" is needed for the annual. Manning at present has 12 rides, 9 shows, and 55 concessionaires.

The Manning organization's fair business is trailing last year's by about 25 per cent, due in part to a drought which has crippled the tobacco farming areas. The last date, in Hamlet, N. C., was played in severe cold weather that cut deeply into midway earnings. Manning said the early season still dates, however, yielded grosses 20 per cent above 1952.

In emphasizing the weather problems, Manning said four of his last seven Saturday nights have been lost due to rain. The outfit winds up its season next week at the Kingstree, S. C., Colored Fair, where it will go into winter quarters.

La Rue Deitz, Pat Patterson and Eddie Johnson.

Wilbur (Red) Hooper is here recuperating from injuries received in an automobile accident last year. Walter Fleck is in the veterans hospital for a check-up. Recent visitors included Jack, Frank and Sam Shaffer; Bob Usefton, Mickey Wilson, and Arkie Liber.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 17.—Sixty members attended the first regular meeting Monday (12). Marvin Keys, second vice-president, presided in the absence of president L. H. (Doc) Firestone. The club welcomed 31 new members.

Tim Galo, who was in an automobile accident, is out of the hospital but will be confined to his home for six weeks.

After lunch, prepared by Douglas Brown, chairman of the house committee, plans were discussed for the Christmas party for underprivileged children. This committee is headed by Brown and Sam (Pork Chops) Ginsberg.

### Ladies' Auxiliary

On the rostrum at the first fall meeting of the Ladies' Auxiliary were: Dottie Miller, president; Ann Stone, second vice-president; Carrie Dear, third vice-president; Frances Moran, treasurer pro tem, and Bernice Stahl, secretary pro tem.

Fifty members attended. Ten applications for membership were posted.

Jennie Heshner and Mary McMillin are ill.

Directors attending included Marion Fodal, Pat Crognale, Dottie Miller, Ann Stone, Frances Moran, Carrie Dear, Bernice Stahl, Grace Ziegler, and LaVerne Taylor.

**MIGHTY PAGE SHOWS**  
 Want for TRENTON, N. C., FAIR, week Oct. 26, followed by CHARLESTON and SAVANNAH COLORED FAIRS; then into Florida  
 Concessions of all kinds, including Eating and Drinking Stands, Hanky Panks, Penny Arcade. Can place one Milt Camp. Sell X on Custard and Novelities for these dates. Want Ride Men who drive on all Rides. Foremen for Spitfire and Octopus. Shows: Want one Girl Show for all winter's work. Duffy, answer. All replies to  
**BILL PAGE** TARBORO, N. C., FAIR GROUNDS

**METROPOLITAN SHOWS**  
 AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW  
**WANT**  
**FOR NEWBERRY, S. C., AND 2 MORE FAIRS TO FOLLOW**  
**CONCESSIONS:** Cook House, Popcorn and Candy Apples. All Concessions open.  
**SHOWS:** Girl Show, Larry Sanders, get in touch.  
 Want Man to run Monkey Show. Can always use Useful Ride Help.  
**NOW BOOKING SHOWS FOR 1954**  
**All Address SHIRLEY LEVY, WALTERBORO, S. C.**

**CENTRAL AMUSEMENT CO.**  
 Wants for the Great Loris Fair, October 26-31. This is an all-day and night fair. Want Eat and Drink Stands, all Hanky Panks open. Can place Shows with own outfits. All contact  
**SHERMAN HUSTED, Mgr., Central Amusement Co.**  
 Marion County Fair, Marion, S. C., this week; then Loris, S. C., Fair, October 26-31.

**VIRGINIA GREATER SHOWS**  
**FAIR, Williamston, North Carolina, October 26-31; followed by Jacksonville and Kinston, North Carolina**  
 WANT Bingo at once. Balloon Darts, Coca-Cola, Pitch Till Win, Fish Pond, Hoop-La, Cigarette Shooting Gallery, Long and Short Range, Custard, American Milt Camp, Bottle Ball Game, Pea Game, Beat the Dealer, Pea Pool Dealer with your own outfits or ours. Want Girl Show Manager with two or more Girls, Minstrel Show Performers, Unborn, Monkey, Snake Show.  
 Farmville, North Carolina, this week. All Mail and Wires to  
**WM. C. (BILL) MURRAY**

**BUFF HOTTLE SHOWS**  
**WANT FOR JENNINGS, LA., FAIR, October 26-31; Leesville, La., to follow**  
 Cookhouse that caters to show people. Privilege right. Can use any Merchandise Concessions that work for stock.  
 All replies to Oak Grove, La., this week.

**FOR SALE—WILD LIFE SHOW**  
 COMPLETE EXCEPT TENT  
 20 cages of animals including 1 beautiful big Llama, halter broken, very gentle; 1 extra fine Male Deer, 1 Wallaroo, 1 Stork, 1 Golden Crown Crane, 1 African Porcupine, 2 beautiful Siki Monkeys, 1 pair Java Monkeys "Bred," 1 Coyote, 1 African Civet Cat and all other animals in fine condition. Beautiful 50 ft. Panel Front, 16 ft. high, beautifully painted; Wire Recorder, Knock Down Cages, Lights, Wire, new Turnstile and lots of other things. Can be seen in operation at the North Carolina State Fair all this week, have 3 more fairs after Raleigh if desired. Tent furnished by Show can be used. Will take \$2,000.00 for entire outfit.  
**LEO CARRELL** C/O JAMES E. STRATES SHOWS

**TWO HIGH AERIAL ACTS WANTED**  
 For the CHARLESTON, S. C., AGRICULTURAL FAIR, November 2 thru 7  
**James E. Strates**  
**JAMES E. STRATES SHOWS, INC.**  
 Raleigh, N. C., State Fair, this week; Orangeburg, S. C., Fair, Oct. 26 thru 31.

**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B  
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.  
 100,000 \$29.50  
 10,000 ... \$ 9.50  
 20,000 ... 12.00  
 50,000 ... 18.50

The Audit Bureau of Circulations audits and certifies The Billboard's PAID circulation.

# ALLIANCE SALES OFFERS THEIR SUMMER SPECIALS



\$9.50 per doz.

Genuine Lamb Skin Billfold—Individually Boxed—Redwood, Brownwood, Tanwood—turned edge.

#1105



#101 Genuine TOP grain Cowhide zipper all around small saddle wallet, Black & Brown, \$8.50 doz.

We carry a complete line of billfolds. Write for our confidential price list.

- Two-Piece Rhinestone Necklace and Earring Set. 18" Chain—all stones are hand set with Rhodium finish backs. Individually boxed in satin-covered boxes. 4 Different Styles. Mfrs.' Guarantee. \$21.00 Per Dozen Ass'd. Sample \$2.50 per set prepaid.
- Two-Piece Colored Stones Necklace and Earring Set. Assorted colored stones and styles. All stones hand set. Individual satin-lined boxes. \$1.25 each set in dozen lots. Send \$2.00 for sample set prepaid.
- Scatter Pins—assorted colored stones and styles. Individually boxed, \$45.00 Gross.

Open Daily Until 9 P.M.—Open Sundays Until 2 P.M.  
OUR PRICES CAN'T BE BEAT—YOUR PROFIT IS HIGHER WHEN YOU BUY FROM US. LET US KNOW YOUR NEEDS.

25% Deposit With Order, Balance C.O.D.—F.O.B. Chicago.

## ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD NEVADA 2-1535 CHICAGO 24, ILLINOIS

# THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS



Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.



## GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

SPECIAL \$48 DOZ. CALENDAR CHRONOGRAPH BRAND NEW WHILE 1000 LAST!

Date Changes Daily Automatically In The Window



"OUR BEST SELLER" Also Round Gold-Plated Geo. Wash. model Jeweled Anti-Magnetic. A real Flash! Now Special \$54 (was \$60) doz. Price incl. matching Expansion Band.

Also brand new thin Geo. Wash. Model, 7 and 17 Jewel watches. Close out prices. Box and price tag.

B. & B. Jewelry Sales Wholesale Only FANNIN BLDG. CH 7427. HOUSTON, TEX.

Price Inc. Fancy Exp. Band

## To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

- |   |   |
|---|---|
| <input type="checkbox"/> Acts, Songs, Parodies              | <input type="checkbox"/> Instructions, Books, Cartoons    |
| <input type="checkbox"/> Agents and Distributors            | <input type="checkbox"/> Magical Apparatus                |
| <input type="checkbox"/> Animals, Birds, Pets               | <input type="checkbox"/> Miscellaneous                    |
| <input type="checkbox"/> Business Opportunities             | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes      | <input type="checkbox"/> Partners Wanted                  |
| <input type="checkbox"/> Food and Drink Concession Supplies | <input type="checkbox"/> Personals                        |
| <input type="checkbox"/> Formulas                           | <input type="checkbox"/> Photo Supplies and Developing    |
| <input type="checkbox"/> For Sale—Secondhand Goods          | <input type="checkbox"/> Printing                         |
| <input type="checkbox"/> For Sale—Secondhand Show Property  | <input type="checkbox"/> Salesmen Wanted                  |
| <input type="checkbox"/> Help Wanted                        | <input type="checkbox"/> Scenery, Banners                 |
|   | <input type="checkbox"/> Tattooing Supplies               |
|   | <input type="checkbox"/> Wanted to Buy                    |

3 Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—15¢ a word, Minimum \$3.00.
- DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name .....

Address .....

City .....

# DISPLAY-CLASSIFIED SECTION

## A MARKET PLACE FOR BUYERS AND SELLERS

### REGULAR CLASSIFIED ADS...

Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

### DISPLAY-CLASSIFIED ADS...

Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

### FORMS CLOSE

## THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES) — NEW slurs, digs and insults; sock quips, prime rib-tickers, and sure-fire yockolas; also lusty verse and gasty wisecracks, all tested side-splitters. \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. no7

MUSIC ARRANGED, TRANSPPOSED, CLEAN copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St. B. New York 24, N. Y. of

SPLENDID OPPORTUNITY FOR ONE ALREADY STATED IN FOOT JUGGLING. Receive expert training, become skillful foot juggler and take over standard, long established act. James Evans, Box #892, The Billboard, 1564 Broadway, N. Y. C.

WANTED—ONE LINERS SUITABLE FOR night club use. Jim McGowan, Westward Ho, Jr. 15th & Harney, Omaha, Neb. oc24

WANTED: TELEVISION SCRIPTS, SHORT stories and novels. Send them or write for information. Champion Service, 85 1/2 Summit St., Brooklyn, N. Y.

WORLD'S WORST CORN! — WE'LL GET you cancelled! Trial Follo. Gags, Parodies, Bits, \$1. Free catalog! Sebastian, 10934-B Hamlin, N. Hollywood, Calif no21

### AGENTS & DISTRIBUTORS

AAA ADVERTISING WONDER—69¢ SIMULATED Alligator Plastic Money Clips; 9¢ each in 1,000 lots f.o.b. Chicago, Ill. Free sample. Lufano, 3206 Sheridan Rd. oc24

ABALONE PEARL SEA SHELL JEWELRY. Butterfly Wings, Dangling Earrings, Italian Mosaic Italian Coral, Iran Jewelry. We feature unusual novelties. For price list please mention your business. Lewis L. Vine Tropical Gifts & Curios, 906 Tampa St. Tampa, Fla. Formerly Joseph Fleischman. oc31

A FREE WHOLESALE CATALOG — Nationally advertised appliances, housewares, watches, jewelry, radios, toys, cameras, etc. Box C-402, c/o Billboard, Cincinnati 22, Ohio.

ALLIGATOR HANDBAGS — WITH OR without Heads, \$6.90 and \$9.75 each; child's, \$4.50. Shell and Tinsel Collectors: Salt and Peppers, Vases, Pitchers, Slippers, \$8 doz. Lastufka Products, Box 10248, Tampa, Fla.

ASSORTED EARRINGS—GROSS, \$16.50; 3 dozen samples, \$5 postpaid; cash with order; direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

ATTRACTIVE TALKING CHRISTMAS CARDS. Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 723, Kansas City 41, Mo. no7

ATTRACTIVE PINS AND EARRINGS—Many styles in tailored and stoned earrings, \$1.25 and \$1.50 assorted dozen respectively. Also beautiful close set stoned pins at \$1.25 and \$1.50 assorted dozen respectively; men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum ident's, \$12 per gross. Sample dozen regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. oc24

BRAND NEW AC ELECTRIC BINGO Blowers, \$49.50; complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. no21

BUY WHOLESALE DIRECT—25,000 ITEMS; electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog 25¢, refundable. Matthews, 1478-C12 Broadway, N. Y. C. 36. np

DANIEL BOONE HATS—GENUINE RACCOON; closeout about 125 hats, 90¢ each; send \$1.50 for sample Morgan Novelty Co., 724 6th Ave., N. Y. C. 10, N. Y.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-1, Boston 19, Mass. np

CLOSEOUTS—HEIRLOOM RELIGIOUS IMPORTED Tapestries, 20"x40", and complete line general merchandise. Free catalog. Jay Norris, 445 Broome St., New York no14

EARN AMAZING PROFITS BY FOLLOWING our instructions; selling nationally advertised watches, etc. Enclose 25¢ refundable; receive multi-colored salesman's catalog and confidential price list. Result Sales M., 580 Fifth Ave., New York. oc31

ELGIN, WALTHAM, BULOVA WRIST AND Pocket Watches wholesale; watch repairing for the trade. Max Present, 192 N. Clark St., Chicago 1, Ill. Suite 616.

JAPAN TRADE DIRECTORY, 1954—Leading firms of Japanese industry and trade, 400 pages, \$2 prepaid. Hoffman, 284 Madison, Passaic, N. J.

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, Ohio. oc24

MAKE \$100 A DAY SELLING AMAZING new Technicolor filter screens. Put your Television in colors. Jobbers wanted. Write, phone or wire for wholesale prices. Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017.

MAKE MONEY QUICKLY! ADVERTISING! (\$2,000 profit three weeks reported!) Instructions \$1. No other cash needed. Sureway, Box 2248-BB, Asheville, N. Car. no7

NEW ELECTRIC MACHINE BAKES greaseless doughnut; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

NEW PLASTIC MENDING TAPE. JUST press on! Repairs clothing instantly. Lightning seller. Samples sent on trial. KRISTEE 125, Akron, Ohio. np

NEW "FAS" EXPENSE ACCOUNT REPORT and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesmen's necessity; 30-second demonstration. Send name and address. Dept. 248, Box 9019, Houston 11, Tex. no14

PIERCED EARRINGS — LATEST STYLES. Pearl and stone settings, gold filled rolled gold earrings. \$1 retailers; production overruns; limited quantity; \$30 gross; 3 dozen samples, \$9; cash with order; satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

POCKET COMBS — ASSORTED COLORS, 100 cards 12's, \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties; over 200 items. Carleton House (BB), Texas City, Tex. oc31

PROFIT PACKED CHRISTMAS SALES—Famous brand French perfume, Eau De Cologne, Combination Perfume-Manicure Cutlery Gift Sets, wildfire sellers. Lowest factory prices. Giant profit and bonus plan. Free leasers with sample order. Write for free catalog. Lido Products, 126 Bleecker St., Dept. B-3, New York. no7

QUALITY TIES — YOUR PROFIT, 140%. Catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ill. no7

SELL QUALITY STATUES—EVERY HOME a prospect; send \$1 for samples and information. Sandy, 2415 Menard, St. Louis, Mo.

SELL 22 INGREDIENTS VITAMIN AND Mineral Tablets; 33 day supply for \$5.95 retail. Your cost 50¢ each. Minimum order \$10. Quaker Medicine Co., P. O. Box 1519, Cincinnati, Ohio.

\$\$\$\$ TERRIFIC PROFIT MAKER \$\$\$\$ Sensational Costume Jewelry Promotion! 144 pieces, all NEW, all DIFFERENT! Pins, earrings, bracelets, necks—enamel stones, rhinestone tailored. ONLY \$42.00 gross, sample 3-dozen assortment, \$11. SPECIAL FACTORY PRICES! Also religious goods FREE PRICE LISTS.

CUSTOMCRAFT JEWELRY MFG. CO., Dept B-9, 26 Custom House St., Providence 3, R. I.

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, Ohio. oc21

### ANIMALS, BIRDS, PETS

ALLEN IS OFFERING 5 FT. INDIGOS, 3 for \$15; Giant Marine Toads, 6 for \$12; King Snakes, 5 ft., 3 for \$15; Caimans, \$12 doz.; Brown Water Snakes, average 3 feet, \$7.50 doz.; Bull Snakes, 4 ft., 3 for \$12.50; Black and White Tegus, \$15; Australian Stump-Tail Lizards, \$25; Beaded Lizards, \$25. Also new stock Boas, Anacondas, Pythons. Allen also offers Deas from \$25 to \$100. Ross Allen's Reptile Institute, Phones MARION 2-6369 or MARION 2-7080, Silver Springs, Fla.

ANACONDAS UP TO 17 FEET—HEAVY bodied, good feeders; Boas, Rattlers, Snake Dens, Iguanas and Tegu Lizards. This week's special: "Lovable, tame baby Spider Monkeys, \$32.50." Tarpon Zoo, Tarpon Springs, Fla.

BABY PET MONKEYS—CINNAMON Ring-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.5 for \$100; Whiteface Ring-tails, \$25 each; Baby Coatimundis, \$15 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans, Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. np

FOR SALE—8 MIDGET MULES, BROKE TO work in teams; dark color, 43 to 47 inches high; make hitch or Liberty act; 1 extra gray mule, 41 inches. Lewis Lindley, Thayer, Mo.

FOR SALE: \$1500 TRAINED CHIMPANZEE, 2 1/2 yrs. old, can ride bike, kiddie car, cats at table, wears clothes, etc., etc. Has been on TV and shows. If interested, call between 10 a.m. and 6 p.m. Sat. or Sun. Tele. No. OL-9-9022, Queens, L. I., N. Y.

GENTLE YOUNG BURROS FOR SALE—Only \$40 each. Safe arrival guaranteed. Raymond Johnson, Laredo, Tex. no7

OFFERING RARE ABYSSINIAN TORTOISES, \$60-\$75 each; other reptiles; all species Monkeys, other animals; Toucans, \$45 each and up; other rare birds, Swans, Ducks, Geese, etc. Lists on request. Louis Rube Inc., 853 Broadway, New York 3, N. Y. oc31

PLENTY OF SMALL GOLDFISH FOR fairs and carnivals while in or near Atlanta, Ga. For information write Rockmill Fisheries, Route 2, Conyers, Ga. oc24

WANTED—SHETLAND PONIES UNDER 42 in., trained for riding ring. Also midget mules. Cash waiting. Ph 5929-J, Harry Lambert, Dawson Rd., Albany, Ga. oc31

### BUSINESS OPPORTUNITIES

FOR SALE—THREE DUCK-PIN ALLEYS, complete, in A-One condition, price \$100 each. Inquire or write, Recreation Center, French Lick, Ind. oc31

DISTRIBUTORS WANTED FOR DISPLAY carded 25¢ seller, "Fun Fun" comic Christmas cards. Write Avellans Products, Box 848, Rome, N. Y. oc31

MAKE SHELL AND TINSEL SALT-PEPPERS, Slippers, Vases, Pitchers. Every variety, novelty; gift shop stocks these. We supply materials and instruction. Lastufka Products, Box 10248, Tampa, Fla.

MONEY IN VENETIANS—BUILD PROFITABLE lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R. G. Co., 442 N. Seneca, Wichita 12, Kan. tf

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; permanent income; details. Spencer Brockway, 228 N.W. 22d Ave., Portland, Ore. oc31

RADIO ADVERTISING WITHOUT RISK! Pay "per order"! 450 Broadcasters! Details free! Trylon Advertising Agency, Box 84, Elizabeth, N. J. no14

WANT TO CONTACT Jewelry manufacturers and other manufacturers to job and distribute their products. Also foreign manufacturers. COX DISTRIBUTING CO. 5201 River Oaks Blvd. Ft. Worth 14, Tex.

## \$50 A WEEK SPARE TIME

Address postcards at home Just send me your name and address E. B. LINDO, WATERTOWN, MASS.

WHY WORK FOR OTHERS WHEN others will work for you. Many lines of endeavor that pay big. You are the boss if you want to be. Let us tell you how. No obligation. Your name on 2 penny postals brings facts. C. A. Writeseil, Box C-51, Reynoldsburg, Ohio.

# BEAUTIFUL CROSS



## MIRACLE CROSS

When you place the center to your eye you can see the

RETAILS UP TO LORD'S PRAYER \$6.95 EACH clearly and distinctly.

999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

\$4.25 Doz. \$48.00 Gross

999-G. Same as above, heavier chain in beautiful gold finish.

\$6.00 Doz. \$66.00 Gross

## SENSATIONAL PROFITS!



No. 185 Full of Life! Fire! Brilliance \$3.85 doz. \$45.00 gross



No. 712-D \$3.25 Doz. \$36.00 Gross

Imi. Onyx. With Fiery Chip. Gold Finish.



No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$3.25 doz. \$36.00 gr.

Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

## PROVIDENCE RING CO.

19 Westminister St., Providence, R. I.

# LAZY BABIES

Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag. Height, 15 inches.

\$5.00 doz. Minimum Order.

OPEN SUNDAYS TILL 3 P.M. 25% deposit, balance C.O.D. F.O.B. Chicago. WRITE FOR NEW 1953 ILLUSTRATED CATALOG.

## BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.

# CLOSE-OUT!

(DOOR OPENER • PREMIUM) Nationally Advertised



Heller Hostess Ware Brand Garlic Press

RETAILS AT \$1.00

YOUR COST \$43.20 per gross (30¢ ea.)

20% Deposit With Order SEND \$5.00 for prepaid sample doz. Each Individually Gift Boxed. Good Housekeeping Seal of Approval. Write for 1954 Catalog (44 pgs.), State Business.

ROBEL SALES CORP. 264 Canal Street New York 13, N. Y.

The Billboard's PAID circulation is audited by ABC—Audit Bureau of Circulations.

# \$200,000 STOCK...

### TO CHOOSE FROM

- CHRISTMAS CARDS.** 21 French folders and envelopes. Sells fast for \$1.00 box. 100 boxes \$25.00. Sample box 35c. .... 10 boxes \$ 3.00
- BALL PENS.** New retractable. New miracle ink. Looks exactly like \$1.69 style. Sample 35c. Gross \$27.00 Dozen 2.40
- REFILLS.** For above pens. Gross \$10.00. .... Dozen 1.00
- SCATTER PINS.** Big assortment. Gross boxes \$33.00. Sample 45c. .... Dozen boxes 3.00
- JEWELRY SETS.** Best buys. 37 years of value giving your guarantee. Dozen sets \$7.20, \$9.00, \$12.00, \$18.00, \$24.00, \$36.00. Each set .75, .95, 1.20, 1.75, 2.25, ... 3.45
- GIFTS.** Novelties. 101 popular items, 2 Deals. Dozen 7.20 12.00
- FAUN PERFUME** Nationally advertised by Ravel. .... Dozen 9.00
- WALLETS.** Genuine leather, with zippers. 2 best values. Sample 75c, \$1.00. Dozen \$7.20 10.20
- NYLON HOSIERY.** First quality. 51 gauge, 54 gauge, 15 deniers. Fine value. .... Dozen pairs 7.20
- DEALS.** For auctioneers. Flash merchandise. .... Deal 50.00
- BENRUS WRIST WATCHES.** We stock only their brand NEW best sellers. Assortment will more than double your money quickly. Direct Benrus distributor. .... Deal 200.00
- WRIST WATCHES.** Jeweled Gilt case. Leather strap. Dozen \$48.00. .... Each 4.45
- RADIOS.** Portables, clock and radio combination. Plain radios. Famous Emerson brand. 10 styles. State preference of styles. .... Deal 100.00
- TOYS AND GAMES.** Biggest assortment. 4 floors full with 1001 best sellers. Excellent holiday numbers. Have big toys to \$25.00 each. Visit us when in New York. .... Dozen 3.75, 7.20 14.40
- YOGI B'ARDS.** Climbs walls, walks ceilings. .... Dozen 5.40
- BALLOONS.** Assorted colors. 10 gross, \$6.50. .... Gross .75
- DOLLS.** Best flash and value. Dozen \$7.95, \$14.40, \$18.00, \$36.00, \$48.00. Each .80 1.45, 1.95, 3.45. .... 4.45
- CHINA ITEMS.** Ornaments, figurines, ash trays, etc. Gross. .... 6.00
- JUMPING RUBBER MONKEY.** Also other fast selling streetmen's novelties. Gross assorted \$18.00. .... Dozen 1.80
- RAZOR B'ADES.** 5 to a box. 100 blades 45c, 1,000 blades 3.95
- NEEDLE BOOKS.** Contains 115 assorted needles with needle threader in envelope. Dozen \$1.00. .... Gross 9.60
- NEEDLES.** In packages. English. Big assortment 10c retailers. (Figures, your cost 2c each) .... 1440 packages 28.80
- MAGNETIZED SCREWDRIVERS.** 6-piece set. Retail to \$4.85. Sample 95c. .... Dozen sets 10.20

**MILLS SALES CO.**  
Cut Rate WHOLESALE Since 1916  
26 West 23rd St., New York 10, N. Y.

**Quick Photo Invention!**  
**PHOTOMASTER**  
PDQ CHAMPION  
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 3 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88  
**PDQ CAMERA CO.**  
1161 N. Cleveland Ave. Chicago 10, Ill.

**DIRECT FROM MANUFACTURER**  
Beautiful Better Quality Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.  
Gross Sample \$48.00 \$5.00  
tax incl. \$5.00  
OTHER SETS UP TO \$72.00 GROSS.  
25% Deposit, Balance C.O.D.,  
F.O.B. New York.  
**MODERN PEN MFG. CO., INC.**  
375 Broadway, N. Y. 13. CAnal 4-8015

**GIVE TO THE RUNYON CANCER FUND**

**\$2,000.00 PROFIT 3 WEEKS REPORTED!**  
Rare—choice advertising method \$1.00. No other cash needed. Sureway Advertising, Box 2248-B, Asheville, North Carolina. no7

**FORMULAS & PLANS**

ANY FORMULA. \$3; FORMULA CATALOG and Chemical Instruction Sheet, 10¢. Joseph H. Belfort, 192 N. Clark, Rm. 620, Chicago. oc24

ANY FORMULA—SEND \$2—SENT WITH Instructions, complete. Guaranteed. J. Calvin, 4152 R. Juanita, St. Louis 16, Mo. no7

**FOR SALE SECOND-HAND GOODS**

ABOUT ALL MAKES OF POPPERS, CARAMEL CORN equipment. Floss Machines, replacement Kettles for all Poppers. Krippy Korn, 120 S. Halsted, Chicago, Ill. oc24

ADULT OCEAN WAVE—PORTABLE, without motor, Kiddle Chair, etc. \$450. Box Box 433, Youngstown, New York. oc24

ALL ELECTRIC PEANUT ROASTERS AND corn poppers. Counter models, also portable machines. Catalog free. O. Y. Bartholomew, Vineland, N. J. oc24

5 CAR KIDDIE WHIP, 1950 DODGE CHASSIS. Reasonable. G. A. Johnson, 464 41st Street, Brooklyn 32, N. Y. Phone: UL 3-9414. No. 7. oc24

**FOR SALE—SECOND-HAND SHOW PROPERTY**

A BIG LOT EXCELLENT USED 16MM. Sound Feature Pictures; many previously leased only, now for sale at \$29.95 up Excellent used 16mm. sound projectors, all leading makes, priced from \$99.95; six used 100' reverse-image Panoram Musical. \$3.49; new, used 16mm. Sound! Shorts at bargain prices. Big catalog free. Blackhawk Films, 704 Eastin Bldg., Davenport, Iowa. oc23

ALL 16MM. SOUND—WESTERN. 118; Features, \$21-24; Serials, \$5 episode. Used Projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn. oc24

BUILD KIDDIE RIDES FROM TESTED Plans: Auto, Boat, Airplane, Chairplane, Rocket, Carousel, Swan Swings, Handcar, \$5 each; free circular. Brill, Box 875, Peoria, Ill. oc24

FOR SALE—FLYING SCOOTER AND ROLL-O-Plane or trade for rides. Will buy Whip. Frank W. Babcock, Baltimore Hotel, 501 So. Los Angeles St., Los Angeles 5, Calif. oc24

FOR SALE—MANLEY DELUXE POPCORN Machine. 5 years old, good as new; cost \$800.00, will sell for \$400.00. F.O.B. Ted Horn, Houston, Miss. no

FOR SALE OR WILL TRADE FOR MAJOR or Kiddle rides, 8 Car Octopus, 20x20 Mar- quee, Front Entrance, 2-20x30 Tops; several Semis, Van and Back; Tractors, 60 Passenger Bus, Mickey Perrell, 900 Main St., Williamsport, Pa. Phone 3-4010. oc24

FOR SALE — 2 1945 and 1 1947 FORD Buses each accommodating 29 seated, 10 standing. Used in short runs only for company personnel transportation. Excellent mechanical condition and appearance. A real buy. Send all inquiries to Mr. A. J. Rudy, Purchasing Director at Acme Electric Corporation, Cuba, New York. Phone Cuba 4. oc24

FUNHOUSE WITH 5 DISTORTION MIRRORS. Mechanical show, Chairplane with transportation, Kiddle Rocket, Jan Amusements, 2266 South Chase, Milwaukee, Wis. oc31

LONG RANGE SHOOTING GALLERY, mounted on 41 Dodge, 16 ft. long, \$1200. King Amusement Co., Mount Clements, Mich. oc24

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. no28

NEW 16MM. FILM, BLEACHERS, FOLDING Chairs, Cushions, Tents, Projectors, Theater Chairs, Screens, Lone Star Film Co., Box 1734, Dallas, Tex. oc24

POPCORN WAGON, 7x14 FT., GLASS ALL around, traveling lights on top, equipped with Cretors Popper; used one year. Elk Creek Carage, R. 2, Independence, Wis. Phone Elk Creek 26A. oc24

NEW AUTO CARS FOR AUTO RIDE; color. Price \$250. James Travis, 204 N. 3rd St., Millville, N. J. oc31

**FOR SALE—SECOND-HAND SHOW PROPERTY**

PRINTED 8 1/2 x 11 LETTERHEADS, ENVELOPES, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid. Allen, Printing Dept. BBP, Clinton, Mo. oc26

PRINTING—LETTERHEADS, \$6.95 THOUSAND; Envelopes 3x6, \$6.95 thousand. Anything in printing. Write Zimmerli, 408 Hartford, St. Louis, Mo. no7

RADIO-TV CONTINUITY SHEETS—8 1/2 x 11, 20 boxed Hammermill Bond, \$6.50; 16 1/2 Wiggins Bond, \$5.50; Letterhead, \$2.50 1000. Mitchell Printing Co., 83 Susquehanna Ave., Lock Haven, Pa. oc24

YOUR NAME PRINTED ON ONE DOZEN Christmas Greeting cards, Carnival-Circus cuts, envelopes included, \$1 each; additional dot., 75c. Hemphill, 2425 Sarah, Pittsburgh 3, Pa. oc24

200 LETTERHEADS—8 1/2 x 11 AND 200 ENVELOPES, 6 1/2 x 9, \$2.95; 100 each \$2; blue or black ink; postpaid. Palmer Press, Du Quoin, Ill. oc24

**INSTRUCTIONS BOOKS & CARTOONS**

CLOWN GAGS, FIRE EATING IRON Tongue Act, phony Swallowing Swords, Knife Throwing, etc. Manly, 200 So. Ave. 56, Los Angeles 42, Calif. oc24

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. oc31

**MAGICAL APPARATUS**

A BRAND NEW #24 CATALOG—MIND-reading, Crystals, Hypnotism, Horoscopes, Mentalism, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. oc31

MAGIC HEADQUARTERS FOR ACCESSORIES, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y. oc31

SUB-MINIATURE RADIOPHONE FOR MEN- talists; weighs less than penny; easily concealed; illustrated brochure, specifications, price; Nelson Enterprises, 336 S. High, Columbus, Ohio. oc31

VENTRILOQUAL (\$65 UP): PUNCH FIGURES, \$15 each, dressed. America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn. oc31

**MISCELLANEOUS**

MEN'S RICH VELVET BOW TIES—HOLD shape, can't twist; Black or Wine, enclose \$1. Raynes, Jackson, Ave. Rutland, Vt. oc24

YOUR NAME IN HEADLINES ON STAND- ard newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1251, Dept. 14, Hartford 1, Conn. no14

**MUSICAL INSTRUMENTS, ACCESSORIES**

FOR SALE—TWO HAMBOND ORGANS (like new). Check me ad on Rink Skaters Page. Don McElhinney, Box 207, Marion, Iowa. oc24

JENCO CELESTE, FULL SIZE, FINE TONE. Hammond Novachord, Leslie and Hammond Speakers. Hammond Consoles, any model, wanted for cash. Ken Thompson, Organs, Waterbury Road, R.F.D. 2, Waterbury 12, Conn. oc24

WANTED TO BUY Permanent Type ROLLER SKATING RINK Please give location, size and other particulars in first letter. Box C-435, c/o Billboard, Cincinnati 22, Ohio. oc24

**PERSONALS**

ARTISTS, PHOTOGRAPHERS AND COL- lectors: Your technique can be greatly improved. Dime brings details (refundable). Larry LaRue, Box 1215, Dothan, Ala. oc31

LETTERS REMAILED, 25¢; 10 GLOSSY Scenic Cards, \$1.50 View Cards, 25¢; 40 for \$1; delicious Salt Water Taffy, \$1 postpaid. M. Sanders, 1715-B North 24th, Salem, Ore. oc24

LETTERS REMAILED FROM NEW YORK, Tia Juana (Mexico), 25¢ each. F. Holmes, 152-B E. 27 St., New York 16, N. Y. oc24

LETTERS, PACKAGES FORWARDED, 25¢ each. Merchandise purchased and shipped; use my licensed store. Turk, 815 1/2 Delmar, St. Louis, Mo. oc24

**PHOTO SUPPLIES DEVELOPING-PRINTING**

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounis, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de12

DIRECT POSITIVE OPERATORS—HAVE all your needs. Eastman Paper, Glass, Frames, Prompt service. Eagan Photo Co., 2405 Elm St., Dallas, Tex. no7

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1883. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc24

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. oc31

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc24

WONDERFUL CHRISTMAS PRESENTS—3d Dimensional Photos made from any snapshot or photograph; new and different; send yours in now and be delighted with results. ConRay Photo Co., c/o Ethel Conway, 2034 1/2 Smith St., Fort Wayne, Ind. oc24

**PRINTING**

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$3.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. oc24

CURTIS SHOW PRINT, CONTINENTAL, Ohio. The old reliable since 1905. Herald's, Posters, Letterheads; all kinds printing for the small showman. oc31

ILLUSTRATED BROCHURE—HELP SELL your act; 1,000, \$35; 2,000, \$45; one or two pictures, special artwork; printed in black and white; color work special price; write for sample. Nu-Art Printing Co., 1402, 203 N. Wabash Ave., Chicago 1, Ill. no7

PRINTED 8 1/2 x 11 LETTERHEADS, ENVELOPES, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid. Allen, Printing Dept. BBP, Clinton, Mo. oc26

PRINTING—LETTERHEADS, \$6.95 THOUSAND; Envelopes 3x6, \$6.95 thousand. Anything in printing. Write Zimmerli, 408 Hartford, St. Louis, Mo. no7

RADIO-TV CONTINUITY SHEETS—8 1/2 x 11, 20 boxed Hammermill Bond, \$6.50; 16 1/2 Wiggins Bond, \$5.50; Letterhead, \$2.50 1000. Mitchell Printing Co., 83 Susquehanna Ave., Lock Haven, Pa. oc24

YOUR NAME PRINTED ON ONE DOZEN Christmas Greeting cards, Carnival-Circus cuts, envelopes included, \$1 each; additional dot., 75c. Hemphill, 2425 Sarah, Pittsburgh 3, Pa. oc24

200 LETTERHEADS—8 1/2 x 11 AND 200 ENVELOPES, 6 1/2 x 9, \$2.95; 100 each \$2; blue or black ink; postpaid. Palmer Press, Du Quoin, Ill. oc24

**SALESMEN WANTED**

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, rayon, Lelion. Exclusive styles; top quality. Big cash income now, real future. Equipment free. Hoover, Dept. T-109, New York 11, N. Y. oc28

IT IS EASY TO ESTABLISH ACCOUNTS for us, and repeat orders are steady. Earn \$10,000 per year if your territory is still available. Pale Gold Trading Stamps, Box 732, Lincoln, Neb. oc31

SALESMEN—\$50 IN A DAY DEFINITELY assured selling brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc.; samples furnished. Utility Durawear, 53 W. Jackson Blvd., Dept. BBX-1034, Chicago 4, Ill. np

WHATEVER YOU SELL—WE'VE GOT IT at lower prices! Mechanical toys, dolls, games, friction toys, tools, cigarette lighters, defrosters, nationally advertised watches, cameras, jewelry, religious items, handbags, sewing machines, appliances, luggage—over 5000 other Rock-bottom jobbers prices even in small quantities! Write quick for free catalog. Modern Merchandise Co., Dept. 49, 169 W. Madison, Chicago 2, Ill. np

IS \$210 A WEEK WORTH A POSTCARD TO you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. G-106, 173 W. Madison, Chicago 2, Illinois. np

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 53rd St., Los Angeles 3, no7

JOIN UNIVERSAL TATTOO CLUB—NEW ideas, latest designs and photos. Your name listed. Information free. Zeis Studio, 728 Lesley Rockford, Ill. oc31

**WANTED TO BUY**

CONCESSION AND HANKY PANKS SUCH as Cigarette Block, Fishpond, Bumper etc.; also Truck to haul same. Reply in first letter, stating condition, best price, etc. Jack Leeds, c/o F. Levy, 200 McDowell Road, Lexington, Ky. oc24

MINIATURE STEAM LOCOMOTIVE, NOT necessary to be in running condition, any gauge. Michael Kozub, 169 Broad Street, Perth Amboy, N. J. oc24

WANTED—DEVILS BOWLING ALLEY; NO canvas. Must be cheap for cash. Box 177, Pacific, Mo. oc24

WANTED Novelty Musical Instruments Chimes, Sleigh Bells, etc. Address Bell Ringers, 12114 So. Laurel, Norwalk, Calif. oc24

WANTED—OLD GOLD, BROKEN JEWELRY, Watches, Rings, Coins, old Buttons. Mail articles to Ring King, Box 8719, Tampa 4, Florida. oc24

WANTED—2 ABREAST MERRY-GO-ROUND, with or without car; no junk; also kiddie rides. Have 24 hours. Kiddle Merry-Go-Round for sale; you make your own price. Tri-State Shows, Platteville, Wis. oc24

WURLITZER BAND ORGAN—ANY CONDITION, must use style 125 rolls. State price, condition in first letter. Johnnie Sims, Spencer, Indiana. oc24

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Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received.  
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**CULTURED SCATTER PINS!**  
PEARL  
Each pair is carded, boxed and labeled. Each dozen is assorted. Retail to \$3 pair. Wholesale price:

1 Dozen Pairs	\$ 4.25	1 Gross Pairs	\$44.00
6 Dozen Pairs	23.00	2 Gross Pairs	87.00
		5 Gross Pairs	\$210.00

These Knife and Cleaver Sets gift boxed:  
5 Pc. (Retail \$3.50) Each \$1.30. Any quantity  
10 Pc. (Retail \$10.95) Sample \$3.00; Doz. \$33.60  
16 Pc. (Retail \$29.95) Sample \$5.00; Doz. \$54.00  
ADD EXTRA FOR PREPAID SHIPMENTS. 25% DEP. WITH ORDER. BAL. COD.

**FREE: Wholesale Catalogs on Watches, Costume Jewelry, Premiums. Very low prices. Fast service.**

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**  
IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ALCME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63  
**JUST OFF THE PRESS—NEW CATALOG**  
No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

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1261 Broadway at 31st St. N. Y. 1, N. Y.

**HALLOWEEN DEAL—Brings Dealer \$30.00. Consists of 3 dozen Child's 10-Cent Mask, 3 dozen Adult 10-Cent Mask, 2 dozen Adult 29-Cent Mask, 2 dozen Child's 25-Cent Rubber Mask, 2 dozen Adult 35-Cent Rubber Mask and 1 gross Mask Fasteners. (1-cent sellers). Shipping weight 10 lbs. MA144—Per Deal.....\$17.67  
WRITE FOR NEW CATALOG—WE DO NOT PAY POSTAGE**

**LEVIN BROTHERS** Established 1886  
TERRE-HAUTE, INDIANA

**Attention, Promoters!**  
The New Retractable **BALL PEN** Only \$36  
Gross Sample \$3.50. Dozen \$36.00

with New **MIRACLE INK**  
Guaranteed Not to Leak Not to Smudge

**PRESS BUTTON—IT WRITES**  
**PRESS CLIP—POINT DISAPPEARS**  
Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00

**PACKARD BALL PEN**  
28 East 22nd St. New York 10, N. Y.  
Spring 7-7180

**3 WAY SAW**  
1-14" 8 pl. Compass Saw Blade  
1-12" 8 pl. Compass Saw Blade  
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For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.  
\$5.00 No Less Sold

**HACK SAW FRAMES**  
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.  
\$6.00 No Dozen No Less Sold

10-Inch Hack Saw Blades \$3.40 Per Gr. Sold in gross lots only.

**REGULATION SIZE HAND SAW**  
26 inch 8 pl. warranted tempered steel. Full size natural finish wood handle grip individual sleeve. Packed & \$ .90 ea. to a carton. No less sold.

**5 WAY CABINET SAW SET**  
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. \$13.50 No less sold.

4 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 11 1/2" to 3 1/2" includes stubby recess and square shank. 75c Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 So. Halsted St. Chicago 7, Ill.

Billboard is an ABC-audited business paper.

**Sell Tinted Xmas Signs**

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 XMAS MONEY!**  
TERRIFIC 50¢ to \$2.00 SELLERS!  
2 Metallic Foil Xmas Streamers, 15x48 \$1.00  
6 Metallic Foil Xmas Signs, 7 1/2 x 12 1/2 \$1.00  
6 Ultra-Blue Tinted Xmas Signs, 11x14 1.00  
15 Ultra-Blue Xmas Signs, 7x11 1.00  
15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00  
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15 Ultra-Blue Comedy Signs, 7x11 1.00  
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 I am also interested in your special cover for my own name imprint.

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Made of 16kt. gold, antique fin.

Sim. Ruby Eyes More Eye Appeal

3 Sim. Rubies in Crown, flanked by 2 Sparkling Fire Opals More Sales Appeal



Min. order one dozen \$6 doz. \$66 gross

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44 E. Long St., Columbus, O.  
Phone: ADams 4621. Send for Catalog.

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- Thousands of Gifts, Prizes & Premiums
- Stupendous Bargains
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With our NEW RETRACTABLE BALL PEN  
 • Bank Approved At the lowest price  
 • Precision Made! \$27  
 • Push Button Action  
 • Smudge Proof! per gross  
 • Leak Proof! Sample doz., Assorted Colors  
 \$2.50  
 A CHILD CAN WRITE WITH IT!  
 NEW FREE Catalog of Tremendous Bargains  
 BURKE 10 W. 27 ST., N. Y. C.

## TEAR GAS

A REAL SURE-FIRE SELLER! THUGS AND THIEVES BEWARE!

This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms; leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and property. No skill required. Handle as profitable side line; watch it grow. Start now! Send \$4.25 for complete demonstrating outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. ORDER YOUR OUTFIT TODAY! Not sold to minors. HAGEN SUPPLY CORP., Dept. B-1024, St. Paul 4, Minn.

# HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

**ACCORDION AND GUITAR TEACHERS**—Men or women; salary and commission. Unlimited earnings! Teach beginners and advanced students—leading music stores and studios. Also exp. house-to-house solicitors—must have good background. Big money. Choice of N. and S. Dakota, Minn., Wyoming, Montana, Idaho. Contact Lester Belfield, 1021 Michigan St., Emporia, Kan.

**ATTRACTIVE GIRL A CROBAT, TRAMPOLINIST and Tumbler** for school tour, Jan.-April. State all and picture. D. Flood, 4228 Cedar, Minneapolis, Minn.

**MUSICIANS—ALL INSTRUMENTS; MUST** be good singers and do plenty of comedy; long locations and good salaries. Write all particulars and qualifications in first letter, send photos, too. No collect wires or phone calls will be accepted. Write to Bill Lange, Gus Steven's Restaurant, Biloxi, Miss.

**STEEL GUITARIST — COUNTRY, WESTERN;** salary; start one week's notice. Write, wire 639 Liberty St., Painesville, O. Phone 7629.

**TENOR MAN, IMMEDIATELY FOR MID-**west territory orchestra. Salary, no lay-offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

**WANT TRUMPET MAN AND VOCALIST.** Also Tenor Man doubling on clarinet. Steady work. Write Harold Loeffelmacher, Six Fat Dutchmen Orchestra, New Ulm, Minn.

**WANTED!—DANCE MUSICIANS FOR** radio dance band. Home every day. Six months' minimum contract with option; top salary. Cy Herting, 2420 Kenwood Manor, Sioux Falls, S. D. oc31

**WANTED AT ONCE—AGENT FOR MYSTERY** show who can keep show working; everything to work with. Must have car. Robinson, P.O. Box 208, San Jose, Calif. oc24

**WANTED—LADY 25-40 TO BECOME STAGE** assistant to Magician and Mind-Reader. All winter work. Write full details. Robinson, P. O. Box 208, San Jose, Calif. oc24

**WANTED—SMALL ACT TO WORK WITH** Magician. Must have car; sweet set-up for the winter. Robinson, P.O. Box 208, San Jose, Calif.

**WANTED—SOMEONE TO FURNISH MER-**chandise for Pitching at Sales and Promoting Own Sales. Must have good variety; price must be right. Contact Col. John Turpin, Bethany, Mo.

## AT LIBERTY—ADVERTISEMENTS

Remittance in full must accompany all ads for publication in this column 5c a Word Minimum \$1

No charge accounts Forms Close Thursday for the Following Week's Issue

### MISCELLANEOUS

**WOMAN WANTS MATRON JOB ON SHOW-**boat. Can tend bar, also cook. Will take either one on moonlight sails where there is entertaining. Leona McGovern, 7 Rivington St., New York, N. Y.

### MUSICIANS

**ACCORDION-GUITAR DUO FOR BAR OR?** Featuring vocals, doubling piano; travel anywhere, consider all. Box C-432, c/o Billboard, Cincinnati 22, O.

**GIRL TENOR-BARITONE-CLARINETIST**—Name band and small combo experience with male and female groups. Will travel, union. Zona Latta, 2031 Bathgate Ave., Bronx, N. Y. oc31

**HAMMOND ORGAN WITH VIBRAHARP**—Want settle in Florida. Short hours, your terms. Music that boosts business. Box C-427, c/o Billboard, Cincinnati 22, O. oc24

**HAMMOND ORGANIST — M A L E, OWN** equipment, rated among finest in Midwest; smooth, sophisticated styling, extensive repertoire. #309, 1026 N. Jackson St., Milwaukee 2, Wis. Telephone: Broadway 6-9952. oc24

**HAMMOND ORGANIST—AVAILABLE IM-**mediately; desires position cocktail lounge, dining room. Large repertoire, smooth styling, 20 years' experience. Have own organ, can travel. Harold Wolfe, 1557 Lakeshore Dr., Muskegon, Mich. oc24

**PIANIST — AVAILABLE IMMEDIATELY;** experienced both hotel style and combo. Single, congenial; conscientious worker; age 26; prefer location, but all offers considered. Have car and will travel. Don Paige, Paramount Club, Phone 1108, Albany, Ga.

**PIANIST—UNION; MALE, SINGLE, AGE 39.** Commercial Dance Band, Box C-433, c/o Billboard, Cincinnati 22, O. oc31

**PIANIST — FLORIDA ONLY. (USE SOLO-**voice, Clavilino). Perfect for restaurant, dining room. Want easy hours, easy on salary. Box C-428, c/o Billboard, Cincinnati 22, O. oc24

**PIANIST—AVAILABLE; UNMARRIED; RE-**liable, personable; jazz combo preferred. Call 3451 or write Jake Horton, P. O. Box 592, Kissimmee, Fla. oc31

**PROFESSIONAL PIANIST — UNION, SIN-**gle, male, gentle. Prefer hotel, lounge alone, other offers. Now Western New York State. Box C-430, c/o The Billboard, Cincinnati 22, O. oc24

**STRING BASS — AVAILABLE IMME-**diately; name and combo experience; dependable, personable. Interested steady location with established group; no "panics," please. Musician, General Delivery, Jackson, Mich. oc24

**TRUMPET—2D OR 3D CHAIR, DOUBLE** guitar, arrange. Well established society or commercial hotel band; will travel, have own car; minimum salary, \$85. Write Box C-434, c/o Billboard Magazine, Cincinnati, Ohio.

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no28

**BEAUTIFUL WHITE SPITZ (EIGHT) DOG** act. Outstanding novelty foot juggling act. Hilarious comedy acrobatic act. Some time open yet for October and first half of November. The Miller Troupe, 1895 North Kansas Ave., Springfield, Mo. Phone 44734. oc24

**SENSATIONAL MacDONALD AND HIS** high shallow water diving, flames, shallow tank, spears, rigging, etc., featured by Fox Movietone over 50 years of impressive results. Receiving high rating on the applause meter, 456 Lamplier Pl., Warren, O. Phone 45337. oc24

**1 TO 6 ACTS—PONIES, DOGS, MONKEYS,** Acrobatics, Jugglers; literature. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. Phone H-37232.

### VOCALISTS

**ALAN ROSS—THE GREATEST VOICE OF** the Past Half Century, is now booking for '54. Address 4843 North Franklin St., Philadelphia or Phone Gb 5-2968. If not home, ask for Michael.

## Poor to Fair

Continued from page 67

Brecker made a bid for more jingle at the box office with institution Saturday (26) of a.m. early-bird skating, a session that runs from 9 until noon. The rink is also featuring its traditional Saturday night midnight session and its extra long deal on Sundays. The latter provides skating from 5:30 p.m. until 11, a tailor-made deal for those who simply can't get enough.

Here are the rinks operating in the five boros: Manhattan, Gay Blades Roller-drome; Bronx, Fordham Palace; Brooklyn, Bay Ridge Roller-drome, Eastern Parkway Arena, Empire Roller-drome and Park Circle Rink; Queens, Hillside Roller-drome, Springfield Gardens Roller-drome and Queens Rink, and Staten Island, Rolladium.

All except Eastern are operating on a full schedule, with nightly sessions plus Saturday, Sunday and holiday matinees, or are shuttered one night only. Eastern, which features big-league boxing, televised by Du Mont, every Monday night is open Thursday, Friday, Saturday and Sunday evenings, with weekend matinees.

## Mdse. Topics

### From All Around

Universal Distributing, Inc., Chicago, has announced a new item in the coin bank line, the Chubby Santa Claus Bank. The bank is an artistically crafted, hand-painted red, black and white Santa asleep in a gold-toned lounge chair. The slot for coin insertion is in the back of the chair. A cork is provided in the base of the chair for opening and re-use of bank. Bottom of the bank is padded with non-scratch velour. The item is of durable composition construction. Measuring 6 by 7 1/2 by 7 inches, the bank is individually packaged in sealed cellophane and boxed in corrugated carton. An eye-catching counter display card is included with every order for a dozen banks, priced to retail at \$1.98. . . . Lima Electric Motor Company, Lima, O., is now manufacturing a completely new design of a totally enclosed, fan-cooled motor. The new Type E is available in ratings of 3/4 h.p. at 900 r.p.m. to 20 h.p. at 3,600 r.p.m. in NEMA frame sizes 224 to 326. A new brochure is available which describes the Type E and its many advances in design and performance.

Pocket-Cushion is a new item introduced by Products Unlimited, Inc., Fairfield, Conn. No larger than a pack of cigarettes when folded, it inflates into an attractive, full-sized seat cushion. Made of tough, durable plastic, it has an invisible, leakproof valve. The item is priced at \$1.50. . . . Yorkville Craftsmen, Guilford, Conn., has introduced a new type of guest identification card for parties, etc. In the shape of a cocktail glass, the card is complete with red plastic cherry and clasp pin for fastening to gown or lapel. Space is provided for writing of the guest's name. The cards sell for \$6 per dozen sets.

Interstate Rubber Products Corporation, Los Angeles, has introduced an electric foot warmer, 14 by 21 inches, called Electro Mat. The device weighs five pounds and is small enough to be moved without difficulty. It is said to consume only as much power as a 100-watt light bulb and is constructed of high grade rubber to insure long-life use. Electro Mat is recommended for check stand girls, office workers, theater cashiers, housewives, etc. . . . A new series of improved Black-Ray (black light) display fixtures is announced by Ultra-Violet Products, Inc., South Pasadena, Calif. Spectacular colors resulting from fluorescence by Blk-Ray lamps when directed at special Blak-Ray paints, chalks, fabrics, crayons and other materials make them ideal for advertising displays, theatrical specialty acts, chalk talks, night club decorations, black-light paintings, etc. . . . Wheaton Products Company, Detroit, is marketing a new recording, "This Is for the Birds," containing the fluent speech of a trained parakeet, Hoppy Wheaton, to be used in training parakeets to talk. The other side of the record, available in record departments and pet shops, contains practical hints on speech training of parakeets by Hoppy's owner and trainer, Mrs. Evelyn Wheaton.

A new item for the Thanksgiving, Christmas or gift item trade is Cavalier Crafts' Carv-Rak, a device which holds fowls, roasts, hams, etc., firmly on the platter as you carve. It consists of a rustproof aluminite plate in silver finish with four large prongs which grip the meat. Four suction cups on the bottom anchor the rack firmly on the platter. Attractively packaged in a transparent plastic gift case, they retail for \$1.98 plus 10 cents postage.

## Jones Firm Hypos

Continued from page 67

policy aimed at counteracting high freight rates on low-end items. Of particular interest to operators and dealers is the offer to prepay freight on any order for two dozen or more of Johnny Jones skate cases. This is a heavy and bulky item which sells at a comparatively low price. If dealers had to absorb the freight, they would be unable to handle cases profitably. So the company is enabling the dealer to keep the extra profit on the special freight prepaid offer which will run for the fall and winter season.

## "ACE" LEADS AGAIN WITH A BIG XMAS SELLER! SPECIAL! FOR A LIMITED TIME ONLY

### WALKING DOLL

**WIDE PLASTIC BODY**  
Moving and rolling, flirting eyes, turns head while walking, nothing to wind; fully dressed, SARAN WIG with PIG-TAILS, plastic vinyl shoes and stockings. Individually boxed.  
22" Walking Doll, \$78 per doz. in 6 doz. lots. . . . \$75.00  
18" Walking Doll, \$54 per doz. in 6 doz. lots. . . . \$51.00

SELLING BELOW LIST PRICES!

22" SAMPLE . . . . . \$7.00  
18" SAMPLE . . . . . \$5.50  
FREE CATALOG with sample featuring over 150 numbers of stuffed toys and dolls.  
F.O.B. N.Y.C. 25% dep., C.O.D. if not rated.

ACE Toy Mfg. Company 122 W. 27th St. N.Y. 7, N.Y.

## 100% NEW WOOL A-1 COMFORTER



Big full-sized 72x84 Comforter. Beautiful two-toned taffeta covered all new wool. Enclosed in handy plastic storage bag. Extra warm, light-weight. Assorted colors. A \$24.95 Retail Value.

Your price \$5.30 Ea. in lots of 6 or more.

Send \$6.00 Each for postpaid sample.

25% Deposit, Balance C.O.D. STEINBERG ROSS

628 W. ROOSEVELT ROAD CHICAGO 7, ILLINOIS

## You Can't Beat BRODY for Merchandise

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—IRONS—GRIDDLERS—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noisemakers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps. 72-PAGE 1953 CATALOG AVAILABLE FREE. SEND for Your Copy Today. Complete line of items.

## M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

## HOT ITEM FOR JOBBERS!



**\$1.00 RETAIL**  
The DELUXE PUZZLE SET consists of 4 clever molded plastic puzzles, each in its own plastic box. Total retail price when 4 puzzles are sold separately is \$1.39.

Dealer's price \$7.50 per doz. sets, postpaid. Remit with order.

JOBBERS! WRITE FOR OUR OFFER! 127-B W. 17 St. D. ROBBINS & CO. New York 11, N. Y.

## "BARGAINS"

The only Big Tabloid Size Magazine published that lists EVERY MONTH hundreds of sensational Bargains in: Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books  
• At Wholesale prices  
• Bankrupt closeout merchandise, Bargains • Money making opportunities. Here's just a FEW SAMPLE Bargains.  
\$16.50 perfume, 35¢ bottle • \$2.00 gummed photo stamps, 65¢ • \$1.00 toys, 20¢ each • 50¢ greeting cards, 7¢ box • \$10.00 men's toiletry sets, 60¢ set • \$17.50 talking dolls at \$7.00 • PLUS HUNDREDS of other terrific bargains!  
BIG CHRISTMAS issue NOW OUT! Save 50%—75% or more on many BIG BUYS! Stretch your BUYING DOLLAR! "BARGAINS" tells you WHERE & HOW to buy over 100,000 items at the Lowest PRICES! You can BUY BETTER, CHEAPER, NEWER things every month! Subscription \$3.00 per year — SPECIAL INTRODUCTORY OFFER \$2.00 for 1 year. (Money back if first issue doesn't please you!)

TOWER PRESS, INC. P. O. BOX 591 DH LYNN, MASS.

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IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

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# Pipes for Pitchmen

By BILL BAKER

A REPORT reaches the pipes desk that there is an outfit in Toledo putting out a gadget that should prove a boon to the pitch gentry. Described as a tape recording gimmick, it is designed not only to save wear and tear on the tonsils but also makes it possible for the most raspy voiced rascal to sound like the unified embodiment of Bing Crosby, Perry Como and Charles Boyer.

A COUPLE OF... weeks ago this column issued a search warrant in behalf of Betty Walsh for Leo F. Heller Jr. One of our sleuths, Jack Birmingham, has now reported in from New Orleans that Leo is hanging up his hat at 143 W. St. Clair Street, Romeo, Mich. Jack says that he is associated with Leo in his work with the Showman's Christian Fellowship so if she can't contact Leo she can write Jack at 127 S. Dorgenois Street, New Orleans.

JUDGING FROM the info reaching this desk from Mrs. Bob Noell of Noell's Ark, Gorilla Show, the only bright spots in a rather dreary season in the region of Bedford, Va., were the occasions she had to renew acquaintances with some of her old friends in the biz, among whom were the Beams, of Beams Attractions; Karl Annon, Mr. and Mrs. Milt Robbins, Mrs. Eva Davenport and her daughter, Arumi Singh, and several of the folks on the Wallace Bros.' Circus.

HAPPY HELLER... prestidigitator par excellence, hurries a sequel to his last pipe. Says Happy, "Am busy reaping a harvest of green lettuce with my rad layout in Detroit and, as a result, have had little time for visiting. However, word got to me that there was a terrific med worker in a dime store just a block from me, I went to take a peek and, Lo and Behold!, who should it be but Lady Roberta Putti, a true noblewoman in the aristocracy of rad pitchdom. Lady Roberta told me that she has been at it for 15 years, worked all the fairs and celebrations in that time and had also worked med. When I saw her she turned a tip 16 bucks in less than six minutes." (Editor note: Happy mentioned the above incident in his last dispatch but withheld the gal's name.) "Met another J.C.L. like myself who declined to have his name mentioned. However, he passed along some food for thought. Said he was having trouble getting money and has been in the same spot for eight months. I watched him work. He had a very dignified layout in a department store and a smooth, polished presentation. He should eventually make the grade. Every-

thing is not roses with me. I still have a lot of rough edges to polish and a lot to learn. I had a couple of sour days when I didn't make enough to set a pan out for the wolf. However, those things are good because they snap me back to reality. Had a nice letter from Bob Roach. He still in the hospital and expects to get out next spring. If anyone would like to drop him a note his address is Ward 3, Hospital 'A', Oak Forrest, Ill. Bob mentioned that he hears regularly from Speedy Hascal, who is working a new polish. W. T. Gilford, the one-man band, stopped in to say hello and you should have seen him. He was resplendent with grey felt hat with a six inch feather in it, tan shirt with the latest shoe string bow tie, suede shoes and grey spats with pearl buttons. From a sartorial standpoint, he would have made Lucius Beebe look like a bum. He certainly helped with the bally. I built the biggest tip of the day then turned it for \$1."

## New Fresno

Continued from page 67

bert believes the town to be ripe for a good rollery and that many former ice enthusiasts will go for roller skating. He also believes that his connection with the USARSA and his past association with the United States Figure Skating Association, as well as Miss Ziem's status as a former ice champion, will draw the icers. To win them Gilbert is inviting celebrities of the ice world to the opening and is also mulling a special pitch to ice skaters involving a free pair of roller skates to every icer who turns his blades in to the rink for rollers to be mounted on ice shoes.

A heavy publicity campaign is planned in advance of the opening. Opening night activities will be televised, TV cables having been installed in the rink so that the premiere and future activities at the rink will have a video outlet.

Gilbert, chairman of the figure committee of the International Society of Skating Professionals for the second year, has established a reputation in the coast area for successful operation. He has specialized in juvenile trade and in promoting new business via churches and schools.

Miss Ziem, a former Gilbert pupil, has been teaching at the Stockton Rollatorium for the past year. She has won national titles both on ice and rollers and has turned down a number of offers to skate professionally with roller and ice shows.

## Astor Debuts

Continued from page 67

10th season of Skateland, Stamford, Conn., operating from 7:30 to 11, Friday, Saturday and Sunday nights.

Connecticut's first U. S. skating champion, Edgar Watrous, appeared in his first public exhibition at the fall opening of the Hartford Skating Palace. Other participants were U. S. intermediate dance champions, Claire Farrell and Donald Benson, U. S. juvenile dance champions, Ann Birmingham and Edward Powers, and former U. S. champions, Edna Grasso and Peter Gullo.

Other Connecticut rink openings were City Hall Auditorium, Meriden, Tuesday nights, operated by Albert E. Corey, and Bowl-O-Rink, New Britain, Saturday and Sunday afternoons and week nights except Tuesdays and Thursdays.

## Day Putting Up

Continued from page 67

since destruction of Bedford Glens, which had been popular and successful.

The new rink, which Day says will be a member of the RSROA, will operate on a seven-days-a-week basis and also offer Saturday and Sunday matinees. Organizations are already registering with Day for private parties.

Music will be furnished via tape recordings, with an organ to be added later. An elaborate sound system is to be installed in the rink by acoustical engineers. Parking facilities will accommodate some 300 cars.

## Marriages

Continued from page 68

**BRITTON-MILLER**—James L. Britton, Temple, Tex., and Rose Miller, widow of Pat Miller, October 3 in Cleveland.

**BROWN-BETZOLD**—Thomas Brown and Marjorie Irene Betzold, recently at Greenville, Miss. She is the daughter of Mr. and Mrs. Edward Betzold, of Sterling Crown Shows.

**BUCHANTZ-LLOYD**—Allan A. Buchantz, KNXT staff director, to Suzanne Lloyd October 10 in Pasadena, Calif.

**BUTTERWORTH-PALOVCAK**—John L. Butterworth, Jr., member of the engineering staff of WFIL and WFIL-TV, Philadelphia, and Anna May Palovcak, September 19 in that city.

**CLEARY-BENNETT**—Patrick Cleary and Marilyn Bennett October 9 in Beverly Hills, Calif. He is son of silent screen star May McAvoy.

**CORLEY-MEREDITH**—Dr. Charles L. Corley and Midge Meredith, actress, September 29 in Los Angeles.

**ELLIS-NEFF**—Stanley S. Ellis and Joy Neff, daughter of Abe Neff, Philadelphia orchestra leader and booker, September 20 that city.

**ERICSON-COURY**—John Ericson and Milly Coury September 12 in Beverly Hills. He is MGM actor; she Chicago radio and TV thrush.

**FALVEY-DOLAN**—Mary Elizabeth Dolan, singer, New Milford, Conn., and Richard James Falvey, Bridgeport, Conn., in New Milford October 10.

**GRIEVE-GRIEVE**—Harry Grieve, press agent who at various times was engaged in show business in London and New York, and Mrs. Rose Grieve, an actress, October 6 in Ventnor, N. J.

**HADDIGAN-SILK**—Joseph Haddigan, and Marie Silk, daughter of veteran burlesque comic, Frank X. Silk, October 3 in Philadelphia.

**HAYMES-HAYWORTH**—Dick Haymes, singer, and Rita Hayworth, film actress, September 24 in Las Vegas, Nev.

**HUBBARD-CRAIG**—Paul Hubbard, son of Mr. and Mrs. Monroe Hogue, carnival troupers, to Geneva Craig in Dyersburg, Tenn., September 10.

**PALMER-FRAZIER**—Gene Palmer, engineer for KMAC, San Antonio, and Magdalen Frazier, October 12 in that city.

**PAYNE-CURTIS**—John Payne, actor, and Mrs. Alexandra Crowell Curtis in Bel-Air, Calif., September 27.

**PENNEL-GALLAGHER**—Larry Pennel and Pam Gallagher, September 27 in Las Vegas, Nev. He is a baseball player; she is daughter of comedian Skeets Gallagher.

**ROSE-HALPER**—Sheldon Rose, orchestra leader and pianist, Bridgeport, Conn., and Sheila Karen Halper, New Haven, Conn., in New Haven October 11.

**SHELTON-LUDWIG**—John Shelton, actor-writer, and Lorraine Ludwig, niece of film director Eddie Ludwig, October 3 in Kingman, Ariz.

**SMITH-STEWART**—George Smith, record librarian at Station WFIL, Philadelphia, and Kathy Stewart, record librarian at Station WCAU, Philadelphia, October 10 in that city.

**SUGARMAN-SCHLANGER**—Samuel Sugarman and Marilyn Schlangler, daughter of Ted Schlangler, head of the Warner Bros. theaters in the Philadelphia area, September 6 in that city.

**STEVENS-STIEFEL**—Leonard Stevens, former disk jockey and production manager of Station WHAT, Philadelphia, and Esther Stiefel, October 4 in that city.

**THOMPSON-RANDALL**—Glenn Thompson and actress Rebel Randall September 20 in Las Vegas, Nev.

**WISTER-RAMSDALE**—Charles Wister, salesman on the staff of Station WIP, Philadelphia, and Peggy Ramsdale, "Miss Greater Philadelphia of 1953" and entertainer, September 19 in that city.

## Births

Continued from page 68

**BUELL**—A son October 6 in La Brea Hospital, Hollywood, to Mr. and Mrs. Bruce Buell. Father is KNXT announcer.

**BUTLER**—A son, Mark Steven, to Mr. and Mrs. Buddy Butler September 19 in Santa Monica (Calif.) Hospital. Father is a cameraman at Walt Disney Studios. Mother is the daughter of John Arnold, head of M-G-M's camera department.

**CAPELL**—A son to Mr. and Mrs. Bill Capell September 22 at General Hospital, Muskogee, Okla. Father is part owner of Capell Bros. Circus.

**CHATFIELD**—To Mr. and Mrs. H. Blake Chatfield a son September 17 in Cedars of Lebanon Hospital, Los Angeles. Father is with NBC promotion department.

**COLVIG**—A daughter to Mr. and Mrs. By Colvig October 4 in Hollywood Presbyterian Hospital. Father is KNXT assistant promotion director.

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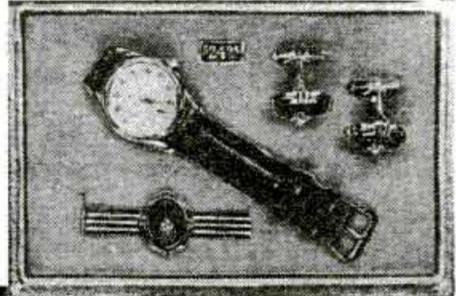
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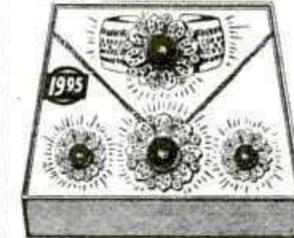
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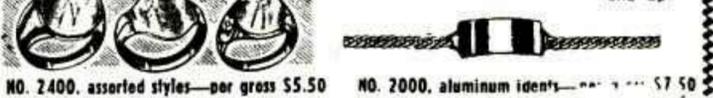
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- Thompson, Gus B.
- Thomson, H. G.
- Thurnton, Gofrey
- Thurnton, Vera
- Tiehor, John
- (Tiehor, Fisher Seal)
- Toler, Clyde Wilson
- Towner, Clarence
- (Elmer)
- Towner, Tom
- Townsend, Cal
- Torchy
- Utah Expo Show
- Vagell Jr., Michael
- Vallier, Bud
- Vincent, Mrs. Jack
- Von Bros. Circus
- Walton, Kenneth
- Walke, Elder Charlie
- Walker, William
- Walsh, Joseph P.
- Walton, Kenneth
- Warren, S. H.
- Weaver Jr., E. W. & Mrs.
- Welchman, Mabe
- Westell, May Gordon
- Western, Stanley J.
- Wetzel, Kenneth
- Whalen, Thomas
- Wilburn, Houston
- Wilbur, Mary L.
- (Mrs)
- Williams, Frank
- Williams, John M.
- Williams, Ronald
- Willamson, George A.
- Willis, Private James S.
- Wilson, Burke
- Wilson, Cliff
- Wilson, Dime
- Wilson, Gil
- Wilson, Tommy
- Woods, Miss Frankie
- (Lou)
- Woods, George & Mrs.
- Woolen, Dorothy
- Zazzaro, Frank
- Zimmer, Florence

- Walton, Kenneth
- Walke, Elder Charlie
- Walker, William
- Walsh, Joseph P.
- Walton, Kenneth
- Warren, S. H.
- Weaver Jr., E. W. & Mrs.
- Welchman, Mabe
- Westell, May Gordon
- Western, Stanley J.
- Wetzel, Kenneth
- Whalen, Thomas
- Wilburn, Houston
- Wilbur, Mary L.
- (Mrs)
- Williams, Frank
- Williams, John M.
- Williams, Ronald
- Willamson, George A.
- Willis, Private James S.
- Wilson, Burke
- Wilson, Cliff
- Wilson, Dime
- Wilson, Gil
- Wilson, Tommy
- Woods, Miss Frankie
- (Lou)
- Woods, George & Mrs.
- Woolen, Dorothy
- Zazzaro, Frank
- Zimmer, Florence

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N Y

- Adams, Frances
- Barrett, Pat (Aerial)
- Brooks, Bruce
- Dulaek, Raymond
- Fibb, Jim
- Heller, Harry
- (Acme Shows)
- Honey Sisters
- Montan, Allen
- Motola, James
- O'Connor, Pat L.
- Quay, E.
- Shankman, Jules
- Schuler, Charles B.
- Williams, Dennis
- Williams, Victor

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

- Bowman, Z.
- Cardin, James D.
- Courty, Mills
- Gladue, Daniel G.
- Haming, A. Mr. & Mrs.
- Hunter, Roy
- Hunko, Johnny
- Murphy, Patrick G.
- Mitchell, Eddie J.
- O'Connor, Charles
- Panchucker, G. D.
- Pickands, Carl
- Schubar, William L.
- Walker, Sam

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

- Arnett, Danay Riley
- Azbill, O. D.
- Baker, Delano
- Clifford
- Baron, Paul
- Bazinet, Dwight
- Bateman, Charles F.
- Becker, Lawrence J.
- Bell, Louis A.
- Bierly, Mr. & Mrs.
- Doral
- Bierly, Mrs. Ruth
- Blair, Zora
- Boatwright, Joyce L.
- Boatwright, B. E.
- Bryant, Oliver H.
- Burto, Leon H.
- Calder, Gaylord C.
- Callari, Mrs. Virginia
- Callahan, Mrs. H. N.
- Carey, Thomas P.
- Charles, Michael
- Cogswell, Junior
- Collins, Harvey
- Conley, Terry
- Cochran, James K.
- Davies, W. W.
- DeLaney, Mrs. John
- (Edna)
- Delaney, Sam A.
- Dennis, James W.
- D'Appolo, Nick
- Dillon, Mr. & Mrs.
- (Virgil)
- Doersom, Chas.
- Donmeyer, Kenneth
- Downey, Gloria A.
- Dudley, Harry G.
- Egan, Mrs. Betty
- Fick, H. W.
- Foss, John D.
- Foster, Mrs. F. C.
- Fusco, Peter F.
- Gebrig, Dale M.
- Gill, Jack
- Good, Buyl
- Graves, Marion V.
- Green, Gilbert
- (Blackie)
- Grindstaff, Leonard
- C
- Grutel, Jack
- Hall, Edward L.
- Hardy, Mrs. Betty
- Harris, Harry B.
- Harris, Sol George
- Hendricks, Clyde
- Hightower, H. D.
- Hobbs, Curley
- Homan, Arthur A.
- Hopper, Frank
- Hutton, Rebecca E.
- Hyland, Richard C.
- Izenbarger, Anna Mae
- Jackson, Ralph C.
- Johnson, Robert E.
- Jones, Carl B.
- Jones, Grant
- Jones, Vernon
- Jordan, Mrs. Jess
- Kane, Max & Irma
- Kelly, Eloy Courtland
- Kelly, Michael
- Kerzenblat, John B.
- King, Larry
- Lamar, Jack
- Lambert, George E.
- LaRue, Howard
- (Marsil)
- Lay, Waldo K.
- Legan, Eldon
- Lemke, Joe Frank
- Lewitan, Mikey
- Lewis, Robert
- Lewis, Samuel
- Long, William W.
- McGregor, Harold G.
- McNamara, Mrs.
- Katherine S.
- Madden, James
- Harvey
- Madison, H. L.
- Malloy, Bud
- Marsh, Jesse R.
- Martin, Thomas
- Mattos, Georgia
- Masberry, Wayne
- Medlin, Mr. & Mrs.
- Middleton, Mrs. Ann
- Middleton, Betty
- Miller, D. H.
- Miller, John
- Miller, Melvin
- Mizer, Jr., R. H.
- Mofield, Mrs. Bobbie
- Moreno, Geraldine
- Moore, Luther
- Morgan, Lorne E.
- Murphy, Patrick G.
- Murray, G. A. & Mrs.
- Nielsen, Mr. & Mrs.
- Perry, Whittie
- Peterson, E. A.
- Pierce, Vivian
- Pinkerton, James E.
- Cochran, Heene
- Rains, Margarte
- Ramsayer, Earl
- Rawlings, Jessie
- Raymond, Charles & Betty
- Rinkold, Louie
- Rosenfeld, Sol
- Rose, Anne
- Ruddy, George
- Rushlow, Leonard
- Ruscitto, Emil B.
- Sandusky, A. D.
- Sandusky, Orville B.
- Schnell, C.
- Servis, Edward F.
- Sharon, Henry
- Shelford, Wm.
- Shelpton, Kenneth
- Shibles, Leonard L.
- Simons, C. T.
- Sims, Robert L.
- Sitka, Wm. J.
- Slimm, Chester
- Smart, Walter E.
- Smith, Charles W.
- Smith, Henry Norman
- Smuck, Guy
- Spain, Jaci
- Specht, Lowell
- Stanley, George
- Stacy, W. A.
- Stanko, Mark
- Star, Hedy Jo.
- Steinfeld, Mr. & Mrs.
- W. J.
- Stephens, Mr. & Mrs.
- (Dave)
- Stern, Constance
- Stevens, Mrs. Lula
- Stewart, Miss Caro
- Stewart, Jim R.
- Stubblefield, R. A.
- Swan, Bonnie
- Swan, W. E.
- Swart, Walter L.
- Tatham, Kermit
- Taylor, K. L. (Dick)
- Taylor, Newell C.
- Taylor, Robert
- Terry, Edward
- Thomas, Jack E.
- Vommer, Albert
- (John)
- Wallace, Ira Kelly
- Ward, Harold
- Westcott, R. H.
- Williams, Mrs. Leo
- Williams, Mitchell
- Williams, Mrs. O. C.
- Willingham, Thomas
- Wilson, Harvey S.
- Wilson, H. T.
- Vinburne, Herbert L.
- Young, David S.
- Zimmer, F.

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Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.

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in lots of three.  
\$13.95 for sample

**NATIONAL DIST. CO.**  
222 Colunet Bldg. Miami, Fla.  
Phone: 82-6473

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Sensational Novelty All Rubber She shakes, shimmys, wiggles.

Price **\$17.50**  
Per Gross **\$1.75**  
Per Dozen **F.O.B. Milwaukee**

No. 4995 BASHFUL MONKEY  
**\$16.00 per gross. \$1.50 per dozen.**

No. 3927 SNAKE BOW TIE  
**\$16.00 per gross. \$1.50 per dozen**

Include postage with remittance will refund any difference.

**WISCONSIN DELUXE CO.**  
1902 N. Third St., Milwaukee, Wisc.

Bulova • Waltham  
Elgin • Benrus  
Gruen Watches

for men & women **\$9.95 EA.**

Yellow Expansion Band, 95¢ add.

**SPECIAL \$50 DEAL**  
4 case, above Watches & 4 Exp. Bands to match. You save an extra \$15.40. New model cases and dials. Reconditioned and guaranteed like new.

**RUTILE "TITANIA" GEMS**  
Synthetic diamonds, but more brilliant. Carat... **\$8.25**  
Set in 14-k. mountings, ladies', \$10 add; gents', \$15 add.

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DIZZIEST — FIZZIEST BAR GADGET EVER

**BRAND NEW!**  
Amuse and confuse friends with Fix Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fix Kid does his stuff... automatically! Ten to 30 minutes of MYSTERIOUS MAGICAL ACTION.

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Write for new price list on this sensational, fast-selling novelty!

**G & S Mfg. Co.**  
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## KIPP'S popular POP-UPS

**NEW, LOW PRICES**

Spider Girl	Dz. \$1.75	Gr. \$18.00
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Wholesale Distributors Since 1880  
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**NEW—FAST SELLERS for Men & Women—BIG Profit**  
Everyone wants these beautiful copies. Set your own HUGE Profits.

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**SURPLUS—FACTORY CLOSEOUT**  
Must raise cash. 2,000 serrated edge stainless steel Steak Knives, set of 6 beautifully boxed. Ideal for employee Christmas gifts. \$5.00 retail all or part subject to prior sale. \$12.00 doz. sets. Sample set of 6, \$2.00. Sorry, no C.O.D.

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**Merchandise Mart Surplus**  
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**LIEBERMAN**

## Heavy Trade Turnout Keys Bally School

MINNEAPOLIS, Oct. 17.—The Bally service school held at the headquarters of the Lieberman Music Company this week was attended by operators and their staffs from five States.

Henry Brown, Bally engineer, led the sessions on both days of program. He explained the simplified methods of servicing Bally products and also schooled attending coinmen on the value of preventative maintenance. Forty operators and servicemen attended the Monday classes and 25 the next day.

Visiting operators—from Minnesota, Iowa, Nebraska and North and South Dakota—were given a hardy welcome by Harold Lieberman, head of the firm, and his large staff of sales, shop and office personnel.

## Western Holds United School

PORTLAND, Ore., Oct. 17.—A team from the engineering department of United Manufacturing Company, Chicago, conducted a two-day service school this week for game owners and service men in Oregon.

Al Thaelke and Ken Sheldon held day and night classes Monday and Tuesday at the Western Distributing Company, Oregon distributor for United games. Operators from many parts of the State attended, according to Budge Wright, manager for Western.

Thaelke and Sheldon reduced the instruction to the simplest and most practical terms by demonstrating step by step the operation of machines. Thaelke explained that most servicing problems arise in the electrical

(Continued on page 103)

## Steady Rain Slows Miami Coin Trade

MIAMI, Oct. 17.—Operators of all types of coin machines in Florida reported last week collections were reduced by torrential rains which swept the area for more than a week.

Many locations in outlying areas of Dade County were inundated by the flood waters, causing a cessation of business in some neighborhood business districts. In addition many suburban homes were partly flooded and there were grave fears that the rivers and lakes in Central Florida would overflow their banks.

Ken Willis, Bush Distributing Company, returned from Tampa a few days ago and reported that region was worse hit than the Miami area. He said many roads were under water and much of the normal trade was paralyzed.

## Coin Ops Play Major Role at Oregon Meet

PORTLAND, Ore., Oct. 17.—The coin machine industry figured prominently this week at the annual convention of the Oregon Licensed Beverage Association held at Gearhart.

Pointing up the mutual interest between operators of games and music and the tavern business, the coin-machine operators were represented on the speakers' agenda, took over the sports end of the convention, shouldered a share of the association's welfare program and discussions of business problems common to both.

Official representatives of coin-machine groups were William

## JONES, BALLY EXEC, MARRIES

CHICAGO, Oct. 17.—Herb Jones, vice-president of Bally Manufacturing Company, and Sera Miller were married October 9. Joseph J. Butler, associate justice of Municipal Court, performed the ceremony.

They were attended by Miss Celia Jones and Edward C. Kennedy, advertising executive.

**CHICAGO COIN**

## Trainer Game Reports Show Adult Backing

CHICAGO, Oct. 17.—Initial performance reports gathered by Chicago Coin Machine Company indicate the new type amusement game, Round the World Trainer, has had strong acceptance from adults of all ages. As it is a game in which the patron actually rides while shooting at targets, some coinmen have had the mistaken idea it was a kiddie ride, Ed Levin, director of sales, points out.

The game simulates most of the action of Air Force type ground school trainers but is a full fledged coin-operated game (The Billboard, October 17). It operates on dime play and the goal is to make as many hits as possible with a ray type gun on designated cities. Names of the cities are in large print on a map of the world in chart form on a large board in front of the game.

Playing time is a minute and the cities must be hit in numerical order (from 1 to 20). As the player switches from one target to the next, he moves a small pilot type wheel in whichever direction it is necessary for him to go—left or right, up or down. The player's seat is similar to the cockpit of a ground training plane.

Levin stated that rides already have been installed in transportation terminals and typical coin machine locations where most of the play is at night.

## Conn. Group P-R Plan Gets Results

HARTFORD, Conn., Oct. 17.—The practice of Connecticut coin machine personnel in stressing more and more public relations in daily duties has paid off.

"We've been getting requests for our public relations advice from coin machine groups across the country in recent months," says Abe Fish, Music Operators of Connecticut president. The group is composed of music, game and vending operators.

"After the initial article on our down-to-earth approach in dealing with the public broke in The Billboard several years ago," Fish added, "the Connecticut group has been looked upon as a good credit to the coin machine industry at large."

Goebel, Portland game operator and president of the Coin Machine Men of Oregon, and Budge Wright of Portland, president of Oregon Music Association.

**Sponsor Tourney**

The Coin Machine Men of Oregon sponsored the convention golf tournament, providing all the prizes. Awards were made by Goebel. The CMMO is also co-operating in the OLBA welfare program, which to date has raised some \$8,000 for charitable purposes. A \$2,200 iron lung, bought out of these funds, recently was presented to the Shriners

(Continued on page 101)

## Initial Reaction to Dime Five Balls Seen Favorable

### Williams Field Reports Show Ops Who Give it Trial Get \$ Results

CHICAGO, Oct. 17.—Altho it is still too early to tell whether or not dime play on five-ball games will become the new standard in the industry, initial reaction to the move by Williams Manufacturing Company (The Billboard, October 17) indicates eventual success. This was revealed thru a survey still in progress by the factory.

Sam Stern, Williams vice-president who keyed the innovation, frankly stated this week that the first weekly reports showed mixed reactions. He said: "I am encouraged by the many operators who are giving dime play a fair trial. I feel they will be rewarded by obviously improved receipts and good will from location owners."

The Williams executive pointed out that the switch to dime chutes was tested in a representative market for a long period. Thru the tests the firm found there would be instances where opera-

tors would have to do a strong selling job to get the location to undertake a dime play test. "It was then," Stern said, "that I realized that one of the key factors in the move was the number of operators and locations who were progressive enough to make the test."

**Results Good**

This week it was disclosed that in instances where the switch was used on any appreciable scale, the results were highly encouraging. Stern, reviewing this progress, said: "I would like to say that the attempt was 100 per cent successful—but let's face it—some firms started putting on dime chutes as soon as they got the equipment. A few others mentioned it to the location owners and were discouraged in giving the plan a chance."

He emphatically stated that the percentage of good results in cases, where the switch was tried, proved the merits of dime play.

## Genco-Distributors Hold Policy, Product Meet

### Gensburg, Lewis Explain Program; Appoint Sheffield Sales Manager

CHICAGO, Oct. 17.—A full scale distributors' meeting was held by Genco Manufacturing & Sales Company at the Bismarck Hotel Sunday (11). Vying in importance at the session were the unveiling of a new type shuffle game, the outlining of Genco's sales policy for the remainder of the year, and the appointment of Ralph Sheffield as sales manager.

Avron Gensburg and Sam Lewis, Genco executives, pointed out that the representatives could depend upon wholehearted co-operation in all factory distributor-operator dealings. They also declared that only products

sound, thoroly tested as to performance and popular appeal would be introduced.

Still another highlight of the meeting agenda was a practical discussion by Steve Kordek of electrical engineering as applied to amusement machines. Kordek, Genco chief electrical engineer, explained the advantages of DC over AC.

A luncheon preceded the business meeting. Later the distributors were guests of Genco at the Shangri-La restaurant for dinner and the Chez Paree for an evening of entertainment.

The following distributors attended:

Lou Singer, Central Music Distributing Co., Omaha; Ed Culp, Culp Distributing Co.; Fletcher A. Blalok, F.A.B. Distributing Co., New Orleans; Raymond Williams, Commercial Music Co., Dallas; Lou Wolcher, Advance Automatic Sales Co., San Francisco; Ron Peppel, Northwest Sales Co., Seattle; Bill Marmer, Marmer Distributing Co., Cincinnati.

Sam Taran and Eli Ross, Taran Distributing Co., Miami; Ray Powers, Badger Sales Co., Los Angeles; Gil Kitt, Empire Coin Machine Exchange, Chicago; Bob Wenzel, Automatic Games, St. Paul; Leo Weinberger, Southern Automatic, Louisville; Harry Hurvich, Birmingham Vending Sales Co., Birmingham; Leo Shulman, Modern Distributing Co., Denver.

Harry Silverberg, W-B Distributing Co., Kansas City, Mo.; Bill Betts, W-B Distributing Co., St. Louis; Bill Miller, Miller-Newmark, Grand Rapids, Mich.; Al Simon and Al Dinzelli, Albert Simon Co., New York; Fred Schwartz, Schwartz Sales Co., Nashville.

Irv Blumenfeld and Harry Hoffman, General Vending Sales, Baltimore; B. D. and J. D. Lazar, B. D. Lazar & Co., Pittsburgh; Al Claver, Toronto Trading Post, Toronto, and R. Laniel and Jean Coutu, of Laniel Amusements, Montreal.

## Miami License Deadline Set

MIAMI, Oct. 17.—Operators of coin-operated amusement equipment here were warned this week they have but two weeks to renew their licenses. After October 31 they will be assessed penalties.

Coinmen who applied for their new licenses before October 12 were given a 10 per cent discount.

Once again Stern explained that the dime chute was the factory's answer to the high overhead of operators which has diminished profits. "If any five-ball operator, who has said business has dropped off in recent years, will review his records he will almost certainly see that his number of plays has held up but that wages, transportation and service call costs have jumped. The nickel just does not buy much in these times. A prime example is the telephone pay station, which, after a half century of nickel operation, went a dime last year."

## Roanoke Opens New Hdqtrs.

RICHMOND, Va., Oct. 17.—The Roanoke Vending Exchange, Inc., held grand opening festivities Thursday in its new headquarters at 4930 West Broad Street here. Special events in connection with the opening will take place daily thru October 21.

Frank Page, president, and Jack Bess, vice-president, led the staff in welcoming operators, service men and their families.

The new one-story building has 7,500 square feet with an elaborate showroom for the display of the company's game and music equipment. Among its features are an efficiently planned parts and repair department and a large storage area. It is air conditioned.

## Jones to Move Portland Qtrs.

PORTLAND, Ore., Oct. 17.—R. F. Jones Company, distributor of games, venders and music machines, will move November 1 to new and larger quarters at 1200 S. E. Morrison Street, Larry Hornbeck, manager, announced this week.

The new location will give the firm 10,000 square feet of floor space, double that in its present quarters, and will afford several times the present customer parking space, Hornbeck said. The firm has been at 1515 N. E. Broadway since the Portland branch was established four years ago.

## League Play Up, Detroit Assn. Reports

DETROIT, Oct. 17.—Members of the Detroit Shuffleboard Association at their October meeting Thursday were told league play in this area was off to its best start in recent years.

With nearly 100 per cent of the group in attendance, President Fred Chlopan reported the fall league play program included more teams and players than ever before.

John Westerdale, director of leagues, announced standardized rule books were available to all members. The manuals also show schedules of all matches—including time, place and opponents.

## H.Z. Expands Sales Staff

OMAHA, Oct. 17.—H. Z. Vending & Sales Company, distributor of games, venders and jukeboxes in Nebraska and Iowa, has appointed Barney Luchman to its expanding road sales staff.

H. Z. has headquarters here and a branch in Lincoln, Neb. It is owned by Hymie Zorinsky.



RALPH SHEFFIELD, new Genco sales manager, has been in the industry since 1938 as a mechanic, operator, sales executive and distributor. He started as a mechanical engineer with the Cleveland Coin Machine Exchange and later transferred to the sales division. Sheffield moved to Chicago to help organize Empire Coin Machine Exchange in 1941. After several years of partnership in Empire with Gil Kitt, this arrangement was dissolved in 1951 when Sheffield organized a premium firm. This was sold in January when Sheffield joined Genco as top road sales staffer.

## National Vending Program for C & C Canned Drinks Seen in Six Months

Supplier to Build L. A., Midwest Plants; Eastern Seaboard Seen Ready for Push

NEW YORK, Oct. 17.—With the national expansion program of C & C soft drinks in cans being speeded up, it appears likely that Fanda, Inc., a firm set up to handle the vending of the carbonated beverages, will swing into action on a national scale within six months.

The three-cornered deal, involving Fanda; the Cantrell & Cochran Corporation, a National Phoenix Industries subsidiary which acts as beverage canner and supplier, and Spacarb-Juice Bar, which makes the venders,

was announced last spring (The Billboard, May 2).

The plan calls for S-JB making the venders and selling them to Fanda outright, with Fanda operating the units exclusively. Cantrell & Cochran is the exclusive supplier.

### Five Flavors

The drinks come in five flavors, in six-ounce cans. The cans come to a head, with the usual soda cap on top.

The vender is similar to the Juice Bar Junior, except that its capacity is 348 cans (100 more than the Junior). Like the Junior, it has four columns, but the columns are slightly larger.

### Field Tested

It has been field tested in the New York area for four months. Lowell Almy, Fanda head, would not reveal the test results. However, he did say that the operating firm's plans for national distribution would be revealed in about 30 days.

Meanwhile it was learned that the Spacarb-Juice Bar factories at Stamford, Conn., and Matawan, N. J., are producing the venders. While neither Almy nor anyone

from S-JB would say what is happening to the venders coming off the assembly line, it is believed that a stockpile in being held for the time when Fanda will attempt to achieve national distribution.

Meanwhile Walter S. Mack, president of National Phoenix, announced Thursday (15) that the firm has sold its subsidiary Mazda Oil Corporation and will use the funds from the sale for the erection of more manufacturing plants and expansion of its canned carbonated beverage line.

### L. A. Plant

Mack said the first step in this program will be the immediate erection of a drink plant at 5555 East Slauson Avenue, Los Angeles. Specially designed canning machinery is being shipped to the West Coast, with operations scheduled to start in November.

C & C's Englewood, N. J., plant is currently supplying markets in the metropolitan New York, Baltimore, Philadelphia, Washington and Boston, Hartford, Providence areas with a full line of carbonated drinks. Flavors are C & C (Continued on page 91)

## Ready Costume Jewelry Units For 2d Try

BROOKLYN, Oct. 17.—Sam Schwartz, head of Super Service Vended Products here, said this week that he planned to resume his Long Island costume jewelry vending operations next month.

Last spring, Schwartz bought venders used by Filene's Boston department store on an experimental basis, and placed them in six Long Island supermarkets. The venders, made by the Glasscock Manufacturing Company, dispensed costume jewelry, vending at 75 cents each.

While Schwartz said he was satisfied with the volume achieved during the four-week test period, he felt that the mechanical difficulties encountered ruled these units out.

### 50 Venders

On November 1, Schwartz expects a shipment of 50 converted venders from a Midwestern manufacturer, to be adapted for costume jewelry vending.

Current plans call for supermarket and theater lobby installations. Schwartz said an attempt will be made to tie in sales of costume jewelry, simulating that worn by motion picture actresses, in theaters where their films are being exhibited.

## Pepsi Issues 'Bank Books' to 3,000 Drink Ops

NEW YORK, Oct. 17.—Some 3,000 drink operators throughout the country this week received bank books from a fictional bank, the Vendors Trust Company of New York. Each book showed a balance of \$297.63. Some two months ago, the same operators received checks for \$99.21, also on the Vendors Trust Company of New York.

Donor of the checks and the bank books was the Pepsi-Cola Company, which uses the non-existent bank in its vending promotions. According to the book, the figure "represents savings" as a result of using the firm's product.

The figures are based on an operator having 25 venders on location, each selling 1,000 cola drinks a week. De Perri Advertising, Inc., conceived and executed the promotion.

## HARD-BOILED EGG K.O.'S TAX

RALEIGH, N. C., Oct. 14.—Egg-in-the-shell vending took the legal eye of North Carolina's attorney general last week. He ruled that the sale of hard-boiled eggs by venders at 10 cents each is not subject to the State sales tax—unless the vender is located in a restaurant or other eating place.

## Rowe Sells Auto. Food Operation to Cup Mach. Service

1950 Subsidiary 'Served Purpose'; Eye Other Exploratory Routes

PHILADELPHIA, Oct. 17.—Two of the largest food and drink operators in the Mid-Atlantic States consolidated this week, as the Rowe Corporation sold its subsidiary, the Automatic Food Service Company, to Cup Machine Service Corporation.

The purchase gives Cup Machine a total of more than 600 venders in industrial, plant, hospital and railroad depot locations in Pennsylvania, Maryland and Delaware.

Cup Machine, with headquarters in Philadelphia and Wilmington, Del., bought the entire assets, equipment and operations of Automatic Food Service which was based in Philadelphia.

The announcement was made jointly by Cup Machine, most of whose stockholders are Philadel-

phia and Wilmington businessmen, and by Rowe.

### Complete Operation

According to Charles H. Ashley, Cup Machine vice-president and general manager, the acquisition will mean large-scale expansion of the firm's activities into the broad field of automatic food service in industrial plants and will make the company's operation one of the largest in the East and the most complete from the point of view of services offered.

"Hitherto," he said, "its main concentration has been on soft drink and coffee vending operations in factories, hospitals, railroad stations and other outlets in the three States."

The Automatic Food Service Company was established in 1950 as a developmental Rowe subsidiary to pioneer a food service operation based on new—and then experimental—types of Rowe venders.

### Job Completed

Bern Bernard, Rowe vice-president, had this to say: "We feel now that the company has completed its job."

(Continued on page 91)

## Finance \$64,825 Worth of Citrus Juice Machines

LAKELAND, Fla., Oct. 17.—The Florida Citrus Mutual announced this week that the financing of \$64,825 worth of orange juice dispensing machines had been completed.

These include 141 units for the Sunblest Company of Miami, which plans to put combination hot dog and juice dispensers along the Florida east coast; 35 combination Rudd-Melikian juice-coffee venders and two Snively Dispens-o-Lator units.

A committee of Florida Citrus Mutual also decided to push sales of machines for military installations because of the supposed value of citrus juices for high altitude fliers.

There had been rumors that FCM might discontinue its plan of financing purchases of orange juice machines because so little of the original \$1,000,000 fund had been applied for. The dispenser committee, however, has decided to continue the plan, but will put more emphasis on potentially big users.

## Ike Gordon, Natl. Vendors Salesman, Dies

ELIZABETH, N. J., Oct. 17.—Isaac (Ike) Gordon, 46, a veteran of more than 20 years in the coin machine industry, died Thursday (15) as the result of a heart attack. Funeral services were held Friday (16) at the Higgins Funeral Home here, with burial in the Mount Lebanon Cemetery, Iselin, N. J.

For the last three years Gordon has been New York-New Jersey representative for National Vendors, Inc., St. Louis, with headquarters in Elizabeth, where he had made his home for 10 years.

He had previously served for 12 years as a salesman for Malkin-Ilton Company, Irvington, N. J., cigar vender manufacturer. He had also been a partner in Gordon & Strauss, a vending parts and service organization.

He leaves his mother, Mrs. Fannie Gordon; a brother, Joseph; and a sister, Mrs. Anna Walchek, all of Linden, N. J.

## Apco, Spacarb Sign Used Machine Pact With Uneeda Firm

Agree to Latter's Rebuilding, Sale of All Bev Unit Trade-Ins

BROOKLYN, Oct. 17.—Nat Hochman and Harry Ebbin, co-owners of the Uneeda Vending Service here, this week concluded pacts with Spacarb-Juice Bar, Inc., and with Apco, Inc., for the sale and rebuilding of used cup-drink equipment.

The deal with Spacarb was negotiated with Howard Richardson, Spacarb-Juice Bar vice-president; Sam Kresberg, president, and Mel Rapp, vice-president, of Apco, represented their firm in setting up the Uneeda arrangement.

The agreements are similar. Both Spacarb and Apco take used equipment in trade for new cup drink venders. The manufacturers will turn all trade-ins to Uneeda; Uneeda rebuilds the venders and sells them, returning to the manufacturers the sum allowed for the used equipment and retaining the rest as profit.

Hochman and Ebbin set up their new Uneeda headquarters less than a month ago. The three-story structure has 31,500 square feet of floor space and is one of the largest installations of its kind in the East.

The firm currently employs 20 persons. The Spacarb and Apco deal means another four or five employees will be added.

Meanwhile, Hochman and Ebbin report the Lehigh Ad-a-Unit

is receiving increasing operator attention since they took over the Lehigh franchise for New York State and Connecticut last May. The Ad-a-Unit is a single column vender, which may be attached to the side of a multi-column cigarette. It can vend flat-pack brands.

### CONVERSION

## Newark Firm Turns Cig to Cookie Machs.

NEWARK, N. J., Oct. 17.—The manually-operated cigarette vender is about as indestructible a piece of machinery as can be found, according to C. P. Anderson, head of the Vending Machine Service Company here.

Anderson and his partner, James P. DeLoach, think they have hit upon a solution to the operator's problem of what to do with properly-functioning cigarette venders whose age and styling make it difficult to place on location. They convert them to cookie venders for use in industrial locations.

### Conversion Job

The conversion job entails changes in the column structure, and delivery, dispensing and coin mechanisms.

Cabinets are prepared by immersing in a stripping tank, (Continued on page 91)

## NAMA Aids Ops Prepare Local Feather Copy

CHICAGO, Oct. 17.—National Automatic Merchandising Association is providing operator-members with a form news release to illustrate how Red Feather promotions can be publicized locally.

The release leaves spaces for the operator's name and firm name, type of equipment used, etc., to make it suitable for his individual use and to tie-in with local campaigns.

NAMA is urging that all such news stories be accompanied by photos. These could show the operator himself taping the Red Feather message on a vender or display Red Feather cups or matches in front of machines with a model, a Community Chest official or some civic leader.

NAMA officials stated that the total value of such illustrated stories on a national scale, and the aid given a worthy cause, combine to raise the prestige of automatic merchandising in the eyes of the public.

Where at all possible, NAMA public relations head Glenn Leach pointed out, operators should forward copies of photos used in connection with Red Feather publicity to NAMA headquarters at 7 South Dearborn Street, Chicago 3.

## Nat'l Rejectors Opens Canadian Branch Office

ST. LOUIS, Oct. 17.—National Rejectors, Inc., has stepped up its service to foreign operators. The manufacturer of coin handling devices, including coin changers and slug rejectors, this week acted to consolidate its Canadian coverage with the activation of a new branch office in Toronto. Manager of the center at 1551a Eglinton Avenue, West Toronto, is Clarence Cukor, formerly associated with the firm's Chicago office.

The new branch is equipped to handle repairs, furnish parts and training of servicemen in the maintenance of coin detecting and handling devices.

National also recently announced availability of an instruction manual written in Spanish. The move was a result of the expanding South American market.

## Popcorn Convention Hears Vending Talks

CHICAGO, Oct. 17.—Theater concessionaires attending the International Popcorn Association convention at the Conrad Hilton here this week heard the advantages of automatic cup machines over manual dispensers and suggestions for using venders to capture additional sales.

Mel Rapp, vice-president of Apco, Inc., New York, discussed the importance of automatic cup drink machines, pointing out that they are the most efficient method of serving cold drinks in theater lobbies and enable the movie house to remain in the

drink business even in dull hours.

On the final day of the convention, G. R. Schreiber, editor of The Billboard's coin machine department and editor of Vending described the trend toward automatic selling and suggested concessionaires put venders to use in outdoor theaters to get greater coverage and realize additional sales.

Only vending exhibitor on the floor was Apco which displayed its line of cold cup drink units and the combination Apco-Bert Mills hot-cold vender.

## Arctic Vendor Files Petition In Bankruptcy

APPLETON, Wis., Oct. 17.—Arctic Vendor Sales Company, Inc., filed a petition in bankruptcy September 30. Assets were listed at \$14,525, liabilities \$68,423.

The move followed a court order last March staying bankruptcy proceedings against the ice cream vander manufacturer for 30 days (The Billboard, March 21). Earlier, creditors had filed an involuntary petition in bankruptcy against the firm.

Friday (9) creditors of Arctic Vendor Sales were notified the firm had been duly adjudged bankrupt. The first meeting of the creditors has been scheduled in the County Court House, Oshkosh, Wis., Wednesday (21) at 10 a.m. At that time a trustee and a committee of creditors will be appointed and consideration will be given a report by the receiver, including the sale of assets.

Arctic Vendor Sales was formed in May, 1948, with Gordon Haase as president and Lloyd Merkl as vice-president. In October, 1951, Haase bought out Merkl and Merle Zuehlke, the third principal stockholder.

During 1951, Arctic agreed to manufacture its vander for Belvend Manufacturing Company, Chicago, to be marketed under latter's trade name, Jolly Boy. Later, Belvend obtained a license to use the Arctic design on ice cream venders produced for it by Acorn Metal Manufacturing Company, Chicago.

Arctic has not produced equipment since late in 1952.

## Used Popcorn Vender Demand Up in Canada

CHICAGO, Oct. 17.—Monarch Coin Machine, Inc., reported this week that it had stepped up shipments of its reconditioned popcorn venders to Canadian operators. Clayton Nemeroff, official, stated his firm had acquired 1,000 Pop Corn Sez machines, some of which it subsequently converted to shoestring potato units.

Canadian orders, said Nemeroff, were coming from established operators desiring to increase their route diversification, and also from customers new to automatic merchandising.

The refinished, rebuilt machines also are going out to the domestic market, he said.

## Find Promoter Dead in Philly

PHILADELPHIA, Oct. 17.—Charles J. Scullin, who had forfeited a \$1,000 bail bond by failing to appear for trial on a charge of using the mails to defraud in selling vending machines (The Billboard, October 10), was found dead in a hotel here last week.

Scullin had headed the Ajax Vending Machine Company, purported to be a distributor for beverage venders, which offered local franchises for sale. The firm ceased operations six months ago.

## Larger Quarters Taken by Heyman

BROOKLYN, Oct. 17.—The Heyman Process Corporation, manufacturing chemists, specializing in coffee extracts, has moved its plant and laboratories to new and larger quarters.

Their new location, at 2954 Fulton Street, Brooklyn 7, is in a three story building and is equipped with new machinery to step-up production requirements.

## Tobacco Rev. Climbs

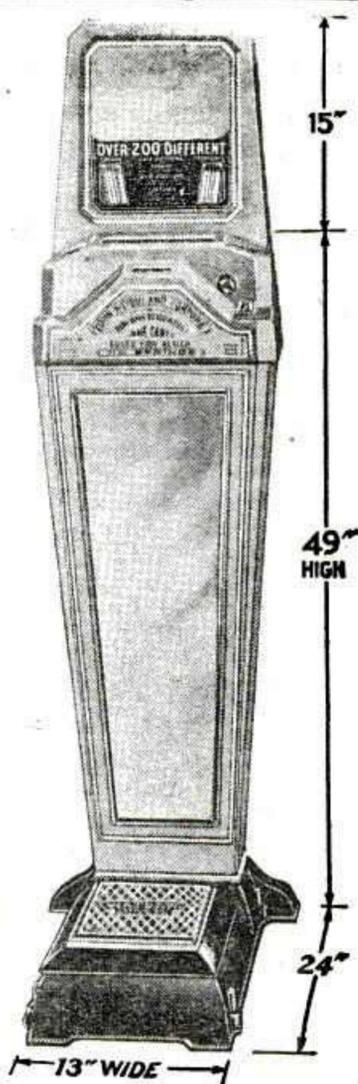
NASHVILLE, Oct. 17.—Tobacco tax collections for the month of September totaled \$1,165,103, an increase of 3.3 per cent over collections for the same month a year ago, it was announced by State Tax Commissioner Z. D. Atkins.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Advance Model D Ball Gum	\$7.45	\$7.45	\$7.45	\$6.50 7.45
Advance No. 11 Mds.	5.59	5.95	5.95	5.95
Ajax Hot Nut, 5 & 10c (3 col.)				39.50
Asco Hot Nut, 5c				17.50
Atlas Nut 1c		6.50		6.50
Coca-Cola Cup Dispenser	95.00		95.00	95.00
Coles 3 Drinks		750.00		750.00
Columbus 1c	7.45	7.45	7.45	7.45
Craig Ice Cream Vender 5c & 10c		250.00		250.00
Drink-O-Mat 1,000 Cup		350.00		350.00
Drink-O-Mat 3 Drinks		475.00		475.00
DuGrenier Candy 5c				39.50
DuGrenier Candyman	49.50	49.50		49.50
DuGrenier Champion (6 col.)		97.50	97.50	97.50
DuGrenier Champion (11 col.)		97.50	97.50	97.50
DuGrenier V (7 col.)				90.00
DuGrenier S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)		97.50 125.00	97.50 125.00	97.50
DuGrenier Model W (9 col.)	125.00	115.00(2)	115.00(2)	115.00
DuGrenier W-King Size (8 col.)				99.50
Eastern Electric (8 col.)			139.00	
Exhibit Card Vender 1c	15.00	15.00	15.00	15.00
Foot Ease (Exhibit)	85.00	85.00		
Hershey 5c				39.50
Hupp Cold Drinks		250.00		250.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kunkel Pop Corn, 10c				49.50
Lehi PX (8 col.)		125.00		125.00 149.50
Lehi PX (10 col.)		135.00		135.00
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	7.45	7.45	7.45 8.50
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50		16.50
National 9 a			115.00	115.00
National Candy, 9 M.	65.00			
National Candy (9 col.)		95.00		95.00
National Electric		95.00		95.00
National Hot Nut, 5 & 10c (2 col.)				59.50
National 930	130.00	95.00	130.00(2)	95.00 130.00
National 950	145.00	125.00	145.00(2)	125.00 145.00
Northwestern 33 Ball Gum	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c	13.95	13.95	13.95	13.95
Northwestern Model 39 1c	7.95	7.95	7.95	7.95
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	49.50			49.50(2)
Recco Ice Cream Vender 10c		150.00		150.00
Recco Ice Cream Vender 2 col., 10c		395.00		395.00
Rowe Candy (8 col.)	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	175.00	175.00	175.00	175.00
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	135.00 155.00	135.00	135.00	135.00 155.00
Rowe Royal (10 col.)		155.00(2)	155.00(2)	135.00 155.00
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mds.	7.45	7.45	7.45	7.45 8.50
Silver King 5c	7.45	7.45	7.45	7.45
Silver King Hunter Ball Gum				24.50
Siros Brush Up	50.00	50.00	50.00	50.00
Snacks, 1c (3 col.)				19.50
Spacarb 4 D 51				595.00
Spacarb 4 D 52				695.00
Stoner Candy (6 col.)				25.00
Super Vend Selective Drink Vender 3 Drinks		335.00		335.00
Target Pall Gum 1c				29.00
Uneda Candy (5 col.)				89.50
Uneda Electric (9 col.)		125.00	125.00	
Uneda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneda Model E (6 col.)	75.00	75.00	75.00	75.00
Uneda Model E (8 col.)	85.00	85.00	85.00	85.00
Uneda Model 500 (9 col.)	135.00	135.00	135.00	135.00
Uneda Monarch (6 col.)	87.50			
U-Select-It	49.50	49.50	49.50	49.50
Victor Topper Deluxe Cabinet 1c				11.50
Vender-Bar R col., 10c	119.50	119.50	119.50	119.50
Weighing Scale, 1c	39.50			
Wizard Scale	39.50			



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE

**PENNY FORTUNE SCALE**

NO SPRINGS

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY

**VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

We Have Newer CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums

IMMEDIATE DELIVERY

National Sales Agents for ACORN CHARM VENDOR parts and accessories

**PENNY KING COMPANY**

2538 Mission Street Pittsburgh 3, Pa.

IT'S BACK!!!

**VICTOR'S TOPPER**

The world's finest bulk and charm vendor

\$50.00 per case of 4, less than 25 cases.

\$48.00 per case of 4, 25 cases or more

We stock the complete line of Victor venders

Write for complete charm and merchandise lists and all bulk vending supplies

**GRAFF VENDING SUPPLY CO.**

2841 W. Davis Dallas Texas  
Telephone YE-8323

**BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL**

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ lb.

Clor-o-Vend Ball Gum, 140 & 210 ct. .... 40¢ lb.

Clor-o-Vend Chicks, 275 & 320 ct. .... 45¢ lb.

Chicle Chicks, 320 & 520 ct. ... 36¢ lb.

Bubble Chicks, 320 & 520 ct. ... 30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS CORP.**

Mt. Pleasant & Fourth Aves. Newark 4, N. J.

**TOPPER DELUXE HALF-CABINET STYLE**

Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea  
13.25 ea  
100 or more  
All machines packed and sold 1 to the case

ROY TORR—LANSDOWNE, PA.

**Seedman Division Chairman for Chest**

BEVERLY HILLS, Calif., Oct. 17.—The Community Chest here has appointed George M. Seedman chairman of its Commerce and Industry Division.

Seedman, past president of the National Automatic Merchandising Association, recently organized and officiated as chairman for the Advertising Club of Los Angeles at its first annual Automatic Merchandising Day.

As a result of contributions of the vending industry to Community Chests all over the country during the past several years, a growing number of local Chest officials are recognizing automatic merchandising executives by requesting their acceptance of similar key appointments.

**WHEN YOU BUY FROM RAKE YOU'RE GUARANTEED THE FINEST!**

No machine leaves our shipping dept. before it is checked. That holds for new as well as used equipment. Used machines are thoroughly reconditioned and refinished—inside and out! It's service like this that has made RAKE the institution it is today. SEND US YOUR NEXT ORDER FOR NEW OR USED EQUIPMENT, CHARMS, SUPPLIES & PARTS; OR STOP IN TO SEE US. WE GUARANTEE YOU SATISFACTION BECAUSE A SATISFIED CUSTOMER IS OUR BEST ASSET.

SEND FOR CATALOG "B-V" TODAY!

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN ST. PHILADELPHIA 23, PA.  
Phone: LOmbard 3-2676

**ONLY THE BILLBOARD**—

among over-all entertainment weeklies—is a member of the

**AUDIT BUREAU OF CIRCULATIONS.**

**Money-Making, Money-Saving IDEAS FOR OPERATORS!**



**Valuable Information Can Be Yours Every Month... Without Cost!**

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**



**CIGARETTE MACHINES**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)



- ROWE Diplomat Electric, 8 Cols., 340 Cap. .... \$175.00
- Crusader, 10 Cols., 475 Cap. .... 155.00
- President, 10 Cols., 475 Cap. .... 135.00
- UNEEDA Model E, 6 Cols., 168 Cap. .... \$75.00
- Model A, 6 Cols., 180 Cap. .... 87.50
- Model E, 8 Cols., 240 Cap. .... 85.00
- DUGRENIER Model S, 7 Cols., All King Size, 210 Cap. .... \$85.00

**KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES. WRITE!**

- Rowe Candy Machine, 120 Bar Cap., 8 Cols. .... \$85.00
- DuGrenier Candyman, 72 Bar Cap. .... 49.50

We carry a complete line of all makes of Candy Machines—Write!

**Our Paints Are VENDERIZED**  
Prevents Peeling, Flaking and Rusting.

**All Equipment Unconditionally Guaranteed.**  
Trade Prices. 1/3 Deposit, Balance C.O.D.

**SPECIAL!**  
Uneeda Monarch,  
Vends All King or  
Regular Size, 6 Cols.,  
380 pack cap.  
\$87.50

**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

**Senator Urges All Stamps Be Sold Via Vender**

DETROIT, Oct. 17.—The general nation-wide abandonment of counter sold postage stamps and their replacement by venders has been advocated as an important step in dealing with the postal deficit by the chairman of the Post Office Committee of the Senate.

Speaking before the Associated Third Class Mail Users, a part of the national annual conference of the Direct Mail Advertising Association, Sen. Frank Carlson (R., Kan.) advocated a general policy of mechanization and improved efficiency in postal operations, referring to handling procedures as well as vending.

"A large part of the postal deficit is due to waste of manpower and to a shameful lack of modern equipment and modern methods," Senator Carlson said.

He particularly attacked the retail counter sales of small denomination stamps as a waste of manpower.

"Even at minimum salary rates a man's time today should not be spent taking an order, making change and delivering one 2 cent or 3 cent stamp," he said.

Pointing to the successful example of the telephone company in utilizing a mechanical device to dispense its service, simply by the use of a dial, the senator went all out for vending—

"Why not put stamp vending machines everywhere too—in supermarkets, drugstores, wherever people find it convenient to shop? Why not stop selling stamps at post offices, except in sizable lots or from self-operating machines?" he declared.

**N. Y. Candy Club Honors R. M. Kelly**

NEW YORK, Oct. 17.—Past President Robert M. Kelly was honored Thursday night in the Park Sheraton Hotel Towers by members of the New York Candy Club, Inc. The affair was a cocktail party and informal dinner.

Following the dinner Leo Gottesman, vice-president of the National Council of Salesmen's Organizations, Inc., discussed legislative measures which would affect salesmen.

**W. Va. Cig Take Off**

CHARLESTON, W. Va., Oct. 17.—State Tax Commissioner Milton J. Ferguson reported cigarette tax collections for the first three months of the 1953-'54 fiscal year totaled \$1,590,681. This is a drop of \$148,094 from the like period in the 1952-'53 fiscal year.

**"TOPSY TURNY TOP"**

Spin Them and They Flip Over!

ASSORTED COLORS

**\$12.00**

PER THOUSAND

**VENDS IN ANY BULK MACHINE**

Order from your distributor or from ..

**Karl Guggenheim**

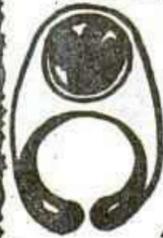
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**NATIONAL SENSATION!**

WE'RE SHIPPING MILLIONS OF THEM—

HAVE YOU ORDERED YOURS?

**ROCKET RINGS Beautiful JEWELLED RING with BIRTHSTONE**



Holds marble firmly. A Ring that anyone will treasure. Real 10c value.  
**NICKELPLATED \$15.50 Per M**  
**GOLDPLATED** with good substantial plating that DOES NOT PEEL.  
**\$16.50 Per M**  
All prices FOB, NYC

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**VICTOR'S TOPPER**



\$12.00  
100 OR MORE MACHINES \$12.50

**VICTOR'S HALF CABINET**



\$13.50  
100 OR MORE MACHINES \$14.25

LESS THAN 100 MACHINES \$14.25  
1/3 Deposit on all orders.  
**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

**SCHOENBACH STAMP VENDORS Folder Type**

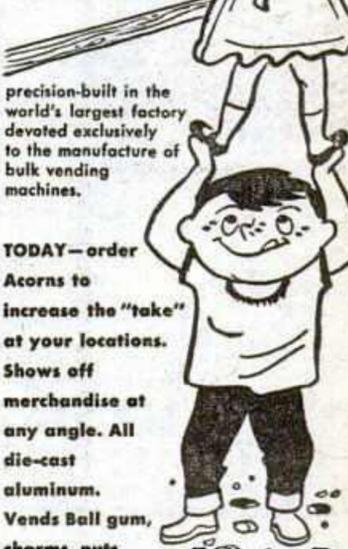
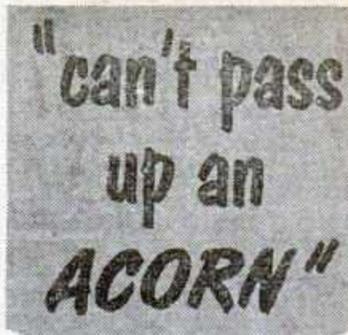


ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection Mechanism closes when empty Easy loading Reliable performer Guaranteed.  
2 Col. Vendor (as illustrated) \$22.50 ea.  
3 Col. Vendor \$32.50 ea.

**STAMP FOLDERS** Very Low Prices

1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines.  
1647 Bedford Ave., Brooklyn 25, N. Y.



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.



11421 KNIGHTSBRIDGE AVE. CLIVER CITY, CALIFORNIA  
PENNEN KING CO. 2338 MISSION STREET • PITTSBURGH 3, PA.

**BACK AGAIN! VICTOR'S TOPPER**



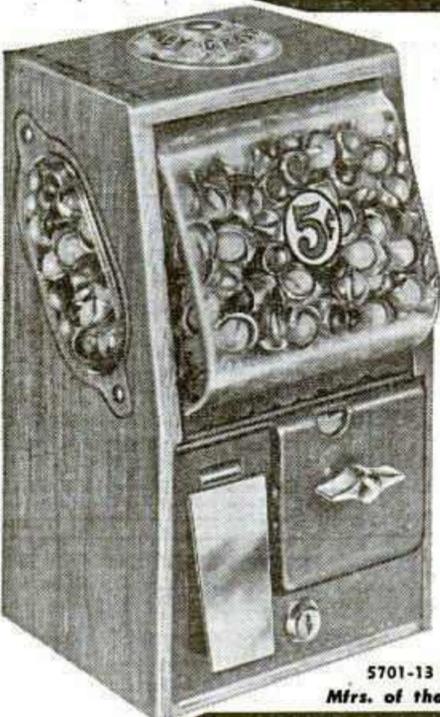
The world's finest bulk and charm vender  
**\$50.00** per case of 4, less than 25 cases.  
**\$48.00** per case of 4, 25 cases or more.  
We stock the complete line of Victor venders.

Contact us today for a complete list of charm, gum and bulk vending supplies.  
**BIRMINGHAM VENDING CO.**  
540 Second Ave., No., Birmingham 4, Ala.



THE NATION'S FINEST CIGARETTE VENDOR!  
**486 PACK CAPACITY**  
Tear Out and Mail This Ad for Details

**Smokeshop corp.**  
250 West 57th Street, New York 19, N. Y.



**BABY GRAND DELUXE and ROCKET CHARMS**

(Trade Mark)  
That fabulous money maker... vending Rocket Charms with the special wheel at 5c per play... featuring all the earning power that can be built into a bulk vender. Equipped with two locks... one for efficient loading and one for money compartment. Capacity approximately 500 ROCKET CHARMS (trade mark).  
Less than 25 cases, \$37.00 per case of 4.  
25 or more cases, \$54.00 per case of 4.

BABY GRAND DE LUXE also available for vending CHICLE TREETS and CHLORO TREETS.  
All machines packed and sold 4 to the case, F.O.B. factory.  
See Your Nearest VICTOR Distributor.

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.  
Mrs. of the Famous TOPPER Line

**FREE! 1000 PIECES!!**



1000 pcs. free with EVERY 5M ordered with this ad!

**\$12.00 M** Fits all machines  
A FULL LINE OF NEW ITEMS

VICTOR ROCKET ITEMS. Distributors Welcome.

**JET NOVELTY CO.** 1613 51st Street Brooklyn, N. Y.

**OPERATORS!**

★ Send for illustrated list and prices of **PEERLESS PERSONAL WEIGHING MACHINES**

Reconditioned Like New!  
Peerless Weighing & Vending Mach. Corp.  
42-02 111th St., Long Island City 1, N. Y.  
Phone: Stillwell 4-1620

**MERCHANDISE VENDERS**

- Drink-O-Mat, 1000 Cup.....ea. \$350.00
- Drink-O-Mat, 3 drinks.....ea. 475.00
- Super Vender, 3 drinks.....ea. 335.00
- Colos, 600-cup, 3 drinks.....ea. 750.00
- National King Coffee, new....ea. 350.00
- Hupp, cold drink.....ea. 250.00
- Craig, 10c Ice Cream.....ea. 250.00
- National 930, Cigarette.....ea. 95.00
- National 950 Cigarette.....ea. 125.00
- National Electric.....ea. 95.00
- Lehigh P.X. 8 col.....ea. 125.00
- Lehigh P.X. 10 col.....ea. 135.00
- National 9 col. Candy.....ea. 95.00
- Devco 2 col. Ice Cream.....ea. 395.00
- Revco 1 col. Ice Cream.....ea. 150.00
- 35 penny Atlas Nut Venders.....ea. 6.50

"Cole Drink Distributors."

**Cleveland Coin MACHINE EXCHANGE, INC.**  
2021-2025 Prospect Ave., Cleveland 15, O.  
All Phones: Tower 1-6715

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.95
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #2 1c B.G.	7.45
Advance #11 Mds.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	90
Pistachio Nuts, Vendor's Mix	85
Cashew Whole	52
Cashew Butts	52
Peanuts, Jumbo	34
Spanish	28
Mixed Nuts	55
Almonds 400 ct. 5 lbs. vac. pk.	85
Baby Chicks	32
Rainbow Peanuts	30
Boston Baked Beans	30
Hobby Mix	28
Jelly Beans	28
Licorice Lozenges	25
M & M	44
Assorted Fruit Chews, 100 ct.	42
Rain Big Ball Gum, all sizes, 200 lbs. minimum, prepaid, per lb.	28
Adams Gum, all flavors, 100 ct.	42
Wrigley's Gum, all flavors, 100 ct.	47
Suchard Chocolate, 200 ct.	1.20
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Brands, Globes, Brackets, Charms Everything for the operator.	
1/3 Deposit. Balance C.O.D.	

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LONgacre 4-6467

**Rowe Issues 25-Yr. Trade, Firm History**

NEW YORK, Oct. 17.—A 32-page magazine, entitled "25 Years of Automatic Merchandising History," was released this week by the Rowe Corporation.

Issued on the occasion of Rowe's 25th anniversary, the publication outlines the growth of the vending industry, tells of the development of the Rowe Corporation, and carries photographs and biographies of the following Rowe officers: Robert Z. Greene, president, and vice-presidents Arthur Gluck, William T. Kirkpatrick, John S. Mill, Bern Bernard, Charles H. Brinkman, Christian Gabrielsen, Herbert E. Greenberg and Alanson A. Remley.

Other Rowe officials whose pictures and biographies are published include Samuel M. Chapin, board member; Joseph Lapidus, secretary, and Wickliffe Shreve, board member.

**National Vending**

Continued from page 88

Super Cola, Super Ginger Ale, Super Root Beer, Super Grape Soda and Super Club Soda, all in no-deposit, no-return cans.

Mack added that current plans call for the opening of a Midwestern plant in March.

**40,000 Square Feet**

The Los Angeles plant will have about 40,000 square feet of space and its own railroad siding connecting with terminal facilities which link up with all West Coast railroads.

It appears unlikely that any major vending effort will be attempted on the West Coast until the beverage gets some degree of consumer acceptance there, which can't happen until the plant has been operating for a while.

By the same token, vending operations in the Midwest probably won't begin until late spring, by which time the plant will be in full operation and some measure of consumer acceptance thru retail channels may have been achieved.

**Consumer Acceptance**

It's axiomatic in the vending field that a product usually must be known to the public before it can do any volume in venders.

The most logical beginning for the vending push then would seem to be in those areas where retail sales thru grocery and supermarkets have been tried and not found wanting. According to Mack, these areas are the metropolitan centers along the Northeast seaboard. Here's the way he sees it:

"The success of C & C Super Soft Drinks in cans and the speed of consumer acceptance has gone beyond our most optimistic expectations. We introduced the super line in the metropolitan New York area in June, and our problem ever since has not been one of making sales, but of keeping up with public demand.

**Rapid Turnover**

"The supermarkets tell us they have never had a new product which caught on so quickly with the public and had such a rapid turnover in the stores. The same thing happened in the Philadelphia, Baltimore, Washington markets where we introduced our product in early August.

"Normally a national operation of a new product requires a year of development. Our success has been so swift as to upset all normal timetables, and to speed up the usual rate of expansion and potential distribution to the point where we are now getting ready to invade the Western market, with that of the Midwest soon to follow. We have, in recent weeks, been entering the New England market and again orders and turnover are most satisfactory."

**Conversion**

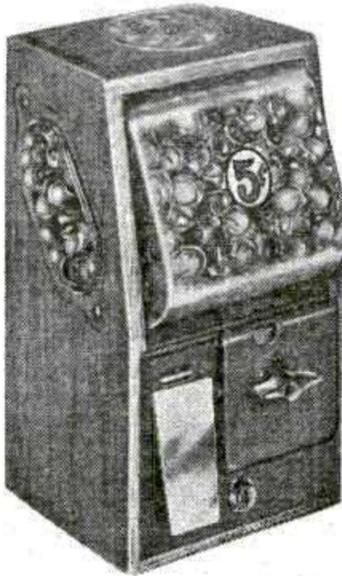
Continued from page 88

coating with Diversy 3, and then painting.

Another converter performed by the Vending Machine Service Company is converting cigarette venders to sandwich machines. This is done by eliminating every other column.

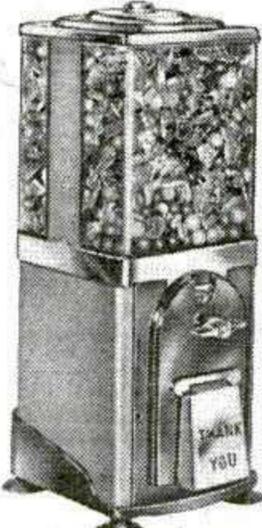
The Vending Machine Company was started three years ago by Anderson, with a background of 20 years in the vending field. A year later DeLoach, formerly with the Rowe organization, joined as a partner.

**They're ALL VICTORS The Finest in Bulk Vending**



**BABY GRAND DELUXE and ROCKET CHARMS**

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 3 Super item Rocket Charm mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



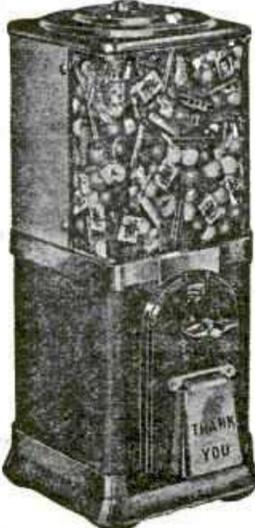
**TOPPER DELUXE**

Twin Window Style \$59.00 per case of 4, in lots of less than 25 cases. \$56.00 per case of 4, 25 cases or more.



**TOPPER DELUXE GLOBE STYLE**

(GLASS GLOBE) \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



**TOPPER DELUXE HALF-CABINET STYLE**

\$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.

Write for complete charm and merchandise price list. We carry 40 novelty items, 6 to 18 series plastic charms.

**GRAFF VENDING SUPPLY CO.**

2841 W. Davis Dallas, Texas

**Shipman Pencil, Pen Unit Bowed**

LOS ANGELES, Oct. 17.—Shipman Manufacturing Company this week introduced a 5-cent pencil vender and a ball-point pen vender. Each lists for \$49.50.

Both units are 17½ inches tall and approximately 9½ inches square and are finished in gray baked enamel. The pencil vender has a capacity of 400 pencils and can be adjusted to vend three pencils for 10 cents. Pencils are available to operators at a cost of 1¼ cents each.

The ball-point pen unit features the Presdon Vu-Riter Pen and has a capacity of 200 pens, which cost operators 12½ cents each. Machine vends at a suggested price of 25 cents.

**Cole Names New Movie Sales Head**

CHICAGO, Oct. 17.—Richard Cole, vice-president of Cole Products Corporation, announced the appointment this week of Rollin K. Stonebrook as manager of the theater sales division.

Stonebrook, during his association with the theater industry for the past 30 years, has managed a number of the nation's leading movie houses.

**Rowe Sells**

Continued from page 88

pleted the job for us for which it was set up. Its operations served to explore and develop a whole new field of automatic merchandising.

"At the same time it successfully introduced in major plants a new concept in automatic food service—the so-called 'automatic buffets' which consist of batteries of coin-operated machines dispensing entire snack meals, including sandwiches, beverages, cakes and pastry, ice cream and candy. Now that the field is established, Rowe will devote more of its energies to other exploratory operations."

**60 Locations**

The purchase involves nearly 60 industrial locations, including the RCA plant, Camden, N. J.; the General Electric Switchgear Division plant, Philadelphia, and the Frankfurt (Pa.) Arsenal.

Morris H. Auerbach, president of Cup Machine since its inception, will remain with Rowe in an executive capacity. Auerbach, with 20 years' experience in food service operations, joined the Rowe organization in 1949 as a food vending consultant. He played a major role in the development of the Rowe in-plant feeding plan.

Cup Machine Service operations run from North Philadelphia thru Marcus Hook and Chester, Pa., encompass Delaware, and have their Southern terminal at Pocomoke City, Md.

**Began in 1947**

The firm began operations in Wilmington in 1947 with single-drink Coca-Cola cup venders. Subsequent purchases included Automatic Beverage Company, with 50 drink machines in Philadelphia in 1948; Spacarb of Philadelphia, with drink operations in Philadelphia, Reading and Pottstown, Pa., in 1950, and H.H.&B., which operated candy, cookie, gum and nut venders in Eastern Maryland in 1952.

Charles Ashley became general manager in 1948, when the company reorganized and moved its headquarters to Philadelphia. That year the firm converted from single-drink to multi-drink venders.

According to Ashley, the corporation has operated at a profit since 1950. Sales, which were less than \$100,000 in 1948, will be about \$700,000 in 1953, with profits substantial, he added.

Charles W. Baker is president and organizer of Cup Machine Service. The board of directors consists of Baker and Ashley; L. J. Sneed Jr., treasurer; Frederick L. Mercher Jr., secretary; J. Simpson Dean and Thomas E. Brittingham Jr., both of Wilmington; Joseph W. Chinn Jr., vice-president of the Wilmington Trust Company, and Charles E. Bounds, Wayne Pump Company, Salisbury, Md., one of the founders of H.H.&B., Inc.

The firm has about 75 stockholders. The Wilmington Trust Company has supplied banking accommodations to the corporation since its inception.

**YOU HAVE TRIED THE REST... NOW BUY THE BEST!**

**VICTOR'S**

**GLASS GLOBE STYLE**

**TOPPER DE LUXE**

\$14.20 each

Cases of four (minimum order) \$13.20 each

100 or more, HALF-CABINET STYLE

Same price as Globe Style

TWIN WINDOW STYLE, 50c EXTRA

Write for lowest prices on gum and charms

**VICTOR'S TOPPER**

The World's finest bulk and charm vender.

At these low prices 100 or more \$12.00 each

Less than 100 \$12.50 each

Equipped with large globe. We stock the complete line of Victor venders and parts.

**SIDMOR VENDING CO.**

2137 5th Ave. Pittsburgh 19, Pa. ATLantic 1-2540

**Bake-O-Nuts**

**A New Line of Salted Nuts For Vendors**

Due to the shortage and high prices of Pistachios, we have developed a new patented process for toasting and salting other nutmeats to make them especially suitable and profitable for vending machines.

**BAKE-O-NUTS ARE BAKED—NOT FRIED**  
**NOT GREASY—NO OILS USED**  
**NO OIL SMEAR ON GLASS BOWL**  
**NO LOOSE SALT TO CLOG MACHINE**  
**MORE DELICIOUS—MORE CRISPY**  
**STAY FRESH LONGER THAN FRIED NUTS**

Because Bake-O-Nuts Are Not Oil-Soaked, Size for Size, You Actually Get 6% More Nuts Per Pound.

CASHEWS Small Wholes @ .65 lb.  
CASHEW BUTTS @ .60 lb.  
MIXED NUTS @ .70 lb.  
Cashews—Almonds—Filberts  
ALMOND Small Shelled @ .80 lb.  
PEANUTS Blended  
Jumbos @ .44 lb.  
SOYNUTS (Don't Miss Them) @ .25 lb.  
PISTACHIOS 4 Star Jumbo @ .93 lb.  
Red—In the Shell

All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.

Terms: Cash With Order or if C.O.D. Send 1/3 Deposit With Order. F.O.B. New York.

**BAKE-O-NUTS CO.**

2 Staple St., New York 13, N. Y. Tel.: BEekman 3-7649

**20 BRAND NEW 5c Hot Nut Machines**

Slug proof, white enamel finish, 6-lb. capacity... \$12.50 Each

Terms: 1/3 deposit; balance sight draft. Seacoast Distributors 1200 North Ave. Elizabeth, N. J.

**FAVORITE MONEY-MAKER VICTOR'S**

Standard 1c Topper 100 or more \$12.00 each

Less than 100 \$12.50 each

VICTOR'S 1c DELUXE TOPPER \$57.00 Case of 4

We stock the complete line of Victor venders.

For 5c mechanism add 25c per machine (either model).

All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandising list.

**Pioneer Vending Service**

590 Albany Ave. Brooklyn 3, N. Y. Phone: PResident 4-5356

**These Actually Cut**



**METAL SCISSORS**

MADE OF METAL. THEY MOVE, THEY CUT PAPER. EACH SCISSOR SHININGLY PLATED IN CADMIUM.

This is a real \$10.00 per 1,000 Scissor—not an F.O.B. Jamaica, N. Y. Or: At Your Distributor.

The AUTHENTICITY of these SCISSORS, the fact that these MOVE & CUT, the miniature size and detail—ALL THESE qualities endear these SCISSORS to those who fortunately come into possession of them.

It seldom happens to items—but it continually HAPPENS to METAL SCISSORS—it's ALWAYS GOOD as a gimmick. Once good, always good. If you haven't used METAL SCISSORS as a GIMMICK lately—go back to it. Give it another shot—and it will be good for your machines.

**SAMUEL EPPY**

& CO., INC. 91-15 144 Place Jamaica, New York

**BITTERMAN SELLS**

**VICTOR'S TOPPER**

The world's finest bulk and charm vender

At these low prices 100 or more

\$12.00 each

Less than 100

\$12.50 each

We stock the complete line of Victor venders

Write for complete charm and merchandise lists and all bulk vending supplies

**BERNARD K. BITTERMAN**

709 East 27th St., Kansas City 27, Mo.

**SALES MAKER!**

**oak's NEW Rainbow**

10-selector VENDOR

Precision-built! Aluminum! Colorful columns, in red, gold and blue.

Empire Coin Machine Exchange 612 Milwaukee Ave. • Chicago 22, Ill.

**GIVE TO THE UNYON CANCER FUND**

## Tex Distrib Gives 5-Year Warranty on AMI Phonographs

Covers New and Used Equipment, 'E' Models Already Sold Included

SAN ANTONIO, Oct. 17.—Music operators thruout Southern Texas received this week sample copies of a five-year warranty on all new and used AMI equipment from the R. Warncke Company, 121 Navarro Street, AMI distributors for the area.

The warranty covers any costs that might be expended to repair any part of the record changing mechanism on an AMI phonograph, new or used. This is the first time in the music machine industry that a move of this type has been tried.

Richard Warncke said, "Our intention is to give this warranty on all future equipment sold and also to include all 'E' models sold to date. The idea first came to mind at our showings of the new AMIs last July when we heard operators cite present-day repair costs.

"We believe that this warranty will serve a dual purpose: (1) It will save the operator money if the machine is in need of repair, and (2) it will keep the resale value of used equipment at a higher level."

The warranty provides that all "new or used AMI phonographs, AMI wallboxes and stepper units, purchased from the Warncke Company, will be repaired with no charge for labor for a period of five years from the date of this document."

### Warranty Details

The warranty is subject to the following conditions: (1) The warranty is not transferable; (2) cost of shipping must be borne by the holder; (3) the warranty does not include parts of the amplifier, speaker, cabinet, plastics, or other parts not having a direct connection to the record changing mechanism; (4) where parts of the AMI phonograph are covered by the AMI factory guarantee, the Warncke Company shall act as agent for collection of the claim; (5) the warranty does not include damage that occurs thru wilful mistreatment or negligence, and also does not include damage by an act of God; (6) the warranty is in no way binding upon AMI, Inc., but solely the obligation of the Warncke Company; (7) in the event that the Warncke Company should cease to be distributors for AMI, the warranty is null and void; (8) no representation by any employee is binding unless included herein.

The Warncke Company became distributors for AMI in 1947 and have their main office in San Antonio. A branch office has been set up in Houston at 3445 Leeland Avenue.

## Rock-Ola Ups Export Trade

CHICAGO, Oct. 17.—Three new countries were added to Rock-Ola's export list this month when it shipped juke boxes to Paraguay, Madagascar and France.

The shipments to Madagascar and Paraguay were 78 r.p.m. machines only. Both 45's and 78's were sent to France. Rock-Ola has a special section that does all their export crating at the plant.

### JUKE SILENCE?

## Akron Spots, Music Ops Discuss Terms

AKRON, Oct. 17.—Members of the Summit County Music Operators' Association held a special meeting here this week with tavern owners to discuss a threat by the latter to pull the plugs on their juke boxes unless they received a larger cut of receipts.

Fifty-seven tavern owners were on hand at the meeting that stemmed from what they called unfair "top money" practices. Counsel for the tavern owners, Charles G. Schnur, explained that this money was to be used for depreciation of equipment but in some places it had been collected on the same machine for five or six years. "Top money" ranges from \$6 to \$18, depending on the type of equipment and the location, he said.

In answer to the lawyer's statement, Charles Marvin, president of the music operators' association, explained that the money was used for more than just depreciation. Record libraries, maintenance and new equipment are a few of the important items this money goes to support. "The tavern owners must admit that the proper selection of records is vital to a well paying juke box," he said. "The library that makes this selection possible is certainly an asset to location owners. Their profits are increased by having what their customers want to hear."

No settlement of the problem was reached at the meeting, but tavern owners agreed that they would not pull the plugs next Monday as had been planned.

(Continued on page 96)

### AMI NAMES ROOD

## Fla. Distrib Readies Showings in 3 Cities

GRAND RAPIDS, Mich., Oct. 17.—The appointment of Southern Music Distributing Company, headed by Ron W. Rood, as the new AMI distributor for most of Florida and parts of Georgia, becomes effective Monday, October 19. The announcement was made by Jack J. Mitnick, Eastern regional representative for AMI.

Rood, who operates three offices in Florida, will begin showing the new E models, AMI hideaways and auxiliary equipment immediately. The offices are in Orlando, 503 W. Central Avenue; Jacksonville, 418 Margaret Street and Miami. A resident agent now serves the latter city, but plans are being made to open showrooms.

Southern Music was founded in 1935 by Mr. and Mrs. Rood,

who have been in the music business since.

On hand to greet operators Monday will be W. L. Whitcomb, sales manager; J. T. Elkins, manager of the Jacksonville office, and R. J. Norman, resident salesman in Miami. Southern Music's main offices are in Orlando.

Facilities made available to operators who may need immediate assistance include a two-way radio communication system which links not only the Southern Music offices but its 29 cars and trucks as well.

The announcement of Southern Music as AMI distributor in Florida confirms reports circulated two weeks ago. Taran Distributing Company, Miami, was formerly the AMI distributor in the area. (See The Billboard, October 10.)

### \$\$ STIMULATE

## 5 Steps Help Add Juke Play On Locations

BOSTON, Oct. 17.—How to encourage locations to stimulate juke box play is a problem that Harry Poole, of Poole Distributors, is exploring.

Poole's survey has resulted in breaking the problem down into five categories: 1) Sound problem; 2) volume level; 3) remote control equipment; 4) locations within locations; 5) proper commission distribution.

The first step can be solved by having sound men survey location acoustics so that sound is evenly distributed.

Proper volume is important, Poole pointed out. People will not play music that is too loud or too soft. Music at the wrong level knocks profits down; when the volume is controlled, the result is extra nickels.

The third step, remote control equipment, presents some unusual problems. Poole explains that wall boxes and accessories should be placed at every convenient spot available to customers.

The answer to where the juke box should be placed within a location can be found by checking maximum traffic points. Re-checking with additional traffic surveys will keep boxes in the most profitable locations.

The last step covers the age-old hassle of proper commissions. Location owners should be familiarized with the present high costs of equipment to work out an equitable division of income.

## Judges Named In Laine-Phono Song Contest

Continued from page 15

pected to be completed by November 15.

### Scholarship Award

The contest for a \$1,000 scholarship award, a trip to New York and the opportunity for a recording on a Columbia disk, brought an increasing number of contestants with the approach of the closing day—Monday midnight. Over 5,000 young aspirants had already submitted their recordings to local judges located in 40 cities thruout the country.

Judging will vary on the local level from a selected group listening to all entries to audience participation. Paul Brenner, WAAT, WAAT-TV, New York, plans to have the five best from his city appear on his TV show and let the studio audience pick the winner. One winner from each of the 40 cities will then be judged by the national panel. Local winners are expected to be announced by November.

The national winner will be presented the \$1,000 prize by Reuben C. Roling, president of the Wurlitzer Company, on a national TV and radio hook-up on or about November 15.

## Counsel Requests Dismissal for Detroit Operator

DETROIT, Oct. 17.—Possible dismissal of charges against Louis Fisher, juke box operator, was indicated this week. Fisher is one of 10 coin machine figures named in an indictment reported by Circuit Judge Miles M. Culehan, acting as a one-man "labor racket" grand jury.

Counsel for Fisher presented a plea for dismissal of the charges, contending that the two weeks of hearings, recessed last week, had not established sufficient evidence to sustain the indictment.

A hearing on the special motion to dismiss Fisher will be held next Monday when the main inquiry is to be resumed.

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**RCA SETS PROMOTION.** Some 50 RCA Victor field men and distributors will converge on New York tomorrow (18) for a one-day intensive sales meeting outlining the firm's pop single promotion plans (Music department).

**DISK PRICES FALL.** Phonograph record wholesale prices fell 4 per cent in September below the same month last year (Music department).

**MERCURY TO SPOTLIGHT ARTISTS.** Mercury Records will inaugurate a new sales promotion which will spotlight each Mercury artist for a one-week period (Music department).

**INDIES TOP R.&B.** Indie platteries continue to dominate the rhythm and blues field during the first nine months of 1953 in the face of increased efforts on the part of the majors (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Rock-Ola Appoints Fla., Okla. Distribs

Copeland and Ross Head Companies; Showings of Comet Already Skedded

CHICAGO, Oct. 17.—New Rock-Ola distributors were announced this week by Kurt Kluever, assistant sales manager of the phonograph division.

Copeland Distributors, Inc., was made representative for the State of Oklahoma, and Ross Distributing Company was appointed for Southern Florida and sections of Southern Georgia.

The Copeland firm is headed by Wayne E. Copeland and has offices in Oklahoma City at 900 N. Western Street. Operators in the territory will get their first look at the new Comet Fireball 120 when Copeland holds unveilings at a two-day open house Sunday and Monday, next week.

Copeland, formerly Seeburg's distributor in Oklahoma, with his entire staff and Lou Sebastian, Southwestern and Southeastern regional manager, will be on

hand to greet operators at the two-day showing.

Ross Distributing Company maintains two offices in Florida; one in Miami, 3401 N.W. 36th Street, and the other in Jacksonville, 90 Riverside Avenue.

The appointment of the Ross Distributing Company, headed by Eli Ross, became effective Thursday. Showings of the Comet will be held November 1 only in the Miami headquarters.

Heading the Miami office is Eli Ross, president. In Jacksonville, H. N. Gorman is the manager.

## 14-Piece Band To Play at N. Y. Operators' Fete

NEW YORK, Oct. 17.—Maurice Scott and his 14-piece band have been selected to provide the music at the 16th annual dinner of the New York Automatic Music Operators' Association, to be held in the Grand Ballroom of the Commodore Hotel, November 7. Phil Foster will act as emcee.

Al Denver and Nash Gordon, NYAMOA officials in charge of the affair, said that ticket sales are nearing the 1,000-seat capacity of the room. Tickets for the affair, which gets under way at 7:30 p.m., are \$17.50 each.

The entertainment policy has traditionally been to have all major recording stars who happen to be in the New York area at the time perform at the dinner. The policy will continue this year. However, the roster of entertainers is usually not known until a day or two before the affair.

Denver said the evening will consist solely of eating, partying and listening to the entertainers—with a promise of no speeches.

## Poole Distribs Show Ops New Juke Box Haven

BOSTON, Oct. 17.—Poole Distributors, Inc., newly expanded and reorganized, held open house for New England operators Wednesday and Thursday (7-8). Featured were the unveiling of Juke Box Haven, a one-stop record service, and Wurlitzer's 1500-A and 1600-1650.

The firm's principals are Charles Suessens and Harry Poole. Suessens was formerly sales manager of Redd Distributing Company, Boston, and Poole owned the old Poole Distributors adjacent to Barney and Louis Blatt, Wurlitzer distributors, who retired from the music machine (Continued on page 96)

## Hi-Fi Showings Draw Large Op Attendance

CHICAGO, Oct. 17.—Seeburg's Hi-Fi and W phonograph models drew the largest operator attendance in Seeburg history, distributors, who began showings within the past two weeks, report.

The models were first introduced in various sections of the country September 26. Since then the new showings have been set up regularly in many other cities. Distributors, who held open house for operators on the first day, also held showings in different cities following the first unveilings.

Here are more on-the-spot reports from distributors in addition to those already published by The Billboard in the past two weeks:

### Memphis

Sammons - Pennington Company, 1049 Union, unveiled the

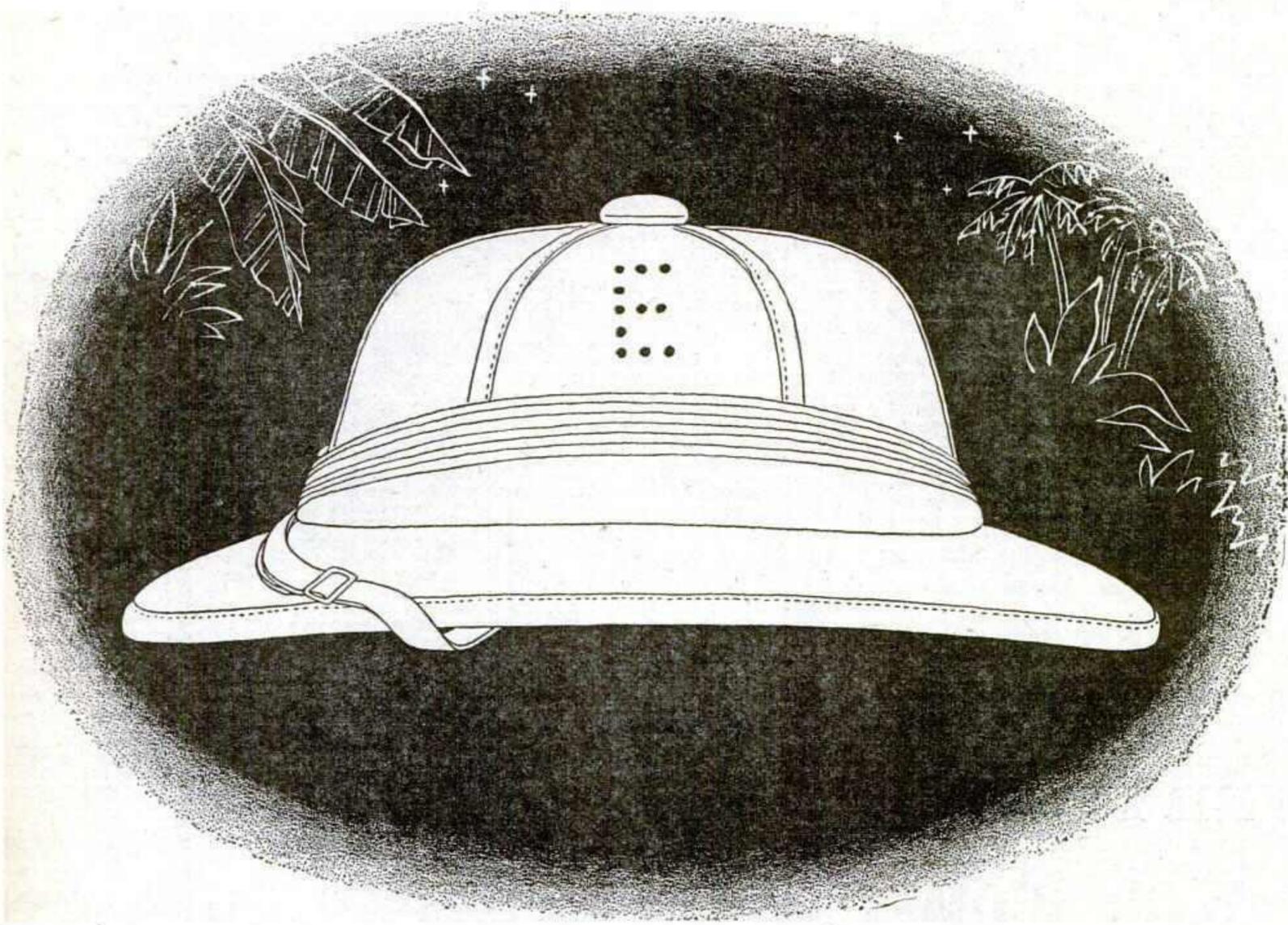
new Seeburg models here last week to over 200 operators and friends. "The attendance for the two-day showing was higher than any in our history," commented George W. Sammons.

Following the Memphis showings, Sammons - Pennington moved to Little Rock, to show the Seeburg models to operators unable to attend the firm's Memphis showings.

### Syracuse

The Davis Distributing Corporation held showings in four major cities last week. Branch offices in Albany, Buffalo and Rochester showed the new models on the same day that the unveiling was held here.

Over 250 operators and their friends were on hand at the showings in the four cities. (Continued on page 96)



# EXPLORER

Operators are discovering that there's unexplored territory in the juke box business.

With the help of the new Model "E" they are finding locations which until now have foregone the profit opportunities in music.

When you want more money from your route without ranging far afield for it, call back on those "closer-to-home" spots with a new Model "E." This new, different phonograph finds many a welcome in locations once hostile to automatic music.

**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

**Music Route Management**

# Building a Record Library

By LEON LEFFINGWELL

It's fairly easy to get a good record library started, but maintaining it is a difficult proposition in the opinion of Morris Vinocur, president of Monarch Music Company, Pittsburgh.

For the past 30 years, Monarch has worked at building a record library in order to supply its accounts with old number requests. Vinocur believes he has the only complete record library, built exclusively for juke box use, in the Pittsburgh area.

Completeness, says Vinocur, is what makes a good record library.

"A complete collection of records is easily started and built up," he declared. "When we get request calls for particular records, we saved out two or three copies of each number purchased."

"Building a library is a slow process. We did not accumulate our library rapidly, because we did not purchase records just to have them in the library should a call come in. We bought only after we received occasional calls for specific records."

**Dead Inventory**

This policy, of waiting for location requests for specific

numbers, trimmed record expense for Vinocur and, in his opinion, eliminated "dead inventory."

What should a good record library for a juke box operation contain?

In Vinocur's opinion a few copies of every record ever purchased for the operation should be kept in the library in anticipation of future requests for that specific number or for a type of music—polkas for example—which will enable the operator to put the record in circulation again.

"Once you've paid for records, why throw them away?" Vinocur asked. "Why discard all your copies of a number and take a chance that you will get calls which will necessitate buying the record again—or one like it? You can get calls for anything. You don't know with reasonable certainty what the public suddenly will start asking for."

**Personnel Key**

As in most operating management problems, personnel is the key to maintaining a good record library. Vinocur pointed out that the music operator, who wants to build a good record library,

needs someone who is systematic and interested in detail work. There's the job of storing the disks, of taking them out of the library, seeing that they get back in the library and, finally, adding new selections.

This necessitates making and maintaining an indexed card file of the entire record library, of making out an index card each time a record is filed, of noting its removal when a request is received and noting its return when the disk is replaced in the library.

Vinocur identifies the disks in his library numerically rather than alphabetically. He stacks them on edge in wooden bins and groups them according to label, having discovered that this simplifies his bookkeeping chores.

**Record Data**

Vinocur uses 3 by 5 index cards on which he says there is ample space to record all the information needed. On the card goes the following data:

## WHY START A LIBRARY?

"You can get call for anything."

That's the way Morris Vinocur, Monarch Music Company, Pittsburgh, sums up the business of pleasing the public's musical tastes. And that's why Vinocur carefully built a record library over a period of 30 years (see feature story on this page).

Vinocur's experience proved to his satisfaction that a record library pays. He points out that, at one time or another, the music operator will buy records for which he will later have specific requests—or requests for types of music which can be filled from the library.

Building a library, as Vinocur points out, is a slow process, but it pays steady dividends.

## LIBRARY BUILDING TIPS

- ✓ Make your collection as complete as possible. If you can't supply most requests for older numbers from the library, the collection is useless.
- ✓ Don't buy records just to be buying them. Use location requests as the yardstick for what you should put in your library.
- ✓ Make the library some one person's definite responsibility. It takes a person who will pay attention to detail.
- ✓ Keep accurate records. If you don't know what you've got in the library, or what's out on the route, the library will be useless.
- ✓ Don't be too hasty in throwing away records or "cleaning out" the library. If the selections were carefully made in the first place, "cleaning out" will be done very infrequently.

Name of the collection, name of the artist, manufacturers' serial number and the library bin identification.

"We found it easier to fill the cards in by hand rather than type them," Vinocur said. "The whole idea, of course, is to save time, so some operators might find it much handier to type in the information."

The system thus provides Monarch with a master list which can be checked quickly to determine whether a particular selection is in the library. Monarch uses different colored cards to represent different labels—a practice which helps in filling requests efficiently.

**Index Cards**

Keeping track of the records when they are removed from the library and put on a phonograph is the most difficult part of maintaining a good library, Vinocur's experience indicates. Using the index cards faithfully is the only means Vinocur discovered for building a workable library. If a record is not listed on a card and not checked off when it is removed, the system falls apart.

Monarch lays no claim to excellence on this score since records disappear occasionally. The soundness of the system depends upon those responsible for it and it is difficult to find people who can handle the assignment.

**Cautions Operators**

Thus far, Vinocur has not "cleaned out" his record library, and he cautions against the process.

"An operator might think he is eliminating unnecessary detail when he cleans out his library," Vinocur observed. "He might figure he is getting rid of dead inventory and cutting down the amount of work. But what he probably is doing is destroying the completeness of his library. If he carefully selected his rec-

ords in the first place, his library should not have "dead inventory."

The test of a good library, Vinocur concluded, are the number of location requests for older numbers which can be filled directly from the stockroom without making a new purchase.

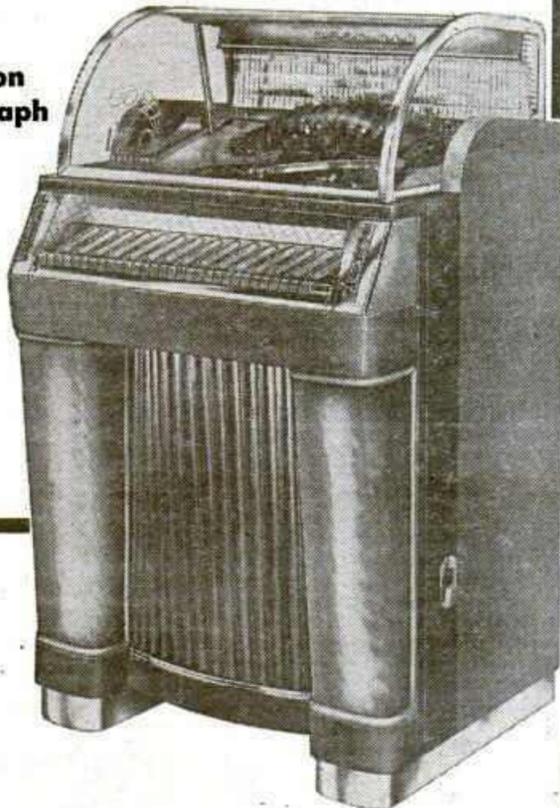
# ACCLAIMED EVERYWHERE Rock-Ola COMET

★  
The original  
120  
selection  
phonograph

★  
★  
★  
★

World's  
Smallest  
Console  
Phonograph

World's  
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## ROCK-OLA MANUFACTURING CORPORATION

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## Your Old Friends at "SOUTHERN MUSIC" Join the AMI Distributor Family!



**W. L. (BILL) WHITCOMB**  
Sales Manager



**H. F. TRIPPE**  
General Manager  
Orlando



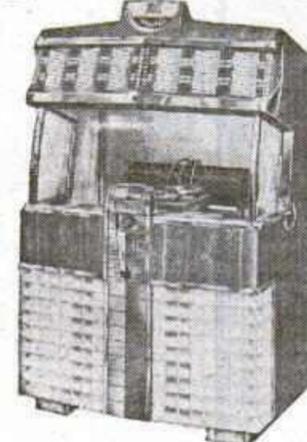
**R. J. (BOB) NORMAN**  
Miami  
Resident Salesman



**J. T. ELKINS**  
Manager  
Jacksonville Office



**RON W. ROOD**  
Proprietor



## SOUTHERN MUSIC Distributing Company

ORLANDO, FLA.  
503 W. Central Ave.

JACKSONVILLE, FLA.  
418 Margaret St.

MIAMI, FLA.  
2064 S.W. Sixth St.

# MUSIC OPERATORS of AMERICA'S ANSWER ♦ ♦ to the SONG WRITER



IF THE PERFORMING FEE for the song writer's music is going to be so reasonable, why isn't the amount stipulated by the proponents of the McCarran bill?

It would be sheer waste of time to answer all the statements written by "The Song Writer" in the past three issues of some of the trade magazines. This writer will try and answer only the statements that are of interest to "Mr. Music Machine Operator."

In the latter part of the first article The Song Writer states: "Next week I am going to sit down and write you another letter and tell you how and why the McCarran bill is good for you." If anything could be more ridiculous than that statement, I don't know what it could be. One only has to refer back to the Bryson bill which would have placed a two-cent tax on each record on a weekly basis; or to be more explicit, a \$52.00 a year tax on every hundred record player in the United States.

THE MUSIC MACHINE OPERATOR can only be guided by past proposals and if the Bryson bill is any criterion to what the song writer thinks is a reasonable performance fee, then it should be further pointed out that if there were 400,000 juke boxes in the United States two years ago and we took an average of 30 records or 60 tunes on each juke box at 2c a record per week, it would have cost the music operators of the nation \$12,480,000 for this "very reasonable" performance fee that Mr. Song Writer wants the music operator to believe is a fair price for the use of their songs.

It might be good to point out right at this time that this is almost as much as some of the major performance rights societies collect in the entire year from all other sources of income.

MR. SONG WRITER HASN'T pointed out that if the Pat McCarran bill S. 1106 was to amend the copyright laws as proposed by the proponents of this legislation, it would give certain performance rights societies the right to license music machine operators for whatever they deemed necessary or satisfactory to themselves. It would further bring a burden on Mr. Music Machine Operator in the way of keeping books that would almost be impossible to cope with.

It would be necessary to catalog and meter every phonograph record played. It is reasonable to believe that the investigators for certain performance rights societies would investigate the operators' books at their leisure.

In the third article, the song writer says that a "few individuals claiming to represent your interest raise a big hew and cry about the McCarran bill putting the operators out of business."

THE ANSWER TO THAT is that Mr. Music Operator knows only too well that he has locations at the present time that don't even pay the cost of operation; therefore, as far as this type of a location is concerned, he

would actually be put out of business if he were to pay any further tax or license fees on such locations.

From the tone of the first paragraph in this third article, Mr. Song Writer seems to question the authority of these individuals claiming to represent the music operator. What he doesn't seem to know is that these individuals are elected officers at conventions and are fully authorized to represent the music operators regarding such taxation and legislation through the various State and local associations who hold membership in M.O.A.

IF YOU, MR. SONG WRITER, sincerely wish to be fair with Mr. Music Machine Operator, then why do you wish to see the music machines put on the same basis as radio, television, hotels, night clubs, etc.? There is absolutely no comparison whatsoever. Surely you don't expect the music operator to be so naive as to believe a statement of this kind.

A song that is played for public performance over radio, television, or in hotels, night clubs, etc., is capable and intended to be heard by hundreds, and thousands, and possibly millions of people over national networks.

THE PATRON WHO WALKS UP to a juke box to play the song of his choice plays that record strictly for his own pleasure and entertainment. If someone else happens to be in a location where the music box is playing and hears the song, that is strictly incidental. The person who purchases the tune, played it for himself; not for someone who happened to be within hearing distance. That can't be said about radio, television, hotels, night clubs, etc. And still you, Mr. Song Writer, want to place the music machine operator on the same basis as all other users.

I think when the whole subject is analyzed that you are killing the goose that lays the golden eggs because the very person that you wish to license under performing fees is the one who helps to popularize your tunes and assists in making new artists.

As far as your writing new songs and increasing the profit of Mr. Music Operator, we think that is a misleading statement because the shoe is on the other foot. It is Mr. Music Machine Operator who popularizes the tunes and promotes the sale of records which in turn gives a greater profit to the song writer through the mechanical royalty that is paid by the music machine operator at the time he purchases his phonograph records.

NO, MR. SONG WRITER, I don't believe Mr. Music Machine Operator is gullible enough to accept the theory that he is going to make more money out of his music machine by paying any more license, performance fees, or taxes than he already pays.

Respectfully yours,

**GEORGE A. MILLER**  
President

**MUSIC OPERATORS OF AMERICA, INC.**

# APMA Studies Framer's PR Juke TV Show

CHICAGO, Oct. 17.—No decision has been made as yet on the part of the Automatic Phonograph Manufacturers Association to back Walt Framer's new TV show, "Jack in the Juke Box."

The association, after a special meeting September 30 to hear Framer outline his plans for the show, decided to meet again to consider its possibilities. The association's representatives, officials from Wurlitzer, Rock-Ola, Seeburg and AMI, agreed that a few weeks were needed to go over the idea before an answer could be given.

Previous to the meeting of APMA, Framer had outlined his show to the Music Operators of America, which promptly endorsed the idea.

The show is a TV audience participation quiz program. Contestants will be asked to name selections played for them in order to get a try at the "Jack" tune. If the contestant wins, the "Jack in the Juke Box" jumps up to award him a prize of \$1,000 or more. No contestant progressing far enough to try for the "Jack" tune will leave with less than \$100.

The juke box displayed on the program each week will be presented to some charitable organization.

## Juke Silence?

Continued from page 92

Negotiations are expected to be completed within 60 days.

Among those representing the Summit County Music Operators' Association were Ed George, Music Master, Inc., 471 S. Main Street; Charles Marvin, Bell Novelty, 636 W. Bowery Street; Tony Castle, Castle Novelty, and Ed Green, secretary of the association.

## CANVAS COVERS

For M-100 or any other Juke Box, only a few at \$10.00. Send one-third deposit, balance C.O.D.

### OAKDALE

2860 N. Clark Chicago, Ill.

## Twin Spin Contest Big Mail Puller

MIAMI, Oct. 17.—The Twin Spin Contest sponsored by the AMOA, phonograph record distributors, and Harry Burge, WQAM disk jockey, is proving the biggest mail getter at the station.

From 30 to 90 letters are received daily by Burge from listeners trying to identify two selections which are played simultaneously but on different turntables. The contestants must correctly identify the title, artist and label in order to be eligible for one of the five albums of the top 10 records given away each week.

## Pooler Distributors

Continued from page 92

business after more than 20 years.

The company has set up new offices, new showrooms and shipping and mechanical departments in the premises formerly occupied by the Blatts. Pooler Distributors' former showroom has been made into the Juke Box Haven.

### Shop Personnel

The record shop is directed by Marion Sutcliffe, of Newton, Mass., and Ellie DiResta, who wrote "I'm Yearning," is manager. More than 1,500 operators and their friends attended the two-day showing.

Promotion for the opening was done by Ellie DiResta, who got plugs for Juke Box Haven on disk jockey shows and in newspapers thruout the area. The one stop record service offers title strip service, all speeds, 45's, 78's and 33 1/2 r.p.m. complete album service, extended play hits and high fidelity recordings.

An interesting feature of Juke Box Haven is the interior arrangements for records. Everything is on an open plane. There are no closed booths. Shelving is sized to fit various record sizes. A special section has been set up for collector's items.

Anton Obekzinski, Novelty Devices and Novelty Manufacturing Company head, echoes John Flowers' sentiment when he enthuses over the new Novelty Panther bulk machine. . . Ball-Gum, Inc., via Sterling Douglas, puts in a word on its own dual compartment ball gum and charms vender introduced at the NAMA show here. "It should be what the charms field needs," he says.

## Hi-Fi Showings

Continued from page 92

Showings also were held in the following locations: Buffalo, Dutch Terrace Room of the Peter Stuyvesant Hotel; Rochester, Victorian Room of the Sheraton Hotel; Albany, Empire Room of the Ten Eyck Hotel, and Syracuse, Louie Room of the Onondaga Hotel.

### Miami

Sy Wolfe, owner of Wolfe Distributing Company, held open house for South Florida music operators at his showing of the new Seeburg Models, Hi-Fi and W, at the El Comodoro Hotel, Miami, October 13-14, from noon to midnight. A buffet and refreshments were provided.

In addition to the Miami unveiling, Wolfe, who is Florida distributor of Seeburg machines, announced that the new models also were displayed in Jacksonville October 6-7 at the company's headquarters, 459 Riverside Avenue, and will be held in Tampa at The Tampa Times Building on October 20-21.

### Boston

Over 1,000 operators and their friends, from all over New England, attended Trimount's premier showing of the new Seeburg models at their showrooms, 40 Waltham Street.

Host at the party was Dan Brown of the sales staff, Irwin Margold, general manager, was unable to be present because of the death of his father. Dave Bond, president of the firm, was on a trip.

Invitations were sent out to more than 1,000 operators. Among those attending were Harry Kelley, of Seeburg, Chicago, and Frank Mencuri, sales manager of Chicago Coin.

Five New England States—Maine, New Hampshire, Vermont, Massachusetts and Connecticut—were represented among the many operators attending. Several recording stars, among them Cindy Lord, entertained.

Fred Brandstrader, National Automatic Merchandising Association legislative counsel, trekked to Indianapolis Saturday (3) to address the Indian Tobacco Distributors convention. . . Leon Segal, formerly partner with Sam Krogen in the Kandy Korner operation, is considering going into another phase of vending. "It's in my blood," says Leon.

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

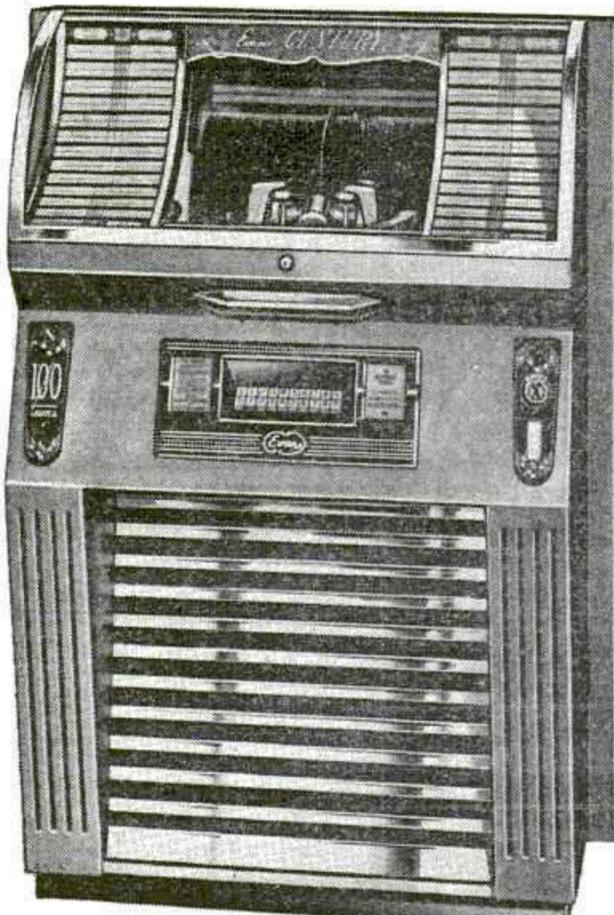
AMI	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Hideaway		\$245.00 375.00		
Model A	\$169.00 179.50	169.00 195.00	\$169.00 179.50	\$169.00 175.00
	195.00 209.50	225.00 275.00	225.00 275.00	189.50 199.50
		225.00		225.00 275.00
Model B	295.00(2)	295.00 325.00	325.00(2)	299.50
		350.00		325.00(2)
Model C	299.50 325.00	350.00 375.00	350.00	324.50 325.00
				350.00(3)
Model D-40		595.00		450.00
Model D 80		695.00		
MILLS				
Empress	25.00			
PACKARD				
Manhattan	79.50	39.50 79.50	79.50 95.00	49.50 79.50
		95.00		
7 Pla-Mor		29.50		
RISTAUCRAT				
12 Record	60.00	60.00		
ROCK-OLA				
51-50	350.00		350.00	
1422	69.50 74.50	75.00 79.00	69.50 79.00	69.50 75.00
	79.00 95.00			79.00 79.50
1426	84.50 99.00	99.50	89.50	
	125.00			
1428				189.50
1432		295.00		395.00
1434 (52-50)		395.00	395.00	395.00
Hideaway		79.50		
SEEBURG				
48 Blonde	225.00	225.00	225.00	225.00
HM-100 A Hideaway			349.50	369.50
M 100 A 78 RPM	495.00(4)	495.00(2)	495.00(2)	495.00 525.00
	519.50	525.00 549.50	525.00(2)	549.50 550.00
	525.00 549.50	595.00(3)	549.50	595.00(3)
	595.00(2)		595.00(3)	
M-100-B 45 RPM			625.00 725.00	725.00
M 100 BL			735.00	735.00
146	75.00 95.00	119.50	125.00	129.50
146 Hideaway		125.00	125.00	125.00
148 Hideaway	165.00 185.00		185.00	185.00
H 146 M Hideaway		60.00		
M 246 Hideaway		80.00		
147 Hideaway		100.00		
46 M				99.50
46 S				75.00
47 M				159.50
48 M				229.50
146 M	99.00 115.00	75.00 99.00	99.00 115.00	99.00 115.00
		115.00		
		75.00		
146 S				159.50
147	90.00	147.00 149.50	110.00 159.50	159.50
		165.00		
147M	124.50 129.00	85.00 115.00	129.00 135.00	129.00 135.00
	135.00	129.00 135.00		
147 S		85.00		
148 Blonde	175.00	195.00	195.00	225.00
148 Ml Blonde		199.50	199.50	199.50
148 M	185.00	185.00	185.00	185.00
148 ML	199.50 215.00	150.00 215.00	215.00	215.00
148 SL	179.00	150.00 179.00	179.00	179.00
1946 Hideaway		89.50		89.50
1947			135.00	135.00
WILLIAMS				
Music Mite	100.00	100.00	100.00	100.00 129.50
WURLITZER				
500		29.50		49.50
600 K		69.00	69.00	69.00
700		39.50	39.50	79.50
750 E				59.50
750 M		69.00	69.00	69.00
800			69.00	35.00
850				35.00
1015	99.00 125.00(2)	99.00 99.50	99.00 99.50	99.00 119.50
	135.00	125.00(2)	110.00 125.00	125.00 135.00
		150.00	135.00 150.00	150.00
1017 A		125.00		
1017 Hideaway		99.50		
1080	84.50 125.00	89.50 99.50	89.50 125.00	125.00 129.50
	139.00	125.00 135.00	135.00 139.00	135.00 139.00
		139.00		
1100	250.00	219.50 250.00	225.00 250.00	139.50 250.00
		265.00 275.00	275.00	275.00
1250	295.00 339.00	295.00(2)	295.00(2)	295.00(2)
		339.00 350.00	339.00	339.00
1400	575.00	495.00(2)	495.00 575.00	495.00 575.00
		575.00		

Another EVANS QUALITY Feature!

# COIN ACCUMULATOR

Permits more than 1 coin to be deposited before making selections! Prevents player dissatisfaction by eliminating loss of coins . . . assures proper number of selections for coins deposited.

COIN ACCUMULATOR is just one of many features that make Evans' Phonographs your dependable profit accumulator!



ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM



OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.

1556 W. Carroll Ave. Chicago 7, Illinois



YOU'LL CHEER, TOO!

When you see this O. K.

RECONDITIONED MUSIC EQUIPMENT

Save Money!

Make Money!

SEEBURG  
M100A ..... \$495  
148SL ..... 159  
147M ..... 129  
146M ..... 99

WURLITZER 1250 ..... \$295  
AMI MODEL A ..... 169  
WURLITZER 1015 ..... 99  
ROCK-OLA 1426 ..... 99  
ROCK-OLA 1422 ..... 79

Export Inquiries Invited

WRITE . . . WIRE PHONE

Wall Boxes \$5 to \$35

1/3 deposit . . . balance C.O.D.

MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood  
Tulsa 3-3900  
Cleveland, Ohio • 2600 Euclid  
Cherry 1-3801

Lansing, Mich. • 1224 Turner  
Lansing 5-4243  
Toledo, Ohio • 1302 Jackson  
Main 6192



# DOWN YOUR ALLEY...

Because it **UPS** your take!

Want to bowl your way into the highly profitable smaller type locations? Offer them this colorful, compact 48-selection Wurlitzer. Both the 1650 with its straight 45 RPM play and the 1600 playing either 7 or 10 inch records have hit new highs in earning power.

At the same time, their time-tested mechanism has established a remarkable record for trouble-free performance.

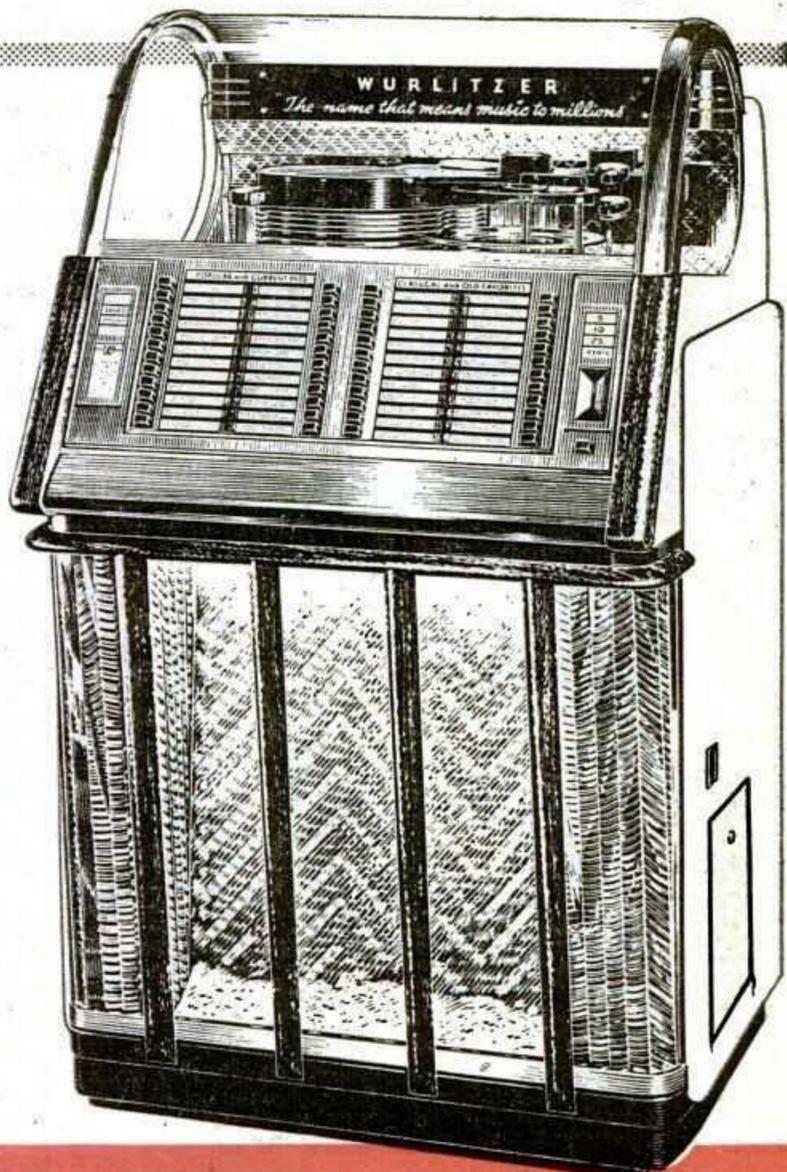
Get this great combination of money-making, money-saving features working to your advantage now.

SEE YOUR WURLITZER DISTRIBUTOR

*Wurlitzer*

**1650** 48-SELECTION  
STRAIGHT 45 RPM PLAY

**1600** 48-SELECTION  
45 OR 78 RPM PLAY



The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

## NAAPPB EXHIBITORS

### 26 Ride, Music Game Firms To Show Coin Products

By TOM McDONOUGH

CHICAGO, Oct. 17.—More than a third of the exhibit space at 1953 trade show of the National Association of Amusement Parks, Pools and Beaches will be devoted to coin-operated rides, amusement games, venders and industry suppliers. The 35th annual meet will be held at the Hotel Sherman November 29 thru December 2.

Twenty-six of the 74 exhibitors signed up this week indicated they would show equipment of particular interest to the coin machine operator. They accounted for 54 of the 150 booths sold. Of the 10 spaces left, there is a strong possibility that some of them also will be purchased by coin machine manufacturers.

Altho the NAAPPB event has been a major attraction for the outdoor show field for three decades, it has become a coin machine convention in the past few years. Last year, the first in which no convention was held by the coin machine industry since World War II, the NAAPPB took on added stature and attracted 24 manufacturers and suppliers of coin products. Of equal importance, the 1952 exhibit was attended by several hundred operators.

**Wide Variety**  
A wide variety of coin units will be displayed for this year's conventioners. In addition to coin rides, there will be displays

of baseball pitching machines, shuffle game, voice, movie and photo machines, gun games, juke boxes, quiz units, several types of Arcade equipment, drink and popcorn venders.

A list of the coin machine exhibits follows:

A.B.T. Manufacturing Corporation, Chicago (shooting gallery, coin meters, coin chutes).

Auto-Photo Company, Los Angeles (automatic photo units).

Bally Manufacturing Company, Chicago, (coin rides, amusement games).

Capitol Projectors Corporation, New York, (coin rides, movie machines).

Chicago Coin Machine Company, Chicago, (coin rides, shuffle games, novelty games).

Dodgem Corporation, Exeter, N. H. (new game).

H. C. Evans & Company, Chicago (amusement games, juke boxes).

Exhibit Supply, Chicago, (coin rides, gun games, Arcade equipment).

Gunyon Enterprises, Frankfort, Ind. (new game).

I. Q. Baseball Machine Corporation, New York (baseball machine).

International Mutoscope Corporation, Long Island City, N. Y. (photo and voice machines, Arcade equipment).

King Amusement Company, Mount Clemens, Mich. (coin rides).

The Bert Lane Company, Inc., Miami (coin rides).

Meteor Machine Corporation, Brooklyn, (coin rides).

Mike Munves Corporation, New York (coin rides, Arcade equipment, gun games).

Norbel Sales Engineering, Omaha (new game).

Philadelphia Toboggan Company, Philadelphia (skee ball games).

Riteway Sales & Manufacturing Company, New York (movie machines).

Scientific Amusement Corporation, Brooklyn, (coin rides, Arcade machines).

Tyson - Gaffey Corporation, Wayne, Pa. (coin units not specified).

Venice Amusement Corporation, New York (coin units not specified).

The following will feature supplier equipment and supplies:

The Charles E. Hires Company, Philadelphia (root beer).

Coca-Cola Company, Atlanta (Coca-Cola).

Krispy Kist Korn Machine Company, Chicago (popcorn).

Manley, Inc., Kansas City, Mo. (popcorn).

H. R. Nicholson Company, Baltimore (syrup products).

Pepsi-Cola Company, New York (Pepsi-Cola).

### Holmes Cook Enters Coin Field in N. Y.

NEW YORK, Oct. 17.—Holmes Cook Miniature Golf Company, formerly of New London, Conn., this week shifted the base of its operations to 631 10th Avenue here. Cook, who operates a miniature golf course in New London's Ocean Park, said that the move was made to keep him in touch with his many New York customers.

At the same time Cook revealed he is entering the coin-operated amusement field with an automatic tee for use by golf driving-range operators. He said that the price and details of the tee would be disclosed when it is exhibited for the first time at the annual convention of the National Association of Parks, Pools and Beaches at Hotel Sherman, Chicago, November 29 thru December 2.

### Cohn to Show NY 3-D Units

NEW YORK, Oct. 17. — Nat Cohn, Riteway Sales, will show his new 3-D Theater Unit to local operators and distributors Monday, October 26, at his 10th Avenue headquarters.

Cohn said the unit is ready for distribution and that some 50 subjects are available for the machines. Cohn is in the process of lining up distributors.

### Calendar for Coinmen

- October 18—NAMA Tri-State area meeting (Wyo., Colo., N. M.), Cosmopolitan Hotel, Denver.
- October 27—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
- November 2—National Association of Bulk Vendors, first national board of directors meeting, 10 a.m., Congress Hotel, Chicago.
- November 5—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.
- November 13 — Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- December 5-6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

### All Major Chi Dept. Stores Now Have Rides

CHICAGO, Oct. 17.—Marshall Field & Company now has coin-operated kiddie rides.

Usually a leader of the famed State Street department stores in making innovations which are a service to shoppers, this time the internationally known establishment was the last to install the moppet units. The store officials took a wait-and-see attitude—until the rides proved they were

a big attraction for parents shopping with youngsters.

Thus far Field's has but one ride in its State Street store and one in its Evanston branch. Additional rides are expected to be installed for the Christmas shopping season.

The other major department stores on State Street are Carson, Pirie Scott & Company; The Fair, Mandel Brothers, Lytton's Goldblatt's and Sears.

### Lane Arcade, Golf Project Readied

MIAMI BEACH, Oct. 17.—The miniature golf project and Arcade being built at the 79th Street causeway linking Miami and Miami Beach will be open soon.

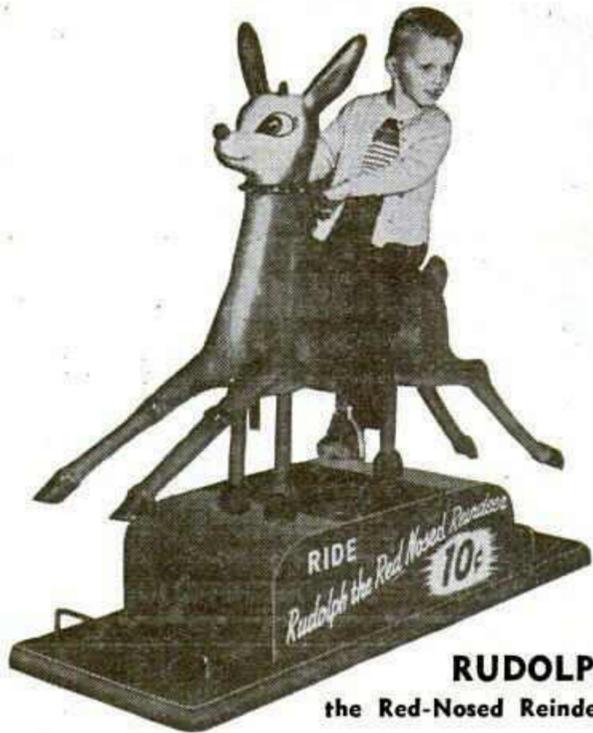
Bert Lane, a coin ride manufacturer here and who has been in all phases of the coin-operated amusement game business for the past two decades, will head the new enterprise. One of the features of the Arcade will be coin rides.

### FLA. PAPER PLUGS RIDES

MIAMI, Fla., Oct. 17.—The coin ride field in Fort Lauderdale received a plug in the Broward County edition of The Miami Herald thru a picture layout showing a local child riding a mechanical horse in front of a supermarket.

In a strip of three pictures titled "Giddy-Yap" a 2-year-old child was shown riding in wide-eyed wonderment while the mother looked on proudly.

### Last Chance for 1953 Xmas Season!



**RUDOLPH**  
the Red-Nosed Reindeer

First Orders Will Be Given Preference

### EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901



Be the first to have these sensational new coin operated rides. Write today for catalog of our complete line of coin machines.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**4 REASONS WHY**

## Bally® KIDDY-RIDES

**EARN BIGGEST PROFITS YEAR AFTER YEAR**

1. Flashiest Eye-Appeal

3. Simplest Mechanism

2. Thrillingest Action

4. Sturdiest Construction

**RIDE THE CHAMPION 10¢**

Start a steady-income route of Bally Kiddy-Rides now.

Finance-Plan available through leading Bally Distributors.

**Bally MANUFACTURING COMPANY**  
DIVISION OF ION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

### KIDDIE RIDES

*METEOR—The Profit Line*

★ Designed for profit
★ Built to satisfy

★ 1 Year UNCONDITIONAL GUARANTEE
★ UL Approved

★ FREE INSURANCE

**METEOR MACHINE CORP.**

75 W. 45 St., N.Y. 36, N.Y.

WATCH FOR TUNG-GO
MAIL THIS AD FOR DETAILS

Circle 6-2241

	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Heavy Hitter (Bally).....	35.00 60.00	60.00 65.00	65.00(2) 69.50	65.00(2) 69.50
Hi Ball Striker (Exhibit)....	65.00 69.50	69.50 89.50	89.50	89.50(2)
Hockey (Chicago Coin).....	55.00 75.00	55.00 75.00	55.00 75.00	55.00 75.00
Hockey (Mutoscope).....			85.00	
Jet Gun (Exhibit).....	185.00 200.00	200.00 210.00	210.00 215.00	149.50 185.00
Jungle Joe.....	210.00 225.00	225.00 250.00	225.00 225.00	215.00 225.00
K. O. Fighter.....	150.00	150.00	175.00	
Kicker & Catcher.....	18.50			
Lite League.....	99.50	99.50	99.50	99.50
Locomotive.....				219.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Metal Typer (Harvard).....	365.00	365.00	295.00 365.00	365.00
Mexican Baseball.....				12.50
Midget Movies.....	225.00 295.00	195.00 225.00	125.00 225.00	149.50 225.00
Midget Skee Ball (Chicago Coin).....	115.00 150.00	114.50 150.00	195.00	114.50
Miss America Boat.....		475.00		
Mystic Pen.....			125.00	
Panorams (Mills).....	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00
Periscope.....	120.00	120.00	120.00	120.00
Phila. Toboggan Skee Ball..	400.00	450.00		
Photomatic (Mutoscope).....	250.00(early) (2)	225.00	250.00(early)	125.00 250.00
	350.00(early)	250.00(early)	250.00 400.00	250.00(early)
	595.00	250.00 595.00	600.00(late)	600.00(late)
	625.00(late)	625.00(late)	625.00(late)	625.00(late)
	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pike's Peak.....				13.50
Pistol Pete (Chicago Coin)...	75.00 80.00	75.00 90.00	75.00	75.00
Pitch 'Em & Bat 'Em (Scientific).....	185.00	185.00	185.00 195.00	185.00
Pokerino (Scientific).....	85.00	85.00	85.00	85.00
Pokerino Jr.....	60.00 75.00	60.00 75.00	60.00 75.00	60.00 75.00
Poolette.....		50.00		
Pool Table (Edelco).....	75.00	65.00 75.00	75.00	75.00
Quizzer.....	95.00	95.00	95.00(2)	95.00
Q-Ball.....		125.00		
Rapid Fire (Bally).....	95.00 125.00(2)	95.00 125.00(2)	100.00	100.00
Recordio (Wilcox-Gay).....		125.00	125.00	99.50 125.00
Rifle Range Ray Gun.....	95.00	95.00	95.00	65.00 95.00
Rocket Patrol.....	149.50	149.50 325.00		
Shipman Art Show.....	44.50	49.50		
Shoot the Bear (Seeburg)....	185.00 195.00	195.00 199.00	89.00 185.00	185.00 195.00
	199.00 225.00	199.50	195.00 199.00	199.00 199.50
	229.50 249.50	225.00(2)	199.50 225.00	225.00 229.50
		229.00 249.50	229.50 249.50	249.50
Silver Bullet (Exhibit).....	125.00 139.50	79.50 125.00	125.00 139.50	125.00 139.50
Silver Gloves (Mutoscope)....	195.00			
Six Shooter (Exhibit).....		135.00 165.00	165.00	124.50 149.50
Shocker (Acme).....	24.50			165.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skilla Retta.....				29.50
Sky Fighter (Mutoscope)....	125.00 195.00	125.00 195.00	145.00 195.00	195.00
Silver Chest.....				275.00
Small Horse.....				219.50
Solar Horoscope.....	100.00		110.00	
Space Ranger (Deco).....		575.00		
Star Series (Williams).....	60.00 85.00	59.50 60.00	90.00 100.00	65.00 90.00
	100.00 139.50	85.00 100.00	139.50	100.00 139.50
		139.50		
Sub Gun (Keeney).....	90.00	90.00 120.00	120.00	120.00
Super Bomber (Evans).....	175.00 275.00	275.00	275.00	275.00
Target Skill (Genco).....	50.00	50.00	50.00	50.00
Target Master.....	90.00			
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	125.00 165.00	125.00 165.00	125.00 165.00	125.00 165.00
	169.00	169.50	169.00	169.00
	75.00	75.00	75.00	75.00
Ten Strike (Evans).....	159.50			
Three Little Meters (Exhibit)	18.50			
Three of a Kind.....				
13-Way Athletic Scale (Mercury).....	79.00	79.00	79.00	79.00
Tommy Gun Deluxe (Evans)...	95.00	95.00	95.00	95.00
Voice-a-Graph (Mutoscope)...	495.00 525.00	495.00 525.00	495.00 525.00	495.00 525.00
			550.00	
Western Baseball.....	85.00	85.00	85.00	85.00
Undersea Raider (Bally).....		100.00		

### Coin Ops

Continued from page 87

Hospital for Crippled Children. Wright, head of Western Distributing Company here, delivered to the convention the Oregon Music Association's message supporting dime play. He pointed out to the tavern owners, many of whom still resist the program for higher play, that they stand to double their collections from phonographs with adoption of the 10-cent play policy. His case was strengthened by the fact in the resort area, of which Gearhart is a part, dime play is the accepted practice.

Of interest to game and music operators was the OLBA position regarding television play in taverns, a problem that has cut deeply into music and tavern operators' revenues. The OLBA urged its members to reserve TV for special events, thereby obtaining maximum revenue from their coin machine equipment. Location-owned units also are frowned upon in OLBA policy.

#### Direct Ratio

As the prosperity of coin machine operators is almost in direct ratio to the prosperity of the tavern business, operators were interested in plans set forth by the OLBA for promoting welfare of the beverage enterprise.

A move promising to provide more outlets for machines was the convention's decision to seek legislation that would permit establishment of more liquor-by-the-drink spots.

Whereas State law now allows one establishment per 2,000 population, an OLBA resolution would reduce that figure to 1,500. Another law change proposed would strengthen the tavern business by granting a 15 per cent discount on liquor purchased from the State.

This was the first convention of the OLBA under its broadened base whereby liquor dispensers were represented. Until liquor-by-the-drink was legalized in Oregon last May, the association represented only beer dispensers.

#### Brock Candy V-P Dies

CHATTANOOGA, Oct. 17.—Allan K. Jordan, vice-president of the Brock Candy Company, died Friday (9). He had been with Brock for over 30 years.

# WE WILL REPRESENT

# FOREIGN

# MANUFACTURERS

of Kiddie Rides, Major Rides and Games for Arcades, Parks and Kiddylands, who desire to sell to the American market.

# RITEWAY SALES CO.

is prepared to act as American Representatives for foreign manufacturers of amusement equipment

- We are financially qualified to handle major transactions.
- We have a large, well established and effective organization that is thoroughly expert in this field.
- We have extensive facilities in the very heart of New York City to display even the largest types of equipment, including full size carousels.
- We offer the benefits of over 25 years of experience in this field.

We invite correspondence from interested responsible concerns, at which time we will be glad to exchange credentials, and demonstrate in greater detail the many advantages of our mode of operation.

We will fly to any destination to negotiate.

CABLE, TELEPHONE OR WRITE

# RITEWAY SALES CO., INC.

631 Tenth Avenue New York 36, N. Y.  
Phone Circle 6-4100

## THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

### ADVERTISING RATES

<b>REGULAR CLASSIFIED</b> (Minimum \$3)	<b>REGULAR CLASSIFIED</b> (Minimum \$6)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.	Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per word.....\$ .20	Per agate line.....\$1.00
3 or more CONSECUTIVE or 26 insertions, per word..... .18	3 or more CONSECUTIVE or 26 insertions, per agate line..... .95
52 CONSECUTIVE insertions, per word..... .16	52 CONSECUTIVE insertions, per agate line..... .90
	1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

#### Business Opportunities

**in Radios and Television**—Buy direct from manufacturer and save; steel cabinet, mod-design, coin rejector; write for prices full story. Coin Radio & Television Corp., A Duane St., New York City.

**Excellent money-making opportunities** for distributors and operators with 6-tube coin is and 20" screen coin television in if cabinets. Buy the best for less from America's premier producer of coin radios TV. Write or wire for prices and catalogs. Coradio, Inc., 196 Albion Ave., Son, N. J.

#### Help Wanted

**Music Mechanic and Amplifier Man;** one who is all around on games, shuffle, top wages for good, dependable no boozers or floaters; state all in letter. Box 664, The Billboard, Chicago, Ill.

#### ts, Supplies & Services

**on Panoram Operators**—Have complete Panoram parts on hand; what do you need? Lakes Panoram Service, P. O. 9, Ingleside, Ill.

**Folders, direct from manufacturer;** ad quantities, immediate delivery; or prices. Veedco Sales Co., 2124 St., Philadelphia 3, Pa. LOCust

#### Routes for Sale

**For sale in Florida, complete route of** phonographs, pin tables, scales, records, machine parts, truck, office equipment, established 18 years; price complete, \$42,000; further information write Box 659, The Billboard, Chicago 1, Ill.

#### Used Coin-Operated Equipment

**A-1 Bargain—Cigarettes and Candy Vending** Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

**Cigarette Machines, King Size Conversions,** 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

**Cigarette Machines, quarter operation;** Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statter 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

**For Sale—Chicago Coin Super Jet, like new;** B-600 Coffee Spa, 7000 drinks; B-600 Andico, 20,000 drinks. Will sacrifice, make offer. The Wi-Si Co., 57 Vesper St., Akron 10, O.

#### Wanted to Buy

**Photo Machines—Voice-a-Graphs; all types** of arcade equipment at operators' prices. Photo Vend Co., 5400 Cullom Ave., Chicago 41, Ill.

**Reconditioned 8 Col. Eastern Electric Cigarette** Venders, 25¢, \$149.50. Acme International Distrib., 3643-45 Montrose, Chicago 18.

**50 Silver King Hot Nut Venders, like new,** \$7 each. Harold LaFarr, 19 Lower Main St., Hudson Falls, N. Y.

#### IMMEDIATELY POPCORN MACHINES

Popcorn Sez, Aristocrat or similar in any quantity, new or used, for cash. Reply in first letter, stating condition, best price, etc.

**BOX M-41**  
c/o The Billboard  
2160 Patterson St., Cincinnati 22, Ohio

**Wanted—Kickers and Catchers, also Pikes** Peaks. Lee Hirschler, 3725 Reading Rd., Cincinnati, O.

# Shaffer Specials

in better quality buys

SEEBURG	
M-100-A 78 RPM, 100 Sel. ....	\$549.50
148-ML Blonde .....	199.50
147-M Grey Hammerloid	149.50
146-M Grey Hammerloid	139.50

ROCK-OLA	
1426 .....	\$84.50
1422 .....	69.50

WALL BOXES	
Wurl. 3031 .....	\$ 5.95
Wurl. 3020 (48) .....	34.50
Seeburg 5-10-25c (Wireless) .....	24.50
Seeburg 5c 3 Wire .....	12.50

HIDEAWAYS	
HM 100-A (78 RPM—100 Sel.) .....	\$379.50
AMI D40 Hideaway ...	299.50
Wurl. 1017 .....	99.50
Seeburg H-246-M .....	99.50

**EXTRA SPECIAL**  
SEEBURG SHOOT THE BEAR.....\$199.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

## Shaffer Music Co.

Columbus, Ohio  
606 S. High Street  
MAin 5563

Cincinnati, Ohio  
1200 Walnut Street  
MAin 6310

Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

### Remote Control Units to Get Court Hearing

SAN ANTONIO, Oct. 17.—A hearing to determine if remote controlled marble machines come under the federal wagering act will be held in the U. S. District Court in Austin, Tex., in January.

This was announced here this week following the refusal of Judge Ben H. Rice, Jr., to issue a summary judgment in the Morris L. Johnson action against the government.

Johnson charged that he was illegally taxed for operating two remote control pinball machines. He also alleged the government illegally assessed a 10 per cent tax on the gross monthly take of each machine.

The case pivots on whether remote controlled machines come under lottery regulations.

The government contends the committee, which drafted the wagering act, listed specific exemptions, but did not spell out those games which are lotteries, according to U. S. Attorney Charles Herring.

He pointed out that the federal government contended that all games of chance, not specifically excluded, were lotteries. Herring stated that games specifically excluded are card, dice games, roulette wheels, wheels of chance and coin-operated machines.

The attorneys for Johnson claim a lottery is not any game in which wagers are placed, winners are determined and the distribution of prizes are made in the presence of the wagers.

Rice's ruling in the case will set a precedent for the entire country.

### Conn. Cig Smokers

HARTFORD, Conn., Oct. 17.—State Excise Director Ernest Goodrich reported collections of cigarette taxes during September, 1953, totaled \$751,040.64, compared with \$734,186.53 for the same month last year.

### Pacemaker Gets Oversized Pins

CHICAGO, Oct. 17.—J. H. Keeney & Company started deliveries last week on the giant pin version of Pacemaker Bowler, Paul Huebsch, sales manager, announced.

Pacemaker Bowler is a six

player shuffle game in both eight and nine-foot lengths. It has match and straight play features which can be changed by using a key in a switch lock on the front of the cabinet. The game also can be played so that it scores double or triple points in the third, fifth, seventh and 10th frames. Pacemaker Bowler also has a 10th frame featuring extra plays on strikes.

The giant pins on the new model are more than twice as large as those used on the earlier model and offer added realism for players.

EVANS' LATEST

## "CLUB MODEL" Saddle & Turf

**GUARANTEED REPLAY AWARDS**  
every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

Greatly improved new style SINGLE COIN DROP WITH SLUG REJECTOR easily accessible on push-button plate. 5c or 10c play.

High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins.

Electric Replay Counter registers to 999.

\*LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped Interstate.

**IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!**

**H. C. EVANS & CO.**

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

### ELECTRIC SCOREBOARDS

LARGE NATIONAL COIN REJECTOR BOX

Overhead, 15-21 pts. Horsecollar .....

15-21-30 pts. \$125 ea.

Wall Model 15-21 pts. and 15-21 .....

50 pts. \$95.00 ea.

500 ASS'T SALESBOARDS ... BEST OFFER

TICKETS

2500 7-11 .... \$1.15 bag

2170 R.W.&B. 1.00 bag

22' Chl. Coin Shuffleboard cabinet, good condition, new maple top, complete and crated. Each \$149.50

8' Side Cushion Shuffleboards, New .. \$89.50

22' Maple Tops, brand new, crated .....

Bally Shuffle Line .. 49.50

Shuffleboard Adjusters, set .....

Pucks (set of 5) .... 12.00

Wax, dozen .....

Shuf. Scorepads. Ea. .25

Lite-a-Line .....

5-Star .....

Bright Lights .....

Spot Light .....

Jumpin' Jacks .....

Coney Island .....

Keen Holiday .....

Leader .....

Atlantic City .....

United Stars .....

Golden Nugget .....

Circus .....

Princess .....

Palm Beach .....

Bally Champion .....

Bally Citation .....

Gence Shuf. Target .....

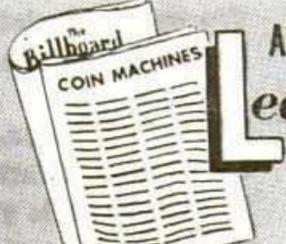
**MID-STATE COMPANY**

2369 Milwaukee Ave.

Chicago 47, Ill.

Tel.: Dickens 2-3444

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**  
ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1535 Delaware Ave., Lexington, Ky. 129 W. North St., Indianapolis, Ind. 1000 Broadway, Cincinnati, Ohio 3011 E. Maumee Ave., Ft. Wayne 4, Ind.



A Continuing Story of Leadership in Action



### SILVER SAM

The Billboard's personal ambassador to the coin machine industry. 1953 marks his 30th year of uninterrupted service to coinmen everywhere.

- Industry News Services
- Industry Buying Services
- Industry Legal Services

# LEADERSHIP

- Industry Export Services
- Industry Circulation & Readership
- Industry Advertising Volume



# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
ABC (United).....	\$50.00 75.00 99.00 125.00	\$50.00 75.00 99.00 109.50	\$49.50 50.00 75.00 99.00	\$50.00 65.00 75.00 145.00
Ali Baba (Gottlieb).....	34.50	29.50 34.50		34.50
Alice in Wonderland (Gottlieb).....		29.50		49.50
All Star Basketball (Gottlieb).....		109.50		
Amcade (United).....	39.00 39.50 59.50	39.00 39.50 59.50	39.00 39.50 59.50	39.00 39.50 59.50
Arcade (Bally).....			135.00	59.50
Arizona (United).....		29.50 45.00	45.00	35.00 45.00
Atlantic City (Bally).....	325.00(2) 280.00 275.00(4) 265.00 250.00(4) 245.00 235.00	235.00 250.00(3) 275.00(5) 280.00 325.00(2)	225.00 250.00(2) 265.00 280.00 325.00(2)	250.00 265.00 280.00 285.00 295.00 325.00
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Ballerina (Bally).....		49.50	49.50	49.50
Bango.....		49.50	45.00	45.00
Bank-A-Ball (Gottlieb).....		29.50		50.00
Barnacle Bill (Gottlieb).....	34.50	29.50 34.50	34.50	34.50
Baseball.....		45.00	45.00	45.00
Basketball Champ (Chicago Coin).....	195.00 275.00	195.00 275.00	195.00	195.00 250.00
Basketball (Gottlieb).....		69.50		50.00
Battling Practice.....	89.50	89.50	89.50	89.50
Beach Club (Bally).....	425.00 450.00(2) 450.00(2)	450.00(2) 465.00 475.00 485.00	450.00 485.00 495.00(3) 500.00	495.00(2) 500.00 550.00
Beauty (Bally).....	360.00 375.00(3) 395.00(2) 410.00 420.00 445.00	360.00 375.00(2) 395.00(2) 425.00 445.00	350.00 375.00 395.00(2) 400.00 425.00 445.00	395.00 400.00 425.00 445.00
Be-Bo (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	45.00 49.50	45.00 49.50	45.00 49.50
Big Top (Genco).....	54.50 64.50	45.00 54.50 64.50	45.00 54.50 64.50	45.00 54.50 64.50
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50(2)	55.00 59.50(2)
Balera (United).....	115.00 145.00 150.00	115.00 125.00 145.00 150.00	125.00	125.00
Bomber.....		29.50 45.00	45.00	45.00
Boston (Williams).....	79.50	79.50	79.50	55.00 79.50
Bowling League.....		29.50		
Bowling Champ (Gottlieb).....	39.50 69.50	29.50 45.00 69.50	35.00 45.00 69.50	45.00 69.50
Bright Lights (Bally).....	115.00 125.00(2) 129.50 150.00(3) 165.00 175.00(2) 175.00(2)	125.00(2) 129.50 135.00 139.00 150.00(3) 165.00 175.00(2)	99.50 100.00 115.00 129.50 139.00 150.00 165.00	129.50 139.00 145.00 175.00
Bright Spot (Bally).....	150.00(2) 150.00(2) 175.00(2) 195.00 200.00 210.00 225.00(3)	125.00 150.00 175.00 195.00 210.00 225.00(3) 250.00	175.00 195.00 215.00 225.00(3)	195.00 225.00
Buccanner (Gottlieb).....	34.50	34.50	34.50	34.50
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	50.00 69.50
Buttons & Bows (Gottlieb).....	64.50	64.50	64.50	64.50
Cabana (United).....	375.00 395.00(2) 495.00	350.00 375.00 395.00(2) 495.00	299.50 395.00 450.00 495.00	450.00 495.00
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....		29.50 34.50 45.00 89.50	45.00 89.50	39.50 45.00 89.50
Caravan (Williams).....			125.00	
Carnival (Bally).....	49.50	29.50 49.50	49.50	49.50
Carnival (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00 45.00	35.00 45.00	35.00 45.00
Champion (Bally).....	39.50 49.50 75.00 89.50	29.50 39.50 49.50 75.00(2) 89.50	39.50 49.50 75.00(2) 89.50	39.50 75.00 89.50
Champion (Chicago Coin).....		29.50		
Chinatown (Gottlieb).....	155.00	159.50	155.00 160.00	165.00
Cinderella (Gottlieb).....	29.50	29.50(2) 45.00	29.50 49.50	29.50 49.50
Circus (Exhibit).....		45.00		45.00
Circus (United).....	250.00 295.00(2)	195.00 225.00 250.00	219.50 295.00	295.00
Citation (Bally).....	30.00 39.50 42.50 79.50	29.50 30.00 35.00 39.50 42.50 50.00 79.50	35.00 39.50 42.50 50.00 79.50	35.00 42.50 50.00 79.50
Click (Keeney).....		29.50		
College Daze (Gottlieb).....		39.50 45.00	45.00 50.00	45.00 79.50
Coney Island (Bally).....	150.00(3) 195.00 200.00(2) 225.00(3)	125.00 150.00(2) 195.00 200.00(2) 225.00(3)	125.00 150.00 185.00 195.00 225.00(3)	185.00 195.00 225.00
Contact (Exhibit).....		45.00		45.00
Control Tower (Williams).....	109.50	109.50	109.50	109.50
Coronation (Gottlieb).....	165.00	179.50	175.00	175.00
Crazy Fair (United).....	125.00			
Crazy Ball (Chicago Coin).....		29.50 45.00	45.00	45.00
Crossline (Edelco).....		25.00		
Cross Roads.....	125.00		150.00	135.00 150.00
Cyclone (Gottlieb).....	115.00 125.00 149.50	99.50 125.00 149.50	100.00 125.00(2) 149.50	125.00 149.50
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	40.00 44.50 69.50
De-Joe (Williams).....	89.50	89.50	89.50	89.50
Deluxe Baseball (Williams).....		279.50		349.50
Dee-Wa-Ditty (Williams).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	145.00		145.00 185.00	140.00
Domino (Williams).....			140.00	
Double Action (Genco).....		29.50 45.00	45.00	45.00
Double Feature (Gottlieb).....	89.00	29.50 89.00	50.00 89.00	89.00
Double Shuffle (Gottlieb).....	49.50 65.00	39.50 45.00 49.50 65.00	45.00 49.50 65.00	45.00 49.50 65.00
Dreamy (Williams).....	69.50 89.50	89.50	79.00 89.50	65.00 89.50
Eight Ball (Williams).....	119.50 125.00	119.50 125.00	100.00 119.50	119.50 125.00
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 40.00 59.50
Fairway (Williams).....	175.00	199.50		229.50

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- MUSIC**
- AMI D-80 ..... \$500.00
  - AMI D-40 ..... 425.00
  - AMI "C" ..... 349.50
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  - Wurlitzer 1250 ..... 325.00
- RIDES & GAMES**
- Photomatics (post war)..... \$600.00
  - Spark Plug ..... 75.00
  - Hayburner ..... 69.50
  - Slug Fest ..... 79.50
  - World Series ..... 125.00
  - Four Horsemen ..... 59.50
  - Quartette ..... 144.50
  - Minstrel Man ..... 69.50
  - Shoot the Bear ..... 199.50
  - Waiting Horoscope Scales, (Floor Models) ..... 170.00

Bally Champion Horse..... Write  
Bally Space Ship..... Write

- BINGO GAMES**
- Coney Island ..... \$150.00
  - Bright Light ..... 100.00
  - Bright Spot ..... 135.00
  - Frolic ..... 275.00
  - Spot Lite ..... 125.00
  - Five Star ..... 69.50
  - Palm Beach ..... 275.00
  - Life-A-Line ..... 49.50

**CASH PAYOUT—EXPORT ONLY**

- Evans Winterbooks, 25c (100-1 Like New)..... \$500.00
- Evans Bangtails, 25c (Like New) ..... 325.00
- Evans Races, 25c (Like New)..... 300.00
- Bally Grandstands (New).... 695.00

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- Seeburg 146 ..... 95.00
- Rock-Ola 1422 ..... 95.00
- Rock-Ola 1426 ..... 125.00
- AMI A ..... 225.00
- AMI B ..... 295.00
- AMI C ..... 325.00
- Wurlitzer 5-10-25c Wall Boxes 3020 ..... \$12.50

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  - SEEBURG BLOND 48 ..... 225.00
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	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Fighting Irish (Chicago Coin).....	75.00	39.50 45.00 75.00	45.00 75.00	45.00 75.00
Five Star (Universal).....	49.50 75.00(2) 79.50	49.50 75.00 79.50	49.00 75.00(2)	49.00 65.00 75.00(2)
Flip Skill.....		69.50		69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....		199.50	185.00 195.00	185.00 195.00
Flying Saucers (Genco).....			45.00	45.00
Football (Chicago Coin).....	65.00 69.50	39.50 45.00 65.00 69.50	65.00	45.00 65.00
400 (Genco).....	95.00 125.00 145.00	125.00 175.00 225.00	85.00 100.00 125.00 225.00	85.00 100.00 125.00 225.00
Four Corners (Williams).....	135.00 145.00	145.00	145.00	145.00
Four Horsemen (Gottlieb).....		109.50	109.50	109.50(2)
Four Stars (Gottlieb).....		135.00	135.00	145.00
Freshie (Williams).....		39.50 45.00	45.00	45.00 50.00
Frolic (Bally).....	250.00(2) 265.00(3) 275.00(2) 295.00(2)	195.00 50.00(2) 295.00 310.00	275.00(5) 295.00 310.00	200.00 250.00 275.00(2) 295.00 310.00 99.00 150.00
Futurity (Bally).....	85.00 125.00 150.00	125.00 150.00(2)	150.00	
Georgia (Williams).....	89.50	39.50 45.00 89.50	45.00 89.50	45.00 89.50
Gizmo (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00
Globe Trotter (Gottlieb).....		135.00	135.00	135.00
Gold Cup (Bally).....	55.00 59.50	55.00 59.50	29.50 55.00 59.50	59.50
Golden Gloves (Chicago Coin).....		125.00(2)	125.00 135.00	135.00 145.00
Golden Nugget (Genco).....	135.00 175.00	175.00(2) 165.00	135.00 175.00	135.00 149.50 175.00 219.50
Grand Award (Chicago Coin).....		35.00	35.00 45.00	35.00 45.00
Grand Slam (Gottlieb).....		195.00	199.50	195.00(2) 199.50
Guys-Dolls (Gottlieb).....	225.00	219.50		229.50
Happy Go Lucky (Gottlieb).....	139.50	99.50 139.50	125.00 135.00	135.00
Harvest Time (Genco).....	65.00	45.00 65.00	45.00 65.00	40.00 45.00 65.00
Harvest Moon.....		29.50		
Harvey.....		99.50		
Hayburner (Williams).....	85.00 100.00	85.00 99.50(2)	85.00 95.00	85.00 100.00
Hawaii (United).....		45.00	45.00	45.00
Hit 'N' Run (Gottlieb).....	145.00	145.00	125.00 145.00	120.00 145.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	59.50	29.50 45.00 59.50	45.00 59.50	45.00 59.50
Holiday (Keeney).....	175.00	125.00 175.00		
Hong Kong (Williams).....	110.00	129.50	135.00	
Hot Rod (Bally).....	50.00	40.00 99.50	40.00 99.50	40.00(2) 99.50
Humpty Dumpty (Gottlieb).....	49.50	29.50 49.50	49.50	49.50
Jalopy (Williams).....	129.50	129.50	129.50	110.00 129.50
Jamboree (Exhibit).....		29.50 45.00	45.00	45.00
Jeanie (Exhibit).....		29.50 45.00	45.00	45.00
Jockey Special (Bally).....	45.00 54.50	45.00 54.50	45.00 54.50	45.00 54.50
Joker (Gottlieb).....	99.50	99.50	99.50	65.00 89.50 99.50
Judy (Exhibit).....	94.50	29.50 94.50	94.50	94.50
Jumping Jack (Genco).....	90.00 110.00 150.00	125.00 150.00	125.00 149.50	125.00 149.50
Just 21 (Gottlieb).....	59.50	29.50 45.00 59.50	45.00 59.50	45.00 59.50
K. C. Jones (Gottlieb).....	89.50	89.50	89.50	99.50
Kilroy (Chicago Coin).....		45.00	45.00	45.00
King Cole (Gottlieb).....	49.50	29.50 49.50	49.50	49.50
King Pin (Chicago Coin).....	115.00 124.50	59		

# Amusement Games

Continued from page 99

	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Select-a-Card (Gottlieb)....		29.50	55.00	
Serenade (United).....	34.50	29.50	34.50	34.50
Shantytown (Exhibit).....	85.00	85.00	85.00	35.00 85.00
Sharpshooters (Gottlieb)....	49.50	49.50	49.50	40.00 49.50
Singapore .....		29.50		
Shoot the Moon (Williams)...	150.00	99.50 150.00	150.00	150.00
Shoo Shoo (Williams).....	95.00 119.50	59.50 95.00	95.00 119.50	45.00 95.00
Show Boat (United).....		295.00		
Silver Skates (Williams)....	135.00	139.50	145.00 165.00	
Skill Pool (Gottlieb).....	165.00 185.00	149.50 185.00	155.00	185.00(2)
Slugfest .....	119.50	99.50 119.50	100.00 119.00	119.00
Snooks .....		79.50		
South Pacific (Genco).....	69.00	29.50 69.00	25.00 69.00	69.00 79.50
Spark Plugs (Williams)....	125.00	99.50(2)		
Special Entry (Bally).....	49.50	29.50 49.50	49.50	
Speedway .....		29.50		
Sport Play (Williams).....			150.00	
Spot Bowler (Gottlieb).....	119.50	119.50	119.50	69.00 119.50
Stardust (United).....	39.00	39.00	39.00	39.00
Sportsman (Williams).....		49.50(2)		
Spot-Lite (Bally).....	125.00 140.00	125.00 140.00	125.00	135.00 150.00
Springtime (Chicago Coin)...		49.50		
Starlite .....	145.00		175.00	
Stars (United).....	175.00	150.00 160.00	129.50 195.00	195.00
Stop and Go (Genco).....		29.50		45.00
Stormy .....		29.50		
Summer Time (Gottlieb)....	34.50	34.50	34.50	
Sunny .....		29.50		
Sunshine Park (Bally).....	145.00	295.00		110.00
Super Hockey .....	59.50	59.50	59.50	59.50
Super World Series (Williams).....	195.00	195.00	195.00	124.50 225.00
Sweepstakes (Williams)....	195.00	195.00	195.00	195.00
Sweetheart (Williams).....		39.50	35.00	
Tampico (United).....	64.50 79.50	39.50 64.50	64.50 79.50	64.50 79.50
Tahiti (Chicago Coin).....		49.00	49.00	35.00
Telecard (Gottlieb).....		49.00	49.00	49.00
Tennessee (Williams).....	29.50 49.50	29.50(2) 49.50	29.50 49.50	29.50 49.50
Texas Leaguer (Keeney).....	45.00 50.00	45.00 50.00	50.00 69.50	50.00 69.50
Thing (Chicago Coin).....		45.00	45.00	45.00
Three Feathers (Genco).....	64.50	29.50 64.50	30.00 64.50	35.00 64.50(2)
Three Musketeers (Gottlieb)...	79.50	69.50 79.50	79.50	40.00 79.50
3-4-5 (United).....		100.00		
Thrill (Chicago Coin).....	29.50 35.00	29.50(2) 35.00	29.50 35.00	29.50 35.00
Times Square .....	165.00	179.50	165.00	
Trade Winds (Genco).....	29.50	29.50(3)	29.50	29.50
Trinidad (Chicago Coin).....	35.00	35.00	35.00	35.00
Triplets (Gottlieb).....		74.50 89.00	89.00 99.50	89.00 94.50
Torchy (Williams).....		29.50		99.50
Touchdown .....		99.50		
Trigger (Exhibit).....		59.50 49.50		
Tri-Score (Genco).....	69.00 89.50	69.00 89.50	69.00 89.50	69.00 89.50
Tropicana (United).....		29.50		
Tropics (United).....		450.00		
Tumbledweed (Exhibit).....	65.00 74.50	65.00 74.50	65.00 74.50	65.00 74.50
Turf King (Bally).....	35.00 50.00	50.00 59.50	50.00 59.50	50.00 59.50
Tucson (Williams).....	44.50	39.50 44.50	44.50 45.00	40.00 44.50
Twenty Grand .....	135.00	129.50	145.00 175.00	
Utah (United).....	59.00 84.50	29.50 59.00	59.00 84.50	59.00 84.50
Victory Special (Bally)....		29.50		
Virginia (Williams).....	49.50	29.50 49.50	49.50	49.50
Watch My Line (Gottlieb)...	65.00	65.00	65.00	65.00
Wild West (Gottlieb).....	135.00 145.00	139.50 145.00	145.00 165.00	165.00
Winner (Universal Industries)	25.00 49.50	49.00 75.00	49.50 75.00	75.00 99.50
Wisconsin (United).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Wizard .....	22.50	45.00		
Yanks (Williams).....	49.50	49.50	49.50	49.50
Yuma .....		29.50		
Zingo (United).....	125.00	125.00	125.00	125.00

# Shuffle Games

	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler, 4 player (Keeney).....	85.00 135.00	85.00 135.00	85.00 135.00	85.00 135.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00	200.00	200.00
Bowl-A-Line .....		39.50		
Bowling Alley (Chicago Coin)...	59.50	29.50 59.50	35.00	
Bowling Alley, 6 player (Chicago Coin).....	160.00w/p	95.00 175.00	95.00 175.00	95.00 225.00
Bowling Champ (Keeney)....	69.50		69.50	69.50
Bowling Classic (Chicago Coin)	59.50	49.50 59.50	59.50 69.50	59.50 69.50
Cascade Shuffle Alley, 6 player (United).....	375.00	375.00	349.50	
Clover Shuffle Alley, 6 player (United).....	350.00 390.00	350.00 375.00	375.00 390.00	375.00 390.00
Deluxe Bowler (Williams)....		29.50		
De Luxe League Bowler (Keeney).....	150.00	210.00(2)	145.00	145.00 210.00
Double Bowler (Keeney)....	49.50 79.50	49.50 69.50	49.50 79.50	49.50 79.50
Double Header (Williams)...	35.00 49.50	29.50 49.50	35.00 49.50	35.00 45.00
Deluxe Matched (Keeney)....	195.00		195.00	195.00
Double Shuffle Alley Express Rebound (United).....	89.50	99.50	99.50	99.50
Double Shuffle Alley (United)		29.50		
Five Player Shuffle Alley (United).....	109.50	95.00 115.00	95.00 125.00	115.00w/p
	125.00(2)	125.00 145.00	140.00	124.50 125.00
	140.00 145.00	160.00	140.00w/p	140.00
	150.00w/p	169.00w/p	145.00 155.00	140.00w/p
	155.00 160.00	179.50	159.00w/p	145.00 155.00
	169.00w/p		160.00	160.00
	179.50		169.00w/p	169.00w/p
			179.50	195.00
			195.00	195.00
Four Way Bowler (Keeney)...	195.00			
Four Player Shuffle Alley (United).....	84.50 100.00(2)	50.00 85.00	50.00 100.00	95.00(2) 100.00
	125.00(2)	100.00 125.00	125.00(2)	125.00(2)
	135.00w/p	159.50	139.00w/p	175.00
	159.50		159.50	
	55.00	55.00	55.00	55.00
Hi-Score Bowler (Universal)...	160.00 175.00	160.00	160.00 175.00	160.00 175.00
Hi-Score, 6 Player (Chicago Coin).....		160.00	160.00 185.00	160.00 185.00
High Score League Bowler (Keeney).....		95.00		
Hook Bowler (Bally).....	29.50 50.00	29.50 50.00	29.50 50.00	29.50 50.00

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	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
League Bowler, 4 player (Keeney).....	75.00 95.00	75.00(2) 139.50	75.00(2) 139.50	75.00 139.50
Liberty Shuffle Alley, 6 player (United).....	139.50 149.50	149.50	149.50	149.50
Matched Bowler, 6 player (Chicago Coin).....	250.00 295.00	250.00 295.00	295.00	269.50 295.00
Official Shuffle Alley Matched (United).....	250.00(2)	250.00	250.00(2)	250.00(2)
Official Shuffle Alley, 4 Player (United).....	215.00		275.00	184.50
Shuffle Alley Deluxe, 6 player (United).....	180.00 195.00	210.00 230.00	139.00 185.00	149.50 185.00
	210.00(3)	259.50	195.00	195.00 210.00
	215.00 259.50		210.00(2)	230.00 275.00
			230.00 259.50	
Shuffle Alley Express, 2 player (United).....	79.50	39.50 89.50	89.50	89.50
Shuffle Alley, 6 player (Keeney).....	150.00 185.00	195.00(2)	185.00	185.00 195.00
	195.00(2)		195.00(2)	210.00
Shuffle Alley (United).....		19.50		
Shuffle Alley, 5 player Rebound (United).....		195.00		
Shuffle Alley, 6 player (United).....	134.50 160.00	135.00 165.00	145.00	134.50
	165.00(2)	189.00 199.50	160.00w/p	135.00w/p
	170.00		165.00	145.00 149.50
	175.00w/p		169.00w/p	160.00w/p
	189.00 199.50		170.00	165.00 170.00
			179.00w/p	189.00 225.00
			189.00 199.50	
Shuffle Bowler (Bally).....		39.50		
Shuffle Line (Bally).....	69.50 75.00	69.50	69.50 75.00	75.00
Shuffle Target (Genco).....	49.50	39.50 49.50	49.50	
Shuffle Tournament, 4 Way (Universal).....	135.00		135.00	135.00
Single Shuffle Alley Rebound (United).....	69.50	69.50	69.50	69.50
Six Player 10th Frame (United).....	310.00 335.00	290.00 310.00	310.00 320.00	310.00 320.00
		325.00		
Skee Alley (United).....	65.00 75.00	59.50(2) 65.00	65.00 75.00	35.00 65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	245.00 284.50	245.00 330.00	245.00	219.50 245.00
	295.00 315.00	340.00	295.00(3)	295.00 315.00
	320.00 340.00		315.00 330.00	330.00 340.00
Star 10 Frame, 6 player (United).....	320.00 335.00	345.00	335.00(2)	269.50 335.00
	345.00 355.00	355.00(2)	345.00 355.00	345.00(2)
				355.00(2)
Super Deluxe League Bowler (Keeney).....	225.00	195.00 225.00	225.00	225.00 245.00
Super Deluxe Matched (Keeney).....	210.00		210.00	210.00
Super Matched Bowler, 6 player (Chicago Coin)...		195.00	195.00 279.50	279.50
Super Shuffle Alley (United)		25.00		
Super Six Shuffle Alley (United).....	249.50 250.00	250.00 265.00	225.00 250.00	199.50 225.00
	265.00(2)	275.00	265.00(2)	240.00 250.00
	275.00		275.00	265.00(2)
				295.00
Super 10th Frame, 6 player (United).....			55.00	264.50
Super Twin Bowler (Universal)	55.00		55.00	45.00 55.00
Super Twin Rotation (Exhibit)	195.00	150.00		
Team Bowler, 10 player (Keeney).....	335.00	275.00 335.00	195.00 295.00	195.00 295.00
			335.00	335.00 339.50
Tenth Frame Bowler (Chicago Coin).....	300.00	300.00	275.00	249.50
10th Frame Matched Bowler (Chicago Coin).....	325.00	320.00	325.00	325.00
Trophy Bowl (Chicago Coin)...	59.50 69.50	59.50 69.50	59.50 69.50	35.00 59.50
				69.50
				29.50 35.00
Twin Bowler (Universal).....			90.00w/p	99.50
Twin Shuffle Alley (United)...				
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United).....	85.00	99.50	85.00 99.50	85.00 145.00
Twin Shuffle-Cade (United)...		125.00	125.00	150.00
Two Player Rebound (United)	90.00w/p			105.00
Two Player (United).....	75.00	75.00	75.00	75.00

# • Arcade Equipment

	Issue of Oct. 17	Issue of Oct. 10	Issue of Oct. 3	Issue of Sept. 26
Ace Bomber (Mutoscope)....	\$149.50 195.00	\$195.00	\$145.00 195.00	\$189.50 195.00
Air Raider (Keeney).....	90.00	100.00		
Aqua Jet (Conat).....				489.50
Astroscope, 10c.....	125.00	125.00	125.00(2)	125.00
Atomic Bomber (Mutoscope)		450.00		439.50
Atomic Jet Space Ship		175.00		
Auto Shoot.....	175.00	175.00		
Bank Board (American)....			85.00	79.50
Baseball (Scientific).....	79.50	79.50	75.00 79.50	79.50
Basket Ball (Scientific)....			75.00	
Bat-A-Ball .....				59.50
Bat-a-Score (Evans).....	165.00 275.00	165.00 199.50	95.00 165.00	165.00 249.50
		275.00	275.00	275.00
Big Bronco (Exhibit).....	224.50 225.00</			

### Conn. Group

Continued from page 87

of dealing with the public on a man to man basis daily, and discussing flaws in this treatment at every single MOC meeting. We've never taken the attitude of out-of-sight out-of-mind."

He feels public relations are a vital, working part of the coin machine industry. It includes membership in local service groups, he said, "such as the Advertising Club of Hartford, Chamber of Commerce, Rotary, Kiwanis and others, and making the general public know that the coin machine industry is an integral phase of the business community."

With good public relations, he points out, comes increased business of a quality status.

### Coin Concern

"Our membership in MOC stands at 75 today," he comments. "I admit we have at times dropped one or two members when they refused to adhere to our primary policy of getting along with the public. This is an ever-increasing matter of concern for the coin industry."

"We are in a big industry, true, but also an industry that has entertained a great many million Americans, and, with the proper touch of localized public relations, we should be treated as fellow businessmen in every State in the union."

### Western Holds

Continued from page 87

equipment, either from dirt or maladjustment of switches.

### Promotes Good Will

Wright expressed gratification over the service provided by United, pointing out that it promoted good relationships between distributors and operators and built customer satisfaction.

Thoelke and Sheldon, traveling by air, came here from a similar school session at Western Distributing Company at Seattle. They also will conduct classes at San Francisco, Los Angeles and Salt Lake City.

### MANUFACTURERS!

Inventor of new game that is:

- Faster than Shuffle-board
- More competitive than Pin Ball is interested in hearing from you for the purpose of discussing manufacturing arrangements.

Address all replies to

BOX 667, THE BILLBOARD  
188 W. Randolph, Chicago 1, Ill.

- BALLY BRIGHT LIGHTS, Drop Chute, Large Pan... \$100
- BRIGHT SPOT ..... 125
- YACHT CLUB ..... 400
- TROPICS ..... 425
- SPOT LIGHTS ..... 119
- ATLANTIC CITIES ..... 225

### NEW DUDE RANCHES... WRITE

and P MUSIC CO.  
E. Philadelphia St. York, Pa.  
Phone: 81846

### SURVEYOR...

ays The First with Best in Used ment of All Types... know what you need and we're glad to quote you our low

SURVEYOR Distributing Co.  
322-24 N. Western Ave.  
Chicago 18, Ill.  
Phone: JUNiper 8-1814



**SIZE**  
only 34" long,  
19" wide, 78" high.  
Knocks down for shipping.  
Shpg. wt. only 205 lbs.

Operators from coast to coast asked for it...  
**HERE IT IS!**

# "INVADER"

## NEWEST ALL-LOCATION BLACK LIGHT GUN GAME FOR REGULAR PLAY

All the smash appeal of "NIGHT FIGHTER"

- EXCITING BLACK LIGHT
- LARGE, 3-D COLORED MOVING TARGET
- 300 SIZZLING SHOTS (easily converted to 200)
- BONUS SHOTS—adjustable to needs of location
- RAPID-ADD SCORING UNITS
- COLORFUL CABINET with realistic beach invasion scene!

**TREMENDOUS TAKE IN ALL TEST LOCATIONS**  
Taverns • Arcades • Bowling Alleys  
Chain Dime Stores • Shopping Centers • Department Stores and Many More!  
**YOUR GENCO DISTRIBUTOR HAS ALL THE DETAILS—WRITE, WIRE OR PHONE HIM TODAY!**

# GENCO MFG. & SALES CO.

2621 N. Ashland Avenue  
Chicago 14, Illinois.

**STILL GOING STRONG... SILVER CHEST thrilling Upright Ball Game**  
Maintaining Big Play... **BIG PAY!**

## TRIMOUNT'S Now Delivering WILLIAMS **ARMY-NAVY**

THE FIRST FIVE BALL WITH 3D SCORING LOCATION TESTS HAVE BEEN SENSATIONAL. BE THE FIRST IN YOUR LOCATION WITH THIS OUTSTANDING 5 BALL

**WANTED: PHILADELPHIA TOBOGGAN SKI BALLS**

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 7-9100

**IMMEDIATE DELIVERY**  
Gottlieb's SENSATIONAL **SHINDIG**

**WANTED**  
Seeburg M-100-A, 78 RPM  
Seeburg M-100-B, 45 RPM

**NEW GAMES**  
Chicago Coin Hi-Speed Crown Bowler  
Chicago Coin Hi-Speed Gold Cup  
Bally Dude Ranch  
United Imperial Shuffle Alley  
United Royal Shuffle Alley

### NATIONAL'S BEST RECONDITIONED 5-BALL GAMES

- Guys-Dolls ..... \$215
- Queen of Hearts ..... 195
- Flying High ..... 185
- Grand Slam ..... 185
- Skill Pool ..... 180
- Happy Days ..... 175
- Quintette ..... 175
- Coronation ..... 170
- Quartette ..... 170
- China Town ..... 155
- Cross Roads ..... 145
- Cyclone ..... 125
- Silver Skates ..... 125
- Happy Go Lucky ..... 115

### NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

### ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over. Large Nat'l Coin Receptor Box.  
**OVERHEAD MODELS**  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$125.00 ea.  
**WALL MODELS**  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$95.00 each  
Terms: 1/2 dep., bal. C.O.D. or S.D.  
**MARVEL MFG. CO.** 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickens 2-2424)

**GIVE TO DAMON RUNYON CANCER FUND**



### SHUFFLE GAMES

- NEW KEENEY DOMINO
- KEENEY PACEMAKER
- CHICCOIN HI-SPEED CROWN BOWLER
- CHICCOIN HI-SPEED TRIPLE SCORE BOWLER
- CHICCOIN GOLD CUP BOWLER

### "First-Conditioned" Shuffle Games

- STAR—10TH FRAME \$345
- STAR & PLAYER ... 320
- SUPER 6 PLAYER ... 265
- OFFICIAL S.A. (MATCH) ..... 250
- DELUXE 4 PLAYER. 215
- 6 PLAYER with Formica ..... 189
- 5 PLAYER with Formica & Big Pins 169
- 5 PLAYER with Formica ..... 160
- 4 PLAYER ..... 145
- 4 PLAYER ..... 125
- SKEE ALLEY ..... 65

- KEENEY 10 PLAYER TEAM BOWLER ..... \$335
- SUPER DELUXE BOWLER ..... 225
- DELUXE LEAGUE BOWLER ..... 210
- 6 PLAYER ..... 195
- BIG LEAGUE BOWLER ..... 135
- CHICAGO COIN 6 PLAYER MATCH \$295
- UNIVERSAL HI SCORE BOWLER \$ 55

### ONE BALLS

- "First-Conditioned"
- Turf King ..... \$ 95
- Winner ..... 75
- Champion ..... 75
- Gold Cup ..... 55
- Jockey Special ..... 45

### COUNTER GAMES

- ABT Challenger ..... \$27
- Pop-Up ..... 22
- Play Poker ..... 22

### For Greater Values Be FIRST With FIRST!

### BINGO 5 BALLS

- NEW Bally DUDE RANCH
- United TARIKI

### "First-Conditioned" BALLY

- Beach Club ..... \$485
- Beauty ..... 410
- Palm Beach ..... 325
- Atlantic City ..... 325
- Frotics ..... 295
- Spot Light ..... 195
- Coney Island ..... 225
- Bright Spot ..... 225
- Bright Lights ..... 175

### UNITED

- Circus ..... \$195
- Stars ..... 185
- Bolero ..... 115
- ABC ..... 99

### VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR

### CIGARETTE VENDERS

FACTORY REBUILT—LIKE NEW!—25¢ Operation—King Size Cols.

- DuGren. W's, 9 Col. \$115
- DuGren. Champions, 9 Col. .... 125
- Natl. 9-30's, 9 Col. .... 120
- Natl. 9-30's, 9 Col. .... 145
- Rowe Royals, 10 Col. 145
- Rowe Presidents, 10 Col. .... 155
- Uneda Elec. 9 Col. .... 125

### 5 BALLS

- GOTTIEB
- Skill Pool ..... \$185
- Wild West ..... 145
- Hit 'n' Run ..... 145
- Niagara ..... 145
- Four Star ..... 135
- Globe Trotter ..... 135
- Rose Bowl ..... 135
- Mermaid ..... 125
- Cyclone ..... 125
- Obie. Feature ..... 89
- Rockettes ..... \$ 85
- Knockout ..... 65
- Watch My Line ..... 65
- Obie. Shuffle ..... 65
- Telecard ..... 49
- UNITED
- Utah ..... \$ 59
- Aquacade ..... 39
- Carolina ..... 39
- Ramona ..... 39
- Stardust ..... 39
- Baby Face ..... 39
- WILLIAMS
- Sweepstakes ..... \$195
- Olympics ..... 145
- Camel ..... 125
- Shoo-Shoo ..... 95
- Maryland ..... 95
- Gizmo ..... 35
- Phoenix ..... 35
- CHICAGO COIN
- King Pin ..... \$115
- Fighting Irish ..... 75
- Football ..... 45
- Thing ..... 45
- Majors of '49... \$ 45
- Grand Award ..... 35
- Trinidad ..... 35
- Catalina ..... 35
- Thrill ..... 35
- GENCO
- South Pacific... \$ 69
- Tri-Score ..... 69
- Camel Caravan ..... 69
- Harvest Time... 45
- 1-2-3 ..... 45
- Puddin'head ..... 39
- Screwball ..... 35
- EXHIBIT
- Shantytown... \$ 85
- Tumbleweed... 65
- Babob ..... 65
- Flytime ..... 45

### ARCADE

NEW EXHIBIT SPACE GUN GENCO SKY GUNNER ABT CHALLENGER

- "First-Conditioned"
- SEEBURG SHOOT THE BEAR ..... \$199
- WMS. SUPER WORLD SERIES ... 195
- CHI COIN BAS-KETBALL CHAMP 195
- EX. GUN PATROL ... 175
- TELEQUIZ ..... 165
- CHI COIN 4 PLAYER DERBY .. 175
- CHICKEN SAM ..... 95
- RIFLE RANGE RAY GUN ..... 95
- CHI COIN GOALIE.. 85
- UN. TEAM HOCKEY.. 85
- EXHIBIT DALL GUN WMS. QUARTER.. 75
- BACK MERCURY 12-WAY GRIP SCALE ..... 79
- CHI COIN HOCKEY 55

### CONVERSIONS

### GENUINE FORMICA TOPS

Absolutely highest quality! Instructions, gutter and strike cones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Player; Keeneey, Chicago Coin and Universal games. Complete with cement. \$17.50 & 9" sizes.

### PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications. If desired, or you may order from our stock boards. All priced \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

# FIRST DISTRIBUTORS

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## GET THE FACTS ON THE NEWEST NATIONAL Gold Nugget SHUFFLEBOARD

With the Super Plastic Finish

ALSO NATIONAL QUALITY Waxes & Accessories



For Quick Action  
WRITE . . . PHONE . . . WIRE

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## THE PERFECT OPERATORS ITEM BANK-IT

HAS EVERYTHING

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Competitive Action

4-8 Players—Both Ends

### SPEED

Easy to Handle

Simple Installation

Minimum Service

## OPERATOR TERRITORIES

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GET THE FACTS NOW

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WILL ACCEPT COLLECT CALLS

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Without Obligation

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### MUSIC

WURLITZER 1400, 1450, 1250, 1100, 1015  
SEEBURG 100A, 100B, 100C, 1460  
ROCK-OLA FIREBALL 120, 1434, 1432, 1422

WRITE OR CALL

### BINGO GAMES

YACHT CLUB, SPOT LIGHT, BEACH CLUB, BEAUTY FROLICS, BRIGHT LIGHTS  
WRITE OR CALL

### ALLEYS

UNITED CLOVER-10TH FRAME, STAR, SUPER DELUXE, SIX PLAYER  
WRITE OR CALL

LARGE STOCK OF LATE ALLEYS—5 BALLS—1 BALLS  
MUSIC—KIDDIE RIDES

## REDD DISTRIBUTING CO., INC.

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Exclusive distributors for **AMI** **BALLY—UNITED**

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1250's ..... 339	148 ML ..... 159.50	United Star ..... \$340.00
1100's ..... 250		Un. Star 10th Frame ..... 325.00
1015's ..... 125		Bally Hook Bowler ..... 29.50
		Un. Olympic Shuf- fle Alley ..... 395.00
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Exclusive Wurlitzer Distributors in No. Illinois and Indiana.

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WE EXPORT  
• PIN GAMES  
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Joe Ash

WANT TO BUY  
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BEAUTY

Will Pay Top Dollar!

We are exclusive  
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## ACTIVE AMUSEMENT MACHINES CO.

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"You can ALWAYS depend on Active ALLWAYS!"

### MAKE US AN OFFER!

6 Five Player United Alleys with Fer. tops  
3 Four Player United Alleys with Fer. tops

EXTRA SPECIAL!  
5 Rock-Ola 1422's, A-1 shape, Ea. \$ 59.50  
2 Rock-Ola Patrol Kiddie Ride, Ea. 149.50  
Seeburg M100BL ..... 725.00  
1/2 Deposit. No packing charge.

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1100 Broadway Albany 4, N. Y.

SEEING IS BELIEVING!

## TRY LONDON YOUR BEST BET FOR BUYS!

### NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle ..... \$49.50	Thrill ..... \$39.50	Trade Winds ..... \$29.50
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Hit Parade ..... 29.50	Buccaneer ..... 34.50	Merry Widow ..... 29.50
One-Two-Three ..... 34.50	Cinderella ..... 39.50	Puddin' Head ..... 39.50
Aquacade ..... 39.50	All Babe ..... 34.50	Three Feathers ..... 44.50
Tampico ..... 64.50	Barnacle Bill ..... 34.50	Big Top ..... 34.50
Playland ..... 69.50	St. Louis ..... 44.50	Wisconsin ..... 44.50
Floating Power ..... 44.50	El Paso ..... 39.50	Ohiohoma ..... 34.50
Serenade ..... 34.50	Dallas ..... 44.50	Summer Time ..... 34.50
Tennessee ..... 29.50	Maryland ..... 49.50	Dew-Wa-Ditty ..... 34.50
Super Hockey ..... 59.50	Screwball ..... 34.50	Saratoga ..... 39.50
	Black Gold ..... 39.50	Tucson ..... 44.50

### WALL BOX SPECIALS!

Seeburg Postwar 5c  
Wireless... \$9.95  
Packard  
Boxes..... \$7.50

### USED SPECIALS

CHICAGO COIN  
Trophy Bowl ... \$ 59.50  
Bowling Classic .. 59.50  
KEENEY  
League Bowler .. \$139.50  
Double Bowler 79.50

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SPEED UP YOUR LOADING OPERATION!  
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*Williams*  
**ARMY-NAVY**  
**BIG BOLD ILLUMINATED SCORE INDICATOR**  
 Lets Player See His Score at a glance!  
**HIGH SCORE! POINT SCORE!**

**NEW!**

**FIRST 5-BALL WITH "3-D" SCORING!**



**3 THUMPER BUMPER BOOTS  
 2 KICKOUT POCKETS  
 2 AUTOMATIC RUBBER KICKERS  
 4 "SPECIAL" ROLLOVERS  
 2 FLIPPERS**

YELLOW THUMPER BUMPER BOOTS BALL DOWN THE FIELD!

BALL ADVANCES UP AND DOWN FIELD BY HITTING THUMPER BUMPER BOOTS TO SCORE **TOUCHDOWNS AND FIELD GOALS**

- ★ Spelling **N-A-V-Y** lites 2 right side top and bottom rollovers for "special"!
- ★ Spelling **A-R-M-Y** lites 2 left side top and bottom rollovers for "special"!
- ★ Top Center Pocket Scores 500,000 and spots letters R-M and N-V to help player spell **ARMY-NAVY**.

PLAYER CAN SPELL **ARMY-NAVY** without hitting top center pocket!

RED THUMPER BUMPER BOOTS BALL UP THE FIELD!

HINGED FRONT DOOR for easy SERVICING!

YOU'RE BOUND TO SCORE RICH EARNINGS WITH **ARMY-NAVY**



**Act Now! SEE YOUR DISTRIBUTOR AT ONCE!**

CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

**Quick Delivery of Bally's New Hit DUDE RANCH**

**BINGO GAMES**

YACHT CLUB..... Write	BALLY BEAUTY..... \$375
FROLICS..... \$275	SPOT-LITE..... 150
CONEY ISLAND..... 225	BEACH CLUB..... 450
RIGHT SPOT..... 225	BRIGHT-LITES..... 150
PALM BEACH..... 300	ATLANTIC CITY..... 250

All Games Ready for Location

IMMEDIATE DELIVERY

1/2 deposit, balance sight draft

Write or Call for QUANTITY PRICES

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**BALLY DISTRIBUTOR**

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3-Spot Lites..... \$120
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2-Frolics..... 240
2-Palm Beach..... 250
2-Beauty..... 385
5-Yacht Clubs..... 395
2-Jumpin' Jacks..... 130
2-Wurlitzer 1100's..... 245

Also ONE-BALLS and CONSOLES  
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We Carry a Complete Line of

- ★ COIN COUNTERS
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 1623 No. Calif. Ave., Chicago, Ill.

**RECONDITIONED**

5 SEEBURG M-100-A, Reconditioned (Special Price on Five)	\$525.00
2 BEACH CLUBS	450.00
3 BEAUTIES	375.00
1 PALM BEACH	325.00
1 ATLANTIC CITY	250.00
1 FROLICS	245.00
2 SPOT LIGHTS	165.00
1 BRIGHT LIGHT	129.50

**UNIVERSITY COIN MACHINE EXCHANGE**  
 854 N. High St. Columbus 8, Ohio  
 Tel.: UNIVERSITY 6908

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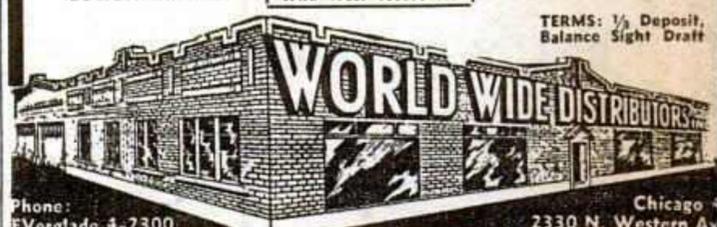
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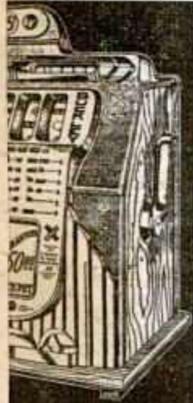
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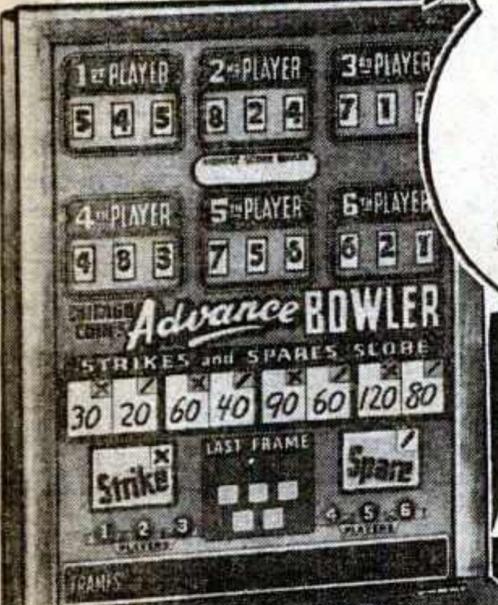


\*1  
 1st—  
 2nd—  
 3rd—  
**FRAMES  
 SINGLE  
 SCORING  
 30-20**

\*2  
 4th—  
 5th—  
 6th—  
**FRAMES  
 DOUBLE  
 SCORING  
 60-40**

\*3  
 7th—  
 8th—  
 9th—  
**FRAMES  
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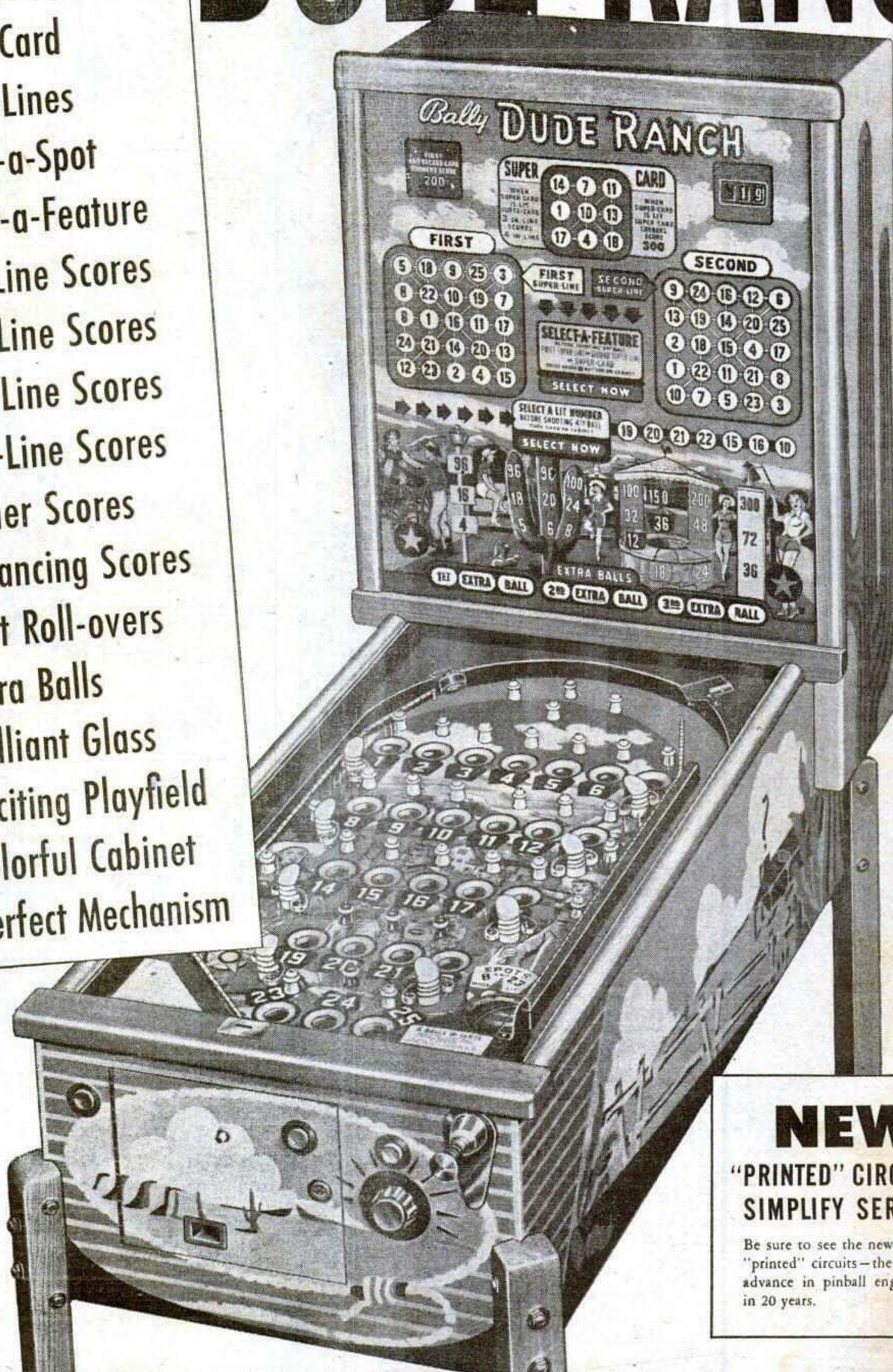
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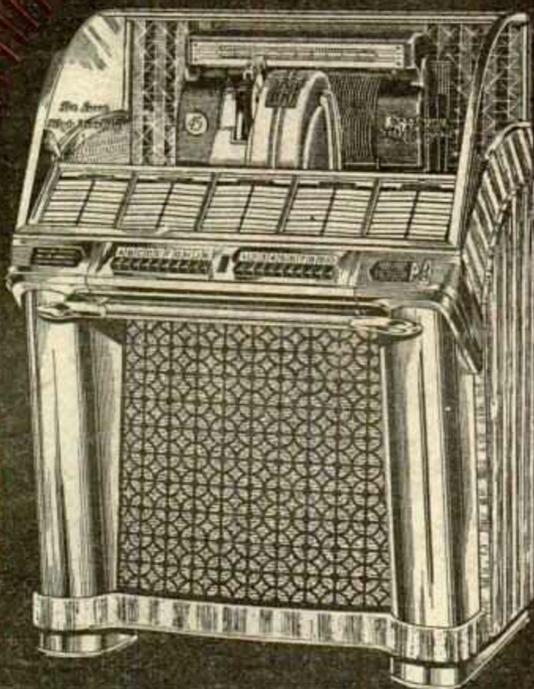
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