

Billboard Backstage

By PAUL ACKERMAN

Several of our more notable show business personalities brushed the hem of culture this week and ran like hell. Foremost was the musical, magical Richard Himber, who had hoped to book his "Himberama" into Town Hall, but an obtuse management insisted on regarding his show as entertainment rather than culture and canceled the booking.

Of course it is a silly policy on the part of Town Hall. There are those, including the musical editor, who believe Himber and his aides are more truly symptomatic of our times than those Hawaiian hip wigglers we've seen in Town Hall.

But let us not complain unduly. It is enough to be aware of life's inconsistencies. It is fortunate that Himber and his aides, including the cultivated Henny Youngman, have found sanctuary. The entourage is booked into Carnegie Hall November 13.

Altho I did not mention Young-

man until the third paragraph, let me hastily add that he, too, is an integral part of today's cultural fabric. His brand of Kultur has enlivened countless club date and vaudeville audiences. This comic, it will be recalled, was offered millions by CBS to stay away from the joint.

Himber, whose magical and musical talent achieve a blend of sorts in the RH Logging System, sounded tired but content when reached late this week. He had just finished repainting his spectacular sign overlooking Broadway and 46th Street, announcing the new Carnegie Hall booking. "Participating in the fun," he said, "would be Ray Middleton, Jack Pearl and Orson Welles."

Carnegie Hall has housed such diverse talents as Mischa Levitsky and Count Basie, Flip Phillips and Reginald Kell, Dinah Washington and Marian Anderson, Mahalia Jackson and Vladimir Horowitz. That it should now open its doors to such an assortment as Himber, Youngman, etc.,

speaks well for the farsightedness of the management.

In the musical editor's cultural background are such shadowy figures as Harry (Stinky) Fields and Shorty McAllister, and other once bright stars in the burlesque wheel. They never achieved the tonier bookings, but in the long run they proved better box office—and provided more Kultur—than a flock of nondescript instrumentalists, lecturers and dancers who regularly are booked into the smaller concert halls.

Years ago a burly agent mistook me for a straight man looking for a job. I was quite pleased, and to this day I retain a close accord with Tom Phillips, chief of the Burlesque Artists Association.

Let nobody demean any of the several facets of our show business. We all like a buck, but we are loaded with Kultur. Every man jack of us. And we hope that Richard Himber (a picker of hits in his time) knocks them over at Carnegie.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 7.—Looks like TV-radio sets factories are the safest places to work these days. Only four disabling injuries resulted from every million man-hours worked in those factories last year, according to a Labor Department report just out.

ALL TV GOING UHF? SOME DAY, MAYBE . . .

Will all of television be shifted eventually to the ultra-high part of the spectrum? That question is an old chestnut. But it's popping more frequently. The answer from government and industry experts is: Sure, VHF will go upstairs some day, but don't hold your breath. U-day is decades away.

There's no doubt that UHF will come in for a boom in the coming color era inasmuch as color sets will be equipped to receive UHF as well as VHF pictures (see story in TV-Radio section). Naturally, that will influence the timing of any eventual shift to ultra-high. The VHF part of spectrum is overcrowded, and it's loaded with interference problems which don't exist in ultra-high where plenty of decent channels are going begging. It's conceivable that the UHF band could be widened, too, to accommodate more users.

But right now, FCC'ers tackle any discussion of this subject with a look as if they're talking about a flight to Mars. Their attitude is easily understandable, since VHF is the hub around which all of TV is spinning. VHF is the haven for the blue-chips TV stations in the nation's top markets. A multi-billion dollar investment is represented in VHF transmitters, VHF manufacturers' dies and VHF monochrome sets—some 28,000,000 of them in the hands of the public. That investment will keep growing. The shift to ultra-high will come only after black-white "black outs" thru obsolescence. As we said before, don't hold your breath.

1-Nighter Click Via New Twist

CHICAGO, Nov. 7.—A new twist on indoor show business, following a trend set by the outdoor end of the trade, that of sponsored booking with a guaranteed take for the acts and the remainder of the box office going to the charity sponsor is springing up here.

This type of booking presents no promoter gamble. The shows are played in high school auditoriums and public halls which are available to people who can't come downtown and kids who are too young to go to night clubs to see the acts. This makes the card a better bet for a good draw at the box office.

The Kate Marenton Foundation is carrying on such a promotion in Chicago and vicinity. The Foundation backs the show and guarantees the act. The charity which sponsors the show need not worry about the box office for two reasons: (1) The Foundation will pay the act if the take is low, therefore allowing the charity to keep whatever was taken in at the gate; (2) so far the shows have been playing to huge crowds and it is unlikely that a low-take show will be encountered.

The current show features Woody Herman and His Third Herd, Billy Eckstine, Sidney Bechet and comic Herke Styles. Of the eight shows to be given in this area next week, only one will be held within the city limits of Chicago, all the rest

(Continued on page 18)

Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 7.—The viewer's dream is about to come true—or so we are told. It appears that ever since that first night when the first television set owner sat down to enjoy his first TV show, viewers across the land, as one, have entertained a single hope. And, as TV grew older, the desire that this dream would be realized grew stronger. But, then, as it must to most happy dreams, time dimmed the chances of it coming true.

This hope—just in case you were not among the happy dreamers—was, of course, for the sight of a first-run, full-length, top-budget movie on your TV screen in the comfort of your own living room. And to add zest to it all—for if you're going to dream you may as well go all the way—you could enjoy this first-run, full-length, top-budget movie free from the annoyance of commercials.

Well, dreamers, it's here. But it sure takes a lot to get dreams to come true these days.

According to an ad in The Palm Springs Desert Sun amusement page, residents of the California resort town will now be able to see the commercial-free, first-run feature. Since Palm Springs so far has remained a TV blind town, the fact that its residents can see anything on TV is short of a miracle. But in this day of electronic wonders, miracles mean little.

The ad in the Palm Springs paper was placed by the International Telemeter Corporation. The Telemeter company, which perfected a pay-as-you-peek coin box teleset attachment, is half owned by Paramount Pictures Corpora-

tion. The purpose of its development was to create a home box office for the collection of "admissions" to movies, sporting events and other TV fare considered out of reach of the regular sponsor's bank roll.

About a year ago Telemeter took its first step toward achieving the realization of its dreams—or I should say, the televiewer's dream. It installed a community antenna high on a peak in the mountain range that rims Palm Springs. From this antenna it piped thru a closed circuit wire system, Los Angeles TV signals to approximately 500 sets in the desert resort village.

Now Telemeter will take its second step. Instead of piping regular L. A. video signals, it will put on a feature film which premieres day-and-date on the closed circuit TV channel with its regular showing at Earle C. Strebe's Plaza Theater. The movie to be premiered will be "Forever Female," of course, a Paramount picture, which co-stars Ginger Rogers, Bill Holden and Paul Douglas. The televised film program will include newsreels, cartoons and selected short subjects, same as at the movie house.

Those who wish to see the movie program on television will feed the Telemeter kitty, but naturally, will have to pay a little more for seeing it at home than at the Plaza. If memory serves, for it has been a few years since this reporter saw Telemeter demonstrated, here's how it works. When you turn to the channel carrying the film you will get a scrambled image and a taped sales pitch which keeps repeating the name of the film, its stars

and other points of interest aimed at promoting home sales. The coin box shows the cost of "admission." With the deposit of coins, ranging from a nickel to a half dollar, the balance still due appears until it is finally paid. At that point the picture and sound are unscrambled and you see the film. (A magnetic tape records the amount of your deposit and the program that attracted your patronage. This information would be used later in determining a proper division of collected funds among various promoters of film shows or special events televised.)

So far, coin-box TV has stirred little enthusiasm among various sectors of the industries involved. David Sarnoff, in addressing the National Association of Radio and Television Broadcasters convening here last April, left the text of his prepared speech for a lengthy blast at any and all pay-as-you-peek TV systems. He insisted that television should be a free source of home entertainment. The theater owners of America, convening this week in Chicago, heard S. H. Fabian, head of the Stabley Warner chain and Fabian Enterprises, urge exhibitors to push large-screen theater TV, for he saw in coin-box home television a threat to the life of the industry.

And when it gets right down to it, viewers have been griping about old movies and commercials since that first television night, but they still watch them. Movies still deliver the sponsor's dollar's worth in ratings.

It will be interesting to see results of the Palm Springs demonstration. Time will tell whether it's all worth Telemeter's \$1,000,000 investment and all its dreams.

Legit Line-Up

By BOB FRANCIS

James F. Reilly, exec director of the League of New York Theaters, confirmed a report this week that the legit managers' org is stepping up plans for another fight to repeal the 20 per cent federal admission tax. Attorney Ralph E. Becker, who has had Washington experience, has been retained to plan a campaign before Congress convenes in January. The effort will not be confined to Washington and New York, but will bid for support on a nationwide basis. . . . If current reports materialize, producers of the song-and-dancer, "By the Beautiful Sea," due next February and starring Shirley Booth, the producers will wind up considerably on the short end coin-wise. In addition to 10 per cent of the gross, the star is reportedly set for a 5 per cent share in the profits. Book writers Herbert and Dorothy Fields, will take down 5 per cent of the gross, plus 5 per cent profit-wise, and the latter will get another 2 per cent of the gross for her lyrics. Composer Burton Lane is in for another percentage cut.

"ESCAPADE" PREEM SET WED. (18) . . .

The unveiling of "Escapade"

has been put back from Thursday (12) to Wednesday (18) due to the illness of Roger Livesey, who leaves the show after tonight's performance in Boston. Livesey flies back to London Sunday (8) for a major operation. His wife, Ursula Jeans, remains with the cast. Brian Aherne has been signed to take over the Livesey acting stint in the Roger MacDougall comedy, "Escapade" arrives at the 46th Street Theater under the direction of Alfred de Liagre Jr. Aherne was last employed locally with Katharine Cornell in "Constant Wife" two seasons back. . . . Another of those items, reported as hot as a dollar pistol in London, is due here in early February. This is T. S. Eliot's newest drama, "The Confidential Clerk." The American cast, which is set to take up quarters at the Morosco, will be headed by Ina Clare, Claude Rains and possibly Douglas Watson. . . . Why Spike Jones and his "Musical Insanities of 1954" have agreed to light up the 46th Street Theater on the night after Christmas, this reporter wouldn't know. But it seems as good a time as any for him and his zany troupe to give the Stem a holiday jolt.

HARVEY MAY BOMP AGAIN . . .

Harvey, the rabbit of Mary

Chase's prize-winning comedy of 1944, may cavort again, if plans of Murdock Pemberton, brother of the late Brock Pemberton who produced the play originally, and Paul Fanning come to a head. The pair would like to put a revival on the road with its final destination Broadway, with Frank Fay again in the role of Elmer P. Dowd of which he made a career of almost four years. . . . The rep/season planned by Mirranda d'Ancona and Audrey Hilliard for the Theater de Lys conked out last Saturday night. Their opening bill, "Knight of the Burning Pestle," received a general panning from reviewers. "Moon in Capricorn," the second opus, did little better. So the other four plays projected for the agenda are down the drain, and the little downtown theater is ripe for another tenant. . . . Peter Cotes and his wife, Joan Miller, director and star of the recent short-lived "A Pin to See the Peepshow," will return to London next week. Cotes took back a stage adaptation of Albert Helder's yarn, "My Aunt Daisy," which has a good part in it for Miss Miller. Cote's notion is to try out a production in London and, if results warrant, to bring it back over here.

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Billboard

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Dealers Ask FCC for Delay In Color TV

WASHINGTON, Nov. 7.—The Federal Communications Commission is mulling a request by TV sets dealers to hold off until Christmas its expected go-ahead for compatible color TV. The request came in a letter to FCC Chairman Rosel Hyde from Mort Farr, chairman of the Government Relations Committee of the National Association of Radio-TV Dealers, who warned that headlines announcing FCC's approval of color would drop black-white sales for the big Christmas market. In spite of the warning the FCC is expected to give the word for color TV with the shortest possible delay.

Farr told the FCC that "the day your decision is made and published by the newspapers, we can expect a marked decline in demand for black and white sets in many, if not most, of our principal markets no matter how ably we present facts about higher cost, smaller images, limited availability and few programs. The effect could mean a sharp decline in employment and serious economic problems."

Congratulating the FCC for having shown an "awareness and sensitivity to business considerations without, on any occasion, failing to keep the public's interest paramount in your decisions," Farr argued that in addition to lightening the dealers' problems, a delay in FCC's announcement would not hold up the "actual start" of color telecasting, since the manufacturers are still getting ready to produce components at capacity.

Germans Halt Video Plans

LONDON, Nov. 7.—After protests from the Publishers' Association were heard at a meeting of the board of the Northwest German Radio, the company decided to shelve "for the time being" a decision on introducing commercial TV to the Federal Republic.

Reason given was that the place of sponsored TV in Europe has "not yet been established."

Urges Plea to Pros For Halt of Sat. Night Football TV

WASHINGTON, Nov. 7.—Jim Tatum, football coach at the University of Maryland, this week suggested that colleges call on professional organizations to halt Saturday night telecasts of pro games. Tatum told newsmen this week that televising of Saturday night pro football is "a blow to college football attendance."

Declaring that "competitive sports in the East are dead," Tatum put the blame on traffic jams in the heavily populated cities and the competition from free TV. "Notre Dame is the only football game which can still fill its stadiums in the East," he said.

Gen. Foods, B&B Settle Morgan Piracy Action Out of Court

HOLLYWOOD, Nov. 7.—Litigation involving alleged piracy of a sales promotion idea from West Coast agency head Raymond R. Morgan by General Foods and agency Benton & Bowles ended here recently with an out-of-court settlement in favor of Morgan.

Morgan sued General Foods and Benton & Bowles for \$500,000 in August, 1952, with a jury subsequently bringing in an award of \$350,000 in favor of Morgan.

Defendants originally indicated their intention to appeal the verdict and subsequently made the out-of-court settlement.

Entering of the judgment in favor of the Morgan ad agency establishes for the first time the right of an originator to protect

DINAH DOES IT THE HARD WAY

HOLLYWOOD, Nov. 7.—Songstress Dinah Shore on Thursday (5) made some kind of TV history by doing her complete musical program without singing a note or uttering a single word. Thru use of special word-cards, props, sign language and pantomime Miss Shore appeared on the show despite having been stricken with acute laryngitis only two hours before the NBC-TV telecast.

Singer is expected to be sufficiently recovered to resume her singing role on the next regularly scheduled show on Tuesday (10).

'Omnibus' Eyes Eliot's 'Clerk' as 'Lear' Follow-Up

NEW YORK, Nov. 7.—"Confidential Clerk," the new T. S. Eliot play, now a legit hit in London, is the new potent dramatic attraction being considered for presentation on "Omnibus" this season. The program recently gained much acclaim for its \$80,000 production of "King Lear," which starred Orson Welles in the sock longhair telecast of the season.

The Eliot play this week was set to appear on Broadway the first week in February. The problem now facing Robert Saudek, the radio and TV head of the Ford Foundation, is to convince Henry Sherek, producer of the play, that its potential box office take won't be hurt by TV exposure. Getting the play by video prior to its Broadway appearance would be a great coup for Saudek and for "Omnibus," a feat which never has been done.

FCC Giveaway Ban Up For Jan. Court Study

WASHINGTON, Nov. 7.—The Federal Communications Commission's appeal from a lower court jolt to its giveaways ban (The Billboard, September 19) will come up for oral argument in the Supreme Court the first week in January. In putting the case on the January schedule, the court said that argument will be limited to two hours, shared equally between the FCC and the Commission's opposition which consists of three of the major networks—ABC, NBC, and CBS.

Sole point at issue before the high court will be the FCC's contention that giveaways are lotteries if the programs require that contestants for prizes must be watching or listening to the program. FCC legalists will argue that the increased audience resulting from such a rule is the same as money to the sponsor, constituting a "consideration." The FCC's ban on giveaways will stand or fall on the issue, since lotteries are defined by the FCC as involving consideration together with prizes

Gen. Foods, B&B Settle Morgan Piracy Action Out of Court

a commercial advertising plan.

It was Morgan's contention in the suit that General Foods and Benton & Bowles had entered into an implied contract for the details of the firm's doorbell ringing plan, a sales promotion pioneered by Morgan in behalf of their client, the J. A. Folger Coffee Company. Latter used radio spots on more than 100 AM stations, in addition to extensive time on television. Morgan company licensed other brand name products for the use of their plan, with Benton & Bowles, in behalf of their client, Maxwell House Coffee, allegedly violating an agreement by adapting the doorbell plan in sales territory conflicting with Folger.

See Color TV as Providing The Springboard for UHF

Tint Sets Equipped for VHF, UHF To Aid, But Shift Far in Future

• Continued from page 1

stration employed color tubes of a nominal 14-inch size. These produced a picture about 11½ inches by 8½. All of the receivers except one were of the console type about 26 by 28 by 10 inches.

Already gearing for the color TV sets race are: Radio Corporation of America, CBS-Columbia, Hazeltine, Admiral, Zenith, Hallcrafters, Westinghouse, Sylvania, Crosley, General Electric, Motorola, Philco and Emerson.

Meanwhile, Sightmaster Corporation, an electronic products manufacturer, of New Rochelle, N. Y., proposes to convert any TV set to color for \$250. The technique involves replacement of

the monochrome tube with a color tube, boosting of the voltage, changes in the circuits and addition of a chrome section. For the same price, Sightmaster also expects to be able to produce a "slave unit," which will give viewers a separate color picture operating simultaneously with their monochrome picture from the same set of controls. Sightmaster bases its \$250 price on an estimated production price on color tubes of \$75 to \$100. This is at variance with a recent statement of Frank Friemann, president of Magnavox, that at retail the tube alone will sell for more than \$300. However, Michael

Kaplan, president of Sightmaster, hinted his firm might go into color tube production on its own.

According to Radio-Electronics-Television Manufacturers' Association, there are some 100 manufacturers of TV sets in the nation, but less than a fourth of these are figured to be large outfits.

Public enthusiasm for color is certain to be affected by expansion of color telecasting by the networks. Color sets will be a "must" as a showcase item by dealers whether or not there are sufficient sets on hand for sales, since prospective set buyers will have an opportunity to view their programs at the stores in both color and black and white.

Color telecasting on UHF is expected to be as practical as on VHF. RCA is due to come out soon with an improved UHF color transmitter, and several other manufacturers are known to be working in this area, too.

New Du M. Billings Point to Big Year

NEW YORK, Nov. 7.—With the signing of the Walter Johnson Candy Company this week to sponsor the Thursday night segment of "Captain Video," Du Mont has set its 20th new sponsor contract so far this season, amounting to total gross time and talent billings of \$8,713,919. Since three of those contracts are for 13 weeks and another three for 26 weeks, the possibility of renewals sets the total billing potential on these new contracts even beyond this figure.

In view of the fact that the network's total billings in 1952 was in the neighborhood of \$10,000,000, it is evident that Du Mont, the still fourth in the web billings

race, is well on its way to its biggest year to date.

The largest single plum in the new crop is Westinghouse's sponsorship of the pro football game in some 100 markets, a total contract billing of \$2,000,000. All seven sponsors of the football schedule represent \$2,846,275 in billings.

In addition, Du Mont this season set four blue-chip 52-week deals. One of these, Mogen David Wine's sponsorship of "Dollar a Second," a \$1,700,000 deal, on 112 stations, is probably the second largest regular network on TV. The undoubted largest network is also on Du Mont, Bishop Sheen's 151 stations. The other three 52-week deals are P. Lorillard with "Chance of a Lifetime," American Chicle with "Colonel Flack," and R. J. Reynolds with "Man Against Crime."

Three of the new contracts are with advertisers who were on Du Mont last season and were sold anew this fall. Mogen David had "Where Was I?"; International Shoe, which has "Tom Corbett" for 39 weeks, had "Kids and Company" last season; River Brand Rice was also on the Paul Dixon show last year.

Another two of these sponsors were on Du Mont in years past. Lorillard had "Down You Go" at one time, and Johnson Candy once had "Flying Tigers."

These 20 contracts cover approximately eight and a half hours of programming per week.

Sponsors Bow Out on 'Bonino'

NEW YORK, Nov. 7.—"Bonino" and its time slot on NBC-TV, Saturday, 8-8:30 p.m., was this week cancelled by its sponsors, Philip Morris and Lady Esther. The deal expires December 26.

Main beef appeared to be with the slotting. The sponsors were reportedly unhappy about the fact that the show bucked Jackie Gleason, and had weak raters preceding and following.

FCC Finalizes 3-Year Rule

WASHINGTON, Nov. 7.—The Federal Communications Commission expects to cut down some of its paper work as the result of its new rule, which was made final this week, granting three-year licenses to TV stations, the same as for radio.

In putting an end to the one-year TV license practice which had prevailed from the start of video licensing, the Commission has made it possible to eliminate a good deal of red tape, officials pointed out. The three-year rule, which becomes effective in a month, is seen also as signaling TV's coming to maturity.

Dystrophy OK On Telethon Via Cut Basis

NEW YORK, Nov. 7.—The Associated Actors' and Artistes of America, the entertainer's international union, this week relented and gave the Muscular Dystrophy Association permission to air a shortened version of its Telethon on November 25, Thanksgiving Eve. The performer's unions had just decided to kill the telethon idea (The Billboard, November 7) when the Associated proved to them that more than \$50,000 had already been invested in setting up the Telethon, which is to star Dean Martin and Jerry Lewis.

The shortened version will run an hour. It will be seen live on the Coast at 8:30 p.m., via hot kine in Chicago at 10:30 and via the same method in New York at 11:30. The 4-A's still intends to go ahead with its plan to restrict network Telethons and to allow them only on a local basis.

FCC Issues 5 TV Grants

WASHINGTON, Nov. 7.—The Federal Communications Commission this week issued five TV grants, bringing total authorizations to 591, of which 458 are post-freeze grants, including 25 non-commercial, educational grants.

Alf M. Landon, Republican presidential candidate in 1936, was the recipient of a CP for Channel 42 in Topeka, Kan. Palm Beach Television, Inc., received a CP for Channel 5 in West Palm Beach, Fla. Three non-commercial educational CP's were issued. They went to the University of Illinois, Channel 12, Champaign, Ill.; the Regents of the University of Michigan, Channel 26, Ann Arbor, Mich., and Chicago Educational Television Association, Channel 11, Chicago.

Bumper TV, AM Set Output for Full Yr.

WASHINGTON, Nov. 7.—Likelihood that radio sets production this year will be well over 12,000,000 sets was increased today when the Radio-Electronics-Television Manufacturers' Association reported total radio production for the first nine months at 10,149,163 sets. This includes 4,149,812 auto radios, 3,061,181 home sets, 1,562,262 clock sets and 1,375,308 portables.

At the same time, TV sets production reached 5,524,370 for the first nine months this year, making it a virtual certainty that total TV sets produced this year will pass the seven million mark, and may even hit a record peak. Of the TV sets produced up to October 1, a total of 919,902 were equipped with UHF tuners.

NBC-TV Morning Picture Brightens

Kathy Godfrey May Be Key to 'Home'; P&G Buys Soaper; GF Takes Option

NEW YORK, Nov. 7. — The morning situation at NBC-TV began to take on a happier look this week, with Procter & Gamble buying into one of the web's soap operas and General Foods taking an option on part of another 30-minute strip of time. Web toppers were hoping this is the start of a rush by bankrollers to grab a franchise on the network while time slots still are available.

In addition, the blueprint on the long-anticipated "Home" strip, which will run either 45 or 60 minutes across the board, is expected to be firmed up next week, with a January 1 start expected to bring in heavy additional revenue to the web. It was learned this week that Sylvester (Pat) Weaver had entered into discussions about the possible use of Kathy Godfrey as the key personality who would tie together the opus. Miss Godfrey, sister of CBS's Arthur, is in town now from her home in Phoenix, Ariz., where she airs three shows locally via KPHO and KPHO-TV.

Enter Hayward

The importance which Weaver places upon "Home," a brainchild he first developed back in August 1949, is evidenced not only by his negotiations for Miss Godfrey, but by his calling upon vet legit producer Leland Hayward for consultation about the project, with Hayward slated to fly east from Hollywood next week for talks with Weaver's brain trust.

Best means of using Miss Godfrey is expected to be a prime subject for the confabs, since her own experience covers such a wide range of program types that a means of pin-pointing her versatility must be devised.

Miss Godfrey signed this week for management by Preferred Representatives, Inc., of which Eddie Joy is president. Talks for her use on AM also are being held with NBC Radio's Jack Cleary. Her asking price, as the result of current reams of hot copy about her abilities in the daily gazettes, is reported to be about \$7,500 for her alone, as fem-see of a 30 or 60-minute show.

"Three Steps"

The P&G buy this week was for half of "Three Steps to Heaven," starting December 1, and plaguing Duz. The deal was set thru Compton. On one week, the show will be used on Tuesdays, Wednesdays and Fridays, and on alternate weeks on Tuesdays and Fridays only. A second sponsor to fill out the show now is being sought.

"Three Steps" will move from its current 11:30 a.m. slot to 11:15 a.m. The fate of "The Bennetts," in the latter period, is still undetermined. The P&G deal is expected to relieve some of the pressure being exerted by CBS-TV to lure the bankroller's afternoon shows away from NBC (see other story this issue).

The General Foods option is for the 11:30-noon period, and if exercised is expected to find the sponsor inserting two new soapers of its own. GF plans to use a

BOTV Displays New Equipm't

NEW YORK, Nov. 7.—Box Office Television, Inc., is making first public display of its portable theater-TV equipment, which it leases for a flat \$50 per show. The New Theater in Elizabeth, N. J., is carrying the Notre Dame-Penn game today (7) on that basis, the first time TV network lines were drawn into Elizabeth. BOTV absorbs the cost of the lines.

BOTV has the exclusive sales right to the equipment, which was originally produced for export. BOTV is also offering to lease RCA PT-100 equipment. Altogether, some 250 exhibitors are reported to have placed orders with BOTV. Today's game is being beamed to 11 theaters in nine cities. BOTV achieved virtual sell-out on the Georgia Tech-Notre Dame game two weeks ago, and somewhat less than that for last week's Navy-Notre Dame game.

COMPARISON

Kraft Awaits Results of Dual Programs

NEW YORK, Nov. 7. — With two similar "Kraft TV Theater" shows on network TV, Kraft Foods was awaiting the viewing results of its newest hour show on ABC-TV with great interest. So far the hour drama on ABC-TV has not achieved any substantial viewing public, according to its ratings, a not unlooked for occurrence in view of the program's newness. Kraft's NBC-TV Wednesday night standby, of course, delivers consistently good ratings.

After enough time has passed for Kraft and its agency, J. Walter Thompson, to feel that the show has been shaken down, the sponsor will be able to judge with some measure of accuracy the viewing impact on both net-

Germans Halt Video Plans

LONDON, Nov. 7. — After protests from the Publishers' Association were heard at a meeting of the board of the Northwest German Radio, the company decided to shelve "for the time being" a decision on introducing commercial TV to the Federal Republic.

Reason given was that the place of sponsored TV in Europe has "not yet been established."

works. The advertiser will then be in a position to ask for a reduction in time costs should he find that one network does not sell as well as another, for he will be measuring two similar programs which are using the same kind of commercials.

The webs consequently will not be able to point to the programs as the reason for the lack of viewing attention. The weaker will be effectively pin-pointed — the network and its stations.

General Foods Re-Evaluating Daytime Segs

NEW YORK, Nov. 7.—General Foods this week was in the midst of re-evaluating several of its radio and TV properties to see which should be retained and which cancelled, perhaps temporarily (see separate story about NBC-TV). Primarily affected are those programs sponsored or partially sponsored by its Post cereals division.

Said to be shaky are Roy Rogers and "Father Knows Best," the Thursday night 8-9 p.m. combination on NBC-Radio, and its three programs on CBS-Radio, "Beulah," "Gun Smoke" and Robert Q. Lewis. It is believed that one of this last trio of shows will get the ax. On TV, "Rod Brown" is in jeopardy. General Foods' nighttime video shows are all in good shape. The advertiser has an option on 1:15-1:30 p.m. on CBS-TV for "Portia Faces Life."

LOCAL RADIO IS HERE

MORE THAN

10000

STATIONS

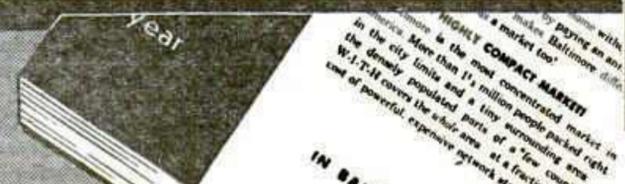
NOW SUBSCRIBE TO

WORLD

Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!



M-M-M-M-M MORE AND MORE FOR '54!
The pot's boiling now with World's biggest, brightest sales-booming ideas.



IN SALES
HIGHLY COMPACT MARKET
More than 14 million people packed right in the densely populated parts of a few counties. W-1-7-14 covers the whole area at a fraction of the cost of powerful, expensive network stations.

O&O Program Plan of NBC Is 60% Sold

NEW YORK, Nov. 7. — The Saturday morning pooled programming project of NBC's owned and operated stations division is 60 per cent sold out, according to vice president Charles Denny. The web's TV stations to air their best shows, via the cable, with sponsors picking up the tab for all five o&os.

Sponsors signed for "Creative Cookery," which emanates from WNBQ, Chicago on Saturdays from 11 a.m. to 12 noon, include Ropa Stoves, Louis Milani Foods, Swift and Company and McMill Publishers for Pope's Cook Book. Advertisers lined up for Richard Willis' "Here's Looking at You," originating over WNBT here (noon-12:30 p.m.), are Cearasil and Inhiston.

Heretofore most Saturday morning video programming has been directed at children, but NBC's new line-up is slanted toward the working girl who takes Saturdays off. Encouraged by sponsor response, the web's

FRANK PARKER

ET Series Offered on 130 Shows

NEW YORK, Nov. 7.—An open end transcription series starring Arthur Godfrey's singer Frank Parker is being offered around town in wake of the recent fracas between his boss and Julius La Rosa. Package, which features 130 half-hour shows, belong to Al Bruno, and was supposedly transcribed before Parker became a regular on Godfrey's schedule.

A deal was in the works for ABC to air the series. However, the web's radio program director, Ray Diaz, decided against it because the property is only available on a regional basis with a commercial sale necessary before it goes on the air.

o&o division is readying two more shows—a "How to Do It" program and a kid ailer, which will be incorporated into the Saturday a.m. and early afternoon co-ordinated programming schedules.

CBS and NBC Battle for Lever, P&G Video Billings

NEW YORK, Nov. 7.—An estimated \$10,500,000 worth of billings was at stake this week, as CBS-TV and NBC-TV entered a battle for the billings of two of the top blue chip advertisers. Already the dominant daytime network, CBS-TV is setting its cap for the No. 1 advertiser in TV, Procter & Gamble, in an effort to get this sponsor to move its 4-5 p.m. hour daytime strips, "Welcome Travelers" and "On Your Account," to its network from NBC-TV.

NBC-TV is making the same sort of pitch at Lever Brothers, which now has 9-10 p.m., Thursdays, on CBS-TV, for "Lux Video Theater" and "Big Town." At stake here is a total of 90 minutes, because Lever is converting its half-hour "Video Theater" show to an hour.

CBS-TV last spring crimped NBC-TV's daytime operation when it convinced Colgate to move "The Big Payoff" into 3-

3:30 p.m. on its network. The result was a one-two punch which hurt. CBS-TV found itself with an afternoon anchor and NBC-TV lost one. Should CBS-TV be successful in its new attempt, Kate Smith, now programed in the 3-4 p.m. strip, would virtually be isolated without any commercial support.

Solid Line-Up

The CBS-TV lure for the \$7,000,000 worth of business is the solid line-up of commercial shows, the latest of which, Bob Crosby, has been building strong ratings for his short exposure. P. & G. has already bought another quarter hour strip, 1-1:15 p.m., on CBS-TV. "Brighter Day" begins there in January, probably thru Young & Rubicam. Since the sponsor already owns the preceding quarter-hour strip, the addition of the later hour strip would qualify P. & G. for a considerable discount via daytime contiguity.

But NBC-TV is said to be giving P. & G. an additional discount by coupling its three nighttime shows, Paul Winchell, "Letter to Loretta" and "Fireside Theater," to the advertiser's daytime properties. "Travelers" is on a 68-station NBC-TV network, and "Account" is on a 72-station network, giving them an estimated coverage of 94 per cent of the total TV homes.

On the other side of the battleground, Lever Brothers is wide open to NBC-TV's pitch because "Lux Video" is opposite today's No. 1 TV show, "Dragnet," and "Big Town" which follows also takes it on the chin from "Ford Theater." Lever has asked for another hour from CBS-TV, which up to the present has not been forthcoming because of the network's tight time position.

Open Time Tight

There is a possibility that the 10-11 hour Saturday nights on CBS-TV might open up, were Chrysler to quit on "Medallion Theater," which occupies the first half hour of that time. But unless something of this sort occurs, CBS-TV would have to do some first-rate dynamiting to find an hour of open time.

While NBC-TV is also close to s.r.o., it has many more clients whose video futures are more dubious. For the potential \$3,500,000 of Lever's business, NBC-TV seems willing to juggle its clients around. The feeling around CBS-TV seems to be that the hour on Thursday evenings can be sold to other sponsors if Lever is not interested, and that the new clients can probably be sold CBS-TV properties, of which the network has several on hand.

'POW' REPRISE

Detroit to Get Repeat Of Program

DETROIT, Nov. 7. — A kinoscope re-broadcast of the U. S. Steel Hour's opener, "P.O.W.," by WXYZ-TV received an exceptional build-up thru all available media this week. The original program on October 27, an expose of Red brutalities in Korea, went off the air here at its height of interest, about half thru the show, because of an equipment failure.

Calls, many suspecting sabotage in this trigger-conscious city, completely tied up a telephone exchange as listeners dialed the station. This plus a flood of requests by mail and phone, brought the decision to secure facilities for re-broadcast from American Broadcasting Company.

The campaign announcing the re-broadcast included: newscasts on both television and radio, jockey show announcements in both media, on-the-air spots on radio and television, several strongly favorable mentions by local television editors in the press, newspaper advertising, and a non-technical explanation of the cause of the failure in the Bud Lanker "Park Bench" show on WXYZ-TV.

Kelvinator Co. Goes Omnibus

NEW YORK, Nov. 7.—Kelvinator this week became the fourth sponsor to buy into "Omnibus," effective January 3. Geyer is the agency. The other sponsors of the show are Greyhound Bus, Scott Paper Company and American Machine and Foundry.

This makes the second season the longhair hour and a half show has had a full complement of sponsors.

Name Diefenderfer NBC Sales Exec

NEW YORK, Nov. 7.—George Diefenderfer this week was appointed manager of radio network sales for NBC Central Division. With NBC since 1940, Diefenderfer will head a separate radio network sales staff in Chicago, whose account execs are yet to be selected.

ALTHIER THAN EVER!

Stronger . . . sturdier . . . this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level, where it hits the hardest and produces the best is booming . . . setting new business records in market after market!

TELEVISION DAILY
NEW YORK, MONDAY, OCTOBER 1, 1953
BROADCASTING SYSTEM
RECORD IN SUBSCRIBERS
BROADCASTING TELECASTING
35c PER COPY

RADIO DAILY REPORTS:
WORLD BROADCASTING SYSTEM HITS RECORD IN SUBSCRIBERS
"As another indication of the continually broadening scope of local radio, World Broadcasting System has hit a history-making record in the radio transcription industry with over a thousand station subscribers to its services."

BROADCASTING REPORTS:
"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions."

WORLD-AFFILIATES REPORT:

- Record-breaking sales with "YOU WIN"—1/2 hour telephone quiz series . . . stars, excitement, prizes. "FOOTBALL TIME"—1/4 hour shows with scores, predictions, songs, thrills.
- Sales-making jingles series gives advertisers the effectiveness of commercials on network shows.
- Booming sales with World's annual package of Christmas programming including 1/2-hour, open-end drama starring Charles Coburn.

WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company
HOLLYWOOD
CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Clip and Mail NOW!

● WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program and sales service. No obligation.

STATION MANAGER _____
RADIO STATION _____
STREET ADDRESS _____
CITY _____ ZONE _____ STATE _____

Mutual Net Option Plan Stops Dec. 31

NEW YORK, Nov. 7.—Mutual's much disputed network option plan which went into effect October 1, was called to a halt by the Mutual Affiliates Advisory Committee meeting here Wednesday (4). Effective December 31, those affiliate contract amendments that were signed will be voided, and the network will revert to its former mode of doing business with its stations.

Thus ends a month in which talk of a revolt of Mutual affiliates was bruited from coast to coast. The plan had been approved by the Affiliates Committee meeting last June, but seven of the 14 members meeting this week were new to the committee.

According to the plan, the network reduced its option time from nine to five hours a day, but the stations were to carry them without payment. In return for this, Mutual provided the stations with 14 hours a week of new, big-name, co-op programming, representing \$1,000,000 a year worth of talent. The pitch was that by only three spot or local half-hour sales on these shows, the "typical" station could top its entire network take under the previous type of contract.

Response Satisfactory

The number of stations that actually signed for the new plan was never revealed. Mutual executives claimed they themselves didn't know, since so many of the contracts were conditioned on one or more objections. Mutual did claim, however, that all of its big stations had accepted, and that in terms of billings the response to the plan had been quite satisfactory.

Mutual disclaimed reports of "revolt" in certain key areas. For instance, the network said the report of the Maryland broadcasters' outcry was nonsense, since only two stations in that State were really eligible, and those two had signed. The protest of one broadcaster in the West was discounted by the fact that he had sold the station, pending approval.

The main discomfiture, according to Mutual spokesmen, came

WIP Reports 12% Gains

PHILADELPHIA, Nov. 7.—Radio is better than ever for Benedict Gimbel Jr., president and general manager of WIP, in announcing that the station's local and national sales increased 12 per cent over 1952 in the first eight months of this year. WIP is a Mutual outlet.

Gimbel said: "In 1951 we thought we had reached a peak in our sales record, but this was topped in 1952. Now, thru our many additional services and revisions in our programming plans, we have been able to further increase our sales record 21 per cent over 1951 and 12 per cent over 1952. In our food and grocery products advertising alone, sales are up 22 per cent for the eight-month period over 1952."

from smaller affiliates, which apparently felt the programming Mutual was offering was not right for their markets, or, in any event they couldn't make the spot or local sales needed to compensate for the loss of standard network revenue.

Diehm Named

MAAC this week also elected Victor Diehm, president of WAZL, Hazleton, Pa., as its new chairman, replacing John Cleg-horn, manager of WHBQ, Memphis. Referring to the axing of the option plan, Diehm said, "Traditionally, Mutual policies have been predicated upon solid acceptance by the entire affiliate body. Since the plan has fallen short of such acceptance, we think it wise to set it aside and revert to our previous plan of operation pending further evaluation of ways in which the advantages of the plan can be incorporated into Mutual's operation."

He added that he was confident the best of the new programs would be retained.

'TODAY' BUTTERS UP OLEO CLIENT

NEW YORK, Nov. 7.—NBC inadvertently buttered up a new "Today" sponsor, Good Luck Margarine Friday (6), when Dave Garroway's early morning TV show staged a remote tour of Manhattan's newest skyscraper, the Lever House building. At the conclusion of the camera tour, J. R. Fristoe, general sales manager for Lever Brothers' Good Luck Margarine, told Garroway that many of the firm's distributors and sales men were regular "Today" fans.

Then turning directly to the camera, he told the boys at home he hoped they'd like the show, because Good Luck was scheduled to become one of "Today's" sponsors starting next week. The whole thing was in good taste but "Today" producer Dick Pinkham insists the incident was merely an ad lib occurrence stemming from the informality of the remote, and not to be construed as a service available to "Today" advertisers, new or old.

B'casters, Press Get Break In Lift of DC Security Rules

WASHINGTON, Nov. 7.—The nation's broadcasters will share with the press in an improved break on government news as the result of President Eisenhower's long-expected order yesterday (6) relaxing security rules. Aimed to provide a "freer flow" of information to the public, the new White House order, which becomes operative December 15, strips 28 federal agencies of the power to classify information and designates 17 agencies, including five of cabinet rank, in which power to put a "secret" label on information will rest solely in the hands of the department head.

The White House announcement came as a welcome and expected climax to parleys which have been going on for months between President Eisenhower's aides and spokesmen for the broadcasting industry and periodical and daily press. The Federal Communications Commission is among the 17 departments and agencies which will operate on a proviso that only the department or agency head will have authority to classify information, leaving subordinates powerless to bottle up news under

the guise of security secrecy. Thus, Chairman Rosel Hyde, of the FCC, will be the only person in authority in that agency to impose security censorship.

Government censorship of news has been under sharp criticism by broadcasters and publishers ever since President Truman two years ago issued an executive order blanketing government information under peacetime rules which included four classifications of censored news. The new Eisenhower order removes one of those categories completely—the classification of "restricted," and imposes sharp limits on use of three remaining classifications—"top secret," "secret" and "confidential."

Swedish Firms Bid to Start Sponsored TV

STOCKHOLM, Sweden, Nov. 7.—In view of the fact that television—which here, as in all Scandinavian countries, is state-controlled—is still practically non-existent in Sweden. A bid for taking over the video field in the region around Stockholm was presented to the Swedish government on Tuesday (20) by a syndicate made up of seven commercial firms and organizations. Members of the group are the Luxor Radio, Swedish Gas Accumulator, Swedish Philips, and Swedish Radio A-B firms and the Co-Operative Merchants and Agriculturists Federations.

The offer is to finance and operate television facilities for a limited period—tentatively, for four to five years—in the Stockholm area in exchange for the right to sell program time to commercial firms. The syndicate is prepared to immediately invest \$300,000 in the project, and would expect to be able to start sending out programs before the end of 1954. In addition to including cultural, documentary and topical features, the promoters would offer a number of commercially sponsored programs for which they propose to sell time on the basis of from \$500 to \$600 per hour.

The primary object of this project is to get video under way in Sweden and start sales of video sets. This explains the interest of the Swedish affiliate of the big Philips firm and the two Swedish radio firms in the syndicate, as well as that of the merchants group. The syndicate estimates that 2,000 TV sets could be sold in 1954, if their proposition is accepted, and that by the end of 1957 there would be at least 20,000 sets in use in the Stockholm area.

succeeding Mary Margaret McBride; Joe Bier, 23 years. Veteran advertisers include Dugan Bread, 26 years on the Gambling show; Richmond-Chase Fruits, 28 years on Gambling program, and Havana Pineapple, 18 years on the McCann show. WOR's 11-man sales department has put in 70 years of service, including Herman Maxwell, 24 years, and sales manager Bill Crawford, 12 years.

EMPIRE STATE'S \$700,000 ANTENNA

Each of Seven Stations Now Using It Pay Estimated 100G Annually

NEW YORK, Nov. 7.—With the last two New York TV stations due to begin transmission from the Empire State Building antenna next week, the total rental received by the world's tallest building for this service will be boosted to an estimated \$700,000 annually. This covers space on the antenna only, and does not include transmitter space within the building or WOR-TV's studio on the 83rd floor.

This figure could conceivably go even higher in the near future, since, altho the contracts run to 1959, the rent for 1954-1959 for each of the seven stations is currently in negotiation. The contracts provide that in the event of a stalemate, rates would be set by

arbitration. But nevertheless WOR-TV is not making any moves to dispose of its antenna in North Bergen, N. J., for the time being.

The antenna space for WATV and WOR-TV was made by a new structure jutting out from the crown of the building, since the engineers would not allow the tower which carries the other five stations to go an inch higher than the 222 feet it already is.

Each station's rate is a matter of separate negotiation, but it is estimated that each is about \$100,000 a year.

Philly Advertisers See Color Video

PHILADELPHIA, Nov. 7.—For the first time, a group of "local" advertisers was able to see a demonstration of their own products on color TV when WPTZ held a special color demonstration Friday (30). This was also the first time that a local TV station originated a color program.

WPTZ advertisers and advertising agencies were guests at the demonstration, which included colorcasting of slides and films of "local" products, and for comparison, black and white slides and films. The video portion of the program originated from the Philco Corporation Research Laboratory, four miles distant from the WPTZ downtown studios, which was spanned by a microwave relay. Audio narration was from WPTZ's control room by staffer George Skinner. WPTZ secured three of the approximately 100 color receivers known to be in existence for the demonstration. For comparison, two black-and-white sets were placed beside the color receivers.

RED BARBER

Will Spiel For Third Cig Sponsor

NEW YORK, Nov. 7.—When Walter (Red) Barber goes to work for the New York Yankees next spring, he will be handling the spiel for his third cigarette advertiser since he began his local career as a sportscaster. Barber's new sponsors will be Camel cigarettes for the pre- and post-game commentary, and Ballentine's beer for play-by-play.

Lucky Strike cigarettes sponsored half his sportscasts of the Brooklyn Dodgers last season, and earlier in his Brooklyn career Old Gold was the sponsor. Schaefer beer paid half the local freight last season on the Dodger games, which means Barber will also be switching from one beer to another.

With the Dodgers since about 1939, Barber made the change because the Yankees are paying him more money. Gillette, the sponsor of the World Series on which it refused to meet Barber's price, did an about-face recently and hired him for play-by-play of the Orange Bowl football game, which will be carried by CBS-Radio and TV networks.

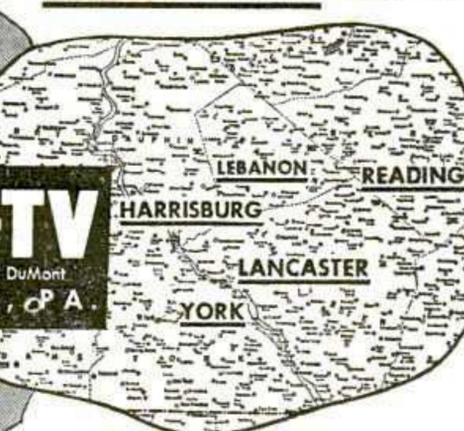
Carlos A. Franco Heads WLW Sales

NEW YORK, Nov. 7.—Vet radio exec Carlos A. Franco this week was named general sales manager of WLW, Cincinnati. Franco has acted as consultant to the Crosley Broadcasting Corporation for the last several months. He will move his principal sales office from Cincinnati to New York.

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

to increase sales profitably...economically reach Channel 8-land

WGAL-TV
NBC • CBS • ABC • DuMont
LANCASTER, PA.



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

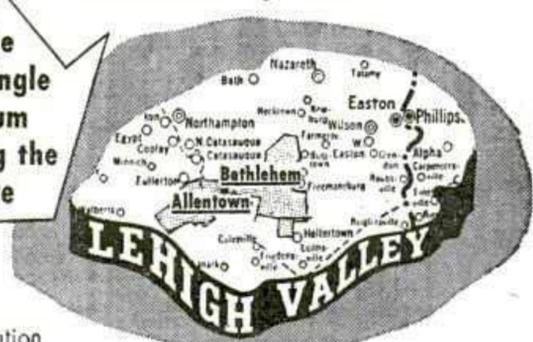
Steinman Stations
Clair McCollough
President

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

the only single medium reaching the entire



A Steinman Station

Represented by
ROBERT MEEKER Associates
New York Chicago Los Angeles San Francisco

THIS WEEK'S SPOTLIGHT FEATURE

TV Film Production

TV Film Producers Follow Movie Tax Amortizing Plan

NEW YORK, Nov. 7.—Producers of video film series are following general practices already established in the movie industry for amortizing their properties. According to Stanley Mitchell, of Halper & Mitchell, tax consultants to Official Films, tho the businesses are obviously not identical, they are similar in that they deal with an intangible — the value of a film product. The Treasury Department consequently accepts similar methods of evaluating amortization.

Mitchell, however, made it clear that no TV industry-wide standards are possible, for each series is unique and presents unique problems, as in theatrical film. Video film properties must be amortized over a period of time or based on an estimated income, he recommends.

Official has already gotten Treasury Department acceptance for its three-year period of amortization, a plan devised by Mitchell and Seymour Reed, treasurer of Official. On the other hand, the CBS-TV Film Sales Division amortizes its video film packages on the basis of an estimated income technique.

Can Be Combined

The two methods, of course, can be combined. A TV film producer, for example, may estimate his series as earning \$100,000, of which 50 per cent is made the first year and 25 per cent during each of the second and third years. He could, Mitchell points out, take a three-year write-off in those proportions.

But once a certain amortization procedure is followed, consistency must rule. He claims the key to deciding amortization is evaluating how long the series will produce significant income, and for how long a period of time.

But Mitchell makes it clear that TV producers must fix on some method of amortizing their TV film packages. They cannot forget about reporting their income until their entire investment is recouped, as some producers have learned, in the belief that only then is the government entitled to taxes. The Treasury Department

wants income as it is earned and does not allow such a method.

Must List Costs

All costs in connection with the production of a property obviously must be listed, but the question becomes one of deciding what is capital expense and what current expense. Official considers the cost of making a pilot film capital expense, which must be amortized, and that all costs

Ford Dealers To Share UHF 'Theater' Posts

NEW YORK, Nov. 7. — The Ford Motor Company this week heeded the plea of its local dealers that additional UHF markets be purchased for its filmed "Ford Theater" by arranging to share the sponsorship of the show with them beginning in January. This, of course, will mean that the dealers pay for time on those stations. The program is on NBC-TV Thursday evenings, 9:30-10.

The dealers felt that, in spite of the fact there might be some duplicated coverage, it was important the show be presented on local UHF stations. J. Walter Thompson, the agency for Ford, was opposed to the parent company spending more money for time in UHF markets which were being partially covered by outside stations.

The same sort of arrangement is in force between Lincoln-Mercury and its dealers on "Toast of the Town." It was found that the burden of the CBS-TV program was too heavy to be borne by the parent company alone.

Screen Gems produces the "Ford Theater."

UA Setting Up Premiums for Cowboy G-Men

HOLLYWOOD, Nov. 7.—United Artists Television, distributors of the telefilm "Cowboy G-Men," this week announced a premium program for the series and a sales effort to bring it to the West Coast.

UA's promotion manager, Max Weinberg, has arranged with manufacturers for the order of 18 different items, some self-liquidating and some giveaways. Among the items are T-shirts, hats, cowboy boots, rings, sun watches, humming lariats, membership and trading cards, 3-D viewers, lapel buttons, plastic charms, bang guns, masks, badges and key chains.

A number of West Coast independent stations have indicated interest in the series. ABC also has indicated interest for regional showing of the Russel Hayden-Jackie Coogan starrer.

Studio Signs Greenhill Pact

NEW YORK, Nov. 7.—The film distribution division of Studio Films, Inc., the new firm formed by Ben Frye, former co-owner of United TV Programs, this week signed Edward Greenhill to become its director of advertising. Greenhill was formerly with Sterling TV Company, Inc.

Studio has also taken a suite of offices at 380 Madison Avenue, into which it expects to move within the next month. Studio's initial product will be 1,100 telecriptions and "Rendezvous-Paris!" an adventure film series.

incurred after the release of the pilot should be considered current expense.

Up to the date of the release, there is no income and everything is obviously capital. After the release, it becomes possible to determine the potential income and the time in which it will be earned for amortization.

Guesses Accurate

The movie industry has long established its amortization practices. Makers of theatrical film, of course, have a long period of experience to draw from. Independent film makers can estimate what their films will make by referring to what similar pictures have done in the past. And most times their guesses are reasonably accurate.

Official, because of its video film experience, has decided that three years is a fairly good measuring rod for amortization. It recognizes that there is a tendency for tax practitioners to write-off more money for amortization at the beginning of a property's life, but has found its standard exceedingly workable.

Mitchell advises that any amortization method must have validity and consistency, in which each situation is analyzed in the light of its past experiences and in the light of former tax practices.

60 'Plus 80' Films Bought By WCBS-TV

NEW YORK, Nov. 7.—WCBS-TV here this week bought the 60 remaining films in Unity TV's "Plus 80" catalog. The station had already contracted for the first 20 in the feature-film series. The deal gives the station a 14-month first-run exclusive.

Included in the deal are 20 Charlie Chan features, 20 Westerns adapted from Zane Grey stories, and 20 British features. The pictures feature such names as Gary Cooper, John Wayne, Ann Sheridan, Burgess Meredith and Randolph Scott.

They will be shown only on WCBS-TV's "Early" and "Late Show." The buy is the largest made by the station since its deal with Hollywood Television Service, the Republic Pictures video subsidiary. It was handled by Bill Lacy, feature film buyer for WCBS-TV, and Archie Mayers, president of Unity.

Guild Hits High With 'Elizabeth,' Liberace

NEW YORK, Nov. 7. — Guild Films' sales department had a banner day yesterday (6). In the one day Guild clinched 25 market sales, including three multi-market deals, and three cities outside the U. S. The day's selling pushed the total distribution of "Life with Elizabeth" to 45 markets, and Liberace to 131.

Biggest regional deal was with Ohio Oil, which took "Elizabeth" for 26 weeks in nine cities: Toledo, Columbus and Dayton, O.; South Bend, Indianapolis and Bloomington, Ind.; Grand Rapids, Mich., and Louisville.

Blatz Brewing became "Elizabeth's" third beer sponsor, booking it for Milwaukee, Green Bay and Madison, Wis. Piel's Beer, which has the situation comedy on WABD, New York, also took it for WPTZ, Philadelphia. The other beer sponsor is Brading Brewery, which has "Elizabeth" in Detroit and Buffalo.

Mead Biscuit Company became Liberace's eighth such sponsor. Mead booked the pianist's series in Montgomery, Ala.; Birmingham, Knoxville and Chattanooga.

The Billboard TV FILM SECTION

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

plus, rotated weekly.

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



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

Multiple Sponsors Coming for TV Film

That's Roach's Answer to Problems of Larger Budgets, Improved Production

HOLLYWOOD, Nov. 7.—Within five years not more than 20 per cent of the half-hour or longer telefilm shows will be bankrolled by single sponsors. That's what veteran producer Hal Roach foresees as the answer to better TV film production with larger budgets and the reaching of an expanded viewing audience with an advertising message.

Roach sees the day when the advertiser will be more willing to approach the TV medium much as he now uses newspaper and magazine advertising. By this he means the placement of the advertising message in a variety of outlets, appealing to different types of audiences and its attendant greater impact.

The producer believes that multiple-sponsorship of telefilmed shows is a must. "The sponsor can hit three times the audience by having one solid pitch in three different shows and for the same amount of money he's putting in one half-hour program," Roach declares. He makes the comparison with magazine advertising where an advertiser doesn't run three ads in one publication.

Production of good commercial telefilms requires money, Roach pointed out. The sponsor is the source of the money. By multiple sponsorship, each sponsor pays less share per show yet would supply the added revenue that would make for a superior product,

Roach says. This in turn would result in greater audience reception, and all of this, he declares, means the creation of more money all the way around.

"Three sponsors can adequately support an audience-commanding show for less than they now are paying for less budgeted half-hour program," Roach opines. Roach believes that the day will come when half-hour shows will be budgeted between \$50,000 and \$60,000, whereas hour-long shows will be filmed for around \$150,000.

Roach holds the theory that people don't stay away from theaters because of the cost. He says audiences won't sit at home to see something inferior and therefore are willing to attend the movies, as attested by the fact 75 per cent of a theatrical release's gross is realized from first-run theaters. This means, Roach says, that telefilm producers must concentrate on producing nothing but a superior product.

Roach admits, however, that he's going to follow the trend as at present and not make it.

Guild Sets Tenn. Ernie

HOLLYWOOD, Nov. 7.—A pilot film is being readied for shooting early next year starring Tennessee Ernie Ford and which would be produced by Guild Films. Guild Prexy Reub Kaufman has offered to bankroll the half-hour series in a deal with Cliffie Stone Productions which still is in the talking stage.

The series would follow the format of Ernie's work as a single on the night club and stage circuit. Tho basically aimed as family entertainment with a musical emphasis, it also would spotlight Ernie as a story teller. Also in the works is a plan to develop two or three other personalities along with the country and western star whose vocalizing would be of a popular nature.

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Harris Group Bids On Prockter Films

NEW YORK, Nov. 7.—Reports this week were that Sy Weintraub and Joe and Jim Harris have entered the bidding for the vidfilm properties syndicated by Prockter TV Enterprises, which are now on the block. Prockter has been on the verge of concluding a deal

'J. JUPITER'

Kagran Corp. Promotes New Kiddie Show

NEW YORK, Nov. 7. — In a move to build the merchandising potential of its new TV film series, "Johnny Jupiter," the Kagran Corporation is shelling out its own dough to promote the show in markets where M&M Candy is sponsoring it. First big splurge takes place today (7) in Huntington, W. Va., with Reject the Robot, a character from the show, taking part in a series of personal appearances in Evans Supermarkets, hospitals, schools and local airers over WSAZ-TV there.

Total cost to Kagran—including free balloons, autographs, and a parade down main street—will be around \$500. Reject is a counterpart of Howdy Doody's Clarabelle the Clown, in that he's mute and his appearance is completely disguised by a robot suit and square head mask, thus enabling Kagran to use any members of Equity in the role on a multi-city basis.

The film series is spot-booked by M&M in several markets and is also available for syndication to stations in areas not covered by the candy firm. Kagran retains all residual rights.

Merchandising licenses have already been granted on Johnny Jupiter balloons, puppets, color books and various kinds of toys. In addition to Reject, the products will feature two key puppet characters from Jupiter on the series—Johnny Jupiter himself, who has an antenna growing out of his head, and Major Domo.

Short Series To Be Filmed In Denmark

COPENHAGEN, Denmark, Nov. 7.—Producing of short films for American TV outlets shows signs of becoming more active within the next few weeks. Shelley Reynolds, American producer, and Gerda Margot, film star, who have been making TV films in France and the south of Europe, are coming here shortly with a director and a camera man to produce a series of 12 films. Subjects will be crime stories, with Scandinavian settings, some of which will be shot in Denmark and some in Sweden, with casts including English-speaking Scandinavians.

Astrid and Bjarne Henning-Jensen, who have already made one film for American TV, have received a contract from Bob Saudek, of CBS-TV's "Omnibus" show, for three short films. The first will be story utilizing the ballet school and pupils of Copenhagen's Royal Theater as background and subject. This will be shown first over BBC-TV outlets in England. Second film will be made in Denmark, and the third in France. This duo does its own scenario writing, and handle production and direction.

Eagle-Lion Offers Films

NEW YORK, Nov. 7.—A package of 13 features released by Eagle-Lion reportedly is now being pitched at various local video stations. No distributor has the package, but several are trying to see what kind of bids the feature films will bring.

One of the pictures is "Tulsa," which stars Susan Hayward.

with a California group of investors headed by Fred Levy and Ed Pauley, the oilman. But the Pacific Coast buyers are said to be wary about buying the vidfilm packages since they would have to turn them over to a syndication firm for distribution.

The trio, however, now pulling out of Motion Pictures for Television, need product to get their new syndication firm under way. They already have "Baseball Hall of Fame" and re-runs on "Superman."

Prockter has available "Orient Express," "China Smith," "Play of the Week" and some British features. Prockter intends to concentrate his energies on production from now on.

'Terrytoon' Pix Series Bought By Gen. Mills

NEW YORK, Nov. 7.—General Mills this week purchased a series of Paul Terry's "Terrytoon" cartoons for slotting in the 5-5:15 time period on CBS-TV Wednesdays and Fridays, beginning November 18. This will be the first time that a network sponsor has purchased a previously unavailable series of cartoons for showing on TV.

There are various groups of old cartoons being distributed in TV, but the "Terrytoons," which were released by 20th Century-Fox, will be the closest thing to a series of name cartoons to be seen by young viewers. General Mills had previously bought two days of "Choose Up Sides," but the web was unable to clear time for the program.

MPTV Signs Pearson Film

NEW YORK, Nov. 7.—Motion Pictures for Television this week concluded a production-release agreement with Drew Pearson under which he will be presented in a "Washington Merry-Go-Round" quarter-hour vidfilm series. The format will feature the columnist's predictions, exclusives, a weekly feature story and running news of American and world affairs.

The series, which is to be available for a January 8 starting date, will be rushed to stations via air express on Friday mornings for week-end exposure. Charles Curran will produce the first series of 26. Pearson is the second important radio news personality to go to TV film recently. Fulton Lewis Jr., whose show is being distributed by United Television Programs, was the first.

Modern Gets 2 New Series

NEW YORK, Nov. 7. — The trafficking of two more spot-booked film series will be handled by the TV division of Modern Talking Picture Service. Modern will ship "Annie Oakley" to 55 markets for Canada Dry, beginning January 2, and "Kent Theater," re-runs of "Fire-side Theater" segments, to some 40 markets for Kent Cigarettes.

In the past month Modern has also picked up five more "sponsored" films, raising its total library, which is available to stations on a sustaining basis without charge, to 44 films. The five new acquisitions are "What Makes Us Tick?" for the New York Stock Exchange, "Magic Wheel" for National Cash Registers, "Better Start in Life" for Swift Packing, and "Beyond a Promise" and "Family of Craftsmen" for Studebaker. MTPS handles over 400 shipments of "sponsored" films per month.

Within recent weeks Modern resigned all its syndicated film accounts, including Consolidated TV Sales.

THE BILLBOARD TV FILM BUYING SERVICE

• ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

This feature is published by The Billboard in the second issue of each month, and is based on ratings of the American Research Bureau. For a city by city breakdown of non-network film series, please refer to the intervening weeks of each month.

Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show.

Subtracting the RATING figure from the SETS-IN-USE FIGURE provides the total of the ratings to all opposition shows.

Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22.

Adventure	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CHINA SMITH (26 min.—26 rel.—Prockter Television Enterprises)							
Cleveland	787,000	15.2	32.0	WNBK	3	Th	10:30-11:00 p.m.
Los Angeles	1,485,000	13.1	61.9	KECA	7	F	8:30-9:00 p.m.
New York	3,580,000	3.5	70.1	WABC	7	W	8:30-9:00 p.m.
San Francisco	723,000	20.0	54.6	KGO	3	F	9:00-9:30 p.m.
DANGEROUS ASSIGNMENT (30 min.—29 rel.—NBC Film Division)							
Chicago	1,590,000	3.9	59.1	WBKB	4	F	9:00-9:30 p.m.
Cleveland	787,000	10.8	54.2	WNBK	3	Su	10:30-11:00 p.m.
Columbus	270,000	4.2	46.3	WTVN	3	Th	9:30-10:00 p.m.
New York	3,580,000	4.1	68.0	WOR	7	S	9:00-9:30 p.m.
DICK TRACY (30 min.—39 rel.—Snader Telecriptions)							
Chicago	1,590,000	3.2	54.9	WBKB	4	F	9:30-10:00 p.m.
Detroit	908,000	3.3	20.8	WXYZ	3	Th	5:30-6:00 p.m.
FOREIGN INTRIGUE (30 min.—39 rel.—J. Walter Thompson)							
Boston	1,090,000	20.0	35.0	WBZ	2	Th	10:30-11:00 p.m.
Boston	1,090,000	15.0	45.7	WNAC	2	S	10:30-11:00 p.m.
Chicago	1,590,000	10.7	47.6	WNBQ	4	Th	9:30-10:00 p.m.
Cincinnati	388,000	17.6	62.1	WKRC	3	M	8:30-9:00 p.m.
Cleveland	787,000	34.4	51.0	WEWS	3	Su	10:00-10:30 p.m.
Detroit	908,000	26.5	38.8	WJBK	3	Su	10:00-10:30 p.m.
Los Angeles	1,485,000	13.3	33.1	KNBH	7	Th	10:30-11:00 p.m.
New York	3,580,000	25.9	43.4	WNBT	7	Th	10:30-11:00 p.m.
Philadelphia	1,275,000	15.1	39.3	WCAU	3	Th	10:30-11:00 p.m.
San Francisco	723,000	15.4	70.5	KGO	3	W	8:00-8:30 p.m.
Washington	475,000	23.3	42.3	WNBW	4	Th	10:30-11:00 p.m.
I LED THREE LIVES (30 min.—39 rel.—Ziv Television Programs)							
Chicago	1,590,000	9.3	47.6	WBKB	4	Th	9:30-10:00 p.m.
Los Angeles	1,485,000	2.5	56.1	KTTV	7	S	8:30-9:00 p.m.
RAMAR OF THE JUNGLE (30 min.—26 rel.—TV Programs of America)							
Atlanta	354,000	11.3	18.7	WSB	3	S	6:00-6:30 p.m.
Chicago	1,590,000	5.4	53.6	WBKB	4	Th	8:30-9:00 p.m.
Detroit	908,000	10.0	51.8	WXYZ	3	Su	6:30-7:00 p.m.
Los Angeles	1,485,000	9.5	23.7	KTTV	7	M to F	6:15-6:30 p.m.
New York	3,580,000	2.1	18.4	WPXI	7	S	6:00-6:30 p.m.
Philadelphia	1,275,000	2.1	16.7	WFIL	3	Su	11:15-11:30 p.m.
Philadelphia	1,275,000	4.5	24.8	WFIL	3	M to F	6:30-7:00 p.m.
San Francisco	723,000	11.7	32.3	KGO	3	F	6:30-7:00 p.m.
THE UNEXPECTED (30 min.—52 rel.—Ziv Television Productions)							
Atlanta	354,000	5.1	24.0	WAGA	3	Su	10:30-11:00 p.m.
Detroit	908,000	23.8	57.6	WJBK	3	T	9:30-10:00 p.m.
Los Angeles	1,485,000	1.7	34.5	KECA	7	Su	6:00-6:30 p.m.

Children's	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
JUNIOR CROSSROADS (15 min.—104 rel.—Sterling Television Co.)							
Baltimore	410,000	0.4	0.4	WAAM	3	S	9:45-10:00 a.m.
Philadelphia	1,275,000	2.6	13.1	WFIL	3	S	9:45-10:00 a.m.
TIME FOR BEANY (30 min.—Weekly—Consolidated TV Sales)							
Los Angeles	1,485,000	11.5	26.2	KTTV	7	M to F	6:30-6:45 p.m.
Los Angeles	1,485,000	5.0	28.5	KTTV	7	S	6:30-7:00 p.m.

Comedy	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
ABBOTT & COSTELLO (30 min.—26 rel.—MCA-TV)							
Chicago	1,590,000	13.5	25.3	WBKB	4	Su	5:00-5:30 p.m.
Los Angeles	1,485,000	12.6	57.3	KTTV	7	W	7:30-8:00 p.m.
Washington	475,000	10.8	37.3	WNBW	4	M	10:30-11:00 p.m.
LIFE OF RILEY (26 min.—26 rel.—NBC Film Division)							
Atlanta	354,000	11.1	42.6	WSB	3	F	7:30-8:00 p.m.
Baltimore	410,000	23.3	64.0	WBAL	3	F	8:30-9:00 p.m.
Boston	1,090,000	28.6	60.9	WBZ	2	F	8:30-9:00 p.m.
Cincinnati	388,000	21.4	48.3	WLW-T	3	F	7:30-8:00 p.m.
Cleveland	787,000	22.8	53.4	WNBK	3	F	8:30-9:00 p.m.
Columbus	270,000	14.4	43.4	WLW-C	3	F	7:30-8:00 p.m.
Dayton	234,000	8.2	43.9	WLW-D	2	F	7:30-8:00 p.m.
Detroit	908,000	26.9	51.5	WWJ	3	F	7:30-8:00 p.m.
New York	3,580,000	20.8	54.3	WNBT	7	F	8:30-9:00 p.m.
Philadelphia	1,275,000	26.8	62.9	WPTZ	3	F	8:30-9:00 p.m.
Washington	475,000	26.7	58.1	WNBW	4	F	8:30-9:00 p.m.
THE RUGGLES (30 min.—52 rel.—Station Distributors)							
Los Angeles	1,485,000	13.4	34.7	KECA	7	Th	7:00-7:30 p.m.
San Francisco	723,000	8.8	65.7	KGO	3	F	7:00-7:30 p.m.

Documentary	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
KINGS CROSSROADS (30 min.—104 rel.—Sterling Television Co.)							
Boston	1,090,000	2.3	6.3	WBZ	2	S	1:30-2:00 p.m.
San Francisco	723,000	10.0	57.2	KRON	3	Su	7:30-8:00 p.m.
San Francisco	723,000	9.0	46.1	KRON	3	M	7:00-7:30 p.m.
Washington	475,000	12.0	25.3	WNBW	4	M-T-W-F	7:00-7:30 p.m.
MARCH OF TIME (30 min.—Weekly—The March of Time, Inc.)							
Atlanta	354,000	6.4	53.7	WSB	3	Su	9:30-10:00 p.m.
Boston	1,090,000	12.1	39.6	WNAC	2	M	8:00-8:30 p.m.
Cleveland	787,000	11.4	57.2	WEWS	3	W	9:00-9:30 p.m.
Columbus	270,000	5.3	21.4	WBNS	3	V	10:30-11:00 p.m.
New York	3,580,000	6.2	24.2	WNBT	7	F	7:00-7:30 p.m.
VICTORY AT SEA (30 min.—26 rel.—NBC Film Division)							
Chicago	1,590,000	11.7	62.9	WNBQ	4	Su	9:30-10:00 p.m.

Miscellaneous	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
KIERAN'S KALEIDOSCOPE (15 min.—130 rel.—United Artists Television)							
Boston	1,090,000	5.5	23.7	WNAC	2	Su	6:45-7:00 p.m.
Philadelphia	1,275,000	2.2	23.0	WPTZ	3	Su	6:45-7:00 p.m.
STRANGER THAN FICTION (15 min.—65 rel.—United World Films, Inc.)							
Boston	1,090,000	2.7	7.7	WNAC	2	W	6:15-6:30 p.m.
Detroit	908,000	1.9	39.6	WXYZ	3	Su	10:00-10:15 p.m.
Detroit	908,000	5.4	53.9	WXYZ	3	T	8:00-8:15 p.m.

Musical	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
OLD AMERICAN BARN DANCE (30 min.—26 rel.—United Television Programs)							
Chicago	1,590,000	3.9	60.9	WGN	4	W	8:00-8:30 p.m.

(Continued on page 10)

DREW PEARSON'S



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FOR TELEVISION, INC.

Film Syndication Division



The New York Angle On Film Production

By **BENEDICT BERENBERG**
Producer-Director
Screen Gems, Inc.

New York City grew as a film production center with the development of television because it was the television and advertising center. When the television industry and the film departments of the ad agencies spread out to other centers, film buyers began to examine New York production critically. Their conclusions based on their experience range all the way from "impossible" to "the greatest." The fact is, films for TV can be produced as well and as economically in New York as in any other production center in the world.

Basically, film production requires creative talents, technical skill and facilities. All of these are available in New York but in varying degrees of excellence. By

semantics of "cheap" and "quality." These are at best relative terms. In my own experience, I have found that "cheaper" means more expensive in the long run. In producing "The Big Playback," a 15-minute sports show, I was urged to consider less expensive studio, facilities and crews than I intended to use because the program required one small set, with a limited number of set-ups. I chose the better studio, facilities and crew. Even though they cost more per shooting day, I was able to shoot four programs a day (more than would have been possible in a less costly set-up) and my per program cost was less.

The same has been true in our filming of commercials. We recently completed some location footage in Technicolor. Our production staff included the best technicians from New York (and there are many good ones available). They cost more per day but the quality of the work was high, and the filming was accomplished economically because a crew of experienced and highly skilled technicians wrapped up the job quickly.

Personnel Factor

Most film buyers in the TV commercial field have given up using lowest bids as the determinant in choosing their film producing organizations. However, some of them, under constant pressure, are reluctant to use their judgment and look for rules of thumb. In searching they have found what seems to them an answer. That is, they will use only an organization which owns its own studio and facilities. The pros and cons of studio ownership for a film producer would take too much space for this piece. Let us leave the subject for another time, remembering that studios and facilities do not make good films. People make films. The more talented, skilled and experienced the people are, the better is the film they produce. Many of the finest feature films were produced independently in rented studios. As for Screen Gems, we produce in our own studios in Hollywood and in rented studios in New York with equally good results on film and cost sheet alike. That applies to color as well as black and white film. We have made color films on both coasts successfully. Our New York chief of commercials production, Peter Keane, spent five years with the Technicolor Corporation and is well versed in all the existing color techniques.

Can good films be produced economically in New York? Yes, if the purchaser chooses his film producing organization carefully. There are quite a few extremely able film producers in New York who can and have produced film that is as high in quality and low in cost as those produced in any other film center in the world.

PIX THAT RATE

'Badge 714,' 'Visitor' Hit On Re-Runs

NEW YORK, Nov. 7.—What a difference a month makes in ratings, if a hot film property moves into a moribund time slot! At least that was the experience of WGN-TV, Chicago, which jumped its 8 p.m. Tuesday time from a 1.5 in the September report of American Research Bureau to 19.9 in October. The leap came from replacing a wrestling show with "Badge 714," the re-run version of "Dragnet," jumping the indie outlet from low spot against its web competition, to second for the period, behind WNBQ-NBC's "Fireside Theater."

Another re-run show making an impressive score is "The Visitor," which was titled "The Doctor" during its NBC-TV web run. During its network days, it averaged 14.6 on KRON-TV, San Francisco, in the 10 p.m. Sunday slot, reaching an average of 83,000 homes. Current, on that city's KPIX, it hit a September average of 20.0 via 145,000 homes. Both "Badge 714" and "The Visitor" are NBC Film Division shows.

TV Film Guest of the Week



BENEDICT BERENBERG

Benedict Berenberg is a producer-director for Screen Gems, Inc., TV subsidiary of Columbia Pictures Corporation. He is the producer of "The Big Playback," quarter hour sports program featuring Bill Stern as host and the world's most famous sports personalities as guest stars. This program is currently being sponsored by the Ethyl Corporation on 46 stations and by 23 local sponsors.

Berenberg also directed Screen Gems' "Disk Jockey Films," a library of 60 live and animated action films that dramatize the music of records. He has written feature and commercial screen plays and has produced and directed many commercials for such clients as Lucky Strike Cigarettes and Du Mont TV sets.

Berenberg's versatility is also shown in other fields as an established writer of songs, children's books and kiddie records.

this time New York producers have completed enough production to enable any film purchaser to sort out the good from the bad. Has this sorting out process taken place? To a great degree it has. However, far too many film buyers base their purchases solely on price and are trapped. They open the trap for themselves by assuming that New York production should be cheap and then contract for film at too low a price, thus springing the trap of their own making.

Poor Communication

Unfortunately, there is poor communication between New York producers. They do not share information about personnel and facilities and, more important, there are no production standards as there are in older established film centers. Consequently, when producers bid for a contract, there are apt to be ridiculously wide ranges between the highest and lowest bids. Obviously the producer bidding low and the one bidding high are not talking about the same thing, as Don McClure pointed out last week in The Billboard.

At Screen Gems we were approached to produce on film a program that was on the air "live." The packager thought our budget was excessively high. He got someone to do it for much less. The program, by any standards, was very poor, and the sponsor canceled after 13 weeks. Now the packager has made a deal with another producer. He is spending more for production but still not enough to get a good show.

I don't mean to get into the

THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

Continued from page 8

Drama	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shows	Time
COUNTER POINT (30 min.—26 rel.—United Television Programs)							
Los Angeles	1,485,000	2.2	58.0	KECA	7	Su	8:30-9:00 p.m.
CROWN THEATER (30 min.—52 rel.—CBS Television Film Sales)							
Chicago	1,590,000	13.5	39.5	WBKB	4	T	10:00-10:30 p.m.
Los Angeles	1,485,000	15.6	52.1	KTTV	7	T	8:00-8:30 p.m.
San Francisco	723,000	15.0	35.3	KPIX	3	Su	7:00-7:30 p.m.
DOUGLAS FAIRBANKS PRESENTS (30 min.—39 rel.—NBC Film Division)							
Baltimore	410,000	20.4	55.0	WBAL	3	S	10:30-11:00 p.m.
New York	3,580,000	24.1	48.7	WNBT	7	W	10:30-11:00 p.m.
San Francisco	723,000	24.6	50.5	KRON	3	S	8:00-8:30 p.m.
FAVORITE STORY (26 min.—39 rel.—Ziv Television Programs)							
Baltimore	410,000	13.1	45.2	WBAL	3	M	10:30-11:00 p.m.
Boston	1,090,000	8.6	29.1	WNAC	2	T	10:30-11:00 p.m.
Chicago	1,590,000	9.8	54.9	WBBM	4	F	9:30-10:00 p.m.
Cincinnati	388,000	8.3	48.3	WCPO	3	F	7:30-8:00 p.m.
Cleveland	787,000	15.2	32.0	WEWS	3	Th	10:30-11:00 p.m.
Los Angeles	1,485,000	11.4	62.5	KTTV	7	W	8:00-8:30 p.m.
New York	3,580,000	16.4	51.5	WNBT	7	M	10:30-11:00 p.m.
Philadelphia	1,275,000	13.2	46.8	WPTZ	3	Su	7:00-7:30 p.m.
Washington	475,000	19.0	44.0	WTOP	4	T	10:30-11:00 p.m.
HOLLYWOOD HALF HOUR (30 min.—26 rel.—Consolidated Television Sales)							
Dayton	234,000	12.0	18.5	WLW-D	2	W	10:30-11:00 p.m.
INVITATION PLAYHOUSE (15 min.—26 rel.—Guild Films, Inc.)							
Chicago	1,590,000	2.0	58.0	WBKB	4	W	8:30-8:45 p.m.
Los Angeles	1,485,000	5.3	48.0	KLAC	7	W	7:00-7:30 p.m.
LIFE WITH ELIZABETH (30 min.—39 rel.—Guild Films, Inc.)							
Los Angeles	1,485,000	11.2	52.4	KLAC	7	Th	7:30-8:00 p.m.
LITTLE THEATER (15 min.—39 rel.—Teevee Co.)							
Los Angeles	1,485,000	0.8	43.4	KHJ	7	M to F	7:15-7:30 p.m.
Washington	475,000	2.6	55.9	WMAL	4	T	9:00-9:30 p.m.
ORIENT EXPRESS (26 min.—26 rel.—Procter Television Enterprises)							
Columbus	270,000	10.2	39.7	WLW-C	3	F	8:30-9:00 p.m.
Detroit	908,000	20.4	56.2	WWJ	3	Th	9:30-10:00 p.m.
PLAY OF THE WEEK (30 min.—26 rel.—Procter Television Enterprises)							
Chicago	1,590,000	5.4	52.4	WGN	4	T	9:00-9:30 p.m.
Los Angeles	1,485,000	5.4	61.4	KECA	7	T	9:00-9:30 p.m.
San Francisco	723,000	4.2	72.6	KGO	3	Th	9:00-9:30 p.m.
PULSE OF THE CITY (15 min.—13 rel.—Telescene Film Productions)							
New York	3,580,000	0.3	38.9	WABD	7	T	7:45-8:00 p.m.

Mystery	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shows	Time
BOSTON BLACKIE (30 min.—78 rel.—Ziv Television Programs)							
Baltimore	410,000	27.5	46.4	WBAL	3	W	10:30-11:00 p.m.
Boston	1,090,000	32.7	39.1	WNAC	2	S	7:00-7:30 p.m.
Chicago	1,590,000	12.0	47.6	WGN	4	Th	9:30-10:00 p.m.
Cincinnati	388,000	35.6	50.2	WLW-T	3	Th	7:30-8:00 p.m.
Columbus	270,000	34.0	54.7	WBNS	3	T	8:30-9:00 p.m.
Dayton	234,000	28.9	56.3	WHIO	2	T	8:00-8:30 p.m.
Detroit	908,000	22.5	60.4	WXYZ	3	Su	9:00-9:30 p.m.
Los Angeles	1,485,000	8.6	30.0	KNBH	7	S	6:00-6:30 p.m.
New York	3,580,000	7.4	55.0	WABD	7	F	9:30-10:00 p.m.
Philadelphia	1,275,000	20.4	27.0	WCAU	3	W	7:00-7:30 p.m.
Washington	475,000	24.8	44.0	WTOP	4	T	8:30-9:00 p.m.
CITY DETECTIVE (30 min.—26 rel.—MCA-TV)							
Atlanta	354,000	19.6	40.3	WSB	3	S	10:30-11:00 p.m.
Cleveland	787,000	17.4	34.6	WNBK	3	W	10:30-11:00 p.m.
Detroit	908,000	14.0	28.9	WJBK	3	F	10:30-11:00 p.m.
Los Angeles	1,485,000	13.3	29.5	KNBH	7	M	10:30-11:00 p.m.
San Francisco	723,000	30.6	40.6	KRON	3	F	10:00-10:30 p.m.
CRAIG KENNEDY, CRIMINOLOGIST (30 min.—26 rel.—Louis Weiss & Co.)							
Los Angeles	1,485,000	0.9	38.9	KHJ	7	Su	6:30-7:00 p.m.
Philadelphia	1,275,000	16.6	21.1	WCAU	3	Th	7:00-7:30 p.m.
FILES OF JEFFERY JONES (30 min.—39 rel.—CBS Television Film Sales)							
Los Angeles	1,485,000	7.7	19.6	KTTV	7	W	10:30-11:00 p.m.
FRONT PAGE DETECTIVE (30 min.—39 rel.—Consolidated Television Sales)							
Dayton	234,000	10.3	31.7	WLW-D	2	Su	10:00-10:30 p.m.
Los Angeles	1,485,000	12.2	62.4	KTTV	7	Su	9:00-9:30 p.m.
Philadelphia	1,275,000	6.8	17.2	WCAU	3	S	6:00-6:30 p.m.
Washington	475,000	11.6	45.5	WTOP	4	Su	7:00-7:30 p.m.
HEART OF THE CITY (30 min.—26 rel.—United Television Programs)							
Detroit	908,000	11.2	28.9	WXYZ	3	F	10:30-11:00 p.m.
Los Angeles	1,485,000	8.3	26.7	KTTV	7	T	10:30-11:00 p.m.
New York	3,580,000	7.1	57.6	WABD	7	F	8:00-8:30 p.m.
San Francisco	723,000	14.6	26.3	KRON	3	M	10:30-11:00 p.m.
HOLLYWOOD OFF BEAT (30 min.—13 rel.—United Television Programs)							
Cincinnati	388,000	14.4	61.9	WKRC	3	W	8:00-8:30 p.m.
Columbus	270,000	22.5	52.5	WBNS	3	Su	8:30-9:00 p.m.
Los Angeles	1,485,000	7.3	61.1	KTTV	7	W	8:30-9:00 p.m.
I'M THE LAW (30 min.—26 rel.—MCA-TV)							
Boston	1,090,000	20.5	29.1	WBZ	2	T	10:30-11:00 p.m.
Chicago	1,590,000	11.7	23.2	WBKB	4	T	10:30-11:00 p.m.
Cleveland	787,000	16.0	56.8	WEWS	3	W	10:00-10:30 p.m.
Los Angeles	1,485,000	2.9	54.7	KLAC	7	Su	10:00-10:30 p.m.
Washington	475,000	9.5	43.6	WTTG	4	Su	10:30-11:00 p.m.

News	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shows	Time
INS-TELENEWS DAILY (10-15—Daily—Telenev Productions)							
Atlanta	354,000	6.9	24.8	WSB	3	M to F	6:45-7:00 p.m.
Baltimore	410,000	2.4	11.8	WBAL	3	M to F	6:45-7:00 p.m.
Boston	1,090,000	7.3	14.0	WBZ	2	M to F	7:15-7:30 p.m.
Cincinnati	388,000	7.7	17.5	WLW-T	3	Su to F	11:00-11:15 p.m.
Detroit	908,000	7.7	24.0	WJBK	3	M to F	6:30-6:45 p.m.
Detroit	908,000	4.6	14.0	WJBK	3	M to F	11:00-11:15 p.m.
New York	3,580,000	0.5	18.9	WABC	7	M to F	5:30-5:45 p.m.
Philadelphia	1,275,000	3.5	26.8	WFIL	3	M to F	7:15-7:30 p.m.
Philadelphia	1,275,000	4.2	21.1	WFIL	3	S	6:30-6:45 p.m.
Philadelphia	1,275,000	1.8	25.6	WPTZ	3	M to F	7:00-7:15 p.m.
Washington	475,000	0.8	11.1	WMAL	4	M to F	6:45-7:00 p.m.
U. P. MOVIEONE NEWS (10-20—Daily—United Press Movietone)							
Boston	1,090,000	4.3	9.3	WBZ	2	M to F	6:15-6:30 p.m.
Chicago	1,590,000	2.4	22.6	WGN	4	M to F	6:30-6:45 p.m.
Chicago	1,590,000	2.4	7.9	WGN	3	M to F	11:30-11:45 p.m.
Cleveland	787,000	10.4	32.6	WXEL	3	M to F	11:00-11:15 p.m.
Cleveland	787,000	0.6	17.2	WXEL	3	M to F	12:00-12:15 p.m.
Dayton	234,000	2.5	13.6	WHIO	2	M to F	11:00-11:15 p.m.
Detroit	908,000	4.8	15.5	WWJ	3	M to F	6:15-6:30 p.m.
Detroit	908,000	3.7	14.0	WWJ	3	M to F	11:00-11:15 p.m.
Los Angeles	1,485,000	0.9	44.8	KHJ	7	M to F	7:00-7:15 p.m.
Los Angeles	1,485,000	0.6	63.4	KHJ	7	M to F	8:00-8:15 p.m.
New York	3,580,000	2.8	25.4	WPIX	7	M-T-Th	7:00-7:15 p.m.
New York	3,580,000	1.3	46.3	WPIX	7	M-T-Th	10:30-10:45 p.m.
Washington	475,000	4.5	11.1	WTOP	4	M to F	6:45-7:00 p.m.

Quiz	No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shows	Time
MOVIE QUICK QUIZ (15 min.—260 rel.—Walter Schwimmer Productions)							
Boston	1,090,000	2.7	13.2	WNAC			

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

COMEDY

ON OUR MERRY WAY (United Artists 1948).....George Bagnall & Associates
SPRING IN PARK LANE (Eagle-Lion 1949).....Quality TV

DRAMA

THE ADVENTURES OF MARTIN EDEN (Columbia 1942).....MPTV
BICYCLE THIEF (Arthur Mayer and Joseph Burstyn 1949).....MPTV
THE BIG WHEEL (United Artists 1949).....Comet TV
CATHERINE THE GREAT (United Artists 1934).....MPTV
THE CHEATERS (Republic 1945).....HTS
DEVIL'S CARGO (Paramount 1925).....TV Exploitation
DIARY OF A CHAMBERMAID (United Artists 1946).....Standard TV
THE GIRDLE OF GOLD.....Guild Films
GUEST IN THE HOUSE (United Artists 1944).....Atlantic TV
HISTORY IS MADE AT NIGHT (United Artists 1937).....MPTV
THE JUDGE (East Coast 1949).....TV Exploitation
MY SON, MY SON (United Artists 1940).....Tele-Pictures
NORTHWEST OUTPOST (Republic 1947).....Hollywood TV
OUR TOWN (United Artists 1940).....Major TV
PIRATES OF CAPRI (Four Continents 1949).....TV Exploitation
THE PRETENDER (Republic 1947).....MPTV
RAW DEAL (Eagle-Lion 1948).....Peerless TV
THEY RAID BY NIGHT (Producers Releasing Corp., 1942).....Hygo TV
TO BE OR NOT TO BE (United Artists 1942).....MPTV
WESTERN PACIFIC AGENT (Lippert Prod., 1950).....Tele-Pictures

MYSTERY

SLEEP MY LOVE (United Artists 1948).....Standard TV
MURDER IS MY BUSINESS (Producers Releasing Corp., 1946).....MPTV
PHILO VANCE RETURNS (Producers Releasing Corp., 1947).....MPTV

Non-Theatrical Free Films

EDUCATIONAL

CAVALCADE OF AMERICA.....Motion Picture Bureau, Oklahoma City
FLYING WITH GODFREY.....CBS-TV, 421 West 54th St., New York 19
MAN'S CONFIDENCE IN MAN.....Modern Talking Picture Service, 48 West 48th St., New York
SKIPPY AND THE THREE R'S.....Ohio Education Ass'n, 213-215 E. Broad St., Columbus, O.
TALES OF TWO CITIES.....U. S. Army, Nearest Headquarters

INDUSTRIAL

AMERICAN ROAD.....Ford Motor Company, The Rotunda, Dearborn, Mich.

TPA Adds 3 To Sales Staff

NEW YORK, Nov. 7.—Television Programs of America, Inc., has added three more salesmen to its staff, raising its total strength to 13 territorial men. The three new staffers are Stanley Friedlander, formerly of Ziv Radio, who will cover the South out of Atlanta; E. L. (Spike) Colbourn, a former station manager, who will cover Texas, Oklahoma, Arkansas and Louisiana, and Wade Crosby, a former time salesman, who will cover the Mountain States out of Denver.

TPA is currently peddling 52 segments of "Ramar of the Jungle," and the Peerless package of 28 feature films. Conclusion of a deal for another series is expected momentarily.

Ziv Readies 2 TV Film Series

NEW YORK, Nov. 7.—Ziv is reportedly readying two new TV film series for release next year. The properties, both video versions of longtime radio shows, are "Mr. District Attorney" and "Meet Corliss Archer."

"Mr. D. A." is reported already in production, while "Corliss" is said to be well along in the blueprint stage.

RCA Color TV Tape 'Old Hat' to BCE

Crosby Reported Progress of Tint Tape in April; Refinement Coming

HOLLYWOOD, Nov. 7. — This week's public announcement by Radio Corporation of America that it had developed a magnetic tape which can record color TV programs excited just about everybody in the industry here except RCA's competitor in the field, Bing Crosby Enterprises, Inc.

Lack of undue enthusiasm at Crosby was predicated on a simple fact—as early as April of this year in the first published announcement of its kind (The Billboard, April 25) BCE predicted magnetic tape recording of color. In writing of Crosby's own tape development, Frank Healey, executive director of Crosby's electronics division, said:

"We are far enough advanced in our experiments to predict safely that not only will we provide TV on tape but we will provide colored TV on tape!"

Healey cited the revolutionary developments then achieved and added that "we have traveled so far toward our objective that already we are considering the companion color problem."

"Color and tape go together, in our appraisal, like peaches and cream," Healey declared at that time. "Color TV needs tape recording. It appears to us that V.T.R. is the only feasible answer to successful TV color. And this we know—that color TV may be recorded magnetically on tape!"

Healey's earlier observations take on added significance in view of the disclosure Tuesday (3) by David Sarnoff, chairman of board of RCA and NBC, that RCA had achieved magnetic tape recording of color TV programs as well as black and white. Sarnoff's announcement came as a climax to the first coast-to-coast demonstration of the RCA compatible color TV system.

Sarnoff announced that on December 1 RCA would demonstrate at its Princeton, N. J., laboratories the present status of tape recording of TV pictures in both black and white and in color. In announcing the video tape recording achievement, Sarnoff said he visualized electronic motion pictures and home video recordings. He also described it as holding promise for the motion picture industry as well as for the TV industry.

As announced by the RCA-NBC chief, the tape is "a method that records and reproduces pictures in motion in black and white and in color, with no intermediate steps such as film processing."

Sarnoff said the RCA development eliminates all chemical processing. Pictures can be instantly viewed. The tape can be "wiped off" or erased and re-used many times. The original tape, too, he said, can be "multiplied to many tapes for convenient and widespread distribution to TV stations and theaters throughout the country and eventually throughout the world."

The RCA tape, Sarnoff announced, is one-half inch wide, has a plastic base with a coating of magnetic oxide and is operated at a top speed of 200 inches per second. The Crosby tape operates at 100 inches a second and also is a half-inch in width.

"I believe that further technical progress, which is certain to continue, will make the magnetic tape recording process inexpensive and economical," Sarnoff declared on Tuesday.

Similarly, in April, Crosby's Healey declared that "tape recording in color will cost little more than any live TV on 'pe,'" and added that "video tape recording promises to be two-thirds less costly than any other process now used with film or kinescope."

Sarnoff said he considered it "vital for the future of the TV art to move rapidly toward perfection of video tape recording in order to provide the TV industry with a practical, low-cost solution of program recording, immediate playback and rapid distribution."

In April Healey said BCE invites "the industry to present its best color process for TV. We will record it on tape and undoubtedly in the final analysis, contribute considerably to the general success of the whole venture thru a process that is simple and less costly than any yet devised. It will be color that will be storable. We think it is conceded that color that can't be stored, can't fit any budget, whether it is the advertiser or the TV producer."

Queried yesterday whether Crosby would enter the color tape recording field immediately, Healey said it wasn't necessary. Healey said that color poses no problem for the Crosby magnetic tape recorder, and there is no immediacy since its use to any degree still is anywhere from two to three years away.

Sarnoff's announcement of the tape achievement overshadowed the transcontinental closed-circuit color telecast of RCA's compatible color TV which featured live talent performing in NBC's color TV studios at the Colonial Theater, New York, as well as a 16mm. reduction Technicolor print. The telecast was received here in NBC's Burbank Studios where nearly 1,000 invited newspapermen, advertising agency executives and Hollywood stars witnessed the transmission.

The color program traveled over a 4,000-mile radio relay circuit of the Bell System with the live portion featuring Nanette Fabray, Ben Grauer, the "Hit Parade" dancers and George Burton's love birds.

Reception was excellent. The live portion had a brilliance approaching that of Technicolor whereas the filmed sequence more truly reflected color as viewed in nature with the naked eye. There was no doubt that color will be a great stimulus to the advertiser for the added dimension creates a greater appeal.

Opportunity for contrast was given with a black and white receiver placed near the color set, but only occasionally would the viewers look at the contrasting dullness of the standard receiver.

O. B. Hanson, vice-president and chief engineer of NBC, said that the RCA color system would accommodate any colored film. He expressed pleasure with the transcontinental telecast, pointing out that the "signal did not suffer in definition or quality despite coming over 4,000 miles by relay."

Sarnoff made no flat prediction on the availability of color sets, saying there had to be a normal period of transition because of economic, technical reasons, among others.

Sarnoff observed that in 1954 there would be "no avalanche or stockpiling of color tubes" despite the fact that there is "no technical reason why we can't have as large color tubes as black and white ones." But, he cautioned, it's not likely that color tubes will be ready very soon.

Sarnoff's sage comment, near the conclusion of the demonstration, summed up a philosophy of the industry and that of civilization when, in speaking of the improvements to be expected of the color signal, he observed:

"Everything in the world seems to get better except man."

Peddles Pix by Name Writers

NEW YORK, Nov. 7. — The William Morris agency is peddling the pilot film of a new series, "World Premiere," which is penned by name writers. Such story-tellers as Pearl Buck, Aldous Huxley, William Faulkner, W. R. Burnett, John Van Druten, Elliot Paul and others have agreed to either lend their published material or script new TV plays for the series.

Jack Skirball, the movie producer, will act in the same capacity on the show. Miss Buck wrote the script of the pilot.

2 New Series Up for Synd.

NEW YORK, Nov. 7. — Two more film series were being offered to distributors for syndication this week. One is "Candid Camera," of which there are 104 half-hour segments. The other is "The Bickersons," produced by Jack Denove.

Allen Funt, producer of "Camera," has made a few station sales of the show himself on a request basis, but now seeks a regular distributor.

Sports

No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shows	Time
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BASEBALL HALL OF FAME (15 min.—77 rel.—MPTV)

Baltimore	410,000	2.9	10.6	WAAM	3	Su	1:15-1:30 p.m.
Baltimore	410,000	6.5	41.1	WAAM	3	W	10:45-11:00 p.m.
Los Angeles	1,485,000	1.0	27.0	KLAC	7	M to F	6:45-7:00 p.m.
New York	3,580,000	1.8	41.3	WABD	7	Th	7:45-8:00 p.m.
New York	3,580,000	0.9	8.3	WNBT	7	S	11:00-11:15 p.m.
Philadelphia	1,225,000	1.5	28.1	WPTZ	3	T-W	11:00-11:15 p.m.

BIG PLAYBACK (15 min.—26 rel.—Screen Gems)

Baltimore	410,000	4.0	42.6	WAAM	3	M	10:45-11:00 p.m.
Cleveland	787,000	4.4	12.0	WEWS	3	W	7:15-7:30 p.m.
Detroit	908,000	6.9	55.7	WXYZ	3	S	8:45-9:00 p.m.
Philadelphia	1,275,000	12.8	62.3	WFIL	3	S	9:45-10:00 p.m.
San Francisco	723,000	2.5	20.0	KGO	3	F	11:15-11:30 p.m.

MADISON SQUARE GARDEN (30 min.—Weekly—Dumont Film Dept.)

Detroit	908,000	0.8	27.0	WXYZ	3	S	5:00-5:30 p.m.
Detroit	908,000	2.7	55.2	WXYZ	3	S	9:00-9:30 p.m.
New York	3,580,000	0.3	72.7	WABC	7	Th	9:00-9:30 p.m.
New York	3,580,000	0.3	56.3	WABC	7	S	8:30-9:00 p.m.
Philadelphia	1,275,000	2.6	57.5	WFIL	3	S	8:30-9:00 p.m.
Washington	475,000	3.1	48.1	WMAL	4	S	8:30-9:00 p.m.

RINGSIDE WITH RASSLERS (56 min.—52 rel.—Consolidated TV Sales)

Chicago	1,590,000	1.8	46.1	WGN	4	T	8:00-9:00 p.m.
Columbus	270,000	2.5	49.3	WTVN	3	S	7:00-8:00 p.m.

ROLLER DERBY (30 min.—52 rel.—TV Exploitations)

Baltimore	410,000	4.2	63.1	WAAM	3	T	9:00-9:30 p.m.
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Western

No. Sets in Market	Sept. ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shows	Time
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CISCO KID (30 min.—78 rel.—Ziv Television Productions)

Baltimore	410,000	10.4	17.7	WBAL	3	T	7:00-7:30 p.m.
Boston	1,090,000	12.5	31.1	WNAC	2	S	5:30-6:00 p.m.
Chicago	1,590,000	11.7	33.7	WBKB	4	Su	2:00-2:30 p.m.
Cincinnati	388,000	17.6	30.8	WCPO	3	Su	5:00-5:30 p.m.
Cleveland	787,000	18.2	20.8	WNBK	3	S	6:00-6:30 p.m.
Columbus	270,000	18.6	55.5	WBNS	3	Th	7:00-7:30 p.m.
Detroit	908,000	13.5	21.4	WXYZ	3	Su	3:30-4:00 p.m.
Detroit	908,000	15.8	58.7	WXYZ	3	Th	7:00-7:30 p.m.
Los Angeles	1,485,000	15.9	45.1	KECA	7	M	7:00-7:30 p.m.
Los Angeles	1,485,000	7.1	16.2	KECA	7	S	5:00-5:30 p.m.
New York	3,580,000	6.5	31.7	WNBT	7	M to F	6:00-6:30 p.m.
Philadelphia	1,275,000	26.2	29.8	WCAU	3	F	7:00-7:30 p.m.
San Francisco	723,000	22.9	46.7	KRON	3	Th	7:00-7:30 p.m.
Washington	475,000	11.9	27.0	WNBW	4	S	6:30-7:00 p.m.

COWBOY G-MAN (30 min.—26 rel.—United Artists Television)

Cincinnati	388,000	12.2	14.4	WCPO	3	Su	1:30-2:00 p.m.
Columbus	270,000	15.4	18.6	WBNS	3	S	5:30-6:00 p.m.
Detroit	908,000	3.8	24.9	WJBK	3	Su	4:30-5:00 p.m.
Detroit	908,000	12.3	12.7	WJBK	3	S	12:30-1:00 p.m.
New York	3,580,000	1.4	24.2	WPX	7	Su-S	5:30-6:00 p.m.

GENE AUTRY (30 min.—52 rel.—CBS Television Sales)

Boston	1,090,000	16.2	16.4	WNAC	2	M	6:30-7:00 p.m.
Chicago	1,590,000	9.8	15.9	WBBM	4	M	5:30-6:00 p.m.
Chicago	1,590,000	7.6	30.0	WBBM	4	T	7:00-7:30 p.m.
Cincinnati	388,000	10.2	28.1	WKRC	3	T	7:00-7:30 p.m.
Cleveland	787,000	14.4	39.2	WEWS	3	T	8:00-8:30 p.m.
Columbus	270,000	20.6	33.4	WBNS	3	T	7:00-7:30 p.m.
Detroit	908,000	12.9	20.2	WJBK	3	M	6:00-6:30 p.m.
Los Angeles	1,485,000	11.4	20.7	KNXT	7	Su	5:30-6:00 p.m.
New York	3,580,000	12.1	47.3	WCBS	7	T	8:00-8:30 p.m.
Philadelphia	1,275,000	19.6	49.8	WCAU	3	T	8:00-8:30 p.m.
San Francisco	723,000	14.6	46.7	KGO	3	Th	7:00-7:30 p.m.
Washington	475,000	13.1	43.9	WTOP	4	T	8:00-8:30 p.m.

HOPALONG CASSILY (30 min.—26 rel.—NBC Film Division)

Boston	1,090,000	5.5	11.4	WBZ	2	S	11:30-12:00 p.m.
Chicago	1,590,000	1.5	16.2	WBKB	4	T	5:30-6:00 p.m.
Cincinnati	388,000	5.9	13.2	WLW-T	3	S	5:30-6:00 p.m.
Cleveland	787,000	9.6	12.8	WNBK	3	F	6:00-6:30 p.m.
Columbus	270,000	17.0	20.2	WBNS	3	S	12:00-12:30 p.m.
Detroit	908,000	17.7	26.2	WWJ	3	Su	5:30-6:00 p.m.
Los Angeles	1,485,000	10.6	48.0	KTTV	7	W	7:00-7:30 p.m.
New York	3,580,000	12.7	18.4	WNBT	7	S	6:30-7:00 p.m.
San Francisco	723,000	18.4	35.9	KGO	3	Th	6:30-7:00 p.m.
Washington	475,000	15.7	35.6	WMAL	4	Su	6:00-6:30 p.m.

RANGE RIDER (30 min.—25 rel.—CBS Television Film Sales)

Atlanta	354,000	6.4	11.3	WSB	3	Th	5:30-6:00 p.m.
Boston	1,090,000	33.4	38.7	WBZ	2	Su	7:00-7:30 p.m.
Cleveland	787,000	22.0	46.6	WEWS	3	Su	7:00-7:30 p.m.
Los Angeles	1,485,000	11.2	40.8	KNXT	7	T	7:00-7:30 p.m.
San Francisco	723,000	30.4	53.6	KPIX	3	T	7:00-7:30 p.m.
Washington	475,000	9.2	9.6	WTOP	4	S	1:30-2:00 p.m.

'Racket Squad' Sold by ABC in 15 Markets

NEW YORK, Nov. 7.—"Racket Squad" top rating status as summer sub for "I Love Lucy" is paying off in heavy sales interest in the show as a syndicated TV film series, according to ABC film chief George Shupert. The web already has sold the Hal Roach Jr. production in 15 markets in just a few days of order writing, with sponsors already lined up for seven of the runs. ABC's other syndicated film show, "The Playhouse" ("Schlitz Playhouse of Stars"), is being kept under wraps, pending negotiations on a big multi-market sale.

An unusual aspect of ABC's syndicated film sales picture is that Shupert has set a \$75 minimum tag on both series, with absolutely no price concessions made below that figure to small stations or UHF outlets.

Shupert explained that is just isn't realistic to sell a half-hour film episode for less than \$75, since the print cost alone runs around \$35.

Re-run Market
Shupert also pointed out that it's wise to keep the price up on a quality film property in order to maintain its standing in the re-run market. In line with this, the exec said that ABC's syndicated film sales operation currently will concentrate on establishing one show at a time, rather than building up a large library

of product and working on several properties at once. Ziv follows a similar policy, in that its entire sales and promotion force usually get behind a new show for several months before the series actually goes on the air. Ziv has 98 "Racket Squad" flickers, some of which are still first run in many markets. Markets and sponsors sold to date include: Brillo for three markets: WABC-TV, New York; KECA-TV, Los Angeles, and WAAM, Baltimore; Pontiac over KPRC-TV, Houston; Kroger Grocers in the Memphis and Wichita, Kan. markets, and Canadian Admiral over two Canadian TV outlets in Vancouver, B. C., and London, Ont.

'This Is the Life' Series to Family

HOLLYWOOD, Nov. 7.—Family Television, Inc., Beverly Hills, has been set to produce 26 more in the "This Is the Life" half-hour TV film series for Lutheran Television Productions on behalf of the Lutheran Church-Missouri Synod.

President Sam Hersh of Family Films said this is the third in the series his firm has produced for Lutheran TV Productions, for a total of 78 half-hour pictures. Shooting will begin in January at the KTTV Studios here. Films are slated for release in fall, 1954.

'Foreman' Boasts 25,000 Kid Fans

MILWAUKEE, Nov. 7.—The "Foreman Tom" show, daily half hour Western film seg on WTMJ-TV, here, now boasts a membership list of over 25,000 youngsters in its Foreman Tom B-Square Ranch Club.

Cliff Robedeaux, who handles the "Foreman Tom" breaks between participating spots, has been in charge since August 6, 1951. Club members participate in an annual picnic and several Christmas parties at the studio each December.

QUICK TAKES

Ziv's new TV film series, "I Led Three Lives," was launched on a big scale in Cincinnati last month when the city declared October 27 as "Philbrick Day" in honor of the "I Led Three Lives" author, **Herbert Philbrick**, who served nine years as a counterspy in the Communist Party for the F.B.I., was present and addressed an over-flow audience at the Taft Auditorium.

Buster Crabbe will leave for Morocco Sunday (8) with his son, Cuffy, to make the television film series, "Captain Valiant." **Martin Poll** returned from Europe this week with four additional cans of "Flash Gordon" films, produced by Inter-Continental TV Films in West Germany. **Edward D. Madden**, vicepres and general manager of the Film Syndication Division of Motion Pictures for Television, will fly to Hollywood Monday (9) for a West Coast huddle on "Duffy's Tavern," "Flash Gordon," "Janet Dean, R.N." and "Drew Pearson's Washington Merry-Go-Round."

Martin Jones, **Henry C. Olmstead** and **Gordon Knox**, who formed a new TV film production company last week, have incorporated the organization under the name of "Television Producers, Inc." Writer **Basil Beyra** joined the firm this week to work on TPI's first show, a dramatic series with a Marine Corps background.

Murray M. Kaplan, vicepres of Specialty Television Films, Inc., left New York last week for the major TV markets in the East to inaugurate the distribution of 26 American language top films produced in Italy. "Janet Dean, R.N.," starring **Ella Raines**, the first film series for Cornwall Productions, went before the cameras Monday (2) at the Marion Parsonnet Studios in Long Island City, N. Y. "Dawn of America," an epic one-hour film depicting the historic discovery voyage of Columbus, will be released by Family Theater for nationwide TV showing during Thanksgiving week.

PILOT FILMS in PRODUCTION Since September 1

Title	Program	Producer	Star	Running Time	Shooting Dates	Target Date Production	How Selling
BENGAL PICTURES, 3102 Quincy St., N. E., Albuquerque, New Mexico							
Dust Clouds	Adventure	Phil. E. Canton-	wine	Col. Ellison	26:00	..11/301/1
CHARTER OAK TELE PICTURES, 846 Seventh Ave., New York 19, N. Y.							
Men Towards the Light	Dramatic	Industrial Home	for Blind	13:40	..CompletedNetwork
Out of Horror	Mystery	Charter Oaks	13:30	..CompletedNetwork
CINE-TELE PRODUCTIONS, 6327 Santa Monica Blvd., Hollywood 38, Calif.							
Peter the Pouch	Public Service	Harry Lehman	12:30	..IndefiniteSpring
Let's Face It	Public Service	Harry Lehman	Documentary	13:00	..Completed11/1
FRANKLIN TELEVISION PROD., 636 Acanto St., Los Angeles 49, Calif.							
This Is Hawaii	Musical	John Jay Frank-	lin	30:00	10/13
KLING STUDIOS, INC., 601 North Fairbanks Court, Chicago, Ill.							
The Referee	Sports Panel	The Referee	Top Guests	26:30	..10/1411/15
MOSS & LEWIS, 218 West 49th St., New York, N. Y.							
Mickey Spillane Shows	Mystery	Victor Saville	26:30	..Oct. 1
OFFICIAL FILMS, 25 West 45 St., New York, N. Y.							
Ronald Colman Series	Drama	Don Sharpe	Ronald Colman	30:00	..CompletedNetwork

TV FILM SERIES in PRODUCTION Since September 1

Title	Program Type	Producer	Star	Running Time	Number Planned	Number Completed	How Selling	Distributor
ALADDIN TELEVISION PROD., INC., 165 N. La Brea, Los Angeles 36, Calif.								
Kid Magic	Children's	Aladdin	Frank Scanner	Synd. or Natl.
BENGAL PICTURES, 3102 Quincy St., N. E., Albuquerque, N. Mex.								
Know Your Land	Historical	P. E. Cantonwine	12:00
BLINKEY PRODUCTIONS, 106 West End Ave., New York 23, N. Y.								
The Adventures of Blinkey	Children's	Murray King	Michael Mann	12:30
CBS-TV FILM SALES, 485 Madison Ave., New York, N. Y.								
Annie Oakley	Western	Annie Oakley Productions	Gail Davis	30:00	Natl. Spot-Booked	CBS-TV Film Sales
CINE-TELE PRODUCTIONS, 6327 Santa Monica Blvd., Hollywood 38, Calif.								
Untitled	Public Relations	Harry Lehman	12:30
CORNELL FILM COMPANY, 1501 Broadway, New York, N. Y.								
Adventure out of Doors	Sport	Jack Van Coever	Various	12:30
COFFMAN FILM CO., 4519 Maple Ave., Dallas, Tex.								
Untitled	Situation Comedy	Bob & Agnes Stanford	12:30
DALTON FILM CO., 813 Daniel Bldg., Tulsa, Okla.								
Romance of Juila	Western	Russell W. Kurtz	Various Names	27:00
Dalton	Musical	Russell W. Kurtz	13:30
Tevio	Giveaway	Russell W. Kurtz	27:00
DESILU PRODUCTIONS, INC., Hollywood, Calif.								
I Love Lucy	Sit. Comedy	Jess Oppenheimer	L. Ball, D. Arnaz	26:00
Our Miss Brooks	Sit. Comedy	Berns	Eve Arden	26:00
Danny Thomas	Sit. Comedy	Edelman	Danny Thomas	26:00
Ray Bolger	Sit. Comedy	Bresler	Ray Bolger	26:00
Letter to Loretta	Drama	Lewis	Loretta Young	26:00
DYNAMIC FILMS, INC., 112 West 89 Street, New York 24, N. Y.								
On Stage With Monty Woolley	Drama-Classics	Dynamic Films, Inc.	Monty Woolley	15:00
FILMCRAFT PRODUCTIONS, 8451 Melrose Ave., Los Angeles								
Mark Twain TV Theater	Sit. Comedy	Isidore Lindenbaum	30:00
You Bet Your Life	Quiz Comedy	John Guedel	Groucho Marx	30:00
FLYING A PICTURES, INC., 6029 Sunset Blvd., Hollywood 28, Calif.								
Annie Oakley	Western	Colbert Clark	Gail Davis	30:00
Death Valley Days	Western	Armand L. Schaefer	30:00
GEORGE F. FOLEY, INC., 625 Madison Ave., New York 22, N. Y.								
The Thoroughbred	Drama	George Foley	Thomas Mitchell	13:40
Your Coast Guard	Documentary	Bill Papp	4:30
Tales of Tomorrow	Drama	Dick Linkroum	Various	26:30
FRANKLIN TELEVISION PROD., 636 Acanto St., Los Angeles 49, Calif.								
The Border Legion	Western	Franklin	30:00
GUILD FILMS, INC., 420 Madison Ave., New York, N. Y.								
Joe Palooka Story	Adventure	Guild-Richard	Joe Kirkwood	1/2 hr.
Liberace	Drama	Bare	Liberace	1/2 hr.
Life With Elizabeth	Comedy	Guild-George Ribbles	Betty White	1/2 hr.
Secret Chapter	Drama-Historical	Ron Ormond	15 min.
Jungle Macabre	Documentary	Packagers	15 min.
Lash of the West	Western	Ron Ormond	Lash La Rue	15 min.
HARTLEY PRODUCTIONS, INC., 20 W. 47 St., New York 36, N. Y.								
Inside Decorations	Women's	Hartley	Gloria Louis	12:30
KLING STUDIOS, INC., 601 North Fairbanks Court, Chicago, Ill.								
TV Kitchen	Kitchen Show	Kling	Florence Pierce	25:50
LAKESIDE TELEVISION CO., INC., 1465 Broadway, Times Square, New York 36, N. Y.								
MARTERTO PRODUCTIONS, INC., Hollywood, Calif.								
Make Room for Daddy	Comedy	Louis F. Edelman	Danny Thomas	30:00
Adventure Is My Job	Adventure	Hal H. Harrison	12:30
The Opera & Ballet Series	Musical	Transatlantic	12:30
Wild Life in Action	Animal & Adventure	Lakeside	12:30
Magic Vault	Documentary	Lakeside	12:30

TV FILM PURCHASES

CBS Television Film Sales this week sold the following shows to WSIL, Harrisburg, Ill., KCGC, Sacramento, Calif., and WBLN, Bloomington, Ill.: "Cases of Eddie Drake," "Holiday in Paris," "Hollywood on the Line," "Amos 'n' Andy," "Crown Theater" and "Strange Adventure." Other CBS sales include: "Amos 'n' Andy" to WBZ, Boston, for Coti's Beverage; "Crown Theater" to WCSC, Charleston, S. C.; "Cases of Eddie Drake" to KFEL, Denver, and "Files of Jeffrey Jones" to KFEL, Denver.

The **Borden Company** purchased from NBC Film Division the "Life of Riley" series, to be shown on KCOK, Tulare-Fresno, Calif. "Badge 714" has been purchased by the **Pure Oil Company** for the St. Petersburg, Fla., and the Knoxville, Tenn., markets. "Captured" has been sold to KXLF, Butte, Mont.; WEBC, Duluth, Minn.; KARK, Little Rock, Ark.; WSIL, Harrisburg, Ill., and WRDW, Augusta, Ga.

Other NBC sales were: "Doug Fairbanks Presents" to KARK, Little Rock, and WSIL, Harrisburg; "Hopalong Cassidy" to KARK, Little Rock, KGMB, Honolulu, WCOV, Montgomery, Ala., WRDW, Augusta, Wis., Columbia, S. C., WSIL, Harrisburg, and the Charlotte, N. C., market.

Consolidated Television Sales sold its Station Starter Plan to WCOC, Meridian, Miss. WCOC also purchased "Time for Beany" along with KBOI, Boise, Idaho, and WNAC, Boston. "All American Game of the Week" has been bought by WMT, Cedar Rapids, Ia., and WEHT, Henderson, Ky. "Public Prosecutor" has been sold to WCPO, Cincinnati.

Piel's Beer, thru Young & Rubicam, has bought full sponsorship of WPIX's (New York) "City Detective," distributed by MCA-TV.

M & A Alexander Productions has purchased TV rights to "The Seven Ravens," all-puppet version of the Grimm fairy tales. Distribution of the puppet feature, which runs 52 minutes, will be timed for the Christmas holiday season.

Louis Weiss & Company last week made its 47th sale for three serials. The Los Angeles distributing firm sold "Custer's Last Stand," "The Black Coin" and "The Clutching Hand," each of 15 episodes, to KIDO, Boise, Idaho. Deal thru **Videofilm Associates of San Francisco** for Weiss, calls for two runs over the Boise outlet.

Gene Lyons and J. Van Fleet. However, drama may be rated a bit somber by average play-goer.

One Sunday last spring this reporter was considerably spell-bound by an hour-long production by Fred Coe for the "NBC Television Playhouse" series, called "A Trip to Bountiful." It was a touching little yarn by Horton Foote beautifully played by Lillian Gish. It was a TV dramatic highlight.

Now it arrives on Broadway expanded to full-length-play proportions, staged by the same man who directed the TV edition, with the Theater Guild joining Coe in its sponsorship. Miss Gish is giving a fuller and even more sensitive performance. "Bountiful" is still a moving and compassionate excursion into very ordinary human relationships, and the Guild and Coe have supplied some excellent talent to play Miss Gish's relations.

Not Escapist Fare

A reporter thinks "Bountiful" is splendid and recommends it accordingly, but to what extent an escapist pewb-er will go for a somber little character study of a little old lady who has outlived her generation may be a question. A lot of same are going to be left with an uneasy feeling of guilt, and that may not be so good for word of mouth at the box office.

Foote's little old lady has lived with a hen-pecked son and a shallow, strident daughter-in-law in Houston, for 20 years. She has one obsession—to get back just once to her old farm homestead in the nearby, deserted town of Bountiful. Attemp's on her part to run away have brought on domestic clashes and misunderstandings. So she does sneak off and makes her destination, and by the accomplishment finds a solace and peace that will last her the rest of her life. She also finds a closer relationship to her son who comes to get her, and there is even an indication that the daughter-in-law is shamed into something resembling understanding.

Excellent Cast

"Bountiful" is as simple as that. It's indeed a slim notion plot-wise for a full-bodied drama. But so beautifully shaded is the star's performance against the crass in-law stupidity and the fumbling irresolution of her son, that the drama moves swiftly and absorbingly to its conclusion. Jo Van Fleet is giving one of the season's outstanding contributions as the gabby, pin-headed wife of a man she loves but dominates—a highly unpleasant gal but far from all bad. Gene Lyons is restrainedly excellent as the poor sensitive guy who is caught in the middle, and there is a bright, likable portrait of a sympathetic bystander from Eve Marie Saint, making her Stem debut. Vincent Donohue's direction fulfills everything that his TV stint predicted.

"Bountiful" is a display for lovers of fine acting, but it does cut a bit deep for escapist amusement. Bob Francis.

THE SOLID GOLD CADILLAC

(Opened Thursday, November 5)
Belasco Theater

A comedy by Howard Teichman and George S. Kaufman. Staged by George S. Kaufman. Settings by Edward Gilbert. General manager, Al Goldin. Stage manager, Joseph Olney. Press representatives, Nat and Irvin Dorfman. Presented by Max Gordon.

T. John Blessington Geoffrey Lumb
Alfred Metcalfe Wendel K. Phillips
Warren Gillie Reynolds Evans
Clifford Snell Henry Jones
Mrs. Laura Partridge Josephine Hull
Miss Amelia Shotgraven Mary Welch
Mark Jenkins Jack Ruth
Miss L'Arriere Charlotte Van Lein
Edward L. McKeever Loring Smith
Miss Logan Vera Fuller Mellich
The A. P. Carl Judd
The U. P. Al McGraw
I. N. S. Howard Adelman
A Woman Gloria Maitland

NEWS BROADCASTERS
Bill Parker Henry Norell
Dwight Brookfield Mark Allen
Estelle Evans Lorraine MacMartin

A little satirical frolic which gives Josephine Hull a prolonged opportunity to do the sort of thing she does best. The result is a lot of fun. "Cadillac" may touch off no conflagration, but its star and good support make it a happy fable to keep the Belasco lighted for a long time.

There are two particularly nice things about the advent of "The Solid Gold Cadillac." It brings back our own beloved Josephine Hull in another of her inimitable Helen Holinson roles, and it re-lights the old Belasco as a legit house after a four-year hiatus as a broadcasting studio.

"Cadillac" is the lightest kind of satirical frolic. Mrs. Hull has had better plays and better parts. But as an amiable and aging actress who literally takes over a huge corporation merely by asking a few embarrassing questions at a stockholders' meeting, she makes this one a barrel of fun. Nobody on our stage can trot and teeter on her high heels with such delightfully deceptive simplicity as Mrs. Hull, the while she is making those about her look pretty simple on their own account, and "Cadillac" gives her plenty of opportunity to do nothing else but. So the comedy, while wispy, becomes a vastly amusing piece of business.

Fairy Story

Since "Cadillac" is obviously a satirical fantasy, authors Teichman and Kaufman have made use of a novel gimmick in having Fred Allen contribute a humorous recorded commentary between various scenes, giving the proceedings a proper fairy story slant. Kaufman has also keyed his staging to that note, with the result that incredible nonsense becomes a happy little fable.

Solid Support

The star gets solid support from Loring Smith as a blustering tycoon with a secret yen to be an actor. Smith is an old hand at playing this sort of thing and gives one of his most engaging performances. There are good contributions, too, from Geoffrey Lumb, Wendell Phillips, Reynolds Evans and Henry Jones as a quartet of Big Business stuffed shirts. Mary Welch and Jack Ruth pleasantly sponsor what little love interest the play boasts, and Henry Norell, Mark Allen and Lorraine MacMartin add amusing moments as a trio of TV news broadcasters. "Cadillac," in sum, offers Josephine Hull a prolonged opportunity to do the most of things she does best. In this reporter's book Mrs. Hull is practically always wonderful. May she ride a long time in her solid gold Cadillac! And she likely will.

Bob Francis.

NIGHT CLUB-VAUDE

Radio City Music Hall, New York
(Thursday, November 5)

Capacity, 6,200. Price range, 80 cents to \$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by Raymond Paige house ork.

As Music Hall shows go, this is a handsome edition. All concerned have put a lot of imagination to turning out a fine hour-long spectacle.

The Music Hall comes up with another handsome show with Stewart Morcom's, as usual, imaginative sets, some super lighting effects by Eugene Braun and eye-filling costuming by Frank Spencer. Leon Leonidoff calls his current spectacle "Lights Up" and spells it in three segs to a candlelight, gaslight and floodlight era.

For the first Margaret Sande

has patterned a striking ballet for tulle-and-tights corps, danced against a background that could be an early Victorian mantle piece. This is one of Miss Sande's best efforts, and spotlights Jayne Hornby and Brunhilda Roque in a finely stepped pas de deux, and with Doris White, Ghislaine Deleu and Virginia Rice contributing an equally outstanding pas de trois.

The gaslight section features the Hall's vocal group assembled outside Niblo's Gardens at the turn of the century. Vocaleers do well by old ballads and minstrelsy, and set-up builds well for the intro of the show's two vaude acts, the smart intricate juggling of Rudy Cardenas and the equally standard showmanship of the Rudell Trio on the trampo.

Final seg spots the Rockettes under the floodlights of a Hollywood sound stage. Gals offer up one of their trickiest precision numbers for a sock reception. Since the proceedings seem to have to do with the filming of a showboat pic, Morcom and Braun have teamed up on a particularly effective ole-man-river finale background. It's fine spectacular stuff all the way thru.

Pic is: "Kiss Me Kate."

Bob Francis.

St. Regis Maisonette, New York
(Thursday, November 5)

Capacity, 170. Price policy, \$2-\$3 cover. Shows at 9:30 and 12:30. Owner, St. Regis Hotel. Manager, Pierre Bultnick. Booking, non-exclusive. Publicity, Timmie Richards. Estimated budget this show, \$750.

Rosalind Courtright, a slick, well-groomed canary, did her customary good job here.

For her return date here Rosalind Courtright came in with a flock of new material. Some of it was good; some was just fair. Her appearance was in keeping with the class room and its class trade. She was well turned out in a brown job with short gloves and a new hairdo that kept eyes fixed on her.

Strangely enough, the gal opened with what in retrospect seemed to be her strongest number, a double entendre arrangement on "Mad, Mad World." But having set the pace, she suddenly switched into straight vocalizing. Her next was a Cuban ballad with an extra English lyric; then came "India" that meant little. She picked it up with another "He Takes Me Off My Income Tax" out of "New Faces," but went off again with "C'est Magnifique" superimposed on "Boom, My Heart Goes Boom."

New Song NSG

A pitch about a new writer whose song she did next was well handled. The ballad itself, "When You Want Your Man," did nothing for her, or she for the song. Her "Mamma, Don't Worry About Your Little Girl," a special with Christine Jorgensen implications, was amusing but too long and too repetitious. Miss Courtright finally wound up with an applause milker—a special based on the need for applause by performers which she used cleverly including a bow for the Milt Shaw ork.

Milt Shaw's show backing was excellent. The Ray Bari Ensemble relieved. Bill Smith.

Paramount, New York
(Wednesday, November 4)

Capacity, 3,664 seats. Price range, 80 cents-\$1.80. Four shows daily. Chain booker, Harry Levine. Show played by Pupi Campo ork.

What seems a run of the mill show on paper plays like a big time comedy show. The audience couldn't get its fill of the Ames Brothers.

It was probably one of those booking accidents that brought this show together as the final bill for the foreseeable future. A show headlined by the Ames Brothers with Clifford Guest, the Piero Brothers and Pupi Campo and his ork figures to play all right—that's all—just all right. The Ames Brothers have some marquee heft, but compared with the names that have played this house the weight is comparatively minor.

But on stage it played like one of these dream shows. The Ames lads, who closed, did their act in two parts. The first was straight singing; the second was comedy. Both were super. In fact if Vic Ames continues to improve his comedy as he has up to now, the Ames can well be sold as a comedy quartet. In the singing department the four lads reprised practically every one of their record hits, with each winning immediate recognition via enthusi-

astic palming. On the call-back it was comedy and novelty bits, take-offs and Vic's unrestrained mugging. At times the comedy was so obvious as to be embarrassing. But the audience ate it up. When the boys finished, the applause was so great they had a tough time begging off.

Clifford Guest

Clifford Guest, Australian ventriloquist by now almost a standard act, drew yocks with his dummy in the trunk.

The Piero Brothers, probably one of the best two-man juggling teams in the business have added a few new bits—rather amusing bits. In fact, both boys gave indications of being able to do more comedy than they have shown up to now. The addition of laughs to an already solid juggling act could easily give them an added plus.

Pupi Campo was the same irrepressible band leader on the stage that he is on a night club floor. His yells of "Go-Go-Go" drew enthusiastic responses from what started out as an apathetic house. With his straw hat tilted sharply over one eye, Campo lead his outfit thru a series of mambos, getting his girl maracca player in for a torrid off-beat session with him. But much of Campo's charm is still in his strange distortions of the American tongue, plus an unretentive memory. In his emceeing, Campo referred to Clifford Guest as Eddie Guest, then corrected himself and made it what sounded like "Iffy Guest."

"Dragnet" Mambo

The much beaten up "Dragnet" came in for a Campo treatment—a mambo beat—with Pupi shaking and screaming his gibberish. It was really funny.

Bert Bachrach, pianist backing the Ames Brothers, was outstanding in his role. He gave the boys a hefty assist.

Pic, "Calamity Jane."

Bill Smith.

Sands Hotel, Las Vegas, Nev.
(Monday, November 2)

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Producer, Jack Entratter. Publicity, Al Freeman Company. Estimated budget this show \$15,000.

Jeanette MacDonald is a sure-fire hit here with a solid act. Eddie Garson showed one of the best ventriloquist acts ever to work here.

Jack Entratter this week captured another star from the Sahara hotel down the Strip, luring away Jeanette MacDonald, who scored her initial Las Vegas hit last spring at the Sahara.

Miss MacDonald proves to be as charming as she was two decades ago in her film musical romances with Nelson Eddy, and is still capitalizing on the music she put into the American household in the 1930's.

She wins her audiences with such sure-fire numbers as "Indian Love Call" from "Rose Marie," "Giannina Mia" from "Firefly" and a novelty switch to show the audience that the popular "Donkey Serenade" started out to be "Chansonnet" before the movies went to work on it.

Pop and Opera

The red-haired soprano departs from operetta with a beautiful delivery of "Ebb Tide," and her only grand opera selection in the show, "One Fine Day" from "Madam Butterfly."

A well-done illustration of the transformation from radio to television in the American home is a crowd-pleaser, with Miss MacDonald first being heard and not seen, then being seen and heard, and in a nudge to the faults of television, being seen and not heard.

She climaxes her act with a pleasant dance number, accompanied by two chorus boys, and the song above all for which she is noted, "Sweetheart" from "Maytime."

In the second spot on the show is Eddie Garson, one of the best ventriloquists ever to play Las Vegas, whose deft three and four-part split-second voice changes are not even attempted by most performers of this kind.

Held over on this show after the cancellation of Larry Adler

are the Nicholas Brothers, a vigorous song and dance team.

The Copa Girls of the chorus line showed up with some pretty new faces to grace their well-drilled numbers. Music is by Ray Sinatra and his orchestra.

Ed Oncken.

Hotel Sahara, Las Vegas, Nev.
(Thursday, November 5)

Capacity, 550. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Booker, Bill Miller. Producer, George Moro. Publicity, Hebert-Rose Associates. Estimated talent budget this show, \$20,000.

The Christine Jorgensen show gets top support from other acts on the bill. Elsa and Waldo a big hit here. Line numbers the best on the Strip.

Christine Jorgensen, headliner here, has been protected with so much supporting talent that hardly anyone can go away not entertained.

Under contract to book the Jorgensen act, The Sahara waited until it was unoffensive, if not very entertaining. At least, the great enigma doesn't attempt to compete with pro headliners, but concentrates on Christine jokes and a somewhat idealistic and serious discussion of "the tragedy of being born different."

Tying the great transformation into man's right of life, liberty and the pursuit of happiness seemed as good a way as any for Christine to justify the switch, if not the exploitation of it. Christine also sings but the less said about this, the better.

Christine is supported by comic Myles Bell, who keeps the audience laughing and the patter with Christine on a light level.

Supporting Acts

The variety of the supporting acts ranges from a ventriloquist to an aggregation of imported girl bagpipers, as well as a lavish chorus line production.

The Dagenham Girl Pipers, who started their U. S. career at the New York Latin-Quarter, are colorful and noisy and certainly different for a local night club, as they go thru Scottish routines to the delight of the audience.

Chris Cross, ventriloquist, has as his twist a life-sized, frowzy blonde dummy, as well as two others in assorted sizes. He demonstrates a particular knack for singing, instead of talking, his wooden stooges.

Francis Brunn, juggler and contortionist, is considerably better than the average act of this type.

The hit of the show, if not in the billing, are Elsa and Waldo, who turn comic dancing into artistry with their difficult routines. They

(Continued on page 52)

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Record Stars Keep Cafes in Business; Up Theater Grosses

Continuing Crop of Artists Avoids Booking of High-Priced Names

Continued from page 1

do week-end dates around New York. Blinstrub's, Boston; The Town Casino, Buffalo, and The Latin Casino, Philadelphia, have already made offers. No dates have been set yet, tho his one-night price is \$5,000.

The question whether cafes in cities like Pittsburgh, Cleveland, Detroit and similar locations would have survived without the recording people is open to debate. The fact remains, however, that the accepted cafe names, e.g., Danny Thomas, Jimmy Durante, Sophie Tucker, Joe E. Lewis, have only a few weeks open a year, and it is doubtful if they'd give them to any but the big clubs in New York, Chicago or Las Vegas, Nev.

The argument as to whether these disk names are worth the money can go on and on. It is a matter of record that few of these names can make the circuit more than three times and still hold up. It is also a matter of record, however, that when prices get up to above the \$5,000 figure, that cafes hesitate to play these record people back.

New Crops

There are the key names that hold up no matter how many times they make the circuit, such as Johnnie Ray, Nat Cole, the Mills Brothers and Les Paul and Mary Ford. But if the price becomes too high for the others, there's always a new flock of recording people that become available at prices that permit the op to make a buck. As a result there come Guy Mitchell, the Four Lads, the Four Aces and similar people who may have been around for some time but haven't been seen since they have made a hit record.

It is also a matter of record that many of these top record names have kept theaters with combo policies going. When the Paramount threw out stage-shows, it wasn't because its talent was poor or became unavailable. It was simply because film distributors wouldn't permit the cost of stage-shows to come out of film rentals. The theaters that continued the policies and were located in competitive areas which kept stage-shows were simply left without products.

The Martin and Lewis flick, "Caddy," was sold away from the Paramount where it could have racked up tremendous grosses. "I Married a Millionaire" originally set for the Music Hall was sold to Loew's State and Globe, both grind houses. In both cases it was "if you keep the stage-shows we'll sell the pictures elsewhere."

The Paramount caught between poor pictures or no pictures was forced to give in.

Chi Encore Goes Dark

CHICAGO, Nov. 7.—The new Encore Theater Room of the Preview, which held its premiere opening October 21, closed its doors two weeks later, Wednesday, November 4. Ralph Mitchell, operator of the Preview, explained one room was not doing enough business.

The room was originally opened to follow on the successful format used by the Black Orchid here, a continuous show with name artists. Those on the opening bill included Al Morgan, Doodles and Skeeter, Maria Velasco, and the Leon Sash Trio. All acts, with the exception of Al Morgan, have been released, and Morgan has been transferred to the Preview Lounge downstairs of the Encore Room.

Mitchell stated he would leave the room closed until such time as show business in general goes on the increase locally, or until he can book an attraction that will do business in spite of the current lull.

It is ironic that in Chicago, where the competitive picture is less than in New York, the Chicago Theater gets pic products and plays stage-shows and does business with both.

Whether disk names do business in theaters or not is also a matter of record. Some months ago Les Paul and Mary Ford went into the Paramount for \$10,000 plus a split if the cumulative take (two weeks) went over \$120,000. The gross was \$139,000.

Theaters recognize that only a few headliners can buck a bad picture. Those few get top money and make it for both themselves and the house. Martin and Lewis, Johnnie Ray, Danny Kaye, Bob Hope and perhaps off-beat combos of a Durante and somebody else might do it with bad pix. If so, they make money, and if they walk out with big splits on overage, no one is hurt.

The lesser attractions, including the record people, do it here and there but need picture support to roll up the big grosses. It is conceded by the trade, however, that if it weren't for these record people, fewer clubs and theaters would be open.

AGVA Kills Off Hwd. Auto Show

HOLLYWOOD, Nov. 7.—A last-minute demand from American Guild of Variety Artists West Coa: rep, Eddie Rio, for \$15,000 covering use of talent at the Lincoln-Mercury sponsored Pageant of Progress here, brought cancellation of the entertainment as a result of a turn-down on the part of the sponsors.

Rio declared that the show had been misrepresented to both the Hollywood Co-Ordinating Committee and Theatre Authority, which had okayed the appearance of talent on a cuffed basis.

Rio claimed that the entertainers were entitled to one-seventh of their weekly salary, inasmuch as the musicians and technicians involved in staging the affair were receiving their full wages.

Show, held at the Pan Pacific Auditorium, hosted more than 2,000 auto dealers and salesmen, in addition to execs from six film studios who participated in sponsorship of the event. Latter group included Columbia, Universal-International, Warner Bros., Republic Pictures and 20th Century-Fox, each of whom contributed \$1,850.

Talent scheduled to appear at the show included such names as Jane Russell, Merv Griffin, Rex Allen, Dan Dailey, Debbie Reynolds and Jack Carson.

Rio told The Billboard that entertainment reps for the Pageant of Progress neglected to indicate that the show was being held at the Pan Pacific. Previous shindig in '52 was held indoors at a Warner Bros. studio. Both the Hollywood Co-Ordinating Committee and Theatre Authority repeatedly told Ford show officials to contact Rio at AGVA, a request which was neglected. Rio learned that

(Continued on page 52)

MAKSİK WANTS JOBLESS STARS

NEW YORK, Nov. 7.—Ben Maksik, owner of the Town and Country, a neighborhood club near Coney Island that uses names, has decided to play only week-end shows. Maksik said, "The good ones want too much money and who wants the others? I'll tell you what I want," he said to an agent. "I want the hot attractions who are out of work!"

CENSORS STEP IN TOO LATE

LONDON, Nov. 7.—Last week "Guys and Dolls" took a night off from the Coliseum Theater to make way for the annual Royal Variety Performance put on by the Variety Artists' Benevolent Fund. A big feature of the show was an extract from the musical which in London stars Vivian Blaine, Sam Levene and Jerry Wayne. Then three days before the show the VABF Censorship Committee came in and re-arranged the scene's dialog to avoid "offense." It changed—for "I dreamed last night I got on the boat to Heaven, and by some chance I'd brought my dice along" to read "I dreamed last night I got on the boat of Judgment and by some chance brought my horn along." Other alterations were equally few.

The irony of it is that the Queen has already seen the show in its normal version, so have most of the Royal family. Princess Margaret has seen it three times.

AROUND AGAIN

Christine May Get 2d Stands On Club Row

NEW YORK, Nov. 7.—Christine Jorgensen will get a second time around if the talks now in progress jell into a deal.

Mickey Chiado, operator of the Gay Haven, Detroit, the first club that booked Christine after she laid her now famous egg in Los Angeles—and made money with her—is willing to gamble that she isn't just a one-time-around freak. Her first date at the Gay Haven was for \$3,500. It was out of this date that her manager, Charles Yates, was able to line up other dates.

Christine is now at the Sahara for \$12,500 on an old contract made prior to her Los Angeles flopperoo.

HUMILITY PAYS OFF?

La Rosa to Get \$7,500 at La Vie—132G by Christmas

NEW YORK, Nov. 7.—Julius La Rosa, who is expected to do better than \$45,000 for his five-day stand in Boston's Metropolitan Theater, will open in his first New York spot, La Vie en Rose, Christmas Day. Monte Proser, La Vie's op, will pay him \$7,500, which is the top money the room has spent since it started business.

Last week, it was estimated here that La Rosa would make more than \$50,000 between now and Christmas. The figure has been sharply upped to \$132,000

for the same period, which is some kind of a record, particularly for a kid who was getting "\$500 a week or scale, whichever is higher," from Arthur Godfrey a few weeks ago. His Godfrey dough at scale was \$900.

La Rosa jobs and prices are: the Boston Met \$12,000 (estimated), Muncie, Ind., concert, \$5,000; Milwaukee, concert, \$8,000 guarantee; Chicago Theater, estimated at \$25,000 (two weeks); three Ed Sullivan shots, \$9,000; taping radio shows, \$3,000; Lake Club, Springfield, Ill., (first night club date), \$8,000 for four days; Pittsburgh Twin Coaches, \$15,000; concert at Youngstown, O., \$5,000, and La Vie en Rose, \$7,500.

La Rosa has already been set for a return date in Pittsburgh, this time the Vogue Terrace, next April.

CALUMET CITY

AGVA Asks Ill. Gov. for Police Aid

NEW YORK, Nov. 7.—The situation in Calumet City, a suburb of Chicago, has become so bad, according to the American Guild of Variety Artists, that it has called on Governor Stratton of Illinois to protect its representative, Ernie Fast, because the local police have refused, the union claimed.

The wire was sent late Friday (6) evening to Governor Stratton by Jackie Bright, AGVA president. It read, "In a previous telegram, AGVA requested you to use your office to provide police protection to our members and working representatives. We again request such protection for our representative, Ernie Fast. Regular police protection from the Chicago Police Department was denied. We fear harm may be done to Fast. We request your intervention and reply as to what protection we may anticipate for our employee." It was signed, "Jackie Bright, President, AGVA, 1697 Broadway."

The situation stems from the refusal of Calumet City club ops to sign an agreement with AGVA and pay \$2.50 for every performer to the union's welfare fund. Milton T. Raynor, attorney for the ops, had charged the \$2.50 demand was "blackmail."

Extra Added

SPRINGFIELD, MASS., TO GET VAUDE . . .

Samuel Wasserman, who leased the 1,800-seat Court Square Theater, Springfield, Mass., for five years from Gilmore Associates, Inc., has resumed a Friday-thru-Sunday vaude-film policy. The theater also plans to bring in occasional legitimate stage attractions.

JAMES MCCARTHY FETED IN CONN. . . .

Connecticut showbiz and State and civic officials attended a testimonial dinner for James F. McCarthy, newly named Connecticut district manager of Stanley-Warner Theaters, at the Hotel Bond's grand ballroom Thursday night (29).

Statler Afoul Of Coast Guild

HOLLYWOOD, Nov. 7.—Unless the Hotel Statler here signs the American Guild of Variety Artists minimum basis agreement by Monday (9), the hotel faces a firm ban of all talent. Such was the edict handed down this week by AGVA in a statement notifying all agencies and agents of the deadline date imposed when the union issued the hotel a 10-day notice (The Billboard, November 7).

The Statler contends that negotiations are continuing in New York between AGVA reps there and hotel executives, and that a decision in the matter will be handed down from New York.

Unless the Statler signs the (Continued on page 52)

MANNERS PLAYS TO CAPACITY 57 WKS . . .

Mickey Manners, who holds a 57-week record at the 375-capacity Parisian Room, re-opened here Monday (2). Steve Dipsner, owner, gave two weeks with options to Manners. Other acts on the bill are Evelyn Wilson, comedienne; Elaine Alexander, novelty dancer, and Steve Martin, romantic baritone.

FEINBERG TO BOOK R. I. BALLROOM . . .

Abe I. Feinberg will book the new policy at the Rhodes on the Patucksette River Ballroom, Providence. The spot had been operating on a local band basis. The new plan is to use name bands, name attractions and book the spot for conventions and industrial shows.

AGVA TO ARRANGE HOSPITAL SHOWS . . .

The American Guild of Variety Artists will do Army and Navy hospital shows via an armed services tie-up. The services will fly acts no more than four hours flying time out of New York, and shows will be done only in wards. The first shows are scheduled for around Christmas. The reason why AGVA will do the shows—it seeks acts willing to go on—is that there are no United Service Organization appropriations for such activities.

HARRIS AND KENT FORM AGENCY . . .

Sid Harris and Bill Kent have become partners in their own talent agency operating out of Miami Beach. Harris was for many years with The Billboard then became an agent with the Chicago office of William Morris. Subsequently he joined the Mu-

(Continued on page 52)

Haymes' Battle With Altman Is MCA Problem

NEW YORK, Nov. 7.—A guarantee of performance in buying an attraction was the latest twist in a booking problem to face the Music Corporation of America in its representation of Dick Haymes.

The problem came up when Harry Altman, co-owner of the Town Casino, who bought Haymes for the week of November 9 for \$7,500, demanded assurances from MCA that (1) the singer show up, and (2) if the Bureau of Internal Revenue attached any of the singer's salary, that he finish out the week and not walk out as he did recently at the Latin Casino, Philadelphia.

MCA, posed with a problem it had seldom faced before, hesitated. When Haymes didn't show up at all at the Carousel, Pittsburgh, Monday (2), after the club had advertised him, MCA was in a difficult spot. Altman continued to press the agency for a reply. But now with the Pittsburgh "no-show" on the record, he demanded that if MCA could not guarantee Haymes' appearance, the club be permitted to cancel despite the pay-or-play contract.

The American Guild of Variety Artists was called in. Until the case of Haymes versus the Carousel was brought to it, it couldn't take any action, a spokesman said.

Jackie Bright, AGVA president, said, "At a time when we are doing everything in our power to co-operate with cafe owners, to keep them open, the Haymes case puts us in a bad light. We look with disfavor on a member of AGVA who would treat contracts as he is reported to have done. It is bad business. It reflects on his business judgment as well as on the union, which stands ready to protect its members. But when one of our members asks for our help, we demand he come in with clean hands."

MCA made many unfruitful attempts to reach Haymes. The agency spokesman said efforts were made to talk to the singer at the Park East Hospital, but the hospital had no record of his admission as a patient. Finally, it notified Altman it would accept the cancellation of Haymes. The club put in a local singer.

"Sick and Tired"

Informants quoted MCA as being "sick and tired of Haymes—he's an aggravation and a headache." Union spokesman said of Haymes, "We were told he checked into the hospital for a fast five minutes so he could plead illness as a cover-up for not playing the Pittsburgh date."

"We have examined Haymes' record here. Equity put him out because in his application to that union he claimed the U. S. as his birthplace. Our records show his country of birth was Argentina," said an AGVA official.

Haymes is still booked into the Latin Quarter, Boston, and has a date in Palm Springs, Calif. MCA, when asked if Haymes would fulfill those contracts, replied, "Your guess is as good as mine."

\$150,000,000 Suit Asks Broadcaster-BMI Divorce

• Continued from page 1

Charges Name 2 Disk Firms, Webs, NARTB

composers and authors acting thru a committee known as the "Songwriters of America." It is noted that many of the complainants are high in the councils of the American Society of Composers, Authors and Publishers, as well as the Songwriters' Protective Association. (See attached story giving complete list of complainants and defendants.) The latter two organizations are not directly involved in the action.

The cleffer campaign began quietly just over a year ago, when a group of writers began soliciting their conferees for support, both moral and financial. A substantial segment of the near \$500,000 estimated to be required to see the fight thru has already been collected by the committee. Many cleffers have donated 5 per cent of their performance income to SOA, with others contributing as much as 8 and 9 per cent. The

WSM Invites 900 DJ's to 'Opry' Anniv.

NASHVILLE, Nov. 7. — Radio station WSM here has sent out over 900 formal invitations to country and folk music deejays from coast to coast to attend the 28th anniversary of the station's "Grand Ole Opry" show on November 20 and 21. They are invited to attend a special reception given by the station, as well as the anniversary performance. The headquarters for the celebration will be the Andrew Jackson Hotel here. On Friday (20), there will be a formal meeting, which will include speeches by prominent men in the music industry, plus discussion panels with industry leaders and with disk jockeys.

Among those who are expected to appear at the various meetings are Ralph Peer and Bob Gilmore, Peer International; Carl Haverlin, Bob Burton, Russ Sanjek and Ken Sparnon, Broadcast Music, Inc.; Bob McCluskey and Steve Sholes, RCA Victor; Jim Conkling and Don Law, Columbia; Paul Cohen, Decca; Dee Kilpatrick, Mercury; Ken Nelson, Capitol; publishers Julian Aberbach, Hill and Range; Fred Rose and Murray Nash, Acuff-Rose, and pubber Nat Tannon.

Cautious TV On Terms of ASCAP Offer

NEW YORK, Nov. 7.—The all-industry local TV music license committee has cautioned TV stations against acting precipitously in connection with the offer by the American Society of Composers, Authors and Publishers to renew blanket licenses on the terms and conditions which presently prevail. In a memorandum to stations, Dwight W. Martin, committee chairman, states in part as follows:

"We have been informed that within the last few days, ASCAP has sent a letter to all television stations. . . . The renewal period is for four years commencing January 1, 1954. In the renewal agree-

(Continued on page 78)

action is not expected to come to trial for about a year, with lengthy court sessions a certainty.

Attorney Schulman

The writer complaint is brought under provisions of the Clayton and Sherman Anti-Trust Acts. Representing the group is John Schulman, a partner in the legal firm of Hays, St. John, Abramson & Schulman. A jury trial is sought.

The brief prepared by Schulman charges that the defendants formed BMI as a creature of the broadcasters "to establish, enlarge and maintain a music pool" (Continued on page 45)

Principals in Cleffers' Suit

NEW YORK, Nov. 7.—The list of 44 defendants named in the songwriters' suit (see separate story) include the following corporations and individuals:

Broadcast Music, Inc., Radio Corporation of America, National Broadcasting Company, Inc., Columbia Broadcasting System, Inc., Columbia Records, Inc., Columbia Music Publishing Company, Master Records, Inc., Okeh Music Publishing Company, American Broadcasting-Theaters, Inc., General Teleradio, Inc., Mutual Broadcasting System, Inc., Storer Broadcasting Company, National

(Continued on page 78)

Columbia Kicks Off Promotional Drive

NEW YORK, Nov. 7.—Columbia Records has set an all-out push this month on promotional material for its Christmas merchandise, EP and LP records and the entire phono line. This week the diskery started to ship three new catalogs to distributors in order to have them in stores within the next two weeks. The new catalogs are a complete children's catalog, an LP catalog, and an extended-play and 45 r.p.m. catalog. These will be made available at no charge for give-aways and mailing pieces.

The firm has also made up window displays and counter material for dealers, including a massive 36"x36" blow-up of the cover of the new Arthur Godfrey set, "Christmas with Arthur Godfrey." Display features the comic as Santa Claus and pictures the others members of his cast, including Julius La Rosa. On the same Christmas kick the firm has prepared a special Liberate counter display which will hold copies of the TV star's latest waxing, "Christmas Medley" and "Ave Maria." Four-color streamers plugging Gayla Peevey's holiday disk and the Frankie Laine and Jo Stafford album are also on their way to dealers.

Columbia has not neglected the active hi-fi field in its promotional efforts, having made up three-color hangers and leaflets which stress the hi-fidelity aspects of Columbia records. The hi-fi leaflet lists disks in all

'Get Out First' Is RCA Theme

NEW YORK, Nov. 7. — The artist and repertoire planning at RCA Victor continues to call for getting out with new tunes before any other label. The diskery's pop a.&r. chief, Joe Carlton, this week pointed out that Victor will cover on a limited number of tunes released on other labels.

Victor is making heavy promo-

(Continued on page 45)

Public Hassle Follows Years Of Friction

NEW YORK, Nov. 7.—Today's filing of the songwriters' complaint against Broadcast Music, Inc., highlights the fact that never before has the radio-TV-music picture been so fraught with uncertainty. Antagonism between the conflicting parties has simmered for years, but has never erupted. It is now erupting on several fronts. The original BMI blueprint was first drawn up in 1939, and the organization went into operation shortly thereafter. Today's event comes after a slow boil of some 14 years.

The same battle and virtually the same charges seem scheduled to be aired publicly on another level, namely, the rate conflict between the telecasters and the American Society of Composers, Authors and Publishers. This conflict is on the threshold of the courts, and there appears little likelihood that it can be sidetracked.

When this case is aired, it is a foregone conclusion that many of the same charges will be made that are contained in the songwriter suit versus BMI; for it has

(Continued on page 78)

fields, including light classical, opera, shows, drama, ballet, orchestral, etc. A number of Columbia phonos are advertised in the leaflet. The diskery has also printed its first complete phonograph catalog, which features the Columbia 360 and the firm's five other models.

Agreement Certain on Hi-Fi Phono Standards

WASHINGTON, Nov. 7.—The Radio-Electronic-Television Manufacturers Association's board of directors is virtually sure to reach agreement on high fidelity standards for the phono-radio industry at the board's mid-fall meeting in Chicago November 19. The new standards will be recommended in turn to the December 7 hearing of the Federal Trade Commission on a code of fair trade practices for the TV-radio-phonos industry.

Agreement on minimum standards for high fidelity sets is expected to be reached without serious difficulty at sessions of RETMA's special committees which will meet for two days preliminary to the board's session. Objections raised by several small manufacturers of custom-made sets apparently have been removed, and there appears to be general satisfaction within the industry on minimum standards which are feasible and which, in the judgment of RETMA officials, would assure public protection from "souped-up" sets and other phony gimmicks.

If the board comes up with its proposed minimum hi-fi standards as is expected, the FTC's upcoming hearing on a trade practices code is likely to be the final one, since the hi-fi issue has been the sole remaining controversial matter left over from the Commission's last previous hearing on the subject last summer. One FTC official said that, if no controversy develops at the December 7 meeting, it would be possible for the Agency to issue final standards by Christmas. The

SQ. DANCING TO W. INDIES

HOLLYWOOD, Nov. 7.—Bob Osgood, Capitol Records ace square dance caller, will shortly be breathing the life and fire of his square dance message across the ends of the earth.

Osgood leaves November 19 for a two-week tutoring session in Aruba, Dutch West Indies, in an endeavor to teach the colony there the art of square dance calling. Natives have been doing the mambo and samba to country squares, a situation which will be rectified upon Osgood's arrival.

Early Ruling On McGuire Act

WASHINGTON, Nov. 7.—In an issue of wide interest to the music industry, the Supreme Court will decide shortly whether it will reconsider its recent refusal to rule on the constitutionality of the McGuire Act, a federal statute along lines of State fair trade laws. Although the court last month decided against a hearing on the issue, a new appeal on fresh grounds was made this week.

Latest attempt to overturn the McGuire Act came in a petition by Schwegmann Bros., a New Orleans supermarket, for reconsideration of the high court's refusal last month to rule on its appeal of a lower court setback. Schwegmann Bros.' new petition is on grounds that retailers deserve an authoritative ruling on the fair trade issue. Asserting that no consistency is shown in rulings handed down by the lower courts, the petition cites about 50 court decisions on the issue, some upholding and some repudiating the fair traders. The recent trend, says the petition, has been against fair trade price fixing. Schwegmann Bros. predicts considerable confusion on the part of retailers in interpreting the attitude of the courts toward their efforts to undersell fair trade prices, unless the issue is settled by the nation's highest judicial authority. The fair trade issue has an important bearing on sellers of phono disks, radios, TV sets and phonographs.

Schwegmann Bros., in asking the high court to rule on the Mc-

(Continued on page 45)

Capitol Maps Early 1954 Sales Plans

HOLLYWOOD, Nov. 7.—Capitol Records execs are currently finalizing sales plans for the first quarter of 1954 in conferences between Lloyd Dunn, vice-president in charge of advertising and promotion; William Fowler, Eastern office v.-p., and national sales manager Hal Cook.

Cook and Fowler have been engaged in a series of meetings here this week with Dunn, setting plans which will be presented to the firm's district managers at a general meeting early in December.

Results of the winter meet will subsequently be handed down to Cap branch managers on January 1.

Cook and Fowler are expected to remain here thru November 10 and then return to New York.

August Phono Tax in Gain

WASHINGTON, Nov. 9.—Collections from the federal tax on phonograph records continued an upward swing in August, but revenue from other amusement taxes showed mixed trends, according to latest Internal Revenue service figures released today (9). The tax on phono disks yielded \$510,000 in revenue in August, compared to \$457,000 the previous August. The yield from this tax since the start of the fiscal year, July 1, has reached \$1,054,000, a 36 per cent gain over the same period the previous year.

The federal tax on musical instruments yielded \$746,000 in August, compared to \$797,000 the previous August. Total collections since the start of the fiscal year are running nearly 21 per cent behind the corresponding period of last year. The federal tax on phonographs, TV sets, radio sets and components yielded \$9,535,000 in August, a gain of nearly a million and a half dollars over the previous August. Collections from this tax so far this fiscal year are running 15 per cent ahead of the same period last year.

Fischer Finds Jobbing Tough

CHICAGO, Nov. 7. — Irving Harris, manager of Carl Fischer, Inc., today issued a statement concerning rumors that the firm was going out of the sheet music jobbing business.

"There is a possibility that Carl Fischer will go out of the jobbing business and stick strictly to the

(Continued on page 45)

FLANAGAN, MORROW TO COMBINE FOR DANCES

NEW YORK, Nov. 7. — The Ralph Flanagan and Buddy Morrow bands are being combined for a special dance and concert appearance at the Michigan State Fair Coliseum, Detroit, on December 19, in an unusual booking which pairs the two bands managed by Herb Hendler. Rather than play the date as an ad-lib "battle of bands" concert-dance, several special arrangements have been written for the combined orks totaling 33 musicians and singers. In addition, RCA Victor, for which the two bands record, is issuing a special 12-inch LP disk coupling Flanagan's current "Meadowbrook and Palladium" and Morrow's current "Big Beat" albums.

Tentative plans, based on the gross racked up at the date, call for combining the two orks for a two or three-month concert-dance tour. The plan includes working the combined bands during the week and splitting the units for separate week-end dates.

The Hendler-Flanagan-Morrow thinking runs along these lines: The coupling of two attractions proved successful in the movie

and disk industries. The two bands have a basic appeal to the same type of audience and should not therefore conflict. The bands will alternate dance sets and then do a half-hour concert together. The two bands' close business alliance also extends into the field of musical thinking, which should eliminate any possible talent conflict.

RCA Tie-in

The house, which holds about 10,000 people, has been scaled at a

(Continued on page 45)

Gregory Will Not Enter Pop Field

NEW YORK, Nov. 7. — Max Dreyfus, Chappell Music topper, in a clarifying statement with regard to Gregory Music, a firm set up by Hugo Winterhalter with Chappell, said Gregory Music will not enter the pop field.

It has been formed to handle Winterhalter's arranging books, standard material and original material, including compositions of his own.

Music Merchants Handles 400 Outlets, Still Has Profit Trouble

By JOE MARTIN
 NEW YORK, Nov. 7.—Music Merchants, Inc., the rack jobbing disk firm headed by Elliot Wexler and Herb Siegal, now has opened over 400 outlets in the Maryland, Pennsylvania, New York and New Jersey areas, but according to the firm's toppers, the operation is not yet profitable. In business just over a year, the rack jobbing firm which created quite a stir in disk circles is now operating in such chain or syndicate stores as Woolworth, Food Fair, Best Markets, Penn Fruit and many independents. Music Merchants is also now testing such outfits as Liggett-Rexall, Sun Ray, Acme, Safeway, Giant Markets, Read Drug, Silko and King Markets.

The firm's basic procedure remains the same; they set up self-service record racks in syndicate and chain stores, service the racks with current pops, kidisks and some package merchandise, but do not own the stock carried by the stores. Each store is billed for the merchandise it has on hand, the Music Merchants guarantees all sales. The jobbing operation is not the only one of its kind in the country, nor is it the oldest operation of its kind. Tradesters, however, see it as the most extensive rack jobbing business extant and one which seems to be the most progressive and aggressive.

Basic Problem
 The basic problem confronting such an operation is the inability to get sufficient discounts from the disk wholesalers or manufacturers. Among the top labels, a discount of 40 and 8 per cent is the top figure now being made available to Music Merchants. This actually amounts to only a little over 3 per cent more than retail dealers get for the same merchandise. In one instance, Music Merchants is operating with only 40 and 5. Several labels have yet to make any deal either

thru the factory or via the local distributors.
 That the rack jobber can be a major sales outlet for a label is best evidenced by Music Merchants sale of some 20,000 copies of Eddie Fisher's "I'm Walking Behind You." The disk sold nationally about 1,000,000 copies—Music Merchants accounting for more than 2 per cent of the national sale since sales to operators are included in the 1,000,000 total. The same firm has sold about 17,000 copies of "You, You, You" by the Ames Brothers—a disk which is only now close to the 1,000,000-mark in domestic sales.

150G Nut
 It is generally agreed that a rack jobbing operation aimed at a gross annual business of \$1,000,000 requires a minimum capitalization of \$150,000, and even then the operation cannot be expected to become profitable for at least a full year. There are, however, smaller operations of this type in other areas—some of these are reported to be in sound economic condition. In almost every instance the jobbers concentrate on reaching the impulse buyer by

setting up racks in such retail outlets as chains, food markets, drug-stores, etc. No attempts are being made to open department stores, appliance stores or outlets which can be considered "natural" disk outlets.
 In addition to the problem of insufficient margin, the rack jobbers are faced with heavy pilferage and breakage and the constant pressure of the chain merchandise managers to keep the volume up. It is pointed out that an end counter in a large supermarket in the Penn Fruit or Food Fair chain is expected to do \$800 to \$900 a week. It is these same end counter locations for which the record racks are competing.

Major Firms
 Most major disk firms are eyeing the Music Merchants operation very carefully but moving into the picture at the proverbial snail's pace. Diskery execs give varying reasons for their reluctance to go along with the rack jobbers, tho most execs agree that the operations like Music Merchants are here to stay. It has even been suggested that the rack

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KEEP PHONOS MOVING

Chain Boosts Staff Cut to Hike Sales

NEW YORK, Nov. 7.—The record dealer now moving into the phonograph field and the dealer expanding his phono line to handle the new, higher-priced, high-quality record players are both faced with the problems of training sales help to move phono equipment or of making the sales help push players. A partial answer to these problems is supplied by a major chain store operation which recently published a new phono price list for its personnel.

The new list supersedes one turned out five weeks earlier and also increases the total commissions being paid to salesmen for selling phonographs. The chain is now handling about 70 different phono models under more than a dozen brand names. In most instances the chain sells its branded merchandise at prices below the manufacturer suggest list prices. Exceptions are the hi-fi units now being produced in a \$100 to \$150 price range. These are promoted in display and in store advertising at list price, tho sales personnel are permitted to offer discounts to customers.

Cut Discouragers
 To keep the discount practices at a minimum on hi-fi units, the chain buying office has set special salesmen's commissions and "P.M. extras" to discourage the offering of discounts. Cutting list prices on these items is reserved for "last resort" methods of closing a sale.

Basic commission on a Columbia "360" hi-fi unit in mahogany cabinet is \$4.20 per unit. The "P.M." is an additional \$1.80. When being sold at a discount the salesman does not qualify for any basic commission, he gets only the "P.M." money. Sales at a 10 per cent discount pay \$4, at discounts from 10 to 15 per cent the salesman gets \$3, at discounts from 15 to 20 per cent the salesman gets only \$2 and on discounts of 20 per cent to 25 per cent the salesman gets no commission.

On regular phono sales these are some typical models carried,

the basic commission and the "P.M." money:

Model	List	Comm.	P.M.
RCA 2JS1	\$49.95	\$.40	\$.80
Columbia 204	79.95	2.40	.60
V-M 986	86.50	1.05	1.45
V-M 990	69.95	.90	.60
Webcor 124	89.50	1.05	.20
Webcor 1024	89.50	1.13	.37
Symphonic 759	79.95	1.00	.25

The seemingly unusual variance between commissions and "P.M." money paid on similar phonos in the same price category is based upon the price at which the chain sells the phonograph and not the list price.

Columbia, BIEM Near To Pact Agreement

NEW YORK, Nov. 7.—There is a good possibility that the French licensing agency, Bureau International l'Edition Mecanique, and Columbia Records will reach an agreement on a new contract in another month. Negotiations between the diskery and BIEM have been moving along rather harmoniously for the past few weeks, and, according to Columbia's legal reps, there are only two major points of disagreement that now need to be ironed out.

According to a letter sent this week by Sidney Kaye, of Rosenman, Goldmark, Colin & Kaye, for the diskery, to Harry Fox, now representing BIEM here, the main points of disagreement concern rental fees and the shipping of masters containing BIEM licensed works to foreign countries to be manufactured and pressed abroad. The diskery wants a provision in the contract against "unconscionable" rentals for parts. The licensing agency desires a provision calling for its consent before Columbia could ship any masters overseas; the diskery wants it on the basis of 60 or 90-day notice with no consent necessary from BIEM, as was the case in the previous contract.

Norman Adler, of Columbia's legal staff, pointed out that as of now both parties are in general agreement on royalty rates, and on royalty payments for pre-treaty compositions—those penned after the U. S. copyright act but before various international treaties were effected.

There has been no contract between BIEM and the major diskeries since July, 1951. In this period of time, since the 1951 contract ran out, there have been few works controlled by BIEM that have been recorded and released by the major companies. This has resulted in a loss of royalties from the American market for a number of French publish-

CHESTERFIELDS, RCA DISK THEM

NEW YORK, Nov. 7.—In a major promotional tie-in with the Chesterfield cigarette Christmas package usage of a "kissing bridge," RCA Victor has recorded a tune called "Kissing Bridge" sung by the Fontane Sisters. The diskery and cigarette firm will co-operate in a series of exploitation moves. The key promotional device will revolve around the use of another Victor artist on the disk. The other artist comes in for just a few bars and is not identified on either the label or by the gal trio. The tune is published by Roncom Music.

Special RIAA Session Talks AFM Contract

NEW YORK, Nov. 7.—The board of directors of the Record Industry Association of America, Inc., met here Thursday (5) in a special session at which the upcoming negotiations with the American Federation of Musicians for a new contract was the main topic. The meeting was not the RIAA board's regular monthly session, tho all disk firms on the board were represented by top executive brass or legal counsel.

General tenor of the meeting was described as a willingness to settle with James C. Petrillo's AFM on a new five-year pact which would be almost exactly as the current contract which expires on December 31. Altho unofficial disk industry committees have met in the past to discuss possible demands to be placed before Petrillo, it is now considered most likely that the record manufacturers would agree to an extension of the present contract without any major changes in such important matters as contributions to the Music Performance Trust Fund, recording scales and

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Capitol Veepee, Europe Reps Hold Confabs

ROME, Nov. 7.—Alan Livingston, vice-president in charge of artists and repertoire for Capitol Records, visited here last week to spend three days conferring with important Italian music and recording executives. Since leaving his Hollywood office early last month, Livingston has discussed business with representatives in London, Paris, Frankfurt and Zurich.

While in Rome Livingston had a long meeting with Maestro Riccardo Vitale, director of artists and programs for the Rome Opera Theater, relative to a series of special recordings for Capitol by the Rome Opera Theater Orchestra. The recordings, according to tentative plans, will be made late this winter.

Shop Survey
 With The Billboard's correspondent acting as interpreter, the Capitol veepee also surveyed a number of leading Rome record shops, which disclosed that:

1. Motion pictures play an important role in popularizing various musical themes and songs, and sales zoom as soon as films featuring the music make the rounds.

2. Capitol disks, published in Italy by Cetra, are one of the biggest sellers among American records here.

3. Most popular American songs in Italy today from a sales point of view are "Kiss Me" and "Sugar Bush."

4. Most requested vocalists are Doris Day, Johnnie Ray, and the two Frankies, Laine and Sinatra.

5. Top jazz favorites are at present Nat (King) Cole, Stan Kenton and Ray Anthony.

Livingston left last Sunday (1) for several days in Madrid. After that he goes to Paris to meet with Capitol's European representative, Robert Weiss; Edgardo Trinelli, director of Cetra in Italy, and other officials of Capitol's European associates. He is expected to be back at his desk in Hollywood by the middle of this month.

Victor Talks 'Caine' Track

NEW YORK, Nov. 7.—RCA Victor is currently in negotiation with Hollywood composer-conductor Max Steiner and Columbia Pictures in a move to obtain the rights to the sound track from the forthcoming film "The Caine Mutiny." Deal is expected to be consummated shortly. The disk package will probably be issued prior to the national release of the film early next year.

Meanwhile, Victor has cut and issued an Ames Brothers waxing of the standard ditty "I Can't Believe That You're in Love With Me." The tune is heavily featured in the film.

'DEAR MR. GODFREY'

Disk Buyers Go on 'Humility' Binge; Wallis Version Strong

NEW YORK, Nov. 7.—Tho the consumer press has permitted the Arthur Godfrey-Julius La Rosa fracas to cool off somewhat, the record-buying public is just starting to get into "l'affaire humility." Two more records using the TV battle as their theme will be marketed shortly, while the Ruth Wallis version, "Dear Mr. Godfrey," has already shown hit potential tho only out five days.

Due to be released shortly is a Capitol disk by Stan Freberg called "That's Right, Arthur." In Chicago, Spin Records is cutting "That's Humility," written by Earl Gaines and Lyle Smith. Also released recently was "Humility" on the Front Page label. The Capitol disk, incidentally, has been played for Godfrey, who is reported to have given it his okay.

The Wallis disk on the Monarch label was issued on Monday (2) and has already gone to the 50,000 mark, with another 50,000 on back order. Monarch is pressing the disk in Philadelphia, New

Jersey and Hollywood pressing plants and will be ready to turn out between 25,000 and 28,000 a day beginning next Monday (9). Meanwhile, Miss Wallis has come in for a load of publicity via the Associated Press, United Press and many metropolitan newspaper stories. The AP was taking pictures of her as late as 2 a.m., yesterday (6).

Capitol's Freberg disk is set to roll with another unusual piece of material on the back—a take-off on Ed Sullivan called "The Most of the Town." The diskery, however, is waiting for Sullivan's approval before issuing the disk. Should Sullivan not agree, then Capitol will probably back its "That's Right, Arthur" with another piece of material by Freberg, who recently hit the disk jackpot with "St. George and the Dragonet."

As for La Rosa, his Cadence disk, "Eh Cumpari," this week jumped into the No. 2 position on the best-selling singles chart in The Billboard.

Tax, Price Cut Italy Disk Buys

• Continued from page 1

Italian spends only about 11 cents annually for records.

De Luigi's reasons for poor record sales in Italy—one of the most music-conscious countries of the world—include the following:

1. High cost of platters. A 78 r.p.m. disk costs over \$1 and an LP is tagged at about \$6.50, much too high for the pocket of the average, poorly-paid Italian.

2. Taxes. In Italy, unfortunately, records are considered to be luxuries and as such they are subject to a 5 per cent luxury tax. Disk manufacturers and distributors are now asking Congress to lower the tax to 2 per cent.

3. High cost of record players. A decent three-speed phonograph today costs the neighborhood of \$50.

4. Lack of publicity and promotion. Strictly speaking, this is no longer so. During the past year record publicity, promotion and advertising have made tremendous strides, and today virtually all the leading newspapers and magazines devote considerable space to record columns and reviews.

1-Nighter Click Via New Twist

• Continued from page 2

being held in the suburbs. Each performance is sponsored by a different agency or charity.

Local deejays Bill O'Connor, Jay Trompeter, Jim Lounsberry, Linn Burton and Fred Reynolds have been lined up to emcee the affairs. Among the cities in the local tour are Elgin, Arlington Heights, Waukegan, Berwyn, Wilmette and Harvey. Sponsors include chambers of commerce, family service associations and child guidance centers. At the Chicago show, tickets are scaled from \$2.50 to \$5. Prices at the shows vary as to location and sponsor.

Webster-Chi. Sales 67% Ahead of '52

NEW YORK, Nov. 7.—At the end of the first nine months of this year sales for Webster-Chicago, phono and tape recorder manufacturer, have already exceeded total sales for all of 1952. Last year was the biggest year in the company's history. Sales at the nine-month mark this year

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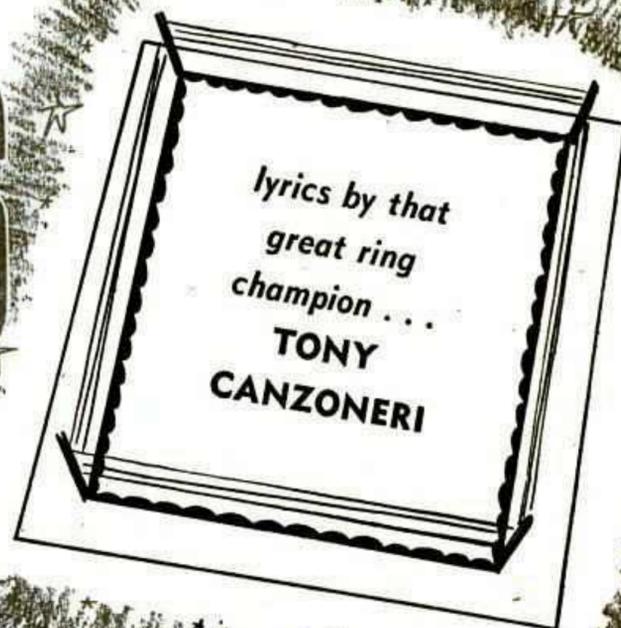
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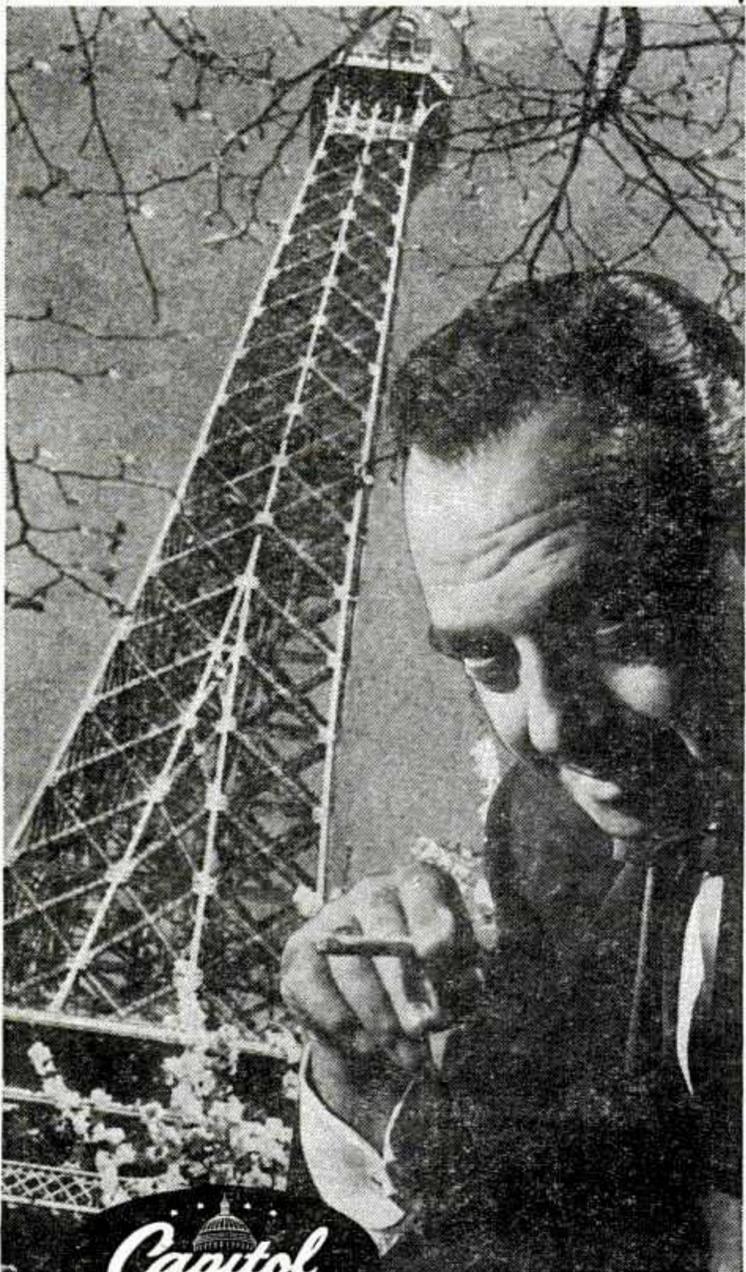
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Capitol
RECORDS

**"I'M IN
THE MOOD
FOR LOVE"
"MY KINDA
LOVE"**

with Alexandre et L'Orchestre Parisien

on Capitol Record No. 2635

MCA Preps Elgart Push

NEW YORK, Nov. 7.—The Music Corporation of America this week signed the new Les Elgart ork in the booking agency's first major push in the band business in over a year and a half. At the same time, Columbia Records released a 12-inch LP featuring the Elgart ork, which is the label's first band signing in the same period of time.

Plans of MCA exec Larry Barnett call for introducing the band on a network TV show, then scheduling a limited number of push college date bookings. Meanwhile, the MCA field offices are being supplied with copies of the Columbia LP and a special single deejay copy coupling "Heart of My Heart" with an original "Geronimo." The offices will concentrate on promoting the disks with disk jockeys across the country prior to the head office's setting of dates for the Elgart ork.

In addition, Columbia records is sending the special deejay disk to some 3,000 radio stations in a tie-in with the MCA push behind the ork. The band is managed by Bill Simon. Charlie Albertine is the Elgart ork's arranger. In addition to signing Elgart, MCA also inked the trumpet player orkster's brother, Larry Elgart. The latter plays lead alto in the band and will get special billing.

Phono-Gard Mails Promotional Cards

CHICAGO, Nov. 7.—The Grayline Engineering Company has prepared a series of five post card mailings to all record retail outlets as part of the firm's drive to get their Phono-Gard record player accepted as the most-used demonstration equipment in disk shops. The campaign is tied in with the efforts of the firm's sales manager, Jack Meyerson, who makes his headquarters in New York.

Cards plug the names of dealers who are now using the Phono-Gard demonstrator, and the unusual features of the unit—which does not permit users to handle the tone arm or needle on the record player. Meyerson recently closed deals with several syndicated store chains to install the units in their disk departments.

RCA Pegs Push on 'Sound, Christmas'

NEW YORK, Nov. 7.—Latest wrinkle in the RCA Victor promotional plans for Christmas selling, "the sound of Christmas is better this year" (The Billboard, November 7), revolves around newly recorded Voices of Walter Schumann disk called "The Sound of Christmas." The tune was penned by Schumann, with shipments to distributors starting immediately.

Tho the tune is a Christmas item, its title similarity with the Victor promotional theme makes it a natural for use as an added exploitation item for the firm's tie-in with high fidelity recordings and equipment.

Jill Corey Makes Life Mag Cover

NEW YORK, Nov. 7.—Jill Corey, a new lass on the Columbia label, made the cover of Life this week and also received a seven-page spread in the magazine.

Miss Corey, an 18-year-old from a small Pennsylvania mining town, made her record debut this week when the diskery released her first cutting, "Robe of Calvary," backed with "Minneapolis."

Before her disk contract, she was a singer with a small ork in Western Pennsylvania. She is now appearing on the Dave Garroway TV show every Friday night.

London Promoter Books U. S. Bands

LONDON, Nov. 7.—London promoter Bert Wilcox is in Rome this week arranging Continental bookings for American and British bands and artists. He already has set night club singer Thelma Carpenter with a two-week cabaret date in Rome, followed by similar bookings in Athens and Madrid.

Burton Pilots Andrews Gals

HOLLYWOOD, Nov. 7.—Billy Burton has signed the Andrews Sisters to a personal management pact, the trio's first personal manager other than Lou Levy, former husband of chirp Maxene Andrews.

Initial talks with Music Corporation of America concerning a projected video show have been entered into, with Burton also setting nitery dates so as not to interfere with their planned TV preem.

Group emphasized that talk of a splitting of their act is not true.

Hill & Range Sues On 'Consideration'

NEW YORK, Nov. 7.—Charging that the tune "Consider Me" was an infringement of its copyrighted tune, "Consideration," Hill & Range Songs, Inc., filed suit in New York Federal Court against Lloyds Records, Inc., and Bess Music, Inc., plus a number of John Doe music companies.

The action charges that the defendants without a proper license after February 5 recorded "Consider Me" which was copied from plaintiff's tune and is a version of "Consideration."

According to the complaint, prior to February 5, Thomas A. Dorsey composed "Consideration," which was published by Dorsey and the plaintiff. The plaintiff itself has not used the tune for mechanical recording but has licensed others.

The complaint also charges that the defendants are also threatening to publish the version of the plaintiff's copyrighted tune. The action seeks an injunction, damages sustained and an accounting of the profits derived from the alleged infringement.

M-G-M Releases Tunes From 'Lili'

NEW YORK, Nov. 7.—M-G-M Records has re-packaged the sound-track recording from the film "Lili," featuring Leslie Caron and Mel Ferrer, into a special kidisk. The new release is a 78-r.p.m. single, coupling "Hi-Lili, Hi-Lo" with "Lili and the Puppets."

The newest package is in addition to a 78-r.p.m. pop single, a 45-r.p.m. single and the 45-r.p.m. extended play recording containing additional tunes from the sound-track.

Stasny Files Suit On 'Another You'

NEW YORK, Nov. 7.—The Stasny Music Corporation filed a suit in federal court against the Peer International Corporation; Southern Music Publishing Company, Inc., and Broadcast Music, Inc. The song involved is "There'll Never Be Another You."

According to the complaint, Carol O. Bergner in 1927 wrote "There'll Never Be Another You" which he assigned to Adirondack Songs, Inc. The tune in 1928 was assigned to Bibbo, Bloeden & Lang, which in turn in 1929 assigned it to Bibbo-Lang, Inc., and then to the plaintiff. The complaint charges that in 1942 the defendants infringed on the plaintiff's copyright by publishing and recording the same tune with the same name which was copied from plaintiff's copyright.

The defendant's tune was allegedly composed by Ray Miller, Edward Meikel and Orkie L. W. Ossenbrink. The action seeks an injunction, damages sustained and an accounting of profits derived by the defendants from the alleged infringement.

Columbia Employees Set Up Credit Union

BRIDGEPORT, Conn., Nov. 7.—A credit union under the supervision of the Connecticut Banking Department has been organized by the employees of Columbia Records, Inc., here this week. Management of Columbia Records, Inc., have provided office space and has inaugurated a payroll deduction plan for the members of the credit union, which is limited to employees of the company in Bridgeport and New York.

Kiddie Rides Boost 45 Biz

HOLLYWOOD, Nov. 7.—RCA Victor will have added countless thousands of sales of 45 r.p.m. players in a market totally unforeseen heretofore by the company. Purchases of the 45 r.p.m. unit are now being made in quantity by coin operators of kiddie ride equipment.

Manufacturers of kiddie Carousels are including the RCA Victor 45 unit in their package, in addition to individual operators who have expressed a preference for the phono over other play-back devices such as message repeater units, etc.

Estimates of several thousand pieces of kiddie ride equipment that will use the RCA player indicate a substantial source of revenue for the firm. Players are installed generally at the base of the kiddie mechanism, timed to activate the tone arm when a coin is inserted to start the kiddie ride.

M-G-M to Re-Issue 'Friendship' Song

NEW YORK, Nov. 7.—As a direct result of the interest rekindled in an Irving Caesar ditty penned several years ago and issued in an M-G-M Records album "Sing a Song of Friendship," the diskery is re-issuing the recording as a single and planning heavy promotion. In addition, Caesar's publishing firm is also working on the tune. Interest was created via a coast-to-coast performance of the song on four radio networks a few weeks ago. The four-net simultaneous plug was the kick-off of the United Community Chest Campaigns.

The tune was performed on the air by Caesar and a group of youngsters from a local community center. The song is called "Let's Make the World of Tomorrow Today."

M-G-M to Handle DJ Disks Direct

NEW YORK, Nov. 7.—M-G-M Records is changing its method of servicing disk jockeys effective with the label's November 20 release. From that date on, all deejays' shows will be serviced directly from the diskery's home office here. Up to now, local distributors have handled disks for deejay shows in their territory.

M-G-M's initial deejay list will contain 1,300 radio stations, additions to the list will be made weekly. The new move was decided upon after a poll of radio and TV stations and disk distributors. The local distributors will continue to contact stations in their areas but will not handle the actual deejay copies.

M-G-M Air Ships New Joni Disk

NEW YORK, Nov. 7.—In a move to cash in on the continued popularity of Joni James on disks, M-G-M Records is rushing via air express the thrush's latest etching, a Christmas disk coupling "Christmas and You" with "Nina-Non."

The diskery reports getting the largest advance orders for a single record in the firm's history.

Avis Packages Disks With Words and Music

NEW YORK, Nov. 7.—Avis Records, new indie diskery located in Venice, Calif., has come up with a gimmick to hype record sales. Disks are packaged in an envelope which contains the words and music of the songs on both sides of the record, and opens up just like a standard piece of sheet music. Diskery advertises its records as follows: "Avis Records: Recordings of Two Hit Songs, With Words and Music."

HOLLYWOOD, Nov. 7.—Larry Newton, prexy of Derby Records, has scheduled a series of wax sessions during his visit to the Coast, with West Coast artist and repertoire director Frank DeVol.

Newton disclosed that four sides will be cut, featuring chirp Jaye P. Morgan and maestro DeVol. Latter was signed to an exclusive derby pact some months ago.

Newton also announced the appointment of Sunland Music Company as distributor for Derby Records in Southern California.



has the Hits!



EYDIE GORME

Sings

FINI

**GIMME
GIMME
JOHN**

Coral 61093 (78 RPM) and 9-61093 (45 RPM)

**KAREN
CHANDLER**



Sings

WHY

Flash
in
the
Blue

Coral 61088 (78 RPM) and 9-61088 (45 RPM)



the **MODERNAIRES**

Sing

**YOU'LL NEVER
BE MINE**

the
Other
Side of
"You'll
Never Be
Mine"

Coral 61086 (78 RPM) and 9-61086 (45 RPM)

BERNIE WAYNE



Plays

**ZSA
ZSA**

PASSIONATA

Coral 61085 (78 RPM) and 9-61085 (45 RPM)



**CONNIE
HAINES**

Sings

**PINK
SHAMPOO**

The
Wrong
Side
of
Town

Coral 61094 (78 RPM) and 9-61094 (45 RPM)



the **MCGUIRE
SISTERS**

Sing

**ARE YOU
LOOKING FOR A
SWEETHEART**

and
You Never Know Till Monday

Coral 61073 (78 RPM) and
9-61073 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

Music as Written

MERCURY'S PAGE

BIRTHDAY PROMOSH . . .
Mercury Records, as part of the celebration of Patti Page's birthday, is sending birthday cakes to deejays in various cities with a note from Patti asking them to join her in the celebration. Along with the cake, the jockeys are receiving a "Happy Birthday" disk containing a biography of Patti. Along with the package, Patti is introducing her latest release for Mercury, "Changing Partners." Sometime during the week Patti will make a walk-on appearance on Perry Como's TV show.

PRESBERG JOINS MERC

DISTRIBS ON COAST . . .
Lee Palmer, sales manager of Mercury Record Distributors, Hollywood, announced the appointment of Alan Presberg to helm the firm's disk jockey promotion in this area. Presberg joined the firm Tuesday (3). His addition will enable Palmer to devote additional time to specific sales functions. Presberg was formerly associated with the National Broadcasting Company on the Coast and prior to that was active in television in New York.

ATLANTIC "SHORE"

DISK OUT FAST . . .
Atlantic Records demonstrated unusual speed in getting out a new disk this week when the rhythm and blues label recorded alto sax star Budd Johnson doing an instrumental version of "Off Shore." The session was held yesterday (6), and the results were mastered and mothered the same day, with the disk scheduled to go on the presses today (Saturday). First shipments are set for Monday morning.

ADDITION WRITTEN

TO 'VIOLETTA' . . .
Sock business being racked up by the flick, "Violated," in Buffalo has caused an addition to the Tony Mottola cutting of "Violetta" on M-G-M. Originally, the label copy made no mention of the picture, even tho the "Violetta" theme is from the movie, because the publisher felt the movie info would be a handicap rather than an aid. Now, however, new label copy will show the tune is from the picture. Mottola wrote the entire score for the movie, and George Paxton Music publishes the tune.

LEE MAGID SIGNS

CENTRAL TALENT . . .
Lee Magid, now handling a.&r. post for Central Records, a new r.&b. diskery, pacted his first talent this week. Artists set include Emmett Hopson, a blues shouter, Georgia Lane, a young thrush, and a new group, the Rag-Muffins. First sides from Central will be out in two weeks.

DEEJAY ED MEATH

URNS WARBLER . . .
Deejay Ed Meath, of WHTC in Rochester, N. Y., became a warbler for the first time this week when Rainbow Records recorded him on two Christmas tunes. Ditties are "Jiminy Christmas" and "Cosmic Christmas," and the deejay was backed on the sides by the Len Hawley Sextet. Rainbow will release the disks next week.

MICKEY SCOPP IS

OLMAN AIDE . . .
Thru an inadvertent error, the name of the newly-named administrative assistant to Abe Olman, general manager of the The Big Three publishing group, was incorrectly given in a story last week. The new exec, Mickey Scopp, assumed his duties with the pubbery Monday (2).

GALE, DU DROPPERS

PAIRED IN DISK . . .
In a special recording session held Thursday night (5) here, RCA Victor's pop a.&r. chief Joe Carlton coupled the label's pop thrush Sunny Gale with the diskery's top rhythm and blues group, the Du Droppers. This marks the first time the diskery has attempted such a coupling, tho it has paired two top pop artists in disk sessions.

CINCINNATI CAPITOL FOLK

HOST RAY ANTHONY . . .
Cincinnati Capitol Records office tossed a luncheon for Ray Anthony and his ork lads at Hotel Gibson there Saturday (31), with local disk jocks and music folk turning out for the event. Among those present, in addition to Ray, were his brother, Leo Anthony,

who recently cut "B. O. Plenty" on the Epic label under the name of Lee Roy; Maurice Miller and Tommy Mercer, Anthony vocalists; Dick Reynolds, arranger of "Dragnet"; Rex Dale, WCKY disk jockey; Gil Sheppard, WCPO jock, and his wife, Kay; Don Davis, WLW; Norman Keller, WMOH, Hamilton, O.; George and Marylou Case, WSAI; Betty Gaisler, Clair Vonderhaar and Julie Gilligan, WCPO, and B. A. Bruns and Kathleen Austing, of The Billboard. Local Capitol Records office was represented by Ed Wagner, Jeanne Lucas, Ann Sohns and Glenna Kampf.

New York

Decca Records is re-coupling Guy Lombardo's waxing of "River Seine," cut some years ago, with a new slicing to fill requests for the disk from square dance groups. . . . The first duet-waxing

by Bing Crosby and son Gary in two years is due for release in a couple of weeks. . . . Decca has acquired some masters from Jack Owens, including the theme of the clefter's TV show, "Think. . . ." Murray Wizell and Bobby Day, of Wizell & Day, have formed a BMI

(Continued on page 78)

Burton Opens Own Edgar Music Pub

NEW YORK, Nov. 7.—Ed Burton, who managed Hill & Range's New York office for four years, has left that organization to open his own publishing firm. Known as Edgar Music Corporation, the firm is a Broadcast Music, Inc. affiliate and is located at 1650 Broadway.

Burton, already acquiring material and setting records, will announce detailed plans shortly.

RAY ANTHONY

IT'S THE SOUND OFF MARCH

backed with

"ANOTHER DAWN,
ANOTHER DAY"

Record No. 2637



There'll always be
Great New Records

ROSEMARY CLOONEY
(COLUMBIA)

HUGO WINTERHALTER WITH JUDY VALENTINE
(VICTOR)

ARTHUR GODFREY — JANETTE DAVIS
(COLUMBIA)

JIMMY BOYD
(COLUMBIA)

There'll always be a . . .
WINTER WONDERLAND

and . . .
There'll always be a demand for
LOUIS ARMSTRONG — GORDON JENKINS
(DECCA)

THE VOICES OF WALTER SCHUMANN
(CAPITOL)

GUY LOMBARDO — ANDREWS SISTERS
(DECCA)

PERRY COMO (VICTOR)

SAMMY KAYE (COLUMBIA)

FRED WARING (DECCA)

THE AMES BROTHERS (CORAL)

JOHNNY MERCER (CAPITOL)

THE THREE SUNS (VICTOR)

JOHNNY LONG (CORAL)

JAN GARBER (CAPITOL)

FRAN MCKENNA (CARDINAL)

BREGMAN, VOCCO and CONN, Inc.
NEW YORK • CHICAGO • HOLLYWOOD

**A GREAT MELODY-
A MAGNIFICENT
PERFORMANCE.**

**A
SMASH
HIT!**

**THE GOLDEN TRUMPET
of...**

EDDIE CALVERT



**MUSIC
UNDER
THE
DIRECTION
OF
NORRIE
PARAMOR**

**OH,
MEIN
PAPA**

**B/W
MYSTERY STREET
ESSEX No. 326**



Happy Birthday!



PATTI PAGE

This week the whole country will be celebrating the birthday of the Nation's top popular singing star

CURRENT SMASH HIT!

"CHANGING PARTNERS"

COUPLED WITH

"Where Did My Snowman Go"

MERCURY 70260 • 70260X45

PATTI PAGE'S LONG PLAYING ALBUMS



The Tennessee Waltz
 The Tennessee Waltz • Would I Love You
 Mocking Bird Hill
 And So To Sleep Again
 Mister And Mississippi • Come What May
 Down The Trail Of Aching Hearts
 These Things I Offer You • MG25154



Christmas With Patti Page
 Jingle Bells • Silent Night
 Christmas Choir • The First Noel
 Christmas Bells • White Christmas
 Santa Claus Is Coming To Town
 The Christmas Song
 MG25109



Folk Song Favorites
 Down In The Valley • San Antonio Rose
 Leaning On The Old Top Rail
 I Wanna Be A Cowboy's Sweetheart
 Detour • The Prisoner's Song
 Who's Gonna Shoe My Pretty Little Feet
 Tumbling Tumble Weeds • MG25101



Patti Page
 Confess • With My Eyes Wide Open
 That Old Feeling • Whispering
 All My Love • So In Love
 Oklahoma Blues
 Roses Remind Me Of You
 MG25059

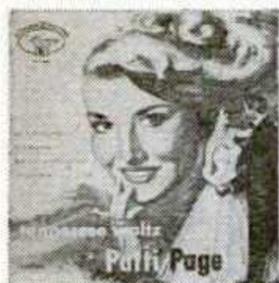
*Mr. Dealer
 Take Advantage
 of this Special
 PATTI PAGE
 BIRTHDAY
 DEAL*

MAIL THIS ORDER

PATTI PAGE'S EXTENDED PLAYING



ALBUMS



The Tennessee Waltz
Tennessee Waltz
And So To Sleep Again
Come What May
Down The Trail Of Aching Hearts
EP-1-3008



Patti Page Confess
Confess
With My Eyes Wide Open
Whispering
All My Love
EP-1-3014



Folk Song Favorites
Leaning On The Old Top Rail
Tumbling Tumble Weeds
Detour
Who's Gonna Shoe My Pretty
Little Feet
EP-1-3034



Christmas With Patti Page—Vol. 1
Jingle Bells
Silent Night
White Christmas
Santa Claus Is Coming To Town
EP-1-3037



Christmas With Patti Page—Vol. 2
Christmas Song
The First Noel
Christmas Choir
Christmas Bells
EP-1-3038



I Miss You So
I Miss You So
It's Been So Long
Ding Dong Boogie
It All Depends On You
EP-1-3060



Patti Page Sings I Want To Be A Cowboy's Sweetheart
I Want To Be A Cowboy's Sweetheart
Down In The Valley
Prisoner's Song
San Antonio Rose
EP-1-3063



This Is My Song
Lonely Wine
This Is My Song
When You're Smiling
I'll Never Be Free
EP-1-3080



Patti Page Sings The Duke
I've Got It Bad And That Ain't Good
Don't Get Around Much Anymore
Do Nothing Till You Hear From Me
I Let A Song Go Out Of My Heart
EP-1-3089



Patti Page Sings The Hit Songs Of 1934
I Only Have Eyes For You
Stars Fell On Alabama
I'll String Along With You
Everyday
EP-1-3093



Patti Page Sings The Hit Songs Of 1935
Moon Over Miami
Red Sails In The Sunset
These Foolish Things
East Of The Sun
EP-1-3096



Patti Page Sings The Hit Songs Of 1936
It's A Sin To Tell A Lie
There Is No Greater Love
Until The Real Thing Comes Along
EP-1-3108



Patti Page Sings The Hit Songs Of 1937
Blue Hawaii
Remember Me
They Can't Take That Away From Me
Where Or When
EP-1-3112

Patti's Kiddie Records



MP-1
Doggie In The Window
I Wanna Be A Cowboy's Sweetheart



MP-6
Arfie
The Doggie In The Window
(Part 1 & Part 2)

EVER POPULAR BEST SELLING PATTI PAGE SINGLES

- 5230—So In Love; Where's The Man
- 5596—Mockin' Bird Hill; I Love You Because
- 5579—Down The Trail Of Aching Hearts; Ever True Ever More
- 5682—Detour; Who's Gonna Shoe My Pretty Little Feet
- 5707—Whispering; Cabaret
- 5729—Boogie Woogie Santa Claus; Christmas Bells

- 5730—Jingle Bells; Christmas Choir
- 5731—Silent Night; Santa Claus Is Coming To Town
- 5732—The Christmas Song; White Christmas
- 5344—With My Eyes Wide Open I'm Dreaming; Oklahoma Blues
- 5396—I'm Gonna Paper All My Walls With Love Letters; I Don't Care If The Sun Don't Shine

- 5511—Confess; That Old Feeling
- 5512—Back In Your Own Backyard; All My Love

- 5521—Why Can't You Behave; So In Love
- 5534—Tennessee Waltz; Long Long Ago
- 5751—Down In The Valley; Cowboy's Sweetheart
- 5572—Come What May; Retreat
- 5867—Once In A While; I'm Glad You're Happy With Someone Else
- 5899—I Went; To Your Wedding; You Belong To Me

- 70025—Why Don't You Believe Me; Conquest
- 70070—Doggie In The Window; My Jealous Eyes
- 70127—Ooh What You Do To Me; Now That I'm In Love
- 70183—Butterflies; This Is My Song
- 70222—Father, Father; The Lord's Prayer
- 70230—Milwaukee Polka; My World Is You



Please enter my order for Patti Page Birthday Special Deal.

If more than one special is desired, indicate amount

The following are my Single Record selections: Specify 45 or 78 RPM. (10 per deal)

The following are my free Extended Play selections: (5 per deal)

Record No.	Amt.	Record No.	Amt.	Record No.	Amt.	Record No.	Amt.	Record No.	Amt.

Ship Open

Ship C.O.D.

Dealer Name _____

Address _____

City _____ Zone _____ State _____

MAIL TO YOUR NEAREST MERCURY RECORD DISTRIBUTOR

The Birthday Special is simple and profitable.

With each purchase of:

3 ea of 13 EP's @ \$.91	\$35.49
3 ea of 2 Playcraft @ \$.61	3.66
1 ea of 4 LP's @ \$1.85	7.40
10 Singles of Your Choice @ \$.55	5.50
Total	\$52.05

You receive—Free!

Your choice of any five Patti Page Extended Play records—retail value \$7.45.



Vocal by
BERYL DAVIS

Catch these MGM Hits

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

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

BETTY MADIGAN
I JUST LOVE YOU
and
"YOU'RE THOUGHTLESS"
MGM 11601 78 rpm
● K11601 45 rpm

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

KEN REMO
CARNIVAL
and
"IT'S YOU, IT'S YOU"
MGM-11617 78 rpm
K-11617 45 rpm



and
JOE'S THEME

MGM-30830 78 rpm
K-30830 45 rpm

THE RIVER SEINE

DAVID ROSE
and His Orchestra



TOMMY REED
HEY, LITTLE GIRL
and
GLAD RAG DOLL
MGM-11592 78 rpm ● K-11592 45 rpm

JIMMY LEYDEN'S SERENADERS
GIRL OF TODAY
and
WE'RE HAVIN' A GOOD TIME
MGM-11615 78 rpm ● K-11615 45 rpm

TONY MOTTOLA
and His Orchestra
BEGUINE TAMPICO
and
VIOLETTA
MGM-11593 78 rpm ● K-11593 45 rpm

ART MOONEY
MOGAMBO
and
OFF SHORE
MGM-11610 78 rpm ● K-11610 45 rpm

BERT SHEFTER
GIOIA MIA (JOY-AY-MEE-AH)
and
FIDOODLIN'
MGM-30803 78 rpm ● K-30803 45 rpm

TED STRAETER
I LOVE PARIS
and
IT'S ALL RIGHT WITH ME
MGM-11609 78 rpm ● K-11609 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Ten Top Tunes

... for Week Ending November 7

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

1. You, You, You 1 19

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

2. Vaya Con Dios 2 21

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514.

3. Ebb Tide 3 11

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)
BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toots Ork, Dec 28875; V. Damone, Mercury 70216; B. Hayes, Bell 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

4. Rags to Riches 5 8

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)
BEST SELLING RECORD: T. Bennett, Col 40048. OTHER RECORDS: T. Russo, Bell 1013; Billy Ward & His Dominoes, King 1280.

5. Oh 4 18

By Byran Gay-Arnold Johnson—Published by Feist (ASCAP)
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.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

6. Eh Cumpari 7 9

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

7. Crying in the Chapel 6 17

By Darrell Glenn—Published by Valley (BMI)
BEST SELLING RECORDS: J. Valli, V 20-5368. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; Rex Allen, Dec 28758; R. Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; D. Glenn, Valley 105; K. Griffen, Col 40062; S. Lanson, Bell 1008; A. Lund, Coral 61018; Orioles, Jubilee 5122; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosetta Tharpe, Dec 48302; W. Tuttle, Cap 2545.
TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus.

8. Many Times 8 4

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

9. St. George and the Dragonet 9 7

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

10. Ricochet 12 4

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI)
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: C. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

Second Ten

- 11. NO OTHER LOVE..... 10 21
Published by Williamson (ASCAP)
- 12. DRAGNET 10 12
Published by Alamo (ASCAP)
- 13. LOVE WALKED IN..... 14 2
Published by Chappell (ASCAP)
- 14. ISTANBUL 18 2
Published by Alamo (ASCAP)
- 15. IN THE MISSION OF ST. AUGUSTINE..... 16 3
Published by Republic (BMI)
- 16. TO BE ALONE..... — 1
Published by Randy Smith (ASCAP)
- 17. YOU ALONE..... — 1
Published by Roncom (ASCAP)
- 18. PA PAYA MAMA..... — 1
Published by Sheldon (BMI)
- 19. THAT'S AMORE..... — 1
Published by Paramount (ASCAP)
- 20. I SEE THE MOON..... — 1
Published by Plymouth (ASCAP)

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.



Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME).....L. Paul & M. Ford....2486
2. ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD.....S. Freberg2596
3. OH!
SANP. Hunt2442
4. THE KANGAROO
DON'CHA HEAR THEM BELLS.....L. Paul & M. Ford....2614
5. THAT'S AMORE
YOU'RE THE RIGHT ONE.....D. Marfin2589
6. LOVER, COME BACK TO ME!
THAT'S ALLN. Cole2610
7. FORGIVE ME JOHN
MY WEDDING RING.....J. Shepard & F. Huskey.2586
8. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW OLD
WITHOUT YOU)J. Shepard & F. Huskey.2502
9. I LOVE YOU
SOUTH OF THE BORDER.....F. Sinatra2638
10. SOUND OFF MARCH
ANOTHER DAWN, ANOTHER DAY.....R. Anthony2637
11. DRAGNET
DANCING IN THE DARK.....R. Anthony2562
12. FROM HERE TO ETERNITY
ANYTIME—ANYWHEREF. Sinatra2560
13. KISS ME BIG
CATFISH BOOGIET. Ernie2602
14. I LOVE PARIS
GIGIL. Baxter2479
15. MAMA'S GONE, GOOD BYE
CONEY ISLAND WASHBOARD.....P. Hunt2647
16. HOT DOG! THAT MADE HIM MAD
I'M NOBODY'S BABY.....B. Hutton2608
17. THE BUNNY HOP
THE HOKEY POKEY.....R. Anthony2427

LATEST RELEASE

No. 394

- MAGDALENA
BRAZILIAN BAIONBuffy Reilly2645
- GO CRY YOUR HEART OUT
WAKE UP, IRENE.....Hank Thompson2646
- MAMA'S GONE, GOOD BYE
CONEY ISLAND WASHBOARD.....Pee Wee Hunt.....2647
- YOU WON'T FORGET ME
DRIVE-INNelson Riddle2648
- SWEETHEART OF MINE
BEFOREAl Martino2649
- I COULD GO ON AND ON
YOU PLUS ME (EQUALS LOVE).....Owen Perry2650
- I'M NOT A KID ANYMORE
IS THERE ANYMORE AT HOME LIKE YOU!.....Rod Morris2651
- STRANGER IN PARADISE
NEVER IN A MILLION YEARS.....Gordon MacRae2652

Everybody's calling for
these new sides by

HANK THOMPSON

AND HIS BRAZOS VALLEY BOYS

"Go Cry Your Heart Out"
"Wake Up, Irene"

Record No. 2646

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. FORGIVE ME JOHN
MY WEDDING RING
J. Shepard & F. Huskey.....2586
2. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW
OLD WITHOUT YOU)
J. Shepard & F. Huskey.....2502
3. SINGIN' ON THE OTHER SIDE
I'VE GOT A BETTER PLACE TO GO
M. Carson2634
4. WALKIN' AND HUMMIN'
I WOULDN'T TREAT A DOG LIKE
YOU'RE TREATIN' ME
F. Huskey2627
5. RELEASE ME
JUST TO BE WITH YOU
J. Heap2518
6. YESTERDAY'S GIRL
JOHN HENRY
H. Thompson2553
7. LOOKING AT THE MOON AND
WISHING ON A STAR
I NEED YOUR LOVE
S. McDonald2607
8. I LOVE GOD'S WAY OF LIVING
PREACH THE GOSPEL
Louvin Brothers2612
9. RE-ENLISTMENT BLUES
DANCE OF THE GOLDEN ROD
M. Travis2563
10. HEW DO RIGHT DADDY
DON'T DOG ME 'ROUND
L. Chappel2611

BEST SELLING—

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason352
2. PORTRAITS ON STANDARDS
Stan Kenton462
3. NAT "KING" COLE SINGS FOR TWO
IN LOVE
Nat "King" Cole420
4. MUSIC TO MAKE YOU MISTY
Jackie Gleason455
5. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason366
6. CAN-CAN
Original Broadway Cast.....452
7. THE HIT MAKERS!
Les Paul & Mary Ford.....416
8. TODAY'S TOP HITS, VOLUME X
Top Capitol Artists9115
9. UNFORGETTABLE
Nat "King" Cole357
10. GERRY MULLIGAN AND HIS TEN-TETTE
Gerry Mulligan439
11. SUGAR BLUES
Clyde McCoy311
12. JOE "FINGERS" CARR AND HIS
RAGTIME BAND
Joe "Fingers" Carr443
13. THE DESERT SONG
Gordon MacRae & Lucille Norman.351

TOP SELLING—

CHRISTMAS SINGLES

Based on Actual Capitol Sales Reports

1. THE LITTLE BOY THAT SANTA CLAUS
FORGOT
MRS. SANTA CLAUS
M. Cole2616
2. JINGLE BELLS
WHITE CHRISTMAS
L. Paul & M. Ford.....2617
3. THE NIGHT BEFORE CHRISTMAS
OH! OH! DON'T EVER GO
H. Kari2618
4. YAH, DAS IST EIN CHRISTMAS TREE
I TANT WAIT TILL QUITHMUTH
M. Blanc2619
5. YOU'RE THE ANGEL ON MY
CHRISTMAS TREE
I'M GONNA TELL SANTA CLAUS ON YOU
F. Young2629
6. THE CHRISTMAS BLUES
IF I SHOULD LOVE AGAIN
D. Martin2640
7. IT'S CHRISTMAS
THANKS J. Wakely2644
8. I JUST GO NUTS AT CHRISTMAS
YINGLE BELLS
Y. Yorgesson781
9. CHRISTMAS CANDY
SILVER BELLS
M. Whiting & J. Wakely.....1255
10. I WAS SANTA CLAUS AT THE SCHOOL
HOUSE
THE CHRISTMAS PARTY
Y. Yorgesson1831
11. JINGLE BELLS
SILENT NIGHT
L. Paul & M. Ford.....1881
12. HANG YOUR WISHES ON THE TREE
SANTA CLAUS' PARTY
L. Baxter2275
13. I SAW MOMMY KISSING SANTA CLAUS
WILLY CLAUS M. Bee2285

'YOU WON'T FORGET ME'

and 'DRIVE-IN'

two brilliant
arrangements
and sparkling
performances by

NELSON RIDDLE

and his orchestra

Record No. 2648

AL MARTINO

in a
pair of
exciting
vocal
renditions...

'SWEETHEART OF MINE'

'BEFORE'

on Capitol Record No. 2649



The **HILARIOUS NEW** Record the Nation is **RAVING** About!

DEAR

MR.

GODFREY

Sung With Great **HUMILITY**

Monarch
Record #
MO-3005 (78 rpm)
MO-3005-45 (45 rpm)
LIST: 89c

by

RUTH WALLIS

Cleared by BMI for D. J. Use



RECORD CO., INC.

LINDEN, N. J. • LINDEN 3-4160

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending November 7

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	20
2. YOU, YOU, YOU (R)—Mellin.....	2	17
3. CRYING IN THE CHAPEL (R)—Valley.....	3	15
4. EBB TIDE (R)—Robbins.....	4	8
5. MANY TIMES (R)—Broadcast.....	9	5
6. OH (R)—Feist.....	6	14
7. RAGS TO RICHES (R)—Saunders.....	5	3
8. DRAGNET (R)—Alamo.....	8	9
9. NO OTHER LOVE (R) (M)—Williamson.....	7	20
10. I'M WALKING BEHIND YOU (R)—Leeds.....	13	27
11. IN THE MISSION OF ST. AUGUSTINE (R)—Republic.....	11	5
12. RICOCHET (R)—Sheldon.....	14	2
13. I BELIEVE (R)—Cromwell.....	10	27
14. EH CUMPARI (R)—Crescent.....	—	4
15. YOU ALONE (R)—Roncom.....	—	1

Tunes with Greatest Radio and Television Audiences

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

Top 30 in Radio

Am I to Blame? (R)—Feist—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Baby, Baby, Baby (R)—Famous—ASCAP	Oh (R)—Feist—ASCAP
Choo Choo Train (R)—Disney—ASCAP	Pa Paya Mama (R)—Sheldon—BMI
Crying in the Chapel (R)—Valley—BMI	Rags to Riches (R)—Saunders—ASCAP
Don't Take Your Love From Me (R)—Witmark—ASCAP	Ricochet (R)—Sheldon—BMI
Ebb Tide (R)—Robbins—ASCAP	Secret Love (R)—Remick—ASCAP
Gambler's Guitar—Frederick—BMI	Sittin' in the Sun (R)—Berlin—ASCAP
Granada (R)—Peer—BMI	Stranger in Paradise (R) (F)—Frank—ASCAP
Hey Joe (R)—Tannen—BMI	That's Amore (R) (F)—Paramount—ASCAP
I Just Love You (R)—Miller—ASCAP	Under Paris Skies (R)—Leeds—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
I See the Moon (R)—Plymouth—ASCAP	When My Dreamboat Comes Home (R)—Remick—ASCAP
Istanbul (R)—Alamo—ASCAP	You Alone (R)—Roncom—ASCAP
It's Easy to Remember (R)—Famous—ASCAP	You, You, You (R)—Mellin—BMI
Love Walked In (R)—Chappell—ASCAP	
Many Times (R)—Broadcast—BMI	

Top 10 in Television

And Away We Go (R)—Songsmith—ASCAP	Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Santa Claus is Coming to Town (R)—Feist—ASCAP
Crying in the Chapel (R)—Valley—BMI	Wait Till the Sun Shines Nellie Blues—Von Tilzer—ASCAP
Ebb Tide (R)—Robbins—ASCAP	White Christmas—Berlin—ASCAP
I Just Can't Wait Till Christmas (R)—Westbrooke—BMI	
I Just Love Halloween (R)—Songsmith—ASCAP	

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. Poppa Piccolino—Sterling (Chappell)	12. April in Portugal—Sterling (Chappell)
2. Song From Moulin Rouge—Connelly (Broadcast)	13. Wish You Were Here—Chappell (Chappell)
3. I Believe—Cinephonic (Cromwell)	14. Kiss—Feist (Miller)
4. Eternally (Limelight)—Bourne (Bourne)	15. Hey! Joe—Robbins (Tannen)
5. Answer Me—Bourne (Bourne)	16. When You Hear Big Ben—Box & Cox (Box & Cox)
6. Bridge of Sighs—Maurice (Leece)	17. Let's Walk That-A-Way—Aberbach (Alamo)
7. Look at That Girl—Cinephonic (Oxford)	18. Flirtation Waltz—Bourne (Bourne)
8. Vaya Con Dios—Maddox (Ardmore)	19. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)
9. I Saw Mommy Kissing Santa Claus—Morris (Harman)	20. Say You're Mine Again—Victoria (Blue River)
10. Seven Lonely Days—Feist (Jefferson)	
11. Swedish Rhapsody—Connelly (Dartmouth)	

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending November 7th

RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 ● 4-40048
AVE MARIA CHRISTMAS MELODY	Liberace	48001 ● 4-48001
I SHOULD HAVE TOLD YOU LONG AGO ISTANBUL	The Four Lads	40082 ● 4-40082
I WANT A HIPPOPOTAMUS FOR CHRISTMAS ARE MY EARS ON STRAIGHT?	Gayla Peevey	40106 ● 4-40106
SWEET MAMA, TREE TOP TALL A RED, RED RIBBON	The Mariners	40104 ● 4-40104
THE STORY OF THREE LOVES MAIDEN'S WISH SAMBA	Liberace	40099 ● 4-40099
IN THE MISSION OF ST. AUGUSTINE NO STONE UNTURNED	Sammy Kaye	40061 ● 4-40061
I SEE THE MOON I JUST WANT YOU	The Mariners	40047 ● 4-40047
HEY JOE! SITTIN' IN THE SUN	Frankie Laine	40036 ● 4-40036
'WAY DOWN YONDER IN NEW ORLEANS FLOATIN' DOWN TO COTTON TOWN	Frankie Laine and Jo Stafford	40116 ● 4-40116
PLEASE DON'T TALK ABOUT ME WHEN I'M GONE AN ORCHID FOR THE LADY	Johnnie Ray	40090 ● 4-40090
I SAW MOMMY KISSING SANTA CLAUS THUMBELINA	Jimmy Boyd	39871 ● 4-39871
ANSWER ME BLOWING WILD	Frankie Laine	40079 ● 4-40079
LINGER AWHILE TIME	Sarah Vaughan	40041 ● 4-40041
SANTA GOT STUCK IN THE CHIMNEY I SAID A PRAYER FOR SANTA CLAUS	Jimmy Boyd	40080 ● 4-40080

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending November 7th

SATISFACTION GUARANTEED WHO'LL BUY MY HEARTACHES	Carl Smith	21166 ● 4-21166
HOPELESS LOVE THEN I'LL COME BACK TO YOU	Lefty Frizzell	21169 ● 4-21169
HEY JOE! DARLIN', AM I THE ONE!	Carl Smith	21129 ● 4-21129
DON'T MAKE ME ASHAMED IT'S A LONG, LONG RIDE	Marty Robbins	21176 ● 4-21176
INVISIBLE HANDS I FOUND A FRIEND	Jo Stafford	21165-s ● 4-21165-s
LEAVE HER ALONE YOU ALWAYS GET BY	Ray Price	21173 ● 4-21173
BLESSED JESUS, SHOULD I FALL DON'T LET ME LAY KNEEL AND LET THE LORD TAKE YOUR LOAD	Marty Robbins	21172-s ● 4-21172-s
TRADEMARK DO I LIKE IT!	Carl Smith	21119 ● 4-21119
EV'RY PRAYER IS A FLOWER HOW MANY TIMES	George Morgan	21170-s ● 4-21170-s
JUST ONE MORE TIME KISS ME LIKE CRAZY	Rose Maddox	21171 ● 4-21171

NEW EXTENDED PLAY RELEASES

LUNCEFORD SPECIAL—Vol. 1. Jimmie Lunceford and his Orchestra. A-1796
 DIANE and THESE FOOLISH THINGS. Geraldo and his New Concert Orchestra. B-1795
 KEN GRIFFIN PLAYS. Ken Griffin at the Organ. B-1778
 MARTINI TIME—Vol. II. Art Van Damme Quintet. B-1784
 MARTY ROBBINS. H-1785
 RAY PRICE. H-1786

DORIS DAY and HOWARD KEEL in "CALAMITY JANE"

The Deadwood Stage ● I Can Do Without You ● The Black Hills of Dakota ● Just Blew in From the Windy City ● A Woman's Touch ● Higher Than a Hawk ● 'Tis Harry I'm Plannin' to Marry ● Secret Love

Orchestra under the direction of Ray Heindorf

including songs recorded directly from the sound track of the Warner Bros. Technicolor production "Calamity Jane" directed by David Butler

"Lp" CL 6273 ● 78 Set C-347 ● 45 Set B-347 ● Extended Play Records B-1803 and B-1804

NEW POPULAR ALBUM

HELEN WARD in IT'S BEEN SO LONG

It's Been So Long ● You Brought a New Kind of Love to Me (Fast Version) ● You're Mine ● I'm Nobody's Baby ● Same Old Moon ● When You Make Love to Me ● You Brought a New Kind of Love to Me (Slow Version) ● It All Depends on You ● Nice Work if You Can Get It

Orchestra under the direction of Percy Faith
 "Lp" CL 6271 ● 45 Set B-346 ● Extended Play Records B-1798 and B-1799

NEW POPULAR RELEASES

LU ANN SIMMS
 BAUBLES, BANGLES AND BEADS from "Kismet"
 FINI from John Murray Anderson's "Almanac"
 40127 ● 4-40127

CHAMP BUTLER
 NIGHT OF MY NIGHTS from "Kismet"
 I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME
 40126 ● 4-40126

THE CELL BLOCK SEVEN
 MAMA DON'T ALLOW IT
 TIN ROOF BLUES
 40105 ● 4-40105

JERRI ADAMS
 MOONLIGHT IN VERMONT
 WHY TELL A LIE
 40107 ● 4-40107

NEW FOLK MUSIC RELEASES

JOHNNY BOND
 THANKS
 I DREAMED I SEARCHED HEAVEN FOR YOU
 21187-s ● 4-21187-s

THE MADDOX BROTHERS AND ROSE
 I WON'T STAND IN YOUR WAY
 KISS ME QUICK AND GO
 21181 ● 4-21181

TOMMY WARREN
 FADING AWAY
 ONE LAST LOOK AT YOU
 21182 ● 4-21182

NEW CHILDREN'S RELEASE

TOM GLAZER
 JUMP-A-JINGLES
 J-185 ● J 4-185

keep your eye on this girl — she's sensational!

JILL COREY

makes a great record debut with

ROBE OF CALVARY

MINNEAPOLIS

40123 ● 4-40123

COLUMBIA RECORDS

The Billboard's Music Popularity Charts

... for Week Ending November 7

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

TONY BENNETT
Stranger in Paradise
COLUMBIA 40121 - The key ballad from the forthcoming Broadway musical "Kismet" receives a fine reading from Tony Bennett, over a lovely backing by the Percy Faith chorus and ork. Tune is based on Borodin's "Polovetsian Dances," and the warbler sells it as tho it were written for him. This could be another big one for Tony after "Rags to Riches." (Frank, ASCAP)

KAY STARR
Change Partners
CAPITOL 2657 - An engaging new ditty that brings back memories of "Tennessee Waltz" is handed a first-rate performance by the thrush over a strong ork backing. Tune has an infectious quality, and with the thrush's power the side has a chance to move out. Watch this one. (Porgie, BMI)

THE FOUR ACES
That Gag That Sang
"Heart of My Heart"
DECCA 28927 - The old insistent Aces beat is much in evidence, and that should make their fans happy. They have a good slicing here, full of an infectious invitation to sing along. This could earn plenty of loot and do mighty fine on the jukes.

FRANK SINATRA
I Love You
CAPITOL 2638 - Frank Sinatra, backed in spritely fashion by the Billy May ork, turns in a powerful reading of the oldie, with added freshness due to a smooth vocal arrangement. Should get much jock attention, and could rack up solid sales. Watch it. (Felst, ASCAP)

EDDY MANSON
Little Fugitive
COLUMBIA 40122 - This is the sound track version of "Joey's Theme" played by Manson (who wrote it) on his harmonica with ork backing. It's a very fetching side and could rack up sales. (Trinity, BMI)

RALPH FLANAGAN ORK
Stranger in Paradise
V 20-5505 - Instrumental version of the much-recorded ballad figures to interest the tapers. If the song builds as expected, jocks too should spin often as change of pace from the vocal entries. (Frank, ASCAP)

SY MELANO
The Story of Three Loves
BELL 1015 - Here's a fine instrumental performance of the tune that is now moving up in the field. At the low price this cover platter should rack up healthy sales. (Chas. Foley, ASCAP)

MACKIE GLEASON ORK
Golden Violins
CAPITOL 2659 - The Gleason ork turns in a smooth, lush instrumental reading of the new waltz effort. The trumpet solo against the strings makes for fine contrast. Side should pull many spins and has a chance for some action.

has been cut with vocals by almost every label, and if the tune catches, this cutting should share some of the loot. (Mella, BMI)

BERNIE WAYNE
Zsa-Zsa
CORAL 61085 - Sprightly and charming, this musical portrait of the beautiful Miss Gabor stands to attract many. Tune is pretty, and the ork under cleder Bernie Wayne reads it admirably. (Sunbeam, BMI)

THE MODERNAIRES
You'll Never Be Mine
CORAL 61086 - A good switch for the group which has been concentrating on rhythm ditties. This is a slow and very retentive melody with a blues-ish feeling. The group captures the flavor nicely and is blessed with a top-notch backing. It's the kind of disk that takes work, but if it ever catches, watch out. (Sunbeam, BMI)

THREE DONS AND GINNY
The Jones Boy
CORAL 61102 - A very cute new novelty tune receives a bright and lively reading from the group, while the ork backs it up with a bouncy arrangement. Side is cute enough to go, if it gets enough exposure, and the tune has freshness. (George Pincus, ASCAP)

ROSEMARY CLOONEY
Happy Christmas, Little Friend
COLUMBIA 40102 - There will be a lot of good behind this disk since it is the official 1953 Christmas Seal Sale Song, and as such is prefaced by a short pitch for the fund by Miss Clooney. The tune and lyrics were specially written by Rodgers and Hammerstein and commissioned by Life magazine and are projected with tenderness by the chanteuse. (Williamson, ASCAP)

JIMMY LEYDEN'S SERENADERS
We're Having a Good Time
M-G-M 11615 - A happy, community sing ditty is given that kind of reading by Jimmy Leyden's Serenaders. Has novelty appeal. Deejays will probably give this some action.

MUSIC BY CAMARATA
Waltz Theme
DECCA 28882 - The broad, sustained melody of the pretty waltz is bowed elegantly by the Camarata ork. A mighty listenable effort that should be awarded generous spin action. Tune is from the lm "Blithe Spirit." (Fox, ASCAP)

(Continued on page 42)

Sacred

ALAN MCGILL
Under His Wings
SACRED 456 - A sentimental religious song read in a pleasing, sincere voice by Alan McGill. The accompaniment is a little on the lush side but does not diminish the impact of the lyrics. Religious and semi-religious radio programs may be able to use this wax. (P.D.)

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.

Number of Releases This Week

(Listed Alphabetically by Label)

Table with columns: Label, Pop, C&W, R&B. Lists labels like ABBOTT, ALLIED, BELL, etc. with their respective release counts.

Latin American

PEDRO VARGAS
Tu Vendras
V 23-6172 - The Latin-American crooner does his usual good job in handling the vocal on this bolero-mambo ballad. It's danceable, too.

ISMAEL DIAZ
Reina Del Tepo
V 23-5452 - Diaz is the man who first introduced the new Mexican dance rhythm, the tepo. Could be that with the heavy promotion, it could catch on here. Group vocal and ork effort are both strong.

NORO MORALES
Mambo Retozon
V 23-6099 - Morales' ork has a smartly-recorded dance disk here on a series of jazz riffs converted in mambo material.

International

THE SIX FAT DUTCHMEN
Unhappy Lover
V 20-5452 - Despite the title, this is a bright, animated polka that oomphs its way along happily, seemingly without a care in the world. A good instrumental for dancing.

Spiritual

SISTER ROSETTA THARPE
I'll Meet You Over Yonder
DECCA 28754 - Sister Rosetta Tharpe has a fetching side here. Her performance has her usual rhythm and excitement. Disk will get action. (Gospel, BMI)

CHRISTLAND SINGERS
Someday, Somewhere
PEACOCK 1720 - The Singers evoke a beautiful picture of heaven in an intense, rhythmic side here that gains momentum steadily as it progresses. The close is strong and full of religious emotion. This side has good commercial potential in this market.

Country & Western

GEORGE MORGAN
No One Knows It Better Than Me
COLUMBIA 21178 - Quiet and pretty melody is rendered in subdued but powerful fashion by Morgan. Taste-ful backing could help spark this into a lot of activity. (Melody Trails, BMI)

RAY PRICE
Leave Her Alone
COLUMBIA 21173 - Ray Price does a standout vocal performance on this country air. It's a powerful ballad, and it's a cinch to get plenty of spins. Surely one to watch. (Acuff-Rose, BMI)

ERNEST TUBB-RED FOLEY
Too Old to Tango
DECCA 28911 - A parody on a lot of "Takes Two to Tango," this side merits a lot of laughs, like the flip. The Tubb-Foley harmonizing is, of course, very expert, and it should please their fans. (Aberbach-Brenner, Music, BMI)

MARTY ROBBINS
Don't Make Me Ashamed
COLUMBIA 21176 - Singer pleads for his gal's continued love. The way he sings it could make any gal tumble. Good wax. (Acuff-Rose, BMI)

LEON MCAULIFFE
Run 'Em Off
COLUMBIA 21174 - An infectious melodic pattern is the basis for the ditty on this side. Leon McAuliffe gives it a first class vocal reading, backed by an insinuating ork backing. (Peer, BMI)

FLOYD CRAMER
Fancy Pants
ABBOTT 146 - In Floyd Cramer, a formidable addition to the ranks of the ricky-tic piano players has been made. He is heard here in a particularly winning instrumental that is given additional bounce and stunning sound effect by the backing provided by the banjo and other percussion accompaniment drawn from the Louisiana Hayride band. Watch this one; it could do well on pop or c.w. boxes. (Acuff-Rose, BMI)

SLIM WILLET
Shibuya
FOUR STAR 1645 - Willet sings the lament of many a G.I. who was in Japan and had to leave just when the girls and the saki were getting good. It's a novelty item that could do all right with the young people. Willet's performance carries a wallop. (Four Star, BMI)

Christmas

RED FOLEY
Put Christ Back Into Christmas
DECCA 28940 - This musical essay against the use of "Xmas" has the backing of many church groups. Beyond that valuable support, however, the simple sincerity of the opus is impressive and the melody retentive. Foley, of course, does a superb job of projection, with the assistance of the Anita Kerr Singers adding plus values. From all angles this looks like a big winner; one that could easily bracket many markets. (Wemark, ASCAP)

Rhythm & Blues

THE DU DROPPERS
Don't Pass Me By
V 20-5504 - Tune with "Shake a Hand" flavor is given a powerful reading by the group. Record builds all the way. It's a disk that could break out big. (Park Avenue, BMI)

BUDDY JOHNSON ORK
I'm Just Your Fool
MERCURY 70251 - Good ballad with a slow but solid beat is ably presented here. Fern warbler does well by the lyrics. This one could build an audience for itself. It's worth spins. (Sophisticate, BMI)

THE LAMPLIGHTERS
Be Bop Wino
FEDERAL 12152 - Wild hand-clapper is given a rousing group rendition. There are enough gimmicks included to make this a potent record. Watch it. (Armo, BMI)

T-BONE WALKER
I'm About to Lose My Mind
IMPERIAL 5261 - The warbler tells his girl friend that she has driven him to drink, on this listenable platter. The beat behind the singer is solid, and the disk should pull spins and some loot. (Commodore, BMI)

ROY BROWN ORK
Caldonia's Wedding Day
KING 4669 - Caldonia's wedding works Brown and all others present into a frenzy of excitement. It's not a "Saturday Night Fish Fry," but sometimes it comes close to catching its spirit. This record rocks and could see some action. (Lols, BMI)

BILLY WARD AND HIS DOMINOES
Christmas in Heaven
KING 1281 - Good seasonal item by the group should please its fans, but doesn't figure to be a smash in the market because of its seasonal theme. (Ward-Marks, BMI)

LITTLE CAESAR
What Kind of a Fool Is He?
BIG TOWN 110 - Caesar sings this sad blues with a lot of heart and feeling. Tune isn't too bright, but his vocal could help it get some spins, in spite of a too talky opening. (Four Star, BMI)

WYNONIE HARRIS
Please, Louise
KING 4668 - Harris pleads with Louise to go out with him. He tries to persuade her in alternately slow and lived up stanzas. This gimmick is quite successful and could help the disk get spins. (Jay & Cee, BMI)

LIL SON JACKSON
Little Girl
IMPERIAL 5259 - This one is strictly for buyers of Deep South style r.&b. It's a slow blues sung by Lil Son Jackson, with typical Deep South guitar. Authentic sound. (Commodore, BMI)

Jazz

KING PLEASURE
Sometimes I'm Happy
PRESTIGE 860 - Pleasure never seems to make up his mind here whether he wants to treat the evergreen in a slick pop manner or spoof it with a bop vocal. The combination of the two is incongruous, in any case.

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

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; 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.

DOING GREAT

with his First Release!

DEAN PARKER



*thanks DJ's for
your comments and
spins. Dean*

THE **NEW** SINGING SENSATION WITH HIS GREAT **NEW** RELEASE

**FAREWELL
TO
ARMS**

**OUT OF
MY
MIND**

JUBILEE

RECORD #6051

**Promotion:
BUDDY BASCH OFFICE**

17 East 45th Street, New York 17
Murray Hill 7-8351

THIS WEEK'S BEST BUYS

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

Popular

HEART OF MY HEART
STRANGER IN PARADISE (Frank, ASCAP)
—Four Aces—Decca 28927

Just out, record has moved into contention very rapidly. Both sides are reported selling with the edge to "Heart." Reports show that the Aces' have overtaken the Coral version by Cornell-Dale-Desmond, tho the latter still has the edge in Buffalo and Pittsburgh. In St. Louis, they're rated evenly, but the Aces have it in Boston, Philadelphia, Cleveland, Detroit and Southern areas. A previous "New Record to Watch."

SANTA BABY (Trinity, BMI)—Eartha Kitt—RCA Victor 20-5502

Off to an early start in this year's Christmas race, "Santa" was reported as good in Boston, Philadelphia, Cleveland, St. Louis, Dallas and the Carolinas. Flip is "Under the Bridges of Paris" (Hill and Range, BMI). A previous "New Record to Watch."

GOLDEN VIOLINS—Frank Chacksfield Ork—London 1368

Areas which reported strong action this week included Southern California, Chicago, Milwaukee and Pittsburgh. Good reports were also received from St. Louis, Nashville and Buffalo. Flip is "A Girl

Called Linda." A previous "New Record to Watch."

OFF SHORE (Hanover, ASCAP) — Richard Hayman Ork—Mercury 70252

Retail selection only. Title strips are not being shipped to operator subscribers. Nationally the Diamond version is holding a decisive edge, but in Buffalo, Cincinnati, Milwaukee and St. Louis, the Hayman version is reported as having taken the lead. Hayman is also reported as doing well in territories like L. A., Chicago and Cleveland where the Diamond version has had strength. Thus it stacks as a good second retail version of a tune that is getting a lot of activity. Flip is "Joey's Theme" (Trinity, BMI). A previous "New Record to Watch."

Country & Western

HOPELESS LOVE (Hill and Range, BMI)—Lefty Frizzell—Columbia 22169

Moving up steadily in a generally sluggish market, the disk was reported good in Eastern Pennsylvania, Nashville, St. Louis and Milwaukee and placed on the Dallas-Ft. Worth territorial chart for the first time. Flip is "Then I'll Come Back" (Hill and Range, BMI). A previous "New Record to Watch."

Rhythm & Blues

TAKE ME BACK—Linda Hayes—Recorded in Hollywood 1003

Disk broke this past week in the New Orleans and Washington areas, where it made the territorial charts. Good and strong reports were also received from St. Louis, Chicago and Nashville. Flip is "Yours for the Asking."

RAGS TO RICHES (Saunders, ASCAP)—The Dominoes—King 1280

Reported strong in L. A., St. Louis, Cincinnati and Philadelphia, with good reports also being received from Cleveland, Durham and one Chicago source. Flip is "Don't Thank Me" (Ward-Marks, BMI). A previous "New Record to Watch."

Spiritual

LET'S GO OUT TO THE PROGRAMS (Lion, BMI)

I'LL KEEP ON LIVING AFTER I DIE (Lion, BMI)—Dixie Humming Birds—Peacock 1722

A spiritual of unusual commercial power. Strong reports were received from Philadelphia, Buffalo, Cleveland, Nashville, Durham and St. Louis. Some key territories were not yet delivered. A previous "New Record to Watch."

NEW RECORDS TO WATCH

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

Popular

AMES BROTHERS

I Can't Believe That You're in Love With Me (Mills, ASCAP)—RCA Victor 20-5530—A real smooth blending by the group on what could be a very successful follow-up to "You, You, You." Flip is "Boogie Woogie Maxine" (B-V-C, ASCAP).

KAY STARR

Changing Partners (Porgie, BMI)—Capitol 2657

PATTI PAGE

Changing Partners — Mercury 70260 — Schmalzy tune with some of the "Tennessee Waltz" feeling is showcased well on each of these versions. A real battle could shape up between the two diskeries in grabbing the edge.

RUTH WALLIS

Dear Mr. Godfrey—Monarch 3005—It had to happen, and this one has some clever moments. Action reports already received

from New York and Pittsburgh. Could move up fast and down just as fast. Flip is "Say Hello to Joe."

Country & Western

GEORGE MORGAN

No One Knows It Better Than Me (Melody Trails, BMI)—Columbia 21178—A top-notch effort by the warbler on a sensitive tune. Could get a lot of action. Flip is "Look What Followed Me Home Tonight" (Barton, BMI).

Rhythm & Blues

B. B. KING

Blind Love (Modern, BMI)
Why Did You Leave Me (Modern, BMI)—RPM 395—Two good blues efforts by King who has been red-hot. "Love" is particularly appealing. It's a real wild side with standout instrumentation behind the singer.

EDDIE BOYD

Tortured Soul—Chess 1552—Blues ditty is given a very powerful reading by Boyd. Could grab a lot of loot. Flip is "That's When I Miss You So."

Popular EP

JULIUS LA ROSA

Requestfully Yours—Cadence 1233—Hard to see how this can miss. Four new sides by the young singer who has come into national prominence in the last few weeks.

Popular Album

JONI JAMES

Let There Be Love—M-G-M E222—The first LP set by one of the country's hottest singers contains eight fine evergreens, performed in Joni's own wistful style, backed stylishly by the Lew Douglas ork. Should be a strong seller.

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

AVE MARIA

Liberace—Columbia 48001

BABY, BABY, BABY

I GUESS IT WAS YOU ALL THE TIME

Teresa Brewer—Coral 61067

DON'TCHA HEAR THEM BELLS?

KANGAROO

Les Paul-Mary Ford—Capitol 2614

I'LL NEVER STAND IN YOUR WAY

Joni James—M-G-M 11606

LAUGHING ON THE OUTSIDE

Four Aces—Decca 28843

LOVER COME BACK TO ME

THAT'S ALL

Nat (King) Cole—Capitol 2610

MAGIC GUITAR

Bunny Paul—Dot 15107

MARIE

Four Tunes—Jubilee 5128

MILWAUKEE POLKA

MY WORLD IS YOU

Patti Page—Mercury 70230

MY HAPPINESS

NEAR YOU

The Mulcays—Cardinal 1011

OFF SHORE

Leo Diamond—Ambassador 1005

THE STORY OF THREE LOVES

Liberace—Columbia 40099

SWEET MAMA TREE

TOP TALL

Lancers—Trend 63

THE TYPEWRITER

GIRL IN SATIN

Leory Anderson—Decca 28881

Country & Western

DIVORCE GRANTED

COUNTERFEIT KISSES

Ernest Tubb—Decca 28869

I FOUND OUT MORE THAN YOU EVER KNEW

Betty Cody—RCA Victor

20-5462

KISS ME BIG

CATFISH BOOGIE

Tennessee Ernie—Capitol 2602

SORROW AND PAIN

YOU'RE GONE

Davis Sisters—RCA Victor

20-5460

UNPUCKER

TAINT NICE

Carlises—Mercury 70232

WHEN MEXICAN JOE MET

JOLE BLON

NO LONGER A PRISONER

Hank Snow—RCA Victor

20-5490

YOU-ALL COME

Arlie Duff—Starday 104

Rhythm & Blues

ALL RIGHTY

Five Royales—Apollo 449

LATER

SOUTH OF THE ORIENT

Tiny Bradshaw—King 4664

LOVER COME BACK TO ME

Nat (King) Cole—Capitol 2610

MAD LOVE

Muddy Waters—Chess 1550

MARIE

Four Tunes—Jubilee 5128

MY COUNTRY MAN

Big Maybelle—Okeh 7009

THE PROPOSAL

Shirley and Lee—Aladdin 3205

CURRENT TOP RECORDS

See page 38 for the top pop records.

See page 48 for the top c.&w. records.

See page 49 for the current top r.&b. records.

See pages 44 and 45 for the current top packaged records.



POP HIT PARADE



Patti Page
"CHANGING PARTNERS"

AND
 "Where Did My Snowman Go"
 MERCURY 70260 • 70260X45



Rusty Draper
"NATIVE DANCER"

AND
 "LONESOME SONG"
 MERCURY 70256 • 70256X45



The Gaylords
"STRINGS OF MY HEART"

AND
 "MAMA-PAPA POLKA"
 MERCURY 70258 • 70258X45



Richard Hayman
"OFF SHORE"
 AND
"JOEY'S THEME"

MERCURY 70252 • 70252X45



Jerry Murad
"STORY OF THREE LOVES"

AND
 "SWEET LEILANI"
 MERCURY 70202 • 70202X45



Georgia Gibbs
"HOME LOVIN' MAN"

AND
 "BRIDGE OF SIGHS"
 MERCURY 70238 • 70238X45



Jan August
"COW COW BLUES"

AND
 "MARTHA"
 MERCURY 70228 • 70228X45



Ralph Marterie
"ALL THAT OIL IN TEXAS"

AND
 "LOVE FOR 3 ORANGES"
 MERCURY 70248 • 70248X45



David Carroll
"GADABOUT"

AND
 "CARRIBEAN"
 MERCURY 70247 • 70247X45



Richard Hayes
"LONG BLACK RIFLE"

AND
 "ALL IS FORGIVEN"
 MERCURY 70239 • 70239X45



Joyce Taylor
"IF I CRY"

AND
 "YOU'VE GOT SOMETHING"
 MERCURY 70243 • 70243X45



David Carroll
"TROPICAL"

AND
 "TRADEWINDS"
 MERCURY 70226 • 70226X45



Vic Damone
"EBB TIDE"

AND
 "MAKE YOU MINE"
 MERCURY 70216 • 70216X45



Jimmy Palmer
"SOFT SHOULDERS"

AND
 "MAMA'S GONE GOODBYE"
 MERCURY 70234 • 70234X45



Rusty Draper
"GAMBLER'S GUITAR"

AND
 "FREE HOME DEMONSTRATION"
 MERCURY 70167 • 70167X45

NEW RELEASES

1. **BERNICE PARKS**
 "Blue Reverie"
 "Fas-i-nay-shun"
 MERCURY 70261*
 2. **VIC DAMONE**
 "Lover Come Back to Me"
 "I Just Love You"
 MERCURY 70257*
 3. **ROSS BAGDASARIAN**
 "Have A Merry Xmas"
 "Brother, Pour The Wine"
 MERCURY 70254*
 4. **JAN AUGUST**
 "Prince Igor"
 "Petite Ballerina"
 MERCURY 70250*
 5. **TINY HILL**
 "Two Ton Tessie"
 "Don't Bring Lulu"
 MERCURY 70249*
 6. **FRANKIE LAINE**
 "South Of The Border"
 "Heart Of My Heart"
 MERCURY 70262*
 7. **THE COLLEGIANS**
 "Go, Man, Go Polka"
 "Tipica Serenada"
 MERCURY 70264*
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WITH A GREAT TUNE!

'The Jones Boy'

COUPLED WITH
"SNOW, SNOW, BEAUTIFUL SNOW"

MERCURY 70268 • 70268X45



5 BIGGEST

NEW SONGS

**RCA VICTOR SCORES FIRST!
FIRST TO DEEJAYS! • FIRST IN STORES!**

1. CHANGING PARTNERS

DINAH SHORE—Hugo Winterhalter and Orch.

20/47-5515

2. STRANGER IN PARADISE

2 GREAT RECORDS TONY MARTIN and RALPH FLANAGAN

20/47-5535

20/47-5505

3. WHERE DID MY SNOWMAN GO?

SPIKE JONES

20/47-5497

4. A BABY CRIED

LOU MONTE—Hugo Winterhalter and Orch.

20/47-5496

5. SANTA BABY

EARTHA KITT—Henri Rene and Orch.

20/47-5502

SALES GROW
WHEN YOU GO 45



RCA VICTOR
FIRST IN RECORDED MUSIC



THE FIRST AND
 BEST VERSION
 OF THE RECORD
 THAT STARTED
 ALL THE
 COMMOTION!

**Dinah Shore's
 CHANGING PARTNERS**

coupled with **THINK**

with **HUGO WINTERHALTER'S Orchestra and Chorus**

20/47-5515



SALES GROW
 WHEN YOU GO 45

The Billboard's Music Popularity Charts

... for Week Ending November 7

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, Record Title, Weeks on Chart. Lists top 20 best-selling singles.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 most played records in juke boxes.

Most Played by Jockeys

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 most played records by jockeys.

VOX JOX

By CHARLOTTE SUMMERS

Jox Trix

After eight weeks, 157 phone calls and four clues, the secret sound on Sandy Singer's KCRG, Cedar Rapids, Ia., show was finally identified. The sound was "ripping the crinoline off the adhesive portion of a Curad plastic bandage." The new secret sound now being aired is "slicing an onion." and we are told that when magnified, the sound is unbelievable. . . . Jim French, KING, Seattle, has started a special feature called "Turntable Roundtable." The format is for the Pacific Northwest reps of the U. S. and foreign labels to get together and each present one brand new side. The rest of the panel then comments on the possibility of each tune's being a hit or a miss, which all makes for quite a controversial roundtable. . . . George Hart, WCMC, Wildwood, N. J., is presenting a historical series based on musical figures who began their climb in Wildwood. George Gershwin, Fred Waring, Mario Lanza, etc., are among those who played

week-end dates at the New Jersey shore. . . . Rex Dale, WKCY, Cincinnati, has arranged to do a complete uninterrupted playing of Gordon Jenkins' "Seven Dreams." Jenkins gave the okay after the station agreed to clear the period of all spots. The LP runs 55 minutes.

Change of Theme

Hal Peary, the original "Great Gildersleeve," starts his new deejay show for WMGM, New York, shortly. The show will run from 1 to 2 p.m., Monday thru Saturday. . . . Curt Gibson, WORZ, Orlando, Fla., is acting the romantic lead in a series of TV films being made in Winter Park, Fla., by Avalon Pictures. . . . Allan Edwards, actor-announcer-emcee, made his debut on WNBC's morning radio show on November 2, replacing Gene Rayburn who made his TV debut as NBC newscaster on the same day. . . . Bill Cardin, formerly at KOMA, Oklahoma City, has moved to KCMO, Kansas City, Mo. . . . Emily Kaye is subbing for Bob Morris on

See PAGES 44 AND 45 for



Best Sellers in These Categories: SHORT ORCHESTRA WORKS VOCAL (NON-OPERATIC) SHOWS, MOVIES AND TV Packaged Record REVIEWS

WJXN, Jackson, Miss., while he is starring in Jackson's little theater production of "Room Service." . . . Bill Hennessy of WDEV, Waterbury, Vt., has packed off to Boston for his usual fall hiatus to Emerson College. . . . Bob Lawless, formerly of WBET, Brockton, Mass., has moved to WDEV, Waterbury, Vt. . . . Bob Watson, WQXI, Atlanta, has been emceeing at Paces Ferry Tower restaurant on Atlanta's north side. . . . Rod McKuen, KROW, Oakland, Calif., is in New York this week to confer with his publishers about his new book.

Surface Noises

Ron Shoop, WOI, Ames, Ia., writes that he is still not satisfied with the brand of popular music being released. Shoop says that he spends most of his time playing music from the "good old days." . . . Joe Ryan, WALL, Middletown, N. Y., would like some songwriter to come up with lyrics to "Gary Owen." . . . More about "Oh" and "San"—Milt Hale, KCID, Caldwell, Idaho, tells us that he too has been receiving request cards from outside his station's signal. He writes, "I get them, too! Only mine come from Boise, Idaho, bearing various (Continued on page 51)

YESTERYEAR'S TOPS—

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

NOVEMBER 13, 1943:

- 1. Paper Doll
2. Pistol Packin' Mama (Dexter)
3. Sunday, Monday or Always (Crosby)
4. People Will Say We're in Love (Crosby)
5. Pistol Packin' Mama (Crosby)
6. Put Your Arms Around Me, Honey
7. Oh, What a Beautiful Morning
8. People Will Say We're in Love (Sinatra)
9. I Heard You Cried Last Night
10. Sunday, Monday or Always (Sinatra)

NOVEMBER 13, 1948:

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

Christmas Stock-ing

ALBUMS	45	33 1/3	78
Popular			
New Releases			
HANK SNOW A Country Christmas Christmas Roses • The Reindeer Boogie o Frosty the Snow Man • Silent Night EPA-472*			
EDDY ARNOLD Christmas Greetings C-H-R-I-S-T-M-A-S • Will Santy Come to Shanty Town • White Christmas • Santa Claus Is Comin' to Town... EPA-473*			
HUGO WINTERHALTER & His Orchestra Christmas Magic White Christmas • Winter Wonderland • I'd Like to Hitch a Ride With Santa Claus • That Christmas Feeling • That's What I Want for Christmas..... EPA-494*			
Deck the Halls Carol of the Bells • Christmas Island • Deck the Halls With Boughs of Holly • Wassail Song • Away in a Manger • I Saw Three Ships..... EPA-495* EPA-494 and EPA-495 coupled on LPM- 3132			
PERRY COMO Around the Christmas Tree 'Twas the Night Before Christmas • The Twelve Days of Christmas • God Rest Ye Merry, Gentlemen • C-H-R-I-S-T- M-A-S EPA-496*			
Christmas Joy Joy to the World • Rudolph the Red- Nosed Reindeer • Frosty the Snow Man • The Christmas Song EPA-497* EPA-496 and EPA-497 coupled on LPM- 3133			
HOMER & JETHRO Seasoned Greetings From Homer & Jethro (All I Want for Christmas Is) My Upper Plate • I Saw Mommy Smoochin' Santa Claus • Randolph the Flat-Nosed Rein- deer • Frosty the De-Frosted Snow Man EPA-534*			
GEORGE BEVERLY SHEA Christmas Hymns O Holy Night • Go Tell It on the Mountain • O Little Town of Bethlehem • Thou Dids't Leave Thy Throne • Silent Night • Away in a Manger • I Wonder as I Wander • There's a Song in the Air..... 78 rpm P-3149 • 45 rpm EPB-3149 • 33 1/3 rpm LPM-3149			
THE THREE SUNS Sacred Hymns With Organ & Chimes Softly and Tenderly Jesus Is Calling • The Church in the Wildwood • The Beautiful Garden of Prayer • Ivory Pal- aces • Onward, Christian Soldiers • Rock of Ages, Cleft for Me • Nearer, My God, to Thee • The Old Rugged Cross EPB-3174* LPM-3174*			
Standards			
DENNIS DAY Favorite Christmas Songs Away in a Manger • God Rest Ye Merry, Gentlemen • We Three Kings of Orient Are • Silent Night..... EPA-297*			

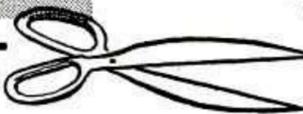
ALBUMS	45	33 1/3	78
GEORGE BEVERLY SHEA Inspirational Songs It Is No Secret • Old Time Religion • Just a Closer Walk With Thee • In the Garden EPA-323* Additional selections on 78 and Long Play: Ivory Palaces • Sweet Little Jesus Boy P-323 LPM-12*			
PERRY COMO Merry Christmas Music That Christmas Feeling • I'll Be Home for Christmas • Silent Night • O Come, All Ye Faithful • Jingle Bells • White Christmas • Santa Claus Is Comin' to Town • Winter Wonderland..... 78 rpm P-161 • 45 rpm EPB-3023 • 33 1/3 LPM-3023			
THREE SUNS Three Suns Christmas Party Rudolph the Red-Nosed Reindeer • Here Comes Santa Claus • Hark! The Herald Angels Sing • O Holy Night • O Little Town of Bethlehem • The First Noel • Merry Christmas Polka • Frosty the Snow Man EPB-3056* LPM-3056*			
EDDIE FISHER Christmas With Eddie Fisher Silent Night • White Christmas • You're All I Want for Christmas • Christmas Day • That's What Christmas Means to Me • Here Comes Santa Claus • Jingle Bells • O Come, All Ye Faithful EPB-3065* LPM-3065*			

SINGLE RECORDS	45	78
Popular		
PERRY COMO That Christmas Feeling/Winter Wonderland... 47-2969* 20-1968 I'll Be Home for Christmas/Santa Claus Is Comin' to Town..... 47-2970* 20-1969 Silent Night/White Christmas..... 47-2971* 20-1970 O Come, All Ye Faithful/Jingle Bells..... 47-2972* 20-1971 It's Beginning to Look Like Christmas/There Is No Christmas Like a Home Christmas... 47-4314* 20-4314 Ave Maria/The Lord's Prayer..... 52-0071* 20-0436		
EDDIE FISHER Christmas Day/That's What Christmas Means to Me 47-5038* 20-5038		
THE THREE SUNS Santa Claus Is Comin' to Town/Adeste Fideles 47-3057* 20-3567 White Christmas/Winter Wonderland..... 47-3058* 20-3568 Silent Night/Jingle Bells..... 47-3059* 20-3569 Uncle Mistletoe/Sleigh Ride..... 47-4323* 20-4323		
HUGO WINTERHALTER Blue Christmas/White Christmas..... 47-3937* 20-3937		
TOMMY DORSEY-BENNY GOODMAN Santa Claus Is Comin' to Town/Jingle Bells 47-2973*		
DENNIS DAY Ave Maria/Bless This House..... 47-3006* 20-3251 O Holy Night/Gesu Bambino..... 47-3859* Christmas in Killarney/The Corn Keeps A- Growin' 47-4321* 20-4321		
HOMER & JETHRO (All I Want for Christmas Is) My Upper Plate/ I Saw Mommy Smoochin' Santa Claus..... 47-5456* 20-5456		
SAMMY KAYE Here Comes Santa Claus/I Want to Wish You Merry Christmas..... 47-3071*		
MITCHELL BOY CHOIR Hark! The Herald Angels Sing/Wassail Song/ Jingle Bells/Deck the Halls with Boughs of Holly 47-3864*		
PHIL SPITALNY ALL GIRL ORCHESTRA 'Twas the Night Before Christmas/Joy to the World/The First Noel..... 47-3876*		
FRAN ALLISON The Christmas Tree Angel/Christmas in My Heart 47-3938* 20-3938		
THE FONTANE SISTERS Jing-a-Ling, Jing-a-Ling/Silver Bells 47-3940* 20-3940 A Howdy Doody Christmas/The Popcorn Song with HOWDY DOODY..... 47-4322* 20-4322		



SINGLE RECORDS	78	45
VAUGHN MONROE Frosty the Snow Man/The Jolly Old Man in the Bright Red Suit 47-4299* 20-4299		
FREDDY MARTIN The Night Before Christmas/Toy Piano Boogie 47-4300* 20-4300		
SPIKE JONES Rudolph the Red-Nosed Reindeer/My Two Front Teeth 47-4315* 20-4315 I Saw Mommy Kissing Santa Claus/Winter... 47-5067* 20-5067		
Country/Western and Sacred		
EDDY ARNOLD C-H-R-I-S-T-M-A-S/Will Santy Come to Shanty Town 48-0127* 20-0124 White Christmas/Santa Claus Is Comin' to Town 48-0390* 21-0390		
HANK SNOW Christmas Roses/The Reindeer Boogie 47-5340* 20-5340 Frosty the Snow Man/Silent Night 47-5341* 20-5341		
SONS OF THE PIONEERS Resurrectus/The Lord's Prayer..... 47-4347* 20-4347		
BILL BOYD Jingle Bells/Up on the House Top..... 48-0129*		
GEORGE BEVERLY SHEA I'd Rather Have Sus/The King of All Kings 47-4085* 20-4085		
JOHNNIE & JACK From the Manger to the Cross/God Put a Rainbow in the Sky 47-5517* 20-5517		
SUNSHINE RUBY Too Fat for the Chimney/I Wanna Do Some- thing for Santa Claus ... 47-5474* 20-5474		
ELTON BRITT Merry Texas Christmas, You-All/Christmas Will Be Here 47-4988* 20-4988		
ROY ROGERS Christmas on the Plains/Wonderful Christmas Night 48-0128* Frosty the Snow Man/Ga'by the Gobbler... 48-0374* 21-0374		
Red Seal		
MARIO LANZA O Holy Night/The Virgin's Slumber Song.... 49-1338* 10-1582 Veni la Giubba/Ave Maria 49-3228* 10-322 The Lord's Prayer/Guardian Angels 49-3639* 10-3639 The First Noel/Silent Night..... 49-3640* 10-3640 O Come, All Ye Faithful/O Little Town of Bethlehem 49-3641* 10-3641 Away in a Manger/We Three Kings of Orient Are 49-3642* 10-3642 *45 rpm cat. no. *33 1/3 rpm cat. no.		

P.S. Start by Clipping here



NEW RELEASES
RCA Victor—Release #53-46

POPULAR

FLAME
I LOVE PARIS
(from the musical prod. "Can Can")
Frankie Carle & Rhythm Acc.
..... 20-5521 (47-5521)*

ISTANBUL—Mambo
AM I BLUE!
Noro Morales and his Orch.
Vocal refrain: The Nite-Caps
..... 20-5522 (47-5522)*

SACRED
FROM THE MANGER TO THE CROSS
GOD PUT A RAINBOW IN THE CLOUD
Johnnie and Jack
The Tennessee Mountain Boys
..... 20-5517 (47-5517)*

COUNTRY/WESTERN

SATURDAY NIGHT
FIRST, LAST AND ALWAYS
Wade Ray .. 20-5518 (47-5518)*

KEEP YOUR PROMISE, WILLIE THOMAS
PHONOGRAPH RECORD
Betty Cody .. 20-5519 (47-5519)*

RHYTHM/BLUES

HAVE A LITTLE PITY
MOVIN' DOWN THE LINE
Bobby Prince
with Orch. .. 20-5520 (47-5520)*

SO CRAZY ABOUT YOU BABY
SO MUCH TROUBLE
Tampa Red .. 20-5523 (47-5523)*

POPULAR COLLECTORS'

EYES OF TEXAS
TEXAS TAPS
University of Texas Long
Horn Band with Men's
Glee Club, Burnett Pharr,
Director .. 420-0026 (447-0026)*
*45 rpm cat. nos.

BEST SELLERS

POPULAR

Santa Baby/Under the Bridges of Paris
Eartha Kitt 20-5502 (47-5502)

A Baby Cried/One Moment More
Lou Monte 20-5496 (47-5496)

You, You, You/Once Upon a Tune
Ames Bros. 20-5325 (47-5325)

You Alone/Pa-Paya Mama
Perry Como 20-5447 (47-5447)

The Velvet Glove/Elaïne
Hugo Winterhalter-
Henri Rene 20-5405 (47-5405)

Many Times/Just To Be With You
Eddie Fisher 20-5453 (47-5453)

(All I Want for Xmas Is) My Upper Plate/I Saw Mommy
Smoochin' Santy Claus
Homer & Jethro 20-5456 (47-5456)

Don't Forget to Write/Mystery Street
June Valli 20-5488 (47-5488)

I See the Moon/All Alone
Walter Schumann 20-5478 (47-5478)

Don't Take Your Love From Me/Under Paris Skies
The Three Suns 20-5347 (47-5347)

Yes, Dear/I Never Know
Johnny Vadaln 20-5481 (47-5481)

No Other Love/Keep It Gay
Perry Como 20-5317 (47-5317)

Love Me Again/Before It's Too Late
Sunny Gale 20-5424 (47-5424)

Crying in the Chapel/Love Every Moment You Live
June Valli 20-5368 (47-5368)

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)

When Mexican Joe Mel Jole Blon/No Longer a Prisoner
Hank Snow 20-5490 (47-5490)

I Found Out More Than You Ever Knew/Don't Believe
Everything You Read About Love
Betty Cody 20-5462 (47-5462)

Sorrow & Pain/You're Gone
Davis Sisters 20-5460 (47-5460)

Christmas Roses/The Reindeer Boogie
Hank Snow 20-5340 (47-5340)

Mama, Come Get Your Baby Boy/If I Never Get
to Heaven
Eddy Arnold 20-5415 (47-5415)

Pig Latin Serenade/You're My Downfall
Johnnie & Jack 20-5483 (47-5483)

I Saw Cupid in Your Eyes/Look!
Kenny Lee 20-5500 (47-5500)

Moon Tan/Smoke Screen
Red Garrett 20-5499 (47-5499)

How's the World Treating You/Free Home Demonstration
Eddy Arnold 20-5305 (47-5305)

RHYTHM/BLUES

Don't Pass Me By/Get Lost
Du Droppers 20-5504 (47-5504)

Ten Days in Jail/Empty Bottles
The Robins 20-5489 (47-5489)

You're Killing Me/Flip Our Wigs
Milt Trenier 20-5487 (47-5487)



SALES GROW
WHEN YOU GO 45



NEW YORK, Nov. 7. — Decca Records has signed fem singers Ruth Casey and Beverly Bart to term contracts. Also added to the label's pop artist roster is arranger George Siravo who will conduct special ork material. New additions to Decca's country stable include warblers Jeannie Pierson and Pat Torpey. The latter has her own radio show on WHEC, Rochester, N. Y.

Deejays, please send for sample copy if you have not already received one.

SANDY STEWART'S

GREATEST

"SATURDAY NIGHT"

b/w

"I'M GOING HOME"

5014

MIKE PEDICIN'S

LATEST

"NEVER MIND"

b/w

"MM—BOY!"

5012



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OPPORTUNE RECORDS CO.

Presents Its First Releases for
Now and the Xmas Season!

"WHAT DID YOU BRING FOR ME!"

(A Letter to Santa)

Vocal by Barbara Karen and
Dickie De Bella

b/w

"HAVE A HEART!"

Vocal by Jane Douglass

"LOVE IS LOVE"

Vocal by Jane Douglass and
Tom O'Malley

b/w

"EMPTY WORDS"

Vocal by Jane Douglass

(All with Johnnie Guarnieri Orchestra)
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Bunny Paul singing ..

'MAGIC GUITAR'

Dot 15107 .

The EDWARD KAY ENSEMBLE

with

FRANCES FARWELL

Unusual Arrangements,
Outstanding Performance.
10" LP #TY2220

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COMING SOON!

A SMASH HIT by

VARETTA DILLARD

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

The Billboard's Music Popularity Charts

... For Week Ending November 7

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... YES, DEAR J. Vadnal, Victor 20-5481
Milwaukee
St. Louis... AVE MARIA Liberace, Columbia 48001
New York... UNDER PARIS SKIES M. Miller, Columbia 40100

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. Rags to Riches
T. Bennett, Columbia
2. Ebb Tide
F. Chacksfield, London
3. You, You, You
Ames Brothers, Victor
4. St. George and the Dragonet
S. Freberg, Capitol
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Crying in the Chapel
J. Valli, Victor
7. Oh
P. W. Hunt, Capitol
8. Ricochet
T. Brewer, Coral

Boston

1. Eh Cumpari
J. La Rosa, Cadence
2. That's Amore
D. Martin, Capitol
3. You Alone
P. Como, Victor
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Rags to Riches
T. Bennett, Columbia
6. You, You, You
Ames Brothers, Victor
7. Many Times
E. Fisher, Victor
8. St. George and the Dragonet
S. Freberg, Capitol

Buffalo

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Eh Cumpari
J. La Rosa, Cadence
3. Love Me Again
S. Gale, Victor
4. You, You, You
Ames Brothers, Victor

Chicago

1. Rags to Riches
T. Bennett, Columbia
2. St. George and the Dragonet
S. Freberg, Capitol
3. Eh Cumpari
J. La Rosa, Cadence
4. Ricochet
T. Brewer, Coral
5. Ebb Tide
F. Chacksfield, London
6. That's Amore
D. Martin, Capitol
7. In the Mission of St. Augustine
S. Kaye, Columbia
8. Eighteenth Variation
W. Kapell, Victor
9. I See the Moon
Mariners, Columbia
10. Vaya Con Dios
L. Paul-M. Ford, Capitol

Cincinnati

1. You, You, You
Ames Brothers, Victor
2. Ebb Tide
F. Chacksfield, London
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Rags to Riches
T. Bennett, Columbia
5. Eh Cumpari
J. La Rosa, Cadence
6. Love Walked In
Hilltoppers, Dot
7. St. George and the Dragonet
S. Freberg, Capitol
8. Many Times
E. Fisher, Victor

9. Ricochet
T. Brewer, Coral
10. Crying in the Chapel
J. Valli, Victor

Cleveland

1. To Be Alone
Hilltoppers, Dot
2. Rags to Riches
T. Bennett, Columbia
3. Eh Cumpari
J. La Rosa, Cadence
4. Ebb Tide
F. Chacksfield, London
5. That's Amore
D. Martin, Capitol
6. Vaya Con Dios
L. Paul-M. Ford, Capitol
7. You Alone
P. Como, Victor
8. St. George and the Dragonet
S. Freberg, Capitol
9. Ricochet
T. Brewer, Coral
10. Yes, Dear
J. Vadnal, Victor

Dallas-Ft. Worth

1. St. George and the Dragonet
S. Freberg, Capitol
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. You, You, You
Ames Brothers, Victor
4. Rags to Riches
T. Bennett, Columbia
5. Eh Cumpari
J. La Rosa, Cadence
6. To Be Alone
Hilltoppers, Dot
7. Oh
P. W. Hunt, Capitol
8. Ebb Tide
F. Chacksfield, London

Denver

1. St. George and the Dragonet
S. Freberg, Capitol
2. Ebb Tide
F. Chacksfield, London
3. You, You, You
Ames Brothers, Victor
4. Oh
P. W. Hunt, Capitol
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Rags to Riches
T. Bennett, Columbia
7. Eh Cumpari
J. La Rosa, Cadence

Detroit

1. Rags to Riches
T. Bennett, Columbia
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Eh Cumpari
J. La Rosa, Cadence
4. Marie
Four Tunes, Jubilee
5. Ricochet
T. Brewer, Coral
6. Ebb Tide
F. Chacksfield, London
7. Off Shore
L. Diamond, Ambassador
8. You, You, You
Ames Brothers, Victor
9. You Alone
P. Como, Victor
10. Laughing on the Outside
Four Aces, Decca

Kansas City, Mo.

1. Ebb Tide
F. Chacksfield, London
2. You, You, You
Ames Brothers, Victor
3. Vaya Con Dios
L. Paul-M. Ford, Capitol

4. Oh
P. W. Hunt, Capitol
5. St. George and the Dragonet
S. Freberg, Capitol
6. Eh Cumpari
J. La Rosa, Cadence
7. Ricochet
T. Brewer, Coral
8. Rags to Riches
T. Bennett, Columbia

Los Angeles

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Eh Cumpari
J. La Rosa, Cadence
4. You, You, You
Ames Brothers, Victor
5. Rags to Riches
T. Bennett, Columbia
6. St. George and the Dragonet
S. Freberg, Capitol
7. Eighteenth Variation
W. Kapell, Victor
8. Oh
P. W. Hunt, Capitol
9. From Here to Eternity
F. Sinatra, Capitol
10. Crying in the Chapel
Ortiales, Jubilee

Milwaukee

1. Eh Cumpari
J. La Rosa, Cadence
2. Ebb Tide
F. Chacksfield, London
3. Many Times
E. Fisher, Victor
4. Istanbul
Four Lads, Columbia
5. Ave Maria
Liberace, Columbia
6. Vaya Con Dios
L. Paul-M. Ford, Capitol
7. Pa-Paya Mama
P. Como, Victor
8. Rags to Riches
T. Bennett, Columbia
9. St. George and the Dragonet
S. Freberg, Capitol
10. You, You, You
Ames Brothers, Victor

New Orleans

1. You, You, You
Ames Brothers, Victor
2. Eh Cumpari
J. La Rosa, Cadence
3. Ebb Tide
F. Chacksfield, London
4. Love Walked In
Hilltoppers, Dot
5. Rags to Riches
T. Bennett, Columbia
6. St. George and the Dragonet
S. Freberg, Capitol
7. Vaya Con Dios
L. Paul-M. Ford, Capitol
8. Oh
P. W. Hunt, Capitol

New York

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. You, You, You
Ames Brothers, Victor
3. Ebb Tide
F. Chacksfield, London
4. Rags to Riches
T. Bennett, Columbia
5. Eh Cumpari
J. La Rosa, Cadence
6. Under Paris Skies
M. Miller, Columbia
7. Many Times
E. Fisher, Victor
8. You Alone
P. Como, Victor
9. Crying in the Chapel
J. Valli, Victor
10. Story of Three Loves
J. Murad, Mercury

Philadelphia

1. Eh Cumpari
J. La Rosa, Cadence
2. Rags to Riches
T. Bennett, Columbia
3. St. George and the Dragonet
S. Freberg, Capitol
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Ebb Tide
F. Chacksfield, London
6. Ricochet
T. Brewer, Coral

7. Many Times
E. Fisher, Victor
8. You, You, You
Ames Brothers, Victor
9. Oh
P. W. Hunt, Capitol
10. Love Walked In
Hilltoppers, Dot

Pittsburgh

1. That's Amore
D. Martin, Capitol
2. To Be Alone
Hilltoppers, Dot
3. St. George and the Dragonet
S. Freberg, Capitol
4. Istanbul
Four Lads, Columbia
5. Ebb Tide
F. Chacksfield, London
6. Eh Cumpari
J. La Rosa, Cadence
7. You Alone
P. Como, Victor
8. Love Walked In
Hilltoppers, Dot
9. Rags to Riches
T. Bennett, Columbia
10. That's All
Nat (King) Cole, Capitol

St. Louis

1. Story of Three Loves
J. Murad, Mercury
2. Marie
Four Tunes, Jubilee
3. Many Times
E. Fisher, Victor
4. Rags to Riches
T. Bennett, Columbia
5. Ricochet
T. Brewer, Coral
6. Ave Maria
Liberace, Columbia
7. Typewriter
L. Anderson, Decca
8. To Be Alone
Hilltoppers, Dot

San Francisco

1. Eh Cumpari
J. La Rosa, Cadence
2. Ebb Tide
F. Chacksfield, London
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Eighteenth Variation
W. Kapell, Victor

Seattle

1. Rags to Riches
T. Bennett, Columbia
2. Eh Cumpari
J. La Rosa, Cadence
3. Istanbul
Four Lads, Columbia
4. Ebb Tide
F. Chacksfield, London
5. Velvet Glove
H. Rene-H. Winterhalter,
Victor
6. Story of Three Loves
Liberace, Columbia
7. Eighteenth Variation
W. Kapell, Victor
8. St. George and the Dragonet
S. Freberg, Capitol
9. In the Mission of St. Augustine
S. Kaye, Columbia

Washington-Baltimore

1. Ebb Tide
F. Chacksfield, London
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Eh Cumpari
J. La Rosa, Cadence
4. You, You, You
Ames Brothers, Victor
5. Rags to Riches
T. Bennett, Columbia
6. St. George and the Dragonet
S. Freberg, Capitol
7. Oh
P. W. Hunt, Capitol
8. Many Times
E. Fisher, Victor

Decca Reports 9-Mo. Net Earnings at 471G

NEW YORK, Nov. 7. — Decca Records has reported consolidated net earnings of \$471,593 for the first nine months of 1953, after provision for income taxes. The earnings are equal to 35 cents per share on the 1,354,158 shares of capital stock outstanding on September 30. Net earnings for the same period last year totaled \$487,168.

EXTRA

THE BENIDA STORY

NEW RECORD COMPANY

Once upon a time there was a brilliant artist and repertoire director who wished that some day he would be with a record company where he would have a free hand to present fresh musical talent. A company where the new was not rejected simply because it had not been done before. His musical background included years of arranging-composing conducting for the nation's leading recording artists. The man—Dewey Bergman.

NEW IDEAS

A group of men came to Dewey Bergman one day and said, "We believe in you and feel you should have a chance to follow through on your ideas. We are forming a record company and we want you to run it as you see fit." And that is how Benida Records was born.

KEY EXECUTIVES AT BENIDA

Elected Vice-President in charge of artists and repertoire, and general manager of Benida Records, Dewey Bergman promptly began building up an alert ambitious organization. Paul Brown, with 15 years of record exploitation to his credit was named production manager. Frank Lohmann, schooled in broadcasting and recording headed a department to provide concentrated service to music machine operators. Sidney Ascher, experienced in public relations for both artists and record companies, was chosen advertising and public relations manager.

NEW TALENT

Dewey Bergman listened to scores of singers before he signed handsome young Mark Stuart as Benida Records first artist. Bill Stegmeyer, an excellent triple threat talent composer-arranger-conductor, became Benida's musical director and assistant A. & R. Dewey Bergman will also be actively engaged in conducting and arranging. And of the many girl singers available, lovely Mary Mayo was selected to record for Benida. Then, to round out Benida's roster of fresh young musical personalities Bob Dewey's orchestra was inked to a Benida contract.

DISTRIBUTORS SIGNED

Having launched the Benida organization, Dewey Bergman, a firm believer in the personal touch, took to the road to check on distribution. He was greeted with great enthusiasm wherever he went and found that distributors were eagerly awaiting the Benida line.

That's the Benida story in a nutshell. The first Benida releases were scheduled for November 16th. Advance reaction is excellent.

JUST RELEASED

Mary Mayo

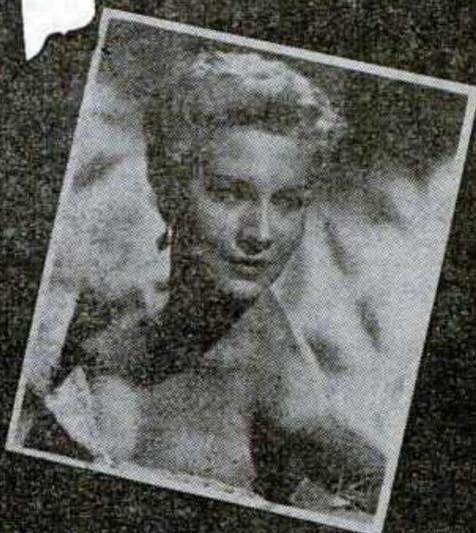
"AGAIN, AGAIN AND AGAIN"

b/w

"STAR OF MY DREAMS"

with

Bill Stegmeyer and his Orchestra
Benida No. 5004



Mark Stuart

"ARE YOU LONESOME TONIGHT"

b/w

"MOLLY"

with

Dewey Bergman and his Orchestra
Eddy Manson and Harmonica
Benida No. 5001



A few territories are still open for wide-awake distributors who are cordially invited to phone, wire or write Benida Records at 107 West 43rd Street, New York City 36, COLUMBUS 5-8575.

BENIDA RECORDS

GENERAL SALES OFFICE
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107 WEST 43 STREET, NEW YORK 36, N. Y. • COLUMBUS 5-8575

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 Election Losses and Prospects
 Of Do...

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by

PHIL GORDON

on Front Page Record No. 101

Rush Orders to

FRONT PAGE RECORDS

300 West 53rd Street
 New York, N. Y.
 JUdson 6 7815

Popular Record Reviews

Continued from page 32

SY MELANO
Love Walked In77
 BELL 1014—The warbler sings out on this cover waxing of the tune now getting action due to The Hilltoppers' cutting. The band's work behind the singer features a healthy beat. Disk is a good one and should get many sales at the 35-cent price. (Chappell, ASCAP)
I'm in the Mood for Love...72
 Melano again comes thru with a smooth reading, this time on another evergreen. Ork backing is tasteful and unobtrusive. (Robbins, ASCAP)

TERESA BREWER
I Saw Mommy Kissing Santa Claus...77
 CORAL 61078 — Latest entry in the sweepstakes is this version of last year's click seasonal item, which will probably be the click this year too. Miss Brewer might get some of the action if this is available in a colorful sleeve.
Ebenezer Scrooge...69
 Not much of great commercial value here, altho the material and the reading are both good.

RAY MARTIN ORK
Hi-Lili-Hi-Lo 76
 ESSEX 335—The lovely tune from the flick "Lili" receives a beautiful instrumental performance from the Ray Martin crew, one of England's well-known disk orks. However, there have been five or six other fine recordings of this ditty, and it has yet to grab action. (Miller, ASCAP)
Begorrah...75
 Cute novelty loaded with Irish folk flavor is performed brightly by the Martin ork. These are the first cuttings by the ork for the label, and both sides were made in England. (Southern, ASCAP)

THE GAYLORDS
Mama, Papa Polka76
 MERCURY 70258—The group has a somewhat unusual item in this novelty on which it delivers Polish, French and Italian dialect bits. Good for spins. (Cool, BMI)
The Strings of My Heart...74
 Bary lead for the group delivers a neat vocal on an Italian ditty. Lyrics, for the most part, are read off in Italian. (Alfred, ASCAP)

HARRY JAMES ORK
Theme From the Joe Louis Story76
 COLUMBIA 40113 — Tuneful movie theme makes for pleasant listening. Tasteful arrangement alternately features James' trumpet and an accordion. Should catch plays. (Harmon, ASCAP)
The Moonlighter Song...72
 The James trumpet has its old vibrancy

as he leads his ork thru this subdued movie theme. Again the accordion comes in for its share. (Harms, ASCAP)

BILLY MAY ORK
Cool Water76
 CAPITOL 2653—The oldie, in May's crisp style, sounds almost like fresh and original material. His fine big band sound and solid beat could give the tune a deserved new lease on life. Billy May fans will applaud. (American BMI)
Dixieland Band...73
 Customers may have to listen intently for Dixieland style in this opus. Regardless of title, the performance has merit. (Miller, ASCAP)

KEN REMO
It's You, It's You76
 M-G-M 11617 — Remo croons an intimate love song here in English and Italian. He projects emotionally for an attractive slicing that could excite fem listeners.
Carnival...70
 Tune is the familiar "Carnival of Venice," and it's read briskly by Remo and the ork. Some spin action is in order.

JOHN SEBASTIAN
Foolish Waltz76
 CADENCE 1420 — Harmonica virtuoso John Sebastian debuts on the label with a light, catchy tune that many will find ingratiating, and will certainly rate many deejay spins. It has a good sound and could catch on. (Disney, ASCAP)
Inca Dance...68
 A moody, exotic opus in which Sebastian gets some unusual sounds from his instrument. Bongo drums by Terry Snyder add flavor. (Cadence, BMI)

PEGGY LEE
Ring Those Christmas Bells75
 DECCA 28939—This holiday item has an easily-remembered melody and a happy gang sing spirit. Peggy Lee's good vocal is backed by ork and Jud Conlon's Rhythmaires. (Herbert, ASCAP)
It's Christmas Time Again...73
 Miss Lee sings a tender Christmas ballad on this side. It's slower than the flip and is more sentimental, but lacks the movement and zip of the other side. (Bourne, ASCAP)

TONY MARTIN
Strangers in Paradise75
 V 20-5535—Pretty new ballad from the forthcoming Broadway musical receives a warm reading from Martin with good ork support. If the tune makes it, this version should cull some coins. (Frank, ASCAP)

(Continued on page 50)

3 RECORDS
 THAT WILL MAKE A
LOT OF NOISE

BILLY WARD and his DOMINOES
RAGS TO RICHES ■ ■ ■ KING
DON'T THANK ME ■ ■ ■ 1280

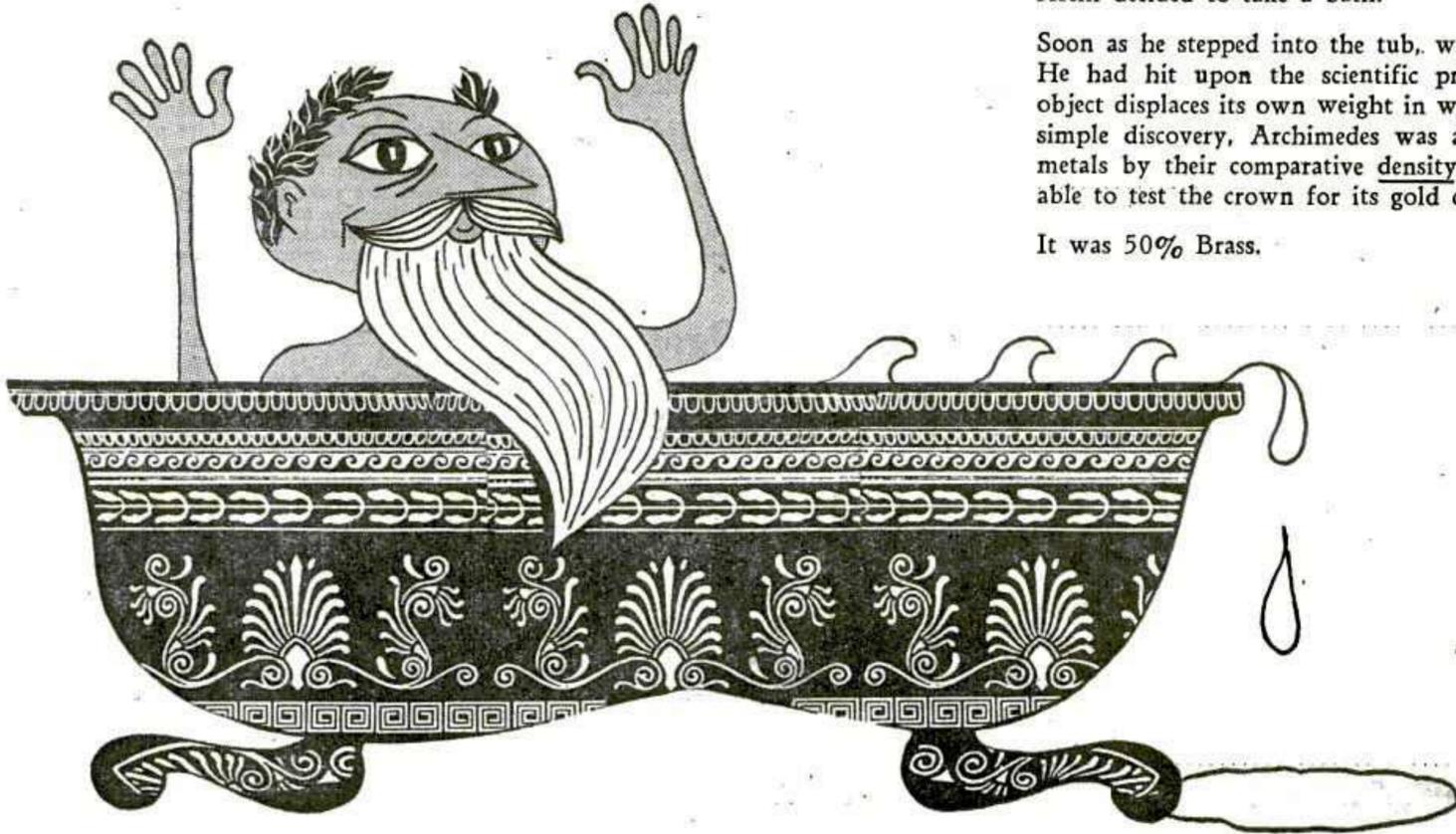
SOUTH OF THE ORIENT ■ ■ ■ TINY BRADSHAW
LATER ■ ■ ■ KING
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TENNESSEE WIG-WALK ■ ■ ■ BONNIE LOU
HAND-ME-DOWN HEART ■ ■ ■ KING
 1237

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"EUREKA..."



... exclaimed Archimedes when he stepped into the tub and accidentally discovered . . . well, let's start at the beginning . . . Archi's boss was a guy named King Hiero who had just bought himself a new crown which the makers swore was 100% pure gold. The King wanted to be sure he got what he paid for, so he asked Archi to investigate. In those days (this all happened nearly 2,000 years ago) there was no way to prove or disprove it . . . until Archi decided to take a bath.

Soon as he stepped into the tub, water spilled out. He had hit upon the scientific principle that an object displaces its own weight in water. From this simple discovery, Archimedes was able to identify metals by their comparative density, and thus was able to test the crown for its gold content.

It was 50% Brass.

WHETHER you buy gold crowns or advertising space, you want to be sure to get what you pay for.

In advertising, an ABC statement (Audit Bureau of Circulations) tells an advertiser exactly what he's paying for--before he spends the money!

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And, an ABC-paid circulation is a sound barometer of reader interest.

Readers are willing to pay for a publication only if they are getting full value in terms of useful editorial services.

So, the editors of an ABC-publication must continually work to deliver exactly what the readers want and are paying for--or suffer a loss in paid circulation, and therefore, a loss in advertising revenue.

Among the business papers serving the overall entertainment field, only The Billboard is a member of the Audit Bureau of Circulations.

This is one of the many measures taken by The Billboard to deliver full value to readers and advertisers alike.



The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

SYMPHONIES

- BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR, OP. 92 (1-12")—Detroit Symphony Orchestra; P. Paray, Cond. Mercury MG 50022 77
- HAYDN: SYMPHONY NO. 92 IN G MAJOR (OXFORD); MOZART: SYMPHONY NO. 40 IN G MINOR, K. 550 (1-12")—The London Symphony Orchestra; J. Krips, Cond. London LL 780 75
- BRUCKNER: SYMPHONY NO. 7 IN E MAJOR; FRANCK: PSYCHE (2-12")—The Concertgebouw Orchestra of Amsterdam; E. Van Beinum, Cond. London LL 852-3 71

COMPLETE OPERA

- PUCCHINI: MANON LESCAUT (3-12")—Petrella, Campagnano, Radio Italiana Orchestra, Turin; Federico del Cupolo, Cond. Cetra C 1243 72

INSTRUMENTAL AND VOCAL

- FOUR CENTURIES OF POLISH MUSIC (1-12") — Collegium Musicum of New York; Fritz Rikko, Cond. Vanguard VRS 6017 62

POPULAR ALBUMS

VOCAL

- REQUESTFULLY YOURS (1-EP)—Julius La Rosa. Cadence EP 1233 85
- RISE STEVENS SINGS: SONGS OF IDABELLE FIRESTONE (1-EP)—RCA Victor ERA 149 75
- LOVE SONGS FOR A LATE EVENING (1-12")—Portia Nelson; Norman Paris Trio. Columbia ML 4722 50
- SING ALONG WITH CLIFF STEWARD (1-10")—Coral CRL 56098 50

MOVIE

- THE JOE LOUIS STORY (1-10")—George Bassman Orchestra. M-G-M 221 73

JAZZ

- COOL AND CRAZY (1-10")—Shorty Rogers Ork. RCA Victor LPM 3138 72
- SHORTY ROGERS AND HIS GIANTS (1-10")—RCA Victor LPM 3137 72
- THE DIDACTIC MR. WILSON (1-10")—Teddy Wilson, Piano. Clef MGC 140 70
- JOHNNY GUARNIERI SINGS AND PLAYS (1-10")—Brunswick BL 58047 69
- SWINGIN' THE ORGAN (1-10")—Fats Waller. RCA Victor LPT 3040 69
- CRAZY AND COOL (1-10")—RCA Victor LPT 3046 68
- THE CHARLIE MARIANO SEXTET (1-10")—Fantasy 3-10 67

CHILDREN'S RECORDS

- TRAIN TO THE RANCH (1-78)—Children's Record Guild CRG 1038 80
- SINGING TIME (1-EP)—Rosemary Clooney. Columbia J-1775 78
- SINGING TIME (1-EP)—Burl Ives. Columbia J-1777 78
- LET'S BE POLICEMEN (1-78)—Young People's Records YPR 3401 78
- CHARLES TAZEWELL: THE LITTLEST STORK (2-78)—Narrated by Joan Crawford. RCA Victor Y 2015 75
- THE KINGS TRUMPET (1-78)—Children's Record Guild CRG 5040 75
- HIAWATHA (1-78)—Young People's Records YPR 9005 65

INTERNATIONAL

- CONTINENTAL HIT PARADE NO. 9 (1-10")—Will Glahe Orchestra. London LB 815 60

POLKAS

- HIT POLKAS (1-EP)—Walt Dana Ork. Dana E.P. 58 75
- HIT POLKAS (1-EP)—Eddie Zima Ork. Dana E.P. 63 70
- HIT POLKAS (1-EP)—Johnnie Bomba Ork. Dana E.P. 61 70

It's the Season New Kid Sets Hold Promise

The children's record buying season is now in full swing and will build steadily for the next two months. Worthwhile new releases therefore are welcome. This week's batch includes seven, five new ones and two EP conversions.

Of the new ones, Children's Record Guild's *Train to the Ranch*, a follow-up to the earlier and successful *Train to the Zoo* and *Train to the Farm* looks like a natural. It's well-produced, about a popular subject these days and should sell easily to any buyer who has been exposed to either of the earlier versions. *The King's Trumpet*, an interesting

story of the instrument's development. From CRG's affiliate, Young People's Records, there's *Let's Be Policemen*, a favorite subject with the younger set but hitherto strangely avoided by diskeries, and *Hiawatha*. Children hearing the review copy of the latter objected to the adult voice used to portray Hiawatha and the unintelligible choral section.

RCA Victor has released *The Littlest Stork* which features Joan Crawford as the narrator. It's a two-record 78 r.p.m. set and is also available as a single EP. EP appears to be reviving the two-record set in new releases. The story itself has flavor from both the *Littlest Angel* and *The Ugly Duckling*.

Two EP conversions from Columbia feature *Rosemary Clooney* and *Burl Ives* respectively, each presenting standard songs already on the market. The artists and tunes are well-established in the kiddie field and the price is attractive, tho the EP's can raise hob with stock of the 78 or 45 r.p.m. singles. Ney Gehman.

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.

A "Natural" La Rosa Pack Seen Heading For Big Sales

There isn't much that need be said about a Cadence EP, the label's first, called *Requestfully Yours* and featuring Julius La Rosa. The package is being issued at the very time when the singer is at the peak of his young career and garnering several million dollars' worth of consumer publicity.

In addition, his current pop click looks like it's headed for the million mark. All in all, the La Rosa-Archie Bleyer team's readings of "Rosanne," "No Other Love," "My Funny Valentine" and "I Believe" should be a strong item, even tho two of the tunes are already far past their peak in popularity.

Display this and the sale should be strong and steady.

Joe Martin.

Miscellany Some of This, Some of That

No matter how large or small the potential market may be, manufacturers manage to get around to issuing some packaged merchandise to fill the potential need—and the dealer's inventory. Careful selection is an absolute must in any program to maintain adequate coverage for the consumer and, at the same time, a liquid inventory. Examples of items which loom as fairly good sellers in mass markets, or fairly good sellers in limited markets, or just fair in either market, are among the following packages just issued on a variety of labels.

M-G-M has obtained album rights to the sound track recordings from the film *The Joe Louis Story*. The sale, it seems, would be quite dependent upon the consumers' acceptance of the film, tho the music, as written and played by George Bassman and the studio ork, is quite listenable instrumental stuff. The many die-hard fans of the "Voice of Firestone" radio and TV shows should be interested in Victor's *Rise Stevens Sings Songs of Idabelle Firestone*. The EP includes the show's opening and closing themes. Limited in appeal at the price, but good listening for those who just love the intine feeling of East Side night club singers is Columbia's *Love Songs for a Late Evening* on a 12-inch LP featuring Portia Nelson. Disk contains 12 standards, show tunes and originals in a palatable mixture.

Digging into the catalog of juke box items, Coral has packaged eight oldies with ragtime feeling in orchestration and vocal line as *Sing Along With Cliff Steward*. It's nostalgic.

The international market is offered three more polka band EP disks on the Dana label. Orks are *Walt Dana*, *Eddie Zima* and *Johnnie Bomba*. Each group prob-

Jazz in the Modern Vein RCA Victor Now Bucking Indies For a Share of the Bop Dollar

Until recently, the smaller labels had almost an exclusive hold on the modern or bop jazz field. Firms like Blue Note, Fantasy, Clef, and others, usually discovered and showcased the new jazz talent. Over the past year, however, Capitol Records, and the Coral subsidiary, Brunswick, have been issuing more and more in the progressive idiom. And now RCA Victor has entered the competitive field with three new modern jazz LP's. Two feature *Shorty Rogers and His Giants*, and the third such stellar names as *Dizzy Gillespie, Kenny Clarke, the Metronome All-Stars and Charlie Ventura*.

The *Shorty Rogers* disks should interest a lot of fans of the modern genre. Rogers has been with Kenton and Herman as arranger, and has recently been featured with his ork on some of the West Coast jazz labels. The two RCA Victor LP's, *Cool and Crazy* and *Shorty Rogers and His Giants*, show off the fresh ideas of Rogers and his men and make for fine listening. The other modern LP, *Crazy and Cool*, is a collection of sides made by the Kenny Clarke crew, the Lucky Thompson ork, the Dizzy Gillespie combo, the Gene Krupa ork, Charlie Ventura and the Metronome All-Stars. The Krupa version of "These Foolish Things" and Diz' performance on "Anthropology" make this set of more than passing interest. In all, these three LP's are mighty salable merchandise for modern jazz fans. From the Fantasy label, which has done so much to introduce new modern jazz artists, comes the first set with the *Charlie Mariano Sextet*, subtitled "Avante-Garde Alto From the Back Bay." That Mariano has been greatly influenced by Charlie Parker is evident on this set. The sextet's music is at times moody, at times happy, but always interesting and always cool. Those on the lookout for new names and new talent could want this Fantasy release.

Three well-known jazz names are featured in new releases from RCA Victor, Brunswick and Clef Records, respectively, *Fats*

Waller, *Johnny Guarnieri* and *Teddy Wilson*. The Waller set, *Swingin' the Organ*, features the late pianist on a group of organ sides, cut over the years 1935 to 1941. The Guarnieri recordings spotlights the 88-er on sweet, dixieland and swing sides, and even to overcome his poor vocalizing. Of *Teddy Wilson*, enough to say that his new Clef LP *The Didactic Mister Wilson* features the great pianist at his most exciting, backed by *Buddy Rich, John Simmons, and Denzil Best* and *Aaron Bell*. These three sets will appeal to the older jazz fans, tho the *Teddy Wilson* release could have strong appeal for the younger devotees as well.

Slightly off the jazz kick, and in the folk field, is a new LP from Cavalier Records with folk singer *Stan Wilson*. Wilson has a remarkable voice, full of feeling and emotion on tender folk ballads, yet filled with strength and power for those efforts that need the all-out approach. The set includes well-known American folk tunes like "Frankie and Johnny," "John Henry" and "Uncle Rubin," calypso items like "King Edward VIII," and "Bing Crosby," the delicate "Venezuela," and a folk-styled version of "High Noon" that is stunning. Wilson is the closest singer to *Josh White* in many a year. Devoted followers of folk singing will get much delight out of discovering *Stan Wilson*. Bob Rolontz.

Symphony Extras in Ork Duplicates Aid \$\$ Prospects

Much recorded works of top symphonic rank are again in evidence among the new releases. Joining the competitive tussle is another *Beethoven Seventh*, extending the current catalog list beyond a dozen, and a new reading of the *Mozart G Minor* (No. 40), which now also has near a dozen entries to its credit on LP. But these are works which can stand duplication better than most. There can be several valid interpretations and these new ones are honest and solid, and are sure to win adherents. Special points to note: The *Beethoven*, played by *Paul Para* and the *Detroit Symphony Ork*, has been cut by Mercury with impressive dynamic range—something to point out to hi-fi fans—and its cover is distinguished by art work which can only focus attention, regardless of how crowded a dealer's window is. London has coupled the *Mozart* with *Haydn's Oxford Symphony*, the only such pairing in the catalog, both played by *Josef Krips* and the *London Symphony*.

Bruckner's lengthy *Seventh Symphony*, which perhaps bores as many as it intrigues, is mounted handsomely in a two-disk package from London. The discursive work is beautifully played by the *Concertgebouw Ork* under *Van Beinum* and *Bruckner* fans will undoubtedly consider the set a "must" item. The fourth side of the set contains *Frank's* symphonic poem *Psyche* for added value.

Vanguard continues to explore Polish musical literature with a new series, *Four Centuries of Polish Music*. The first volume, now at hand, brings to life forgotten works of 16th and 17th Century composers probably unknown to most musicologists. The selections are of considerable interest and should tempt collectors with inquiring tastes. Is Horowitz

Opera Cetra "Manon" Is Cap's 1st

Cetra's first complete opera release since coming under the Capitol aegis is *Puccini's Manon Lescaut*. A staple of Italian opera houses, this opera is regularly revived in this country, opera lovers apparently being willing to put up with the rickety libretto for the many pages of gorgeous music in the score.

The Italian group recorded here, with *Clara Petrella* distinguishing herself in the title role, brings a vitality and dramatic realism to their conception of this work that few may recall in Metropolitan performances of recent years. The gloomy anticlimactic fourth act, which is a lengthy and often monotonous duet, here is charged with a poignant intensity that closes the opera with real power. *Vasco Campagnano*, as *Des Grieux*, gives *Miss Petrella* excellent support. Dealers need but remember that collectors who own and love "Boheme," "Butterfly" and "Tosca" will look on this opera as their logical next purchase. Gary Kramer.

ably has some fans in many markets. London continues covering the European hit parade with *Continental Hit Parade No. 9*. This one features the *Wil Glahe Ork* and thrush *Lys Assia*. Both are good purveyors of German pop items. Joe Martin.

The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BERLIOZ: ROMAN CARNIVAL OVERTURE; SUPPE: LIGHT CAVALRY OVERTURE (Philadelphia Pops-Hilsberg) Columbia AAL 34
- BRAHMS: HUNGARIAN DANCES; DVORAK: SLAVONIC DANCES (Hamburg Radio Orchestra-Schmidt-Isserstedt) London LL 779
- CLAIR DE LUNE AND POPULAR FAVORITES (Kostelantze Orchestra) Columbia ML 4692
- CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops-Fiedler) RCA Victor LM 1752
- DELIUS: BRIGG FAIR; FIRST CUCKOO; A SONG OF SUMMER (London Symphony-Collins) London LL 758
- PUCCINI: LA BOHEME-ORCHESTRAL SELECTIONS (Kostelantze Orchestra) Columbia ML 4655
- STRAUSS, J.: FOUR GREAT WALTZES (Minneapolis Symphony-Dorati) Mercury MG 50019
- STRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops-Ormandy) Columbia ML 4686
- TOSCANINI CONDUCTS WAGNER (NBC Symphony) RCA Victor LRM 7029
- WEBER: OBERON OVERTURE; DER FREISCHUTZ OVERTURE; DONIZETTI: DON PASQUALE OVERTURE (NBC Symphony-Toscanini) RCA Victor LRM 7028

VOCAL (NON-OPERATIC)

(Listed Alphabetically)

- ANDERSON, MARIAN—ELEVEN GREAT SPIRITUALS RCA Victor LRM 7006
- CHRISTOFF, BORIS—RUSSIAN ARIAS AND SONGS HMV 1033
- FLAGSTAD, KIRSTEN—SONG RECITAL RCA Victor LM 1738
- MOORE, GRACE—IN OPERA AND SONG RCA Victor LCT 7004
- WARFIELD, WILLIAM—DEEP RIVER Columbia AAL 32

Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers thruout the country. Musical category changes weekly.

BROADWAY SHOW, MOVIE AND TV

- 1. CAN-CAN—Original Cast Capitol S 452
- 2. BAND WAGON—Astaire M-G-M E 3051
- 3. OKLAHOMA!; CAROUSEL — Northrup, Lewis, Morrow, Raitt RCA Victor LPM 3150
- 4. SHOW BOAT; THE CAT AND THE FIDDLE—Bliss, Bruce, Smith, Tyers; Douglass, Neway RCA Victor LPM 3151
- 5. PORGY AND BESS; GIRL CRAZY—Calloway, Scott, Thigpen; Adams, Gallagher, Kirk RCA Victor LPM 3156
- 6. SO THIS IS LOVE—Grayson RCA Victor LOC 3000
- 7. RETURN TO PARADISE—Cooper Decca 5489

Pop Album Catalog Sellers

BROADWAY SHOW, MOVIE AND TV

- 1. HANS CHRISTIAN ANDERSEN Decca DL 5433
- 2. SOUTH PACIFIC Columbia ML 4180
- 3. GENTLEMEN PREFER BLONDES M-G-M E 208
- 4. SHOW BOAT M-G-M E 84
- 5. OKLAHOMA! Decca DL 8000
- 6. AMERICAN IN PARIS M-G-M E 93
- 7. KING AND I Decca DL 9008
- 8. WITH A SONG IN MY HEART Capitol L 309
- 9. ME AND JULIET RCA Victor LOC 1012
- 10. GODFREY TV CALENDAR SHOW Columbia GL 521

'Get Out First'

Continued from page 17

tional use of having been the first label out with such tunes as "Stranger in Paradise," "A Baby Cried," "Where Did My Snowman Go?" "Changing Partners" and "I Can't Believe That You're in Love With Me."

In its approach to covering other disks, Victor will make such a move when it believes that it can still get "first money" with its version or when it believes that the full potential of a song hasn't been tapped. Recent release of "I Love Paris" by Tony Martin is pointed to as a disk which fits into the latter category.

Music Merchants

Continued from page 18

jobber will, in time to come, get a 40 and 15 per cent discount. It is also being pointed out that this is quite legal in every way, since the jobbers qualify as sub-distributors so long as they sell to retail outlets and not directly to consumers.

Webster-Chicago

Continued from page 18

totalled \$19,763,094, a 67 per cent increase over the same period a year ago. Sales for all of 1952 amounted to \$19,580,686. Net profit after taxes for the first nine months this year were \$539,933 compared with a loss of \$350,793 for the same period a year ago.

Webcor, which produces about 40 per cent of the tape recorders, introduced a new recorder this week which features the same three-speaker sound system used in the company's new "Musical" high quality phonograph. List price of this new Model 2030 is set at \$239.50.

Early Ruling

Continued from page 17

Guire Act, was appealing a defeat in a lower court. The supermarket contended that it was not bound by a fair trade agreement which it had not signed, after Eli Lilly & Company, drug manufacturer, had obtained an injunction to stop the supermarket from selling its drugs below the fair trade price.

CHART COMMENTS

SHORT ORCHESTRAL WORKS

Here's a category that every dealer can sell. For those who want to dabble in the classical market and find out whether or not there is potential in this field for them, this is the category to use for the initial whirl. These are short selections and by and large already familiar in one way or another to most people. And the records on the charts on this page are the best to use for the test, for these are the current best-sellers according to the dealers who do sell them. Buy some of these disks, give them adequate display space, talk about them and see what happens. Chances are that exposure alone will start them moving. Remember too that most of these are also available on EP.

This week's results on the catalog chart show a great consistency with past survey results.

NEXT WEEK

CLASSICAL

- ★ Symphony
- ★ Opera (complete)
- CHILDREN'S RECORDS

Note on the new release chart two of the recently released RCA Victor Concert Cameo Series (LRM's). Note too the number of low-priced Columbia sets on the chart.

VOCAL (NON-OPERATIC)

Because the volume potential of this category is small compared with others, only five sellers in this category are reported on these charts.

SHOWS, MOVIES AND TV

The catalog chart remains almost identical to the last report, but some key changes are seen in the recent release list. A number of very recent items are included. Note the presence of three of the recently-released two shows-in-one sets of RCA Victor.

Flanagan, Morrow

Continued from page 17

flat \$1.50 per ticket in advance sale and \$1.80 at the gate. RCA Victor will tie in with the concert-dance via heavy concentration on deejays and juke box operators for the bands' single and album releases.

In order to arrange the special date the General Artists Corporation canceled several bookings, re-routed the bands and switched many dates. However, dates booked for the same territory within two weeks after the concert-dance have been re-confirmed. These include Flanagan at Edgewater Park on December 26 and Morrow at Lawrence Tech on December 31.

Fischer Finds

Continued from page 17

retailing end unless the publishers come thru with a bigger margin of profit for us to work on," he said.

Harris explained that in spite of a constantly rising overhead, the margin of profit allowed by the publishers hadn't changed in 15 years. He mentioned that a few of the publishers had increased the profit margin, but he added that it would take more than just a few to keep them in the jobbing business.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- ALFVEN: SWEDISH RHAPSODY; GRIEG: ANITRA'S DANCE (Philadelphia Orchestra-Ormandy) Columbia AAL 35
- BRAHMS: HUNGARIAN DANCES (Boston Pops-Fiedler) RCA Victor LM 67
- DVORAK: SLAVONIC DANCES (Czech Philharmonic-Talich) Urania URLP 604
- KOSTELANETZ PROGRAM Columbia ML 4150
- LISZT: HUNGARIAN RHAPSODY NO. 2; OFFENBACH: ORPHEUS IN THE UNDERWORLD OVERTURE (Columbia Symphony-Rodzinski) Columbia AAL 2
- ROSSINI: WILLIAM TELL OVERTURE; VALDTEUFEL: SKATERS' WALTZ (NBC Symphony-Toscanini) RCA Victor LM 14
- SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy) Columbia AAL 9
- SLAUGHTER ON TENTH AVENUE AND OTHER BALLET SELECTIONS (Boston Pops-Fiedler) RCA Victor LM 1726
- STRAUSS, J.: WALTZES (Mantovani Orchestra) London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops-Fiedler) RCA Victor LM 1134

VOCAL (NON-OPERATIC)

(Listed Alphabetically)

- CARUSO, ENRICO—LIGHT MUSIC RCA Victor LCT 2
- DON COSSACK CHORUS—ALL RUSSIAN SONGS Columbia ML 4473
- LANZA, MARIO—BECAUSE YOU'RE MINE RCA Victor LM 7015
- LANZA, MARIO—LOVE SONGS; NEAPOLITAN SERENADE RCA Victor LM 1188
- SHAW CHORALE—GREAT SACRED CHORUSES RCA Victor LM 1117

Disk Firms, Webs, NARTB

Continued from page 17

conducted for their joint use and benefit and as a means of controlling and monopolizing the market for the exploitation and utilization of musical compositions and particularly the performance rights thereof, and to restrain trade and commerce therein."

Among the charges voiced by the complaint against the defendants are the following:

1. BMI has refused to acquire and publish any material unless it controls the performance rights.
2. Agreements with "more than 1,300 music publishers" forbid the latter from publishing any material unless the performance rights are vested with BMI. To induce publishers to make such agreements they granted them "subsidies, guarantees and other valuable consideration."
3. Fixing fees to be paid publishers for the performance of music.
4. Failing to make provision for the participation of writers in fees paid publishers by BMI.
5. Eliminating competition by buying musical works from other publishers and buying stock in publishing firms.
6. With having "induced, coerced and intimidated writers and publishers... to vest in the BMI music pool performance rights in their musical compositions."
7. With having "discriminated and caused radio and television

broadcasting stations thruout the United States to discriminate against the use of" non-BMI music.

8. With having entered into agreements with artists and orks to show preference to BMI music.

9. With having "falsely disparaged" music written by defendants.

Record Firms

To help accomplish the plans of the alleged conspiracy, the complaint charges that Columbia and RCA Victor Records, via their association with the broadcasters and thereby BMI, have also given "preference and priority to the musical compositions controlled by the BMI music pool."

Due to the alleged monopoly of BMI over publishing, recording and broadcasting of music, the plaintiffs claim that they, and other writers similarly situated, suffer a loss of income "at the rate of not less than \$5,000,000 per year." Damages thus far, the brief declares, total \$50,000,000, and the action asks the \$150,000,000 as treble damages.

The writers' suit asks that the court issue an injunction divorcing BMI from any direction and control by the broadcasters and record companies, either directly or thru interlocking directorates. Also asked is a court order disbanding NARTB.



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The Billboard's Music Popularity Charts . For Week Ending November 7

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Cantor 1-Man Show to RKO
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HURREE, HURREE FOR DISK PLUGS
And Mutual All On the Upbeat
R. & B. Jockeys Ride Popola
Loime To C Hear

TOP C & W 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.

- Dallas-Fort Worth...HOPELESS LOVE
L. Frizzell, Columbia 21169
- AT THE END OF A LONG, LONELY DAY
M. Robbins, Columbia 21145
- Houston...DIVORCE GRANTED
E. Tubb, Decca 28869
- Nashville...WHEN MEXICAN JOE MET JOLE BLON
H. Snow, Victor 20-5490

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. Let Me Be the One
H. Locklin, Four Star
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. Dear John Letter
J. Shepard-F. Huskey, Capitol
4. It's Been So Long
W. Pierce, Decca
5. Sorrow and Pain
Davis Sisters, Victor
6. Tain't Nice
Carlises, Mercury
7. Tennessee Wig-Walk
B. Lou, King
8. Baby I Could Change My Ways
J. Skinner, Decca
9. North Wind
S. Whitman, Imperial
10. Hey, Joe
C. Smith, Columbia

Dallas-Ft. Worth

1. There Stands the Glass
W. Pierce, Decca
2. It's Been So Long
W. Pierce, Decca
3. Let Me Be the One
H. Locklin, Four Star
4. Hey Joe
C. Smith, Columbia
5. Shake a Hand
R. Foley, Decca
6. Caribbean
M. Torok, Abbott

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

The Billboard, 6000 Sunset Boulevard, Hollywood 28.

Sally Starr and Jesse Rogers recently staged a successful benefit show for **Sunset Carson**, who was injured in an auto accident. Bill featured **Kenny Roberts**, **Dick Thomas** and **Shorty Long** and His Santa Fe Rangers. Roberts, incidentally, has left Coral Records, with his first release due out on the Dot label soon. . . . **Elton Britt** now airing a daily show via WCOP, Boston. . . . "Minnie Pearl's Diary," penned by the "Grand Ole Opry" star of the same name, climbing rapidly on the best seller list and is currently garnering nationwide publicity. . . . **Owen Perry's** latest on Capitol is "You Plus Me Equals Love" and "I Could Go On and On." **Ken Nelson**, Capitol c.&w. recording chief, took over the entire troupe for a visit to Shreveport, La., where the session was cut. . . . **Lee Bonds** reports capacity crowds at his Saturday night "Midway Jamboree" in Atlanta. **Chet Stoddard** is acting as personal manager for Lee. . . . **Betsy Gay** guested on the KTLA-TV, Los Angeles, "Western Varieties Show" recently. Her Decca etching of "Tennessee Wig-Walk," with the Russ Morgan orchestra, getting tons of play on the West Coast.

Slim Luse now spinning country wax at WEOL, Elyria, O., along with a heap of personal appearances thruout Ohio with his band, the **Swingin' Rangers**. Slim formerly worked with **Pee Wee King** and also at the Opry. . . . **Lucky White** spinning two hours of country and western music at

(Continued on page 50)

Nashville

1. I'm Walking the Dog
W. Pierce, Decca
2. Hey Joe
C. Smith, Columbia
3. There Stands the Glass
W. Pierce, Decca
4. Let Me Be the One
H. Locklin, Four Star
5. Tain't Nice
Carlises, Mercury
6. When Mexican Joe Met Jole Blon
H. Snow, Victor
7. Shake a Hand
R. Foley, Decca
8. Forgive Me John
J. Shepard-F. Huskey, Capitol
9. Crying in the Chapel
R. Allen, Decca
10. My Wasted Past
E. Tubb, Decca

(Continued on page 50)

C & W Record Reviews

Continued from page 32

Don't Waste Your Heart...73
Willet and the Hired Hands really whoop it up on this side. The folk singer belts out the vocal in impressive style. A strong coupling. (Four Star, BMI)

JOHNNY HICKS
You All Come...75
COLUMBIA 21177—Cover disk of tune that is a big seller in Texas. It's a "toe-tapper" verse and chorus ditty which Hicks handles in spirited style. Should cut in on the loot. (Starrite, BMI)

Sippin' Cider...73
Hicks leads a chorus in a rousing gang vocal. Good for boxes. (Big D Pub, BMI)

RUDY GRAYZELL
Bonita Chiquita...75
ABBOTT 147—A ranchero, this is an infectious side. Backing Rudy Grayzell's vocal is some effective instrumental work. Side will get deejay action. Watch it. (American, BMI)

I'm Gone Again...72
Bouncy novelty sung by Rudy Grayzell backed by Louisiana Hayride ork. Lyrics are out of the ordinary and merit some attention. (American, BMI)

RED GARRETT
Moon Tan...75
V 20-5499—The distinctive coloration is got by waiting for a gal that just ain't coming. Garrett has a cute idea here, and it's presented engagingly. Jukes and jocks should find space and time for this one. (Tannen, BMI)

Smoke Screen...71
Chanter injects sincerity into his weepy reading of the rural tear-jerker. (E. H. Morris, ASCAP)

COWBOY COPAS
A Heartbreak Ago...74
KING 1274—Copas has a tear-jerker of merit here, and his vocal is well-enough projected to get some action on this side. (Cheyenne, BMI)

The Blue Waltz...70
Good singing effort on a fairly ordinary item. (Nashville, BMI)

DARRELL GLENN
Think I'm Falling in Love With You...73
VALLEY 109 — Cute country ditty gets a right smart performance by Darrell Glenn here. Lyrics have novelty appeal and may stir some action. (Valley, BMI)

Only a Pastime...65
A sad story is unfolded by this ditty, as Darrell Glenn warbles a tale of unrequited love. Not much impact. (Tannen, BMI)

(Continued on page 50)



JERRY BYRD'S Greatest Song . . .

'BYRD'S NEST'

Mercury 70245

BREAKING FOR A HIT...

HANK SNOW



Featured
Star of
WSM
Grand Ole
Opry
and
WSM-TV

The Singing Ranger and His Rainbow Ranch Boys

NEW RECORDS TO WATCH

HANK SNOW
When Mexican Joe Met Jole Blon (Hill & Range, BMI) — RCA Victor 20-5490 — Two of the most recorded names in c.G.w. annals—one of the most vintage and the other dating back farther—finally meet, and it's a happy one, effectively done in Snow's best rhythm style. Looks very good. Flip is on the Korean war theme, "No Longer a Prisoner" (Hill & Range, BMI). *Billboard* 10/31

WHEN MEXICAN JOE MET JOLE BLON *and* NO LONGER A PRISONER

THIS WEEK'S BEST BUYS
WHEN MEXICAN JOE MET JOLE BLON
NO LONGER A PRISONER—Hank Snow—
RCA Victor 20-5490
Good start reported in many areas. These include
Dallas, St. Louis, Durham, Western Pennsylvania,
Buffalo and Tennessee. Most action on top side.
A previous "New Record to Watch." *Billboard* 11/7

RCA Victor 20-5490-47-5490

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Frosty the Snow Man Silent Night
RCA Victor 20-5341 • 47-5341

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending November 7

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 throught 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..... Rock-A-Bye Boogie—V 20-5345—BMI	1	14
2.	THERE STANDS THE GLASS— W. Pierce..... I'm Walking the Dog—Dec 28834—BMI	4	4
3.	DEAR JOHN LETTER— J. Shepard-F. Huskey..... I'd Rather Die Young—Cap 2502—BMI	3	16
4.	HEY JOE— Carl Smith..... Darlin' Am I the One?—Col 21129—BMI	2	17
5.	LET ME BE THE ONE— H. Locklin..... I'm Tired of Bumping Around—Four Star 1641—BMI	9	8
6.	FORGIVE ME JOHN— J. Shepard-F. Huskey..... My Wedding Ring—Cap 2586—BMI	5	6
7.	CARIBBEAN— M. Torok..... Weep Away—Abbott 140—BMI	6	13
8.	SHAKE A HAND— R. Foley..... Stranded in Deep Water—Dec 28839—BMI	—	2
9.	I'M WALKING THE DOG— W. Pierce..... There Stands the Glass—Dec 28834—BMI	7	4
10.	IT'S BEEN SO LONG— W. Pierce..... Don't Throw Your Life Away—Dec 28725—BMI	8	20

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throught 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..... V 20-5345—BMI	1	12
2.	HEY JOE— Carl Smith..... Col 21129—BMI	2	16
3.	LET ME BE THE ONE— H. Locklin..... Four Star 1641—BMI	4	11
4.	MAMA COME GET YOUR BABY BOY— E. Arnold... V 20-5115—BMI	6	6
5.	THERE STANDS THE GLASS— W. Pierce..... Dec 28834—BMI	7	4
6.	IT'S BEEN SO LONG— W. Pierce..... Dec 28725—BMI	3	20
6.	DEAR JOHN LETTER— J. Shepard-F. Huskey..... Cap 2502—BMI	5	17
8.	CARIBBEAN— M. Torok..... Abbott 140—BMI	8	11
9.	I'M WALKING THE DOG— W. Pierce..... Dec 28834—BMI	—	2
10.	SHAKE A HAND— R. Foley..... Dec 28839—BMI	—	2

Most Played in Juke Boxes

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

This Week		Last Week	Weeks on Chart
1.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345—BMI	3	10
2.	DEAR JOHN LETTER— J. Shepard-F. Huskey..... Cap 2502—BMI	2	13
3.	HEY JOE— Carl Smith..... Col 21129—BMI	1	16
4.	CARIBBEAN— M. Torok..... Abbott 140—BMI	4	8
5.	THERE STANDS THE GLASS— W. Pierce..... Dec 28834—BMI	—	2
6.	IT'S BEEN SO LONG— W. Pierce..... Dec 28725—BMI	5	20
6.	LET ME BE THE ONE— H. Locklin..... Four Star 1641—BMI	—	3
8.	NORTH WIND— S. Whitman..... Imperial 8208—BMI	—	1
9.	I'M WALKING THE DOG— W. Pierce..... Dec 28834—BMI	7	3
9.	TENNESSEE WIG-WALK— Bonnie Lou..... King 1237—BMI	7	2
9.	THAT'S ALL RIGHT— A. Inman..... Dec 28629—BMI	—	1

THE

Carlisles

THE NATION'S TOP COUNTRY ARTISTS—HITTING WITH SIDES

"TAIN'T NICE"
(TO TALK LIKE THAT)

b/w

"UNPUCKER"

MERCURY
70232

The Billboard's Music Popularity Charts

... for Week Ending November 7

TOP RHYTHM & BLUES 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.

- New Orleans... **MAD LOVE** M. Waters, Chess 1550
TAKE ME BACK
 L. Hayes, Recorded in Hollywood 1003
- Washington, D. C.-Baltimore, Md.... **TAKE ME BACK**
 L. Hayes, Recorded in Hollywood 1003

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. **Shake a Hand**
F. Adams, Herald
2. **Money Honey**
C. McPhatter, Atlantic
3. **Honey Hush**
J. Turner, Atlantic
4. **Feelin' Good**
Little Junior's Blue Flames, Sun
5. **One Scotch, One Bourbon, One Beer**
A. Milburn, Aladdin
6. **Drunk**
J. Liggins, Specialty
7. **Rosemary**
Fats Domino, Imperial
8. **Blues With a Feeling**
Little Walter, Checker
9. **Good Lovin'**
Clovers, Atlantic
10. **Fat Daddy**
D. Washington, Mercury

Charlotte

1. **Shake a Hand**
F. Adams, Herald
2. **Honey Hush**
J. Turner, Atlantic
3. **One Scotch, One Bourbon, One Beer**
A. Milburn, Aladdin
4. **I Had a Notion**
J. Morris, Herald
5. **Money Honey**
C. McPhatter, Atlantic
6. **Drunk**
J. Liggins, Specialty
7. **Good Lovin'**
Clovers, Atlantic
8. **Rosemary**
Fats Domino, Imperial
9. **Too Much Lovin'**
Five Royales, Apollo
10. **In the Mission of St. Augustine**
Orioles, Jubilee

Chicago

1. **TV is the Thing**
D. Washington, Mercury
2. **Good Lovin'**
Clovers, Atlantic
3. **Honey Hush**
J. Turner, Atlantic
4. **Drunk**
J. Liggins, Specialty
5. **Don't Deceive Me**
C. Willis, Okeh
6. **Money Honey**
C. McPhatter, Atlantic
7. **Shake a Hand**
F. Adams, Herald
8. **Nadine**
Coronets, Chess
9. **Blues With a Feeling**
Little Walter, Checker
10. **One Scotch, One Bourbon, One Beer**
A. Milburn, Aladdin

Cincinnati

1. **Money Honey**
C. McPhatter, Atlantic
2. **Shake a Hand**
F. Adams, Herald
3. **I Had a Notion**
J. Morris, Herald
4. **Too Much Lovin'**
Five Royales, Apollo
5. **Good Lovin'**
Clovers, Atlantic
6. **Nadine**
Coronets, Chess
7. **Honey Hush**
J. Turner, Atlantic
8. **My Country Man**
Big Maybelle, Okeh

9. **Get It**
Royals, Federal
10. **Please Hurry Home**
B. B. King, RPM

Detroit

1. **Money Honey**
C. McPhatter, Atlantic
2. **Shake a Hand**
F. Adams, Herald
3. **My Country Man**
Big Maybelle, Okeh
4. **Good Lovin'**
Clovers, Atlantic
5. **Honey Hush**
J. Turner, Atlantic
6. **One Scotch, One Bourbon, One Beer**
A. Milburn, Aladdin
7. **Marie**
Four Tunes, Jubilee
8. **Crying in the Chapel**
Orioles, Jubilee
9. **Too Much Lovin'**
Five Royales, Apollo
10. **Mattie Leave Me Alone**
Thrillers, Four Star

Los Angeles

1. **Honey Hush**
J. Turner, Atlantic
2. **Shake a Hand**
F. Adams, Herald
3. **Blues With a Feeling**
Little Walter, Checker
4. **Money Honey**
C. McPhatter, Atlantic
5. **Rosemary**
Fats Domino, Imperial
6. **In the Mission of St. Augustine**
Orioles, Jubilee
7. **One Scotch, One Bourbon, One Beer**
A. Milburn, Aladdin
8. **Feelin' Good**
Little Junior's Blue Flames, Sun
9. **Get It**
Royals, Federal
10. **Good Lovin'**
Clovers, Atlantic

New Orleans

1. **Shake a Hand**
F. Adams, Herald
2. **Blues With a Feeling**
Little Walter, Checker
3. **Mad Love**
M. Waters, Chess
4. **Rosemary**
Fats Domino, Imperial
5. **Money Honey**
C. McPhatter, Atlantic
6. **Take Me Back**
L. Hayes, Recorded in Hollywood
7. **Feeling Good**
Little Junior's Blue Flames, Sun
8. **Good Lovin'**
Clovers, Atlantic
9. **Honey Hush**
J. Turner, Atlantic
10. **I Would If I Could**
Ruth Brown, Atlantic

New York

1. **Shake a Hand**
F. Adams, Herald
 2. **Money Honey**
C. McPhatter, Atlantic
 3. **One Scotch, One Bourbon, One Beer**
A. Milburn, Aladdin
 4. **Don't Deceive Me**
C. Willis, Okeh
 5. **Crying in the Chapel**
Orioles, Jubilee
 6. **Lover Come Back to Me**
Nat (King) Cole, Capitol
- (Continued on page 50)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Joe Morris-Faye Adams cutting of "Shake a Hand" is still in first place on both the best-selling and the juke box r.&b. charts of The Billboard after three months. In addition, the new Joe Morris slicing on Herald, "I Had a Notion," sung by Al Savage, jumped into the best-selling chart this week. . . . Dinah Washington and Faye Adams are the only two thrushes represented on the charts over the past month. . . . The Bandbox, one of New York's new night clubs, which has been presenting r.&b. and jazz artists, will switch to a Latin-American policy next month, featuring mambo orks and acts.

James Moody and his ork open at Birdland in New York on November 12 for a week. . . . Dinah Washington starts at Gotham's Cafe Society on November 23 for a week stand. The chanteuse played a week at the club less than a month ago. Thrush's latest Mercury disk is a Christmas item, with "Silent Night" on one side and "The Lord's Prayer" on the other. . . . The new Ink Spots, featuring Charlie Fuqua, are booked solid for one year, according to Universal Attractions. Dates include some Hawaiian and Japanese stands and a number of West Coast engagements. The group waxes for King Records. . . . The Griffin Bros. ork and thrush Cladia Swan play one-nighters thru West Virginia territory starting the end of November.

Cozy Cole is putting together a new jazz combo called the All Stars. Group will consist of Jonah Jones on trumpet, Arvell Shaw on bass, and Big Nick on tenor with the pianist not yet signed. Group will play location dates thru the East. . . . Ruth Brown plays a week at Gleason's in Cleveland beginning December 14. . . . The Clovers take a two-week vacation in December and then start a Texas trek with Fats Domino starting December 21. . . . Lynn Hope and his ork, and Little Nat are now at Gleason's in Cleveland.

Two major spots in Philadelphia become this week the originating point for disk jockey shows. With the opening of Tab Smith plus the Dorothy Ashby (Continued on page 50)

Rhythm & Blues Record Reviews

Continued from page 32

ZILLA MAYS
(If You Were) . . . 71
 On the Other Side . . . 71
 MERCURY 70253 — Nothing could keep the lovers apart is the thought expressed here. Zilla Mays is joined by an unbilled chanter in this listenable duet. (Shapiro - Bernstein, ASCAP)
 Thank You . . . 68
 The gal with the generous pipes sings out strongly for a good blues waxing. (Fisher, ASCAP)

DANNY SMALL ORK
Free Sugar . . . 71
 DE LUXE 6007—A solid, swing instrumental built around some unusually good solo work on tenor sax by Don Wilkerson. The group presents itself as a well-knit ensemble and holds on to a mighty beat. Excellent dance record for the younger set. (Lois, BMI)
 Don Juan . . . 67
 Slowing down the tempo a little, the group allows Wilkerson to try his hand at a moodier, trickier riff. The result is good, but this side does not quite match the reverse. (Lois, BMI)

THE FLAIRS
Tell Me You Love Me . . . 71
 FLAIR 1019—The team's rumba blues effort sparked by the baritone lead could get some coin. (Flair, BMI)
 You Should Care for Me . . . 67
 Good tenor lead for the group's smooth blend makes for listenable ballad etching. (Flair, BMI)

MEMPHIS MINNIE
Kissing in the Dark . . . 70
 J.O.B. 1101—Good lyric material for the blues in up tempo, and Minnie delivers the vocal effectively. (Long, BMI)
 World of Trouble . . . 63
 Routine material doesn't help the blues singer with the old-fashioned style. She's good tho. (Long, BMI)

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	Weeks on Chart
1. SHAKE A HAND —F. Adams	1	13
I've Gotta Leave You—Herald 416—BMI		
2. MONEY HONEY —C. McPhatter	3	3
Way I Feel—Atlantic 1006—BMI		
3. HONEY HUSH —J. Turner	2	8
Crawdada Hole—Atlantic 1001—BMI		
4. ONE SCOTCH, ONE BOURBON, ONE BEER —A. Milburn	4	8
What Can I Do?—Aladdin 3197—BMI		
5. TV IS THE THING —D. Washington	9	4
Fat Daddy—Mercury 70214—BMI		
6. I HAD A NOTION —J. Morris	—	1
Just Your Way Baby—Herald 417—BMI		
7. GOOD LOVIN' —Clovers	8	20
Here Goes a Fool—Atlantic 1000—BMI		
8. BLUES WITH A FEELING —Little Walter	6	4
Quarter to Twelve—Checker 780—BMI		
9. DRUNK —J. Liggins	—	1
I'll Never Let You Go—Specialty 470—BMI		
10. FAT DADDY —D. Washington	—	1
TV is the Thing—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	Weeks on Chart
1. SHAKE A HAND —F. Adams	1	12
Herald 416—BMI		
2. HONEY HUSH —J. Turner	8	9
Atlantic 1001—BMI		
2. ONE SCOTCH, ONE BOURBON, ONE BEER —A. Milburn	—	2
Aladdin 3197—BMI		
4. MONEY HONEY —C. McPhatter	3	2
Atlantic 1006—BMI		
4. DRUNK —J. Liggins	6	7
Specialty 470—BMI		
6. BANANA SPLIT —Kid King's Combo	—	1
Excello 2009—BMI		
7. GET IT —Royals	6	9
Federal 12133—BMI		
7. CRYING IN THE CHAPEL —Orioles	10	16
Jubilee 5122—BMI		
9. GOOD LOVIN' —Clovers	8	14
Atlantic 1000—BMI		
9. NADINE —Coronets	—	8
Chess 1549—BMI		

HOT LABEL! HOT RELEASE!

SEE THE CHARTS



THOSE CAN'T-MISS Clovers

RIDE AGAIN WITH—

The Feelin' Is So Good b/w Comin' On

ATLANTIC 1010

INTRODUCING AN EXCITING NEW BLUES FIND!!!

TOMMY RIDGLEY

I'm Gonna Cross the River

b/w

Ooh! Lawdy, My Baby

ATLANTIC 1009

TWO OF THE GREATEST JOIN THE ATLANTIC HIT PARADE!

SARAH VAUGHAN | **DIZZY GILLESPIE**

IT MIGHT AS WELL BE SPRING | GROOVIN' THE NURSERY RHYMES

YOU GO TO MY HEAD | DIZ'S TUNE

ATLANTIC 1012 | ATLANTIC 1011

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

Rhythm and Blues Tattler



A new release on CHANCE 1146 making a bid for the hall of fame features Rudy Green in a two-sided smash. Rudy gives out with his best job to date on "The Letter," backed ably with "You I Love." Keep this one on your buying list, it will move fast. CHANCE 1145, featuring the Flamigos on "Golden Teardrops" and "Carried Away," already has broken thru and is soaring to the top. Spins and juke plays are already mounting to great proportions. Don't pass this up.

Sabre 104 features Willie Nix doing a strong vocal blues rendition of two great sides, "All by Yourself," backed with "Just Can't Stay." This one has great potential. Get on it.

Muddy Waters, on CHESSE 1550 doing "Mad Love" and "Blow, Wind, Blow," has been picked by The Billboard as this week's Best Buy. The sides are both selling well, with reports coming in from all over the country. This one should not be missed by dealers or juke box operators. Still going strong and gaining in speed of sales is Sugar Boy's version of "I Don't Know What I'll Do" and "Overboard" on CHECKER 783.

Eddie Boyd's latest release on Chess 1552 looks like another for the lad. He couples "Tortured Soul" and "That's When I Miss You" for a very effective response from the listeners.

Gene Ammons' new release on UNITED 164 gives out with two solid instrumentals on "Stairway to the Stars" and "Jim Dog." Both of these numbers have been showing good increases on sales and warrant attention by all dealers and juke box operators. It's great. Helen Thompson, on STATES 126, keeps climbing the ladder with her versions of "Going Down to Big Mary's" and "All by Myself." These are good bets for all concerned.

Tab Smith, on United 126, keeps up his pace on his sidings of "Seven Up" (which he wrote himself) and "All My Life." Don't count this one out until the last bell has rung. It's tops.

Your dealer has these "picks" in stock now. Call or see him today.

(Adv.)

Smash Hit!
HOLE IN THE WALL
by FLOYD DIXON
#477 #477-45
Specialty Records
8508 Sunset Blvd. Hollywood 46, Calif.

A New Hit
ROSE MITCHELL
"BABY, PLEASE DON'T GO"
"LIVE MY LIFE"
#5260
Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

THE "5" ROYALES
sing
"ALL RIGHTY"
b/w
"I WANT TO THANK YOU"
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PEARL RECORDS
Put pep in the party.
"Nifty" novelties.
Order now for the holidays.
PEARL RECORDS
Covington, Ky.

R & B Territorial Best Sellers

Continued from page 49

7. TV Is the Thing
D. Washington, Mercury
8. Please Don't Leave Me
Fats Domino, Imperial
9. Clock
J. Ace, Duke
10. Good Lovin'
Clovers, Atlantic

Philadelphia

1. Money Honey
C. McPhalter, Atlantic
2. Shake a Hand
F. Adams, Herald
3. Fat Daddy
D. Washington, Mercury
4. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
5. In the Mission of St. Augustine
Orioles, Jubilee
6. Write and Tell Me Why
Orioles, Jubilee
7. I Had a Notion
J. Morris, Herald
8. TV Is the Thing
D. Washington, Mercury
9. Nadine
Coronets, Chess
10. Too Much Lovin'
Five Royales, Apollo

St. Louis

1. Marie
Four Tunes, Jubilee
2. TV is the Thing
D. Washington, Mercury
3. Banana Split
Kid King's Combo, Excello
4. Shake a Hand
F. Adams, Herald
5. The Come Back
Memphis Slim, United
6. Blues With a Feeling
Little Walter, Checker
7. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
8. Perfect Woman
Four Blazers, United
9. Honey Hush
J. Turner, Atlantic
10. Drunk
J. Liggins, Specialty

FOLK TALENT AND TUNES

Continued from page 46

KPMO, Pomona, Calif., plus his regular appearances at the Forman Phillips Ballroom in Baldwin Park. Lucky's new 4-Star release is "Mommy, What Happen to Daddy?" . . . Martha Crane recently celebrated her 25th year with WLS, Chicago, the home of the "National Barn Dance." . . . Rex Allen off on a hunting trip to Arizona with his dad after a grueling schedule that included a string of personal appearances, record dates and pictures at Republic Studios. Rex is being considered for the part of Curly in the forthcoming screen version of "Oklahoma!" . . . Conrad Bradson now spinning music at WTJH, East Point, Ga. . . The Gay Brothers and the Oklahoma Drifters working thru North Texas and appearing daily on KRBC, Abilene, Tex.

Jimmy Kish starting a two-and-a-half hour "Sagebrush Round-Up" via WHK, Cleveland, with Hawkshaw Hawkins, Betty Cody, Crazy Elmer, the Tumbleweed Three and Gene Warner and his trick horse guesting on the first bill. . . Newton Thomas Jr. airing two and a half hours of country music daily at WXGI, Richmond, Va. . . Redd Harper on a personal appearance tour across Kansas and Nebraska. . . Ferlin Huskey and Jean Shepard guesting at the Midway Dance Pavilion, Twin Falls, Idaho. Pair will return after their Canadian tour. Both were featured on Holly Honfurg's "Dinner Bell" round-up last week via KLIX. . . Cherokee Jack Henley hosted Lefty Frizzell, Curly Dalton and Lou Millet on his radio and TV shows recently at KMO, Tacoma, Wash. Group also appeared at the Spanaway Lake Ballroom, with Tacoma folks turning out in droves. . . Jim Flaherty added a morning show across-the-board at WHAY, New Britain, Conn. . . Jack Davis now at WJAN, Spartanburg, S. C., with three and a half hours of music aired six days weekly. Jack now in his 16th year in radio.

Fabor Robison, Abbott Records prexy, besieged with orders for his current winner, "Bimbo," by Jack Reeves. Fabor is currently getting his business in order in Los Angeles before taking off on another of his flying trips thru the South. . . Colwell Brothers

Washington - Baltimore

1. I Had a Notion
J. Morris, Herald
2. Money Honey
C. McPhatter, Atlantic
3. Fat Daddy
D. Washington, Mercury
4. In the Mission of St. Augustine
Orioles, Jubilee
5. Shake a Hand
F. Adams, Herald
6. Rosemary
Fats Domino, Imperial
7. Take Me Back
L. Hayes, Recorded In Hollywood
8. Honey Hush
J. Turner, Atlantic
9. Baby It's You
Spaniels, Chance
10. These Foolish Things
Dominoes, Federal

RHYTHM AND BLUES NOTES

Continued from page 49

swing trio, Pep's Musical Bar will also originate the nightly record sessions of Jocko (Henderson) and his "Swing Train" via WDAS. And with the return of Joe Loco to the Blue Note, Tommy Roberts initiates a nightly spinning session of modern jazz platters via WCAM, Camden, N. J. Also on the Philadelphia scene, Snub Mosely comes back to town after an absence of several years at the Chateau Club. Fats Domino is next in at the Showboat; Jackie Davis and his organ trio take over at Club Bill & Lou; the Horton Trio is new at the Glenn Hotel's Carver Bar, and Club 51 becomes the newest musical room in town, kicking off with Kenneth Billings at the organ and Beulah Frazier for the unit offering. . . Garfield Henry's Silvertones polishing off their vocals for their TV bow on the Ed Sullivan show this Sunday (15).

just finished a trip to London and are now traveling thru Western Germany. . . George Beverly Shea traveling with the Billy Graham Crusade, with Asheville, N. C., slated for two weeks thru November 22. . . Carolina Cotton adopted as a granddaughter by the Chippewa Indians, and plans on attending their annual encampment this month. . . Sleepy-Eyed John, WJHM, Memphis, adding time to his radio chores, with 30 hours a week now scheduled. . . Peck Gregory and the Dude Cowboys appearing at the Wagon Wheel in Suisun, near Napa, Calif., with the show aired by KVON. Joe Clark handling the emcee chores for the show. . . Uncle Eb Brown using the same theme, "Banjo Buster," by Arthur Smith, on his WGST, Atlanta, show for more than a year now. . . Texas, Bill Strength promoted an all-star country jamboree in Atlanta recently, with Little Rita Fay, Curtis Gordon, Faron Young, Smiley Wilson, Kenny Lee, Kitty Carson and David Bucie and his boys headlining the bill.

Johnnie and Jack, Audrey Williams and Kitty Wells played to capacity houses at the Macon, Ga., Auditorium recently, with Uncle Ned and the "Hayloft Jamboree" handling the music. Latter are also seen via WMAZ-TV, with folks in the area hailing it as one of the best shows ever. . . Congratulations to Mary Sue Clere, who celebrated her 11th birthday recently. Lass has been on the radio since she's been 8 years old, via KWSH, Seminole, Okla. . . C. E. Tebbetts, who penned the "Divorce Granted" click, signed to an exclusive writer's contract with Hill & Range Music.

Pee Wee King opens a new 26-week TV show on November 4 over WEWS-TV, Cleveland. The hour-long show will beam every Wednesday night at 11 p.m. First guest will be the Davis Sisters. King will retain his current radio-TV shows from Louisville. Hardrock Gunter, WWVA, Wheeling, W. Va., has moved to WJLD, Louisville. . . WJMJ, Lewisburg, Tenn., devoting three hours daily to country and western music now, with J. W. Anderson, Uncle Chez Milan and Leon Harrison spinning platters.

Popular Record Reviews

Continued from page 42

I Love Paris...74
This is a late entry, since the tune has been out on many platters since the show "Can-Can" opened. However, the fine Martin interpretation should help it get deejay action. (Buxton Hill, ASCAP)

DAVID ROSE ORK
Joy's Theme.....75
M-G-M 30830 — An instrumental based on the theme from the flick "Little Fugitive," featuring the harmonica of Jerry Hilliard. The latter catches the haunting quality of this tune admirably and gets excellent backing from the Rose ork. It stands a chance to grab some coin.

The River Seine...72
Chanteuse Beryl Davis turns in a smooth, expressive reading of this continentally styled ballad which typically is full of nostalgia and heartache.

GORDON MacRAE
Stranger in Paradise.....75
CAPITOL 2652—MacRae, as usual, turns in a most agreeable slicing of the lovely new ballad from the upcoming legit show "Kismet." If, as expected, the tune breaks thru, then this should get some of the coin. (Frank, ASCAP)

Never in a Million Years...70
Again the MacRae pipes are in great shape. Here he tackles a fine old standard for some good listening. (Robbins, ASCAP)

FRAN WARREN
If I Could Have You Back Again....74
M-G-M 11616—A warm and persuasive reading of the pretty ballad, this one has a Latin beat in the backing, and production is impressive all around. Could gain favor if given exposure.
It's Anybody's Heart...72
The plaintive ballad is sung quietly

C & W Record Reviews

Continued from page 46

BILL TAYLOR
One of Your Lies.....73
FOUR STAR 80—Rhythm ditty is sung by Taylor who has a very warm set of pipes. It's a good disk and deserves exposure. (Four Star, BMI)
Yo-Yo Heart...70
Honky-tonk backing frames an easy-to-take vocal by the warbler. It's an up-tempo outune. (Four Star, BMI)

JOE BILL
I Saw Your Name in the Paper.....72
IMPERIAL 8216—A mighty sad tale is told in this ballad of frustrated love. Delivery by Joe Bill is moving, and many should find the side attractive. (Commodore, BMI)
If I Had Another Heart...72
Another good country weeper by Bill. (Commodore, BMI)

TEX ATCHISON
How Could You?.....72
IMPERIAL 8215—Atchison tearfully approaches his gal for leaving him. He puts the song over with vigor and style and gets good instrumental backing. A fine weeper. (Commodore, BMI)
It's Always Darkest Before Dawn...71
The singer comforts himself here with some obvious truths. Tho the material is fairly routine, Atchison dresses it up with his smooth handling and ends by making a highly presentable product of it. (Fairway, BMI)

ERNIE LEE
I'll Never Stand in Your Way.....72
M-G-M 11613 — Country version of the new Joni James pop makes strong material for the market. Lee is fairly effective in his chanting.
Wrong Number...63
Routine effort on a routine piece of material.

C & W Territorial Best Sellers

Continued from page 46

New Orleans

1. There Stands the Glass
W. Pierce, Decca
2. Satisfaction Guaranteed
C. Smith, Columbia
3. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
4. How's the World Treating You?
E. Arnold, Victor
5. Shake a Hand
R. Foley, Decca
6. Catfish Boogie
Tennessee Ernie, Capitol
7. Sorrow and Pain
Davis Sisters, Victor
8. I'm Walking the Dog
W. Pierce, Decca
9. Tennessee Wig-Walk
B. Lou, King
10. Let Me Be the One
H. Locklin, Four Star

and expressively by the thrush. An appealing side.

JOHNNY MADDOX
I Saw Mommy Kissing Santa Claus...74
DOT 15120—Hokey treatment of the holiday classic by the Maddox group should find reception on the boxes good.
Rudolph the Red-Nosed Reindeer...72
Same comment. (St. Nicholas, ASCAP)

KAREN CHANDLER
Why?.....73
CORAL 61088—Karen Chandler is effective with this ballad. It's a sensitive ditty, sung by the thrush with considerable heart. Jack Pleis directs the ork. (Ivan Mougill, ASCAP)
Flash From the Blue...70
The tune is as flashy as the title, and has the feel of material. Interesting, but limited in appeal. Karen Chandler is backed by Jack Pleis' ork. Arrangement is quite sophisticated. (Belfry, BMI)

LAWRENCE WELK ORK
Ebb Tide.....73
CORAL 61075—Even without seagulls the tune sounds good. A straightforward dance-beat reading, with the vocals handled capably by Gene Pursell. The big Welk audience should find this one in the accustomed groove. (Robbins, ASCAP)
Beautiful Ohio...69
Another nice slicing by the Welk aggregation. Alice Lon joins Pursell in the vocal. (Shapiro-Bernstein, ASCAP)

VICTOR MARCHESE
Marcheta.....71
M-G-M 30825—Here's a warm, old-fashioned type of vocal on the pretty evergreen by Victor Marchese who sounds a lot like Lanza in spots. Tune is handled in its original tempo by the ork. Could get spins from the jocks due to the performance.
Legend of the Woodland...68
Story-type material penned by Joseph Myrow is sung attractively by Marchese.

JEFF MORLEY ORK
The Epic Waltz.....71
EPIC 9003—This waltz built on a pleasant theme is a very listenable number. Some deejays may lay off this item in that its title might be construed as free promotion for the label. Well performed by the ork. (B. F. Wood, ASCAP)
Just for Two...65
A three-quarter time instrumental that offers nothing unusual in either material or interpretation. (B. F. Wood, ASCAP)

JIM LOWE
Santa Claus Rides a Strawberry Roan.....70
MERCURY 70265—The Midwest deejay has an okay seasonal ditty here with particular appeal to the Western market, via it's obvious story about no snow in Texas. (Fredericks, BMI)
Look in Both Directions...64
Material here is a somewhat forced bouncer because of the heavy-handed use of traffic talk for love lyrics. But the tune could make for good country material via an out-and-out country version. (Fredericks, BMI)

THE DREAMDUSTERS
Oogah, Oogah, Oogah.....69
CUSTOM SOUND STUDIOS 201 — Spritely novelty tune receives a bright performance from the new vocal group, with a lively combo lending a solid beat. Disk starts with dog barks, a whip crack, etc., which

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DANA RECORDS
144 North Ave. New Rochelle, N. Y.

should help it grab spins from adventurous jocks. Good first platter by the label. (Cross, BMI) September in the Rain... 68 The Dreamdusters, a listenable new group on the label out of Illinois, turn in a pleasant reading on the fine oldie over good backing by the combo. The rain gimmick makes for an attention-getting opening. (Remick, ASCAP)

Other Records Released This Week

Popular

- All of My Life—Frank Cannon (You Are There) M-G-M 11614
- Amigo—Mal Thomas (Good Bye My Love) Radax 70
- As Time Goes By—Tommy Tucker Ork (Two Sweethearts) M-G-M 11619
- Blue Bird Waltz, The—Diane Richards (Hot Water) Avis 111
- Geraldine—The Stylists (Get a Load of That Walk) Leader 100
- Get a Load of That Walk—The Stylists (Geraldine) Leader 100
- Good Bye My Love—Mal Thomas (Amigo) Radax 70
- Hot Water—Diane Richards (Blue Bird Waltz, The) Avis 111
- Love Me Forever—Pearl Eddy (Wedding Bell Waltz) Mercury 70255
- Send Him Back—Shirley Gunther (Since I Feel for You) Flair 1020
- Since I Feel for You—Shirley Gunther (Send Him Back) Flair 1020
- Stars in the Dust—Diane Richards (There's Nothing in Dixie) Avis 112
- There's Nothing in Dixie—Diane Richards (Stars in the Dust) Avis 112
- Two Sweethearts—Tommy Tucker Ork (As Time Goes By) M-G-M 11619
- Wedding Bell Waltz—Pearl Eddy (Love Me Forever) Mercury 70255
- You Are There—Frank Cannon (All of My Life) M-G-M 11614

Country & Western

- Ain't Got a Lick of Sense—R. D. Hendon (Blues Boogie) Four Star 1644
- Blue Boogie—R. D. Hendon (Ain't Got a Lick of Sense) Four Star 1644
- Counterfeit Love—Ed Camp (No Regrets) Imperial 8217
- Fancy Pants—Floyd Cramer (Five Foot Two, Eyes of Blue) Abbott 146
- Five Foot Two, Eyes of Blue—Floyd Cramer (Fancy Pants) Abbott 146
- Hillybilly Boy—Joe Franklin (Hitch Hikin' Blues) M-G-M 11612
- Hitch Hikin' Blues—Joe Franklin (Hillybilly Boy) M-G-M 11612
- I Cried You Out of My Heart—Dido Rowley (Sleep! Little Angel) Imperial 8218
- I Love the Lips—Frank Simon (Sugar Plum Boogie) Four Star 1647
- I Saw Cupid in Your Eyes—Kenny Lee (Look!) V 20-5500
- Just One More Time—Rose Maddox (Kiss Me Like Crazy) Columbia 21171
- Kiss Me Like Crazy—Rose Maddox (Just One More Time) Columbia 21171
- Long Lost Girl—Big Jim De Noone (Wild Strings) Four Star 1646
- Look!—Kenny Lee (I Saw Cupid in Your Eyes) V 20-5500
- Looking at the Moon Through a Teardrop—Claude Casey (You'll Have to Talk It Over With My Heart) M-G-M 11611
- No Regrets—Ed Camp (Counterfeit Love) Imperial 8217
- Sleep! Little Angel—Dido Rowley (I Cried You Out of My Heart) Imperial 8218
- Sugar Plum Boogie—Frank Simon (I Love the Lips) Four Star 1647
- Wild Strings—Big Jim De Noone (Long Lost Girl) Four Star 1646
- You'll Have to Talk It Over With My Heart—Claude Casey (Looking at the Moon Through a Teardrop) M-G-M 11611

Rhythm & Blues

- Baby Please Don't Go—Rose Mitchell (Live My Life) Imperial 5260
- Big Yellow Moon—George Stogner (Hardtop Race) De Luxe 2000
- Blue Monday—John Lee Booker (Lovin' Guitar Man) De Luxe 6004
- 15-40 Special—Joe Weaver and His Blue Notes (Soft Pillow) De Luxe 6006
- Hardtop Race—George Stogner (Big Yellow Moon) De Luxe 2000
- He's a Real Fine Man—Fat Gaines (Home Work Blues) Big Town 108
- Home Work Blues—Fat Gaines (He's a Real Fine Man) Big Town 108
- In Love With You—James Wayne (Sweet Little Woman) Imperial 5258
- Jim Dog—Gene Ammons (Stairway to the Stars) United 164
- Letter, The—Wilbur Harrison (This Woman of Mine) De Luxe 6002
- Live My Life—Rose Mitchell (Baby Please Don't Go) Imperial 5260
- Lovin' Guitar Man—John Lee Booker (Blue Monday) De Luxe 6004
- Mama Mia—Zono Sago (Me Da Kum From Africa) J.O.B. 1100
- Me Da Kum From Africa—Zono Sago (Mama Mia) J.O.B. 1100
- Soft Pillow—Joe Weaver and His Blue Notes (15-40 Special) De Luxe 6006
- Stairway to the Stars—Gene Ammons (Jim Dog) United 164

Sweet Little Woman—James Wayne (In Love With You) Imperial 5258
This Woman of Mine—Wilbur Harrison (Letter, The) De Luxe 6002

Spiritual

- Does Jesus Care—Sensational Nightingales (God's Word Will Never Pass Away) Peacock 1721
- God's Word Will Never Pass Away—Sensational Nightingales (Does Jesus Care) Peacock 1721
- Jesus Is With Me—Meditation Singers (We're Marching to Zion) De Luxe 6012
- We're Marching to Zion—Meditation Singers (Jesus Is With Me) De Luxe 6012

Jazz

- But Not for Me—Milt Jackson Quartet (Queen's Fancy, The) Prestige 873
- Queen's Fancy, The—Milt Jackson Quartet (But Not for Me) Prestige 873

Latin American

- Amor Quedito—Maria Victoria y Perez Prado (Maria Victoria) V 23-6100
- Candlejas—Fernando Fernandez (Mi Castigo Es Quererte) V 23-6117
- Di Que No—Luis Arcaez y Su Orquesta (Ruby) V 23-6160
- Maria Victoria—Maria Victoria y Perez Prado (Amor Quedito) V 23-6100
- Mi Castigo Es Quererte—Fernando Fernandez (Candlejas) V 23-6117
- Ruby—Luis Arcaez y Su Orquesta (De Que No) V 23-6160

Sacred

- One Day Religion—Mac Odell (What Then) King 1275
- Only One Life—Alan McGill (When They Ring the Golden Bells) Sacred 455
- What Then—Mac Odell (One Day Religion) King 1275
- When They Ring the Golden Bells—Alan McGill (Only One Life) Sacred 455

RIAA Session

Continued from page 18
various regulations covering record dates. It is also understood that Milton Rackmil, president of the RIAA and of Decca Records, called Petrillo this week but failed to reach the union prexy. RIAA members are still believed to be agreed to negotiate with Petrillo as individual record firms, rather than as representatives of the RIAA.

M-G-M Releases First Of Widor Organ Works

NEW YORK, Nov. 7.—M-G-M Records has launched a two-year program to record all 10 organ symphonies of Charles Marie Widor on LP. The first album, containing Widor's Sixth, is due for release next week. Richard Ellsasser is the organist.

JERRY WALLACE

Petrillo... 69
ALLIED 5015—The musicians' union prexy and some of his rules are given a tongue-in-cheek ribbing by the singer and female chorus. It's all in fun and makes for good listening. (Colortunes)
Little Miss One... 65
Very cute tune is dedicated to all one-year-old lasses. It's pleasantly sung by Wallace and the gal chorus. (Weiss & Barry)

JUDY VALENTINE

She Was Five and He Was Ten... 69
EPIC 9004—Judy Valentine bows on the label with an adequate performance on a story ballad which tells of a boy and girl falling in love as they grow up. It's cute and has a chance for spins. Thrush sings in the style of Bonnie Baker. (Roxbury, ASCAP)
A Ride in Santa's Sleigh... 62
Thrush's young-styled voice is suited to this Christmas tune, but the material hardly seems strong enough to make much of a dent this Christmas. Ork arrangement is holiday-ish. (Roxbury, ASCAP)

SPERIE KARAS ORK

Love for Sale... 69
M-G-M 11618—The tom-tom beat behind this imaginative and somewhat cool arrangement of the Cole Porter oldie is intriguing. An interesting instrumental waxing that might attract deejay attention.
Mambo Stringo... 59
A lesser effort.

JILL COREY

Robe of Calvary... 69
COLUMBIA 40123—Jill Corey, petite new thrush on the label, makes her debut with a pleasant performance on a big religious effort, backed by a chorus and the Percy Faith ork. Religious theme may help it get some spins. Thrush has a fresh sound, and with the right material, something could happen. (Hill & Range, BMI)
Minneapolis... 70
The chanteuse tries hard on this side but the material is so weak that anyone would have a hard time with it. (Paxton, ASCAP)

MEL BLANC

My Kinda Love... 68
CAPITOL 2635—Mel Blanc shows that he can sing with a French accent too, as he sings the oldie in the intimate whispering style of The Continental, talking as well as singing the lyrics. Cute, but it is doubtful if much can happen to the disk commercially. (Robbins, ASCAP)
I'm in the Mood for Love... 68
Same comment. (Robbins, ASCAP)

COLLEGIANS

Go, Man, Go... 68
MERCURY 70264—Despite the title of the group and the ditty, this is a polkaish slicing which should get spins and do okay for ops in polka areas. (Hill & Range, BMI)
Tipica Serenade... 67
Cover on the Henry Jerome disking of an attractive instrumental item should share in some of the action. (Jerome, ASCAP)

LE ROY AND HIS BAND

Man on the Beat... 66
EPIC 9001—Good instrumental etching by the new ork. Should get spins via the retentive riff. (Moonlight, BMI)
B.O. Plenty... 63
The diskery's new recording band is fronted by baritone sax sideman Leo Anthony, who is usually on the stand with brother Ray Anthony. The ork uses the bary as its "sound." It's good dance material. (Moonlight, BMI)

JILL WHITNEY

Little Johnny Jingle Bells... 63
CORAL 61082—The moppet does okay with another new seasonal ditty. In a kiddie package it could get some action. (Tarrytown, BMI)
Ragamuffin Doll... 60
More of the same on less effective material. (Grand, ASCAP)

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

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VOX JOX

Continued from page 38

names and addresses always in error to Boise." . . . Lou Barile, WKAL, Rome, N. Y., has something to add to the Julius La Rosa - Arthur Godfrey controversy. "Recently I was forbidden to tape an interview with La Rosa because his Godfrey contract forbade him to tape interviews with non-CBS jocks. It was a crazy stipulation to tack onto any contract, and I don't think it was fair to La Rosa. Here's hoping La Rosa soars to new heights on his own to prove that Godfrey isn't all powerful." . . . Bill Price, WCOJ, Coatsville, Pa., complains that records are getting "shorter and shorter."

Alone." DeJulio says, "In the week or so the disk has been out, we got a good many requests for the tune. As big a start for any record here in a long time." . . . Jack Clifton, WCUE, Akron, celebrated his first anniversary with the station on November 1. . . . Charles Glass, WJDA, Quincy, Mass., believes that both sides of the new Bill Haley record will click, altho he expects more reaction will be received on the "Farewell" side. . . . Robin Busse, WTTH, Port Huron, Mich., wants to know what other jocks are doing about "Oh Honey." He asks, "Are they playing it, or even talking about it, or what?" . . . Doug Matthews, WFRX, West Frankfort, Ill., tells us that "Roman Guitar," a replica recording featuring an organ solo by Bill Knaus, is getting a lot of play in his area.

Guestings

Bob Santa Maria visited Jack Bennett's, WKKW, Albany, N. Y., "Record Room" last week. . . . Bob Bassett and Chuck Williams of WPEP, Taunton, Mass., joined booker Charlie Scribman in throwing a cocktail party for Stan Kenton on his European departure. Deejays, dealers and guests from the Boston - Providence area were invited, and more than 100 fans dropped in to wish Kenton well. . . . Bob Collins, new M-G-M artist, visited with Steve Evans, WLDY, Ladysmith, Wis. . . . Tom Edwards, WERE, Cleveland, writes in his Newsletter No. 3, "There were many artists and pub reps thru Cleveland this past week. In the artist line, I played host to Charley Applewhite, Henry Jerome, Dolores (Dimples) Martel, Leo Diamond and pretty little Joyce Taylor. Diamond is much elated over his "Offshore"—and can you blame him? He'll be back in town this week."

This 'n' That

Johnny Michael, WOKY, Milwaukee, tells us that WOKY-TV went on the air last week, and that everyone is in a turmoil in preparation for TV shows. Michael will do a TV show in addition to his daily stint on radio. . . . Ed DeJulio, KUBC, Montrose, Colo., thinks that the Hilltoppers have another big one in "To Be

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Hocus-Pocus

By BILL SACHS

MAGIC ATTRACTIONS is the title of the piece by Milbourne Christopher in the December issue of Esquire, now on the newsstands. Most of the three-page feature is given to reproduction, in color, of the paper used by a number of the truly great magicians of the past, including Fawkes, the Great Herrmann, M. Jacobs, Houdini, Thurston, Servais LeRoy and Floram Marchand. . . . Magicdome mourns the passing of Harry Whitefield (Kreko the Magician), who passed on October 31 at Sarasota, Fla. Further details in Final Curtain, this issue. . . . On deck for the magic party at the home of Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, and his wife, Katherine, at their home in Lexington, Ky., Sunday (1) were Bill and Betty Dodson, of Louisville; Mildred and Bill Slusher (Preston the Magician), Pineville, Ky.; Ruth and Ronald Haines, Lady Francis, Stewart Judah, John and Myrtle Braun and daughter, Cherry, of

Cincinnati, and Jewell Doyle and Billy Curry, of Lexington. . . . C. A. Frank, of Hutchinson, Kan., who formerly handled the advance for Virgil the Magician, is this season piloting Lee Grabel and his eight-people magic unit which opened recently in California. Currently operating in Colorado, the unit moves soon into Western Kansas. Beginning around the first of the year, the show will play Kentucky, Tennessee and Illinois until March, Frank reports. Grabel is featuring his floating piano and shooting a girl from a cannon into a nest of trunks suspended over the heads of the audience. He recently featured the floating piano on Art Baker's "You Asked for It" TV show over the network from the Coast. . . . That's a cute little gag Harry Albacker, Pittsburgh baffle, is using to herald his magic turn. On stationery of the Amalgamated Magician Rabbits of America, Albacker's educated rabbit, Oscar, relates the complaints of a magician's long-eared assistant. It's quite cleverly done.

Open Time Gives Copenhagen Quality Nitery and Vaude Bills

COPENHAGEN, Denmark, Nov. 7.—Cabaret-vaude bills during October showed a definite upswing in the quality of acts used. This was not due to upped talent budgets but from the fact that many top-class acts which had been working the summer season with continental circuses were faced with from one to two months' open time before the winter indoor circus season in England gets under way.

The de luxe Ambassadeur gave top billing to the Paul Steffen Dancers and Bela Krem. The Atlantic Palace had the Three Braggazis, rough-stuff comics, and the Evellos, foot-jugglers, plus Helena Dellman, musical melange; Ernest Pastello, sand modeler, and Gloria and Jerry York, dance duo.

The Harlem, a new spot, opened in the middle of the month with a Negro show featuring Laly Patrick, who does a Rosita Royce routine using two well-trained doves. Johan Thiersen, local comic, emceed the show, and Ole Heyer's ork did the music. New house, run by Harry Bro of the Kobenhavner Kroen cabaret, has been drawing capacity.

The Bills

The Hollaenderbyen has the Six Marellys, acro; Romeo and

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NIGHT CLUB-VAUDE

Continued from page 15

are easily the best act of this type seen in Las Vegas.

The chorus line numbers by the Sa-harem Dancers continue to stand out far above the other strip productions. Music is by Cec Davidson and his orchestra.

Ed Oncken.

Metropolitan Theater, Boston

(Friday, November 6)

Capacity, 4,100. Price \$1.25. Three shows a day, five on the week-end. Show played by the Tony Bruno ork.

In his first theater date since he left the Godfrey outfit, Julius La Rosa was a complete smash hit. He worked like a vet and sold all the way.

Julius La Rosa may have been good on television, but in person he is nothing less than terrific.

Admittedly the publicity over his tempest in a teapot with Arthur Godfrey hasn't hurt. But right from the start in his five-day appearance here he established himself as a skillful showman. The lad sells personality rather than talent and it is an easy personality to take, disarming and refreshingly normal. But the real surprise was his veteran handling of a well-nigh hysterical crowd that jammed the Met's rafters to catch his debut.

Sauntering on stage amidst bedlam that hasn't been heard in the Hub since the tea party, he sings a dozen or so songs in a pleasant and unremarkable baritone. They include "Sitting on Top of the World," "Crazy That Way," "Eh, Cumpari" and "No Business Like Show Business." He cracks a few mild jokes, avoids embarrassing references to his former boss and, in general, comports himself as tho he had been in the spotlight for years. When the crowd begins to get unruly he flashes a smile and relies on the "aw shucks" mannerism of his temperament to cool them off and is never caught off balance.

The result was boffo as far as the audience was concerned. In short, he seems to be a reliable workman whose style should keep him around when the novelty singers are gone.

Gil Lamb's material is somewhat varied in the surrounding show, but his bebop fan skit is particularly good and a harmonic routine also comes off nicely. The vastness of the Met stage is not suited to the Tippy and Cobina monkey act. Lewis and Van are a sound, familiar tap and soft show team. It's La Rosa, win, place and show, however.

Bob Taylor.

Chateau Madrid, New York

(Wednesday, November 4)

Capacity, 200. Price policy, \$3.50-\$5 minimum. Shows at 9:30, 12 and 2. Operator, Angel Lopez. Booking, non-exclusive. Publicity, Zussman-Bayne. Estimated talent cost, \$3,000.

A combo Spanish and Latin show that doesn't catch fire until the Latin stuff is pitched.

This tab version of the "San Souci Revue," imported from Havana's club of the same name, looks and works a lot better here than it did when caught in Havana a few weeks ago. Considerable trimming was necessary to fit the smaller stage at the Chateau Madrid. The pruning didn't hurt.

Show is cast into two parts. The first is Spanish leaning heavily on flamenco terps built around a bullfight. The heel clicks are interesting, tho tending to become monotonous. Feature spot is carried by flamenco team of Rosita and Antonio. Gal moves well enough but her short, too heavy appearance detracts from sight values; boy is equally agile tho his sinister frown gives him a grim appearance.

Second part picks up with red-headed Anita Vascos doing what looks like a Cuban version of bumps and grinds to a mombobeat. Her G-string and bra outfit glued eyes to her. Olga Gonzales, a very slim brunette, working with four boys in a precision mombob number, was excellent. When the entire cast—package carried four boys and five girls in addition to featured performers—came on for a whizzing mombob finale the applause was very good.

Gil Marr, a husky baritone, did the emceeding and singing. Boy

Burlesque Bits

By UNO

Scotti Tomar, exotic headliner, after completion of her Adams, Newark, N. J., engagement, will be active in a number of TV commercials, while her husband, Bob Hart, stock singer at the Adams, starts his own weekly radio show December 1 over a local station. . . . Tina Christine, Gloria Marlowe, Ann Arbor and Irma, the Body, are all under personal contract to Dave Cohn who spot-books them in Eastern houses only on the Hirst circuit. In Tina's case, Cohn took her out of niteries to get her featured prominence in theaters. . . . Kansas

City, Mo., only burly spot, the Folly Theater, started a new program October 30 with Shirley Hayes, featured; Monkey Kirkland and Al Anger, comics; Pat Young and Kay Drew, dancers; Carol Shannon, Barbara Curtis and Jan Hunter, strips. The policy is for a new show weekly with a Friday opener. . . . Babe Fenton recovered from a lengthy illness and is back in action as a parade girl and talker at the Howard Boston, where Maddy Nixon, chorus captain, has been doubling as producer and vocalist for the last five years. Others in the line-up are Maud Marley and Ruth Morgan, parade girls and talkers, and Gail Murray, June Day, Babe Johnson and Rose Ronahan, parade girls and strips. Ruth Morgan also does dancing specialties and is an expert wardrobe maker on the side. . . . Zola, snake charmer, during her act on October 25 at the Town Hall Theater, Toledo, suffered a bite on the knee from her 14-foot python that required eight stitches in St. Vincent's Hospital. Valentina, a Harold Minsky discovery currently playing Midwest houses featuring her "Dance of the Seven Veils," opens this week at the Gayety, Detroit. Personal manager is Don Williams.

Herman Sternler's ork played just the appropriate routine of songs and dance melodies to make it a real homey bridal reception affair for newlyweds Lois Marie Adams, Bell Telephone Company comptometer expert, and Charles H. Ambron, Western Electric Company expediter, at Demo Anselmi's spacious and well-appointed eatery in Bethpage, Long Island, where the guests enjoyed a perfect meal and a general good time on October 31. This was shortly after the knot was tied in St. Ignatius Loyola church in Hicksville, N. Y., the home of the bride and bridegroom. Among those attending were Felice Ridgeway, foster mother of the bride and assistant manager of the RKO Jefferson Theater, New York; William Alton, best man; Marie Wright, matron of honor; Marie Ambron, sister of the groom; Mr. and Mrs. Charles Ambron, the groom's parents; Harry Szerlip, evening gown manufacturer and magician; Martha Phillips, magician's assistant; Rita Wong, formerly of the China Doll (New York) nitery; Thomas Keenan, former Luna Park, Coney Island, New York, assistant manager; Thelma Miles, Edna Tompkins, Ruth Beck, Lucille DuHamel, Ruth Post, Ann and Margaret Rueger, Bob and Evelyn Tirsas and Schmaltz Ambron, besides Hans Poser, official photog. . . . Current cast at the President-Follies, San Francisco, includes JoAnn Clark, Lorena Merrill, Lee Allen, Marion, Jeanne, Joe Hammond, Charles Fritcher and Higgy King. . . . Dario Casini, new singing find, and Shirley Jones, currently with "South Pacific," will be cited by Freddie Fulton, talent booker, on November 14 at his New York Theatrical Studio for their good deeds in aiding the wounded veterans at the various veterans' hospitals thruout Greater New York.

Hartford Theater To Open for Acts

HARTFORD, Conn., Nov. 7.—The State Theater, owned and operated by the Harris Brothers, will resume operations with two-day booking of Joni James and other stage attractions, over the November 21 - 22 week-end. Closed since last May, the house has been extensively redecorated and had installed 60-foot-wide screen facilities. Martin Harris is house booker, with his brother Ted as house manager.

In past seasons the theater has operated on a Saturday-Sunday policy. Future shows are now being lined up.

AGVA Kills Off

Continued from page 16

the show was slated to go on despite the fact that it had not been cleared with his group, and subsequently canceled talent on the floor of the show.

Rio indicated that he had 100 per cent backing from all entertainers, who complied with his request without hesitation.

Extra Added

Continued from page 16

tual Entertainment Agency, Chicago. For the past few months he was affiliated with Harry Kilby, Miami Beach. Bill Kent, president of Artists Representatives Association, numbering among its members the top agents and offices in the country, has been a semi-permanent Miami Beach resident for the past few years. He's been an important agent and manager of talent for many years. Office will be called Harris-Kent. Harris won the toss; hence the first billing.

LA ROSA FOR MUNCIE 1-NITER . . .

Roy Davis, of Paramount Attractions, has secured Julius La Rosa for a one-nighter November 11 in Muncie, Ind., for the benefit of the Police Welfare Fund. Following his appearance in the field house there, La Rosa opens for two weeks at the Chicago Theater, Chicago. Davis also signed Bob Hope and Ray Anthony for a one-nighter at the Fort Wayne (Ind.) Coliseum for an industrial account, Zollner Pistons, November 22. Robert O. Lewis was the latest in a series presented at the Beloit, Wis., field house and will be followed next month by a presentation of "Cain Mutiny." Davis has Fred Waring and the Boston Pops lined up for January and February at Beloit.

New York

Roy Gerber and Norman Weiss are back in business as partners in their own agency again. . . . The possibility is that Hildegarde will join the Sophie Tucker show at the Miami Beach Beachcomber. . . . Both Sam (William Morris) Bramson and Jack (MCA) Talent are now in Miami Beach on selling trips. . . . Velox and Yolanda now being submitted for cafes. . . . Ross and LaPierre and Jackie Bright will be in the next Latin Quarter show. . . . The AGVA Welfare Trust Fund has hired a press agent, Dave Alber, now preparing a brochure in question and answer form.

Marshall Grant, long time pianist at the Little Club, has formed an instrumental and vocal trio and has signed with MCA. The group will have Grant on piano, Sal LaPorta on guitar, piano and vocals, and Joe Dumas on bass.

Toni Arden will open at the Pierre, December 15. Giselle McKenzie was originally set for the date, but fell out because she couldn't get out of her Saturday night Lucky Strike "Hit Parade" show. . . . Don Mulford, MCA topper in San Francisco, resigned. . . . The London Palladium has already set attractions for the coming season. The list includes, Bob Hope, Frankie Laine, Guy Mitchell, Nat Cole and Al Martino. . . . Alfred Black, due here from London next week, is looking for a young singer who can dance and act to put into his "Wedding in Paris."

leaned almost entirely on Cuban pops and standards showing a big legit voice. Freddie Alonso group (four pieces) cut the show adding a bongo beater for the production. Al Castellanos outfit, also four pieces, did the dance sessions.

As the Chateau Madrid is about the only Latin club stressing the off-beat music, it does a big business with the gringo trade that invested heavily in mombob dance lessons. In fact the customers dancing frequently make for a better off-the-cuff-show than the pro performers with set routines. Bill Smith.

Canadian Icer Opens; Contracts 104 Stands

REGINA, Sask., Nov. 7.—“Canadian Ice Fantasy,” of Edmonton, Alta., has started a 26-week tour which will cover nearly 40,000 miles in Canada and Northern United States. The all-Canadian ice show, conceived two years ago, racked up excellent business on its 20,000-mile tour during the 1952-53 season. Producer is Roy Lisogar.

During the 1953-54 season, “Canadian Ice Fantasy” will give performances in nearly all the large cities in Canada except the seven major ones. A definite

part of the show's policy is not entering into competition with other ice productions.

44 In Cast

The show, with a cast of 44 skaters and five executives, left Edmonton for Pembroke, Ont., where the first performance of the new season took place October 22.

The company travels by bus, with two semi-trailers carrying equipment. One of the trucks can be fitted with a hydraulic snow plow.

The show features eight production numbers, made up of 20 individual acts. The sets, designed for quick teardown, are 88 feet wide and carry a fairyland motif.

A total of 104 stands is on the itinerary this season and one, two and three-day stands are included. The show will go as far east as the Maritimes and the tour will wind up in British Columbia late in March, 1954.

Featured performers include Yvonne Broders, formerly of “Ice Cycles” and “Ice Capades”; the Flying Wendts, formerly of Ringling Bros. and Barnum & Bailey Circus; Christina Peebles and Charles Murphy, Western Canada pair champions; Joyce MacFarlane, Pacific Coast club champion; Loree Perkins, senior club champion of the Vancouver skating club, and Neville Murray, with European skating shows for seven seasons and making his first North American appearance.

Many Shows Hit Denver; Crowds Generally Big

DENVER, Nov. 7.—Amusement heavy Denver hosted a steady procession of attractions in recent weeks and turned out good crowds for most. Local concert manager A. M. Oberfelder said advance sales have been good and box-office business has been excellent for events he has handled. Shipstads and Johnson's “Ice Follies,” Polack Bros.' Circus, Dorothy Lamour, Horace Heidt and a home show also have appeared recently.

Excellent business for the icer was reported at the Coliseum. After the circus' 10-day run, Dorothy Lamour brought her revue to the Auditorium to open her road tour and drew light turnouts. Two nights later the Heidt show was in and then the Guard Republican Band did well as Oberfelder's first event of the year.

He brought the Salzburg Marionettes in Friday (31) and Roberta Peters Tuesday (3) for full-house business at the Auditorium.

Good crowds were on hand at the Coliseum for the week-long Better Homes Exposition which closed Sunday (1). It was produced by National Homes Shows, Inc., Dallas, and Grover Godfrey, president, was here.

Big War Baby Crop Seen as Biz Hypo

ROCKFORD, Ill., Nov. 7.—Rink business totals for 1953 should wind up with a much rosier figure than for the preceding year, according to Darwin Udesen, manager of Ing Skating Palace here. Reason for the healthy picture, according to the veteran manager, is the growing number of youngsters around today. The tremendous crop of “war babies” is just beginning to make its appearance, he believes, with their biggest influence on rink business yet to be felt.

Owned by Otto Fox, Ing Skating Palace is kept humming these days with a heavy schedule of party bookings. Price level here is comparatively high, with admissions for evenings pegged at 64 cents and a 99-cent total for combined skate and checking charge. “We don't give anything away,” said Udesen. “We figure that if we can't get skaters in by regular means we'd better close the doors.”

School and church parties are

heavily booked and are almost entirely repeat sessions. Each fall groups which have held successful parties in the past are contacted via letters asking them to select dates well in advance.

Afternoon parties at bargain rates are proving big attractions with junior high and grade school groups. These parties run from 5:30 to 7 p.m. and help build good public relations with parents, besides racking up plus business. (Continued on page 70)

Autry Signed For 8 Dates By Arena Mgrs.

NEW YORK, Nov. 7.—At least eight locations have been contracted for the Gene Autry personal appearance tour which begins in January, according to the Arena Managers' Association. The AMA's John Hickey said prospects are that several more dates will be lined up, but that the earliest contracted date in an AMA arena is January 24 in Cincinnati.

Other dates pacted are January 29 in Fort Wayne; February 5, Toledo; 6, Cleveland; 12, Providence; 13-14, Boston; 15, New Haven, and 22, Washington, D. C.

The tour will begin early in January, in a midwestern city as yet undetermined.

Hippodrome Does \$35,000 at Gate In Des Moines

FLINT, Mich., Nov. 7.—“Hippodrome of 1954,” playing eight shows in six days in Des Moines, netted \$35,000 at the KRNT Theater. The 4,000-seater was jammed every night and for the two matinees, to give grosses equal to those of 1952, when producer Harold Steinman offered “Skating Vanities” and Olsen and Johnson.

NEWS NUGGETS

Houston Approves Changes; Troy, O., Books Henie Icer

HOUSTON, Nov. 7.—City council here has appropriated funds to complete plans for enlarging the Music Hall and remodeling the Coliseum here. Coliseum work will include air conditioning. The city plans to sell the City Auditorium.

JACOBSEN FORMING NEW CORPORATION...

NEW YORK—Clarence Jacobsen, operator of an auditorium booking service here, is incorporating his operation under the new title of Booking Exchange of America.

SONJA SHOW SCHEDULED THRU “HOLIDAY” OFFICE...

TROY, O.—Hobart Arena has booked the new Sonja Henie show for May 4-9, it was announced here. Holiday on Ice, Inc., is handling the show. Jack Meyers, of Hobart Arena, said the Henie show was scheduled to appear in the building last winter but that the date was lost when Henie canceled part of her route.

DO IT YOURSELF EXPO SET FOR OAKLAND...

OAKLAND, Calif.—Managing director of the Oakland Exposition Building, Lin Lueddke, has signed with Producer Ted Bentley, of Los Angeles, for a “Do It Yourself Show” to run November 14-22. Arrangements are well underway, with more than 100 exhibitors signed.

“BIGGEST” GROSSES 20G AT MILWAUKEE ARENA...

MILWAUKEE—“Biggest Show of 1953,” with Nat (King) Cole, Sarah Vaughan, Ralph Marterie and Illinois Jacquet drew 8,363 people for a gate of more than \$20,000 at the Milwaukee Arena. New acoustical installation proved beneficial, it was reported by the building management.

'Guys' Sets Memphis Mark

MEMPHIS, Nov. 7.—Early Maxwell, of Early Maxwell Associates, said here this week that “Guys and Dolls,” musical, set a new box office record at Municipal Auditorium. The show netted \$43,162.50, after taxes, he said. Previous record was \$37,000 net for “Oklahoma!” in 1947.

Charles McElravy, who had the “Oklahoma!” date, now is associated with Maxwell. The Maxwell office had “South Pacific” at several cities last year. Its future bookings include “John Brown's Body” at Jackson, Miss.; Memphis; Vicksburg, Miss., and Little Rock in January, and Fred Waring at Louisville, Nashville and Birmingham in November.

Bridgeporters Pry Off Lid On New England Season

BRIDGEPORT, Conn., Nov. 7.—Members of the Park City Skating Club traveled recently to Allston, Mass., to participate in the opening of the season by the New England Roller Skating Association.

There were 15 teams entered this year, their first test in competition. Last season the Park City club ranked fourth in the event which was won by the Co-Ed Roller Skating Club, Allston.

Dramatic & Musical Routes

Almanac: (Shubert) Boston. Beatrice Lillie: (Shubert) Washington. Children's Hour: (Harris) Chicago. Cornell, Katharine (Prescott Proposals): (Shubert) New Haven, Conn., 12-14. Flameout: (Parsons) Hartford, Conn., 12-14. Good Night Ladies: Oakland, Calif. Guys and Dolls: (Temple) Birmingham. Kismet: (Shubert) Philadelphia. Love of Four Colonels: (National) Washington. Maid of the Ozarks: (Hartman) Columbus, O. Misalliance: (Colonial) Boston. Oklahoma: (Shubert) Chicago. Pal Joey: (American) St. Louis. Seven-Year Itch: (Erlanger) Chicago. South Pacific: (Sexton High School Aud.) Lansing, Mich., 9-11; (Kellogg Aud.) Battle Creek, Mich., 12-14. Time Out for Ginger: (Hanna) Cleveland. Twin Beds: (Royal Alexandra) Toronto.

Arena Routes

Hippodrome of 1954: (Garden) Pittsburgh 10-14; (Arena) Cleveland 16-22. Ice Capades of 1954: (Aud.) Buffalo 9-15; (Garden) Toronto 16-20. Ice Follies of 1954: (Arena) Chicago 9-17; (Gardens) Cincinnati 19-29. Holiday on Ice of 1954: (Aud.) Norfolk 10-12; (Coliseum) Canton, O., 14-19.

Martin Speaks At Chi Safety League Meeting

CHICAGO, Nov. 7.—Robert D. Martin, secretary of the Roller Skating Rink Operators' Association, Detroit, was one of the principal speakers at the annual meeting of the Roller Rink Safety League, held October 25 at Neilson's Restaurant here. Martin discussed amusement taxes and other problems confronting the rink industry.

Also making addresses at the gathering were Harold Cheadle, First Federal Reserve Bank of Chicago, who spoke on business conditions, and William Royal, assistant claims manager and attorney for the George F. Brown & Co. (Continued on page 70)

Mrs. M. Hartfield, Mother-in-Law of W. E. Sutphen, Dies

DETROIT, Nov. 7.—Mrs. Mary Louise Hartfield, 86, mother-in-law of W. E. Sutphen, veteran Detroit rink operator, died recently in Detroit. She was born in Roseville, Mich., and for many years was known as a trainer of speed skaters. Until a year before her death Mrs. Hartfield took an active interest in roller skating and was a frequent spectator at local skating events. She was the widow of Herman R. Hartfield.

Beside the wife of Sutphen, survivors include another daughter, Mrs. William Tarien; two sons, Harry and Edward; 16 grandchildren, six great grandchildren and four great great grandchildren. She leaves over 100 relatives. Services were held October 7 with burial in the family plot in Forest Lawn Cemetery.

Hartford Holds Parties

HARTFORD, Conn., Nov. 7.—Hartford Skating Palace held two Halloween parties, with gifts and prizes for participants.

Adult program was held on Saturday (31) from 7:30 p.m. to midnight, with a special children's party Sunday (1) from 2 to 5 p.m., set up by Manager Irving Richland.

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All Kinds! Best Prices!
SPECIAL!
Men's closed toe leather lined shoes, wood wheels.
\$11.00 Pair

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LIGHTWEIGHT — \$18.00 Doz.
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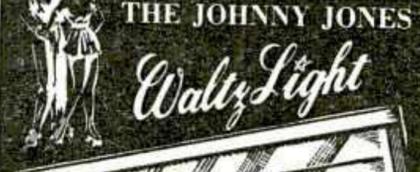
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Colorful plastic shockproof lights that Clip on instantly to all skates, bicycles, sleds, etc. Battery operated, throw a clear light beam from the skate plate.
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THE RINKMASTER (fibro) Rink-tested under toughest conditions... Will not swell or crack. Popular brown fibre, 2" x 1". Diamond-ground tread and hard-ened backing for extra-long wear. Fits any standard ball-bearing rink skate. Guaranteed.

THE DANCEMASTER (selected White Rock Maple) A top-quality wheel with offset bearing cups that will not loosen or pull out. Maximum run-out of .003" on periphery and side-wobble.

REPLACEMENT PARTS (for rink operators) Globe offers a full line of replacement parts including axles, cones, ball-bearings, etc. IMMEDIATE DELIVERY. Write for literature and prices.

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SHOE RENEWER... Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gals. for rink use.

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WENTZVILLE, MISSOURI

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The Final Curtain

Roadshow Rep

ALEXANDER—Antonio Capdevila, 72, former conductor of the Barcelona Opera House Orchestra for 35 years, November 5 in Madrid. He had performed in North and South America, Italy, Russia and Japan.

BAKALINIKOFF—Vladimir, 69, internationally famous symphony conductor, November 5 in Pittsburgh. A musician for 54 years, he had been associated with the Pittsburgh Symphony since 1939. He first appeared in the U. S. in 1920 with the touring opera of the Moscow Art Theater, returning five years later as associate conductor of the Cincinnati Symphony. From 1937 to 1939 he composed and conducted for motion pictures.

BARDWELL—Charles, 44, former owner and operator of the Brookfield summer theater, Brookfield, Conn., recently in Westport, Conn., as the result of injuries received in an automobile accident in which his wife, Arden Young, a former actress, was killed. Survived by a son and brother. Burial in Arlington Cemetery, Washington.

CICCOLINI—Gladys Elizabeth Sulphin, 53, wife of the former tenor of the Chicago Opera Company, Guido Ciccolini, October 29 in Flushing, N. Y. Three daughters also survive.

CLAUSEN—Berilof, 23, former prima ballerina of the Oslo (Norway) State Opera, October 27 of injuries sustained by being struck by a car near Berlin.

COHEN—Jack, 45, veteran concessionaire, with Veterans United Shows the past three years, October 26 of a heart attack in El Paso, Tex. Survived by his widow. Interment in B'Nai Zion Cemetery, El Paso.

CONLON—Charles, formerly with the Tom Mix Circus, the Ringling show and Endy Bros. Shows, October 20 from injuries sustained in an automobile accident on the New Jersey Turnpike. Survived by his widow.

CONTURE—Leo, 46, concessionaire, who was recently with Penn Premier and Carl D. Ferris shows, October 30 in Newberry, S. C. Survived by his widow, Pat; his mother and sister. Interment at Laconia, N. H.

COOK—Elwin (Doc), 61, veteran showman, November 2 in Glens Falls (N. Y.) Hospital. For many years he organized and presented variety shows for patients at Westmont Sanatorium in Glens Falls. Before going to that city he was identified with theater enterprises in New York and at one time managed a theater at South Orange, N. J. He was a friend of the comedian, Joe Cook, with whom he toured several seasons in Earl Carroll's "Vanities." Interment November 5 in St. Mary's Cemetery, Glens Falls.

CRAWFORD—C. D., Sr., 71, president of the C & P Amusement Company, theater operators in Beckley, W. Va., November 2 at his home of a self-inflicted gunshot wound.

CULLISON—Mrs. Lucy, mother of Mrs. Grace Shelton and Mrs. Ruth Coleman, October 16 in Worthington, Ind. Burial October 19 in Worthington Cemetery.

DEMPSEY—Edward P., 65, drummer with orchestras and bands in Connecticut, at Bridgeport, October 14. Survived by his widow, Mary; six sons, Edward P. Jr., Fairfield, Conn.; George and Norman, Bridgeport; Charles, Buffalo; John and Donald, U. S. Navy; two daughters, Mrs. Dortha Lauthian and Jean, Bridgeport; a brother, Bernard, Bridgeport, and four sisters, Mrs. Genevieve Hays and Mrs. Gertrude Scott, Fairfield; Mrs. Florence May, Trumbull, and Mrs. Agnes Poole, Bridgeport. Burial in St. Michael's Cemetery, Stratford, October 18.

DOWZER—Allan L., 55, president and general manager of Mutual Theaters, Inc., Detroit, October 16. Formerly with Detroit exchanges before World War I, he remained in the Army until about 1930, then joined Co-Operative Theaters of Michigan as a booker. In 1938 he became head booker of Mutual Theaters, becoming president in 1942 and heading one of the largest independent theater buying and booking organizations in the country, servicing 55 theaters. Survived by his widow, Antoinette, and a daughter, Jeanne. Interment in Mount Olivet Cemetery.

FARRIS—Paul, 60, veteran concessionaire on Snapp Greater Shows, November 5 in Barnes Hospital, St. Louis, following surgery. Surviving are his wife, Marjani, his father, John Farris of Memphis, a sister, Mrs. S. J. Hardy, San Francisco, and a half-sister, Mrs. Tom Greenwood, Lake Charles, La. Funeral services were in Chaffee, Mo., with burial in Cape Girardeau, Mo.

FERRIN—Mrs. Jean Moorhead, 35, former musical comedy star and talent director for the Atlantic City Miss America Beauty Pageant, November 1 at her home in that city. Under the stage name of Jean Moorhead, she was a dancing partner of Clifton Webb, and appeared in the "Ziegfeld Follies" and a number of Broadway musicals, including "Sons of Fun," "DuBarry Was a Lady," "You Never Know" and "The Show Is On." She went to Atlantic City in 1946 to direct the Fred Astaire dancing studio and later opened her own dance studio in Haddon Hall. She returned to show business last summer as director of entertainment for the Hotel Dennis and talent director for the beauty pageant. Surviving are her husband, Harold Ferrin, musical director, and two sons, Bobby and Ricky.

FICKETT—Homer, 55, for the last eight years director of "The Theater Guild on the Air" radio drama series, November 2 in New York. Before 1945, when he joined the Guild, he had been in radio with "Cavalcade of America," "This Is My Best" and the original "March of Time." He had received the radio industry's "Michael" twice as best producer-director. Recently, Fickett had been appointed consultant to the new TV program, "The United States Steel Hour."

FINCH—Fred H., 46, orchestra leader, October 29 at the University of Kansas Medical Center in Kansas City, Mo. Finch was a drummer and had led an orchestra at various night clubs there.

FOWLER—Harry, 37, auto race driver, November 1, in Forestville, Va. Death came when his stock car rolled over four times during a race meet at the Marlboro Speedway. He is survived by his widow, Dorothy, and five children.

FRANANO—Domenico, 59, clarinetist for 14 years with the Orpheum Theater Orchestra, Kansas City, Mo., November 4 in that city. He was a life member of Local 34, American Federation of Musicians, and toured the country as a member of an orchestra with the stage play "Birth of a Nation."

FRANCIS—Eva B., 68, October 26. She operated the Lakeview Theater in St. Clair Shores, Detroit suburb, for over two decades. Survived by her husband, Raymond; a son, George and a daughter, Mrs. Marie Brohl.

GLOGAU—Jack, 66, songwriter and charter member of the American Society of Composers, Authors and Publishers, October 30 at Woodhaven, N. Y. During his many years in the music business, he served a number of music publishers in various capacities. He wrote music for character, novelty and comedy songs and special material for vaude performers. Among his songs were "On the Shores of Italy," "That Italian Serenade," "Venetian Rose," "Why Not Sing Wearin' of the Green?" "When We Are Alone" and many others. Survived by his widow, May; two sons, two sisters and a grandchild.

GIFFEL—Anthony, Michigan amusement park and coin machine operator, October 27. He was owner-manager of Tony's Amusement Park on Saginaw Bay adjacent to the Bay City State Park for many years. He was one of the oldest juke box operators in Central Michigan, making his home at Essexville, and operating under the names of Giffels Music and Tony's Music. At one time he operated in the Thumb area of the State. His widow, and one daughter, Mrs. Audrey Mexicotte, survive. Interment at Bay City.

HALL—Col. Don C., 86, known for his Shakespearean roles and his presentation of other classics, October 24 at Joliet, Ill. After his marriage in 1888, Col. and Mrs. Hall followed the theatrical business together and played the larger theaters of the country's leading cities. Later the Hall's formed the Don C. Hall Company to present classical plays. Col. Hall and his wife were active during a Century of Progress, Chicago, in 1933 and 1934, where they played in the "Days of '49" exhibit. They also took part in the recent railroad fairs there. At one time Colonel Hall entered politics and in 1913 was elected to the Wisconsin Legislature. He was a 32d degree Scottish Rite Mason, member of Odd Fellows, Knights of Pythias, Order of Red Men, Elks and Eagles. Surviving are two sons, Don C. Jr., Mississippi City, Miss., and Walter, Milwaukee, and a daughter, Inez Olivet Lyons, also of Mississippi City. Services October 28 with cremation following.

HORTON—Lester, 47, one of the nation's leading modern dance choreographers and teachers, of a heart attack November 2. Horton, whose dance group had been appearing at Ciro's, Hollywood, died at his home in that city. A pioneer and authority on the modern dance, he had been active thruout a 25-year career in all fields of entertainment—films, night club revues, television, stage, concert and opera. Born in Indianapolis, he went to Los Angeles 25 years ago. Surviving are his parents, Iredell and Anna Horton, and a sister, Mrs. Robert Palmer.

IRWIN—John G., 84, veteran animal trainer, known professionally as Captain Irwin, October 31 in Harrisburg Hospital, Harrisburg, Pa. Survived by his widow, Flo; one son, Robert; a daughter, Mrs. Doris D. Graybill, and a grandson, Albert B. Graybill Jr.

KERNOCHAN—Mrs. Caroline Hatch, wife of Marshall R. Kernochan, composer and music publisher, October 26 in New York. Besides her husband, a son, a sister and four grandchildren survive.

KREUTZER—Leonid, 69, well-known Russian-born pianist, October 30 in Tokyo. He had taught in Berlin, lectured in the United States and played two successful concert tours. He became the conductor of the Tokyo Symphony Orchestra in 1936. The composer of a ballet pantomime, "Der Gott und Die Bajadere," he also edited works of Chopin.

LAPIERRE—Mrs. Marie, 53, veteran concessionaire, October 14 at Green Bay, Wis. Known to her friends in the outdoor show business as Marie Murphy, she worked as a gadget demonstrator at various fairs thruout Wisconsin for many years.

LEWIS—Lockwood, veteran circus band leader, October 24 at his home in Louisville.

LONGBRAKE—Art, 72, veteran pianist and songwriter and former manager of the Band Box Theater, Springfield, O., in the heyday of tabloid revues, November 4 in Columbus, O., after a lengthy illness. Longbrake was the writer of "The Preacher and the Bear," "Nobody Knows Where John Brown Went," "Parson Jones' Three Reasons" and other song hits of the early 1900's. He was a partner in the founding of the Capitol Music House, New York, and wrote songs for Joseph Harris, of New York and Philadelphia. He also had collaborated on a number of songs with Johnny Broderick, of the night club-vaude team of Arren and Broderick. After leaving the theater field, Longbrake operated a retail shoe store in Mechanicsburg, O., for a number of years before settling in Columbus several years ago. In addition to his musical talents, he

was a crackshot with a rifle and appeared frequently in competition years ago. His widow survives.

McCANNEL—Donald A., 55, a member of the CFRN, Edmonton, news staff and a former Calgary and Edmonton newspaperman, October 25, in Edmonton, Alta. Survived by his widow, and a brother in Calgary. He was a cousin of D.A.R. McCannel, long-time official of the Regina Exhibition board.

McCHESNEY—Ernest, 68, father of Ernest McChesney, opera and concert singer, November 3 in East Orange, N. J. His widow and two other sons also survive.

In Loving Memory of
FRED G. MILLER
AERIALIST
Who Passed Away
November 15, 1951
Our Beloved Husband, Daddy,
Grandpa, Father-in-Law.



We Miss You More Each Day.
WIFE, EMILY
DAUGHTER, EILEEN
GRANDDAUGHTER, MARY JANE
SON-IN-LAW, HERMAN

PEARCE—Lillian H., widow of J. Eugene Pearce, well known park man who at one time operated a circuit of 17 theaters in Louisiana, Alabama and Texas, November 2 at Dallas. Among parks in which Pearce was a partner were: Conneaut Lake, Conneaut, Pa.; Fairyland, Paterson, N. J.; Ocean View, Norfolk; Lakeside, Denver; Riverview, Detroit, and Riverside, Springfield, Mass. He was later manager of Walled Lake Park, Detroit, for his brother, Fred W. Pearce. Burial at Detroit.

RANZOW—Mme. Marie, 69, former leading contralto at the Metropolitan Opera and Bayreuth Festivals, November 5 in New York. A leading Wagnerian singer, she first appeared at the Met in 1913 and was the top contralto during the 1930-31 season. An adopted daughter survives.

REYNOLDS—Hubert K., 90, hostler for circus owner Joseph Cushing in the 1890s, at Dover, N. H., recently. He was a public official and businessman after leaving circus business.

In Memory Of
Matthew J. (Squire) Riley
Passed away November 3, 1948.
IMOGENE RILEY

ROCKWELL—Mrs. Mary MacPherson, 95, widow of George Lytton Rockwell and mother of George L. (Doc) Rockwell, stage and radio comedian, November 2 in Providence. In addition to her son, she is survived by two daughters, Marguerite, Providence, and Mrs. Roscoe Smythe, Mount Vernon, N. Y.

SCARDON—Mrs. Louis H., 56, operatic contralto known as Adele Livingston, November 2 in New York. She sang with the New York, Albany (N. Y.), Philadelphia and New England Opera companies. She was a trustee of the Concert Artists Guild. Two sons and two sisters survive.

SEGALI—Charles, 72, past president of the Motion Picture Exhibitors of Pennsylvania, New Jersey and Delaware, October 28 at University of Pennsylvania Hospital, Philadelphia. He was a veteran theater owner in Philadelphia. Surviving are his widow, Nancy S.; a son, a daughter and a brother. Services October 30 in Philadelphia, with burial in Mount Sharon Cemetery, Springfield, Pa.

STRAIT—Dave, former contortionist, October 30 at Sidney, N. Y. He appeared before the public at the age of 11 and spent many years as a performer with minstrels and small circuses. During the season of 1904-'5 he was a feature in the olio of Luciers' Minstrels. After quitting show business he entered railroad work and remained in it until his retirement. Survived by two daughters.

VAN LINDA—Bennie, 80, professionally known as Bennie Van of Van's Shows October 30 at Rochester, N. Y. Before retiring from show business in 1937 he had for many years produced his own musical comedies and dramatic shows which played fairs and week stands in New York and Pennsylvania. Survived by his widow, Anna and one daughter. Burial in White Haven Memorial Park, Rochester.

WHITEFIELD—Harry, 49, carnival owner, magician and wrestler, October 31 in Sarasota, Fla., following a long illness. A graduate of Cumberland University, he toured shows upon graduation. In 1943, he settled in Morganfield, Ky., where he was appointed chief of police. He also operated a theater and laundry in nearby Uniontown. He is survived by his widow, Phyllis, who had assisted him in his show business operations.

FROM Tampa, Forest Roberts writes: "Have been three weeks getting here from New York State and met and looked at a lot of small shows, but I must say most of them were not making the nut. In the area around Raleigh, N. C., I saw several small tricks, but they were just getting by. South Carolina was the same, and Georgia was dull for what shows I saw there. Larger carnivals have killed off the small fellows. These Southeastern States surely are not what they once were for small traveling tricks. Will stay here a week or so, but as my biz is a spook show, I see no outlet here for me. Am hoping for better things as I move west." . . . F. J. Chalmers writes from Carson City, Nev., that he has no complaints on biz that he did with his wall-tent show during the past summer, but says that he would have done still better had it not been for the heat and drought. He now plans to take on some indoor fair dates.

worked hardships on the natives, and there isn't much sense in bucking nature as far as traveling shows are concerned. Small towns of Oklahoma are some better, but not much. If you do come into this territory, try to tie up with some local small town sponsor, but even that isn't too good." Leeman is moving toward Colorado with his family show.

CARL BENNET, of Bennet's Tent Show, reports that despite the fact that he had a good show on the road the past season, the hot weather proved to be too much of a handicap for him. Bennet offered a cast of six, including three of his own family, and three good bills. One of the plays, "Eventide," was so good that it had to be repeated once each week during the tour. "However," said Bennet, "there are few people who will sit out a tent show when temperatures get up to 110 degrees." Bennet claims that insufficient money is being put into present-day tenters, but believes that money can be made with them in limited territories where
(Continued on page 70)

ACCORDING to a report from Heber, Utah, Gitt's Show has been doing fair biz. at schools. . . . A. N. Kirby, stroller performer, says that he has had a fair season and is now taking on indoor dates in the Ellensburg, Wash., sector. Kirby has a one-man musical show and was active at fairs and celebrations during the past summer. . . . From Eau Claire, Wis., J. Karl Fisher writes that he has been under the weather since mid-September, but will get going before long with his chalk talk and solo impersonation show. He plans to spend most of the winter in Florida where he has lined up a number of dates. . . . Dr. Earle Myers is readying a solo dramatic show which he will take on an East Coast trek to Florida. "Rep Van Winkle" is to be added to his repertoire and he plans to make rural spots under auspices. Myers is an old-time vaude and 10-20-30 player. . . . From Gonzales, Tex., B. N. (Bud) Leeman writes: "There is no business in West or Central Texas for shows playing small towns. I have been all over this area since spring and money is tight. Drought and dust have

Drivin' Round The Drive-Ins

TELEVISION set in the concession building at Blue Hills Drive-In, Bloomfield, Conn., has drawn additional trade, in the opinion of Milt LeRoy, assistant general manager. The set installation, first of its kind in a Connecticut drive-in, draws a predominantly male audience from drive-in patrons, according to LeRoy. The set is generally in use on nights of big boxing and wrestling shows, and the men walk into the concession building to watch while their families are viewing regular film programs. . . . Abraham J. Bronstein, Hartford, Conn., has filed an application with the Connecticut State Police Department for authority to build a drive-in at South Windsor, Conn. . . . Rogers Corner Drive-In, New Hartford, Conn., operated by the Youmaz interests, has closed for the season. . . . A new paint for drive-in theater screens provides the cure for light fraction (polarization defect) in 3-D showings, according to Tropical Paint & Oil Company, Cleveland, the firm handling the product. Because ordinary white or aluminum paints deflect 3-D projection, spoiling the picture for side-aisle viewing, Tropical undertook laboratory research to develop the product. Final achievement is a new kind of aluminum-base paint which has been laboratory-tested and checked by the Polaroid Corporation, which rates it high in brightness and clarity of angle-viewing.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars, SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4" 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St. New York 19.

Births

BELL—A daughter to Mr. and Mrs. Freddy Bell October 18 in Methodist Hospital, Philadelphia. Father is leader of the Bellboys' musical unit playing clubs in that city.

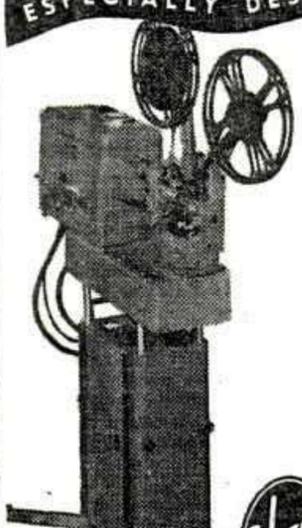
DEBENPORT—A daughter to Mr. and Mrs. Charles Debenport in San Antonio October 18. Father is account executive for Station KITE, that city.

GLENNON—A son, James Patrick, to Mr. and Mrs. James Patrick Glennon Jr. October 14 in Episcopal Hospital, Philadelphia. Mother is a night club singer professionally known as Gaye Dixon.

KLAISS—A son to Mr. and Mrs. Harry Klaiss October 12 in St. Luke's Hospital, Philadelphia. Father is piano player in Al Small's orchestra at the Celebrity Room, night club in that city.

LEMOND—To Mr. and Mrs. Bob Lemond, a son, October 23 at Good Samaritan Hospital, Los Angeles. Father is KNX-CBS radio announcer.
(Continued on page 69)

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QUALITY MOTION PICTURE EQUIPMENT SINCE 1910

Paid Gate Clicks At Shreveport Fair

Yields Biggest Profit Yet But Midway, Grandstand, Concession Business Drops

SHREVEPORT, La., Nov. 7.—Financially, the Louisiana State Fair, which ended its nine-day run here Sunday (1), was the most successful in the history of the event due to fact that the fair, for the first time in more than a decade operated with a 50-cent, instead of a free gate.

A 25-cent parking charge, also new, served further to bolster receipts, and give the fair its most profitable operation.

Attendance, however, was down, with the switch-over to a paid gate keeping away many of those who previously repeated in attendance and those with little money. The result was that, apart from the gate and grand-

stand, other segments of the fair were off, dollar-wise.

The Royal American Shows, which had notched up new highs at many of its early fairs—and otherwise had held about even with '52 grosses—turned in lower ride and show grosses even tho the Carl Sedlmayr aggregation packed greater earning power than last year.

Independent concessionaires generally reported drop-offs in their business. Similarly, business for all grandstand attractions, both night and day, was down.

Fair execs, however, expressed satisfaction with the over-all results. Some pointed out that a drop-off in grandstand, midway and concession business was to be expected with the change from free to paid gate but that over the long-term the shift would not effect such business as much as it did this year.

Joe Monsour, aid to Bill Hirsch, veteran fair manager, reported that total attendance, free and paid, was 434,500. Children under 16 were admitted free.



MIKE BENTON

Benton Exits Pilot Job at Fair-A-Ganza

Press of Other Business, Health Given As Reasons; Successor Still Unnamed

ATLANTA, Nov. 7.—Mike Benton, for 21 years president and general manager of Southeastern Fair Association here, sponsor of the annual Fair-A-Ganza, tendered his resignation in a letter to the association dated October 27 and it was accepted two days later. No successor has yet been named to the post.

In his letter, Benton said: "It would seem that my usefulness to the fair has reached its peak. I have done my best to see that it will continue to grow and flourish. Certainly, it would not be possible for me to continue the efforts which have taken of my time and health. I would remind you that I am the president of a large business operating in the Southeast. I have a son, recently wounded in Korea, who will need my assistance as he recovers from his rather serious injuries. He is now a patient at Walter Reed Army Medical Center in Washington."

Benton's letter was given to Ivan Allen Sr., association board chairman, and the acceptance immediately stirred a controversy between city officials and the local Chamber of Commerce, which owns all stock in the non-profit association.

A City Council member Monday (2) termed "unusual and irregular" the manner in which the

association accepted Benton's resignation. Alderman Milton Farris, a city member of the fair board, said city directors were not consulted on the resignation. He said the full board did not meet to consider and accept the resignation. Board Chairman Allen countered by saying that the resignation was a matter to be handled solely by directors from the Chamber.

Farris is one of five city members on the association's 15-member board. The corporation operates the fair on city-owned land at Lakewood Park. Farris said he knew nothing of Benton's resignation "except what I read in the papers," and said he views the acceptance of it as "illegal" in the absence of a full board meeting.

"The duly elected members from the City of Atlanta should be given full information and we certainly can't tolerate any star chamber actions by the Chamber of Commerce directors," said Farris. He also stated that the association's contract with the city for operation of the fair clearly specified that the city's representatives on the board are "full-fledged" directors to be consulted in all matters.

Allen charged, however, that since the Chamber owned all stock in the corporation it has "full authority" to act on the matter. "The five members from the Chamber are the ones who accepted Mr. Benton's resignation, and that is all there is to it," he said. "If the full board had met, the result would have been the same. The whole matter is absolutely in the hands of the Chamber."

Besides city and Chamber directors, there are also five from the management of Lakewood Park. The fair is operated on city property thru a contract which gives the city 30 per cent of the fair's net annual proceeds.

When Benton took over in 1933 the fair had a deficit of some \$150,000. The 1953 fair showed a profit of \$107,509, with cash assets on hand of about \$140,000. He pointed out in his letter that buildings and improvements to the plant are valued at more than \$3,000,000. Each year for several years the association has given six college scholarships to Georgia boys and girls. In addition, thousands of dollars have been given to FFA-FHA and 4-H boys and girls. The association, Benton said, has had a major part in developing the livestock and poultry industries of the State, with annual premiums amounting to \$50,000. The fair, Benton said, is now one of the majors in the country and probably the largest not receiving financial aid from federal, State, county or city governments. Entirely self-supporting, it has shown a substantial profit for each of the 21 years Benton has been at its helm.

Nat'l Speedways Contracts Three Days at Tampa

TAMPA, Nov. 7.—Florida State Fair has contracted three days of big car auto races from National Speedways (Gaylord White and Al Sweeney) for its '54 run. J. C. Huskisson, fair's secretary-manager, announced this week. Contract is a repeat for National Speedways. Races will be staged on two Saturdays and a Wednesday.

Jersey Voters Okay Bingo, Bazaar Units

TRENTON, N. J., Nov. 7.—While sweeping a Democrat into the governor's office Tuesday (3) New Jersey voters gave overwhelming approval to a referendum calling for the legalization of bingo and other games when staged by charitable and veterans organizations and other worthy groups.

A major campaign issue, the voters approved the referendum 3 to 1. The vote reflected the success of a campaign that had continued for several years. Outgoing Governor Alfred Driscoll vetoed a bill legalizing the game about a year ago, altho the Legislature passed it by a large majority.

In the current campaign, the referendum had the outspoken approval of Roman Catholic Church leaders thruout the State, as well as the heads of many powerful veteran and fraternal organizations. Publicly opposed were most of the Protestant clergy.

Church and club groups maintained that the elimination of bingo and other games killed one of their biggest sources for earning needed revenue. While the sanction of such operations actually was within the jurisdiction of local authorities, State officials threatened to move in whenever sanction was given. Political leaders this week predicted that one of the initial acts of the Legislature when it meets in January will be to pass a bill as called for by referendum.

The growth of tension within the State over the question of op-

erating bingo and other such games greatly affected carnivals, which this past still-date season avoided the State almost entirely. The State has always been good still-date territory for the reason that it is thickly populated and heavily industrialized.

It is more than likely that a number of Eastern shows will again return to the State in search for spring and summer dates as a result of Tuesday's vote.

GATE BUILDER

Youth Program Lures Patrons At Gastonia

GASTONIA, N. C., Nov. 7.—The Spindle-Center Agricultural Fair, which wound up its '53 run with close to a 14,000 increase in attendance, credits its expanded youth program with much of the up-turn in patronage. Co-managers Howard Robbins and Jack Partlow, aware of the strength of the program, this year hiked their Junior Department premiums to over \$5,000.

Two innovations were introduced this year. One was a tie-in with the music departments of the area schools and a county marching school band contest was held under the sanction of the North Carolina Bandmasters Association.

The second innovation was the judging of junior cattle entries in the early evening hours. Normally not a drawing card, this year's judging, which started at 6:30 p.m. went off to large crowds.

Local merchants have expressed greater interest in the fair, believing much of the adult attendance stems from the hypoed youth program. And as a result, commercial exhibits this year topped expectations and filled three big tops.

The over-all program is closely tied in with home economics and vocational-agriculture teachers in the schools. Entries this year were five to one ahead of '52.

Winkley Ends 81-Meet Auto Race Season

MINNEAPOLIS, Nov. 7.—Frank Winkley's Auto Racing, Inc., has wound up one of its busiest years on record, with a total of 81 race meets completed during the still date and fair season.

Of this total, 41 were big car meets and 39 were late model stock car events, all under IMCA sanction, and one motorcycle race, under the American Motorcycle Association banner. According to Winkley, drivers shared in purses totaling upward of \$150,000.

Final engagement of the season was at the high-banked Salem, Ind., oval in October and since then Winkley and his staff have been busy mapping plans for next season.

Top money-winner in the big car division was Deb Snyder, Kent, O., with Leon DeRock, Mason City, in second spot. Ernie Derr, Keokuk, Ia., garnered the most cash in the stock car division with his brother-in-law, Don White, also of Keokuk, next in line.

Ben Sterling Elected

MOOSIC, Pa., Nov. 7.—Ben Sterling, part owner of Rocky Glen Amusement Park here, was elected Burgess of Moosic in the election here Tuesday (3). Sterling is also owner and operator of Sterling Service, distributor of coin-operated music boxes and vending machines.

FOREIGN TREK

Newberry Thrill Show Sets European Jaunt

CHICAGO, Nov. 7.—Plans for the invasion of Europe by an American thrill show unit next spring were announced here this week by Earl Newberry, Midwestern operator of Tournament of Thrills.

The tour, which will be made in co-operation with Abe Saperstein, owner-manager of the Harlem Globetrotters basketball team, is scheduled to get under way early in May and run thru July 10. The route of the unit has not been completed but is ex-

pected to include a number of appearances in England as well as several countries on the continent.

According to Newberry, European automobiles and equipment will be used but the personnel will be American. Performances will be staged in outdoor stadiums, many of which have previously featured Saperstein's much-traveled cagers.

While Newberry is in Europe the domestic show, Tournament of Thrills, will be handled by Leo Overland, general manager.

Bob Finke Leaves Minot For Billings

North Dakota State Names Merrill Dahle To Secretary Post

MINOT, N. D., Nov. 7.—Robert (Bob) Finke, secretary of the North Dakota State Fair, will leave that post January 1, 1954, to serve as an aid to Harry Fitton, long-time manager of the Midland Empire Fair & Rodeo, Billings, Mont. He will be succeeded here by Merrill Dahle, of Carpio, who has been superintendent of the annual's livestock department for the past 20 years.

Finke was named secretary of the fair in 1950, succeeding his father, who had held the position for many years.

The fair announced this week that net profits from its '53 run amounted to \$3,389.17. The Barnes-Carruthers night show gave the fair its biggest gross on record. Midway business was off around \$1,000, yet the annual's total gross was the fifth largest since its inception.

A total of \$30,229.04 was poured into plant improvements this year. Major items were the construction of additional bleachers at a cost of \$19,394.51 and resurfacing of the race track for \$1,628.86.

Fair has already signed William T. Collins Shows as its '54 midway attraction. Other contracts will be discussed at the Chicago meetings, which will be attended by Finke, Dahle, C. A. Truax and Don Bivins.

Minn. Circuit Sets '54 Dates

THREE RIVER FALLS, Minn., Nov. 7.—The Red River Valley Circuit of Fairs set its '54 dates and elected officers at its recent annual meeting here.

Dates for next year are: Clay County Fair, Barnesville, July 8-10; Polk County Fair, Fertile, July 11-14; Marshall County Fair, Warren, July 15-17 and possibly 18; Roseau County Fair, Roseau, July 19-22; Mahnomen County Fair, Mahnomen, July 23-25.

The East Ottertail County Fair, Perham, was voted a provisional member of the loop and was accorded the privilege of procuring its '54 attractions with the circuit. Grandstand and midway contracts will be signed at the annual meeting of the Minnesota Federation of County Fairs in St. Paul, January 11-13.

O. M. Mattson, Warren, was re-elected president, Charles Christianson, Roseau, was named first vice-president; Jerry Bisek, Mahnomen, second vice-president, and Reynold Erickson, Fertile, secretary-treasurer.

Edmonton Ex Maps 200G Improvement

EDMONTON, Alta., Nov. 7.—Final authorization for a \$200,000 loan, to be obtained by the Edmonton Exhibition Association for construction of an addition to the livestock pavilion, has been given by city council.

The loan, already negotiated by the association from the provincial government, will be repayable in four annual installments of \$20,000, the balance to be paid in full in the fifth year.

Approval by the city was necessary before the note could be endorsed. Repayment of principal and interest at 3½ per cent will have to be guaranteed by the city.

City commissioners pointed out that the Exhibition Association at present is indebted to the Imperial Bank of Canada in the sum of \$350,000. This is the balance due on an original loan of \$700,000 borrowed to build the new grandstand.

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Turnaway Crowd Ends Kelly-Miller Season

ATLANTA, Tex., Nov. 7.—Al G. Kelly & Miller Bros.' Circus scored a turnaway here Sunday (1) for the final performance of its season. After a matinee-only stand, the circus moved to its winter quarters at Hugo, Okla.

Art Miller, general agent and publicist, said this was the best closing date since the Broken Bow, Okla., stand in 1949. The show opened April 19 and traveled 9,099 miles during the season. He said the banner stand was Calumet, Mich., where the show played to three capacity crowds on August 17.

Miller said that present plans call for the show to add a wild animal act for 1954 but that it had not yet been signed. He said that the menagerie top, which was omitted for the last several

weeks of the season because of a labor shortage, would be used again in 1954.

At Henderson, Tex. (October 31), the show had half and one-quarter houses with football opposition and rainy weather.

Cole & Walters Interest Sold To Dory Miller

HUGO, Okla., Nov. 7.—Dory R. Miller has purchased the interest of his brother, Kelly Miller, in the Cole & Walters Circus and probably will direct most of his attention to that show next season.

The brothers, who are co-owners of the Kelly-Miller show, had the Cole & Walters show in partnership with Herb Walters. Walters managed the show this season and continues with the show under the new set-up, it was understood.

Mills, Rogers In Tampa

TAMPA, Nov. 7.—Overlapping of circus routes in Florida centered here with the Mills Bros. and Rogers Bros. shows playing day and date Friday (6). Ringling-Barnum is due here November 17. Ocala, Fla., dates were a week apart for Rogers (5) and King (13). Ringling's Tallahassee stand Friday (13) will follow Mills Bros.' appearance there by three weeks. King will be in Ringling's home town, Sarasota, on Monday (16).

Out in the Open

A. W. Shackelford, president of the Lethbridge (Alta.) Exhibition, has been re-elected to his fifth term as mayor of that city.

Peter J. Steele, public relations and promotion man at George Hamid's White City Park, Worcester, Mass., reports that that location had a good summer despite a tornado in June that put the clamp on business. Harrybelle, clown at the location, got good local coverage from the newspapers and radio stations.

Franklin Shahan, veteran showman, pens from Pennsville, N. J., that he is now operating a restaurant and teenagers' dance hall in that city. He'd like to hear from friends.

Gladys Williams, owner-manager of Williams & Lee Attractions, St. Paul, is back home after a four-week trip to California where she combined a vacation with a talent hunt for acts to be used next summer.

Paul V. Moore, who for 26 years has been the secretary-manager of the South Carolina State Fair, rated quite a human-interest yarn in The State Magazine, a Columbia, S. C., paper.

Lou Dufour, veteran outdoor showman, was in Chicago last week attending the Theater Owners' Association convention.

Jack Dickstein, former entertainment director of the Michigan State Fair, Detroit, and his wife, Marion, have taken over the operation of a drugstore at Third and Kirby avenues, Detroit.

Al Sweeney and Gaylor White, of National Speedways, huddled last week at White's home in Sioux Falls, S. D., on their plans for the '54 season. Both will be at the Chicago outdoor convention. White plans a vacation until the Chi confab. Sweeney returned to business action last week after a stay in Hot Springs.

Jack Ray, well-known scenic artist and long-time staffer of Party Conklin, Canadian midway biggie, has moved from Toronto to Long Beach, Calif., where he is opening an office to specialize in designing and scenic work for amusement parks in the Midwest and on the West Coast.

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Carthage, N.C., Record Falls

CARTHAGE, N. C., Nov. 7.—The week-long Moore County Fair which ended Saturday (31) drew more patrons than ever before, and a large measure of credit was given to the nightly giveaways. The sponsoring Jaycees, headed by Tom Caddell, were especially pleased by the large turnout on closing day, attracted by the car giveaway. Midway was held down by Vivona Bros. Shows.

The largest number of children to ever attend Negro children's day did so on Friday (30), and white children's day Tuesday (27) was also well attended. Attractions included the county high school beauty contest on Thursday (29).

Kansas State Alters Dates

HUTCHINSON, KAN., Nov. 7.—The Kansas State Fair will open and close a day earlier next year, Virgil C. Miller, secretary, announced. Annual will open Saturday, September 18, and close Thursday (23). In previous years it has opened on Sunday and closed Friday.

Lethbridge, Alta., Changes Program

LETHBRIDGE, Alta., Nov. 7.—The annual 4-H camp and beef sale may not be held in conjunction with the Lethbridge and District Exhibition in the future. The matter was considered at a meeting of the fair's 4-H advisory committee, district agriculturists and club leaders.

Move resulted from the switch in dates for the 1954 fair from the customary time late in June to early in August. It was felt it would not be feasible to carry the beef calves thru the summer months until the August show. The meeting recommended that the calf club achievement day and 4-H camp be held at the fairgrounds early in July and it will be suggested to the fair board that a 4-H Day, without the usual camp and calf sale, be held during the exhibition.

Florence and Fred Stancliff, Houston fans, were on hand for the Shrine show there. They caught the Beatty show's closing stand, Galveston, and also caught Beatty, Mills and Hagen earlier in the season. The Houston Chronicle recently carried a feature yarn about Mrs. Stancliff's circling. . . . Pete Pepke, Pennsylvania fan, reports that the Erie Dispatch recently carried a feature story about John C. Kunzog, Jamestown fan.

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7,000 Macon Kids At Halloween Show

MACON, Ga., Nov. 7.—About 7,000 persons witnessed the Moose Club's annual Halloween Free Circus in two performances at Macon Auditorium Saturday (31). It was the first time event was held indoors. Shows in other years were in Porter Stadium.

As usual, only a pledge from children that they would refrain from damaging property on Halloween was required to gain admittance. A Mack Dodd, program chairman, was emcee. Bob Jackson, organist, played the music. The program:

Leon and Eleana's Great Danes, Billy Irwin and clowns; Lazellas troupe; trapeze; Heerdinks, featuring Dick and Dickie, rola-bola; Ward Hall and Company, juggling; Cloyd Harrison Duo, bicycle act; Pat and Willa LeVole, slack wire; Allen and Lee, balancing; Leonardos troupe, knife throwing; Lazellas troupe, acrobatics; Willa LeVole, balancing; Heerdinks troupe, bars. Members of the stagehands' union donated their services.

Miami Beach Agent Has Macon Shrine

MACON, Ga., Nov. 7.—W. J. Bailey, chairman of the Shrine Circus committee, announced that William Van Deusen, Miami Beach booker, has been awarded the contract to book all acts for the Macon show for the week of November 23. For many years the acts have been independently booked by the Macon Shrine officials.

American Heritage magazine's fall issue carries circus articles by F. Beverly Kelley and Hugh Grant Rowell. There's also a fire wagon story by circus fan Kenneth Dunshee.

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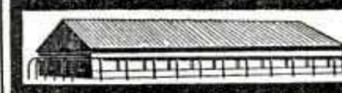
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Banquet Meet Slated by NSA; Vote Nov. 23

New Rooms Sport Fans, Tile Floors And Luch Counter

NEW YORK, Nov. 7.—A special banquet meeting will be held at the new National Showmen's Association quarters, 317 West 56th Street, on Wednesday (18), at which final plans will be discussed for the 16th annual event to be held Wednesday (25) at the Hotel Astor. In keeping with past affairs, top artists in all phases of show business will entertain, according to George A. Hamid, chairman of entertainment and dais.

The clubrooms, fast rounding into shape, now boast a newly equipped lunch counter operated by Frank (Shrimpie) Rappaport, and dark brown tiled flooring thruout the quarters. Ventilator fans have been placed in the lunch corner and in the Board of Governors' room. The club's furniture has been taken out of storage and will be used until new furniture arrives. Bids have been received on furnishings but the order has not been placed yet.

A busy week is in store for the membership beginning with memorial services on Sunday (22), starting in the clubrooms and concluding at Ferncliff Cemetery in Hartsdale. The following night will feature the annual election of officers, and on Tuesday (24) the NSA will hold a housewarming and prizes for fundraising efforts will be awarded. Heading the slate of officer is Joe McKee, who was nominated last week for president to succeed Phil Isser.

Gladstone Moves To Winter Base After Okay Tour

JACKSON, Miss., Nov. 7.—Gladstone Exposition Shows are in winter quarters here after closing Saturday (31) in Canton, Miss. Despite a rough spring tour, org wound up ahead of last year, Forrest O. Poole, manager, announced.

Show was out 32 weeks, playing Mississippi, Tennessee and Kentucky. Staff remained about the same thruout the year. In addition to Manager Poole, it included Mrs. Elsie Poole, secretary and agent for The Billboard; Floyd Aldridge, assistant manager, and Ernie Murray, publicity and lot man.

Prior to scattering, a year-end party was held. Oliver, who is already working on bookings for next year, will winter here between trips. Mrs. Elsie Poole will visit in Cincinnati while her husband supervises work here at the winter base.

Other winter destinations are: George and Jeri Ringlin, Tampa; Ernest and Leona Murray, Pasadena, Calif.; Mr. and Mrs. M. C. Landers, Ray Ayers, Tipton and James Francis and Ronnie Clark, Tampa; Mack and Joan Hodges, Jackson, Miss.; Russell and Josephine Phillips and Cheryl Sue, Tampa; Clarence and Lillie Krug, Lumberton, Miss.; Charlie Moore, Bogalusa, La.; Floyd Aldridge, Jackson, Miss.; Glen and Sadie Clendenning, Daytona Beach, Fla.; Louis and Elsie Hall and son, Charles, Orlando, Fla.; Mike and Catherine Gruszczak, Niles, Mich.; Johnnie and Betty O'Connor, Jackson, Miss.; San Wrisley, his family and his Side Show troupe, Immokalee, Fla., along with Earl and Lee Nadeau.

Steve and Irene McNitt, Tampa; C. L. and Doris Riley, Tampa; Catfish Vaughn, Hot Coffee, Miss.; the Billingsleys, Ira, Alice, Arthur, Clara, Gertrude and Ira Joe, East Brewton, Ala.; Harold and Ercel Edwards, Jackson, Miss.; Bob and Ruth Coulter and Paul Cross, Tampa; Henry Osteen, Lake City, Fla.; Charles Larsen, Batesville, Ark.; Duncans, Memphis; Friday and Mavis Osborn and Dick Hyland, Biloxi, Miss.; Floyd and Margie Stanfield and youngster, Springfield, Mass., and Linnie Bourgoine, Bangor, Me.

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BOOK REVIEW Outdoor Folk Are Subjects For Gresham

NEW YORK, Nov. 7.—William Lindsay Gresham has written a book about outdoor show business and some of the personalities who populate the field. (Monster Midway, Rhinehart, New York, 307 pages, \$3.75.) The title is something of a misnomer, the word "midway" is too restrictive since other facets are covered extensively. It was likely believed that the word "monster" coupled with midway would attract the eye and the dollars of the reading public—especially from the legions who read and made his "Nightmare Alley" a best seller.

Monster midway is largely a re-write of the numerous factual articles on outdoor show business that Gresham has done for many of the nation's leading slick periodicals in the last five years. The story of Frank Bergen and the World of Mirth Shows, told first in 10 pages of illustrated text in Life Magazine, is retold here. So, too, are the stories of Dr. J. S. Dorton, famous fair manager, told first in Collier's; that of Jack Kochman, hell driving impresario, told in True, and that of Earl and Ethel Purtle, Motordrome hierarchy, to mention just a few.

For people in the business who would like to read about their friends and neighbors as they are described by an expert writer of fact and fiction, Monster Midway promises a number of hours of reading pleasure as well as a handsome tome for bookshelf, whether in house, trailer or show train stateroom. The nation's book buyers will also probably find it interesting and upon reading it might believe that they are well informed on the business, which they won't be, particularly. It is not a primer.

Each chapter is an entity. Several deal with subjects of special interest to Gresham—fire-eating, knife-throwing, magic and fortune telling—since he is personally proficient in all. It is a strain to associate much of it with the carnival business which the book purports to be about.

A chapter on concessions, along the lines of the usual expose run annually by any number of periodicals, is included—a first effort by Gresham in this field. Presumably such a chapter will have box office appeal and stimulate sales. But, again, the gullible public referred to in this chapter will not correctly know much more than they did before. It appears that Gresham's sources here while "expert" were not professional. **Jim McHugh.**

Johnny Tinsley Contracts Three Georgia Fairs

GREENVILLE, S. C., Nov. 7.—Johnny T. Tinsley, owner of the show bearing his name, announced the signing of three fairs for '54. They are Griffin, Newnan,

CHITWOOD BIZ UP 20-25% ON EASTERN DATES

Weather Credited; Season Ends With Raleigh Sell-Out

RALEIGH, N. C., Nov. 7.—Buddy Wagner's Joie Chitwood unit closed its 1953 season on the record-breaking final day of the North Carolina State Fair, Saturday night (24), with the heaviest Chitwood business here in three years. The 10 p.m. performance played to a standing room crowd that overflowed the 4,500 grandstand and 2,000 bleacher seats.

The Eastern units racked up the organization's highest grosses, playing 187 still and fair dates during the 1953 season which began April 13 in Pensacola, Fla., and which included four weeks in Florida during February. Wagner operated three units during most of the fair season and received constant breaks in the weather, suffering only two rain-outs. He estimated grosses up to 20 to 25 per cent above any previous season in the East. Chitwood made 32 appearances with the Eastern units.

Wagner cited sell-out crowds in four performances in Flemington, N. J.; capacity crowds at Frederick, Md.; Reading, Pa., and Springfield, Mass., and increased grosses at all Michigan, Ohio, Pennsylvania, and New York fairs.

Shindig Closes Season
A banquet for drivers and all other members of the Eastern organization was held Tuesday night (27) at Hen's Nite Club in Hatfield, Pa., at which trophies were presented to stunters Bob LaBay, Dick Cobb and Bobby Brooks, all ramp-to-ramp jump men, and to other members of the troupe.

The executive staff for 1953 consisted of John Purtil and Ray Wagner, unit managers; Fred Kenny, Clarence Stewart and Bob Hodges, advance agents, and Purtil, publicity man. Bookings were in co-operation with Barnes-Carruthers, Al Martin, and Klein's Attractions.

and LaGrange, all in Georgia. Winter quarters have been established here on a new site on Bunkun Road. In former years the show wintered at the airport here.

Tinsley, whose show closed recently, said the last three weeks out yielded extremely good business.



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Talent Topics

The Aerial Alcidos, Sid, Kay and Beverly, who closed at the recent State Fair of Texas, Dallas, are visiting friends there. They leave for Miami soon to prepare for South American dates. . . .

The Moffett Family closed the fair season with the **George A. Hamid** office October 10 at Simcoe, Ont., and started indoor dates October 19. Daughter **Dolly** took delivery of a new Roadmaster Buick recently while her father, **Slim**, purchased a new Ford truck. . . . After a brief vacation at their home in Gainesville, Tex., **Art and Marie Henry** opened a tour of drive-in theaters for Pyramid Theaters, Inc. Negotiations were handled by **Frank Silva**, of Southern Artist Bureau, New Orleans. The Henrys will present their animal acts at the drive-in playgrounds.

Talent set for the Sunday (8) "Super Circus" program, televised from Chicago via ABC, includes the **Hardings**, bars; **Unis**, finger stand; **Summers**, dogs, and **Rosa Partann**, web. The following Sunday's bill will have **Joe Page**, roly boly; **Adrianna and Charly**, trampoline; **Nita and Peppi**, acro, and **Walter Jennier's** seal turn. Talent was selected by **Al Dobritch**, counselor of the "Super Circus" division, Associated Booking Corporation, Chicago.

Frank Noel and his Liberty horse act will close with the Hamid-Morton Circus at Atlanta, November 14, and trek to Evansville, Ind., for the Shrine event there November 23-28. The Noels will then go home to Burlington, Kan., for the Christmas holidays before launching their '54 season. . . . **Jinx Hoaglan**, owner-operator of Hoaglan's riding troupe, was a Chicago visitor last week.

Harry Froboess, high performer, author and travelog film producer, has closed his season with Siebrand Bros.' Circus and Carnival and is back home in Santa Fe, N. M., where he is editing and cutting a film produced this summer on the Siebrand organization. Plans are to rush thru the operation in order to have the film edited in time for the Chicago meetings. The Froboess high act has been re-contracted by Siebrand for the '54 season.

George Brooks Dies From Fall Injuries

CHICAGO, Nov. 7. — George Brooks, 55, former concessionaire, died here Thursday (5) as the results of injuries suffered in a fall. He was formerly associated with the late John O'Shea in the concession supply business. Burial was in the Showmen's League of American burial plot.

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Crafts Expo Wraps Up Tour At Ariz. Fair

PHOENIX, Nov. 7. — Crafts Exposition Shows moved to the Arizona State Fair here this week for its final annual of the season. En route here from Hanford, Calif., 655 miles away, the org stopped off for brief stands at both Barstow and Blythe, Calif.

Indications were that the front end will score bigger here than last year, due to a reduction in real estate sales. Rides normally get a big play in Phoenix, and Owner Orville Crafts has drawn heavily from his winter quarters to augment the regular line-up. In addition a big Kiddieland is located near the fair's main gate.

Biggest addition to concession row is a number of glass pitch joints. A total of 120 feet is devoted to this concession which has been popular here. Al Freedman has the novelties while R. C. Mills and Warren McMenus has cornered most of the food space.

Following the Sunday (15) close here, show will go into its winter base. Roger Warren, manager of Exposition Shows, will spend his winter vacation fixing a den in his new Sepulveda, Calif., home. The Butlers will take a jaunt into Mexico as will Guy Wheeler and Nell Herring. Vincent Kuropatwa is scheduled to go to Las Vegas and also spend some time in Van Nuys, Calif. Etta and George Kotarakos will winter in their new Catalina house trailer. The Durans will head east and the Prathers plan to vacation with their son and daughter at their Van Nuys, Calif., ranch.

Carnival Routes

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- American Eagle: Minter City, Miss.
- American Midway: Harlingen, Tex.; Brownsville 14-21.
- B&H: (Fair) Sumner, S. C.
- Big State: Bryan, Tex.
- Blue Grass: (Fair) Gainesville, Fla. (season ends).
- Brewer's United: Greenville, Tex.
- Buck, O. C.-Model: Chester, S. C.
- Byers Bros.: Mansura, La.
- Crafts Expo.: (Fair) Phoenix, Ariz. (season ends).
- Dion, Ted: Eudora, Ark.
- Drew, James H.: (Fair) Vidalia, Ga.
- Ferris, Carl D.: (Fair) Waycross, Ga.
- Fleming, Mad Cody: (Fair) Midway, Ga.
- Frontier: Eloy, Ariz.
- Glades Am. Co.: Naples, Fla.; Ft. Myers, 16-21.
- Gold Medal: (Fair) Valdosta, Ga. (season ends).
- Harrison Greater: St. Stephens, S. C.
- Helman United: Cecilia, La.
- Kile, Floyd O.: Mamou, La.; (Fair) Kentwood, 17-22.
- Lane, Leo: (Fair) Palatka, Fla.; Belle Glade, 19-28.
- Leeright's Midway: Roby, Tex.
- Majestic Greater: MacClenny, Fla.
- Marion Greater: (Fair) Chester, S. C.; (Fair) Bowman 17-21.
- Miller, Ralph R.: Golden Meadow, La.
- Orange State: (Fair) De Funiak Springs, Fla.
- Playland: Wrens, Ga.
- Raines Am. Co.: Washington, La.
- Raley Bros.: Expo: Warsaw, N. C.
- Red Ribbon: Gloster, Miss.
- Stephens, C. A.: (Fair) Wauchula, Fla.
- Strates, James E.: (Fair) Jacksonville, Fla.
- Virginia Greater: Jacksonville, N. C.
- Vivona Bros.: (Fair) Charleston, S. C.
- Williams, Ray: Homerville, Ga. (season ends).

Circus Routes

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- Clyde Bros.: Waterloo, Ia., 10-11; Des Moines 12-14.
- Hamid-Morton: (Aud.) Atlanta 9-14.
- Harris & Rowe: Monroe, La., 9-14; Eldorado, Ark., 16-21.
- Kelly-Morris: Durham, N. C., 11-14.
- King Bros., Cristiani: Thomasville, Ga., 10; Lake City, Fla., 11; Gainesville 12; Ocala 13; Winter Haven 14; Sarasota 16; Fort Myers 17; Clewiston 18; Port Lauderdale 19; West Palm Beach 20.
- Mills Bros.: Fort Lauderdale, Fla., 10; Delray Beach 11; Lake Worth 12; Riviera Beach 13; Vero Beach 14; Bartow 16; Haines City 17; Dade City 18; Leesburg 19; Gainesville 20; Orlando 21; Ormond Beach 23 (season ends).
- Packs, Tom: Natchez, Miss., 14; Baton Rouge, La., 16-17; New Orleans 20-29.
- Polack Bros., Eastern: (Armory) Philadelphia 10-16 (season ends).
- Polack Bros., Western: (Armory) Springfield, Ill., 12-15; (Aud.) Enid, Okla., 18-19; (Coliseum) Little Rock 23-26; (Aud.) Charleston, W. Va., 30-Dec. 6 (season ends).
- Ring Bros.: Lumpkin, Ga., 12.
- Ringling Bros. and Barnum & Bailey: Mobile, Ala., 10; Pensacola, Fla., 11; Panama City 12; Tallahassee 13; Jacksonville 14; St. Petersburg 16; Tampa 17; Lakeland 18; Orlando 19; Miami 20-22 (season ends).

Dressing Room Gossip

Ringling-Barnum

For our last day in Texas, Port Arthur gave us two straw houses. We also had Sunday off in that town. Corpus Christi also gave us straw houses.

A show was given at Memorial Hospital, Corpus Christi, by Charley Bell and Peanuts and Honeyboy, Frankie Saluto and his rabbit, Jimmy Armstrong, Gene Lewis, Helmut Gunther and wife, the Dorvil girls and Bill Ballantine. A show also was given at the Thomas Hugene Crippled Children's Home in Port Arthur.

Mex, the candy butcher, was a busy guy in his home town, Austin. Joey Amico and Bill Reynolds celebrated birthdays. Agnes Stewart gave her annual Halloween party at the girls' car. Harry Burghardt, stationed with the Navy at Corpus Christi, visited his mother and father, Kealani and Al Burghardt of the Side Show for a couple of days.

Brenda Goring and Pifke Brysch were married when we played Oklahoma City. Mr. and Mrs. Joe (Bananas) Sparpana announced the birth of a daughter recently in Sarasota. Tex Copeland had many visitors in his home town, Amarillo. Also Jimmy Armstrong when we played Oklahoma City.

Visitors included: Tom M. Scaperlanda, Ray C. Gerhardt, Frank Pahlman, Dr. Hartman, Mr. Vintz, Spike Hansen, Leland Antes, Mr. and Mrs. Earl Behee; Bob Dover, Ginger Alexander Thorpe and husband; Jenny Ruggera and others of the Zoppe troupe; Tommy Hanneford, Wanda and Johnny Joanides, Katie Zucchini, Bud Davis, Jean Allen, Harry Hammond, Emil Pallenberg Jr., the Great Shubert, Gertrude Schubert, Mr. and Mrs. John Hanson; Roxy Hanson, Francis Doran, Marvin and Letha Smith; Charlie Berry, Jimmy Crocker, Del and Babs Graham; Bob Stevens, Jackie Dale, Billy Griffin, Mr. and Mrs. Jack Berryhill; Alex Konyot, Josephine Berosini, Guy Blackburn, Howard Suesz, Mike Nobel, Lea Dean Kincaid.—MARY JANE MILLER

Siebrand Bros.

Closing stand in Yuma, Ariz., gave hot weather and good business. The Matchetts gave a Halloween party for Cathy. Many of us made hurried trips to Mexico for last-minute shopping. The Hodgins were entertained at near-by Winterhaven, Calif., by John Hill, of Mexico City.

Destinations of performers follow: Matchetts and Eriksons, Tampa; Tommy Sales, New York; Charlie Hilderra, Monterey, Calif.; George Vest, Los Angeles; Rudy Mueller, Thousand Oaks; Harry and Herta Froboess, Santa Fe, N. M.; the Roches, Phoenix; the Hodgins, Phoenix and Florida. Capt. and Mrs. Harry Clark will spend most of the winter in Phoenix.

Visitors included John Hill and the Sanchez Family. — JOE HODGES HODGINI.

King-Cristiani

Two birthday parties were staged Halloween in the big top between shows for Sharon, 3-year-old daughter of Floyd and Vicki King, and for April, 3-year-old daughter of David and Corkey Budd. Ted Foster's Hot Shot Harlem Band from the kid show furnished music and entertainment.

The men's dressing room is full of artists this season. The clowns' trunks have been highly decorated on several occasions. This show is enjoying wonderful weather thru the South. Nights are chilly, but there has been no rain so far. The girls held a Halloween party in the ladies' dressing room Saturday night.

Mr. and Mrs. Charles (Jonesy) Jones stopped to see us on their way to join Orrin Davenport's circus at Houston. Virgil S. Junk, Lake Charles, La., former animal dealer, spent the afternoon in Clarksdale. Doc Holtkamp had a visit with his wife and family in Greenwood. The Side Show Thompsons, who recently closed with Kelly-Miller Circus, visited in Greenville.

Diane Roark, kicked by a horse, spent a week in the hospital but is now back on the show. Grace McIntosh, a recent visitor, seems to have recovered from her recent fall from a trapeze. Red Rumble was on for a day after a

long season with the Wallace & Clark Circus.

Walter Rice is now chief electrician. Hugo Zucchini's trailer has been dubbed the "Zucchini Boarding House". I. E. Bennett, for 30 years superintendent of the Livingston Park Zoo, visited Floyd King at Jackson. Circus exhibited on the State Fair Grounds where the show wintered in 1946.

Mrs. Howard King spent several days on the show while in Tennessee and Mississippi. She is wintering in Long Beach, Calif. Mary Ethel Moritz, Natchez, Miss., visited Arnold and Esma Maley at Jackson. Other recent visitors included: Fred S. Wolcott, Mark Frisbee, Yancy Yates, Dr. A. F. Ronerts and Bernie Mendelson.—COL. HARRY THOMAS.

Polack Eastern

Our Newark, N. J., engagement found us 17 miles away at the Armory in Teaneck, N. J. Clyde and Nelda Harrison, Al Perry and crew, handled promotion for the Shrine dates. Newark gave everyone time to visit New York City. Lack of hotels scattered personnel.

Visitors included: Dave Grund, George Georgette, Jack Holtz, the Flying La Forms; Pahawaski Roberts, Ariollas, Brick Brothers, Elmer Santana, Mr. and Mrs. John Finley; Idaly's troupe; Tony Ivanov, Guy Martin, Frank Cook, Rosie the Butcher; Harry Legan, Bill Sweeney, Mr. and Mrs. Carl Sonitz; Mr. and Mrs. Shakey Legs Murphy; Mrs. M. Clark, Sgt. Newhall and family; Laddie Lamont, Bob Butler, Roger Allen, George Bolton, Stuart Reed, Amazing Monahans, Dick McConnell, Frank and May Wirth.

Also: Joe Minchin, Rev. and Mrs. Paul Healy; Franklin Westervelt, Charles Geiger, Mr. and Mrs. Archie Walker; Marion Dell Orto, Natalie Said Mr. and Mrs. James Armstrong; Philipo, Will Hill, Ty and Regina Parvis; Barbara Cook, Rose Murphy, Hans Lederer, Dave Salti, Barbara Bookwalker, Joan Anders, Mr. and Mrs. Antonicci; Tony and Cleo Martin.

Also: Morey Dean, Stanley Wathon, Morey Schayer, Al Perry, Cecil and Shirley; Mr. and Mrs. Alfred Florenz; Ralph Quinlan, Chambers and Blaire; Mr. and Mrs. Irv Duchan; Marty Rheil, Mr. and Mrs. C. M. Cooley; Karl Robinson, Sharon Rogel, Helen Lyons, Locques Lorraine, Wilber and Gertrude Mack; Mr. and Mrs. Del Ray; Newton Braden, Fletcher Kranz, Solly Morse, Newton Maine, Col. and Mrs. D. Douglas Young.—BOB LORRAINE

Polack Western

In the time off between the Los Angeles and Oklahoma City dates, many went touring and visiting.

Gus and Betty Bell went to Dallas to check building progress on their new ranch-style home. Dennis Stevens jaunted to the San Francisco Bay area. Ed Raymond dashed to Cleveland to visit his wife, Phoebe. Harry Dann visited his parents in St. Louis. Marshall and Genevieve Thorpe drove to Cedar Rapids, Ia.

Harold and Mildred Ward, Andre and Norma Fo and son Gilbert, and Barbetta visited the Gil Gray show at Wichita Falls, Tex. Justus Edwards and Alberto, Jenny and Ruggera Zoppe visited the Ringling show in Texas.

Chester and Joe Sherman visited friends in Van Nuys, Calif. The Walter Klausers and Herta spent a few days with relatives in San Bernardino. Dollye Greene, Janice Voise, and Elaine Millar remained in the Los Angeles area to visit their families. Louis Stern made a business trip to Chicago.

Oklahoma City's municipal auditorium was a spacious setting for the show. LaNorma and the Triskas worked over the arena floor in front of the stage. Lola Dobritch has a new type of indoor rigging for her tight wire. Joe Novelle and his trained Dalmatian dogs joined for the remainder of the season.

Bob and Ann Porter's son, Larry, is now attending a military academy in Denver.

Visitors included: Tommy Bentley, Charlie Cuthbert, Red Bentley, Howard Suesz, Fritz and Betty Huber, the Goetschi Brothers, Ray Gerhardt, the Bert Wallaces, Lon Hall and George Lewis.—HARRY DANN.

Texas, La. Business Better for Ringling

Corpus Christi, Port Arthur Give Big Days; Rain Hits Louisiana Towns

ALEXANDRIA, La., Nov. 7.—Ringling Bros. and Barnum & Bailey Circus played a full night house here Wednesday (4) despite rain. Afternoon show was half filled. Wet weather here and at recent stands in dry parts of Texas may have helped the show's business in view of the recent drought.

In any case, business was good. Six out of 10 recent performances were near-capacity or better. Straw houses and turnaways were scored.

In Austin, Thursday (29), afternoon show was half filled. Then a near-capacity house turned out at night. Cold weather moved in and about half of the night house left early. At San Antonio the next day (30), weather was cold and cloudy. Rain fell in parts of the city but not at the show lot, where Ringling played to half and three-quarter houses.

At Corpus Christi on Saturday (31) the afternoon house was strayed and the night house was full. Muddy lot slowed the moving on and off. Football opposition was faced at night.

Two Turnaways

Port Arthur, where the show had not appeared in years, was a corking good day. Both performances were to turnaways. General admission tickets were all sold out by 11 a.m. and reserves were gone before show times. The schools were dismissed early for the event. Railroad tracks are located along a main street and

show trains were unloaded and loaded there.

Rain was reported at Lake Charles Tuesday (3) and Alexandria, Wednesday. In Alexandria, Ringling was behind Mills Bros. and King-Cristiani. Clowns made a store appearance.

Meanwhile, the season was running out. The advance advertising car completed its work this week and was scheduled to close at Miami on Saturday (7), after billing there for the show's final stand of the season, November 20-22.

Bradenton Tab Full Afternoon For Mills Bros.

BRADENTON, Fla., Nov. 7.—Mills Bros. Circus drew a full afternoon house and half night house here Wednesday (4) with Jaycee auspices. Schools were dismissed for the afternoon show.

At Tallahassee, Thursday (29), the Mills show was up against the current North Florida Fair and the coming Ringling-Barnum show. But the circus drew a half house in the afternoon and a three-quarter take at night. Auspices was the Grotto.

Packs Advance Big at Natchez, Baton Rouge

BATON ROUGE, La., Nov. 7.—Advance sales for Tom Packs Circus here and at Natchez, Miss., have been running strong, according to Jack Leontini, Packs official.

He said Baton Rouge Shriners reported a 30 per cent hike in advance ticket income so far. The show plays Memorial Stadium November 16-17. A program book is about 15 per cent ahead, it was said.

At Natchez, where the Packs show makes its first appearance on Saturday (14), all reserved box seats, totaling about 3,500, were sold by Wednesday (4) at \$3.90 each. Bleachers will be installed at Ballew-Stacy Stadium to increase seating capacity. The Packs circus plays New Orleans Municipal Auditorium, November 20-29.

Ringling-Barnum circus played Baton Rouge Thursday (5) and New Orleans Friday thru Sunday (6-8).

Lorenzo Acts for Self

ST. LOUIS, Nov. 7.—Jack Lorenzo denied this week that he represented anyone other than himself in recent bidding for the St. Louis Police Circus contract. Guy Mullen, Clayton, Mo., horse and pony trainer, said that Lorenzo did not represent him at the meeting. Lorenzo opened his own booking office here several months ago.

Franco Richards Tabs Winner in First Season

LIVINGSTON, Ala., Nov. 7.—Franco Richards' Ring Bros. Circus, which opened its first season in April, has scored good business on the year. Only two weeks, mostly in West Virginia and Pennsylvania, were off, it was reported here. Closing date has not yet been announced.

Staff now includes Richards, owner-manager; Robert Hall, assistant manager and Side Show manager; Kenneth Ikert, treasurer; Mr. and Mrs. Joe Sullivan, advertising reps; M. J. McCarthy, adjuster; Tex Maynard, equestrian director; J. C. Rosenheim, agent; John Popwell, bill car with two men; M. A. Haffard, transportation; Lucy Richards, front door; Jack Reader, reserves; Gerald Birdsong, canvass; Jimmy Maynard, props; E. M. Zurcher, electrician; John (Sweet Pea) Lehew, elephants; Mrs. Jack Reader, cookhouse, and Dean Pearson, master mechanic.

Concession department includes Joe Smiga, superintendent; Martha Smiga, cashier; Red Summerfield, Jack Todd, Jean Reader, Earl Smith, Frank White, Howard Wilson, Bee Mack and Beryl Hazelwood.

Program in One Ring
The 24-display program includes Hazelwood and Haines, trampoline; Harder's Riding Dogs and Monkeys; Arleen Troupe,

perch; George Sparton, producing clown, with Marcy Duo, Archie Silverlake, Red Harris and Ernie Peters; Freda Sparton, neck loop; Miss Delisa, balancing trapeze; Sparton's dogs; Beryl Hazelwood, contortion; Sparton Trio, wire; and elephants, including Suzie-Q. Concert has Tex Maynard's Western and hillbilly revue and Jack Reader, wrestler.

Show moves on 12 trucks, mostly semis, and uses a single ring.

Under the Marquee

Harold Conn, Polack Eastern Clown, may go with an ice show. . . R. M. Harvey, veteran agent, was in Chicago this week arranging for his annual cruise. In December he will go to Panama, Honduras and Colombia.

Jean Mercer has been forced by poor health to cancel winter dates and will winter at Joplin, Mo. . . The Charles E. Mussers-Waterville, N. Y., fans, entertained clown Bob Lorraine when Polack Eastern was laying off at Utica, N. Y. . . Edward Kaveny Polack Western, was treated in a San Antonio hospital after he was bitten by a bear. . . Jim Wong Troupe, Schaller Brothers, Seven Ashtons and Polack clowns made a hospital date at San Antonio. . . Bill Kay, Polack promoter, and Mrs. Kay are vacationing in Florida, while Bob and Stella Fuller are at Hot Springs. Roy Edwards is at Miami and Ben Murray is in Chicago. They open their 1954 season at London, Ont., December 1 for Polack Eastern.

Don Hayman, Beatty press agent, has returned to Uniontown, Pa., where he is with the Uniontown Newspapers. He reports

stories about Beatty are coming up in Pic and Argosy magazines. . . Bozo Lamont, clown, worked on Rogers Bros.' phone crew at New Orleans and later caught Mills and Ringling there. Sunbrock's rodeo also was in New Orleans this month.

Tige Hale, former circus bandmaster, will winter at Tampa and Tuscaloosa, Ala., after a season with Southern States Shows.

Smoky and Dee Duane returned to their home in Columbus, O., after a successful rodeo season thru the Southwest. They'll fill in the winter months with TV shows and indoor dates with knife and whip acts.

Ben S. Allen of Posters Incorporated, Philadelphia, is following a busy season by vacationing in Puerto Cabello, Venezuela.

Harry Ross and Lew Kish, after a 34-week season with the All Star Circus and TV Revue, closed in Red Oak, Ia., recently. While working dates in Kansas City, Mo., Ross bought a new Chev station wagon. After Kansas City he and Kish headed for Phoenix, Ariz., where they are presently

(Continued on page 60)

King-Cristiani Picks Up Cotton Money

Big Turnouts Are General Rule; Schools Dismissed in Many Towns

FOREST, Miss., No. 7.—Mississippi stands proved powerful for King Bros. & Cristiani Circus, with eight of 12 shows reaching near-capacity or better. Only the Saturday stand, Clarkdale, failed to give at least one strong turnout, and a 60 per cent house there was the slow spot of the week.

At Kosciusko, Wednesday (28),

with Shrine auspices, the show had a three-quarters afternoon and near-full night. Town also was played last season. The high school band took part in the show parade.

Greenwood came thru Thursday (29), with two near-full houses with Lions Club auspices. Parade drew well. Kelly-Morris was in the town a month earlier.

Greenville produced two good straw houses on Friday (30). Show had police auspices and last year it did three-show business there. Clarksdale, the Saturday (31), stand, had a 70 per cent afternoon and 60 per cent night. Lighter night business was believed because of Halloween. Shrine club was the auspices.

Jackson was played Monday (2) with Civitan auspices. The afternoon was three-quarters filled while the night house was capacity. Parade drew well.

All city and county schools were dismissed for the show date at Forest, Tuesday (3). Matinee was nearly filled and the night house was a capacity. Lions Club sponsored. Combination of a good cotton crop and fact that no major show had made the area for some time added up to good business.

At Macon, Ga., buildings were being readied for the show's winter use. The circus moves to Macon after its final shows of the season, Sunday (29) at Sandersville, Ga. Hugh Hart of the show's office staff, recently was in Macon and now is back on the show.

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PHONE MEN
Fifth Year in Des Moines
Book Tickets. Work to February 1.
Wire 915 1/2 Walnut, 3rd Floor, Des Moines, Iowa. Phone 6-4544 after 7 p.m.

PHONE MEN
Sell advertising—book and newspaper. Two deals open Nov. 15th. Hazleton and McKeesport, Pa.
Phone: McKeesport 3-0441, Days, and Pittsburgh, Pa., Locust 1-6410, Eve.

PHONEMEN
Can place two experienced Phone Men NOW. Office and phones ready to go. Top-flight religious attraction. 30% commission for program and tickets. Can also place agent with car, \$75.00 per contract for cities from 20 to 50,000. NO COLLECT CALLS, PLEASE.
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PHONEMEN
Men or Women. Tickets, Banners and Ads. Boys' Ranch of West Texas. Pay daily. Anti-Commie Show. Year-round work. Phones in.
JACK MELTON, Public Relations
BOYS' RANCH OF WEST TEXAS
123 Del Camino Court El Paso, Tex. Phone Prospect 2-2821 (No collect calls)

3 PHONEMEN-3
Program, UPC's and Banners. Fire Department auspices, covering Clark County. Strong committee of civic leaders. Framed to make money. More to follow. Call Springfield, Ohio, 4-9861 or write
BILL RENNERT
P. O. Box 764 Springfield, Ohio

50 Fans Meet At Diano's WQ

CANTON, O., Nov. 7.—John W. Boyle, national president of CFA, was honored Sunday (1) when about 50 fans held an outing at Tony Diano's Diamond-O Ranch here. The Walter L. Main Tent, CFA organization in Ohio, sponsored the affair.

Rex and Barbara Ray Williams worked six of the Diano elephants for the fans. Three camels and a pony were worked in the ring barn. Fans toured the barns and quarters and attended a buffet supper at Diano's home.

Fans showed movies and still pictures. Plans for forming a new CFA tent in Northwestern Ohio was discussed. V. S. Scott, owner of a truck-mounted miniature circus, displayed his show at the meeting. He recently closed a 9,000-mile tour with Howard Bros. Shows, Gooding Amusements and independent dates with the model show.

Those at Diano quarters now include the Williamses, Tommy Rogers, Ed Martin and Irish Greer.

LOU JACOBS (CLOWN)
CONTACT: ETHEL ROBINSON
203 N. WABASH AVE.
CHICAGO 1, ILLINOIS
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2 PHONEMEN
Needed to augment my crew for one of the best indoor circus dates in the Southwest.
Day phone: Randolph 4692.
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TOM PARKER
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PROMOTERS
—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriters. Write Arana-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

PHONE MAN—ONE
Take charge of advertising in established Legion-sponsored sports publication. Will be official program V.F.W. Police Deal, Golden Gloves to follow. Don Francis, Pat Sutherland, contact me.
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IF GOING SOUTH OR COMING NORTH
WHY NOT PULL UP FOR THE NIGHT AT
BELLWOOD TRAILER COURT
PETERSBURG PIKE ON U.S. RT. #1 & 301
8 Miles South of RICHMOND, VA.
OWNED BY SHOW PEOPLE FOR THE SHOW PEOPLE.
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OF JUGGLING JEWELS—KING REYNOLDS.

NAAPPB Show to Include New Rides

Five Firms Plan to Operate Devices In Exhibit Hall, Huedepohl Reports

CHICAGO, Nov. 7.—Five kiddie rides and other devices will be in full operation on the exhibit floor at the trade show of the National Association of Amusement Parks, Pools and Beaches here November 29-December 2.

Secretary Paul H. Huedepohl said that the operating rides would add much to the trade show and that redecoration and remodeling of the exhibit halls in the Hotel Sherman also would add to the effectiveness of this year's show.

Pretzel Amusement Ride Company, Bridgeton, N. J., will display a new Pretzel ride and also its Whirl-O ride, Huedepohl said. Hampton Amusement Company, St. Louis, will have a new 18-foot kiddie Merry-Go-Round in operation, while Miracle Whirl Company, Grinnell, Ia., will operate its new playground Merry-Go-Round. The Lee Manufacturing Company and Runyon Sales Company will have its new coin-operated Merry-Go-Round in operation, also. Marksmanship, Inc., Thebes, Ill., will set up an operating shooting gallery to demonstrate its new gallery equipment which includes moving picture targets.

In addition to these larger devices, it was expected that several coin-operated rides would be in operation at the show.

Kid Park Firm Loses Plea to Finish Project

PHILADELPHIA, Nov. 7.—The Zoning Board of Adjustment this week turned down the appeal of Stenton Park, Inc., for permission to build a kiddie amusement park at Stenton Avenue and Tulpehocken Street in the West Oak Lane section of the city. A permit issued to the corporation by the city last August was revoked August 13 after an ordinance was passed prohibiting amusement parks in neighborhoods zoned A commercial.

The proposed park, which residents in the vicinity have termed a "vest pocket Coney Island," has been the center of litigation and administrative maneuvers since last April. The Zoning Board at that time turned down the corporation's application when 200 residents protested.

Michael H. Engel, attorney for Julian B. Shapiro, president and general manager of Stenton Park, Inc., said he will file an appeal to Common Pleas Courts. Shapiro testified at a previous hearing that he had spent \$53,000 on the park before the board revoked his permit.

Children's Zoo Scores Win In 2d Season

NEW YORK, Nov. 7.—Wonderland Farm Zoo, which combines several show aspects in one enclosure outside the Idlewild Airport in Queens, will hold to its policy of everyday operation thru the winter. Opened in May, 1952, the installation has paid off its investors despite operating conditions which create high maintenance costs.

Stiff winds and salt air whip across the airfield from nearby Jamaica Bay, necessitating constant repainting and repair of the animal structures. The zoo went from 10 a.m.-9 p.m. hours to a 5 p.m. closing, on Labor Day. Besides the 100-odd domesticated barnyard animals, the spot contains four coin-operated rides of which it owns two and has the others on location for an operator. Also offered are a kiddie Roto-Whip and Swan Ride, and a pony cart ride.

Owners of the zoo are Joe and Anne Lange, and Joe and Sarah Lewis. The poultry, sheep, goats and swine were all raised from infancy by the owners, with the result that they are completely domesticated and roam the area freely, being fondled and fed by moppets. Admission is 30 cents for anyone over two years old. Animal feed is sold at a dime a package.

RIDE BOWS

Kid Coaster Field Entered By Standard

NEW YORK, Nov. 7.—Max Gruberg, who operates Standard Kiddie Rides and has Funland as a showcase for his products in suburban Long Beach, finished work on his firm's first Roller Coaster Wednesday (4). Built as a permanent installation, the layout occupies a space 78 feet by 35, and contains 11 dips, the deepest being 9½ feet.

Gruberg said the five stainless steel cars are towed up the first incline, and a device at the base of the dip shuts off the 5-h.p. motor until the next ride is to begin. The cars finish the ride under their momentum. The cars each seat four children.

A price of 14 cents, same as for other rides at Funland, is charged. The park contains 14 kiddie rides in addition to the new item.

San Antonio Season Ends

SAN ANTONIO, Nov. 7.—Jimmy Johnson's Playland Park here closed its gates Sunday night (1) on its 11th season. Final event was a Halloween party. Free masks and favors were given patrons and prizes were awarded for best costumes.

FOR SALE
4 ABREAST MERRY-GO-ROUND
ALLAN HERSHELL LITTLE DIPPER
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—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

High Quality KIDDIE RIDES
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Wanted to contract now, 6 to 10 Kiddie Rides for 3½ acre hard top lot, at entrance to New England's largest beach, longest season, April thru October. Kiddie land to be situated next to ultra modern California style drive-in car-ferteria in operation two years. Plenty of free parking. 4 million population to draw from, several hundred thousand at beach every week end. This is a new Kiddie Land in full view of thousands of passing cars daily. Must be laid out, foundations, etc. for early spring opening. Percentage arrangement only. Write or phone
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1 BOULEVARD REVERE BEACH, MASS.
Telephone Revere 8-3322 or Winchester 6-1333

FOR SALE—THE BARGAIN OF THE YEAR
LUSSE WATER RIDE—19 Boats and Buildings.
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These rides operated at capacity during the season just closed at Savin Rock, New England's Coney Island. Rides can continue to operate at same location, where they have been in continuous profitable operation for years. Owner cannot devote proper attention to these rides due to other interests. Will therefore sell outright or half interest. WRITE, WIRE OR PHONE NOW FOR FULL DETAILS AND ATTRACTIVE PRICE.
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Rename Schott Coney Pilot

CINCINNATI, Nov. 7.—All officers of Coney Island here were re-elected at the annual stockholders meeting held November 2. Stockholders re-elected all directors and they, in turn, renamed Edward L. Schott, president and general manager; Fred E. Wesselmann, vice-president and board chairman, and Ralph G. Wachs, secretary-treasurer. Other directors are Charles Sawyer, Charles Sawyer Jr., E. W. Edwards, John P. Williams, John Towle and Robert McClure.

Schott told stockholders that record attendance at Coney's Sunlite Pool and ballroom last summer contributed to one of the most successful seasons in the park's history. The company plans to redecorate the clubhouse and make other plant improvements, along with adding features on the mall.

Clapp to Winter At Detroit Office

DETROIT, Nov. 7.—Fred Clapp, co-manager of Excelsior Park, Minneapolis, has returned to Detroit for the winter. He will make his headquarters at the home offices of the Fred W. Pearce enterprises here. Pearce operates parks here and at Minneapolis.

Detroit Buys Train

DETROIT, Nov. 7.—Purchase of a third tractor train for the Detroit Zoo has been approved by the city council. Train will cost \$9,000. The zoo has operated two of these, along with its Miniature Train, for the past three seasons. Director Frank G. McInnis said patronage of the first two warranted purchase of the third.

Under the Marquee

Continued from page 59

playing. The team hopes to be in Los Angeles at Christmas time.

Current bill at the Cirque Medrano in Paris has the **Two Myrons**, Australian perch and foot jugglers; **Joan Rhodes**, "strong man" feats; **Theda Sisters**, Danish trapezists; **Three Petroffs**, bar act; **Rudy Bolly and Partner**, juggling on wire; **Hans and Louisa Galva** with cycling bears, Maika and Peter, and **Knie's Liberty horses**, presented by **Enrico Zimmerman**.

Donald (Pop the Clown) Cavilla, 104-year-old circus and Civil War veteran, was the subject of an article in the October 28 edition of The Cordele (Ga.) Dispatch. The article related how Pop, who was a doctor at 25, began his career as a clown shortly after finishing medical school in South Carolina. On a dare from circus acrobats, he put on greasepaint, performed successfully, and had such a good time that he gave up medicine and stayed in the business. Now living in Albany, Ga., his military career dates back to the time he was 13, when he served in the Civil War as a drummer boy and dispatch runner for the Confederate forces.

Mrs. Howard King, Long Beach, Calif., visited **Mrs. James Shropshire** at the 4-Paw Hotel, London, Ky., and **Mr. and Mrs. Floyd King**, of King Bros.' Circus, recently.

John W. Cannon, superintendent of Heron's Animal Exhibit, was the subject of a feature article, "50 Years in Circus Business," in The Waterloo (Ia.) Courier recently. Heron cut up jackpots with **Joe Kirwin**, old-time butcher, when the exhibit played the recent Louisiana State Fair, Shreveport. Heron and Kirwin were both on the **Walter L. Main** Circus years ago. The weather was fine at Shreveport and business good at the fair, according to Heron. Heron's animals will winter in the Rio Grand Valley. **Clarence Auskings**, former circus agent, is now on the West Coast ahead of a magic unit. He'll work back to the Middle West this winter.

When Mills Bros.' Circus played Prichard, Ala., October 26, **Walter**

B. Fox, now located in Mobile, spent the day on the lot confabing with **Jack Mills**, **Capt. Hugo Schmidt**, **Joe Rossi** and other friends on the show. It was the first meeting between Fox and Rossi since they tramped with the Slim Veal Shows 25 years ago. The Ringling-Barnum show was slated to play Mobile November 10, its third appearance there in as many years. Prior to 1951 the show bypassed Mobile for several years because of unsuitable lot facilities.

Nellie King Taylor, former calliope player, who, with her husband, **George**, have been in retirement since 1950, was the subject of a feature article, "Queen of the Calliope," in the Family Magazine of The Sunday Pittsburgh Press. The article told of her circus career as a calliope player and called her one of the greatest players of them all. Although she and her husband put on a variety of acts as "Oram and King" for more than half a century, **Nellie King** is best remembered as a calliope player, according to the article. She and her husband are presently living in Homer City, Pa.

McConnel and Moore, jugglers; **Billy Irwin**, clown, and the **Harrison Duo** are appearing as added attractions with the All-American Indoor Circus playing thru North Carolina. The acts are booked by **Byron Gosh**.

Booked for a three-day indoor circus at Danville, Va., are the **Harrison Duo**, bicycle; **Billy Irwin**, table rock; the **Three Harleys**, roly boly; **Allen and Lee**, upside down gymnasts; **Wyoming Duo**, ropes and whips; **Buck Leahy**, clown contortionist; **Walter Bixley** and horse **Silver**; **McConnel and Moore**, jugglers, and **Pana** and her pets. Acts were booked by **Byron Gosh**.

Tom Smallwood, formerly in the ticket office of the Clyde Beatty Circus, is now making his home in Paris. He writes from Barcelona, Spain, that he caught **Cirque Medrano** in Paris several times and **Circo Americano** in Murcia Spain. **Circo Barlay**, now playing in Barcelona under canvas, is in one of the bull rings, said **Smallwood**.

WANTED
CONCESSIONS: PHOTOGRAPHIC BOOTH, GOOD TRAIN, preferably but not necessarily steam; capacity at least 25 children; minimum 1000 ft. track. MERRY-GO-ROUND, older the better. CHILDREN'S RIDES that will fit in with our type displays and operation. PEDAL BOATS or similar idea for use on our lake. Permanent year round location. Tremendous potentiality. Highest personal references and standards required.
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Fifteen acres of Land, Buildings and small Lake; Route 7, Connecticut Highway. Suitable for amusement park. Write
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SAY YOU SAW IT IN THE BILLBOARD!

ATTRACTION STUDY TOPS OREGON MFRS.' CONFAB

PORTLAND, Ore., Nov. 7.—The men who stage fairs in Oregon will take a new look at the role played by carnivals, rides and concessions when they assemble at the annual convention of the Oregon Fair Association in the Marion Hotel at Salem Wednesday (11) thru Friday (13).

Entertainment aspects of fair management will come in for scrutiny on two days. A special committee, under the chairmanship of W. H. Paynter, will report on its study of rides, shows, and concessions at the Wednesday morning session. During a closed session on fair problems Thursday afternoon, delegates from Tillamook County will report on entertainment, while spokesmen from Polk and Gilliam Counties will report on carnivals.

Another important aspect of fair management, a report on how laws passed by the 1953 Legislature affect fair business, will be offered by Herman Chindgren, of Molalla, ex-president of the association, who held the chair for 24 years. Chindgren is a member of the Legislature.

Fair Revenue Share

An important source of fair revenue will be discussed by another State legislator, Lee Ohmart, whose topic Wednesday afternoon will be "The Legislature Views Racing Money." Present State law apportion to the fairs a share of revenue from a State tax on horse race wagers.

Bookers will be interested in a report on future plans for the Pacific International Livestock Exposition to be given Thursday morning by Walter Holt, exposi-

tion manager. Traditionally a big crowd puller, the Pacific International this year dispensed with all entertainment to stage a straight stock show in tents, admission free. The exposition's big show building in Portland has been leased for use by the U. S. Air Force.

How the Multnomah County Fair at Gresham launched a springtime operation will be explained by Duane Hennessy, manager of that fair. His Wednesday afternoon topic will be "How to Develop a Flower Show."

Closing events will be the president's report, election of officers and a banquet.

NEW GIMMICK HELPS RALEIGH

RALEIGH, N. C., Nov. 7.—A long pre-fair campaign executed by State police was one of the unusual gimmicks which helped make the public aware of the centennial showing. Each highway patrolman was issued a number of safe-driver-award certificates which were distributed each day to drivers thruout the State. The five-by-six-inch card certificates were signed by Edward Scheidt, commissioner of Motor Vehicles, and Dr. J. S. Dorton, fair manager. Besides commending the driver, the certificates were good for one admission to the State fair.

Fair Assn. Meetings

Oregon Fairs Association, Salem, November 11-13. Mrs. Leon Davis, Hillsboro, secretary.

Western Fairs Association, Hotel del Coronado, Coronado, Calif., November 18-21. Louis S. Merrill, 1015 24th Street, Sacramento 16, Calif., general manager.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 23-25. Emery Boucher, Exposition Park, Quebec, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank H. Kingman, Brockton 16, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 7-9. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-710 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P. O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 18-20.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Calgary's 334G Net Sets All-Time High

Gate, Grandstand Yield \$375,556; Gets 107G From Midway, Exhibitors

CALGARY, Alta., Nov. 7.—An all-time record surplus of \$334,565 on the year's operations was reported to shareholders of the Calgary Exhibition and Stampede, Ltd., at the annual luncheon meeting held in the Stampede Corral Wednesday (28). The 1953 surplus was more than \$77,000 higher than the amount recorded in 1952. Attendance at the 1953 Exhibition and Stampede topped the 451,000 mark for the highest figure ever.

Total income for the year was \$754,348 and expenditures amounted to \$419,783. Of the \$334,565 surplus, a total of \$166,069 has already been disbursed on capital improvements. Another \$100,000 in improvements has already been authorized by the directors.

Income Tops '52

In his financial statement, F. C. Manning said the gate and grandstand takes represented the bulk of the company's revenue, the total being \$375,556, compared with \$336,934 in 1952.

Net revenue from exhibit space, concessions and midway amounted to \$107,397, against \$93,641 in 1952.

Racing revenue showed a substantial increase over the previous year, totaling \$133,326. Current race expenses, including purses, officials and pari-mutuel employees, amounted to \$71,599.

Net revenue on operation of the Stampede Corral and Victoria Arena was \$66,485, compared with \$25,806 in 1952.

General rents yielded \$35,526, a slight increase over the 1952 figure.

On the expenditure side, wages for temporary employees during stampede week amounted to \$42,861. Stampede expenses and prize money totaled \$79,630. General exhibition prizes amounted to \$25,604. Music and evening attraction expenses totaled \$22,423. General grounds expenses amounted to \$13,702. Administration expenses for the year were \$48,013, while maintenance of the grounds for the year cost \$50,304. Advertising and printing costs totaled \$22,107.

Up-Date Plant

Reports submitted to the shareholders indicated that the greater part of the surplus was being put back into company operations for further developments on the grounds. More than \$166,000 was expended prior to the 1953 exhibition on a plan which included paving, modernization of the grandstand and pari-mutuel plant, new grandstand ticket offices, drainage, new south entrance gates and fencing, and numerous other projects.

Another ambitious program of development has already been approved for the 1954 show, to be financed out of the balance of the 1953 surplus.

The meeting was attended by nearly 200 shareholders, directors and associate directors, and company officers were praised for the efficient manner in which the business had been handled during the year.

Following reading of the annu-

al reports, W. A. Crawford-Frost was elected president to succeed George Edworthy, who stepped down following two years in office.

The report of the president and general manager was presented by Maurice E. Hartnett, general manager, while the financial report was submitted by F. C. Manning, committee chairman.

Future Projects

Future projects planned by the board have been divided into three categories.

Already under way or recommended for immediate action: Installation of race totalizer; leveling and draining infield; resurfacing race track; winterizing stampede office; new fire hydrant; preliminary improvements to acoustics in Stampede Corral; new gate and change in tactical area.

Minor projects recommended for action prior to next stampede: Alterations and modernization of Administration building; cleanup of pole yard presently occupied by city stores department and re-locating of railway tracks; paving area in front of corral; removing stones and adding new soil to stampede infield; additional improvements to automobile parking area; additional lighting in parking area; ceremonial stand or platform in Indian village area; improvements and repairs to buildings used by the Old Timers and Pioneers Association; installation of garbage burners.

Major projects for consideration when money is available or suitable financing can be arranged: Expansion of space for commercial and industrial exhibits and junior agricultural activities; increased accommodation for livestock and livestock exhibitors, and continued improvements to the automobile parking area.

Revenue of \$9,591 from the Kinsmen Club car award was allocated to the junior agricultural activities fund.

Manning reported that since 1945 more than \$2,100,000 had been spent on capital improvements. This amount included \$1,400,000 for the construction of the Stampede Corral.

The meeting named George Edworthy a life director of the Exhibition and Stampede. R. J. Dinning was named first vice-president and F. C. Manning is second vice-president.

Approval was given a bylaw change that will ensure that shares in the non-profit organization will never move out of the province, thus assuring all-time control of the exhibition by Alberta residents.

Cedar Rapids Fair is Signed By Collins Show

CEDAR RAPIDS, Ia., Nov. 7.—The William T. Collins Shows added another new fair to their '54 route with the signing this week of the All-Iowa Fair here. Announcement of the closing was made by Andy Hanson, fair secretary.

Early, the Collins show had closed to play the North Dakota State Fair, Minot, a new fair to its route. Among other fairs already contracted by the show for '54 is the Nebraska State Fair, Lincoln.

Name Debelak To Mich. Board

LANSING, Mich., Nov. 7.—Robert J. Debelak, of Trenary, has been named to the Michigan State Board of Agriculture, which has general supervision over all fairs receiving State aid. Debelak succeeds the late John J. McInnis, former manager of the Upper Peninsula State Fair, Escanaba.

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Anticipate 600 Delegates At Western Fairs' Assn. Meet

SACRAMENTO, Nov. 7.—Some 600 officials of 120 fairs in eight Western States and Canada will attend the 1953 Fairmen's Fair and annual meeting of the Western Fairs' Association November 18-21 at the Hotel del Coronado in Coronado, John A. Lagomarsino, WFA president, said.

Means of increasing fair revenues and reducing operating costs will top the panel agenda with fair officials pooling their experiences and exchanging information.

Other highlights of the annual session will include panel discussions on the one-pay gate, effective use of entertainment features to build attendance, how to meet the challenge of television, commercial exhibit policies, and relationships with State officials.

Area meetings of California fairmen and a banquet of fair managers and service associates will precede the official kick-off of the Fairmen's Fair on the evening of November 18.

A series of business sessions, panels, entertainment, election of association directors and officers, and the annual banquet and ball will fill in the schedule. Special tours of the San Diego area and a style show are being arranged

for the women attending.

Northern California fairmen attending are making plans to attend by the "Fair Express," making the trip in chartered buses thru arrangements with Greyhound Lines. The buses will start from different points in Northern California and will be routed to include brief visits to several fairgrounds en route to the meeting place.

Minn. Execs Hear Baldwin

THIEF RIVER FALLS, Minn., Nov. 7.—Doug Baldwin, secretary of the Minnesota State Fair, was the chief speaker at the recent meeting here of the state's Ninth Agricultural District. A total of 65 fair officials from 12 fairs were on hand.

Baldwin commended the county fairs on their part in building their communities and also for their role in building the State fair. Other speakers were Robert J. Lund, this city, past president of the State fair; Charles Christianson, of the St. Paul fair board; and O. M. Mattson, Warren.

Miss BeBe Says . . .

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WOM Ends Nifty Season With Fairs Booked Solid for '54

Show to Winter in Florence, S. C.; Offices Remain in Richmond, Va.

SAVANNAH, Ga., Nov. 7.—Winding up a fine season at the fair here this week the World of Mirth Shows could look forward to some more of the same next year since its entire route of fairs—one of the strongest in the nation—is booked solid for 1954.

The overlapping pattern—the fine season and the complete setting of its fair route a full year in advance—has marked the World of Mirth operation virtually every season since Frank Bergen, general manager, assumed full control.

Most of the 1954 contracts were signed during the actual operation of this year's events. In several instances the 1954 awards were made prior to the opening of the '53 shows.

Anderson Added
Back on the show's fair route next year, after a year hiatus during which it was played by the Cetlin & Wilson Shows, is the Anderson (S. C.) Fair. Since no fair is being dropped to make room for Anderson the show will have an extra week of annuals.

Bergen did not rule out the possibility that one or two annuals might yet be added to the route. These, of necessity, would have to come at the end of the season since every week from late July thru the first part of November is now filled.

As it is, some small juggling of dates will be necessary to fit in the final dates. The dates have already been straightened out, Bergen said, after his return with Bernard (Bucky) Allen from Anderson where final arrangements for that engagement were made.

Ottawa Signing
The formal signing of the contract with the Central Canada Exhibition, Ottawa, which will soon take place may call for a term of as many as five years. The finance and advisory committee, which recommends the signing of a show for the date this year additionally voted that the pact could call for as many as five years.

Bergen and Allen are hopeful that the pact will call for five years since, it is agreed, the long term would make it possible for them to construct a number of semi-permanent fronts especially for the Canadian exhibition. Several years ago a special entrance was constructed and attractively lighted for this one event. When not in use it is stored on the grounds.

Bergen said that long-term contracts may also be secured from other annuals on the show's route. He points out that freedom

from the uncertainty of booking and the elimination of much of the cost in connection with this phase of activity would make it possible to build bigger and better features.

Winter in Florence
The show is quitting Richmond, Va., as a winter quarters site in favor of Florence, S. C., after more than two decades in that town. The offices, however, will continue at the William Byrd Hotel, Richmond.

The switch in winter quarters was in the interest of economy. The buildings used at the Atlantic Rural Exposition, Richmond, for the past several years, have been rented to tenants who will occupy them for longer periods and pay more money. Other suitable sites are not to be found in the thriving Richmond area. At Florence buildings capable of housing all of the equipment are available. In addition the fairgrounds contains sufficient trackage to accommodate the show train.

While Bergen described the season as quite good he noted that much of the earnings came in the South where the show was favored by an almost unbroken run of fine weather. In addition, the interest in riding devices is growing in the South and these multiple units, which are costly

to transport and find only sparse interest at many Northern dates, account for a big part of the gross, all of which accrues to the white wagon.

Utopian State
The carnival man's Utopia, in which Bergen finds himself with all fairs set before the end of the current season, did not come without a struggle, he said. The late dates, Augusta and Savannah, Ga., and Anderson, particularly desirable because of their timing, were hard fought for by representatives of several other shows, he added.

Plans for the presentation of the Tony Diano combination zoo and circus are well shaped, Bergen said, adding that the announcement of the new unit had earned considerable comment. Since the unit will include 10 elephants in addition to many strange and exotic beasts, Bergen believes that a consistent afternoon play at still dates can be built up.

Bergen said that considerable study is being given to the 1954 still date route. He indicated that a number of new dates may be added. This year's still date route provided poor earnings for the show in most instances. However, the weather hardly favored a single spot.

20th Century Signs Mason City, Ia., Fair

Show Negotiates for Name to Headline Revue for 12 Major Fairs on '54 Route

CHICAGO, Nov. 7.—Jess Wrigley, who recently acquired a quarter interest in the 20th Century Shows, announced here this week that the org had contracted to provide the midway attractions at the '54 North Iowa Fair, Mason City. The fair is a new one to 20th Century's route.

Included among other fairs already signed are two Minnesota annuals, Owatonna and Albert Lea. Both of them are repeaters for the show.

Wrigley, who became general agent when he bought an interest in the show, also announced that the show had contracted to play the Hutchinson (Minn.) Winter Carnival. The event is held the last week in June.

Negotiations are now under way, Wrigley said, by the show to contract a name star to headline the show for 12 weeks of its major fairs. Wrigley declined to say who was being considered

but he did point out that "more than three names" had been submitted.

He also disclosed that the show plans to use much special paper next year in billing its featured revue.

Wrigley revealed that orders already had been placed for uniforms which will be required attire of all ride help next year.

Gem City Inks Kelly Animals For '54 Tour

QUINCY, Ill., Nov. 7.—Gem City Shows have signed the Paul Kelly menagerie as an added attraction for its '54 midway. Thomas D. Hickey, owner-manager, announced here in winter quarters. Negotiations were handled by Ray Marsh Brydon, who managed most of the back-end shows on the Hickey org this year.

The Kelly animals were on the Kelly-Morris Circus the early part of the '53 season, but left to play other dates early in the summer. Under terms of the contract, animals to be provided by Kelly include an elephant, hippopotamus, two camels, two zebras, six Sicilian jacks, two buffaloes, eight monkeys and several others.

The unit will operate without an admission tab, Hickey said. In addition to being in the free menagerie on the midway, the elephant will be used as a free act and the camels as rides.

The Gem City Shows closed their season Saturday (31) at Selma, Ala., where cold weather cut into business. Don Greco, concessions manager, went to Ozark, Ala., this week before heading homeward to Springfield, Ill. Wendell Pierce and George Leonard both headed for the warmer climes of Florida. Hickey and Harry Thomas, treasurer, will remain here for a rest prior to the Chicago meetings.

FOR A NICKEL: \$\$ IN PUBLICITY

AUGUSTA, Ga., Nov. 7.—Frank Bergen, general manager of the World of Mirth Shows, turned a nickel into many dollars' worth of publicity while playing the Exchange Club Fair here. A long-time supplier of the fair fun features, Bergen, while visiting his friends in City Hall, raised a loud ruckus about the nickel a parking meter had cost him. A couple of nights later at a special dinner the Mayor presented Bergen with a voucher good for the nickel. It cost the city 40 cents to issue the check and the story of the by-play among old friends went out of here on the wire services.

Bistany Bows To Okay Biz At Macon Fair

GAINESVILLE, Fla., Nov. 7.—Leo Bistany's winter org, Orange State Shows, moved here this week after scoring a winning opening stand at the Georgia State Colored Fair in Macon. Fair opened strong, was hurt somewhat by cool weather at mid-week, but temperatures then rose and rides, shows and concessions wound up on the good side.

Org played the Macon date for its second year. It was the 16th fair sponsored by the Homosophian Club and for the first time was held at the regular fairgrounds in Central Park.

C. W. Sellers, fair president, reported total attendance was 27,800, including 15,000 adults and 12,800 school children, most of the latter coming in for the two kid days.

Ray Oakes Moves Plant To Tampa

LYONS, Ill., Nov. 7.—Ray Oakes, head of the games manufacturing firm bearing his name, has announced he will move his base of operations to Tampa in the near future. Oakes has acquired a 75 by 90-foot building in Drew Park, a suburb of Tampa.

This week he announced the appointment of several distributors who will handle his products in the Middle West. M. K. Brody will be the Chicago distributor, Wisconsin De Luxe Company, Milwaukee, will handle his products in the Badger State; Saunders Manufacturing and Novelty Company will represent Oakes in Cleveland, and Fred Silbers in Detroit.

Ray Oakes Jr., and most of the firm's present staff will move with him to Florida. Oakes will have his usual exhibit at the Chicago trade show, November 29-December 2.

The elder Oakes recently re-

Carthage, N. C., Proves Winner For Vivona

GEORGETOWN, S. C., Nov. 7.—Vivona Bros.' Shows continued its string of red ones last week at the Moore County Fair in Carthage, N. C., which ended Saturday (31). Spurred by efforts of the show and the sponsoring local Jaycees, patrons jammed the midway on children's day Tuesday (27), while Friday (30) drew the largest number of kids to ever attend Negro children's day. The moppets had good spending money, and all show segments grossed well.

Also producing satisfactory crowds were the county high school beauty contest on Thursday (29) and car giveaway on Saturday, which was the best day of the week. Nightly merchandise giveaways added to the good attendance, which was a record for the event. John Vivona and Harry E. Wilson handled the legal adjusting in the absence of Tommy Carson, who is recuperating from a leg infection.

The show's season will end with the Colored Fair in Charleston, Monday thru Saturday (9-14), and indications all along have been that this year has been a big winner for the org. Six fairs have been signed so far for the 1954 season.

Detroit Club Pays Tribute To Deceased

DETROIT, Nov. 7.—The Michigan Showmen's Association paid tribute to its deceased members here Sunday (1) with a memorial service held in its clubrooms and presided over by President Louis H. (Doc) Firestone.

Upwards of 60 members turned out for the services, which were a joint effort of the men's club, Ladies' Auxiliary and the Joe Moss Post of the American Legion.

Ben Miller and Calvin Lovejoy, along with President Firestone, represented the men's club, while President Dottie Miller and Past-President Bernice Stahl, did the honors for the ladies' organization.

Deceased remembered in the rites included Robert Allen, Steve Butash, Henry Lueders, Art S. Hill, G. L. Fallon, Milton O'Donnell, Clarence Ostrander, Anna Bower, Elsie Brown, Bertha Ford, Minnie Harding, Mae Loraine, Catherine Lorimer, Louise Perfile and Alice Wagner.

turned from a vacation-business trip to Florida where they closed the deal for the new quarters. They also visited several shows including World of Mirth, Penn Premier and Prell's Broadway shows.

Greenwood, S. C., Quarters for Buck; Refurbishing Slated

GREENWOOD, S. C., Nov. 7.—O. C. Buck-Model Shows concluded negotiations on Thursday (29) by which it will winter at the Greenwood Fairgrounds until next season. The lease was signed by C. R. Dent, manager of the grounds, and Dave Endy, general manager of the railroad carnival, and the first 10 carloads of equipment rolled in Sunday (1). Another section of the show, comprising 10 more carloads, is scheduled to arrive tomorrow following the org's final date of the season, the fair at Chester, S. C.

Buck had considered the spot since playing the Greenwood Fair, October 5-10. Considerations affecting his decision include ample railroad siding, big hardware and lumber firms, wholesale

paint companies, and numerous machine shops, in addition to the fair buildings. The show will occupy all structures on the grounds, but the lease allows the fairgrounds commission to have use of the show ring and cattle barn on 24 hours' notice.

Buck said the repairing and renovation work slated will run upward of \$70,000. Oak lumber for re-flooring of the flat cars is being scouted up for the project, which will begin shortly, after which Buck and Endy will devote most of their time to next season's booking. Among dates signed is the 1954 Southeastern Fair-A-Ganza, an 11-day event. The organization, rounding out its first season on rails, will be chasing down other dates large enough to support the new rail show.

Coleman Org Closes After Winning Tour

MIDDLETOWN, Conn., Nov. 7.—Coleman Bros.' Shows are back in winter quarters here after a season that was a big success, according to Dick Coleman, manager. This was particularly true on the fair circuit, with all annuals, except one, giving the rides and shows a much bigger gross than anticipated, he said.

Final stand of the season was at Belchertown, Mass., which came up with some big days and wound up a winner for almost everyone.

A skeleton crew is remaining here under the supervision of Johnnie Pesecki, superintendent of rides, and is already at work repairing some of the equipment. Dave Attman has the kiddie Merry-Go-Round in operation at the Boston Store in Providence and will remain there thru Christmas.

Owner Coleman left recently for Jensen Beach, Fla., for a short vacation but will return here for the Christmas holidays.

BENEFIT

WOM Show Club Fund Hits \$4,500

SAVANNAH, Ga., Nov. 7.—Final figures of a jamboree staged by the World of Mirth Shows at the South Carolina State Fair, Columbia, a week ago, show that a total of \$4,500 was raised.

A total of \$3,000 will go to the National Showmen's Association. The remaining \$1,500 is slated for the Tampa Showmen's Association, an organization in which concession manager Bernard (Bucky) Allen is particularly active.

Bergen and Allen had previously subscribed to the plaque fund of the Miami Showmen's Association and additional solicitations were made on the show's midway by Phil Cook, executive secretary of that organization.

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The Hanky Pank Manufacturers of America will open their new plant in Tampa, Fla., about December 15th. The new plant will be located at West Shore Blvd. and Orient St. in Drew Park, a suburb of Tampa, Fla. The plant will be fully equipped to handle all the needs of concessionaires. Business will continue as usual at the Lyons, Ill., address until the new plant is opened. The firm manufactures: Punks or Cats for Cat Racks—Six Cats—Slot Roll Down Games—Huckley Buck Kegs—Pitch Till You Win Blocks—Dart Boards—Penny Pitch Boards—3 Ball Bucket Games—Dam Family Ball Games and many others.

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Midway Confab

The Miami Showmen's Association and the Lone Star Showwomen's Club of Texas are each more than \$700 richer as a result of the benefit show tossed on the midway of the State Fair of Texas, Dallas. . . . Doug Wade is back in Detroit after attending a meeting of Florida fairs. . . . The W. G. Wade Shows is wintering at Palmetto, Fla.

Al Wagner, of Cavalcade of Amusements, and Fritzie Brown, of the Brown & Wallace Shows, were glimpsed recently in a Mobile, Ala., hotel lobby, reported Walter B. Fox. Wagner was in town to look over his winter quarters, while Brown was studying local territory. According to Fox, Frank W. Peppers reported that his show had okay business at the recent Port St. Joe (Fla.) Fair and that the show will again winter in Mobile.

Babe and Mel Pittman, formerly with the World of Mirth Shows, purchased a restaurant in West Palm Beach, Fla., recently. . . . Mr. and Mrs. Con Weiss gave a party observing their 20th wedding anniversary October 10 in Paradise Park, Miami. Among those present were Mr. and Mrs. Ben Zarr, Mr. and Mrs. Curtis Schillburg, Mr. and Mrs. Andrew Martinelli, Mrs. Jack Benies, Mrs. Ralph Carey, Mrs. Bertha Yaeckel and Mr. and Mrs. Tom Thornton.

Charles O'Brien, unit manager for the Gooding Amusement Company, became ill during his unit's engagement at the Chattahoochee Valley Exposition, Columbus, Ga., recently. He was taken to the hospital there and later released. O'Brien is now convalescing at his home in Miami.

Nat (Skeeter) Lorow was recently presented with a new son, born October 16 at North Shore Hospital, Miami. Mabel Lorow is doing fine. . . . Ross Sinderson, ride and concessions op, has been busy since closing the season with Veteran's United Shows. He played the Waterloo, Ia., Dairy Cattle Congress and the American Royal Livestock Show in Kansas City. The Sindersons are now in Excelsior Springs, Mo., where Mrs. Sinderson is recuperating from surgery. They will both be on hand for the Chicago Meetings.

Bill Dyer, owner-manager of Dyers Greater Shows, stole a march on Christmas recently. Prior to shuttering the show, he distributed presents to the org's concessionaires figuring he wouldn't be able to find many of them during the yule season. . . . Roger Warren, manager of Crafts Exposition Shows, bagged his deer on a recent hunting jaunt. Capers Cummings, org's head mechanic, took delivery on a new Ford recently.

Tommy Carson, of Vivona Bros. Shows, has improved greatly from a dangerous foot infection, and thanks the many friends who sent him cheer and encouragement. He is still at the Carolina Motor Court in Asheboro, N. C.



WINDING UP a successful season with the World of Mirth Shows, Dada King, concession manager, and Pete Burkhardt (right), a long-time operator with the unit, discussed plans for the winter, including what each could do for the other's pet projects—the National Showman's Association in King's case and the Miami Showmen's Association in Burkhardt's. The situation came to an impasse when it was determined that neither could outcount the other and that any donations solicited and made would never get beyond the matching point and so cancel each other out. King and Burkhardt, their countenances lighted by the delightful weather that has accompanied the show thru the South, broke off their negotiations to search for more likely prospects.

Harry E. Wilson and Peggy Wilson celebrated their birthdays and wedding anniversary November 4 in Georgetown, S. C. Harry is 68 and Peggy, 57. . . . Also celebrating his birthday was Morris Vivona, who turned 33 on October 31, the day the fair in Carthage, N. C. closed. Altho no party was held, due to its being Saturday, he received many gifts.

Robert L. Miller, 49, chief of detectives at Macon, Ga., for 15 years and well known in carnival circles, died suddenly Sunday (1) of a heart attack. . . . Police Lieutenant B. B. McGehee, one-time showman and for more than 20 years a member of the Macon (Ga.) police force, was in charge of the police squad assigned to the Georgia State Colored Fair recently.

Edna Hacker and Corrine Greer left Dallas recently to visit relatives in Houston and Mrs. and Mrs. Harris left for Wisconsin and then for the Chicago meetings.



A COUPLE of belles on the H. W. Campbell Shows more than 30 years ago, Hazel Rocco and Gyp McDaniels (right), are still cutting a fine figure on the World of Mirth Shows' midway. On dull days, and while basking in Dixie sunshine, these two amateur historians can give with more facts and figures on the growth and heritage of the carnival business than most showfolk, and in an entertaining fashion, too, as their memories revive all of the wonderful and terrible events that have brushed their lengthy careers.

Leo Lippa, retired show owner, is again handling preparation of the year book for the Michigan Showmen's Association, its 20th edition. Lloyd Westerman and Sam (Pork Chops) Ginsburg are serving on his committee. . . . Ben Morrison is back in Detroit after summering on the West Coast, and will handle several promotions in the Motor City. Capt. J. N. Seymour, high diver turned concessionaire, will assist Morrison.

William E. Myers and Big Joe Bellanger recently closed with Mad Cody Fleming after spending the forepart of the season with the Barney Tassell Shows. The two recently drove to New York and Paterson, N. J., in Bellanger's new Chevrolet station wagon but will head for Miami for the winter. . . . Pat Guest and Beatrice Harding, of Crafts Exposition Shows, were married Tuesday (3) in Phoenix, Ariz., where the show is playing the Arizona State Fair. Guest is lot and maintenance superintendent for the Crafts org.

Henry Meyerhoff pens from Kobe, Japan, "Enjoying the result of hard work; some wonder trip!"

Jimmy (Silk) Mason sends his thanks from the Nework (O.) City Hospital for the notice published in the October 3 issue on his confinement there resulting from injuries received in an auto acci-

(Continued on page 64)

GOODING AMUSEMENT CO.

WANTS SHOWS

For 1954 Season

Solid, Proven Route of Spring Dates
And the Best Route of Fairs in the U. S.



Need the Following:
Side Show, Mechanical Show, Large Snakes, Midget Show, Monkey Show, Animal Show, Fat Show, Large Motordrome, Illusion Show, Western Show, etc.
Wonderful opportunity for Single Pit Attractions!

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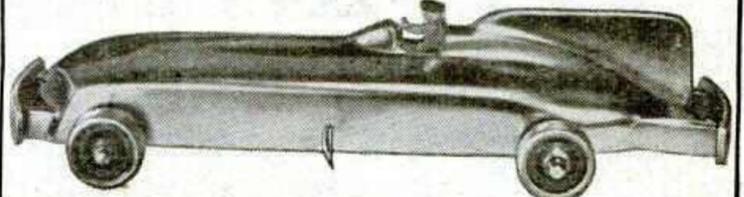
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EVANS'

Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

. . . for all value-minded showmen

A Pip of a Tip...

October and November are the months when the best values in end-of-season USED SHOW EQUIPMENT are offered in Billboard advertisements. If you have no further need for some of the equipment you own, advertise it now, when prospective buyers are most interested and most loaded with ready cash.

And if you need GOOD USED EQUIPMENT make it a special point to check every issue of The Billboard now thru November. You're sure to find just what you need at

ROCK-BOTTOM PRICES!

Wanted for 16 solid weeks in Cuba

DEC. 20 — APRIL 1

CONCESSIONS

Hanky Panks, Mug Gallery, any legitimate Concessions.

SHOWS

Monkey Speedway, Glasshouse-Comical Mirrors, Motordrome. Will finance anything good.

RIDES

Dark Ride, 12-16 Car Scooter, Kiddie Rides, Coaster.

FREE ACTS

Cannon, Swaypole, anything sensational. Also need 3 Acts for park in Havana. Honey-B Brown, contact.

NOTICE

This is not a promotion. Cash in on our previous experience. Deposit required. We know what wins money in Cuba. Emigration restrictions similar to Canada. No problem.

CONEY ISLAND PARK ROAD SHOW

GENE BEECHER, General Mgr., Box 1123, So. Miami, Florida

PACIFIC COAST SHOWMEN'S ASSN. BANQUET AND BALL

DEC. 8, 1953
"CIRO'S"

Sunset Strip Hollywood Calif.

All showpeople and their friends are urged to make their reservations early for this gigantic affair. Galaxy of Hollywood stars and T.V. and radio personalities.

Tickets, \$10 Per Person . . . Write or Wire
AL FLINT, Sec'y for Reservations

Pacific Coast Showmen's Ass'n, 1235 S. Hope St., Los Angeles 15, Calif.

Other weekend events: Memorial Services, Evergreen Cemetery, Dec. 6;
Past Presidents Nite, Clubrooms, December 7.

MOE LEVINE, Pres.

SAM STEFFIN, Chairman
Banquet and Ball

HOT SPRINGS SHOWMEN'S ASSOCIATION

5TH ANNUAL

BALL AND BANQUET

NOVEMBER 19, 1953

PINES SUPPER CLUB

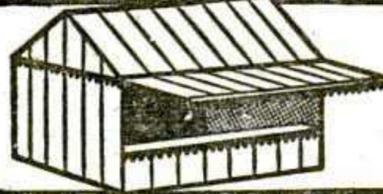
RESERVATIONS—\$7.50 EACH

Tickets Now on Sale

HOT SPRINGS SHOWMEN'S ASSOCIATION

HOTEL DE SOTO, HOT SPRINGS, ARK.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS,
MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvas for Over
Fifty Years.
Underwriters' Approved Flame
Resistant Materials Available.
5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

LEO LANE SHOWS

"THE SOUTH'S FINEST"

WANTED FOR BELLE GLADE, FLA., BEAN FESTIVAL, NOV. 19-28—TEN BIG DAYS

All Hanky Panks, clean Shows.

All wire this week, Palatka, Fla. No phone calls, please. More to follow.

AMERICAN MIDWAY SHOWS

WANT FOR HIDALGO SOCIETY FIESTA, BROWNSVILLE, TEXAS,

NOV. 21 THRU 29—DOWNTOWN FORT BROWN GROUNDS

SHOWS OF ALL KINDS (must have own equipment). CONCESSIONS: Frozen
Custard, Demonstrators, Hats, Novelties, Hanky Panks. (No Stores or Camps.)
Address: HARLINGEN, TEXAS, until Nov. 15; then Brownsville.

PLAYLAND SHOWS

WRENS, GA., THIS WEEK

Out all winter, playing army pay rolls and Florida.

Wanted—Shows of all kinds. Can use Rides not conflicting. Want Hanky Panks of
all kinds, winter rates \$12.00. Want Ride Help who drive semis, also useful Show
People in all lines.

Contact MANAGER, Western Union, Wrens, Ga.

— THANKS A MILLION —

To Show People who helped us have the most successful season in our show career.
NOW BOOKING FOR 1954
See you at Chicago Meeting—also Kentucky and Tennessee Fair Meetings and Tampa
Fair

MR. & MRS. W. E. (Shotgun) PAGE

Box 244, Springfield, Tenn., or General Delivery, Perry, Fla., our winter home, Wild
Animal Zoo, 14 miles South of Perry on Route 19.
P.S.: Dave Decorte, contact me at once.

NORTHEAST FLORIDA COLORED FAIR

MYRTLE ST. BALL PARK, JACKSONVILLE, FLA., NOV. 23-28.
Can place
Cockhouse and Merchandise Stands of all kinds. Minstrel and Side Show.
Rides that do not conflict. All winter's work. Also High Act.

SAM GOLDSTEIN or TED LEWIS

MAJESTIC GREATER SHOWS

MACLENNY, FLA., THIS WEEK.

STOCK TICKETS
One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
50 Rolls 22.00
100 Rolls 40.00
ROLLS 2,000 EACH
Double Coupons
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No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture
TICKETS
of every description
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THE TOLEDO TICKET CO.
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SPECIAL PRINTED
Cash With Order Prices:
2,000 \$ 4.90
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8,000 9.60
10,000 10.50
30,000 15.50
50,000 33.00
100,000 133.00
500,000 250.00
1,000,000 250.00
Roll or Machine
Double coupons, double price

Club Activities

Lone Star Show Women's Club of Texas

DALLAS, Nov. 14.—President Millie Hudspeth was in the chair at the first regular meeting. Pearl Vaught gave her treasurer's report and Secretary Grace Tinder read the minutes.

The secretary also reported the annual benefit show held at the State Fair of Texas pulled a capacity house. Staged by Cliff Wilson, proceeds went to the Miami Showmen's Association and the Lone Star Show Women's Club. Freda Wilson arranged the show. Talent included acts from the Red Marcus-Pat Murphy mid-way show and the Jat Herod Revue as well as from Abe's Colony Club. Mr. and Mrs. Carl Sedlmayr flew in from Shreveport to attend. Auction gifts were donated by Adolph Koss, Sheik Lampart, Margaret Pugh and Grace Tinder.

New club members include Chancy Walker, Earl Henry, Isabell and Joe Lusk and their two daughters, Connie Carnett, James family, Durham Doss, Frank McTeague, Bobbie and Hubert Hall, Katheryn Burnett, Peggy Jones, Dolly and Benny Hagen, D. V. Allen, David Cohen, Georganna and Eda Osbourne, David and Joanne Moody, Shirley and Paul Mengel, Jim Dunlavey, Bobbie and Charlie Owens, Mrs. James Chavanne, Cliff and Freda Wilson, Margarite Gibbs, Clara and Frank Stoedala, Ned Davis, Joe Isles, James Millar and Arthur Mace.

Frances Palmer entered the hospital for minor surgery. Rene Gordon's mother is ill.

On the winter agenda are a New Year's Eve party and dance; installation of officers February 5 in the Baker Hotel, and memorial services February 4 in the Baker Hotel.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 7.—In the absence of President Mike Rockwell, the first vice-president, E. H. Hugo, presided at the first meeting of the fall season. A total of 35 were on hand.

George Carpenter, treasurer, is out of the hospital following major surgery. Plans are being made for the annual New Year's Eve banquet and ball. Event will be held in the Georgian Room of the Hotel Continental.

Midway Confab

Continued from page 63

dent. He received messages and gifts from friend on the Strates and Royal American shows, Cavalcade of Amusements, Sheik Rosen and other troupers. Mason, who has been in the hospital since November 14, 1952, has no idea when he will be released.

Ralph W. Smith is recuperating from a recent illness at the Governor's Club, Fort Lauderdale, Fla. The inactive secretary-treasurer of the World of Mirth Shows was visited there recently by Frank Bergen, show general manager, and Bud Sollenberger, Bergen's nephew and protege, who is holding down the office management.

Bernie M-ndelson, of the O. Henry Tent & Awning Company, Chicago, visited the World of Mirth Shows at Savannah, Ga., the last stand of the season, to discuss canvas needs for next year.

Popular Mechanics magazine for November features a piece on Kenneth Beggs, of Minneapolis, who built a working model of a carnival inside a five-gallon jug. He hooked strings to the tiny Merry-Go-Round, Ferris Wheel and Chairplane, and connected them to the turntable of an old phonograph.

Shorty Constable, Al Zellers, Lloyd Schaffer and Tom Zellers were seen recently working the Big Mike auction near Mt. Pleasant, Pa. It looked like a reunion, says Al.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 7.—President J. P. (Jimmy) Sullivan was in the chair for the Thursday (5) meeting. Also at the table were past presidents Sam J. Levy and Lou Keller, Secretary Joe Streibich and Treasurer Emeritus Walter F. Driver.

The welfare committee reported Harry Mamsch is resting well following surgery. Harry Atwell, Frank Daniels and David Swarhout are still on the sick list. No late news on Chester Barker who has moved to Florida.

Al Wagner, third vice-president, has resigned from that post, citing the press of business as the reason. Wagner pledged his continued support of the League.

The ways and means committee reported results of the Miss Outdoor Show World contest are coming in well as it enters the home stretch. Harry Duncan announced a prize has been donated by T. Dwight Pepple. The house committee is arranging for the annual Thanksgiving dinner, and the finance committee is preparing the books for the annual audit.

Sam J. Levy, general chairman of the banquet and ball, reported arrangements were well under way. R. Elmer Yates is a new member. Membership was saddened by the death this week of George Brooks. Burial was in Showmen's Rest.

Members at their first meeting of the fall season included Morris Brown, Jess Jordan, Sam J. Levy Sr. and Jr., Dave Picard, Bennie Hirsch, Earl Newberry, Henry S. Polk and Bennie Mallwin. Clubroom callers during week included Lou Dufour, Dave Golden, Silent O'Brien, Chick Schloss, Dave Malcolm, Charles Zemater Sr., Ed Sopenar, Walter F. Driver, Andre Dumont, Harry Bernstein, Leonard Sacks, William A. Hettlich, Chick Bohdan, Ozy Breger, Oliver Barnes, Max Brantman, Dr. Joseph M. Dugas and Mel Harris.

Ladies' Auxiliary, Hotel Sherman, Chicago

Mrs. Mae Taylor, president, was in the chair at the Thursday (15) meeting. Assisting her were Mrs. Lucille Hirsch, first vice-president; Mrs. Viola Moore, second vice-president; Mrs. Carmelita Horan, treasurer, and Mrs. Elsie Miller, secretary.

Ann Belden has returned from an Iowa business trip. Betty Shea and Ann Sleyster were back after absences. On the sick list are Alice Hill, Frances Berger, Susie Waldron, Billie Wasserman, Marie Brown and Margaret Filograsso.

Viola Moore reported donations for the bazaar from Evelyn Hock, Ann Belden, Jennie C. Gloth, Myrtle Hutt, Claire Sopenar, Minnie Simmonds, Mae Taylor and Ann Sleyster. Elsie Miller requested Cancer Fund ticket

Page Bros. Shutters

SPRINGFIELD, Tenn., Nov. 7.—Page Bros.' Shows are in winter quarters here after closing the season at Ardmore, Ala. Most of the personnel have now scattered for various destinations after doing solid business for most of the summer and fall.

Mr. and Mrs. W. E. Page are here for the present but are scheduled to go to Perry, Fla. in the near future. Others and their destinations include: R. G. (Shorty) Baker, Perry, Fla.; Mr. and Mrs. Al Bellows, Selma, Ala.; Mr. and Mrs. Frank Jackson, Tampa; Pete Truett, Terrell, Ark.; Eli Johns and family, Camden, S. C.; Mr. and Mrs. Richard Chaney, Miami; Mr. and Mrs. Ben Able, Perry, Fla.; Boyd Baldwin, Russellville, Ky.; Mr. and Mrs. Elmer Reid, Crystal River, Fla.; Mr. and Mrs. John Smith, Athens, Ala.

Also Hoot Black, Athens, Ala.; John Giles, Guthrie, Okla.; Mr. and Mrs. Tim Sanders, Auburn, Ky.; James Stinnett, Somerset, Ky.; R. A. Brown, Greeley, Colo.; Mr. and Mrs. E. J. Johnson, Lake City, Fla.; and John Townsend, Liberty, Ky. Frank Hunter will remain here in Springfield.

books and money should be sent her at 3852 W. Irving Park Road, Chicago 18.

Mae Taylor donated a China doll, which was given as a prize, and Harriet McBeath donated a pair of earrings. The Thursday (22) swap social at the Hotel Sherman was well attended. Sara McCaffrey took a prize compact donated by Mae Taylor. Ann Belden won a pair of pillow cases.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Nov. 7.—President Jack Christensen called the Monday (2) meeting to order. Other officers on hand included Charlotte Porter, first vice-president; Phil Sapiro, treasurer; Al Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Candidates for office were posted by the nominating committee. Joe Ryan will keep the rooms open during the absence of Joe LaMont, who has started his Santa Claus job.

Robert C. Sherman is a new member. Among those present at the meeting were Mr. and Mrs. Joe Richardson, Fred Ramsey, Sam Landesman, James McCaffery, Ralph Clinton and Mr. and Mrs. Whitey Monette.

W.G. WADE SHOWS

Now Contracting
RIDES • SHOWS
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For Our 1954 Season

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ATTENTION

PITCHMEN

Want Kitchen Gadgets, Jewelry, Horoscope, Age and Scale, Stock Concessions and other pitch items for Burlington, Vermont's, biggest indoor Pre-Christmas Celebration, Nov. 26-27-28, at Memorial Auditorium, heart of town. Big Santa promotion. Rides include Merry-Go-Round and Kiddie. 10,000 free ride tickets given by merchants. Free admission. Sponsored by D.A.V. benefit underprivileged families. Contact now for space.

PAUL LaCROSS

158 Lake St. St. Albans, Vermont
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SAVANNAH RIVER SHOWS

BARNWELL, S. C.—Nine Days
Thursday, Nov. 19, to 28, Pay Day
Augusta, Ga., to follow
Place Bingo, Hanky Panks, French Fries,
Sitdown Grab, RIDES—Set Kiddie Rides,
Merry-Go-Round; all winter's work.
SHOWS—Want 5-in-1, Snake Show, Girt
Show, useful Carnival Help. All address:

VAL IRELAND

Coffey's Trailer Camp, Augusta, Ga.
Phone 3-9224

CARL D. FERRIS SHOWS WANT

For four more weeks
Waycross, Ga., this week, Nov. 9,
want all kinds of Concessions and Shows. Want to buy
Kiddie Rides.

Brand New Special
RIVIERA BUICK
Sell for \$2967.00; will take \$2295.00.
1953 BUICK SUPER
1900 miles, \$2375.00.
Regular new car guarantee.
5% financing with bank.
JOHNNY CANOLE
ALTOONA, PA.
Phone 9347 or 3-0003

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.
Ladies' Auxiliary

President Vivian Zimdars presided at the first meeting on October 29 in the DeSoto Hotel clubrooms. On the rostrum with her were Pearl Weydt, second vice-president; Grace Goss, third vice-president; Ethel Cutler, treasurer, and Bonnie Wheatley, secretary pro tem.

Esther R. Garner was admitted to membership. Mrs. McCaffery presented the club with \$200 raised by personnel of the Amusement Company of America. President Zimdars announced that the banquet and ball will be held November 19 at the Pines supper club. November 22 is the date for the unveiling of the monument at the showmen's plot in Memorial Park. Memorial services will be held on that date. Caroline Holt and Grace Goss are in charge of services. The usual club donation was made to the Community Chest drive. A baby shower was held in the clubrooms November 2 for Shirley Bazinet.

Pearl Weydt and Doc O'Kelly arrived from Wisconsin in time for the first meeting. Also coming in were Helen Hill, Rose Cutler, Mrs. McCaffery and Edith Conklin. Bill and Jackie Wilcox returned from the Canadian tour of the Wallace & Clark Circus and have purchased a home in Hot Springs. President Zimdars served a roast turkey dinner at the first meeting. The auxiliary night award was won by Grace Goss. Weekly card parties will be held in the clubrooms on Monday nights. Hostesses for the party will be Ethel Cutler and Grace Goss.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 7.—The regular Monday (2) meeting and board of directors' get-together drew good attendance.

It was announced that Tim Galo and Harry Green are on the mend following illnesses. Graham W. Carter's membership application was presented and accepted.

Ladies' Auxiliary

President Dottie Miller was in the chair at the regular meeting. Assisting her were Clara Silber, Carrie Dear, Frances Moran, Jerry Borker and a new member, Inez Wright.

Correspondence was read from Mayme Wade, Peggy Cohen, Ravel Galo, Mary McMillan and Sophie Tucker. Frances Moran reported donations were due for the rummage sale. Pat Crognale turned over \$100 raised during the summer for the cemetery fund. The membership was saddened by the October 16 death of Louise Perfile.

Jennie Heshner and Mary McMillen were reported on the sick list. New members include Hazel Liddon, Helen Cook, Clara Silber, Leona Bennett, Marjorie Mansell and Elma Woodward. Door prize was taken by Cora Pollard.

Recent social was well attended. Winners included Marion Fodal, Dottie Miller, Laverne Taylor, Ann Stone, Edith Schultz, Bernice Stahl, Bobbie Schultz and Grace Ziegler. House committee served refreshments.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Nov. 7.—President Marquarite Stone presided over the first meeting of the fall season which drew close to 50 members. Those present were saddened by the news of the death of Monroe Eisman.

Mrs. Betty Wilson, chairman of the entertainment committee, discussed plans for the coming ban-

quet and ball which will be supervised by President Stone. Assisting her will be Mrs. Margaret Hanna, Mrs. Marie Berko, Mrs. Daisy Howard and Mrs. Cora Ritter. Date and place are tentatively December 14 at the Shangri-la.

A set of luggage, donated by Mrs. Stone, will be given away December 7. Ivan Gilligan was a recent visitor. Newly arrived members are Joe and Peggy Steinburg, Earl Salter, and Joe and Marie Berko. Walter Fleck is in the Veterans' Hospital.

Annual memorial services will be held at 2 p. m. December 13 at the Greenwood Cemetery plot.

Miami Showmen's Association

3170 S.W. Eighth St., Miami

Oscar C. Buck, third vice president of the club, arrived in town recently to look over the new building and arrange for his quarters in Miami. Other new arrivals who dropped in were Bob Lilliston, Jimmy Smith, Al Weinberg, H. A. Morrison, Ep Glosser, Pete Norman, Johnny Appelbaum, Fred Barrett, Ed Barbour, Bill Langen, Neville Baker, Alfred Trudeau and Ernie Ricciardi.

Charlie Johns, new Governor of Florida, has appointed Louis Shafkin constable of Miami Beach. Louis is a former concession operator with many large shows, who retains his membership in the association altho he is retired and a jeweler on Miami Beach. Abe Prell, of Prell's Broadway Shows, has gone over the top by forwarding 28 more applications to the office, giving him a total of 51. He will receive a gold life membership card at the Annual Banquet on January 4, making him the seventh to have earned a gold card this year.

Alton Pierson, of the Johnny J. Denton Gold Medal Shows, has arrived in town with a large bundle of cash for the club and a dozen applications.

New applications were received from Leland Ruch, John Conrad, Stanley Riddle Joe Phillips, Lawrence Alviti, Frank Rich, Raymond Camara, Clyde Mitchell, Raymond Medick, Robert Zammarra, Clyde Barr, Frank Solderick, Fred Sanders, Charles Garrett, John Garrett, Edward Johnson, Franklin Snow, Robert Snow, Hedgel Blackburn, C. M. Bryant, James Cotton, Homer Atkins, J. W. Wingfield, William Sylvester, Richard Shipman, Lewis Huckins, Cecil Frazier, Emile Wippier, John Andronowski, Paul Bouchard, William Chalkias, Roy Lollar, Joseph Curtis, Ray Garber James Mercer, Raymond Walsh, Kenneth Richardson and Randolph Gallant.

Caravans, Inc.

P.O. Box 102, Chicago

CHICAGO, Nov. 7.—The Tuesday (3) meeting was called to order by President Pearl McGlynn. Assisting were Jeanette Wall, Mae Oakes, Eva LeRoy, Marianna Pope and Wanda Derpa. Claire Sopenar gave the invocation.

A thank - you note was read from Billie Lou Bunyard, who is confined in North Little Rock, Ark. Jeanette Hart is reported on the mend. Geraldine Muscarello, daughter of Mae Taylor, is in Illinois Masonic Hospital after being seriously injured when she fell from a second floor porch. Physicians have requested no telephone calls.

Paddyanne Sciortino has announced the birth of a son. Helen Wettour is back from a New York trip. Jeanette Wall is back after closing her Delavan, Wis., summer home. Claire Sopenar is sponsoring a games party November 14 in the Showmen's League of American clubrooms for the forget-me-not fund.

Evening awards, donated by Trixie Clark and Wanda Derpa, went to Lucille Hirsch and Mae Sopenar.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 7.—President Moe Levine conducted the regular Monday night (2) meeting. A committee comprised of Sam Dolman, Sam Steffin and Bob Banard was named for the Homecoming Party November 23. They will arrange for entertainment and food for the event to be jointly sponsored by the PCSA and Ladies' Auxiliary. On the rostrum with president Levine for the session were Al

RECEIPTS UP 2-20%

Hamid Reports Gains at 85% of Events Played; Mulls 1954 Plans

NEW YORK, Nov. 7.—An analysis of this year's George A. Hamid & Son fair bookings showed that 85 per cent of the events supplied with talent registered gains in their grandstand receipts ranging from 2 to 20 per cent, the senior member of the fair reported here this week.

Hamid pointed out that the gains were made despite the reported falling off in total gate attendance at a number of events. The gates were affected by a tightness of money in some areas; a heat wave and other inclement weather and the "usual natural complications that are encountered every year, albeit in different sections," Hamid said.

The analysis was a prelude to the initial meeting in the home office here of staff members of the organization charged with formulating plans for the 1954 season. The success of the just concluded season will undoubtedly lead to expanded plans for the 1954 season.

The list of increases at grandstands playing Hamid talent is impressive. At Harrington, Del., business was up one-third. At Ottawa business increased by about 12 per cent even tho the gate attendance for the period was off some 15 per cent. Other

Canadian spots, Three Rivers and Sherbrooke, and Skowhegan, Me., showed increases ranging between 15 and 18 per cent.

Allentown, Pa., showed a gain of 5 per cent. This was regarded as a notable achievement since any gain registered has to denote a better than capacity attendance because the grandstand is usually sold out each night thruout the run of the fair and often in advance.

Some events, such as Reading, Pa., registered drops. Plausible reasons for the slack business are available, however, in each instance.

At Richmond, Va., where the poor business registered at the grandstand in previous years caused officials to seriously consider abandoning such a program at the 1953 event, the Hamid organization took the date over on percentage and built up the gross by 28 per cent. The location of the stand at Richmond is particularly bad, Hamid says, since patrons have to travel the full length of the large midway before reaching it. Babe Rabb, Hamid relative and staffer, was on hand to assist with the selling of the event and Linwood Rice, fair publicist, was credited with a major assist.

The night show at Toronto was another example of good business in the face of declining attendance. Attendance for that event was reported up some 22 per cent.

At Trenton the New Jersey State Fair, operated by Hamid, dipped nearly 10 per cent afternoons with the World Series as competition. The nights remained on; even until Saturday when business zoomed ahead to make for a slight increase.

The answer to good and growing grandstand business, Hamid said, appeared to hinge on change as much as anything else. By way of example, he cited his firm's policy of integrating each revue unit with a theme—this year with Phantasies it was Magic Carpet;

with the Follies, Movieland, U. S. A., with Showtime, the Four Seasons—and working the acts in the body of the show along the lines of a regular Broadway presentation.

The shows carried for the first time complete sets of acts that were never separated so that the whole performance was as smooth as it could possibly be from opening night on. Aiding the presentation considerably was the use of the same musical organization with each unit thruout the season.

To produce units of the caliber of those toured this year Hamid said that it was necessary to have a minimum of 10 weeks' bookings for each so as to properly spread the cost.

Television had no adverse effect on the Hamid dates this year, it was reported. Winston-Salem, N. C., was cited as an example. Hamid talent was used on a hour-long program emceed by the agency head at the dedication of the city's only video station the night before the fair opening. Altho he reported having misgivings at the time, Hamid said that the screening had a beneficial effect and was perhaps largely responsible for the big crowds that turned out as early as 6 p.m. to line up for show tickets.

Beam Reports Best \$ Thrill Trek to Date

NEW YORK, Nov. 7.—B. Ward Beam, a pioneer in the thrill show field, this week reported that the season just concluded was the most successful in his lengthy career.

The bad weather encountered at still dates thru June was followed by generally excellent weather that made it possible to get virtually all shows in as planned. The promotion of still dates, a Beam specialty, worked out especially well this season, it was reported, with nearly all stands providing sizable winnings.

The show formula in use this year—the staging of competitive thrill events between drivers representing different locales—caught on and was popular, Beam said.

The organization's first showing at the mammoth Canadian National Exhibition, Toronto, did not come up to expectations. Excessive heat and the fear of polio in the area were named contributory factors.

Beam said that he had not definitely adopted any format for next season. Changes and revisions are likely to be made as a matter of course in keeping with operational policy which calls for a big measure of newness each year.

Rumley Stages 6 Dixie Events

DURHAM, N. C., Nov. 7.—C. M. Rumley, promoter, staged six fairs for organizations in as many North Carolina towns this season. The last, at Tarboro, was concluded two weeks ago.

Rumley reported the season the best that he has had to date. His services include the supplying of all needed physical equipment plus the promotion of events on the local level.

Dates staged this year include Oxford, Dunn, Snow Hill, Clayton and Meone.

Weber, treasurer, and Al Flint, executive secretary.

New members ushered into the club included David Anderson, Harold H. Hall, George Loranger, and Mark Lynn.

With members returning from the road, President Levine introduced Eddie Roth, Dan Dix, Bob Bennington, Ray Morris, Jack Morris, Irving Sieff, Frank Murphy, George Perkins, Gregory Ball, Harry Gilbert, Earl Gilbert, Charlie Austin, and Red King.

Reopening of Fed Tax Fight Urged by Cohen

ROCHESTER, N. Y., Nov. 7.—Max Cohen, general counsel to the American Carnival Association, urged this week that the carnival industry immediately consider steps toward reopening its drive against the federal admissions tax. He cited the news that the League of New York Theaters has engaged a lawyer with Washington experience to make plans before Congress convenes in January. Nationwide theater support will be sought, the league said.

Cohen predicted that the tax question will be a major topic for discussion at the ACA's convention at the Hotel Sherman in Chicago, November 30-December 1. He added that indications were the tax matter will come up early in the congressional session, and the carnival industry "had better be prepared to take its part in this venture if it expects to gain relief."

A bill exempting motion picture admissions from the 20 per cent tax was passed by both houses this year, but on August 6 it was vetoed by President Eisenhower, who said, "If relief is to be given to motion picture theaters at this time it would not be fair to other . . . forms of entertainment."

Sumter Draws Okay on Opener

SUMTER, S. C., Nov. 7.—The 30th annual Sumter County Fair got off to a good start in mild weather Monday night (2), with J. Cliff Brown, secretary of the Fair Association, reporting a record number of animals on display and a larger variety of breeds than ever before.

Cetlin & Wilson Shows hold down the midway, and other attractions of the annual include nightly fireworks in the football stadium from Tuesday thru Thursday (3-4-5), county school day and Kiwanis-sponsored barbecue for 4-H-ers on Wednesday (4), half-price day for servicemen on Thursday, amateur talent contest and city school day on Friday.



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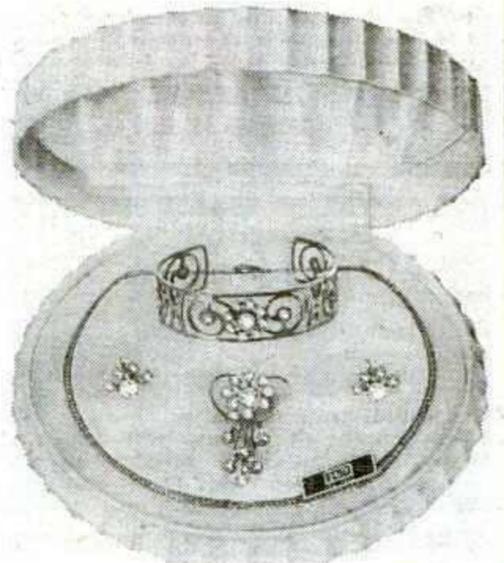
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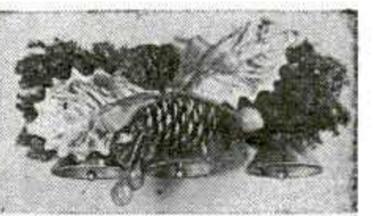


Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.

Only **\$12.50** each

In lots of three. \$13.95 for sample.

NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla. Phone: 82-6473



"Angelus Bells" CHRISTMAS SALES APPEAL

Bright silver holly leaves, red berries, real evergreen and pine cones, red ribbon bow and three copper-plated metal bells that ring in different tones. Suction cup mounting for any indoor or outdoor surface. Individually packaged. Fast \$1 retail.

DIRECT FROM MANUFACTURER.

\$6.25 per doz. minimum order 25% with order—balance C.O.D. Immediate Shipments.

\$5.00 per doz. gross lots

BELLS BY ANGELUS 62 Vernon St. Springfield, Mass.

AT LIBERTY—ADVERTISEMENTS

Remittance in full must accompany all ads for publication in this column

5c a Word Minimum \$1

No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

CHARLIE WALTERS — FOUR MOODS, "That Big Little Dance Band." Union, now booking engagements thruout 1954 season within New York and New Jersey. Last location two years weekends. Write 119 Audubon Ave., New York City.

COLORED QUARTET—FOUR NOTES; T.V., radio, stage stars. Contact Nashe Barancotto, Box 243, Lockport, N. Y.

WELL KNOWN TERRITORY DANCE BAND available for New Year's Eve engagement in Midwest. Reasonable price. Leader, Box C-447, c/o Billboard, Cincinnati 22, Ohio. no14

PIANIST—MALE, UNION; COMMERCIAL dance band, no one niters. Contact Pianist, General Delivery, Champaign, Ill.

PIANIST—READ, FAKE, ETC.; EXPERIENCE, ability; sober, dependable; union. Box C-449, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. no21

PIANO AND SOLOVOX PLAYER—CLASSICAL and Popular music, no vocals; attractive appearance; reasonable salary. Box C-452, c/o Billboard, Cincinnati 22, O.

SYMPHONY ORCHESTRA BUSINESS Representative handling promotion, intrastate, interstate arrangements, fund raising, etc., considering change to similar, more progressive-minded organization offering salary commensurate with quality of work performed. Box C-448, c/o Billboard Magazine, Cincinnati 22, Ohio.

TENOR SAXOPHONIST—CLARINETIST— outstanding, versatile; beautiful tone, perfect intonation, anything from Dixieland to Pop or Latin American. Fine reader, plus sax "fake" thousands of tunes, cut shows; fine appearance, no bad habits; terrific "take-off," fine ear, fake any harmony part, excellent references; prefer combination, Dixieland, but will consider anything if dough it right. Go anywhere, but prefer West or South; excellent lead in larger bands. Have car, single, age 34; salary must be top! Write or wire: Musician, 2372 N. 70 St., Wauwatosa, Wis.

TENOR, ALTO, CLARINET, VOCALS—DE- sire commercial hotel, combo; neat, dependable. Harold Nelson, 1309 Willard, Houston, Texas. Telephone Keystone 2455.

TROMBONE, VOCALIST (BARITONE)— Available immediately; experienced; prefer hotel type orchestra. Box C-450, c/o Billboard, Cincinnati 22, Ohio.

TRUMPET—GOOD PROFESSIONAL BACK- ground; age 45; no bad habits; good appearance. Wish to locate; have other trades. Address Musician, 242 S. Bellevue, Memphis, Tenn.

MISCELLANEOUS

HARVEY THOMAS HAS SINGERS, DANCERS, Musicians, Clowns, Novelty Acts—all occasions. Write, Wire, Phone, 162 N. State, Chicago, Ill. Dearborn 2-2735.

MUSICIANS

A-1 FIDDLER — WESTERN AND HILL- billy; good tone; back-up, break-downs, sweet swing; name and semi-name bands; double rhythm guitar; trick fiddling act; song writer. Radio, TV, show and dance experience; appearance; sober; union; go anywhere. Only well established units need apply. Write or wire "Fiddler," Box 426, Caroleen, N. C.

BANJOIST—(EX RED NORVO ORKO)—TENOR banjo and guitar, including show-stopper solos; also visual audience participation act; Stimulating MC. Zeno Staudt, Esquire Club, Rapid City, S. Dakota.

DRUMMER AVAILABLE — FORMERLY with Lou Math's Orchestra; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and dependable. Write or phone: George Sloan, 1119 E. 11th St., Kansas City, Mo. Harrison 5052.

DRUMMER—24; DESIRES TRAVEL IM- mediately; big band, show and Latin American experience; travel anywhere. Gil Kalsic, 1911 Arrowhead Ave., Cleveland, Ohio. IV 1-9072.

DRUMMER—WHITE; SWING DANCE, 15 years' experience; desires steady work year 'round with trio or small combo on location jobs. Single, no continental music; local 35 card. Will travel in car. Chester C. Watson, R. R. 5, Box 120, Evansville, Indiana. Phone 6-5078.

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LEAD TRUMPET—CONSISTENT AND EX- periented; at style or type band; locations; transcriptions and recordings; name bands preferred. 337 Webster, Chillicothe, Mo. no21

PIANIST FOR DANCE, THEATER OR radio. Will consider only N.Y. territory—Local 802. C. B. Stone, 217 East 11th Street, N.Y.C. no21

PIANIST—UNION; MALE, SINGLE, AGE 39. Commercial Dance Band, Box C-433, c/o Billboard, Cincinnati 22, O. no28

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no28

NIFTY TRAPEZE ACT—AVAILABLE FOR Outdoor and Indoor Events. Feature act; flashy equipment. For full particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

PLASTIC 4'n-1 BAR-KIT

"A SPIRITED GIFT"

For Christmas, New Years and special occasions. Ideal for entertainers and travelers. Alcohol resistant. Only 3 1/4" high. Popular colors—Red and Ivory or Black and Ivory. All have Ivory liggers. Size 1 1/2 x 3 1/2.



\$19.44 GROSS
Samples 25¢ ea!

With name Bar-Kit stamped and assembled

packed two dozen to a box—6 boxes to a container—weight 14 lbs.

LEE PLASTIC MFG. CO. BRIDGEPORT, CONNECTICUT

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7 & 10 Color Specials
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Midgets 3,000 series—7 colors
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5x7 Heavyweight Cards
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Cigarette Lighter

CHROME, Table or Pocket Models. Size 1 1/2 x 1 3/4"

Guaranteed Reg. 2.95 Value for **50¢**

Postage Prepaid 2 Doz. for \$10.80

TARA BRAND Irish Hard Candy 6-Oz. Pkg. 15¢ Or Box of 2 Doz. Packages, \$2.50

IRISH PRODUCT—Tara Brand Irish Beef and Beef Broth 1-lb. Can 50¢ or case \$13.50

Send Cash, Check or Money Order to **GENERAL R. & S. F. CO.** 919 W. Girard Ave. Philadelphia 23

FREE CATALOG

BIG PROFITS! Be our agent for watches, rings, costume jewelry, silver, leather goods and Christmas promotions. Make big money. All merchandise guaranteed. Free 106-page colorful catalog—no obligation.

MARVEL WHOLESALE WATCH CO. Dept. G, 211 N. 7th St., St. Louis 1, Mo.

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, Ill.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

New low prices of \$1.98 per pair are announced by **Agnestrong**, New York, for its authentic china clown statuettes, recently imported. In white with black decorations, they stand seven and one-half inches tall and are made

of genuine glazed chine. . . The "handi-brella" ensemble is a new premium introduced by **Imperial Merchandise Company**, New York. Consisting of an alligator grain shoulder strap handbag with matching detachable umbrella, the ensemble contains a compact and cosmetic fittings by **John Robert Powers** as well as a book containing beauty secrets of the Powers models. Wholesale price is \$10.50. It carries a list price of \$34.95. . . Surveys have proved that the constant motion of frankfurters rolling back and forth on gleaming stainless steel rollers of the **Connelly roller grill** has an eye appeal which results in impulse buying and sales greater than those obtained with the old-fashioned flat grill operation, according to **J. J. Connolly, Inc.**, New York. Connolly has developed a "no-waste" switch which enables the operator to keep some rollers hot and run the others cold, thereby keeping a quantity of franks available for sale and at the same time leaving the attention-catching rotation of the rollers undisturbed. Described as one of the most sensational novelty items of the

year, Hot-Spot, magnetic cigarette holder, is listed as a top seller by some of the leading novelty and joke shops of the country, according to **Fortune Manufacturing Company**, Chicago. A amusing, practical and triple chrome-plated for durability, Hot-Spot is guaranteed to get a laugh and make the ladies blush wherever it is used, according to Fortune.

A new development of the **Language Institute, Inc.**, Allentown, Pa., enables adults and children to learn to read, write and speak Spanish at home by playing cards. Claimed for the unique method are the advantages of time saving and better understanding of Spanish. Results are obtained by a series of five games, played as solitaire or by 2, 3 or 4 persons. Ten different decks and instruction books comprise a set which sells for \$4.95.

BEAUTIFUL CROSS



MIRACLE CROSS
When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.
RETAILS UP TO **\$6.95 EACH**
\$4.25 Doz. \$48.00 Gross

2999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.
\$6.00 Doz. \$66.00 Gross

Sensational Profits !! EVERY DAY !!



No. 185 Full of Life! Firing Brilliance **\$3.85 doz. \$45.00 gross**
Gold finish. White brilliant center. Red sides.
Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.
PROVIDENCE RING CO.
49 Westminster St., Providence, R. I.

COMPARE PRICES! STUFFED TOYS & DOLLS Buy Direct and Save!



24" MAMA DOLL
Rubber arms and legs—cotton stuffed body—composition head—Natural looking hair in brown & blond—Moving eyes, teeth, and tongue—
Mama voice—Choice of nylon dress with matching bonnet in 2 colors: Pink, blue or maize—Trimmed with lace—Organdy petticoat—Rubber panties—shoes & socks—Individually boxed—Packed 1 doz. to shipping carton (approx. 45 lbs.)
Per doz. . . . **\$36.00**

Same doll, same size, Rayon Silk dress, no petticoat, Per Doz. . . . **\$33.00**

SPECIAL OFFER! Mention Billboard when ordering for this is below list price.

Special Discount on Gr. Lots or More.
No extra charge for Sample.
1 Doz. Ass. (1/2 Doz. Each) **\$34.50**

FOB N.Y.C. 25% dep., C.O.D. if not rated. Send for FREE 32 pg. catalog with over 150 stuffed toys and dolls.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.
Also portable cameras. Write for details
P D Q CAMERA CO.
1165 N. Cleveland Ave. Chicago 10, Ill.

Births

Continued from page 54

LIPSKY—A son, Brent, to Mr. and Mrs. Morris Lipsky at St. Louis October 14. Father is a well-known carnival showman, the past season with Thomas Joyland Shows and Gooding Amusement Company. Mother is former model and show girl.

LOROW—A son to Mr. and Mrs. Nat (Skeeter) Lorow, October 16 in North Shore Hospital, Miami. Father is a veteran outdoor showman.

RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL"



Sensational Novelty All Rubber She shakes, shimmies, 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, Wis.

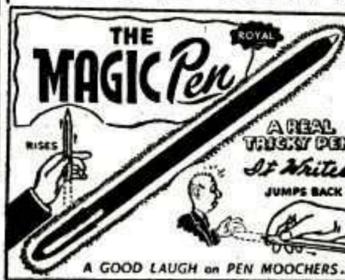
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WATCHES and Ensembles
An outstanding line priced to give you fast sales action.
DISTRIBUTORS—JOBBER Write for Details and Illustrated Catalog.
PIERCE WATCH CO., INC.
22 West 48th St. New York 19, N. Y. PLaza 7-0733

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Retractable BALL PEN
With New Instant Dry Ink
● Press Button to write.
● Press clip to retract.
Beautiful streamlined styling in attractive colors.
FREE display cards and guarantee slips upon request.
MODERN PEN MFG. CO., Inc.
395 Broadway, New York 13, N. Y. CANal 6-8016

BRAND NEW!



THE MAGIC PEN
A GOOD LAUGH on PEN MOOCHERS...
● A gag for the Pen Mocher! Jumps away from his hand!
● Rises—Crawls—Moves Mysteriously!
● Jumps high into the air!
● An excellent Ball Point Pen!
Each on its own multi-colored Card. Illustrated Directions—Terrific Value!
\$3.00 per dozen 25% with order, balance C.O.D.
Manufactured by the Originators of the Pat'd.

PEE WEE SQUIRT Viewer, Greatest gag of a decade! Still going strong! **\$3.50 per dozen**
Samples of both items—postpaid—\$1.00.
ROYAL MAGIC & NOVELTY COMPANY
29 East 17th St. New York 3, N. Y.

FREE CATALOG

MAKE EASY XMAS MONEY! NO INVESTMENT! SELL FROM FREE RETAIL PRICE CATALOG HOTTEST NATIONALLY ADV. WATCHES, JEWELRY APPLIANCES.
SELL WITH BIG DISCOUNTS MAKE SENSATIONAL PROFITS!
No. 718X 6 BEAUTIFUL DIAMONDS CAREFULLY MATCHED WHOLESALE PRICE **\$29.25** RETAILS FOR 170.50
No. 606X 17 JEWEL WATERPROOF WITH Stretch Band WHITE ON S. S. BACK. ANTI-MAGNETIC. SWEEP SECOND HAND WHOLESALE **\$72.95** PRICE GIFT BOXED! Retail for 139.75
LOUIS PERLOFF, WHOLESALE JEWELERS
Dept. BB, 733 WALNUT ST. PHILA. 6, PA.

ATTENTION PITCHMEN, PROMOTERS!

Here is an old item being revived by Newspaper and TV advertising. A combination Glass Cutter, Knife, Scissor, Lawnmower, Ice Skate Sharpener. These are sold all over for **\$1.98** Send \$1.00 for two samples. We pay postage.
One dozen **\$5.00** 1/3 cash balance C.O.D.
Gross 1/3 cash balance C.O.D. **48.00** (State whether air mailed, express or parcel post)
These tools are sold right off the tables in Farmer's Markets all over the country. Try a dozen door to door and see what little sales resistance you encounter. All orders shipped same day received. Any telegraphed orders will be air mailed or air expressed.
ALBERT CAHILL
ADAMS AVENUE TOMS RIVER, N. J.

SENSATIONAL CLOSE-OUTS

Luxurious Satin-Plush Pandas, 33" high, 19" wide. The fattest, most attractive, most beautifully made Panda you've ever seen. You will want to buy our entire stock of this fast moving item at the terrific low price of **\$33 doz.** Colorful, sturdily constructed, 19" Pandas with Corduroy Vests, individually packed in cellophane, **\$10.80 doz.** Adorable, multi-colored 16" Panda, cellophane packed, **\$8.40 doz.** Lovable, rich-looking Satin-Plush Scotties, 9" high, 9" wide, striking beautiful color combinations, **\$8.40 doz.** Sweet and plump Dutch Dolls, 19", colorful native design, cellophane packed, **\$10.80 doz.** Charmingly attired Dutch Doll, 16", gorgeous bright colors, cellophane packed, **\$8.40 doz.**
NEW FREE CATALOG
BURKE 10 W. 27th St., N. Y. C.

ORDER FAST While They Last

Famous Excel MUSICAL 16mm. MOVIE PROJECTOR
Complete with 50 ft. reel 16 mm. movies and sound of music.
Regular **\$39.95 value**
\$7.50 Complete Outfit
Looks like a real television set in beautiful plastic case—terrific value. A great gift item. Best buy of the year.

Write for our **FREE 124 Page FULL COLOR Illustrated Wholesale Catalog** STATE YOUR BUSINESS

"HIT" Miniature CAMERA
Takes clear, sharp pictures
Complete With Genuine Leather Carrying Case and Carrying Strap. Unbelievable—Amazing Value.
DOZEN CAMERAS \$16.00 Sample \$1.75
Films for Above Package of 6 Rolls. **60c**
25% DEPOSIT WITH ORDER—F.O.B. DETROIT

GEM Sales Co. 533 Woodward Detroit 26, Mich.

THE 7 MOST WANTED NOVELTIES!

SHAKE BOW TIE (Made in U.S.A.) Real live-looking snake slithers in and out of bow tie! Squeeze hidden bulb! Sure-fire works any time, anywhere. Loud multicolor tie. Only **\$5.20 doz.**

FLASHING ELECTRIC BOW TIE Gets attention! Press concealed pocket battery and 2 bright bulbs flash on and off like a neon sign! Complete, ready to work. **\$7.80 doz.**

WORLD'S LARGEST NECKTIE Nearly 2 ft. long, 1 1/2 ft. wide. Loud multicolor canvas tie almost as big as a tablecloth! Terrific LAFF-GETTER! **\$7.80 doz.**

GIANT BOW TIE 1 ft. long, 4" wide! Specially made in bolterous party colors! Fits boy or adults! **\$7.20 doz.**

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POP-UP TIE Completely assembled with the mounted on card. **\$7.80 doz.**

ALL MERCHANDISE GUARANTEED. 25% deposit, balance C.O.D.
JOBBER, WRITE FOR QUANTITY PRICES.
We are sole Manufacturers of these items. **ABCO NOVELTY COMPANY** 391 Chester St. Brooklyn 12, N. Y. EV 5-0456

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Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.
← NO. S144—BARGAIN OFFER!
\$9.95 17 JEWELS • WATER RESISTANT • SHOCK RESISTANT • ANTI-MAGNETIC • LUMINOUS DIAL • SWEEP SECOND HAND • CHROME TOP, STAINLESS STEEL BACK CASE • EXPANSION BRACELET ALL STEEL.
YORMARK SALES CO.
131 WEST 46th St. NEW YORK 36, N. Y.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG
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.
Take the lines of least resistance with **NAME BRANDS**
THE HOUSE OF NAME BRANDS
Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY**
H. B. DAVIS CO. 145-B West 15th Street, New York 11, N. Y.

IMPORTED CHINA CLOWNS
Hurry, hurry, hurry! Get a pair of the finest china statuettes ever imported—at the lowest price in history! Send a pair to the folks back home, too, for Christmas. White with black decorations, 7 1/2" tall. Not plaster, but genuine glazed China. Send only \$1.98 in check or money order for the pair. Agents, write for quantity prices.
Only **\$1.98** Per Pair Ppd.
AGNESTRONG
39 West 8th St., Dept. A-12, N. Y. C., N. Y.

BUY DIRECT

Wholesale Distributors

Lowest Prices Guaranteed. Name Brands

Watches—Appliances—Clocks—Jewelry—Perfume—Toys—Dolls—Games—Men's Wear

Thousands of other items

Buy 1 or buy 100.

Same quality price to all.

Wholesale only.

Open 7 Days a Week.

Arcade Sales Co.

3145 W. Madison St.
Chicago 12, Illinois

DEMONSTRATORS

ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Metal case. Assorted colors. Attractive box. Sample Set, \$1.00.

GROSS \$45.00 including tax.

Orders filled the same day as received. Send 25% deposit with the order.

PACKARD BALL PEN
28 East 22nd St., New York 10, N. Y.
Spring 7-7180

ATTENTION CHRISTMAS HUSTLERS!

Quick sales! Long profits with these flashy, fluorescent Christmas signs, made of durable, weather-proof plastic. Every tavern, store, dance hall—every place of business and private residence a hot prospect!

Dz.	Gross
Plastic "Merry Xmas" Sign	\$2.25 \$24.00
Plastic "Season's Greetings" Sign	2.25 24.00
Plastic Christmas Wreath	7.20 84.00

10 Ft. Tissue Paper Christmas Banner	Ea.	Dz.
10 Ft. Tissue Paper Happy New Year Banner	85¢	\$9.60
Write for new catalog. State your business. Include postage with order. 25% deposit with C.O.D. orders.		

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

GIVE TO THE RUNYON CANCER FUND

WHILE THEY LAST • LIMITED SUPPLY

34-PIECE SERVICE FOR 8 "Original Rogers Silverplate"

Packed in beautifully finished all-purpose silver flatware wooden chest. Special tarnish resistant felt lining.

The Ideal Promotion Gift or Auctioneers' Item
A \$69.95 Your cost \$18.00 Sample Set per set complete in lots of 3 sets or more. \$19.95

GUARANTEED BY WILLIAM ROGERS MFG. CO.

ALLIANCE SALES CO.

4222 W. Roosevelt Road

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ATTENTION COIL WORKERS

In production now. Stock available in a few weeks at old price.

Write or Phone

HAROLD NEWMAN

2302 Winnemac

Chicago 25, Illinois

Phone Longbeach 1-4983

JAPANESE IMPORTED WOVEN STRAW RUGS

\$2 VALUE FOR \$1

For the first time we offer this large 34 1/2 by 66 Rug for only \$2.00 retail. Low price to you, \$1 each PREPAID in lots of 3 or more. Sample costs you \$1.19 prepaid. Each rug is fine 260 warp quality with multi-color stenciled designs in hooked carpet or Oriental patterns. Rush cash order or money order today. No C.O.D. ACT NOW!

E. CONDON, Box 204, Dept. B-1

Upper Darby, Pa.

Pipes for Pitchmen

By BILL BAKER

JOE SAUNDERS... penciling from Chicago, says that he's just one of a slew of guys who have returned to the Windy City after beating the path around the fairs. Joe ran into Mike Halperin and Frank Collins, who are throwing themselves into high gear to follow the Santa Claus balloon parades which pop up the middle of November and run thru the second week in December. They have a live-wire crew lined up, including Paul (Everlovin) Murphy, Joe Joblots, Sid (Radio) Gettleman and Jerry (Gazoon) Fingerhut. There's a gang for you that should do a pretty slick job of inflating the balloons and deflating the spectators' pokes.

CLAY HAYES...

pitchman and supplier, notes from Vancouver, B. C., that he has been working there with Les Smith on gummy. He reports further that the repeat takes were also pretty choice in Victoria and Nanaimo, B. C. If med man Glen Harriman is up and about, pipe in, please. Clay is anxious to read a line on you.

MANY OF THE...

folks in pitchdom will be sorry to learn of the death of Mrs. Marie LePierre. She was known to the trade as Marie Murphy, a veteran gadget demonstrator. She died recently at her home in Green Bay, Wis.

THIS COLUMN'S

lost-and-found department continues to ferret out some of the old-timers who seem to have been hiding out for the past several years. Get a load of the distress howl penned by Eddie DeBold from Houston. Wails Eddie, "I misplaced a treasured book which contained the names and addresses of many of my good friends in pitch circles and I wonder if you would help me contact them so I can make up a new list?" Here are the names of some of the ladies and gentlemen who appeared in Eddie's little black book. Eddie Gillespie, Mr. and Mrs. Griffith (Kay and Griff), Irving and Ruth Livingston, Tom Kennedy, Mr. and Mrs. Golden, Harry Dempsey, Ed Currier, Bill Newman, Red McCool, Al Hassman, Ed Zimmerman, Charley Courteaux, Larry Levy and Marge Russell. Losing a little black book can prove to be a very serious and embarrassing thing at times, especially if your wife gets her mitts on it and she finds that it contains the names and telephone numbers of a flock of pre-marital memories. The above list seems innocent enough, so all you good citizens and any other members of the pitch fraternity who know our distressed friend pipe in here so we can get him off the limb. Eddie says he hasn't done any pitching himself for about three years. During that time he has been on front promotion for Mills Bros., Hagan-Wallace and

several other circuses. At the present time he is handling the advance for the Harris County Mosquito Control Association Thrill Show and Indian Cowboy Roundup which is scheduled to bow in Houston December 23.

"IS THERE A CHANCE"

I can locate Dick Francis thru your column?" queries Eddie (Ace) Gillan from Phoenix, Ariz. Eddie says that Dick is well known in New Orleans, Houston and other Gulf cities and the last time he was heard from he was working sharpeners in department stores thruout the South. Another gent, whom brother Gillan would like to contact, is Ed Carson, of Newark, N. J. According to reports, Mr. G has been doing real well for himself on a car polish which he has been working recently.

HERE'S ONE...

that's good for a laugh in anybody's book. In Happy Heller's most recent report on the progress of his rad pitch in Detroit, he gives with this line of chatter: "I was working my rad pitch recently when who should walk in but Genial Jim Ferrara. Jim is an old rad man in these parts and has a very singular style of working. He is as gracious as a head waiter showing a 50-buck tip to a table. He has a small voice and has to use an amplifier turned up full blast in order to be heard. Jim watched me turn one of my famous \$1 tips, and when the bell rang on the cash register he was like a prize fighter coming out for the first round. Taking off his coat, he shoved it at me, and said, 'My boy, let me show you how this is done.' With that he mounted the podium behind the counter and like the well-groomed and mannered conductor of a symphony, he stretched out his arms and began his bally. As if by magic, there was a crowd of people in front of him as he went into his pitch. The folks were spellbound as Jim in his own quiet, nodding and smiling way extolled the virtues of our modern miracle cleaner. Everything was going along real smooth until he came to the part where he takes the iodine bottle and squirts a big blob of it on his shirt sleeve. I hadn't been using the iodine that evening because I was out of hypo. My blood stopped running when he did that. I quickly took a sneak around the counter and stuck a note in front of him. I merely reminded him that the water wasn't hyped. He shook a little, gasped for air, but quickly apologized and excused himself with, 'There's a slight draught around here.' Unruffled, he went on and soon came the crucial moment. Jim said 'Ladies and gentlemen, I promise to show you how to remove iodine, and that's exactly what I'll do now.' He sure had me stopped there, but he picked up a pair of scissors and with a big smile cut the spot out of the shirt saying, 'Yes, folks, this is the only way that you can remove iodine after it has dried. So you can see how badly you need a quart of this wonderful cleaner.' By that time he had built quite a tip, and they roared with laughter, and he turned \$22 out of that crowd. What he said to me afterwards can't be legally printed." Happy says that after that display of super salesmanship, he and Jim are going to form a partnership on a Christmas item to work in a department store.

Roadshow Rep

Continued from page 54

truck hauls are short and local promotions can be put over. Wally Gifford and Ed and Ella Gershon stuck with Bennet on the tour, and he also expressed appreciation of favors done by E. F. Hannan, play broker. Bennet will open his new tour near Raton, N. M., and move east with a threecast family show which has gotten money for him in past years. He announces a new opus, "The Sneezer," which he says is adaptable for a road show tour.

EDGAR A. JOHNSON has finished three hobby shows in Northern Vermont. Jack Corbett, writing from Walsenburg, Colo., reports fair summer and fall biz with his spook show. According to Corbett, he has been taking on small-town movie houses and has been putting a kick into biz for some of them. From Ransom, Kan., the Webb Family Show reports slow business at schools but fair returns with sponsored dates in small towns that the show has played in previous years. Three of one family do the show. A puppet layout was recently added. The fall has been poor for George Spicer, reporting from the Three Rivers, Que., area. Spicer says he is okay after a battle with illness. He plans to move into Western Canada with his small animal show. From Russellville, Ky., Andrew Freeman, old-time rep show advance agent, writes: "Where are the tent colored minstrel shows that I expected to run into the past summer and fall? I had a crew of solicitors thruout Tennessee and Kentucky all summer, but have hit but one tent show of the minstrel type. Met two med shows, both of which were doing light biz. Met plenty of sheetwriters and they all looked prosperous with swell cars."

Martin Speaks

Continued from page 53

Sons Insurance Company, Chicago, who talked on the subject of claims against rink operators by patrons.

Industry representatives attending the meeting included O. E. Wirtanen, Alva Dearing, Mr. and Mrs. Elmo Caldwell, Mr. and Mrs. Merle Arthur, J. F. Shevelson, M. C. Hansen, Jack A. Mayes, Mr. and Mrs. W. F. Limbach, Al McWhorton, Ruth Smithson, Otto Klein, Frank Johnson, George Spires, Howard Hill, J. H. Karicher, Charles Muffler, Claude Williams, Mr. and Mrs. Albert Scott, Fred E. Leiser, Robert S. Anderson, Robert Gormley, and Mr. and Mrs. Frank Sinroll, all of Illinois; Mr. and Mrs. James Hoggett, Mr. and Mrs. J. Wolak, Mr. and Mrs. George Wazolak, John S. Morrison, Donald Shurr, Robert Craigin, Mr. and Mrs. Kenneth Trueman, Mr. and Mrs. James Wall, Orval R. Fisher, Mr. and Mrs. Perry Flick, Earle Boone, George Fryer, Mr. and Mrs. T. L. Swartout and Robert Wheeler, Indiana; Mr. and Mrs. H. A. Gettetter, Mr. and Mrs. LaVerne Fox, Mr. and Mrs. Don McElhinney, Ralph Van Horst, Iowa; Mr. and Mrs. C. D. Barron, Mr. and Mrs. Dale Elliott, Mr. and Mrs. John Hosteller, Mr. and Mrs. Robert Baker, Perry B. Giles and Robert Martin, Michigan; Mr. and Mrs. L. W. Massee, Minnesota, and Al W. Kish and Robert Phillips, Ohio.

Big War Baby

Continued from page 53

Groups are given a flat rate of \$10 for use of the rink. Additional revenues from skate charges and concessions help make the parties economically feasible. But the primary asset of these late afternoon sessions lies in building future rink patrons from among pre-teens who are generally not allowed to stay out later at night, according to Udesen.

Also showing up well in the general picture is the steady sales of skates at the Ing rollery. While no special effort is made to merchandise the equipment, the strong patronage is responsible for a gratifying volume of wheel and shoe sales. "We seldom stock less than 300 pairs of skates," said Udesen.

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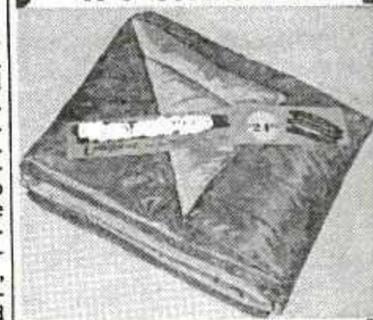
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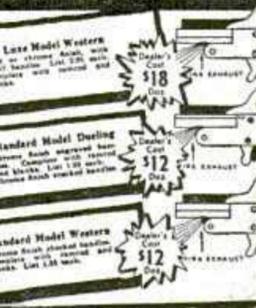
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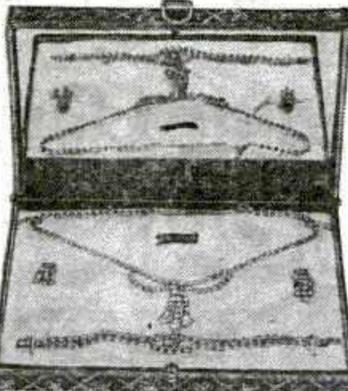
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TOP \$6 MILLION MARK

Coin Exports Running 54% Above '52 Record Totals

By TOM McDONOUGH

CHICAGO, Nov. 7.—New and used game, vender and music machine sales to foreign operators continued at their record levels in July. A total of 4,313 units were sold to firm in 26 countries for \$764,561. This brought the seven months total to 35,533

NEW HDQTRS.

Roth Novelty To Celebrate 25 Trade Yrs.

WILKES-BARRE, Pa., Nov. 7.—The Roth Novelty Company will hold open house festivities November 21-22 in celebration of two events—the firm's 25th anniversary and the opening of new headquarters.

Owners Max and Marvin Roth have invited operators from this territory as well as their many distributor and manufacturer friends to attend with their families. Food and refreshments will be served from noon to midnight each day.

A special door prize for operators will be a Bally in-line scoring game.

Roth Novelty's new showrooms are at 54 N. Pennsylvania Avenue here.

Bally Distribs Start Showing Palm Springs

CHICAGO, Nov. 7.—Distributors of Bally Manufacturing Company this week started showing Palm Springs, a new in-line scoring game.

As pointed out by Jack Nelson, general sales manager, one of the top features of the game is a new hold and draw play which permits players to hold odd or even or all numbers and cancel numbers which the player figures he will not need.

This feature is activated by pressing buttons on the right hand side of the cabinet's front molding above the ball plunger. As the player deposits coins, arrow lights—pointing to hold panel on the backglass, flash and advance on mystery intervals.

When the light moves up to the final arrow, the panel lights to indicate to the player whether to hold odd, even or all numbers. This he does by pressing the player control button. Spotted numbers are always held and balls on number not held are returned to the player.

Bally's Palm Springs also has such proven in-line attractions as super-card corner and advancing scores; the select-a-spot idea and the ball purchase feature.

First Official's Mother, Mrs. Kleiman, Dies

CHICAGO, Nov. 7.—Funeral services were held for Mrs. Ida Kleiman Monday (2). She was mother of Joe Kline, who with Wally Finke owns the First Distributing Company here.

Mrs. Kleiman was stricken with a cerebral hemorrhage Friday evening (30) and passed away within an hour.

Interment was in Westlawn Cemetery, Chicago. Survivors, in addition to Kline, include four sons, David, Irving, Sol and Fred, and a daughter, Mrs. Mildred Coen.

machines exported with a price tag of \$6,333,993.

Some idea of the tremendous expansion made by the export segment of the industry this year is shown by a comparison with figures covering the January thru July period of 1952. By the end of July, 1952, 37,031 units were sold to overseas operators for \$3,987,068.

While the unit total was higher a year ago, the dollar volume increased this year by 58 per cent. This increase is even more amazing when it is recalled that 1952 exports were 40 per cent ahead of 1951 sales.

Top Markets

In the July, 1953, export sales compilation, Canada, Belgium, Venezuela and Colombia were the biggest buyers of U. S.-built coin machines. All, except Colombia purchased both new and used games, venders and juke boxes. Canadian operators purchased 1,846 units for \$226,548. The breakdown of this was as follows: 1,136 games for \$161,411; 615 automatic merchandisers, valued at \$24,132, plus 95 juke boxes for \$41,005.

Belgian purchases were next to Canada in quantity and totaled 549 units, valued at \$92,742. The biggest percentage of the ship-

ments to Belgium were music machines—243 juke boxes for \$76,364.

Venezuelan purchases also were mostly juke boxes valued at \$66,872. One hundred and seventy one amusement games were bought for \$12,628 and the remaining \$3,750 went for 135 venders.

Expanding Market

Colombia, tabbed as one of the fastest growing markets now that restrictions have been eased (The Billboard, November 7), purchased 172 coin-operated phonographs for \$62,104 and 252 venders for \$12,500.

Thru July over-all export sales were averaging well over \$900,000 monthly, indicating the final figures for the year would be near the \$12,000,000 mark. Last year, when new all-time figures were recorded the dollar total was \$7,861,000.

Of major interest to the export trade was the improved balanced sales division in the first seven months of the year. Game sales—\$2,385,265—accounted for almost 40 per cent of the gross and the remaining 10 per cent was for venders.

A few years ago, well over 70 per cent of overseas sales were for music boxes and less than 5 per cent was spent in vending sales.

United Ships Rio, Sets Service School Plans

CHICAGO, Nov. 7.—Full scale deliveries in Rio, the newly developed in-line scoring game, were announced Thursday by Billy DeSelm, sales manager of United Manufacturing Company. The firm also announced it was stepping up its service school program in the Midwest and South.

Rio has all the new scoring ideas introduced on the Tahiti game, plus a new spell name feature. If the player can guide balls into holes marked R-I-O he registers four numbers in-line on the backglass. Making just the R-I combination results in a three in-line play.

Making the R or the I alone spots holes No. 2, 5 and 8. Because each ball going in the R or I or O holes is returned for another play it is possible to make the spell name feature with one ball.

The Tahiti plays used on Rio include the extra time, four corner, ball purchase and five pointer extra ball features.

School Route

Ken Sheldon and Al Thoeke, United engineers, who recently completed a series of schools on the West Coast (The Billboard, October 24), will conduct the new school program for operators and servicemen in Missouri, Louisiana, Tennessee, Kentucky and Indiana.

During the week beginning Monday (9) they will hold service sessions at Central Distributors, St. Louis. This firm is headed by Charles Kagle, Tony Koupel and Norwood Veatch.

The pair will start a one-week school for Southern Louisiana operators Monday (16) in the headquarters of Delta Music Sales, New Orleans, owned by Fletcher A. Blalok and managed by Bob Dupre.

The third school on their itinerary is slated for Nashville and will run for a week beginning Sunday (22). It will be held at Frank Swartz Sales Company.

The final phase of the service school program will be under the auspices of Southern Automatic Music Company, headed by Leo Weinberger. For the three days, beginning December 1, the school will be conducted in Southern Automatic's Louisville headquarters. On the following three days the school will be shifted to the distributing firm's Indianapolis branch office.

As in previous service school, Sheldon and Thoeke will concentrate on new methods, developed by the United factory, which help speed service and cut operator expense. They will also explain the high points of preventative maintenance.

HEARING POSTPONED

Portland Game Ops License Bid Slowed

PORTLAND, Ore., Nov. 7.—Licensing of pinball games here receded into the unpredictable future when the State Supreme Court Monday (2) postponed indefinitely a hearing scheduled for November 10 on the constitutionality of a Portland ordinance outlawing games.

Earlier, the city council had agreed to enact a licensing ordinance after the court had ruled. (The Billboard, November 7.)

Meantime, games continue to operate without payment of license fees, owing to an injunction obtained in January, 1952, against enforcement of the 1951 ordinance. The city appealed to the State Supreme Court after a Dis-

trict Court held the ordinance illegal.

The city has now shifted its policy and decided to obtain the revenue by licensing games but wants the court case settled before taking action.

In-Line, 5-Ball Action on New Gottlieb Game

CHICAGO, Nov. 7.—Pin Wheel, a new novelty five-ball game was shipped this week to distributors by D. Gottlieb & Company. The unit introduces a new approach to in-line play.

Center of activity on Pin Wheel is a circular area in the playfield which contains the game's entire eight holes. They are placed in such a way that they form three sets of three in a row and also a four-hole square (to form these patterns some of the holes are used as much as three times).

In addition to the in-line scoring, the Gottlieb game has two series of numbered bumpers (left and right). Completion of a series on one side of the playfield lights up a rollover switch on the same side for five special points. If this series is made on the other side as well, another five special points are tallied.

Replays on Pin Wheel can be made in several ways. The basic method is thru making the in-line combinations of three in a row or completing the square hole pattern. Other possibilities of replays are thru high score, and special point scoring.

One of the key service features introduced on Pin Wheel is a hinged front door for easy access to the coin box.

Miami Assn. Re-Elects Blatt

MIAMI, Nov. 7.—Willie Blatt was elected president of the Amusement Machine Operators Association for the third consecutive year at its regular monthly meeting Thursday.

The membership, by acclamation, swept Blatt into the office he has held since a few months after the association came into being. Duke Luker served briefly as president when the AMOA was organized in 1950.

Harry Steinberg, formerly a member of the executive board, was elected vice-president. The secretary-treasurer post again went to Keith Nelson, who has held the job continuously since the AMOA was formed.

Elected to the executive board were Morris Horwitz, Willie Levey, Lucky Skolnick, Harry Zimand, Todd Mahoney and Dave

(Continued on page 87)

GAME EXPORTS RUN 64% AHEAD OF '52

CHICAGO, Nov. 7.—Amusement game exports averaged the unprecedented high total of \$340,752 monthly in the first seven months of 1953. This represented a 64 per cent gain over the 1952 average of \$208,705. Following are this year's monthly totals.

	Units	Value
January	2,218	\$301,919
February	2,220	333,441
March	2,499	307,688
April	2,312	369,823
May	3,096	358,502
June	3,752	398,843
July	2,489	315,049
Totals	18,586	\$2,385,265

Coin Machine Exports

July, 1953

Country	Phonographs		Venders		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	95	\$ 41,005	615	\$ 24,132	1,136	\$ 161,411	1,846	\$ 226,548
Belgium	243	76,364	135	3,750	171	12,628	549	92,742
Venezuela	100	66,872	40	10,507	79	12,738	219	90,117
Colombia	172	62,104	—	—	252	12,500	424	74,604
France	75	33,856	—	—	317	35,777	392	69,633
Mexico	71	31,321	23	1,800	—	—	94	33,121
Switzerland	16	11,880	—	—	76	16,517	92	28,197
Japan	11	3,013	—	—	66	24,562	77	27,575
Cuba	48	23,509	—	—	75	1,745	123	25,254
Netherlands	48	13,073	—	—	123	7,477	171	20,550
Peru	26	14,308	—	—	—	—	26	14,308
Guatemala	6	2,962	—	—	88	9,152	94	12,114
Korean Republic	6	5,386	—	—	9	3,821	15	9,207
Nicaragua	13	7,125	—	—	—	—	13	7,125
Salvador	5	3,215	3	2,201	—	—	8	5,416
Panama	6	4,406	—	—	—	—	6	4,406
Canal Zone	—	—	—	—	10	3,300	10	3,300
British Malaya	—	—	—	—	51	8,101	51	8,101
Dominican Republic	3	1,995	—	—	—	—	3	1,995
Costa Rica	4	1,680	—	—	—	—	4	1,680
Netherlands Antilles	—	—	—	—	2	1,500	2	1,500
Brazil	—	—	—	—	5	1,365	5	1,365
Other Countries	7	1,370	53	2,328	29	2,455	89	6,153
TOTALS	955	\$404,794	896	\$ 44,718	2,489	\$ 315,049	4,313	\$ 764,561

FED. COIN TAX YIELD DECLINES

WASHINGTON, Nov. 7.—The federal tax on coin-operated amusement devices yielded \$1,700,000 in revenue in August, compared to \$2,398,000 the previous August, Internal Revenue Service reported today. The tax yield since the fiscal year started July 1 has reached a total of \$4,323,000, down \$687,000 from the same period the previous fiscal year. The federal tax on coin-operated gaming devices yielded \$3,346,000 in August, compared with \$3,643,000 the previous August. Collections from this tax so far this fiscal year reached \$6,948,000, down \$655,000 from the previous fiscal year.

The federal tax on cigarettes in August produced \$139,546,000 in revenue, compared to \$143,439,000 the previous August. Total tobacco taxes yielded \$145,120,000 in revenue in August, compared to \$149,133,000 the previous August.

Calendar for Coinmen

November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

November 13 — Music Operators of Northern Illinois, monthly meeting. Place to be announced.

November 19—Eastern Ohio Phonograph Operators' Association, executive meeting, 1310 Market Street, Youngstown, O.

November 29-December 2—National Association of Amusement Parks, Pools and Beaches 35th annual Convention and Trade Exposition, Hotel Sherman, Chicago.

December 3—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.

December 5-6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

DECENTRALIZATION

L. A. Route Ops Term It an Ally

LOS ANGELES, Nov. 7.—One of the big reasons why ride routes have made steady progress here is the decentralization of the population and department stores business.

While many of the nation's other principal cities — notably New York, Chicago, Philadelphia — are in the midst of building out instead of up, this area has been going thru the transition for the past three decades.

One of the key points behind the decentralization in Southern California cities is the automobile. There just is not any practical system of streetcar, bus or other intra-city form of transportation.

With decentralization, shopping centers have been moved to main roads or near cross roads and this seems to have helped the rides in general. When parents go shopping, they usually have to go some distance and they take the youngsters with them. That is where the rides come in.

The parents, who patronize the supermarkets and outlying department stores in the Los Angeles area, have indicated they are pleased with the rides. Most of them say that it may cost few more dimes to go shopping but while the moppets are occupied with the rides, they can shop in a more relaxed frame of mind.

Kids are more amiable about shopping, they say, and some even look forward to it because of the fun they know they will derive from the rides.

Another strong backer of the rides in Los Angeles is the location owner or his management representative. He feels that the ride attracts traffic and not only builds the main business of the store but adds to its income thru ride commissions. As most of them are quick to admit "we'll give anything a fair trial which might add to our income without adding overhead."

CHI SERVICE SURVEY

Most Ops on Ball But Few Laggards Slow Trade Gains

CHICAGO, Nov. 7.—Poor service by a few firms is again becoming an annoyance among ride operators. This fact was brought home this week in a survey of the Windy City area.

Where previously some operators were found to be both careless in their regularity of service and permitted some top locations in the city to have horses and rocket rides with worn out saddles and seats, conditions have greatly improved.

Some months ago, when general ride conditions were investigated in the country's second largest

city, several of the units in department stores were found with hoods over the coin chutes indicating the rides were inoperative.

Bad Placement
At that time, a majority of the inactive rides also were found to be situated in parts of the stores with little traffic. A third fault seemed to be that none of the clerks in the section involved seemed to be unaware of the ride.

In the latest survey of Chicago locations, a noticeable improvement was found. A high percentage of the rides were neat in appearance and the appointments of the rides seemed to be in good shape. However, there were still a few instances of equipment with worn out seats and stair pads. One of the still unanswered questions was why more operators did not have identifying plates on equipment so that they

could be informed of malfunctions.

While most of the rides in the downtown shopping area — the Loop — were in acceptable condition, there were quite a few instances in suburban stores where rides were not. Because most of the department stores in these outlying areas have more elaborate interiors than Loop stores the run down units looked even worse.

As operators not at fault pointed out, the few broken and

(Continued on page 87)

Cohen, Schultz Form Location Dryer Mfg. Co.

CHICAGO, Nov. 7.—Two pioneer coinmen — Bill Cohen and Oscar Schultz — have formed the United Dryer Company here and in two weeks will start production on a hand dryer for rest rooms in typical coin machine locations.

The dryer will be equipped with a GE Odorout germicidal lamp. One of the merchandising plans to be stressed is sale thru operators, who will install them in routes on a rental basis. The lamp costs considerably less to have on location than the conventional towel, it was announced.

Cohen at one time was one of the trade's top distributors. His firm was Silent Sales with headquarters in Minneapolis. He retired from the field five years ago.

Oscar Schultz has been in the coin machine field for the past two decades—first as an operator and later as distributor. He is the owner of Automatic Coin Machine Supply Company, a Chicago coin machine distributing house which specializes in bell products.

3-D Theater Preem is Set

NEW YORK, Nov. 7.—Nat Cohn, head of Riteway Sales, said this week that the first showing of his 3-D Theater will be held in his New York showrooms within 10 days. The showing had been scheduled last week, but had been postponed.

Cohn said the unit will contain five shows, all in natural color, with 10 cents required to view each show. He added that moving display pictures, atop the machine, will head each show column. The viewing, Cohn said, is fully automatic.

Five units will be displayed at the annual convention of the National Association of Amusement Parks, Pools and Beaches, which opens in Chicago November 29.

New Capitol Rides, Movies Set for Show

NEW YORK, Nov. 7.—Sam Goldsmith, Capitol Projectors executive, disclosed today that his firm will exhibit new horse and rocket rides at the annual convention of the National Association of Amusement Parks, Pools and Beaches, which gets underway in Chicago, November 29.

He added that Capitol will also exhibit two new types of coin-operated movie equipment. Details are being withheld until the convention. Capitol will occupy four booths at the show and will exhibit its complete line of kiddie rides, 3-D and midget movies.

Meteor Names Sales Reps for W. Coast, Gulf

NEW YORK, Nov. 7.—Al Blendow, sales manager of the Meteor Machine Corporation, announced this week that the kiddie ride manufacturer has named sales representatives for the West Coast and the Gulf South.

M. W. McBroom, a veteran of 15 years in the coin machine industry, will operate from Sacramento and cover California, Oregon, Nevada, Idaho and Montana. He will have sales assistants to aid him in covering territory.

K. G. Ford and H. Begnaud will operate from Okelouses, La., and cover Louisiana and Mississippi. Altho Meteor has never had a direct sales representative in this area, Blendow said that initial sales results have been encouraging and that the area has a good potential.

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Cleveland Record Party Draws 7,000 Youths Into Arena

Pick 'Strings of My Heart' as Jubilee Hit Tune on Juke Boxes

CLEVELAND, Nov. 7.—Seven thousand teen-agers turned out Sunday (1) at the Cleveland Arena for the Jubilee Hit Tune Party sponsored by the Cleveland Phonograph Merchants and The Cleveland Press.

The party started at 5:30, ran until 9:30 with artists making personal appearances between the playing of seven recordings from which the judges picked the "Jubilee Hit Tune."

Unlike previous parties, selection of the tune to be featured was made in advance. The judging panel consisted of members of the phonograph association and their routemen. Their selection: "Strings of My Heart" by the Gaylords on Mercury.

Gaylords Appear

Since the judges made their selection three days before the party was held, the Gaylords flew in for an appearance at the Arena. Also on hand was Bunny Paul, Dot recording artist, who wrote the jubilee tune.

The record party was part of a

four-day celebration of the 75th anniversary of The Cleveland Press.

In addition to the Gaylords, artists who appeared at the party included Eddie Fisher; Wonder and Banks, dance team; Bernice Parks, Monica Lewis, Richard Hayman, Chuck Miller Trio, Tommy Edwards, Buddy Greco, Richard Hayes, Eugenie Baird, Leo Diamond, Bonnie Lou, Pat Morrissey, Al Russ Trio featuring Sal Bucarey, Big Jay McNeely and Teddie King, Bernie Wayne and Kitty Kallen, who were to have appeared on the program, were unable to keep the engagement.

Jockeys Emsee

Harry Levine and his 17-piece orchestra provided the musical background while five disk jockeys from as many Cleveland stations shared the emcee duties.

This week, phonograph operators began putting "Strings of My Heart" on their juke boxes. The tune, like other records picked at previous Cleveland parties, will be placed in the No. 1 spot on all juke boxes operated by association members. In addition, the association will promote the tune card cars in the Cleveland transit system and thru advertisements in The Cleveland Press

Wurlitzer Set For Columbia Sales Upswing

NORTH TONAWANDA, N. Y., Nov. 7.—The Rudolph Wurlitzer Company now has four phonograph distributors in Columbia and, like other juke box makers, looks for an upturn in volume following the recent lifting of that country's ban on assembled phonographs.

Art Rutzen, head of the Wurlitzer export division, observed this week there was some saving on duty when phonograph parts are shipped in for final assembly by Columbia distributors. But in the long run, Rutzen said, it was more economical to ship Columbia customers completely assembled equipment.

In addition to its four Columbia juke box distributors, Rutzen said, Wurlitzer has other agencies handling the company's pianos and organs.

Juke box exports to Columbia took a healthy spurt this year when that nation's government lifted its ban on completed and assembled phonographs (The Billboard, November 7). Until 1949, when the ban became effective, Columbia was the largest single foreign buyer of U. S. juke boxes.

Walker Starts Planning '54 Trade Fairs

DETROIT, Nov. 7.—Hiram Walker, Inc., announced this week that tentative plans had been made to hold its Merchandising Fairs again next year.

The fairs, in which the coin machine industry participates by displaying products for tavern and liquor locations, have so far this year pulled an attendance of over 80,000. The last fair of the year will be held in Sioux Falls, S. D., November 18, and will bring the total for the year to well over 40.

Those in the coin machine industry are invited by local Hiram Walker offices to exhibit at the fairs.

The Automatic Phonograph Distributing Company, AMI distributors for the Chicago area, will participate in the Chicago Fair, to be held in the LaSalle Hotel, November 9-10 (The Billboard, November 7).

Shuffle Sales Posts, Duties At World Wide

CHICAGO, Nov. 7.—World Wide Distributors, Chicago distributors for Rock-Ola, announced that Len Micon is now devoting all his time to the phonograph department. Micon previously worked in all departments.

Joel Stern, son of Al Stern, president, he's fill in the other departments. Joel began working at World Wide this summer while on a vacation from school. In September he decided to stay on rather than return to the university.

MR. MILKMAN, KEEP THOSE BOTTLES QUIET

HARTFORD, Nov. 7.—Complaints about unnecessary noise from juke boxes, radios and TV sets spurred the board of directors of nearby Manchester, Conn., to draw up a rigid anti-noise law.

"It shall be unlawful for any person to make any loud unnecessary or unusual noise which annoys, disturbs, injures or endangers comfort, within the limits of the town," the law sets forth.

A fine of \$50 for each violation between 8 p.m. and 7 a.m. is specified.

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:

CLEFFERS TO BATTLE BMI. The plan by a group of the nation's leading songwriters and composers of serious music to battle BMI was hatched today when a \$150,000,000 anti-trust suit was filed in Federal Court to divest control of BMI from the broadcasting industry (General department).

HI-FI AGREEMENT SEEN. The Radio-Electronic-Television Manufacturers Association's board of directors is virtually sure to reach agreement on high-fidelity standards for the phono-radio industry at the board's Chicago meeting, Monday (9) (Music department).

COLUMBIA KICKS OFF PROMOTION. Columbia Records has set an all-out push this month on promotional material for its Christmas merchandise, EP and LP records, and the entire phono line (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Ristaucrat Sets Plans For Holiday Showings

APPLETON, Wis., Nov. 7.—Joe Cohen, general manager of Ristaucrat Inc., announced this week that the firm's new floor model, a 100-selection phonograph, would be completed by the end of the year.

The machine is now undergoing rigid tests, Cohen said, and private distributor showings will be held sometime during the coming holiday season in Chicago.

The new Ristaucrat box will be available in two styles, hi-fi and standard. Both will have similar cabinets and play 45 r.p.m. disks exclusively.

The box will be 34 inches wide, 52 inches high and 22 inches deep. The price of the machine had not been decided, Cohen said, but would be less than \$700.

Color of the cabinet will probably be mahogany or limed oak. Tests are now being made of both colors.

Following the private showings, operators will be invited to attend showings thruout the country after the first of the year, Cohen said. Production has been

scheduled to begin as soon as the tests are completed.

Ristaucrat entered the coin music market in 1950 with a non-selective counter model. The box played 12 records on one side only and offered two plays for a nickel. In 1951, the firm introduced a selective model, again playing 12 records on one side only. The price was one tune for a nickel and the Ristaucrat machine set off a run of counter models. Sales, however, fell below expectations and all but Ristaucrat abandoned the field.

Production Hits All-Time Peak In AMI History

GRAND RAPIDS, Mich., Nov. 7.—Production at AMI, Inc., has reached an all-time peak in the company's history, according to John W. Haddock, president.

"The plant expansion program, which began last spring, is now paying off," Haddock said.

The company increased its floor capacity from 80,000 square feet to approximately 120,000 square feet and while the number of employees hired within the last year was not given, it was announced that the working force had been increased nearly 100 per cent.

Construction of the building was to have been completed by fall, but because of slow deliveries of structural steel, the first of the year has been set as the final completion date.

New machines and testing equipment were moved into the building in September when construction on the plant was far enough along to warrant juke production.

Haddock assured customers that the large per cent of supervisors and inspectors in relation to production workers would continue. He added, "because of the expansion program, wall box and hideaway production has been brought up to a point consistent with Model E output, 40's, 80's and 120's."

Oregon Op Assn. Backs MOA Efforts

PORTLAND, Ore., Nov. 7.—A \$100 donation was mailed this week by the Oregon Music Association to the Music Operators of America in recognition of the effort put forth by the latter before the Senate judiciary subcommittee hearing on the McCarran bill.

The donation was authorized following a special meeting held at the Multnomah Hotel. Budge Wright, president of OMA, read a report on the hearing received from George A. Miller, president of MOA.

Progress of dime play in the area was also reported at the meeting: It was decided that more resistance to the increase came from operators than location owners. In some instances where dime play was forced to retreat to a nickel, location owners had been willing to take a loss for awhile to give 10-cent play a chance. Most hard core advocates of nickel play were found to be non-member operators.

CALIFORNIA & ILLINOIS

Rock-Ola Appoints 2 Comet Distributors

CHICAGO Nov. 7.—The appointment of two distributors was announced this week by Kurt Kluever, assistant sales manager of Rock-Ola. They are the Mid-West Distributing Company, Rockford, Ill., and the Dan Stewart Company, of Los Angeles.

Mid-West, headed by Louis Casola, will cover nine Northern Illinois counties. The Mid-West offices, 208 N. Madison Street, recently were remodeled and are air conditioned. The building provides 12,000 square feet, plus a large basement with a driveway and loading platform. Casola plans to use a van,

equipped with the Comet and auxiliary equipment, and to visit operators rather than hold open house at his showrooms. Casola explained that more operators could be reached by this method.

The Stewart Company was appointed after Jack Dolan, of Dolan Distributing Company, gave up the distributorship earlier this week. The appointment marks the second time that Stewart has handled Rock-Ola in Southern California as well as in Salt Lake City, Utah.

Bob Bever will continue to head the Los Angeles office along with Pete Ley and Johnny Kaiger.

Ross Stages Rock-Ola Comet Showing in Fla.

MIAMI, Nov. 7.—Over 300 operators and their friends from South and Central Florida attended a showing of the new Rock-Ola 120-selection Comet November 1 at the Ross Distributing Company.

Greeting visitors were Eli Ross, president of the firm, and a Rock-Ola factory representative, L. F. Sebastian, regional sales manager. Also on hand were Eddie Frink, a Ross Distributing mechanic, who attended a special factory training program in Chicago, and Red Mohre, manager of the parts department.

A buffet and refreshments were served in the showrooms from 9 a.m. until 10 p.m.

Among the out-of-town operators were Marvin Turner, Palm City Music Company, Fort Myers; Ed Gallarder, Flamingo Music, West Palm Beach; Seymour Music, Sarasota; Pete Montecano, County Vending Company, Hollywood; Red Gurkin, Glades Music Company, Belle Glade; R. O. Crosby, Crosby Music Company, Pahokee and Gene Rogers, Rogers Music Company, Fort Myers.

Ross Distributing Company recently acquired the Rock-Ola franchise for Florida and South Georgia. Herb Gorman is in charge of the Jacksonville office.

LIFE OF LUXURY WITH MUSIC IN VARADERO

MIAMI, Nov. 7.—A Miami coin machine serviceman swapped a few hours' work for an all-expense paid weekend trip to a luxury resort in Cuba.

Arnold Rogan, of the Juke Box Company, received a call from William Liebow, builder and owner of the Hotel Varadero Internacional in Varadero Beach, Cuba.

It seems the hotel's automatic music system had broken down. Would Rogan fly over and repair it in exchange for a week-end of living in the lap of luxury, including a suite of rooms, meals, travel expenses—compliments of the management? Rogan—would—and did.

At last reports he was having the time of his life.

Triboro Moves

BROOKLYN, Nov. 7.—Triboro Maintenance Company here this week moved into new quarters at 118-03 Atlantic Avenue. The firm operates nine automobiles, all radio equipped, and specializes in repair work for juke boxes and coin-operated amusement games.

5TH CONVENTION

Miller, Mfrs. Meet On MOA '54 Plans

CHICAGO, Nov. 7.—George A. Miller, president of the Music Operators of America, was here this week contacting juke box manufacturers and prospective exhibitors on plans for the fifth annual MOA convention next year.

The convention will be held in the Palmer House, March 8, 9 and 10, and will occupy the entire eighth floor. Reservations for the event, it was announced, are not to be made thru the hotel but the MOA. The reason for this, Miller explained, was to make it possible to determine the number of operators registered and their room locations. All exhibit space is being sold at \$250.

"The convention will be the best one we have ever held," Miller said. "We have not completed all arrangements, but we know that there will be considerably more entertainment for the operators and their wives. We hope to wrap up business sessions by noon, freeing operators and guests for more time on the exhibit floor and meeting with old friends."

Because of hearings in Washington on the juke box copyright bill last March, the convention was not held this year. Miller had just arrived from the capital where further hearings on the McCarran bill were held last week.



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Patrons get more enjoyment from music when the instrument that plays it is good to look upon. Just a glance tells that the design beauty of the new Model "E" adds pleasure to the rich tonal reproduction of its advanced sound system.

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Music Route Management

Customer Relations Pay Off

By DELBERT McGUIRE

Customer relations is the key to success in the juke box operating business.

On that formula, the J. H. Briscoes, of Denton, Tex., built their Briscoe Novelty Company. Starting with two marble tables, as Texans still call pin games, the Briscoes now have music routes extending into six North Texas counties. The operation is generally rated one of the largest in the Southwest.

Denton, the operation's headquarters, is a college town and a good illustration of how the Briscoes practice customer relations. "You've got to know the people who patronize your locations," Lilly Briscoe declares. "In Denton, the college youngsters furnish most of the coins, and their taste in music often runs ahead of average. Often we are filing a record away on our shelves when it is still reported tops across the country."

Let Customers Decide

Customer preference and taste in music should decide the selections offered on the phonograph, Mrs. Briscoe points out. Too often, in her opinion, operators stock their machines with selections which appeal to the location owner or the location help. Like other good music operators, the Briscoes endeavor to keep location preferences in mind when changing records—but the public comes first, and the machine's gross receipts are the only yardstick used to determine the success of the Briscoes' programming.

"A location manager will seldom argue with statistics," Mrs. Briscoe commented.

Customer relations for the Briscoes often goes beyond simply providing the kind of music the location needs. Like some of its big city counterparts, Briscoe Novelty goes so far as to help finance the purchase of equipment for a location, or improvements in the location. But the biggest factor in the operation's customer relations is good programming.

Hughes Briscoe spends most of his time managing the family's over-all investments, including a bar, cafes and a ranch of 300 acres. Lilly is the active manager of the music operation, buys all the records and even helps out on the routes, changing records and making minor adjustments.

Some Strong Opinions

As the company's record buyer, Mrs. Briscoe has some strong opinions about operators' record buying and about the records themselves.

"An operator's profit or loss is determined by the record purchases he makes," Mrs. Briscoe

said. She figures "six or seven records on each phonograph will draw 95 per cent of the coins. If you miss two or three of those, profit turns to loss."

Of current recording practices, Mrs. Briscoe registered one complaint:

"I think other operators would like to register this complaint, too: The practice of one artist recording a hit tune, and then every other artist in the trade jumping on the bandwagon. Some of the versions are very poor because they're done so hastily. And yet the fans of those artists demand their version and we must buy them. By the time we've secured duplicate recordings for various locations, many of the fans will have gone back to preferring the original recording and we're really caught in the middle."

File Hit Tunes

When hit tunes run their course, the Briscoes file their usable copies in their record library. They've found they can bring the records back at a later date.

"The quality that made them popular in the first place will attract the public again," Mrs. Briscoe said.

"For example, when 'House of Blue Lights' began dropping in plays locally, Mrs. Briscoe shelved the copies. Later, she replaced the records on the same phonographs and found they drew exceptionally well. And when Merrill Moore came out with a new version of the tune, the originals drew additional play.

Seasonal records are filed away, too, if they are still usable and showed any strength. "They're not likely to find a tune that will beat 'White Christmas,'" Hughes Briscoe pointed out.

Having these records on tap often enables the company to satisfy location and customer requests without purchasing additional copies, but Mrs. Briscoe believes record companies ought to press disks which would have a longer life on the machines. She points to "Doggie in the Window."

"We had to buy three copies of that tune because the records wore so quickly," Mrs. Briscoe observed.

Changing Tastes

Keeping a finger on the pulse of customer preferences, Mrs. Briscoe said she finds North Texas tastes in music changing. Right now, she reports her locations are falling down on country and westerns. The college students and GI's in the counties the operation serves are leaning toward what she calls the "cat" tunes—like "40 Cups of Coffee" and "Re-Enlist Now."

Next to the kind of music

offered on the phonograph, the Briscoes' experience proves keeping the equipment itself in good working order is vitally important.

Briscoe Novelty Company has a repair shop and full-time mechanics. But Lilly Briscoe, on her weekly rounds, often does minor repairs to keep a unit from being taken out of service. She can un-slug or re-fuse a marble game, but her long suit is the juke box.

On one occasion, she was called into a busy location on Saturday night. As she walked to the rear of the location carrying a tool kit, she heard a man sitting at one of the booths remark, "I wonder if that woman thinks she can fix it?"

Mrs. Briscoe said she offered a silent prayer she wouldn't fail this time. The box was jammed with slugs and had blown a fuse. When she finished, she placed a handful of coins on the booth table and told the wondering customer, "The woman fixed it. Now you can play it—on me."

Extend Deadline In Wurlitzer Phono Contest

NORTH TONAWANDA, N. Y., Nov. 7.—The announcement of local winners in the Wurlitzer-Laine song contest, originally slated for November 1, has been extended to November 10. A heavy last minute response on the part of contestants was given as the reason.

Many of the 40 areas already have picked and announced their winners.

In sending the winning entries to New York for final judging, many of the deejays resorted to gimmicks to promote their contestants. One such gimmick came in the form of an added P.S. that read, "To express our sentiments, we have insured this record with the post office for the amount of the first-place prize."

The contest, a search for new blood in the song recording industry, began September 15 and ended October 19. First place prize is a \$1,000 scholarship award, a trip to New York, with the winning song to be recorded by Columbia.

Coin Box Thefts In Halifax Up

HALIFAX, N. S., Nov. 7.—Operators in this area have reported a noticeable increase in the incidence of coin box thefts. Not only have the thieves taken the money but also done costly damage to the equipment. One of the recent victims was Arthur Hicks.

Pioneer Operator Dies

DETROIT, Nov. 7.—Anthony H. Giffel, one of the pioneer operators of games and music machines in Central Michigan, passed away October 27. Over the past two decades he used two trade names—Giffel's Music and Tony's Music.

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Rock-Ola 1422	75.00
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Meet the Briscoes



HUGHES AND LILLY BRISCOE

One of the largest music operations in the Southwest is a husband-wife partnership—Briscoe Novelty Company of Denton, Tex., operated by Mr. and Mrs. J. H. Briscoe.

Mrs. Lilly Briscoe manages the music business, approximately 50 cigarette vendors, a smattering of shuffle and novelty games and penny machines, while Hughes Briscoe manages one of Denton's best restaurants, a filling station, a bar in Fort Worth—35 miles from home base—and some Texas real estate, including ranch property with producing oil wells in an adjoining county.

These possessions stemmed from an inauspicious beginning in the coin machine business 16 years ago.

The Briscoes started operating in 1937 with two \$5 marble tables, adding five second-hand juke boxes a year later. This small operation, spawned during the depression's waning days, has grown steadily since on the Briscoes' philosophy of always keeping the business

solvent and never over-expanding.

The Briscoes also own a 300-acre farm in Denton County, and have land in adjoining counties, bought during the latter part of the depression. They have six business establishments, in addition to the cafe, where coin machines are located.

Mrs. Briscoe contributes to the operation by purchasing records, traveling six counties to service machines and make minor adjustments.

The Briscoes' ambition is to sell their route "sometime," keep only the retail establishments and build a new home on property about a mile from town. Here Hughes plans to create a lake for fishing, while Lilly hopes to retire from her seven-day week and raise flowers.

Retirement is in the distant future, however, for both are enthusiastic and proud of having built a music and vending business of vast proportions. Their immediate plans are to keep that business operating at a profit—a full-time job for two personable executives.

Coinmen You Know

Chicago

Lou Casola, Midwest Distributing Company, Rockford, Ill., was in for conferences with Billy DeSelm, United sales manager. Lou's brother, Johnny, was back from a brief road trip. Johnny has been one of United's top road men for the past few years, except for an extended leave of absence when he went to Birmingham to visit his dad who was ill.

Ed Levin, Chicago Coin's director of sales, is due back from a vacation. In his absence, Frank Mancuri, sales manager, handled office assignments. Normally, Mancuri spends most his time on the road.

At First Distributors, sales of both coin machine equipment and gift merchandise were moving well. Wally Finke says demand for new and used shuffle games has increased. Joe Kline, Wally's partner, received many messages of condolence on the passing of his mother (see separate story).

Fred Skor, World Wide Distributors, was on vacation. He spent most of the time moving as he just took possession of a new home in East Northbrook, Ill. Joel Stern is now a full-time sales staffer for the firm. Genco plans to bow its new type shuffle game next week. Sam Stern, Williams vice-president, says interest in dime play five-ball novelty games is growing.

New York

Bill Parker, who was reported to have sold his Bronx route, says the report was incorrect and that he is still operating in the Bronx.

Phil Schwartz, Melody Music, was married November 2. Jim Sherry, Sherry Music, moved to new quarters at 880 10th Avenue. Jerry Basile, American Cigarette Vending Company, is home sick. Vicki Vander Leenden, wife of Vic Vander Leenden, Tri-boro Maintenance Company, recently gave birth to a girl, Frances.

The following Wurlitzer executives were in from North Tonawanda, N. Y., to attend the annual dinner of the New York Au-

tomatic Music Operators' Association, Saturday (7): Bob Baer, general sales manager; his assistant, Robert Hamilton; A. D. Palmer Jr., advertising manager, and Max Waters, Eastern sales representative. Hank Barber, of Laudscheff & Barber, Wurlitzer ad agency, was also on deck.

On 10th Avenue last week were John Bullock, Loch Sheldrake, N. Y., operator; Joe Narducci, Vim Vending, West New York, N. J.; Gertrude Browne, Paramount Vending, Beacon, N. Y., and Mickey Wichansky, up-State New York operator.

Joe Young, Young Distributing, sold his 500th hand drier last week. Barney Sugarman is back from his extended business-vacation trip. Al Simon reports that Genco Shuffle Pool game is going over well. Bob Slifer, Seacoast Distributors, says the Rock-Ola service school will begin soon. Charlie Reissner, veteran coin machine man, has just set up the Seacoast service and parts department at the 10th Avenue office. Rosa Contolla is a new member of the Coin Machine Employees' Union.

Miami

The turnout Sunday (1) at the premiere local showing of the new Rock-Ola Comet phonograph delighted Eli Ross, president of the Ross Distributing Company, which recently acquired the Rock-Ola franchise. Among the visitors were Mrs. Herman Paster, wife of the St Paul distributor, and Mrs. Genia Rosenpier of Israel, who had never before seen a juke box.

While the adults inspected the new phonograph, the small fry, who accompanied them at the Ross showing, had a field day playing the Arcade pieces on the showroom floor. A mechanical horse also came in for plenty of attention from the youngsters. All of the machines were geared for free play, so it was no wonder that operators and their wives had trouble getting the kids to go home.

Back from a trip to Tampa, Ken Willis export manager of



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148SL	159
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146M	99

WURLITZER 1250	\$295
AMI Model C	289
WURLITZER 1100	219
AMI MODEL A	169
WURLITZER 1015	99
ROCK-OLA 1426	99
ROCK-OLA 1422	79

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Tulsa 3-3900
Cleveland, Ohio • 2600 Euclid
Cherry 1-3801

Lansing, Mich. • 1224 Turner
Lansing 5-4243
Toledo, Ohio • 1302 Jackson
Main 6192

Bush Distributing Company, said he hit a cold spell there that made his teeth chatter. Mrs. Frances Getz, head bookkeeper at Bush, resigned in order to join her husband, Lt. Alvin Getz, who is in the Medical Corps, stationed at the Eglin Field, Fla., Air Force base.

Betty Hagan replaced Mrs. Getz. A new staff member is Rhoda Laymon, a recent arrival from Charleston, W. Va.

Hyman Guberman, of Taran Distributing, celebrated a double anniversary. It was his 64th birthday and he and his wife, Rose, celebrated their 41st wedding anniversary. Maynard Ross, Havana branch manager, returned to the Cuban capital after a honeymoon trip to California and Nevada with his bride, the former Betty Klein.

Marvin Novak, King record distributor in Miami, reports a heavy play on the juke boxes for the Dominoes' new number, "Rags to Riches." Stocking up on the selection in the past week, he says, were music operators Jack Kauffman, Eddie Leopold, Raoul Shapiro, Gene Lane, Morris Horwitz, Lucky Skolnick, Murray Gross and Rogers Music of Fort Lauderdale.

Mrs. Arlene Rogan, daughter of Harold Carson, of the Juke Box Company, underwent surgery this week. Her husband, Arnold, also is associated with the Juke Box Company. . . . Raoul Shapiro, of Supreme Distributors, and his wife, Doris, secretary of the AMOA, celebrated their wedding anniversary.

Henry Stone, a&r man for De Luxe records, says the new Wilbert Harrison number, "The Letter," is attracting the attention of juke box operators. Murray reports plenty of action on one on his route.

ughn Shively, Miami Automatic Music Company, sold his route to Norman Roger. The route consisted of approximately 20 juke boxes, all on location in Miami. Roger, a native of New York, has been in Miami less than a year.

burgh reports a good run with his kiddie rides over at the recently concluded Los Angeles County Fair in Pomona. . . . Jack Dolan, Dolan Distributors, just about reeling with the success of his showing of the new Rock-Ola phonograph. Hundreds of operators attended the three-day meet, with the general consensus on the Comet all to Jack's advantage.

Bob Portale, Advance Automatic Sales Company, San Francisco, in town for a brief visit. Bob said his cohort, Pete Perinate, of Stockton, just returned from a trip East, where he picked up a new auto and then proceeded to earn its keep via a detour thru Vegas.

Barney Sugarman, Runyon Sales, New York, visited with local coin machine figures again. His wife, Molly, made the trip with him. . . . S. L. Griffin, San Bernardino, was back from a three-week vacation that took him thru Bryce and Zion canyons and, of course, Las Vegas.

Operators making the rounds along Pico this week included Dale Cooper, Riverside; Joe Maggart, Tulare; Mr. and Mrs. Eddie Lee, San Luis Obispo; Stewart Metz, San Bernardino; Lee Nelson, Santa Ana; Bill Bolton, Oceanside; L. B. Gayer, San Bernardino; Pete Thelan, Glendale, and Carl Fisher, Inglewood.

Mr. and Mrs. Ray Samuelson, Wurlitzer distributors in Salt Lake City, were in town on a combined business and pleasure trip.

George Van Drake, San Bernardino, back in the hospital again for additional gall bladder surgery. . . . Jack Dolan, Dolan Distributing Company, literally flooded with orders for the new Rock-Ola Comet.

Jean and Dolores Minthorne, of the Minthorne Music Company, were back from Phoenix where well over 100 music operators attended the showing of Seeburg's new hi-fi phono Sunday (18). George Mahlum and Bob Webber accompanied the Minthornes on the trek. . . . Fred Campa, Rock-Ola factory rep was in town the past week, visiting with Jack Dolan, of the Dolan Distributing Company.

addition to more floor space," says de la Viez, "we boast a modern showroom done in coral, green and gray, sound-proof music room, check-in room for routemen, cashier's room, modern furniture and equipment and a garage and warehouse on the premises."

James Bowen, of Kwik Kafé of Washington, Inc., is awaiting the arrival of a combination juice-coffee vender. Advance orders on the machine have been good.

Jack A. Spittler, who operates in nearby Virginia, says business has not been too good the past few weeks. His firm installed a few 120 AMI's and several cigarette machines in small locations. Spittler also took on another mechanic.

Business at Westway Vending is "swell," says owner Sid Lotenberg. Latest installation for Sid's company was that of a practically automatic cafeteria at one of the U. S. Bureau of Standards buildings. The installation will serve about 800 employees.

Westway has placed its first milk and sandwich machines on test runs, and may add a small coffee vender to the ever-increasing line. Sid adds that coffee business is booming, and that all machines have been placed at the University of Maryland location.

Detroit

William E. Doughty, consulting engineer for the James E. Vernor Company, died November 3 at Fort Wayne, Ind., while heading for Florida for a vacation. . . . Frank E. Howard, board chairman of F. L. Jacobs Company, reported a net loss of \$559,000 for the fiscal year ending July, 1953.

Coin row reports local operators slipping away quietly for small game hunting.

Los Angeles

Ed Wilkes, Charlie Daniels and Jimmy Wilkins on tap over at the Paul Laymon Company, with all three reporting a literal deluge in the current Frankie Laine-Wurlitzer Contest.

Lyn Brown reports a successful run with his kiddie rides over at the recently concluded Los Angeles County Fair in Pomona. . . . Jack Dolan, Dolan Distributors, just about reeling with the success of his showing of the new Rock-Ola phonograph. Hundreds of operators attended the three-day meet, with the general consensus on the Comet all to Jack's advantage.

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Doc Dockins visited along coin

row from Santa Ana. Work on the Santa Ana freeway should be completed within six months which will cut the travel time for operators considerably.

Lyn Brown reports good demand for Exhibit Supply's new musical Rudolph ride. . . . Joe Boll, Twentynine Palms, shopped for new equipment along Pico this week. . . . Al Silberman completed a busy week of entertaining Mr. and Mrs. Sugarman, of Runyon Sales, New York.

Gary Sinclair, regional representative for the Rudolph Wurlitzer Company, was in town visiting at the Paul Laymon Company, then left with Jimmy Wilkins on a good will tour. Major domo Paul Laymond was hard at work trying to keep his extensive landscaping in shape as the colder weather sets in.

Mr. and Mrs. Lyn Brown plan to attend the NAAPPB show in Chicago. . . . Bill Bradley of Covina was on coin row this week along with S. L. Griffin of Pomona. . . . Mr. and Mrs. Jack Simon also plan to visit the outdoor show in the Windy City.

Johnny Kaiger, of the Dan Stewart Company, held down the office in the absence of Pete Ley, due to an asthma attack. Office manager Bob Bever was on a series of short sales jaunts thru-out the Southern California area. . . . Mr. and Mrs. Jean Minthorne, back from a trek to Phoenix with glowing reports of acceptance of the firm's new line of phonos.

Twin Cities

Harold Lieberman, of the Lieberman Music Company, and two associates have bought Coffee Vending Service, Inc., operating 50 units in the Twin Cities for an undisclosed five-figure price. M. M. (Doc) Bereson and Martin Kantor, Harmony Music, Minneapolis, have purchased the 200-piece music-games American Sales Company route from Henry Sabes. . . . Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, reports that operator interest in the new Rock-Ola phonograph continues to be exceedingly good.

Amos and Danny Heilicher, Advance Music, Minneapolis, are expanding their operation, going into cigarette vending with the purchase and location of 25 National units. Amos reports his new Soma Record Corporation, which he and his brother Danny have formed to record local talent, has released its first platter, a 12-inch LP of the "Doc" Evans Dixieland Jazz band concert.

Norton Lieberman, traveling the Midwest for Lieberman Music Company, showed AMI Model E 80 and E 121 at the Hiram Walker Merchandise Fair in Omaha this week. The E 80 was part of a display in a model tavern set up at the fair.

Zollie Kelman, Great Falls, Mont., operator who hails originally from Minneapolis, went thru the Mayo clinic in Rochester, Minn., and was told by doctors to lose weight. . . . Herb Sandell, head of the wholesale record distributing division of Lieberman Music, was crowing loudly this week—for the first time in local history a record jobber has a hit tune on each of its labels, he said. "Eh Cumpari" sung by Julius La Rosa sold more platters in one day, according to Sandell, than any other single platter in company history.

Arnold Golden, Sandler Distributing, continues to talk glow-

ingly of the way Wurlitzer phonos are being accepted by operators in this territory.

Operators in town to watch the University of Minnesota upset the University of Michigan included J. Allen Redding, La Crosse, Wis.; Ray Benkoski, Cloquet, Minn., and Glenn Addington of Bismarck, N.D.

Coin machine shoppers in the Twin City market the past week were Con Caluzza Sr. and Jr., father-son operator combination from Browerville; L. F. Fort, of Benson; Jeff Kost, St. Cloud; Jack Harrison, Crosby; Al Egermount, Marshall; Jerry Hardwick, St. Cloud, and Len Worsch, of Montevideo.

Advertisement for The Billboard magazine featuring a cartoon of a man slipping and the headline "OOPS!". Text includes: "How many slip-ups could be avoided by knowing what's ahead in advance?" and "SUBSCRIBE TODAY AND SAVE \$3.00". It also contains a subscription form with fields for Name, Address, City, Zone, State, and Occupation, and a note about audited paid circulation.

Advertisement for "NORTH WIND" records. Text includes: "How Was Your Timing on . . . 'NORTH WIND'", "Now on Billboard's 'Best Selling Singles' Chart", "Spotted as a Billboard BEST BUY", "Title Strips Ready for Top Juke Profits", and "CONVENIENT ORDER FORM". It features a large graphic of a record sleeve and a table of pricing for title strips.

Table with 4 columns: Cards per weeks, Cost for 3 months, Cards per weeks, Cost for 3 months. Rows include pricing for 20, 30, 40, 50, and 60 cards.

Music as Written

• Continued from page 24

publishing affiliate, Tarry-Town Music. The first tune in the new pubby is "Little Johnny Jungle Bells"... Chatter Danny Sutton checks into the Twin Coaches, Pittsburgh, for a week, beginning Monday (9).

Vince Carbone, manager of the Tommy Dorsey ork, and Neal Hefti, who has done many of the orkster's arrangements recently

Public Hassle

• Continued from page 17

long been ASCAP's chief complaint that its troubles with the telecasters chiefly derive from what the Society considers the unfair position and organization of BMI.

Public Knowledge

So in two court cases, the long-pent-up mutterings which heretofore have echoed in the confines of the Brill Building will become public knowledge.

How closely entwined are the two cases is also illustrated by another fact: three of the plaintiffs in the songwriter action are currently, or have until very recently been, members of the ASCAP board of directors. These are Edgar Leslie, L. Wolfe Gilbert and George Meyer.

In addition to the aforementioned two cases hinging on the same subject, there is a third upon which there has as yet been no action. This is the ASCAP complaint, filed with the Department of Justice the summer before last. The department has, as yet, taken no action, and no official statement ever was made by ASCAP or the department relative to the filing.

Much of Same

This complaint too, would necessarily include much of the same material contained in the allegations of the songwriters, and the allegations due to come up in the TV-ASCAP rate setting case.

Another point in connection with the many-faceted conflict is noteworthy. It has long been speculated that BMI has in readiness a plan of operation in the event divorcement from the parent broadcasting industry became an eventuality. In fact, some segments of the broadcasting industry have urged such a voluntary divorcement, pointing out that BMI's operation is now firmly-enough established, and profitable enough, to merit such action.

for records, left for Montreal Friday (6) to meet with Dorsey, who is now playing a week at Montreal's Seville Theater. . . . The Guy Lombardo ork has also waxed "I Saw Mommy Kissing Santa Claus" for Decca, making eight new recordings of the tune this season. . . . Rosalie Wilson, secretary to barrister Harold Orenstein, will be married to manufacturer George Miller on November 22. . . . There will be a second wedding ceremony for Mr. and Mrs. Ivan Rothman, Thanksgiving Eve (25). Mrs. Rothman is the former Muriel Diamond, secretary to pubber Nat Tannen. The Rothman's were married secretly about three weeks ago. . . . Charles Burr joined the advertising department of Columbia Records this week. . . . Cleffer Lou Singer's latest, "Petite Ballerina," has been cut by Jan August on Mercury. The tune contains four themes, two from a Shostokovich work and the other two originals by Singer. It is published by Leeds. . . . Warbler Bill Heyer has been signed by Epic Records to a one-year contract. . . . Orkster Roger Mozian and his manager Phil Rindone left this week on a tour of 10 cities to push the ork leader's Clef cutting of "Midnight in Spanish Harlem." . . . Warbler Bill Lawrence has returned here after a two-week engagement in Chicago at the Chicago Theater. He will appear on a number of TV shows here, and then will go to Boston for a two-week engagement. . . . Thrush Marilyn Miller, Coral Records artist, has been out on the road the past four weeks, visiting deejays. . . . Karen Chandler opens November 16 at the Casino Royale, Washington.

Chicago

Ray Pearl orchestra set for six weeks at Oh Henry Ballroom beginning December 25, for two weeks at the Schroeder Hotel, Milwaukee, beginning February 2, and for four weeks at the Peabody Hotel, Memphis, beginning February 22. . . . Russ Carlyle is in the Trianon Ballroom for an indefinite stay. . . . Chuck Foster into the Aragon Ballroom November 24 for four weeks. . . . Bob Kirk playing at Oh Henry for four weeks beginning November 18. . . . Johnny Gilbert and orchestra current at the Graemere Hotel. . . . Buddy Morrow opens at the Mel-

(Continued on page 85)

Cleffers' Suit

• Continued from page 17

Association of Radio and Television Broadcasters, BMI Canada, Ltd., Associated Music Publishers, Inc., Allen Intercollegiate Music, Inc., David Sarnoff, chairman of the board, RCA; Frank M. Folsom, president, RCA; Niles Trammel, consultant, former president of NBC; William S. Hedges, vice-president, NBC; director, BMI; former president and director of NARTB; William S. Paley, chairman of the board, CBS; Frank Stanton, president, CBS; James B. Conkling, president, Columbia Records, Inc.; Adrian Murphy, president, CBS-Radio; Herbert V. Ackerberg, vice-president in charge of station relations, CBS; director of BMI and NARTB; Raymond Diaz, program director of radio, ABC; director, BMI; James E. Wallen, director, BMI; vice-president, Mutual; J. Harold Ryan, ex-president and director, BMI; former president and director, NARTB; vice-president, treasurer and director, Storer; Harold E. Fellows, president, NARTB; Carl Haverlin, president, BMI; Justin Miller, chairman of board of directors, BMI; chairman of board of directors, NARTB; Sydney M. Kaye, vice-president and general counsel, BMI; Merritt E. Tompkins, secretary, BMI; Robert J. Burton, vice-president, BMI; Glenn Dolberg, vice-president in charge of station relations, BMI; Roy Harlow, vice-president, BMI; Harry P. Somerville, vice-president, BMI; Charles A. Wall, vice-president and treasurer, BMI; John Elmer, director, BMI; former president, NARTB; J. Herbert Hollister, director, BMI; former director, NARTB; Leonard Kapner, director, BMI; former director, NARTB; former director, Mutual; Paul W. Morency, director, BMI and NARTB, and J. Leonard Reinsch, director, BMI; former director, NARTB.

The plaintiffs in the suit are the following:

Arthur Schwartz, Ira Gershwin, John Jacob Loeb, Dorothy Fields, Virgil Thomson, Douglas Stuart Moore, Gian Carlo Menotti, Samuel Barber, Randall Thompson, Milton Ager, Jack Yellen, Walter Bishop, Paul Cunningham, Mack David, Milton Drake, James Kimball Gannon, L. Wolfe Gilbert, George Graff, Alex Charles Kramer, Jack Lawrence, Alan Jay Lerner, Edgar Leslie, Jerry Livingston, George W. Meyer, Joseph Meyer, Vic Mizzy, Charles Tobias, Leonard Whitcup, Joan Whitney, Don Raye, Victor Young, Robert MacGimsey and William Grant Still.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24	Issue of Oct. 17
D 40 Hideaway	\$225.00	\$225.00	\$299.50	
Hideaway	245.00	245.00	225.00	245.00
Model A	169.00 195.00	169.00 195.00	169.00 195.00	\$169.00 179.50
	225.00 275.00	225.00 275.00	225.00 275.00	195.00 209.50
				225.00
Model B	295.00(2)	295.00(2)	295.00(2)	295.00(2)
	325.00	325.00	325.00	
Model C	289.00 325.00	289.00 325.00	325.00 349.50	299.50 325.00
	350.00	350.00	350.00	
Model D-40				425.00
Model D-80				500.00
MILLS				
Empress				25.00
PACKARD				
Manhattan	79.50 95.00	79.50 95.00	79.50 95.00	79.50
RISTAUCRAT				
12 Record		60.00	60.00	60.00
ROCK-OLA				
51-50	59.50 60.00	59.50 79.00	59.50 69.50	69.50 79.00
1422	79.00 95.00	95.00	95.00 99.00	79.00
	125.00			
1426	75.00 79.50	79.50 99.00	84.50 99.00	84.50
	99.00 125.00	125.00	125.00	
1428	199.50 225.00	199.50		
	245.00			
1434 (52-50)	450.00			
1436	625.00			
Rockalite 48	275.00	275.00		
SEEBURG				
48 Blonde			225.00	
HM-100 A Hideaway		359.50	379.50	
M 100 A 78 RPM	495.00(2)	495.00(3)	495.00(2)	
	519.50 550.00	519.50 525.00	519.50	
		550.00	525.00(2)	
			549.50 550.00	
			595.00	
			725.00	
M 100 BL			95.00	
146	95.00 99.50			
146 Hideaway			135.00	
148 Hideaway			185.00	
H 146 M Hideaway				99.50
H 246 M Hideaway				
147 Hideaway				
146 M	99.00 115.00	99.00 99.50	99.00 115.00	
		115.00	139.50	
147	129.50 135.00	165.00	165.00	
	165.00			
147M	129.00 135.00	125.00 129.50	129.00 135.00	
		135.00	149.50	
148 Blonde	195.00	195.00	195.00	
148 ML Blonde	179.50	179.50	199.50	
148 M	185.00	185.00	185.00	
148 ML	159.50 215.00	159.50 215.00	159.50 215.00	
148 SL	159.00	159.00	159.00	
1946 Hideaway	79.50	79.50		
1947 Hideaway	94.50	94.50		
1948 Hideaway	119.50			
WILLIAMS				
Music Mite	35.00 95.00	100.00	100.00	
WURLITZER				
500	35.00			
600 K				
700	69.00	69.00		
750 E				
800	69.00	69.00		
850	35.00			
1015	99.00 125.00(3)	99.00 125.00(3)	99.00 125.00	
	150.00 165.00	135.00 150.00	135.00	
1017 Hideaway	99.50 125.00	99.50 125.00	99.50 125.00	
1080	79.50 125.00(2)	79.50 125.00(2)	125.00	
	139.00	139.00	139.00	
1100	219.00 250.00	219.00 245.00	245.00 249.00	
	265.00 275.00	250.00 275.00	250.00 275.00	
1250	295.00(2)	295.00(2)	295.00	
	325.00 399.00	325.00 339.00	325.00	
			339.00	
1400	495.00 575.00	495.50 575.00	495.00 575.00	
Victory	20.00			

LOOK UP
LOOK DOWN
LOOK AROUND

Anyway you look 'em over Evans' Phonographs have everything to assure dependable, profitable operating. See for yourself.

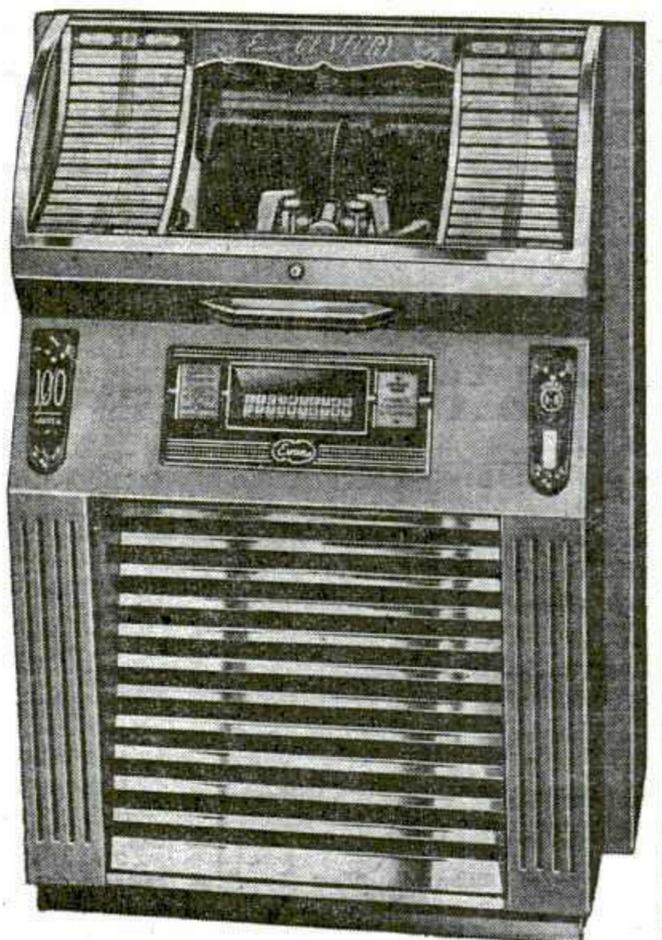
ON DISPLAY AT YOUR EVANS DISTRIBUTORS

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

Cautions TV

• Continued from page 17

ment it is stated that if, during the four-year period, stations similarly situated are given license agreements containing more favorable terms, the stations so renewing will be given the advantage of the more favorable terms retroactive to January 1, 1954.

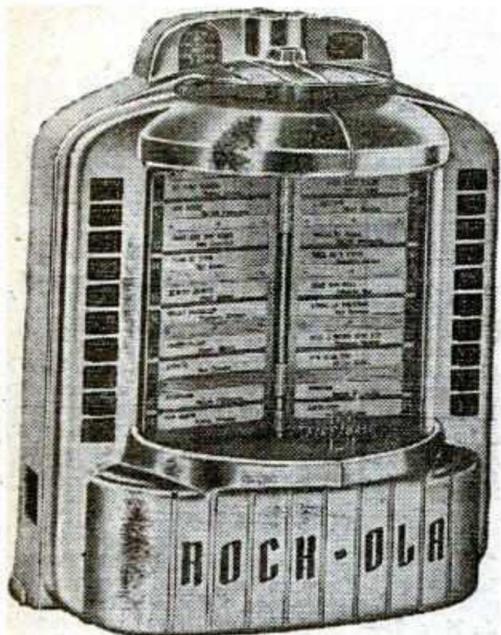
Martin points out that the committee has been authorized by the National Association of Radio and Television Broadcasters to negotiate the terms of license agreements with ASCAP (blanket as well as program) for presentation to all stations other than network owned-and-operated outlets. He advises the stations that the ASCAP proposal is a unilateral action and not the result of negotiation. "Your committee," states Martin, "feels that the rates in

the current blanket are excessively high. Stations are advised that "most favored status" may be more apparent because of the "lack of similarly situated stations." Committee action there is lack of definition of what constitutes "most favored status."

Signing the renewal cautions the committee well represent an interest in your part that you understand the terms and conditions of the existing blanket including the rate thereon, to be fair and equitable. Any such indication of stations would used by ASCAP in negotiation an argument that the rates are not excessive therefore, need not be used. It goes without saying that would make the task of the committee much more difficult.

**the NEW
sensational**

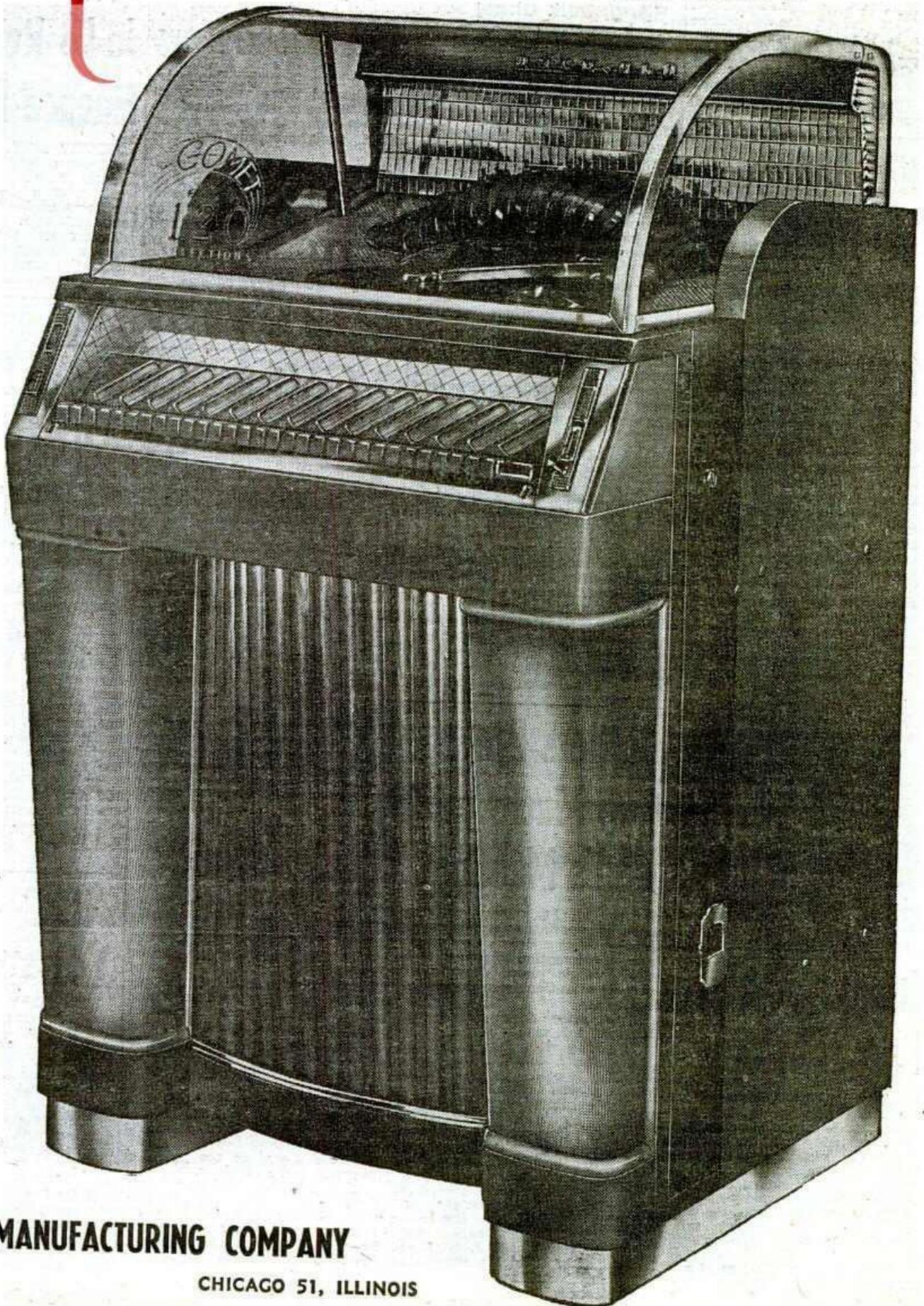
**ROCK-OLA
COMET**



**COMET
CHROME
WALL
BOX**

**ORIGINAL
120
SELECTIONS
PHONOGRAPH**

For "plus" business, used with the Comet-120 or the Play-master. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hook-up. Standard size title strip holders, true accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.



**✓ WORLD'S
SMALLEST CONSOLE**
Less Than 30" Wide

**✓ WORLD'S
SMARTEST STYLING**

**NOW ON
DISPLAY AT
ALL ROCK-OLA
DISTRIBUTORS**

ROCK-OLA MANUFACTURING COMPANY
800 N. KEDZIE AVE. CHICAGO 51, ILLINOIS

Cup Venders Part of Future, NAMA Head Tells Bottlers

Houston States Self-Ownership Impractical; Sees Operator Tie-In

CHICAGO, Nov. 7.—“Cup venders are part of your future. Both (cup machines and bottlers) must live and grow together,” Ike Houston, president of National Automatic Merchandising Association and head of Spacarb, Inc., told some 85 bottlers Wednesday at the Dad's Root Beer Company convention this week (3-6).

Addressing franchised Dad's bottlers, but directing his remarks to the bottling industry in general, Houston admonished: “Use it (cup equipment) rather than fight it. It should be regarded as an opportunity... as a means whereby you increase your profit potential.”

Houston listed four ways for the bottler to participate in cup vending. The best, he said, was to co-operate with the independent operator of vending equipment.

4 Cup Op Methods

The four methods open for bottlers wanting to expand their coverage into the bulk beverage field via vending, as listed by Houston, are:

1. Own and operate equipment (this is the least practical, he noted).
2. Co-operate with one or two operators in the area.
3. Co-operate with any and all operators in the area.

Atlas Announces New Dual-Coin Bulk Machine

CLEVELAND, Nov. 7.—Atlas Manufacturing & Sales Corporation this week announced a new dual bulk vender featuring penny-nickel operation. First production models will be available for December delivery. Price of the unit was not announced.

Called the Atlas Profit Master, it features a chrome finished lift-out coin mechanism, lift-out cover and separate chute for easier cleaning, 8.5 pound capacity glass top and a large ball gum wheel to accommodate all size charms.

W. A. Jenkins, president, explained that the dual coin operation is achieved thru this manner: one full turn of the dispensing wheel is possible on a penny insert, five full turns after a nickel is deposited.

Additional features offered with the new Atlas Model include a special charm loader, which automatically places charms around the outside of globe for better merchandising appeal. A slide cover for the globe base permits storage and handling by routemen, eliminates carrying of entire machine in a “full for empty” exchange on location.

The coin mechanism affords optional adjustment to either penny or nickel operation only if desired, Jenkins said.

Vender base is die cast, weather-sealed for all types of operation.

Jumbo Venders Preem in Den.

COPENHAGEN, Denmark, Nov. 7.—Two super-size vending machines, made by the Soren Wistoft firm, are being used by midtown firms for nighttime store-front sales and display. The machines consist of two standard 12-cubic units dispensing 24 pairs of nylon stockings, but have twice the usual amount of display space sandwiched in between the vending units.

It is the general custom of most Danish department stores, as well (Continued on page 81)

4. Selling cup machines to locations and assisting them in their operation maintenance (this would entail the bottler's hiring his own cup machine mechanic).

Tracing the history of cup vending from the prewar era to the present, Houston stated that the industry was due to parent sirup company and bottler interest.

Hot n' Cold

In 1946, he said, bottlers and parent firms were eagerly waiting to get into cup vending. Million dollar contracts were offered several machine manufacturers. By 1950, broken contracts with vender manufacturers necessitated creation of a new market. This

proved to be the independent operator.

In spite of the turn-about in field, Houston noted, cup vending has grown more in the past five years than any other phase of automatic merchandising.

“It has increased 400 per cent in that time, and by 1958 80,000 cup venders should be doing a \$200 million annual business,” he stated.

Currently, Houston declared, some 10 per cent of those bottlers, who got into cup vending during the earlier period of enthusiasm, are still operating equipment. About 3 per cent are actually making a success of it.

(Continued on page 83)

Venders Featured At '53 Movie Meet

Theater Owners View Beverage, Candy, Cig, Bulk Units; See Special Models

CHICAGO, Nov. 7. — With theater owners putting more teeth into their profit programs, vending equipment at this year's Theater Owners of America and Theater Equipment & Supply Manufacturers' Association, Inc., convention hosted a record number of automatic merchandising exhibits.

Five firms displayed cup soft drink, coffee, ice cream, candy, cigarette and penny bulk venders. Cup beverage models were shown with special theater lighting and display attachments.

At the conclusion of the five-day show (1-5) at the Conrad Hilton, representatives of the exhibiting vender manufacturers had this to report: the independent theater owner showed more interest in vending as a profit booster in general, and in having such equipment installed by a regular operator rather than undertaking its outright purchase.

The big movie chains, while stepping up their vending programs, indicated they were doing so thru operating subsidiaries or thru major operating firms with which they have contracts.

Vender Exhibits

APCO, Inc., displayed its three, six and eight flavor SodaShoppes models and the Bert Mills Coffee Bar.

Cole Products Corporation exhibited the Cole Spa “Eight” and a chassis of the three-flavor Theater MagniFlo. The firm's plastic illuminated theater sign,

used in place of the top mirror, was also shown. The five-color molded sign lists at \$47.50.

Rowe Manufacturing Company, Inc., showed three venders: the Model 180 ice cream machine, the seven-column Candy Merchant and its upright manual cigarette unit.

Spacarb, Inc., exhibited its four-flavor cup machine and the Fred Hebel, five-selection ice cream vender. A “Theater canopy” was introduced for Spacarb's cup machines. A 2.5 foot canopy includes a built-in spotlight, while the lower vertical portion (Continued on page 83)

Bottlers Eye Cup Machs. at Dad's Meeting

CHICAGO, Nov. 7.—Cup beverage venders, exhibited during Dad's Root Beer Company's annual convention this week (3-6) at its home plant, drew much earnest attention from franchised bottlers.

A surprise development was bottlers' interest in coffee vending. Along with four soft drink cup units, a combination Rudd-Melikian cold drink, coffee machine was shown.

Also exhibited were cup drink models by APCO, Inc., Cole Products Corporation; Navenco Manufacturing Company and Spacarb, Inc. All units were hooked up and operating.

Among those present during the Dad's convention representing the vending industry were Ike Houston, president of Spacarb (see separate story), and J. W. Coan, president of Coan Manufacturing Company, national distributor for Navenco

REACH FIVE-YEAR GOAL

Coffee Vending Service Installs 1,000th Mach.

MASPETH, N. Y., Nov. 7.—Phil Koff and Ed Sahagian, partners heading Coffee Vending Service here, reached a five-year goal this week when they installed their 1,000th Rudd-Melikian coffee vender in a Brooklyn industrial location.

Coffee Vending Service came into being because Koff, a former insurance salesman, wouldn't take “no” for an answer. It all started in early 1948, when Koff was cold canvassing an office building in midtown Manhattan. He entered the office of Ed Sahagian, a textile executive. That first meeting ended by Koff being thrown out of the office. When the office opened next day, Sahagian found Koff

waiting. He sold him the insurance policy.

Eight months later Koff suggested that they go into the manufacture of a coffee vending machine. Sahagian replied that he thought such a unit was being made.

By September, 1948, Koff and Sahagian were in business operating Kwik-Kafe venders.

Whopping Loss

The business started like a lead balloon. With 10 machines, the partners had three servicemen. The route grew to 20 units. The first year's loss was a large one, and the firm didn't show a profit for 18 months, with the partners drawing no salary for the first two years.

By early 1950 the partners had 150 dual coffee-Coca-Cola venders in industrial locations thru-out the New York area; a year ago the total had reached 800. (Continued on page 85)

BBB Report Tells of Blue Sky Victims

NEW YORK, Nov. 7.—A report issued this week by the Better Business Bureau disclosed that of 50 persons who had inquired regarding specific vending machine promotions, the most successful purchaser earned only \$250 from 12 machines over a 15-month period. He had been promised earnings of more than \$200 a month.

The BBB sent questionnaires to 50 persons who had replied to blue sky vending promotions. At the time the inquiries were made, the Bureau warned the potential investors to be cautious.

Of the 25 persons who answered the BBB questionnaire, 18 said they did not purchase machines as a result of the Bureau's report. Seven did invest and reported disillusionment and failure to earn even a fraction of the amounts promised.

ABC Nine-Month Report Tops Record 1952 Mark

NEW YORK, Nov. 7.—The nine-month report of the ABC Vending Corporation, issued this week, showed substantial gains volume-wise and profitwise over the first nine months of 1952.

Total sales and profits marked an all-time high last year, with the 1953 figures expected to set a new record. Here's the comparison breakdown. All figures apply for the first nine months of 1952 and 1953.

Sales for 1953 were \$36,162,873, compared to \$32,456,866 for 1952. This represents a gain of \$3,706,007 or 11.4 per cent. Operating profit for 1953 was \$2,456,997, against \$1,993,969 for 1952—a gain of \$472,028 or 23.7 per cent.

sales has started to work on an expanded show program.

In addition to increasing the ranks of exhibitors, not only in numbers but in variety, the event will run three full days, one day longer than in the past. Business sessions will be expanded, more panel discussions will be included. Also, a special ladies' program will be arranged.

Belmont Soups Use Venders In U. S. Sales Bid

Reverse Marketing Procedure Employed, Set Operator Line

NEW YORK, Nov. 7.—The customary practice in the introduction of new consumer products is to achieve popularity and volume sales thru conventional retail channels, then after the demand had been created, offer it in vending machines.

However, Alexander Gruff, president of Belmont Products Corporation, has reversed that procedure. He is introducing his firm's soup line thru venders, then plans to utilize retail outlets.

Belmont and its sister firm, Empire Dehydrated Products, are both headed by Gruff and Charles Heller. Both firms were formed in 1933, have offices in New York, Trieste, Montreal and Brussels.

While Belmont soups have been sold in Europe to institutions and thru retail outlets for 10 years, sales in the U. S. have been (Continued on page 83)

Sponsor Alleges Contract Breach, Sues Calif. Op

LOS ANGELES, Nov. 7.—The Milton H. Berry Foundation School for Spastic and Polio Correction has instituted suit against T. & B. Vending for alleged breach of contract.

It asked the Superior Court for an interlocutory decree to require T. & B. Vending to submit a record this week of gross receipts and also an accounting and a judgment for 25 per cent of all receipts with interest at 7 per cent, less credit for all monies previously paid the foundation.

The suit identifies the Berry Foundation as a non-profit California corporation. Named as defendants are C. W. Bruhn, and Ilona Bruhn, of T. & B. Vending. The plaintiff charges that about (Continued on page 83)

Other income for 1953 was \$123,604, against \$196,718 for 1952—a loss of \$73,114 or 37.2 per cent. However, the 1952 figure includes a credit of \$108,819 for adjustment on the prior year's depreciation provisions.

In total income, the 1953 figure is \$2,589,601, against \$2,190,687, a gain of \$398,914 or 18.2 per cent.

Net profit before income taxes for 1953 was \$2,496,026, against \$2,094,697 for 1952, an increase of \$400,329 or 19.2 per cent. Net profit for 1953 was \$1,168,860, against \$1,084,098 for 1952, an increase of \$84,762 or 7.9 per cent. Earnings per share of capitol stock for 1953 were \$1.24, against \$1.15 for 1952.

**YOU HAVE TRIED THE BEST
NOW BUY THE BEST!**

VICTOR'S

TOPPER DE LUXE

GLASS GLOBE STYLE

\$14.25 each

Cases of four (minimum order)

\$13.50 each

100 or more.

HALF-CABINET

STYLE

Same price as

Globe Style

TWIN WINDOW

STYLE, 50c EXTRA

Write for

lowest prices

on gum and

charms

VICTOR'S

TOPPER

The World's

finest bulk and

charm vendor.

At these low prices

100 or more

\$12.00 each

Less than 100

\$12.50 each

Equipped with large

globe.

We stock the complete

line of Victor

vendors and parts.

SIDMOR VENDING CO.

2137 5th Ave. Pittsburgh 19, Pa.

Atlantic 1-2540

ELECTRIC CORN UNIT PATENTED

ALTADENA, Calif., Nov. 7.

A coin-operated electric corn popper has been patented by Cyril C. Miller here. The unpopped kernels are coated with salt and butter and sealed inside transparent bags. The bags pass thru a dielectric field of high-frequency radiation which acts to release the heat energy stored inside the kernels and pop them all at once. No heat is required for the operation.

Fla. Tax Ruling On Cup Locations

TALLAHASSEE, Fla., Nov. 7.

Privately owned soft-drink vendors operated at State institutions and on State university campuses are subject to licensing and payment of taxes, Atty. Gen. Richard Ervin ruled this week.

Replying to a query by Comptroller C. M. Gay in connection with the operation of vendors as well as barbershops and beauty parlors on State property, Ervin held that privately owned enterprises cannot escape the payment of license taxes "merely because they are located on State property."

However, Ervin added, such equipment and businesses owned and operated by the State would be exempt unless specifically taxed.

NCWA Winter Meet Set for Jacksonville

WASHINGTON, Nov. 7.—C. E. Morgan, president of the National Candy Wholesalers Association, announced that the NCWA Winter Conference would be held February 26-27 at the George Washington Hotel in Jacksonville, Fla.

The board of directors will meet there February 25-27. Sessions of the board will be integrated with the conference program.

NCA '54-'55 Meets in Chi

CHICAGO, Nov. 7.—National Confectioners' Association will hold its 1954 and 1955 annual conventions at the Conrad Hilton Hotel here, Philip P. Gott, president, announced this week.

Decision was made at the association's mid-year board of directors meeting. In 1957 the convention will be held in a major Eastern city, not yet selected, and will return to Chicago in 1957 and 1958.

Scheduling of future conventions was based on reports by Victor H. Gies, Mars, Inc., NCA director, and David P. O'Connor, exposition chairman.

"Confectionery Sales and Distribution for 1952," the annual report compiled by the Department of Commerce and financed by NCA, was released for public distribution at the board meeting. It disclosed that the 1952 dollar sales of \$992,000,000 at wholesale was the second largest since 1927 and that 1952 poundage of 2,710,000,000 was the third highest in that period.

Per capita consumption of all types of candy is showing a slight climb, according to the report. It increased from 17.2 pounds in 1951 to 17.3 pounds last year.

Jumbo Venders

Continued from page 80

as clothing, dry goods and grocery stores, to spread out displays on aisles leading to the sidewalk doors each night. The combined display-vending machines answer the same purpose, but save time and draw sales. One of the above machines is located in front of the Bogelund-Jensen department store and the other in front of a large show store.

A local newspaper a few days ago announced that it had discovered a coin-operated vending machine for after-hour sales of papers and magazines.

The unit has actually been operating for well over a year. It is simply a standard-type merchandise vender and is not very practical nor profitable as it can only handle 24 papers or magazines. It serves to create good will rather than profits.

CLARINET REEDS SOLD BY VENDER

TEXAS CITY, Tex., Nov. 7.

The musical instrument business here may shortly be given an assist by the use of little-known special purpose vending machines.

C. J. Wood Jr., of The Music Staff, a retail music outlet, is installing a vender for reeds for woodwinds.

Such a vender is distributed by Jack H. Schuler Company, Hanover, Pa. It operates for a quarter, vends one B-flat clarinet reed as well as reeds for other instruments already mounted in the reed holder.

IT'S BACK!!!

VICTOR'S TOPPER

The world's finest bulk and charm vendor

\$50.00 per case of 4, less than 25 cases.

\$48.00 per case of 4, 25 cases or more.

We stock the complete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

GRAFF VENDING SUPPLY CO.

2841 W. Davis Dallas, Texas Telephone Ya-8323

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



MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
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 Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
M & M	4.45
Advance #D 1c B.G.	7.45
Advance #T 1c Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.90
Pistachio Nuts, Vendor's Mix	.83
Cashew Whole	.52
Cashew Butts	.52
Peanuts, Jumbo	.34
Spanish	.28
Mixed Nuts	.55
Almonds 400 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.30
Rainbow Peanuts	.30
Boston Baked Beans	.30
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.47
Suicide Chocolate, 200 ct.	1.20
Marshey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

OPERATORS!

Send for illustrated list and prices of

PEERLESS PERSONAL WEIGHING MACHINES

Reconditioned Like New!

Peerless Weighing & Vending Mach. Corp.

43-02 111th St., Long Island City 1, N. Y.

Phone: STillwell 4-1620

BACK AGAIN! VICTOR'S TOPPER

The world's finest bulk and charm vendor

\$50.00 per case

of 4, less than 25 cases.

\$48.00 per case

of 4, 25 cases or more.

We stock the complete line of

Victor vendors.

BIRMINGHAM VENDING CO.

80 Second Ave., No., Birmingham 4, Ala.

FAVORITE MONEY-MAKER



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 4-5358

Send for Your FREE Copy of RAKE'S NEW CATALOG TODAY!



A guide to efficient and economical operation of coin operated machines.

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



★ 2 Machines in 1... Fortune and Weight
★ Fully Automatic & Patented
★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO.
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

SPECIAL CIGARETTE MACHINES

Uneseda Electric 8-cols.—500 cap. **\$99.50**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)

ROWE	
Diplomat Electric, 8 Cols., 340 Cap.	\$175.00
Crusader, 10 Cols., 475 Cap.	155.00
President, 10 Cols., 475 Cap.	135.00
UNESEDA	
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
Stonor Candy Machine, Post War, 160 Cap., 8 Cols.	150.00
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! Uneseda Monarch, Vends All King or Regular Size, 6 Cols., 380 pack cap. \$87.50

UNESEDA 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

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!
Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50.
 (Foreign rate, one year, \$6) 949

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

ORDER TODAY!



The New Victor Deluxe Model BABY GRAND CHICLE TREETS VENDOR

BIRMINGHAM VENDING CO.
540 Second Ave., N., Birmingham 4, Ala
Phone: 54-7526

Leary Reports Biz Booming in S.E., New Champ Unit

UNION CITY, N. J., Nov. 7.—Leo Leary, sales manager of the H. K. Hart Gum Company, said this week that bulk gum operators in the Southeast were experiencing a business boom.

Back from a recent three-week trip thru Dixie, Leary said that the great industrial expansion was creating many opportunities for operators.

He noted that the creation of new shopping centers was also providing operators with expansion opportunities.

Leary plans to visit the Champion Venders Supply Company, to discuss plans for the firm's new bulk vender, to be released in December. Hart is national sales agent for Champion.

Leary said the new vender would list at the same price as the present model \$14.95. It will have a plastic cabinet, chrome top, and an improved mechanism.

Phillip Morris Wins Oscar of Industry

NEW YORK, Nov. 7.—The bronze Oscar of Industry was presented Philip Morris & Company, Ltd., Inc., recently in the grand ballroom of the Hotel Statler here.

PM was chosen on the basis of its 1952 annual report judged by the publication, Financial World, as "Best of Tobacco Industry." Reports of some 5,000 companies in 100 industrial classifications were examined.

Weston Smith, executive vice-president of the Financial World, made the award at the banquet, which was attended by more than 1,400 American and Canadian corporate executives.

Southern Peanut Crop Loss Near \$1 Million

COLUMBUS, Ga., Nov. 7.—A peanut crop loss of approximately \$1 million is facing growers in Georgia and Alabama as a result of the recent gulf hurricane. Heavy rains, hot and humid weather caused peanuts to sprout after they had been harvested and left to dry.

In Georgia the crop was said to be a complete loss for edible purposes, coming on the market suitable for oil processing only.

LUMINOUS PLUG-UGLY FACES

that GLOW in the dark



Indian, Devil, Cannibal, Pirate, Clown, Skull

NOW MADE to GLOW in the DARK

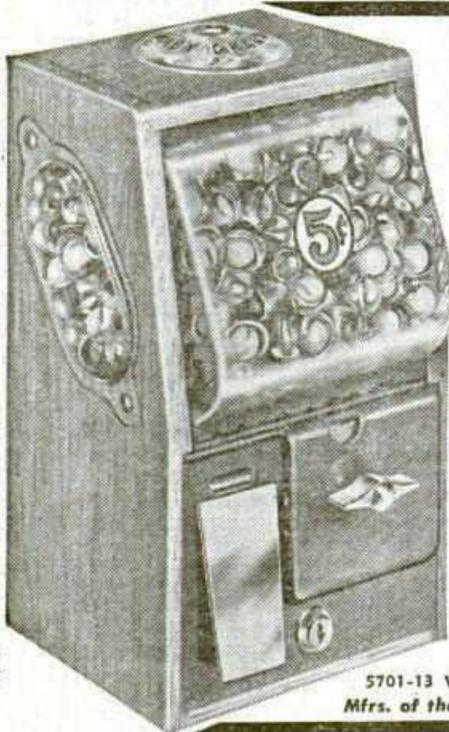
\$5.00 per 1,000 Or: At Your Distributor.

FREE: Display Stickers for your machines with every shipment.

WE WANT LU-MIN-OUS WE WANT LU-MIN-OUS WE WANT LU-MIN-OUS

If they WANT LUMINOUS—GIVE 'EM LUMINOUS PLUG-UGLY FACES. And PUT the display stickers on the machines to TELL 'EM so.

SAMUEL EPPY & CO., INC. 91-15 144 Place Jamaica 2, New York



BABY GRAND DELUXE and ROCKET CHARMS

(Trade Mark)

That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk 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, \$57.00 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 CHLORE TREETS.

All machines packed and sold 4 to the case, F. O. B. factory. See Your Nearest VICTOR Distributor.

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill. Mfrs. of the Famous TOPPER Line

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

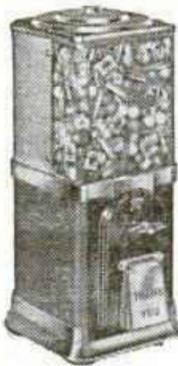
	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24	Issue of Oct. 17
Advance Model D Ball Gum...	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11 Mdse...	5.95	5.95	5.95	5.95
Atlas Nut, 1c...	6.50		6.50	
Coca-Cola Cup Dispenser...		95.00		
Coles 3 Drinks...	750.00		750.00	95.00
Columbus 1c...	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 10c...	250.00(2)	250.00	250.00(2)	
Drink-O-Mat 1,000 Cup...	350.00		350.00	
Drink-O-Mat 3 Drinks...	475.00		475.00	
DuGrenier Candyman...	49.50	49.50	49.50	49.50
DuGrenier S (7 col.)...	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)...	125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.)...	115.00 125.00	115.00 125.00	115.00 125.00	125.00
Exhibit Card Vender, 1c...	15.00	15.00	15.00	15.00
Foot Ease (Exhibit)...	85.00	85.00	85.00	85.00
Hot Snack Bar, 5 col...	150.00	150.00	150.00	150.00
Hupp Cold Drinks...	250.00		250.00	
Kleanix 5c or 10c...	49.50	49.50	49.50	49.50
Lehi PX (8 col.)...	125.00		125.00	
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
Master 5c...	7.45	7.45	7.45	7.45
Mills Candy (5 col.)...	89.50	89.50	89.50	89.50
Mills Tab Gum...	16.50	16.50	16.50	16.50
National Candy, 9 M...	65.00 95.00	65.00 95.00	65.00 95.00	65.00
National Electric...	95.00	95.00	95.00	95.00
National 930...	95.00 130.00(2)	130.00(2)	95.00 130.00(2)	130.00
National 950...	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	49.50	49.50
Revco Ice Cream Vender, 10c...	150.00 200.00	200.00	150.00 200.00	
Revco 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	135.00	135.00	135.00
Rowe Royal (10 col.)...	155.00(2) 145.00	155.00(2) 145.00	155.00(2) 145.00	155.00
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mdse...	7.45	7.45	7.45	7.45
Silver King 5c...	7.45	7.45	7.45	7.45
Siros Brush Up...				30.00
Super Vend Selective Drink Vender, 3 Drinks...	325.00 335.00	325.00 325.00 335.00	325.00 335.00	
Uneeda Electric (9 col.)...	125.00	125.00	125.00	
Uneeda Model A (6 col.)...	87.50	87.50	87.50	87.50
Uneeda Model E (6 col.)...	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)...	85.00	85.00	85.00	85.00
Uneeda Model 500 (9 col.)...	135.00	135.00	135.00	135.00
Uneeda Monarch (6 col.)...	87.50	87.50	87.50	87.50
U-Select-It...	49.50	49.50	49.50	49.50
Vender Bar (8 col.), 10c...				119.50
Watling Horoscope Scale...			170.00	
Weighing Scale, 1c...				39.50
Wizard Scale...	39.50	39.50	39.50	39.50

N. J. Tobacco Assn. Honors PM V-P

ASBURY PARK, N. J., Nov. 7.—George J. Henn, vice-president of Philip Morris & Company, Ltd., Inc., recently received the 1953 annual award of the Tobacco Distributors Association of New Jersey at the Kingsley Arms Hotel here.

Members of the association said that Henn had been voted the award because, on behalf of Philip Morris, he had "rendered sound support from the very day of the organization's founding." Henn has been with Philip Morris for more than 30 years.

TOPPER DELUXE HALF-CABINET STYLE



Also Available

• VICTOR'S Topper Deluxe Globe Style

• VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea.

13.25 ea.

100 or more.

All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.



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.

NEW—LOW COST SILVER-KING "GIANT ACE"

AT LAST—a vendor that permits easy placement of charms! It's the New SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7-lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace Conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)



1c "Charm King"—Ball Gum & Charms (time-tested and proved).

5c Pistachio or Mixed Nuts (the busiest nickel snatcher).

1c "Super-Vendor" King-Size Ball Gum (to wake up "sleepy" locations).

1c Candy Baked Beans Vendor (fine companion for ball gum machines).
5c Silver-King "Hot Nut" (for that "extra-special" spot).
1c or 5c Silver-King Nut Vendors (best bet for bars).

Low as \$10.00 Ea.—100 Lots. IMMEDIATE DELIVERY **SILVER-KING CORP.** 622 Diversey Parkway, Chicago, Illinois

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 3200 North Ave. Elizabeth, N. J.

IMPORTANT NOTICE

Manufacturer of non-coin-operated equipment would like to manufacture any type of legal vending machine.

We are interested in purchasing outright a vending machine, or machines, which some party may hold patent rights on but has not yet been able to manufacture. Or, we will purchase all the tools, dies, etc., for some machine which has been previously manufactured and discarded. Maybe with some improvement on the machine, we could have a good machine. However, that would have to be decided later.

WHAT HAVE YOU? Your ideas, or your old machine tools, dies, etc., may yet bring you money. All we are interested in is getting a start in manufacturing coin-operated equipment. We have the facilities and the distribution know-how.

Write BOX D-82, care The Billboard, Cincinnati 22, O.



MAKE MORE MONEY IN VENDING

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 950

Name

Address

City..... Zone... State.....

Occupation



"can't pass up an ACORN"



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, Charms, nuts.

Vending Supplies Exhibit at Show

NEW YORK, Nov. 7.—Coca-Cola and Borden's will be among the exhibitors at the annual convention of the American Public Health Association, to be held in the New Yorker and Statler hotels, Monday thru Friday (9-13).

Other firms which supply the vending trade to have exhibits are Lily-Tulip, Dixie and Sealrite. The Cup and Container Institute also has a display.

Belmont Soups

Continued from page 80
confined to institutions only. The firm also cans private labels for some of the nation's leading food specialty outlets.

The firm now has soup available both in powdered and liquid form for the vending trade. Belmont makes the liquids, and Empire the powdered concentrates. The firm also is developing a soup pellet for use in coffee venders.

Gruff declared that his current soups—beef broth and chicken broth—can be used in any coffee vender which utilizes powdered or liquid coffee.

Altho only two flavors will be available at the outset, Gruff believes that a wide flavor range is essential for a successful soup operation. He plans to develop other soups for venders, possibly utilizing some of the 13 dehydrated and 20 liquid products made by the firms.

For the vending trade, the liquid soups are available in No. 5 cans (about 46-50 ounces), while the powdered soups come in one-pound containers and 35-pound pails.

While current sales will be handled directly thru the New York office, Gruff said that distributors may be named later on a franchise basis.

Cup Venders

Continued from page 80
"Twenty per cent of all bottlers have tried cup machines, but about one-third have dropped out."

Reverse Trend

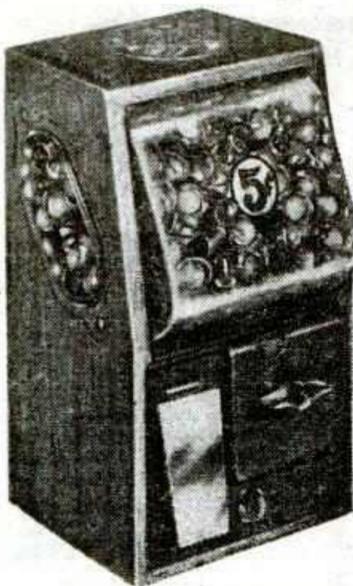
Now, Houston feels, anti-cup vender feeling by bottlers has hit bottom and is beginning to disappear, slowly.

"I do not advocate that bottlers go into cup vending directly. Most are not financially able." They should go into it slowly, benefit by operators' experience.

The trend to full-line package sales in present-day merchandising means that the bottler can utilize the cup vender for best product sales and promotion.

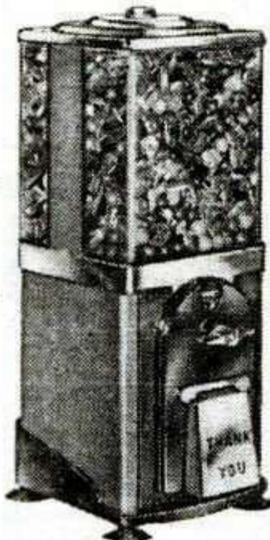
"Cup venders can sample your product, create more markets for the bottled product," Houston pointed out.

They're ALL VICTORS
The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super Item Rocket Charm mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE

Twin Window Style
\$59.00 per case of 4, in lots of less than 25 cases.
\$56.00 per case of 4, 25 cases or more.



TOPPER DELUXE GLOBE STYLE

(GLASS GLOBE)
\$57.00 per case of 4, less than 25 cases.
\$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE HALF-CABINET STYLE

\$57.00 per case of 4, less than 25 cases.
\$54.00 per case of 4, 25 cases or more.
Write for complete charm and merchandise price list.

We carry 40 novelty items, 8 to 18 series plastic charms.

GRAFF VENDING SUPPLY CO.

2841 W. Davis Dallas, Texas

Sponsor Alleges

Continued from page 80

August 1, 1950, a written agreement was made with the defendant organization by which license was granted for the use of the Foundation name in connection with the venders in Los Angeles County. T. & B. agreed, it is asserted, to pay the Foundation 25 per cent of "all gross receipts of said vending machines that are owned or operated by the defendants within the county, whether or not said machines do in fact use or display the name of the first party (plaintiff)." Agreement was for two years.

The Foundation further complains that the T. & B. Vending used the name and later it was verbally agreed that the operating territory be extended to include the entire State. The agreement was also reported extended two years, until August 1, 1954, and a written memorandum attached to the original contract.

On September 29, 1953, the petition alleges, the vending company served notice to terminate the August 1, 1950, contract 60 days after date of notice. Both the written and oral agreements are scheduled to expire about November 28.

An accounting and inspection of the T. & B. books and records "with respect to all gross receipts" within Los Angeles County and California is asked.

Alleging that terms of the contracts have been violated, the Foundation is asking the interlocutory decree to require the accounting of all revenue from machines in operation from August 1, 1950 to November 28, 1953.

Feature Vending

Continued from page 80

of the unit includes a glassed display window and a sign calling attention to the unit's multi-flavor feature. Price of the canopy is \$99.

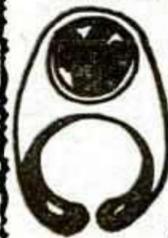
Abbey bulk vending equipment was shown by Reavis Vending Supply Company, St. Louis. According to Ted Reavis, small theater owners were interested in bulk venders as a means of eliminating the "penny nuisance" of small coin sales over the counter.

NATIONAL SENSATION!

WE'RE SHIPPING MILLIONS OF THEM—

ROCKET RINGS

Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure. Real 10¢ 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

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.



There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

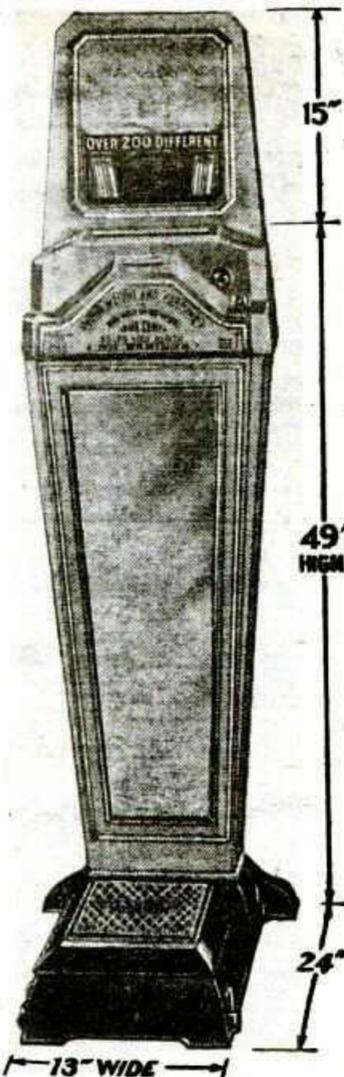
\$18.50

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH

Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.



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
TREET'S
VENDOR

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

**BALL & VENDING GUMS
BUBBLE, CHICLE
& CHLOROPHYLL**

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 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.

oak MANUFACTURING COMPANY
11421-KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2538 MISSION STREET • PITTSBURGH 3, PA.

VICTOR'S TOPPER **VICTOR'S HALF CABINET**

\$12.00 \$13.50
100 OR MORE MACHINES
\$12.50 \$14.25
LESS THAN 100 MACHINES
1/3 Deposit on all orders.
PARKWAY MACHINE CORPORATION
5 Enzor St. Baltimore 2, Md.

"Smokeshop Lo-Boy"

NATION'S FINEST GARETTE VENDOR!
486 CAPACITY
ar Out
d Mail
his Ad
for
etails

Smokeshop CORP.
AUTOMATIC PRODUCTS CO.
West 57th Street, New York 19, N. Y.

"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
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

FOR SALE COFFEE-SPA COFFEE MACHINE
Like New

Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three months.

Make an offer to
H. Felsing, Empire Lanes, Inc.
36-42 First St. Hoboken, N. J.

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Amusement Games

	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24	Issue of Oct. 17
ABC (United).....	\$50.00 75.00(2)	\$50.00 75.00	\$50.00 75.00	\$50.00 75.00
Ali Baba (Gottlieb).....	99.00 125.00	99.00 125.00	125.00	99.00 125.00
Aquacade (United).....	39.00 39.50	39.00 39.50	39.00 39.50	39.00 39.50
Atlantic City (Bally).....	200.00 224.00	225.00 230.00	225.00 230.00	325.00(2)
	225.00 240.00	245.00 249.50	235.00	280.00
	245.00	250.00(2)	250.00(3)	275.00(4)
	250.00(3)	265.00	275.00(3)	265.00
	265.00(2)	275.00(4)	325.00	250.00(4)
	275.00(2)	335.00		245.00 235.00
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin).....	195.00 275.00	195.00 275.00	195.00(2)	195.00 275.00
Batting Practice.....	89.50	89.50	89.50 95.00	89.50
Beach Club (Bally).....	399.00 425.00	424.50 425.00	425.00	425.00
	450.00 465.00	450.00 465.00	450.00(2)	450.00(2)
	475.00(2)	475.00(3)	465.00 485.00	495.00(3)
Beauty (Bally).....	325.00 350.00	350.00 359.50	325.00 360.00	360.00
	360.00 375.00	360.00 375.00	375.00(3)	375.00(3)
	395.00(2)	385.00 390.00	395.00(2)	395.00(2)
		395.00(3)	410.00	410.00 420.00
				445.00
Be Bop (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50(2)	59.50(2)
Boleto (United).....	115.00	115.00	115.00 145.00	115.00 145.00
			150.00	150.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	69.50	69.50	69.50	69.50
Bright Lights (Bally).....	95.00 110.00	100.00(2)	100.00(2)	115.00
	125.00(2)	110.00	125.00 129.50	125.00(2)
	135.00 165.00	125.00(2)	150.00(3)	129.50
	175.00	135.00 150.00	175.00(2)	150.00(3)
		165.00 175.00	165.00	165.00
Bright Spot (Bally).....	150.00	125.00 150.00	125.00 135.00	150.00(2)
	195.00(4)	195.00(4)	150.00 195.00	175.00(2)
	200.00	200.00(2)	200.00(2)	195.00 200.00
			225.00(2)	210.00
			225.00(3)	225.00(3)
Buccaneer (Gottlieb).....	34.50	34.50	34.50	34.50
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Buttons & Bows (Gottlieb).....	64.50	64.50	64.50	64.50
Cabana (United).....	299.00 325.00	349.50 375.00	375.00 395.00	375.00
	375.00	395.00 475.00	495.00	395.00(2)
	395.00(2)		495.00	495.00
	475.00			
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	40.00	40.00	40.00	40.00
Carnival (Bally).....	49.50	49.50	49.50	49.50
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	39.50 49.50	49.50 75.00	39.50 49.50	39.50 49.50
	75.00 89.50	89.50	75.00 89.50	75.00 89.50
Chinatown (Gottlieb).....	165.00	155.00 165.00	155.00(2)	155.00
			165.00	165.00
Cinderella (Gottlieb).....	29.50	29.50	29.50	29.50
Circus (United).....	187.50 195.00	195.00 235.00	195.00 250.00	250.00
	250.00(2)	250.00(2)	295.00(2)	295.00(2)
	295.00	295.00		
Citation (Bally).....	39.50 42.50	30.00 39.50	30.00 39.50	30.00 39.50
	79.50	42.50 79.50	42.50 79.50	42.50 79.50
Coney Island (Bally).....	125.00	150.00(2)	150.00(3)	150.00(3)
	150.00(2)	195.00(4)	195.00(2)	195.00
	195.00(3)	200.00	200.00	200.00(2)
	200.00	225.00(2)	225.00(3)	200.00(3)
Control Tower (Williams).....	109.50	109.50	109.50	109.50
Coronation (Gottlieb).....	165.00	165.00	165.00 170.00	165.00
County Fair (United).....			125.00	125.00
Cross Roads.....	150.00	150.00	125.00 145.00	125.00
Cyclone (Gottlieb).....	125.00 149.50	125.00 149.50	115.00	115.00 125.00
			125.00(2)	149.50
			149.50	
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Dew-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	145.00
Double Feature (Gottlieb).....	89.00	89.00	75.00 89.00	89.00
Double Shuffle (Gottlieb).....	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Dreamy (Williams).....	40.00 89.50	40.00 89.50	40.00 89.50	40.00 89.50
Eight Ball (Williams).....	119.50 125.00	119.50 125.00	119.50 125.00	119.50 125.00
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fairway (Williams).....	175.00	175.00	175.00	175.00
Fighting Irish (Chicago Coin).....	75.00	75.00	75.00	75.00
Five Star (Universal).....	60.00 75.00	75.00(2) 79.50	49.50 69.50	49.50 75.00(2)
	79.50		75.00 79.50	79.50
Flip Skill.....	69.50	69.50	69.50	69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	185.00	185.00	185.00(2)	185.00
Football (Chicago Coin).....	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50
400 (Genco).....	95.00 145.00	95.00 145.00	95.00 145.00	95.00 145.00
Four Corners (Williams).....	135.00	135.00(2)	135.00(2)	135.00 145.00
Four Horsemen (Gottlieb).....	49.50 109.50	59.50 109.50	59.50 109.50	109.50
			120.00	135.00
Four Stars (Gottlieb).....	135.00	135.00	135.00	135.00
Freshie (Williams).....	45.00	45.00	45.00	45.00
Frolic (Bally).....	200.00 225.00	240.00	240.00 250.00	250.00(2)
	250.00 265.00	250.00(2)	265.00(2)	265.00(2)
	270.00 275.00	265.00	275.00(3)	275.00(3)
	285.00 295.00	275.00(2)	295.00(2)	295.00(2)
		285.00 295.00	310.00	310.00
Futurity (Bally).....	110.00	125.00	125.00	85.00 125.00
			150.00	
Georgia (Williams).....	89.50	89.50	89.50	89.50
Gizmo (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb).....	135.00	135.00	135.00	135.00
Gold Cup (Bally).....	55.00 59.50	55.00 59.50	55.00 59.50	55.00 59.50
Golden Nugget (Genco).....	125.00(2)	124.50	125.00(2)	125.00(2)
	175.00	125.00(2)	175.00	135.00 175.00
Grand Award (Chicago Coin).....	35.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....	137.50		185.00 195.00	195.00
Gyps-Dolls (Gottlieb).....		220.00	215.00 225.00	225.00

WANNA

MAKE A BUCK?

SEE GENCO'S Shuffle Pool

COMING SOON

CLEANED—CHECKED

READY FOR LOCATION

G

- O—QUARTET \$125.00
- T—CORONATION 125.00
- T—HIT-N-RUN 125.00
- L—CROSSROADS 110.00
- I—NIAGARA 110.00
- E—ROSE BOWL 85.00
- B—ROCKETTE 49.00

BINGOS

NEW AND USED

CALL—WIRE—WRITE

D. & L. COIN MACHINE CO.

160 S. Tenth St. Harrisburg, Pa.

Phone: 4-1051 & 4-9229

END OF YEAR INVENTORY REDUCTION SALE

EQUIPMENT LISTED BELOW MUST BE MOVED AT A REDUCED PRICE

SEEBURG SELEOTOMATIC

- "100" M100A \$485.00
- SEEBURG MODEL 148 (Blonde Finish) 175.00
- SEEBURG MODEL 147 90.00
- SEEBURG MODEL 146 90.00
- SEEBURG MODEL 148 R. C. SPECIAL (Metal Cabinet) ... 165.00
- SEEBURG MODEL 147 R. C. SPECIAL 100.00
- SEEBURG MODEL 146 R. C. SPECIAL 60.00
- SEEBURG PRE-WAR R. C. SPECIALS 29.50

W. B. Distributors, Inc.

1012 Market Street, St. Louis 1, Mo.

Phone: Central 9292

FOR SALE PHONOGRAPHS

- Rock-Ola 1422 \$ 60.00
- Rock-Ola 1426 75.00
- Rock-Ola 1428 225.00
- Rock-Ola 1434 450.00
- Rock-Ola 1436, Floor Sample 425.00

ARCADE

- Midget Movies \$250.00
- Exhibit Big Bronco 295.00
- Range Rider 175.00
- Space Rider 150.00

BINGO'S

- Bally Yacht Club, Floor Sample .. \$395.00
- Bally Atlantic City 250.00
- United Cabana 395.00
- United Tropics 400.00
- United ABC 75.00
- Universal Five Star 60.00

UNI-CON DISTRIBUTING COMPANY

3410 Main St. Kansas City, Mo.

Phone: Jefferson 1205

	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24	Issue of Oct.
Handicap (Williams).....	67.50			
Happy Days.....			175.00	
Happy Go Lucky (Gottlieb).....	139.50	139.50	115.00 139.50	139.50
Harvest Time (Genco).....	55.00 65.00	55.00 65.00	55.00 65.00	65.00
Hayburner (Williams).....	75.00	75.00	69.50 75.00	85.00 100.00
Hit 'N' Run (Gottlieb).....	145.00	145.00	145.00	145.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	45.00 59.50	45.00 59.50	45.00 59.50	59.50
Holiday (Keeney).....	125.00	125.00	125.00	175.00
Hong Kong (Williams).....		110.00	110.00	110.00
Hot Rod (Bally).....			50.00	50.00
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jalopy (Williams).....		129.50	129.50	129.50
Jockey Special (Bally).....	45.00 54.50	45.00 54.50	45.00 54.50	45.00 54.50
Joker (Gottlieb).....	99.50	99.50	99.50	99.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	90.00 110.00	90.00 110.00	90.00 110.00	90.00 110.00
	150.00	130.00 150.00	130.00 150.00	150.00
Just 21 (Gottlieb).....	59.00	59.50	35.00 59.50	59.50
K. C. Jones (Gottlieb).....	89.50	89.50	89.50	89.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	115.00 124.50	115.00 124.50	115.00 124.50	115.00 124.50
Knock Out (Gottlieb).....	69.00 89.50	69.00 89.50	69.00 89.50	69.00 89.50
Leader (United).....	145.00 175.00	144.50 155.00	155.00 175.00	160.00 175.00
			175.00	
Lite-a-Line (Keeney).....	79.50	75.00 79.50	49.50 79.50	75.00 79.50
Long Beach (Williams).....	139.50 145.00	139.50 145.00	139.50 145.00	139.50 145.00
Lucky Inning (Williams).....	84.50	84.50	84.50	84.50
Majors (Chicago Coin).....		64.50	64.50	64.50
Majors of '49 (Chicago Coin).....	45.00	45.00	45.00	45.00
Mardi Gras.....	29.50	29.50	29.50	29.50
Maryland (Williams).....	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
	84.50	84.50	84.50	84.50
Mermaid.....	125.00	125.00	125.00	125.00
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	139.50	139.50	69.50 139.50	139.50
Monterrey (

Coffee Vending Service Goal

Continued from page 80

Operating in New York's five boroughs, Westchester County, Southern Connecticut and Northern New Jersey, Coffee Vending now employs 35 routemen and has a staff of 15 at the shop.

Office Route

While most locations are industrials, the firm is building up a substantial office route in mid-Manhattan. Locations were first sold by an elaborate system of direct mail and follow-ups. Now locations are sold thru cold canvass, with Koff's experience as an insurance salesman standing him in good stead.

The location-selling system is fairly simple, with the greatest expenditure that of shoe leather. The salesman chooses an industrial area, selects what appear to be the larger plants, preferably those with night shifts, then tells his story to the personnel manager.

The salesman stresses convenience, time-saving over other methods of coffee distribution, and improved employee morale. A sliding scale commission is usually given, but this is not considered a major sales point.

On the average, a large Kwik-Kafe unit must do about \$250 a month to warrant its being kept on location; a small unit must do about \$150, Koff found.

Service Is Business

Koff believes that service should be a business — not a motto. Coffee Vending has 24-hour service, with two men on nights at all times. Twenty-seven trucks, and 10 cars owned by employees, take care of delivery.

While offices may gross less than industrial plants, and while they seldom have night shifts, the partners feel that the ease of servicing (sometimes one serviceman can park his truck in one block and service three or four locations) and the relative freedom of movement office employees have, compensate, in part, for this.

Near-by cafeterias, of course, offer competition in office locations not usually found in industrials. Coffee Vending currently has nearly 400 Manhattan office locations.

The firm vends coffee for a straight dime in virtually all its locations. Three years ago, when it had less than 400 machines on location, the firm began the transition from 5 to 10-cent coffee. Since then, all new locations were started, and continued, on the dime price, and virtually all of the original 400 have switched over. In most cases, customer resistance was experienced when the price was upped to a dime, but the increase was accepted within a few weeks.

Little Variation

While the firm vends coffee and soft drinks, the average weekly gross per location varies surprisingly little during the year.

"In the summer, coffee sales dip from 40 to 50 per cent, but soft drink volume increases by the same percentages," Koff said. The partners concentrate on coffee and soft drinks. They also handle a package in-plant feeding set-up, including candy, crackers, ice cream, milk and cigarettes. However, these items are not pushed, and are available only when the location demands a package.

Music—As Written

Continued from page 78

ody Mill November 25 for two weeks.

Two scoop performances set for the Chicago Theater. Julius La Rosa opens for two stanzas beginning November 13, and is followed by a one-week stand by Harry James and Betty Grable. . . . The date for the Willie Shore memorial show, to be held at the Chez Paree, is November 22.

The Morris B. Sachs "Amateur Hour" celebrates its 1,000th performance November 15. . . . Stars set to appear at the annual Harvest Moon Festival are Jimmy Durante, Eddy Howard and his orchestra, Roy Rogers and Dale Evans, Tony Martin, Elaine Stewart, Marge and Gower Champion and Benny Sharp and his band.

Bill O'Connor, local deejay, has more than 47 solid hours per week on radio. . . . The Four Friends, Brunswick Artists, were in town last week plugging their latest, "Blue Skies" and "Don't Ever Change." . . . Ronnie Ruebert is the new featured vocalist with Bea Gardy for Wayne Muir's band, currently at the Glass Hat.

Pat Breen has joined the public relations agency of Aaron Cushman & Associates. . . . Jay Trompeter, deejay on WIND, is making personal appearances around town. . . . Fred Waring and His Pennsylvanians are set to do a concert in Chicago on December 1. . . . George Shearing and his quintet open at the Blue Note November 11.

Charter Del. Company

GEORGETOWN, Del., Nov. 7.—Diamond Vending, Inc., was chartered by the State this week to deal in vending machines. Capitalization was \$100,000.

COME UP N'SEE MY ETCHINGS

CHICAGO, Nov. 7.—Starting with a new type shuffle game to be introduced next week, all future Genco shuffle units will be delivered with a serial number etched in the Formica playfield. Sam Lewis and Avron Gensburg, Genco executives, said the new policy follows a survey of the trade aimed at improving service and identifying shuffle games.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word\$.20
3 or more CONSECUTIVE or 24 insertions, per word18
52 CONSECUTIVE insertions, per word16
Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

REGULAR CLASSIFIED (Minimum \$6)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per agate line\$1.00
3 or more CONSECUTIVE or 24 insertions, per agate line95
52 CONSECUTIVE insertions, per agate line90
1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Attention, all Coin Machine Operators, particularly Candy, and Distributors: Just getting under way, nearly all territories open; well over 100,000 public schools need a pencil vending service and are receptive toward a consignment percentage plan serviced by mail or route or direct sales basis; once an operator is established with the schools in his part of the State it is a non-competitive business; we protect our territories; our life-time Pencil Vender averages 4 months' pay-off for the operator; let me send you details. Matthews Specialty Co., Star Rt. A, Austin, Tex.

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. Jer.

Parts, Supplies & Services

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ or 5¢, 85¢ per M.; 10,000 or more, 80¢ per M.
ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES.
All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Ball Gum: 210, 170, 140—25 lb cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Ass'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago—1/2 Dep., Bal. C.O.D.

KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers, PV Cigarette Venders.
2702 W. Lake St., Chicago 12, Ill.

Our EE-20 Adapter allows any number of 20 selection Seeburg boxes to be used on a 100 record Seeburg; increase your receipts at reasonable cost; complete information on request. Music Service Co., Box 132, Slouss Falls, S. Dak.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Routes for Sale

For sale in Eastern Michigan—50 late model Bowlers and Shuffleboards in well established locations; \$6,000 shuffleboard resurfacing shop, new truck, trailer (10 ton capacity), machinery, 14 new and used tops, all supplies; will stay with buyer one month from purchase date; sacrifice \$27,500 total price, cash or 25% down. Box 668, The Billboard, Chicago 1, Ill.

PHONOGRAPH ROUTE FOR SALE

West Coast, probably the highest average route in State, at present well over \$20 on weekly collections, located in one of the fastest growing areas in the country; consisting of about 140 locations, mostly 120-100-48 and 40 selection machines; lots of remote and speakers; two new service cars and used pick-up, shop stock, etc.; after substantial down-payment owner will handle and stay in advisory capacity for several months; books gladly shown to bona fide prospects. Write Box 670, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Vending Machines, all others, too, from \$25 up. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Andico Coffee Machine, used 6 months, excellent condition; make offer. Coffee Service Corp., 59 Old Mystic St., Arlington 74, Mass.

Arcade Specials — Chico Coale, \$75; Chester-Pollard Football, \$100; Kirk Lowboy Scale, \$35; Exhibit Grandfather Clock, \$45; Undersea Raider, \$50; Mutoscope Deluxe Card Vendors, fir. size, \$25; Exhibit Peek, Sally Rand and Sultan Harem and base, \$100. Mutoscope all-metal 3-compartment Card Vendors, \$20. Joe Frederick, 2263 Newton, Detroit 11, Mich.

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. Unesda, 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; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Close-out—200, like new, Mercury Grippers, \$9.50; Fortune Tellers, \$17.50; real money makers. Pop-Ups, \$9. 1/2 deposit. Dixie Machine Sales, 4026 Gulf St., Houston, Tex.

Five makes 1¢ Venders, gum or nuts, almost like new, \$4.95 up. R. Westmoreland, Box 1016, Jackson, Tenn.

For Sale—Like new Victor Baby Grand 2 for 5¢ Chlorophyll Gum Machines with gum, \$15 each; 4 or more, \$12.50 each. Abbey 1¢ Chlorophyll Ball Gum Machine with gum, \$19.50 each; 4 or more, \$18. Webster Visual Sales Co., 539 Vine St., Chattanooga, Tenn.

Photo Machines—Voice-o-Graphs; all types arcade equipment at operators' prices. Photo Vend Co., 5400 Cullom, Chicago 41. Phone: Mulberry 5-5788.

Pokerino, rebuilt, new plywood, natural finish, new wire and contacts, new silver back glass, perfect condition. James Travis, 204 N. 3rd St., Millville, N. Jer.

Thunderbolt Horse Rides, special casters, top condition, \$497.50; freight paid to any place in U. S. J. A. Smith, 439 Dexter Horton Bldg., Seattle 4, Wash.

Wall-Box Clearance—Seeburg: 40 3W2-L56, \$4 ea., lot \$100; 5W1-L56, \$4 ea., lot \$12; 1 3W7-L56, \$7; 12 WS-22, \$1.50, lot \$18. Wurlitzer: 1 4851, like new, \$40; 11 4820, excellent, \$30 ea., lot \$300; 6 3020, lot \$5. Steppers: 2 248, \$35 ea., 3 219, \$15 ea.; 2 302, \$5 ea., entire lot \$500. Music Machine Bargains—2 1422 Rock-Olas, \$35 ea.; 1 1426 Rock-Ola, \$39.50; 1 Seeburg H246M, \$50; 1 Seeburg H146M, \$39.50; 1 Seeburg M100A, \$450; all guaranteed good; entire lot music machines, \$600. 1/3 cash with order. Rust Music Co., 579 N. 4th St., Muskogee, Okla.

2 Bally Champion Horses, \$495 ea.; 1 Exhibit Big Bronco, \$475; 2 1400 Wurlitzers, \$475 ea.; 2 AMI Model D, \$425 ea.; other good equipment, all just off location; 1/3 deposit. Ark City Music Co., Arkansas City, Kan.

7 10¢ Minit-Pop Popcorn Vending Machines, almost brand new; owner critical heart attack; Austin physician says may go at any time; will sell all at 50% discount off actual cost. Burke Matthews, Star Rt. A, Austin, Tex. Phone 6-0976.

12 like new Penny Changers which kick out 5 pennies at the pull of a lever; chrome finish, non-coin operated, one key for all 12; tokens included; best offer takes all. George F. Rhodes, 106 W. Peter St., Uniontown, Pa.

40 Pop Corn Sex 10¢ Vending Machines, must sell. Harold Barr, Main St., Amanda, O.

Wanted to Buy

Will Trade Even—New store-size 3-ton Air Conditioner Units, \$1450 value, for Wurlitzer 1550's or kindred equipment. Write P. O. Box 1208, Miami, Fla.

Want—Will pay cash up to \$250 for Genco uprights; Silver Chest, Golden Nugget, Jumpin' Jacks, \$400; Atlantic City, \$200; Beach Club, \$350; United Clover Bowler, \$250. West Way, Inc., 776 Ashton Ave., Salt Lake City, Utah.

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

CHICAGO OPERATORS, ATTENTION!

Want to buy your Route of Shuffle and/or Pin Games. Address Replies to BOX 674, The Billboard 188 W. Randolph Chicago 1, Ill.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK.

See Advertising Rates Above.

To Order Your Market Place Ad

USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted. Please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
- Help Wanted
- Parts, Supplies and Services
- Positions Wanted
- Routes for Sale
- Used Coin-Operated Equipment
- Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed Bill me (on 3 or more issues only)

Name _____

Address _____

City _____ Zone _____ State _____

FACTORY RECONDITIONED LIKE NEW COMPARE

- CHI. COIN DERBY.....\$195.00
- DALE GUN..... 65.00
- EXHIBIT SIX SHOOTER..... 195.00
- EVANS SUPER BOMBER..... 125.00
- LITE-A-LEAGUE BASEBALL..... 75.00
- PHOTOMATIC, Late..... 650.00
- QUIZZER..... 95.00
- TELEQUIZ..... 125.00
- VOICE-O-GRAPH..... 550.00
- MIDGET MOVIES (New).....\$295.00

Complete Line of Parts and Supplies. Illustrated Brochure FREE on Request.

KIREMUNYER
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912

5 Beach Clubs.....@ \$390.00
8 Yacht Clubs.....@ 275.00
7 Atlantic City.....@ 180.00
All games completely refinished.

Dude Ranch—Write
NASTASI DIST. CO.
1010 Poydras St. New Orleans 12, La.
Phone: Magnolia 6386

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

• Arcade Equipment

	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24	Issue of Oct. 17
Ace Bomber (Mutoscope)....	\$145.00	195.00	\$195.00	\$149.50 195.00
Air Raider (Keeney)	90.00	90.00	90.00	90.00
All Star Baseball (Williams)...			95.00	
Antroscope, 10c.....				125.00
Auto Shoot.....	175.00	175.00	175.00	175.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	275.00	275.00		165.00-275.00
Big Game (Exhibit).....	295.00		525.00	524.50 525.00
Big Tening (Bally).....	135.00	150.00	135.00	135.00 150.00
Boat (Scientific).....	550.00	550.00	550.00	
Booscore (Supreme).....				95.00
Booscore (Keeney).....	40.00	40.00	40.00	40.00 45.00
Candle Camera.....				125.00
Challenger (ABT).....	20.00 27.00	20.00 29.50	20.00 27.00	27.00 29.50
Chicken Sam (Seeburg).....	95.00	95.00	95.00	95.00 105.00
Dale Gun (Exhibit).....	60.00 65.00(2)	59.00 60.00	60.00 65.00	59.50 59.00
Defender (Bally).....	110.00	110.00		94.50
Deluxe Athletic Scale (Mercury).....			95.00	
Dodge, 4 Player (Chicago Coin).....	175.00	175.00	175.00	175.00
Dove-Mobile (Mutoscope)...	125.00	125.00		195.00(2)
Drop Picture (Mills).....	35.00	35.00	35.00	35.00
Electricity is Life (Mills)...	129.50	129.50	129.50	129.50
Flash Hockey (Colnes).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...				150.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00
Glider (Genco).....				45.00
Goalie (Chicago Coin).....	85.00 95.00	85.00 95.00	85.00 95.00	85.00 95.00
Gun Patrol (Exhibit).....	175.00 195.00	175.00 195.00	175.00	175.00
Gun Range with 3 rifles (ABT).....	600.00	600.00	600.00	650.00
Heavy Hitter (Bally).....	35.00 60.00	35.00 60.00	35.00 60.00	35.00 60.00
Hi Ball Striker (Exhibit)....	69.50	69.50	69.50	65.00 69.50
Hockey (Chicago Coin).....	89.50	89.50	89.50	89.50
Jet Gun (Exhibit).....	55.00	55.00	55.00	55.00 75.00
Jungle Joe.....	210.00	185.00 200.00	200.00 210.00	185.00 200.00
Kicker & Catcher.....	150.00	150.00	150.00	150.00
Like League.....	18.50	18.50	18.50	18.50
Low Meter (Exhibit).....	99.50	99.50	99.50	99.50
Low Meter (Exhibit).....	39.50	39.50	39.50	39.50
Metal Typer (Harvard).....	365.00	365.00	365.00	365.00
Midget Movies.....	125.00 250.00	295.00	295.00	225.00 295.00
Midget Shoe Ball (Chicago Coin).....	150.00	150.00	150.00	115.00 150.00
Mutoscope (Mutoscope).....			65.00	
Panocam (Mills).....	225.00	225.00	225.00	225.00 275.00
Panocam with Peak.....			250.00	
Periscope.....				120.00
Phis. Toboggan Shoe Ball...	400.00	400.00	400.00	400.00
Photomatic (Mutoscope).....	250.00 595.00	250.00 595.00	250.00 595.00	250.00(early) (2)
Photo Pete (Chicago Coin)...	75.00 80.00	75.00 80.00	80.00 95.00	75.00 80.00
Pitch 'Em & Bat 'Em (Scientific).....			175.00 195.00	185.00
Pokerino (Scientific).....				85.00
Pokerino Jr.....	60.00	60.00	60.00	60.00 75.00
Pool Table (Edelco).....				75.00
Quizzer.....				95.00
Rouge Rider.....	175.00			
Rapid Fire (Bally).....	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00(2)
Rifle Range Ray Gun.....	95.00	95.00	95.00	95.00
Rocket Patrol.....		250.00	149.50 200.00	149.50
Shipman Art Show.....	44.50	44.50	44.50	44.50
Shoot the Bear (Seeburg)....	195.00(2)	185.00 190.00	195.00 199.00	185.00 195.00
Silver Bullet (Exhibit).....	125.00 139.50	125.00 139.50	139.50	125.00 139.50
Silver Gloves (Mutoscope)...	195.00	195.00	195.00	195.00
Six Shooter (Exhibit).....	150.00 195.00	150.00		
Shoe Ball (Wurlitzer).....			150.00	150.00
Sky Fighter (Mutoscope)....	125.00(2)	125.00 195.00	125.00 195.00	125.00 195.00
Solar Horoscope.....	100.00	100.00	100.00	100.00
Space Rider.....	150.00			
Star Series (Williams).....	60.00 85.00	60.00 85.00	60.00 85.00	60.00 85.00
Sub Gun (Keeney).....	139.50	139.50	139.50	100.00 139.50
Super Bomber (Evans).....	90.00	90.00	90.00	90.00
Target Skill (Genco).....	175.00 210.00	175.00 210.00	175.00 200.00	175.00 275.00
Target Master.....	50.00	50.00	50.00	50.00
Target Master.....	90.00	90.00	90.00	90.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	165.00 169.00	165.00 169.00	165.00 169.00	125.00 165.00
Ten Strike (Evans).....				169.00
Three Little Meters (Exhibit)	159.50	159.50	159.50	159.50
Three of a Kind.....	18.50	18.50	18.50	18.50
23-Way Athletic Scale (Mercury).....	79.00	79.00	79.00	79.00
Tommy Gun Deluxe (Evans)...	95.00	95.00	95.00	95.00
Voice-o-Graph (Mutoscope)...	495.00 525.00	495.00 525.00	425.00 495.00	495.00 525.00
Western Baseball.....				85.00
Undersea Raider (Bally)....	125.00	125.00		

FREE! One case of wax (24) with each used alley purchased from list below.
Clean and ready! HURRY!

4 United 5 Player Super Alleys, Each \$225.00
3 United 5 Player with For. Top, J. Pins, Each 100.00
3 United 6 Player with For. Top, J. Pins, Each 120.00

EXTRA SPECIAL BUYS!
Mutoscope Ace Bomber \$99.50 | King Pin \$ 59.00
5 Reck-Ola 1422's, Each 60.00 | Wurl. 1100 225.00
Many more buys. Send for complete list. 1/2 dep. with order.
OLSHEIN DIST. CO., 1100 BROADWAY, ALBANY 4, N. Y.

WAIT 'TIL YOU SEE

GENCO'S
Shuffle
Pool

COMING SOON

NEW UNITED IMPERIAL ROYAL

UNITED CABANA, Like New \$475.00
BALLY BEACH CLUB 475.00
BALLY FROLICS 265.00
BALLY ATLANTIC CITY 265.00
BALLY SPOT LITE 150.00
BALLY BRITE SPOT 195.00
WILLIAMS LONG BEACH 139.50
EXHIBIT SILVER BULLETS 139.50
SEEBURG BEAR GUN 195.00

Central Ohio Coin Machine Exchange
525 S. High St. Columbus, O.
AD 7254

SPECIAL

YACHT CLUBS \$275.00
BEACH CLUBS 395.00

Dude Ranches—Write

New Orleans Novelty Co.
115 MAGAZINE STREET
NEW ORLEANS, LOUISIANA
Tel.: CAnal 8318

NEED ROOM OUT THEY GO

25 Bingo Games
Bally Atlantic City
Bally Bright Spot
Bally Bright Lights
Bally Yacht Club
Bally Beauty
Bally Beach Clubs
United Tropics

Write or wire for price on games.
FRANK SWARTZ SALES CO.
515-A Fourth Ave., S. Nashville, Tenn.
Phone: 4-8571

BINGOS

ATLANTIC CITY \$240.00
PALM BEACH 280.00
BRIGHT LIGHTS 120.00
CONEY ISLAND 140.00
PHONO COVERS..... \$10.00
Send 1/3, Balance C.O.D.
OAKDALE SALES
2840 N. Clark St. Chicago, Illinois
Phone: Graceland 7-1871

• Shuffle Games

	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24	Issue of Oct. 17
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler, 4 player (Keeney).....	115.00	135.00	135.00	85.00 135.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00 375.00	200.00	200.00
Bowling Alley (Chicago Coin)...	59.50	59.50	59.50	59.50
Bowling Alley, 6 player (Chicago Coin).....	150.00	195.00		160.00w/p
Bowling Champ (Keeney)....		69.50		69.50
Bowling Classic (Chicago Coin)	59.50	59.50	59.50	59.50
Cascade Shuffle Alley, 6 player (United).....	325.00	375.00	375.00	375.00
Classic Shuffle Alley (United)	425.00	425.00		
Clover Shuffle Alley, 6 player (United).....	375.00	375.00		350.00 390.00
Club Bowler, 10 Player (Keeney).....	385.00			
De Luxe League Bowler (Keeney).....	175.00 195.00	195.00(2)	150.00 195.00	150.00
Double Bowler (Keeney)....	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Double Header (Williams)...	49.50	35.00 49.50	49.50	35.00 49.50
Double Score Bowler 10th Frame (Chicago Coin)	385.00	395.00	375.00	195.00
Deluxe Matched (Keeney)....		185.00		
Double Shuffle Alley Express Rebound (United).....	79.50	79.50	79.50	89.50
Five Player Shuffle Alley (United).....	95.00 100.00	100.00	125.00(2)	109.50
	140.00w/p	125.00(2)	145.00 160.00	125.00(2)
	145.00 150.00	140.00	169.00w/p	140.00 145.00
	159.00 169.50	140.00w/p	169.50	150.00w/p
		145.00(2)		135.00w/p
		160.00		169.00w/p
		169.00w/p		179.50
		169.50		
Four Way Bowler (Keeney)...		65.00 195.00		195.00
Four Player Shuffle Alley (United).....	50.00 85.00	85.00 120.00	100.00 125.00	84.50 100.00(2)
	125.00 149.50	125.00(2)	149.50	125.00(2)
		149.50		135.00w/p
Hi-Score Bowler (Universal)...	55.00	55.00	55.00	55.00
Hi-Score, 6 Player (Chicago Coin).....	150.00	160.00 175.00	160.00	160.00 175.00
High Score League Bowler (Keeney).....	165.00			
Hook Bowler (Bally).....	50.00	50.00 65.00	29.50 50.00	29.50 50.00
League Bowler, 4 player (Keeney).....	129.50 139.50	75.00 129.50	95.00 129.50	75.00 95.00
Manhattan Shuffle Alley (United).....		395.00	395.00	
Matched Bowler, 6 player (Chicago Coin).....	220.00 295.00	275.00 295.00	295.00 325.00	250.00 295.00
Name Bowler (Chicago Coin)...	340.00	350.00		
Official Shuffle Alley, 4 player (United).....	150.00 250.00	150.00	150.00 215.00	215.00
		250.00(2)	250.00	250.00(2)
Olympics Shuffle Alley (United).....	395.00	395.00	395.00	
Shuffle Alley Deluxe, 6 player (United).....	140.00 175.00	170.00	180.00 195.00	180.00 195.00
	195.00(3)	175.00(2)	210.00	210.00(3)
	215.00	195.00 210.00	215.00(2)	215.00 259.50
Shuffle Alley Express, 2 player (United).....	69.50	69.50	69.50	79.50
Shuffle Alley, 6 player (Keeney).....	165.00 175.00	175.00 185.00	150.00 175.00	150.00 185.00
		195.00	195.00	195.00(2)
Shuffle Alley, 6 player (United).....	115.00 145.00	125.00 135.00	160.00	134.50 160.00
	155.00w/p	155.00w/p	165.00(2)	165.00(2)
	179.00 189.50	160.00 165.00	189.00 189.50	170.00
		189.00 189.50		175.00w/p
Shuffle Line (Bally).....	69.50	69.50 75.00	69.50	69.50 75.00
Shuffle Target (Genco).....	49.50	49.50	49.50	49.50
Shuffle Tournament, 4 Way (Universal).....		135.00		135.00
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	69.50
Six Player 10th Frame (United).....	285.00 290.00	310.00	310.00 335.00	310.00 335.00
Shee Alley (United).....	65.00	65.00 75.00	65.00	65.00 75.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	245.00 285.00	245.00 315.00	245.00 295.00	245.00 284.50
	295.00	320.00 340.00	320.00 340.00	295.00 315.00
Star 10 Frame, 6 player (United).....	295.00 300.00	295.00 325.00	325.00 345.00	320.00 335.00
	335.00(2)	335.00(2)	345.00	345.00 355.00
Super Deluxe League Bowler (Keeney).....	195.00	225.00	225.00	225.00
Super Deluxe Matched (Keeney).....		195.00		210.00
Super Matched Bowler, 6 player (Chicago Coin)...	300.00	295.00		
Super Six Shuffle Alley (United).....	195.00 225.00	200.00 235.00	250.00 259.50	249.50 250.00
	235.00 240.00	250.00 259.50	265.00	265.00(2)
	259.50	265.00		275.00
Super Twin Bowler (Universal) Team Bowler, 10 player (Keeney).....	335.00	335.00	335.00	335.00
Tenth Frame Bowler (Chicago Coin).....	285.00 325.00	295.00 325.00	300.00 325.00	300.00
Ten Player Bowler (Keeney)...	275.00			
Trophy Bowl (Chicago Coin)...	59.50	59.50	59.50	59.50 69.50
Twin Rotation (Exhibit)....	195.00	195.00	145.00 195.00	195.00
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United).....		70.00 85.00		85.00
Two Player Rebound (United)	65.00	75.00	75.00	90.00w/p
Two Player (United).....				75.00

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in
The Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

Name

Address

City..... Zone.... State.....

Occupation

948



WE EXPORT

- PIN GAMES
- MUSIC MACHINES

Joe Ash

WANT TO BUY

BALLY { **BEACH CLUB**
BEAUTY

Will Pay Top Dollar!

We are exclusive **WURLITZER DISTRIBUTORS** in Delaware—S. Jersey—S. E. Pennsylvania

SHUFFLEBOARD KEY PROP IN SLAYING TRIAL

MINEOLA, L. I., N. Y., Nov. 7. — A coin-operated shuffleboard is the key prop in the trial of a 43-year-old bartender, accused of first degree manslaughter. In Nassau County Court here, the bartender is accused of running a bayonet thru a patron who claimed he had won \$320 from the bartender in a series of shuffleboard bets. The bartender's attorney claims the victim either stabbed himself or fell on the bayonet while the two were struggling.

Mutoscope Sets 3-D Production

NEW YORK, Nov. 7.—International Mutoscope Corporation here this week began production on its 3-D Art Parade viewer, which will be exhibited for the first time at the annual convention of the National Association of Parks, Pools & Beaches opening in Chicago, November 29.

Bill Rabkin, Mutoscope president, said that the price will be announced at that time. Dimensions and weight of the unit also will be disclosed at the convention.

The unit will offer 10 different shows, Rabkin said, with art pictures for adults and comics and Westerns for the children. The machine is available with either 5-cent or 10-cent coin chutes.

Rabkin said the unit is housed in a brilliantly lighted, modern cabinet and is equipped with a durable, simple mechanism. Automatic picture movement, he added, insures rapid play.

Miami Assn.
• Continued from page 72

Friedman, Harold Carson and Murray Gross were designated as alternates.

Three new members were voted into the association. They are E. L. Kelly, Elk Amusement Company; H. H. Wilson, who operates a Q-Ball route, and Henry Moskowitz, who operates shuffleboards under the name of Neil Service.

Joe Mangone, chairman of the entertainment committee, reported that plans are progressing satisfactorily for the annual shindig which will be held December 12 at the Saxony Hotel, Miami Beach.

Chi Survey
• Continued from page 73

worn rides make the trade look bad. They even sought some of the locations, which were getting poor service, but in most instances were put off because the management was miffed at the treatment the store had received.

One of the points underlined in the survey was that virtually every ride found to be in first class condition was getting steady patronage.

MUSIC MONEY MAKERS!

WURLITZER 3140 WOM \$ 25
A.M.I. MODEL A 275
A.M.I. MODEL B 325
A.M.I. MODEL C 350
A.M.I. HIDEAWAY 245
PACKARD MANHATTAN 95

BRAND-NEW CHICOIN HIT PARADE \$132.50

RECONDITIONED—REFINISHED!
Terms: 1/3 Deposit, Balance C.O.D.
FOREIGN BUYERS
Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

WRITE FOR NEW FALL PRICE LIST

SPECIAL—PANORAMS. Guaranteed Reconditioned. WRITE

SPECIAL! CITATION \$42.50 | TURF KING \$85

IN STOCK—RECONDITIONED

Spot Light \$145	Bright Lights \$135
Atlantic City 265	Coney Island 175
Hit Leader 135	Bright Spot 175

Now Available—New Domes for "Pop" Corn Sex—Write.

"POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW

2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

SETS PROFIT Intro Changer At Meet for Ore. Solons

PORTLAND, Ore., Nov. 7.—E. Michael O'Callaghan, designer and manufacturer of the Nickel Nurse coin changer, elicited considerable interest this week with his coin unit that returns a profit on every operation.

He exhibited it before the League of Oregon Cities at the Multnomah Hotel. The group is made up of city officials in the State, many of whom are concerned with additional revenue from parking meters and other sources.

The Nickel Nurse returns a nickel and four pennies for each dime and four nickels and four pennies for each quarter. In addition, it pays out a plastic token that carries advertising, a feature that permits the machine to comply with federal laws requiring that U. S. coins not be sold for profit.

Extra Feature
The League's interest in O'Callaghan's machine was aroused by a feature for depositing a bail bond for overparking tickets, altho this can be dispensed with.

Altho O'Callaghan set up a location at the convention to display the machine, he said he would not concentrate on sales direct to cities but would seek to have the device sold thru distributors. He is convinced the Nickel Nurse will have an even wider appeal to operators, who will interest locations in use of the machine to eliminate the change-making nuisance.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Let's hurry to...

See FIRST for Chicago Coin's 'ROUND THE WORLD TRAINER'

A real sensation! Designed for a adult appeal, but gets the kids, too! "Gun-Ride" simulates a flight action—pilot controls speed... tests skill by shooting ray of light at targets while going 'Round the World in 60 seconds!

QUICK DELIVERY!

SHUFFLE GAMES

NEW

Keeney DOMINO
Keeney PACEMAKER
ChiCoin HI-SPEED
CROWN BOWLER
ChiCoin HI-SPEED TRIPLE SCORE BOWLER
ChiCoin GOLD CUP BOWLER

"First-Conditioned" Shuffle Games

UNITED STAR—10TH FRAME \$335
STAR 4 PLAYER 295
SUPER 6 PLAYER 235
OFFICIAL S.A. (MATCH) 250
DELUXE 6 PLAYER 195
6 FORMICA 179
5 PLAYER with Formica 159
5 PLAYER 145
4 PLAYER 125
SKEE ALLEY 65

KEENEY CLUB BOWLER—10 PLAYER \$385
10 PLAYER TEAM 325
BOWLER 325
SUPER DELUXE 195
DELUXE LEAGUE BOWLER 175
6 PLAYER 165
HIGH SCORE LEAGUE BOWLER 165
BIG LEAGUE BOWLER 115
CHICAGO COIN 6 PLAYER MATCH \$295
UNIVERSAL HI SCORE BOWLER \$55

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 prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guaranteed.

5 BALLS

GOTTIEB Skill Pool \$185	Wild West 145	Hit 'n' Run 145	Niagara 145	Four Star 135	Globe Trotter 135	Rose Bowl 125	Mermaid 125	Cyclone 125	Dble. Feature 89
Rockettes \$ 85	Knockout 69	Watch My Line 65	Dble. Shuffle 65	Telecard 49	Utah 59	Aquacade 39	Carolina 39	Ramona 39	Stardust 39
WILLIAMS Sweepstakes \$195	Olympics 145	8-Ball 125	Shoo-Shoo 95	Maryland 49	Gizmo 35	Phoenix 35	CHICAGO COIN King Pin \$115	Fighting Irish 75	Football 65
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 65	1-2-3 45
									EXHIBIT Shantytown \$ 85
									Tumbleweed 65
									Beboop 45
									Playtime 45

FIRST DISTRIBUTORS
Joe Kline & Wally Finke
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
55 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

SPECIAL Genco Golden Nugget \$95.00 ea.

Write for Other Shuffle Game Bargains

PURVEYOR DISTRIBUTING CO.
4322-24 N. Western Ave. Chicago 18, Ill.
Phone: Juniper 8-1814

OPERATORS!
LOOKING FOR A BUYER FOR YOUR ROUTE!

The Billboard's Coin Machine Market reaches potential buyers all over the country.
It's economical, fast and efficient!

TURN TO PAGE 85 FOR RATES AND INFO

SEEBURG 1-47 \$135
SEEBURG 1-47 165
SEEBURG 1-48 BLOND 195
SEEBURG WOM (W4-L56) 35
WURLITZER 1015 150
WURLITZER 1080 125
WURLITZER 1100 275
WURLITZER 1250 295
WURLITZER 1400 495
WURLITZER 1017 HIDEAWAY 125

WRITE FOR NEW FALL PRICE LIST

SPECIAL—PANORAMS. Guaranteed Reconditioned. WRITE

SPECIAL! CITATION \$42.50 | TURF KING \$85

IN STOCK—RECONDITIONED

Spot Light \$145	Bright Lights \$135
Atlantic City 265	Coney Island 175
Hit Leader 135	Bright Spot 175

Now Available—New Domes for "Pop" Corn Sex—Write.

"POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW

2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

Operators get MORE INDUSTRY NEWS from The Billboard *

—and The Billboard's News Coverage Is Growing Year by Year!

Year	Average Column Inches per Week	Total Column Inches for Entire Period
Jan. thru Oct. 1949	623	27,412
Jan. thru Oct. 1953	744	32,736

20% Gain in News 1949-1953

***When Operators Get More Value, So Do Advertisers**

A Continuing Story of **Leadership in Action**

COIN MACHINES

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

**GUARANTEED
REPLAY AWARDS**

every game when 7
coins are played.
Especially designed
for locations de-
manding 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



EXTRA PROFIT OPPORTUNITY for Coin Machine
Manufacturers — Distributors — Jobbers

OUTDOOR CONVENTION ISSUE

NOVEMBER 28

**SELL MORE
ARCADE
EQUIPMENT!**

**SELL MORE
KIDDIE
RIDES!**



**EXTRA LISTS AND
FEATURE ARTICLES**
that are used for
months and months.

**EXTRA PROMOTION
AND PUBLICITY**
Nation-wide publicity
and mail campaigns
produce maximum
reader-interest and

**THOUSANDS OF
EXTRA READERS**
thru increased news-
stand sales and new-
subscriptions.

**EXTRA FREE
DISTRIBUTION**

to the complete at-
tendance at Outdoor
Conventions in Chi-
cago during the week
of November 29.

**EXTRA
ADVERTISING VALUE**

Maximum attention to
your ad during one
of the heaviest buy-
ing seasons.

AT NO EXTRA COST TO YOU

over regular weekly Billboard adver-
tising rates.

ADVERTISING DEADLINE—NOVEMBER 18

**MAKE YOUR SPACE RESERVATION TODAY!
WRITE, WIRE OR PHONE**

CINCINNATI 22, OHIO
2160 Patterson St.
DUnbar 6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILLINOIS
188 West Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831

NATIONAL CONDITIONED SHUFFLE GAMES

UNITED

Classic \$425
10th Street Star 295
DeLuxe 4 Player 175
6 Player W/F Big Pins 155
5 Player W/F Big Pins 125

PREMIUM BOARDS

We offer 3-way service. 1—Our experts will select board merchandise for you. 2—Make your own selections. 3—Order stock boards. Prices \$25, \$50 and up. We GUARANTEE TO SATISFY.

IMMEDIATE DELIVERY Gottlieb's SENSATIONAL PIN WHEEL

Priced for Quick Sale!

Seeburg M-100-A, 78 RPM
Seeburg M-100-B, 45 RPM

NEW GAMES

Chicago Coin Advance Bowler
Chicago Coin Round the World Trainer
United Imperial Shuffle Alley
United Royal Shuffle Alley

RECONDITIONED

GENCO SKY GUNNER \$325.00
KEENEY 4-PLAYER CONVERSIONS
(For Shuffleboard) 125.00
CHI COIN BOWL-A-BALL 250.00
EXHIBIT DALE GUNS 49.50
EXHIBIT SIX SHOOTER 149.50

**UNIVERSITY COIN
MACHINE EXCHANGE**
854 N. High St., Columbus 8, Ohio
Tel.: UNIVERSITY 6900

EVERY PIECE GUARANTEED BINGO GAMES

DUDE RANCH WRITE
YACHT CLUB \$375.00
BEACH CLUB 425.00
BEAUTY 335.00
FROLICS 225.00
PALM BEACH 235.00
ATLANTIC CITY 210.00
SPOT LITE 115.00
BRIGHT SPOT 125.00
CONEY ISLAND 125.00
BRIGHT LIGHTS 100.00

5-BALLS
SKILL POOL \$165.00
SPOT BOWLER 65.00
FOUR HORSEMEN 60.00
HITS & RUNS 30.00
TRI-SCORE 25.00

1-BALLS
SUNSHINE PARK \$125.00
FUTURITY 100.00
TURF KING 45.00
WINNER 35.00

ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT
PARKER DISTRIBUTING COMPANY
311 8th AVENUE, SOUTH NASHVILLE, TENN. PHONES: 4-0194 42-1231

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 1-6466) CHICAGO 14

LATE 5-BALLS... BUY 3 and Save MORE!

Caravan \$150.00	Disk Jockey \$165.00	Flying High \$190.00
Chinatown 160.00	Four Corners 150.00	Queen of Hearts... 185.00
World Series 195.00	Silver Skates 150.00	Quintet 190.00
Hong Kong 135.00	Skill Pool 150.00	Starlife 175.00
Olympics 150.00	Twenty Grand 150.00	Times Square 190.00
Paratroopers 125.00		

Any 3 of Above
for \$400

Any 3 of Above
for \$425

Any 3 of Above
for \$475

When buying groups of 3, specify second choice.

Terms: 1/3 cash with order; balance C.O.D. Write for complete list.

General Vending Sales Corp.

239-245 W. BIDDLE STREET • BALTIMORE, MD • PHONE VERNON 4119-20-21

ROUTE FOR SALE

In Florida, profitable coin machine route of Phonographs, Pin Tables, Shuffle Alleys, Scales and Records.

Established 25 years.

Price \$32,000.00

Will Finance up to 50%

For further information write
BOX 665
The Billboard Publishing Co.
188 W. Randolph, Chicago 1, Ill.

FOR SALE

2 American Side Cushion Bank 12-Ft. Shuffleboards, \$125.00 each; 1 Wall Score Board, \$75.00; 2 Holly Cranes, early model, \$225.00 each; 5 Pitchem, \$9.50 each; 1 United Skee Alley, \$65.00. Used 45 RPM Records, in hundred lot, 25¢ each. (3,000 records less than nine months old.)

CENTRAL MUSIC CO.
W. H. ADAMS
Box 284, Killeen, Texas

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. 1000 Broadway, Cincinnati, Ohio
1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

ELECTRIC SCOREBOARDS LARGE NATIONAL COIN REJECTOR BOX

Overhead, 15-21 pts.
Horsecollar 15-21-50 pts. \$125 ea.
Wall Model 15-21 pts. and 15-21-50 pts. \$95.00 ea.
50 pts. \$95.00 ea.
Recond. Monarch O.H. Scoreboard, 15-21 pts. \$75.00

TICKETS
2500 7-11 ... \$1.15 bag
2170 R.W.&B. 1.00 bag

22' and 20' Shuffleboard cabinets, good condition, new maple tops. New pucks and accessories. \$169.50 Crated. Ea.

22' Maple Tops, brand new, crated \$90.00
Bally Shuffle Line . 69.50
Shufflebd. Adj. set 12.00
Pucks (set of 8) 12.00
Wax, dozen 3.00
Shuf. Scorepads, Ea. .25

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

Life-a-Line \$ 79.50
5-Star 79.50
Spot Light 175.00
Bright Spot 200.00
Coney Island 200.00
Keen. Holiday 125.00
Leader 175.00
Atlantic City 245.00
United Stars 175.00
Jumpin' Jacks 150.00
Golden Nugget 175.00
Circus 295.00
Frolics 265.00
Palm Beach 265.00
Bally Champion 49.50
Bally Citation 39.50
Genco Shuf. Target 49.50

Shaffer Specials

HARVEST SPECIALS

ROCK-OLA	SEEBURG
1428 (Blonde)	146 \$ 99.50
\$199.50	147 129.50
	Completely Reconditioned— Refinished Grey Hammerloid

WALL BOXES	HIDEAWAYS
Wurlitzer 4820 (48 Sel.) \$32.50	Seeburg 1946 \$ 79.50
AMI 5/10 14.50	Seeburg 1947 (Metal) 99.50
Wurlitzer 3020 (24 Sel.) 12.50	Seeburg 1948 (Metal) 119.50

Wurlitzer 1080 \$79.50
Rock-Ola 1422 59.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
6 S. High Street
MAin 5563

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

"WE ARE EASY TO DEAL WITH"

WHOLESALE DISTRIBUTORS: GENCO Invader—UNITED Imperial, Royal, Tahiti—VICTOR
GOTTlieb Shindig—LEE'S Carousel—KEENEY Electric Cigaret Machines—
BIT RIDES—COLE'S Drink Vendors—EVANS Saddle & Turf—ABT Challengers

HUFFLE BOWLERS	UP-RIGHT GAMES	ARCADE EQUIPMENT
UNITED	Genco 400s \$ 95.00	ABT Gun Range \$600.00
with Formica .. \$ 65.00	Genco Gold Nugget .. 125.00	Big Inning 150.00
Official 150.00	Genco Jumpin' Jax .. 110.00	Chi. Coin Pistol 75.00
with Formica .. 110.00		Drivemobile 125.00
with Formica .. 150.00	RIDES	Dale Gun 65.00
DeLuxe 195.00	Bally Champion Write	Defender 110.00
Super 240.00	Super Jet, Chi. Coin .. Write	Evans Super Bomber 210.00
10th Frame 290.00	Scientific Boat \$550.00	Gun Patrol 195.00
6 Pl. High Score 150.00	COUNTER GAMES	Six Shooter 150.00
Hook Bowler 50.00	20 Wizards, like new .. \$22.50	Seeburg Bear Gun .. 195.00
Target Skill 50.00	5 Ft. Model Wizard .. ea. 39.50	Silver Bullets 125.00
Rotation 195.00	Scales ea. 39.50	Sky Gunner Write
BINGOS	Shipman's Art ea. 44.50	Tommy Gun 95.00
Atlantic City \$ 75.00	A.B.T. Chal- ea. 30.00	Undersea Raider .. 125.00
Clubs 465.00	leppers ea. 35.00	5 New Phil. Tobog- 425.00
Beach 250.00	Heavy Hitters ea. 24.50	gans Write for complete list.
..... 350.00	Acme Shockers ea. 18.50	PIN GAMES
Lites 110.00	Three of a Kind 18.50	Crossroads \$150.00
..... 395.00	MUSIC	Chinatown 165.00
Islands 150.00	10 Seeburg Model \$550.00	Coronation 165.00
..... 225.00	10 Wurlitzer 1015 125.00	Dreamy 40.00
Stars 75.00	2 Wurlitzer 1250 325.00	Flying High 185.00
Lites 125.00	2 AMI 40 Hideaways 225.00	Freshie 45.00
..... 165.00	20 AMI 5 & 10 Wall 15.00	Holiday 45.00
..... 375.00	Boxes 15.00	Harvest Time 55.00
Club 275.00	Rock-Ola Rockalite 48 275.00	Niagara 140.00
		Quartet 165.00
		Queen of Hearts 200.00
		Skill Pool 175.00
		Triplets 50.00



Terms: 1/3 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio

NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

LEARNED—CHECKED!
Ready for Location!

win Reb., form./lg. pins \$ 75
Player, form./lg. pins 115
Player, form./lg. pins 125
Player, form./lg. pins 135
Player DeLuxe, form./lg. pins 175
ar Shuffle, form./lg. pins 265
of Dale Guns 50
rs Shoot the Bear, latest 190
rs Chicken Sam 75
Bright Lights 135
Spot Light 135
Bright Spot 185
ic City 255
Beach 265
..... 275
Club 445

Write for Quotations on
Equipment of All Kinds

IRV OVITZ
ME-INTERNATIONAL
DISTRIBUTORS

W. Montrose Chicago 18, Ill.
Cornelia 7-7272

SERVICEMAN WANTED

Experienced on Shuffle Games for Chicago Route. Excellent opportunity. Start at

\$100 WEEK, plus car expense

Give references, experience, past employment, etc., in first letter.

Mail replies to
BOX 675
c/o The Billboard, 108 W. Randolph
Chicago 1, Ill.

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

EMPIRE	EMPIRE	EMPIRE
5-BALLS	WILLIAMS	
UNITED RIO	8 Ball \$119.50	
BALLY DUDE RANCH	Sluggfest 119.50	
GOTT. SHINDIG	Shoo Shoo 119.50	
WMS. GUN CLUB	Control Twr. 109.50	
EV. SADDLE & TURF	Bag Hop 99.50	
	Dreamy 89.50	
	Georgia 89.50	
	De-Icar 89.50	
	Lucky Inning 84.50	
	Maryland 84.50	
	Boston 79.50	
	St. Louis 74.50	
	Dallas 69.50	
	El Paso 59.50	
	Virginia 49.50	
	Yanks 49.50	
	Dew-Wa-Dilly 49.50	
	Saratoga 49.50	
	Tennessee 49.50	
	Gizmo 49.50	
	GENCO	
	"400" \$145.00	
	Tri-Scare 89.50	
	Black Gold 59.50	
	Puddin' Head 54.50	
	Big Top 54.50	
	Screwball 49.50	
	1-2-3 49.50	
	Floating Pwr. 49.50	
	UNITED	
	Utah \$84.50	
	Tampico 79.50	
	Oklahoma 69.50	
	Academy 59.50	
	Monterrey 49.50	
	Rondevevo 49.50	
	Moon Glow 49.50	
	Baby Face 49.50	
	EXHIBIT	
	Judy \$94.30	
	Be Bop 84.50	
	Campos 54.50	
	Tumbleweed 49.50	
	Samba 49.50	
	CHICAGO COIN	
	King Pin \$124.50	
	Pin Bowler 99.50	
	Football 69.50	
	Holiday 59.50	
	Bermuda 49.50	
	VENDERS	
	ACORN VENDOR, 1c or 5c.	
	Mills & Col. \$198.50	
	Candy 89.50	
	Genco Gold Nugget .. 125.00	
	Mills Tab Gum 27.50	
	Mills Tab Gum 40.00	
	Rebuilt 16.50	
	Silver King 13.95	
	25¢ Razor Blade 19.95	
	N.W. 49, 1c, 5¢ 17.35	
	S.K. Hot Nut 29.95	
	WRITE	
	U Select It \$ 49.50	
	N.W. Tab Gum 25.95	
	N.W. Stamp 69.00	
	Dale Gun Write	
	U-Pop-It Write	
	Kleenex 5 49.50	
	Smokeshop 239.50	
	Lo-Boy 129.50	
	Alix & Col. 320-Pkg.	
	Elect., New 175.00	
	CHARMS	
	New-Assorted	
	\$2.25	
	Per Bag of 400	



\$69.50

COINWAY CHANGEMAKER

Takes dimes and quarters—Dispenses nickels—Holds 500 nickels. Unconditionally guaranteed. Size 10"x13"x3".

NOW IN STOCK!

ARCADE

GENCO INVADER	Photomatic, Late \$450.00
GENCO SKY GUNNER	Voice-a-Graph 225.00
AUTO-PHOTO	Harvard Metal Typer .. 345.00
ABT RIFLE SPORT	Midget Movies 295.00
Photomatic, Late \$450.00	Ev. Bat-a-Score 275.00
Shoot the Bear 227.50	Ch. Basketball Champ. 275.00
Photomatic, Pre-War .. 250.00	Evans Super Bomber .. 175.00
Exh. Jet Gun 210.00	Scientific Field Goal .. 175.00
Auto. Silver Gloves .. 195.00	Teletex & Film 167.00
Auto. Sky Fighter 195.00	Exh. 3 Little Meters .. 159.50
Auto. Ace Bomber 195.00	& Stand, 5¢ 139.50
4 Player Derby 195.00	Star Series 139.50
Evans Super Bomber .. 175.00	Mills Electricity Is Life 129.50
Scientific Field Goal .. 175.00	Bally Rapid Fire 119.50
Teletex & Film 167.00	Goalie 99.50
Exh. 3 Little Meters .. 159.50	Lite League 99.50
& Stand, 5¢ 139.50	Exh. Dale Gun 94.50
Star Series 139.50	Batting Practice 89.50
Mills Electricity Is Life 129.50	Marion Scale 89.50
Bally Rapid Fire 119.50	Quarterback 89.50
Goalie 99.50	Exh. Hi Ball, Striker .. 89.50
Lite League 99.50	Scientific Baseball .. 79.50
Exh. Dale Gun 94.50	Flash Hockey 75.00
Batting Practice 89.50	
Marion Scale 89.50	
Quarterback 89.50	
Exh. Hi Ball, Striker .. 89.50	
Scientific Baseball .. 79.50	
Flash Hockey 75.00	

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2400 CHICAGO 22, ILL.

EMPIRE	EMPIRE	EMPIRE	EMPIRE
SHUFFLE GAMES	KING SIZE PINS		
UNITED ROYAL S. A.	UNITED IMPERIAL S. A.	CHL. GOLD CUP BOWLER, 6 PLAYER	CHL. ADVANCE BOWLER, 6 PLAYER
KEENEY DOMINO BOWLER, 6 PLAYER	GENCO SHUFFLE POOL	United Classics, Clovers, Cascades, Olympics (Like New) Write	United Super 6 Player S.A. \$259.50
United De Luxe S.A., 6 Player 215.00	United 6 Player w/Formica, 7-10 189.50	United 5 Player w/Formica, 7-10 169.50	United 4 Player w/Formica, 7-10 149.50
Un. Double S.A., Express, Rebound, 8" .. 79.50	Un. 2 Player S.A., Express 69.50	Un. Single S.A., Rebound 59.50	Chicoin Bowling Alley, w/Formica 49.50
Chi Baseball, 2 Player 49.50	Keeney De Luxe League Bowler 195.00	Keeney 6-Player w/Formica 175.00	Keeney League Bowler, 4 Player 129.50
Keeney Double Bowler 49.50	Universal Twin Rebound 49.50	Williams Double Header 49.50	Star Bowler, 10", 2 Player, Wood Balls. 295.00
FORMICA TOPS	\$15.95 Ea.	MARVEL'S NEW SHUFFLE SCOREBOARDS	COUNTER GAMES
9" Tops \$16.95 ea.	Minimum Order 5 Tops	CENTER OVERHEAD \$139.50	WALL MODEL 95.00
I-BALLS	Art Show & Film, New \$49.50	Mercury Counter	Grip, New 34.50
ABT Challenger 29.50	Acme Shocker, New 34.50	Ex. Love Meter 39.50	Heavy Hitter, 5¢ 69.50
Flip Skill & Stand 69.50	Texas Leaguer 69.50	Bally Futurity Write	Turf King \$109.50
Winner 99.50	Champion 89.50	Citation 79.50	Gold Cup 89.50
Jockey Special 54.50	Special Entry 49.50		
CIGARETTE VENDERS	FACTORY REBUILT, 25¢, KING SIZE COLS.	Rows President, 10 Col. or 8 Col. \$155	National Model 95, 9 Col. 145
National 950, 9 Col. 130	Unedapak Model 500, 9 Col. 120	DuGrenier Model "W", 9 Col. 125	
EVANS' 100 Selections CENTURY	Now on Display		



HOLD EVERYTHING 'TIL YOU SEE

GENCO'S Shuffle Pool

COMING SOON

Admen of every kind Endorse The Billboard as a **TOP SELLING FORCE**

THE BEST ALWAYS COSTS LESS!

NEW GAMES
Williams ARMY & NAVY
United RIO
United IMPERIAL
Bally DUDE RANCH
Williams GRAND CHAMPION

The NEW! NEW!
1954

ACE COIN COUNTER
Counts 1¢, 5¢, 10¢, 25¢. Weight 8 lbs. \$149.50

PHONOS
Rock-Ola Fireball "120" \$265
Wurl. 1100 165
Wurl. 1015 65
Wurl. 850 65
Wurl. 1080 175
Wms. Music Mite 95

WANT TO BUY
Beach Club—Tropic—Beauty
Tahiti & Late Pin Games.

EXCLUSIVE DISTRIBUTOR
The World's Smallest Console Phonograph.

Sensational—Dramatic
120 Selection

COMET
Immediate Delivery

THE ONE AND ONLY ORIGINAL DELUXE SILK-SCREENED FORMICA 8" Only

1 \$15.00
5 13.50
10 or more 11.00

IN STOCK—BINGO GAMES

DUDE RANCH
YACHT CLUB
BEACH CLUB
BEAUTY
PALM BEACH
SPOTLITE

FROLICS
ATLANTIC CITY
TROPIC
BRIGHT SPOT
BRIGHT LIGHTS
CABANA

SHUFFLE GAMES

United Tenth Frame \$335
United Star Six 285
United Official 245
United Six Player 150
Keeney Six Player 145
Keeney Four Player 75

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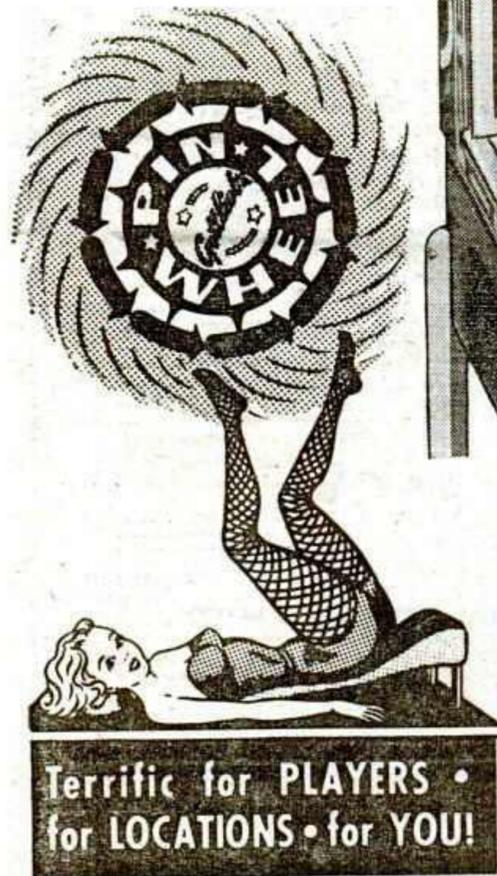
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**EXCITING AS A
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HERE'S THE PLAY:

- ★ Any 3 balls in line or 4 balls in center square trap holes awards Replays.
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- ★ 4 POP BUMPERS ★ 4 FLIPPERS
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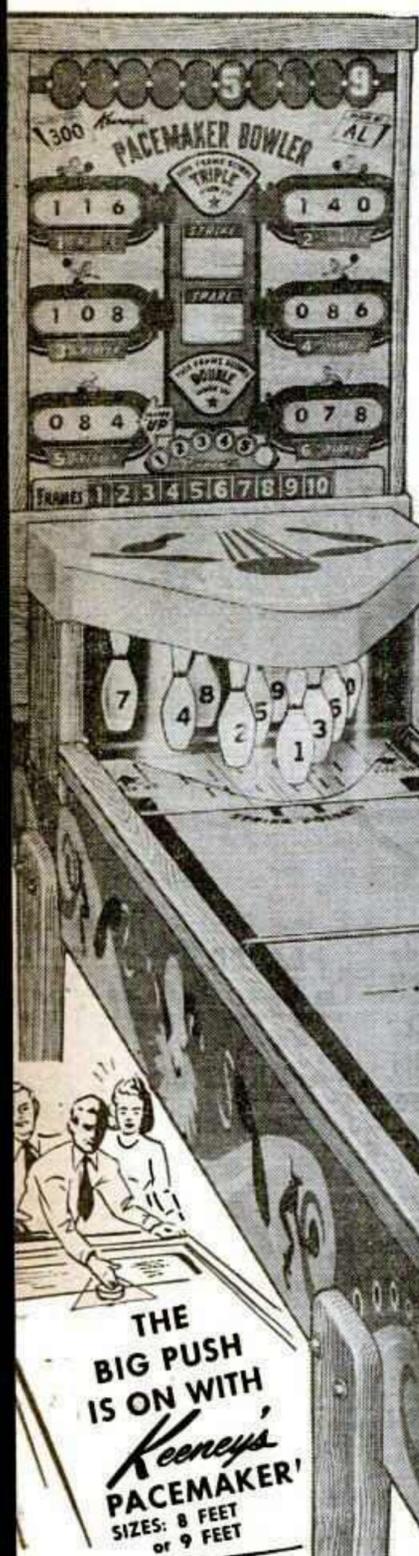
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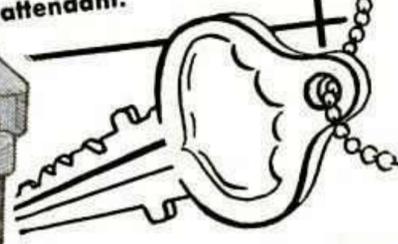


Keeney's 6-PLAYER PACEMAKER

with 4 SCORE CARDS FOR ANY TYPE PLAY!
10TH FRAME
SHOOTS ON AS LONG AS PLAYER "STRIKES" To Score Double or Triple...
plus OPTIONAL 0 to 9 MATCH SCORING!
PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE IN THE 3rd - 5th - 7th and 10th FRAMES!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS!

KEY in front of game switches from regular to match play at discretion of operator or location attendant.



Keeney's PACEMAKER has Exclusive Features that get and hold players' interest for **INCREASED EARNINGS!**

WRITE-WIRE-PHONE YOUR **Keeney** DISTRIBUTOR!

READY WITH IMMEDIATE DELIVERY!

J. H. **Keeney** & CO., INC.
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THE BIG PUSH IS ON WITH Keeney's PACEMAKER!
SIZES: 8 FEET or 9 FEET

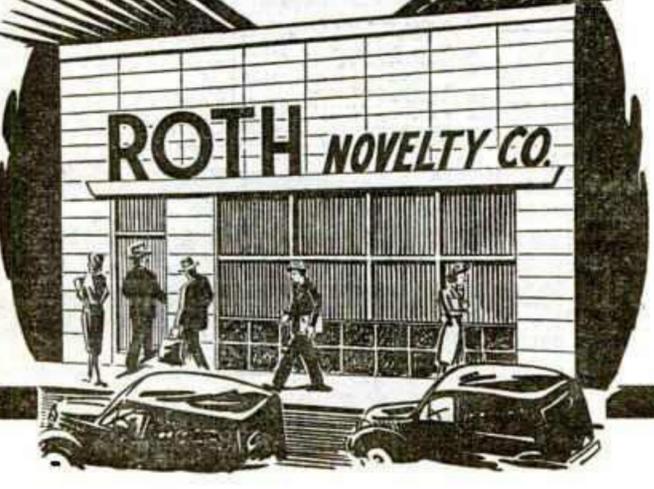
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Williams
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BIG BOLD ILLUMINATED SCORE INDICATOR
 Lets Player See His Score at a glance!
HIGH SCORE! POINT SCORE!

NEW!

FIRST 5-BALL WITH "3-D" SCORING!



3 THUMPER BUMPER BOOTS
 2 KICKOUT POCKETS
 2 AUTOMATIC RUBBER KICKER
 4 "SPECIAL" ROLLOVERS
 2 FLIPPERS

BALL ADVANCES UP AND DOWN FIELD BY HITTING THUMPER BUMPER TO SCORE **TOUCHDOWNS AND FIELD GOALS**

YELLOW THUMPER BUMPER BOOTS BALL DOWN THE FIELD!



RED THUMPER BUMPER BOOTS BALL UP THE FIELD!



HINGED FRONT DOOR for easy SERVICING!

YOU'RE BOUND TO SCORE RICH EARNINGS WITH ARMY-NAVY

- ★ 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!



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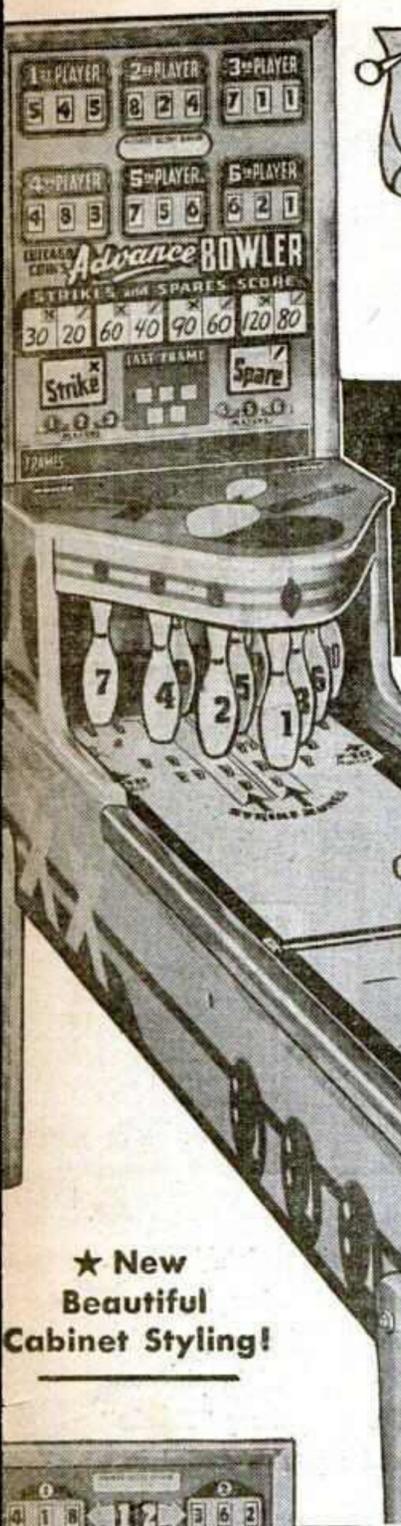
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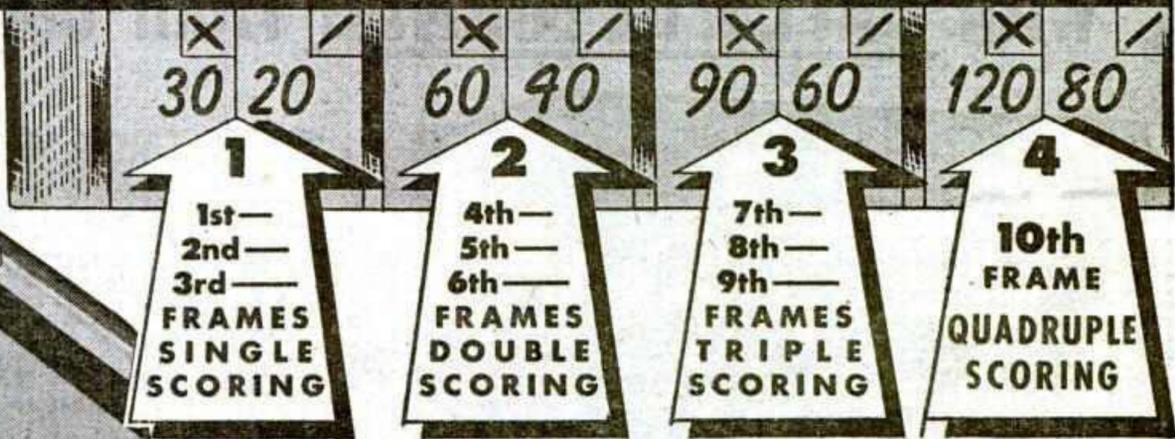
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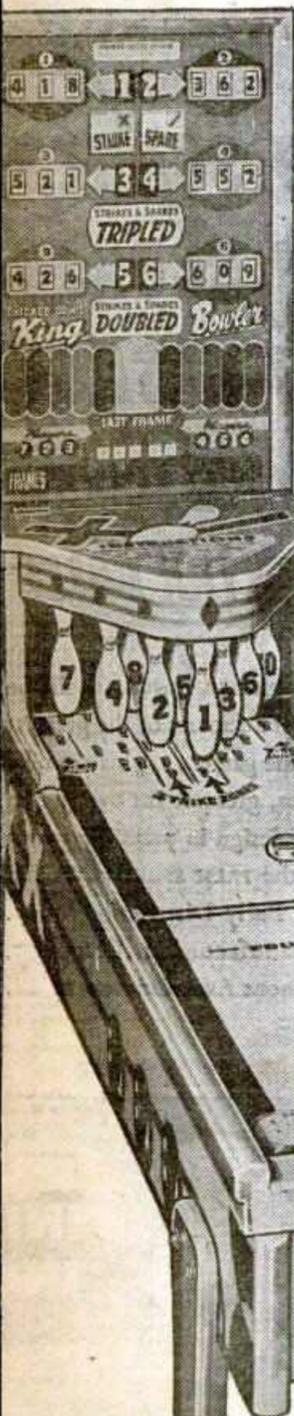


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★ New Scoring Thrill! Top Score of 900!

★ FAST! 45 second scoring! Multiple Scoring on Strikes and Spares only!

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NEW Feature... Double and Triple Score Action on Strikes and Spares Only!

THE GAME WITH THE NUMBER, STAR AND CROWN MATCH FEATURE!

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- ★ Replay given player Matching a number!
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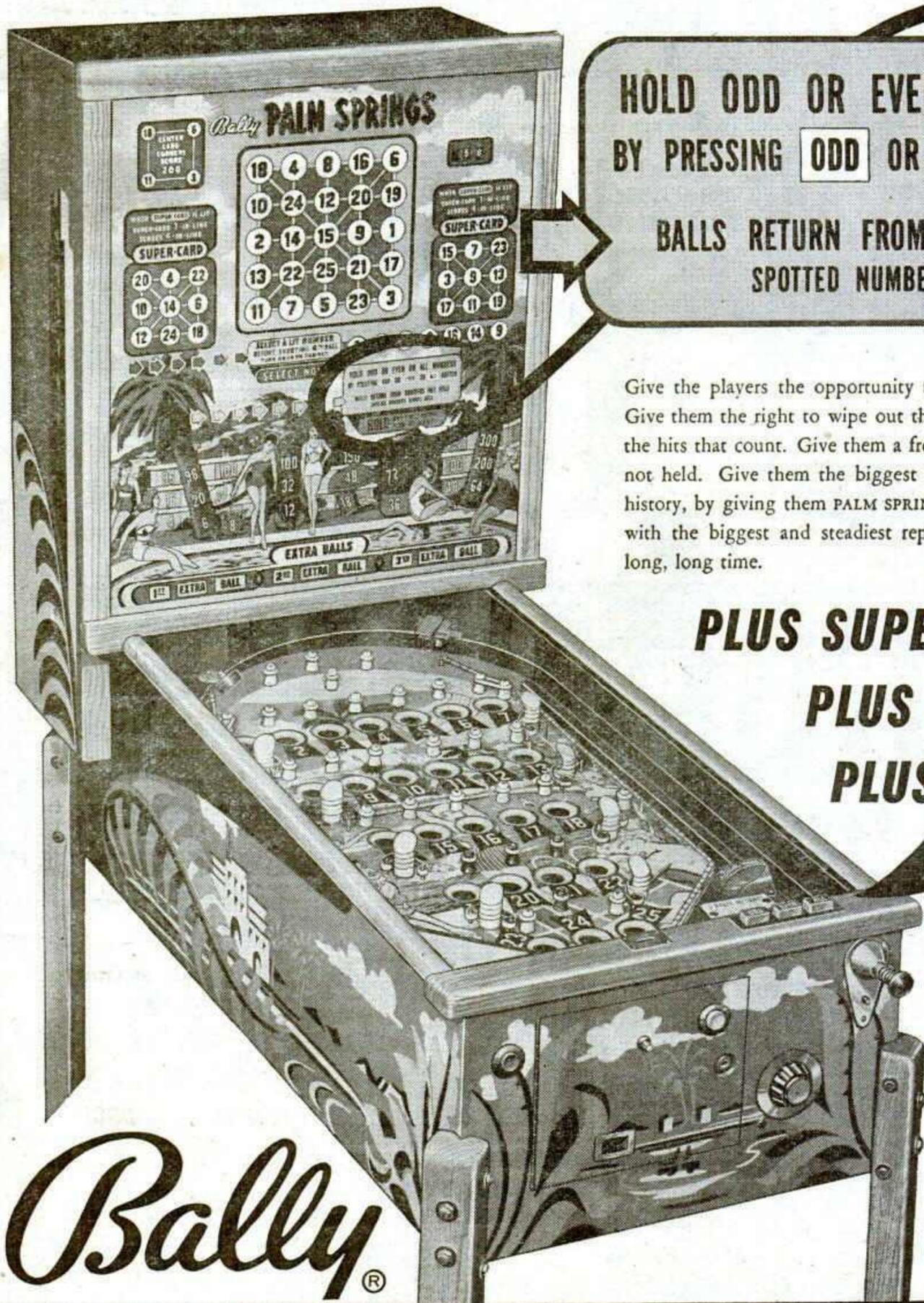
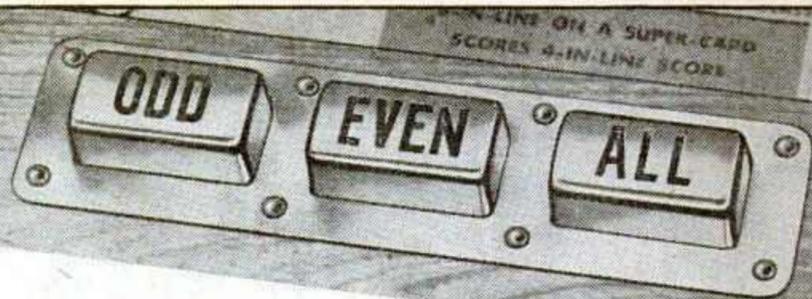
chicago coin

MACHINE COMPANY

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HOLD

numbers you need to build up score, cancel-out numbers you're "sorry" you hit... try again with BALLS RETURNED from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON

BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

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EXTRA BALLS

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Spell R-I-O for 4-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

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ALL BALLS IN R-I-O POCKETS RETURN FOR EXTRA PLAY

plus

TWO SPECIAL CARDS

(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES **5** {

- SPOT A NUMBER
- EXTRA BALL
- 3 in Line Scores 4 in Line
- BOTH SUPER CARDS
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FOUR CORNERS SCORE

EXTRA TIME FEATURE

UP TO 3 EXTRA BALLS PER GAME

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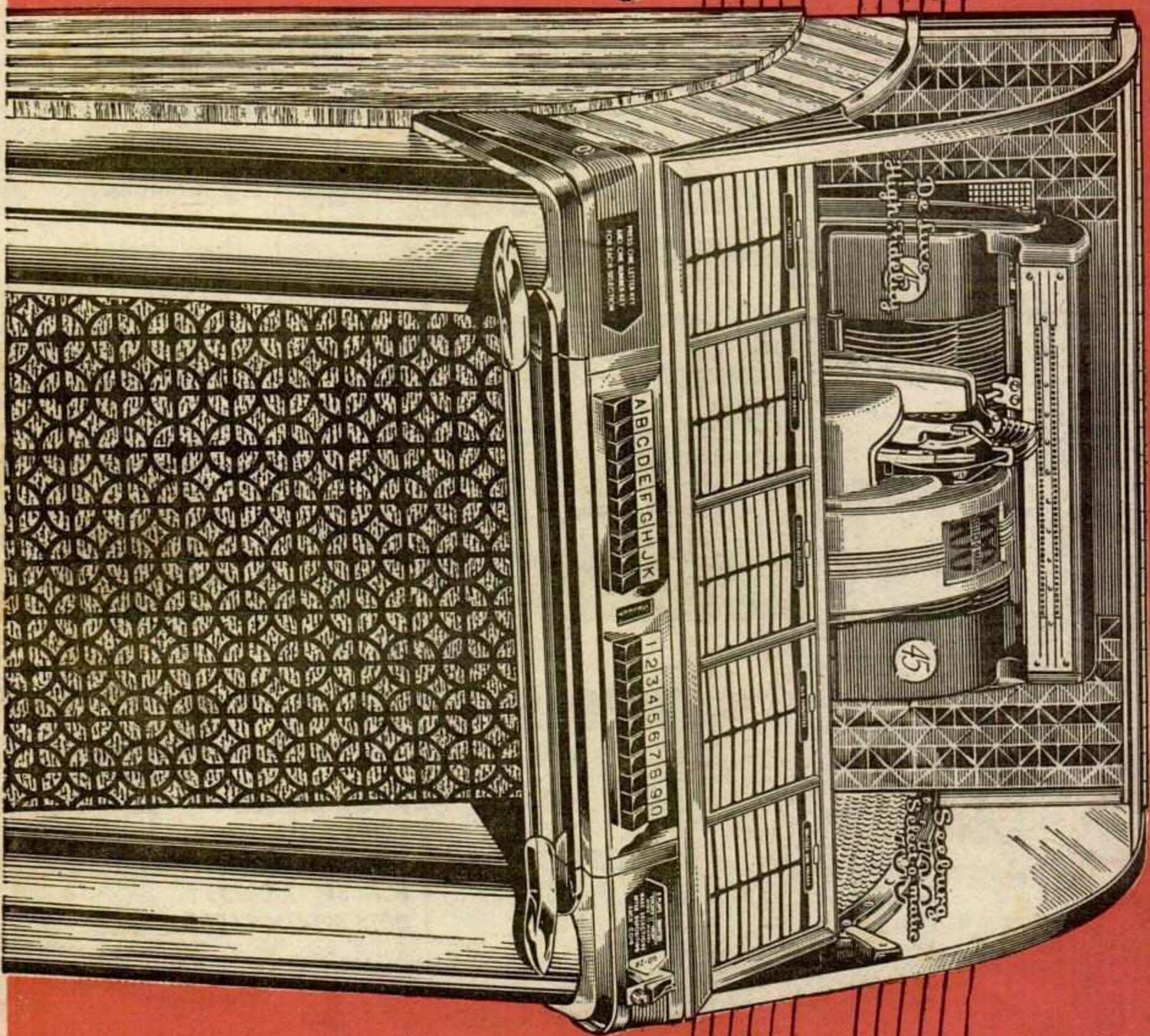
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