

# The Billboard

NOVEMBER 6, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Vend Industry Gives Fleecers Heave-Ho

Co-Operation of Business Bureaus Helps Run Out Glib Promoters Robbing Public

by BOB DIETMEIER

CHICAGO, Oct. 30.—The Pot of Gold at the end of the rainbow is yours of the asking—and \$600 cash.

Altho the cash outlay required varies, that's the cheery stake in the future which fast-talking vending machine promoters offer unwary investors to fleece them of millions. But in this new industry, which has attracted a number of these glib, imaginative entrepreneurs, the handwriting is on the wall and the fast-talking "sharpie" is finding the going rough.

"Mooches," the promoter's expression of gullible investors, are becoming harder to uncover by the blue-sky artist who uses the vending machine to ply his trade, thanks to the teamwork accomplishment of three groups—the National Automatic Merchandising Association, National Better Business Bureau and the Association of Better Business Bureaus.

Because advertising—"business opportunity" variety—is essential to the blue-sky promoter's operation, these groups co-operated in drawing up minimum standards for vending machine advertising to give newspapers a rule of thumb which will protect their readers from dishonest promoters and salesmen.

### Exaggerated Promises

Vending does offer excellent opportunities for new investors, of course. And it is this very fact which the unscrupulous promoter capitalizes on to exaggerate the opportunity and make the ridiculous promise that vending requires almost no work and no skill.

"Simply put the merchandise in and take the money out."

"Just spend a few hours each week servicing the machine with merchandise—carry a large sack with you to extract your profits—and grow rich at your leisure."

These remarks sum up the heart of the promoter's glib approach. To stress the "easy money" angle, some even have the audacity to suggest that the firm wants men who can stand the monotony of just "putting the merchandise in and taking the money out."

### Typical Ad

Earnings claims are always fantastic and of course have been

## Weaver to Can Live Web TV

HOLLYWOOD, Oct. 30.—Sylvester L. (Pat) Weaver, president of NBC, said that all live shows per se will disappear from the networks within a very few years. Weaver made this prediction here addressing a TV industry group.

Weaver declared he believes that all shows will eventually be taped. Live shows will be put on tape before being telecast in order to edit out many of the production foibles to which live TV is now subject.

His definition of live once tape comes into use, Weaver said, would apply to any show which is shot in front of an audience.

played up big in the ads. Here's a typical advertisement in every-thing except the net income mentioned (usually \$400 to \$600 a month):

"\$300 Monthly Spare Time. National Concern will select man or woman to own and operate profitable route of vending machines in this area. No selling. Must have six hours per week spare time, references and \$600 cash immediately available. Income immediately spare time up to \$300 monthly, with possibilities of taking over full time. Income increasing accordingly."

Often a length of time is mentioned, such as six hours a week of work which will net up to \$400 a month. One case illustrates how phony these claims are:

A promoter, in interviewing one prospect, spelled out the profit picture on the deal he offered. A minimum order of 20 nut machines at \$30 each (in this case a fair figure—usually a promoter charges triple or more the market price of the machine he's selling) would cost \$600 cash. With those machines, the promoter explained,

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## 'OPRY' ARTISTS TO YODEL ON COLOR TV FILM

NEW YORK, Oct. 30.—With the growing accent on music in TV film syndication, the country and western side of Melody Lane is now beginning to get into the movement in a big way. This week the oldest and one of the most successful c.&w. properties in radio and personal appearances was set to make the move to celluloid when Flamingo Films acquired the TV film rights to "Grand Ole Opry" from WSM, Inc., of Nashville.

Flamingo starts its sales drive on the new show next week. Color-film production on the first 39 half hours will start in Nashville on November 25. It will be available for air debut January 15.

Sy Weintraub of Flamingo said they're aiming for local and regional sponsorship only.

Al Cannaway, producer of the radio show, is setting up a special production unit, Cannaway Productions, Inc., for the filming of the show. He is importing top Hollywood film men for this purpose. Production will be done at the Ryman Auditorium, the show's home for many years.

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## Music Lovers Send Record Clubs on \$6,000,000 Spin

Mail Orders From 'New Classic Blood'; Retailers See No Inroad

By IS HOROWITZ

NEW YORK, Oct. 30.—The sale of records by mail according to formulas developed and exploited by book clubs has mushroomed to the point where LPs are currently going out to record club members at the rate of more than \$6,000,000 a year.

And it has all happened over the past two-and-a-half years. Altho record mail-order clubs had functioned before, they largely limited their scope to esoteric repertoire or children's records. It was with the advent of the Musical Masterpiece Society in early 1952 that a strong bid was made for mass sales.

### Two New Firms

But this year two other big record mail-order operations were launched. The Greystone Press, long a purveyor of books by mail, and thru its associated enterprises (the Children's Record Guild, Young People's Record Guild and

the American Recording Society) this past April formed and began testing Music Treasures of the World.

And in August, the Book-of-the-Month Club threw its own pitch at potential record subscribers, marshalling its tremendous know-how in the technique of club merchandising around a new Music-Appreciation Records format.

Together the Big Three are now moving out records to club members at a rate estimated at 250,000 LP's monthly. And the "Treasures" and BOMC operations are just beginning to gather steam.

### No Losers

Retailers, who traditionally cast a jaundiced eye at any record club enterprise, have been singularly undisturbed by the development. Total retail volume continues to rise, and there is little or no evidence that the club operations have cut into counter sales.

On the other hand, there appears to be good reason to believe that a large percentage of subscribers to the clubs are relatively new to records and have purchased few if any before signing up. These never had the habit of dealer shopping to drop in favor of club orders.

Evidence to support this theory is the heavy concentration of war-horse material recorded by the club operations. The offerings feature, for the most part, such works as the Beethoven Fifth Symphony, the Schubert "Unfinished," the Dvorak "New World" or their repertoire equivalents. Too, there is a glaring absence of name conductors, orchestras and soloists to tempt the sophisticate.

### 'New Blood'

There is also another piece of evidence mustered to indicate that most of the club buyers are "new blood" disk listeners. It is a known industry fact that most classical records sell in larger cities. This is not the fact, however, in club sales. Musical Masterpiece claims 80 per cent of its sales are in cities of less than 1,500,000 population or in rural areas.

Just how many club members who become introduced to good

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## Coral Signs 2 for Laughs

NEW YORK, Oct. 30.—Coral Records this week signed two more nitery comics—Harvey Stone and Henny Youngman—thus giving the label 10 professional funny men for its "comedy in wax" series.

In line with this, Coral is readying an eight-sided LP, "The Laugh of the Party," featuring its current comic roster—Eddie Lawrence, Jackie Miles, Myron Cohen, Steve Allen, Buddy Hackett, Joey Adams, Jimmy Komack and Phil Foster. The album will include the best single side recorded by each man for Coral in the past.

## NEWS OF THE WEEK

### NBC-TV Using New Techniques to Corral Small Budget Sponsors . . .

NBC-TV is trailblazing a small revolution in network sales techniques to find sponsors with small budgets as potential clients for "Today," "Home," and "Tonight." . . . Page 2

### NBC-TV Asserts Spectacular Won't Be Cut, Despite Sponsor Protests . . .

NBC-TV denies Raymond Spector's claim that the hour-and-one-half Sunday spectacular will be cut to an hour after January 1, 1955. Spector however, has a long list of gripes about the Sunday spectacular which his client, Hazel Bishop sponsors. . . . Page 3

### Equipment, Personnel Shortages Seen Hiking TV Film Costs . . .

Growing shortages of equipment and personnel at the Hollywood production plants are likely to cause a rise in the cost of TV film programs to sponsors. Name stars are in big demand and are asking astronomical prices. . . . Page 5

### President Stanley Adams, Other ASCAP Execs, Report to Members . . .

ASCAP's annual membership meeting hears reports from President Stanley Adams, Treasurer Sol Bourne and Executive Committeeman Bernard Goodwin. Latter listed the various national organizations which are supporting the Society's battle to remove the existing juke box royalty exemption from the copyright act. . . . Page 21

### Major Disk Firms Ogle Rhythm and Blues Field; There's \$\$ in It . . .

The Major record firms, impressed by the new sales power of rhythm and blues records, have actively entered the field again. Capitol, Columbia, RCA Victor and Decca are cutting that r.&b. wax. Indies control the field but the majors want a share too. . . . Page 21

### Small Disk Labels Cover Majors' Releases, Come Up With Hits . . .

Three independent record labels covered tunes already waxed by the majors this month, and in each case the cover—not the major—

emerged a hit, thus shattering all accepted precedent in the major-minor disk leagues. . . . Page 22

### Texas State Fair Attendance Record Smashed; Grosses Heavy . . .

All-time record attendance of 2,506,463 was established by the State Fair of Texas, Dallas, despite rain two days that earned rain insurance. All major attractions did huge business. "King and I" in 24 performances grossed \$272,734.20. . . . Page 54

### Drumbeaters by the Load—Idea Revived at N. C. State Fair . . .

Ten press agents turned up at Raleigh to beat the drums for the various attractions at the North Carolina State Fair, Raleigh. Turnout, reminiscent of depression days, was sparked by fair manager, Dr. J. S. Dorton, who had maintained attraction suppliers should do more than deliver shows. . . . Page 59

### Record of the Month: Music Ops' P-R Pays Off . . .

Ten new hit disk every four weeks thru local radio station, display ads in area's newspapers, juke box point-of-sale aids. . . . Page 77

### Chicago Music Ops Study P-R Ads via Deejay Shows . . .

Over 80 members of Recorded Music Service Association meet to discuss radio advertising on deejay programs to promote good will for juke box industry. . . . Page 77

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## NBC to Make Saturation Sales Pitch Across Country

NEW YORK, Oct. 30.—NBC-TV is pioneering a small revolution in video selling to saturate clients throughout the nation with its sales story on "Today," "Home" and "Tonight," its three participation shows. The sweep of this campaign is such that it aims to convert every advertiser who has spent \$100,000 or more on newspapers or magazines to one or more of the three shows.

To achieve this objective the network will, in effect, make salesmen out of its 11 regional merchandising supervisors and will employ radical new sales methods. The new sales methods include a giant closed circuit direct sales pitch to potential sponsors in 20 cities, the equipping of salesmen with simplified rear screen projection units to show portions of the three properties and the employment of a flying sales caravan to visit every city

where there might be a potential client.

NBC-TV has sales offices in five cities—New York, Chicago, Los Angeles, San Francisco and Detroit. Its merchandising supervisors also operate out of Boston, Washington, Atlanta, St. Louis, Minneapolis and Dallas. Merchandising specialists in each of these offices will be responsible for covering the region their cities dominate.

### Four Principles

NBC-TV's "THT Unit" operates on four basic principles: Selling the comparatively small daytime audiences thru one gigantic promotion as a means of stimulating their viewing interest, dramatizing to advertisers the value of the stars of these programs, selling to advertisers by means of an aggressive approach rather than by the usual quotation of time availabilities technique and using the facilities of TV wherever possible to sell the medium.

The last principle was embodied rather dramatically recently. A special closed circuit telecast was made to the board of directors of the Mobile Homes Association to get its business. Stars of the live telecast were Dave Garroway and Matthew J. Culligan, the head of sales and merchandising for the unit. Also presented on kine clips were Steve Allen and Arlene Francis.

Not a single negative comment was received, and the company's distributors are now considering the buy. From this originated the idea for the 20-city closed circuit pitch on which NBC-TV will mobilize its entire array of star talent.

The network believes that such a one-hour presentation will achieve an exposure for its three properties that would normally take three months via salesmen, and will be far less costly in the long run.

### Rear Projection

The rear projection units that NBC-TV's merchandising supervisors will handle are self-contained and not much bigger than a large suitcase. These pitchmen will show five and 10-minute clips of shows the network has to sell. The network's flying sales caravan will visit every city that boasts a national advertiser. Two or three carefully organized presentation teams will handle the sell.

NBC-TV also has a master list of every advertiser who has spent \$100,000 or more in newspapers and/or magazines. These bank-rollers become its prime targets. They include such clients as Stark Brothers of Missouri, nursery stock; Anchor Post Products, fences and heating equipment; Florida Fashions, women's outerwear; Heritage Furniture, Inc., and many others.

The sales blueprint for the "THT Unit" was fashioned by NBC-TV's President Pat Weaver and Executive Veepee Robert Sarnoff.

## Kraft Searches For Kid Show

NEW YORK, Oct. 30.—Kraft Foods is searching for a kids' show for its caramel division. The advertiser is considering a Western video film stanza which would cost about \$30,000 weekly, but has come to no decision.

Kraft wants a show which will appeal primarily to the youngsters in the 9 to 15-year age bracket who have a few pennies available for spending money.

## 'Disneyland' Rates Pale Spectacular

NEW YORK, Oct. 30.—ABC-TV, which modestly avoided the appellation of "spectacular" to its new "Disneyland" stanza, this week proudly watched its baby out-spectacularize the NBC "spectaculars," rating-wise.

The first week out of the box, "Disneyland" pulled a nine-city Trendex of 28.4 for the hour stanza. It's not slouting about it, but the web is pointing a silently eloquent finger at the comparative Trendex figures pulled in by the

specs: "Satin and Spurs," 17.6; "Lady in the Dark," 25.8; "Sunday on the Town," 16.5; "Tonight at 8:30," 22.1

The "Disneyland" 28.4 rating compared with a 14.7 pulled by CBS-TV for the same hour and 7.7 racked up by NBC-TV.

Occupying the CBS time during the last half hour of the Disney premiere was that web's top salesman, Arthur Godfrey, who not only took a licking from the new ABC show but also was roundly

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## TV License Group Folds

NEW YORK, Oct. 30.—The All-Industry Local TV Music License Committee marked finis to its long and successful life this week when it mailed a final report to supporting stations. A letter from Chairman Dwight Martin, accompanying the report, said that \$78,510.69 out of the sum contributed by the industry to finance the committee's long negotiations with the American Society of Composers, Authors and Publishers was being refunded.

An audit by Arthur Young disclosed that \$161,288 had been contributed by stations. The portion being refunded represents 48 per cent. Martin said this was the first time an industry committee had returned a substantial portion of its funds.

The Committee, originally appointed by Judge Justin Miller, then president of the National Association of Broadcasters, was made up of pioneers in the TV industry. Both TV and music executives agree that the committee, in its license negotiations with ASCAP, guided the stations thru one of TV's most harassing periods.

Martin, in his concluding mes-

(Continued on page 24)

## VIDEO SPOOF ON WAY TO B'WAY

NEW YORK, Oct. 30.—Robert G. Swan, veepee in charge of television and radio for The Joseph Katz Company of Baltimore and New York, has completed writing the book, music and lyrics of a musical comedy gently spoofing TV entertainment. Titled "On Our Way," the stage vehicle treats a subject which has been satirized dramatically but never in a full musical offering. Swan is making arrangements now for production on Broadway in the spring of 1955.

Altho the new musical represents the agency exec's first effort for Broadway, he has had considerable experience in writing, directing and producing television and radio shows. He was instrumental in getting Edward R. Murrow's "Person to Person" TV program on the air and is the Katz agency's executive in charge of production for the show.

## NEWS IN BRIEF

Dr. Ernest O. Lawrence, of the Chromatic TV Laboratories, was granted a patent last week covering an invention which, Chromatic TV Labs say, will cut manufacturing costs on TV color tubes. The firm is making a 21-inch model of the new Chromaton tri-color tube with 210 square inches of picture and plans to build a 22-inch tube with 260 square inches of picture. They'll license the new tube to manufacturers.

Station WAAM (TV), Baltimore, will celebrate the start of its seventh year of telecasting this week with coverage of general election results. The station's first big program was coverage of the Truman upset in 1948.

Federal Communications Commission Chairman George C. McConaughy told members of the National Association of Educational Broadcasters Thursday (28) that they face expanding opportunities not only in operating their own stations but also in co-operating with commercial TV outlets. He said that if an educational program is attractive enough, it usually can find a place in a local station's broadcast schedule. He added that the FCC now has applications pending for 16 new educational TV outlets compared with over 160 for commercial TV stations.

Fall meetings of four committees of the National Association of Radio and Television

## New Competition Look

In its 16 years, The Billboard's Radio and TV Promotion Competition became an established institution among station promotion men. Over the years, the competition continually re-adjusted to keep up with changing times. Originally it was for radio only. Then one category was opened for TV stations, running in a special section along with FM stations and Canadian stations. Last year, TV entries were separated into three categories according to the size of the markets.

This year, The Billboard will make what is perhaps the most basic change ever in the history of the competition.

In view of the ever growing importance on TV film in local programming, The Billboard's 17th Annual Promotion Competition will be devoted exclusively to stations' original efforts in promoting their film programming, including both feature films and program series.

This year, it will not be necessary for stations to send in presentations of their promotion work. Instead of having a select board of judges in New York pick the winners, the judging will be done by the entire TV and TV film industry.

Detailed ballots will be distributed extensively later in the year, and the winners will be announced early in 1955.

## Sen. Group on TV Crime Segs Plans Nov. Comic Book Report

WASHINGTON, Oct. 30.—The Senate Juvenile Delinquency Subcommittee, which is preparing a special report on its probe of TV crime and horror shows, is also planning a mid-November report on its comic books investigation.

Sen. Robert C. Hendrickson (R., N. J.), chairman of the subcommittee, indicated that this report will include numerous new recommendations on regulating the comic book industry, but he has stressed that the problem of crime and horror excesses in comic books is being dealt with as a separate matter from the study of TV entertainment fare for children.

The subcommittee, he has stressed, has drawn no conclusion yet as to what influence, if any, TV entertainment has on juvenile delinquency. Hendrickson has indicated that his subcommittee is not contemplating a proposal for a broadcasting czar such as has been set up in the comic book industry. Former Judge Charles F. Murphy, of New York, the comic book in-

dustry czar in a D. C. press conference this week indicated his task was a staggering one.

## Paar Remains With CBS-TV

NEW YORK, Oct. 30.—Jack Paar this week agreed to remain at CBS-TV and continue with his "Morning Show." The comedian, under pressure from the network to make personal appearances for clients, has manifested his displeasure and had opened negotiations with NBC-TV which had evinced great interest in his services.

However, CBS-TV got the comedian before too much damage was done, soothed his ruffled feelings and Paar agreed to continue on the "Morning Show" at the web. The program, incidentally, has bettered its ratings, and the network is hopeful of attracting clients in larger numbers to it.

## COMMERCIAL TV BLAST

### Miss Hennock Defends Educators' Channels

NEW YORK, Oct. 30.—Federal Communications Commissioner Freida B. Hennock this week took another blast at commercial broadcasters for their attitude toward the aspiring educational TV stations. She said that the educators are in no mood to

give up the 251 channels reserved for them, and will never give them up without a fight. She said there wasn't a single community in which educational interests were not actively working and accumulating the funds to get their station going, but they'll need more time.

"If we hadn't known they'd need all this time," Miss Hennock declared, "we wouldn't have had to reserve those channels in the first place."

Miss Hennock said she'll challenge any commercial broadcaster to a debate to show that educators are as active in getting their channels operating as commercial interests have been in taking up the many more UHF channels available to them.

She further indicated that she bitterly resented any suggestion that the educators should give up their channels in favor of getting time on commercial stations or using closed circuit TV.

This appeared to be an oblique reference to the debut speech of the new FCC chairman, George McConaughy. Speaking before a joint meeting of the Radio and TV Executives Society and the National Association of Educational Broadcasters, which was holding its annual convention here, McConaughy pointed out that only 33 non-commercial grants had been issued, and only seven educational stations gone on the air.

He said that educators must face the economic truth that it takes more than vision to get a TV station operating. He then pointed out those other alternatives open to educators to which commissioner Hennock referred.

Broadcasters will be held this month, according to NARTB President Harold E. Fellows. They'll be: Sports, November 17, and Freedom of Information, November 19, both at the Ambassador Hotel, New York, and AM Radio, November 29, and FM Radio November 30 at the Mayflower Hotel, Washington.

General Electric is bidding for the services of Harpo and Groucho Marx to reunite the comedians as a team on its Sunday night 9-9:30 CBS-TV dramatic show.

Schick is moving its estimated \$4,250,000 account from the Kidner agency to Kenyon & Eckhardt. Shick once before left the Kidner agency but later returned.

NBC-TV is trying to sell its news show, "Background," to three different institutional clients in the Sunday 5:30-6 slot. NBC's corps of correspondents would also be available for lecture tours if sponsors were interested in such promotion, and they might also function on commercials as "business correspondents."

Ernie Glucksman replaces Marc Daniels as producer of NBC-TV's Imogene Coca show. The program will now be produced by the network. The continuation of the show thru the season is undoubtedly dependent, according to trade sources, on its radical improvement.

WASHINGTON BACKSTAGE

New D. C. Hubbub Looms on Political Fund Limitations

By BEN ATLAS  
Chief, Washington Bureau

After the tumult of Tuesday's elections dies, you can expect a new Washington furore over political fund-limiting laws. Those laws, tired campaigners are muttering once again, have been rendered obsolete by TV and radio.

On Capitol Hill where lawmakers months ago deserted their desks for the now-faded election campaigns, key staffers are buzzing with word that the new Congress will produce the most exhaustive study of campaign expenses in history.

It's a foregone conclusion that the laws governing campaign spending will get a thoro' roasting from the upcoming congressional probe. For, as recent congressional inquiries have pointed out, those laws, which clamped ceilings on campaign spending to conform with dollar values of a quarter of a century ago, are absurdly out of step with the age of TV and radio.

Also the new Congress is two months away, TV's soaring role in recent electioneering has brought a sense of urgency into Washington thinking on the subject. Still fresh in Washington's memory is the testimony of several of the nation's leading politicians who told a probing subcommittee in the last Congress that a political candidate might as well quit campaigning if he can't spend heavily for TV and radio.

This probing subcommittee (one of several which investigated the subject in recent years) was overwhelmingly convinced by the testimony. The subcommittee recommended legislation to lift the statutory

ceiling so as to allow plenty of room for spending on the airwaves. The legislation got nowhere.

Looking back at the 1954 campaigns and looking shiveringly ahead to 1956, some of the lawmakers who served on recent probing subcommittees are emphasizing that the election spending laws have never been more thoroly outmoded.

Among typical anachronisms is a statutory ceiling of \$3,000,000 on spending by individual campaign committees. This particular antiquity is figured chiefly responsible for some of the airiest loopholes created by professional politicians. One lawmaker has wryly estimated that there may have been as many as 75,000 different national campaign committees operating in the last congressional and presidential election campaigns, with each of those committees spending up to its legal limit.

Representative Clarence J. Brown (R., O.), a seasoned political warhorse, told one of the recent investigating subcommittees, "The simple fact is that it now costs more to run for office than it ever has before, and it is now time for lawmakers to recognize this realistically and that television and radio account for this."

He added pointedly that "a candidate can hardly be expected to stage much of a fight without using television and radio."

In fact, said Brown, more honest than raising the ceiling would be to repeal it entirely and require "a more complete report on expenditures."

Whatever the remedy is to be, the current feeling is that it had better be produced before 1956. Even if Congress can wait, TV's continued expansion will not.

REFUTE SPECTOR STATEMENT

NBC-TV Denies It Will Cut To Hour on Sun. Specs in '55

NEW YORK, Oct. 30.—NBC-TV this week issued an immediate denial of a statement by Raymond Spector that he had been given to understand that the 90-minute once-monthly Sunday night spectaculars would be cut to an hour after the beginning of next year. Spector is head of the ad agency bearing his name which represents Hazel Bishop, one of the sponsors of the Sunday night spectaculars.

Spector reiterated his belief in the spectaculars as a bold, dynamic new concept which could sell audiences. He said that Hazel Bishop had never considered canceling its sponsorship of the Sunday night show, and it had a firm commitment thru the season. He also said that Hazel Bishop hoped to continue sponsoring them for many years.

Spector, however, was very critical of the content of some of the shows and of the emphasis on color. He added that he had a great respect for producer Max Liebman, he felt that he had gone

overboard, for example, in scheduling an 18-minute ballet in the second Sunday night spectacular.

**Fashion Show**  
He also felt that the fashion show on the initial spectacular, or as he calls them "feature presentations," had no place on the program because its primary task was to build up interest in color.

Spector remarked that the network was making a mistake by trying to sell color at this time. He believes since there are no sets available which retail under \$500, there is no mass market for color now. The spectaculars, he claims, should play to the 30,000,000 viewers who have black and white sets.

And NBC, Spector claims, has agreed with him by scheduling Frank Sinatra from the Coast on the November 7 spectacular. Sinatra's guest shot will come thru in black and white, because no reverse color insert is possible in the show. The rest of the program, except for a commercial, will be in color. Hazel Bishop's commercial

will be done from the Coast in black and white.

Spector maintains that while NBC-TV is to be commended for trying to raise the standards of TV, it is a mistake to go over the public's head. Be basic, he said, in your appeal and keep your format simple if you want mass audiences.

The advertising executive also said that the show will not offer any more original musical comedy books. Instead, it will rely on variety and comedy. He has recommended to the network that it pay more attention to its supporting performers and go after the names that can attract mass audiences.

Spector feels that the show should begin at 8 p.m. so that it can compete with Ed Sullivan's "Toast of the Town" on even terms. He wants the show to have more heart so as to broaden its appeal.

**Intimacy Suffered**

The intimacy of the show, he remarked, has suffered because it had been done from the Brooklyn studios. It will now be telecast from the Colonial Theater in Manhattan, a smaller and comparatively more intimate house where there can be more rapport between the audience and the talent. Current spectaculars, he said, are too sophisticated and too far from the touch.

Spector also feels that the shows can be produced more cheaply. NBC-TV has gone more than \$100,000 over budget on each of its spectaculars, whose full cost for the hour and a half is \$350,000.

Spector said that he was reserving his opinion as to the value of Trendex and Nielsen ratings of the show. Hazel Bishop is now selling in 140,000 outlets thruout the country and reaction to any of its video advertising is felt immediately.

THEIR STORIES DIFFER

NBC-TV, KTLA Hassle Over Frankie's Spec

HOLLYWOOD, Oct. 30.—NBC-TV and KTLA this week threw daggers at each other following the breakdown of negotiations for the independent Paramount station to produce a 30-minute Coast insert for one of the Max Liebman spectaculars.

Talks had been going on for Frank Sinatra to be color-lensed with KTLA equipment, the telecast to be relayed by KNXT. When negotiations were called off, NBC execs said it was because KTLA felt it could not produce a color show on par with New York quality.

To this KTLA's general manager, Klaus Landsberg, retorts that the station is ready to put on a color show at any time, and that this was not the reason for calling off the production.

As a result of the disagreement

the Sinatra segment will be spliced into the spectacular in black and white on November 7. Sinatra will sing three numbers, including "The Man That Got Away."

NBC had hoped to fly the crooner to New York for the program, but Sinatra's other commitments would not permit this because of the lengthy rehearsal time needed for the specs.

RESTLESS PEOPLE

Jerry Franken is being cheered up by industry friends at Doctors' Hospital, following emergency surgery. . . . Ed Herlihey will begin his 20th year as an NBC announcer on November 5.

Martin M. Colby exited WOR-TV, New York, after two years as account exec, to form his own company, Allied Television Productions. The new company will package and produce TV programs and is now completing arrangements for a network children's program. . . . Frederic H. Von Stange is resigning his production director's job at WJNO-TV, Palm Beach, Fla., to join the Voice of America on November 8. . . . G. W. Craigie, formerly connected with Hoag & Provandie, Inc., of Boston, has joined Ted Bates & Company in New York as an account exec.

Joseph L. Brechner, vice-president and general manager of Station WGAY, Silver Spring, Md., has been named to the Freedom of Information Committee of the National Association of Radio and Television Broadcasters.

R. J. Shank, vice-president and director of radar research at Hughes Aircraft Company, has been appointed to the board of directors of the Radio-Electronics-Television Manufacturers' Association.

Charles S. Cady, public service director at WBNS-TV, Columbus, O., will be the new assistant to the director of television code affairs for the NARTB, association President Harold E. Fellows, announced this week.

J. L. Stirton to MCA

CHICAGO, Oct. 30. — Music Corporation of America this week announced the appointment of James L. Stirton as co-ordinator of television and radio sales and programing in its Midwest division.

The appointment was made effective November 1. Stirton will headquarter in Chicago. He is a veteran of 25 years in the broadcasting industry and was formerly director of ABC-TV's central division.

PENNSYLVANIA GOING TO DOG?

EASTON, Pa., Oct. 30. — Disregarding political trends pointed up by various straw polls, folks in this community are expected to roll up a sizable write-in vote for the independent candidate for Governor, a dog named Pert. The pint-sized canine has a daily show here at 6:45 p.m. via WGLV-TV.

The community and surrounding area is flooded with "Pert for Governor" buttons. One wag here, supporting the campaign, said, "Pennsylvania is going to the dogs anyway, so I might as well vote for a real one." Pert hopes to wind up, if not in the Governor's mansion, with a couple of new sponsors.

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Vol. 66 No. 45

## CANADIAN BEEF

# Critics Charge CBC Using Taxes To Force TV Shows on Clients

By HARRY ALLEN

TORONTO, Oct. 30.—The Telegram, a local daily, has carried charges by sources described only as "leading Canadians in advertising, radio and independent television production," that the Canadian Broadcasting Corporation is using taxpayers' money to "shove TV programs down advertisers' throats."

These disgruntled interests have complained:

Canadian advertisers must buy the television productions the CBC wants them to buy;

They must buy these shows, whether they want them or not, to reach the five prime markets in Canada;

The CBC underwrites, or subsidizes, up to 40 per cent of the

production costs — admitted by CBC's Chairman A. D. Dunton; When the programs are produced, the sponsors have little or nothing to say about the talent used.

The Telegram says that the information was given by people "who are apparently frightened of the CBC," giving the information only on condition their names would not be used.

The money used for the subsidy, and this is admitted by the CBC, comes from a 15 per cent excise tax levied on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"They feel they can only do this by selling advertisers the programs they are already sustaining. But if the advertiser doesn't buy, he's put on a waiting list, while a competitor who buys—with the 40 per cent subsidy—cuts into the major Canadian market," said the informant.

The CBC answers this charge with chairman Dunton's statement, "A number of advertisers are supporting Canadian production efforts by sponsoring programs produced in this country, altho it would cost them far less to sponsor imported shows. We gather that a large number of such advertisers are well satisfied."

Any production in TV for live network shows has to be done by CBC staff. No outsider can come into the CBC and put on a pack-

age. An agency rep can't even sit in with the producer, and the agency can't bring a show in with him. This is CBC policy and which has been often enunciated publicly. They don't even allow studio facilities for commercials.

CBC chairman Dunton has said, in reply, "We have a number of TV shows which the CBC produces, and we permit advertisers to put their names on them. The shows have a price tag which the advertiser must pay."

According to statistics offered from Elliott-Haynes' telerating, showing what Toronto TV owners watched, 40.7 per cent watched WBEN-TV, Buffalo; 21.2 per cent, WGR-TV, Buffalo; 27.2 per cent, CBLT, Toronto, and the remainder watched other stations. The Toronto station is the CBC outlet. According to the CBC, it shares the viewing audience "neck-and-neck" with WBEN-TV.

A number of Canadian sponsors have switched to Buffalo for selling their programs, but many of these are brewing interests who can't sell their product on Canadian radio or TV.

## Sweets in Key NBC-TV Slots

NEW YORK, Oct. 30.—The Sweets Corporation of America this week made two key buys on NBC-TV. The makers of Tootsie Rolls purchased the 8-9 p.m. Tuesday November 9 slot for a variety show to feature Steve Allen. The network had been fearful that it could not dispose of the hour of time which opened up suddenly when General Foods canceled because Bob Hope was not available. The loss to NBC-TV would have been about \$100,000.

Tootsie Rolls also became the first sponsor to buy into the web's Saturday morning line-up. It bought a half-hour show featuring Paul Winchell and Jerry Mahoney, which is to be slotted between 10 and 12 noon NBC-TV is considering several other shows, among which are an hour rodeo, a space program and a "Funnyboners Club" which would feature Ralph Edwards.

## Admiral to Kine Sheen

HOLLYWOOD, Oct. 30.—The Admiral Corporation this week reversed its stand on Bishop Sheen's "Life Is Worth Living" program and decided to kinescope the show on any station on which it could not be seen live. As a result the West Coast was blacked out. A flood of mail and a campaign in Catholic newspapers and periodicals forced the corporation to change its mind.

The first of the programs will be seen in the West on November 17.

## Rosen Shifts Over To Merchandising For CBS-TV Net

NEW YORK, Oct. 30.—Paul Rosen, of the CBS-TV business affairs department, will take charge of the network's merchandising operation. Rosen replaces Arthur Perles, who will now concentrate his entire energies on the CBS-TV press information department of which he is assistant to the director. It is believed that it will be beneficial to the network for each of these individuals to specialize on one job.

Rosen came to CBS-TV from Du Mont where he was director of programs and talent procurement. Perles has been responsible for many commercial tie-ins of CBS-TV properties, among which he can point to a Chalemane puppet lion, a "Beat the Clock" game, full length features made from "My Friend Irma" and many other such exploitations of the web's shows.

## 'Disneyland'

• Continued from page 2

spanked by one of his daytime bankrollers. Godfrey's rating topped from 28.7 the previous week to 17.8 against Disney during the 8-8:30 p.m. Wednesday period, according to the nine-city Trendex report.

On the daytime front, Nabisco's President George H. Coppers, apologizing to independent retail grocers for what he termed Godfrey's "false and damaging" attack on them the morning of September 27, disclosed that his firm is bowing out as a Godfrey sponsor. Godfrey had stated on the air that indie grocers could not meet price competition from chain stores. He later apologized for his remarks.

Toni has picked up Nabisco's 11-11:15 a.m. segment on alternate days.

**FILM STUDIO**  
Large Sound Film Studio in New York. Cutting rooms available on sub-lease at \$400 per month. Near subway and bus line. Washington Square. Inquire  
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## BIGGEST SWITCH IN TV HISTORY



Bell System technician stands by to switch Light's Diamond Jubilee program to television's largest single audience.

It was Sunday, October 24.

The largest commercial television hook-up in history was only a few seconds away.

At nine o'clock EST the switches were thrown . . . and for two hours the television networks carried Light's Diamond Jubilee program to more people than have ever before watched a single event as it occurred.

This is still another milestone in the development of the Bell System television network that only six years ago consisted of less than 1000 channel miles. Today that network adds up to more than 61,000 channel miles.

The job of building more facilities—and of adapting existing channels to carry color—will continue to keep pace with the television industry's rapidly growing needs.

Providing transmission channels  
for intercity television  
today and tomorrow



BELL TELEPHONE SYSTEM

## 'Guy Lombardo' Sales Moving Along Briskly

### MCA-TV Signs 52-Week Pact for 9 Canadian Markets

NEW YORK, Oct. 30.—Sales of "Guy Lombardo and His Royal Canadians" are moving along briskly. MCA-TV this week signed a 52-week deal with Loblaw Groceries, Ltd., for nine Canadian markets, with options for several U. S. cities along the border.

The pricing for a few of the Canadian markets is on an escalator arrangement, pegged on the growth of set circulation in those towns.

Meanwhile, the Lombardo show has further been sold to KTTV, Hollywood; to Budweiser Beer for Albany, Ga.; to the First National Bank of Little Rock, Ark.; Seale-Lille Ice Cream in Jackson, Miss., and Bainbridge Bakery of Lubbock, Tex.

#### Fem Stars

Production of the first 13 episodes is understood to have been completed. Some of the major fem guest stars signed are Judy Johnson, Isabel Bigley, Roberta Quinlan, Sunny Gale, Fran Warren, Edith Adams, Elise Rhodes, the Fontaine Sisters and Karen Chandler.

The Loblaw deal was made thru F. H. Hayhurst Company.

## 'Rin Tin' Barks In Seven Cities

NEW YORK, Oct. 30.—Syndicated sales of Screen Gems' "Rin Tin Tin" has already been made in seven cities as of this week. The show is on the ABC-TV network for Nabisco in 60 cities, but it's being syndicated to local sponsors in other markets.

The stanza has been sold in Jackson, Miss.; Nashville; Lawton, Okla.; Fresno, Calif.; Birmingham; Bay City, Mich., and Eugene, Ore.

## 'Bowling' Sales By Schwimmer

CHICAGO, Oct. 30.—Schwimmer Productions has sold "Championship Bowling" to six additional markets in the past week. According to Bernie Crost, sales manager, the series should be sold to at least another 15 markets within the next week to 10 days, based on current sales trends and reactions.

The new markets are Bakersfield, Calif.; Bay City, Mich.; Wichita, Kan.; Muncie, Ind.; Asbury Park, N. J., and St. Paul. Crost claims that the TV film series is provoking tremendous mail pull in many markets.

## WPIX's Off-Air Net Signposts Possible New Buying Combo

NEW YORK, Oct. 30.—The possibility of another film-buying combine is understood to exist in WPIX's new off-the-air network. Although the nine stations now picking up WPIX's live "Madison Square Garden" show are all UHF's and consequently don't pay much for film anyhow, they could save quite a bit on shipping and handling cost by putting a film on the hook-up. A spokesman for WPIX said they have been exploring the subject with film distributors here but have not made any deal yet.

The stations have set up a separate company, Telepool, Inc., to sell time on the network at a com-

### DARN IT

## 'Whole Dam Family' Out On WDSU

NEW ORLEANS, Oct. 30.—Local TV station WDSU here has Sterling Television's old-time film series, "Movie Museum," tagged "The Whole Dam Family," pending a management decision on whether the word "dam" has a profane implication regardless of its actual use or spelling.

According to Paul Killiam, who produces the series and handles its historical-type commentary, the whole thing is just a semantic misunderstanding, and other stations across the country are playing the reel without question.

Far from being profane, says Killiam, the 1905 Edison movie was inspired by one of the most popular songs of that period and was featured in several family vaude acts.

#### Novelty Ditty

One of the comedy family turns appears in the flicker, with subtitles spelling out the novelty ditty lyrics—"There was Mr. Dam, Mrs. Dam, and the Dam kids two or three, with U. B. Dam and I. B. Dam and the whole Dam family."

Early song publishers considered these sing-along-with-the-bouncing-ball movies one of the better plugs, and they often paid off nickelodeon managers to get their tune on the bill.

## 'North's' Re-Runs Sold to 10 Outlets

NEW YORK, Oct. 30.—Advertisers TV Program Service has now sold the re-runs of "Mr. and Mrs. North" in a total of 10 markets.

The latest stations to pick it up are KFEL-TV, Denver; KWK, St. Louis; KONA, Honolulu, and KDFX, Wichita Falls, Tex.

## Michelson Gets Rights To 'Plainclothesman'

NEW YORK, Oct. 30.—Another series of kinescope recordings is going into syndication. It is "The Plainclothesman." Charles Michelson, Inc., this week acquired the distribution rights to 156 segments of the mystery show from Transamerican Radio & TV.

At the same time, Michelson has taken on distribution of "Famous Jury Trials," a film series produced by Transamerican three years ago. There are 52 episodes in this one.

Michelson immediately made a deal with Grace Gibson Radio-TV Productions of Australia to get both shows on when TV starts in that country.

Both shows had their first runs sponsored on the Du Mont network. "Plainclothesman" ran for five years, sponsored by Larus Bros.

For Michelson, a veteran tran-

scription house, these shows are a second film acquisition. Michelson made his debut in TV film distribution about a year ago with "Capsule Mysteries," which he produced in Montreal. Michelson's relationship with Transamerican is of long standing, since he handles distribution of its open-end radio shows.

Transamerican a year ago was contemplating getting deeper into TV film production. At that time, it had set up a distribution arrangement with the newly-formed Cinema-Vue Corporation. But nothing came of it, and Cinema-Vue folded.

It is understood there are several more "Plainclothesman" kines in vaults, and Michelson may eventually get the distribution of those too.

# Sponsors, Ad Agencies Face New Hikes in Film Prices

## Shortage of Equipment, Personnel Force Producers to Gird for Rise

By BOB SPIELMAN

HOLLYWOOD, Oct. 30.—Faced with a shortage of equipment and experienced personnel, Hollywood telefilm producers are girding for another round of cost increases. If one does occur, it will probably be passed on to ad agencies and sponsors, for feeling in the industry now seems to be that a producer must get his money back from the film's first run in order to operate on a sound financial basis.

Whereas there is no overall shortage of equipment, rental agencies are operating on such tight schedules that producers sometimes find they can obtain a

piece of equipment one day but not the next. Mark Armstead camera rentals, for instance, which supplies nearly all the cameras used by telefilm producers, has to borrow equipment from the major theatrical motion picture studios in order to meet the demand on peak shooting days.

#### Shortage of Personnel

More important costwise is the growing shortage of personnel which is driving salary levels upward. Old theatrical film workers who may have been in retirement for years are being called on in many cases to fill the critical need. American National Studios has

instituted a policy of one-year contracts for its technical personnel in order to hold on to its workers. The studio's vice-president, Bill Stephens, says that prior to the contract policy, the lot was caught in a vicious spiral of competitive bidding for skilled technicians, with wages rising far above the basic scale.

Altho there appears to be no serious shortage of run-of-the-mill creative personnel, producers are agreed that, what they consider the top directors, writers and actors, can pretty well name their own terms.

Frank Wisbar, producer of "Fire-side Theater," declares that nearly everything that is being written for TV these days is being done on assignment. And writers are no longer coming to producers, he asserts; it's the producers who must go to the writers.

#### Directional Talent Scarce

Directional talent is becoming so scarce that some production companies, such as C. & M. Productions, have started their own training programs.

One of the biggest increases in above-the-line costs has been for acting talent, with no indication that the upward curve will change direction in the near future.

Producers are all scrambling for name actors, for this has become one of the primary selling points of a series. One star reportedly asked \$60,000 to make his TV debut on an hour-long show during the past month, with \$25,000 to \$40,000 payments becoming almost commonplace.

Walter Tibbals, B.B.D.&O. production chief, blames the networks for starting the salary spiral, but with both the theatrical movie industry and TV film producers bidding for the few available, he can foresee no way of bringing it to a halt in the near future.

The rising cost of manufacturing new equipment is resulting in no few gray hairs for producers, who feel that rental agencies are going to pass the increase on to them as more and more of the older equipment becomes obsolete and has to be replaced.

Armstead, however, says that his outfit does not plan to raise rentals despite the fact that camera manufacturing costs have doubled in the past five years. He declares that added volume permits him to maintain the same margin of profit. He foresees no slump, but rather an acceleration of the boom, and is ordering on the average of \$40,000 worth of equipment a month in

(Continued on page 16)

## NTA Adds Product, Starts Sales Drive

### Turns Attention to National and Regional Advertisers, May Hire National Salesman

NEW YORK, Oct. 30.—With its \$1,000,000 giveaway promotion getting into high gear, National Telefilm Associates is now beginning to take on more product. It is also starting a sales drive on national and larger regional advertisers. Up until now, NTA's efforts have been only in syndication, mostly sales to stations.

Harry Popkin, who was recently named NTA's West Coast production supervisor, was here most of this week huddling with the firm's executives. Also the firm was reported near to signing up a top

national salesman. It has not previously had anybody working Madison Avenue.

NTA has just completed a deal to syndicate the Stu Erwin show, "Trouble With Father." For the time being it has the 104 episodes that ran on network for General Mills. New production on the show is currently on ABC-TV for Liggett & Myers. It is understood that NTA is blocked out of the 60 market now covered by L&M. These new segments will probably fall into NTA's hands some time after they have had their ABC ride.

NTA's first national sales effort will be behind "County Doctor." The distributor has the sales right to the pilot film for a couple of months. But it is reported that Ely Landau, NTA president, is trying to get the show into full-scale production, with the prerogative of syndicating it if a national bank-roller doesn't show up in due time.

Landau is expected to go out to the West Coast himself shortly to negotiate this point with Desilu Productions, which owns the package. It is understood that NTA is offering to put up a major part of the production out. If all this develops, it would be Desilu's debut in the syndication situation.

NTA has also been reported to have the distribution of the new Margaret Whiting show, "Holiday in Rhythm," which Mercury International is now shooting in Hollywood.

The Erwin show comes to NTA thru a deal with Hal Roach Jr. and Roland Reed. NTA will try to sell this series, which will still be first run in some 200 cities, as a strip or multi-weekly booking.

"Country Doctor" is based on the novel by A. J. Cronin, and stars Charles Coburn and Arthur Franz. NTA is reported to have still more shows in the offing, including a mystery and a Western. However, no further titles were revealed.

## Falstaff Sponsors, But Doesn't Own, Screen Gems Film

NEW YORK, Oct. 30.—The initially angling for ownership of its new dramatic anthology, the deal that Falstaff has closed with Screen Gems (The Billboard, October 30) puts the beer firm in the role of straight sponsor with no equity in the series. Falstaff originally was planning to finance production.

Shooting on the new stanza gets underway after January 1. It will be aired in about 40 Falstaff markets starting around October 1. Screen Gems this week signed Mel Epstein and Bill Sackheim as producers of the new Falstaff stanza.

It's reported to be negotiating with Ivan Tors to do several segments. Commercials for the series will also be shot by Screen Gems.

## CBC to Screen ABC 'Passport'

TORONTO, Oct. 30.—Canadian Admiral Corporation has bought ABC Film Syndication's new "Passport to Danger" show for telecasting on the Canadian Broadcasting Corporation TV network.

The show is one of the few American TV film stanzas for which CBC has cleared network time. It's scheduled to hit the air by November 20.

### SHORTCUT

## Gross-Krasne Saves 33% in Shooting Time

HOLLYWOOD, Oct. 30.—A production shortcut which has resulted in a 33 per cent reduction in shooting time on Gross-Krasne's "Big Town" series has been devised by production Manager Doc Merriman.

Instead of doing each show as an entity, Merman is shooting according to locations and sets. Since the newspaper office set is used in nearly every picture, Merman is filming the scenes for several episodes at one time, thereby cutting the amount of movement and number set-ups to a minimum.

Utilizing this method Gross-Krasne is now shooting three half-hour segments in four days instead of the original six.

This is as



close as you can come to knowing you have a  
sure-fire TV success in advance -

# "Eddy Arnold Time"



A new half-hour musical film series to be announced soon!

For advance information, wire or phone

**WALTER SCHWIMMER CO.,** 75 E. Wacker Drive, Chicago 1, Ill. FRanklin 2-4392



## PRODUCTION NOTES

By BOB SPIELMAN

Revolt which has been growing among producers and some ad agencies against canned laugh tracks had its first concrete result this week when Campbell Soups, on producer Alex Gottlieb's and star Peter Lawford's urging, agreed to experiment by running "Dear Phoebe" without the tinny cackles. Fan mail has been running in favor of the laughs being taken off, Gottlieb said, and his belief is that a viewer sitting in the living room doesn't need to be told when he ought to chuckle. On the other hand, if reaction to the silence is bad, the laugh track will go back.

Others who've stated their opposition to the tracks are Don Quinn of "Halls of Ivy," which had its premiere without the bottled laughter but since then has had the chuckles, and Harry Tuggend, producer of the "Ray Milland Show." Tuggend, tho, isn't sure but that TV needs the feel of an audience. The problem is how to create it without using ridiculous means.

Gene O'Brien, of Young & Rubicam, reports that the producers of "Halls of Ivy" have taken to heart reviewers' criticisms that the first shows were too static, and have injected much more movement into the Ronald Colman starrer. Leon Fromkess so far has shot about half of the 39 segments.

He won't say whether he's superstitious, but George Waggoner, director of the "Big Town" series, has kept the same hat pinned to his chair since 1936.

Roy Rogers Enterprises is working on the development of two new shows, according to producer Jack Lacey. The Roy Rogers TV series itself, however, won't resume filming until after the first of the year.

Bill Raynor has the distinction of being the only contract writer at the Hal Roach lot at present.

Filming of the pilot of the John Nesbitt series, "The Story Teller," is scheduled to begin in about a week's time, after Hal Roach Jr. returns from New York.

## 'Bozo, Clown' Is Acquired By Official

NEW YORK, Oct. 30.—Official Films this week acquired a new property, "Bozo, the Clown," and held a satisfactory stockholder's meeting. The half-hour children's show, which features Gil Lamb, is owned by Capitol Records. The pilot film was produced by Hal Roach Jr. It will be available thru Official only for national or regional sponsorship.

The property, exposed to the public as a kid's disk, has sold more than 250,000 copies in the first year of its distribution. It is said to have impressive merchandising aspects. Two Bozos already travel the country meeting children. More than 15 products are on the market which use the Bozo label.

Official's stockholder's meeting was rather routine. The present management was given a vote of confidence for its efforts which saw the company's net profits rise to \$317,000 and the stock itself rise from 85 cents to \$2.

The board of directors was unanimously re-elected. Its chairman is Mike Nidorf. Others include Hal Hackett, president of Official; Herb Jaffe, Herman Rush, Herbert Siegal and Seymour Reed.

## New KBC-TV Firm Folds; Output Nil

HOLLYWOOD, Oct. 30.—KBC-TV Productions, formed six weeks ago by Hugh King, Robert Bailey and Irving Cummings Jr., has apparently folded without ever shooting a foot of film. The organization has closed its offices on the American National Studios lot.

The company, according to Cummings, had planned to shoot three pilots immediately, shoveling them into an "Adventure Theater" anthology if they could not be sold for series. Cummings, at the time the outfit was formed, asserted that scripts for the first 13 shows were on hand.

## Standard Shoots Pilot

HOLLYWOOD, Oct. 30.—Standard Television last week filmed the Minneapolis Lakers-College All Star basketball game for use as the pilot of its weekly half hour film coverage of the professional basketball games.

## TV FILM PURCHASES

NBC Film Division this week reported the sale of "Badge 714-A" to WMGT, Pittsfield, Mass.; WSAU, Wausau, Wis., and KVTV, Tyler, Calif. "Badge 714-B" was sold to KFMB, San Diego, Calif.; KCCC, Sacramento, Calif.; KBES, Medford, Ore., for the First National Bank of Medford, and WKNY, Saginaw, Mich. "Watch the World" was sold to WHO, Ames-Des Moines, Ia., and "The Falcon" to KCCC, Sacramento, Calif., and WTVR, Richmond, Va., for Gunther Beer.

Other NBC sales included: "Inner Sanctum" to WMGT, Pittsfield, Mass., and KCEN, Temple, Tex.; "Dangerous Assignment" to WTWO, Bangor, Me.; "The Visitor" to KGNC, Amarillo, Tex., and "Victory at Sea" to WRBL, Columbus, Ga. Lilli Palmer was sold to WDAK, Columbus, Ga.; "Life of Riley-C" to WDAP, Kansas City, Mo., and "Hopalong Cassidy" in its half hour and one-hour version to WSM, Nashville.

Liberace continues to sell heavily with seven new sales reported this week by Guild Films, Inc. The new markets are: WTAR, Norfolk; KFVS, Cape Girardeau, Mo.; WCHS, Portland, Me.; WKAQ, San Juan, P. R.; KROC, Rochester, Minn., for Piggly Wiggly Groceries; WNCT, Greenville, N. C., and WIRI, Plattsburg, N. Y. Florian ZaBach was sold to WCKT, Great Bend, Kan.; WCPO, Cincinnati; WVOS, Bellingham, Wash.; KGMB, Honolulu; WSEE, Erie, Pa., and WIRI, Plattsburg, N. Y.

"Life With Elizabeth," another Guild property, was sold to the Detroit and Milwaukee market; WCKT, Great Bend, Kan.; WJNO, Palm Beach, Fla.; KROD, El Paso, Tex.; WEHT, Evansville, Ind., and WEAV, Eau Claire, Wis. Frankie Laine was purchased by KWFT, Wichita Falls, Tex.; KATV, Pine Bluff, Ark., and WGAR, Buffalo. "Sports Library" was sold to Marinette, Wis., and "Conrad Nagel Theater" to the Chicago market; KGEO, Enid, Okla., and WCKT, Great Bend, Kan.

Service Grocers Corporation picked up 52 weeks of "All Star Theater" from Screen Gems, Inc., this past week. Series will be shown in the Holyoke, Mass., market over WHYI. Station WRBL in Columbus, Ga., and KBES in Medford, Ore., also purchased "All Star." "Rin Tin Tin" will be sponsored by Scotts Holsum Bread over KSWO, Lawton, Okla., and will be sustaining on WSM, Nashville.

Station WFMZ, Allentown, Pa., has contracted with CBS-TV Film Sales for seven of its top series. Series purchased are "Amos 'n' Andy," Gene Autry, "Crown Theater," "Cases of Eddie Drake," "Files of Jeffrey Jones," "Art Linkletter and the Kids" and "Range Rider." Gene Autry was also sold to KAKE, Wichita, Kan., to be sponsored by Stevens Dairy and "Cases of Eddie Drake" to WNOK, Columbia, S. C. WNOK, Columbia, S. C., also purchased "Files of Jeffrey Jones" and "Range Rider."

Kays Ice Cream Company will pick up the tab for "Art Linkletter and the Kids" over WDEF, Chattanooga, and Carnation Milk for "Annie Oakley" in the Wichita Falls, Tex., market. "Annie Oakley" was also sold to KKTU, Colorado Springs, for McCormack Distributing Company; KBTU, Denver; KHQA, Quincy, Ill., for Bluff City Dairy, and KSL, Salt Lake City. "The Whistler" will be sponsored by Block Drug Company over WKRC, Cincinnati, and will be shown on a sustaining basis on KOB, Albuquerque, N. M.

The Universal Motor Company, Ltd., Honolulu, begins sponsorship of KBMG's General Teleradio 30-feature package of feature length motion pictures on November 7. The films, which have never before been seen in this market, star Ingrid Bergman, Ava Gardner, William Powell, etc.

UTP has sold "Lone Wolf" to KTVA, Anchorage, Alaska, and "Mayor of the Town" to WJTV, Jackson, Miss.

Winik Films has sold its weekly "Madison Square Garden" to seven more stations to begin November 2 for 26 weeks. The latest buyers of the sports show are KFEL, Denver; WLAC, Nashville; KFIA, Anchorage, Alaska; KMID, Midland, Tex.; KGGM, Albuquerque, N. M.; CBUT, Vancouver, Canada, and CFCM, Quebec.

NOW, more than ever... QUALITY COUNTS

in the East...

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The superior QUALITY CONTROL consistently maintained by MOVIELAB on all film processing assignments has earned it the jealously-guarded reputation of being the "QUALITY LABORATORY" in the east.

More producers, cameramen and technicians throughout the east put their trust into Movielab's "KNOW-HOW" and "personalized service" than any other.

Get to know Movielab—for this is the standard by which all film processing is judged.

FOR YOUR SCREENINGS



- Three Channel interlock projection
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Negative Developing  
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25 Cutting and Editing Rooms  
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- SPORTS ALBUM
- FAVORITE STORY
- STORY THEATRE
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- THE CISCO KID
- YOUR TV THEATRE

# ZIV

TELEVISION

1529 MADISON ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

## TV FILM CASE HISTORY

# Assignment Delivers for Dairy

By JAMES H. SUSONG, President, James H. Susong Advertising, Dallas.

When Dallas TV audiences used to watch "Dangerous Assignment" on Wednesday nights, they never knew what to expect. The show itself was a slickly produced mystery TV film series featuring Brian Donlevy. But when time for the commercial came around, they might see anything from a Christmas eggnog party to a backyard scene, with the announcer ready to plant his spring garden. One night he appeared at buffet supper, where the hostess served him a barbecued turkey plate while he made his pitch on frozen turkeys.



Barbecued turkeys for summer buffets are a far cry from Christmas eggnog. But it's an indication of the diversity of products we promote for our client, Cabell's, Inc., of Dallas, and of the problem we have in getting the whole story across. Principally producers of standard dairy items—milk, butter, ice cream, etc.—Cabell's have gradually added extras like margarine and eggs, specialties like fancy baby beef turkeys and, naturally, seasonal items like eggnog mixture.

Of course, when we decided to use television as an advertising medium, we could have used spots. With standard, year-round items, film spots were the obvious answer, particularly since showing food on TV is somewhat hazardous, because it can be made to look singularly unappealing with appalling ease

and frequency. But the cost of a film spot we might use locally for one month out of the year was prohibitive.

### Staff Supervision

The only way we could be sure of the kind of production we wanted on live spots was thru the personal supervision of every spot by our own staff—not very practical when spots are scattered all thru the day and evening. So instead of scattered live spots, we decided on a half-hour program once a week, with live commercials. It's a comparatively small problem to have a staff member on hand regularly for that, of course.

Needless to say, we were fully aware of the prestige attached to a regular weekly half-hour show.

Having decided on a half-hour film show, the problem was what and when. A live kiddie show during the day was already doing a terrific job for us. But we figured we weren't reaching the evening audience. So the logical time was evening. Then came the problem of what show? What was our audience? How highbrow could we go without losing our viewers? How folksy or simple without offending their intelligence? How could we be sure the quality of the "audition" film wasn't far superior to the rest of the series?

### Film Selection

We selected NBC Film Division's "Dangerous Assignment" for a middle to upper income audience, for we were selling quality products. We liked it because it was slickly produced, competently acted and fast moving. Light enough to be classed as

(Continued on page 17)



For **THRILLS...**  
**ACTION... ROMANCE...**

Give  
Your  
Audience



**MR. & MRS. NORTH**

AMERICA'S FAVORITE HUSBAND AND WIFE

*Give 'Em* . . . Entertainment's best-known thrill-adventure. "North" has the greatest loyal fan following in the entertainment field. The public loved "North" in the New Yorker series; read every "North" book published; followed "North" to Broadway and Motion Pictures; have been keeping "North" in radio's top ten rated shows for more than 12 years.

*Give 'Em* . . . beautiful Barbara Britton . . . as Pam North . . . blonde . . . vivacious . . . exciting!

*Give 'Em* . . . Richard Denning . . . as Jerry North . . . smooth . . . handsome . . . dynamic!

Put them together . . . AND YOU HAVE TELEVISION'S BEST BUY produced by John W. Loveton Productions . . . creator of "Topper" and "Scattergood Baines"

**57 COMPLETED FILMS NOW AVAILABLE IN MANY MARKETS**

*contact*

**Advertisers' Television Program Service, inc.**

In Hollywood: MAURIE H. GRESHAM  
V. P. and Gen. Mgr.  
9100 Sunset Blvd.  
Hollywood 46, Calif.  
CRestview 6-7496

In New York: WILLIAM P. MULLEN  
Eastern Sales Mgr.  
15 East 48th Street  
New York 17, N. Y.  
PLaza 1-1290

*BADGE 714,  
starring Jack Webb*



ANY ONE OF TV'S **BIG 3** MYSTERY

*Adventures of  
THE FALCON,  
starring Charles McGraw*



*INNER SANCTUM***— ADVENTURE PROGRAMS**

*can sell  
your  
product*

Whatever you sell . . . from beer to banking . . . automobiles to supermarkets . . . appliances to soft drinks . . . these proven-great programs have delivered enormous local audiences for similar sponsors.

Always, the cost per thousand has been unusually low . . . characteristic of NBC Film Division shows.

## **NBC FILM DIVISION**

**SERVING ALL SPONSORS . . . SERVING ALL STATIONS**

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill.  
Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

THE BILLBOARD SCOREBOARD

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

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

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

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

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

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

Sept. ARB Rating Previous Month's Rating Title, Type and Distributor Station—Day—Time Sets in Use

MINNEAPOLIS-ST. PAUL..... 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Superman-Adv.-Flamingo Films, Cisco Kid-West.-Ziv TV, Little Theater-Drama-Tee Vee Co.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Ramar of the Jungle-Adv.-TPA, Cowboy G-Men-West.-Flamingo Films, Wild Bill Hickok-West.-Flamingo Films, Annie Oakley-West.-CBS Film, Hopalong Cassidy-West.-NBC Film, Cisco Kid-West.-Ziv TV, All Star Theater-Drama-Screen Gems, Front Page Detective-Mys.-Consolidated TV, Paul Killiam-Comedy-Sterling TV, Public Prosecutor-Mys.-Consolidated TV.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Mr. District Attorney-Mys.-Ziv TV, Badge 714-Mys.-NBC Film, China Smith-Adv.-Nat'l Telefilm Assoc., City Detective-Mys.-MCA-TV, Liberate-Music-Guild Films, Hopalong Cassidy-West.-NBC Film, Waterfront-Adv.-UTP, Foreign Intrigue-Adv.-Sheldon Reynolds, Favorite Story-Drama-Ziv TV, Life of Riley-Comedy-NBC Film, Racket Squad-Mys.-ABC Film, Joe Palooka-Adv.-Guild Films, Kent Theater-Drama-P. Lorillard, My Hero-Comedy-Official Films, Boston Blackie-Mys.-Ziv TV, Inner Sanctum-Mys.-NBC Film, Kingside With Rasslers-Sports-Consolidated TV, I Am the Law-Mys.-MCA-TV, Stories of the Century-West.-Hollywood TV Serv., Big Playback-Sports-Screen Gems, Life With Elizabeth-Comedy-Guild Films, Story Theater-Drama-Ziv TV, Orient Express-Drama-Nat'l Telefilm Assoc., Dangerous Assignment-Adv.-NBC Film.

SAN FRANCISCO..... 4 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Superman-Adv.-Flamingo Films, Wild Bill Hickok-West.-Flamingo Films, Annie Oakley-West.-CBS Film, Hopalong Cassidy-West.-NBC Film, Invitation Playhouse-Drama-Tee Vee Co., Time for Beany-Child.-Consolidated TV, Little Theater-Drama-Tee Vee Co., Abbott and Costello-Comedy-MCA-TV, Invitation Playhouse-Drama-Tee Vee Co.

UTP to Kick Off 30-Day Sales Drive

HOLLYWOOD, Oct. 30.—United Television Programs will launch a special 30-day sales drive November 15, the company's fourth anniversary, it was announced today by Wynn Nathan, vice-president in charge of sales.

Value of product being syndicated has advanced from \$884,000 in 1950 to almost \$10 million, Nathan said. First show handled was "Royal Playhouse" which cost \$17,000 per half hour. Shows such as "Waterfront," which were added in 1954, are running about \$30,000 per half hour.

During the four years of its operation UTP has increased its branch offices from three to 14, and has quadrupled its personnel. Special cash prizes will be awarded during the drive.

Quality Shoots Its First Revue-Type Flick in Las Vegas

HOLLYWOOD, Oct. 30.—Shooting on the first of several contemplated musical revue-type pictures was completed by Quality Films in Las Vegas last week.

The hour-long show stars Robert Merrill and Louis Armstrong in basically the same act they put on for their club audiences at the Sands. Charles Weintraub, Quality Films prexy, says he hopes to interest the networks in the pictures altho he does not consider shooting them as a series.

Idea behind the show is to make use of the talent in Las Vegas and try to capture town's atmosphere, Weintraub stated. Stars will receive participation deals.

'Call the Play' To White Owl

NEW YORK, Oct. 30.—White Owl cigars has bought "Call the Play" for five markets, with an option for 40 more from TV Exploration. The program will start on WCBS-TV here on about November 20 somewhere between 6-7 p.m. Mel Allen is the sportscaster, Leonard Key the producer.

REVOLVING DOOR

Gus Hagenah has resigned as vice-president of Standard Radio Transcription Service to join RCA Recorded Program Services as its Chicago representative. With Standard for 10 years, Hagenah was involved in the management of United Television Programs when Standard owned a piece of it. Leo Brody, formerly of the David O. Selznick organization, has joined Charles Wick's Telefilm Enterprises, selling "Fabian of Scotland Yard" and upcoming shows in New York. Harold Field, a former magazine publisher of the now defunct TV Reporter, has joined Television Programs of America as merchandising manager, reporting to Jerry Capp, director of the merchandise division.

Bob Brahm, Eastern sales manager of Screen Gems, Inc., may now be addressed as "professor." Brahm will start a series of television lectures at Bridgeport (Conn.) University, beginning November 1. Melvin Gold, National Television Film Council prexy, announced the nominating committee which will choose the 1955 slate of officers. They are: Waldo Mayo, Bernard Haber, Kenneth Cofod, Harold Du Mont, Louis Feldman and Sally Perle. RKO Pathe is currently producing a series of television spot announcements for the manufacturers of Lionel Trains. George L. George, formerly producer-director for Shamus Culhane Productions, has joined Sturgis-Grant Productions in the same capacity.

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like King's Crossroads-Drama-Sterling TV, Little Theater-Drama-Tee Vee Co., King's Crossroads-Drama-Sterling TV.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Kit Carson-West.-Coca-Cola Co., How Does Your Garden Grow?-Misc.-Internat'l Film Bureau.

7 p.m. to Sign-Off—Monday Thru Sunday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Badge 714-Mys.-NBC Film, All Star Theater-Drama-Screen Gems, Liberate-Music-Guild Films, The Star and the Story-Drama-Official Films, Your Star Showcase-Drama-TPA, I Led Three Lives-Adv.-Ziv TV, Range Rider-West.-CBS Film, Stranger Than Fiction-Misc.-United World, Amos 'n' Andy-Comedy-CBS Film, Mr. District Attorney-Mys.-Ziv TV, Janet Dean, R.N.-Drama-MPTV, Life of Riley-Comedy-NBC Film, Racket Squad-Mys.-ABC Film, Boston Blackie-Mys.-Ziv TV, Waterfront-Adv.-UTP, Ramar of the Jungle-Adv.-TPA, Inner Sanctum-Mys.-NBC Film, Counterpoint-Drama-UTP, Death Valley Days-West.-Pacific Borax, Lone Wolf-Mys.-UTP, Foreign Intrigue-Adv.-Sheldon Reynolds, Dangerous Assignment-Adv.-NBC Film, Front Page Detective-Mys.-Consolidated TV, Favorite Story-Drama-Ziv TV, Old American Barn Dance-Music-UTP, Eversharp Theater-Drama-Eversharp Co., Big Playback-Sports-Screen Gems, Colonel March-Mys.-Official Films, Your TV Theater-Drama-Ziv TV, Life With Elizabeth-Comedy-Guild Films, Kent Theater-Drama-P. Lorillard, Your TV Theater-Drama-Ziv TV, My Hero-Comedy-Official Films, Orient Express-Drama-Nat'l Telefilm Assoc., Your TV Theater-Drama-Ziv TV, Dick Tracy-Mys.-Combined TV, Your TV Theater-Drama-Ziv TV, Royal Playhouse-Drama-UTP, Royal Playhouse-Drama-UTP, Secret File, U.S.A.-Adv.-Official Films, Your TV Theater-Drama-Ziv TV, Amos 'n' Andy-Comedy-CBS Film, I Am the Law-Mys.-MCA-TV, Craig Kennedy-Mys.-L. Weiss, Cases of Eddie Drake-Mys.-CBS Film, Your TV Theater-Drama-Ziv TV, Follow That Man-Mys.-MCA-TV, Stories of the Century-West.-Hollywood TV Serv., Biff Baker, USA-Adv.-MCA-TV, Towns and Country Time-Music-Official Films, Telesports Digest-Sports-Tel-Ra.

DAYTON..... 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Superman-Adv.-Flamingo Films, Wild Bill Hickok-West.-Flamingo Films, Favorite Story-Drama-Ziv TV, Half Hour Theater-Drama-Sterling TV.

Sign-On to 7 p.m.—Saturday and Sunday

Table with 5 columns: Sept. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Includes programs like Kit Carson-West.-Coca-Cola Co., Badge 714-Mys.-NBC Film, Annie Oakley-West.-CBS Film.

(Continued on page 18)

# COLOR FILM FOR WSM 'OLE OPRY'

Flamingo Gets Right to Old WSM Show; Gannaway to Produce; Title Undecided

Continued from page 1

Gannaway said they will try to capture on film the very same informal quality that has characterized "Opry" in the minds of its millions of radio and live fans. Tho it will be produced in half-hour units, it will also be available in quarter-hour and full-hour versions.

What the actual title of the film series will ultimately be has not yet been decided. As a tentative working title, Flamingo and Gannaway are using "Stars of Grand Ole Opry." For several years the William Esty agency has had exclusive rights to the "Grand Ole Opry" title for Prince Albert tobacco. This agreement, it is understood, expires early next year.

"Grand Ole Opry" has been an institution with c.&w. fans for a generation. Next month it celebrates its 29th anniversary. It has had over 27 years of continuous radio sponsorship. It is probably the only radio show that charges admission to its studio audience. The show runs four and a half hours every Saturday night. The studio audience comes to the Ryman Auditorium from almost every State in the union, and moves in and out of the theater in shifts.

125 Artists

"Opry" has a total cast of over 125 c.&w. artists, including Roy Acuff, Ernest Tubbs, Minnie Pearl, Hank Snow, Carl Smith, Goldie Hill, Webb Pierce and Roger Bradfield. Nine of the top 15 selling c.&w. records last week, according

## Bunker Called To WOKY-TV

NEW YORK, Oct. 30.—Edward Bunker, sales manager of KNXT, Los Angeles, has been tapped to become general manager of WOKY-TV, Milwaukee, the first UHF station to be purchased by CBS, Inc.

Bunker has come up thru the ranks at the web, his last position before moving into the higher executive spheres being an account executive in network sales. No replacement has been named for him at KNXT.

HOLLYWOOD, Oct. 30. — A new television series, "The Fighting Editors," is being prepared by Al Petker's Monarch-National Pictures. The show will be based on the life stories of famous newspaper editors who, if still living, will be brought to Hollywood to do the narrations.

Petker says he doesn't plan to do a pilot, but is now negotiating for the sale of the series, and hopes to begin full-scale production late this year.

## 4-Star Comedy Free



## 'A Word to the Wives' LIVELY ENTERTAINMENT FOR THE WHOLE FAMILY!

That's what you get in this new 12-minute film, available FREE (on 16mm) to TV stations.

Marsha Hunt, Darren McGavin, Scott McKay, and Janet Riley are tops in an attractive cast.

Reserve your playdate without delay. Write Modern today.

MODERN TALKING PICTURE SERVICE  
T. V. DIVISION  
219 East 44th Street, New York 17, N. Y.

## Bartley, Hannock Dissent on Okay Involving Storer

WASHINGTON, Oct. 30.—Federal Communications Commission approval of radio-TV transactions involving \$12,175,000 and enabling the Storer Broadcasting Company to reach over 9 per cent of the nation's TV sets drew dissents from Commissioners Robert T. Bartley and Frieda B. Hennock this week.

Bartley charged the transfers were a move toward "greater concentration of the control of mass communication" which would affect radio-TV competition, network affiliations and national spot and local advertising in the eight major market areas where Storer now will have outlets. In a statement supported by Miss Hennock, he said only a public hearing could determine whether this move was in the public interest.

In the FCC-approved transfers,

## R. L. Foster to Sarra

CHICAGO, Oct. 30.—Sarra, Inc., announced the appointment of Robert L. Foster to the sales and film planning staff of its Chicago studios. Foster was formerly with Kling Studios, and in his new position will work on all four phases of Sarra's operation—illustrative photography, motion pictures, slidefilms, and TV film commercials.

Storer bought WXEL (TV), Cleveland, and KPTV (TV), Portland, Ore., from the Empire Coil Company for \$8,500,000, and sold KGBS AM-FM, San Antonio, to the Express Publishing Company for \$3,500,000. Express sold KTSA AM-FM, San Antonio, to O. R. Mitchell Motors for \$175,000. Storer also owns WGA AM-FM-TV, Atlanta; WGBS AM-FM, Miami; WJBK AM-FM-TV, Detroit; WSPD AM-FM-TV, Toledo; WWVA AM-FM, Wheeling, Va., and WBRC AM-TV, Birmingham, Ala.

## Hygo Sells Elliott In Tour Markets

NEW YORK, Oct. 30. — Hygo Television has wrapped up four sales of its 26 Wild Bill Elliott pictures after one week's selling. Three of the deals are for weekly sponsorship.

The stations signed for the series are WNBK, Cleveland; CKIW, Detroit; WCPO, Cincinnati, and WNOK, Columbia, S. C.

## Gunther Beer May Quit Katz Agency

NEW YORK, Oct. 30.—Gunther Brewing of Baltimore, one of the major sponsor-buyers of feature film, was reported here to be splitting with its ad agency, Joseph Katz & Company.

One reason mentioned for the break was that the beer company wanted to get more into sports sponsorship.

**Pre-sold!**  
**TO MILLIONS**  
**FROM COAST-TO-COAST!**  
**YOU HAVE APPLAUDED HIM ON SCREEN,**  
**RADIO, IN BOOKS AND MAGAZINES.**  
**Now.. AVAILABLE FOR THE**  
**FIRST TIME ON TV...**  
**THE SCREEN'S MOST**  
**FAMOUS HERO!**

**26 HOUR-LONG**  
**WILD BILL ELLIOTT'S**  
**Authentic Adventure Stories**  
**OF THE OLD WEST!**

**STATIONS SPONSORS AGENCIES**

**HERE ARE 26 ONE HOUR HISTORICAL WESTERNS**  
featuring **WILD BILL ELLIOTT**  
**GUARANTEED TO HOLD AUDIENCES FROM 6 to 60**  
**A SHOW BUILT FOR THE ENTIRE FAMILY!**

**HOLLYWOOD**  
814 North La Brea  
Hollywood 38, Calif.  
Hollywood 7-4882

AVAILABLE ONLY THROUGH:

**HYGO Television Films, Inc.**

**NEW YORK**  
60 West 40th Street  
New York 36, N. Y.  
Circle 6-4347

# "It Happened

**T**HAT'S THE NAME of a movie a lot of people thought was pretty good. It was made by Columbia Pictures. They made a few other "pretty good" pictures, too. Oscar-winning ones like "From Here to Eternity." Or "The Caine Mutiny" and "On the Waterfront."

Now, "it" really happened one night a few years ago. On many occasions before, the management of Columbia Pictures Corporation had discussed Television, a more than passing problem for film producers. They were optimistic and intrigued by the challenge this new film medium presented.

#### *They made a decision.*

It was decided to tap Columbia's reservoir of thirty years of showmanship talent and entertainment experience to produce first-rate television programs on film. This decision and faith was backed by cash-on-the-line when they created their television subsidiary—SCREEN GEMS.

SCREEN GEMS knew from the start that it would be necessary to have extensive production facilities on both coasts. In Hollywood, Columbia Pictures already had outstanding studios. Immediate steps were taken and complete facilities were set up in New York, the world's advertising capital.

Then, SCREEN GEMS was ready to give to the television advertiser a truly unique and long-needed service—a one-stop film source for:

1. custom-made entertainment to attract the widest possible audience on a national basis and produced at our studios in Hollywood, or in New York.
2. quality syndicated entertainment made available through our own organization, for local or regional advertisers; and
3. commercials, to complete the services for all advertisers.

#### **National Shows**



Today in Hollywood, SCREEN GEMS produces *The Ford Theatre*, for the Ford Motor Co. through J. Walter Thompson Company; *Father Knows Best* for P. Lorillard and Co., through Young & Rubicam, Inc.; *Captain Midnight* for General Mills, Inc. and The Wander Co. through Tatham-Laird; and *The Adventures of Rin Tin Tin* for the National Biscuit Co. through Kenyon & Eckhardt. In New York, we produce *The Big Playback* for The Ethyl Corporation through Batten, Barton, Durstine & Osborn.

#### **Commercials**



Although some SCREEN GEMS commercials are produced in Hollywood, most are produced in New York where the advertisers are located, and where the agency TV directors can participate in pro-

# and One Night"

duction all along the way. We have a complete and competent staff of producers, directors, writers and technicians. And we have our own animation artists and department.

Our clients for commercials are the Honor Roll of advertising agencies. During the past few months, in 1954, some of the advertisers for whom we have produced commercials, both live and animated, include:

*Lucky Strike Cigarettes • U. S. Steel • Blatz • Borden's • Pall Mall Cigarettes • RCA Victor • Cameo Stockings • Helene Curtis Ovaltine • Continental Can • Ipana • Piel's Beer • Schaefer Beer Gorham Silver • Jello • Frostee • Helena Rubinstein • Ford Dealers Richard Hudnut • Cities Service • and dozens of others.*

## Syndication



SCREEN GEMS maintains its own nation-wide syndication service for local and regional advertisers. We have sales offices in Atlanta, Chicago, Dallas, Detroit, San Francisco and Hollywood in addition to our Metropolitan and Eastern regional offices located in New York with our home offices.

The programs we are now syndicating are *Your All Star Theatre*, *Celebrity Playhouse*, *The Big Playback*, *Jet Jackson*, *Rin Tin Tin*, and in some markets, our other shows. We're also offering *Top Plays of 1955*, the syndicated version of the current *Fireside*

*Theatre*, which we were invited to market for Procter & Gamble, through The Compton Co.



SCREEN GEMS programs have achieved highest audience ratings. Unexcelled showmanship may be expected of a company which has complete and interchangeably flexible production facilities on both coasts. Every day that passes proves that with SCREEN GEMS any advertiser, large or small, can make sales through television film at the lowest cost.

Why not call us in the next time you have *any kind* of a TV film problem. We think you'll enjoy working with us—and we'd welcome being of service to you. You can write directly to us, telephone or wire collect if you wish.

## Screen Gems, Inc.

Television Subsidiary of Columbia Pictures Corp. • 233 W. 49th St., N. Y. 19, N. Y. • Circle 5-5044

*The only company which provides advertisers with Hollywood and New York custom-produced national shows, commercials, and syndicated programming.*

# Guild-Vitapix Combine Finalized; Other Stations Seek Participation

NEW YORK, Oct. 30.—The new Guild-Vitapix combine this week stripped itself for action. Reub Kaufman, Guild president, met in Washington today with top executives of Vitapix and finalized details of the set-up. A new corporation, Guild-Vitapix-Guild Programs, Inc., was established for the purpose of holding the current Vitapix properties for continued syndication, and a plan was worked out whereby the Vitapix Corporation itself is to be owned solely by TV station members. All the new programming to be furnished by Guild to the Vitapix stations will now, of course, be handled by Vitapix itself.

Resigning as president and director of Vitapix is Frank Mullen, who was elected to the presidency of Vitapix-Guild Programs, Inc. Kenyon Brown replaces him as president of Vitapix. Officers of Vitapix whose resignations were tendered this week were replaced by Joseph E. Baudino, of the Westinghouse radio and TV stations as veepee; Paul A. O'Bryan as secretary, and Charles Crutchfield, of WBTB, Charlotte, N. C., as treasurer.

## CBS Newfilm Hits 41st Sale

NEW YORK, Oct. 30.—CBS-TV Film Sales this week racked up the 41st sale of its daily Newfilm service to video stations. The large number of TV stations buying Newfilm has moved the operation into a position where it is beginning to challenge International News Service, which has 70 stations subscribing.

The 41st subscriber to CBS Newfilm is WJKV-TV, Detroit. Other recent purchasers of the news service are KPRC-TV, Houston; WHAM-TV, Rochester, N. Y.; WFEG-TV, Altoona, Pa.; WSAJ-TV, Warsaw, Wis.; WTVH-TV, Peoria, Ill., and KEDD-TV, Wichita, Kans.

CBS-TV Film Sales is also now offering its subscribers a free map service. The maps have a cutout feature which allows soldiers, ships at sea, arrows and whirling storms to be moved around at will so that action can be simulated.

CBS-TV Film Sales is also blueprinting a nation-wide oratorical contest for high school students in connection with its Newfilm, to originate at the local level and move to regional and national finals in New York City. Being considered as the main prize is a journalism scholarship.

## Sponsors, Agencies

• Continued from page 5

order to provide for projected needs.

Six new stages are now in the planning stage or under construction at California, Kling and General Service studios. Doc Merman, production chief at California; Lee Blevins, vice-president of Kling, and James Nasser, vice-president of General Service, all believe that, with no other factors considered, rental fees on these will have to be higher than on the old stages because of added construction costs.

With the first of the stages scheduled to be completed before the end of the year, a further impetus will be given to shortages that now exist. The camera supply, especially, may be temporarily caught in a squeeze because delivery date of new cameras is approximately 18 months from the time ordered.

Another item which seems to be in short supply is lights, with Merman reporting that the shortages has become especially noticeable during the past few months. The need for vault space and cutting room space varies, but is critical at FTTV Studios, according to production chief, Bud Bassett.

Hal Roach Jr. sums the increasing shortages up this way: They're the producers' problem now, but before too long they may wind up in the laps of ad agencies and sponsors.

Newly elected members of the Vitapix board of directors are William Fay, of WHAM-TV, the Stromberg-Carlson Rochester station; E. K. Jett, of WMAR-TV, the Baltimore Sun station; Ed Wheeler, of WWJ-TV, the Detroit Evening News station, and Reuben Kaufman, president of Guild Films, Inc. John Fetzer remains as chairman of the board of Vitapix Corporation and also becomes a member of the board of directors of Guild Films, Inc.

Guild this week was the recipient of calls and wires from other top video stations outside the Vitapix

group who want to get into the act. They pledged their support and also offered it time. The Guild-Vitapix agreement for network time takes effect September 1, 1955, at which time the stations will accept 10 hours each week of its programming, five daytime and five nighttime. Part of this will consist of programs presently being marketed, such as "Liberace" which has been withdrawn from local sale after the end of August of next year, as have several of the other top Guild shows.

The film distribution firm, meanwhile, hired its first name executive

in line with its plans for expansion. Manny Reiner has been appointed veepee of the company to function on a top policy level, with special attention to sales. Guild also elevated Joseph P. Smith, its national sales manager, to veepee status. Reiner is a veteran figure in motion pictures and TV distribution. Two other recently hired execs are Don Bryant, who will cover the Deep South out of Atlanta for Guild, and Jack Orr, who has joined the public relations department. Guild also moved ahead on the sales front when it sold its various properties in 50 markets during the last two weeks. Sales included eight cities for Florian Zabach, eight for "Life With Elizabeth," six for Frankie Laine, three for Joe Palooka, three for the "Conrad Nagel Theater" and three for Liberace.

## KTTV Extends Program Schedule

HOLLYWOOD, Oct. 30. — Los Angeles Station KTTV has now extended its program schedule to past 2 a.m. by adding a TV series to its late nighttime programming.

"Racket Squad," a new acquisition by the station, will be presented across the board Mondays thru Fridays from 11:15 to 11:45 p.m. After the 98 segments of the series complete their run, a new show will be placed in the time slot.

KTTV execs are gambling that there is a substantial late nighttime audience, and believe the station will continue the length of its schedule until it eventually telecasts 24 hours a day.





# WOR-TV to Continue 'Million-Dollar Movie' Indefinitely

NEW YORK, Oct. 30.—So successful has been WOR-TV's policy of bucking evening network competition here with quality features, that the station has decided to continue its "Million-Dollar Movie" indefinitely.

The station this week followed up this programming decision by buying a new package of 56 first-run features from Eliot Hyman's Associated Artists Productions.

In the package are many top quality pix, including "Algiers" with Hedy Lamarr and Charles Boyer, "The Winslow Boy" with

Sir Cedric Hardwicke and Robert Donat, "So Young, So Bad" with Paul Henreid, "The Long Dark Hall" with Rex Harrison and Lilli Palmer, "Pardon My French" with Merle Oberon and Paul Henreid, and "Lucky Nick Cain" with George Raft.

WOR-TV becomes the first station to acquire the complete new Hyman package. Many of the features, however, will not be available for television airing until after November 1, 1955.

The WOR-TV decision to continue on its feature binge follows

its rags-to-riches rise in nighttime ratings from sixth place to third place in the New York market on the basis of the ratings it has racked up on "Million-Dollar Movie." The only two stations that top it are the CBS and NBC outlets.

"Million-Dollar Movie" airs the same feature twice each night—seven nights a week—and twice more on week-end afternoons, for a total of 16 showings per week of each feature. The series, which is now completely sold out to eight participating sponsors, pulled a whopping 84.2 cumulative Tele-

pulse rating for the second week in October. Ratings of the time periods adjacent to the features have also risen, resulting this week in a sell-out of adjacent spots.

Among the bankrollers that bought adjacent spots this week are Shell Oil, Colgate Dental Cream, Maybelline and Baume Penque. Also, Redi-Whip jumped on the fast-rolling WOR-TV bandwagon this week by latching onto "Hollywood Preview Theater," a half-hour stanza slotted Friday nights before "Million-Dollar Movie."

WOR-TV's feeling about film were summed up by head man Gordon Gray with the statement that "good film product, intelligently programed, will attract top audiences and advertisers. Our 84.2 rating and sold-out status on 'Million-Dollar Movie' is suffi-

ciently spectacular to satisfy us and our advertisers."

The purchase of the new Associated package gives WOR-TV the first-run features that will enable it to continue "Million-Dollar Movie" after its current supply of General Teleradio features runs out next April. Probably no more than approximately 20 of the 56 features acquired from Associated Artists will be used in "Million-Dollar Movie."

WOR-TV is so convinced that features are the answer to the tough competition it faces in the New York market that it currently is mulling the idea of throwing in another feature film stanza across-the-board in the daytime. This is where it would slot the Associated Artists features not used in "Million-Dollar Movie."

Eighteen of the titles in the new Associated Artists package were published previously (The Billboard, October 2.) The rest of the package includes: "Derby Day" with Michael Wilding, "Captain Blackjack" with George Sanders and Herbert Marshall, "The Fighter" with Richard Conte and Vanessa Brown, "St. Benny the Dip" with Dick Haymes and Nina Foch, "The Inspector Calls" and "Cure for Love." Also, "Pandora and the Flying Dutchman" with Ava Gardner and James Mason, "Heart of the Matter," "Case of the Frightened Lady" with Penelope Ward and Marius Goring, "Conflict of Wings," "Bells of St. Trinians" and "Duffy of San Quentin" with Maureen O'Sullivan and Joanne Dru.

Also "The Groom Wore Spurs" with Ginger Rogers and Jack Carson, "Woman on the Run" with Ann Sheridan and Dennis O'Keefe, "Naked Heart," "Four sided Triangle" with Barbara Payton, "The Green Scarf," "Golden Marie" with Claude Dauphin and Simone Signoret, "Devil on Horseback," "The Intruder," "Eight o'Clock Walk," "Front Page Story," "Game of Danger," "Behind the Headstone," "Appointment in London," "Babes in Bagdad" with Paulette Goddard, "Forbidden," "Happiest Days of Your Life" with Alistair Sim and Margaret Rutherford, "Lady With a Lamp" with Michael Wilding, "Speed Limited" and "Over the Rainbow," a full-length animated cartoon.

## Case History

• Continued from page 8

casual entertainment, it wouldn't be likely to insult anyone's intelligence.

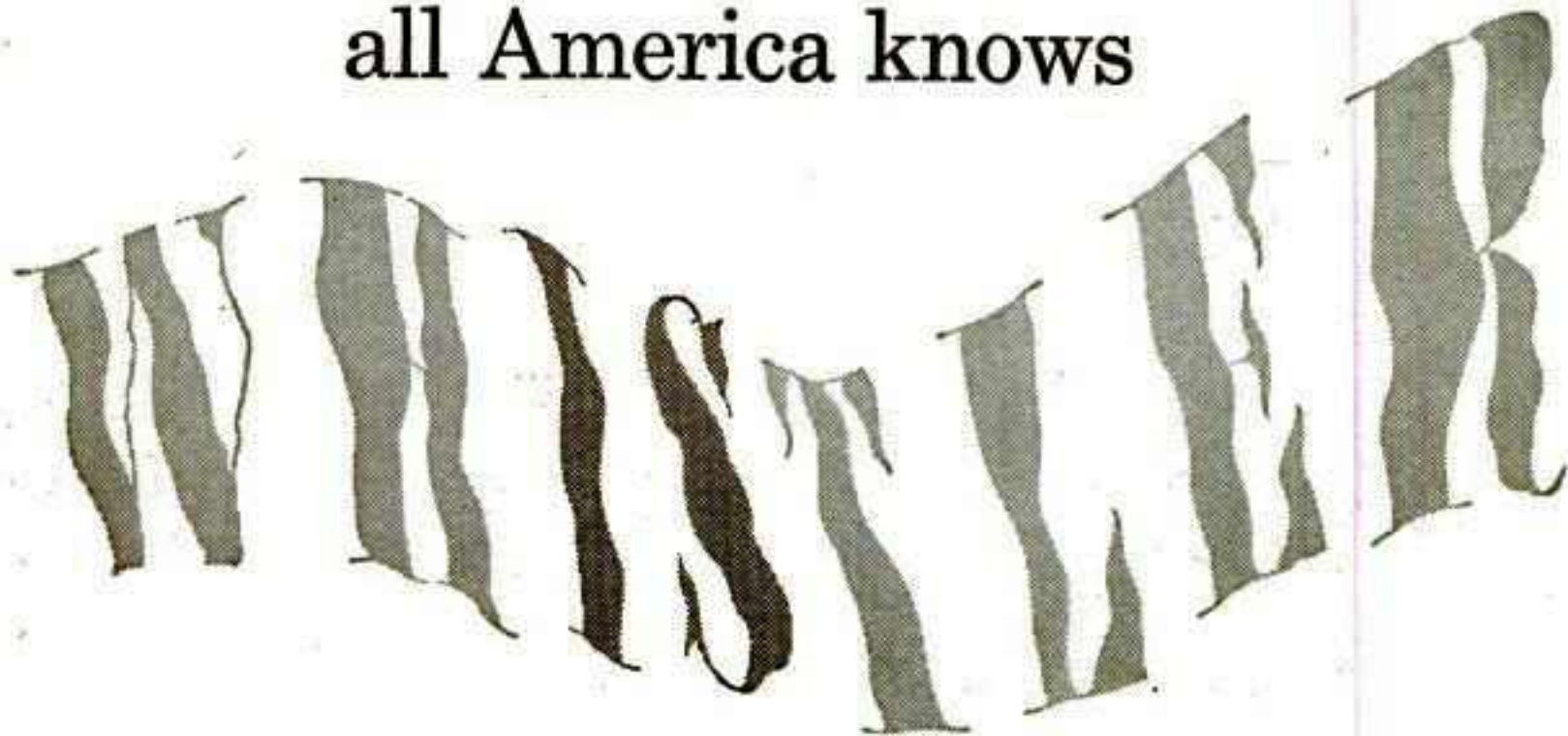
By coupling a film show with meticulously produced commercials we got a generally higher quality show than we could have produced locally. Our commercials attracted attention because of their vitality and seasonal timeliness. And—thank goodness for this—we usually avoided the standard sequence that opens with a shot of the announcer, cuts to the product, and comes back to the announcer.

I'm afraid we developed a tremendous attachment to "Dangerous Assignment" during the time we used it. The attachment was justified both by Hooper Ratings and Conlan Surveys, which showed it to be a top show in its time segment during the entire period it ran. That period included an original showing plus two reruns, incidentally.

The pay-off, of course, came in increased sales. During the "Dangerous Assignment" period, sales of Cabell's ice cream, for instance, increased approximately 20 per cent. A survey conducted in June by the Dallas Morning News to establish brand preference in Dallas showed Cabell's to be the most popular ice cream, with 30.4 per cent of the buyer preference—equal to that of the next four brands combined.

In one case, however, directly traceable results were available. When Cabell's home delivery service was introduced in Dallas, a telephone operator was kept on duty all evening. The audience was urged to call immediately after the show to start home delivery. The operator on duty took 385 calls during the first two weeks, calls resulting from commercials on two episodes of "Dangerous Assignment."

all America knows



For over ten years the tales of The Whistler have thrilled millions as a top-rated radio series... and in four hit movies. His haunting whistle has become a nation-wide symbol of the best in mystery entertainment.

Now The Whistler returns in a syndicated film series, ready to thrill new audiences and build bigger ratings on television.

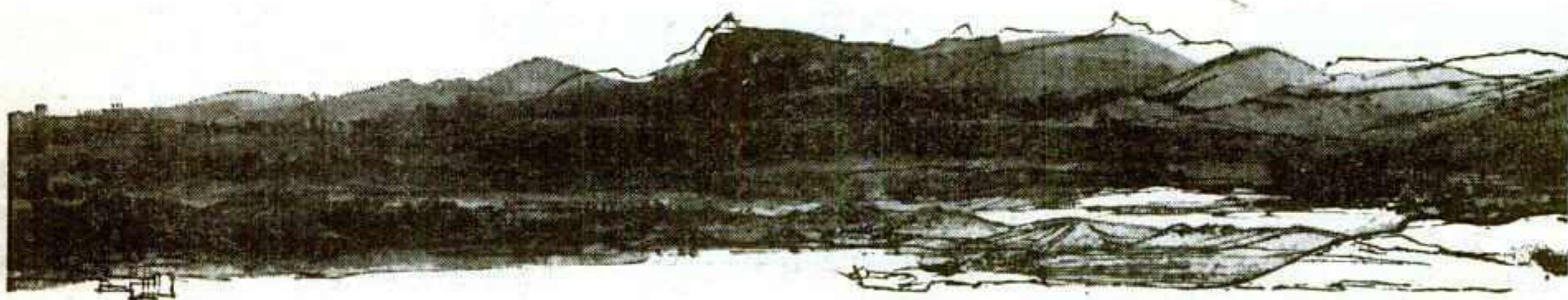
Here are 26 exciting half-hour dramas of suspense... suited to the eyes and ears of the whole family... starring big-name Hollywood personalities... written and produced by men who know the art of film-making.

The Whistler's appeal to advertisers is so great that, even before production was completed, Lipton's Tea and Signal Oil signed for regional sponsorship.

See The Whistler while markets of your choice are still available. Ask for a screening and learn about the creative merchandising which goes with this compelling new series.

## CBS Television Film Sales

with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta, Boston and Memphis. Distributor in Canada: S. W. Caldwell Ltd.



THE BILLBOARD SCOREBOARD

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

Continued from page 12

Table with columns: Sept. ARB Rating, Previous Month's Rating, Title, Time and Distributor, Station-Day-Time, Sets in Use. Includes entries for 'Half Hour Theater-Drama-Sterling TV' and 'Captain Midnight-Adv.-Wander Co.'

ATLANTA 3 STATIONS

Table for Atlanta stations: Sign-On to 7 p.m.-Monday Thru Friday. Includes 'Ramar of the Jungle-Adv.-TPA' and 'Little Theater-Drama-Tee Vee Co.'

Table for Atlanta stations: Sign-On to 7 p.m.-Saturday and Sunday. Includes 'Kit Carson-West-Coca-Cola Co.' and 'Wild Bill Hickok-West-Flamingo Films'.

Table for Atlanta stations: 7 p.m. to Sign-Off-Monday Thru Sunday. Includes 'Superman-Adv.-Flamingo Films' and 'Racket Squad-Mys-ABC Film'.

BOSTON 2 STATIONS

Table for Boston stations: Sign-On to 7 p.m.-Monday Thru Friday. Includes 'Superman-Adv.-Flamingo Films' and 'Badge 714-Mys-NBC Film'.

Unity Enters Program Syndication Field With 'Europe,' '3 Guesses'

NEW YORK, Oct. 30 - Unity Television has taken its first step into the field of program syndication with the acquisition of 20 re-run properties from 20th Century-Fox.

The sale of the shows by 20th Fox is in line with that company's withdrawal from the TV film business, in which it had been engaged on a small scale.

Federal Sues Loveton, Wife

HOLLYWOOD, Oct. 30.-Federal Telefilms, Inc., this week brought suit against John W. Loveton and Virginia A. Loveton, organizers of Advertisers' Television Program Service, Inc., in a dispute over re-run payments on the "Mr. and Mrs. North" television series.

In some markets, such as Los Angeles where "TTI" is running the 57 pix, the difference in payment to Federal amounts to \$7,000 or \$8,000, according to attorney Law Goldman.

Flamingo Eyes 'Hwd. Preview'

NEW YORK, Oct. 30.-Flamingo Films was reported to be on the verge of picking up another show titled "Hollywood Preview." The format consists of clips from motion pictures currently in release plus a celebrity interview stint.

Produced by Bruce Balaban, the property has been running with live interviews on WOR-TV here for the past couple of months.

1st of Mason Pix For 'Toast' Shot

HOLLYWOOD, Oct. 30.-First of the 15-minute pictures to be produced by James Mason's Portland Productions will appear on the Ed Sullivan show December 19.

A total of either 13 or 26 episodes is planned, the shooting on the others will not begin until re-action on the first is in. Each show will depict Biblical or historical incident as seen thru the eyes of a child.

Weiss Signs Reps In Mpls., Wichita

HOLLYWOOD, Oct. 30.-Promotional Telefilms, Minneapolis, and Mobile Ads, Inc., Wichita, Kan., have been signed as Midwest representatives by Louis Weiss & Company, Hollywood production and distribution firm.

Acquisition of an additional 13 "Jim and Judy in Teeland" segments to add to the existing 39 was announced by Weiss this week.

HOLLYWOOD, Oct. 30.-The first annual American Cinema Editors' Award for the best edited telefilm went to Robert M. Leeds and Lynn Harrison this week for their work on "Dragnet." In the theatrical field, the award was presented to Gene Milford, who edited "On the Waterfront."

Unity, headed by Arche Mayers, has thus far limited its TV activities to feature film distribution. Mayers announced several months ago that Unity was planning to go into program syndication, but no definite steps were taken until now.

The 26 "Crusade in Europe" episodes were initially aired first run on a 72-station ABC-TV hook-up. They had been seen in some markets in second run. "Three Guesses," a 15-minute quiz show designed for home viewers to act as contestants, has been sold only

in first run in approximately 15 markets. There are 26 episodes in each series.

Maytag Plans Whirl on Web

NEW YORK, Oct. 30.-Maytag will move into the network sweepstakes about January 1 when it purchases half of the Saturday night 8:30-9 p.m. time slot from Toni on NBC-TV.

Maytag is now driving to regain its supremacy in the washing machine industry which it has lost to Whirlpool. The latter company is also said to be considering sponsorship of a network video stanza.

Table with columns: Sept. ARB Rating, Previous Month's Rating, Title, Time and Distributor, Station-Day-Time, Sets in Use. Includes 'Royal Playhouse-Drama-UTP' and 'Your TV Theater-Drama-Ziv TV'.

Sign-On to 7 p.m.-Saturday and Sunday

Table for Sign-On to 7 p.m.-Saturday and Sunday. Includes 'Liberace-Music-Guild Films' and 'Annie Oakley-West-CBS Film'.

7 p.m. to Sign-Off-Monday Thru Sunday

Table for 7 p.m. to Sign-Off-Monday Thru Sunday. Includes 'Range Rider-West-CBS Film' and 'Boston Blackie-Mys-Ziv TV'.

THE BILLBOARD SCOREBOARD

TV Film Series in Production Since September 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Name & Type of Show, Running Time, No. Planned, No. Comp., How Selling. Includes 'Bruce Chapman Company-Dist. by Bruce Chapman Company' and 'The Answer Man (Variety)'.

## Cap to Stress Hi-Fi, Pkges. In Nov. Drive

HOLLYWOOD, Oct. 30.—Capitol Records will launch its November merchandising plans with heavy emphasis on its high-fidelity and package merchandise products.

A high point of the firm's campaign is the introduction of a 12-inch de luxe \$29.75 album package titled "Full Dimensional Sound Showcase," consisting of five of Capitol's most outstanding high-fidelity classical records. Included in the de luxe package are "Carnival of the Animals" and "Diversissement" by the Concert Arts Orchestra; Hindemith's "Sextette for Piano and Wind Instruments" by the Fine Arts Players; "Billy the Kid" by the Ballet Theatre Orchestra; Villa-Lobos' "Nonetto" and "Quator" by the Roger Wagner Chorale and Beethoven's "Pastorale" by the Pittsburgh Symphony Orchestra, William Steinberg conducting.

## RCA Push Big For Christmas

NEW YORK, Oct. 30.—RCA Victor is readying the most extensive pre-Christmas campaign in the firm's history to push its radio, phono and TV lines this year, with 21 national magazines and several network TV and radio shows included in the heavy schedule.

Dealers will be supplied with special pre-Christmas display material and new ad mats for the push, since saturation-type distributor-dealer co-op ads in newspapers, TV and radio will play an important part in the campaign.

A five-page "gatefold" insert in the November 27 issue of the Saturday Evening Post and RCA's sponsorship of the NBC-TV color "Spectaculars" and the Sid Caesar

*(Continued on page 26)*

## Merc Coast Move Increases Waxing Output About 50%

HOLLYWOOD, Oct. 30.—Mercury Records has increased its production capacity approximately 50 per cent with the move to new and larger quarters of National Record Pressing Corporation, firm's pressing factory here, headed by Hank Fine.

Plant now has a total of 17 presses, with a good number of these operating on automatic injection mold. Only other plant in this area with injection pressing equipment is that of Columbia Records.

Fine disclosed the plant is pressing 78 and 45 r.p.m. records by injection mold. Firm has closed its previous headquarters and will move its hydraulic presses into their new quarters.

## NEW RETAILER GROUP

### Michigan Dealers Organize To Solve Mutual Problems

LANCING, Mich., Oct. 30.—In a move to combat the spread of rack-jobbing and other industry changes affecting retailers a group of record dealers here has spearheaded the organization of a State-wide Michigan Record Dealers' Association. More than 80 of the State's largest record dealers met here last week to form the association and discuss mutual problems.

The dealers showed up in response to a letter from the original Lansing dealer group (headed by Paul Andre of Andre's Record

## TUNE TO BOOST TB SEAL DRIVE

NEW YORK, Oct. 30.—Decca Records has made a three-way tie-up with Chappell Music and the National Tuberculosis Association on Kitty Kallen's new record, "The Spirit of Christmas." The tune, written by Matt Dennis and Tom Adair, is the official theme song of the Association's 1954 Christmas Seal drive. Next week Decca is sending out 2,000 special deejay copies of the disks (featuring the 1954 seal on the label) along with special tapes by Miss Kallen plugging the drive. Chappell Music is showcasing the new Christmas Seals on the sheet music, and both the publishing outfit and Decca are putting a strong promotional push behind the platter. The Kitty Kallen disk is backed by another Christmas ditty, "Baby Brother."

## London's Talks May Lead to Sessions in U. S.

NEW YORK, Oct. 30.—Current talks between London Records and the managements of two American symphony orchestras may lead to a resumption of major orchestral recordings in this country by the diskery. Several years ago London cut a few LP's with the Cincinnati Orchestra, but since then has relied exclusively on European groups for its efforts in the field.

London is known to have engaged in discussions with the Cleveland Symphony and its conductor George Szell, and the Symphony of the Air, the latter made up of the personnel of the former NBC Orchestra. The Cleveland has most recently been featured on the Columbia label, while the NBC was an exclusive RCA Victor property for 17 years.

Talks with the Symphony of the Air now center on guarantees for

*(Continued on page 26)*

## Gabor Charges Plot In Anti-Trust Suit

NEW YORK, Oct. 30.—The Don Gabor diskeries, Remington and Plymouth Records, this week filed a \$1,500,000 anti-trust suit against Harry Fox, publisher's agent, the Radio Corporation of America and Columbia Records, Inc. The complaint charges the defendants with a conspiracy to drive the Gabor firms from the pop music business.

Basis of the suit is the Gabor allegation that the firm was charged discriminatory rates for mechanical royalties on pop songs. Fox's office issues mechanical li-

censes to record manufacturers for copyrights owned by publishers whom Fox represents.

Gabor claims the purpose of the alleged conspiracy was to eliminate his "low-price competition." Remington and Plymouth disks sell at substantially lower lists than Victor or Columbia. In part, the Gabor complaint states:

"Confederate, Conspire"  
"Defendants have been and are continuing to confederate and conspire together for the purpose of preventing plaintiffs from carrying on the business of manufacturing

*(Continued on page 26)*

## R&B Music Success Sends Major Diskers Back to Field

### Cap, RCA, Col, Decca Plan New Activity, as Pop Market Is Invaded

NEW YORK, Oct. 30.—After a long period of experimentation, the large diskeries have jumped back actively into the r.&b. field. The success of this type of music over recent months and the way r.&b. sides have racked up sales in pop markets have spurred the major firms to action.

Capitol Records, for instance, is now turning out r.&b. wax on a regular schedule after giving up the idiom a few years ago. Columbia Records, after a long period of hiatus, is also issuing r.&b. sides. And it was learned this week that RCA Victor brass, at their semi-annual sales meeting, laid plans for Victor to take back the Groove label on January 1 and allow "X" Records, which had been running Groove, to issue r.&b. sides on its own.

Decca has been more active in the r.&b. field of late, and it is understood that the label has been considering hiring another a.&r. staffer to handle r.&b. wax. Coral

Records has been in the market for what it considers potentially good selling r.&b. masters. M-G-M Records is now turning out r.&b. sides made under the direction of Jimmy Vineau.

#### Mercury R&B

Mercury is becoming stronger in r.&b. since Bob Shad returned from Decca six months ago. And Okeh Records, the Columbia subsidiary label, turns out r.&b. sides every other week.

The renewed interest in r.&b. has hit more firms than just the majors. Latin-American firms have found out that they are almost automatically in the r.&b. field with their mambo releases. Some, like Tico, have started their own r.&b. labels. Others just aim for the r.&b. trade.

The reason for the upsurge of activity on the part of the majors in regards to r.&b. wax is three-fold. Most important is the increase in sales of r.&b. wax among teen-agers. Another is the continuing need of distributors in South-

ern markets for r.&b. merchandise. Also important is the feeling among major diskeries that they should be represented in all fields and not surrender all r.&b. sales to the powerful independent labels.

#### RCA, Columbia

Various other events have changed the major's thinking about the merchandising of r.&b. wax. About a year or so ago, both Columbia and RCA Victor made drastic changes in the way they sold r.&b. wax. Columbia turned its Okeh label, which specialized in r.&b., over to Epic, its subsidiary pop and classical label.

RCA Victor turned its Groove label over to its subsidiary, label "X." This left both Columbia and RCA Victor without r.&b. records on the parent label. Now Columbia is putting out wax on its own label again, and Victor is taking back the Groove label. Capitol stopped making r.&b. sides in 1948, but is solidly back in the market again.

The large record companies have paid attention to the pull of

*(Continued on page 26)*

## ASCAP Has Annual Membership Meet

### Royalty Exemption by Jukes Discussed; Income, Operation, Distribution Reported

By PAUL ACKERMAN

NEW YORK, Oct. 30.—American Society of Composers, Authors and Publishers held its annual membership meeting at the Waldorf yesterday (29), with the members hearing reports by President Stanley Adams, Treasurer Sol Bourne and Bernard Goodwin, the latter representing the executive committee. Income, cost of operation, the distribution system and status of the Society's attempt to remove the royalty exemption cur-

rently enjoyed by the juke box industry, were among matters discussed.

Adams struck an optimistic note. He pointed out that the Society's path had often been arduous, but currently, he said, ASCAP was approaching its problems with much intelligence. He stressed the necessity of maintaining member rela-

*(Continued on page 26)*

## V-M METHOD

### Uses House Trailer to Sell Phonos

BENTON HARBOR, Mich., Oct. 30.—The V-M Corporation, manufacturer of phonographs and tape recorders, is using a new and unique method of selling phonograph equipment house-to-house by means of a specially designed house trailer.

Credit for the idea is given to the New York representative of V-M, Leonard D. Allen, who purchased the silver house trailer and had it outfitted and designed for a product display interior. It has a series of sturdy, attractive plywood shelves, as well as a comfortable "order-taking" corner for relaxation by the customers and salesman.

Allen reports that the firm's distributors are much in favor of this method of bringing merchandise from door to door. Once inside the trailer, selling is the order of the moment, with no telephones, clerks or other customers to interrupt. Handily available with the products are literature, order blanks and sales displays.

A secondary and important function of the trailer is to serve as a display booth at State fairs. V-M has equipped the trailer with a complete public-address sound system. According to Allen, the unit receives considerable attention and traffic in this function.

Inside the trailer the complete V-M line can be set up for display as well as audition operation.

## British Dock Strike Hurts London, Angel

NEW YORK, Oct. 30.—London and Angel Records, both of which import their LP's from England, may soon have to slow down shipments of new disks to the trade if the British dock strike continues. Both admit the situation could soon become serious.

Already Angel has been forced to fly in quantities of its heavily promoted "Norma" album, the Bellini opera featuring soprano Maria Callas. London has not yet found it necessary to fly in LP's, but has stepped up custom pressing of pop singles here.

The only major deliveries by boat since the strike began include records brought over by the Mauretania and the Queen Mary last week. The Mauretania left Southampton just before the strike spread to that port. And the Queen Mary arrived with a pay load only because it had been forced to turn back from New York unloaded earlier due to a short-lived walkout on the New York docks. The records remained in the ship's hold for a third crossing before being unloaded.

There was no sign of an early settlement of the British strike at presstime.

## FREBERG-R.&B. BIZ FEUD ENDS HARMONIOUSLY

HOLLYWOOD, Oct. 30.—Currently dazed, bewildered and perplexed that his rhythm and blues spoofing could have been misinterpreted, Stan Freberg, the satirical Swede, put an end to his jesting of the field here Saturday (23) when he and the Chords of "Sh-Boom" fame, jointly appeared on Peter Potter's CBS-TV "Juke Box Jury" show.

Both Freberg and the Chords kidded the feud with such choice gems as "I can put up with rhythm and blues music except for two things—my ears," and "Drop in at the Oasis, they'll tolerate anybody."

For his next recording, Freberg quipped, "I'll do 'The Best of Nick Kenny' backed by two-part humming of 'The End of a Perfect Day.'"

## M-G-M to Release 6 Albums Nov. 19

NEW YORK, Oct. 30.—M-G-M Records will release six new albums November 19—four one-pocket EP's and two two-pocket EP's.

The one-pocket sets include Fran Warren's first album "The Man That Got Away," the Esther Williams-Ben Gage package "For Sentimental Reasons," "Let's Mambo" by Rene Touzet and his orchestra and a Kay Thompson package. The two-pocket EP's are "When the Saints Go Marching In" with Max Kaminsky and His All Star Dixielanders (also available on 10-inch LP) and another Kay Thompson set (also out on a 12-inch LP).

# Members Send Disk Clubs On \$6-Million-a-Year Spin

Classical Mail Orders Come From 'New Blood'; No Retailer Inroads

• Continued from page 1

music on records thru their subscriptions turn later to retail store purchases to round out their libraries is inknown.

The Musical Masterpiece Society, run by the brothers Sam and David Josefowitz, was originally organized as the Musical Masterwork Society. Columbia Records, however, claimed prior use of the "Masterwork" tag, and the society agreed last year to switch to its present name.

This club today claims a membership of 300,000. By the end of its fiscal year next February it will have shipped some 2,000,000 LP's for the current 12-month period, if the present rate holds.

In addition to its operation in this country, MMS is today functioning in five European countries and Canada. Similar clubs, run directly by the Josefowitz's or in collaboration with European partners, are moving out records to mail subscribers in Western Germany, Switzerland, Holland, France and Belgium. This November an affiliate will be launched in Italy. The company's expansion program calls for a club set-up to hit England in January.

The international character of the MMS operation enables it to thrive on a short profit margin per record, according to Sam Josefowitz. Its 10-inch LP's, containing up to 40 minutes of music per record, sell here for \$1.50 each to subscribers, plus a 25-cent handling charge per disk. Abroad they sell at 20 to 40 per cent below prevailing prices for top-line labels.

#### Also to Retail

The same masters are used for clubs in all countries, with the processing costs thus amortized over a broad base. In a few of the foreign countries where the club operates, the identical recordings are also sold in retail establishments, with no apparent conflict in interests, Josefowitz asserts.

Altho there are no immediate plans to duplicate their dual merchandising policy in the United States, MMS is known to be studying the prospect.

Most of MMS' recording, as is the case with the other clubs, is done abroad. But the former has done some of its recording here and has occasionally purchased masters from other firms which earlier had been marketed thru dealers. No artists are signed to exclusive contracts.

Promotion of all three clubs is pegged entirely to heavy display advertising and exploitation of mail-order lists. In each case an initial disk is given away to prospects at practically no cost to entice signatures.

#### Ad Budgets

Budgets for display advertising are large and are subject to almost weekly revision. Thru the use of the most modern business machines running checks are taken on ad response, daily in the case of MMS. All ads are keyed and management knows at any time just how effective is its use of any particular magazine or newspaper.

Use of top circulation media is now almost standard for ad solici-

## Arnold Heads Folk Troupe in 10-Day Jaunt Thru South

NEW ORLEANS, Oct. 30.—Eddy Arnold kicked off a 10-day tour here Wednesday when he moved into City Auditorium for a two-day engagement, heading up a country and western contingent including Minnie Pearl, Hank Garland, Roy Wiggins, the Jordanaires, and Robert Powers and Dona Dempsey. The unit played the high school at Baton Rouge, La., Friday (29).

The Arnold tour was arranged (Continued on page 24)

tation. This is now possible because of the heightened public awareness and interest in good music and high fidelity, state club execs.

Just how much it costs to nab a new subscriber, tho, is a closely held trade secret. Club chiefs have this down to the last penny, of course, but they are not saying. All that prolonged questioning can elicit is the generalization that the costs are comparable to those paid by the book clubs. This, it is said, is "several dollars" per member, with the hint conveyed that it is nearer \$7 than \$3.

#### High Investment

In any case, this is a business not lightly engaged in by the casual entrepreneur. The initial investment, before any return can be realized, is very high. There is no likelihood that many will rush to enter the field, as happened in the record business with the development of LP.

Another trade secret held close to the respective club vests is the

number of selections an average club member will purchase during the year. But juggling of the MMS figures (300,000 members, 2,000,000 LP's) indicates an average sale of almost seven records per member per year.

Contrasted with book club procedure no member of any record club is required to accept any minimum number of disks a year. In the book business the practice arose to sidestep fair trade provisions, since club books are most often sold below established minimum prices. But record club members are dropped if they refuse club selections several months running.

Music Treasures disks, all 12-inches, sell to members for \$2.98, plus tax and handling; one new title a month is offered. The BOMC LP's, also 12-inches, list at \$3.60 each. Again one new title a month is made available. MMS, the hoary old-timer in this new business, already has a catalog of almost 100 disks and is adding new ones at the rate of five monthly.

## BMI, SPA in Fight Vs. Off-Color Disks

NEW YORK, Oct. 30.—Current moves by record manufacturers and radio stations voluntarily to suppress off-color disks were abetted this week by steps taken by Broadcast Music, Inc., and the Songwriters' Protective Association.

BMI, which licenses most rhythm and blues material for public performance, has tightened up its inspection of new material. And SPA this week passed a resolution urging the industry to regulate itself and offering its co-operation to others in the business to accomplish this purpose.

Carl Haverlin, president of BMI, stressed that the licensing agency has no intention of imposing any formal censorship on song material. Radio stations and other users of music are the ones to insure that public programing follows the dictates of good taste, he said, and most do screen new material carefully before performance.

But BMI has as part of its regular routine always screened new ditties. Where the lyrics were found objectionable clearance has been withheld and the publishers so informed. One of the difficulties experienced in this screening process is the difference between the appearance of lyrics on paper and the double-entendre interpretation that may be handed them in performance.

Some off-color material has slipped thru because of this problem, it was said. Others get thru (Continued on page 24)

## Blasts Critic Of Hi-Fi-Audio Show Control

CHICAGO, Oct. 30.—S. I. Neiman, president of the International Sight and Sound Exposition, sponsors of the high-fidelity show in Chicago, issued a statement this week aimed at an unnamed organization attempting to squelch control of high-fidelity shows by special interest groups.

Neiman's statement set forth his organization had received many requests for material used by ISSE in order to help new groups plan shows, and that in many instances manufacturers having personal interests, distribution or manpower problems have proposed setting up show corporations in order to control or regulate the show.

Neiman added, "Certainly we are sympathetic to the problems of all manufacturers who wish to participate in hi-fi shows, and the interests of the majority will always govern the type, time and nature of the show. For all practical purposes, the industry exercises the most effective control of our show.

"Persons flirting with the idea of restricting or controlling hi-fi-audio shows would do well to consider that in order to grow, hi-fi must capitalize on public interest.

## NEW HIGH IN PAYOLA

### Extortion Plot Puts Disk Trade in Lather

CHICAGO, Oct. 30.—A wave of letters to Chicago area disk jockeys, as well as the rest of the nation, has precipitated one of the hottest outbursts of protest ever to hit the record industry. The letters, mailed by an organization calling itself DJL (disk jockeys and librarians) is attempting to unite deejays and librarians to give special attention and added spins to any record label bearing the DJL insignia. These labels bearing the insignia indicate that the record company has agreed to divide anywhere up to 75 per cent of their profits with the DJL members.

Law enforcement agencies, including the Federal Bureau of Investigation, are aware of the organization and its activities. However, as far as is known now,

## WBS Delivers Free Christmas Pkg. to Stations

NEW YORK, Oct. 30.—The World Broadcasting System this week delivered its annual Christmas present to station subscribers in the form of a free package of special transcribed holiday material, featuring a variety of seasonal musical lead-ins and jingles, along with several special dramatic segs with yule themes.

The jingles, recorded by the Jesters Trio, include a series of "30 Shopping Days 'Til Christmas" (Continued on page 24)

## Cap EP Single Features Four Pops by Cole

HOLLYWOOD, Oct. 30.—Capitol Records will debut a new extended play series this week, with the release of a Nat (King) Cole single of four currently popular tunes. What makes the series unusual, is that the songs have not been previously recorded by Cole, and with the exception of "If I Give My Heart to You," have not been issued as singles. Package is believed to be the first of its kind in the disk business by a major artist.

Songs included in the Cole EP are the aforementioned "Heart" and "Hold My Hand," "Papa Loves Mambo" and "Teach Me Tonight," all of which are currently listed on The Billboard's Honor Roll of Hits.

Release of the series under no circumstances constitutes coverage of the pop tunes in the trade vernacular, according to Capitol execs. Cap's merchandising of the new set is predicated to meet the growing demand for popular EP recordings.

Capitol's new series deviates from the accepted normal pattern in the trade of releasing pop singles on upcoming hit tunes, and later culling package merchandise from these singles.

Future series by other top Capitol artists are in the works, and will be timed for release to coincide with the pop tune and EP market demand.

## Col'bia to Give Free Needles

NEW YORK, Oct. 30.—Columbia Records is offering all dealers a free diamond-sapphire combination needle with every package of four Columbia needles purchased during November as a national promotion campaign on the diskery's needle line. The special package, Columbia Diamond Needle Selection "X," contains four of the most popular type of needles being used today. The free needle usually retails for \$31 and fits the (Continued on page 26)

## Label X, WLW Hold Initial Disk Session

CINCINNATI, Oct. 30.—The first recording sessions under the terms of the recently signed Crosley Broadcasting-RCA "X" label contract was held here Tuesday (26) when WLW artists, Billy and Phyllis Holmes, of "Midwestern Hayride," completed four sides at the Crosley Square studios.

Other country and western talent who will record on the "X" label are Zeke and Red Turner, Kenny Price, Rockin' Rudy Hansen and the Geer Sisters. The sessions will continue until 20 sides have been recorded.

Eddie Kissack, assitant to Jimmy Hilliard, general manager of the RCA "X" label division, and H. S. (Bert) Somson, executive vice-president of WLW Promotions division, supervised the cutting.

Other Crosley talent in the rhythm and blues field will record later under the "X" label, it was announced. Eventually, four records per month highlighting Crosley talent will be distributed on a national basis.

The release of the records cut this week will be preceded by a large-scale promotion and publicity campaign under the joint direction of the two firms, officials of Crosley and the "X" label firm said.

## Goody to Fight Fair Trade Disk Ruling

NEW YORK, Oct. 30.—Sam Goody, local record discounter, this week reiterated his intention to challenge any move to impose fair trade pricing on records, despite the refusal of the Supreme Court to review his appeal, plus three others, seeking to declare State fair trade statutes unconstitutional.

Altho no major label is currently (Continued on page 24)

## Lor, La Rosa To Hit Majors

NEW YORK, Oct. 30.—Two of the most important indie label artists—Denise Lor and Julius La Rosa—are making plans to move to the majors. In the canary's case, the deal is already set, with Mercury Records inking her to a contract this week.

La Rosa's deal is still in the negotiation stage, but at this writing it seemed fairly certain that he would go with Coral Records.

Denise Lor made her first big hit on Major, while La Rosa, of course, clicked with Cadence. If La Rosa goes with Coral, it will put him on the same label with the McGuire Sisters. However, Coral execs say they have no plans to couple them on the same disks.

## THIS IS UNHEARD OF

### Indie Cover Tunes Hit, While Majors' Fade

NEW YORK, Oct. 30.—Somewhat to their own amazement, three indie labels this month spearheaded a trend which contradicts all the accepted rules in the major and minor record leagues. In each case the indies covered a tune already recorded by one of the majors, and the cover emerged a hit while the original faded from sight.

The majors have often picked up a tune originally recorded by a small label and made a hit out of it. However, the new trend is practically unheard of, since it's taken for granted that if a major can't put a song over, an indie doesn't stand a chance.

This month, tho, the old song

plugger's tale was proved false by Cadence with the Chordettes' "Mr. Sandman" (first recorded for Victor by Vaughn Monroe as the flip on "They Were Doing the Mambo"), by Abbott with the De Castro Sisters' "Teach Me Tonight" (released a couple of months ago by Janet Brace on Decca) and, most recently, by Crown with Don, Dick and Jimmy's waxing of "That's What I Like," from the Dean Martin-Jerry Lewis movie "Living It Up."

The Crown case is particularly unusual, in that Dean Martin's Capitol record on the tune was not only out first, but it received considerable extra promotion because of the movie angle.

**AN OVERNIGHT SENSATION!**

**NOW SHIPPING TO  
ALL TERRITORIES**

**DECCA'S *Newest* HIT!**

# mr. sandman

recorded by

*The*

# FOUR ACES



b/w

(I'll Be With You)

# in apple blossom time

Decca 29344 • 9-29344



## VOX JOX

By CHARLOTTE SUMMERS

**BUREAU OF . . . .** This week we received two letters from radio listeners asking us to help locate their favorite jockey. Because we feel that this is not only a fine tribute to both these men, but to all jockeys spinning records today, we would like to print both these letters in their entirety. The first from Mrs. J. W., Elyria, O., reads: "I enjoy reading The Billboard and believe its the very best place to learn what's new and good in the music world. Your Vox Jox is especially of interest, because it's a good way to learn if a favorite record program is changing to a new station or city. All disk jockeys are good and do so much to help listeners not only with music but in many other ways. I believe they deserve lots of good wishes and credit from us listeners. They work very hard to please everyone's taste in music. I wonder if you could print in The Billboard any information about my favorite deejay. His name is Jim Hubert, and he recently resigned from WTVN, Columbus, O. I would appreciate knowing if he is still on the air. I have always especially liked the type of music he plays and the program he does. Sincere thanks."

Mrs. Marvin H. Cook, 327 McKay Ave., San Antonio, writes, "I have been reading your column in The Billboard, Vox Jox. I enjoy it very much. I notice you write of the different disk jockeys; so I wondered if perhaps you could help us locate a favorite jockey of ours. He left KONO, San Antonio, and his name is Gene O'Bannon. He was a great favorite of ours here in San Antonio and was well liked by all of us. He left on August 23 and some people at the station say he went to Chicago. He had a show here called 'For Members Only,' and when he left he had a very large number of members. We miss him a lot and would like to know where he is. We were all his friends and would therefore appreciate your helping us locate him. We will be watching for his name if you can help us. Thanks a lot from all of us down in Sunny San Antonio."

**R&B COMMENTS:** Herb Knotts, WHNY, McComb, Miss., objects to the off-color lyrics of some of the r.&b. records. "Like so many" (Continued on page 46)

## DEALER DOINGS

By JUNE BUNDY

**JUST BROWSING:** Shirley James, the Alexander Music House, Spartanburg, S. C., writes, "Nothing takes the place of a helpful attitude. Even tho one may not have exactly what the customer asks for, if one has a helpful attitude in obtaining the item or selecting a substitute, the customer appreciates it and will come again." . . . "Introducing self-service in your stores causes more sales volume," according to the Hanger Brothers, Lincoln, Ill., who say, "It has proved so for us." . . . The Chiarelli Brothers, Reading, Pa., is also in favor of self-service. The company recently put its operation on a self-service basis, with customers selecting their own records, via four record players on the floor, and paying for them at a checkout counter, similar to those used in supermarkets. The Chiarelli store has sold more than 200 "Bing" albums as the result of a four-hour and 15-minute airing of 89 selections from the LP over local Station WHUM.

**TRAFFIC MOVER:** Jerry Ritter, Port Huron, Mich., has more than doubled his business by "displaying 45 albums and LP's on slanting walls from floor to ceiling, thus showcasing the album covers. With our large windows and spotlights on these walls, our store is something to see after closing hours. Putting EP's and LP's in boxes or turntables doesn't move enough records. When our new store here is finished, it will be half a block long, with both interior walls nothing but LP's on one side and EP's on the other." . . . Fred C. Banks, Fred's Record Shop, Clarksdale, Miss., has been offering customers one free record with the purchase of every 10 disks for the last three months. Banks tried offering a \$1 needle premium at first, but says the free record gimmick is a bigger draw."

**FRIENDSHIP:** Charles F. Oden, Peat's Melody Shop, Myrtle Point, Ore., writes, "I am one of those small dealers in a small town who is just getting started in this interesting business. In fact, so small that distributors seldom visit me, and I have to get some of the major labels from a one-stop. My only salesman is The Billboard, and without it I wouldn't know what to order. As for advertising I run an ad in the high school paper, and of course I use the 'top tunes.' I think the best way to sell records is to make your customers feel at home and get to know them—find out who their favorite artist is, the type of music they like best, etc. This might not work in a large town, but here in Myrtle Point I don't think it can be beat." (Continued on page 44)

## JUKE BOX WRAP-UP

The Chicago association of music machine operators is currently debating the advisability of buying time on local disk jockey shows in order to increase use of juke boxes and as part of the organization's public relations campaign. On Thursday (4), directors of the association will meet for further discussion and a possible decision on the move.

An editorial suggests that the juke box industry make use of an independent research organization's facilities and know-how to pre-test the use of commercials on juke boxes. An independent outfit, points up the editorial would survey the situation in a disinterested manner with an eye only for factual results.

A Minnesota juke box operator's six-year old promotional plan is really paying off these days. The operator selects a record of the month on his machines and promotes it at locations via display cards. Now the local disk jockeys, retail dealers and record buyers are completely convinced that it is the record of the month. The air plugs, in-store displays and newspaper ad space all mean better takes on the juke boxes.

For full details on these stories see the Music Machine department beginning on page 78.

## NEWS REVIEW

### Col. Album A Tribute To South

By BOB ROLONTZ

"The Confederacy" is one of Columbia's most ambitious and unusual projects to date. It is a musical-literary-pictorial record of the feelings of the Southern soldier during the Civil War, with a 12-inch record of the music and 32 pages of pictures and text.

It is a beautifully produced package with an essay by historian Clifford Dowdey, "The Confederate Legend"; another by historian Bruce Catton, "Lee at Appomattox," and an introduction by Columbia exec Goddard Lieberson, who produced the set with loving care. It also includes a history of the songs in "The Confederacy" by Richard Bales who composed the work.

**BALES: THE CONFEDERACY (1-12)** — Florence Kopleff, Soprano; Thomas Pyle, Baritone; Cantata Choir, Lutheran Church of the Reformation; National Gallery Orchestra, Richard Bales, Cond. Columbia SL 220.

The composition contains the songs that were marched to and sung by "Johnny Reb." They include "General Lee's Grand March," "All Quiet Along the Potomac Tonight," "Lorena," "Bonnie Blue Flag," "Yellow Rose of Texas," "Somebody's Darling," "The Conquered Banner" and "Dixie." These are performed poignantly by the soloists and choir of the Church of the Reformation in Washington, under Richard Bales' direction. The stirring "Dixie" finale will thrill even those born above the Mason-Dixon line, as will the reading of General Lee's "Farewell Order" by the Rev. E. J. Lee.

#### Captures Feeling

The attempt here to recapture the emotional attitudes of the Confederate soldier and citizen toward the War Between the States and towards the Confederate cause, via this musical and picture-text presentation, is fairly successful. This is more due to the literary aspects of the set than the musical, mainly because the songs reveal more the homesickness and longings of soldiers in any war than specific attitudes of the Confederate soldier. The high price of this set (\$10) will limit its appeal to the strict musical record purchaser, but it should become a strong gift item during the holidays in Southern markets. And it should also rack up sales among history students and with schools and colleges. It is a fine addition to the social-historical side of the record catalog.

### Eddy Arnold

• Continued from page 22

by Col. Tom Parker, of Jamboree Attractions, Madison, Tenn., who is traveling with the unit. Oscar Davis, veteran c.&w. booker and promoter, is handling advertising and promotion. Tom Diskin is accompanying the unit as auditor in charge of the box office.

Today the troupe is at Jackson, Miss., where Eddie Hill joins. Unit has Sunday (31) in Memphis. Company returns to Nashville for Monday and Tuesday, and hits the road again Wednesday (3) in Rome, Ga. On Thursday (4), the Arnold contingent does a special show for Purina in Gainesville, Ga., moving to Marietta, Ga., for a night show for the local Elks' crippled children's fund. November 5 finds the unit at the YMCA, Lexington, N. C.

Next Saturday (6) outfit plays another Purina show at Wilson, N. C., and that night travels to the Wells Theater, Norfolk, for three performances in a promotion arranged by Sheriff Tex Davis, c.&w. jockey at WCMS. Next Sunday (7) show is at the Mosque, Richmond, Va., for Bill Bailey.

Sam Isgro and Brad Mature, RCA Victor district reps, will spend several days with the unit en tour.

## Plot Puts Trade in Lather

• Continued from page 22

move to become members of the group.

The letters have prompted several leading Chicago disk jockeys to take drastic action, among them Howard Miller and Stan Dale. Miller announced, "This is the most flagrant disregard of decency and management that has ever been born in the field of music. I assure the perpetrators of this fraud that I personally accepted the challenge in Chicago to contact every station manager to be on the alert and watch the programming of his disk jockeys."

Stan Dale, a recipient of the letter and a disk jockey on Station WJJD, said, "This is the closest thing to a Communistic grab I've seen. This outfit is trying to domi-

### BMI and SPA

• Continued from page 22

occasionally due to the common industry practice of recording material before it has been submitted to BMI for formal clearance.

BMI has now added new persons to its "screening board," including a young lady who might place a different interpretation on suggestive lyrics than her male confreres.

Haverlin lauded the careful scrutiny now being given disks by many radio stations. This is where self censorship properly belongs, he asserted.

#### SPA Warning

The songwriters' org at its council meeting Tuesday (26) took formal notice of the situation. In a unanimous resolution the SPA execs warned that "any industry which does not regulate itself in matters of this nature must face the possibility of outside censorship." Noting SPA's "traditional opposition to public or private censorship," the resolution nevertheless declared "that all segments of the music industry owe an obligation and a duty to the public to discourage the publication and public performance of obscene material."

The document stated that "SPA believes it to be in the best interests of the music industry voluntarily to curb the publication, recording and public performance of material offensive to the public taste." To this end it "welcomes the opportunity to co-operate with others in the music industry," the resolution concluded.

### Goody to Fight

• Continued from page 22

fair traded, Goody said he would purposely ignore any subsequent attempt to set a price floor on disks by continuing to sell at cut rate in his mail-order operation across State lines.

Goody's attorney, Abraham Lowenthal, asserted that this facet of fair trade enforcement had not yet been fully explored by the courts. The Supreme Court's refusal to consider the recent appeals "is not a decision one way or another," he said.

Meanwhile, there are two other cases involving this problem now working their way up thru the courts. Both concern mail-order pricing, with the firms affected located in non-fair trade areas, the District of Columbia and Missouri.

### WBS Delivers

• Continued from page 22

spots (one for every day from November 19 to December 24) and a package of musical lead-ins for various types of local commercials. For kiddie appeal, World has provided 15 jingle lead-ins and seven original carols sung by Santa. Among the non-jingle commercial lead-ins are a set of comedy spots, "Polly Holly, the Christmas Parrot," a season's greeting series in 12 different languages, and a variety of special Christmas and New Year's background music.

In addition to the musical lineup, World is offering a half-hour dramatic series, "His Wonders to Perform," starring Dorothy Lamour, seven three-minute prayer readings by Raymond Massey, and four other special holiday half-hour programs.

nate the record field. I have informed our station management, and it in turn is contacting other area stations to be on the lookout for any signs of compliance with DJL by their jockeys. My main concern is for the demands of my listeners, and any set-up of this type would be against the true principles of disk jockey programming."

Marty Hogan, manager of radio Station WCFL, stated that the DJL letter will work just the reverse. "The DJL insignia will get the kiss of death at this station. Any man spinning a DJL disk will automatically get fired. We won't sit still for this type of pressure for a minute."

Several members of the trade indicated that the part of the letter which states label owners not complying will be marked with an X is an outright attempt to force labels into submission. The X actually means that the deejay should not play records from this label because he will not receive a cut of the profits, and that eventually the label will have to fall in line or lose money.

Disk jockeys here are all against the DJL move. However, several voiced the opinion that many of the deejays in smaller towns might fall for the idea because of the lure of "thousands of dollars." Myron Schultz, of Station WAAF, said, "The record industry doesn't need or want any round-the-corner payola deals."

No one in the Chicago area has been able to find out who the signers of the letter are. One official of the industry asked, "I'm curious to find out how this outfit intends to split the so-called profits. A 75 per cent deal looks big, but when you split it up into thousands of small bits, even if the deal is legitimate the deejay will only get a few dollars. On top of that, even if the deal were legit and the deejay were allowed to play the tunes without getting fired, he'd still lose his job because his audience would drop off to nothing as a result of playing poor records."

Art Talmadge, vice-president of Mercury Records, upon learning of the letter, said, "I have never heard a more fantastic scheme. This should be reported to the government. This is the biggest fraud ever to hit the music industry. There's no sense in worrying about it because a thing like this can never work."

## All-Industry TV Music Comm. Pays 48% to Stations

• Continued from page 2

sage, said the Committee wished to express its appreciation to ASCAP for the ability of its negotiators, as well as for its \$100,000 contribution towards defraying the costs of counsel fees and other expenses of the committee. He also thanked TV networks who, tho not committee members, contributed time and thought as well as financial aid.

Finally, Martin expressed gratitude over the efforts of committee counsel, Stuart Sprague and Judge Simon Rifkind.

## Chestfield Denies It Runs Cleveland Cut-Rate LP Shop

NEW YORK, Oct. 30. — A spokesman for Chesterfield Music Shops here this week denied that his firm operates Discount Records, Inc., a new enterprise selling LP's at cut-rate in Cleveland. A Billboard story last week said the new Cleveland operation has touched off a price hassle in that city.

"The owners of Chesterfield are not running any other city (than New York), especially not in Cleveland," the spokesman declared. He refused to confirm or deny a report, however, that one or more Chesterfield principals has a financial interest in Discount Records.

# Christmas in the Air!

## ... ON CAPITOL RECORDS



Singles:

### FRANK SINATRA



## 'WHITE CHRISTMAS' and 'THE CHRISTMAS WALTZ'

2954

'I Yust Go Nuts At Christmas' & 'Jingle Bells'

Yogi Yorgesson .....781

'The Christmas Song' & 'My Two Front Teeth'

Nat "King" Cole .....2955

'My Birthday Comes On Christmas' & 'Jingle-O-The Brownie'

Dallas Frazier with Joe "Fingers" Carr .....2956

'Is There A Santa Claus' & 'Old Tex Kringle'

Tex Ritter .....2957

'Christmas In My Hometown' & 'I Forgot To Remember Santa Claus'

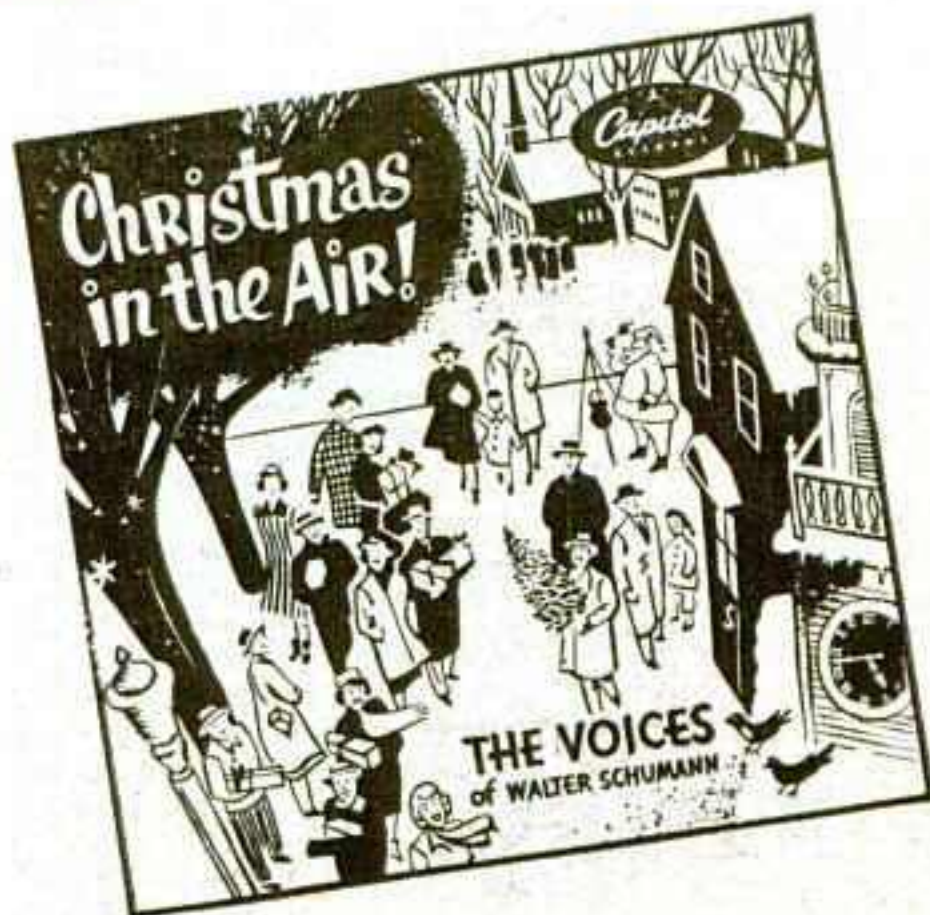
Sonny James .....2958

'Be Kind To The Street Corner Santa Claus' & 'I Give Up! — What Is It?'

Yogi Yorgesson .....2978

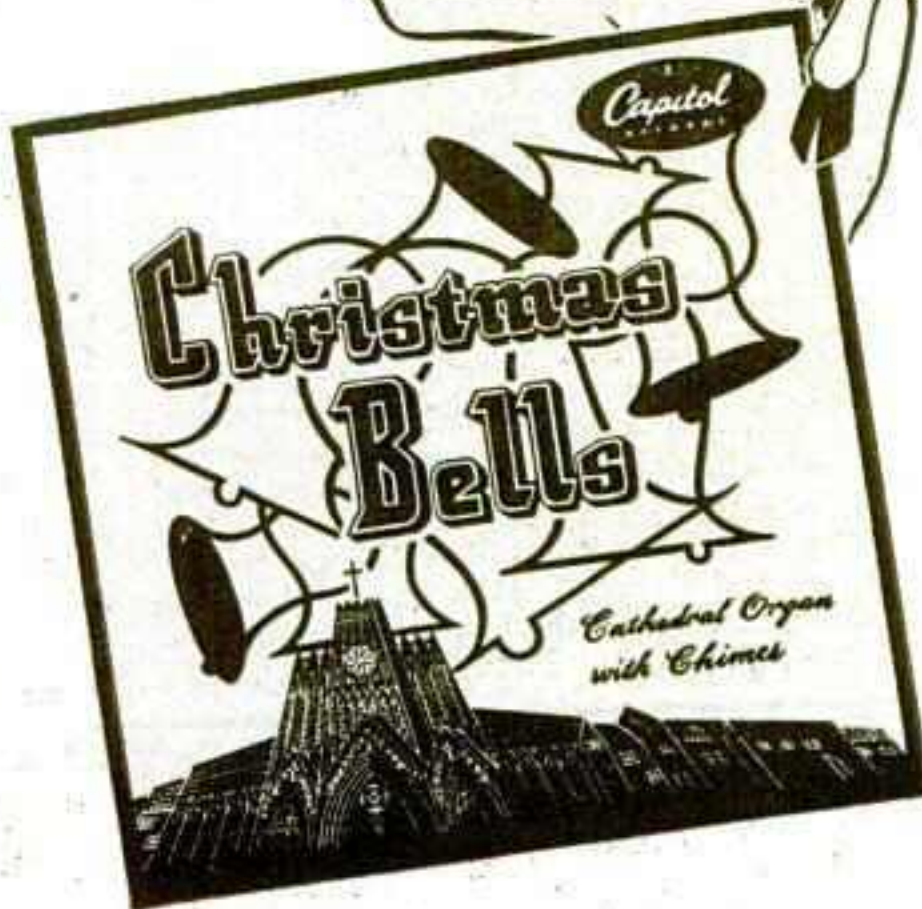
'Rudolph The Red-Nosed Reindeer — Mambo' & 'Loop-De-Loop Mambo'

Billy May .....2948



### THE VOICES OF WALTER SCHUMANN 'CHRISTMAS in the AIR!'

A musical panorama of the beauty and glory of Christmastide . . . An inspired musical production with the glorious Voices of Walter Schumann capturing all the traditional beauty and sacred spirit of Yuletide. 9014



### RICHARD KEYS BIGGS 'CHRISTMAS BELLS'

Chimes and cathedral organ combine in this beautiful album featuring Richard Keys Biggs at the organ. Includes such favorites as 'Silent Night,' 'Adeste Fidelis,' 'Cantique De Noel,' etc.



### LES PAUL • MARY FORD 'CHRISTMAS CHEER'

'Jingle Bells' 'White Christmas' 'Santa Claus Is Coming To Town' 'Silent Night' 543



### YOGI YORGESSION 'JINGLE BELLS'

'Jingle Bells' 'The Christmas Story' 'I Was Santa Claus At The School House' 'I Yust Go Nuts At Christmas' 461



### NAT "KING" COLE 'THE CHRISTMAS SONG'

'The Christmas Song (Merry Christmas To You)' 'Mrs. Santa Claus' 'Frosty The Snow Man' 'Little Christmas Tree' 9026



### CHILDREN'S SINGLE-RECORD ALBUMS

Available on 78 and 45 rpm

#### THE MELLOMEN

'Twas The Night Before Christmas'

3121



#### MOLLY BEE

'I Saw Mommy Kissing Santa Claus' 'Where Did My Snowman Go?'

3192



### DALLAS FRAZIER with JOE "FINGERS" CARR 'MY BIRTHDAY COMES ON CHRISTMAS'

'My Birthday Comes On Christmas' 'Jingle Bells' 'Jingle-O The Brownie' 'Up On The House-Top' 9025



### JO STAFFORD • GORDON MACRAE 'SONGS OF CHRISTMAS'

11 great Christmas melodies sung delightfully by a favorite duo, with choir conducted by Paul Weston.

9021



# TALENT TOPICS

## MAZZEI HEADS AGVA LOS ANGELES BRANCH . . .

Irvin P. Mazzei, for the past 14 years associated with the American Guild of Variety Artists, last week was named to head the Los Angeles branch of the union. Mazzei succeeds Eddie Rio, who resigned to accept a post as producer at the Hotel Riviera, Las Vegas, Nev.

## CORAL GOES ALL OUT FOR VOCAL GROUPS . . .

Coral Records is going all out for vocal groups this year, with eight different warbling outfits currently under contract. The fem groups include the McGuire Sisters, the Three Rays (formerly the Dreamers and the Shineshine Girls) and the Four Girls. Male units are the Billy Williams Quartet, the Lancers, the Rovers, the Three D's and the Four Guys of the Modernaires, who, of course, also perform in mixed company as just the Modernaires.

## 2 NEW ARTISTS SIGN WITH DECCA . . .

Paul Cohen, Decca artist and repertoire executive, signed two new artists—The First Nighters, a pop vocal group, and Mimi Roman, a country and western warbler. The First Nighters cut their first sides for Decca last week—"Willow Weep for Me" and "Peaches and Cream." Miss Roman has also recorded her first sides for the label—Hank Williams' "Weary Blues From Waitin'" and "O, I Like It."

Academy Records has just signed a new singer, Sonny Burton, to a five-year contract. Burton was the 1948 winner of the WBBM talent contest in Chicago. The firm last week also announced the release of "When You Comin' Home" and "Wildcat Stomp" by Jim Reid and His Wildcats.

David Whitfield, whose London waxing of "Carà Mia" is still riding the best-selling charts, has scheduled a visit to the United States next month. Already set for the British chanter is a guest spot on the Ed Sullivan TV show.

Columbia recording head, Mitch Miller, has signed Peter Lind Hayes and Mary Healy. . . Dave Brubeck, Columbia's top jazz recording artist, will be featured on the cover and profiled in next week's Time magazine. . . Patti Page has been set for a series of overseas dates in February and March next year by manager Jack Rael. She will play two weeks in Australia the end of February, then two weeks in Japan and a few days in Hawaii. After that the thrush will play 10 days in Palm Springs, Calif., starting April 1 and then two weeks at the Desert Inn in Las Vegas, Nev. She is now at Chubby's in Camden, N. J. . . The Four Coins, Epic artists, are booked solidly thru March. The group was organized only a few months ago.

The Johnson Family, who formerly recorded for Columbia, has switched over to RCA Victor. The group's first sacred disk for the label will be "Do You Know Where God Lives?" backed by "Speak to Him."

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Col. Tom Parker, of Jamboree Attractions, Madison, Tenn., in a phone call from New Orleans reports that he has inked a pact with Hank Snow to handle the latter exclusively on personals. After the first of the year, Parker says, he'll take over management of Hank Snow Enterprises, which includes radio, TV, film and recording commitments. . . Kenny Roberts, formerly with WLW's "Midwestern Hayride," and for the last three years at WHIO-TV, Dayton, O., has a new show on the latter station from 10-10:30 Saturday mornings, billed as "Kenny Roberts and His Texas Rangers," the latter comprising his vent figure, Windy Dan, and Uncle Orrie (Joe Rockhold). Dayton fire and police officials are co-operating with him on the new safety show. Meanwhile, Kenny continues with his regular 5-5:30 stint, Monday thru Friday, with participating sponsors. Roberts, who recently shifted to the Dot label, reports good reception on his recent waxing, "Wagon Wheels" b.w. "Smoke Gets in Your Eyes."

Judy Lynn, singer-yodeler who has been touring Minnesota and the Dakotas with T. Texas Tyler and band, has just signed a 21-day contract with KXJB-TV, Fargo, N. D. . . Red Kirk, who, incidentally, did the singing on Chet Atkins' recent release, "Mr. Misery," was a recent guest on Pee Wee King's TV show over WAVE, Louisville. Red, formerly with Mercury Records, has had a few pretty fair tunes in his day. He is using Ace Dinning, brother of the Dinning Sisters; Curley Thomas and Niles Leonard on steel, fiddle and bass, respectively. Red plays rhythm guitar. They have been doing dances and personals in and around Lexington, Ky., recently. . . Bill Bailey, former emcee with the WLS "National Barn Dance" and formerly Cactus Jim on the NBC show of the same name, premieres his own show on WLW-T, Cincinnati, November 8. Originating from the WLW-D, the Crosley outlet in Dayton, O., it will be heard each afternoon from 2-3. Bailey also appears as vocalist and emcee on the film series,

"Old American Barn Dance," now being carried in 65 TV markets.

Station CFCF, Montreal, premieres a new c.&w. show, "Hometown Jamboree," November 6, featuring live talent and guest artists. Broadcast will be made from 8-10 p.m. on Saturdays from various auditoriums in the Montreal area. Producer is Bob d'Esterre, western deejay better known in the territory as Tall-in-the-Saddle Destry. . . Johnny and Jack and Kitty Wells were in Boston last Friday (29) for WCOP's "Original New England Hayloft Jamboree," which features Carl Stuart. . . Jim Reeves' likeness graces the front cover of the November issue of Abbott & Faber's Record News. . . Spotted cutting up jackpots backstage at the "Grand Ole Opry" show held recently at the Auditorium, Oakland, Calif., were Bill Bird (Imperial), Ernest Tubb (Decca), Cactus Jack, deejay at KLX, Oakland, and Curley Gold, leader of the Texas Tune Twisters. . . Smiley Burnette and the Bear Ranch Rhythm Boys shattered all records recently at Idyllwild Hall, Los Molinos, Calif.

Red Foley and Grady Martin set for a December 16 showing at the spacious Sports Center, Owensboro, Ky. Four Star's T. Texas Tyler was Foley's guest on "Ozark Jubilee" last Saturday (30). Decca's Hank Locklin will be Red's guest next Saturday (6). . . Aubrey L. Mayhew, formerly director of WCOP's "Original Hayloft Jamboree," is now a.&c.r. rep for Sheraton Records. . . Buddy Hawk, of Montgomery, Ala., accompanied by Charlie McDuffee, is working personals in the Boston sector. . . Jimmie Davis was guesstar on WSM's "Grand Ole Opry" last Saturday (30). Jimmie's latest recordings have been in the sacred line. His most recent release is "Taller Than Trees" b.w. "Near the Cross."

Kidd Baker and His Pine Ridge Boys are now a daily feature over CKDA, Victoria, B. C. . . Jackie Osborne, following a New England tour, has settled down at WWSA, Harrisonburg, Va., as a member of

(Continued on page 48)

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

Lots of action on the r.&b. front in New York City this week when Phil Chess, of Chess and Checker Records, rolled into town on business. His first visit was to the 814 Club, or more accurately the offices of Roost Records in the Bill Building, which with Jack Kook and Teddy Reig is a sort of home away from home for visiting firemen. Chess was in town to visit his distributors in New York and Philadelphia and to talk to his co-publishers in Arc Music, Gene and Harry Goodman and George Dalin. Chess believes he has two big new records in the Moonglows' "Sincerely" on Chess and Bobby Lester and the Moonlighters on Checker with "Shoo Do-Be Doo."

Epic Records celebrated its first anniversary this week, and at the cocktail party for the new firm were a flock of artists on the label. Roy Hamilton and dozens of pictures with Epic-Okeh a.&c.r. . . Danny Kessler, former RCA Victor, has started

Station WWRL, New York, became a real impresario this week. He presented a full r.&b. show at the Cafe Bohemia in Greenwich Village. The cast included singer Doc Thomas, dancer Dollye Browne, the Tinney Brothers ork with Nat Wilson as emcee.

Atlantic Records has started a new gospel series and is teeing off the spirituals with a trio of releases. Groups featured are the Booker Gospel Singers and the Fountain of Life Singers, both of whom are making their wax debut with the label, and the Jackson Gospel Singers who have had one other disk released on the label. The Booker Singers are from New Orleans and the Fountain of Life group from Cincinnati. . . Earl Bostic cut eight sides for King Records before leaving for his current date at the Crystal Lounge in Detroit. . . A new group, the Blenders, has been packed by R.&B. Records, a West Coast label.

Ork leader Tiny Bradshaw's many friends in the business are pulling for his quick recovery from a stroke he suffered early this week. Tiny is one of

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# ASCAP Has Annual Meeting

• Continued from page 21

tions, customer relations and public relations.

Goodwin told the approximately 450 members present that the Society had enlisted the support of many groups in its attempt to nullify the existing juke box exemption. Among those in accord with the ASCAP point of view he mentioned the General Federation of Women's Clubs, National Federation of Music Clubs, National Music Council, American Bar Association, American Patent Law Association, Bar Association of Los Angeles and Bar Association of Chicago. Federal government officials in accord, said Goodwin, include the Librarian of Congress and Register of Copyrights.

## Treasurer Report

Bourne, in his treasurer's report, mentioned the potential additional income which could accrue in the event the Society was successful in its juke box endeavor. He told the membership that he expected another distribution could be made in November, as a result of income accruing from foreign societies.

The Society's yearly income, it was indicated, was now close to \$20,000,000. Operating expenses, Bourne indicated, were lower than ever—amounting to 18 per cent of the gross. It was felt that despite sizable increases in membership, income of members would be quite gratifying as a result of the society's general progress and trimming of costs.

Current membership totals 4,026, of which 3,000 are active writers and 731 active publishers. Writers in the non-participating class number 295. Since March 30, 100 writers and 56 publishers were elected to membership. Since March 4, 23 members died.

Employees total 424, of which 316 are in New York and 108 in outlying branches.

## Writer Distribution

To make the affair complete, clefver Pinky Herman raised the issue of revising the writer distribution. (See separate story in this issue.) Herman spoke for about a half hour. He asked that a special

## RCA Push Big

• Continued from page 21

show also highlight the ad schedule.

"FDS Showcase" is available to dealers for the cost of the albums alone, with no charge for the box. Dealers will not be eligible to receive the free "Showcase" container unless they have one each of the five required albums already in stock, or order the required number of albums to make up one complete unit.

Other outstanding November wax includes an album of Arthur Murray swing fox trots by the Ray Anthony orchestra, and an album of Arthur Murray modern waltzes by Les Baxter. Firm has worked out a tie-in campaign with the Murray studios which entitles the buyer of either album to an introductory dance lesson.

For the first time in over two years, Capitol is releasing a new Bozo record reader, "Bozo at the Dog Show," containing 20 pages of four-color art. Extensive window and counter displays have been designed on both the Arthur Murray and Bozo packages.

## R.&B. Music

• Continued from page 21

r.&b. wax by making many of their sides in an r.&b. style, and even covering hit r.&b. records with top pop artists. However, and tho there are exceptions, the original r.&b. records usually out-sell the pop-type covers.

The powerful indie r.&b. labels have dominated the field since World War II. In the past year only Okeh and Mercury of the large labels have come up with solid hits. The majors hope to break this hold, but they will be happy if they can grab a reasonable share of the market and most pleased if once in a while they can come thru with a fair-sized hit. Sales methods and promotion gimmicks in the r.&b. field make the task of the large labels a rough one.

meeting of the writer membership be authorized to overhaul the distribution system. Allocation of the monies accruing from seniority is what Herman had in mind primarily.

President Adams, in a gracious manner, said he could not agree with Herman on this matter. Adams noted that the Augmented Classification Committee had studied the writer distribution for 18 months, that the current distribution method was arrived at by this committee.

Herman, at the end of the meeting, was seeking signatures on a petition calling for the special meeting of the writer membership. In order to have the meeting authorized, Herman would need signatures of 15 per cent of the membership.

On the platform with Adams, Bourne and Goodwin were Judge Ferdinand Pecora, of ASCAP's general counsel, and Herman Finkelstein, ASCAP's general attorney.

## Retailer Group

• Continued from page 21

The letter pointed out that "The super mart doesn't have to invest one penny in these records—where you and I have an inventory which runs into the thousands of dollars." The letter further observed that the rack jobbers were now handling LP and EP albums as well as classical and pop 78 and 45 singles. Over-all conclusion was that organization was the Michigan dealer's "only hope of survival in the record business."

An advisory board was elected at the association's initial meeting, and the group met here again Wednesday (27) and voted to incorporate the organization. The board includes Norm Chapin of the Campus Record Shop, Detroit; James Pino, Pino's Record Shop, Lansing, Mich.; Mr. Paice, Paice Music Company, Kalamazoo, Mich.; Max Jones, Swing Shop, Flint, Mich., and Don Bertch, Kalamazoo, Mich.

## London's Talks

• Continued from page 21

minimum recording sessions and possible royalties. Should the deal be wrapped up, London is expected to bring in its contract conductors Ernest Ansermet, Erich Kleiber and Raphael Kubelik to handle sessions. The diskery, of course, would import an "frr" crew to cut the orks.

Recently, London began a limited recording schedule here to accommodate such of its American artists as the violinist Ruggiero Ricci. If one or both orchestras are signed, the label will probably use it to back Ricci and other American soloists in concerto repertoire.

## Gabor Charges

• Continued from page 21

and selling (records) of popular music and from exercising any lawful trade or calling in connection therewith, and for the purpose of driving from such business plaintiff corporations."

Gabor contends that the alleged conspiracy damaged his firms to the extent of \$500,000. He is asking treble damages, plus legal costs.

The complaint was filed in United States District Court here by Cornelius F. Gustav, Gabor's attorney.

## Free Needles

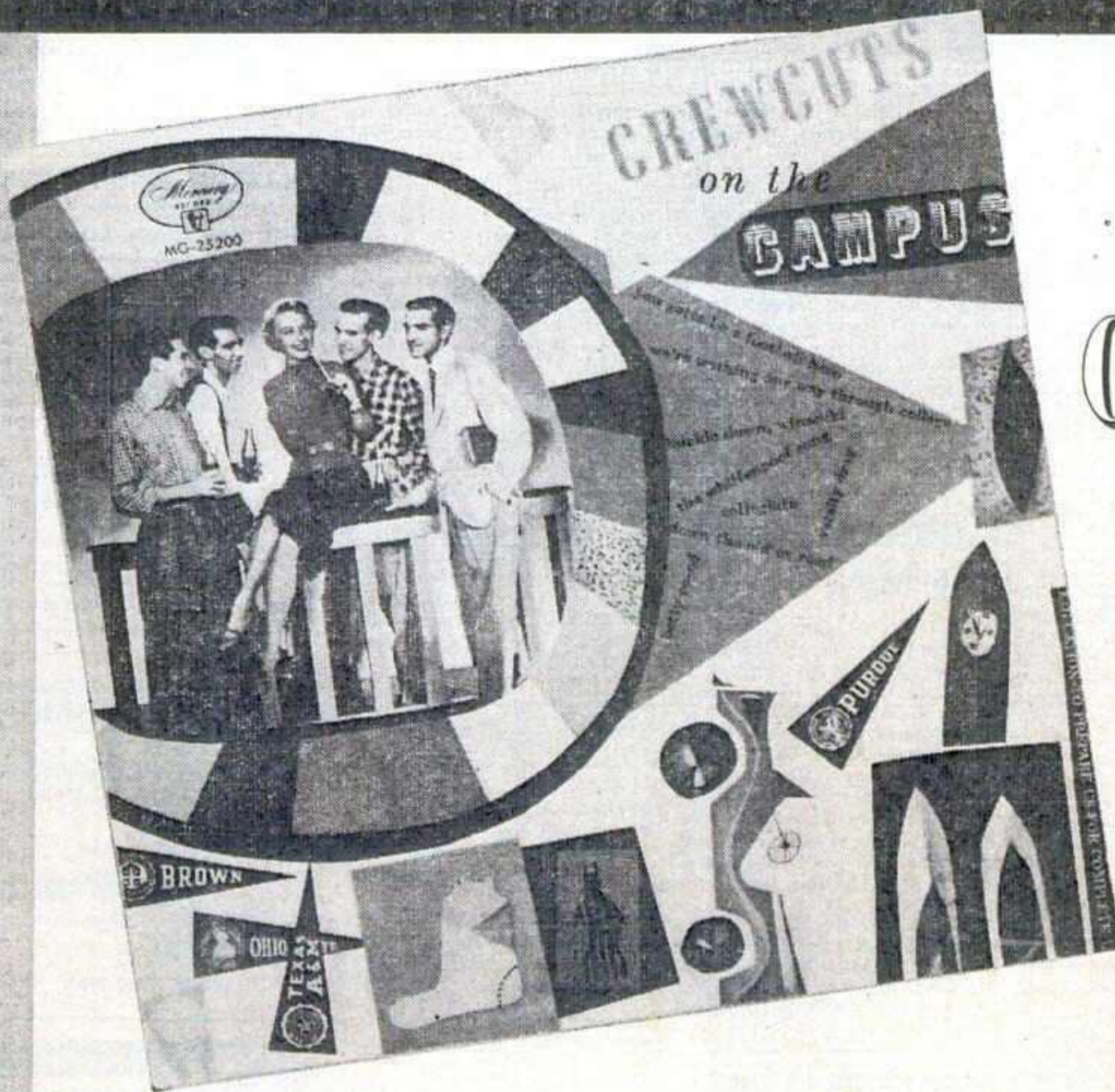
• Continued from page 22

Columbia 360K as well as other hi-fi sets.

The "X" selection also contains Columbia diamond needle Christmas packages, plus a simulated diamond jewel and gift certificates. The gift certificates enable customers to purchase needles as Christmas presents. The recipient can use it for the type of needle he needs. The diskery has made up streamers and booklets on needle care to help dealers push the line.



# HOTTEST ALBUM OF THE YEAR



## THE CREWCUTS ON THE CAMPUS

You Gotta Be a Football Hero  
Working Our Way Through College  
Buckle Down Winsocki  
The Wiffenpoof Song  
Collegiate  
Down The Old Ox Road  
Varsity Drag  
Betty Co-ed

MG 25200

CASH IN ON THE MOST EXCITING SINGING GROUP OF THE YEAR  
THEY SH-BOOM YOUR PROFITS!

## RICHARD HAYMAN



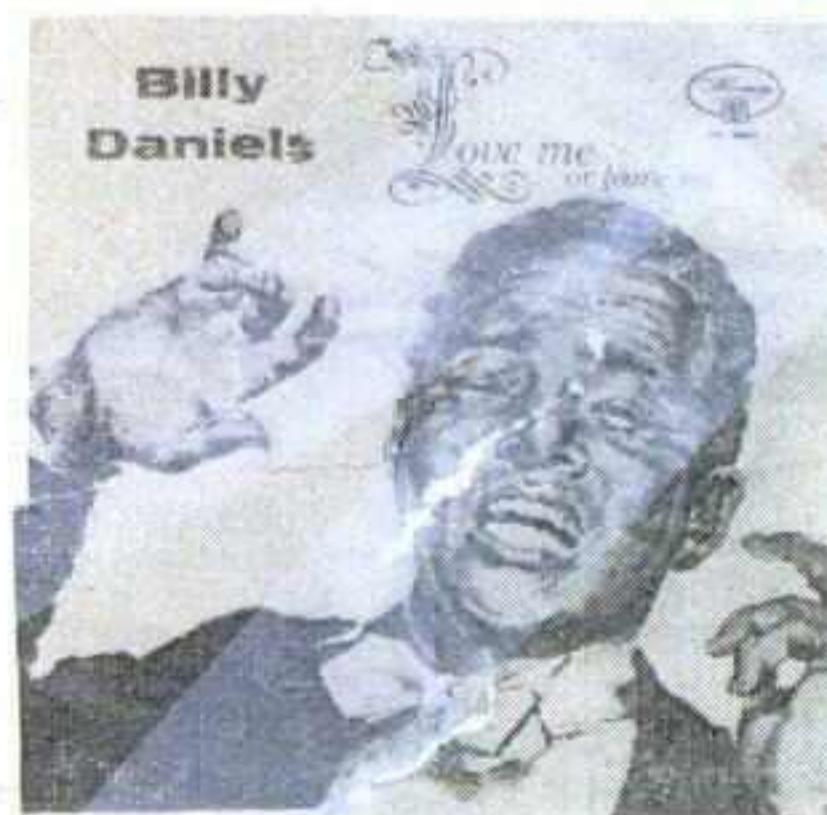
### INSTRUMENTAL HITS

MG 20048

Huckleberry Finn • Alt Wein  
Port Of Spain • Blossom  
The Very Thought Of You • Song Of April  
Autumn In New York • Never Again  
Begin The Beguine • A Night Of Stars  
Spring Is Here • Carriage Trade



## BILLY DANIELS



### GREAT FAVORITES

MG 20047

Bewitched, Bothered And Bewildered  
I Still Get A Thrill Thinking Of You  
It's Easy To Remember • Imagination  
More Than You Know • That Old Feeling  
And This Is My Beloved • Please  
I Only Have Eyes For You  
I Can Dream Can't I? • My Funny Valentine  
What A Difference A Day Makes  
Love Me Or Leave Me



**BIRTHDAY**

**Epic Label Celebrates First Year**

NEW YORK, Oct. 30. — Epic Records threw a cocktail party this week in celebration of its first anniversary. The Columbia subsidiary label started operation in November, 1953, when the label divorced all pop talent from Okeh Records and placed them on the newly formed Epic. In its first year of operation, the label has come up with a lot of new talent, including Roy Hamilton, who has clicked with several disks.

To date the label has released about 80 single records, about 75 EP platters and about 40 LP disks. EP sides contain a lot of early band waxings culled from the Columbia files, including sides by Artie Shaw, Glenn Miller, Count Basie and Ray McKinley. The LP disks include material recorded in Europe by the Philips label, with the Concertgebouw Orchestra of Amsterdam the firm's hot classical seller.

The line is now handled by 34 distributors, half of them indie firms and the rest Columbia distributors. The Okeh label is also operated out of Epic, and has come thru with such hit r.&b. wax taken over the past year as Chuck Willis and Big Maybelle. Bill Neilson heads up sales for the label, and Charlie Schicke is merchandise chief.

**Herman Mulls Dist. Seniority**

NEW YORK, Oct. 30.—Writer Pinky Herman discussed three points during his speech at the annual membership meeting of the American Society of Composers, Authors and Publishers (see separate story). Most important was the matter of seniority in the writer distribution. He also called for a revision of the weighted vote among the writer members, and for a change in balloting regulations whereby uncast ballots are counted as "against."

No acrimony was evident at the meeting, even tho Adams disagreed with Herman on the seniority question. Adams, in fact, noted that Herman had been of much aid in helping the Society solve several matters.

Herman, on his part, said the Society had improved 80 per cent since the old days. "Let's make it 100 per cent," he added.

30-30-20-20

Current writer distribution is predicated on the 30-30-20-20 formula, the percentages, respectively, referring to availability, sustained availability, current performances and seniority. Current practice and interpretation of the last-named item, he claimed, works a hardship on older members.

Herman frankly does not know whether a special writer committee can improve the interpretation of the seniority formula, but he feels the attempt should be made. Tho about 25 members signed petitions at the close of the meeting, Herman claims he did not seek them, being reluctant to introduce a discordant note when so much good will prevailed. He will, however, pursue the seniority issue.

With regard to the weighted vote: Current regulations allocate one vote for each \$20 received annually by a writer. It's claimed by some that this gives a preponderance of voting strength to the top writers. Herman feels the weighted vote is necessary to protect the equities of writers, but he believes the gap between voting strength of the upper and middle groups should be lessened.

The matter of counting uncast ballots as "against" has long been an issue. Opponents of this regulation refer to it as "the great silent vote" and believe it sometimes thwarts the wishes of active members.

**Ike to Ink UNESCO Pact**

WASHINGTON, Oct. 30.—President Eisenhower will sign the model global copyright treaty next Friday (5), according to White House sources.

The treaty, drafted more than two years ago by the United Nations Educational, Scientific and Cultural Organization, was ratified by the Senate this year. In addition, Congress enacted a law bringing the Copyright Act into conformity with the model UNESCO treaty.

The new treaty, coupled with the new law implementing it, will impose no major alterations in the domestic copyright act, but the pact will serve to unify copyright practices in signatory nations. The pact received strong support from several leading musical groups in U. S., including the American Society of Composers, Authors and Publishers.

**Camden Sales Hit New High**

NEW YORK, Oct. 30. — In its first month of general distribution, Camden Records has racked up four times the sales of any similar period in its one-year history, according to Dave Finn, sales manager of the low-priced RCA label.

The line was originally distributed on a factory-direct basis to a limited number of retail outlets. Its LP's, listing at \$1.98 each, consist largely of vinyl re-issues of vintage Victor shellac. EP's list at 69 cents.

Meanwhile, the label has acquired the rights to issue diskings by tenors Christopher Lynch and Morton Downey to bolster the artist roster being built up by artist & repertoire chief Ben Selvin.

**Moondogs in Suit Over Use of Name**

NEW YORK, Oct. 30. — The \$100,000 suit brought by Moondog the musician against Moondog the disk jockey has been placed on the New York Supreme Court calendar for November 15. The itinerant musician and creator of unusual rhythms, Louis Hardin, who for some years has been known as Moondog, is seeking to restrain Allan Freed, rhythm and blues platter spinner on WINS here, from using the sobriquet. The

**Derby Hearing Set Nov. 9; Oberstein Bids for Catalog**

NEW YORK, Oct. 30.—A hearing to consider bids for the title and interest in the catalog and masters of defunct Derby Records is scheduled to come before Referee Irwin Kurtz at U. S. Court House, Room 102, at 11:30 a.m., November 9. The diskery, which was headed by Larry Newton, filed a bankruptcy petition in the Southern District Court of New York on October 14, listing liabilities of \$213,090 and assets of \$18,935.

Bids have already been received by Irving Schneider, representing the receiver. Eli Oberstein, head of the Record Corporation of America, is understood to have offered \$3,500, but was subsequently reported to have upped his figure. Schneider says offers in addition to Oberstein's have already been received.

Before Derby's masters can be sold, the bids must represent 75 per cent of the appraised value. Ben Selvin, RCA Victor record exec appointed by the court to appraise the stock, says there are 286 released masters and 160 unreleased. Talent on the masters includes Sunny Gale, Jaye P. Morgan, Trudy Richards, Neal Hefti, Johnny Richards, Eddie Wilcox, Dwight Fiske, Bob Carroll, Bob Dini and Jimmy Leyden.

On November 8, one day prior to the hearing, an auction sale of furniture, fixtures and record inventory will occur at the premises of Derby Records. Selvin estimates this stock includes approximately 10,000 disks, both 78's and 45's, including EP's.

Derby's creditors include Harry Fox, publishers' agent and trustee, to the extent of about \$10,000; Economy Record Company, \$6,000; Long Wear Stamper Corporation, \$2,053; Specialty Records, a pressing plant, \$3,597 and The Cashbox, trade magazine, about \$1,600. The government has first claim to monies accruing thru the sale.

former states he has the prior claim.

In his complaint, Hardin charges that Freed, then broadcasting over WJW, Cleveland, adopted the Moondog tag after playing a Hardin disk called "Moondog Symphony." Freed's subsequent rise to top deejay brackets came as a result of his exploitation of the name, the legal document asserts.

**"WHITHER THOU GOEST"**  
 recorded by:  
 Les Paul-Mary Ford .....Capitol  
 Laurie Loman .....Centur  
 Marian Marlowe .....Columbia  
 O. B. Massingill & His Orchestra .....Epic  
 Rita Robbins .....RCA Victor  
 George Morgan and  
 Anita Kerr Singers .....Columbia  
 Betty Johnson .....Bel  
**KAVELIN MUSIC CORP.**  
 Sole Selling and Licensing Agent:  
**Hill and Range Songs, Inc.**

**"THE LITTLE SHOEMAKER"**  
 ★★★★★  
**Coming Up Fast!**  
**"SMILE"**  
**BOURNE, INC.**  
 136 W. 52nd Street New York 19


**"TIME WAITS FOR NO ONE"**  
 Recorded by  
**The Hilltoppers**  
 Dot #15249  
**REMICK MUSIC CORP.**

HEADING FOR THE #1 SPOT!  
**MOOD INDIGO**  
 NORMAN PETTY TRIO "X"  
 OTHER GREAT VOCAL RENDITIONS JUST RELEASED  
 BILLY ECKSTINE .....M-G-M  
 DELTA RHYTHM BOYS .....Decca  
 FOUR FRESHMAN .....Capitol  
 MODERNAIRES-GEORGIE AULD .....Coral  
 NEIL HEFTI-RAY CHARLES SINGERS .....Epic  
 (M-G-M, Decca, Capitol, Coral, Epic)  
**MILLS MUSIC, INC.**


WATCH SANTA BABY HIT 4 WAYS THIS YEAR!!!

A Solid Ballad Hit!  
**CARAMIA**  
 LEO FEIST, INC.

Joni James  
**"MAMA, DON'T CRY AT MY WEDDING"**  
 MGM-11802

THE BIG BALLAD HIT BY  
**PERRY COMO**  
  
**"THE THINGS I DIDN'T DO"**  
 RCA VICTOR 20/47 5837  
 HILL & RANGE SONGS, INC.

ANOTHER **BMI** "PIN-UP" HIT  
**Wooden Shoes & Happy Hearts**  
 Recorded by  
 Mitch Miller  
 Orch. .... Columbia  
 Clark Dennis .... Tiffany  
 Published by  
 E. B. Marks Music Corp.

**KISS CRAZY BABY**  
  
**RALPH MARTERIE**  
 on Mercury #70482

**RAGE R.&B. LABEL DEBUTS ON COAST . . .**  
 Rage Records, new indie rhythm and blues label, bowed in Hollywood last week with its first release, "Oo-Wah" and "Fool's Fall in Love." Firm is headed by songwriter George M. C. and businessmen Howard Letz and Doug Neal.  
**PULLEY NAMED BY VICTOR . . .**  
 Albert A. Pulley has been named administrator of general recording for RCA Victor. His former post of recording manager has

**MUSIC AS WRITTEN**  
**CAP'S LLOYD DUNN SALUTED BY ABP . . .**  
 Lloyd Dunn, vice-president in charge of merchandising at Capitol Records, Inc., was saluted by the Associated Business Papers at its convention in New York last week. Event commemorated the ninth annual printing of "Hit the Road," which Dunn authored and which has since become a standard treatise in advertising and publishing circles. Dunn was presented with an enlarged cover of the book by K. Kemper, vice-president of The Billboard and a director of ABP.  
**CAP ANTHOLOGY OF KENTON WAX . . .**  
 A \$25 package comprising an anthology of Stan Kenton wax is being readied for release in February by Capitol Records. Plush package will consist of four 12-inch LP's, in addition to a lengthy discography of Kenton currently being penned by ex-Capitol staffer Bud Freeman. Package marks Capitol's entry into the high-ticket merchandise field.

**New York**  
 Veteran music business promotion man Henry Okun is writing two books, "Me and My Carpet Bag," an autobiographical affair, and "Greats and Ingrates," an analysis of some characters Okun has known.  
 Walter Bishop has been named to the council of the Songwriters' Protective Association to fill out the unexpired term of Dorothy Fields. The latter resigned due to the press of other business.  
**Chicago**  
 Eileen Nilsson, one of the Nilsson Twins, Coral record artists, bust her foot during the Olson and Johnson, run at the Selwyn Theater. She finished her show and was carried off the stage during the "Pardon Our Antennae" production to be whisked away in an ambulance. She will be doing the show in a cast for at least two weeks.  
 Rusty Draper, whose latest Mercury recording is "Magic Circle," was in town on his way to Milwaukee, where he opened at Fazio's Supper Club for two weeks beginning Friday (29). . . . Jerry Vale, Columbia artist who is appearing for two weeks on the Howard Miller TV show, has picked up an engagement at the Blue Note in addition. He opens at the Ranch House in Providence on November 9.  
 June Valli recorded a session for  
 (Continued on page 46)

# DECCA'S HOT! HALEY'S HOT!

## The Billboard • Review Spotlight

"... Juke Boxes should grab coin with these follow ups to 'Shake, Rattle and Roll.'"

Billboard, Oct. 30, 1954

With This Smash Follow Up To  
"SHAKE RATTLE AND ROLL"

# HAPPY BABY

b/w DIM, DIM THE LIGHTS

# BILL HALEY

and his  
**COMETS**

DECCA 29317 • 9-29317



# PHONOS—HI FI

By STEVE SCHICKEL

## V-M HEADS EXPLORE SOUTH AMERICAN MARKET . . .

Victor Miller, president, and Ken L. Bishop, general sales manager of the V-M Corporation, Benton Harbor, Mich., recently embarked by air for Central and South America on a concentrated one-month tour of V-M assembly and distribution centers in the southern hemisphere. The purpose of the trip will be to observe market conditions and problems with an eye to developing a new interest in the recent U. S. advancements in high fidelity and tape recorders. The pair will visit Brazil, Chile, Puerto Rico, Venezuela, Argentina and Cuba.

## NEW ENGLAND HI-FI SHOW DRAWS CROWDS . . .

Approximately 20,000 people attended New England's first high fidelity show last week, causing many raised eyebrows among manufacturers and distributors alike. The crowds filled thru more than 80 exhibits in what the exhibitors termed "an amazing amount of interest." Many of the manufacturers and distributors exhibiting at the show voiced the opinion that the show, first of its kind to be held in the area, again proves that the term high fidelity and its impact can be understood to exist in almost every market, regardless of whether that market has had a show or not. Industry leaders hope that this feeling gets widespread attention because it will mean more hi-fi sales during the Christmas season. Plans for the second high-fidelity show, according to the New England High-Fidelity Music Show, Inc., are already being formulated. No mention was made as to whether it will again be held in Boston. It is expected by most to return to Boston.

## WEBCOR'S OWEN URGES ADMEN TO SELL PUBLIC . . .

Norman C. Owen, president of the Webster-Chicago Corporation, in an address before the joint meeting of the Tulsa, Okla., Advertising and Sales Executives clubs, urged selling the public on living as well as their higher income and today's better products make possible. He said, "As long as there are 10,000,000 families living in homes more than 40 years old, or 5,000,000 pre-war cars on the road, or millions of people using refrigerators you have to defrost, or phonographs that will only play one speed, we have not done a selling job." He asked that retailers demand from manufacturers better products for their customers. He also told the group that the best way for American manufacturers to deal with foreign markets is for them to help raise the standard of living of foreign workers, thus

broadening markets while making competition more equitable.

## L. A. AUDIO FAIR DATES FEB. 11-13 . . .

New dates for the third annual Audio Fair in Los Angeles will be February 11-13, moving up the original calendar to include a Sunday show here for the first time.

Plan to offer exhibitors the advantages of a Sunday showing resulted from the record Sunday crowds that attended the recent San Francisco Show.

According to William Cara, "Distributor and dealer exhibition display rooms will be eliminated and will be centralized in the main project rooms of the Audio Components Distributors' Association."

Audio Fair recently disclosed the exclusion of mass-produced or completed phonographs, television, radio sets or combinations from exhibition privileges.

## MOTOROLA CERTIFIES SATISFACTION GUARANTEED . . .

Motorola is cashing in on its "satisfaction guaranteed" policy of selling high-fidelity line. Company officials claim that it gives the dealer the security of selling a product on which he has nothing to lose. It also gives the customer the same feeling. The policy is being merchandised by the firm thru all of its national and local advertising media. The firm has also tied in with several recording companies in that it has just purchased a quantity of demonstration records to use both as giveaways and for demonstration of hi-fi equipment.

The National Appliance and Radio-TV Dealers' Association will hold its annual convention at Chicago's Conrad Hilton Hotel from January 9 thru 11. . . . Louis Silver has tendered his resignation as vice-president of the Wilcox-Gay Corporation, effective this week. He is forming a manufacturer's sales representative office in New York. Silvers has been with the firm for 16 years.

Horace L. White has been advanced by Jensen Manufacturing Company, Chicago, to the position of industrial sales manager. He has been with the firm for 26 years. . . . The Capehart-Farnsworth Company has appointed two new distributors in Minneapolis and Knoxville. The Harold N. Lieberman Company will handle Minnesota and the Knoxville Television Distributors will handle Western Tennessee as well as a few border counties in Alabama, Georgia and Virginia. . . . The Fairchild Recording Equipment Company has promoted Lyman E. G. Suiter to plant manager. He will supervise all production activities for the firm, including the high-fidelity equipment and theater equipment.

# LINER NOTES

By IS HOROWITZ

## LIVINGSTON DEBUTS NEW TAPE LINE . . .

Livingston Electronics, manufacturer of high fidelity components, has introduced a new line of pre-recorded tapes under the "Connoisseur" series tag, and the initial release includes the first complete opera to be issued in the medium. The opera is Verdi's "Masked Ball," made available on two seven-inch, dual-track reels. List price is \$24. Other tapes in the Livingston release carry taped performances of works by Mendelssohn, Mozart and Chopin. Some of the performances are also available on Period LP's. Average playing time is one hour per tape, with the non-opera reels listing at \$12 each.

## MERCURY SETS HI-FI SAMPLER . . .

Mercury has begun distribution of its second hi-fi sampler, a seven-inch disk retailing at a dime. The promotional item contains excerpts from seven recent Mercury classical LP's. The earlier disk proved effective as a demonstration platter for hi-fi playback equipment, as well as a device for auditioning new Mercury releases.

## STOWKOWSKI TO HEAD FETE . . .

Leopold Stowkowski has accepted the directorship of the Santa Barbara Festival for 1955. Its backers hope to build the event into a West Coast rival of the Berkshire Festival. Oliver Daniel, CBS producer-director, will serve as associate producer of the Santa Barbara Festival, which will run for three weeks next September.

## RCA ISSUES 'FRENCH, SOUND' . . .

RCA Victor has issued "Modern French by Sound," a new educational language package replacing its venerable "French by Sound" set, now deleted from the catalog. The new package is offered in all three speeds, the 20 lessons cut on 10 shellac disks, five EP's and two 10-inch LP's. Promotional material to back up the set will include travel posters secured from Air France for dealer distribution.

## NEW MUSIC TO WAX FOR COLUMBIA . . .

The New Music Quartet, under contract to Columbia, will specialize in previously unrecorded chamber works and next month will be heard in a coupling of two Mendelssohn quartets, including the first LP disk of the composer's Quartet No. 2 in

A Minor. Also due out soon on the label is a performance of the Schubert Symphony No. 2 by Sir Thomas Beecham and the Royal Philharmonic.

Columbia, meanwhile, is preparing a big promotion to help launch a recording of the Mahler Symphony No. 1 in a performance by Bruno Walter and the New York Philharmonic. The disk is being scheduled for January release and will be held in a plush package with plentiful notes and photos.

## 'DIGEST' PLUGS URGED . . .

RCA Victor is hoping to turn critical disapproval to its advantage by urging its field men and distributors to plug the philosophy of its "Listener's Digest" via a letters-to-the-editors campaign. The digest, a 10-EP set of condensed classics sold with a 45-r.p.m. phonograph as an integral package, has come in for its share of critical brickbats thrown by serious-music reviewers, who look upon the project as an unwarranted emasculation of masterworks.

Already answers to such critical blasts have been printed by some newspapers and have stirred new interest in the "Digest." The pitch used is to stress that these records are designed to entice new listeners and so lead them painlessly into an appreciation of good music.

## 400 PITT FESTIVAL SETS FOR SCHOOLS . . .

Four hundred sets of LP's containing works cut at the Pittsburgh International Contemporary Music Festival this week began moving out to educational institutions and radio stations, completing a project begun almost two years ago. Compositions chosen from the works of 50 modern composers were played during the six-day 1952 event. The disks were processed by Capitol Records. Twenty LP's comprise the complete set.

Among the eight contributing organizations which financed the festival and the recordings is the American Society of Composers, Authors and Publishers. Composer Roy Harris was executive director of the festival. An additional 100 sets of the records will be shipped to foreign educational institutions.

The Haydn Society has completed a deal with Belter, of Barcelona, for the manufacture and distribution of its records in Spain and Portugal. . . . Capitol pianist Leonard Pennario, will play a recital in New York's Town Hall Monday (1). . . . The San Antonio Symphony will make a six-State Midwest tour next February under its musical director, Victor Alessandro.

## Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. VERDI: REQUIEM—Shaw Chorale; NBC Symphony (Toscanini) . . . . . RCA Victor LM 6018
3. TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6020
4. MRS. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1809
5. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
6. R. STRAUSS: EIN HELDENLEBEN — Chicago Symphony (Reiner) . . . . . RCA Victor LM 1807
7. BEETHOVEN; SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
8. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1834
9. MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; BORODIN: STEPPES OF CENTRAL ASIA; RIMSKY-KORSKOFF: RUSSIAN EASTER OVERTURE—Symphony Orchestra (Stokowski) . . . . . RCA Victor LM 1816
10. RESPIGI: PINES OF ROME; FOUNTAINS OF ROME —NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
11. SCHUBERT: SYMPHONY NO. 9 IN C MAJOR—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1835
12. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8271
13. TWENTY-FIFTH ANNIVERSARY ALBUM—Vladimir Horowitz . . . . . RCA Victor LM 6014
14. GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F; AMERICAN IN PARIS — Levant, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4879
15. VERDI: LA TRAVIATA ORCHESTRAL SELECTIONS—Kostelanetz Orchestra . . . . . Columbia ML 4896
16. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . . . RCA Victor LM 1005
17. COPLAND: BILLY THE KID; APPALACHIAN SPRING; EL SALON MEXICO—National Symphony (Mitchell) . . . . . Westminster 5286
18. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati) . . . . . Mercury OL 2-101
19. MENDELSSOHN: VIOLIN CONCERTO; BRUCH: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8243
20. RAVEL: BOLERO; RIMSKY-KORSKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony (Paray) . . . . . Mercury 50020

## Reviews and Ratings of New Popular Albums

### DEAR SIR . . . . . 80 (1-10")

Jubilee LP-10  
Here is an excellent commercial follow-up to the pair of "Bloopers" packages turned out by producer Kermit Schafer for the same label. This time they've dug into the Juliet Lowell collection of purportedly authentic letters written to important people, famous names and well-known governmental and private organizations and firms. There is no doubt now that a healthy market exists for this type of "party" record in which the material ranges from downright funny to unnecessary suggestiveness, and from raucous humor to discreet-sounding malapropisms. The production is as good as can be expected. The material is well-chosen and the package is as colorful as the material inside. A strong commercial bet, this.

### ALL TIME DANCE PARTY . . . . . 73

Paul Whiteman Ork (1-10")  
Coral CRL-56119  
Here's a nostalgic package of eight flapper-age tunes with an intriguing musical gimmick. Whiteman has re-recorded his most famous old disk hits, utilizing the exact arrangements that made the rolled-stockings-and-hip-flask era flip over his platters. The results are delightful and sure to please the older generation. In view of the revival of the Charleston, etc., today, the LP should also find favor with the younger set. Tunes include "Whispering," "Chicago" etc.

### MR. HONKY-TONK . . . . . 72

Eddie (Piano) Miller  
Jay-Dee 2  
Eddie (Piano) Miller does a delightful job here on a group of old-time tunes, playing them all in bright and breezy honky-tonk style with some bright rhythm backing. Tunes include "Black and White Rag," "Little Annie Rooney," "On a Bicycle Built for Two" and many, many others from the 1890's thru the 1920's. Fine wax here for deejay programming and for home parties.

### HYMNS OF AMERICA . . . . . 67

Ken Griffin (1-10")  
Columbia CL-6298  
Ken Griffin turns in attractive renditions here of favorite hymns on organ. Selections include "Rock of Ages," "Sweet Bye and Bye," "Onward Christian Soldiers," "I Love to Tell the Story" and other beloved hymns. It should interest his many fans and others in the Bible Belt.

### "POP" MAMBOS . . . . . 65

Bennie Benjamin and George Weiss; Horace Diaz Ork (1-10")  
Kapp KL-103  
Bennie Benjamin and George Weiss have written many hits over the past

nine years. In addition to writing the hits, they have long been known to be able to "demonstrate" their own songs to the recording men at the various record firms. On this cutting the boys "demonstrate" some of their past hits, in mambo tempo, helped by the Horace Diaz ork. Their record demonstrations here are only fair but the side may interest some mambo fans. Tunes, all in mambo rhythm, include "Dancin' With Someone," "Wheel of Fortune," "I'll Never Be Free," and "I Don't See Me in Your Eyes Anymore."

### CAMP HAS A BALL . . . . . 62 (1-12")

Cook 5005  
As a rough-house type of pianist, Red Camp makes like the best of them. Could be, too, that he can sing the blues capably. Only the piano work gets an honest reading here, the trumpet man Dude Skiles gets off some neat passages. As for Camp's piano—it sparkles at times, as do his ideas. The liner notes and some of the hidden reasoning for this type of recording, tho, remain a secret (or private joke) between Camp and diskery exec Emory Cook. The sound, by the way, is slick hi-fi. Disk can also be played binaurally.

### ACORDION DUETS . . . . . 60

Joe Biviano; Anthony Mecca (1-10")  
Jay-Dee 3  
Primary appeal of this set would appear to be to the students of accordion. The duets are performed by two particularly capable musicians—both of whom are well-known teachers in New York, as well as professional performers. Selections are quite familiar for the most part. Arrangements are scholarly, rather than sparkling entertainment.

## Jazz

### THE YOUNG AT BOP . . . . . 77 (1-10")

Emarcy MG-26001  
Here's a nostalgic album that should attract many modern fans. It's a collection of recordings made by many of our early bop pioneers about 10 years ago, when bop was a radical departure from the accepted swing style. The first side of the disk features singers Buddy Stewart and Dave Lambert singing along with this new music in a style that has come to be known as "be bop." And the other side contains four cuttings with members of the Woody Herman ork, that shows off the then startling new cool music. Bill Harris, Charley Ventura, Neil Hefti, Chubby Jackson and others go on the second side. This set, aptly titled, could pull steady

(Continued on page 44)

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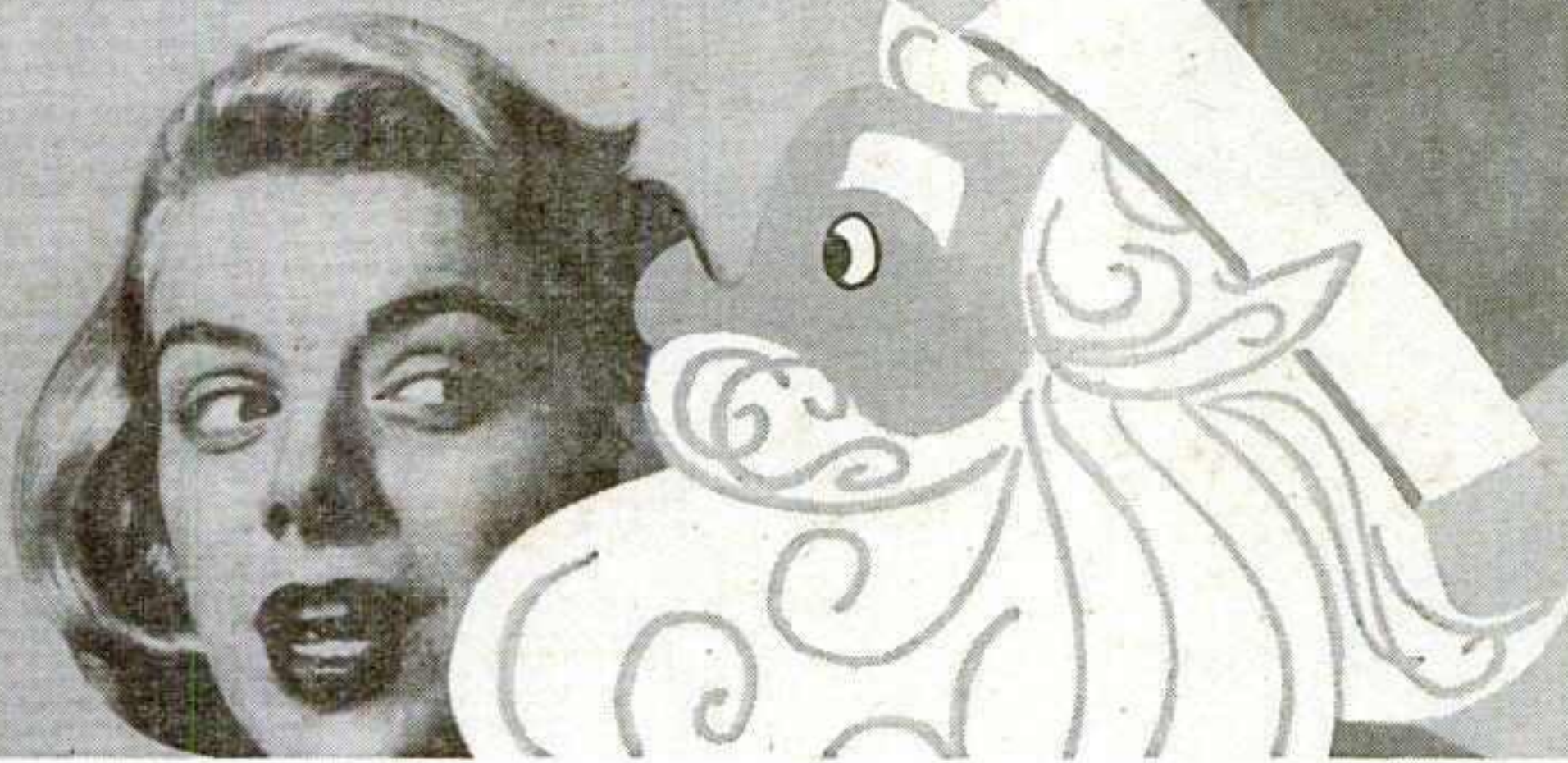
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# Rosemary Clooney Lp

Irving Berlin's

in songs from the Paramount  
Pictures production of

# "White Christmas"



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COLUMBIA

# While we're Young

Lp



- While We're Young
- Too Young
- Hello, Young Lovers
- Young At Heart
- Younger Than Springtime
- Blame It On My Youth
- Young Man, Young Man
- You Make Me Feel So Young

DESPITE ANY OTHER CLAIM...  
THERE CAN ONLY BE  
ONE ORIGINAL AND

**DECCA**  
RECORDS HAS IT!



Decca Record No. 29092

# "TEACH ME TONIGHT"

Recorded by the pert and vivacious

# JANET BRACE



## • Reviews and Ratings of New Classical Releases

**GERSHWIN: PORGY AND BESS; TCHAIKOVSKY: THE QUEEN OF SPADES (1-12)**—N. Y. Philharmonic; Andre Kostelanetz, Cond. Columbia ML 4904 ..... 82

Here is the first in a new LP series featuring Kostelanetz and the orchestra, inspired by their partnership in the highly successful special non-subscription concerts at Carnegie Hall during the 1953-'54 season. Dealers should find this package particularly useful for inducting beginner collectors into the classical field, in view of the popular appeal of Gershwin's "Porgy and Bess" score, and Tchaikovsky's equally high standing among those who are otherwise unfamiliar with the classical field. Robert Russell Bennett, who arranged the "symphonic picture" of the Gershwin score, is also well known to legit musical fans, while Kostelanetz, of course, has always enjoyed unique popularity in both markets. Performance is as excellent as the LP's sales prospects.

**MOZART: PIANO CONCERTO NO. 24 IN C MINOR; PIANO CONCERTO NO. 26 IN D (1-12)**—Robert Casadesus, Piano; Cleveland Symphony; George Szell, Cond. Columbia ML 4901 ..... 78

There are many recordings of these two popular Mozart concertos, but these new versions by Robert Casadesus certainly rate with the best and many customers will prefer his work over others available. The pianist has performed the concertos in public frequently to enthusiastic audience response that should be echoed by disk buyers over many months.

**LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERPIECES (1-12)**—Eastman Symphonic Wind Ensemble; Frederick Fennell, Cond. Mercury MG 40011 ..... 77

Here is a set to delight the heart of the real hi-fi bug. "La Fiesta Mexicana" by H. Owen Reed, which receives its premiere LP waxing here, features, in addition to a full complement of wind instruments, a great number of percussion instruments as well. And it is played with engaging spirit. The other works on this set, also by contemporary composers, are also presented for the first time on LP. Again they feature special effects that will flip the sound collectors. Both hi-fi fans and those interested in contemporary writers will be attracted to the package. This is Volume 12 in the label's American Music Festival series.

**BEETHOVEN: SYMPHONY NO. 4; SYMPHONY NO. 8 (1-12)**—Vienna State Philharmonia; Jonel Perlea, Cond. Vox PL 8740 ..... 76

Perlea's association with Vox seems destined for happy results. He recently turned in a highly prized set of Mozart symphonies, whose purchasers should look to this new entry with special interest. They will not be disappointed. This is good, solid music making, with a youthful lilt where needed and the sound captured by the Vox engineers is unusually fine. Disk is the only one in the catalog coupling the Fourth and Eighth.

**SCHUMANN: CELLO CONCERTO IN A MINOR; SELECTED SHORT PIECES (1-12)**—Pablo Casals, Cello; Prades Festival Orchestra. Columbia ML 4926 ..... 75

The master cellist has here agreed to record a major work, his first in 15 years, and the result will hold strong interest for many listeners who hold musicianship above mere technique. It is also a pleasure to report that Casals, in his mid-70's, still wields a vigorous bow and is probably unsurpassed in cantilena passages. The sentimental appeal of this package is obvious and it's abetted by the typical Casals moans and grunts which are occasionally caught by the close-up microphone. Seven short cello solos and one piece for orchestra round out the program. Pretty good sales on this one, due as much to sentiment as achievement. Curious buyers can be told that Eugene Ormandy is the unbilled conductor in the concerto.

**MENDELSSOHN: HEBRIDES OVERTURE; RUY BLAS OVERTURE (1-10)**—N. Y. Philharmonic Symphony; Dimitri Mitropoulos, Cond. Columbia AL 52 ..... 75

Considering the name value of the orchestra and composer, the popularity of works like "Fingal's Cave" and "Ruy Blas," the low price, etc., this package should do just fine for retailers catering to a neophyte clientele. The fine New York Philharmonic-Mitropoulos reading should also appeal to the more erudite still seeking to fill in vacant slots in their libraries.

**MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; TCHAIKOVSKY: VIOLIN CONCERTO IN D (1-12)**—Ivry Gitlis, Violin; Pro Musica Symphony; H. Hollreiser, H. Swarowsky, Conds. Vox PL 8840 ..... 74

**BERG: VIOLIN CONCERTO; CONCERTO FOR VIOLIN, PIANO AND 13 WINDS (1-12)**—Ivry Gitlis, Violin; Pro Musica Symphony; W. Strickland, H. Byrns, Conds. Vox PL 8660 ..... 67

Gitlis, a young Israeli violinist, due for a big record buildup by Vox and slated for his first American tour next season, has a tremendous technique and brilliant tone. These facets of his art, plus infectious enthusiasm, make for exciting performances of the Mendelssohn and Tchaikovsky. There is nothing reflective or casual in his playing; it is all intense and tightly knit. This coupling, incidentally, is a true bargain in quantity of popular fiddle music. Gitlis shows the same qualities in the difficult Berg works, almost as difficult to listen to (for the average music-lover) as to play. The chamber

concerto receives its first disk treatment here.

**BRAHMS: VIOLIN AND PIANO SONATAS, NOS. 1, 2 AND 3 (2-12)**—Isaac Stern, Violin; Alexander Zakin, Piano. Columbia SL 202 ..... 74

Columbia has here remastered the Brahms First and Third Sonatas from earlier issues, added a new reading of the Second and filled out the set with the "Frei aber einsam" Sonata, containing movements contributed by Brahms, Schumann and Dietrich in a dedicatory work to the 19th Century violinist Joseph Joachim. It makes for a mighty attractive package, convenient to merchandise. Stern's performances are remarkable for their warmth and Zakin is a sympathetic collaborator. The recording, too, has almost silken smoothness. None of the packaged works is overly represented in the LP catalog and these readings are likely to be preferred by most anxious to acquire the repertoire.

**BEETHOVEN: SYMPHONY NO. 1; EG-MONT OVERTURE; LEONORE OVERTURE NO. 3 (1-12)**—Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35097 ..... 73

The fourth in what is beginning to shape up as a noteworthy series of the Beethoven symphonies combining the talents of Karajan and the Philharmonia Orchestra. The conductor's achievement has been not merely to recreate the majestic contours and bold dimensions of Beethoven's symphonies, but to explore far more sensitively than most the grain and delicate tissue of his work. Karajan's complete control of the various sections of the orchestra and his ability to juxtapose their colors in lucid contrast is quickly evident here. The two overtures comprise a prize bonus; they are certainly among the best recorded and performed of the many competitive versions now in the catalog. Staple stock.

**BRAHMS: FOUR SYMPHONIES AND OTHER ORCHESTRAL WORKS (4-12)**—New York Philharmonic; Bruno Walter, Cond. Columbia SL 200 ..... 73

This is one of the most attractive packages, for content and appearance, to be issued by any manufacturer in a long time. The book-type album is covered in expensive-looking fabric; the extensive notes by Neville Cardus are highly literate and informative; there are many photographs; the set breathes class and good taste thruout. And these physical trappings surround a musical experience that in its own way is unmatched. Walter as a Brahms interpreter is a known quantity to countless concert-goers and many record collectors. His ability to keep uppermost always the total concept of the work at hand, blending all in an intensely warm and human unwinding of melody, is here displayed in a copious package for all to marvel at again. In addition to the symphonies the set contains the "Haydn Variations," "Tragic Overture," "Academic Festival Overture" and four Hungarian dances. The one competitive factor that may withhold from the set full realization of its due sales potential, is the RCA Victor package of the four Brahms symphonies by Toscanini, still unaccountably something of a drug on the market. Still dealers ought to rack up good sales with this plush pack, especially to those seeking distinguished gift material.

**BACH: MAGNIFICAT IN D (1-12)**—Soloists, Chorus, Pro Musica Orchestra, Stuttgart; Rolf Reinhardt, Cond. Vox PL 8890 ..... 71

The generally happy tenor of the familiar work is sensitively projected in this reading. Intimate presence of the sound is also appealing in a recording to which all principles contribute ably. Included are four Christmas sections, occasionally omitted. Attractive cover art increases the likelihood of good pre-holiday sales.

**BEETHOVEN: PIANO SONATAS NOS. 3, 19 AND 20 (1-12)**—Friedrich Gulda, Piano. London LL 999 ..... 71

Gulda adds another entry in his projected compass of the 32. Tho these three are perhaps not among the most popular of the 32, they do represent high water marks in Beethoven's early period. And Gulda is at his best in sonatas that are brought off primarily thru uninhibited virtuosity and are not clouded by the tragic shadows of the last period. The youthful warmth of the pianist brings these sonatas off as an easy tour-de-force. Commercially, of course, the Gulda interpretations will suffer from having to compete with those of the other keyboard giants that are now also recording the 32.

**MOZART: FOUR HORN CONCERTOS (1-12)**—Dennis Brain, French Horn; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35092 ..... 70

These works are rarely heard; perhaps the main reason is that there are so few horn players who can do right by them. Dennis Brain, the youngest in a family noted for its distinguished masters of the instrument, has the technique and musicianship to bring these charming works to glowing life. Only two of the works packaged here have been recorded before, but none as capably. Moderate but sustained sales can be predicted.

**PISTON: SYMPHONY NO. 3 (1-12)**—Eastman Rochester Symphony; Howard Hanson, Cond. Mercury MG 40010 ..... 69

This symphony won for Walter Piston the 1947 Pulitzer Prize in composition. Its recording here under auspices of the Koussevitzky Foundation should be met with considerable enthusiasm by those plugging for more contemporary American music on disks. But the market should include more than that dedicated minority. The work makes for rewarding  
(Continued on page 44)



RCA Victor  
proudly  
announces  
the  
debut of

# MORTON GOULD

AND HIS ORCHESTRA

on the RCA Victor label



in two great show tunes from "FANNY"

## FANNY

## WHY BE AFRAID TO DANCE

20/47-5919

a "New Orthophonic" High Fidelity recording

RCA VICTOR  
FIRST IN RECORDED MUSIC



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

# The Billboard Music Popularity Charts

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

## Talent Corner

Tho most have tried and many have thought they had the answer, few can explain why the dance bands are not strong record sellers. The reasons given are many, varied and even unusual. The fact remains, tho, that bands on records have a tough time hitting best-seller charts. One of the exceptions, of late, is the Ralph Marterie band



RALPH MALTERIE

on Mercury. Currently riding high with their version of "Skokiaan," (as are other orks) the band keeps turning out disks which are strictly danceable, yet have that commercial "watchamacallit" that gets the kids to buy records. Current release is "Kiss Crazy Baby" and "Bong Guitar." The latter is a twist on well-known "oye Negra."

And if you're looking for an example of perseverance, there isn't a better one than the story of Miss Kitty Kallen. It's been a long time since she was singing on those hit



KITTY KALLEN

Harry James' band records, but a "stick-to-it" program brought her to Decca where she paid for her own early record sessions last year and finally came thru with the real big one. Her current item is "Don't Let the Kitty Geddin'" and "I Want You All to Myself."

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. This Ole House	2	9
Hamblen		
2. If I Give My Heart To You	1	9
Miller		
3. I Need You Now	6	8
Miller		
4. Count Your Blessings	6	4
Berlin		
5. Hey, There	3	16
Frank		
6. High and the Mighty	5	14
Witmark		
7. Little Shoemaker	4	16
Bourne		
8. Papa Loves Mambo	9	5
Shapiro-Bernstein		
9. Hold My Hand	8	7
Raphael		
10. Skokiaan	10	9
Shapiro-Bernstein		
11. Teach Me Tonight	-	1
Hub		
12. Whither Thou Goest	13	4
Hill & Range		
13. In the Chapel In the Moonlight	12	15
Shapiro-Bernstein		
14. Cara Mia	-	1
Feist		
15. Sh-Boom	11	16
Hill & Range		
15. Smile	-	1
Bourne		

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending October 27

This Week	Last Week	Weeks on Chart
1. Hey, There	1	16
By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: S. Davis Jr., Dec 29199; D. Hawkins, Epic 9049; Homer & Jethro, V 20-5867; R. Prysock, Mercury 70460; J. Raitt, Col 1098; J. Ray, Col 40224		
2. If I Give My Heart to You	2	9
By Jimmy Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: Deris Day, Col 40300; D. Lor, Majar, 27; C. Boswell, Dec 29148 OTHER RECORDS AVAILABLE: D. Ellington, Cap 2930; B. Greco, Coral 61236; Four Bars, Josie 768; M. Lewis, Cap 2868; Peacock Mambo Combo, Tico 1092; T. Rogers, Mercury 70451; D. Shore, V 20-5838; T. Sosebec, Coral 64183; Wright Brothers, M-G-M 11776		
3. This Ole House	2	13
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V 20-5739. OTHER RECORDS AVAILABLE: Rex Allen-T Williams, Dec 29254; Herb and Kay, King 1376; Jordanaires, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Statesmen, V 20-5850		
4. I Need You Now	4	9
By Jimmie Crane and Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346		
5. Papa Loves Mambo	8	5
By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324		
6. Skokiaan	5	11
By August Msarurgwa-Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: R. Marterie, Mercury 70432; Four Lads, Col 40306. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2896; L. Armstrong, Dec 29256; Bulawayo Sweet Rhythm Boys, London 1491; T. Heath, London 1500; J. Hodges, Norgan 124; B. Isaacs, V 20-5844; Johnston Bros., London 1500; J. Loco, Tico 229; P. Prado, V 5839; Shtyans, Bruce 110		
7. Hold My Hand	7	8
By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP) BEST SELLING RECORDS: D. Cornell, Coral 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29301		
8. Teach Me Tonight	12	4
By Sammy Cahn—Published by Hub (ASCAP) BEST SELLING RECORD: DeCastro Sisters, Abbott 3001. OTHER RECORDS AVAILABLE: H. Grayco, X 0051; Modernaires, Coral 61265; J. Stafford, Col 40351		
9. Sh-Boom	6	18
By James Keys, Claude Feaster, Floyd McRae, James Edwards—Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Chords, Cat 104. OTHER RECORDS AVAILABLE: S. Freberg, Cap 2929; L. McAuliffe, Col 21283; B. Williams, Coral 61212; B. Williamson, V 20-5799		
10. Shake, Rattle and Roll	10	8
By Charles Calhoun—Published by Progressive (BMI) BEST SELLING RECORDS: B. Haley, Dec 29204; J. Turner, Atlantic 1026		

## Second Ten

11. COUNT YOUR BLESSINGS	12	3
Published by Berlin (ASCAP)		
12. HIGH AND THE MIGHTY	9	15
Published by Witmark (ASCAP)		
13. LITTLE SHOEMAKER	11	19
Published by Bourne (ASCAP)		
14. WHITHER THOU GOEST	17	4
Published by Hill & Range (BMI)		
14. MUSKRAT RAMBLE	18	3
Published by Simon (ASCAP)		
16. CARA MIA	16	7
Published by Feist (ASCAP)		
16. MR. SANDMAN	-	1
Published by E. H. Morris (ASCAP)		
18. SMILE	14	8
Published by Bourne (ASCAP)		
19. IT'S A WOMAN'S WORLD	-	1
Published by Robbins (ASCAP)		
20. I NEED YOUR LOVIN'	-	1
Published by Bazoom (BMI)		

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

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

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Packaged Records, Popular	30	Rhythm & Blues	51
Packaged Records, Classical	30	Other Categories	32

## Tunes with Greatest Radio-TV Audiences

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

### Radio

All I Want is All There Is and Then Some	(R)—Frank—ASCAP
Cara Mia (R)—Feist—ASCAP	
Count Your Blessings (Instead of Sheep)	(R)—Berlin—ASCAP
Dream (R)—Goldsen—ASCAP	
Hajji Baba (R)—Remick—ASCAP	
Hey, There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Hold My Hand (R)—Raphael—ASCAP	
I Have to Tell You (R)—Chappell—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
I'm a Fool to Care (R)—Peer—BMI	
It's a Woman's World (R)—Robbins—ASCAP	
Love You Didn't Do Right By Me (R) (F)—Berlin—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Mood Indigo (R)—Mills—ASCAP	
Muskrat Rumble (R)—Geo. Simon—ASCAP	
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP	
Papa Love Mambo (R)—Shapiro-Bernstein—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Smile (R)—Bourne—ASCAP	
There's a Small Hotel (R)—Chappell—ASCAP	
They Were Doing the Mambo (R)—Mayfair—ASCAP	
Things I Didn't Do (R)—Hill & Range—BMI	
This Ole House (R)—Hamblen—BMI	
Time Waits for No One (R)—Remick—ASCAP	
Whither Thou Goest (R)—Hill & Range—BMI	
Your Nobody Till Somebody Love You (R)—Southern—ASCAP	

### Television

Answer Me, My Love (R)—Bourne—ASCAP
Boy Wanted (R)—Simon—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Do You? (R)—Ludlow—BMI
Dream (R)—Goldsen—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Happy Days and Lonely Nights (R)—Advanced—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Can't Tell a Waltz From a Tango (R)—Harman—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
It's a Woman's World (R)—Robbins—ASCAP
I've Known You All My Life (R)—Frank—ASCAP
Muskrat Rumble (R)—Geo. Simon—ASCAP
Mambo #8 (R)—Peer—BMI
Never Underestimate (R)—Laurel—ASCAP
Papa Love Mambo (R)—Shapiro-Bernstein—ASCAP
Rain, Rain, Rain (R)—Maple Leaf—BMI
Show Me (R)—Trinity—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R)—Bourne—ASCAP
Some Day (R)—Famous—ASCAP
There Never Was a Night So Beautiful (R)—Broadcast—BMI
They'll Forget About You (R)—Roxbury—ASCAP
Things I Didn't Do (R)—Hill & Range—BMI
This Ole House (R)—Hamblen—BMI
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Whither Thou Goest (R)—Hill & Range—BMI

## England's Top Twenty

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

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





# Buyboard

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

## TOP SELLERS— POPULAR Listed Alphabetically

BAZOOM	
ARIVEDERCI	The Cheers ..... 2921
HAJJI BABA	
UNBELIEVABLE	Nat "King" Cole ... 2949
HONEY LOVE	
RIOT IN CELL BLOCK NUMBER NINE	Vicki Young ..... 2865
I'M A FOOL TO CARE	
AUCTIONEER	Les Paul & Mary Ford . 2839
THE POINT OF NO RETURN	
GIVE A LITTLE TIME	Ella Mae Morse ... 2959
SAW YOUR EYES	
I DON'T WANNA SEE YOU CRYIN'	The Four Knights ... 2938
SH-BOOM	
WIDE-SCREEN MAMA BLUES	Stan Freberg ..... 2929
SMILE	
IT'S CRAZY	Nat "King" Cole ... 2897
WHITHER THOU GOEST	
MANDOLINO	Les Paul & Mary Ford . 2928
WOMAN'S WORLD	
JAMBO	Ray Anthony ..... 2936

## COMING UP FAST Listed Alphabetically

LING, TING, TONG	
I'M ALONE	The Five Keys ..... 2945
LOVE ME	
PAPA'S PUTTIN' THE PRESSURE ON	Connie Russell ..... 2933
LOVE TURNS WINTER TO SPRING	
MOOD INDIGO	The Four Freshmen ... 2961
RESTUM IN PEACE BLUES	
ONE-NOTE BOOGIE	Willie Restum ..... 2962
RIVER OF NO RETURN	"Tennessee"
GIVE ME YOUR WORD	Ernie Ford ..... 2810
SAW YOUR EYES	
I DON'T WANNA SEE YOU CRYIN'	The Four Knights ... 2938
TRY AGAIN	
ONE MORE TIME	Dean Martin ..... 2911

## LATEST RELEASES

Numbers  
444 & 445

RUDOLPH THE RED-NOSED REINDEER—MAMBO	
LOOP-DE-LOOP MAMBO	Billy May ..... 2948
THE POINT OF NO RETURN	
GIVE A LITTLE TIME	Ella Mae Morse ..... 2959
MEXICAN HAT TRICK	
SLEEPY SERENADE	Woody Herman ..... 2960
LOVE TURNS WINTER TO SPRING	
MOOD INDIGO	The Four Freshmen ..... 2961
RESTUM IN PEACE BLUES	
ONE-NOTE BOOGIE	Willie Restum ..... 2962
I FEEL LIKE CRYIN'	
PRISON CELL OF LOVE	Werly Fairburn ..... 2963
STRATOSPHERE BOOGIE	
DEEP WATER	Jimmy Bryant & Speedy West . 2964
SATAN AND THE SAINT	
SWING LOW, SWEET CHARIOT	The Louvin Brothers ..... 2965
WHEN YOU'RE MAKING LOVE TO ME	
DOES IT HURT YOU TO REMEMBER	Vonnie Taylor ..... 2966
COME BACK BABY	
BLUES FOR BABY	Frank Martin ..... 2967
FLAME OF LOVE	
I JUST WANNA BE YOUR LOVING BABY	Bas Sheva ..... 2968
PEACE ON EARTH	
CHRISTMAS TIME IS HERE	Martha Carson ..... 2969
IS I IS OR IS I AIN'T!	
MAYBE SHE WOULD LIKE TO KNOW	Fred Baker ..... 2970

## BEST SELLING— POPULAR ALBUMS Listed Alphabetically

BARRELHOUSE, BOOGIE, AND THE BLUES—Ella Mae Morse	EAP-1-513 & EAP-2-513 45 rpm "EP" No. H-513 33 1/2 rpm No. H-513
THE CLAUDE WILLIAMSON TRIO	45 rpm "EP" No. EBF-6502 33 1/2 rpm No. H-6502
ELLINGTON '55—Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-521 33 1/2 rpm No. W-521
FIREMAN'S BALL—Joe "Fingers" Carr	45 rpm "EP" No. EAP-1-527 & EAP-2-527 33 1/2 rpm No. H-527
KENTON SHOWCASE—MUSIC OF BILL RUSSO & BILL HOLMAN—Stan Kenton	33 1/2 rpm No. W-524
MOONLIGHT AND VIOLINS—Pittsburgh Symphony Orchestra	45 rpm "EP" No. FBF-534 33 1/2 rpm No. L-534
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/2 rpm No. H-352
MUSIC, MARTINIS AND MEMORIES—Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509 33 1/2 rpm No. W-509
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516 33 1/2 rpm No. H-516
SWING EASY—Frank Sinatra	45 rpm "EP" No. EAP-1-528 & EAP-2-528 33 1/2 rpm No. H-528
TOP HITS OF '54, VOLUME II—Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119 33 1/2 rpm No. H-9119
2 GUITARS COUNTRY STYLE—Speedy West & Jimmy Bryant	45 rpm "EP" No. EAP-1-520 & EAP-2-520 33 1/2 rpm No. H-520
VOICES IN MODERN—The Four Freshmen	45 rpm "EP" No. EAP-1-522 & EAP-2-522 33 1/2 rpm No. H-522

## TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

THE BANDIT PRAIRIE HOME	Tex Ritter ..... 2916
DOGGIE HOUSE BOOGIE	
TEN, TEN A.M.	Merrill Moore ..... 2924
DON'T FALL IN LOVE WITH A MARRIED MAN YOU'LL COME CRAWLIN'	Jean Shepard ..... 2905
HOW COME Y'ALL COME WHEN YOU GIVE A ROSE TO A RED HEAD	Cousin Herb Henson ..... 2925
IF THAT'S THE FASHION IF YOU AIN'T LOVIN'	Faron Young ..... 2953
MY GAL GERTIE	
LOOK, LOOK, LOOK	Dub Dickerson ..... 2947
NEVER FRIENDLY LOVE	Wesley & Marilyn Tuttle ..... 2850
THE NEW GREEN LIGHT	
A LONELY HEART KNOWS	Hank Thompson ..... 2920
A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT	Faron Young ..... 2859
SHE DONE GIVE HER HEART TO ME	
OCEANS OF TEARS	Sonny James ..... 2906
THIS OLE HOUSE	
BE PREPARED	The Jordanaires ..... 2915
WHATCHA GONNA DO NOW YOU'RE FOR ME	Tommy Collins ..... 2891

## BEST SELLING— "EP" ALBUMS Listed Alphabetically

DANCE CRAZE—Anthony, Kenton, Hunt	45 rpm "EP" No. EAP-1-518
DIXIE PARADE—Ray Anthony	45 rpm "EP" No. EAP-1-539
I'M A FOOL TO CARE—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-554
MAMBO—Dave Barbour	45 rpm "EP" No. EAP-1-545
MELANCHOLY SERENADE—Jackie Gleason	45 rpm "EP" No. EAP-1-532
MORE MAY!—Billy May	45 rpm "EP" No. EAP-1-536
SITTING ON TOP OF THE WORLD!—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-540
STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
THREE COINS IN THE FOUNTAIN—Frank Sinatra	45 rpm "EP" No. EAP-1-542
TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519

## "Specialized" HIGH-FIDELITY ALBUMS

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

## —BEST SELLING—"1600" SERIES Listed Alphabetically

THE BREEZE	
SIDE BY SIDE—Kay Starr	1688
COW COW BOOGIE	
THE BLACKSMITH BLUES	Ella Mae Morse ..... 1693
DREAM	
MY HAPPINESS—The Pied Pipers	1628
THE ELKS' PARADE	
SHERWOOD'S FOREST—Bobby Sherwood	1694
LOVER	
BRAZIL—Les Paul	1600
MY BABY'S COMIN' HOME	
MEET MISTER CALLAGHAN	Les Paul & Mary Ford ..... 1690
NATURE BOY	
FOR ALL WE KNOW—Nat "King" Cole	1663
OH!	
THE DARKTOWN STRUTTERS' BALL	Pee Wee Hunt ..... 1691
ONCE IN A WHILE	
BRAZIL—The Dinning Sisters	1653
PRETEND	
UNFORGETTABLE—Nat "King" Cole	1689
SEPTEMBER SONG	
LAURA—Stan Kenton	1680
TWELFTH STREET RAG	
THE CHARLESTON—Pee Wee Hunt	1638
WHEEL OF FORTUNE	
ANGRY—Kay Starr	1677

### VICKI YOUNG

first "Honey Love," now a new hit

YOU CAN'T BE MINE ANYMORE

HERE TODAY AND GONE TOMORROW LOVE

CAPITOL RECORD NO. 2944

Everybody's cheering...

### THE CHEERS

BAZOOM (I NEED YOUR LOVIN')

ARIVEDERCI

CAPITOL RECORD NO. 2921

### VONNIE TAYLOR

a talented new vocalist sings...

WHEN YOU'RE MAKING LOVE TO ME

DOES IT HURT YOU TO REMEMBER

CAPITOL RECORD NO. 2966

# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending October 27

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1.	3	14	THIS OLE HOUSE—R. Clooney..... Hey, There (3)—Col 40266—BMI	
2.	2	10	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
3.	1	17	HEY, THERE—R. Clooney..... This Ole House (1)—Col 40266—ASCAP	
4.	6	6	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	
5.	5	9	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
6.	4	9	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall In Love—Col 40300—ASCAP	
7.	9	12	SHAKE, RATTLE AND ROLL— B. Haley..... A. B. C. Boogie—Dec 29204—BMI	
8.	12	5	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
9.	7	11	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
10.	8	18	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	
11.	11	10	SKOKIAAN—Four Lads..... Why Should I Love You?—Col 40306—ASCAP	
12.	10	12	CARA MIA—D. Whitfield..... How, When or Where—London 1486—ASCAP	
13.	16	4	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat (28)—Coral 61278—ASCAP	
14.	24	2	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
15.	18	4	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	
16.	13	10	IF I GIVE MY HEART TO YOU— D. Lor..... Hello, Darling—Majar 27—ASCAP	
17.	14	7	SMILE—Nat (King) Cole..... It's Crazy—Cap 2897—ASCAP	
18.	25	2	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
19.	22	4	I NEED YOUR LOVIN'—Cheers..... Arivederci—Cap 2921—BMI	
20.	—	1	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	
21.	20	3	THAT'S WHAT I LIKE— Don, Dick & Jimmy..... You Can't Have Your Cake and Eat It Too— Crown 125—ASCAP	
21.	28	4	ST. LOUIS BLUES MAMBO— R. Maltby..... Beloved Be True—X 0042—ASCAP	
23.	17	14	THEY WERE DOING THE MAMBO— V. Monroe..... Mister Sandman—V 20-5767—ASCAP	
24.	29	2	MAMA DOLL SONG—P. Page..... I Can't Tell a Waltz From a Tango— Mercury 70458—ASCAP	
24.	27	7	MOOD INDIGO—N. Petty Trio..... Petty's Little Polka—X 0040—ASCAP	
26.	25	5	IF I GIVE MY HEART TO YOU— C. Boswell..... Tennessee—Dec 29148—ASCAP	
26.	20	14	HIGH AND THE MIGHTY— V. Young..... Moonlight and Roses—Dec 29203—ASCAP	
28.	19	7	OOP SHOOP—Crew Cuts..... Do Me Good, Baby—Mercury 70443—BMI	
28.	—	1	LONESOME POLECAT— McGuire Sisters..... Muskrat Ramble (13)—Coral 61278—ASCAP	
30.	15	19	LITTLE SHOEMAKER—Gaylords.... Mecque, Mecque—Mercury 70403—ASCAP	

## This Week's Best Buys

MAMBO ITALIANO (Rylan, ASCAP)—Rosemary Clooney—Columbia 40361

With two sides of her previous release still hugging the uppermost reaches of the pop charts, Miss Clooney proves to have another powerhouse in this lively side. For over ten days it has been a strong seller in Boston, Providence, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis and Atlanta and is now beginning to break on the West Coast. Flip is "We'll Be Together Again" (Marmor, BMI). A previous Billboard "Spotlight" pick.

RUNAROUND (Regent, BMI)—The Chuckles—"X" 0066

A "sleeper" that is beginning to show such strong action in several Midwestern sales territories that it can be reckoned a potential chart threat. The disk appears this week on

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

the Detroit and Cleveland territorial charts and is also reported to be selling well in St. Louis, Chicago, Milwaukee, Pittsburgh, Buffalo, New York and Atlanta. Flip is "At Last You Understand."

TEACH ME TONIGHT (Hub, ASCAP) — Jo Stafford—Columbia 40351

Despite the sensational ascent up the charts made (and still being made) by the De Castro Sisters with this tune, Miss Stafford is proving that it is strong enough material to place her recording of it on the best seller lists as well. Now appearing on the Atlanta territorial chart, the Stafford disk is also reported strong in Richmond, St. Louis, Dallas, Milwaukee, Chicago, Cincinnati, Pittsburgh and Buffalo. Flip is "Suddenly" (Brenner, BMI). A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending October 27

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	14	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	
2.	2	13	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	
3.	3	10	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
4.	6	6	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall In Love—Col 40300—ASCAP	
5.	7	4	PAPA LOVES MAMBO—P. Como..... Things I Didn't Do—V 20-5857—ASCAP	
6.	4	10	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
7.	5	16	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	
8.	12	4	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
9.	8	5	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
9.	11	7	SHAKE, RATTLE AND ROLL— B. Haley..... A. B. C. Boogie—Dec 29204—BMI	
11.	10	7	IF I GIVE MY HEART TO YOU— D. Lor..... Hello, Darling—Majar 27—ASCAP	
11.	9	12	THEY WERE DOING THE MAMBO— V. Monroe..... Mister Sandman—V 20-5767—ASCAP	
13.	15	3	OOP SHOOP—Crew Cuts..... Do Me Good, Baby—Mercury 70443—BMI	
14.	16	7	SKOKIAAN—Four Lads..... Why Should I Love You—Col 40306—ASCAP	
14.	—	1	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	
16.	13	17	LITTLE SHOEMAKER—Gaylords.... Mecque, Mecque—Mercury 70403—ASCAP	
16.	18	8	WHAT A DREAM—P. Page..... I Cried—Mercury 70416—BMI	
16.	20	3	MOOD INDIGO—N. Petty Trio..... Petty's Little Polka—X 0040—ASCAP	
19.	—	1	THAT'S WHAT I LIKE— Don, Dick & Jimmy..... You Can't Have Your Cake and Eat It Too— Crown 125—ASCAP	
20.	—	1	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	
20.	14	16	SH-BOOM—Chords..... Little Maiden—Cat 104—BMI	

## Most Played by Jockeys

For survey week ending October 27

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	16	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	
2.	2	9	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
3.	3	7	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
4.	4	8	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	
5.	8	5	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	
6.	9	4	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
7.	6	11	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
8.	5	14	THIS OLE HOUSE—R. Clooney..... Hey, There—Col 40266—BMI	
9.	7	18	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	
10.	14	2	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
11.	11	8	IF I GIVE MY HEART TO YOU— D. Lor..... Hello Darling—Majar 27—ASCAP	
12.	13	8	IF I GIVE MY HEART TO YOU— C. Boswell..... Tennessee—Dec 29148—ASCAP	
13.	12	8	SMILE—Nat (King) Cole..... It's Crazy—Cap 2897—ASCAP	
14.	10	3	WHITHER THOU GOEST— L. Paul & M. Ford..... Mandolino—Cap 2928—BMI	
15.	—	2	IT'S A WOMAN'S WORLD—Four Aces Cuckoo Bird in the Pickle Tree— Dec 29269—ASCAP	
16.	—	1	MUSKRAT RAMBLE—McGuire Sisters Lonesome Polecat—Coral 61278—ASCAP	
17.	15	3	SHAKE, RATTLE AND ROLL— B. Haley..... A. B. C. Boogie—Dec 29204—BMI	
18.	—	1	I NEED YOUR LOVIN'—Cheers..... Arivederci—Cap 2921—BMI	
19.	18	2	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
20.	—	2	TELL ME, TELL ME—J. Valli..... Boy Wanted—V 20-5837—ASCAP	



# the Gaylords

## 'PUPALINA' and 'Wonderful Lips'

The Billboard Music Popularity Charts

• **Review Spotlight on . . .**

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

Paramount Pictures

singing star

*Anna Maria Alberghetti*

sings  
the Song From

**"DESIREE"**

and

**"KISS, KISS,  
KISS"**

Mercury 70478 • 70478X45



**NEW POP HITS**

1. **MAMA DOLL SONG**  
I Can't Tell A Waltz From A Tango  
**PATTI PAGE**  
Mercury 70458 • 70458X45
2. **MAKE YOURSELF COMFORTABLE BABY**  
Idle Gossip  
**SARAH VAUGHN**  
Mercury 70469 • 70469X45
3. **YOURS**  
Oola Mambo  
**DICK CONTINO**  
Mercury 70455 • 70455X45
4. **MAMBO BABY**  
Love Me  
**GEORGIA GIBBS**  
Mercury 70473 • 70473X45
5. **RUNAROUND**  
Boodya Booten Baby  
**BILLY FARRELL**  
Mercury 70474 • 70474X45
6. **LOVE ME TONIGHT**  
You're Always Welcome Home  
**EDDIE HOWARD**  
Mercury 70467 • 70467X45
7. **MR. SANDMAN**  
Rock-A-Beatin Boogie  
**BUDDY MORROW**  
Mercury 70477 • 70477X45
8. **ONE A TWO TIME MORE**  
Bring Back My Baby To Me  
**RONNIE GAYLORD**  
Mercury 70471 • 70471X45
9. **MIDDLE AGE MAMBO**  
Dawn South  
**SOPHIE TUCKER**  
Mercury 70470 • 70470X45
10. **ONLY LOVE**  
When You're In Love  
**TOMMY PRISCO**  
Mercury 70468 • 70468X45

**COUNTRY & WESTERN**

1. **THE SECRET OF YOUR HEART**  
Read Between The Lines  
**BENNY MARTIN**  
Mercury 70476 • 70476X45
2. **BUSY BODY BOOGIE**  
The Meanest Thing  
**THE CARLISLES**  
Mercury 70484 • 70484X45
3. **HONEY LOVE**  
Female Hercules  
**THE CARLISLES**  
Mercury 70435 • 70435X45

**RHYTHM & BLUES**

1. **I DON'T HURT ANY MORE**  
Dream  
**DINAH WASHINGTON**  
Mercury 70439 • 70439X45
2. **IT USED TO HURT ME**  
Well Do It  
**ELLA JOHNSON**  
Mercury 70459 • 70459X45
3. **DON'T GO**  
I Wanna Come Home  
**THE CHESTNUTS**  
Mercury 70489 • 70489X45



VOTED: MGM HITS



JONI JAMES sings MAMA, DON'T CRY AT MY WEDDING and PA PA PA

DICK HYMAN TRIO East of the Sun

GEORGE SHEARING QUINTET Love is Here to Stay

BILLY ECKSTINE

Love Me, One Sweet Kiss

Mood Indigo, Do Nothin' till you Hear from Me

FRAN WARREN

Blame it on Yourself, Empty Chair

BOB STEWART

It's a Woman's World, Wonderful to Know

LEROY HOLMES and his Orchestra

TARA'S THEME

and JAMIE

Whistling by FRED LOWERY

BETTY MADIGAN

Always You, That was My Heart you heard

TOMMY MARA

Champagne (with my Compliments), Lonely Again

ALAN DEAN

Tonight My Love, The Song from Desiree

THE FOUR JOES

Hajji Baba, In your Loving Care

JERRY (Fish Horn) JEROME

In a Little Spanish Town, Honey

ROSANNE JUNE

Teach Me Tonight, The Touch

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AUTUMN NOCTURNE

THE RAY CHARLES SINGERS

MGM Long Playing Record E3145 (33 1/3 rpm)

R+B

BILLY MOORE QUARTET

Pour the Corn, Here it is, Get it, Come and see it

CLAUDE CLOUD and his Orchestra

Beginner's Mambo, If I can live to see the day

JIMMY NEWSOME

Do that thing, My Little Child

THE RAMBLERS

Vadunt-un-vadava-baby, Please bring yourself back home

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending October 27

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

Atlanta

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

Balti.-Wash.

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

Boston

- 1. Mr. Sandman, Chordettes, Cdc.
2. Bandit, Johnston Brothers, Lon.
3. Papa Loves Mambo, P. Como, V.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. Hey, There, R. Clooney, Col.
6. Muskrat Ramble, McGuire Sisters, Cor.
7. This Ole House, R. Clooney, Col.
8. I Want You All to Myself K. Kallen, Dec.
9. Skoklaan, Four Lads, Col.
10. Whither Thou Goest L. Paul & M. Ford, Cap.

Buffalo

- 1. Papa Loves Mambo, P. Como, V.
2. If I Give My Heart to You Doris Day, Col.
3. This Ole House, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Hold My Hand, D. Cornell, Cor.
6. Hey, There, R. Clooney, Col.
7. Hajja Baba, Naj (King) Cole, Cap.
8. I Want You All to Myself K. Kallen, Dec.
9. Muskrat Ramble, McGuire Sisters, Cor.
10. Sh-Boom, Crew Cuts, Mer.

Chicago

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

Cincinnati

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

Cleveland

- 1. Teach Me Tonight DeCastro Sisters, Abb.
2. Papa Loves Mambo, P. Como, V.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. I Need Your Lovin', Cheers, Cap.
5. This Ole House, R. Clooney, Col.
6. Hey, There, R. Clooney, Col.
7. If I Give My Heart to You D. Lor, Mjr.
8. Smile, Nat (King) Cole, Cap.
9. Drink, Drink, Drink, M. Lanza, V.
10. Runaround, Chuckles, X.

Dallas-Fort Worth

- 1. I Need You Now, E. Fisher, V.
2. Hey, There, R. Clooney, Col.
3. Hold My Hand, D. Cornell, Cor.
4. Skoklaan, Four Lads, Col.
5. Smile, Nat (King) Cole, Cap.
6. If I Give My Heart to You C. Boswell, Dec.
7. Skoklaan, R. Anthony, Cap.
8. This Ole House, R. Clooney, Col.
9. Whither Thou Goest L. Paul & M. Ford, Cap.
10. Papa Loves Mambo, P. Como, V.

Denver

- 1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Hold My Hand, D. Cornell, Cor.
4. If I Give My Heart to You Doris Day, Col.
5. This Ole House, R. Clooney, Col.
6. This Ole House, S. Hamblen, V.
7. Sh-Boom, Crew Cuts, Mer.
8. Skoklaan, R. Marterie, Mer.
9. They Were Doing the Mambo V. Monroe, V.
10. High and the Mighty, V. Young, Dec.

Detroit

- 1. Shake, Rattle and Roll, B. Haley, Dec.
2. This Ole House, R. Clooney, Col.
3. Runaround, Chuckles, X.
4. I Need You Now, E. Fisher, V.
5. Mr. Sandman, Chordettes, Cdc.
6. Muskrat Ramble, McGuire Sisters, Cor.
7. Mama Doll Song, P. Page, Mer.
8. Papa Loves Mambo, P. Como, V.
9. Bandit, Johnston Brothers, Lon.
10. If I Give My Heart to You D. Lor, Mjr.

Kansas City

- 1. Shake, Rattle and Roll, B. Haley, Dec.
2. This Ole House, R. Clooney, Col.
3. I Need You Now, E. Fisher, V.

- 4. Mr. Sandman, Chordettes, Cdc.
5. Papa Loves Mambo, P. Como, V.
6. Sh-Boom, Crew Cuts, Mer.
7. Rock Around the Clock, B. Haley, Dec.
8. Hold My Hand, D. Cornell, Cor.
9. Down in the Bottom of the Well Wilder Brothers, X.
10. Skoklaan, R. Marterie, Mer.

Los Angeles

- 1. If I Give My Heart to You Doris Day, Col.
2. Hey, There, R. Clooney, Col.
3. This Ole House, R. Clooney, Col.
4. Papa Loves Mambo, P. Como, V.
5. I Need You Now, E. Fisher, V.
6. Hold My Hand, D. Cornell, Cor.
7. I Need Your Lovin', Cheers, Cap.
8. Skoklaan, Four Lads, Col.
9. Sh-Boom, S. Freberg, Cap.
10. Smile, Nat (King) Cole, Cap.

Milwaukee

- 1. I Need You Now, E. Fisher, V.
2. Papa Loves Mambo, P. Como, V.
3. This Ole House, R. Clooney, Col.
4. Hold My Hand, D. Cornell, Cor.
5. I Need Your Lovin', Cheers, Cap.
6. Whither Thou Goest L. Paul & M. Ford, Cap.
7. Cara Mia, D. Whitfield, Lon.
8. Hey, There, R. Clooney, Col.
9. If I Give My Heart to You Doris Day, Col.
10. St. Louis Blues Mambo, R. Malby, X.

Mpls.-St. Paul

- 1. I Need You Now, E. Fisher, V.
2. Hold My Hand, D. Cornell, Cor.
3. Cara Mia, D. Whitfield, Lon.
4. This Ole House, R. Clooney, Col.
5. If I Give My Heart to You Doris Day, Col.
6. Skoklaan, R. Marterie, Mer.
7. Rain, Rain, Rain, F. Laine, Col.
8. Papa Loves Mambo, P. Como, V.
9. Mood Indigo, N. Petty Trio, X.
10. Hey, There, R. Clooney, Col.

New Orleans

- 1. I Need You Now, E. Fisher, V.
2. If I Give My Heart to You Doris Day, Col.
3. Hold My Hand, D. Cornell, Cor.
4. Hey, There, R. Clooney, Col.
5. Papa Loves Mambo, P. Como, V.
6. Cara Mia, D. Whitfield, Lon.
7. This Ole House, R. Clooney, Col.
8. I Need Your Lovin', Cheers, Cap.
9. Skoklaan, Four Lads, Col.

New York

- 1. Papa Loves Mambo, P. Como, V.
2. Hey, There, R. Clooney, Col.
3. Cara Mia, D. Whitfield, Lon.
4. If I Give My Heart to You Doris Day, Col.
5. I Need You Now, E. Fisher, V.
6. Hold My Hand, D. Cornell, Cor.
7. Mr. Sandman, Chordettes, Cdc.
8. Muskrat Ramble, McGuire Sisters, Cor.
9. Skoklaan, Four Lads, Col.
10. Skoklaan, R. Marterie, Mer.

Philadelphia

- 1. Papa Loves Mambo, P. Como, V.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. I Need You Now, E. Fisher, V.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. That's What I Like Don, Dick & Jimmy, Crw.
7. If I Give My Heart to You D. Lor, Mjr.
8. Hey, There, R. Clooney, Col.
9. Skoklaan, R. Marterie, Mer.
10. Hey, There, S. Davis Jr., Dec.

Pittsburgh

- 1. Teach Me Tonight DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. This Ole House, R. Clooney, Col.
4. Hey, There, R. Clooney, Col.
5. Papa Loves Mambo, P. Como, V.
6. Drink, Drink, Drink, M. Lanza, V.
7. I Need You Now, E. Fisher, V.
8. Sh-Boom, Crew Cuts, Mer.
9. Yours, D. Contino, Mer.
10. Mama Doll Song, P. Page, Mer.

St. Louis

- 1. Shake, Rattle and Roll, B. Haley, Dec.
2. Teach Me Tonight DeCastro Sisters, Abb.
3. If I Give My Heart to You Doris Day, Col.
4. I Need You Now, E. Fisher, V.
5. Papa Loves Mambo, P. Como, V.
6. Skoklaan, R. Marterie, Mer.
7. This Ole House, R. Clooney, Col.
8. Mood Indigo, N. Petty Trio, X.

San Francisco

- 1. If I Give My Heart to You Doris Day, Col.
2. Hey, There, R. Clooney, Col.
3. This Ole House, R. Clooney, Col.
4. Papa Loves Mambo, P. Como, V.
5. I Need You Now, E. Fisher, V.
6. Skoklaan, R. Marterie, Mer.
7. Hold My Hand, D. Cornell, Cor.
8. Sh-Boom, Crew Cuts, Mer.
9. They Were Doing the Mambo V. Monroe, V.
10. Teach Me Tonight DeCastro Sisters, Abb.

Seattle

- 1. Teach Me Tonight DeCastro Sisters, Abb.
2. This Ole House, R. Clooney, Col.
3. I Need You Now, E. Fisher, V.
4. If I Give My Heart to You Doris Day, Col.
5. Hey, There, R. Clooney, Col.
6. Hold My Hand, D. Cornell, Cor.
7. Skoklaan, R. Marterie, Mer.

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- 2 Mood Indigo Petty's Little Polka NORMAN PETTY TRIO 78 rpm X-0040 45 rpm 4X-0040
- 3 St. Louis Blues Mambo Beloved, Be True RICHARD MALTBY ORCHESTRA 78 rpm X-0042 45 rpm 4X-0042
- 4 Down in The Bottom Of The Well Moon Of Manakoora WILDER BROTHERS 78 rpm X-0053 45 rpm 4X-0053
- 5 In A Little Spanish Town It Was Nice Knowing You RUSS CARLYLE ORCHESTRA 78 rpm X-0055 45 rpm 4X-0055
- 6 Teach Me Tonight Oop-Shoop HELEN GRAYCO 78 rpm X-0051 45 rpm 4X-0051

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**RALPH MARTERIE**  
on Mercury #70482

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

## The Billboard Music Popularity Charts

# POPULAR RECORDS

### Review Spotlight on... RECORDS

#### SARAH VAUGHAN

**Make Yourself Comfortable** (Golden Bell, ASCAP)—Mercury 10469—A "new" and commercial Sarah comes thru with an outstanding reading of an out-of-the-ordinary piece of material by writer Bob Merrill. It's a mighty appealing disk and it could bring the thrush a big hit. Flip is the pretty "Idle Gossip" (Redd Evans, ASCAP).

#### FOUR ACES

**Mr. Sandman** (E. H. Morris, ASCAP)—Decca 29344—Here is a sparkling reading by the Aces, who sing it over lively chorus-ork backing. It is close in sound to the Chordettes' release, and it will give the latter a run for the money on name value. Flip is "I'll Be With You in Apple Blossom Time."

#### JOHNNY DESMOND

**My Own True Love** (Tara's Theme) (Remick, ASCAP) **The Song From Desiree** (Miller, ASCAP)—Coral 61301—Johnny Desmond turns in one of the best singing jobs of his career on these two expressive tunes. "My Own True Love" is a lyric version of "Tara's Theme" from "Gone With the Wind," flip is the lovely tune from the movie.

**THE NAUGHTY LADY OF SHADY LANE** (Paxton, ASCAP)—Archie Bleyer Ork—Cadence 254

**THE NAUGHTY LADY OF SHADY LANE** — The Ames Brothers—RCA Victor 5897—A delightful new song about a naughty wee lassie is handled smartly here by the Archie Bleyer ork and chorus, and the Ames Brothers. The Bleyer record has the sound; the Ames disk has the smoothness. Both have style and both can rack up sales on this one. Flip side of the Bleyer record is "While the Vesper Bells Were Ringing" (Southern, ASCAP). Flip side of the Ames record is "Addio" (Joy, ASCAP).

### Reviews of New Pop Records

**BILL HALEY ORK**  
**Dim, Dim the Lights**.....86  
DECCA 29317—A Billboard "Spotlight" 10-30-'54. (Republic, BMI)  
**Happy Baby**.....85  
A Billboard "Spotlight" 10-30-'54. (Myers, ASCAP)

**THE GAYLORDS**  
**Pupalina**.....85  
MERCURY 70479 — A Billboard "Spotlight" 10-30-'54. (Pineus, ASCAP)  
**Wonderful Lips**....84  
A Billboard "Spotlight" 10-30-'54. (Hill & Range, BMI)

**THE AMES BROTHERS**  
**The Naughty Lady of Shady Lane**.....85  
V 5897—The quartet hasn't had a big one for some time now, tho it's as good and commercial as ever. Material here is quite cute, and the boys should get plenty of play with this disk. This could be a big record; watch it. (Paxton, ASCAP)  
**Addio**....80  
Here the boys tackle an Italian-type waltz ballad for another first-rate effort which should get plenty of action. Two good sides; both potent. (Joy, ASCAP)

**SARAH VAUGHAN**  
**Make Yourself Comfortable**.....85  
MERCURY 70469—This is a Sarah Vaughan quite different from the "hip" singer whose efforts have been aimed at musicians in the past. Some first-rate, light novelty material gives her a chance to get moving in the pop market. Watch this one; it has a chance. (Golden Bell, ASCAP)  
**Idle Gossip**....79  
This, one of the most beautiful songs around, is handed a typical and fine reading by the thrush. It's more in the style of what Miss Vaughan has been doing on wax for some time. (Redd Evans, ASCAP)

**RALPH MARTERIE ORK**  
**Kiss Crazy Baby**.....80  
MERCURY 70482—First-rate reading, instrumentally and vocally, of a happy new ditty. The Marterie band could stay on the hit lists with this etching. (Sheldon, BMI)  
**Bongo Guitar**....75  
The familiar Spanish-sounding ditty is handed a bright and rhythmic reading by the ork. Should keep the jockeys playing the band and keep the nickels coming in coin machines. Good instrumental wax here. (Robbins, ASCAP)

**JANE FROMAN**  
**Song From Desiree**.....79  
CAPITOL 2979—The lovely new song from the forthcoming movie "Desiree" receives a first-rate vocal here from Jane Froman supported by a big ork and chorus arrangement. There are many versions of the song, but this is one of the best to date, and it has a chance.  
**Finger of Suspicion**....76  
The thrush turns in a good vocal here on a new novelty ballad in the legal tradition. Another pretty side, tho the flip will get more attention.

**SMITH BROS.**  
**In a Little Spanish Town**.....79  
"X" 0070—The Smith Brothers come thru with a bright, punching vocal

rendition of the standard which is now undergoing something of a revival via three instrumental versions. They sing it with a lift over smart backing by the Sid Bass crew. Watch this one; it has a chance. (Feist, ASCAP)

**I'm a Lonely Little Petunia**....75  
The novelty oldie is handed a capable rendition by the Smith Brothers over attractive backing by the ork. Good wax that should pull spins. (Rytoc, ASCAP)

**PAUL WESTON ORK**  
**The Song From Desiree**.....79  
COLUMBIA 40359—This theme from the forthcoming picture "Desiree" receives a lovely and lyrical reading by the Weston ork and choir. Song could get action, and this version is a fine one. Watch it. (Miller, ASCAP)  
**Maria, Maria, Maria**....74  
A pleasant rendition of a pastoral ballad, with a lilting vocal by the Norman Luboff Choir. (Leeds, ASCAP)

**SONNY BURKE**  
**Long Hair Mambo**.....79  
DECCA 29318—If it's possible for another instrumental mambo item to hit big in the pop market this has a good chance as anything around. Based on familiar classical themes, the material is both ear-appealing and yockful. Jockeys should give it quite a ride. (Maytime, BMI)  
**Phfft Mambo**....70  
Good instrumental wax here in mambo tempo. Good for spins. (Viceroy, ASCAP)

**PEGGY KING**  
**Make Yourself Comfortable**.....77  
COLUMBIA 40363—The new canary warbles appealingly on Bob Merrill's provocative novelty tune. The lyrics are in the vein of "Baby, It's Cold Outside" and could prove as popular. If the tune happens this version will get some coin. (Rylan, ASCAP)  
**The Gentlemen in the Next Apartment**....70  
A pleasant, tho placid, ditty about a gal who asks the gent next door to stop practicing the mambo and falls in love with him instead. (Burke & Van Heusen, ASCAP)

**VONNIE TAYLOR**  
**When You're Making Love to Me**....76  
CAPITOL 2966—Thrush Vonnie Taylor sings this punching new ballad in the Kay Starr style, and she does it pretty well, too. The material is attractive, and the backing has a beat. Good wax here that could pull some spins and coins. (Southern, ASCAP)  
**Does It Hurt You to Remember?**....76  
On this side the canary shows that she can sing with tenderness as she sells this country-styled ballad with feeling over a quiet backing. Two listenable sides here, both deserve jock attention. (Syder, ASCAP)

**BILL DARNELL-SMITH BROTHERS**  
**Too Fat to Be Santa Claus**.....75  
"X" 0067—The Christmas season inspires many types of songs, and here's one in calypso rhythm. It's a cute, bouncy novelty featuring Bill Darnell and the Smith Brothers singing about

an over-the-weight Santa Claus. Could get many spins. (Harms, ASCAP)  
**We Wanna See Santa Do the Mambo**....73  
Darnell and Smith Brothers turn in a satisfactory reading here of a cute new tune about Santa and the mambo craze. It should be able to get deejay attention during the holidays. (Regent, BMI)

**THE MULCAYS**  
**If I Had You**.....75  
CARDINAL 1026—The harmonica duo and their rhythm section background turn in a fine, slow reading of the oldie which should manage to grab coin for operators. Good listening. (Robbins, ASCAP)  
**Beatin' the Bee**....70  
Here the team works over "Flight of the Bumble Bee" in a demonstration of technical skill with electric harmonicas.

**RUSSELL ARMS**  
**The Touch**.....75  
EPIC 5-9079—Russell Arms bows on the label with a satisfactory reading of the mood tune from the flick "Touchez Pas au Grisbi." Okay wax that could get spins. (Duchess, BMI)  
**The Point of View Song**....74  
Arms turns in a listenable vocal on a cute new calypso item, backed neatly by the ork. Jocks will spin. (Frank, ASCAP)

**DeJOHN SISTERS**  
**Mandolino**.....74  
EPIC 5-9080—Tune waxed by Les Paul as an instrumental a few months ago receives a bright reading here by the DeJohn Sisters on this new cutting. It's happy and swiny and could get some jock attention. Their best wax in some time. (Iris-Trojan, BMI)  
**Lover's Slang**....64  
The gals try hard on this new ditty which tells about a new type of pig-Latin for lovers only. (Maple Leaf, BMI)

**SAVANNAH CHURCHILL**  
**The Gypsy Was Wrong**....74  
Fortunately, the prediction was wrong, and the romance turned out happily. This is a quiet and pleasant ballad, and Miss Churchill sings it sweetly. (Planetary, ASCAP)  
**Just Whisper**.....70  
DECCA 29262—The intimate style of the thrush is ideally suited to this tender, religious ballad. Listenable wax. (General, ASCAP)

**RAYMOND SCOTT QUINTET-DOROTHY COLLINS**  
**Sometimes I'm Happy**.....73  
AUDIOVOX 110—A pleasant Scott arrangement of the oldie, with canary Collins okay on the vocal. (Harms, ASCAP)  
**DINAH**....73  
Same comment. (E. H. Morris, ASCAP)

**HARRY JAMES ORK**  
**Muskat Ramble**.....73  
COLUMBIA 40354—An okay instrumental cover on the recently revived oldie, but the competition probably has too much head start for this disk to get very far. (Geo. Simon, ASCAP)  
**The Touch**....72  
Another instrumental reading of a haunting new tune, with fine trumpet work by James. (Duchess, BMI)

**THE BARONS**  
**Exactly Like You**.....73  
DECCA 29293—An r.&b. styled version of the oldie with interesting vocal work by the quartet. Should get spins in both markets on jukes. (Shapiro-Bernstein, ASCAP)  
**Forget About Me**....70  
Another r.&b. styled vocal treatment of a weeper, which should draw its share of juke play. (Sinclair, BMI)

**MINDY CARSON**  
**What Am I Gonna Do About You?**....72  
COLUMBIA 40347—The canary sings a bright, bouncy ditty with personality and charm. Should get jockey play. (Raleigh, BMI)  
**I Didn't Mean to Hear You**....70  
A sincere vocal on a weeper with effective lyrics. (Joy, ASCAP)

**JERI SOUTHERN**  
**Remind Me**.....71  
DECCA 29261—Jeri Southern awards the class ballad a beautiful reading. There are fiddles in the slick backing. A disk that Southern fans will reach for eagerly. (T. B. Harms, ASCAP)  
**Little Boy Grows Tall**....70  
Sentimental ballad about the lovable qualities of her mate is sung knowingly and with fine phrasing by Jeri Southern. Good, quiet-spot wax. (Hill & Range, BMI)

**BAS SHEVA**  
**I Just Wanna Be Your Loving Baby**.....77  
CAPITOL 2968—The thrush sings this new ballad with much feeling, over a smooth arrangement by the Dave Cavanaugh ork and chorus. The thrush sounds a lot like Judy Garland on this tune. (Miller, ASCAP)  
**Flame of Love**....68  
A pulsating, big-styled and up-tempo ballad is handed a punching reading by Bas Sheva while the ork backs her with flying fiddles. Night-clubbish material is more for sight work than records. (Famous, ASCAP)

**MYRON COHEN**  
**Mr. and Mrs.**.....70  
CORAL 61280—Cohen, one of the

(Continued on page 42)

*At his Best*

# JULIUS LA ROSA



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**" I HATE  
TO SAY  
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b/w MOBILE

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# The Billboard Music Popularity Charts **POPULAR RECORDS**

## • Reviews of New Pop Records

• Continued from page 40

funniest night club story tellers, puts together here a pair of his favorite routines for a funny disk which should grab some business in its special market. (Myron Cohen)

**Soup and Fish....70**  
More of the same with some more comedy story routines. Big city dealers should get some action if they expose it. (Myron Cohen)

**XRAY BALLARD**  
**Where Were You Last Night?.....70**  
DECCA 29306—Miss Ballard, a fine show singer, delivers a rousing reading of a rowdy-type gang-sing item which jockeys should like to spin. (Folkways, BMI)

**Triumph of Love....70**  
Title is based on a heart-rending book now in the market. The thrush does nicely on an attractive ballad. (Valando, ASCAP)

**THE MULCAYS**  
**Jingle Bells.....70**  
CARDINAL 1025—The holiday perennial is played prettily by the harmonica team. There are bells in the backing, natch. (Blasco, ASCAP)

**Rudolph the Red-Nosed Reindeer....70**  
More of the same appealing harmonica playing. Good Christmas juke box wax. (St. Nicholas)

**MUZZY MARCELLINO'S HOUSE PARTY GROUP**  
**Mighty High Blues.....70**  
DECCA 29312—Marcellino contributes an able whistling solo on this bluesy item, inspired by his stint on Decca's "High and Mighty" disk with the Victor Young ork. (Pace, ASCAP)

**PH String Along With You....69**  
An okay vocal on the oldie by the orkster. (Witmark, ASCAP)

**PETE HANLEY**  
**All Things Are Good.....70**  
EPIC 9077—Inspiration ballad is sung sincerely in big style by Hanley, who's supported lavishly by ork and chorus. Should attract some spins. **Danny Boy....68**  
A tasteful reading of the traditional ballad to musicianly backing.

**MILLIE VAN**  
**Taint Right.....70**  
CENTURY 108—The West Coast label continues to turn out attractive sounding wax with this latest issue. An okay rhythm ditty gets a neat reading from Miss Van, a group and the ork. (Kavells, BMI)

**No, No, Not Grandma....62**  
Material here is not quite up to the top-side. It's a little off the beaten track, tho. Jocks might like it. (Kavells, BMI)

**WANDRA MERRILL**  
**If You Could Only Read My Mind....70**  
V 5876—The label's new thrush has an okay sound at times, but the mat-ing of style, sound and material fails to come off—good as the tune is. (United, ASCAP)

**All I Do Is Dream of You....68**  
The gal reads this one in the Nellie Lutcher style. It doesn't work out too well. (Robbins, ASCAP)

**THE FIVE CATS**  
**Santa Lucia.....70**  
V 5885—The boys, with a good r.&b. sound, come thru nicely on a smooth

style, but the orking is pop. Material reading of the public domain item. It even includes an Italian chorus. (PD)

**He Follows She....68**  
The group sings in rhythm and blues is okay. Result is a routine disk. (Hill & Range, BMD)

**RUSS MORGAN ORK**  
**Whisper.....69**  
DECCA 29258—A pleasant fox trot item wrapped up in the usual "Morgan manner" with a pleasing vocal chorus by the leader. (Famous, ASCAP)

**Yes Dear....69**  
A waltz treatment of a pleasing tune, with a nice vocal duet by Morgan and canary Maudie Hughes. (Feder-ick, BMI)

**JOSEPHINE PREMICE**  
**Teacher.....69**  
CORAL 61269—Cute idea here as Josephine Premice warbles the slow mambo novelty to the accompaniment of a children's chorus. Jockeys might latch on to it and give it a ride. (Kilve, BMI)

**I Would If I Could....65**  
Low distinctive voice of the thrush handles the nitery-style ditty ably. Moderate sales expectancy. (Blue River, BMI)

**THE MULCAYS**  
**White Christmas.....69**  
CARDINAL 1024—The harmonicas of The Mulcays blend sweetly as they render the Christmas standard. (Ber-lin, ASCAP)

**Silent Night, Holy Night....69**  
Same comment.

**PAGE CAVANAUGH TRIO**  
**Midnight Sun.....69**  
CORAL 61282—The trio contributes a tasteful vocal on this reissue of a haunting ballad with a moody theme. (Crystal, ASCAP)

**Lonesome Old Hoot Owl....69**  
Another reissue shows the boys war-bling nicely on a bouncy novelty. (Hub, ASCAP)

**HARRY STEWART**  
**Be Kind to the Street Corner Santa....69**  
CAPITOL 2978—Harry Stewart, also known as Yogi Yorgesson, turns in a fairly comic reading of the trials and tribulations of the street corner San-tas. It's a mite sophisticated, but many will enjoy it.

**I Give Up, What Is It?....63**  
The talking comic on this record tries to explain a present from his mother-in-law.

**B. J. BAKER-GEORGE POOLE**  
**Toss a Pebble.....69**  
JUKE BOX 1002—The sentimental ballad is read warmly by the song-

stress. The ditty is appealing and should bring pleasure to many. If exposed. (Will Kennedy, Music)

**You're Out of This World....58**  
Routine opus is delivered profession-ally by chanter Bill Lee. (Will Ken-nedy, Music)

**DON REED ORK**  
**You Are My Heart.....68**  
GILT-EDGE 22—Reed sings this at-tractive ballad with a good deal of happy spirit. He's supported by a big and brassy ork. Could move some copies if handed sufficient exposure. (Studio, BMI)

**Three Little Kisses....64**  
Tune is from an old kiddie song and the rework here makes for a cute novelty. Could pull some spins. (Peer, BMI)

**PEACOCK ORK**  
**If I Give My Heart to You.....68**  
TICO 1092—This makes mighty at-tractive listening, as the Peacock sax wafts the melody gently over a capti-vating beat by his associates.

**Papa Loves Mambo....67**  
A slick instrumental treatment of the current hit. A growly sax plays the tune over some fine rhythm work by the combo.

**DON JACOBY ORK**  
**What's New?.....67**  
CORAL 61266—A stylish reading of the ballad with sinuous rhythm and fine solo work by the ork sidemen. Pleasant listening this. (Witmark, ASCAP)

**Love You So....67**  
Same comment. Both sides could serve well as background or moody dance music. (Midway, ASCAP)

**RAY DAVILLA ORK**  
**Musico Mambo.....67**  
MUSICO 2001—A nice slow-paced mambo with a good dance beat.

**The Bass and I....67**  
Same comment.

**THE MARKSMEN**  
**The Owata Song.....66**  
CORAL 61270—Jack Richards is the soloist, and he leads the group in a cute handclap novelty. It should snare some spins. (Towne, ASCAP)

**Oh! Ma, Ma....62**  
An okay effort on the novelty oldie, but it misses the needed sparkle. (Shapiro-Bernstein, ASCAP)

**DANNY DAVIS**  
**Every Hour Every Day.....65**  
BLUE JAY 2001—Davis boasts a voice with a light, silvery sound quality that is used to great advan-tage on this pretty, lilting ballad. (Milene, ASCAP)

**Run....63**

Davis picks up the tempo here, and fairly rushes the listener off his feet in this. Frankie Laine-type of ma-terial. His style is impressive, and he does a convincin' job. (Jaybar, ASCAP)

**DOTTY MACK**  
**Loaded With Love.....65**  
KING 1397—Miss Mack should have a following from her network TV pantomime show. She sings nicely in her own voice. Okay wax. (Jay & Cee, BMI)

**BOB BRAUN**  
**My Baby, Dearest, Darling.....65**  
Braun, who co-stars on the same TV show, comes on for his first solo ef-fort. Material is from the rhythm and blues field. Result is a listenable, but mundane, disk. (Lois, BMI)

**RALPH FLANAGAN ORK**  
**The Little Brown Mambo.....65**  
V 5908—Even the Flanagan ork has turned to the mambo in search for the pot of gold which only a few have found with the Latinsh tempo. Melody is "Little Brown Jug." It's still second-rate Glenn Miller. (Hanwin, BMI)

**The American Patrol Mambo....65**  
Same comment. (Hanwin, BMI)

**LOUIS OLIVIERA**  
**In the Mood.....65**  
CORAL 61283—A vocal group, chant-ing in Portuguese, hands the oldie a brisk reading, above a happy Latin beat. (Shapiro-Bernstein, ASCAP)

**On the Sunny Side of the Street....62**  
Latin conversion of the evergreen has novelty appeal as it's sung in Portu-guese. (Shapiro-Bernstein, ASCAP)

**BILL LEE**  
**My Heart's Gone Crazy.....63**  
JUKE BOX 1001—Happy rendition of a carefree, romantic opus. Back-ing is in Western style. (Will Ken-nedy, Music)

**Two Timin' Baby Goodbye....60**  
B. J. Baker is the thrush here, and she contributes a slick vocal reading of the okay ballad. Okay juke filler wax. (Will Kennedy, Music)

**THE HAL HOPPERS**  
**Baby, I've Had It.....60**  
KEM 2734—This production is not the effort of a group (tho it sounds like it), but the voice of one man tracking in all the parts. Admirable as it is, it makes for a muddy, mono-chromatic sound that is not particu-larly pleasing to the ear.

**Mother of Pearl....55**  
The same feat is essayed here with no more positive result.

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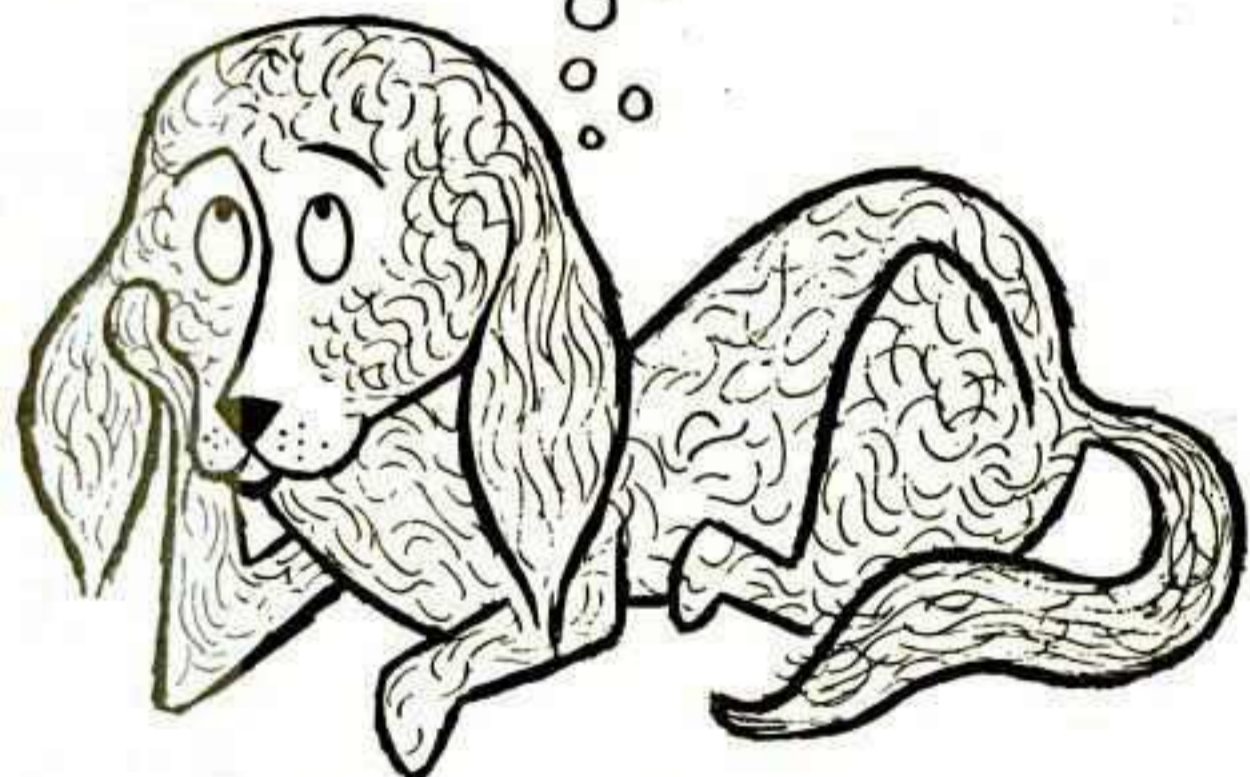
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**Reviews and Ratings  
 of New Popular Albums**

Continued from page 30

sales among the musically and the historically oriented aficionados.  
**LENNIE NIEHAUS, VOL. 1** .....74  
 (1-10")  
 Contemporary C-2513  
 Niehaus, a fine alto sax man, is another of those young West Coast musicians who seem to be taking over in the modern jazz field. And if they're all like Niehaus, it's a good thing. This is a fine collection of standards and originals penned by the young leader and featuring his alto, Jack Montrose's tenor, Bob Gordon's baritone, Mooty Ludwig's bass and Shelly Manne's drums—no brass, guitar or piano. A good item for jazz collectors.

**THE MUNDELL LOWE QUINTET** ....69  
 (1-10")  
 RCA Victor LJM-3002  
 Mundell Lowe is certainly one of the top guitarists around today; he has often been the spark for a band and has appeared with many combos. On this new cutting the guitarist is heard in a subdued series of jazz waxings, aided by some good jazzmen. The tunes include "Spring Will Be a Little Late This Year," "Darn That Dream," "Street of Dreams," "Spring Is Here," "Prelude to a Kiss" and "How Long Has This Been Going On?" plus two low originals, "There Goes Rusty" and "Taking the Blues for a Walk." On this platter the musicians appear to be striving for such subtlety and quiet jazz that little happens on most of the selections. It will appeal to musicians, but its general appeal is limited by the over-emphasis on prettiness and its lack of excitement. The liner notes are a bit over-zealous.

**GEOFFREY HOLDER AND HIS TRINIDAD HUMMINGBIRDS** .....70  
 (1-12")  
 Riverside RLP-4004  
 Here's a fascinating selection of authentic Caribbean music of today, sung with considerable feeling and sensitivity by dancer Geoffrey Holder, accompanied by largely improvised devices—drum, tambourine, water glasses, whistling, hand clapping, chair-backs, etc., provided by members of his dance troupe. The collection is noticeable for the absence of the overly commercialized Calypso style. Altho the LP was recorded here in New York, the disk has a primitive spirit thoro'ly in keeping with its subject matter. Collectors in search of something different should find the LP interesting, and it should fare well in its specialized market.

**IMAGES** .....80  
 Sarah Vaughan (1-10")  
 Emarcy MG-26005  
 The line-up of tunes that Miss Vaughan offers in this album will be immediately recognizable as the repertory of her current concert appearances. As in her most recent concerts, these recordings reveal a somewhat warmer, more relaxed singer than before, with no decline in her phenomenal vocal technique. This is particularly evident in the standards "Lover Man," "Body and Soul"—and the hit of this year's Carnegie Hall clambake: "Prelude to a Kiss." But for evidence that she is still the jazz world's chanteuse extraordinaire, with a voice that can be put thru pyrotechnics as complex as any instrumentalist's, listen to her "Shullie a Bop" and "If I Knew Then." A treasure trove for all admirers of the "Divine Sarah" and most jazz aficionados. Sales will reflect this.

**BARNEY KESSEL, VOL. 2** .....77  
 (1-10")  
 Contemporary C-2514  
 Barney Kessel, the top guitarist in modern jazz ranks and an enterprising arranger, like so many of his colleagues is infected with an unremitting experimental fever. In an earlier album for Contemporary he brought an oboe and a flute into his ensemble. Here he works with oboe and tenor sax, Bob Cooper handling both instruments in turn. Customers that might need to be persuaded of Kessel's claims to greatness should listen to his two solos "Foggy Day in London" and "Love Is Here to Stay" and the solo riff in "Barney's Blues" played finger-style. His subtly shaded, brilliantly executed solos should long stand as hallmarks in discographies for the instrument. Rounding out Kessel's swinging crew are Shelly Manne on drums, Claude Williamson on piano, and Monty Budwig on bass. Modern jazz at its most palatable.

**Latin American**  
**MENSAJE DE AMOR** .....70  
 Eduardo Roy Ork; Yayo and Alicia, vocals (1-12")  
 Racha Ra-Ld-1  
 Here is a complete package; bound cover, three-pages of text in English and Spanish, and with the Spanish lyrics. The result is a musical review in bolero tempos, sung in Spanish and smartly performed by the ork. The tunes range from ordinary to lovely. In sequence they fit into a love story. Certainly the Spanish-speaking people should find this an intriguing collection of 10 songs complete with story line and lyrics. Recording and packaging are more than adequate.

**DE ARANGO** .....75  
 (1-10")  
 Emarcy MG-26020  
 Bill De Arango is a good modern guitarist who has not had, in recent years, as much publicity or recordings as many other jazz performers. But this new cutting should help make up for it. On the release, De Arango is featured playing a group of standards with a new, mellow feeling that makes for relaxed listening and for good jazz. He is backed by a smooth rhythm section with Johnny Williams on piano, Teddy Kotick on bass and Art Madigan on drums. This is easy-going jazz with a modern touch, and fans will enjoy it as well as the De Arango guitar and the Williams piano.  
**THE SMALL HERD** .....74  
 (1-10")  
 Emarcy MG-26003  
 This group of recordings was made by key members of the Woody Herman ork in the late 1940's when the Herman Herd was creating a great deal of excitement in the modern musical world. The personnel on

**Reviews and Ratings of  
 New Classical Releases**

Continued from page 32

listening and is not too forbidding for less sophisticated collectors. Its use of growly brass, superbly reproduced here, will also please hi-fi faddists proud of their woofers.  
**FAURE: BALLADE FOR PIANO AND ORCHESTRA, OP. 19; NOCTURNES; FRANCAIX: CONCERTINO FOR PIANO AND ORCHESTRA (1-12")** — Kathleen Long, Piano; London Philharmonic; Jean Martinon, Cond. London LL 1058 .....68  
 Due to her frequent performances of the Faure Ballade (and, incidentally, to a previous recording of it on another label), Miss Long has more than a passing identification with this work. Here it receives a characteristically clear, cleanly articulated exposition, its lyric and poetic values rendered with loving care. The Francaix Concertino is a delightful addition to the LP catalog. Big-store merchandise.

**GIOVANNI GABRIELI: MOTETS (1-12")**—Capella di Treviso; Msgr. Giovanni d'Alessi, Director. Vox PL 8830. 67  
 Vox continues to bring to light the works of the 16th Century Venetian master. The 12 motets served up here, authentically sung by the a cappella group and recorded with church-style resonance, will be welcomed by collectors of the genre. But there is a timeless beauty to these works that should make them palatable to a wider audience, if demonstrated.

**ALICIA DE LARROCHA PLAYS TURINA (1-12")**—Decca DL 9750 .....66  
 One of Spain's better-known young pianists, Alicia De Larrocha, offers a sensitive interpretation of several colorful selections by modern Spanish composer Joaquin Turina. Turina was a contemporary of Manuel de Falla, who is perhaps better known in this country. Collectors of de Falla and modern Spanish music in general will be interested in this LP. Alicia De Larrocha's romantic style is well suited to the melodic melancholy of Turina's "Danzas Fantasticas" and the less often heard "Ciclo Pianistico" and "Recuerdos de la Antigua Espana." The recording is another in the new Decca series of Spanish "originals."

**WEBER: BATTLE AND VICTORY CANTATA (1-12")**—Chorus and Orchestra of Radio Leipzig; Herbert Kegel, Cond. Urania URLP 7126 .....65  
 This rousing reading of Weber's all-but-forgotten work celebrating the great victory over Napoleon's forces at Waterloo tends to make its long neglect seem rather unjustified. Admittedly on the melodramatic side, it nevertheless easily sustains interest thru its 13 numbers. The impressive choruses and the realistic orchestral passages (with ominous snare drum and trumpet signals cleverly woven in) receive spirited readings. German and English text provided. An LP "first."

**THE SAXOPHONE, VOL. 1; THE CLARINET, VOL. 1; THE TRUMPET, VOL. 1; THE TROMBONE, VOL. 1 (4-10")** — Marcel Mule, Saxophone; Ulyse Delecluse, Clarinet; Raymond Sabarich, Louis Menardi, Trumpet; Gabriel Masson, Trombone. London LS 986, 987, 988, 989 .....63  
 These sets feature some French masters of the title instruments in a group of virtuoso classical selections. The clarinet work by Ulyse Delecluse and the saxophone work by Marcel Mule are outstanding, and on each of the LP's the artists demonstrate fully the potentialities of their instruments. Altho there is a possibility that some customers will enjoy these sets to listen to, the main market for the saxophone, clarinet, trumpet or trombone. Both classical and jazz students for the album will be among students of should be interested in the technical aspects of the instruments as used on these disks. Promotion includes a tie-in with the Selmer Instrument Company.

**BACH: CHACONNE, AND OTHER WORKS BY BACH, SORS, MENDELSSOHN, VILLA-LOBOS AND RODRIGO (1-12")** — Andres Segovia, Guitar. Decca DL 9751 .....78  
 Segovia has here re-recorded the "Cha-

the recordings includes Chubby Jackson, Bill Harris, Dave Tough, Flip Phillips, Ralph Burns, Bill Bauer, all of whom were with Woody at the time, as well as other good musicians including Howard McGhee, Pete Candoli, Shelly Manne and Alvin Burroughs. Sides are typical of the era and the men. Best sides are "She's Funny That Way," "Characteristically, B. H." and "Cryin' Sands." Should appeal to the modern fan.

**THAT BUTTERFIELD BOUNCE** .....70  
 Billy Butterfield Orchestra (1-10")  
 Westminster WL 3020  
 Butterfield debuts on a new label with some of the top side men in the country backing him: Cutty Cutchall and Lou McGarity, trombones; Ernie Caceres, Hank D'Amico, Nick Caizza and Paul Ricci, saxes; John Burrows, French horn; Tony Faso, Al Mattalino, Bernie Glow, trumpets; Felix Giobbe, bass; Lou Stein, piano; Cliff Leeman, drums. Billy's horn is still mellow and great for the nostalgic standards like "Flamingo." The modified Dixieland arrangement of "St. Louis Blues," "Struttin' With Some Barbecue" and others is bright and swings, reminiscent of some of Butterfield's best prewar work. This music may be a little old fashioned, but it has a perennial appeal for many, and they will welcome Butterfield's return to a more active recording schedule.

conne," still available in a much earlier performance on M-G-M. The improved sound on this modern cutting makes the move a logical one, and the grouping of shorter Bach transcriptions and contrasting selections by the other composers represented should exert a strong attraction on the many Segovia collectors. Good prospects for this one in its field.

**BRAHMS: VIOLIN CONCERTO IN D (1-12")**—Christian Ferras, Violin; Vienna Philharmonic; Carl Schuricht, Cond. London LL 1046 .....70  
 Christian Ferras can only add to his growing disk reputation here with this new recording of a staple in the violin literature. His is a technically secure, passionate performance that leaves the orchestra under Schuricht occasionally earthbound. But the main trouble, commercially, is the competition, about as rough currently on this work as possible. Moderate sales, therefore, somewhat less than the set deserves on its merits.

**BETHOVEN: VIOLIN AND PIANO SONATAS NOS. 7 AND 10 (1-12")**—Ruggiero Ricci, Violin; Friedrich Gulda, Piano. London LL 1004 .....70  
 Both sonatas are frequently available, but this exact coupling is the first in the catalog. Performances here are small scaled, but near perfect in execution. In the Sonata No. 7 a more rugged conception would be welcome, in the 10th the approach fits better. Both Ricci and Gulda have loyal followers and these should welcome the disk.  
**MILHAUD: POEMES JUIFS; FAURE: LA CHANSON D' EVE (1-12")**—Irma Kolassi, Mezzo-Soprano. London LL 919 .....62  
 Both song cycles are in the great tradition of the French art song and must be counted among the most notable 20th Century additions to its literature. Altho the words of Milhaud's "Jewish Poems" are translations from the Hebrew, the music is distinctly French, easily recalling the flowing melodies and disarming naivete of many Ravel songs. "La Chanson d'Eve" is in a more somber style, spare in its musical texture and employing a more dramatic line. In both Miss Kolassi gives a good account of herself, the tone and color of her voice being particularly impressive in leisurely legato passages. She gets excellent support from Andre Collard at the piano (and sound-wise from the London engineers). A specialist item.

**DEALER DOINGS**

Continued from page 24  
**BOSTON:** Increased enrollment at public schools this fall is having a noticeable effect on the sale of sheet music, band instruments and records here, according to Frank Homeyer, of Charles W. Homeyer & Company, Inc. Statisticians have been predicting for some time now that the sharply accelerated post-war birth rate would ultimately result in more sales for dealers, but this is the first concrete indication that the bumper crop of kiddies is getting old enough to move into the buyer class. Homeyer, who is president of the newly formed Record Dealers Association of Eastern Massachusetts, notes that local school bands, choral groups and music appreciation classes have practically doubled in size this year, with student sales on the aforementioned sheet music, instruments and records rising accordingly.

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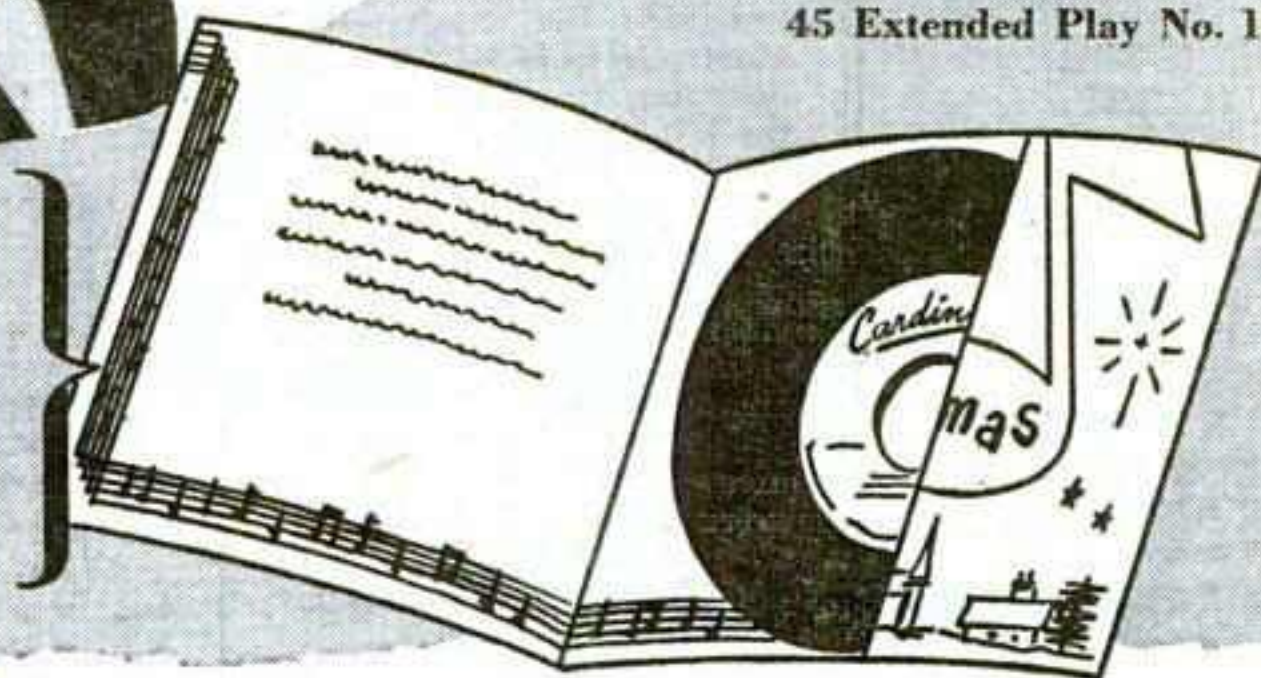
*Recorded by the Mulcays and their Electric Harmonicas in a happiness way you'll never forget...*

- JINGLE BELLS
- SILENT NIGHT
- WHITE CHRISTMAS
- RUDOLPH  
the Red-Nosed Reindeer



**\$ 1.47**  
Complete with Envelope Ready to Give  
45 Extended Play No. 103

*May each musical note bring you happiness  
May each song bring you cheer  
And may the joys you find at Christmastime  
Herald in a bright New Year!*



Never before has the record industry been offered such a new, salable song package. Now, thousands of people who have never before considered records for gifts will **PICK CARD-N-SONG** as the perfect answer to their Christmas gift problem.

**ORDER NOW...** Phone Nearest Cardinal Distributor or Phone HA.6979, Write, Wire

**CARDINAL RECORDS 1221 Baltimore K.C., Mo.**

Attention Juke Box Operators . . . It isn't Christmas without these records: #1024— White Christmas, Silent Night; #1025—Jingle Bells, Rudolph the Red-Nosed Reindeer.



**NOW THAT WE HAVE YOUR ATTENTION...**

The Capitol recording and pressing quality you buy is maintained at the highest standards in the industry by rigid inspection. And Capitol Custom Services Department gives you your records when you want them. Call us for headache-free recording and deadline-meeting delivery!



**CUSTOM SERVICES DEPARTMENT**

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**THE MIDNIGHTERS**  
**ANNIE HAD A BABY**  
**SHE'S THE ONE**  
FEDERAL 12195

**EARL BOSTIC**  
**UBANGI STOMP**  
**TIME ON MY HANDS**  
KING 4741

**TINY BRADSHAW**  
**STACK OF DOLLARS**  
**CAP FRUIT**  
KING 4747

**THE CHARMS**  
**HEARTS OF STONE**  
**WHO KNOWS**  
DE LUXE 6062

**THE 5 ROYALES**  
**MONKEY HIPS AND RICE**  
**DEVIL WITH THE REST**  
King 4744



**DINNER ALONE**  
33 1/2 LP 45 Ep  
**SHIELD RECORDS**  
100 E. 31 St. N. Y. C. 16

All the news of your industry every week in The Billboard...

# Vox Jox

Continued from page 24

deejays, I find r.&b. music goes well almost anywhere. However, some of it will have to be cleaned up if they want me to give it the spins I would like to give." . . . Dick Fanny, WFAX, Falls Church, Va., tells us that his station has taken a more drastic step. "Our policy now is that we do not play a record if it even sounds like r.&b. This is a very firm policy, no matter who makes the record. . . . Gene Pealsall, KVBC, Farmington, N. M., tells us that the r.&b. craze is subsiding in North Western New Mexico. . . . Bernard Zuccard, WIBR, Baton Rouge, La., is fighting the problem in this way: "We have decided that we can combat the teen-age swing to r.&b. by playing more and better Dixieland and jazz. It seems to be going fine. They go for it."

"Around this turntable, requested or not, off-color lyrics never see the light of day. Out they go," writes Ken Wing, KWC, Stockton, Calif. "As yet no one has given me a good reason to play trash. Don't think the party players want it." . . . Tommy Gilbert, of WPMP, Pascagoula, Miss., tells us that he has been reading our editorials on the r.&b. situation and that he agrees with us "that some of the records are offensive and should be filed in the 'needle is too big for the groove' basket." He continues, "In fact, the management of WPMP has already banned one song from the air."

**JOX TRIX:** Cliff Ewing, KOOK, Billings, Mont., will begin a 45 minute "Teen-Age Record Party" on November 5 from the stage of the Babcock Theater. Top hit records, as well as good local talent, will make up the format of the show. Prizes will be donated to the talent by the local merchants. . . . Johnny Fairchild, WORZ, Orlando, Fla., suggests that you try spinning Eddie Fisher's and Betty Johnson's "I Need You Now," at the same time using two turntables of course. Fairchild promises you'll have a lot of comments. . . . Jerry Sanders, WOSC, Fulton, N. Y., plays one record each week that never hit the top and tries to sell it. He writes, "I mimic and gag around often. I've found that this sells me to the audience. Recently I cut tapes with Julius La Rosa, the Mills Brothers, the Four Aces, Lillian Roth, Lou Monte, the DeMarco Sisters and Eileen Barton. I put them all together and had quite a show that time. I do hope to see my title in Vox Jox soon. I dig that paper quite a bunch. You completely cover the scene. Thanks for your interest and your paper."

"Now that we are getting used to the grief of 45's, you can have fun, too," writes Monte Grove of WLYC, Williamsport, Pa. "Play some of the instrumentals or vocals at 33 or 78. Lots of stuff sounds surprisingly good. . . . A highly caloric gimmick was used by Chuck O'Neil of WFEA, Manchester, N. H., recently. For all jocks who are interested in "How to win friends and influence obesity," here's the format of his show. "With the mambo kick catching on here in New Hampshire it was suggested on my program, which is called 'Chuckwagon,' that any listener who wants to hear a mambo send a cake or other goodies to me. The results was two cakes, a dozen brownies, a pound of coffee, a dozen blueberry muffins, some banana bread and several dozen homemade doughnuts. It's a good idea for hungry announcers. At least it worked in Manchester."

**CHANGE OF THEME:** Dan Love of KTBC-AM-TV, Austin, Tex., married Peggy Caldera on October 16. . . . Deejay Chuck Joy moved from KBRZ, Freeport, Tex., to KTRM, Beaumont, Tex. . . . Charlie Dunaway was recently

upped to program director at KBKZ, Freeport, Tex. . . . Shirley Wellery and Charolton Ferguson have been added to the spinning staff of WTMC, Ocala, Fla. . . . Bill Rogers moved from Arkansas to Longview, Tex., and is now deejaying at KFRO. . . . Al Jones, WRR, Dallas, has retired from radio because of ill health. He is buying a house trailer in which he will tour the country at leisure.

It's a daughter for Phil Rose of KCRC, Enid, Okla. . . . Bill Miller, WMON, Montgomery, W. Va., started a new r.&b. show this week featuring Louis Jordan. . . . A new Western show bowed on KFXM, San Bernardino, Calif., recently. The new show features Phil Stewart and is called "Stompin' with Stewart." . . . Bob Martin, KYMR, Denver, will be honeymooning until November 1. . . . Fred Mitchell has switched from WJLB, Detroit, to WOHO, Toledo, O. . . . Dave Estes, deejay and announcer at KWTO, Springfield, Mo., is now doing a half-hour "Hawkshaw Hawkins" show on the ABC net on Tuesday nights.

**THIS 'n' THAT:** Nick Reyes, KLYN, Amarillo, Tex., advises that he has received an average of six

**YESTERYEAR'S TOPS—**

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

NOVEMBER 4, 1944:

1. You Always Hurt the One You Love
2. I'll Walk Alone
3. Is You Is, or Is You Ain't?
4. Together
5. Trolley Song
6. Too-Ra-Loo-Ra-Loo-Ral
7. Swinging on a Star
8. Till Then
9. There'll Be a Hot Time in the Town of Berlin
10. Dance with a Dolly

NOVEMBER 5, 1949:

1. That Lucky Old Sun
2. You're Breaking My Heart
3. Slipping Around
4. Don't Cry, Joe
5. I Can Dream, Can't I?
6. Someday (You'll Want Me to Want You)
7. Jealous Heart
8. Room Full of Roses
9. Dreamer's Holiday
10. Maybe It's Because

requests a day for mambo records. He adds that this is a noted increase in his requests and wonders if the same is true among the deejays around the country. . . . Bob Milton, WDOG, Marine City, Mich., has just completed his first year of spinning and chinning at WDOG. . . . Chuck Elstun, WARN, Fort Pierce, Fla., is sorry he can't help the deejay who wanted to know who is the basso in "This Ole House." He adds, "But I want to know who is 'Mr. Lucky Guy' who says 'yes' in the Chordettes' 'Mr. Sandman.' That is his only line in the song. Wow!" . . . Lew Wagner, WBEX, Chillicothe, O., writes: "Have received a lot of mail from all over the U.S.A. and Canada as a result of your kind words in Vox Jox. In return I am urging my listeners and co-workers to read Vox Jox."

Al Ross, WBAL, Baltimore, has been selected to receive the "Citizen of the Year" award presented annually by the U. S. Internal Revenue Post No. 186, American Legion, Department of Maryland. With the award goes a scroll commending Ross for his "warm personality, good taste and model conduct" which makes him the perfect example to the "teen-agers and adults of our community." . . . Bob Stitch, WMPS, Memphis, is doing a new show called "The Billboard Review." "The first program was October 5. Tunes from the 'Honor Roll of Hits' plus hits of yesteryear were the format. I used The Billboard's 'Re-

# MUSIC AS WRITTEN

Continued from page 28

RCA Victor last week. . . . Tommy Reed and his orchestra are current at the Statler Hotel, Buffalo. . . . Bob Devere, head of Milford Music publishers, in town pushing a Jim Lowe tune, "Rickety Tickety Melody" by the Satisfiers on the Rainbow label. . . . Two-Ton Baker is now recording for Imperial Records, his first national release being "Cling Clank" and "The Froggy Song." . . . Vince Wayne, Coral Records artist, opens in Akron at the Hollywood Club this week and then goes into the Copa, Pittsburgh. . . . Mercury Records is sending out a special time-trimmed version of Dick Contino's "Yours" which was released as a single due to reaction on the album version. . . . The Beloit College Fieldhouse

series lined up Duke Ellington for October 27, Bob Hope for November 19, Jessica Tandy and Hume Cronyn for November 29, and the Chicago Symphony for February 5. . . . Don Reed and Roy Rhodde held a recording session last week at Universal Studios. They cut "I Sent My Report Card to Santa Claus," written by Reed and done for the Gilt Edge label of Four Star Records.

**Hollywood**

Patty Andrews and husband-accompanist Walter Weschler inked in for two weeks at the Shamrock Hotel, Houston, November 11. . . . Carol Jarvis, latest Lawrence Welk singing discovery, is currently working with the Ray Rausch orchestra at Santa Monica's Casino Gardens. Margaret Whiting selected by the University of California to be guest star at their yearly prom at Berkley November 19. . . . Versatile Jack Hayes, composer, conductor and arranger, hopped from orchestrating the Roy Rogers variety show to arrangements for conductor Victor Young on the Light Diamond Jubilee, plunged into the same chore for conductor Walter Scharf on the Donald O'Connor TV shows and returns to beating the Western drums for some new bell and Little Golden Records to be sliced by Rogers and Dale Evans. . . . Manager Billy Burton has set the Mary Kaye Trio for three weeks at the Fairmont Hotel, San Francisco, starting November 30. Act closes November 27 at the Last Frontier, Las Vegas, and returns in January to premiere the club's new room.

## Coast Huddle By Cap Execs

**HOLLYWOOD, Oct. 30.**—Capitol Records executives from New York and its Scranton, Pa., plant will gather here Tuesday (2) for a series of high-level policy conferences. Vice-Presidents William Fowler, Hal Cook and Jim Bayless arrived here for the meetings, to be attended by Coast execs Lloyd Dunn, Alan Livingston, Daniel Bonbright, Floyd Bittaker, Walter Heebner and President Glenn Walsh.

In another top echelon action, Attorney George Nielsen joined Capitol's legal staff, reporting to Robert Karp, director of the firm's legal department. Nielsen previously was associated with Rohr Aircraft as assistant to the secretary and general counsel and also was previously engaged in legal practice in Davenport, Ia.

## 'Melody Magazine' Merchandise Plan For Advertisers

**CHICAGO, Oct. 30.**—A new merchandising plan for advertisers was inaugurated this week for sponsors of Wed Howard's "Melody Magazine," a disk jockey venture on WNBQ-TV from 1:30 p.m. to 2:00 each week-day. The program spins disks via a magazine format.

John M. Keys, promotion and advertising manager of the NBC outlet, stated that the station now offers personal demonstrations of advertisers' products before an average of 1,000 Chicago women each week. This will be accomplished thru the facilities of the nationally known Luncheon Is Served organization. This group conducts two luncheons each day, five days a week, for women's clubs in the area. The demonstrations will be held at these luncheons and will include a sales talk about the product, with distribution of samples or product literature if the client desires.

## Miniature Repros To Capitol Dealers

**HOLLYWOOD, Oct. 30.**—Miniature reproductions of Capitol Records' album covers, in full color, have been earmarked for approximately 7,500 record dealers subscribing to the firm's numerical catalog service.

Innovation in package goods merchandising is designed to aid the dealer by having at his disposal a complete guide and picture of all Capitol albums for ready reference.

The spiral-bound catalog can also be used as a buying guide for customers who want to browse thru its contents.

view of New Releases' as a guide." . . . Howard Leonard, WPOR, Portland, Me., would like to receive glossy pictures of recording artists (in quantity) for giveaways on his afternoon program and record dances.

**HOWDY, PARDNER!!**

**TEX IS COMIN' YOUR WAY**  
**TEX RECORDS THAT IS—**

Yes, Tex Records are comin' out this fall with new songs, new bands, new artists and new ideas. You can't order now, but wait till you see what's comin'.

**SHAW**

**QUALITY RECORD SERVICE**

**PLATING PRESSING ALL SIZES and SPEEDS FLEX and VINYL**

**Specializing in Custom Work Only**

**PROMPT SHIPMENT STUDIO AVAILABLE**

**SHAW RECORD PROCESSING, INC.**  
1914 DANA AVENUE  
CINCINNATI 7, OHIO  
Phone: MEIrose 1870

MAGNIFICENT VOCAL INTERPRETATIONS OF  
2 GREAT MOVIE THEMES

Johnny  
**DESMOND**



orchestra  
under  
the  
direction  
of  
**RICHARD  
SHORES**

CORAL #61301

**MY  
OWN  
TRUE LOVE  
(TARA'S THEME)**

**THE SONG  
FROM  
DESIREE  
(WE MEET AGAIN)**

From the motion  
picture  
**"GONE WITH THE  
WIND"**

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

Theme melody from  
20th Century-Fox  
CinemaScope Production  
**"DESIREE"**

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

**INTRODUCING**

**MERCURY'S Great NEW Discovery**

**BENNY MARTIN**



'THE SECRET OF YOUR HEART'  
COUPLED WITH  
'READ BETWEEN THE LINES'  
MERCURY 70476

**JUST RELEASED**

'BUSY BODY BOOGIE'  
COUPLED WITH  
'THE MEANEST THING'  
**the Carlisles**  
MERCURY 70484

**STRICTLY INSTRUMENTAL**

'YO-YO BOOGIE'  
COUPLED WITH  
'INDIAN LOVE CALL'  
**Lloyd Ellis**  
MERCURY 70463

'TEXAS PLAY BOY RAG'  
COUPLED WITH  
'SUGAR BLUES'  
**Jerry Byrd**  
MERCURY 70466

**COMING UP**

'HONEY LOVE'  
COUPLED WITH  
'FEMALE HERCULES'  
**the Carlisles**  
MERCURY 70435

'CALLING FROM HEAVEN'  
COUPLED WITH  
'HARBOR OF LOVE'  
**the Stanley Bros.**  
MERCURY 70483



**Folk Talent and Tunes**

Continued from page 26

the Brown Eyes and Slim Carter troupe. . . . Perry Westland, guitar and vocalist and one of the original members of the Blue Mountain Boys at WGAY, Silver Spring, Md., has rejoined the group after a three-year hitch in the Army. . . . Folks in the Tennessee Valley sector catch a slew of corn from "Homer's Hayride," heard daily, 2-3 p.m., over WROS, Scottsboro, Ala. Homer garnishes his folk-music output with original corny sayings and down-to-earth philosophy. Christened Homer Nathaniel Monroe, he is known in the territory as Handsome Homer. . . . Justin Tubb has left WHIM, Gallatin, Tenn., to embark on a string of personals. He is dickering for a spot on one of the major Saturday night country shows. . . . Jimmy Heap and band, of KTAE, Taylor, Tex., appeared on the "Big D Jamboree" in Dallas, October 16, their first appearance there in nearly a year.

**With the Jockeys**

Ed Chapman, of WKAB, Mobile, Ala., was guest jockey on "Mr. D.J., U.S.A.," at WSM, Nashville, October 15. Chappie introduced his alter ego, Plov-Handle Bill, and had as his special guest, George (Candy Kisses) Morgan. "Mr. D.J., U.S.A.," under the supervision of Grant Turner, WSM staffer, features a deejay guest each week. . . . Joe Dean, of KQV, Pittsburgh, spinner of pop waffles, has gone to mixing his pop segs with country music, and the idea is proving a clicker. . . . Smilin' Jerry Jericho (Starday) was guest on the "East Texas Hillbilly Jamboree," Longview, Tex., Tuesday (26), and Sam-

my Lillibridge, c.&w. deejay at KFRO, arranged for part of the program to be carried by his station. . . . Rocky Coleman, back in the business after a two-year absence, has formed what he calls the "Hollywood National Barn Dance Record Revue," a c.&w. disk show, which he is offering free to night clubs and tavern operators in the Kansas City, Mo., area. Rocky serves as emcee and spins an assortment of folk and western tunes over a 30-watt p.a. system. Coleman lines up his own sponsors, who pick up the tab on the shows.

Jimmy Key, in addition to doing a daily three-hour disk stint over KERC, Eastland, Tex., is making the area on personals with his own five-piece western combo. . . . Jimmie Williams, deejay and guitarist, who is doing a daily 6-11 a.m. stint over WNOP, Newport, Ky., is making personals in the Ohio-Kentucky territory under the wing of Joe Grieshop, former entertainer, now operating his own pressery under the Acorn label in Cincinnati.

Bob Billingsley, hillbilly jock at KVET, Austin, Tex., while finishing his final year at the University of Texas, recently had Ray Price as guest on his "K-Bar Round-Up." Bob reports that Ray and Marty Robbins still hold top honors on "K-Bar" as far as requests are concerned, but that Neal Merritt, new artist from down San Antonio way, is offering stiff competition. . . . Leon Sanders, who spins 'em at KDET, Center, Tex., reports that the station has installed new equipment that will enable them to play three record speeds, standard or micro-groove, vertical or lateral, three tape speeds, single or double track, or wire recordings. "Now if the record companies don't start making square records, maybe we can keep up with them," Leon opines. . . . Curtis Gordon, Jim Wilson, Jack Cadwell, Kenny Lee, the Andrews Brothers, Jack Turner, Jimmy Porter, Luke McDaniel, Jim Reeves, Jimmy Newman, Slick Norris, Bill Hughes, Shorty Sullivan and Rebe Gosdin were recent visitors on Fred Wamble's country and western show over WBAM, Montgomery, Ala., where each plugged his latest releases, with Kenny Lee and His Western Playboys handling the background

(Continued on page 50)

**HOWDY, PARDNER!!**  
**TEX** IS COMIN' YOUR WAY  
TEX RECORDS THAT IS—  
Yes, Tex Records are comin' out this fall with new songs, new bands, new artists and new ideas. You can't order now, but wait till you see what's comin'.

**SOON TO BE RELEASED FROM ACTIVE DUTY**  
**—U. S. ARMY, NOV. 16!**  
**FARON YOUNG**  
JUST RELEASED!!!  
Faron's Newest Capitol Record  
**"IF YOU AIN'T LOVIN'—**  
(Then You Ain't Livin')"  
and  
**"IF THAT'S THE FASHION"**  
CAPITOL #2953  
Exclusive Personal Management  
**HUBERT LONG** 1537 McGavock Pike, Nashville, Tenn.  
Phone 2-6635

**KISS CRAZY BABY**  
**JOHNNIE & JACK**  
on RCA Victor #20-5880

**Best Sellers in Stores**

For survey week ending October 27

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

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce	2	5
You're Not Mine Anymore—Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow	1	24
My Arabian Baby—V 20-5698—BMI		
3. ONE BY ONE—K. Wells & R. Foley	2	25
I'm a Stranger in My Home—Dec 29065—BMI		
4. THIS IS THE THANKS I GET—E. Arnold	4	10
Hep Cat Baby—V 20-5805—BMI		
5. THIS OLE HOUSE—S. Hamblen	5	12
When My Lord Pick' Up the Phone—V 20-5739—BMI		
6. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny	6	7
I'm Beginning to Remember—Chess 4859—BMI		
7. EVEN THO—W. Pierce	7	23
Sparkling Brown Eyes—Dec 29107—BMI		
8. WHATCHA GONNA DO NOW—T. Collins	9	7
You're for Me—Cap 2891—BMI		
9. NEW GREEN LIGHT—H. Thompson	10	4
Lonely Heart Knows—Cap 2920—BMI		
10. LOOKING BACK TO SEE—J. Tubb-G. Hill	11	19
I Miss You So—Dec 29145—BMI		
11. YOU'RE NOT MINE ANYMORE—W. Pierce	8	5
More and More—Dec 29252—BMI		
12. HEP CAT BABY—E. Arnold	15	12
This Is the Thanks I Get—V 20-5805—BMI		
13. LOOSE TALK—C. Smith	—	1
More Than Anything Else—Col 21371—BMI		
14. IF YOU DON'T SOMEONE ELSE WILL—R. Price	14	2
Oh Yes, Darling—Col 21315—BMI		
15. MORE THAN ANYTHING ELSE—C. Smith	—	1
Loose Talk—Col 21317—BMI		

**Most Played in Juke Boxes**

For survey week ending October 27

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

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow	1	23
V 20-5698—BMI		
2. ONE BY ONE—K. Wells-R. Foley	2	22
Dec 29065—BMI		
3. MORE AND MORE—W. Pierce	4	4
Dec 29252—BMI		
3. THIS IS THE THANKS I GET—E. Arnold	5	6
V 20-5805—BMI		
5. EVEN THO—W. Pierce	3	22
Dec 29107—BMI		
5. THIS OLE HOUSE—S. Hamblen	7	3
V 20-5739—BMI		
7. COURTIN' IN THE RAIN—T. T. Tyler	9	10
Four Star 1660—BMI		
8. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny	8	4
Chess 4859—BMI		
9. LOOKING BACK TO SEE—J. Tubb-G. Hill	6	16
Dec 29145—BMI		
10. SINGING HILLS—S. Whitman	—	1
Imperial 8267—BMI		

**Most Played by Jockeys**

For survey week ending October 27

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

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce	4	5
Dec 29252—BMI		
2. I DON'T HURT ANYMORE—H. Snow	1	22
V 20-5698—BMI		
3. ONE BY ONE—K. Wells-R. Foley	2	22
Dec 29065—BMI		
4. THIS OLE HOUSE—S. Hamblen	3	10
V 20-5739—BMI		
5. THIS IS THE THANKS I GET—E. Arnold	5	11
V 20-5805—BMI		
6. WHATCHA GONNA DO NOW—T. Collins	6	10
Cap 2891—BMI		
7. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny	9	6
Chess 4859—BMI		
8. YOU'RE NOT MINE ANYMORE—W. Pierce	13	3
Dec 29252—BMI		
9. PLACE FOR GIRLS LIKE YOU—F. Young	15	8
Cap 2859—BMI		
10. PENNY CANDY—J. Reeves	—	1
Abbott 170		
11. LOOSE TALK—C. Smith	—	1
Col 21317—BMI		
11. EVEN THO—W. Pierce	7	23
Dec 29107—BMI		
13. COMPANY'S COMIN'—P. Wagoner	11	2
V 20-5848—BMI		
14. COURTIN' IN THE RAIN—T. T. Tyler	8	17
Four Star 1660—BMI		
14. HONEY LOVE—Carlisles	12	2
Mercury 70434—BMI		

# RING IN THE WINNERS!



Best small unit  
1954 Downbeat poll  
**JOHNNIE & JACK**



next national hit...  
**BEWARE OF "IT"**  
**KISS-CRAZY BABY**  
20/47-5880

**GOODNIGHT SWEETHEART, GOODNIGHT**  
**HONEY, I NEED YOU**  
20/47-5775

Best show band  
1954 Downbeat poll  
**PEE WEE KING**



novelty of the year...  
**PEACHES AND CREAM**  
**I CAN'T TELL A WALTZ FROM A TANGO**  
20/47-5889  
**KEEP YOUR EYE ON MY DARLING**  
**HERE LIES MY HEART**  
20/47-5847



**RCA VICTOR**  
FIRST IN RECORDED MUSIC







**NEW and HOT**

**"ANNIE'S ANSWER"**  
#118  
b/w  
**"LIVING WITH VIVIAN"**  
Hazel McCollum and the El Dorados  
with the Al Smith Combo

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

Peaceful Listening  
**"A CHARGE TO KEEP I HAVE"**  
b/w  
**"Jesus, I Can't Live Without You"**  
by **CLEOPHUS ROBINSON**  
Peacock #1733

**PEACOCK RECORDS, Inc.**  
2809 Erastus St. Houston 26, Texas

WATCH IT GROW  
NO. 1 COAST TO COAST!  
**"DON'T DROP IT"** SAVOY #1138  
by **WILBERT HARRISON**

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

On the Charts and Climbing Fast!  
**MAMBO BABY**  
RUTH BROWN  
Atlantic 1044  
**Atlantic RECORDING CORP.**  
234 WEST 56th STREET NEW YORK 19, N. Y.

RED HOT!  
**"DOUBLE SHOT"**  
b/w  
**"Time Out"**  
featuring  
**LOUIS BROOKS AND HIS HI-TOPPERS**  
Excella 2042  
45 & 78 RPM's  
**NASHBORO RECORD CO., Inc.**  
177 Third Ave. N. Nashville, Tenn.  
Phone 42-2215

A Sure Fire Hit!  
**FATS DOMINO**  
**"LOVE ME"**  
b/w  
**"Don't You Hear Me Calling You"**  
#5313  
**Imperial Records**  
6425 Hollywood Blvd. Hollywood 28, Calif.

NEW HIT!  
**AW-AW BABY**  
by **THE HOLIDAYS**  
#533 #533-45  
**Specialty records**  
8508 Sunset Blvd. Hollywood 46, Calif.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

**The Billboard Music Popularity Charts**

**• Best Sellers in Stores**

For survey week ending October 27

This Week	Records	Last Week	Weeks on Chart
1.	HURTS ME TO MY HEART—F. Adams..... Ain't Gonna Tell—Herald 434—BMI	1	12
2.	WHAT A DREAM—R. Brown..... Please Don't Freeze—Atlantic 1036—BMI	2	14
3.	ANNIE HAD A BABY—Midnighters..... She's the One—Federal 12195—BMI	3	10
4.	MAMBO BABY—R. Brown..... Somebody Touched Me—Atlantic 1044—BMI	9	2
5.	I DON'T HURT ANYMORE—D. Washington..... Dream—Mercury 70439—BMI	4	5
6.	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	8	2
7.	SHAKE, RATTLE AND ROLL—J. Turner..... You Know I Love You—Atlantic 1026—BMI	5	27
7.	I'M READY—M. Waters..... I Don't Know Why—Chess 1579—BMI	—	1
9.	YOU UPSET ME BABY—B. B. King..... Whole Lotta Love—RPM 416—BMI	—	1
10.	EBB TIDE—R. Hamilton..... Beware—Epic 9068—ASCAP	6	9

**• Most Played in Juke Boxes**

For survey week ending October 27

This Week	Records	Last Week	Weeks on Chart
1.	WHAT A DREAM—Ruth Brown..... Atlantic 1036—BMI	1	11
2.	HURTS ME TO MY HEART—F. Adams..... Herald 435—BMI	2	9
3.	HONEY LOVE—Drifters..... Atlantic 1029—BMI	4	20
4.	ANNIE HAD A BABY—Midnighters..... Federal 12195—BMI	3	7
5.	I'M READY—M. Waters..... Chess 1579—BMI	6	3
6.	SHAKE, RATTLE AND ROLL—J. Turner..... Atlantic 1026—BMI	5	26
7.	EBB TIDE—R. Hamilton..... Epic 9068—ASCAP	8	4
8.	SEXY WAYS—Midnighters..... Federal 12185—BMI	7	16
9.	WORK WITH ME, ANNIE—Midnighters..... Federal 12169—BMI	9	24
10.	WELL ALL RIGHT—J. Turner..... Atlantic 1040—BMI	—	1

**• R & B Territorial Best Sellers**

For survey week ending October 27

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	Los Angeles
1. Hearts of Stone, Charms, Del.	1. Oop Shoop, S. Gunter, Fla.
2. Mambo Baby, R. Brown, Atl.	2. You Upset Me, Baby, B. B. King, RPM.
3. God Only Knows, Capris, Got.	3. Earth Angel, Penguins, Dtn.
4. I'm Ready, M. Waters, Chs.	4. Loop De Loop, Robins, Spk.
5. Shake, Rattle and Roll, J. Turner, Atl.	5. All Night Long, J. Houston, Mon.
6. Never Let Me Go, J. Ace, Duk.	6. Ebb Tide, R. Hamilton, Epi.
7. She's the One, Midnighters, Fed.	7. Buick 59, Meallions, Dtn.
8. You Upset Me, Baby, B. B. King, RPM.	8. Zippity Zum, Chords, Cat.
9. What a Dream, R. Brown, Atl.	9. Hurts Me to My Heart, F. Adams, Her.
10. Hurts Me to My Heart, F. Adams, Her.	10. Bye, Bye, Dreamers, Fla.
Balti.-Wash.	New Orleans
1. Hurts Me to My Heart, F. Adams, Her.	1. Hearts of Stone, Charms, Del.
2. What a Dream, R. Brown, Atl.	2. Love Me, Fats Domino, Imp.
3. God Only Knows, Capris, Got.	3. I'm Ready, M. Waters, Chs.
4. Mambo Baby, R. Brown, Atl.	4. You Upset Me, Baby, B. B. King, RPM.
5. Annie Had a Baby, Midnighters, Fed.	5. Hurts Me to My Heart, F. Adams, Her.
6. Ebb Tide, R. Hamilton, Epi.	6. What a Dream, R. Brown, Atl.
7. Sexy Ways, Midnighters, Fed.	7. She's the One, Midnighters, Fed.
8. I Don't Hurt Anymore D. Washington, Mer.	8. Married Women, J. Turner, Atl.
9. Honey Love, Drifters, Atl.	9. Shake, Rattle and Roll, J. Turner, Atl.
10. Let's Make Up, Spaniels, VJ.	10. Honey Love, Drifters, Atl.
Charlotte	New York
1. Annie Had a Baby, Midnighters, Fed.	1. What a Dream, R. Brown, Atl.
2. She's the One, Midnighters, Fed.	2. Hurts Me to My Heart, F. Adams, Her.
3. Bip Bam, Drifters, Atl.	3. Ebb Tide, R. Hamilton, Epi.
4. Mambo Baby, R. Brown, Atl.	4. Annie Had a Baby, Midnighters, Fed.
5. Hurts Me to My Heart, F. Adams, Her.	5. Smile, Nat (King) Cole, Cap.
6. Shake, Rattle and Roll, J. Turner, Atl.	6. Honey Love, Drifters, Atl.
7. What a Dream, R. Brown, Atl.	7. Zippity Zum, Chords, Cat.
8. Hearts of Stone, Charms, Del.	8. Dream, D. Washington, Mer.
9. Never Let Me Go, J. Ace, Duk.	9. Never Let Me Go, J. Ace, Duk.
10. I've Got My Eyes on You, Clovers, Atl.	10. Why Should I Love You? Harptones, Bru.
Chicago	Philadelphia
1. I'm Ready, M. Waters, Chs.	1. I Don't Hurt Anymore D. Washington, Mer.
2. Honey Love, Drifters, Atl.	2. Hurts Me to My Heart, F. Adams, Her.
3. Sexy Ways, Midnighters, Fed.	3. What a Dream, R. Brown, Atl.
4. Shake, Rattle and Roll, B. Haley, Dec.	4. Let's Make Up, Spaniels, VJ.
5. Dream, D. Washington, Mer.	5. Ebb Tide, R. Hamilton, Epi.
Cincinnati	St. Louis
1. Never Let Me Go, J. Ace, Duk.	1. Mambo Baby, R. Brown, Atl.
2. What a Dream, R. Brown, Atl.	2. I Don't Hurt Anymore D. Washington, Mer.
3. Shake, Rattle and Roll, J. Turner, Atl.	3. I'm Ready, M. Waters, Chs.
4. Hurts Me to My Heart, F. Adams, Her.	4. You Better Watch Yourself Little Walter, Chs.
5. Mambo Baby, R. Brown, Atl.	5. Whole Lotta Love, B. B. King, RPM.
Detroit	6. Hurts Me to My Heart, F. Adams, Her.
1. Hurts Me to My Heart, F. Adams, Her.	7. You Upset Me, Baby, B. B. King, RPM.
2. Shake, Rattle and Roll, J. Turner, Atl.	8. It Used to Hurt, E. Johnson, Mer.
3. What a Dream, R. Brown, Atl.	9. Dream, D. Washington, Mer.
4. Annie Had a Baby, Midnighters, Fed.	10. Let's Make Up, Spaniels, VJ.
5. Ebb Tide, R. Hamilton, Epi.	
6. Whole Lotta Love, B. B. King, RPM.	
7. Sexy Ways, Midnighters, Fed.	
8. Baby, I Need You, El Dorados, VJ.	

**RHYTHM & BLUES RECORDS**

**• Rhythm and Blues Notes**

Continued from page 26

the most popular of ork leaders and a fine person. . . . The Dqm-inoes opened at the Basin Street in New York this week minus their lead tenor. . . . Aladdin Records has latched on to three new groups, the Regals, the Five Pearls and the Cookies. The last group is on Lamp. Just proves that there are still groups available in spite of all now on wax and also that there is no end to the names that can be dreamed up for quartets.

Atlantic Records has changed the name of the Chords, the "Sh-Boom" boys, to the Chordcats. It seems there is another group that had the name first. A new Chordcat release will be out next week on the Cat label. . . . Charles Brown is now playing one-nighters in Louisiana and will soon do a string of dates thru Texas. . . . The Five Keys just finished a date at the Regal Theater in Cleveland. . . . Amos Milburn is set for one-nighters in North and South Carolina during the first week of November.

The Royals, the latest group by that name, and who have been recording for Venus Records, have changed their name to The Royal Jokers. The group is managed by Chuck Darwin. The latter also manages Carolyn Hayes, new blues singer out of Detroit, who is also signed to Venus Records. . . . Allied Records, in conjunction with Sunland Music, has initiated an r.&b. label. The name of the label is Kicks, and five records have been released to date. Gordon Wolf of Sunland Music and Ned Herzstam of Allied are handling the label. Talent includes Geechie Smith, singer, composer and ork leader formerly with Capitol Records, and Walter Fuller, who played trumpet and sang with Fatha Hines ork for 15 years. Fuller's Club Royale ork has been playing in San Diego the past year.

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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

This Week's Best Buys

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

BUICK 59 (Dootsie Williams, BMI) THE LETTER (Dootsie Williams, BMI)—The Medallions—Dootone 347 An almost instantaneous success on the West Coast from time of release, this record has slowly been making its way about the country and now has achieved an enviable national acceptance.

Review Spotlight on... RECORDS

THE MOONGLOWS

Sincerely (Arc, BMI)—Chess 1581—This is a solid hunk of wax. The tune is melodic, the performance is outstanding and the arrangement is tentative. It could take off immediately and pull many coins. Flip is "Tempting" (Arc, BMI).

FAYE ADAMS

I Owe My Heart to You (Monument, BMI) Love Ain't Nothin' to Play With (Angel, BMI)—Herald 439—Faye Adams, currently sporting the top record on The Billboard best-selling chart, comes thru with two new powerful readings on this new release. Top side is a standout ballad; the flip is a wild rocker. Both have a solid chance for loot.

TALENT

THE CHANTICLAIRS—Dot 1227—Take a new r.&b. group and add the voice of Prentice Moore, and you have the Chanticleirs, a smart new quartet sparked by the scintillating lead work of Moore. The group bows on the label with two new tunes "Baby, Please" (Park Avenue, BMI), and "Someday Love Will Come My Way," (Hopewell, BMI). Impressive debut wax.

Reviews of New R & B Records

MARVIN AND JOHNNY Sugar 80 MODERN 941—Marvin and Johnny turn in their usual listenable reading on a new tune that sounds rather similar to the well-known standard. They sing it with spirit, and it should grab juke loot. Watch it. (Modern, BMI) Kiss Me... 77 Another bright bouncer is handed a happy reading by the duo over a good beat by the combo. Jukes could use this one, too. (Modern, BMI)

ing over a good beat. Okay wax here. (Jay & Cee, BMI) Sick and Tired... 75 Same comment. (Jay & Cee, BMI) FRANK MARTIN ORK Blues for Baby... 76 CAPITOL 2967—Here's a fine after-hours blues effort, played with a solid beat and some wonderful piano work by the Martin crew. It should get a lot of use from r.&b. jocks and pull juke coins. Good wax here. (Blackhawk, BMI) Come Back, Baby... 73 Martin sings this up-tempo blues effort with some feeling backed solidly by the ork both with a beat and a gang vocal. It's swiny cat music that kids can dance to. (Beechwood, BMI)

LULA REED Jealous Love... 76 KING 4748—The thrush sings the blues with feeling and effective phras-

WILLIE MABON Poison Ivy... 76 CHESH 1580—Mabon warns his competitors that he will be all over them like poison ivy if they don't leave his girl alone. The lyrics have a humorous twist, and in Mabon's relaxed delivery, backed by an easy but insistent beat, are persuasively sold. (Arc, BMI) Say, Man... 72 Mabon is belligerent here, too, but lyrics and melodic riff not so strong as on the flip. The singer is in there pitching and gets vigorous, swiny backing by the ork. (Arc, BMI)

THE ROYAL JOKERS Someday We'll Meet Again... 76 VENUS 103—Sincere vocal treatment of a plaintive weeper, with effective lead warbling. Good juke programming. (Thornwood, BMI) I Want You to Be My Baby... 69 A comparatively mild mambo warbled pleasantly by the boys. However, flip is better showcase for group. (Thornwood, BMI)

THE CUES Forty Seven Dozen Ways... 75 LAMP 8007—The vocal group has a good commercial bit of material here, and they ride it for all it is worth. The lyric is clever (and a bit naughty) and has a solid, rocking beat. Has excellent juke box potential. Impressive debut by The Cues. (Lamp, BMI) Scoochie Scoochie... 73 The group comes thru with another solid reading here. The material itself is so full of double entendre, however, that most disk jockeys will refuse to play it on the air. (Lamp, BMI)

THE GENTLEMEN Something to Remember You By... 75 APOLLO 464—A neat hunk of

rhythm material gives the group a chance to deliver a beat-full reading. Good listening this. (Bess, BMI) Tired of You... 73 This is a good, well-blended vocal group. They have some nice ballad material, too. Deserves spins. (Bess, BMI)

JOHN GREER We Wanna See Santa Do the Mambo... 74 GROOVE 0038—Cute idea here and Greer sings the novelty ably to good, rhythmic backing by the ork. This figures to attract a goodly number of spins, and it could sell some. Pop and folk versions of the ditty have also been released. (Regent, BMI) Wait Till After Christmas... 68 John Greer asks for a delay of a planned walk-out. Okay performance. (Copeland Music)

JOHNNY OTIS Shake It... 70 PEACOCK 1636—Otis encourages his listeners to shed a few inhibitions, and once he lets his ork loose, there seems to be reason enough. Driving beat makes the side fair juke box material. (Lion, BMI) I Won't Be Your Fool No More... 69 A melancholy blues that is smoothly styled and convincingly read by Otis. The arrangement is a pretty one and adds to the charm of the singer's interpretation. (Lion, BMI)

BIG JOHN Oop Shoop... 70 OKEH 7045—The deep-voiced chanter hands the rocker a good performance. A little late, but it still ought to gather in some spins on the strength of the performance. (Flair, BMI) Your Cash Ain't Nothin' But Trash... 65 His money can't buy what he wants, and then he's robbed, complains Big John in this cover waxing of the hit. Too late to get much coin. (Progressive, BMI)

THE MELLOW-FELLOWS Iddy Biddy Baby... 70 LAMP 8006—The Mellow-Fellows, new group with the firm, come thru with a fair performance here on a swiny new effort. Okay side that could get some spins, mainly due to the vocal by the tenor lead. My Friend Charlie... 65 The boys bow on the label with a so-so reading of a new rocker here. The lead singer is not strong enough to carry the disk.

CECIL YOUNG QUARTET Who Parked the Car? (Part 1 & 2)... 69 KING 4749—Some tasty instrumental work on a jump tune with okay scat vocalizing. (Lois, BMI) THE CHARMERS I Was Wrong... 69 TIMELY 1009—An okay vocal job on a weeper with a soothing pace. The Mambo... 69 A rather appealing vocal on a slow-tempo mambo.

JOHNNY AND MACK Money, Money, Money... 69 DE LUXE 6063—Johnny and Mack, a good new duo, turn in a sharp vocal here on a fairly routine hunk of material. Jocks may use. (Lois, BMI) Don't Ever Close the Door... 67 Same comment. (Lois, BMI)

THE SINGING WANDERERS The Wrong Party Again... 68 DECCA 29298—This is a sophisticated-type group, and it delivers the vocal clearly. Ballad is appealing, and the slicing ought to win some air exposure. (Cue, BMI) Three Roses... 67 The group contributes a quiet and smooth rendition of the pretty ballad. (Peer, BMI)

LOWELL FULSON Reconsider, Baby... 68 CHECKER 804—The singer pleads desperately with his girl not to leave him. This is an attractive Southern blues with whining guitar and piano powered by a slow, driving rhythm section. (Arc, BMI) I Believe I'll Give It Up... 64 Fulson thinks he has taken his full share of knocks from lady love, and comes to some regretful decisions. A good performance of only fair material. (Arc, BMI)

NEW YORK, Oct. 30.—Leopold Stokowski this week became RCA Victor's second Red Seal conductor to receive a gold disk for a recording which passed the 1,000,000-mark in sales. The sales goal was reached with Stokowski's recording of Strauss' "Blue Danube Waltz." Victor's first classical conductor to win a gold disk was Arthur Fiedler, whose recording of "Jalousie" with the Boston Pops ork hit the 1,000,000 figure in 1952.

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# HOCUS-POCUS

By BILL SACHS

**MARSHALL BRODIEN**, 22-year-old magus, who has shown his wares in the Chicago area for several years, is slated to follow **Clark (The Senator) Crandell** into the Magic Lounge, Cicero, Ill., when the latter takes off for England soon. Brodien is featured as the Human Cigarette Lighter, as he lights patrons' smokes with fire that pours out of his mouth. . . . Despite his total blindness, **Jean Hugard** still actively edits his *Hugard's Magic Monthly*. While visiting him recently, **Milbourne Christopher** caught him giving instructions in a sleight-of-hand card trick to **Jesse Schimmel**, doing his teaching from his phenomenal memory. Quite a feat! . . . **Dr. Zina Bennett**, Detroit, well known for his giant card work, has returned by air from a 30-day tour of the British Isles. **Edward Graves**, editor of *The World's Fair*, and **Tom Harris**, of Derby, England, with a group of 15 English leaders in magic, met Dr. Bennett at London Airport. Harris, who has visited twice in this country, arranged the 30-day itinerary, accompanying Bennett through the Isles while Graves also spent several days with him. Following a visit at Harris' home, a summary of Dr. Bennett's tour included welcoming party by the British Ring at Leicester; Magic Circle meeting at London, where he was made a member of the Inner Magic Circle; made honorary vice-president of Leeds Magic Society at Leeds; named honorary life member of Southport Magic Circle at Southport, spent three days with **Graham Adams**, who was an American visitor three years ago at Manchester, where he attended the Order of the Magi; attended British Magical Society meeting at Birmingham; spent five days at Brighton for convention of the British Ring, International Brotherhood of Magicians, performing on the President's Show; visited **Judge Ernest Wethered** in Bristol, where he was entertained by the Bristol Magic Circle; guest of the Mercian Mystics at Stoke-on-Trent; guest of the Institute of Magicians, London, where he was presented with an honorary life membership by **Mme. Zomah**; spent two days at the home of **Francis Haxton**, celebrating the 20th wedding anniversary of the **Haxtons** and the 26th of the **Peter Warlocks**; was guest of the Society of Magicians, London; made a flight to the Isle of Man, where he was guest of **Sir Doctor Alexander Cannon**; was named honorary vice-

president, Isle of Man Magicians; received the same honor from the Sheffield Magic Circle; was entertained by the Scottish Conjurers' Association at Glasgow and was made honorary vice-president of the Paisley Magic Circle. Upon his return to Detroit, Dr. Bennett learned that he had just been elected for advancement to the highest rank in the Masonic Order, the 33d Degree.

**AL AVALON** (Hal Haviland), the paper-tearing magician, is joining the parade of American tricksters to Europe. He is scheduled to sail Thanksgiving Day for England to present his "Capers With Papers" on an extended tour. . . . **Gerrie Larsen**, **Felix Korim** and **Jack Crimmins** were recent visitors to the Magic Round Table at the Dixie Hotel, New York. . . . **Jay Marshall** is in his second and final week at Beverly Hills Country Club, Newport, Ky. . . . **Frank Kenney**, known professionally as **Dave Mitchell**, is currently appearing on "Dinner Theater" seen and heard five times a week, at 6 p.m., over WXYZ-TV, Detroit. . . . **Mrs. Daisy L. Hall**, owner of the Hall Magic Company, Detroit, hopped in from the West Coast recently for the wedding of her son, **Roy Jr.**, who manages the Motor City shop for her. She has returned to the Coast where she is planning to open a magic emporium in North Hollywood. **Mickey O'Malley**, currently doing his comedy magic at Club Gay Haven, Dearborn, Mich., doubled at running the Hall store while young Hall and his bride were honeymooning. . . . "Scrubboard" **Roy Wallace**, hillbilly magician, is serving as official guide at Renfro Valley, Mount Vernon, Ky., headquarters for **John Lair's** Renfro Valley Barn Dance Folks, heard each Saturday night over the CBS network. Wallace puts in his spare time working school shows in the area. . . . **Milbourne Christopher** appeared on the Jackie Gleason TV show over the CBS network Saturday (30), and Thursday (4) is set for the **George Skinner** TVer over the same network. On Friday (5) he makes his umpteenth repeat on the **Garry Moore** show over CBS-TV. Christopher has recently purchased **LaFollette's** well-known quick-change act, "Frenchy and the Cop," and plans to use it in his full-evening show on the road this season. **Mil** tells of bumping into **Rickie Dunn**, **Joe Dunninger**, **Ade** and **True Duval** and **Paul Duke** in New York recently.

**ALFANO—Franco**, 79, Italian composer, October 27 in San Remo, Italy. He had completed **Giacomo Puccini's** opera "Turandot" after Puccini's death in 1924. Works of his own included the operas "Resurrection" and "Madonna Imperia," a suite for orchestra, a symphony in E, a string quartet and many songs and piano pieces.

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**SUN PLAYERS COMPANY**  
DOT & JESS SUN

**BOHN—William S.**, 66, acrobat, September 30 in Brooklyn. He performed with his wife and later also with his son in the team of **Bohn and Bohn**, hand balancers, and of the **Bohn Trio**. A standard act, it played the **Keith and Loew's** circuits. Most recently they appeared with **Dave Stern's** "Gay '90's Revue." Besides his widow and son, two grandchildren survive. Burial was in Columbus, O.

In Loving Memory  
of My Wife  
**Madge Buckley**  
WHO PASSED AWAY  
NOV. 6, 1952  
**M. M. BUCKLEY**

## BIRTHS

**CROW—**A daughter to Mr. and Mrs. Tim Crow October 25 in Wilmington, Del. Father is operations manager of Station WAMS, Wilmington.

**HELLING—**A daughter to Mr. and Mrs. Jack Helling October 4 in Denver. Mother does commercials on Station KTLN, Denver. Father is traffic director of the station.

**FOSTER—**A son, **John Kent**, to Mr. and Mrs. John Foster, October 13 in the House of the Good Samaritan, Watertown, N. Y. Father is announcer on the staff of Stations WYNY and WONY-TV, that city.

**SLAYTON—**A son, **Richard Norman Jr.**, to Mr. and Mrs. R. N. Slayton Sr., October 27 in Sarasota, Fla. Mother is the former **Carmen Pine**.

## MARRIAGES

**STENSROD-ROTH—**Knut Stensrud, a member of the Polack Bros. Circus' adagio acrobatic trio, the **Bollano-Ivankos**, and **Olive Roth**, member of the **Spangette Troupe**, with the same circus, October 23 in San Antonio.

tinues to be the busiest of agencies in the bookings of strip and vocal talent in the Manhattan area, has **LaSavona**, featured exotic, in **George's Blue Room** in the Hotel Bristol indefinitely; **Carrie Abbott**, featured at the **Harem Club**; **Evonne**, in her second year headlining at the **Flamingo**, and **Pat Reed**, singer and new recording star formerly with **Dizzy Gillespie's** and **Charlie Barnett's** orks, also indefinitely in the **Blue Room**. . . . **Lorena Hammond**, strip-talker, has left the **Empress**, Detroit, where her husband, **Joe Hammond**, is manager-producer, to play the **Kane** circuit with the **Al Reeves-Billy Foster** unit. . . . **Paul Schreiber**, a West Coast stage and TV producer, will present a revival of the play "Burlesque" in Los Angeles, co-starring **Ann Corio** and **Eddie Foy Jr.**, as soon as Foy is available following the run of the current Broadway hit, "Pajama Game," in which he is co-starred. . . . **Robin Leslie**, long a burly favorite, is doubling between the **Ha Ha Club** in New York and studying drama at Broadway producer **Jack Wendroff's** studio. . . . **T. Jay Thomas** and **Vesta (LaVeeta) Voorhees**, in private life, Mr. and Mrs. **T. J. Fisher**, according to a letter from **Calumet City**, quit the road because of illness. . . . **Trudine**, Hirst circuit spot-booked feature, travels all distances in her own Buick roadster. Her sole companion on these trips is a French poodle named **Trinket**, a replacement for **Petite** of the same breed who died shortly before the adoption of **Trinket**.

# THE FINAL CURTAIN

**DEWEY—Elmer**, 79, film actor for 38 years, in Cedars of Lebanon Hospital, Hollywood, of a heart attack. A member of the Screen Extras Guild, he began his motion picture career in 1916 as a "heavy," appearing under the name of **Don Danilo**. He later became a character actor. Survived by a son, presently serving in the Navy.

**FEATHERSTON—John**, 52, operator at the Washington Theater, Royal Oak, Mich., October 20 of a heart attack. Survived by his widow. Burial in White Chapel Cemetery, Detroit.

**HAY—Edwin B. Jr.**, former actor, October 28 in Berwyn, Pa. A member of the **Lambs Club**, he was later associated with the investment firm of **W. C. Langley & Company** and was a member of the **Lawyers Club**. Survived by a daughter and a brother.

**HOLDE—Herrmann Nicholas (Nick)**, 71, theatrical general manager, October 21 in Great Kills, N. Y. He had worked for **Florenz Ziegfeld** and later managed his estate after Ziegfeld's death. He had produced a series of one-act plays in the old **Princess Theater**, which the **Shuberts** converted from an old stable. In Hollywood he made a series of silent thrillers, returning to Broadway to become general manager for **Max Gordon** and later for **A. C. Blumenthal**, **Norman Bel-Geddes**, **Al Woods** and others. His widow survives.

**LEWIS—Henry Steele**, 54, president of **Norfolk Newspapers, Inc.**, publishers of *The Virginian-Pilot* and *The Ledger-Dispatch*, October 24 in Norfolk. He was vice-president and treasurer of the **WTAR Radio Corporation**, Norfolk, as well as serving on many other boards. His widow, a son, a brother and two sisters survive.

**LEWIS—Lloyd Paris**, 64, founder of the **Calgary (Alta.) Stampede's** chuckwagon race and one of the event's first competitors, October 11 in Calgary. He drove in the first chuckwagon race in 1923 and helped draft rules governing the now-famous event. Survived by his widow, a son and a sister.

**REA—Al**, 66, former vaudeville comedian and partner in the **Jones and Rea** comedy act, October 23 in Philadelphia. He had appeared on stages throughout the country, including the **Palace**, New York. Active in the **American Guild of Variety Artists**, he had been a representative from Philadelphia for two years. His widow survives.

**LLOYD R. PRIDDY**  
passed away  
November 8, 1950  
We Love You And We  
Miss You, Darling.  
**Mr. & Mrs. Lloyd R. Priddy Sr.**  
**Claire Priddy—Rose Westlake**

**RIDGEWAY—Phillip**, 62, British theatrical and radio impresario, October 27 in London. He had presented such top stars as **Sir John Gielgud**, **Ivor Novello** and **Peggy Ashcroft**. He had been a lawyer, industrialist and actor before turning to theatrical management.

IN LOVING MEMORY OF  
**MATTHEW J. (SQUIRE) RILEY**  
Died November 3, 1948  
"Always in Our Hearts"  
**LILLIAN & MARK**

**SHEPRO, David M.**, 57, concessionaire with the **Cavalcade of the West Shows**, October 22 in Los Angeles. Born in Massachusetts, he toured with several carnivals, including **Royal American**, **Johnny J. Jones**, **Morris & Castle**, and **Levitt, Brown & Huggins**. Survived by his widow, **Hazel**, and a son, **Dave Jr.** Burial October 26 in Pacific Coast Showmen's Rest, Los Angeles.

**SORANGELO—Michael**, 47, violinist who played in the orchestras of a number of musical shows and was musical director and owner of the **Brahms Conservatory of Music**, Philadelphia, October 24 in Dallas. He played with several traveling musical shows, including "Giri Crazy," "The Vagabond King" and "Honeymoon Cruise" for 12 years. For two years he was soloist with the **Station WCAU** orchestra in Philadelphia. He was also contractor for theater orchestras in Philadelphia and conducted park concerts in Philadelphia. He founded and edited the magazine **Arpeggio**, which became the organ of **Philadelphia Local 77, AFM**. He was a member of **Local 802, AFM**, New York. Surviving are his widow, **Maria S.**; a son, a daughter, his parents, a brother and a sister. Services October 28 in Drexel Hill, Pa., with burial in Holy Cross Cemetery, Philadelphia.

IN MEMORY OF  
**Matthew J. (Squire) Riley**  
Passed away November 3, 1948  
**IMOGENE RILEY**

**STEPHENSON—R.**, for many years an employee of the **Balaban and Katz Corporation**, Chicago. He was known professionally as **Bobby Stevens**. Survived by his sister **Mrs. Ivy Evelyn Marsh**. Burial in Chicago.

**THOMSON—James S.**, 70, associate director of the **Calgary (Alta.) Exhibition and Stampede** board from 1950 to 1953, October 13 in Calgary. Survived by a son and four sisters. Burial in Calgary.

**TROTTER—George L.**, 62, veteran ride owner and operator, October 8 in Duncan, Okla., of a heart attack. Survived by his widow. Burial in Superior, Neb.

**TYLER—James**, 41, advertising and promotion director for the **Mutual Broadcasting System**, October 22 in his New York office while conferring with a colleague. A graduate of **Middleburg College**, he had held positions with the **American Newspaper Publishers' Association**, **Columbia Broadcasting System** and the **J. Walter Thompson** advertising agency. His widow, three daughters, and a son, all of **Chappaqua, N. Y.**, survive.

**VON TILZER—Jules**, 86, general manager of the **Henry von Tilzer Music Publishing Company**, October 22 at his home in the **Hotel Delmonico**, New York. The oldest of six **Gumm** brothers, all one time connected with the song industry, he performed in vaude around the turn of the century. His widow and two brothers, **Harold** and **Albert Gumm**, survive.

IN MEMORIAM  
**MR. FRED WAITE**  
Died Nov. 7, 1953.  
Gone but not forgotten by your  
friends.  
**3 FEATHERS**

**WILSON—L. B.**, 63, president and general manager of **L. B. Wilson, Inc.**, operator of radio station **WCKY** in the **Sheraton-Gibson Hotel**, Cincinnati, October 29 of a heart attack in his hotel suite, ending a career that encompassed vaudeville, banking, theater and realty operations and race track interests. A native of **Covington, Ky.**, **Wilson** began his business career as a cigar-store operator in that city and later became president of the **People's Liberty Bank** there. **Wilson** founded **WCKY** in **Covington** 25 years ago, moving the station to its present location in 1939. At the time of his death he had financial interests in **Churchill Downs**, **Louisville**, and **Lincoln Field**, **Crete, Ill.** He also was affiliated with the **Ernst Realty Company**, **Covington**, and a chain of **Northern Kentucky** theaters. At one time he and a surviving brother, **Hansford**, New York, formed a vaudeville hoofing team and toured Europe. **Wilson** was one of the first radio magnates to cater strongly to daytime audiences, inaugurating the policy of "music and news all day long," and he built **WCKY** into one of the country's most powerful radio stations. In addition to the brother, two nephews and a niece, **Wilson** is survived by his widow, the former **Constance Freshwater**, of **San Francisco**, who at one time was a leading lady under the name of **Jean Oliver** for the old **National Players**, **Cincinnati** stock company. Funeral services **November 3** in **Miami Beach, Fla.**, permanent home of the **Wilson's**.

**WOODWORTH—Samuel**, 58, general manager and founder of station **WFBL**, **Syracuse**, October 22 in that city. A pioneer in broadcasting, he was an amateur wireless operator in 1912 and 10 years later was licensed to operate station **WLAH**, which later became **WFBL**.

# BURLESQUE BITS

By UNO

**Irma, the Body**, who is **Mary Goodneighbor** in private life and who rose from a chorine in the **World of Mirth** carnies to a featured strip in burly, was voted, according to a recent article by **Doc Goldstein** in the **Paterson, N. J., Evening News**, "Miss Marine Air Attachment of 1954," by the **Marine Air Reserve Training Command** of the **U. S. Naval Air Station** at **Niagara Falls, N. Y.** The honor was accorded her after a detachment of marines enjoyed her performance when she was head-

lining at the **Casa Nova** club in **Buffalo**. After the **Troc**, **Philadelphia**, engagement, **Irma** goes to the **Empire**, **Newark, N. J.**, opening on **November 5** then to **St. Louis**, **November 18**, and to **Cleveland** and **Pittsburgh** thru **Dave Cohn**. . . . **Mel (Bobo) Bourne**, comic; **Rita Ruth**, vocalist, and **Jeanne Coultre**, exotic dancer, are being featured in a unit working out of **Indianapolis** to help stir up interest for new recruits in the **Indiana National Guard** before going on an extended tour. . . . **Gypsy Nina** made her **Toronto** debut via the **Casino** stage on **October 28**. . . . **Harry White**, straight man, was forced to leave his cast at the **Hudson**, **Union City, N. J.**, for the **Monday (October 18)** show to attend the funeral of his brother **Mack** who died the day before in **New York**. Called in to substitute was **Bob Rogers**. . . . **Dottie Ivory**, strip-talker, born in **Lynn, Mass.**, and making her second season's tour of the **Hirst** wheel, is a former tap dancer in niteries in and out of **Boston**. . . . **Abie Gore**, after a lengthy siege of illness, returned to active life, this time for a first try at TV via the **Martha Raye** show, **Channel 4**, on **October 26**. . . . Stock shows have replaced road units in four Western houses, the **Folly** in **Kansas City, Mo.**; **Empress**, **Milwaukee**; **Gayety**, **Detroit**, and the **Palace** in **Buffalo**. . . . **Trixie Rogers**, whose office in the **Earle Building**, **New York**, con-

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**GEORGE M. COHAN**  
1878 — 1942  
The Cohan Family

## 2,506,418 Gate Gives Dallas All-Time Record for Fairs

Hits High Despite Rain on Two Days; 'King,' Chitwood Shows Get Good Biz

DALLAS, Oct. 30.—The 1954 State Fair of Texas rolled up a record-breaking total attendance of 2,506,418 during its 16-day run October 9-24, setting a new attendance mark for annual fairs of the U. S.

The Dallas fair's previous national record of 2,387,140, established in 1952, was shattered despite two rainy days on the final weekend.

The fair was running about a day ahead of itself, compared to last year, all during the last week, passing the two-million mark Thursday (21), a day before the same point was reached in 1953.

Officials believed if it hadn't been for all-day rains Friday (22) and Saturday (23), the exposition would have hit well into the 2,600,000 category. Momentum generated by a mammoth middle week-end pumped up even the usual light days in the second week, until the rains came.

### Rains Cut Gate

Intermittent rains started Friday morning (22), holding down attendance on High School Day, usually a busy one. In spite of the rain, teen-agers kept the midway rides busy all day long and on into the night. Fair collected \$7,500 rain insurance for the day when the insurance company's gauge atop the auditorium showed that the rain exceeded one-tenth of an inch—the amount required to collect—

between 1 and 7 p.m., the period covered by insurance.

In spite of a clear-weather forecast, the rain increased on Saturday (23), and the fair collected an additional \$10,000 for that day.

Southern Methodist and Kansas University squared off in an inter-sectional football game Saturday afternoon in the Cotton Bowl, playing in the rain. Stadium turf took extremely rough beating in this game and during high school games two nights preceding Thursday (21) and Friday (22). About 20,000 saw the Kansas-SMU game.

### Attendance Zooms

Sunday (24), final day of the fair, dawned clear and mild and attendance zoomed to a record mark for a final Sunday, 190,396 in all.

This enabled the fair to break its 1952 record by approximately 3 p.m. in the afternoon. General Manager James H. Stewart, Secretary S. Bowen Cox, Gates Super-  
*(Continued on page 60)*

## Archery Bows First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, U. S. Fiberglass Industrial Plastics, Inc., will finally enter the mass production stage of amusements and other products within the coming 30 days. Its offering of 150,000 shares of Class A stock at \$2 each in The Billboard and other publications was subscribed within three weeks, according to General Investing Corporation, the underwriter.

U. S. Fiberglass was incorporated in March of 1952 and is headed by production and design specialist Howard E. Greene, formerly with a Philadelphia advertising firm.

Machinery, custom produced, is being delivered to the firm's two plants. It has a building of 4,800 square feet floor space in Norwood, N. J., and another with 27,000  
*(Continued on page 56)*

## Toronto Sport Show Slates Berosini Act

NEW YORK, Oct. 30.—Aerialist Josephine Berosini, one of the Ringling circus features, will appear at the Canadian National Sportsmen's Show in Toronto, booker Bill Shilling said yesterday. The post-season appearance will be her first turn over a water tank, and will include her walk up a cable, bike on taut wire, and blindfold walk routine.

Set for the Canadian National Exhibition Coliseum, March 11-19, the show's bill will also include Sharkey the Seal, Frank's Retrieving Dogs; Jan Risko and Nina, plate spinning; the Atomics, tumbling; Joan Salvato, fly casting; Jimmy Risk and Norma, horseshoe pitching; Morrice and Sutcliffe's four-girl water ballet; Sidney the Great, boxing kangaroo; Ed Gillen and Company, comedy diving, and the Northwestern and French Canadian Guides. The Frank act will  
*(Continued on page 56)*

## Melville Inks Roanoke Acts

NEW YORK, Oct. 30.—Booker Frank Melville this week arranged for talent at his first 1955 fair, the Roanoke (Va.) Fair set for next September. Melville will provide six acts of his own discretion, the blanket contract states, as he has for several years at Roanoke.

## LIKE OLD TIMES

### Publicists Turn Out In Force at Raleigh

RALEIGH, N. C., Oct. 30.—In drum beating it was like old times at the North Carolina State Fair last week. Some 10 thumpers of publicity tom-toms were on hand to herald the event and its many show attractions.

Spurred in part, at least, by a public complaint voiced by fair manager Dr. J. S. Dorton last year that the art of selling show attractions appeared to be lost or ignored completely, the multiple attractions booked in this year were all represented by experienced promoters of press, radio and video space and time.

Dorton's caustic comments of a year ago lamented the failure of show organizations to ballyhoo as in the past. This, he said, was a necessary, and even vital, need to the box-office success of any presentation. The fact that he manages three events, including fairs at Charlotte and Shelby, N. C., lent weight to his statements.

### Full Line-Up

Ed Burke, new this year, represented the fair. The Hamid grandstand attractions continued to publicize its own units with Bill Rawley, Atlantic City specialist on hand. The James E. Strates midway organization had Mrs. Schlei-

fer functioning capably in a unique role for a woman. Jack Kochman's Hell Drivers had Art Hoard and Bob Conto on the scene in advance and thru its two performances. The Irish Horan Lucky Hell Drivers, in for a special showing on closing Saturday night, had Bill Corey and Lorraine Horan, the latter the wife of the owner and a persistent ballyhoo artist. Burr Andrew's Rodeo was fronted by Dittman Mitchell, an around-the-clock worker. The Gooding presentation of Dancing Waters, a separate midway offering, also had its own tub-thumper—Starr DeBelle. Sam Nunis Speedways had Art Wright, a Lucky  
*(Continued on page 56)*

## Canada Tightens Up on Imports Of Ride Parts

TORONTO, Oct. 30.—Importers, who bring component parts of kiddie rides into Canada in order to avoid the high 48 per cent tariff, are in for trouble, according to government spokesmen.

Some Canadian operators, they said, bring in ride parts from the U. S. and assemble the rides in this country and thus have been paying only 22½ per cent customs duty.

The government is also out to end under-the-table deals, wherein importer-operators, rather than obtain true invoices for a kiddie ride purchased, obtain invoices for lesser amounts from the sellers.

## Packs Announces Acts For 3 Southern Stands

ST. LOUIS, Oct. 30.—Tom Packs this week announced details for his show's three November circus dates, together with a line-up of acts and staff personnel that will make the dates.

The stands will start with Natchez, Miss., November 13, followed by Baton Rouge, November 15-16, and New Orleans, November 19-28. All are Shrine sponsored. The second annual Natchez date and fifth Baton Rouge edition are to be outdoors. The ninth annual New Orleans show will be in Municipal Auditorium. As in previous years, the New Orleans opening will be preceded by a circus-Shrine street parade (18).

Packs' Natchez date comes between those of Ringling-Barnum

## Larry Sunbrock Heads for Home

MOBILE, Ala., Oct. 30.—Larry Sunbrock's Rodeo and Thrill Show, which ushered in the season indoors at Toledo March 1, is current this weekend at Hartwell Field here, and follows next week with Pensacola, Jacksonville and Tam-  
*(Continued on page 56)*

## COMPANY UPS STOCKHOLDERS' ATTENDANCE, MEETS AT FAIR

DALLAS, Oct. 30.—One large Texas company hit upon a novel method of boosting attendance at its annual stockholders' meeting this year.

Texas Industries, Inc., one of the nation's largest producers of expanded shale building material, held its stockholders' meeting at the State Fair of Texas.

The meeting was held in the directors' room of the Electric Building and was followed by a luncheon brought in by an outside caterer. Then the stockholders visited the firm's display in the General Exhibits Building.

The meeting was a huge success, attended by 120 stockholders, more than had ever attended a similar meeting of the firm. Some of the stockholders came long distances to the meeting, one from as far away as Philadelphia.

Ralph B. Rogers, president of the company, recommended that more firms hold stockholders' meetings at the fair.

## New Firm Buys Out Campbell-Fairbanks N. Y. Sports Show

Noble-Fronted N. Y. Expositions Into Kingsbridge March 5-13

NEW YORK, Oct. 30.—Campbell-Fairbanks has sold out its National Sportsmen's and Vacation Show to a newcomer to the field in this region, the New York Expositions, Inc., firm which has John Friend Noble as general manager.

The Noble group's first venture will be its 1955 "New Sports and Vacation Show" scheduled for March 5-13 in Kingsbridge Armory, the Bronx. Announcement of the newcomer organization's arrival on the scene here (The Billboard, July 24) was almost coincidental with the news that Campbell-Fairbanks had signed for the 168th Street Armory, February 26 to March 6.

Altho now exiting the New York scene, Campbell-Fairbanks will continue producing the New England Sportsmen's Boat Show in Boston, and the Sports, Travel and Boat Show in Detroit, as well as its established trade exposition business.

### Space Sales Included

There were no physical properties involved in the sale, it was emphasized, altho New York Exposition is absorbing several space

commitments of its former rival, and Campbell-Fairbanks will encourage its former exhibitors to make the transition to the new show, according to Sheldon H. Fairbanks.

Altho many Campbell-Fairbanks exhibitors will be accepted at the Kingsbridge event, many will not, it was explained. The Noble firm will not have direct sales of any kind at its event, nor will pitchmen be in evidence. Exhibitors will be admitted after having utilized direct sales in the past if they hold their activities down to mere displaying, it was emphasized.

Altho talent has not yet been signed, the event will offer acts, it was said. Besides its 180,000 square feet of unhindered floor space, Kingsbridge will be fitted with 6,000 seats for spectators.

On the exhibit side there will be several by States and foreign  
*(Continued on page 56)*

## Danish Booker Sets 3 Dates For Henie Icer

COPENHAGEN, Oct. 30.—Three dates for Sonja Henie's ice revue this winter have been lined up by Richard Stangerup, Scandinavian representative of "Holiday on Ice." All are in Denmark, but it is not certain yet whether Miss Henie will show there since the seating capacities are below that usually desired by her.

Largest of the locations is KB Hall in Copenhagen which seats 4,000 and would be played in February. Following would be dates in Aalborg Hall in Aalborg, and Fyn's Forum in Odense.

## Four Canadian A Fairs Want Jubilee Theme in '55 Revue

REGINA, Sask., Oct. 30.—Next year's Class A fairs in Alberta and Saskatchewan will have a golden jubilee theme and an effort will be made to work this into the grandstand show, it was decided at a meeting of the loop's managers in Regina.

The matter of adding a jubilee theme will have to be negotiated with the agency getting the grandstand contract and plans would have to be made for the jubilee part of the program to be removed for the Brandon, Man., show.

"It will involve repainting the backdrops, but we hope it can be

done," said T. H. McLeod, manager of the Regina exhibition.

Decisions on improving accommodation and facilities for horse racing will be attended to individually by the exhibition boards, it was decided. Criticism of facilities has been voiced by the Horsemen's Benevolent Protective Association.

Managers are going to keep a close eye on the House of Commons' handling of a study by a commission of lotteries and raffles, McLeod said. "The commission has asked the Western Canada Association of Exhibitions to present a brief on lotteries and raffles and we will do so," he said.

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RENSSELAER, INDIANA

**PLOWS BACK PROFITS**

**Saskatoon Earmarks 294G For '55 Plant Improvements**

SASKATOON, Sask., Oct. 30.—Improvements costing \$294,000 will be made at the Saskatoon Exhibition plant next year, directors decided at their annual meeting. The expenditure includes a \$250,000 exhibits building, \$20,000 toward drainage of the grounds, \$15,000 for added livestock accommodations, \$6,000 for paving and \$3,000 for renovation of the school exhibits building for use as a farm boys' camp dining room and a farm girls' lecture room.

Three days after the meeting old dining halls were being demolished to make way for the exhibits building and work had started on the drainage program for the race-track infield.

Dr. F. G. Salisbury and Jack Warren, directors, proposed that only half the exhibits building be constructed at present at a cost of \$14,000. Dr. Salisbury held that the money thus saved could go toward improving accommodation for race horses. About \$100,000 had been spent on racing improvements in the last eight years, but this figure was far exceeded by

the revenue from race meets, he said.

S. N. MacEachern, manager, contended there was a real need for such a building and reminded that every president's report for the last six years had indicated this need.

The 40,000-square-foot building would provide much needed additional space for display purposes, (Continued on page 64)

**IRS Rules Tax Exemption Out At Grandstand**

WASHINGTON, Oct. 30.—The Internal Revenue Service ruled this week that the exemption of tax on admissions to agricultural fairs does not extend to charges of admissions to grandstand events conducted by a profit-making organization.

IRS stated that the tax on admissions to the grandstand under such circumstances must be paid even when the events being staged can be viewed without getting admission to the stands. It added that admissions to agriculture fairs are exempt from tax only when proceeds are used exclusively for the maintenance or improvement of the fairs.

**Bond Issue For Ky. Fair Gets No Bids**

LOUISVILLE, Oct. 30.—A \$6,500,000 bond issue to finance the new plant of the Kentucky State Fair was put up for public sale here last week and no bids were received. The issue, called 40-year State Fair and Exposition Center revenue bonds, were put up for sale by the Kentucky State Property and Buildings Commission.

According to information in financial circles, investment bankers contended that the report on whether the project would pay off was "too general" and estimates of income for bond coverage were slim even when figured at 3½ per cent coupon rate. Other underwriters thought the legality of the issue should have been tested in court.

The issue is expected to be re-advertised.

**Laredo, Tex., Cele To Expand in '55**

LAREDO, Tex., Oct. 30.—The annual Washington Birthday celebration here early next year will be expanded to include the 200th birthday of Laredo as well, Cecil Wade, president of the celebration association, announced. Dates are February 17-28. J. George Loos will again provide rides, shows and concessions.

**WEATHER HURTS**

**Swenson Paces 1953 When Rain Permits**

SPRINGFIELD, Mo., Oct. 30.—Thrill show business this season held up to '53 grosses in most areas but rain hurt overall takes of the Swenson Thrillcade, Aut Swenson, owner-manager, announced. A total of 20 performances were hurt by rain this year and nine were completely rained out.

Swenson has established permanent headquarters here. He has leased a hangar at the airport here for storing and working on equipment and has built a home here.

The veteran operator suffered a broken leg about midway thru the season, is still using crutches to get around but hopes to discard them before the Chicago meetings.

**O. Pumpkin Show Honors to Colville**

CIRCLEVILLE, O., Oct. 30.—Bob Colville, veteran treasurer of the Circleville Pumpkin Show, October 20-23, was honored Thursday (21) for his 22 years of service with the annual by being named "Mr. Pumpkin Show" and being presented with a pocket watch on the occasion by Mayor M. E. Sensenbrenner of Columbus and Circleville's Mayor Robert E. Hedges. During the ceremonies he was also named an honorary Navy recruiter.

Thru Thursday, half-way mark of the 48th annual show, indications were that the event would break its attendance mark. An estimated attendance of 60,000 on Thursday plus the 15,000 turnout on the show opening day put the show in an excellent position to eclipse past marks with a heavy Saturday crowd looming.

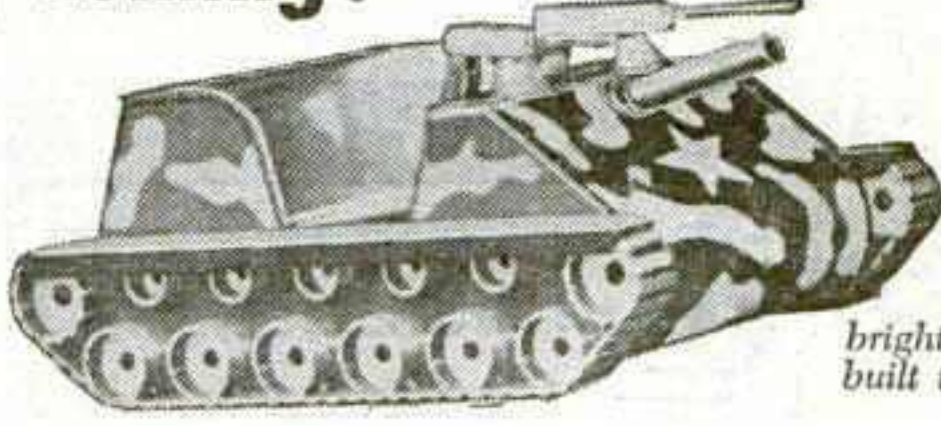
**—CASH WAITING—**  
for Merry-Go-Round, 26 Ft. or over  
Miniature Train Machinery for Roller Coaster  
State what you have and lowest cash price. No junk considered.  
**SWATARA PARK**  
Middletown, Pa. Phone 5141

**CAROUSELS KIDDIE RIDES—TRAINS**  
Complete line. Write for catalog and terms.  
**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California



**The Tanks Are Coming!**

Allan Herschell's Army Tank Ride outgrossed 21 kiddie rides with the Conklin Shows at the Canadian National Exhibition. Now the Conklins have purchased two more of these top earners. Write, wire or phone today while there is time to get one for the big season.



**ARMY TANKS**  
realistic action and guns brightly camouflaged, built to last for years.

MERRY-GO-ROUNDS • BOAT RIDE • BUGGY RIDE • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK RIDE • JOLLY CATERPILLAR • KIDDIE AUTO RIDE AND GASOLINE SPORT CARS. MERRY-GO-ROUND RECORDS • RECORD PLAYERS AND TAPES • RIDE TIMERS • CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES FOR ALL ALLAN HERSHELL AND SPILLMAN RIDES.

**ALLAN HERSHELL**  
COMPANY, INC.  
"world's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

**ORIGINAL \$200,000.00 INVESTMENT**  
Best Outdoor Advertising Medium ever devised.  
**GIANT FIGURE BALLOON PARADE EQUIPMENT**  
Selling price \$80,000.00—no bargaining.  
THREE FULL LENGTH PARADES EACH ONE MILE LONG  
SALE REASON: FAMILY CORPORATION STOCKHOLDERS RETIRING  
Terms: \$15,000.00 cash; money receivable from November contracts \$30,000.00 plus will be applied toward payment; balance \$35,000.00 payable over two year period. Seller will give shop free rent for one year, equivalent to \$3,600.00, and assist for short time in helping buyer continue business.  
EQUIPMENT: Giant Balloons, Special Floats, Trucks, All-Steel Equipment, Generators, Blowers, Shop Equipment, Costumes, etc.  
Wire or Write: c/o THE BILLBOARD, BOX D-78 CINCINNATI 22, O.

**The TLT-A-WH(RL) Ride**  
"Best Buy in Rides Today"  
★ Very Popular and Profitable  
★ Good Looking ★ Good Quality  
★ Well Built ★ Economical  
★ and what a ★ Repeater!!  
**SELLNER MFG. CO.**  
Faribault, Minnesota

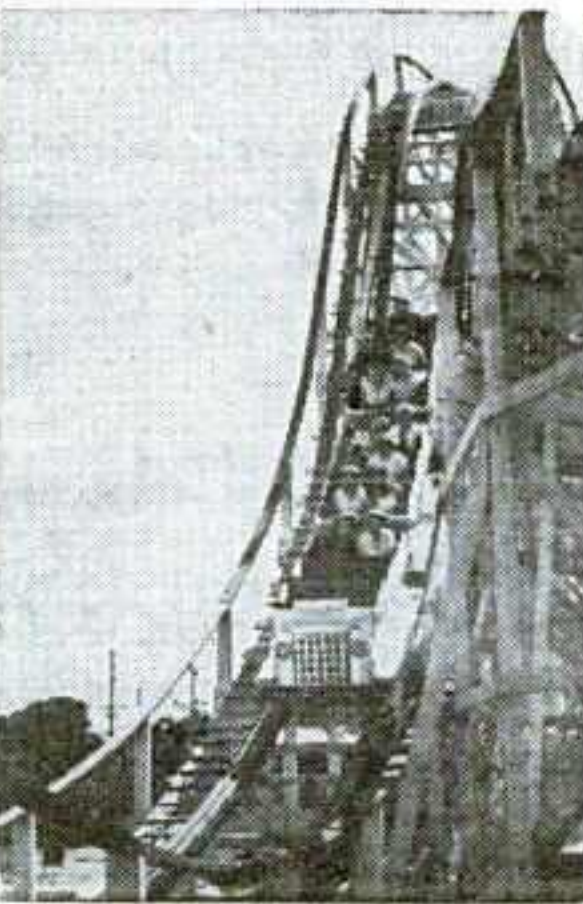


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among over-all entertainment weeklies—is a member of the  
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**National is famous for**

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Rides built by National over 30 years ago are still in operation and considered too good to replace.

As a result of the many safety features built into National Rides, serious accidents are unheard of.

**REDUCED INSURANCE RATES**  
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Amusement Device Co.  
Box 488, VAF  
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Phone Melrose 2646

Multiplex Faucet Co. Serving the Trade 50 Years

## Mechanical Refrigeration

### NOW Available— ROOT BEER BARREL

(17 and 45 Gallon Sizes Only)  
Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

**Exclusive!**

- 8 Gallon Root Beer Barrel (single faucet)
- 17 Gallon Barrel (one or two faucets)
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Also Dispensers for Coca-Cola, other Drinks

Manufacturers: **MULTIPLEX FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.



• VARNISHED OAK BARREL •  
• STAINLESS STEEL HOOPS

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Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

**POPCORN | COTTON CANDY | COOK HOUSES  
SNO-CONES | CANDY APPLES | GRABS**

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD ST. CINCINNATI 2, OHIO

THE "The Amusement Industry's  
BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



### N. Y. Sports Show

• Continued from page 54

resort regions, as well as by transportation and travel outfits.

Campbell-Fairbanks had put its show on yearly since founding it in 1936, except during 1943-'44. Thru 1942 it used the Grand Central Palace, then switched to Madison Square Garden in 1945-'46. It returned to the Palace from 1947 thru last year, when the federal government leased the building and the sports show was held in the Garden's basement Exposition Hall.

#### The New Promoters

Noble headed industrial promotion in 1949 for the Greater New York Fund. Former writer-director for Warner Bros., he organized the International Maritime Races in 1952-'53. He is assisted by Mrs. Jessie B. Barnes, 1950-'52 manager of the Chicago National Boat Show and one-time aid with The Chicago Herald-American's Sports and Travel Show.

Vic Oristano, heading up the public relations end, worked on the National Motorboat Show from 1947-'53 while with H. A. Bruno Associates, prior to striking out on his own with New York Expositions.

### Like Old Times

• Continued from page 54

Teeter protege only recently returned to the outdoor field, grabbing space.

Many of the operators were in advance to steal a jump on the opposition. DeBelle, who functions with the prowess of a native in this territory, altho he isn't, used paid space daily to supplement his promotional activities which were notable.

The State Fair Sawdust Club, a night-before-opening press party in the Jack Norman girl show top featuring food and drink and talent, including Hamid acts and chorus, had a publicists' reception committee notable for its size and caliber.

Dorton, an astute operator who has seen publicity work often in the past, was released.

### Archery Bows

• Continued from page 54

square feet of floor space in River Edge, N. J.

Prototypes have been produced over the past few years on a contractual basis before the company acquired its own facilities. Among these, all with the lightness and durability of fiberglass, are the archery bows, Merry-Go-Round horses, film cases, film reels, beer and soft drink cases, and 12-bottle drink containers with compartments for dry ice.

The company's products will be molded into shapes at low pressure, with colors molded in thru and thru.

### Toronto Show

• Continued from page 54

include a duck answering duck calls.

Shilling also told of signing the sports shows in Hartford, January 22-29, and Indianapolis, January 28 to February 6. In Hartford will be Sandy the Seal, Bebe's Hollywood Bears; Ross and Ross, trick bag punching; Bruce Sidlinger, comedy trampoline; Bob O'Laughlin's Retrieving Dogs, the guides doing canoe tilting and log-rolling and one other feature as yet unsigned.

The Indianapolis bill will list the guides, the Split Cloud Indian Troupe, Cal Barry's Retrievers, Ed Gillen's diving act and 85-foot high dive; the Ernie Circus, model exhibit, and Seezar, projection caricaturist.

### Larry Sunbrock

• Continued from page 54

pa, all in Florida. November 11-14, the show is set for the Miami Stadium, marking its fifth visit to that spot.

From Miami, the Sunbrock unit jumps to Key West, and then winds up the season with a stand at West Palm Beach December 1, hopping from there to winter quarters at Orlando, Fla. Sunbrock describes the season as "highly successful," with the highlights being 10 weeks indoors at ice arenas in Canada and the engagement at the Milwaukee State Fair Park there shortly after the fair. Troupe also played the fairgrounds at Sedalia, Mo., and Springfield, Mo.

Doug Autry, Gene's brother, with his wife, Barbara, joined the show at Springfield. The old standbys, Joe Evans, foreman; Frank Biron and Cowboy Roy Simpson and family, are also still on the roster.

### Packs Acts

• Continued from page 54

Bears; the Arturo high wire act, Theron Family, cyclists.

Also the Flying Zacchinis and Bill Valentine's Flying LaVals; the Rhodins, aerial rotating; Lott and Anders and Paio and Mai, unicycle juggling; Rachero-Bolanos, equilibrist; Syd Moore, with dogs and Beeswax; the Two Sky Kings, high pole; Ray Marrion's Sky Devils, and Ernie Wiswell's Comedy car.

Rasini, Madisons, Clowns

Additional acts will be Los Del Morals and Los Olveras, forehead perches; Fagnolis and Mexellis, trampoline; Four Kovacs' acrobatics; Rasini's Rocket Car, and Tom Packs Elephants with the Madisons.

Clowns booked for the dates include Jack Harrison, Grover O'Day, Bozo Harrell, Fred Clementi, Arden Beecher, William Bonomi, Billy O'Dell, Claude Wilson, Slim Collins, Teto Flint, Billie Burke and Dick Dowd.

Fireworks will be used for the finale at Natchez and Baton Rouge. The Packs pyrotechnician, Loren Wisdom, will fire these shows.

Staff will include Tom Packs, personal direction; Leontini, assistant; Al Vernon Jr., music; Deane Chapin, vocalist; Bob White, announcer, and John Manko, in charge of riggers and prop men.

**The Money-Making Buying Guide for All Outdoor Showbusiness**

## THIS ONE GREAT BILLBOARD ISSUE SELLS OUTDOOR SHOWBUSINESS FOR MONTHS AND MONTHS!

If you're hiring a salesman you want a man who makes lots of calls, who has contacts with the big buyers and prospects . . . a man whose sales costs are low and whose results are way up!

You can get all this in one great Billboard issue . . .

### The 34th Annual Outdoor Convention Number Dated November 27

No other issue all year sells any harder . . . and longer than this one . . .

- The Convention Number is the biggest of the year—crammed with directories, lists and buying help, used by everyone in the business for months after publication!
- It's distributed to everyone attending the Outdoor Conventions in Chicago (where plenty of buying takes place) as well as the thousands of regular readers who need your products to stay in business.

There's no limit to the sales possibilities of this issue (see list at left) and you get sales power that no amount of personal selling gives. It's the best way to watch a modest investment repay itself again and again and again.

And the time to plan your advertising for this number is now! For complete details please get in touch with your nearest Billboard office right away.

- All these items advertised and sold successfully in former Convention Numbers
- Autos Trucks
  - House Trailers Semi Trailers Tractors
  - Gasoline & Oil Rope and Cable Light Plants Power Units Riding Devices
  - Playground Equipment Ball Game Equipment Miniature Golf Units Amusement Devices Tents and Canvas
  - Flame-Proofing Materials Shooting Galleries Flags, Bunting Light Towers Spot and Floodlights Portable Buildings Paints
  - Bleacher Seats & Folding Chairs Poster & Ticket Printing Concession Trailers Concession Equipment Bottled Beverages Fruit Juices & Syrups Popcorn Machines Popcorn, Peanuts Candy Machines Custard Machines Fireworks Sound Equipment Insurance
  - Fluorescent and Neon Lighting Photo Galleries Arcade Equipment

**The Billboard**  
**OUTDOOR CONVENTION NUMBER**  
**ADVERTISING DEADLINE NOVEMBER 17th**

Write, wire or call any Billboard office now . . .

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| CINCINNATI 22, OHIO<br>2160 Patterson St.<br>DUbar 6450 | NEW YORK 36, N. Y.<br>1564 Broadway<br>Plaza 7-2800 | CHICAGO 1, ILL.<br>188 W. Randolph St.<br>Central 6-8761 | ST. LOUIS 1, MO.<br>390 Arcade Bldg.<br>Chestnut 1-0443 | HOLLYWOOD 28, CALIF.<br>6000 Sunset Blvd.<br>Hollywood 9-5831 |
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**GENERAL EQUIPMENT SALES, INC.**  
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Our PERFECTION is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.



**ELECTRIC CANDY FLOSS MACHINE CO.**  
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"MIDWAY MARVEL" FLOSS MACHINES—CANDY APPLES, ICE SHAVERS, POPCORN MACHINES, PEANUT ROASTERS, BAGS, BOXES, PEANUTS IN BULK OR READY BAGGED (100 PER CASE). SAME DAY SERVICE. SEND FOR PRICE LIST AND CATALOG.

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## BIG MONEY . . . SMALL COST

Round, six-sided and scalloped molds of cast aluminum. 4" commercial size. Here's a deal you can add to your present operation with very low investment. They'll pay for themselves in the first hour of operation. Each mold complete with wooden handles and formulae. Also complete line of Floss Machines—Popcorn Equipment and Supplies and Kiddie Rides. Write for Catalog.



ORIGINAL WAFFLE MOLDS  
3916 SECOR RD. CONCESSION SUPPLY CO. TOLEDO 13, OHIO

# UNDER THE MARQUEE

By TOM PARKINSON

Ringling Bros. and Barnum & Bailey news, as reported by Albert White, is that Cecelia Ollech is back in the wardrobe department after an illness, that Jackie Gerlich, midget clown, has been working in the commissary department all season; that Maxie Miller, operator of the backyard grease joint, had a party at the custard stand for all on the show. . . . During supper at Durham, one of the cookhouse tables and benches fell over on Carol Brent, Sharon McFarland and Rita Hines, all of whom were pinned down and unable to take their bows for all of the applauding until several came to their aid. . . . George Preasley, porter of car 374, visited with his relatives, the Jack Shultzes, at Winston-Salem. . . . In Greensboro, Kay Kyser, orchestra leader, was on the lot, making a highway safety movie for the State of North Carolina.

Members of Byron Gosh's All-American Circus and of the Ringling-Barnum advance advertising crews were exchanged in Laurel, Meridian and Hattiesburg, Miss., recently.

The Flying Marilees close their season Saturday (6) after which they will go to Chicago for a TV appearance November 14. They have had only one idle week since April. . . . Editor L. M. White wrote a feature story for the Thursday (21) edition of his Mexico (Mo.) Ledger about his recent visits on the Ringling show. It includes 18 photographs.

Joseph T. Bradbury, of Chamblee, Ga., visited the O. C. Buck-Model Shows at Athens, Ga., and noted that two of the flat cars carry plates saying they were built in 1922 for Hagenbeck-Wallace. . . . Frank (Dutch) Luley will play the Shrine dates at Houston and Fort Worth. . . . The Aerial Alcidos, Edna, Louis and Wilfred, will be on the "Big Top" television show November 13.

Astrid and Franklin, hand-balancing, are making a long club date in Boston. . . . Bumpy Anthony will make the Hamid-Morton date at Montgomery, Ala., and then return to St. Augustine, Fla. . . . C. P. Fox, who wrote "Circus Trains" and "Circus Parades," has a book on circus horses and still another one in the works. He has sold a series of animal photographs to Life magazine. . . . Rayford, the clown, writes that he is booking dates in Maine.

Ernestine Clarke Baer returned to the ring at the International Horse Show, Los Angeles, as a member of Mark Smith's "ballet or horseback," which also includes Janet Smith, Skeeter Ferron and Tina Davison.

Joe Lewis, now in Sarasota, visited with Mrs. L. H. Hall, Mrs. Eddie Billetti, the Repensky riding act, Jeanie Ferron and her two youngsters, the Marco Trio, and several members of the Cristiani show, including Lucio and Oscar Cristiani, Marian Cristiani, Brownie Gudath and Steve Fanning.

Hardy O'Neal, Shreveport, La., fan, visited with M-G-R superintendent Troy Scruggs, show fan, and Scotty Stafford, former trainer-master of the Beatty show, when the Royal American Shows arrived for the Louisiana State Fair. . . . E. W. Adams, Atlanta, reports Ringling is posting paper for its first date in Atlanta since 1950.

Marion F. Goff caught the Beatty show at Odessa, Tex., and enjoyed talking with Bill Moore, Frank Orman and Harlan DeWitt. It was the first time he had seen Clyde Beatty since the Hagenbeck show of 1933. Goff, who was on Robinson, 101 Ranch, Hagenbeck, Floto, Collmar, Ringling, Howe's, Molly Bailey and Tom Mix shows, will be at the Chicago outdoor conventions.

Ayres Davies, circus superintendent, now with a construction company at Ormond Beach, Fla., is working his dog act now and then and may return to circus business next season. He recently caught Hagen, and Hunt shows.

Ernie (Blinko) Burch visited his parents in Linden, N. J., where he is working on a book, and will make Orrin Davenport dates starting November 7. He will work at a Dayton, O., department store December 1-24.

Mauricio Droguett and Julia Sharples were married at Sarasota October 19. . . . Marion W. Organ, Wilmington, O., fan, visited at the Atwell Club, Chicago, this week. . . . Big Bob Stevens has returned to Gainesville, Tex., for the winter. He will pilot the Bailey-Cristiani circus again next season.

Win and Marian Partello, now with the road company of "The King and I," made the Dallas fair and headed for Chicago. At Dallas, they, Jean Allen, the Paul Van Pools, Butch Cohn and Pete Cristiani visited. . . . The Van Pools also caught the closing of the Bailey-Cristiani circus at Monroe, La.; rested a few days in Florida, and drove up to Jackson, Tenn., to see King Bros.

From Siebrand Bros., Joe Hodges Hodgini sends word that the circus was in front of the grandstand at Tucson, Ariz., and local stage acts were added for the Pima County Fair. . . . Many members of the show made trips to Phoenix to visit winter quarters there. . . . Marge and Bill Tellez entertained the Roches. . . . Tom and Joe Hodgini put the finishing touches on their new truck. . . .

Mrs. Harry Clark was on the sick list. . . . Bones Hartzell is clowning with Siebrand. . . . Rudy Mueller is repainting his truck. . . . Visitors included the Johanna Smiths, of Peru, Ind.; Jim Drinkward and John Gibson.

Fred Bailey Thompson, Georgia fan, advises that a new book he has written is soon to be published. . . . Henry Varner is headed for Sarasota and New Orleans. . . . Taking part in a circus fans' rally at South Bend, Ind., Saturday (23) were the Art Kilpatricks, the Don Smiths, Johnny Vogelsang, the Otto Haussmans, Otto Schieman, George Piercy, the Art Cookseys, Ken Whipple, Eugene Russell and Bob Raupfer, all of Michigan and Indiana.

Ringling report is that the cold spell has brought on plenty of bonfires around the lot. . . . Bobby Jones, ring stock assistant, was hospitalized at Mission Memorial (Continued on page 67)

## Monroe, N. C., Gate Off 12%

MONROE, N. C., Oct. 30.—The Union County Fair wound up its five-day run here Saturday (23) with an estimated attendance of 45,000, a 12 per cent drop from last year's fair. Moke W. Williams, veteran general manager, said drought and a cold wave helped keep patronage down.

Fair opened its new \$30,000 livestock building during the fair. The building, made of concrete, measures 60 by 160 feet. John H. Marks Shows provided the midway attractions this year for the 12th year, and was again signed for '55.

## Ask Arena Bids

NORTH BAY, Ont., Oct. 30.—Bids have been requested here for construction of a proposed Memorial Building. The suggested structure would seat 3,500, with standing room for an additional 1,500. It would be available for year-round activities, according to T. A. Frair, city manager.

## MISCELLANEOUS

Hippodrome of 1955: Brandon, Man., 3-5; Edmonton, Alta., 8-13; Calgary 15-20; Magrum the Magician: Rock Hill, S. C., 2-5; Mars Hill, S. C., 8; Canton 9; Marshall 10; Hot Springs, N. C., 11. Marie O'Day's Palace Car: Port Payne, Ala., 3-4; Summerville, Ga., 5; La Fayette 6; Centre, Ala., 7; Atalla-Gadsden 8-13; Piedmont 15; Jacksonville 16; Aniston 17-20. Walsh Bros. World's Most Beautiful Church: New Orleans.

## Ice Shows

Henie, Sonia, Ice Revue: New Orleans 3-9; Memphis 11-17; Birmingham 18-25. Holiday on Ice, International, No. 1; Zurich, Switzerland 2-8; Lausanne 9-16; Dortmund, Germany, 18-Dec. 5. Holiday on Ice, International, No. 2: Beirut, Lebanon 2-7. Holiday on Ice: Charleston, W. Va., 2-4; Huntington 5-8; Norfolk 10-18; Canton, O., 20-26. Hollywood Ice Revue: St. Louis 2-7; Minneapolis 10-21; Milwaukee 25-Dec. 7. Ice Capades: Raleigh, N. C., 2-6; Syracuse 8-14; Buffalo 15-21; Toronto 22-26. Shipstad & Johnson's Ice Polliets: Cincinnati 4-14; Pittsburgh 16-28.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

American Midway: Beeville, Tex., 2-7. Bayou State: Port Barre, La. B. & H.: (Fair) Florence, S. C.; (Fair) Sumter 8-13. Big State: San Marcos, Tex. Blue Grass: (Fair) Jacksonville, Fla. Capital City: (Fair) Valdosta, Ga. Cetlin & Wilson: (Fair) Sumter, S. C. Crafts Expo.: (Fair) Phoenix, Ariz., 5-14. Crafts 20 Big: (Fair) Phoenix, Ariz., 5-14. Dixie Expo.: (Fair) Robertsdale, Ala. Drew, James H.: (Fair) McRae, Ga. Dyers' Greater: Clarendon, Ark. (season ends). Ferris, Carl D.: (Fair) Mullins, S. C.; (Fair) Lake City 8-13. Franklin, Don, No. 2: (Fair) Alice, Tex., 3-8 (season ends). G. & H. Am. Co.: Clarksville, Tenn. Glades Am. Co.: Naples, Fla.; Everglades 8-13. Gold Medal: Savannah, Ga. Golden Slipper: Palmetto, La.; Opelousas 8-13. Helman United: Fayette, Miss. Heth, L. J.: (Fair) Quitman, Ga. Hill's Greater: (Fair) Hartlingen, Tex. Hottle, Buff. No. 1: Jennings, La.; Baton Rouge 8-13. Ideal Rides: Anguilla, Miss. Interstate: (Fair) Ozark, Ala. Kile, Floyd O.: Kentwood, La.; Baton Rouge 8-13. Lane, Leo: (Fair) Thomasville, Ga.; (Fair) Palatka, Fla., 8-13. Lee Am. Co.: (Fair) Valdosta, Ga. Leelight's Midway: Turkey, Tex. Lewis, Ted: Mims, Fla.; Melbourne 8-13. Mighty Page: (Fair) Conway, S. C.; Warsaw, N. C., 8-13. Moore's Modern: (Fair) Del Rio, Tex. Orange State: (Fair) Gainesville, Fla., 8-13. Prell's Broadway: Camden, S. C. (season ends). Raines Am.: Martinville, La. Raley Bros.: Beaufort, S. C.; Ridgeland 8-13. Rocky Mountain Empire: Kermit, Tex. Royal Expo.: Waycross, Ga. Siebrand Bros.: Yuma, Ariz. (season ends). Stephens, C. A.: Starke, Fla.; Wauchula 8-13. Sterling Crown: (Fair) Waycross, Ga. Strates, James E.: Charleston, S. C. Tassell, Barney: Bennettsville, S. C.; Allendale 8-13. Tidwell, Brownfield, Tex.; Lamesa 8-12. Tinsley, Johnny T.: (Fair) Luverne, Ala. Val's Expo.: Augusta, Ga.; (Fair) Wrens 8-13. Velare Bros.: Rotor Ride: Houston, Tex., 3-8. Virginia Greater: Aoshkie, N. C. (season ends). Vivons Bros.: Georgetown, S. C.; (Fair) Charleston 8-13. Ward, John R.: (Fair) Bonifay, Fla.; (Fair) De Funiak Springs 8-13. Wolfe Am.: (Fair) Greenville, S. C. World of Mirth: Anderson, S. C.; Savannah, Ga., 8-13.

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Clyde Bros.: Albert Lea, Minn., 3-4; Mason City, Ia., 5-6; Waterloo 7-8; Cedar Rapids 9-10; Des Moines 11-14; St. Joseph, Mo., 16-17; Kansas City, Kan., 19-21. Carl Van Amburg Trained Animal: Anna, Ill., 2-5; Sikeston, Mo., 8-12; Kennett 15-19. Davenport, Orrin: Wichita, Kan., 7-13; Kansas City, Mo., 15-20. Hagen Bros.: Thibodaux, La., 4; Napoleonville 5. King Bros.: San Antonio 2; Alice, Tex., 3; Corpus Christi 4; Victoria 5; Bay City 6; Baytown 7; Port Arthur 8; Beaumont 9; Lake Charles, La., 10; New Iberia 11; Thibodaux 12; Houma 13; Baton Rouge 14. Polack Bros. Eastern: Baltimore 2-8; Philadelphia 8-14; Teaneck, N. J., 19-21. Polack Bros. Western: Little Rock 2-5; Oklahoma City 9-12; Springfield, Ill., 18-21. Ringling Bros. and Barnum & Bailey: Aniston, Ala., 2; Gadsden 3; Deatur 4; Birmingham 5; Tuscaloosa 6; Natchez, Miss., 8; Jackson 9; Hattiesburg 10; Meridian 11; Selma, Ala., 12; Montgomery 13.

**DON'T BE LIKE THE OSTRICH!**  
When in trouble it buries its head in the sand.  
Buy Your Insurance With Confidence  
Secure Sound Protection  
INSURE WITH  
**CHAS. A. LENZ**  
"The Showman's Insurance Man"  
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1492 Fourth St., N.  
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ALL SIZES—ALL TYPES  
Well Made for Over 75 Years  
Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.  
IMMEDIATE DELIVERY  
"SID" I. JESSOP — GEO. W. JOHNSON  
UNITED STATES TENT & AWNING CO.  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

AMERICA'S FINEST SHOW CANVAS  
SHOW TENTS  
CONCESSION TENTS  
RIDE COVERS  
BANNERS  
Bernie Mendelson—Charles Driver  
O. Henry Tent & Awning Co.  
4862 N. CLARK ST. CHICAGO 40

COMPLETE SHOOTING GALLERY  
FOR SALE  
A-1 CONDITION.  
Must Vacate Premises Immediately.  
**CHARLES GERLACH**  
801 Surf Ave., Coney Island, Brooklyn, N. Y.

MINIATURE GOLF  
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## RALEIGH BOOMS WITH BIG FINALE

Record Closing Day Tops 100,000; Multiple Handicaps Are Overcome

RALEIGH, N. C., Oct. 30.—A switch in the weather that brought record attendance on the closing day, last Saturday (23) boosted the North Carolina State Fair into a position where it likely matched last year's showing in virtually every respect.

Dr. J. S. Dorton, fair manager, said that Saturday's attendance was the biggest for a single day ever recorded at the event. Although final auditing will not be complete for some time, it was recalled that the visit of President Truman to the event while he was still in office brought a crowd in excess of 100,000. Veteran observers reported the crowd of last Saturday even greater.

The fair got none of the breaks thru the first three days of its five-day showing. Rain on opening Tuesday undoubtedly held down the attendance of youngsters even though the fun areas appeared to be jammed thruout the day. After the rain the weather turned cold and patrons vacated the grounds much earlier than usual.

### Grandstand Fights Cold

The George A. Hamid grandstand revue battled unseasonable cold thru the first three nights but the showman reported attendance good despite this handicap. The

## WFA Meeting Opens Dec. 6

SACRAMENTO, Oct. 30.—Representatives of 120 fairs and expositions in 11 Western States and Canada are expected to attend the 32d annual Western Fairs Association meeting in Monterey for three days, starting December 6, Louis S. Merrill, WFA general manager, announced. An estimated 600 fair men and their wives will be hosted at the conclave by the City of Monterey and the Monterey County Fair board of directors.

Headquarters for the sessions will be the San Carlos Hotel.

Opening day's program includes registration in the afternoon and evening followed by a melodrama, "The Ghost of the Ozarks," presented in California's First Theater. After the play there will be open house sponsored by WFA service members.

Highlights will include discussions of State Civil Service for fair staffs, results of the one-pay gate and study of the economic future of fairs. What the fair industry can do to continue to improve the American spirit of free competition will also be an important part of the discussions.

A tour of Monterey is planned for the women attending at noon on the second day. The fair representatives at that time will be feted at the Hunt Club on the Monterey County fairgrounds.

Two special breakfast meetings are scheduled along with the annual WFA awards luncheon. "The Roller Coaster" on the closing evening, Wednesday, replaces the normal yearly banquet and ball.

## South Boston, Va., Gate Exceeds 1953

SOUTH BOSTON, Va., Oct. 30.—By a narrow margin of 364 persons, the Halifax County Fair here beat its '53 gate, pulling 24,557. A big 8,752 closing night crowd Saturday (23) was registered despite opposition from the Ringling circus at nearby Danville.

Free grandstand show, given twice nightly to big crowds, was

(Continued on page 64)

Hamid show drew half houses on Tuesday and Wednesday and about two-thirds on Thursday when the temperature reportedly dropped to about 45 degrees. Sell-outs were registered on the last two nights.

The Jack Kochman Hell Drivers played to a big crowd on Wednesday afternoon and again on Friday night with a repeat performance.

(Continued on page 59)

## Label Columbia Big Despite Gate Dip

New Grandstand Planned for 1955; New One-Day Attendance Mark Is Set

COLUMBIA, S. C., Oct. 30.—Attendance was off somewhat as the 85th South Carolina State Fair closed its gates here last Saturday (23) but Paul V. Moore labeled the event successful in every way.

It is believed that the dip in attendance was caused in part by extreme cold which swept over the drawing area during the first days of the showing. Additionally, a severe drought continues thruout the area and rural folks who should normally be loaded with money at fair time have found the financial going rather tough.

However, Moore and the directors of the fair announced that a new grandstand would likely be constructed in time for next year's showing, replacing a wooden unit that has been in use for 30 years.

In recent years the fair has been dipping into its sizable cash reserve to build new structures, including a model women's building. Construction of a new grandstand will be a continuance of the long-range improvement program inaugurated by Moore.

Despite adverse conditions two notable marks were set at this year's fair. The World of Mirth Shows on the midway surpassed its gross of last year even though fair attendance was down. And on Friday the fair drew what officials

## Huddleston Quits Manager Job at Roseville, Calif.

ROSEVILLE, Calif., Oct. 30.—Nic Huddleston has resigned his post as secretary-manager of the Placer County Fair here, effective December 31. He said the resignation was for personal reasons and that his future plans are indefinite.

Ray Taylor, fair board president, said the resignation was accepted with regret. No successor has been named.

During Huddleston's seven-year administration, the fairgrounds underwent approximately \$300,000 in improvements. These included the construction of a large main exhibition building and a grandstand.

## Edmonton Starts \$135,000 Plant

EDMONTON, Alta., Oct. 30.—Excavations for a new storm sewer system to cost \$30,000 is under way at the Edmonton Exhibition grounds. The project, part of a \$135,000 improvement program, will be built in conjunction with a \$35,000 water system to replace the present mains and a \$20,000 drainage system to collect the runoff from around the racing stables. The remainder of the improvement program is a proposed \$50,000 street paving job on main roads within the grounds.

## DALLAS GATE FRONT-COVERED ON PHONE BOOK

DALLAS, Oct. 30.—The State Fair of Texas will get a highly effective plug all the year round in a form that few people will miss in the 12 months to come.

Southwestern Bell Telephone Company is using a picture of the main entrance to the fairgrounds on the cover of the new Greater Dallas telephone book which will be placed in use November 7.

The picture replaces the drawing called "Spirit of Communication" which has been on the cover since 1935.

regarded as the biggest single-day crowd in the history of the event. On Friday children were admitted free and so no accurate count is available. The crowd on that day surpassed Big Thursday, traditionally the biggest single day by virtue of the guaranteed turnout of a capacity crowd of about 40,000 for the classic football game between the University of South Carolina and Clemson College.

The George A. Hamid grandstand presentation did well with two shows reported needed to handle the crowds on opening prelude night, a session that held but small promise only a few years ago. The prospect of a new grandstand pleased Hamid and the performers who said bigger crowds might be one of the expected results.

## Missouri Assn. Extends Meet

JEFFERSON CITY, Mo., Oct. 30.—The Missouri Association of Fairs and Agricultural Exhibitions has lengthened its annual meeting by one evening, Rollo Singleton, secretary, announced. Dates are June 12-14, with the confab set for the Governor Hotel. First evening will be given over to booking of attractions and registration as will the following morning. Formal sessions are scheduled for Thursday afternoon and Friday morning. Banquet is set for Thursday evening.

## Bedford, Ia., Cuffos Gate

BEDFORD, Ia., Oct. 30.—The Taylor County Fair will operate with a free gate in '55 and also will eliminate any charge for auto parking. No box seats will be sold for the season but there will be reserved seats in the grandstand.

Merle Travis was re-elected president. Other officers named include Roy Newkirk, vice-president; William G. Young, treasurer, and Guy Miller, secretary.

## BOOKERS, ATTENTION!

CHICAGO, Oct. 30.—All booking offices that sell attractions to fairs in the United States and Canada are urged to submit their names, addresses and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

## Shreveport Gate Off As Weather Cuts In

Expect Strong Finish to Lift Totals Over 1953; Midway Ride, Show Biz Up

SHREVEPORT, Oct. 30.—Three days of bad weather and three others with threatening skies cut into attendance at the Louisiana State Fair thru Thursday (28), the sixth day of the nine-day event, yet the gate total was only slightly under that of the comparable period last year.

Heavy attendance Saturday thru Monday (23-25) was registered despite menacing clouds. Rain washed out Tuesday's night grandstand show, killed all of Wednesday and took a bite out of Thursday's potential.

### Eye Strong Finish

Midway business for the Royal American Shows nonetheless was higher than last year, with rides and shows returning receipts about 15 per cent over last year. The Royal American's increased earning power and the operation without the 20 per cent federal tax,

effective last year, accounted for the increase.

Joe Monsour, newly named secretary-manager of the fair, Friday (29) voiced the belief that the fair would overcome its slight attendance lag of the first six days and finish ahead of '53, attendance-wise. His prediction was made as the weather turned warm and clear and the weatherman promised more of the same for the balance of the fair.

Except for Saturday (23), Sunday (24) and the closing two days the fair's grandstand was without

(Continued on page 59)

## Macon, Ga., Gate Dips 18 Per Cent

MACON, Ga., Oct. 30.—Georgia State Fair ended a profitable run Saturday (23), but E. Ross Jordan, general manager, said there was a gate decrease of approximately 18 per cent, based on preliminary figures.

Paid attendance exceeded the 100,000 mark, he said, and the fair's grosses were believed to be about the same as for 1952 and 1951.

There were two departments that showed substantial increases, he reported. Proceeds from the independent midway, non-gaming concessions, lunch stands, novelties and similar stands was up about 30 per cent over last year, Jordan said. Also there was a gain in the commercial exhibit space sold in the

(Continued on page 65)

## DALLAS GATE DAY-BY-DAY

	1954	1953
Sat. (9)	206,065	177,404
Sun. (10)	155,461	152,640
Mon. (11)	50,031	53,196
Tues. (12)	189,677	58,799
Wednes. (13)	93,721	186,741
Thurs. (14)	67,542	65,482
Fri. (15)	248,960	245,650
Sat. (16)	296,784	282,785
Sun. (17)	281,877	273,445
Mon (18)	178,068	181,263
Tues. (19)	117,498	109,751
Wednes. (20)	81,725	66,185
Thurs. (21)	85,963	73,681
Fri. (22)	137,950	141,650
Sat. (23)	124,745	159,644
Sun. (24)	190,396	154,396
Totals	2,506,463	2,382,712

## FAIR ASSN. MEETINGS

Western Canadian Class B Fair Circuit, Hotel Saskatchewan, Regina, Sask., October 30-November 3. Keith Stewart, Portage La Prairie, Man., secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, November 29-30. Mrs. Leon S. Davis, 227 E. Washington Street, Hillsboro.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Win H. Eldridge, 315½ East Mill Street, Plymouth, Wis.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin

Green, P. O. Box 776, Hickory, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera C. McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A.

(Continued on page 59)



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## GOTHAM LEVY EXPLAINED

### N. Y. Dime-Only Rides Free From Tax in Combinations

NEW YORK, Oct. 30.—The city's position on its 5 per cent amusement tax, as applied to sales of combination tickets, was clarified this week by the Comptroller's Office, Bureau of Excise Taxes. As originally defined, the tax which went into effect last summer exempted the 10-cent ticket. The question which immediately arose had to do with strips of tickets.

If several tickets are sold in combination, is the total price subject to the tax? The ruling is that it depends on whether the individual value of the tickets is no more than 10 cents. If that is the case, no tax is charged. But if a 15-cent or 25-cent ride is included in the strip, the entire total is taxable.

The city cited several examples: Suppose, it said, an operator charges 15 cents for each of his rides and sells a strip of four for 40 cents. Taxable.

#### Varied Prices Taxable

Suppose the operator charges these prices: Coaster, 25 cents; Ferris Wheel, 15 cents; pony ride, 10

cents; Merry-Go-Round, 10 cents; Whip, 10 cents. If he sells all for a total of 50 cents the total is subject to the tax, since the exemption requires that each ride must have a ticket value of 10 cents or less.

Suppose the operator has a flat rate of 10 cents for each of his devices and sells combination tickets at six for 50 cents, or any other kind of combination. Not taxable.

The same regulations govern the grouping of several independent operators, who join together and offer admissions to all of their rides at one combination rate. If any ride offered has more than a 10-cent fee when the tickets are purchased individually, then the strips are taxable.

If there are no single tickets sold—that is, if the operator sells only combination strips—the total is subject to the tax if it comes to more than a dime.

#### Key Clause

This is the clause, released by the Comptroller's Office, which sets the standard: "Where a single charge to the patron for a combination ticket is made which covers the use of more than one amusement facility, the tax is required to be computed on the total amount charged, except that, where the charge for the use of each of the facilities included in the combination ticket when purchased separately is 10 cents or less, the tax is not required to be charged or collected."

## Shreveport Gate

Continued from page 58

a matinee attraction. A football game was offered the first Saturday, motorcycle races, staged by a local promoter, the first Sunday. Big car auto races, under the banner of Al Sweeney, are to be staged today and tomorrow.

The fair offers probably the finest livestock show in its history. Cattle entries added up to 2,900 head but the show was distinguished as well for quality. The Southwest Regional Jersey auction was held during the fair, and it proved a notable success.

#### To Complete Building

The incompleting Youth Building is being used for cattle judging and to house youth exhibitors. The first phase of this building, now completed, cost \$500,000. Bids to complete the structure will be opened November 17. The building, to be finished by next fall, will cost about \$1,500,000 and besides providing dormitories for about 450 youngsters will have a Coliseum seating about 10,000. The structure will be used the year-round for ice shows and other touring attractions.

## Raleigh Booms

Continued from page 58

The Irish Horan Lucky Hell Drivers also drew a good crowd at an extra performance staged Saturday night.

A new attraction, the Burr Andrews rodeo in the coliseum, did well in its appearances there. On the midway the James E. Strates Shows reported business equal to that of last year with the two tremendous final days boosting the over-all gross.

The grandstand was sold out for the Saturday afternoon auto races staged by Sam Nunis and customers overflowed into the infield.

Besides the bad weather which hit during its operating period the fair this year was hard hit only a couple of days before opening by Hurricane Hazel and the most severe drought which has ever encompassed its drawing area.

Dorton was aiming for 500,000 attendance—an average of 100,000 for each of the operating days. Final auditing is not complete.

## NEW ENGLAND MEET APRIL 20

BOSTON, Oct. 30.—The next annual meeting of the New England Association of Amusement Parks & Beaches has been scheduled for the Parker House here, April 20, 1955, according to President Larry Stone, of Paragon Park.

## EMPLOYEE FETE

### Food & Drinks Plentiful at Nathan's Party

NEW YORK, Oct. 30.—Employees of Nathan's Famous, Inc., Coney Island hot dog eatery, were honored by civic and community leaders at the 39th annual dinner and dance given in their behalf by the management Monday (25) at the Casa Del Rey in Brooklyn. As has been the case with Nathan's since 1915 the doors of their establishment, otherwise open thruout the year 24 hours a day, were closed that night so that more than 100 workers and their families could take part in the festivities.

Over 250 persons attended, among them such civic leaders as State Senator Louis J. Friedman; Judge Harry Serper, philanthropist, and industrialist Lester Martin, and political chiefs Joseph Whitty and Virginia Rapps.

Among the many service awards presented to employees was a diamond-studded tie clasp to Jerry Monetti, equipment maintenance man at Nathan's for 25 years. Another significant award was for the best employees' suggestion for improvement, which went to two couples who received \$50 checks good for any purchase at Macy's, two pairs of tickets to a Broadway hit, a free meal at any cocktail-dinner spot of their selection, corsets and wallets, and one day off with pay. Also part of Nathan's employee relations program is the maintaining of a season box at Ebbets Field, giving workers a rotating chance to sit in on Dodger home ball games.

In return, and to celebrate the 36th wedding anniversary on October 26 of Mr. and Mrs. Nathan Handwerker, employees presented them with a bronze inscribed plaque.

Music for dancing, between courses of a seven-section menu on one floor of the Casa and between snatches of relishes served from a long row of heated urns on another floor, was furnished by Joe Winton and a six-piece ork. Eats and every conceivable kind of drinks were plentiful and zealously served under the careful eye of Aaron Weig, manager for the Irving Somerstein Caterers, operators of the Casa.

## FAIR ASSN. MEETINGS

Continued from page 58

Carey, 247 Hackett Boulevard, Albany, secretary.

Arkansas Fair Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Maine Association of Agricultural Fairs, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Rocky Mountain Association of

## \$10 MILLION JOB STARTS

### Hail Coney Aquarium As Attendance Magnet

NEW YORK, Oct. 30.—Thousands of persons attended last Sunday's (24) official ground-breaking ceremonies for the \$10 million aquarium project at Coney Island. The weekend weather was mild and sunny, and the Island amusement zone was thickly populated for late October.

The Aquarium will sprawl over 12 acres bounded by Surf Avenue, the Boardwalk, West Fifth Street and West Eighth Street, and its main structure will stretch 1,200 feet long, equivalent of six city blocks. Its presence is figured to increase by millions the yearly attendance at Coney.

Initial phase of the work will be on the first section, which will house a large oceanic tank outdoors. It will provide both over-water and under-water views of its inhabitants. In the adjoining exhibition hall, one of six halls planned, there will be two great tanks for sharks, rays, manatees and sea turtles, and 24 smaller tanks for rare fish.

## Weather Break Enables Rocks' To Pull Ahead

NEW YORK, Oct. 30.—Ideal operating weather over the past weekend enabled Rockaways' Playland to pull ahead of any previous off-season operation. The year-round schedule was embarked on four years ago and while two October Sundays had been rained out this year, last weekend's mildness provided a pretty fair Saturday and Sunday (16-17) for the Queens funspot's rides.

Modernization in the form of midway paving has resulted in the rear end of the park being completely ripped up from its Whip to the Arcade. Replacing the old timber boardwalk flooring will result in improved drainage and fire protection.

Besides the park-owned rides, Nat and Simon Faber's Fascination game, a 48-table operation, has been grossing well on Saturday nights and Sundays, it was reported. Managed by Simon Faber, the game will follow the park's scheme of remaining open every weekend thruout the winter.

Recent visitors to the park have been Schiff, Miami kiddie ride manufacturer; Phil Isser, general manager of I. T. Shows, and Charles and Riega Koppock, concessionaires at Kaydeross Park, Saratoga Springs, N. Y.

Numerous civic leaders took part in the ceremonies. Fairfield Osborn, president of the New York Zoological Society, recalled that the old aquarium, which closed at Battery Park 23 years ago, attracted 2,500,000 persons annually. All those participating agreed that the project represents the symbol of a new era for Coney Island.

The Aquarium's impact on the amusement area has been impossible to determine. Many operators of rides, shows, eateries, games and other stores were compelled to vacate sites they had occupied for years. Indications are, however, that Coney will be able to absorb most of these dispossessed businesses since there were numerous vacant stores in the neighborhood as late as mid-July this past season.

#### Rentals Edge Upward

One effect of the ejection of these operators has been the expected increase in rentals at locations not far from the Aquarium site. Owners pointed to the added millions of visitors expected to view the construction work and the flood of patrons that will attend the first Aquarium section's initial season, set for 1956.

The site has been labeled Seaside Park. Financing for the entire project is divided between the Zoological Society and the City of New York.

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## Farmers' Mart To Book P. C. Kiddie Rides

WALDEN, N. Y., Oct. 30.—Two acres for kiddieland use have been set aside here at the new Walden Valley Shopping Center, a farmers' market, which was opened two weeks ago.

The developers, represented by general manager Murray Brown, acquired 20 acres on which stood an unused factory with a history both as a knife and fur manufacturing plant. Renovation resulted in availability of 50,000 square feet of display space and parking room for 3,000 cars.

Work on the tract included filling in and leveling of a race track, filling of a small lake, and building of a colony of one-family homes.

The market has 200 merchants occupying space for exhibit and auction purposes, and has a capacity of 350 spaces. The projected route of the New York Thruway will pass six miles from Walden, which is 35 miles from New York City.

Brown and his associates will book in rides on a percentage basis, and will probably follow the building of a kiddieland with development of other acreage as a picnic and recreation area, he indicated.

## 2 Steeplechase Rides Running Along B'walk

NEW YORK, Oct. 30.—With usual off-season work taking place within Steeplechase Park, Sundays have seen two outside rides in operation on the Boardwalk. The Whip and train have been doing fairly well playing to week-end strollers, manager Jimmy Onerato says.

A 20-man work crew is retained over the winter, and this force is to be enlarged as pressure increases toward opening day. The crew puts in a regular five-day week.

Onerato said several changes are under discussion for the park, including possible acquisition of new equipment, but that this would await the annual meeting of the Tilyou family after the Chicago convention.

## Dallas Rides and Shows Up Sharply, Games Off 5%

Clif Wilson Show Line-Up Tops '53  
By 28%; Eat-Drink Business Up 16%

DALLAS, Oct. 30.—The State Fair of Texas, which Sunday (24) closed its 16-day run, racked up its best year in history on midway shows, rides and concessions as far as across-the-board grosses were concerned.

Compared with last year, foods were up about 16 per cent, rides were up 27 per cent and shows were up 28 per cent, General Manager James H. Stewart said.

Games were about 5 per cent off, but Stewart pointed out that this was largely due to a vastly stronger line-up of shows on the back end of the midway. The year before, games had been way up while shows were a bit off. Games this year settled down to about the 1952 level which previously had been the best year for such concessions. In other words, the better-balanced midway brought the relationship pretty much back to normal.

### Midway Show Figures

The independent midway, booked by Clif Wilson, ended with Charles Taylor's Cotton Club Minstrels in top position among the shows. Wilson estimated about 92,000 customers saw the show. He said Harry Sebers' French Van-Tease was second with approxi-

mately 84,000 and Pete Kortez' Circus Side Show was third.

Among the rides, composing the strongest line-up ever seen in Dallas, according to Midway Superintendent Fred Tennant Jr., the Roller Coaster rode 113,032 to take the lead. The Velare Brothers' Rotor, booked by Wilson, had approximately 72,000 passengers and watcher for second place. The Dowis Sky Wheels had 65,531 customers and Ray Stinnett's Merry-Go-Round drew 64,205. Ed Meeks' two large Ferris Wheels rode 50,830 between them, while a small wheel carried 23,859. A total of 306,984 tickets were sold to midget rides in Kiddie Town.

"Dancing Waters," booked by Clarence Linz who also has the "Ice Cycles," attracted an attendance of 70,710 in its second year at the fair.

Bill Schmidt's Flying Cars, from Riverview Park in Chicago, drew 41,598, the total being held down by the limited capacity of the ride.

## Pensacola Court Rules Mistrial In Wagner Case

Six Jurors Unable To Reach Agreement After Four Hours

PENSACOLA, Fla., Oct. 30.—A mistrial was declared Wednesday night (27) in the case of William O. Burke, 48, painter with the now defunct Cavalcade of Amusements, on charges of second degree murder in connection with the slaying of Al Wagner, owner of the Cavalcade, April 11 on the show lot here.

Court of Record Judge Ernest E. Mason declared the mistrial when six jurors after four hours of deliberation reported they were unable to agree on a verdict.

Shortly before the case went to the jury, Burke testified that he shot Wagner only after the latter fired at him.

Burke said when he went to collect \$200 in back pay, Wagner told him, "I'll give it to you" and then pulled a revolver from a safe.

### Defendant Testifies

Burke testified Wagner fired as he backed away. The defendant said he then drew a pistol, which he was carrying because he was packing and intended to put in his truck. He asserted he shot back in self defense.

Earlier the State had introduced a statement it claimed Burke had made shortly after the shooting at the carnival grounds. In it, Burke said, Wagner fired several times at him and he then started firing into the ground, shooting at Wagner only after the show owner "took dead aim" at him.

Sheriff's Investigator Hamp Gandy testified that Wagner's gun—a .38 caliber revolver—had been fired only once, and that five bullet holes were found in the side of Wagner's trailer.

The Cavalcade of Amusements equipment was sold in August at a public auction in Mobile by the federal government to satisfy a federal tax lien of \$263,374.

## Buck Train Sparks Additional Interest

Vivona Query Follows That of King Reid But Owner Strates Sees No Action Yet

NEW YORK, Oct. 30.—Interest in the show train used the past two seasons by the O. C. Buck-Model Shows has been shown by equipment owner, James E. Strates, via telephone conversations with the representatives of two Eastern shows.

But so far negotiations have not transpired beyond the query stage and Strates, whose organization is playing the Florence (S. C.) Fair this week, was not inclined to view the queries as holding the promise of eventual sales.

Initially a contact was made with Strates by King Reid of the shows bearing his name. This week Harry Wilson, representing the Vivona Bros. Shows, also queried. Both units have always been on trucks and railroad show experience among the personnel is judged almost totally lacking.

### Booking Strategy?

Strates noted that the interest, in part at least, involved booking maneuvers. Booking activity in the East has been particularly brisk and earlier than usual as the likely availability of some pivotal dates became apparent.

The Buck organization, a long-time successful truck operation

confined to the Northeast, made the switch to rails two years ago. The lack of time, among other factors, confined its initial trek to the East. This year some near misses in attempts to corral major dates in the West and East gave it a route judged not strong enough for the mileage and operation expenses involved in running a big show.

Bad breaks in the weather at

(Continued on page 63)

## Rain-Hit Shreveport Is Bigger for RAS

SHREVEPORT, La., Oct. 30.—Despite rain three days and threatening weather on three others, the Royal American Shows thru Thursday (28), sixth day of the nine-day Louisiana Fair, were up about 15 per cent over last year to the same point in rides and show receipts.

Greater earning power than '53 and the fact that the 20 per cent federal tax no longer is effective were credited with the increase.

The RAS winds up its season Sunday (13) with the close of the fair here and will then rail to Tampa winter quarters.

The Royal American Shrine Club gave its eighth annual party at the Shrine Crippled Children's Hospital here. Talent from the Royal American Shows and from the Barnes-Carruthers grandstand show took part in entertaining the youngsters, all of whom also received gifts and candy.

RAS personnel and other showmen at the fair participated Wednesday (27) in a tribute to the late William R. Hirsch, for many years secretary-manager of the

## Charro Days Cele Inks Brashear Org

BROWNSVILLE, Tex., Oct. 30.—American Midway Shows have been awarded the midway contract for the '55 Charro Days Fiesta here, Don M. Brashear, owner-manager, announced. Dates are February 17-20.

## WOM GROSS UP AT S. C. STATE

Record One-Day Handle Boosts Earnings Tho Gate Figures Slump

AUGUSTA, Ga., Oct. 30.—Frank Bergen's World of Mirth Shows came in here for the Augusta Exchange Club Fair after racking up a very big week at the South Carolina State Fair, Columbia, despite losses registered at the gate and in virtually every other department.

Friday action this year stole the thunder from the usual Big Thursday which has the potent lure of the annual and classic football contest between the University of South Carolina and Clemson College. The earnings on Friday were reported the best for a single day in the history of the fair with the dollar handle for shows and rides estimated in the neighborhood of \$25,000.

The cold turn in the weather which caught up with most annuals in the South last week also prevailed thru the early days at Columbia and, altho midway business was good, it can be presumed that some money was lost since the fair's attendance was off.

### Outlook Good

Business here was up on the first two days and off a bit on the next two. The outlook for yesterday and today was good, weatherwise, and there is a good possibility that grosses will exceed those of last year by tonight's closing.

Wednesday an attempt was made to turn that day's sessions into an all-Negro affair. Several thousand tickets were issued but the youngsters arrived late. Night attendance did not develop as it was hoped.

Thursday the crowds were big and a particularly good night seemed certain but intermittent showers kept interrupting activity and it was impossible to maintain a continuous operational pace. Tuesday, with school kids having the run of the grounds, the gross

soared several hundred dollars altho all attractions went for 10 cents.

A tremendous midway, fashioned by Bernard (Bucky) Allen, concession manager, boosted the overall take at Columbia.

Bergen announced a switch in personnel for next year. Johnny Brooks, who wound up the season as trainmaster for the O. C. Buck-Model Shows, will serve in a similar capacity with the World of Mirth next season. Al Moody, present trainmaster, will move up to take over the lot superintendent's chores held for years by Harry Hauck who will limit his activity principally to the supervision of the show's diesel plants.

Several of the animals in the Tony Diano Wild Animal Show endangered by the cold, including a giraffe and hippo, have been returned to the Canton, O., winter quarters.

## LINDERMAN

## Plaque Award Scheduled for NSA Banquet

NEW YORK, Oct. 30.—A plaque donated by the North Carolina Association of Agricultural Fairs and honoring the memory of Max Linderman, showman, will be presented to the National Showmen's Association at the annual banquet and ball of that group Wednesday night, November 24, at the Hotel Astor.

Norman Y. Chambliss, manager of the Rocky Mount and Greenville, N. C., fairs, who originated and sparked the project, will participate in the presentation. It is understood that virtually all fairs belonging to the North Carolina State Association contributed to the project.

Linderman, who once headed up the World of Mirth Shows in partnership with Frank Bergen, its current head, was a prominent and respected Eastern showman. He died in 1944.

It is believed that this will be the first time that a fair group has honored a showman in lasting form. The plaque will be mounted in the NSA clubrooms.

## RECORD DESPITE RAIN

# 2,506,418 Gate Gives Dallas All-Time High

• Continued from page 54

intendent Charles Watson, Publicity Director Thad Ricks and a battery of newspaper and television cameramen met the record-breaking visitor at the front gate and Stewart presented him with passes to next year's fair and tickets to major attractions at the 1955 expo.

Gates to fairgrounds were thrown open at 6 p.m. Sunday to allow crowd to enter free for Cotton Bowl Religious Festival, which featured singing by 650-voice massed chorus and the Trinity University (San Antonio) choir, plus instrumental music by the official U. S. Women's Air Force Band

and an inspirational address by Congressman Walter Judd of Minnesota, a former medical missionary. A crowd of about 15,000 attended the service.

### Expo "Greatest Ever"

State Fair President R. L. Thornton tabbed the 1954 fair as the "greatest ever" in every way. It appeared that gross receipts would keep pace with the record-breaking attendance, altho the announcement of the gross and net profit will not be made until the annual stockholders' meeting Tuesday, December 14.

"The King and I," auditorium

(Continued on page 63)

the final two days took up the slack in midway earnings and reportedly sent all units over the top.

### Publicity Aids

The publicity of midway features and activities was noted as par-

(Continued on page 63)

## Show Worker Dies in Blaze

ORANGEBURG, S. C., Oct. 30.—Fire early Thursday morning (28) killed a new midway employee at the Orangeburg County Fair, played by Cetlin & Wilson Shows. He was Joe M. Green, 40, of Greer, S. C., who was killed in a blaze which consumed a wooden-top wagon in which he was sleeping. Police believed a cigarette caused the fire.



LOOKING CHIPPER at the fairgrounds in Danbury, Conn., are several wheels of the I. T. Shows' organization. The weather was clear and the midway jammed at the moment, which caused the rosy glow on these four countenances. Left to right are Al Howard, electrician Johnny Leonard, office man Harry Sussman and Is Trebish. Show hauled from Danbury to Westbury, N. Y., where it finished the season at the Mineola Fair.

## MIDWAY CONFAB

Louie Berger, agent for ACA Shows, is back in Chicago following the show closing at the Beaumont, Tex., Fair. He and Mrs. Berger recently moved to a new apartment at 10 West Elm Street after 12 years in the Lincoln Hotel.

James McLaughlin, of Chester, Pa., plans on motoring to Charleston, S. C., where he and Robert (Custard King) McGregor will purchase a Vagabond trailer. McGregor letters that he is enjoying one of his most successful years as a custard concessionaire working Moma Vivona's French Delight custard truck on Vivona Bros. Shows. He and McLaughlin will visit Tampa and Key West, Fla., and then move on to Chester where they'll get ready for a hunting trip in Canada. A new Cadillac will pull their trailer, according to McGregor.

Billy Logsdon, annex feature on Charles Hodges' Side Show for the past six years, closed the season at Paris, Tex., on the Bill Hames Shows recently. Before returning to his home in Louisville, Logsdon purchased a new house trailer and signed to tour with Hodges again in '55.

Bobby De Rann, Girl Show operator who is now running a booking agency in Chicago, is recuperating from a recent operation at Apt. 718, 29 W. Quincy Street, and would like to hear from friends.

Faye Cummings, who has been off the road due to illness for five months at 708 S. Edwards, Wichita, Kan., would like to hear from friends. . . . The entire cast of the New Orleans Minstrel Show on the Leo Lane Shows attended the October 20 marriage of Johnny Page and Flossie Lee Turner, reports Fay Curtis. The bride was given away by her father, Clarence Turner, and Page presented his bride with a new car and trailer as a wedding gift. Dolly Turner recently gave a party in the Minstrel Show top for the newlyweds, with all personnel of the Lane org attending.

Page Bros.' Notes: Ray Williams joined with four concessions as did James McDonell. Show will play a four-week stand in Mobile before heading for quarters. . . . Manager W. E. Page tripped to Springfield, Tenn., recently to store Volunteer Shows for the winter. Another ride has been purchased as is now in quarters there.

Visitors to the Vivona Bros. Shows in North Carolina have included members of the West Coast Shows, plus J. B. Lucas, of Sumter, Sam Solomon, Norman Shapiro, John (Tiny) Dempsey and Mr. Marciano. A surprise housewarming party was given October 19 for Dave and Dottie Linebarier who had wrecked their house trailer and were moving into a new one. Attending and presenting gifts were Mom Vivona, Dolly Vivona, Josie Bartolotta, Angie Vivona, Bobbie Linebarier, Mrs. Linebarier Richardson, Effie Thompson, Jean (Renton) Frisbee, Mimmie McKinley, Rosita Dell, Pauline Ryan, Peggy Wilson, Ruth Solomon, Monica Baress, Chris Ferrone, Betty Cuccio, Mary and Lynne Crown, Betty Hendrix, Ann Detwiler, Mrs. Bonairo and Viola Kujwa. A buffet lunch was served by Marie Vivona.

Jerry Kasin, son of Mr. and Mrs. Ardy Kasin, concession operators with Bob Parker, enlisted in the Army several months ago and is stationed at Camp Chaffee, Fort Smith, Ark., where his parents visited him prior to the opening of the Louisiana State Fair. Jerry formerly was associated with his dad in concession operations. . . . Harry G. Seber, operator of the French Vani-Tease musical revue, the top-grosser on the midway at the Canadian National Exhibition, Toronto, and at the Western Canada Fair, London, Ont., also registered sock business at fairs at Dallas and Memphis. Seber says he plans to bring out a name feature in '55 and to play more major fairs next year.

A birthday party was given Carl Sedlmayr Sr., Friday (22) at the Mirror Lounge and Restaurant, Shreveport, La. In attendance were Mr. and Mrs. C. J. Sedlmayr, Mr. and Mrs. Robert Lohmar, Sam Gordon, Harry Julius, J. C. Thomas, Mr. and Mrs. Sam Levy, Jack Duffield, Frank Morrissey, Bob Parker, Mr. and Mrs. Charles Rinaldo, Harold Goldberg, Bob Kendall and Frank Joerling. . . . A. W. McAskill, owner-operator of the Hell's Belles Illusion Show, enjoyed excellent business on the Dallas fair midway. His other show, operating on the Pike in Long Beach, Calif., has been doing a consistently good business and will remain in that spot until after January 1, he reports. His Hell's Belles Show registered good grosses at the Pacific National Exhibition and at two California fairs, Salinas and Pomona, before playing Dallas in what was his first showing at the Texas fair since 1948.

Major Cox is wintering at Bradshaw's, Burkeville, Va. . . . Lloyd Serfass jumped his Penn Premier Shows into winter quarters following his Chase City date. . . . Cmdr. Ian Murray has taken his troupe of Scottish bagpipers to the West Coast for winter dates. . . . John Marks is a regular visitor at Reuben Scher's two Arcades in Richmond. . . . Hurricane Hazel played havoc with the roof on Al Huband's Dixie Auto Supply in Richmond. Huband was last with the John H. Marks Shows.

Max Fox closed with Johnny J. Denton's Gold Medal Shows at New Bern, N. C., and is spending the winter with his brother in Brooklyn. . . . Ben Braunstein visited his many old friends on the Gold Medal and Prell's Broadway shows during stays in Virginia and North Carolina. . . . John and Madeleine Kashey closed with the James E. Strates Shows and stopped over in Richmond for a visit with Eula Vaughn on their way home to Paterson, N. J. . . . Word has been received of the death of former outdoor showman Lefty Magalis whose last showbiz connection was as a stagehand in Richmond, Va.

Wilson H. Barber is out of Veteran's Hospital at Kecoughtan, Va., and is back on the road with his grab. He's headed for the Florida season. . . . Margo and Lefty Swain of the Prell's Broadway Shows are the proud parents of a daughter born in Miami October 19. . . . Robert McPherson, pony ride operator, was burned on the arms and legs when a gasoline tank was ignited on the fair-

(Continued on page 63)

# FINAL CALL THE GREATER 1954 AMERICAN LEGION JACKSONVILLE FAIR

JACKSONVILLE, FLORIDA, NOVEMBER 8 TO 14

LOCATION: NORMANDY BLVD. AT LENOX AVE.

Wanted for independent midway: Now booking Concessions of all types, Eating Stands, Pop Corn, Floss, Novelties, Long Range, Ball Games and any Hanky Panks (positively no grift). In the exhibit tops—Wanted: Merchandise Men, Pitchmen, Jewelry, Gadgets, Auction Stores and Direct Sales of all types. Wanted: Two High Acts. The Greater Jacksonville Fair has the approval of everyone. We have distributed to the school children 50,000 school tickets, 50,000 booster tickets, have all the 24 sheets, street banners, buses, cabs which no other fair in 1954 has, and we have THE LARGEST OUTDOOR SHOW IN AMERICA.

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c/o World of Mirth Shows  
Anderson, S. C., this week; Savannah, Ga., next.

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Ell Wheel Man, Stock Concessions, Apple Floss, Sno, Photos, Grab, Pins, Blocks, Blower, Bumper, Duck, Jewelry and others; Truck Drivers, Agents' Help, for ALL WINTER South Texas and Louisiana.

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SHOWS WITH OWN EQUIPMENT. Grind Shows, Fat Show or any Shows that do not conflict. LEGITIMATE CONCESSIONS THAT WORK FOR STOCK. All reply:

JAMES E. STRATES, Mgr.  
CHARLESTON, S. CAR., THIS WEEK.

NOTICE: We are now accepting propositions from reliable Showmen for 1955 season. Also interested in any new Rides. Contact JAMES E. STRATES, Winter-quarters, ORLANDO, FLA.

FOLLOW THE WOLFE ARROW

# WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

NOW RESERVING SPACE FOR ONE OF THE BETTER BIG FAIRS—ANDERSON (Col.) FAIR

3 BIG KID DAYS — BROUGHT TO LOT BY SCHOOL BUSES. OPEN MIDWAY—Hanky Panks of all kinds, Eat and Drink Stands, Custard, Novelties, Scales, Photos, High Striker, Mitt Camps, Candy Floss, Glass Pitches, Hais. Write to BEN WOLFE, Greenville, S. C., this week

## IMPORTANT NOTICE

### TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1954-1955, unless you comply with all state sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

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WANT FOR MELBOURNE, FLA., NOV. 6-13. All Winter in Florida

Concessions—Popcorn, Candy Apples, Ball Games, Pitch-Till-U-Win, Cork Guns, Jewelry, Grab Shows—Snake, Colored Girl Show, Punk Show, Monkey Drome. KEN, CONTACT. Rides that don't conflict. Help—Ride Foremen of all kind who drive semi. Come on Taylor Brothers, contact.

Wire Ted Lewis, Mims, Fla., this week

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## Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Oct. 30. — Activity is beginning to reach its peak with the arrival of many members upon the closing of their shows. The card room is in full operation and the clubrooms open night and day.

The nominating committee now has issued a call for a meeting to be held Tuesday, November 16.

Many new members who have filled out their applications failed to give their forwarding addresses and so many of the 1955 membership cards have piled up in the office. If the following will write, the office will send them their cards: Edward J. Adams, James D. Allen, John Amorosa, Francis D. Anderson, Justin W. Aungier, Norman C. Banks, Sam Borden, Arthur Cohn, James R. Cook, Ed C. Early, Abe Eisenberg, Edward Flanagan, Edward N. Golden, John Goodman, William G. Harding, Oreon V. Harrah, Roy Hecker, Harold F. Hood, Peter Miller, John Mooney, Edgar O'Connell, Jack Palig, Anthony Pietro, Sebastian Pinelli, Joseph L. Sierman, William J. Sims, Robert Sturgillo, Charles C. Tutterow, Albert Ure, John R. Viers, Charles R. Wright.

The following are on the sick list: Steve Homan, Lantana Hospital, Lantana, Fla.; Pete Richardson, McGuire Hospital, S. Richmond, Va.; Joe Vernick, Veterans' Hospital, Rutland Heights, Mass.; Otto Mack Magendand, Lantana T. B. Hospital, Lantana, Fla.; Pete Burkhardt, at home; Tom Allen, 145 Adams Street, Rochester, Pa.; Bob Conner, State Sanitarium, Mount Vernon, Ill.; Robert B. Brown; Sam Prell, Frederick General Hospital, Frederick, Md.; Jack Stern, Park West Hospital, New York City; Ed Yeasted, Veterans' Hospital, Coral Gables, Fla.; Lawrence Tamargo, 227 Franklin

Street, Elmont, N. Y.; Robert (Bob) Morton, 736 Lakeview Drive, Miami Beach, Fla.; Joe Rowan, St. Elizabeth Hospital, Belleville, Ill.; Michael Goodwin, Hamlet Hospital, Hamlet, N. C.

Sam Goldstein, owner-manager of the Majestic Shows, has arrived in Miami and has announced he will take the Majestic Shows back on the road next season.

Sydney Goodwalt has left for New York to attend the banquet of the National Showmen's Association.

The following have arrived in Miami and have visited the club: Richard Morton, William Baran, Doc Norman, Harry Sobol, Roy E. Lollar, Pete Norman, John Lash, Ed Horvitz, Orville Carmichael, Tex Sherman, Charles Rafal, Manuel Blasco, Ben Glosser, Abe Zuckerman, L. I. Thomas, John Keeler, Sam Generalo, Robert Sobol, Frank Kurin, Hymie Cohen, Sam Goldstein, Charles Merker, Harry Ross, Neville Baker, Murray Cohen, Albert Cherner (Cadillac Slim), Henry O. Turner and Joseph Gelb.

Applications for membership were received from Manuel Blasco, Clarence E. Frazier, Jack Allen Bidman, Edor H. Burge, Frank Cook, Walter Sala, Robert L. Toussaint, Jerry R. Fine, Jack D. Davis, John F. Reid, Earl S. Wright, Harold Riley, Albert Mahlebashian, Joseph J. Ricco, Elisha Cooper, Herbert B. Spencer, Harvey D. Drew, John David Terry, John Grant Till, Bennie Hazen, Joseph Bolner, Henry R. Culbreth, George Harr, Albert Spinelli, Thomas J. Ferrand, Julian Payne, Laurence Muscatiello, William Wycha Wilkins, Kenneth W.

# CLUB ACTIVITIES

Sloan, Alexander Carros, Ben F. Tart, Abram Rorer, Ralph C. Mazar, Bailey G. Wilkins, Thor s R. Lane, Robert Anthony Clements, William H. Meade, Walter J. Mackie, Robert Leroy Gilliland, Frank W. Hahn, Harry Skibinsky, George W. Broos, Richard A. Everhart, Clayton Knier, Nat Golzbein, Samuel Woolf.

Dues are now payable and should be sent to the office of the secretary at the clubrooms.

## National Showmen's Association

317 W. 56th St., New York

NEW YORK, Oct. 30.—Member Henry (Slim) Fein passed away last Saturday (23) after a long illness, and services were held from the Riverside Memorial Chapel with burial in the NSA plot in Ferncliff Cemetery, Hartsdale. Attending at the chapel were David White, Jack Stern, John S. Weisman, Ike Weinberg, Sam Finkel, Sam Rothstein, Joseph Agule, Frank Blatsky, Sam Weisser, Arthur Sicard, Morris Glass, Edward Elkins, Ben Rosenberg, Frank Rappaport and Louis D. King. From the Ladies' Auxiliary were Sylvia Stern, Dolly McCorrick, Mollie Rosenthal and Ann Rosenberg. Chaplain King delivered the eulogy. Attending at the cemetery were Mr. and Mrs. Maurice Elk, Mr. and Mrs. Herman Cohen and Ethel Weinberg, who handled the arrangements.

On the sick list are Albert Goldstein at Memorial Hospital, and Sol Wahnish at Joint Disease Hospital, both New York City.

Entertainment plans are under way for the annual banquet at the Astor Hotel ballroom, Thanksgiving Eve, November 24. President Emeritus George A. Hamid, at the last meeting, promised an impressive line-up of talent with several name entertainers and possibly a name band.

Also on the schedule will be a joint testimonial dinner to honor outgoing President Joe McKee and past President Phil Isser, and the entertainment committee is working on this event.

The annual banquet will have presentations of gold life membership cards to Louis Light, Max Tubis and Sam Peterson, for their membership achievements. Banquet tickets for the Astor are \$11 including gratuity and tax, and tables of 10 cost \$110. John Weisman is general chairman of the banquet committee and is accepting reservations now.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 30.—Close to 70 members turned out for the second meeting of the season held Monday night (25). President Harry Stahl presided.

The secretary reported the room formerly occupied by the Legion post would be decorated soon and a TV set installed. Oscar Margolis has taken over the lunchroom concession.

Ben Miller announced that the club's annual memorial services would be held Sunday, November 7.

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 30.—First Vice-President Ned Torti was in to preside at Thursday (28) meeting. With him at the table were Maurice Ohren, vice-president; William Carsky, treasurer; Joe Streibich, secretary, and Walter F. Driver, treasurer emeritus.

Peter Andres and Steve J. Maniaci were elected to membership. Finance committee has arranged to turn the books over to the auditors November 15 and their report may be completed in time for the annual meeting. The ways and means committee reported more action on the contest to select Miss Outdoor Show Business of 1954.

Welfare committee reported Mel Harris in serious condition; Lou Keller seriously ill; William O. Perrott in a Memphis hospital following an auto crash; Charles Watson, Harry Atwell and Louis Drillick confined. Rube Liebman ailing.

Nat Green is working on publicity for the convention. Program for convention week will include: November 28—Memorial services and President's Party; November 29—annual meeting and election of officers; December 1—42d annual banquet and ball, and December 2—installation of officers.

Joe Gaskell back after an absence. Those attending their first meeting of the fall season included Louie Berger, Nat Green, Chester Chapp, Richard Miller and Ned Torti. Clubroom callers included Petey Pivor, Chick Schloss, Chick Bohdan, Walter F. Driver, George B. Flirt, Rube Liebman, Sam J. Levy Jr., William Meyers, Charles Zemater Sr., Jess Jordan, Sam J. Solomon, Hank Shelby, Hy Neitlich, Mike Taflan, Phil Tyrell, John Lempart and Charles Owens.

## Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Oct. 30.—President Veronica Potenza was in the chair at the Monday (19) meeting which was nomination night for '55 officers. Also present were Pearl McGlynn, first vice-president pro tem; Marianna Pope, second vice-president; Wanda Derpa, secretary, and Pauline Grey, treasurer. Irene Coffey, chaplain, gave the invocation.

The following nominations were presented by the nominating committee; Eva LeRoy, president; Marianna Pope, first vice-president; Stella Maturro, second vice-president; Agnes Barnes, third vice-president; Pauline Grey, treasurer and Wanda Derpa, secretary. Nominees for out-of-town directors are Emily Bailey, Billie Billiken, Anna Jane Bunting, Sophia Carlos, Mrs. E. J. Casey, Ann Doolan, Jeanette Hart, Josephine Haywood, Myrtle Hutt, Alice McLaughlin, Ruth Schreiber, Joan Sullivan, Dolly Young and Charlotte Wright.

Slate of in-town directors includes Isabel Brantman, Mary Calicara, Josephine Glickman, Helen Hoffmeyer, Frieda Rosen, Ann Sleyster, Edith Streibich, Mae Taylor, Jeannette Wall and Helen Wettour.

Nominating committee was made up of Claire Sopenar, Jeanette Wall, Pearl McGlynn, Helen Wettour, Eva Shine, Agnes Barnes and Mae Sopenar.

Welfare committee reported Anna Jane Bunting underwent surgery in St. John's Hospital, Springfield, Ill. Also on the sick list was Gertrude Morris.

Wanda Derpa and Claire Sopenar were named as hostesses of the October 26 social. First social was sponsored by Veronica Potenza and Stella Maturro.

## Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Oct. 30.—Members will honor John Backman, veteran glass blower, at the regular meeting Monday (1). The plan was announced by President Hunter Farmer at the last meeting Monday (25). On the rostrum with him was Joe Mead, secretary.

Following the oath of allegiance, the lights were dimmed in memory of David M. Shepro, a departed brother. Funeral services were held in Showmen's Rest on Tuesday (26). Pallbearers were Sam Dolman, Bill Axelrod, Frenchy LeDoux, Irving Rosen, Harry Ostro and Harry Merkel.

Steve Vaughn, chairman of the banquet and ball to be held December 14, reported on the progress of his committee. Several tables were sold on the floor at the session.

President Farmer called on George Surtees, George White, Hort Campbell, Harry Sucker, Alex Freedman, Dave Cohen, Bert Fisher, Bill Allman, Sam Goldstein,

Harry Fink and Larry Nathan for bcws.

A committee, including E. W. Coe, Alex Freedman, Eddie Harris, Mike Krekos and Orville N. Crafts, was named to represent the club at the annual meeting of the Western Fairs Association in Monterey starting December 6 and continuing for three days.

The door award went to Jimmy Dunn.

## National Showmen's Association

317 W. 56th St., New York

Ladies' Auxiliary

Many parties have been given this year for members by President Margaret McKee. Past presidents will honor her on November 8 at an affair.

Named to the nominating committee are Jeanne Torres, Mildred Peterson, Kitty Rausch, Palmiro Fantino, Grace Steiner, Evelyn Batsky and Florence Van Raalte, and alternates will be Claire Priddy and Blanch Balzer.

Martha Weiss suffered a fall but is recovering nicely. Kate Benet Vesley suffered a heart attack but also is on the mend.

The group has two new grandparents, as children have been born to both the daughter of Sylvia Stern and the daughter of Bucky Allen. Anita Goldie is in town en route to Pittsburgh.

## Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Oct. 30.—The annual homecoming party held Monday night (25) drew a good turnout of members. Dinner was served between 6 and 8 p.m. under the supervision of Frances Weidmann, who was chairman of the event. Georgia McDonnell supervised the entertainment.

Mike Krekos, chairman of the banquet and ball committee, reported tickets were on sale and urged members to make early reservations. Announced that 75 reservations were in.

Nomination of officers is scheduled for the November 8 meeting. Members with paid-up cards only are eligible to vote.



**EVANS' HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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Novelties, Hats and Concessions of all kinds

**OPEN MIDWAY—NO EXCLUSIVES**

ADDRESS GEORGETOWN, S. C., THIS WEEK

Note: Now booking for 1955. If you have a high-class attraction, something new and novel, contact John Vivona, Winterquarters, Fairgrounds, Florence, S. C., after November 15.

**BUFF HOTTLE SHOWS**

WANT FOR ONE OF THE BEST STILL SPOTS IN LOUISIANA

**BOGANS PASTURE, BATON ROUGE, LA., STARTING NOV. 8**

Can place Concessions that conform with Louisiana regulations.

All replies to **BUFF HOTTLE, Jennings, La., this week**

**WANT FOR THE UNIVERSITY CITY FAIR**

GAINESVILLE, FLA., WEEK NOV. 8, AND ALL WINTER IN FLORIDA

RIDES: Especially want to book Merry-Go-Round and Tilt-a-Whirl. Can also place Rock-o-Plane, Octopus and any Major Ride not conflicting. SHOWS: Want Girl Shows and other outstanding Shows with own outfits. CONCESSIONS: Hunky Funks of all kinds, also Cookhouse, Popcorn, Apples, a few Grind Stores and one Wheel; open midway. WANT TO LEASE DIESEL LIGHT PLANT AND WIRE FOR GAINESVILLE AND ALL WINTER IN FLORIDA.

All replies to **LEO BISTANY**  
MAYFLOWER HOTEL, JACKSONVILLE, FLA.

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**WANT STOCK CONCESSIONS FOR LOTS IN MOBILE, ALA.**

Fish Pond, String Game, Cork Gallery, High Striker, Coke Bottles, Balloon Darts, Photo, Glass Pitch, Scales, Bumper, Ball Games.

**BERNEY SMUCKLER**

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**\$50.00 REWARD**

For authentic information whereabouts of 2 door maroon colored Buick and woman driver. License plates **KANSAS A 5872—ENGINE 6442-8907.**

**BOB FLANNIGAN**  
Uptown Station, Box 124, St. Paul, Minn.

# 2,506,418 Dallas Gate Sets All-Time Record

• Continued from page 61

attraction, drew a total attendance of 67,867 and grossed \$272,734.20 before taxes. Show had six sell-outs in 24 performances in 4,285-seat horse. Gross was fourth highest in fair's history, behind "South Pacific" (1950), "Guys and Dolls" (1951) and the Martin and Lewis Show (1952). Show was fifth in total attendance, behind "Pacific," "Dolls," Martin-Lewis and last year's Ethel Merman show.

"Ice Cycles of 1955" drew 115,125, with seven sellouts in 24 performances, topping last year's mark by approximately 1,000.

## Chitwood Cancels 3 Shows

The Joie Chitwood Show in front of the grandstand had to cancel three performances because of rain, pulling the Friday night (22) performance and both Saturday (23) shows. Thrill show put on show Sunday afternoon in spite of somewhat muddy track, and ended up with total paid attendance of 50,987 for 23 shows, with a gross slightly higher than 1953's thrill show.

The House Beautiful Pace Setter House, all-electric model home, had 80,783 visitors at 25 cents per. Fair decided to re-open house at same price for a further 10-day period following the fair October 29 thru November 7. The Winston diamond exhibit in the Women's Building reported had a total of 685,527 fairgoers filed past the Hope Diamond and other famous gems. Packed houses at almost every one of the 34 free style shows in the Women's Building totaled at least 25,500.

The fair's publicity department was still working on a statistical report to indicate the scope of the exposition insofar as exhibitors were concerned.

For example, Southwestern Bell Telephone Company which ran an exact check on visitors thru their operation in the General Exhibit Building, reported attendance totaled 546,933 with 1,016 free long distance calls completed for demonstrations of toll dialing. A massage equipment company gave 10,790 demonstration massages to individuals dropping by the exhibit. Frigidaire's "Kitchen of Tomorrow" in the Electric Building clocked a total of 139,439 people, counting only adults. Beech-Nut chewing gum people gave away more than a million sample sticks of gum.

Attendance at museums included 131,715 for the Museum of Fine

Arts, 73,473 for the Museum of Natural History, 76,000 for the Health Museum and 163,381 for the Aquarium.

# Miami Club Meets Nov. 8

MIAMI, Oct. 30.—First meeting of the season for the Miami Showmen's Association has been scheduled for Monday night, November 8, and meetings will be held every Monday thereafter, it has been announced.

The bar has opened in a limited way and the board of directors is to decide particulars about its full operation shortly. The directors will also award the restaurant contract.

Several members have arrived with club funds, including Pete Norman, of Happyland Shows who brought 14 applications, \$280 from sale of award books, and \$100 for the Year Book. He has 42 members toward his gold life membership card. Ed Horwitz, of Coleman Bros. Shows, arrived with four applications and \$200 for the Year Book and Ep Glosser brought \$160 from award books and Year Book ads.

## Strates Equals '53

• Continued from page 60

ticularly good this year and probably aided in spurring interest in the fun zone. For many hours the multiple major and kiddie riding units carried by the Strates organization operated at capacity.

Despite the partial bad weather encountered at Raleigh and the extremes of hot and cold at the Southern States Fair, the shows seem to have had a better break in weather at the three fairs managed by Dorton this year than last. The weather at the Shelby (N. C.) Fair, the third Dorton event, was good this year and earnings were high. Last year the event was washed out.

Business at the Florence Fair was reported good by Strates. However, the date is minor in comparison to the date at Raleigh, and the personnel this week has some relaxing time

## SECOND UNIT

# New Rotor To Bow at Phoenix Fair

PHOENIX, Oct. 30. — Velare Bros. second portable Rotor ride will make its debut here at the Arizona State Fair, opening Friday (5 for a 10-day run. The centrifugal ride will be located on the Crafts Shows midway.

Orville N. Crafts started his two units, Crafts 20 Big Shows and Crafts Exposition Shows rolling this way a week ago. The No. 1 unit closes in Blythe, Calif., and No. 2 in Needles, Calif., tomorrow night (31). Shows will start setting up here late Monday or Tuesday.

Crafts, who has held the contract here for eight years, will have 25 major and 15 kid rides on the lot along with 8 shows and 150 concessions.

Elmer and Curtis Velare, of the Velare Bros. Amusement Manufacturing Company in Long Beach, Calif., manufacturer exclusively of the Rotor in the United States and Mexico, will be here for the debuting of the second unit. The first recently closed in Dallas at the State Fair of Texas. L. P. (Pat) Murphy, also a member of the Rotor firm and general manager of the Long Beach Amusement Company, is also scheduled to visit the grounds.

# Marks Winds Up '54 Tour

WINSTON SALEM, N. C., Oct. 30.—John H. Marks Shows wound up its '54 tour here today at the Carolina Colored State Fair, and was scheduled to move into winter quarters at South Richmond, Va.

Org chalked up 4,200 miles this season in playing still dates and 12 fairs, and plans to open again in mid-April next year.

Owner-Manager John H. Marks will winter in Richmond. Paul Lane, assistant manager, will head for Miami once the gear is stored. Harry and Ruth Schreiber closed here and headed for Miami. Recent visitors included Ben Braundstein, Allan Travers, Jack J. Perry, Howard Robbins, Colonel H. E. Stahler and Lloyd Serfass.

# MIDWAY CONFAB

• Continued from page 61

grounds at South Boston, Va. . . . Lot superintendent Johnny Hoffman, with many years' service with Prell's Shows, closed at Camden and trained for Miami. . . . Mr. and Mrs. Abe Prell are selling their house trailer to spend the winter in their New Jersey home.

Bernard L. Smith closed with the M. A. Beam Attractions to take a position with the Iris Studio and Arcade in Richmond. . . . Ollie Rinehart and the Rinehart Family will end this season's trek at the Fairfax County (Va.) Fair. . . . Ralph G. Lockett, World of Today Shows' secretary, has returned to his Colonial Heights home from Hot Springs where the show closed. . . . Captain Spiller's Seals ended the season at the South Boston Fair

Joseph Baccigalupo, kiddie ride operator, closed the outdoor season at Rome, Ga., and has placed his equipment in department stores for the pre-Christmas season. . . . Visitor at the Virginia Greater Shows at Rich Square, N. C., was Judson Williams, former concessionaire, now at the Veterans Hospital at Phoebus.

Al Dorso, Cetlin & Wilson bingo operator, was seriously ill and confined to the Macon (Ga.) Hospital for several days last week. He recovered in time, however, to make

the jump to Orangeburg, S. C., this week. Treasurer Bill Hartzman learned that Hurricane Hazel destroyed his television antenna and caused other damage to his Petersburg, Va., home. But his family reported in all safe. Whitey Walker, show secretary, renewed acquaintances with a number of friends in Macon. Show visitors in Macon included Lucio Cristiani who recently closed his circus in Louisiana; George W. Johnson, of the U. S. Tent & Awning Co., Chicago; President Elbert Paty and Col. Lee Carteron, manager, Southeastern Fair, Atlanta; Bill Franks, retired carnival owner; Charles Drill, retired ride owner and now operator of a Macon motel; Shan Wilcox, carnival operator; Pete Norman, en route to Miami, and Rich Paul of the Atlanta Fair.

Bud Sollenberger, secretary-treasurer of the World of Mirth Shows, and his wife, Jerry, adopted a baby girl last week while at the Augusta (Ga.) Fair. The Sollenberger's have named their baby Georgia, presumably both because of the place of birth and the fact that Bud's given name is George. Visitors to the James E. Strates Shows at fairs in Raleigh, N. C., and Florence, S. C., included Gustav Zielke of Germany. He is the originator of the elevated open-frame Motordrome, a feature this

# C&W ADDS MACON TO '55 FAIR LIST

Georgia State Joins Sedalia, Richmond and Spartanburg; Weather Nips Gross \$\$

MACON, Ga., Oct. 30. — The Cetlin & Wilson Shows added a fourth key spot to its 1955 fair route by signing the Georgia State Fair here before closing this year's engagement last Saturday night (23).

Previously announced signed for 1955 were the Missouri State Fair, Sedalia; the Virginia State Fair, Richmond, and the Piedmont Interstate Fair, Spartanburg, S. C. The announcement of these dates assures the continuance of the route pattern followed by the Cetlin & Wilson organization since turning to the West for early dates several years ago.

The shows have held the midway contracts at all of the signed events for a number of years. Next year it will be making its seventh consecutive appearance at the Georgia State Fair.

## Gross Around 50G

Altho dogged by cold weather the midway held up surprisingly well and turned in a gross on shows and rides of about \$50,000 which was about \$10,000 off from last year, officials said. Receipts for Monday, Tuesday and Saturday were on a par with last year but earnings declined on Wednesday, Thursday and Friday.

Cold weather and a local high school football game that held high interest cut into receipts on the traditional big Friday. The gross on that day was about \$12,000, some \$4,000 under last year.

Co-owners Issy Cetlin & Jack Wilson reported they were well satisfied with business in view of the weather. They said the earnings were about equal to 1951 and 1952.

## Front End Okay

Business manager William B. Moore reported concession earnings off but labeled the week one of the best of the season. His associate, Claude Sechrest, spent the week in Miami.

Herb Pickard, press agent, stressed television coverage. He also arranged for two midway broadcasts from the grounds.

season at Belmont Park, Montreal; White City Park, Worcester, Mass., and Palisades (N. J.) Amusement Park. Johnny Blackley has been with the show for the past several weeks riding with the Pelaguin drome family.

Leola, having closed her Congress of Wonders and Monkey Circus recently on the Ross Manning Shows, is en route to her home in Portsmouth, O. Members of her side show and their winter destinations are Vicki Jordan, Andy's nitery, Newburgh, N. Y.; Ricky Richards, Atlanta; Chief White Cloud and son, Cherokee, N. C.; Jimmy Fay and daughter Joan, Jerry Lipko, Toney Gietner and Neal O'Brien, Portsmouth, and the Great Zorski, New York.

Raynell Golden's Girl Show, Charlie Taylor's Harlem Revue and Milo Anthony's Side Show were top money getters here. Jack Wilson left for Chicago at the close of the engagement on his second trip to the West in past month.

## Booking Plans

Curtis Bockus, general agent, spent several days here conferring with the owners. Apparently, even more emphasis than usual is being placed on booking plans for the coming of the season. Solidifying of the key dates already announced as booked eliminates possible major booking pressures for virtually all of its Eastern fair territory.

Interest in the Canadian B Circuit of fairs is apparent. Acquisition of these early summer dates would bolster the early season route, eliminating several weeks of tricky still dates.

**W.G. WADE SHOWS**

**Now Contracting for the 1955 Season RIDES—SHOWS AND CONCESSIONS**

C. P. O. Box 1488  
Detroit 31, Michigan

**VAL'S EXPO SHOWS**

Wrens, Ga., Nov. 8 to 13; Colored Elks' Free Fair, Augusta, follows; with pay day front of Camp Gordon, Nov. 29 to Dec. 4. The only show to play Augusta this winter.

**VAL IRELAND**

2526 Milledgeville Road Augusta, Ga. Phone 39224  
P.S.: Place-Eating and Drinking Stands at above spots.

**IDEAL RIDES**

**Wanted for Mississippi**

Photos, Cork Gallery, Short Range, Cotton Candy, Long Range, Six Cats (stock only), Fish Pond, Balloon Darts, Cigarette Pitch, Penny Pitch, Hoop-La, Pitch-Till-You-Win and Hi-Striker. All replies to

**Bill Lambert or Paul Robertson**  
c/o Western Union  
Anquilla, Miss., this week

**FOR SALE**

All kinds Rides, used, as good as new—5 Eli Ferris Wheel, Kid Rides, Merry-Go-Round, Show Tops, Fronts, Light Towers, Light Plants, one Diesel, 66 Kw. in 32-Ft. Trailer, smaller ones, Cable, Junction Boxes, Concessions, Trailers, Tractors, Trucks. Manufacture, repair, trade; what do you want? Priced right.

**Amusement Equipment Sales**

P. O. Box 145 Pass Christian, Miss.

**FOR SALE—COOK HOUSE**

20x30 strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi Hot and cold running water. 14 ft. van body stock truck. 2 deep freezes, electric plant. All new canvas. Trucks newly painted. Must be seen to be appreciated. Ill health reason for selling. Best offer accepted. Write H. VAN HOUSEN, 903 Pontiac Bank, Pontiac, Mich.

**LEO LANE SHOWS**

*The South's Finest*

Now booking space for Putnam County Fair, Palatka, Fla., Nov. 8-13; followed by American Legion Fair, Gainesville, Fla., Nov. 15-20.

Hanky Panks of all kinds, Shows of merit. Will sell ex on Custard and Name-on-Hats. Want A-1 Merry-Go-Round Foreman and A-1 Tilt Foreman. Top wages to good men, work all winter. No phone calls, please. Wire or write

**LEO LANE, THOMASVILLE, GA., THIS WEEK.**

**MIGHTY PAGE SHOWS**

**WANTED** **WANTED**

For Warsaw, N. C., Armistice Celebration, Nov. 8-13, followed by Jacksonville, Fla., Colored Fair, Nov. 18-28, and other Florida Fairs to follow. Out all winter.

CONCESSIONS: Eating and Drinking Stands, Hanky Panks of all kinds, Short Range, French Fries, 5-Cats and Buckets. Reasonable privilege. Sell ex on Custard, Hats and Novelties. SHOWS: Wildlife, Illusion and Drome. RIDES: Will book independent Rides for Jacksonville not conflicting. All replies to

**W. O. (BILL) PAGE**

CONWAY, S. C., FAIRGROUNDS THIS WEEK.

**WANTED MOBILE, ALABAMA WANTED**

12 DAYS IN THE HEART OF DOWNTOWN.

Hanky Panks of all kinds. Positively no Flats, P.C. or Mitt Camps. Those joining now will be given preference at Mardi Gras. Wire—don't phone.

**Tex Roberts, Robertsdale, Ala., Fairgrounds**

**OUT GUNNING**

**Added Contract Gains Hunted by Bobby Cohn**

SAN FRANCISCO, Oct. 30.—Bobby Cohn, the diminutive and energetic 43-year-old general agent of the Mike Krekos West Coast Shows and West Coast Exposition Shows, is already setting his guns for 1955. His biggest gain this year was obtaining the contract for the two units at the California State Fair & Exposition in Sacramento, after gunning for it ever since 1946.



BOBBY COHN

Cohn set his sights on this contract while still in the Air Corps. Upon his return from service as a major in the South Pacific, he met with some of the State Fair directors at the annual Western Fairs Association convention. Coincidentally there was a discussion of per capita bidding for the midway and this was Cohn's introduction to that type of deal.

Soon after joining the Krekos

organization that year, Cohn became ill. Upon recovery two years later, he joined the Orville N. Crafts shows, 20 Big and Exposition, but remained in that post only a short time. In 1950 he was back with West Coast and started again to pitch for the State Fair. He bid on it in 1952 and the following year lost by a few pennies when the Frank W. Babcock United Shows bid 13 cents.

This year Cohn achieved his much sought goal, his 10.5 cents per capita offer being accepted. The show played a successful engagement, bringing in 23 major and 14 kiddie rides. Of this amount, Foley & Burk Combined Shows had five devices.

Cohn broke into show business when he was six years old as a boy soprano on tour in England with Elsie Janis. Returning from the Continent in 1918, he went with a Gus Edwards' unit until 1923. The following year found him doing a single with Paul Ash at the Oriental Theater.

Ash was putting together these revues and Cohn figured he could do the same. Billed as the "Juvenile Syncopator," he had his own unit. Among the names on the bill were Martha Raye, Buddy Ibsen, Jackie Heller, and Geraldine DuBois. Cohn continued in vaudeville until 1928, making his final appearance at the Club Rendezvous in New York with Clayton, Jackson and Durante.

The Cohn family by this time had moved to Detroit from Waterloo, Ia., where he was born. In lieu of high school credits, Judge Frank Murphy became Cohn's preceptor and he entered law school, graduating when only 21 and to find lawyers selling apples for tarts instead of torts. He did not want to practice and could not pick up his vaude career where he had left off. Instead of a boy soprano, he was speaking with the tone of an adult.

His next job was with Teddy Goldstein selling Hum-Alls at the Chicago World's Fair. This lasted until 1933 when he opened a public relations office in Chicago with clients for fairs. But the road had its attraction and two years later the man, who was to become Krekos' agent, had a stock store at the San Diego Exposition. His later affiliations included those with the Mighty Sheesley, Royal American, and Johnny J. Jones shows.

Just prior to World War II, he re-entered publicity, this time in Hollywood. But, in February, 1941, Cohn joined the Army and staged camp shows at Haan, near Riverside, Calif. Bop Hope and Bing Crosby made their first military appearances upon his invitation.

It was thru Cohn's maneuvering that the B-25 in the Pacific war theater was christened "Show Folks" and dedicated to the Pacific Coast Showmen's Association, Michigan Showmen's Association and Showmen's League of America. The plane came to a tragic end when, after its 76th mission, it blew a tire on a take-off and crashed into a revetment.

Cohn flew 43 missions as an intelligence observer.

And he continued to have keen observation as to fair contracts after his discharge in 1946, when he began bombarding fair managers with bids for the two shows he represents.

**Storm Report Given NSA; 27 Inducted**

NEW YORK, Oct. 30.—The National Showmen's Association inducted 27 new members and heard a first-hand report on Hurricane Hazel at its semi-monthly meeting Wednesday night (27). Also announced was the death and burial last week of member Henry Fein, interred in the club plot at Ferncliff Cemetery, Hartsdale.

President Emeritus George A. Hamid discussed the storm damage he witnessed in the South. He credited the World of Mirth work crew with avoiding a big loss to the show in Winston-Salem by tying down and staking in the midst of the hurricane.

Congratulatory comments were extended by Hamid, chaplain Louis (Dada) King and President Joe McKee on the induction of Richard Geist, vice-president of Rockaways' Playland, Queens amusement park. He was sponsored by Phil Isser.

**Three Gold Cards**

Others approved at the meeting were sponsored either by Max Tubis or Sam Peterson, and it was announced that gold life membership cards have been ordered for both of those members and for Louis Light. Peterson proposed Abe Feinstein, Frederick Johnson, W. Raymond Crewdson, Arthur E. Gillette and Fred Sindell.

Proposed by Tubis were Salvatore DeBlasio, Sam Kaminsky, Joseph Kirsch, Jack Tavlin, George A. Reiser, James Caporale, John R. and John E. Rinaldi, James E. Martin, Hugh McKenna, Albert Whitworth, John S. McBride, Andrew Kazajian, James L. Bratcher, Harry DeMatteo, Raymond Lusse, Joseph Bivone, Robert A. Rafferty, Robert E. Paulson, Thomas D. McBride and Lincoln Trueman.

Treasurer Harry Rosen, speaking for the house committee, reported that the closing hour of 2 a.m. has been advanced to 3 a.m. for the coming social season. Also on the dais with Rosen, King and McKee were first vice-president John Weisman, third vice-president Morris Batalsky and counsel Sidney Levine.

Despite being unable to hold its jamboree at the Mineola Fair due to obstruction by the fairgrounds police force, it was announced that I. T. Shows was still able to raise \$500 in the brief time available, and a check for that amount was given to secretary Ethel Weinberg.

**Fem Clubs Benefit From Dallas Party**

DALLAS, Oct. 30.—Two women's show clubs will benefit from proceeds of a Wednesday (20) party held at the State Fair of Texas here under the sponsorship of Cliff Wilson. The clubs are the Lone Star Show Women's Club of Texas, and the Ladies' Auxiliary of the Miami Showmen's Association, both of which will share equally in the profits.

Gross of the event was \$1,600 and after expenses each organization was expected to net slightly in excess of \$700. The show was held in the Cotton Club Revue top and drew a capacity turnout. Charlie Taylor's Minstrel Show provided the music and some of the acts, with other performers coming in from various other units.

**Bingo OK Renewed By South Boston**

SOUTH BOSTON, VA., Oct. 30.—Town and county officials here have renewed their policy of permitting bingo.

D. G. Weiford, town manager, in making the announcement, said the decision resulted from a conference held October 12, with the sheriff, chief of police, town attorney and town manager.

Weiford pointed out that the policy has been in force for the past two years and "appears to have worked reasonably well."

**Cold Abates, Vivonas Okay In Lancaster**

CARTHAGE, N. C., Oct. 30.—Addition of a kiddie Ferris Wheel and kiddie Space Ship gives the Vivona Bros. Shows midway 21 rides, according to John Vivona. On the limited lot two weeks ago in Lancaster, N. C., Turfer Scott took the Roller Coaster and No. 12 wheel over to Charlotte and rejoined at Carthage.

Pete Hendrix has overhauled the Diesel plants. Mrs. Myers joined in Lancaster and had a nice week with her grab joint, it was reported, as did Maxie Glynn and Ralph Ryan.

The Lancaster fair started very poorly due to very cold weather the first four days, but a big Kiddies' Day on Friday (22) and big Saturday coupled with co-operation of Bill Connell, Donald Parker and others from the American Legion, resulted in a satisfactory week for the show.

**Coast Club Seeks Tie-In With WFA Meet**

LOS ANGELES, Oct. 30.—The Pacific Coast Showmen's Association will seek to have the Western Fairs Association meet here for its annual 1955 convention. President Hunter G. Farmer named a committee to contact WFA at its 1954 meeting in Monterey, Calif., for three days starting December 6.

The matter was discussed on the floor at the Monday PCSA meeting. Farmer named E. W. (George) Coe, Alex Freedman, Eddie Harris, Mike Krekos, and Orville N. Crafts to extend the invitation.

Western Fairs has met in this city only twice in the last 13 years. Meetings have, however, been held in Southern California at Coronado, near San Diego.

Should the fairmen accept the invitation, the next year's convention would be tied-in with the PCSA yearly banquet and ball. This year it is set for December 14 at the Biltmore Hotel.

**Yakima Fair Pacts Meeker For 9th Year**

YAKIMA, Wash., Oct. 30.—Meeker's Shows, headed by Ralph Meeker, has been signed to play the Central Washington Fair here in '55, making it the ninth straight year for the organization on the midway. The contract was handled for the fair by J. Hugh King, exposition manager.

Meeker's Shows are wintering on the fairgrounds. A permanent Pretzel ride, one of the two stationary structures in the zone, was recently installed. The other is a Skooter owned by Robert Bollinger of Portland.

The carnival closed its 13th season here September 26 when the fair ended its 1954 run.

Meeker's tour this year was the most successful one in its history. Starting near Tacoma at the McCord Air (Force) Fair in May, the show toured 20 weeks. Equipment included seven major and seven kiddie rides, and 5 shows — including Bobby Miller and his Roller Skating Revue; Jimmy Redder, Girl Show; Athletic Show with Tex Hager, promoter; Fun House, constructed by Lee Olsen, and a dark ride.

Personnel included, in addition to Meeker as owner-manager, Jo Meeker, secretary-treasurer; Fred Jordan, advance and publicity; Howard Clifford, concession manager; Glenn (Red) Corey, ride superintendent; Louis Tupen, mechanic; Lee Olsen, builder, and Morris Grissom, electrician.

Show moved on 19 trucks and carried 10 towers.

**\$1,200 Received As Gifts to SLA 'Miss' Contest**

CHICAGO, Oct. 30.—The sum of \$1,200 in donations has been received thus far by the prize committee of the Showmen's League of America for the contest to pick "Miss Outdoor Show Business of 1954."

Announcement of the total was made this week by Bill Carsky, committee chairman. Carsky also reported that Harry Duncan, in charge of special prizes, is hard at work on obtaining major prizes.

Cash donors, announced by Carsky, were: Douglas K. Baldwin, Frank W. Bering, Mickey Blue, Ida Cohen, John Gallagan, Ralph Glick, George A. Hamid, George W. Johnston, William Kaplan, Fred H. Kressmann, Sam J. Levy, R. L. Lohmar, N. Perry Luster, Andy Markham, Bessie Polack, Al Rossman, C. J. Sedlmayr, C. J. Sedlmayr Jr., Al Sweeney, Jack Duffield, Morris A. Haft, Bernie Mendelson.

Maurice Ohren, Bob Parker, Ned Torti, Charlie Zemater, William Carsky, Frank P. Duffield, Sam Gordon, K. H. Garman, Jack Nelson, Elmer Byrnes, Aut Swenson, Arnold Maley, J. P. Sullivan, J. W. Conklin, Frank R. Conklin, M. J. Doolan, Frank R. Winkley, L. C. Reynolds, Walter F. Driver, Ed Sopenar, John Dehner, Hank Shelby, F. E. Gooding, Sam Solomon, Hadji Delgarian and Ed Murphy.

**Don Brashear Signs Rio Grande Valley For Eighth Year**

GIDDINGS, Tex., Oct. 30.—The American Midway Shows, owned and operated by Don M. Brashear, have been contracted to supply the midway attractions at the 1955 Rio Grande Valley Livestock Show. The award gives the show the contract for the eighth straight year. Dates of the '55 event have been set for March 8-14.

**Plows Profits**

Continued from page 55

MacEachern said. "The demand for space makes it necessary that we construct the full building," he said. "Expenditure for half the building would not be advantageous."

The cash position of the board, MacEachern explained, was approximately \$336,192. Cash assets stand at \$223,000; still to come in from deferred grants is \$49,470; the board can expect over a 12-year period an additional \$40,000 from provincial grants; the federal government provides \$20,000 for construction of provincial exhibition buildings, and another \$10,000 comes from the pari-mutuels.

In addition, the board has an emergency fund of \$125,000 which will not be touched for the new construction, MacEachern said.

At the meeting directors approved expenditure of \$1,500 toward the purchase of tourist camp buildings near the grounds. The land would provide additional parking facilities during fair time and could be leased for a parking area.

**South Boston**

Continued from page 58

booked jointly thru George A. Hamid, Inc., and Frank Melville. Acts included the Flying Valentines, the Virginians, Roy Pickard, Captain Spiller's Seals and Jesse Griffith. Pyro show of International Fireworks Company was presented nightly.

Prell's Broadway played a repeat engagement and gross was about the same as in '53 on rides and shows, with some 75 concessions representing a 20 per cent increase in footage. At the fair's close Prell was re-contracted for '55.

**AMERICAN MIDWAY SHOWS Want SHOWS and CONCESSIONS**  
For Charro Day Fiesta, Brownsville, Tex., Feb. 1 to 20, 1955; with Mercedes, Tex., to follow.  
All answer: Beeville, Tex., this week; Kingsville, Tex., next week; or permanent address: Box 1471, Harlingen, Tex.

**FOR SALE**  
One Show complete, tent 33x53, seats 150, \$750.00; one Kiddie Ferris Wheel, open, seats 12; \$1250.00; both for \$1750.00 cash.  
**EDWARD BARRETT**  
Owner, 826 Midland Ave., Midland, Pa. Phone: MI 33839 or 33847

**JOHN R. WARD SHOWS WANT**  
For Holmes County Fair, Bonifay, Fla., Nov. 2-6; Walton County Fair and Armistice Celebration, De Funiak Springs, Fla., Nov. 8-13; Geneva County Fair, Geneva, Ala., Nov. 15-20; others to follow.  
Shows with own outfits, also Fun House, Rides: Spitfire and Dark Ride, also Kiddie Rides. Fitzie Brown wants Concessions of all kinds, including Bingo and Palmistry. All address: JOHN R. WARD, Mgr., Bonifay, Fla., this week.

**RUBBER AGENTS WANTED**  
To work immediately in N. Y. Dept. Stores. Volume sales agents only. JIMMY PICCOLO, phone immediately wherever you are; collect.  
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**WANTED C. A. STEPHENS SHOWS**  
For HARDEE COUNTY CUCUMBER FAIR at Wauchula, Florida  
CONCESSIONS WORKING FOR STOCK, NOVELTIES, BALL GAMES, PITCHES. SHOWS: ANY WORTH-WHILE ATTRACTION. STARKE, FLORIDA, THIS WEEK.

**BARNEY TASSELL SHOWS**  
Want for Allendale, S. C., week of Nov. 8, right in town, and the Blackshear, Ga., Legion Celebration, week Nov. 15. Parades, barbecues, etc., right on grounds; dedication of new Legion Home.  
**CONCESSIONS OF ALL KINDS AND SHOWS**  
P.S.: Due to hurricane conditions, can place Ferris Wheel, Kiddie Rides or any other Major Ride not conflicting.  
Write, wire this week, Fairgrounds, Bennettsville, S. C.

## ROADSHOW REP

MANY of the old-time rep folks will undoubtedly remember the subject of the following eulogy penned by Cornelius Schroeder, of Post Falls, Idaho: "This summer my son and I made a trip to Moccasin, Mont., to the lonely, desolate cemetery where lies the unmarked grave of an old daddy of stock and repertoire companies, Fred L. Cronk, who in his prime did a lot of trouping with Cronk's Comedians and Cronk's Stock Company of the gay '90's and later. Many of the figures in later show troupes got their start from Fred. In the '30's I used to listen to him tell of the wagon teams getting bogged down under the load of tops, poles, scenery props, camping equipment. In those days the trails were quagmires of rocks, and mountain grades were not yet cut down. He used to tell of entering mining towns, forts and Western towns where no show troupe had ever set foot before and how some folks went sans meals to watch these odd characters set up their theaters on the lots. He used to talk about the bravery of cast members who stuck it thru blow-downs and washed-out bridges, when swollen streams had to be forded and often wagon and horses were swept downstream a ways until the horses found footing on some sandbar or rocky out-cropping. There were hail storms and blizzards and lack of provision stores to cope with. There was no electricity and they had many chores and problems to anticipate. He made his own way until the end came away out there on the prairies parked right on the street of a dustblown pioneer village. Standing there I faced that all-but-forgotten grave and with my

camera I snapped a silhouette of the figures standing beside—a venerable grey-haired lady; Mrs. H. A. Ashcraft, a pioneer who helped plan a funeral for a 70-year-old stranger; her married daughter, who sang at the burial services of this itinerant, and my son. As I walked about the grave my feet tripped over something. I picked it up. It was a remnant of a wooden cross. Holding it up, I suddenly recalled that Pete and Elsie Borgen, of the Borgen Players, had told me in 1940 they had hastily fashioned one together. I allowed it must be the one, so I put it back on the grave. As we moved away slowly thru the graveyard, Mrs. Ashcraft kept up a constant stream of chatter about the old days, but I didn't hear a word she said. I was thinking if I had the price I'd buy him the best monument in the cemetery. He's the most famous character in here. If people who knew him knew about his being here, surely they would have come here long ago to honor him. He was always helping somebody somewhere.

All I ever owed him was a week's pleasant associations, listening to his yarns of the past, of all the names of famous people he'd met and known, and of his sister in Chicago who scorned him as a ne'er-do-well roadee trouper who'd never settle down. But she didn't think then how much he could settle down nor the fact that his troupe once entertained a U. S. president on a Western tour. So, if some of you old-time kinkers, dramatic or rep people remember Fred L. Cronk, why not get something together for the memory of this gallant old boy who dared to blaze Montana trails for troupes. I should be pleased to serve without pay to go there and put up a real token of your esteem. He was right at 70 when he died 17 years ago, so you'll have to be quite aged to recall his younger days. He told me once how his whole troupe shucked corn in Nebraska to move on when they went broke in panic in the early 1900's. Some of you may live yet to piece together the history of troupers who dared away back when.

Show business has heroed all pioneer occupations except its own, it seems. Perhaps from this long trip of mine something else may grow, we hope. These people in Moccasin deserve a tribute. They sold his old vintage car and stuff and gave him a decent burial, coffin and all, feeling a kinship that, as it turned out, was deserved. The schoolmaster who read the services then was L. J. Carleton, who is now Dean of Men at Montana U. in Missoula."

### Macon Gate Dips

Continued from page 58  
eight buildings. He reported all space was taken by October 1 this year.

#### Gate Drop

Gate receipts dropped about 15 per cent, he said. For several days the '53 pace was duplicated, but on the big Future Farmers' Day Friday there was a drop from about \$11,000 in 1953 to about \$9,000 this year.

There was a decrease in revenue of shows and rides of the Cetlin & Wilson midway estimated at about 18 per cent, and the grandstand, featuring a George A. Hamid revue, had a drop of about 35 per cent. Jordan reported. Extremely cold weather was largely blamed. During the six-day run the grandstand drew only one full house. This was on Friday.

Tony Vitale's American Fireworks Company, Newcastle, Pa., handled the nightly fireworks shows.

The advance ticket sale this year was about 20 per cent off. A total of about \$5,000 was reported, compared to better than \$6,000 the year before.

## Van Horn Club Gives \$200 to 'World' Fund

ELIZABETH, N. J., Oct. 30.—The fund to send United States Amateur Roller Skating Association skaters to world championships was increased this week by \$200 thru the contribution of that amount by the Earl Van Horn Dance and Figure Skating Club of Earl Van Horn's Mineola (N. Y.) Roller Rink, it was announced by William Schmitz, general manager of the America on Wheels chain of rinks at AOW headquarters here.

The contribution, the first to be made by any amateur skating club, was pledged some months ago by the club at the Washington national victory ball which followed the USARSA national championships.

Schmitz expressed hope that the contribution is a forerunner of many donations from similar skating clubs throughout the country. The World Championship Committee maintains headquarters at the AOW office.

## AOW Race Lead To Hackensack

ELIZABETH, N. J., Oct. 30.—Hackensack (N. J.) Arena, with a total of 34 points, boasted a 12 point lead over its nearest rival in the America on Wheels inter-rink racing program, Northern division, following the October 23 contests at Boulevard Arena, Bayonne, N. J. In second place, with 22 points, is the Paterson (N. J.) Arena, followed by Boulevard, 18; Peekskill (N. Y.) Arena, 18; Twin City Arena, Elizabeth, 10; Capitol Arena, Trenton, N. J., 4; Florham Park (N. J.) Rink, 4, and Mount Vernon (N. Y.) Arena, 4.

Next meet is scheduled for November 6 at Paterson Arena, according to Jack Edwards, AOW director of speed.

## San Antonio Kids Win Four Trophies

SAN ANTONIO, Oct. 30.—San Antonio roller skaters from the Midtown Roller Drome who went to Houston recently under the guidance of the new Midtown instructor, Ray E. Powell, from Portland, Ore., returned with four of the nine possible trophies.

Local winners, according to Pat Patton, manager of the rink, are: Senior dance, Mary Alice Hardie and Jack Mathis, first; novice dance, Jeanne Varelas and Otis Traber, first; novice men's figures, Stanley Tuttle, first, and senior men's figures, Jack Mathias, first. Stanley Tuttle and Carol Herring took fourth in the novice dance.

## Park City Clubsters Gird for N.E. Contests

BRIDGEPORT, Conn., Oct. 30.—Park City Skating Club here will engage in its first roller competition of the season shortly at Candlewood Arena, Danbury, Conn.

Park City is a member of the New England Roller Skating Association. Other members are Lordship Skating Club, Stratford, Conn.; Dance and Figure Club, Worcester, Mass.; Danbury Skating Club, Danbury, Conn.; Co-Ed Skating Club, Webster Skating Club, Sholes Roller-Skating Club and Rex Skating Club.

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PERRY B. GILES, Pres.  
Curvecrest, Inc., Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself.

## WORLD CONTESTS

# ARSA Skaters Slated For '55 Competitions

NEW YORK, Oct. 30.—Champions of the United States Amateur Roller Skating Association will try for world titles in 1955 instead of this year, according to association Prexy George Apdale, of Richmond Hill. The announcement came after officials of the International Federation of Roller Skaters made a ruling that the 1954 meet in Stuttgart, Germany, must be called the European championship, as originally planned, before the USARSA announced it would send contenders.

Refusal to change the name was based on the Federation rule that limits world championship competition to once every two years. A world meet is scheduled for the fall of 1955 in Barcelona, Spain. "The USARSA planned to allow up to \$700 apiece to cover transportation and expenses for seven senior division contestants, a manager and a coach, said Apdale. "Naturally, we do not feel it right to spend five to six thousand dollars if our skaters can compete only for European titles. Instead, we'll wait a year and go to Spain for a try at world crowns."

According to Apdale, the 1955 meet will be skated in a huge outdoor stadium often used for roller hockey. The seating capacity provides for 18,000 spectators.

Prior to the Federation's ruling, USARSA people had figured that the addition of U. S. contenders would automatically make the European meet a world championship, especially since three continents and many nations would be represented and skaters from every corner of the globe would be eligible to enter. The reasoning was sound, except that the Federation

refused to budge on the two-year regulation.

Apdale says many donations have been pledged for the 1955 crossing and that several non-competitors intend to join the party at their own expense.

### SPECIAL SALE!

3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus! 778C, \$3.50 Pr. 7785P ..... \$3.75 Pr.  
400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental ..... 5.00 Pr.

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 785P reject wheels ..... \$5.50 Pr.  
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3600 ECONOMY PRECISION Bearings, fit any wheel ..... .30 Ea.  
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WOOL POM-POMS, all colors ... 3.00 Dz.  
BUNNY FUR POM-POMS, with bells, jumbo size ..... 4.00 Dz.

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NO MIRRORS TO BREAK  
WASH OR POLISH  
GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINGS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.  
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### FOR SALE

Portable Roller Skating Rink, tent, 50'x140'; maple floor, 50'x138'; underpinning, sidewall, side poles, 7 center poles with 7 hydraulic jacks, chains, lighting fixtures including moonlight. Complete, ready to operate except for sound system. Can be seen in operation up to November 7th. Located Ogden Ave., (Route 34) between Downer's Grove and Westmont, Ill. Phone Downer's Grove 5519.  
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Permanent type rink, 50'x160' skating surface. Well established and modernly equipped. Located in South. Priced reasonable. Selling due to health.  
BOX D-77  
c/o The Billboard Cincinnati 22, O.

## DRIVIN' 'ROUND THE DRIVE-INS

A HALF-MILLION-dollar drive-in theater, with car capacity at 2,010 and screen measuring 140 feet by 65, will be built on a 25-acre tract adjacent to Veterans Highway in Hartford, Conn., by A. J. Bronstein, principal backer of the East Hartford Family Drive-In Theater Corporation, South Windsor, Conn., and associates. Bronstein, who has filed application with State Police Commissioner John C. Kelly for authority to proceed with construction, is planning an April, 1955, opening. Features, adds Bronstein, will include a modernistic, six-lane cafeteria building, swimming and wading pools—first of their kind in an Eastern drive-in theater—and extensive playground facilities, situated in two sections. . . . The Philadelphia Chamber of Commerce has asked the Zoning Board of Adjustment to refuse to vary the zoning on a plot of land at Byberry Road and Roosevelt Boulevard to permit construction of a drive-in movie planned by A. M. Ellis Theaters. . . . Sam Frank, veteran movie exhibitor, announced that he is going to build a drive-in on Route 73 near Berline, N. J. . . . Tom Clonan returned to his managerial post at the Comfort Drive-In, Scranton, Pa. . . . A 115-foot screen has been installed at Boulevard Drive-In, Allentown, Pa., operated by the Fabian Theater chain and managed by Harry Alberth.

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## Frame New Trucker At Gonzales Qtrs.

Ben Davenport, Pete Cristiani Sign Clauson, Sturmak, Cohn for Wallace

GONZALES, Tex., Oct. 30.—B. C. Davenport said here Thursday (28) that Wallace Bros. Circus is scheduled to go out of Gonzales quarters in the spring with Pete Cristiani as manager.

Present plans, he said, called for Ralph Clauson to be general agent of the show. Davenport himself also plans to be active in the advance department and said that the show would work under auspices.

He said that the new show would use the trucks Davenport now has in quarters here and perhaps more. There are 16 trucks of the 1953 Diano-Wallace circus here, it was understood. Davenport said that no more than 25 trucks would be used on the new outfit.

### To Use Big Top

The owners of the new circus have been negotiating with two parties for canvas, Davenport said. It was not certain where they would get the tops, but the show would be operated as a tented attraction.

Davenport said he was hesitant to comment on details of the show because it was too early to know if plans would develop as anticipated.

However, it was learned that Butch Cohn, a veteran of Davenport's Dailey Bros. Circus, is expected to be active with the new show and now is in Gonzales. Pete Sadowsky, it is reported, will be in charge of transportation.

### Await Bulls, Cat Act

In quarters now are about 12 persons, Davenport said. He minimized activities, saying that major work may be held off until about the time his elephant and cat acts return from South America, where they have been appearing with the Circo Razzore for nearly a year. In addition to Davenport's four elephants in South America, his daughter, Norma Davenport Cristiani, now has her five bulls in quarters here.

## 1 Dead, 2 Hurt In Two Wrecks On Polack West

HARLINGEN, Tex., Oct. 30.—A second automobile accident struck at personnel of Polack Bros. Western unit Monday (25). Edward W. Dugan, 35, concessionaire, was killed and Harold Ward, of the Ward-Bell Flyers, received minor injuries when the car in which they were riding collided head-on with another car. Dugan was driving Ward to San Antonio, where his wife, Mrs. Millie Ward, and their child are hospitalized.

Earlier, Bobby Nelson, whose act, Nelson's Trained Pigs, is with the show, was injured when he fell from his truck while on the move to Enid, Okla., Tuesday (12) and has been at Wesley Hospital, Oklahoma City, since. One of his legs was crushed and an arm broken.

He fell from the truck when he fell asleep while an assistant was driving. Russell Nafus, of the flying act, is working the pig act in his absence. Nelson is a son of Mrs. Adele Nelson Reed, of Sarasota, Fla., former elephant trainer.

The circus opened strong in Harlingen with good publicity about the arrival, local promotion well ahead of last year, and sure sellouts for the first four nights. Stand ended Thursday (28).

Show's season ends December 5 at Charleston, W. Va.

Pete Cristiani is a member of the Cristiani family, which operates the Bailey Bros. & Cristiani Circus, but there is to be no connection between that show and the Wallace show, it was understood. Ralph Clauson was manager of the Bailey-Cristiani show during the recently ended season. Davenport also was on the Bailey-Cristiani show but only briefly, taking a huge snake to Alaska with it. The snake now is in Gonzales quarters. Present plans are that a Cristiani troupe would be with the Wallace show, and apparently this would be the group of younger Cristianis which has been working both with and apart from the main group in recent seasons.

## Bell Bros. Figures In Video Programs

LOS ANGELES, Oct. 30.—Bell Bros. Circus takes part in regular television shows here. A circus act and a zoo animal are shown between sales televised from Auction City. The zoo was established to use with the television show. The circus was organized recently and plays dates in this area. Norman and Shirley Carroll are ahead of it.

## TRUCK TIP-OVERS SLOW KING MOVES

Business Perks Up in Arkansas; Texas Route Begins With Straw

TEXARKANA, Tex., Oct. 30.—King Bros. Circus came to this Texas doorstep Monday (25) and scored a strong day's business after completing rough and tumble jumps thru the Arkansas mountains.

For the third time a trio of elephants overturned in a truck and in addition a cage truck carrying several kinds of cats turned over on the Sunday run to Texarkana.

The elephants' saga began at Jackson, Tenn., where they tipped the truck for the first time. The second looper came while the show was en route to Blytheville on Tuesday (19), and the trailer was demolished. The third crack-up came while on the way to Hot Springs, Saturday (23), when the same three bulls went into a ditch aboard another truck. In no case were the animals injured. The tipped cage was retrieved by two winch trucks while armed State troopers stood by in case the cats were liberated.

### Wins Straw House

Business for the show has improved over the low takes of a few weeks ago, when it was in the Deep South drought area. Blytheville gave two good houses, according to Co-Owners Floyd King and Arnold Maley. Jonesboro followed on Wednesday (20) with very good business. Batesville brought only

## Ward-Bell Opens Gainesville Office

GAINESVILLE, Tex., Oct. 30.—Ward-Bell Circus has opened an office in the Cooke County Fair secretary's office building at Fair Park here, with Vernon McReavy in charge.

Paul McGehee took the Gainesville elephant and chimpanzee to Temple, Tex., Wednesday (27) to play a date for Al Kayda. The Jimmy Connors, of Gainesville, also are with Kayda. The Art Henrys are playing Oklahoma school dates with the Morris indoor circus.

### FAIR OBJECTS

## R-B Changes S. C. Lot as Code Is Cited

COLUMBIA, S. C., Oct. 30.—The Ringling date here yesterday was played three miles away from the place intended, due to a section of the South Carolina code invoked by the Negro State Fair. Ringling was booked off the Bluff Road near the Carolina Stadium, during the run of the fair. The fairmen cited the code, which reads that no circus under cover shall play within a five-mile radius of any agricultural fair during the fair, or one week prior to it, without written consent of the fair officials. The lot signed right by the fairgrounds.

Dr. J. A. Collins, president of the fair, said he had no knowledge of the circus date until reading the ads. He said yesterday Children's Day was always the biggest day of the event and he could not consent to R-B's setting up nearby.

The Columbia sheriff upheld the statute and L. D. Hall, contracting for the Big One, got the fair's okay to set up at Columbia Speedway, three miles distant from the fair. Dr. Collins did not ask for a strict adherence to the five-mile clause but did insist that the show not perform so close to the fair as it originally intended.

fair crowds on Thursday (21). King was in Little Rock on Friday (21), and Polack's Western unit plays there November 2-5.

In Hot Springs on Saturday (23), the afternoon house was three-quarters filled and the night show drew two-thirds of capacity. Parade crowds were good all along the line, especially in Hot Springs (Continued on page 67)

## Kelly-Miller Profits Down; Trucks Overturn in Mire

CHANDLER, Okla., Oct. 30.—Al G. Kelly & Miller Bros. Circus launched the final week of its season from here with a Sunday stand (24). On the season, the show is expected to close with a profit that is sturdy yet well below the show's high scores of several recent seasons.

While the circus moved 11,500 miles, reaching the Canadian border on the north and Idaho on the west, it played to fewer than two dozen straw houses and at no time were extra night shows needed in order to accommodate crowds.

Recent business has included a majority of fair afternoon audiences, but night houses that averaged in the bracket between three-quarters and capacity.

At Okemah, Okla., Thursday (21), schools were dismissed and the show was first in town in nine years. Afternoon was better than half filled and night was near-full. On Friday (22), at Cushing, a late arrival and heavy rain delayed the afternoon show until 4 p.m., when it drew a light turnout, and the night show was half filled. In Stillwater, Saturday (23), the afternoon house was three-fourths of capacity while the night crowd was half of capacity.

The season ends Sunday (31) at Madill, Okla.

Trucks Leave Road The late arrival at Cushing fol-

## ASHEVILLE GIVES RINGLING TURNAWAY

Closing Route Set; Danville Off; Winston-Salem, Greenville Okay

GREENVILLE, S. C., Oct. 30.—Ringling Bros. and Barnum & Bailey drew a turnaway crowd for the night show at Asheville, N. C., Monday (25) to make that the high point of business scored in recent days.

Winston-Salem, N. C., and Greenville, S. C., were good, but Danville, Va., fell short.

Ringling played Winston-Salem in cool weather Thursday (21) and followed the fair by a week. Afternoon house was half filled and the night show was better than three-quarters. The Danville stand was Saturday (23) and both performances were to half houses. Weather

was warm in the afternoon and cold at night.

### Watch Unloading

Sunday unloading in Asheville brought out thousands of townspeople and they returned as cash customers the next day (25), when the afternoon performance was nearly filled and evening brought the turnaway. Slackwire artist Luis Monoz bruised a rib in a fall at the afternoon show but was back in action at night.

In Greenville the show had mild weather on Wednesday (27) but King Bros. was there in early September and a drought was in its fourth month. Ringling-Barnum had a half house in the afternoon and better than three-quarters at night.

With final alterations made in the route of the last three weeks of the season, the show now is contracted for four Mississippi towns, followed by two more in Alabama, five in Georgia and nine days in Florida.

Natchez, Miss., will be played Monday (8) after a 291-mile run. Gainesville, Fla., will be a Sunday stand (21). The final engagement of the season will be the three-day stand in Miami, November 26-28.

## Sullivan Plans 'Hall of Fame'

SARASOTA, Fla., Oct. 30.—Plans for a Circus Hall of Fame were announced here this week by John L. Sullivan, who has been in charge of the Museum of the American Circus. He said the new attraction will be unlike a museum and will present the "live side of the circus." It will include practice space for acts.

The Hall of Fame will be located on the North Trail near the Ringling Museum, Ringling Home and Horn's Cars of Yesterday. Sullivan said construction of the building would start in February. It is to use a 3.5 acre tract and provide parking for 500 cars.

First meeting of Circus Hall of Fame, Inc., as held recently and Sullivan was elected president. Vice-presidents are C. A. Shelby and Herbert J. Horn. Paul F. Thieland is secretary-treasurer.

Sullivan said this week that he would have details about contents of the hall to announce in the near future. This was the first public announcement of plans for the Hall of Fame, although there have been unofficial discussions about it with circus fans and others for some time.

## Beers-Barnes Closes Season; Gross Off 30%

BRANFORD, Fla., Oct. 30.—The Beers-Barnes Circus closed its 24th season with appearances here Wednesday (27). The show's equipment is being stored at Valdosta, Ga., and members of the Beers and Barnes families were returning to their Miami homes.

Officials of the show said that business this season was off 30 per cent from the 1953 level. Only a number of stands in Ohio and Florida brought big business. The circus played 152 stands in South Carolina, North Carolina, Virginia, Maryland, Pennsylvania, Ohio, Tennessee, Georgia and Alabama. Four stands were lost during the year, including two to rain, one to mud and one to make a 330-mile jump from Ohio to Tennessee.

The show moved on 12 trucks, carried two elephants, and exhibited a three-lion act, seal act and chimp act among others. Top is an 80 with three 30s.

Gene Christian, of Bradenton, Fla., put in his sixth season as agent for the show, which is owned by Charles Beers and Roger Barnes.

lowed one of the show's toughest jumps. Because of weak bridges on the paved route, show trucks were routed over what was supposed to be a gravel road. It turned out to be deep mud. House trailers and cars went by the good (Continued on page 67)

## Hagen Resumes; Making Louisiana Winter Tour

OPELOUSAS, La., Oct. 30.—Hagen Bros. Circus, owned by Howard Suesz, now is operating in Louisiana and is booked thru December 5. The show closed in its Edmond, Okla., quarters recently and reopened for the winter tour.

From Rochester, Minn., where his indoor Clyde Bros. Circus is playing, Howard Suesz said that several staff changes had been made on the Hagen show. Manager is Robert Cows, who formerly was one of the Hagen contractors.

Herb Walters, co-owner of George W. Cole Circus, has the Hagen Bros. Side Show and is exhibiting his three elephants, camels and other lead stock there. The same elephants are working in the Hagen big show.

Shorty Lynn now is boss canvasman of the Hagen circus. He was with George W. Cole earlier this year. Bob Stevens has the concessions for the winter tour and also had them during the summer. Booking the Hagen show are Joe McMahon and Louis McNece.

Continuing in the performance are the Wayne Newman Troupe, posing horses, bareback and Liberty horses; Cal Townsend, and the Reynosas.

Suesz said that some trucks had been trimmed from the Hagen show by eliminating what amounted to excess material. He said that present plans call for resuming the winter tour after a Christmas season hiatus.



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For My 1955 Fairs

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INDIANAPOLIS, IND.  
Contact FAYE LOWERY, 963 N. Rural  
Phone: ME 2-2234—Phones in now.

3d ANNUAL JAYCEE CIRCUS  
DALLAS, TEX.  
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Chamber of Commerce Bldg.  
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For Volunteer Fire Department deal in best money town in Southwest. Deals in, town carded with cut-offs—Xmas deal to follow. If you can stand money and good treatment come in now.

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is offering the FAMOUS BIRD CIRCUS FOR SALE, due to his retirement on account of poor health. He will teach the buyer how to present the Act to best advantage, remaining with him until presentation is the best. Much extra equipment also for sale, as is the headquarters for the Act. Call and see the Act, equipment and headquarters for yourself. NOT SELLING FOR PEANUTS. Contact

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Book, Tickets and Congressional Deal

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Ju. 8-3228

# UNDER THE MARQUEE

Continued from page 57

Hospital, Asheville, after a horse kicked him. . . . The 238-mile run to Asheville was made in good time, leaving personnel with most of Sunday to themselves. . . . Bill Carroll is back at the midway novelty stand after making some fair dates. . . . Frank Phalen, props department, is back at work after being sick in the cars for nearly a week. . . . Nick Althroth has joined Merle Evans' band. . . . Birthday celebrants were Svenole Plato, Maxie Miller, S. I. Vadore Gianfuretto, Win Danielson and Hilda Burkhardt. . . . Visitors included the Wazan Troupe of acrobats, Blackie Price, Bill Holt, Charles Herbeck, Jack Tarlton, Bob Mills, Bumpy Anthony and Freddie Valentine.

Bert and Corinne Dears are headed for Davenport dates after having worked at Logansport, Ind., for Lyman Kyes and at Bedford, Ind., for Harry Haag, as well as for "Super Circus" in Chicago. . . . Bonnie Bonta, now about ready to leave the hospital at Ticonderoga, N. Y., reports that Phil Bonta Sr. is assisting their son, Don Philips, juggler, at club and theater dates in Canada.

The Marilees flying act reports from Meadville, Miss., that it has been set for a November 14 TV shot on "Super Circus."

Charles Formann Jr., promotional director for Mills Bros.' Circus, was married to Mrs. Ann Schwamberger, Newport, R. I., August 16 in Immaculate Conception Church, St. Louis. After a short honeymoon thru the South, they returned to their summer home in Portsmouth, R. I. Formann will return to Mills next year.

A Kelly-Morris tractor and trailer carrying 2 elephants, 4 horses, 3 ponies and 3 dogs went over a Blue Ridge Mountain side October 1, demolishing the vehicles, killing a horse and pony and breaking the leg of another pony.

James G. Barry, of Wilson Famous Shows and son of Mr. and Mrs. William R. Barry, Joilet, Ill., was inducted into the Army recently and is now at Camp Chaffee, Ark. . . . Walter P. Jones, 65, Spokane, was the subject of an article published in The Spokane Daily Chronicle recently. The article told of Jones' past when he was associated with Clyde Beatty, Ringling Bros. and Barnum & Bailey and other circuses. . . . Walter Rhea, ex-rodeo performer, is in serious condition in Condell Hospital, Libertyville, Ill. He formerly trouped with Milt Hinkle, Tom Mix, Tim McCoy and Colonel Gatewood. Rhea would appreciate letters from friends.

Bill Kay, Polack Bros. Eastern unit promotional director, is vacationing with his wife, Patricia, in Sarasota, Fla. They'll remain in Sarasota until January when they will head for New England for the opening of the 1955 season. Destinations of Kay's staff since closing in Mobile, Ala., are: Stan Shaw, Utica, N. Y.; Fred Hastings, New York; Steve Miller, Boston; Jim Mahoney, Eau Claire, Wis., and Bob and Stella Fulsher, Des Moines.

Pedro Morales and family closed their route of fairs for Hamid in Atlanta October 9 and are now playing the Top Hat, Montreal, for two weeks. They are also

doubling at the Radio City Theater there.

Bozo Kelly, former clown with several of the larger shows, who for the past six years has been at the Milford Drive-In Theater, Milford, Conn., has been keeping a record of the number of lollipops that he has been passing out to the kiddies. He calls them "Bozo Specials." The past week he passed out his 250,000th.

A 1906 photo of Matt Saunders, one-time press agent of the old Buffalo Bill show, taken with Sitting Bull, appeared recently in the Bridgeport (Conn.) Post. Saunders is city manager of the Loew Circuit in Bridgeport, with whom he has been associated for the past 40 years.

Elmer Simpson, Flatonia, Tex., circus fan, caught Polack Bros. Circus in San Antonio recently. Simpson reported that the circus had good attendance. . . . Milt Herriott is in charge of animals and equipment for Cole Bros. at the Houston and Fort Worth Shrine circuses. John Herriott, who spent most of the season on King Bros. Circus, is working elephants and ponies for Cole.

Fred Bradna, equestrian director emeritus of Ringling-Barnum, has been in a Sarasota hospital for about two weeks and reportedly has been under an oxygen tent for the past several days.

Mickey Sullivan reports that he has completed the fair dates of his circus band. The unit will be at the Officers' Club at Fort Devens, Mass., for a month and then start indoor circus dates.

The Al Hanel, bar casting act, are at their home in Cairo, N. Y., where Al is enjoying some hunting. They will go to Sarasota after appearing on "Big Top" November 20. Nina Hanel was presented with a horse shortly before the troupe closed its season with Hagen Bros., and now has it quartered in Oklahoma.

Billy Dick and Bob Hagen were recent visitors at the home of Mr. and Mrs. Tommy Arenz at Benton, Ark. They trouped together on Christy, Barnett, Harrington-Pawnee Bill and Howe circuses. The Arenzes are operating a gift shop and Lucy Arenz has appeared on KARK-TV several times with her pythons.

The Doc Schlacks have returned to Chicago from their trip thru Europe and now are making plans to winter in Sarasota again.

Kelly-Miller's A. L. (Tommy) Tompson reports that Supt. Whitey Haley and his wife left for Houston and Fort Worth, where he will be boss prop man at Shrine shows. . . . Isla Miller, Barbara Miller and Karen Kay Miller came on for the weekend. . . . Art Miller and Al Mills, of the advance, have been back on the show. . . . Tommy Thompson was on the sick list. . . . Mable Barnes was taken to a hospital at Stillwater, Okla., and is expected to remain for a while. . . . Mrs. Obert Miller's mother, Mrs. O. J. Whittler, of Greenville, Ky., died and Mrs. Miller flew to the funeral. . . . Jimmy Rossi, student at University of Oklahoma, visited over the weekend. . . . Sylvia Thompson celebrated her birthday. . . . Flora Lou Carlton was out of the concert two days because of illness.

Leon Pickett and Doc Hall, Ringling contracting agents, have completed their season. . . . Willie Carr, R-B 24-hour man, is back at work.

Will H. Hill will have his elephants, dogs and ponies plus other acts at the Chipley, Fla., stadium Tuesday (2), launching the new indoor show he and Tige Hale have framed. Hale writes that he has booked the show for almost all of November plus a couple of Shrine dates later. Bozo Ward will head the clowns and two other acts are to join. Hale says the show will parade daily.

Minnie Johnson, widow of Spider Johnson, the famous clown, now is in Pasadena, Calif., and is recovering from an operation on her hip following a fall. She is at the Van Nuys Valley Hospital and would appreciate mail.

Marjorie Towson, now back in Detroit, advises that Harris and Denise Reynolds, of the London Girls juggling act, are sailing home to Richmond on November 12 after spending the summer in England. Marjorie and Reynolds are former members of Paul Nelson's Young Nelsons, Risely act.

The George Chambertys, now in Paris for an engagement with the Medrano circus, entertained the Dr. O. C. Schlacks while they, too, were in Paris. . . . Irah J. Watkins and Buddy Watkins have their chimp act on the Hamid-Morton show, opening in Montgomery, Ala. The stand will be their 34th week of bookings this year. The act has five chimps.

F. A. (Babe) Boudinot, Ringling general agent, leaves Chicago this weekend to confer on the show and at Sarasota prior to going to Havana to direct billing of the Cuban island for Ringling's winter date there.

Nellie Lloyd Kitchen and Polly Lloyd, formerly of the Riding Lloyds and now retired, are now permanent residents of Gibsonton, Fla.

## Kelly-Miller

Continued from page 66

road and arrived at 9 a.m. Trucks began arriving at 1 p.m.

The water tank truck slid off the road and turned over. It was followed by another truck. Then the pole truck slid into a deep ditch and the light plant truck came in behind it.

When the mechanic's truck came on the scene to help, it parked on the road briefly and the surface gave away, turning over the truck and the white office wagon, which it was pulling. In another place along the route, Terrell Jacobs' props truck ran over an embankment. Finally, a wreck involving two local cars blocked the road and delayed the circus move. A half-inch rain was reported.

## King Moves

Continued from page 66

and Texarkana. At Batesville a cage truck stalled and elephants pushed it part way along the parade route.

The big parade turnout at Texarkana was followed by a straw house in the afternoon and a near-full attendance at night. Legion was the auspices.

**FEATURE ACTS AND TROUPES WANTED**

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Pays 25%. Other deals working.  
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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Jay Sales Company, Chicago, is featuring the new Hemy Plow for use in keeping walks, driveways and steps free of snow. The device never has to be lifted because it piles as it plows. Overall weight is only seven-and-a-half pounds. It has a baked enamel finish, hickory handle and cleans a patch of 26 inches. Sample is \$6. In dozen lots it is priced at \$4.75.

Roy Brawnback, manager of B. & B. Jewelry Sales, Houston, reports strong sales of their calendar watch. The watch has a small window cut in the face. The date is set in this window and as long as the watch runs the date changes automatically. Only at the end of each month, due to irregularity of the days, does the watch have to be reset. B. & B. Jewelry Sales is offering the watch at \$57 a dozen which they say is excellent for special promotions. The price includes a fancy expansion band.

A new line of Yak Plaks put out by Imprint Art Products, Brooklyn, is creating a stir around Arcades and souvenir counters. A line of more than 30 funny wall plaques is available to choose from. Designed to retail for 50 cents, they are 6 by 12 inches. Also introduced by the firm are Batty Badges, a five-inch "award" designed to provoke laughs. They come in wood-grained finish in several shades. There are a dozen different badges to choose from and they bear such sayings as "World's Greatest Jerk," "World's Biggest Bull Thrower," etc.

Harris Novelty Company, Philadelphia, has what it claims is the smallest lighter in the world. Harris reports it to be selling like wildfire and the number in stock limited. The lighter is the conventional spin-wheel type. Priced at \$2.50 per dozen and in a bright chrome finish, the item is excellent for gift giving, special sales, premiums or prizes. Harris ships the same day it receives an order and requires 25 per cent deposit, money order or cash with order. It invites requests for its complete catalog of Christmas specials.

What Sterling Jewelers, Columbus, O., calls its Starlight Original is a women's four-piece gift set consisting of expansion bracelet, 24-karat gold-plated matching link necklace and safety clasp matching earrings. They may be had in opal, cameo or assorted stone centers for \$19.95. The merchandise comes in a felt clad box lined with satin and with a knob rest for the expansion bracelet. At \$24 per dozen plus postage, the firm claims this is one of the most outstanding values it has ever offered. Another of its sets, but made with simulated pearls, consists of a large sunburst design necklace and earrings. The three-piece ensemble is 24-karat gold finished with the added feature that the neck cluster may also be worn as a brooch. The low price of \$13.50 per dozen sets plus postage includes a satin-lined box and \$9.95 price tag.

Two products that account for bulk sales by Pearl Sales Company, El Paso, Tex., are of Mexican origin. One is a hand-painted skirt that has a wide flair and can be had at \$4.50 each in dozen lots. The second is a jacket with picture of two dancers on the back or in embroidered styles in all sizes and colors. The jackets with the dancers are priced at \$7.75 each, while the embroidered ones are \$6.75 each. Jackets of pure white are available for 60 cents extra. They also come in children's sizes at various prices. Jobbers and quantity buyers are invited to write for special prices. A free catalog showing other specialties of this firm will be sent on request.

The Goodier Company, Dallas, suggests you make yourself a big Christmas bankroll selling its line of perfumes, colognes and cosmetics. In addition to the profits you make on each sale, the firm is offering a \$59.75 nationally advertised watch free. A post card will get you complete details. This firm has over 400 daily used items priced to sell fast listed and illustrated in its catalog. Sales can be made direct from the catalog so that it is not necessary to present the complete line to the prospect.

Gem Sales Company, Detroit, says it has an item which is a natural for auctioneers, wagon jobbers, bingo operators and as a prize and premium award. This is the di Lido large size hand bag made of Col-O-Vin-Hyde, with adjustable strap for shoulder or hand use. The item comes in a polyethylene wrapping together with gift box, and is available in parchment, ginger, red, blue or black shades. The purses are being sold at \$36 per dozen, but a sample will be sent for \$3.50. A 25 per cent deposit is required with order, balance c.o.d. Send Gem Sales Company your name and address and you will receive a catalog listing hundreds of other items such as appliances, leather goods, novelties, housewares, clocks, premium goods, etc.

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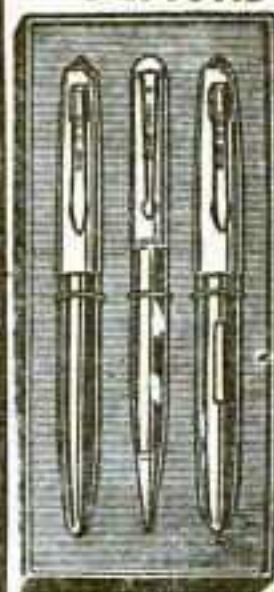
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### Pipes for Pitchmen

OUR COLLEAGUE . . . Ban Eddington in Richmond, Va., slips us the following low down: Max Fox has packed his dark box after pitching to the tobacco farmers in North Carolina and will set up his trips in the vicinity of 2529 Pitkin Ave., Brooklyn, with his brother. . . . Wilson Bardick, recently out of the Veterans' Hospital, is working peelers to fair returns around South Boston. . . . Judson (Pug) Williams is still hospitalized and would like to hear from Julia Wayne, Cokey Coleman, Herman Ferrah and all the other boys he left in St. Louis. . . . Bob Williams, who is working sheet around the Danville tobacco warehouses, took time off for a little goofin' around at the Halifax County Fair, South Boston, Va. . . . Bob LeRoy, who is in a Galesburg, Ill., department store doing handwriting analysis, reports that business is on the pretty good side. . . . Harry Frank has given up the road and is operating a restaurant in Richmond, Va., and he says that he'd like to see all his old traveling companions. . . . Edyth and Garry Kemp are making the North and South Carolina fairs with their slum jewelry pitch and report good takes. After the tobacco season, they plan to goof around Harrisburg for the season.

"WHY CAN'T WE . . . hear from the many novelty men traveling with the indoor and outdoor shows?" queries Henry Varner. "They sell a lot of merchandise all year long without much publicity."

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\$2.00 Per Set

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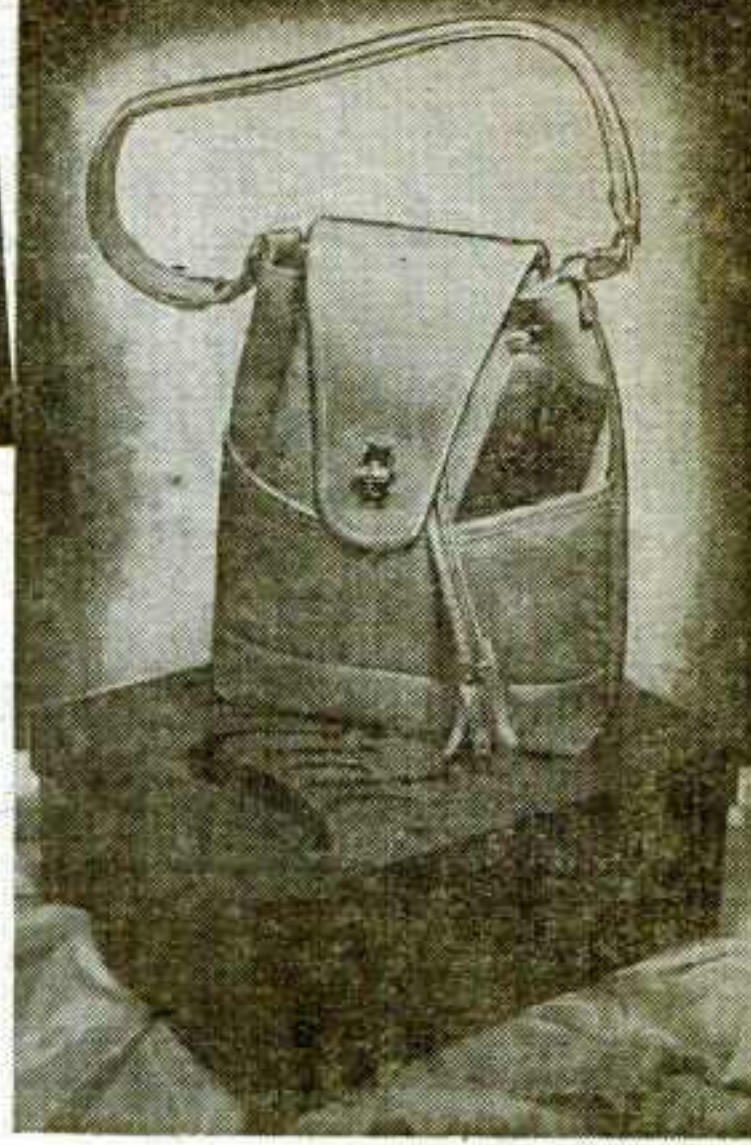
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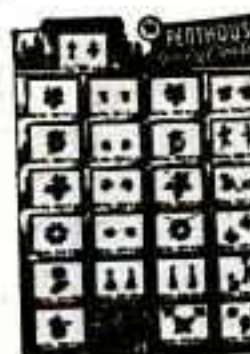
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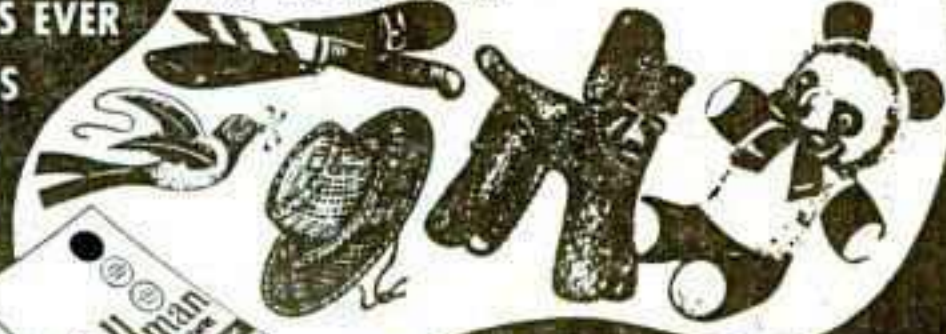
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2 20X30 USED TENTS—MUST BE IN GOOD shape. State whether water and fire-proofed. Box C-121, c/o Billboard, Cincinnati 22, Ohio. oc23

6 BABY BEAR CUBS, ON BOTTLE—Delivery end of November. State individual, total prices. Box C-120, c/o Billboard, Cincinnati 22, Ohio. oc23

12 USED DISTORTION MIRRORS—GOOD condition. State individual and total prices. Box C-119, c/o Billboard, Cincinnati 22, Ohio. oc23

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Forms Close Thursday for the Following Week's Issue

ALTO SAX AND CLARINET MAN—GOOD reader, steady, for Midwest polka band, immediately Viking Band, 214 N. 2nd Ave. W., Albert Lea, Minn. no27

GIRL VOCALIST FOR REPLACEMENT with traveling orchestra. State experience, range and singing style. Send photo and recording if possible. Guaranteed salary. Del Clayton, 1611 City Nat'l Bank Bldg., Omaha. Phone: Jackson 7484. no6

GIRL VOCALIST—LARGE REPERTOIRE pop tunes; no travel; long engagement. Reply 307 Drayton Arms, Savannah, Ga. Ph. 4-5169. Enclose photo.

GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work. Top pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. no6

LEAD TENOR MAN FOR MIDWEST TERRITORY band. Guaranteed weekly salary. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb. no27

SAXOPHONE OR PIANO MEN WANTED—For modern band; very good salary, year round job. On location in the winter. Home every night. Write or call in forenoon. Johnny Hider's Orchestra, Box 113, Tel. 2434, Mandan, N. D. no27

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprise, 336 B. S. High, Columbus, Ohio. no27

TENOR—CLARY; COMMERCIAL COMBO; read, cut shows; strong clary. Locations only. Also girl vocalist opening. Send photos, etc. Leader, Box C-131, c/o Billboard, Cincinnati 22, Ohio. no13

TRUMPET—COMMERCIAL COMBO. READ, cut shows, good tone; locations. Can place wife vocalist. Send photos, etc. Leader, Box C-132, c/o Billboard, Cincinnati 22, Ohio. no13

WANTED—AGENT THAT CAN KEEP magic and mental attraction working. Have special paper, mats and cuts, everything to work with; attraction ready to go now. Agent must have car and be willing to give his full time to this attraction. You may not know me, but lots do in Australia. Write full details and when you can join me. Robinson, Golden West Hotel, 27 East Monroe, Phoenix, Ariz. no27

WANTED FOR ESTABLISHED COMMERCIAL band; Tenor, Baritone; neat appearance; South this winter. Ronnie Bartley, 1611 City National Bank, Omaha, Neb. no27

WANTED—MUSICIANS, SINGERS, VENTRILOQUIST. Organizing all gypsy orchestra. Play gypsy style, Violinists, Latin, etc. Musicians contact. The Rosemary Powell Show, 712 17th St., Sacramento, Calif. no27

WANTED—YOUNG MAN, SINGLE; TRAVEL with unit, either juggler or magician, will consider amateur. Write giving all details. Box C-133, c/o Billboard, Cincinnati 22, Ohio. no27

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Forms Close Thursday for the Following Week's Issue

**MUSICIANS**

A-1 SINGING PIANIST—SOPHISTICATED material; doubles organ, accordion; interested Florida engagement. Available December 15. Photos, Bobby Barnes, c/o Billboard, New York 30. no6

ALTO SAX-CLARINET—AGE 37; SINGLE, vocal; steady work. Desires connection with same. Robert Sittler, Granby, Mo. no27

EXPERIENCED LADY PIANIST-SOLOVOX solo, orchestra; read, fake, transpose; accompanist. Dramatic and radio experience. Gladys Bell, Marquette Hotel, Denver, Colo. no27

GIRL BASS PLAYER FOR COMBO OR full band; read, fake, sober, single; union; 24; willing to travel, arrange, experienced. Jean McIninch, Brownville, Neb. no27

GUITAR—ELECTRIC LEAD OR RHYTHM; read or fake. Popular style; good voice; well experienced. Write Florida or vicinity only. Alfred Bronson, General Deliverer, Coral Gables, Fla. no27

GUITAR—MODERN LEAD AND RHYTHM; vocal; solo or parts. Five years top trio. G. Erickson, Harmon Hotel, Minneapolis, Minn. no27

BASSMAN—READ, FAKE, SOME VOCALS. O. Woolsey, 1118 First St., Chillicothe, Mo. Phone 2330W. no27

LEAD TENORMAN—CLARINET, Bb BASS sax, desires location night club job; name band experience; read, fake, go, cut show, arrange, group sing. Sober, neat appearance, dependable, married. Snapshot on request. Can join immediately. Nighter, lay off. A. Gaffney, 510 First St., N.E., Macon, N. D. no13

PIANIST FOR COMMERCIAL BIG BAND—Read, fake; 24; sing novelty; single; union; sober; arrange, ex G.I. Excellent showman; travel anywhere. Jack Melick, 188 Belmont, North Plainfield, N. J. no27


RECORDING Bbb BASS HORN—READ and fake; age 27; exp. all lines. Lennie Harris, 2017 Pacific Ave., Venice, Calif. no27

SAX, TENOR OR ALTO DOUBLING clarinet and flute. Lead or jazz chair. Conservatory graduate, arranger, name experience. Musician, 625 Garfield St., Middletown, Ohio. no27

TENOR, CLAR, ALTO FOR COMMERCIAL only. Good tone, reader, phrase, good appearance. Contact Oct. 30. Ralph Hockaday, 1415 Broadway, New York 13, N. Y. no27

TRUMPET—LOTS OF EXPERIENCE. PETE Peterson, Park Hotel, Great Falls, Mont. no27

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9 DARNING NEEDLES, ASST. SIZES  
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You Sell Deal for . . . . . 25¢  
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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no27

DEATH PLUNGE INTO SUICIDE POOL—World Fair high-diving attraction; featured by Fox Movietones. Comprising ring of spears, blazing gasoline, complete revolution high up in mid air, etc. Bad weather or a competitive attraction can't affect the powerful drawing power of this act. Cadillac quality. Ford priced. Capt. McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. de18

THE GREAT KELLY "RIDE OF DEATH"—Bicycle Chute Act. Open for late Southern dates. Just closed successful tour drive-ins. Write Mike Kelly, Goshen, Ind. no6

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**200** **75¢**

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## COMING EVENTS

**Arizona**  
Phoenix—Ariz. Natl. Livestock Show, Jan. 3-8.

**California**  
Corcoran—Corcoran Rodeo, Nov. 14.  
Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 1. A. M. Mathews.  
Pasadena—Tournament of Roses, Jan. 1. Max Colwell, 181 S. Las Robles Ave.  
San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.  
Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave.  
Victorville—Elks Show, Nov. 20-21.

**Delaware**  
Wilmington—Do-It-Yourself Show, Nov. 11-14.  
Wilmington—Antique Show, Dec. 1-3.

**Florida**  
De Funiak Springs—Armistice Celebration, Nov. 8-13.  
Melbourne—Thanksgiving Reunion and Trailer Show, Tin Can Tourists of the World, Nov. 15-29.  
Miami—Home Show, Nov. 13-29.  
Naples—Swamp Buggy Day Festival, Nov. 1-6.  
Sebring—Sebring Rodeo, Nov. 11-13.  
Sarasota—Fla. Mobile Home Expo., Nov. 24-28.  
Tampa—Antique Show, Jan. 3-6.  
Wauchope—Hardee Co. Cucumber Expo., Nov. 8-13.

**Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, Jan. 16-19. Foster B. Steward, 1401 Peachtree St., N.E.

**Illinois**  
Chicago—Auto Show, Jan. 7-16.  
Chicago—International Livestock Expo., Nov. 26-Dec. 4.

**Indiana**  
Indianapolis—Sports Show, Jan. 28-Feb. 6.

**Louisiana**  
Baton Rouge—Armistice Celebration, Nov. 8-13.  
Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7.  
Buras—Orange Festival, Dec. 18-30. Mrs. A. Poerica.  
LaFayette—Mid-Winter Fair & Livestock Show, Jan. 6-9.  
LaFayette—Flower Show, Jan. 15-16.

**Maryland**  
Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.

**Michigan**  
Bay City—Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St.  
Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 6750 Dix.  
Detroit—Detroit Rodeo, Nov. 18-28.  
Grand Rapids—W. Mich. Fat Stock Show, Dec. 7-9. R. Machiele.  
Grand Rapids—Mich. Turkey Show, Dec. 7-9.  
Ionia—Ionia Fat Stock Fair, Nov. 2-4.  
Abram P. Snyder, Courthouse.  
Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

**Minnesota**  
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar.

**Missouri**  
St. Louis—Sports Show, Jan. 18-23.

**New Jersey**  
Elizabeth—Own Your Home Show, Nov. 17-23.

**GLAMOUR STYLE HOLLYWOOD EARRINGS!**

**\$36.00 gross**

**\$3.50** in dozen lots

Sensational Sellers! All popular styles that women desire. Large DANGLES, small DANGLES, TAILORED, RHINESTONE, BUTTON TYPE with screw-on earwires or for pierced ears. Many summer styles! THE YEAR'S HOTTEST EARRING PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package. 144 different styles.



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25% deposit on all C.O.D.'s, 100 other jewelry items! SEND FOR 32-PAGE 1954 CATALOGUE!

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To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. Christmas sign samples and information, \$1.00 postpaid. Free literature.

**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 6, Ill.

**North Carolina**  
Raleigh—Home and Food Show, Nov. 2-8. Jack T. Craig.

**Ohio**  
Cleveland—Food Show, Nov. 1-12.  
Cleveland—Sports Show, Jan. 3-9.

**Oklahoma**  
Oklahoma City—Okla. State Poultry Show, Nov. 30-Dec. 5.

**Pennsylvania**  
Harrisburg—Pa. Farm Show, Jan. 10-14. H. R. McCulloch.  
Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seifert.  
Uniontown—Uniontown Poultry and Farm Products Show, Jan. 4-8. Wilbur Cook, R. D. 4.

**South Dakota**  
Sioux Falls—Auto Show, Nov. 24-28.

**Texas**  
Alice—Coast Bend Livestock Expo., Nov. 5-8.  
Beeville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.  
Dallas—Southwest Antique Show, Nov. 11-14. Mrs. Margaret Tremblay, 2706 Fairmount.  
Dallas—Natl. Pigeon Show, Jan. 19-22.  
Dallas—N. Texas Cat Club Show, Jan. 22-23.  
Fort Worth—Fort Worth Rodeo, Jan. 28-Feb. 6.  
Fort Worth—Tex. Hereford Assn. Cattle Sale, Nov. 22-23.  
Houston—Grand Natl. Cage Bird Expo., Dec. 9-13.  
Houston—Sweeney Rodeo, Nov. 7.  
San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

**Utah**  
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, 506 Kiesel Bldg.

**Virginia**  
Richmond—Virginia Antiques Fair, Nov. 2-5.

**CANADA**

**Ontario**  
Toronto—Royal Agrl. Winter Fair, Nov. 12-20. G. S. McKee.

**Saskatchewan**  
Saskatoon—Dressed Meat & Poultry Show & Sale, Dec. 8-9.

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Complete with hat and cane. Each one in a box.

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**LARGE Waxed Dahlias**  
Assorted Beautiful Colors.  
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## Milkmen Convinced Vending Will Aid in Surplus Problem

### Dairy Ops to Concentrate on Outdoor Locations; Leave Plants for Others

By AARON STERNFIELD  
ATLANTIC CITY, Oct. 30.—There is no question that automatic merchandising figures prominently in the planning of American dairymen. All doubts as to the intentions of the milkmen to invade the vending field were removed this week at the Dairy Industries Exposition which ended its six-day run here today.

High interest and low enthusiasm seemed to be the rule. Few dairymen would say that they liked the idea of going into a vending operation, but few other could see how it could be avoided.

One central thought dominated the exposition and the six dairy conventions which were held concurrently—how to market the nation's tremendous milk surplus.

#### Two Solutions

Nearly everybody had two pat answers to this problem—sell milk to the public as a snack item, making it available away from home,

and make home consumption milk available when regular retail outlets are not open and where they are not readily accessible.

While few operators seemed to like the idea, most of them admitted that vending is, at the moment, the best method of putting these solutions into operation.

Five vending machine manufacturers exhibited at the show (see separate story), and the booth attendants seldom got the opportunity to sit down.

Booths were drawn by lottery, with the Rowe Corporation picking the plum, smack in the center of Convention Hall, and Vendo getting the short straw, in a remote corner of the basement.

The Rowe booth kept a dozen men busy talking to buyers and potential buyers; by the end of the convention, sales were reported higher than any one had dared to expect.

At the Vendo booth, in the  
*(Continued on page 77)*

## Mills Industries Sold to Jacobs Co., Auto Parts Mfr.

### Purchase Price Undisclosed; Firm Also Buys Selmix; Tregenza Remains

DETROIT, Oct. 30.—Mills Industries, Inc., was sold to the F. L. Jacobs Company, automotive parts manufacturer here, for an undisclosed sum.

Jacobs already makes soft drink vending equipment for Pepsi-Cola and is currently completing a contract for 3,000 machines in its plant at Traverse City, Mich.

Selmix Dispensers, Inc., Long Island City, N. Y., manufacturers of manual dispensers for carbonated beverages, was sold to Jacobs at the same time.

Thomas J. Riggs Jr., Jacobs' president, said that the purchase of Mills and Selmix would enable his firm to offer a wide and diversified line of equipment in the vending and dispensing industries.

#### Both Subsidiaries

Riggs explained that while both companies will be operated as independent subsidiaries, component

parts for the vending and dispensing equipment will be produced in Jacobs' plants in Detroit, Grand Rapids and Traverse City, Mich., and Danville, Ill.

"Emphasis in operation of the two companies will be on standardization and interchangeability of equipment, plus a more efficient service policy," said Riggs.

A. E. Tregenza, who headed Mills for the past six years, will continue at Mills as consultant to Riggs.

Just last month, Mills sold its plant to the Teletype Corporation  
*(Continued on page 77)*

## Stoner Names New Salesman

AURORA, Ill., Oct. 30.—Charles Maley, former vending machine operator in Jackson, Miss., has been appointed a sales representative for the Stoner Manufacturing Company here. Maley's appointment was announced by Bip Glassgold, Stoner sales manager.

Maley will cover Mississippi, Arkansas, Alabama and that portion of Tennessee which lies west of Nashville. He will work out of his home at Jackson.

Until recently Maley operated a diversified vending machine business in Jackson.

## Vending Mfrs. Report Brisk Sales At Dairy Show; Outdoor Units Best

ATLANTIC CITY, Oct. 30.—The five vending machine manufacturers who exhibited at the Dairy Industries Exposition here this week reported that sales were brisk and inquiries heavy, particularly for outdoor units.

Exhibitors were the Ideal Dispenser Company, Bloomington, Ill.; the Meyer-Blanke Company, St. Louis; the Refrigeration Engineering Company, Montgomery, Minn.; the Rowe Corporation, New York, and the Vendo Company, Kansas City, Mo.

The Ideal exhibit had five venders, with three different

models of semi-automatic merchandisers shown. They are the Model 70-M, with a capacity of 63 half pints; the Model 300-M, with a capacity of 105 half pints, and the Model 300-C, a combination milk and carbonated beverage unit which holds 51 eight-ounce bottles and 52 half pints.

#### Ideal Staff

Manning the Ideal booth were T. C. Thompson, J. Colmer, F. H. Dean, William Gibson, K. Larabee, M. M. Maurer and E. C. Salisbury. Meyer-Blanke's Roadside, an outdoor unit selling for \$2,495 with a vending capacity of 318

## POT O' GOLD: \$600

# Blue-Sky Angles, Gimmicks Are Hit

• Continued from page 1

operator would net \$600 a month for six hours work a week. Each machine would net \$30 a month, he said, figured in this way: the product cost would be \$1.25 per filling (operator's price). This would return a gross of \$4.75 each emptying, and he declared, the average nickel nut vender empties out 2½ times each week.

#### Fact Vs. Fancy

According to the promoter, bulk nut nickel venders would gross an average \$11.87 per week. But here are the facts: High average weekly grosses are \$2.37 or \$9.50 per month per machine. Instead of a \$6 per week net per machine, the experience of most established operators is that \$6 is the average monthly net per machine.

Most of the promoting companies deal in small machines, priced at less than \$60 and designed to sell only penny and nickel merchandise.

The typical promoter's approach follows a pattern—based on the utmost speed. Several weeks before a promoter checks into a city, he wires or writes ahead, placing "business opportunity" classified ads in as many newspapers in the city as will take them (with minimum standards now set, placing promotional ads is almost non-existent). He may or may not mention vending machines in the ad, but usually he stresses connection with a national concern and plays up the "easy money" story. Immediately after he checks into a hotel in the  
*(Continued on page 76)*

## 25,000 Attend Dairy Confab At Atlantic City

ATLANTIC CITY, Oct. 30.—The Boardwalk here groaned this week from the weight of 25,000 pairs of feet tramping from Convention Hall to their hotels at the Dairy Industries Exposition. On opening day, some 14,000 persons visited the exhibits.

Actually, the Exposition was eight conventions rolled in one, with Convention Hall a common marketplace. Meeting were the Milk Industry Foundation, the Evaporated Milk Association, the National Ice Cream Mix Association, the International Association of Ice Cream Manufacturers, the International Association of Milk and Food Sanitarians, the National Association of Retail Ice Cream Manufacturers, the Dairy Suppliers' Foundation and the Dairy Industries Society, International.

Vending played the biggest role ever at the convention (see separate stories), as five automatic merchandise manufacturers displayed their wares and sessions, both formal and informal, were devoted to how the mechanical milkman could best serve the industry.

## General Bows Canned Drink Mach. at \$395

PHILADELPHIA, Oct. 30.—General Vending Machine Corporation announced a new 4-flavor canned soft drink vender this week. Called Can-O-Vend, it is priced at \$395, handles both cap-top and flat-top cans.

The unit comes in two models: a 6 and 12-ounce can style. The 6-ounce can model has a 152-can vending and 152-can pre-cool capacity; the 12-ounce can machine accommodates 108 cans in vending and 108 cans in pre-cool compartments. Both carry the same price.

The Can-O-Vend is an upright model; cans are vended automatically via four separate coin mechanisms mounted on the left side of the cabinet. Optional cabinet colors are white, red, blue, light green, orange and yellow.

The vender is 54 inches high, 30 inches wide, 25 inches deep. It weighs 380 pounds. Vending racks are loaded from the front by rolling cans into position.

Optional coin mechanisms include nickel, dime, quarter operation. Odd-cent (6 and 11), 15 and 20-cent operation requires dual coin chutes at \$5 extra per coin slide (or \$20 extra for the full selectivity range).

Prior to introducing the new line, General Vending was an exclusive producer of bottle drink venders.

## Ben Fry Dies, Nat'l Vendors' Founder, Pres.

ST. LOUIS, Oct. 30.—Ben Fry, a pioneer in automatic selling, died at his home here early Tuesday (19). He was 49. He had been ill nearly a year.

Fry was founder and president of National Vendors, Inc., and co-founder and vice-president of National Rejectors, Inc., both of St. Louis.

Fry grew up in the vending machine industry. At 16 he joined National Sales Machine Company, an early vending machine firm started by his father. In 1933 Fry started National Vendors, later helped found National Rejectors.

As long ago as 1937 Fry developed and exhibited a console cigarette machine. His firm helped establish the cigarette vending industry and developed one of the early selective candy machines.

Altho he shunned offices within his industry which would have brought him personal honors, Fry encouraged his associates to work actively and prominently in the industry's behalf.

He is survived by his widow, Faye by his father and mother, Mr. and Mrs. B. L. Fry, and by three daughters, Judy, Penelope and Debhora.

## ABCB Decides Against Name Change in '54

WASHINGTON, Oct. 30.—American Bottlers of Carbonated Beverages will retain that association name—at least until well into 1955.

An earlier move to change the name to American Soft Drink Association was deferred by the executive board. Originally, it was planned to vote on the name change at the group's 1955 convention in Philadelphia, November 15-18.

Membership voiced apprehension over possible effects of the change. The proposed name, it was noted, eliminates both the word "bottlers" and "carbonated beverages." Its use was seen as bottler recognition of the growing use of non-carbonated soft drinks, dietetic beverages, and the use of cans rather than bottles.

## Dr. Pepper Latest Canned Drink Entry

DALLAS, Oct. 30.—The Dr. Pepper Company has stepped into the canned drink race.

It launches its market test of cans in St. Louis with 6-ounce cap-top cans and 12-ounce cap-top and flat-top cans.

The firm plans a series of 10 tests of "throw-away containers" (cans and throw-away bottles) in major cities thruout the country within six months.

Leonard Green, president, pre-  
*(Continued on page 86)*

## School Subsidy to Aid Milk Vending

### \$50 Mil Available in 1954; Snack Value To Be Plugged; Vending Tests Planned

ATLANTIC CITY, Oct. 30.—Vending is due for a share of the \$50,000,000 subsidy voted by the last Congress for milk purchases in the nation's schools, altho how large the share will be and how much of it will fall in the coin box of the operator remains to be seen.

Most of the 25,000 dairymen congregated here at the Dairy Industries Exposition this week seem well aware of the federal bonanza, and a lot of Convention Hall, corridor and entertainment suite talk was centered around the subsidy.

The Department of Agriculture will advance funds to States which have submitted satisfactory plans of operation for a milk program for

the school year. In States where the State agency cannot disburse funds to private schools, the USDA will administer the funds directly.

However, the government will hold back \$500,000 for experimental operations, in co-operation with State educational agencies, to study new and more effective methods of increasing availability and consumption of milk in school.

To the five vending machine manufacturers at the show and to every dairyman who expressed an opinion, this is the government's way of saying it will back experimental vending operations.

The program will be independent  
*(Continued on page 75)*

quarts and storage for 450 more drew a lot of comment, and some sales, from delegates.

C. G. Meyer, president of the firm, said he was working with a Midwestern supermarket operator on running tests on bread and packaged poultry in the Roadside.

#### M-B Men

Staffing the Meyer-Blanke booth were Neil Angevine, Scott Angevine, Ed Appel, Ralph Copp, T. R. Hershfeld, E. O. Iselt, C. E. McIntire, Perry Meridith, C. G. Meyer, D. C. Meyer, E. R. Meyer, G. A. Meyer, W. Z. Meyer, R. G.  
*(Continued on page 75)*



### Reynolds, Lorillard Have Profit Gains

NEW YORK, Oct. 30.—Nine-month statements of two major tobacco companies showed an increase this year compared with a like period in 1953, while the six-month statement of a third showed a drop in earnings of more than \$1,000,000.

The R. J. Reynolds Tobacco Company made a net profit of \$34,467,000 for the nine months ended September 30, equal to \$3.22 a common share. This compares with a net of \$25,656,000, or \$2.35 a share last year. Earnings before taxes, tho, declined to \$76,76,000 from \$78,774,000.

Net profit for the third quarter this year was \$13,084,000, or \$1.23 a common share. In the corresponding quarter last year the net was \$9,290,000, or 86 cents a share. Earnings before taxes were \$29,140,000 and \$29,702,000, respectively.

#### Lorillard Earnings

The P. Lorillard Company had nine-month earnings of \$5,092,712, compared with \$4,724,526 in a similar period last year. Sales were \$175,072,432 and \$187,990,170, respectively.

For the quarter ended September 30, net income was \$1,704,290, or 60 cents a common share, compared with \$1,769,114, or 60 cents a share, in the corresponding quarter a year ago. Sales decreased to \$57,801,402 from \$68,424,200.

Both net income and sales of Philip Morris & Company, Ltd., Inc., dipped for the first six months of this year compared with a like period in 1953.

#### PM Net Down

The net amounted to \$6,529,556, equal to \$2.05 a common share on 2,887,101 common shares outstanding. This compares with \$7,544,864, or \$2.84 a share on 2,448,121 shares outstanding in a corresponding period last year.

Sales fell to \$149,164,351 from \$157,466,415 in the similar period in 1953.

### KILEY NAMED CHAIRMAN OF '55 NAMA SHOW

CHICAGO, Oct. 30.—Bernard J. Kiley Jr. has been named general convention chairman of the 1955 National Automatic Merchandising Association convention to be held at the Conrad Hilton next year November 6-9. Kiley heads Airport Vending Service here.

Also appointed to posts for 1955's show by the NAMA board of directors were Meyer Gelfand, G. B. Macke Corporation, Washington, D. C., general program chairman, and William McConnell, Automatic Merchandising Company, Medford, Mass., program vice-chairman.

### School Subsidy

ent of the \$67,000,000 allocated for the school lunch program this year. Also the same \$50,000,000 subsidy has been approved for the next school year.

#### Milk Quotas

The program works out in this manner: Each school will be given a quota based on the amount of milk used previously, with a subsidy on all milk used in excess of that quota.

The plan calls for a subsidy of 4 cents on each half pint of milk in excess of the quota where milk has previously been sold in the school. If the school had no program before which included milk distribution, the subsidy will be 3 cents on every half pint sold.

The money will be given to the schools to be passed on to the students in the form of lower milk prices. It is considered likely that many schools will attempt to build up milk as a snack item by making it available at recess periods, before school, after school and, of course, at lunch time. As few schools will maintain full-time cafeterias to make this milk available, a vending machine boom seems a fairly safe bet.

#### One Hitch

For the vending operator, tho, there is one fly in the ointment. In order to qualify for the subsidy, the school must purchase the milk and keep its own books. When an outside selling agent—such as a vending operator—is involved, the deal is off.

However, there are courses of action open to the operator which would allow him to place milk venders in schools and still not deprive the schools of the subsidy.

For example, Robert W. Wagstaff, executive vice-president of Vendo, pointed out that there is nothing wrong with an operator renting a milk vender to a school, with the school buying the milk independently and keeping its own books.

#### Service Contract

Charles H. Brinkmann, vice-president of Rowe, came up with another idea. The operator and the school authorities would sign a contract for service and maintenance which would still have milk purchased directly by the school.

Someone else suggested that the operator could place the vender, sell milk to the location and extract a service charge based on sales—sort of an operator-location commission arrangement in reverse.

For the dairyman, few of these problems exist. His object is simply to sell more milk. If the school wants to buy its own vender and buy his milk, that's all right, he's not a vending operator anyway.

If sales are high enough, he might even loan the vender to the school. Either way, he makes the milk sale.

One thing is certain tho, dairyman or vending operator, there are going to be a lot more vending machines in schools than ever before.

### Brisk Sales at Dairy Show

Continued from page 74

Riesmeyer, Jack Smith and William Squibb.

Featured in the Meyer-Blanck exhibit was the Federal Beacon Ray light, a 360 degree revolving light for display atop venders. Operating in a similar manner to a lighthouse, the unit sells for \$65.

Largest vending unit on the convention floor was Refrigeration Engineering's Ken-Kay Automatic Dairy, with a conveyor capacity of 204 half gallons and a storage capacity of 1,000 half gallons. The unit sells for \$3,400.

#### Dual Selection

The Ken-Kay sells quarts, half gallons or two quarts at one play of the coin mechanism, with dual selection from the two coin chutes. An automatic mechanical counter registers each sale, and a coin accumulator adds the customer's coins in nickels, dimes, quarters and pennies.

Construction is of embossed aluminum inside and outside with a heavy-gauge aluminum floor. Cabinet size is eight feet long, six and a half feet high and six feet wide.

Another Ken-Kay unit, a single-selection vender with a capacity of 102 half gallons and storage for 800 more was also exhibited. This lists for \$2,500.

#### RE Staff

Representing Refrigeration Engineering at the convention were John Kaup, J. W. Faulds, R. E. Kenney, Paul Learn, Kenneth Miller and S. Rolfs.

Rowe, in addition to exhibiting its ice cream and indoor milk venders, showed, for the first time at any show, the Rowe Paramount Outdoor Milk Merchandiser.

### Ferrara Markets New Baked Bean

CHICAGO, Oct. 30. — Ferrara Candy Company, Inc., introduced a new baked bean non-summer bulk confection. Called Pee Wee N-B Baked Beans, it is a 1,000-count item packaged in 25-pound cases at \$5.50 per case or 22 cents a pound.

According to George Eby, head of Ferrara's vending division, the item can also be used as an additional mix product with peanuts, licorice and imperials.

Actually, the unit is manufactured by the Paramount Freezing Equipment Corporation, Newark, N. J., with Rowe recently named as exclusive sales agent. Ed Dembek, president of Paramount, was stationed at the Rowe booth.

#### \$2,500 List

The Paramount M2 holds 350 quarts on belts and 2,000 quarts in storage. It sells for \$3,400. The M1 has a vending capacity of 175 quarts and room for 1,500 more in storage. It sells for \$2,500.

Rowe indoor unit was exhibited with a canopy which makes it suitable for outdoor operation. With the canopy, the list is \$100 more than the standard vender, or \$945.

Charles H. Brinkmann, Rowe vice-president, said dairymen seemed enthusiastic about the Paramount, while the indoor unit is being considered by many as a means of stimulating sales in schools in conjunction with the school subsidy program (see separate story).

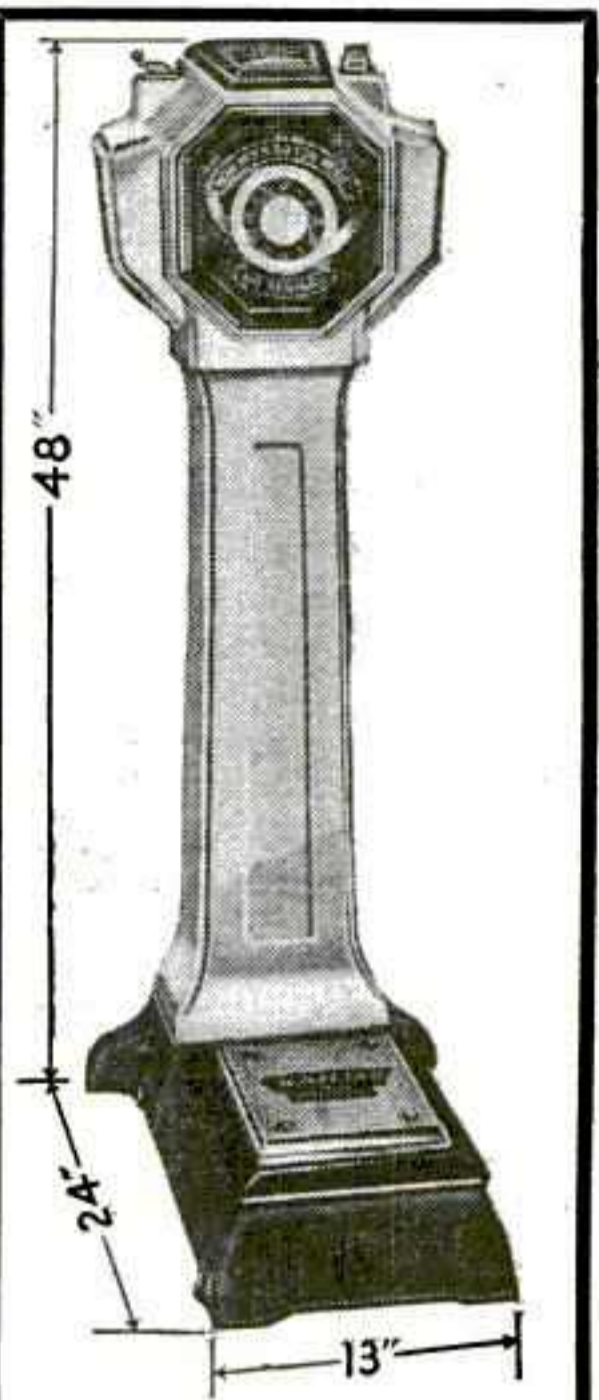
#### Rowe Officials

Virtually all Rowe officials were at the booth—Robert Z. Greene, Bern Bernard, Richard Gluck, W. T. Kirkpatrick, Pat Mahony, G. Anderson, A. Chaplin, J. Dunwoody, R. Emmett, C. Gabrielson, R. Hoose, J. A. Hopson, R. Leonard, J. Pollard, A. A. Remley and E. Tamm.

The Vendo sales crew was busy writing orders on the indoor milk unit, while interest in the new three-selection ice cream vender ran high. Rounding out the Vendo exhibit was the cabinet ice cream vender.

Robert W. Wagstaff, Vendo executive vice-president, said that the firm is now selling "virtually every major dairy in the nation" its indoor unit.

Headed by President John T. Pierson, the Vendo staff included William T. Allison, T. A. Buckley, Jack Burlington, Harry Card, Clark Cook, Marlon Foote, George Ford, R. V. Hanson, C. W. Jones, George Kelley, Arnold Langher, O. C. Long, R. M. Lambeth, E. F. Pierson, Richard Roberts, B. H. Rutherford, C. E. Sherwood, Harold Spitz.



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**  
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**GIVE TO DAMON RUNYON CANCER FUND**

**VICTOR'S New Sensational SUPER V**

The Ideal Capsule Vender 1c, 5c or 10c Play.

Two-tone solid oak cabinet, chrome trimmed, glass panels. Holds 350 capsules or 800 100-count ball gum.

Packed and sold 4 to the case:  
 Less than 25 cases.....\$71.80 case  
 25 cases or more..... 67.80 case  
 Loaded Capsules—\$20.00 per 1000

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 860 North Ave., N.E. Atlanta 6, Ga.  
 Tel.: Emerson 4300

**In Philadelphia or Anywhere FILLED CAPSULES Immediate Delivery Write for Lowest Prices**

**VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery**

**VEEDCO SALES CO.**  
 2124 Market St., Philadelphia 3, Pa.  
 Phone: LOcust 7-1448

**SAVE MORE MONEY—MAKE MORE MONEY**  
 Subscribe to The Billboard TODAY!

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #I 1c Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	.75
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.30
Mixed Nuts	.55
Almonds, 480 ct., 8 lbs., vac. pk.	.35
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lotenges	.25
Indian Nuts	.45
Assorted Fruit Charms, 100 ct.	.42
Rain 810 Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
 1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO**  
 MOE MANDELL  
 446 W. 36th St., New York 18, N.Y.  
 LOngacre 4-6467

**READY FOR DELIVERY NOW!**

**OAK'S NEW "400" CAPSULE VENDOR**

**McPHAIL VENDING SERVICE**  
 1218 Eglinton Avenue West  
 Toronto, Ontario, Canada

**NEW ... NOTHING ELSE LIKE IT!**

**Northwestern SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM**

Wire or write for details  
**THE NORTHWESTERN CORPORATION**  
 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**Northwestern SUPER JET SENSATIONAL NEW CAPSULE VENDOR**

- \* 325 capsule capacity
- \* Simple, foolproof mechanism

**\$64.00 PER CARTON OF FOUR**

**VARIETY IS THE SPICE OF LIFE!**  
 Rake's Jet Capsule vend. gives you a variety mixture of feature items selected from all popular charms. \$10.50 Try a sample mixture For 500 Trial Order

Write for Catalog of New & Used Vendors, Accessories & Supplies  
 1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
 609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



### VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case  
25 cases or more . . . 67.80 per case

### The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cents . . . \$50.00 per case of 4  
25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor

**VICTOR VENDING CORP.** 5701-13 W. Grand Ave. Chicago 39, Illinois



### CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

#### SPECIAL THIS WEEK!

<b>UNEEDA CIGARETTE VENDORS</b>	
Model E, 12 Cols., 300 Cap. . . . .	\$ 90.00
Model E, 6 Cols., 180 Cap. . . . .	75.00
Model 500, 9 Cols., 350 Cap. . . . .	100.00
<b>DU GRENIER CIGARETTE VENDORS</b>	
Model S, 7 Cols., 210 Cap. . . . .	\$ 85.00
Model V, 7 Cols., 210 Cap. . . . .	90.00
Du Grenier Champion, 9 Cols., 420 Cap. . . . .	100.00
<b>ROWE CIGARETTE VENDORS</b>	
Imperial, 6 Cols., 180 Cap. . . . .	\$ 85.00
Imperial, 8 Cols., 240 Cap. . . . .	90.00
President, 8 Cols., 320 Cap. . . . .	130.00
Royal, 8 Cols., 320 Cap. . . . .	100.00
Crusader, 8 Cols., 380 Cap. . . . .	145.00
Diplomat Electric, 8 Cols., 340 Cap. . . . .	165.00
<b>CANDY MACHINES</b>	
U-Select-It, 74 Cap., Wall Model . . . . .	\$ 52.50
Uneeda Candy, Wall Model, 5 Cols., 102 Cap. . . . .	65.00
Stoner Candy, Prewar, 8 Cols., 160 Cap. . . . .	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. . . . .	165.00



**DU GRENIER Model W, 9 Cols., 270 Cap., \$82.50**

**SODA and COFFEE MACHINES**  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.  
**WRITE FOR INFORMATION.**

Our Paints Are **VENERIZED** Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep. Bal. C.O.D.

### UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
NEW . . . RECONDITIONED LIKE NEW  
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

Precision-Built for PROTECTION & PROFITS!

## ACORN

The only completely die-cast aluminum, precision built

### ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

**EASTERN OFFICE:**  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.

**WESTERN OFFICE:**  
OPERATORS VENDING  
MACHINE SUPPLY  
1021 S. Grand Ave.  
Los Angeles 15, Calif.



### VICTOR Vending Values

FROM "BETTER BUY" BITTERMAN  
Super V Outstanding capsule vander \$17.95 ea.  
Assorted filled capsules, \$20.00 per 1000.

**Topper Deluxe**  
Operator's favorite equipment for ball gum and charms. Either glass globe or metal half cabinet \$14.25 ea.

**Standard Topper**  
Lowest priced quality machine manufactured for ball gum and charms or bulk merchandise. Large capacity glass globe . . . . . \$12.50 ea.

All machines packed and sold 4 to the case. Write for lowest prices on ball gum, charms and all vending supplies.  
TIME PAYMENT PLAN AVAILABLE.  
**BERNARD K. BITTERMAN**  
4709 EAST 27TH ST., KANSAS CITY 27, MISSOURI

## Blue-Sky Gimmicks Hit

Continued from page 74

city, he starts sorting replies, arranging for interviews.

The interviews, too, follow a pattern. A man, who himself was once associated with a promoting firm, outlines six points which characterize the typical promoter's story interviewing technique. When one or more of the following takes place during an interview with a vender salesman, the prospect should be "on guard":

#### Warning Signals

1. When referring to earnings, promoters invariably use the language: "This machine will earn up to . . ."

2. Salesman's insistence that both husband and wife be present when discussing the deal (Promoter's experience shows that sales are 90 per cent easier if the wife is present. Only one out of 10 interviews results in closing if just the husband is present or interviewed in a hotel room).

3. The salesman's arguments are sprinkled with references to "surveys conducted." Most such "surveys" are only fanciful stories.

4. A salesman, who promises to assist in locating equipment, nine times out of 10, is a promoter who will put a machine in any spot just to clinch the deal.

5. When a "confidential application" blank is presented, the salesman is sure to be a phony; the "confidential application" is part of every promoter's bag of tricks.

6. When a salesman starts tossing off big brand names such as Wrigley and Hershey, watch out. Promoters often tie-in their deals with non-existent "exclusive franchises" employing such products.

#### Speed Important

Speed is of the essence in promotional sales. Most promotional firms cannot stand investigation and the sale must be made at the time of the interview. One prospect described the emphasis placed on speed during an interview:

"The promoter made it clear I must make up my mind in a hurry. (This tone of haste was maintained thruout the interview.) Quick action was required because I would have to act promptly to acquire the territory in my general locality. Another reason for my prompt acceptance, the promoter said seriously, was that he had interviewed over 100 applicants already and did not want to "waste time talking to others if I wanted the opportunity." A third reason for haste: he was leaving "in a day or two for St. Louis, his next stop."

Many deals include obtaining locations for the prospective buyer's machines—with the buyer paying a fat fee for the privilege of taking over "a going route." These locations almost always consist of the poorest possible types of locations, by-passed by the established operator.

#### Play on Sympathy

In getting locations, the promoter has sometimes adopted vicious means. In Chicago, two cases were once reported where crippled or otherwise handicapped persons were employed to gain location entry on the "sympathy" angle. One such case involved employment of a blind man, replete with seeing eye dog and a woman driver for his car.

One example of the type of "locations" included in the "going routes" set up by promoters consisted by a Chinese laundry installation boasting three machines: a candy, ball gum and nut vender. This was the Pot of Gold at the end of the rainbow for which one "operator" spent \$1,500.

The real windfall profits for the promoter usually comes from the prices he charges for machines.

Examples are endless: An elderly couple invested their lifetime savings of \$2,500 in peanut machines, for which they paid \$40 a piece. List price per machine: \$15.

Coffee machines were sold to would-be operators in Canada by a vending promotional firm for whatever the traffic would bear (\$700-\$800 each). List price in the U. S. per machine: \$375. But that's only the beginning. The machines were never delivered, and since international boundaries were involved, the Canadians had no recourse.

Sometimes a victim becomes suspicious. One purchased \$2,400 worth of hot peanut machines after a high-pressure sales talk. He had only \$300 saved up to pay down—which he did and then he talked with some established operators, who told him he was paying \$49.50 a piece for machines he could get for \$22. But it was too late—his \$300 down-payment was gone.

#### Case Histories

A woman in Texas bought "five vending machines for \$550 from a salesman who promised she would make from \$100 to \$150 a month from them." For a period of seven months, her average on the machines located by the promotion firm, had amounted to \$8 a month. She wanted out. Upon offering to sell the equipment back to the promotion firm, the woman was offered \$75 for the five machines.

Said a one-time promoter: "If people were not blinded by greed and a desire for easy money, common sense would prevent these tragedies."

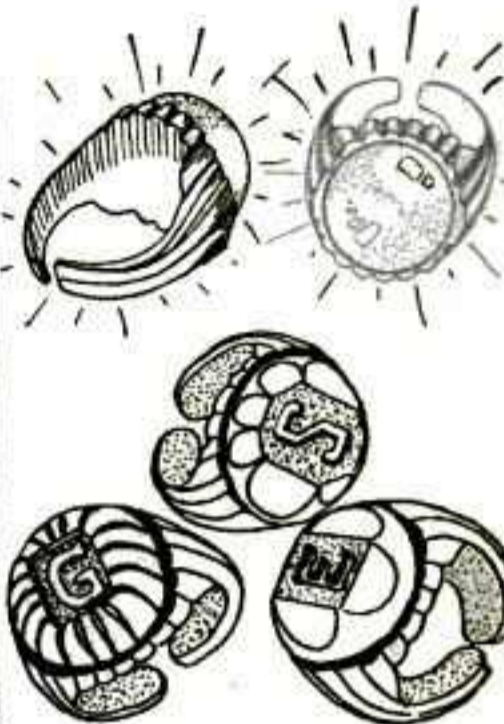
Automatic selling is one business which is easily romanced; the average customer of a vending machine having very little knowledge of the work and investment required to operate machines.

For example: Between 400 and 500 of the penny nut or gum machines (the least expensive vendors) are enough to provide a living for one man. Minimum investment required: \$5,000. Spare parts and inventory total a minimum \$1,000. And on top of that, the operator would require a car or light panel truck, as well as a kit of repair tools. Naturally, it would require his full time. Compare this with the promoter's story of 20 such machines costing \$600 netted an operator \$600 a month for six hours a week spare time!

No one is so naive as to believe that the work done by NAMA, with the co-operation of the Better Business Bureaus and newspapers, will completely stop the promoters. But it has cut the number down—the number of promotional vending firms has decreased steadily during the last two years.

Besides the work of these groups, vending managers—working at the local level—have done and will do the most effective job of combating blue-sky promoters. By working with local Better Business Bureaus and Chamber of Commerce, they help those organizations guard the nest eggs of gullible investors.

## IMMEDIATE DELIVERY GOLD Vacuum-Plated SPARKLE RINGS and INITIAL RINGS



NOW—we can deliver fast. Our New Ring Mold is working like a Charm.

**\$15.00** Per 1,000  
F.O.B. Jamaica, N. Y.  
or at Your Distributor

**SPARKLE RINGS IN CAPSULES . . . . . \$20.50 per M**  
**INITIAL RINGS IN CAPSULES . . . . . 20.50 per M**

### SAMUEL EPPY & CO., INC.

91-15 144th Place  
Jamaica 35, L. I., N. Y.

### VICTOR SUPER V

4 to 99 . . . . . \$17.95 ea.  
100 or more . . . . . 16.95 ea.

**SPECIAL**  
4 Victor Super V . . . . . \$71.80  
1000 Filled Capsules . . . . . 21.15  
\$92.95

Cash with order.  
Time payment in lots of 20 or over.

**ROY TORR—LANSDOWNE, PA.**

### VICTOR Capsule Items

Jingle Bell Rings, per 1000 . . . \$22.50  
Top Hat w/ Earrings, per 1000 . . . 22.50  
Top Hat w/ Key Chain, per 1000 . . . 22.50  
CHICK-N-EGG, per 1000 . . . . . 25.00  
Magic Photo Ring, per 1000 . . . . . 20.00  
Ejector Knife, per 1000 . . . . . 22.50  
Dolls & Baby Shoes, per 1000 . . . . . 29.00  
Salt & Pepper Shakers, plastic, per 1000 . . . . . 20.00  
Salt & Pepper Shakers, plated metal tops, per 1000 . . . . . 21.00  
Secret Stamp Pad Ring, per 1000 . . . . . 20.00  
Tops, Snap Spin, per 1000 . . . . . 19.00  
Wire Puzzles, plated, per 1000 . . . . . 18.00  
New Varsity Press-On Letters, per 1000 . . . . . 19.00  
Football Press-On Emblems, per 1000 . . . . . 19.00  
We will mix any 2 items (500 each) to make 1000 filled capsules. All Victor Models Available.

**PIONEER VENDING SERVICE**  
590 Albany Ave. Brooklyn 3, N. Y.  
Phone: PResident 4-5358

READY FOR DELIVERY NOW!

**OAK'S NEW "400" CAPSULE VENDOR**

**T. T. VENDING SALES CO.**  
2659 North Racine Avenue  
Chicago 14, Illinois

## Fairlawn, N. J., Lashes Out at Milk Vending

FAIRLAWN, N. J., Oct. 30.—Borough authorities this week struck a hard blow to outdoor milk vendors. Assistant Borough Attorney Arthur Minuskin has ruled that the vendors are not machines but "structures" and hence come under the zoning regulations of the borough.

The zoning regulations require a 20-foot setback from the front property line and permits from the building commissioner for the "structure."

The majority of the North Jersey community's milk vendors, of course, do not conform to these zoning regulations. In recent weeks local dairies have installed dozens of outdoor milk vendors in North Jersey, most of them in filling stations.

Earlier this month the town of Union, N. J., banned outdoor milk vendors on the ground that they were "not in keeping with the community's gracious way of life."

### Correction

CHICAGO, Oct. 30.—The list price of Fred Hebel Corporation's new three-flavor ice cream vender incorrectly appeared as \$475 in The Billboard, October 23. The correct list price of the machine is \$498.

### VICTOR'S SUPER V



1c-5c or 10c Play  
Great Earning Power  
Two Tone Oak Cabinet  
Capacity—350 Capsules or 800-100 Count Ball Gum.

1 to 99—\$17.95 each  
100 or more—\$16.95 each

### CAPSULES (FILLED)

All Items \$10.00 per 500 All Items

- Specialty Mix
- Police Whistles
- Disney Charms With Key Chains
- Rubber Noise Makers
- Spiders
- Colorful Iridescent Bead Bracelets
- Silver Flashlights
- Baby Chicks
- Asst. Rings
- Lizards
- Bugs

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

## REGION XII WINS SCHEUER AWARD

CHICAGO, Oct. 30.—The fourth annual presentation of the Bernard W. Scheuer Memorial Award was made to William J. Higgins, of Higgins Automatic Vending, Seattle, chairman of Region XII of the National Automatic Merchandising Association.

Region XII's membership increased 36.5 per cent during the past year. It comprises the following States: Washington, Oregon, Idaho and Montana.

## Mills Industries

for \$2 million. However, Tregenza explained that the sales agreement provides for the use of present facilities until April 1, 1955.

Earlier this year, in April, Mills was sold to a group of investors headed by Tregenza.

Purchase of the two firms by Jacobs—which reported a sales volume of more than \$28 million in its 1953 fiscal year—means that the Detroit manufacturer becomes a leading factor in the vending machine industry.

In 1953, Mills reported a sales volume in excess of \$10 million, approximately one-third of it in the vending machine field. Selmix was incorporated in 1947 and reports an annual volume of approximately \$1 million in the sale of patented equipment for the manual dispensing of carbonated beverages with bulk sirup. Art Segal, president of Selmix, said his company was the largest in its particular field and offers the most complete line of equipment.

### Additional Capital

Said Riggs: "The purchase will provide both firms with additional capital and will also give their customers the advantage of the engineering and manufacturing know-how of our company."

Riggs classified the vending industry as one with "tremendous growth potential" and asserted that the twin purchase fitted "very well" with the Jacobs' plan for expanding operations and manufacturing sales "with a bright future sales outlook."

Mills, once a leading manufacturer of slot machines and automatic phonographs, currently makes three new vending machines, commercial ice cream freezers, frozen custard and milk shake machines.

In August, Mills started production of the three new vendors—a coffee machine, a two-selection ice cream novelty vender and a selective bottle unit. The firm also introduced at that time an automatic milk shake machine for manual operation in dairy stores.

Commenting on the future plans of Jacobs, Riggs said: "We are planning to broaden and fill out the existing product lines of these two firms."

Credit for the rapid upsurge in vending activity at Mills this year belongs in large measure to Tregenza. He came to Mills when the corporation found itself in financial difficulties in 1948. The corporation filed a petition in bankruptcy with obligations of some \$7 million. Tregenza was made executive vice-president by the creditors and the court. On August 15, 1953, Mills management announced it had paid off its last creditor, dollar for dollar and with interest.

In April this year, Tregenza headed the group which bought all the capital stock of the firm, including that stock held by Ralph J. Mills, former chairman, and Herbert S. Mills, former president.

## DuGrenier Distributor

TORONTO, Oct. 30.—In last week's Billboard story dealing with the Canadian vending market, Knowles Baile here was listed as a jobber handling the Rowe cigarette vender. The firm is actually DuGrenier distributor for all Canadian provinces except Quebec, New Brunswick and Nova Scotia. For the three Eastern provinces, Laniel, Montreal, is the DuGrenier distributor.

## Aids Surplus Milk Problem

Continued from page 74

bowels of the auditorium, it seemed unlikely that anyone would have passed by the booth unless he were looking for it—but, evidently a lot of milkmen were looking. It resembled the information booth at Grand Central Station.

### Buying Mood

And, according to Jack Burlington, Vendo sales manager, there were few curiosity seekers in the group—he pulled out a sheath of orders to make his point.

One thing seems fairly certain—the milkmen will move with great speed in their outdoor and quart

operations, but they won't go into diversified operations.

Their attitude is roughly this: If vending helps me dispose of my surplus milk, fine, I'll go into vending, there isn't much choice. However, I'm still a milkman, and I'll be darned if I'll start in with candy, soft drinks or sandwiches.

### Package Operation

When asked what they would do if they nailed a fat industrial, and a package operation was required to keep the stop, the answer came out this way, to a man:

"I'll figure out something with a package operator; I'll act as supplier; but if it means going into other types of vending, I'll simply give up the stop."

In order to understand this attitude, it is necessary to grasp the basic problem of the dairyman—to maintain an ever-increasing volume in the face of a paper-thin profit margin.

### Volume Important

According to Charles Ullrich, associate director of the Milk Industry Foundation, average net profit on a quart of milk for the dairyman is a third of a cent. Many of the dairymen are pretty prosperous, and, at a profit of a third of a cent a quart, it takes quite a few sales to be able to afford a Cadillac.

Under existing distribution methods, it is getting tougher and tougher to achieve more volume. One dairyman said, "The only way you can get more business is to steal it from someone else."

As many dairymen are afraid that when they start stealing from their competitor, their competitor might turn around and start stealing from them, they're all pretty much agreed that new merchandising methods, capable of increasing everybody's volume, must be found. They think that vending is one such method.

### Plus Sales

The dairyman with a surplus—and that means the overwhelming majority of them—can afford to vend milk at a shade above cost. He can do so because this milk represents an excess, not much good to him unless he can sell it.

Therefore, despite the fact that his net on the vending operation might be fairly low, whatever vending revenues he does receive is, in a sense, found money.

These are the very reasons that would discourage the conventional vending operation to go into quart milk sales. The diversified operator is interested in merchandising goods at a fair profit. In order to get the milk volume to assure him that profit, the route would have to be gargantuan. If it were that large, he'd be a dairyman, not a vending operator.

### Factory Stops

Half-pint milk vending in factory locations, tho, is a horse of another color. Here the price is enough to allow the operator a fair profit at a 10-cent vend, and, even if it weren't milk is an aid to the operator in nailing down a location an enabling him to place his other vending equipment.

On the other hand, the dairyman isn't interested in providing the well-rounded package that the industrial location often demands. The capital investment, physical equipment and savvy required of him to stay in business as a dairyman is all the burden he wants.

When it comes to buying milk vending equipment as a device to increase his volume, he'll go along, altho somewhat reluctantly. But when other equipment is involved, he draws the line.

### Role Secure

Hence, it seems a safe bet that the outdoor and large quart operations will largely fall in the province of the dairyman, while the diversified operator's role as a milk merchandiser in plants and institutions seems fairly secure.

John T. Pierson, president of Vendo, predicts that by the end of 1955, 4,000,000 units of milk will be the daily vending average for 30,000 vending machines. Today's daily average is less than half that from 16,000 vendors. The dairymen are going to account for a healthy percentage of this increase.



We

Have Newer

CHARMS!



- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

## PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

## BALL and VENDING GUMS

New LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.  
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.  
Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb.  
Chicle Chicks, 320 & 520 ct. 36¢ lb.  
Bubble Chicks, 320 & 520 ct. 30¢ lb.

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant • Newark 4, N. J.



## VICTOR'S TOPPER

\$12.50 Each  
\$12.00 100 or more

## VICTOR'S SUPER V CAPSULE VENDOR

\$17.95 Each  
\$16.95 100 or more

Filled Capsules Assorted Mixture—\$14.00 per box of 700. Professional Charm Mix—\$7.00 per M. Super-Professional Charm Mix—\$12.00 per M.

**GARDNER & LOSE**  
2411 Hale Ave. Louisville 10, Ky.

GIVE TO DAMON RUNYON CANCER FUND



## CHIC'N EGG VICTOR'S NEW ACTION CHARM

GOING STRONG

Topper Hats . . . Baby Dolls . . . Salt & Pepper Shakers . . . Tops . . . Puzzles . . . Knives . . . Etc.

## PEP UP

Locations With VICTOR'S Sensational Charms . . . Place Orders NOW With Your Nearest VICTOR Distributor.

## VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

## TOP VALUE CAPSULE ITEMS THAT PAY OFF!

Item	Per M
MICE (New)	\$20.00
BLOODY FINGER (New)	20.00
BLOODY TOOTH	22.00
PIPES	22.00
PHOTOS (Actors, Actresses, Animals)	20.00
ASST. SOUNDS (Whistle, Noisemaker)	20.00
ASST. RINGS	20.00
ASST. GAMES	20.00
TOILETS	20.00
BUTTERFLIES	20.00
SPIDERS & LIZARDS	20.00
TEETH ON GUMS (Uppers)	20.00
TEETH ON GUMS (Lowers with Key Chain)	20.00
ASST. KEY CHAINS	20.00

KEEP ON OUR ACTIVE LIST FOR NEW CAPSULE ITEMS!

RITE, WIRE, PHONE YOUR ORDERS

**AUL A. PRICE CO.**  
65 Leonard St., New York 13

## ADVANCE SANITARY VENDOR

The Finest for Vending "Flat-Pack" Products

Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 7/8" by 2" by 3/4" . . . has separate cash box . . . Advance coin-deflector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

Prices and Prices Phone Today.

**WENBACH**  
Distributor of Advance Machines  
Brooklyn 25, N. Y.  
nt 2-2900

INES—ALL MAKES  
ing size units, quarter  
ng, like new. Lowest

**& COMPANY**  
Washington Blvd.  
s 16, Calif.

## VICTOR SUPER V IMMEDIATE DELIVERY!



CASE OF 4 . . . \$71.80  
25 CASES OR MORE \$67.80

We have the finest selection of capsules in the country at the lowest market price at time of shipping. Send us your order for machines and capsules and we guarantee you'll be satisfied.

Deposit required with all orders.

**CHAMPION NUT CO.**  
1194 Tremont St., Boston 20, Mass.

The word to the "wise" is . . .

## GUGGENHEIM

for

## CHARMS and CAPSULES

SEND FOR PRICE LIST



33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8393

READY FOR DELIVERY NOW!



OAK'S NEW "400" CAPSULE VENDOR

**SPINDLE CITY VENDORS**  
1209 West Chronicle Ave., Linwood Park  
Gastonia, North Carolina  
Box 621

## 25% PAY OFF

### Disk of the Month Ups Play, Prestige

MANKATO, Minn., Oct. 30.—Six years ago, Fred Norberg, head of C & N Sales Company, decided to do something about making poor locations good locations and the better than average spots better.

Public relations programs at that time were little used. Business was good—phonograph manufacturers began boosting the number of selections on their machines, new records were being released and the general public had plenty of loose change.

However, believing that the time for a good will and "business-boosting" program was not during slump and slow periods, but in good days, Norberg launched what grew into one of the best local public relations efforts functioning today.

His first effort was in the form of a record-of-the-month program. Using an 11 by 14-inch cardboard poster, Norberg had attractive signs made up plugging a different record every four weeks. The cards were painted in various colors—

sometimes with a picture suggesting the title of the disk—and placed over or on all of his equipment.

"The card pulls the customer to the machine and that's half the battle," Norberg said. "As a result," he added, "over-all play is increased."

After a while the card became not only accepted and regarded as an authority, but became an anxiously awaited location accessory. The program had clicked and collections began to climb.

Not satisfied, Norberg went another step. He contacted the local radio station KTOE and discussed mutual co-operation on a record-of-the-month. And the plan worked—and it's still working. Every month Norberg notified KTOE of his new record of the month. The station announces the selection and points out that it can be played on all C & N Sales Company juke boxes.

Today, in addition to the poster (Continued on page 83)

### New Wurlitzer Distrib Named For S. Calif.

HOLLYWOOD, Oct. 30.—A new distributor has been named by the Rudolph Wurlitzer Company to cover Southern California it was learned here this week. The firm, Sierra Distributing Company, is currently readying its showrooms and offices on Pico Boulevard for a formal opening about December 1.

In its first action as the new Wurlitzer outlet, Sierra Distributing added Ray R. Powers, veteran coinman, to its staff. Powers was made sales manager. Most recently, Powers was associated with Powers Sales Company, and prior to that was with Badger Sales Company.

Paul Laymon, Inc., was formerly Wurlitzer distributor in this area.

The firm will continue to represent the Bally Manufacturing Company in this area.

### LOCATION-WISE

#### Key to Profit: Good Service, Says Wis. Op

MILWAUKEE, Oct. 30.—Walter (Pops) Waters, music operator just outside the Beer City, found out long ago that service was the key to a successful juke box route.

Waters, who celebrated his 74th birthday, his 50th wedding anniversary and his 20th year in the coin machine business recently, attributes his success to his trusty oil can. In fact, he is widely known for the worn remark, "I stick with the oil can."

For the past 20 years, Waters has made it a point to inspect every one of his juke boxes on every call. "You can tell if a machine is operating properly if you keep a (Continued on page 83)

#### 2d Quarter Sales Up 25% At Wurlitzer

CHICAGO, Oct. 30.—Sales of the Rudolph Wurlitzer Company during the second quarter of 1954 (July, August and September) hit \$8,955,785, an increase of 25 per cent over last year's \$7,179,644, according to President R. C. Roling.

Net earnings for the quarter were \$185,090, or 22 cents per share of common stock, compared with a net loss of \$49,022 for the corresponding period last year.

Six-month (April to September inclusive) sales totals aggregated \$18,599,634, a 29 per cent increase compared to '53's \$14,422,133. (Continued on page 83)

#### Supreme Leads Miami Bowling

MIAMI, Oct. 30.—Supreme Distributors tightened their hold on first place in the AMOA Bowling League by trouncing Marino Music in four games last Monday (18) at the Paradise Bowling Center.

Advance Music and Taran Distributing also defeated their respective opponents in four consecutive games, to wind up in a double tie for the runner-up position. Advance steamrollered All-Coin Amusements, while Taran ran roughshod over American Op- (Continued on page 83)

### EDITORIAL

#### A Test for Commercials

The idea of music operators spinning paid commercial recordings on their juke boxes touched off spirited debate in the automatic phonograph industry in recent weeks. Pro and con arguments have waxed hot.

Operators contend that the jingles would be a means of solving the riddle of fixed returns and higher costs. Manufacturers protest that commercials on juke boxes would ruin the coin-operated music business by creating public resentment.

There are, of course, sensible arguments on both sides. But any argument at this point is fruitless.

#### One Standard

Both operators and manufacturers agree there is just one standard by which to judge the idea: How will it affect the industry? Said George A. Miller, president of the Music Operators of America: "Both MOA and Rodney Pantages are interested solely in the coin-operated music business. Should the program show signs of hurting the industry, no one would close the door faster than these two parties."

How will it affect the industry? No one knows for sure. But, obviously, public reaction would decide at this stage whether to continue exploring the plan or to drop it. Field tests, intended to sample the public's pulse, are to be made.

It is imperative that these tests be carried out in the most judicious, scientific manner possible. The tests will be decisive—and therefore meaningful—only if they produce what they are intended to produce, only if they mirror a significant cross-section of public sentiment.

#### Independent Research

It is reasonable, then, to suggest that a wise approach would be to place the tests entirely in the hands of a competent, independent research firm whose sole business is handling such projects.

Such a firm would have the experience and technical know-how essential to provide the answers the industry must have before proceeding with the commercials proposal.

But most important: Such a firm would be completely disinterested in the outcome. It would have no stake in the results. Its only concern would be in executing a job efficiently and authoritatively. It would be paid only to produce facts.

No one within the industry could challenge its findings. The industry has too much at stake not to exercise the utmost precaution with every idea laid before it.

#### Chicago Operators Air Paid Ads on D.J. Shows

CHICAGO, Oct. 30.—Over 80 members of the Recorded Music Service Association met at the Bismarck Hotel here last Tuesday afternoon (26) to discuss a future public relations program and to air current problems.

Ray Cunliffe and Phil Levin, who head the association, presented the possibilities of radio advertising as a means of promoting good will for the local juke box industry. The plan introduced called for paid commercials over various disk jockey programs.

While no agreement was reached, a board of directors meeting was scheduled to be held in the association's office next Thursday (4) when the plan will be discussed further.

Hitting the public relations problem from another angle, the association gave members a list of worthy organizations, suitable to receive juke box donation. Most of the list was comprised of youth organizations.

It was agreed at the meeting that the association would continue to use advertisements in the Tavern & Beverage Dealer News, a Midwest trade publication. The ads are generally in the form of jingles and are used as a location good will aid.

Cunliffe also talked about the need for diversified equipment

buying. He pointed out that only when an operator can offer different machines to his locations can he be certain that he is operating to his best advantage. He also pointed out that operator-distributor co-operation was needed, even more than ever, in a city as large as Chicago.

Before the meeting ended operators were asked to again assist in the Community Chest drive. In the past the association has acted as a go between for the fund and the members. This will be the first time that all donations will be handled individually.

#### AMOA Appoints P-R Director

MIAMI, Oct. 30.—AMOA President Willie Blatt this week announced the appointment of Al Denny as public relations director of the association. Blatt said that Denny would handle press releases, the association's expanded program of donating and servicing record-tioned juke boxes to needy organizations and oversee all other matters of a public relations nature.

"We have long felt the need (Continued on page 83)

### 500 Jam Akron Fete; WAKR Airs Event

AKRON, Oct. 30.—The most successful event ever staged by music operators in and around Akron was held in the Mayflower Hotel here last Monday (25) when the Summit County Music Operators' Association staged its third annual banquet.

Over 500 persons jammed the Mayflower's main ballroom for the festivities, which included cocktails, dinner, entertainment and dancing.

Operators, along with their wives and guests, from every corner of Northern Ohio were on hand to insure the event's success. Special guests included city, county and State officials, representatives of the press, radio, and record and pho-

graph manufacturers, and top-notch entertainers.

#### Show Broadcast

A full 30 minutes of the show was carried to radio listeners over Station WAKR. Gene Davis, voted the leading disk jockey in this area by Akron operators, emceed the show. During the broadcast, Davis introduced recording artists to the radio audience, restricting each performer to one song. When the radio bit was over the artists were called upon again to entertain.

Tony Castle, president of the Summit County Association, launched the event introducing some of the special guests. Among those noted were Gov. Frank Clement, of Tennessee, the only out-of-State official present; Mayor Leo Andrew Berg, of Akron; Mayor Donald Merrman, of Wadsworth; William H. Ayres; Edward O. Ericson, law director, and Leo G. Walter, service director, both of Akron; Sheriff Robert Stockda, of Portage County, and Sheriff Charles Williams, of Medina County.

Other guests included Ben King, city editor, and Robert Murray, managing editor of The Akron Beacon-Journal; Jim Wickman of The Billboard; Jack Cohen, president of the Cleveland Phonograph Merchants' Association; Harold Russell, who starred in "The Best Years of Our Lives" and former national commander of the Amvets, and John L. Smith, candidate for Congress.

The entertainment was supplied by various record companies, with Lou Monte, RCA Victor recording (Continued on page 83)

### Miami Op Cites Dime Play Need

MIAMI, Oct. 30.—The highly controversial issue of juke box dime play was revived here this week by Dave Engel, of the Dade Vending Company. Engel reported that while on a trip to the New England States and Canada, he found a vast majority of the cities on dime play and doing well.

Knocking down the contention that a switch to dime play would be a disastrous move in a period of sliding collections, Engel cited the case of Norfolk operators who went over to 10-cent play when collections skidded badly due to the (Continued on page 83)

### COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

October 31-November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

November 15-18—American Bottlers of Carbonated Beverages, annual convention, Convention Hall, Philadelphia.

November 22—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

November 28-December 3—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

November 29—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

December 19—Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

### MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are:

ASCAP HOLDS ANNUAL MEETING (29) with juke boxes the major topic of discussion. Point out various organizations behind move to end juke box copyright protection talk of more income.

NO MONOPOLY ON HIT TUNES brought home week as The Billboard points out how independent labels' tunes already released by major firms and come up with big sales.

R&B FIELD NOT CROWDED but major diskeries may change that. All leading labels planning to enter the picture. Independents all alone till now.

CAPITOL STARTS NEW EP SERIES, featuring Nat King Cole. Nat to sing four current tunes never recorded by him in 45's or 78's. Should hit the market by November 1. Sure to be for ops using the slower disk.

And many other informative news stories, as well as Honor Roll of Hits and pop charts.



...and **WINNER** with Operators at Every Distributor Showing

*Originator of the Automatic Selective Juke Box in 1927*  
**AHEAD THEN - AHEAD NOW**

**AMI** *Incorporated*

**GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN**

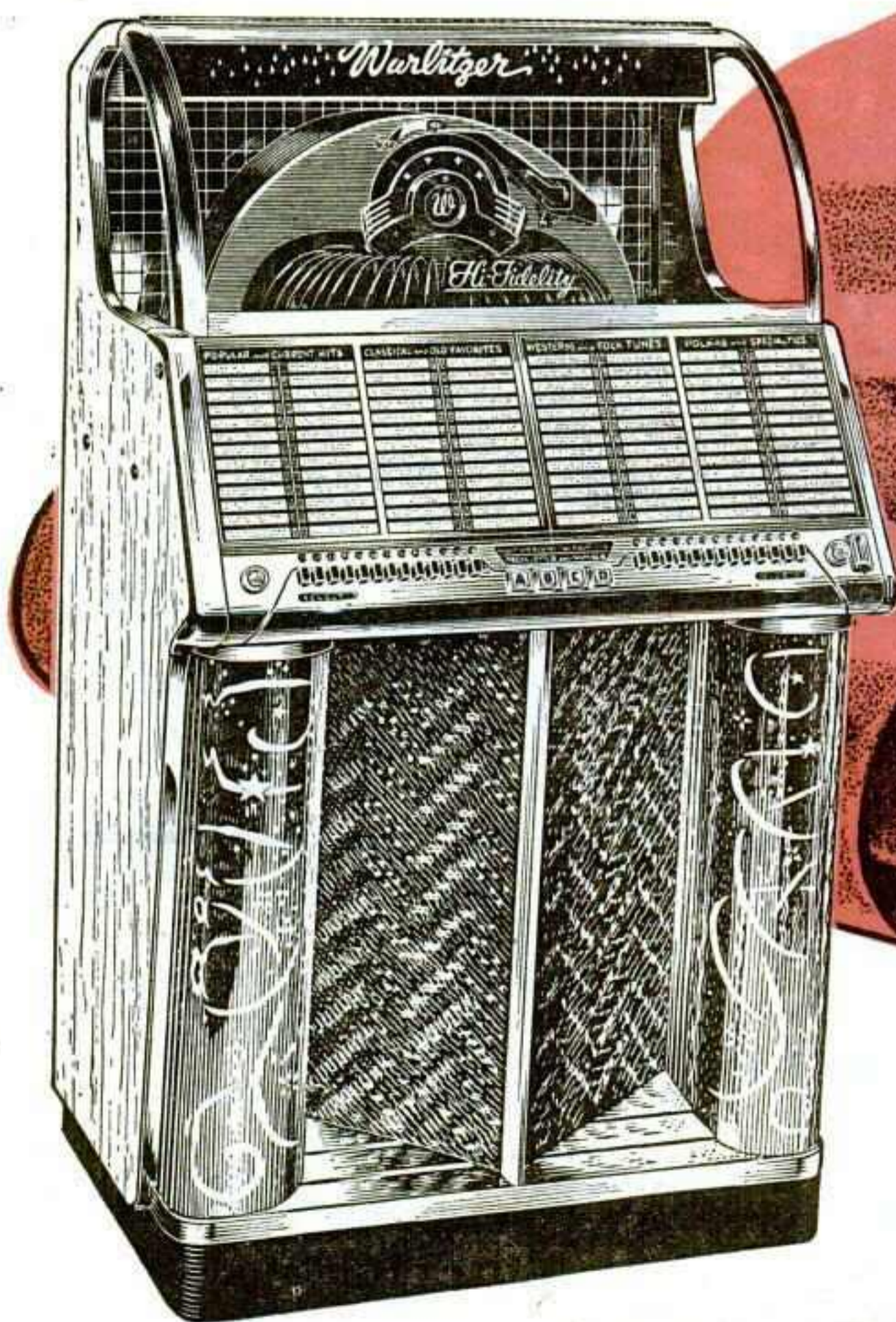
**Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark**

# They really ROLL OUT the RED CARPET for this Wurlitzer



All year long the location reception of the high earning Wurlitzer 1700 has been terrific—and it continues at the same sensational pace.

Add up its features and you'll know why. No other phonograph offers so much in eye-arresting beauty, ear-pleasing high fidelity tone and operator-satisfying freedom from service. It all sums up to the reason for Wurlitzer fame—higher earnings.



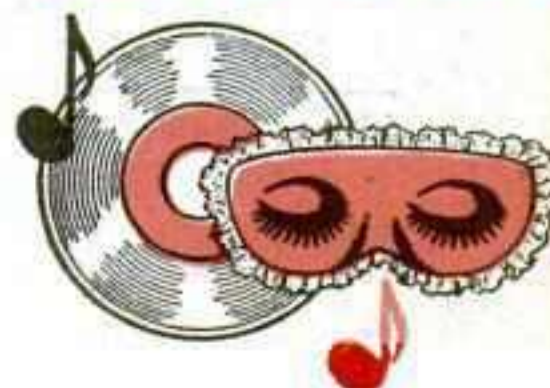
**SEE IT-HEAR IT-BUY IT  
AT YOUR WURLITZER DISTRIBUTOR**

THE HIGH EARNING, HIGH FIDELITY

*Wurlitzer*

**1700HF**

**TAKES THE MASK  
OFF THE MUSIC**



**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK**  
Established 1856

**Chicago**

Communications to:  
Ken Knaut  
Central 6-8761

**Mrs. Announce  
Three New Games . . .**

Chicago Coin Machine Company, Exhibit Supply and Genco Manufacturing & Sales Company all announced new coin-operated amusement games, two of which will hit the market this week. Fireball Bowler, a Chicago Coin shuffle bowler with Flash-O-Matic scoring, was shipped to distributors this week, as was Genco's Big Top Rifle Gallery, a new moving target gun game. Exhibit's new model, due to hit the market soon, is also a moving target gun game, the Portland Shooting Gallery.

Visitors at First Coin Machine Exchange this week included Rose Ondrus and her son, Art Ondrus. Rose took over the Ondrus Amusement Company, a music and games operation in Michigan City, Ind., following the death of her husband. Art Ondrus has eight months left of a four-year hitch in the Navy, after which he plans to join the Ondrus coin firm. During his travels thru Europe, Art sent a deluge of postcards to his friends at First. The cards—totaling about 75—cover one of the walls of Joe Kline's office.

Avon Gensburg, trying his aim on the new Big Top Rifle Gallery at the Genco plant this week, racked up a perfect score. Avon recently returned from a trip to Las Vegas, Nev., and Los Angeles.

Ed Levin, Chicago Coin, is leaving this week with his wife for a two-week vacation in Hot Springs. A new shuffle game, Fireball Bowler, rolled off the Chicago Coin production lines this week.

United Manufacturing Company roadmen are busy about the nation with Ken Sheldon in the East for several weeks. Al Thoeke in Salt Lake City hitting Utah, Montana and Idaho on the way to the West Coast, and Johnny Casola traveling thru Louisville, Memphis and Dallas.

Mel Binks, Binks Industries Inc., got an order for a Zipper game recently from Dublin, Ireland. Busy at the office, Mel says his recreation schedule has suffered.

Stanley Levin and Mickey Schaffer were busy this week showing visitors the spacious headquarters of All State Coin Machine Exchange, their new coin machine distributing venture. Levin and Schaffer are handling all makes of amusement games.

Sam Stern, Williams Manufacturing Company, reports that the "second coin" feature on Star Pool, the company's latest production, has doubled player patronage. Sam calls the game one of Williams' best novelty replay units.

Tom Cath, Donan Distributing Company, is ready to hit the road on a trip to Rockford and Northern Illinois. Don Moloney says that his baby daughter is putting on the pounds very quick like.

Herb Perkins, Purveyor Distributing Company, has returned to the Chicago fold after dividing his time between Los Angeles and Las Vegas, Nev. Herb says Purveyor has added an extra 1,000 feet of showroom floor space. Monte West, Purveyor, has been sorting out a dozen quick remedies for his cold, trying to pick the best.

Clayt Nemeroff and Charley Pieri, Monarch Coin Machines, are sadly bidding adieu to golf pros-

**COINMEN YOU KNOW**

pects for the winter. Charley, however, was still out on the links last week, swinging away before snowtime.

Fred Skor, World Wide Distributors, says the operators have been steadily dropping by to view the new Rock-Ola 120-selection phonograph on display at World Wide headquarters. Len Micon, A. Stern and Joel Stern are all busy greeting the operators.

Mort Levinson, National Coin Machine Exchange, says the firm has tripled its premium business since last year. Mort adds that pinball and shuffle bowler sales have also picked up. Sheldon Spira is back from an Indiana road trip.

Sam Kolberg, First Coin Machine Exchange, is finishing up another week on the road and getting good results. Wally Finke advises that Sam set a new sales record for himself last week.

**Los Angeles**

Communications to:  
Joel Friedman  
Hollywood 9-5831

**Dunkel Leaves  
Badger Sales . . .**

Frank Dunkel, assistant export manager at Badger Sales Company, has resigned effective November 1, to accept the post of merchandise manager with the Boskin-Robbins Ice Cream Stores.

Frank and George Tabata, Los Angeles music operators, have joined the California Music Merchants Association: Los Angeles branch. Al Silberman, Badger Sales Company executive, has accepted an invitation from Rear Admiral George Dyer to cruise on the aircraft carrier Oriskany off the coast of San Francisco next month.

Las Vegas is rapidly becoming the meeting place for members of the coin machine industry. John P. (Midge) Ryan, formerly secretary-treasurer of Bellomatic Corporation, is now owner of the Western Club in Las Vegas. In town there last week were Harold Pepple, Gem State Novelty Company, Boise, Idaho; Joe K. Hart, Northwest Sales Company, Seattle, and Hank Sylvester, Dick Graves, Ron Pepple and Charles Murphy.

Aaron Gensburg, Genco Manufacturing Company, in town last week visiting his uncles, Lou Meyer and Dave Gensburg, and also up to Las Vegas for a look-see at their Hotel Riviera. Genco's new gun, Big Top, arrived here and is on display at Badger Sales Company.

Mary and Kay Solle, William Louenhagen's Record Bar, hosted Abbott Records' DeCastro Sisters again this week, while Roberta Lynn paid a visit to Sam Ricklin's California Music Company.

**Richmond, Va.**

Communications to:  
Ban Eddington  
3-7290

**Preems New AMI's  
At W. Va. Shows . . .**

Jack Bess, after premiering the new AMI Model F at his Richmond Roanoke Vending Exchange, was busy with two other showing at his Bristol and Charleston, W. Va., branches.

Charles Hart is still keeping Leo Kidd's pinballs in operation. At the Petersburg, Va., Fair there were numerous juke boxes of questionable vintage in operation at various eating stands and all getting a good play.

Local department stores are crying for kiddie rides but insist on just the type and model they prefer. As a consequence, the only installations made so far are company-owned projects.

Otis Bugg is back from a South American vacation. Viola Bess, of Roanoke Record Shop, has opened a new store and in addition to a swell one-stop business she has a

gimmick that ought to work anywhere. She just keeps the most popular disk jockey employed in her store during his off hours. And they say Uncle Herm (Reavis) of V'IRIS is really doing a platter selling job.

W. M. Stillman, Berlo Vending, has installed all new display lighting at the company's booth at Loew's here and is angling for several more candy machines to be located in other sections of the theater.

Amusement machines with no free plays are now okay in South Boston. They disappeared from the scene several months ago. Bailey Wilkins is contemplating going into the business.

Eddie and C. M. Wampler report phono take on the upgrade during a recent trip to coin row from Roanoke.

Pete Corey added eight new pieces of equipment to his music route during the past few days keeping up the expansion program he started several months ago.

Juke box operators thruout the territory co-operated with Tom Baldrige, M-G-M Pictures, and Bill Beeman, M-G-M Records, by placing small counter cards wherever machines were located, plugging both the boxes and the flick "Brigadoon."

Visiting the record distributors here in a few hours' time one day last week were Roy L. Watford, Portsmouth; E. L. Simmons, Danville; Major Pardue, Virginia Beach; Stan Hopkins, Harrisonburg; C. J. Holbrook, Lynchburg, together with the usual group of local operators. Seemed like old days, only everyone knew what he wanted and there was plenty of merchandise to go around.

R. H. Minor has been an enthusiastic visitor to see the newest models of all the machines.

Dick Moseley is sporting a brand new car which goes to show that new machines must be selling all right at that. Dick's—a son of the late Harry Moseley.

**Detroit**

Communications to:  
Hal Reeves  
Woodward 2-1100

**Berlin Visits  
Music Trade . . .**

Irving Berlin, in town in advance of the opening of the Paramount film "White Christmas," met a number of local figures in the music world and discussed his recent visit to the home of The Billboard in Cincinnati. He reviewed in detail the elaborate accounting system used for tabulating with scientific accuracy the relative standing of current hits in all categories.

David T. Brady, who has been operating a cigarette machine route for about a year here, is changing his business to the B-M Vending Company. Offices are in the midtown university area. The company was formerly styled the B & M Vending, with Lifter S. Milani as a partner.

Detroit coinmen were sorry to hear of the illness of Douglas Wickham's mother in St. Joseph Hospital. Wickham is a veteran coinman with Moss Music Music.

Dale Sauve, of Sauve & Son, was recently on a brief vacation. Dale was at the family home in Fairhaven, Mich., taking a shot or two at pheasants.

Marjorie Fox is the efficient new secretary to Tony Sanders, manager of Miller-Newmark Distributing Company. Miller-Newmark Distributing Company secured a two-point coverage of the State, with introduction of its new AMI models both in Detroit and in the Grand Rapids branch, which is incidentally the home of AMI itself.

Michael Bellantuoni, now sole proprietor of the Bell Coin Machine Company, following the

withdrawal of partner George Wright, is planning to expand his activities in the kiddie ride field, in addition to the amusement and vending units he now has on a well-diversified route.

Mrs. Ann Snell is continuing active management of the well-diversified route of games, jukeboxes, vending machines and Photomatics operated as the Hy-Park Amusement Company by her late husband. With occasional mechanical help on special service problems, she is able to handle the route without difficulty dividing her time between operation and her regular job as schoolteacher.

Carl Dross, owner of the Detroit Popcorn Company, after a highly successful foray that netted his limit of woodcock, ducks, and partridge, headed for Northern Michigan for his bag of pheasants.

Anthony Swarga, head of Nu-Way Popcorn Sales, is planning to dispose of his business in order to concentrate upon two drive-ins which he also owns.

Ben Rosen, manager of the Detroit branch of Confection Cabinet Corporation, has just been elected assistant chief baker (alias vice-president) of Tent No. 5 of the Variety Club, the national organization of show business.

Art and Bob Sutton, who headed up Burgundy Records, one of the most active local independent labels, are revamping their set-up into the new BBS-Burgundy Records, with headquarters still in Detroit.

Victor DeSchryver, active in the music and popcorn vending field, is incorporating the Marquette Music Company, which is probably the oldest active juke box firm in the city, starting far back in the player-piano days. Under the new set-up, the firm has a capitalization of \$10,000.

Fred R. Walker is incorporating the Cosnat Distributing Company, to distribute records here. The firm has a capitalization of \$100,000.

**Twin Cities**

Communications to:  
Jack Weinberg  
HYland 2898

**Duenow Buys Out  
Commercial Music . . .**

Back in the coin machine business after an absence of six years is Larry Duenow, of Austin, Minn., who bought out the Commercial Music Company, of Austin, from Kenny Anderson. Quentin Lideal will be Duenow's serviceman. Anderson has come to Minneapolis to serve as mechanic and route man for Charles Webber, of the Webber Music Company.

Matt Engel, veteran coinman on the distributor level, has returned to Mayflower Novelty Company, where he was associated for many years.

Sidney Levin, of Lieberman Music Company, is receiving congratulations on passing the State bar examination and being admitted to the practice of law in Minnesota.

Ed and Mildred Birkemeyer, of Litchfield, Minn., were visiting the market here following their return from Washington, D. C., where they had a reunion with a stepson, Jack Michaud, a captain in the U. S. Army, who is studying law at George Washington University. Mrs. Birkemeyer reported that business in Litchfield has been fair, with increased activity recently in music and pins. The two recently added new equipment to their music - pins - bingo - bowlers route, which covers a 35-mile radius from their home base.

Bob Leonard, Minneapolis operator, recently bought out the route of Dick Jones, of Minneapolis, who serviced 10 locations in this area.

Mrs. Charles Swan, of Minneapolis, whose husband died several weeks ago, has taken over the

active management of his coin machine route.

Mrs. Avis Pike, bookkeeper for Sandler's Distributing Company in Des Moines, has been transferred to a similar post at the company's Minneapolis headquarters headed by Arnold Golden.

Lew Ruben, of Lieberman Music Company, reports operator acceptance of the new AMI phonograph line has been good.

Showing of the new Rock-Ola phono line by the LeBeau Novelty Company received good attendance by operators, according to word from Archie LaBeau. Salesmen were kept busy filling out order blanks.

Lu Welch, of F. C. Hayer Company, RCA-Victor jobbers in this territory, said that operators are buying heavily Eddie Fisher's "I Need You Now" and Perry Como's "The Things I Didn't Do."

Ted Lawn, of L & M Sales Company, Minneapolis, has installed a new Magnecord unit in the Country House, just outside Minneapolis, and reports interest in the machine has been excellent.

Mel Cardinal, of Lew Bonn Company, reports operators are keeping his crew humping filling orders on Joni James' M-G-M "Mamma, Don't Cry at My Wedding"; Norman Petty Trio's Label X "Mood Indigo" and Wilder Bros.' Label X "Down at the Bottom of the Well," which broke wide open here recently.

At Heilicher Bros., Mercury dealers, big seller this week is Patti Page's "Mamma Doll," while at the Forster Distributing Company, Columbia jobbers, Tom Prenovost reports heavy activity for Doris Day's "If I Give My Heart to You" and Rosemary Clooney's new one, "Mambo Italiano." Operators, both outlets reports, are grabbing up these tunes for their machines. The big sellers for Herb Sandel at Lieberman Music Company are Vera Lynn's "My Son, My Son" on London; "Hold My Hand," by Don Cornell on Coral; DeCastro Sisters' "Teach Me Tonight" on Abbott, and McGuire Sisters' "Muskrat Ramble" on Coral.

Coinmen who came to this market recently included Robert Cross, of Jackson, Minn.; Amos Miller, of Spooner, Wis.; Harlan Beach, of Alexandria, Minn.; Lawrence Schillinger, of Knapp, Wis.; Mr. and Mrs. Ralph Harvey, of Mitchell, S. D.; Mr. and Mrs. Jack Tomar, of Two Harbors, Minn.; Frank Mager, of Grand Rapids, Minn.; O. L. Cofield, of Annandale, Minn.; Oscar Winters, of La-Crosse, Wis., and daughter; Jim Stansfield, of Winona, Minn.

(Continued on page 83)

**CLEAN-UP SALE SPECIAL!**

AMI-A . . . . . \$99.00

1015 Wurlitzer . . . . . \$65.00

1436 Rock-Ola . . . . . \$395.00

120 Records, 45 or 78 RPM

★

**BRILLIANT MUSIC COMPANY**

19963 Livernois Avenue  
Detroit 21, Michigan  
Phone: Diamond 1-2750

**FOR SALE**

M-100-A Seeburgs, side coin return, \$425.00 F.O.B. Guaranteed ready for location.

**BRYAN BROS.' MUSIC COMPANY**

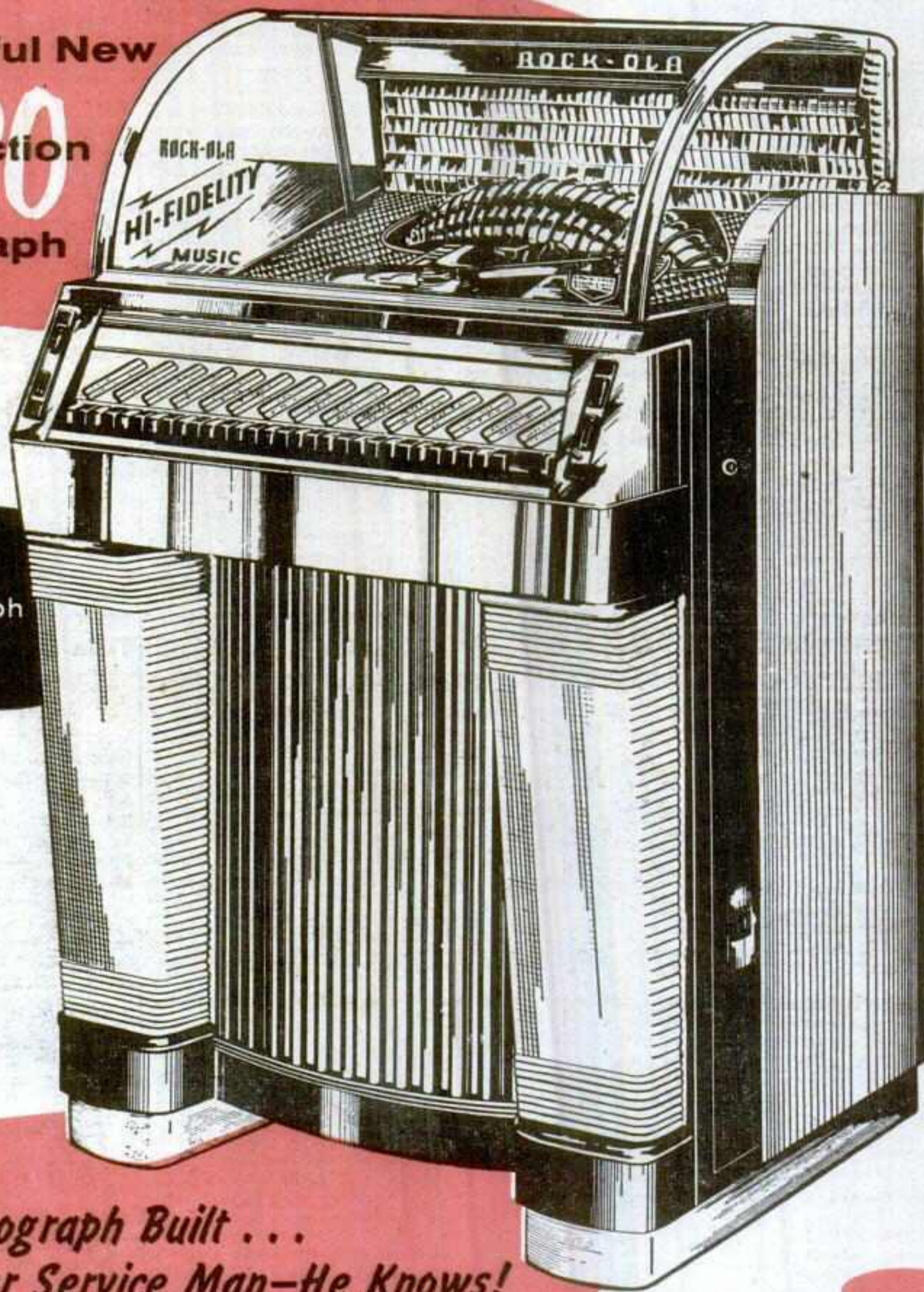
705 Washington St. Cadillac, Mich.

**Vital Statistics  
Deaths**

Henry H. Cruse, 60, prominent coin machine and music operator, in Houston October 25. Known in Texas coin machine circles while in partnership with Bill Peacock in operating firm of Cruse & Peacock Amusement Company. Cruse was charter member of Houston Music Operators' Association, Inc., later known as Harris County Music Operators.

**ROCK-OLA**  
**HI-FIDELITY Phonographs**  
*50 and 120 Selection Models*

This Beautiful New  
 Model 1446 selection  
**120**  
 phonograph



Smallest 120  
 Selection Phonograph  
 Made

*The Best Phonograph Built . . .*  
*Ask Your Service Man—He Knows!*  
 See It, Hear It, Buy It at Your  
 Distributors Today

*Write For  
 Descriptive Literature*

**ROCK-OLA MANUFACTURING CORP.,** 800 N. KEDZIE AVE., CHICAGO 51, ILL.



# COINMEN YOU KNOW

Continued from page 81

## Milwaukee

Communications to  
Benn Ollman  
UPTown 3-6018

## Law Hits Trinket, Gum Ball Venders . . .

Police cracked down this week on bulk venders dispensing gum balls or trinkets, or strictly trinkets. Hundreds of the dispensers on location thruout the city were ordered removed because of the ruling by the district attorney which classified them as a violation of the lottery laws.

According to police authorities the fact that customers are unable to tell what they will get in advance for their money, makes the device illegal.

Reid Whipple, Wurlitzer factory district engineer, has been spending several days in town. In addition to checking with operators stopping in at the United, Inc., headquarters, Whipple has been making the rounds with some of the operators and checking equipment.

Harry Jacobs Sr. reports that United's September sales of Wurlitzer music boxes were good and that October has been even better. Visitors at the Wurlitzer stronghold recently included: Lou Albafonte, of Kenosha; Tony Ambrose, also of Kenosha; Ralph Hinton and Red Delitz, of Racine; Clem Weinand, Menasha; Cliff Bookmeier, Green Bay, and Chuck Hartman, Watertown.

Mrs. Ray Lax, of Ray's Amusement, reports that takes out West Allis way have been on the conservative side of late. Music seems to be holding up better than games, she adds, with Eddie Fisher's "Count Your Blessings" and Perry Como's "Papa Loves Mambo" pulling most of the coin.

Badger Novelty Company was host for a good share of the territory's coinmen recently. Attraction was the showing of the new Rock-Ola phonograph models. Badger Novelty boss, Carl Happel, says that customers from all sections of the State thronged to his showroom.

Milwaukee was well represented at the NAMA convention in Washington, D. C., by Herb Geiger, of Geiger Automatic Sales Company; Nick Stacy, Stacy Venders; Nick Novasic, of County Venders, and Merle Zuehlke, of the Formetal Company. Up-Stater Roger Zaug, of New London, also journeyed to the nation's capital to take in the NAMA sessions.

Johnny O'Brien, Mercury Records distributor, reports that a steady stream of operators has been stopping in for the new record releases. High on their buying lists has been the new Eddie Howard waxing, "Love Me Tonight"; Patti Page's "Mama Doll" and the Crew Cuts' "Oop-Shoop." Among operators picking up new wax supplies, were: Mike Young, Soldiers Grove; Joe Roberts, West Bend Amusement Company; Lou Albafonte, Kenosha, and Art Vailancourt, Gem Novelty, Racine.

Carl Millman, Automatic Merchandising Company, says that milk vending equipment is still showing profitable results. Millman and his partner, Asher Rabin, report that they are noticing a slight decline in receipts, due mainly, they believe, to some layoffs in industrial plants. More of their equipment, they add, is being slanted into office buildings.

Frank Bartnik, the flying juke box operator, is back from his last trip to his Canadian hunting lodge. Now that the fishing season is over up there, Bartnik plans to spend his leisure time flying to the Dakotas to do some pheasant hunting. Recent purchase saw Bartnik adding another 45 r.p.m. music box to his Banaco Music Company holdings. About one-third of his machines now are 45's.

# Ross Distributing Bows '55 Rock-Ola

MIAMI, Oct. 30.—Ross Distributing Company placed the new 120-selection, 1955 Rock-Ola phonograph on its showroom floor this week and received admiring comments from visiting operators.

Altho no formal unveiling ceremonies were held, Sales Manager Eli Ross reported he had taken a considerable number of orders for the new machine.

"Operators like its high fidelity improvements and the fact that the small, compact size enables it to fit into almost any location," Ross pointed out.

## Location-Wise

Continued from page 78

close watch on it—just the same as your car," he explains.

"Checking for trouble before it has a chance to develop cuts service calls to a minimum and insures a steady playing machine," Waters points out.

Another important phase of operating is record buying, according to Waters. He believes that operators should keep alert to every possible source of record information. Making it a practice to check on the music played at local dances, Waters is able to watch all age groups at one time.

"You've got to find out what every location wants," he reminds operators. "Ask for requests, and then fill them. The biggest chance an operator can take is to put records in a location just because he likes them."

Pops entered the coin machine business in 1934, following a 15-year hitch in the real estate business. The depression cut deep, but Waters managed to scrape together enough money to buy several Mills 12-record paddle wheel machines.

Careful planning and a tight budget enabled him to increase his music route and before long he was operating over 120 pieces of equipment. A few years ago he sold most of his route to his son, retaining just enough to keep him busy and independent.

All of the stops he now services are old timers. One, Buehlow's Tavern, about 25 miles west of Milwaukee, took its first machine from Waters the same year that he started in the music business—a mighty good example of how service pays off.

## Supreme Leads

Continued from page 78

erating Company. In the other match of the evening, Acme Music and Vending won three out of four games from Radio Center to land in fourth place in the league.

Team standings follow:

	Won	Lost
Supreme Distribs	10	2
Advance Music	8	4
Taran Distribs	8	4
Acme Music	7	5
American Operating	4	8
All-Coin	2	6
Radio Center	2	6
Marino Music	3	9

Sid Shector, of Radio Center, racked up the highest individual score for one game with 201. Leon Cuss, of Advance Music, with a 496, rolled the highest total for the evening. Just behind him was Maury Horwitz, a newcomer on the Taran Distributing team, with 495.

Still tops for the year is Buddy Cohen, Acme Music and Vending, with a 240 in one game, and a total of 570 for the evening.

Roy Gullo announced that Dave Shedd, M-G-M records distributor, had been named team captain for Radio Center, and that Lenny Bailter had joined that squad.

Joe Mangone, All-Coin Amusements, managed to average 130 points for the evening despite an injured leg.

AMOA President Willie Blatt and his wife, Sydelle, were on hand Monday (18) to cheer their team, Supreme Distributors, which is currently leading the loop. Blatt announced that henceforth the team would be known as Music Makers, the trade name adopted by Blatt and his new partner, Lucky Skolnick, in their music operation.

# Mark Death of Henry H. Cruse

HOUSTON, Oct. 30.—Henry H. Cruse, 60, prominent coin machine and music operator, died here October 25. Entombment was in a Forest Park Mausoleum under the auspices of Gray Lodge No. 329, A.F. and A.M.

Cruse was best known in local and State coin machine circles while in partnership with Bill Peacock in the operating firm of Cruse & Peacock Amusement Company. He was a charter member and active worker in the Houston Music Operators Association, Inc. (organized in 1937), and remained a member after the association's name was changed to Harris County Music Operators.

# R. Thaxter Named By Magne-Tronics

NEW YORK, Oct. 30.—Roger Thaxter this week was named director of marketing and sales for Magne-Tronics, Inc., producer of long-playing musical tapes for industrial, institutional and retail locations.

Thaxter had been promotion manager of Muzak for eight years. The appointment was made by Percy L. Deutsch, Magne-Tronics president.

Gray-Bar dealers are distributors for the tapes. Operators are selected on a franchise basis.

## 500 at Akron

Continued from page 78

artist, topping the list. Les Elgart, popular new orchestra leader on Columbia, supplied the music for the evening.

Leo Delyon, M-G-M, mixed singing with his usual top-notch comedy. Other entertainment was supplied by Wyoma Winters, RCA Victor; Peggy King, Columbia; Johnny Maddox, Dot; the Cheers, Capitol; Billy Farrell, Mercury; the Three Chuckles, Label X; Roger Coleman, Decca, and Johnny Franks and Woody Woodell.

Operators on the banquet committee were Eddie Green, chairman; Tony George, George George, C. L. Hopkins; Eddie Malick, yearbook; Tony Castle, Bill Fellmeth, Eddie Mitchell and George Sydah, entertainment; Charlie Marvin, Jim Fioramonti, Tommy Shannon and Stan Lucas, program, and Miss Krumeich, ticket distribution and seating arrangements.

## AMOA Appoints

Continued from page 78

hiring someone to handle public relations, a phase of our activities which is constantly growing more important," said Blatt. "On a national scale, our industry is doing more and more to build public good will. Now we feel the time has come to let our community know of the many good deeds performed by coin machine operators."

Blatt added that Denny had reported local coin machine activities for The Billboard for the past four years, and prior to that time covered the coin machine field in Baltimore for The Billboard.

"He has been a newspaperman for the past 12 years and enjoys the confidence and respect of AMOA members," Blatt said. "I urge all members to co-operate with Denny in order that the association may derive the maximum benefit in public relations matters."

## Wurlitzer Sales

Continued from page 78

Net earnings were \$475,186, or 57 cents per share of common stock, including a tax refund, as compared with a loss of \$71,371 last year.

Rolfing said that after the usual slow summer months, fall business had been good in all divisions of the company.

"Production of coin-operated phonographs, electronic organs and defense work at the North Tonnawanda, N. Y., plant is satisfactory," Rolfing said. He added that sales were expected to continue good.

## Miami Op

Continued from page 78

transfer of thousands of sailors to other bases.

"A Norfolk operator told me that the changeover was immediately successful and that his stops were taking in more money, while servicing costs had declined," he said.

Engel believes that the price rise is the only salvation for the music industry. He cites the spiraling costs of equipment in the past 10 years and increased labor costs.

"The factories and the distributors have kept pace with these, but the operator is still struggling along with the out-dated nickel," he pointed out.

Engel spent some time in Montreal and Toronto, where dime play is general.

"In fact," he said, "in one night club in Toronto the juke box operated on a three-for-a-quarter basis only, no dimes. In Montreal the machines are geared to one play for a dime, three for a quarter."

Engel voiced the opinion that if dime play were inaugurated by the AMOA in Miami, there would be no need to demand "tops" and guaranteed minimums from location owners, a subject which has produced friction in recent months due to declining collections.

## Disk of Month

Continued from page 78

and the radio tie-in, C & N Sales runs regular display ads in the Mankato paper and in another in a nearby town. The ads play up the record-of-the-month selection.

"Just what percentage of the firm's increase in play is attributed to advertising and promotion is hard to say," Norberg explained, "but we feel that approximately 25 per cent wouldn't be too far off."

C & N Sales Company's promotion, however, doesn't stop with a record-of-the-month program. Every week when new records are put on the machines there is a notice attached inside the dome listing the changes. The sheet measures about three inches by seven.

Just before Christmas, C & N Sales passes out wall size calendars

# Steinberg Talk Highlights Oct. MGNJ Meet

NEWARK, Oct. 30.—Highlight of the October meeting of the Music Guild of New Jersey was the executive director's report delivered by Dick Steinberg.

It dealt with commercial jingles, performance fee legislation, the need for advertising accessories to strengthen brand-name music service, and a more practical format for the weekly bulletin of the association.

Sam Waldor spoke on the authorization from employees to check off union dues and assessments from the payroll, and Herman Halperin reported that his music survey committee is seeking information as to whether members are getting too many or too few title strips.

Jules Rosoff proposed a four-point program to discourage direct sales to location owners. It was:

- (1) Location publications should carry articles pointing out the pitfalls of location ownership.
- (2) A certified public accountant should prepare a printed form analyzing all location costs of juke boxes to be handled by the prospective buyer.
- (3) Distributors who sell directly are harming their operator customers and thus affecting their sales ultimately.
- (4) Each operator should have a list of points which he can use to refute direct purchases.

to all its locations. Norberg said that about 50 per cent of the locations leave them on display thruout the year.

"All in all," Norberg said, "the advertising and promotion efforts have paid off in increased take and prestige thruout the territory."

"And C & N's territory reaches out in all directions some 50 or 60 miles around Mankato."

every company with 10 or more employees is a natural prospect for Background Music



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MUSIC AND TELEVISION CORP.  
1119 COMMONWEALTH AVENUE BOSTON, MASS.  
Exclusive New England Distributors for Rock-Ola Mfg. Corp. Since 1941.

## Philly Coin Distrib Sets Up Rental Plan

Leases Games, Jukes to Ops by Week;  
14 Members of Local Group in Deal

PHILADELPHIA, Oct. 30.—Philadelphia Coin Machine Exchange has launched a rental plan which enables operators to rent coin-operated amusement games and juke boxes on a weekly basis. Fourteen operators, members of the Amusement Machine Association of Philadelphia, have enlisted in the plan and are currently operating 100 rented machines. Max Brown, head of the firm, said his primary target for the plan are association members because

they are well-known operators, have an established reputation and are good credit risks. Brown said he believes the plan represents a real contribution to the association and the coin machine industry in general.

The operators pay location owners a percentage of unit takes, and take care of maintaining and servicing the rental units.

A similar operator plan was inaugurated by Southern Automatic Music Company about seven years ago on games. Southern Automatic, with offices in Cincinnati, Indianapolis and Louisville, put the plan to use in all three cities.

### Eliminates Risks

According to Brown, the rental plan eliminates all risks for the operator. The operator doesn't have to saddle himself with long-term financing and the possibility of his equipment becoming obsolete. Further, if a particular piece does not "catch on" with the public, the operator has lost nothing. The operator actually pays as he goes from week to week.

Ordinarily, when an operator buys his own equipment, said Brown, about 25 per cent of his money is tied up in his capital investment. The rental plan makes

*(Continued on page 85)*

### SUCCESS SIGN

## Outdoor Ad Moves Used Games, Jukes

ST. LOUIS, Oct. 30.—One of the reasons why Morris Novelty Company here sells one of the industry's largest volumes of used coin machine equipment for home use is a permanent outdoor advertising sign on the upper facade of the building.

The sign, which Joe Morris of the management had installed several years ago, lists phonographs, pin games, ski balls, shuffleboards and other such equipment, painted directly on the brick of the building. Changeable letters and numerals at the rear provide for posting prices or manufacturers' names when necessary.

Inasmuch as St. Louis is a city of rathskellers or basement entertainment rooms, there is a ready market for well-reconditioned, refinished coin machines of all types. By placing the sign where it is seen by many thousands from the city's major tram routes, as well as from buses and automobiles, Morris Novelty Company sells coin machines for home use within a few days after receipt.

It isn't necessary to change the price information on the bulletin board at frequent intervals because prices cover near the same figure year after year for used phonographs and pinball games, which are the two most popular items.

## German Coin Industry Ups Exports 50%

BERLIN, Oct. 30.—Exports of coin-operated machines by Germany increased 50 per cent the first six months of 1954, compared with the same period in 1953.

Increases in German exports were made to 23 countries. Countries that have been customers in previous years placed increased orders with German firms.

Large orders were also reported from many new customers, including Australia, Denmark, France, Ireland, Turkey and the United States. Previous orders from a number of countries had been for samples only, but larger orders followed this year.

## East Hartford Gets \$12 Game License Fee

HARTFORD, Conn., Oct. 30.—The East Hartford Ordinance Committee Wednesday night (27) unanimously agreed upon a \$12 license

fee for distributors and operators of all mechanical amusement devices. Ratification by the Town Council is necessary to make the provision law.

Under the ruling, distributors and operators must obtain licenses from the East Hartford police chief for each mechanical device placed in operation.

The committee included in the ordinance a provision that the maximum license fee for all such machines placed in any one establishment shall be \$100 a year, irrespective of the number.

The committee described mechanical amusement device as "any machine which, upon insertion of a coin, is operated to register a score or tally of any kind." This would include pinball games.

Altho no opposition was voiced at the public hearing on the long-projected ordinance, Abe Fish, president of the Music Operators of Connecticut, and Paul Rechtsafer, MOC public relations chairman, asked the committee to define some of the clauses in the ordinance, especially investigation

*(Continued on page 85)*

## Chi Arcade Hit by Fire

CHICAGO, Oct. 30.—Flames ripped thru the Paradise Arcade, 426 South State Street, on the edge of the Loop Sunday night (24), causing damages estimated at from \$10,000 to \$20,000.

Midget movie equipment and other coin machines in the Arcade were ruined by water and fire.

The damages were estimated at more than \$20,000 by Owner Louis Tornabene.

The 2-11 alarm fire attracted a large crowd from the nearby Loop, and thousands watched firemen scale the walls and smash into the flaming brick three-story building housing the Arcade. The top two floors of the building were vacant.

## Genco Ships Big Top, New Rifle Game

Pendulum Clown,  
Moving Ducks  
Choice Targets

CHICAGO, Oct. 30.—Big Top Rifle Gallery, a new coin-operated gun game featuring two types of moving targets, was shipped to distributors this week by the Genco Manufacturing & Sales Company.

The game utilizes an authentic type Savage .22 rifle operating on direct electrical contact. The feature target is a large pendulum clown which towers over the target field in constant swinging motion. The clown's head snaps back and a bell rings when the target is hit. The other movable unit is a series of ducks which move in a complete

*(Continued on page 87)*

### TESTS BEGIN

## N. J. Toll Road May Be Coin Operated Run

UNION, N. J., Oct. 30.—The Garden State Parkway, New Jersey's new coastal superhighway, may soon become a coin-operated road. Two test coin booths are being installed at the Union Plaza barrier here, and, if they work out, they may be installed at each barrier on the 165-mile toll road.

The motorist drives up to the booth, drops a quarter or two dimes and a nickel into the coin slot, and continues on his way. As

*(Continued on page 88)*

## Game Tax Yield Dips In August

WASHINGTON, Oct. 30.—The yield from federal taxes on coin-operated amusement and gaming devices were lower in August than they were a year ago, the Internal Revenue Service reported this week.

Revenue from the federal tax on coin-operated amusement devices in August totaled \$1,667,000 compared with \$1,700,000 a year ago, and taxes from coin-operated gaming devices were \$2,962,000 compared with \$3,346,000 in the previous August.

The yield from the federal tax on cigarettes in August was \$135,435,000 compared with \$139,546,000 a year ago. The yield on the federal tax on cigars was \$3,908,000, up slightly from \$3,750,000 in August, 1953.

## Richmond Court Calls Free-Play Game Unlawful

RICHMOND, Va., Oct. 30.—An amusement machine of a type which provides a player with one or more "extra balls" is unlawful, according to a decision in Hastings Court here this week.

The game was brought into court in a friendly test case by operator Oscar K. Lewis and the Commonwealth's attorney T. Grey Haddon. Judge Ingram, who heard the case, acknowledged that Lewis was not intentionally violating a law, and imposed no penalty.

Lewis promptly converted his machines so that no "free" balls would be dropped. Other operators immediately followed suit.

### 5 VALID REASONS

## Calif. Police Chief Speaks Up for Pins

SAN JOSE, Calif., Oct. 30.—Pinball operators here were encouraged when Chief of Police Blackmore came to their defense in arguments over game operations, outlining what he termed "five valid reasons for having pinballs."

N. J. Menard, Santa Clara County district attorney, had taken local operators to task for allowing payoffs on pinball games.

When Menard had finished speaking, he turned to the chiefs of police for their views. Principal speaker among this group was Blackmore, who listed his reasons for having pinballs:

"1. The license procedure . . . provides the necessary funds for close supervision and control of the operation and the elimination of the undesirable element. The City of San Jose derives between \$15 and \$20 thousand annually in revenue from the licensing. The entire cost of our vice detail is approximately \$15,000.

"2. The operators in the past have co-operated with the police department.

"3. The amusement games serve as a stimulant to legitimate business. In San Jose there are about 150 places using the games.

"4. Pinball operation has prevented under-the-counter book-making and the existence of other

illegal gambling practices by the sinister element who necessarily would not be local residents.

"5. A practical view of law enforcement officials . . . has provided public support of suppression of other detrimental activities."

After detailing these arguments

*(Continued on page 88)*

## Chi Coin Ships Flash-O-Matic Fireball Bowler

CHICAGO, Oct. 30.—Chicago Coin Machine Company shipped to distributors this week, Fireball Bowler, a new type shuffle game that can be operated on either of two systems of play—Flash-O-Matic or advance scoring.

With the Flash-O-Matic scoring in play, a series of potential strike and spare scores flash progressively from left to right and continue to travel until the first puck is shot.

The object is to shoot the puck skillfully to stop the strike and spare count on the highest possible scoring value.

### Player Watches Lights

The Flash-O-Matic score lights are located on the formica play-

*(Continued on page 88)*

## Miami Enforces Coin Ordinance

MIAMI, Oct. 30.—Armed with a new ordinance providing for fines against coin machine operators and location owners alike, the city of Miami served notice this week that a move against unlicensed machines would get under way November 1.

Mayor Abe Aronovitz spearheaded the action for the law which imposes a fine of \$100 upon operators who fail to display a city license on their machines and a

*(Continued on page 85)*

## Sked Bally School at Toledo Coin

CHICAGO, Oct. 30.—Bally Manufacturing Company will hold a service school at Toledo Coin Machine Exchange in Toledo November 4-5.

The school will be conducted by Paul Calamari, Bally field engineer, who will explain wiring diagrams and show operators and servicemen many ways to reduce service calls.

Details on Bally's current games, Jet and Rocket Bowlers, Variety, and the two kiddie rides, Moon-Ride and Champion Horse, will be covered. Rose Bennett, of Toledo Coin, will act as hostess. The meeting is expected to draw coinmen from all parts of the Toledo area.

### REVIEW COIN TREND

## Two New Gun Games Up '54 Total to 11

CHICAGO, Oct. 30.—Genco Manufacturing & Sales Company shipped a new gun game to distributors this week, and Exhibit Supply announced that it was in production on another gun game, bringing the total of 1954 target models to 11.

The target game trend was well established in June when four manufacturers—J. P. Seeburg Corporation, Exhibit, Genco, and United Manufacturing Company—were in production on guns.

The 1954 crop of gun games now includes seven units featuring authentic type .22 rifles operating on the electrical contact system, seven different models of moving target games, two pistol-type guns—one shooting ball-bearing bullets and one shooting a jet of water—and a machine-gun-type unit with moving jet plane targets.

Seeburg kicked off the gun game trend in February, with Coon Hunt, featuring two small coon targets which move up and down trees. When a hit is made, the coon disappears behind the tree and comes out again at a different level on the opposite side of the tree.

Exhibit led off the .22 type gun trend in April with Shooting Gallery, combining a Remington rifle with a stand supporting rows of ducks, rabbits and owls reflected

*(Continued on page 87)*

## Exhibit Preps New Gun Game

CHICAGO, Oct. 30.—Exhibit Supply announced this week that it is readying a new gun game—the Sportland Shooting Gallery.

The game will include a Remington .22 rifle operating on the electrical contact system, and all-moving targets.

While details were not released by the company, the game is to feature numerous targets with different target speeds and changing light arrangements.

The Sportland is the third gun game model in production by Exhibit since April. The first two units—Shooting Gallery, and Star Shooting Gallery, were equipped with stationary targets.

New Firm in Soluble Coffee

FLUSHING, N. Y., Oct. 30.—Coffee Instants, Inc., is the latest entry in the soluble coffee field. The new firm, headed by Sol Berg and Leonard M. Zuckerman, will begin production of instant coffee (both powdered and liquid) early next month.

Seymour S. Mindel, in charge of promotion and sales operations, announced this week that the firm would offer a "complete service" for vending machines, coffee roasters, chain-store operators, institutions and the extract field.

Okla. Dairy Meet to Spotlight Vending

STILLWATER, Okla., Oct. 30.—Milk vending will get a big play at the dairy industry conference to open Wednesday (3) and run thru Saturday (6) at the Oklahoma A&M college short course center. Factors for success in milk vending, distribution problems and the importance of milk vending are topics scheduled for Thursday morning (4).

Philly Coin

Continued from page 84 it possible for the operator to utilize his entire capital in securing and maintaining that intangible but most important asset of a business—good will. Normally, Brown declared, 50 per cent of a coin machine operator's route is made up of good will, but this plan makes it possible for an operator to have his entire route consist of good will. All the operator has to do to operate under this rental plan is to pay the rent for his machine in advance, week by week, and of course, get his own locations.

Boise Coin Firm Expands Business

BOISE, Idaho, Oct. 30.—Automatic Amusement House purchased the Gem State Novelty Company from H. O. Pepple. Automatic moved in from its former location at the Floating Feather Airport to the offices of Gem State Novelty at 610 Front Street.

W. M. (Bill) Weeds, head of Automatic, said that the Gem State equipment is being lined up with that of Automatic and sales are out of the new location. Weeds said that Automatic plans to build at another site either this fall or next spring.

Pepple, former Gem State owner, now operates the Westerner Club in Las Vegas, Nev.

Lorillard Debuts Filter-King O.G.'s In 7 New Areas

NEW YORK, Oct. 30.—The new Old Gold filter-king cigarettes, introduced in New England last month, will make their debut in seven more major markets next week, Lewis Gruber, Lorillard vice-president and director of sales, disclosed today.

It will be accompanied by a newspaper campaign in the New York and New Jersey metropolitan area, where the new style went on sale October 18.

New markets will be Camden, N. J.; Philadelphia, Baltimore, Washington, Miami, Tampa and Albany, N. Y. Newspaper, radio and television advertising will be used in each area.

Miami Enforces

Continued from page 84 minimum \$50 fine and costs against the location owner. Police have been instructed to maintain a close watch on the machines, and a special inspector at \$4,200 a year has been hired to check locations on a continuous basis. The city fathers pointed out that license revenues have been declining and they attributed this to lax enforcement of the law.

The Miami City Commission raised the per-machine license from \$12.50 to \$18.75 only a couple of months ago, effective at the beginning of the license year October 1, but decreed a 30-day period of grace before clamping down on violators. The Dade County license fee for each machine is \$7.50.

In appealing for passage of the ordinance, Mayor Aronovitz commented: "I understand all the coin machine men supported me in the election and I'm sure they would not resent any ordinance that affects everybody equally."

East Hartford

Continued from page 84 of applicants, denial of application, revocation of license and gambling and other illegal devices.

Bernard Kehoe, committee chairman, said that the police chief will investigate the character and record of individuals seeking licenses.

The applicants must be 21 years of age, with good moral character and the business must be a lawful one. He added that motor vehicle violations would not involve denial of a license but that crimes of moral turpitude would.

As for gambling, he continued: "Nothing in the ordinance can be construed to authorize, license or permit any gambling device or any mechanism judicially determined to be contrary to law."

Fish, who also operates the General Amusement Games Company, Hartford, declared that as far as he knows, "there are no establishments in Greater Hartford where illegal devices are used."



The Winner—FIRST!

- (X) QUALITY —FIRST!
(X) VALUES —FIRST!
(X) SERVICE —FIRST!
(X) INTEGRITY—FIRST!

Table listing various coin machine games and their prices, including BINGO 5 BALLS, SHUFFLE GAMES, and COUNTER GAMES.

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TRIMOUNT IMPORTERS. You SHOULD BE DOING BUSINESS WITH TRIMOUNT. THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS. 40 WALTHAM STREET BOSTON 18, MASS.

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Business Opportunities. COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save! steel cabinet, modern design, coin radios, write for prices and full story. COIN RADIOS & Television Corp., 190A Duane St., New York City.

Parts, Supplies & Services. COIN OPERATED TIMERS—ELECTRONIC, automatic; no push or mechanical levers to wind; adaptable for television washing machines, dryers, radios, hair driers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City, no27

CIGARETTE MACHINES — COUNTER model, \$22.50 each. Floor models, 35 each. All quarter operation. Candy Bar Machines, U-Select-It, 72 bar, \$20 each; 74 bar, \$25 each. Staller Cookie Machines, \$15 each. For real low prices, Harris Vend, 2717 N. Park Ave., Phila., Pa.

Help Wanted. WANTED—DESIGN ENGINEER. Rare opportunity for experienced vending machine engineer capable of assuming full responsibility for special projects. Minimum of four years' experience in design-styling of sheet-metal cabinet work, and electro-mechanics required.

Used Coin-Operated Equipment. A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL, 2952 Milwaukee Ave., Chicago 18, Ill.

Wanted to Buy. CIGARETTE, CANDY AND OTHER VENDING machines. Boxes give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

MAYFLOWER SPECIALS. POPPERETTE FULLY AUTOMATIC POPCORN MACHINE UNITED. CARNIVAL GUN. SINGAPORE. 11th FRAME S.A. TARGETTE. NEVADA. TAHITI. SHOW BOAT. CHICAGO COIN. CRISS CROSS. KING BOWLER. HOME RUN, 6 Baseball. SUPER HOME RUN, 6 BB. WILLIAMS ALL STAR, 6 Baseball. MODEL 1500, WURLITZER, 140 Sel. MODEL A—AMI. TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D. Mayflower Distributing Co. 2218 University Ave. Phone: NEster 7901 Saint Paul 4, Minn.

WANTED FOR CASH. United Circus—Frolics—Rodeos—Show Boats—Panoramas. HIGHEST PRICES PAID. ADVANCE AUTOMATIC SALES CO. 1350 Howard St. Phone: HEMlock 1-1750 San Francisco 3, Calif.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

Table listing various arcade games and their prices, including Bally Rapid Fire, Chicago Coin Basketball Champ, and others.

WE HAVE A COMPLETE SELECTION OF ALL MAKE SHUFFLE ALLEYS. IT WILL PAY TO CONTACT US FOR THE BEST PRICES & QUALITY EQUIPMENT.

MONROE COIN MACHINE EXCHANGE, INC. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO

IMPORTERS! GET MOST FOR YOUR MONEY IN PHONOGRAPHS RECONDITIONED and REFINISHED THROUGHOUT BY ATLAS

Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN NEW EQUIPMENT—Now Delivering

CALDERON DISTRIBUTING CO. 450 Massachusetts Avenue Indianapolis, Indiana

PHONOGRAPH Replacement Plastics STRONG AND DURABLE... EASY TO INSTALL

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

Main index table listing prices for various amusement games like ABC (United), Aquacade (United), Army & Navy, etc., with columns for different dates.

Dr. Pepper

dicted that throw-away containers for soft drinks will eventually account for 35 to 40 per cent of total soft drink sales.

The West Coast, the South and the Midwest are earmarked as future test areas. The St. Louis test will be followed shortly with tests of cans "somewhere in the Southwest, probably Dalls," a company official said.

Green said one important phase of the St. Louis test would be in determining the effect of the can on the present bottle.

Altho Dr. Pepper is available in 37 States and two foreign countries, domestic sales are confined principally to the South and Southwest.

"By marketing Dr. Pepper in cans thru independent distributors such as food brokers, we will be testing the package and a distribution system in major cities where we do not now have bottling plants," said Green.

Green said that present bottlers of soft drinks need have no fear of the cans' effect. He said Dr. Pepper's initial tests would be conducted thru local bottling plants and that canned cartons and cases would be delivered to retail outlets on bottling plant trucks along with standard bottles.

"Present means of marketing—thru returnable glass bottles—will continue to grow," Green said. "Cans or any type throw-away container will be another plus factor. They will never completely replace bottles."

Fla. Cig Tax Take Hits \$1 Mil in Month

TALLAHASSEE, Fla., Oct. 30.—August cigarette tax collections produced \$1,155,000 to be distributed among the various Florida municipalities, according to Beverage Director A. E. McKinney.

CENTRAL OHIO SPECIALS New United Shuffle Alleys for Prompt Shipment

BINGO BARGAINS 7—PALM SPRINGS \$355.00 7—DUDE RANCH 325.00

ARCAD E Q U I P M E N T Photomatic, late \$585.00 Voice-o-Graph, post-war 490.00

(Continued on page 89)

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Oct. 30	Issue of Oct. 23	Issue of Oct. 16	Issue of Oct. 9
ABT Challenger.....	\$20.00	25.00	\$20.00	\$20.00
Advance Roll (Genco).....		25.00		55.00
Air Raider (Keeney).....	90.00			
Atomic Bomber (Mutoscope).....	150.00			
Barrel Roll (Jennings).....	125.00	125.00	125.00	125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	125.00	165.00	135.00	165.00
Bat-a-Score Sr.....	195.00	195.00	250.00	250.00
Best Hand.....	65.00	65.00	65.00	65.00
Big Bronco (Exhibit).....	295.00	350.00	395.00	325.00
Big Inning (Bally).....	395.00	495.00	475.00	495.00
Card Vendor (Exhibit).....	150.00	150.00	150.00	150.00
Champion Horse (Bally).....	49.00	49.00	49.00	49.00
Chicken Sam (Seeburg).....	395.00	395.00	395.00	395.00
Criss Cross.....	75.00	65.00	110.00	65.00
Dale Gun (Exhibit).....	15.00	15.00	15.00	15.00
Deluxe Card Vendor (Exhibit).....	55.00	65.00(2)	29.50	55.00
Derby, 4 Player (Chl. Coin).....	89.50	89.50	89.50	89.50
Drivemobile (Mutoscope).....	50.00	50.00	50.00	50.00
Flash Hockey (Coinex).....	175.00	195.00	195.00	195.00
Flying Saucer (Mutoscope).....	165.00	165.00	195.00	195.00
Goalie (Chicago Coin).....	75.00	75.00	75.00	75.00
Grandma Fortune Teller.....	149.50	149.50	159.00	159.00
Gun Club.....	99.50	100.00	75.00	100.00
Gun Patrol (Exhibit).....	50.00	99.50	100.00	119.50
Heavy Hitter (Bally).....	125.00	125.00	125.00	115.00
Hi-Ball (Exhibit).....	125.00	145.00	165.00	145.00
Horsefeathers (Williams).....	160.00	175.00	185.00	185.00
Jet Gun (Exhibit).....	185.00	185.00	185.00	185.00
Lite League.....	40.00	69.50	40.00	69.50
Mercury Counter Gripper.....	75.00	75.00	75.00	75.00
Metal Typewriter (Harvard).....	40.00	69.50	40.00	69.50
Metal Typewriter (Roovers).....	150.00	150.00	150.00	150.00
Metal Typewriter (Standard).....	275.00(2)	275.00	275.00(2)	275.00
Midget Movies.....	165.00	155.00	185.00	295.00
Musical Merry-Go-Round (Bert Lane).....	185.00(2)	195.00	185.00	295.00
Musical Merry-Go-Round (Lee).....	495.00	495.00	495.00	495.00
Night Bomber (Kirk).....	150.00	150.00	150.00	150.00
Night Fighter (Genco).....	225.00	250.00	225.00	275.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope).....	250.00	425.00	250.00	250.00
Pistol Pete (Chicago Coin).....	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pitch 'Em & Bat 'Em.....	75.00	90.00	50.00	85.00
Play Poker.....	95.00	99.50	95.00	99.50
Pop Up.....	185.00(2)	185.00	185.00	185.00
Q Ball Pool Table.....	22.00	24.00	24.00	24.50
Quizzer.....	125.00	125.00	125.00	125.00
Rapid Fire (Bally).....	95.00(2)	95.00	95.00	95.00
Red, White & Blue Guns.....	95.00	95.00	95.00	95.00
Rifle Range Ray Gun.....		75.00	65.00	65.00
Rudolph the Red Nose Reindeer (Exhibit).....			295.00	395.00
Scoring Units (Genco).....			295.00	325.00
Shocker (Acme).....	95.00	95.00	95.00	95.00
Shipman Art Show.....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	45.00	49.50	45.00	49.50
Silver Bullets (Exhibit).....	150.00(4)	150.00	155.00	175.00
Silver Gloves (Mutoscope).....	175.00	195.00	175.00	195.00
Silver Skates.....		195.00(2)		
Six Gun Rifle Range (ABT).....	125.00	75.00	125.00	135.00
Six Shooter (Exhibit).....	135.00	145.00	135.00	145.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	20.00	20.00	20.00	20.00
Sky Fighter (Mutoscope).....	125.00	125.00	125.00	125.00
Sky Gunner.....	175.00(2)	175.00	195.00	150.00
Space Gun.....	185.00	190.00	225.00(2)	195.00(2)
Space Invader.....	210.00	215.00	225.00	245.00
Space Ship (Bally).....			125.00	125.00
Space Ship (Deco).....	195.00	195.00	325.00	325.00
Star Series (Williams).....	89.50	89.50	109.50	109.50
Sub. Gun (Keeney).....	110.00	110.00	110.00	110.00
Super Bomber (Evans).....	150.00	150.00	150.00	150.00
Target Skill Gun.....	18.00	18.00	18.00	18.00
Telegun.....	110.00	115.00	110.00	110.00
Three Way Gripper (Gottlieb).....	125.00(2)	149.50	125.00	169.00
13-Way Athletic Scale (Mercury).....	18.50	24.50	18.50	24.50
Twin Shoe-Shine.....	79.50	80.00	85.00	89.50
Undersea Raider.....	150.00	150.00	150.00	150.00
Voice-a-Graph (Mutoscope).....	125.00(2)	125.00	150.00	150.00
Whizz (Genco).....	525.00	525.00	525.00	525.00
Wizard.....	595.00(late)	595.00	595.00	595.00
Zipper Skill.....	18.50	18.50	18.50	18.50

Review Trend

Continued from page 84

onto the backglass from the bottom of the cabinet for added depth. Following this lead, Genco began shipments in June of Rifle Gallery, a similar type .22 gun game with the added feature of moving rabbit and duck targets. The moving targets added to the appeal of the game.

United began production in June of Jungle Gun, with rows of elephant, lion, gorilla and bull's-eye targets reflected with a jungle backdrop.

August found two radically new gun games on the market. Willie Blatt, Miami, announced the production of Bulls Eye, a pistol device which shoots steel ball bearings at a moving target. The game is produced by Production Facilities Company, Miami, under Blatt's direction. A new coin firm, Blendow Wilson, New York, went into production on Hydro-Duck, a pistol game which shoots a jet of water at eight plastic ducks floating on water.

Exhibit launched its second rifle unit, Star Shooting Gallery, in September, featuring three separate target set-ups in each game.

Late in September, Williams Manufacturing Company shipped Jet Fighter, a machine gun-type gun game with three jet bomber targets which appear in formation to the right of a target screen, then dive, swoop or soar across the target area in ever-varying patterns.

United broke with a new moving target, .22-type gun, Carnival Gun, early in October. Carnival Gun has the added feature of giving bonus shots to the players completing 25 shots in 60 seconds or less, and includes 11 moving targets.

This week, Genco premed its second rifle—Big Top Rifle Gallery, the principal targets including a large pendulum clown the head of which snaps back when hit, and a moving circle of ducks. Exhibit announced this week production of its third rifle unit, the Sportland Shooting Gallery, which will be equipped with all-moving targets (see separate stories).

Genco Ships

Continued from page 84

circle similarly to those in an Arcade shooting gallery.

Other targets, all reflected from the bottom of the cabinet onto the backglass for greater depth, include four candles—two on each side of the moving clown—the lights of which go out when hit; five bull's-eyes which jump up for bonus shots if the player's score reaches 500 or more; five cat targets and six hawk targets.

Game Targets

The player gets 25 shots for a dime, with the five bonus bull's-eye targets giving him a possible 30 shots. Every target scores 10 points, with scores progressing to 20-30-40 and 50 points per target while the player is shooting. Target values flash on a scoring strip below the clown target. The extra-shot bull's-eye targets give the player the top 50-point scores.

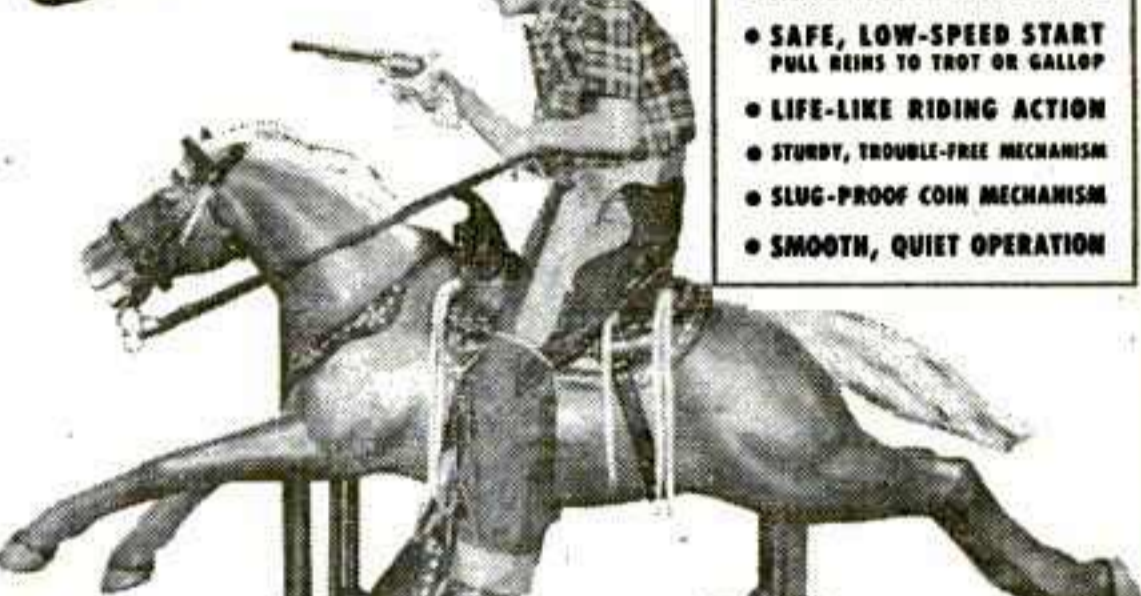
The game has a match feature—matching the score with a number which flashes on the backglass—which can be unplugged by the operator if not desired. Another optional feature is a free play given for a perfect score of 900 or for matching the number.

The player is free to fire at any target he wishes during the game. Signs light up to show number matched, perfect score and total points. According to his score, player is automatically rated as expert, sharpshooter, marksman or rifleman.

Big Top is equipped with a new gun mount casting, a new simplified stylus arrangement aimed at eliminating contact control adjustment and redesigned electrical circuits. The game is designed for added target depth, retaining the same approximate size as the Genco Rifle Gallery, its predecessor.

NEW golden palomino horse  
NEW rigid steel base  
NEW flashy colorful cabinet

THE CHAMPION



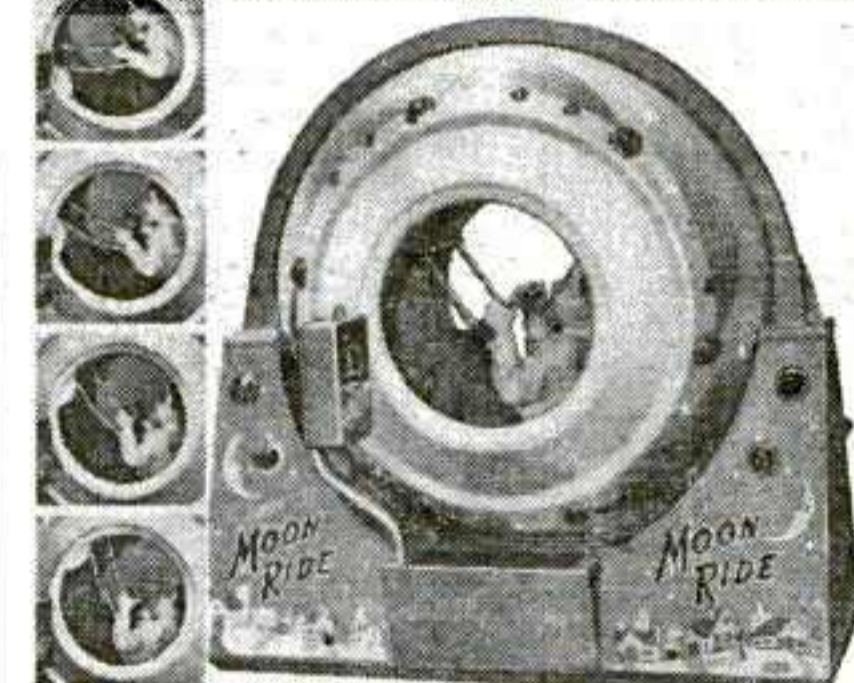
- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢ A RIDE  
RIDE THE CHAMPION 10¢  
REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE  
110 VOLT A.C.

Bally MOON-RIDE  
FASTEST MONEY-MAKER  
EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round  
Cockpit Swings Back and Forth, Up and Down

Air age version of the oldest, greatest kiddie-ride in history—the ever-popular swing—Moon-Ride gets immediate attention on location, gets repeating day after day, month after month, gets biggest, steadiest profits ever earned in kiddie-ride field. Get your share of the Moon-Ride money! Get Moon-Ride on your locations now!



- FLASHY EYE-APPEAL
- Silver saucer, blue base, flashing lights, stars and comets with by cockpit-rotation
- SPACE-GUN SOUND-EFFECTS
- POSITIVELY SAFE
- ADJUSTABLE RIDE-TIME
- ALL-METAL CONSTRUCTION
- NATIONAL COIN-MECHANISM
- 16 IN. BY 44 IN. BY 18 IN. HIGH
- RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

"The best money maker of them all, with its new score features and Keeney's original changing values at the start of every frame"—say operators of

KEENEY'S  
AMERICAN BOWLER  
Order from your Keeney Distributor!  
J. H. KEENEY & CO., Inc.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILLINOIS

SEEBURG M-100-A. \$395.00  
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# OPERATE

# Williams STAR★ POOL

## 2nd coin ★STAR FEATURE

permits player to  
score from 5 up  
to 200 replays

See Your Distributor!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

## Chi Coin Ships

Continued from page 84

field running from left to right directly in front of the No. 1 pin. The player may watch the lights travel and at the same time direct his puck at the strike zone. Scores are lighted up on the backglass as well as on the glass over the playfield.

The highest strike score a player can make is 800, achieved when the puck is delivered at the time this scoring value flashes on the backglass and playfield. Five different scoring values for strikes and spares range from the high strike score of 800 down to 200.

As soon as the player finishes his shot and after his score is tallied in any particular frame, the Flash-O-Matic score light again begins to travel from left to right for his next frame or for the next player. The game is equipped with six four-digit scoring reels, accommodating up to six players per game.

Because the Flash-O-Matic game requires player timing as well as a skillfully directed shot into the strike zone, the strike zone contact switches are adjustable to permit strikes much easier than on previous Chicago Coin bowling games.

Adjusted to operate with the advance type scoring, the game indicates to the player before he shoots what score will be received for a strike or spare. The strike-spare scoring changes for each game played. However, when more than one person plays, all players receive the same strike score in any particular frame.

The game may also be set to deliver five frames of play, rather than 10. The Fireball is available for 10-cent and three-for-quarter play. It has the regular last frame "shoot again" feature. The game is without a matching feature.

# BINGO SPECIALS

- Surf Club . . . . \$400
- Palm Springs . . 350
- Beach Club . . . 315
- Dude Ranch . . . 315
- Ice Frolics . . . . 300
- Bally Beauty . . 220
- Yacht Club . . . . 160
- Frolics . . . . . 175
- Atlantic City . . 115

Johnson Farebox  
Coin Counters, 180  
slightly used—like new.  
1/2 deposit with order. Write to  
**SUPERIOR SALES CO.**  
Dept. R-6, 7855 Stony Island Ave.  
Chicago, Ill.  
Phone: BAyport 1-1616 from  
1-4 p.m. daily

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EXCLUSIVE DISTRIBUTORS—Rock-Ola 50-Selection and 120-Selection Hi-Fidelity Phonographs

**SPECIAL!**  
Brand New Williams  
**SCREAMO**  
Sensational action! Spots numbers for terrific play incentive! Loaded with scoring features!  
**WRITE**

**SPECIALS!**  
6-PLAYER ALL-STAR BASEBALL ..... \$325  
SUPER PENNANT BASEBALL ..... 275  
DELUXE BASEBALL ..... 145

**BINGOS**

HI-FI	\$445
SURF CLUB	415
ICE FROLICS	350
PALM SPRINGS	350
DUDE RANCH	325
BEACH CLUB	165
YACHT CLUB	310
BEAUTY	245
FROLICS	195
PALM BEACH	145
ATLANTIC CITY	145
CONEY ISLAND	95
SPOT LITE	95
CABANA	175
TAHITI	225
TROPICS	250
RIO	295
HAWAII	435
NEVADA	WRITE

**PHONOGRAPH SPECIALS**  
WURLITZER 1500 ..... \$545  
WURLITZER 1500A ..... 395

**LATE 5-BALLS**

SKILL POOL	\$ 85	FAIRWAY	\$ 95
DEALER	195	GUN CLUB	115
FLYING HIGH	110	TIMES SQUARE	75
CHINATOWN	95	SILVER SKATES	75
HIT 'N' RUN	75	OLYMPICS	65
TWENTY GRAND	75	CYCLONE	65

**Genuine DeLuxe FORMICA TOPS**  
1....\$11.50 5....\$10 Ea.  
10...\$9.50 Ea.

**WORLD WIDE DISTRIBUTORS**  
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TERMS: 1/3 Deposit, Balance Sight Draft.

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**KEENEY**  
Century, Match, 3/25c \$445  
Diamond, Match, 3/25c 395  
Bonus, Match ..... 325  
Carnival ..... 190  
10 Pl. Team ..... 135  
6 Pl. League Jumbo Pins ..... 60

**UNITED**  
Banner, Match ..... \$475  
Ace, Match ..... 425  
Team, Match ..... 375  
Leader, Match ..... 360  
Classic, Match ..... 225  
Clover, Match ..... 195  
6 Pl. Star, Match ..... 125  
Official Reel Scoring, Match ..... 95  
League ..... 350  
Olympic ..... 200  
Cascade ..... 180  
10th Frame Super ..... 125  
6 Pl. Deluxe ..... 75

**CHICAGO COIN**  
Gold Cup, Match, Free Play ..... \$295  
Crown, Match ..... 245  
Triple Score ..... 235  
Double Score ..... 185

**GENCO**  
Target ..... \$ 50  
Shuffle Pool ..... 225  
Match Pool ..... 325

**NEW EQUIPMENT**

- Keeney American Bowler
- Keeney National Bowler
- United Comet
- United 11th Frame Bowler
- United Carnival
- Exhibit Star
- Bally Variety

**ROCK-OLA 18 FT. SHUFFLEBOARD**  
**WRITE**

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CHICAGO 18, ILLINOIS  
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**SHUFFLEBOARD SUPPLIES**

Shuffleboard Game	Fluorescent Lights, Pr.	\$22.50
Wax, Case (12) \$ 3.50	Used Rock-Ola Shuf-boards, Lites, Pr.	12.50
Pucks (Set of 8) 12.00	Adjusters	18.50
Fast Wax, Case (12) 4.50		
Score Sheets, 10 Pads 7.50		

**GOTTLOB SUPER JUMBO**  
Immediate Delivery  
NORTHERN ILLINOIS AND IOWA

**SHUFFLE GAMES**

UNITED CLOVER	\$195
UNITED OLYMPICS	195
UNITED CLASSICS	225
UNITED IMPERIALS	335
UNITED TEAM	375

**BINGOS**

ATLANTIC CITY	\$145
PALM BEACH	145
BEAUTY	250
BEACH CLUB	325
DUDE RANCH	325
ICE FROLICS	400
SURF CLUB	450

**Write for Our New 1954 PREMIUM PRICE LIST**

**NATIONAL Coin Machine Exchange**  
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**NEW KICKER & CATCHERS—1c or 5c—Write**

**RECONDITIONED EQUIPMENT**

Un. Banner	\$475	Gen. 2 Pl. Basketball. Write		Genco Rifle Gallery ..Write	
Un. Ace	425	Genco Shuffle Pool ..	\$215	Ex. Shooting Gallery ..	\$350
Un. Team	355	Gen. Match Pool ..	300	Ex. Big Broncho ..	395
Un. League	350	Chicoin Triple Score ..	215	Bally Champion Horse ..	395
Un. Classics	225	Chicoin Crown ..	255	DuGrenier Cig., 7-Col. ..	75
Un. Clover	210	Chicoin Gold Cup ..	295	DuGrenier Cig., 9-Col. ..	95
Un. Cascade	195	Keeney Domino ..	195	Ex. Six Shooter ..	125
Un. Olympic	215	Keeney Bonus ..	300	Pop Corn Sex Vendor ..	69

**MISCELLANEOUS**

**CLEANING HOUSE! PICK 'EM UP: CITATION ...\$15; TURF KINGS ...\$25**

**CLAYT NEMEROFF • CHARLEY PIERI**  
**Monarch Coin Machine, Inc.**  
Write for Latest List  
2257-59 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7-8

**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.

**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

**GIVE TO DAMON RUNYON CANCER FUND**

## Valid Reasons

Continued from page 84

in favor of pinballs, Blackmore outlined enforcement techniques to achieve a "minimum of complaint."

He said operators and location proprietors should adopt a policy to keep minors (under 21) from playing. Ten-cent pinballs, he declared, should be banned as "too fast." There should be a close working relationship between operators to eliminate "unco-operative" locations, and pinballs should be banned in places catering to school children.

Pinball applicants, Blackmore said, should be carefully screened, and a determination should be made of the maximum number of machines at any one location. He suggested pinballs should be eliminated in barber shops, service stations and the like, and confined to restaurants, cigar stores, pool halls and taverns where "people are in a mood for pleasure."

Menard, the district attorney, had traced briefly the history of Santa Clara County pinball legislation. He told of the "furor" which met an attempt of the county supervisors to ban the games completely in 1948, "because the city of San Jose licenses pinballs for amusement."

Altho the ban didn't go thru, Menard said, the supervisors did empower law enforcement officers to take possession of pinball games used for gambling or played by those under age.

## Tests Begin

Continued from page 84

the coins drop into the box, it automatically changes a sign in red reading "Stop, Deposit Toll 25 Cents" to one in green reading "Toll Recorded, Thank You."

According to Henry K. Johnson, electronic supervisor for the New Jersey Highway Authority, the device is foolproof. Anyone putting in the wrong amount or trying to go thru without paying sets off an alarm mechanism that rings a gong.

A staff of toll collectors in the non-automatic booths, alerted by the gong, can send out a radio alarm for the deadbeat to State police patrolling the highway. Similar installations are in operation on New Hampshire toll roads.

# 'BOWLERS'

## Special Sale

- CROWN BOWLERS ..... \$144.00
- NAME BOWLERS ..... 124.00
- TRIPLE SCORE HI-SPEED CROWN ..... 204.00
- STARLITE (free play) ..... 394.00
- DOUBLE SCORE BOWLER ..... 104.00
- BOWL-A-BALL ..... 54.00
- IMPERIAL ..... 294.00
- CLASSIC ..... 194.00
- CLOVER ..... 154.00
- CASCADE ..... 184.00

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Palm Springs Ice Frolics Surf Club  
Dude Ranch Beauty Beach Club

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1663 Central Parkway, Cincinnati 14, O.  
Phone: MA 8751

## NEW-RECONDITIONED

# METAL TYPER MACHINES

We Carry a Complete Line of Parts in Stock



**NOW!**  
Buy Your Aluminum Discs in Rolls of 100.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave., Chicago 22, Ill.

## SALE OF SALES

- Un. DeLuxe 6 Players (Clean) ..... \$ 59.00 (3 for \$150.00)
  - Un. Super 6 Players Conv. (Terrific Game) ..... 89.00
  - Doubles 3-5-7 & 10th (3 for \$235.00)
  - Un. 10th Frames (Like New) 99.00
  - Ch. C. 10th Frames (Like New) ..... 99.00 (3 for \$275.00)
  - Genco Basketballs Match Score (Like New). Special ..... 239.00
- WRITE—WIRE—HOLLER**  
**Binghamton Amusement Co., Inc.**  
221 Main St. Binghamton, N. Y.  
Phone: 9-1515

**AMUSEMENT GAMES**

Page 86

	Issue of Oct. 30	Issue of Oct. 23	Issue of Oct. 16	Issue of Oct. 9
.....	135.00	125.00	145.00	140.00
.....	145.00(3)	175.00	150.00	175.00
.....	150.00			195.00
.....	385.00	370.00	375.00	380.00
.....	395.00(3)	395.00(2)	375.00	385.00
.....			395.00(3)	395.00(3)
.....	49.50	49.50	49.50	49.50
.....	59.50	59.50		
.....	79.50	79.50		
.....			165.00	
.....	125.00	165.00	125.00	145.00
.....				155.00
.....	54.50	54.50	54.50	59.50
.....	75.00	75.00	75.00	75.00
.....	110.00	110.00	110.00	115.00
.....			110.00	119.00
.....	145.00	145.00		
.....			89.50	89.50
.....	89.50	89.50	89.50	89.50
.....	295.00	325.00	325.00	335.00
.....		35.00	75.00	35.00
.....	49.50	49.50	49.50	49.50
.....	65.00		65.00	49.50
.....	49.50	49.50	49.50	49.50
.....	49.50	49.50	49.50	49.50
.....	49.50	49.50	45.00	49.50
.....	59.50	59.50		
.....			145.00	165.00
.....		100.00	95.00	
.....		65.00		85.00
.....		49.50	49.50	49.50
.....	75.00(2)	85.00	42.50	65.00
.....	95.00(3)	75.00	85.00	75.00
.....	100.00	95.00(3)	75.00	100.00
.....	85.00	50.00	85.00	85.00(2)
.....			45.00	49.50
.....		135.00	135.00	49.50
.....	49.50	49.50	49.50	49.50
.....	150.00	195.00	195.00	195.00
.....	69.50	69.50	69.50	69.50
.....		195.00	175.00	
.....	49.50	49.50	49.50	49.50
.....			55.00	
.....	54.40	54.50	54.50	54.50
.....	18.50	18.50	18.50	18.50
.....	69.50	69.50	69.50	69.50
.....			49.50	49.50
.....		115.00	75.00	
.....			45.00	
.....			55.00	
.....	195.00	235.00	250.00	275.00
.....	245.00	275.00	275.00(2)	275.00
.....	74.50	74.50	74.50	74.50
.....	25.00	25.00	35.00	25.00
.....			99.50	99.50
.....			99.50	85.00
.....			85.00	
.....			74.50	74.50
.....	49.50	49.50	49.50	49.50
.....		25.00	30.00	30.00
.....	175.00	160.00	165.00	165.00
.....	195.00(2)	200.00	210.00	205.00
.....	225.00(4)	225.00(3)	200.00	205.00
.....	65.00	65.00	65.00	95.00
.....			250.00(2)	250.00(2)
.....			65.00	65.00

**MAN WE'RE CRAZY**

We're Offering These Machines at Give-Away Prices Just to See if There Are Any Takers. ALL MACHINES 100% CLEAN and CHECKED Refund in 10 Days If Not Satisfied

- MUSIC**
- 3 for \$100
    - (1) Wurlitzer 1015
    - (1) Seeburg 146
    - (1) Rock-Ola 1422
  - 3 for \$75
    - (1) Wurlitzer 800
    - (1) Wurlitzer 700
    - (1) Wurlitzer 750
  - 3 for \$50
    - (3) Airion

- SHUFFLE ALLEYS**
- Mills Constellation \$ 65.00
  - Seeburg '47 75.00
  - Evans Constellation 150.00
  - AMI-A 150.00
  - Wurlitzer 1100 165.00
  - AMI-B 225.00
  - AMI-C 235.00
  - AMI-D-40 325.00
  - Seeburg 100 Record 375.00
  - AMI-D-80 445.00

- BINGO GAMES**
- Bright Light \$ 50.00
  - Spot Lite 85.00
  - Palm Beach 165.00
  - Yacht Club 250.00

- PIN GAMES**
- Loads of Them \$10.00 up
- Que-Tee—new Big Ben—new  
Skyway—new
- Write for Special Bargain List You'll Be Amazed

- DRINK MACHINES**
- 4 Cole Spa  
**MAGNAFLOS**  
Take All \$3,000 for  
Guaranteed Like New

- WALL BOXES**
- \$1.00 Sale
- Seeburg Rock-Ola : Packard Wurlitzer

- ARCADE**
- Genco Jumpin' Jacks \$ 45.00
  - Silver Gloves 75.00
  - Midget Movies 95.00
  - Muto, Photomatic, pre-war 125.00
  - Astro-Scope 200.00
  - Genco Basketball 300.00
  - C.C. Basketball, 6 player 300.00
  - Genco Skeetball, 4 player 300.00

- Shooting Machines**
- Seeburg Rifles \$ 45.00
  - Sky Gunner 195.00
  - Exhibit Shooting Gallery 300.00

- KIDDIE RIDES**
- Jeep \$100.00
  - Rocket Ship 125.00
  - Merry-Go-Round 150.00
  - Horse 175.00
  - Tank 175.00
  - Hydraulic Super Jet 300.00
  - Round the World Trainer 495.00

1/3 With Order, Balance C.O.D.  
**ACT QUICKLY ORDER TODAY**

**DAVID ROSEN**  
Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

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will **Announce**

The **ALL-NEW**

**SPORTLAND SHOOTING GALLERY**

**ELECTRONIC MARVEL**

loaded with exciting features

- SUSPENSE
- MOVING TARGETS
- PLAYER CHOICE
- SOUND
- LIGHTS
- THRILLS

All EXHIBIT GUNS MAKE MONEY  
All EXHIBIT GUNS ARE SUCCESSFUL  
All EXHIBIT GUNS LEAD THE FIELD

ESTABLISHED SINCE 1901

**EXHIBIT**

4218-30 W. LAKE STREET • CHICAGO 24, ILLINOIS

**RELIABLE REDD'S BIG BUYS!**

- BALLY BINGO HI-FI \$425
- BALLY CHAMPION BOWLER 350
- BALLY SPACE SHIP 285
- DECO SPACE RANGER 285

**WE WILL ACCEPT IN TRADE...**

SEEBURG	WURLITZER	AMI
100	1015-1100	E-120
A-B-C-D	1250-1400 -1500	

**REDD** DISTRIBUTING CO., INC.  
298 LINCOLN STREET  
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Exclusive Distributors For **WURLITZER-BALLY-UNITED**

**GIVE TO DAMON RUNYON CANCER FUND**

**ATTENTION, IMPORTERS**

WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING



- SPECIALS RECONDITIONED LIKE NEW
- AMI Model 120 \$695.00
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  - Wurlitzer Model 1400 395.00
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  - Seeburg Model BL 595.00
  - Wurlitzer Model 1500 495.00
  - Rock-Ola Model 1436 395.00
  - Exhibit Shooting Gallery 295.00
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  - Lee Musical Merry-Go-Round 495.00
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LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES

Write or Cable for Complete Catalogs and Special Price List  
Cable Address: BAGERSAL LOS ANGELES  
**BADGER SALES COMPANY, INC.**  
WEST PICO BOULEVARD • LOS ANGELES 6, CALIFORNIA

**ATLANTIC PERFECT CONDITIONING**

**Special - Late Models**  
E-120, \$600.00 • ROCK-OLA 1438, \$600.00  
SEEBURG 100 B's and BL's—Write

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Reconditioned equipment is guaranteed to equal or surpass any in the country. Write for complete price lists and circulars.  
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**AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.





A POWERFUL PAIR!

GOTTLIEB'S



4-BELLES

and proven, accepted

GOTTLIEB'S  
Super  
JUMBO



A Terrific  
5 BALL  
Amusement  
Machine



1-2-3 or 4  
can play  
at the same  
time!

• MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.

• TRIPLE MATCH Feature with multiple play awards.

• MODERN MASSIVE CABINET.

• BURGLAR-PROOF CASH BOX.

• ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

• ROTATION SEQUENCE—From 1 to 8 lights bottom Roll-Over for REPLAYS!

• 5 TRAP HOLES—4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

• MULTIPLE TYPE POINT SCORE!

• High Score to 7 Million.

• 5 pop bumpers.

• 2 cyclonic kickers.

• 2 super-powered flippers.

SEE THEM  
AT YOUR  
DISTRIBUTOR  
NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



FOREIGN BUYERS  
It's smart to do  
business with THE  
firm that does the  
most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

Cable for  
Special Price List  
Parts and Service Manual  
Available

INTERNATIONAL AMUSEMENT CO.  
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Rittenhouse 6-7712  
PHILADELPHIA 30, PA.

SCOTT-CROSSE COMPANY  
PHILADELPHIA 30, PA.

**FINEST BINGOS**  
FACTORY RECONDITIONED  
Like \$50 in Your Pocket  
Returnable 3rd Day—Full Refund

BALLY BEAUTY	\$250.00
DUDE RANCH	350.00
ATLANTIC CITY	130.00
COMET ISLANDS	80.00
Genco 400's (Improved and renamed "Line-Up")	65.00

Write for prices on Meters—5¢ and 10¢ National Rejectors.

Want Bingos—Mail Your List  
**W. E. Keeney Mfg. Co.**  
5231 S. Kedzie Chicago 32, Ill.  
Hemlock 4-3844

**BINGOS!**

HI-FI	\$450.00
PALM SPRINGS	395.00
BEACH CLUB	350.00
BEAUTY	250.00
YACHT CLUB	225.00
ATLANTIC CITY	145.00
PALM BEACH	145.00
SPOT LIGHT	95.00
BRIGHT LIGHTS	65.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
858 N. High St. Columbus 8, Ohio  
Tel.: University 6900

**NOW READ THIS!!!**

Wurlitzer 1015's	\$ 89.50
Wurlitzer 780E	49.50
Rock-Ola 1421 & Stand	44.50
Chico Basketball Champ	39.50
Genco Basketball 2 Player	109.50
Wms. Super Pennant Baseball	249.50
Telequiz	67.50
United Twin Shufflecade	24.50
Assorted Pingames, 2 for	25.00

Send for complete bargain list.  
**THE SHEIN DIST. CO.**  
Albany 4, N. Y.

**NEW EQUIPMENT**  
Now delivering: United's Comet, Deluxe Comet, Carnival Gun, Singapore; Gottlieb's Jumbo, 4 Bells.

BINGOS		DRINK MACHINES		ARCADE EQUIPMENT		
Hi-Fi	\$445.00	6 Supervends, 3 sel.	1000-cup capacity, with change makers \$200.00	ABT 6 Gun Rifle	Range	\$550.00
ABC	50.00	6 Sneady, single 10-oz. cup, 1000 capacity	125.00	Bally Big Inning		150.00
Five Stars	50.00	3 Mills, single drink, 400-cup capacity, with change maker	150.00	Heavy Hitter		40.00
Stars	85.00	6 Hupp, single drink, 400-cup capacity	110.00	Goalie Pistol		100.00
Leaders	75.00	400-cup capacity	110.00	C. Coin Shooter		95.00
Cabana	185.00	3 Bradley Seniors, 2 selections, 1000-cup capacity	200.00	Evans Bat-a-Score		165.00
Hawaii	295.00	6 Revco Ice Cream Cup, 2400 Model	125.00	Evans Ski-Roll		95.00
Tropics	225.00	2 Craig Ice Cream Bar	125.00	Ex. Dale Gun		55.00
Mexico	435.00	2 Mills 3-Drink	400 Cops	Ex. Gun Patrol		185.00
Yacht Club	215.00	5 Andico Coffees	395.00	Ex. Six Shooter		145.00
Nevada	425.00	Vendors		Genco Basketball		350.00
Atlantic City	140.00			Life League		75.00
Beach Club	335.00			Midget Movies, Latest		185.00
UPRITES				Q Ball Pool Tables		125.00
Genco's 400	\$65.00			Quizzer With Film		95.00
Genco's Jumpin' Jax	65.00			Sci. Pitch'm & Bat'm		185.00
RIDES				Twin Shoe-Shine		150.00
2 Ex. Bronchos	\$295.00			Wurlitzer Skee Ball		150.00
3 Space Cadets	295.00			Super World Series		195.00
1 Sci. Television	425.00			Hayburners		75.00
1 Sci. Luxury Liner	350.00			County Fair		75.00
Bally Moonride (new)	Write			Standard Metal		275.00
1 Rocket Patrol	175.00			Typewriter		125.00
1 Bally Space Ship	295.00			Space Invaders		125.00
UNITED BOWLERS				Wms. Del. Baseball		350.00
4 Player Official	\$ 95.00			Bat-a-Score Sr.		65.00
6 Player Regular	50.00			Ex. Deluxe Post Card Vendors		50.00
6 Player 10th Frame	125.00			Jennings Barrel Roll		125.00
6 Player Cascade	150.00			Grandma Fortune Tellers		125.00
6 Player Leag. Bowler	395.00			C.C. Basketball		195.00
6 Player Chiefs	395.00			Seeburg Bear Gun		175.00
6 Player Olympics	195.00			Harvard Metal Typewriter		150.00
6 Player Royals	325.00			Battling Practice		65.00
C.C. Crown Bowler	195.00					
C.C. 6 Player	50.00					
C.C. Bowl-a-Ball	125.00					
C.C. Double	225.00					
COUNTER MACHINES						
5 ABT Skill Guns	\$ 20.00					
30 ABT Challenges	20.00					
6 Genco Pee-Wees	20.00					
90 3-Way Grippers	18.50					
Shockers, New	24.50					
50 Three-of-a-Kind	18.50					
20 Mer. Count. Grip	20.00					
17 Wizards, 5¢	18.50					
6 Target Skill Guns	18.00					
2 Criss-Cross	15.00					
MUSIC						
Rock-Ola 5052	\$325.00					
AMI D-40	325.00					
Airon Manhattan	50.00					
Mills Constellation	175.00					
Evans Constellation	240.00					
125 Packard Wallboxes	6.50					
50 Buckley Wallboxes	6.50					



Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI**  
Distributors for Northern Ohio  
NOW DELIVERING MODEL F

**Cleveland Coin MACHINE EXCHANGE, INC.**

2029 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

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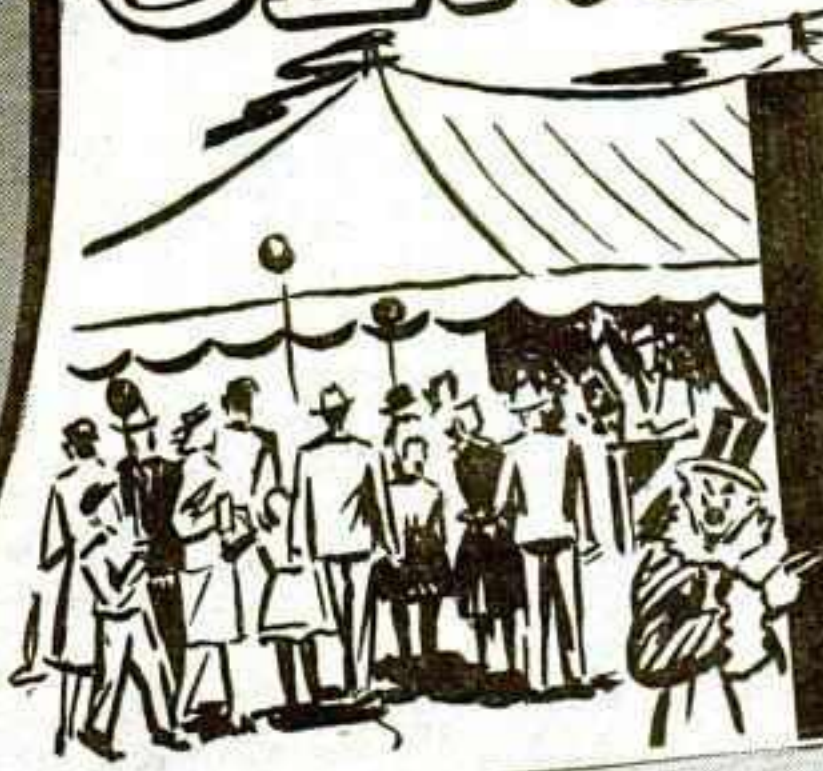
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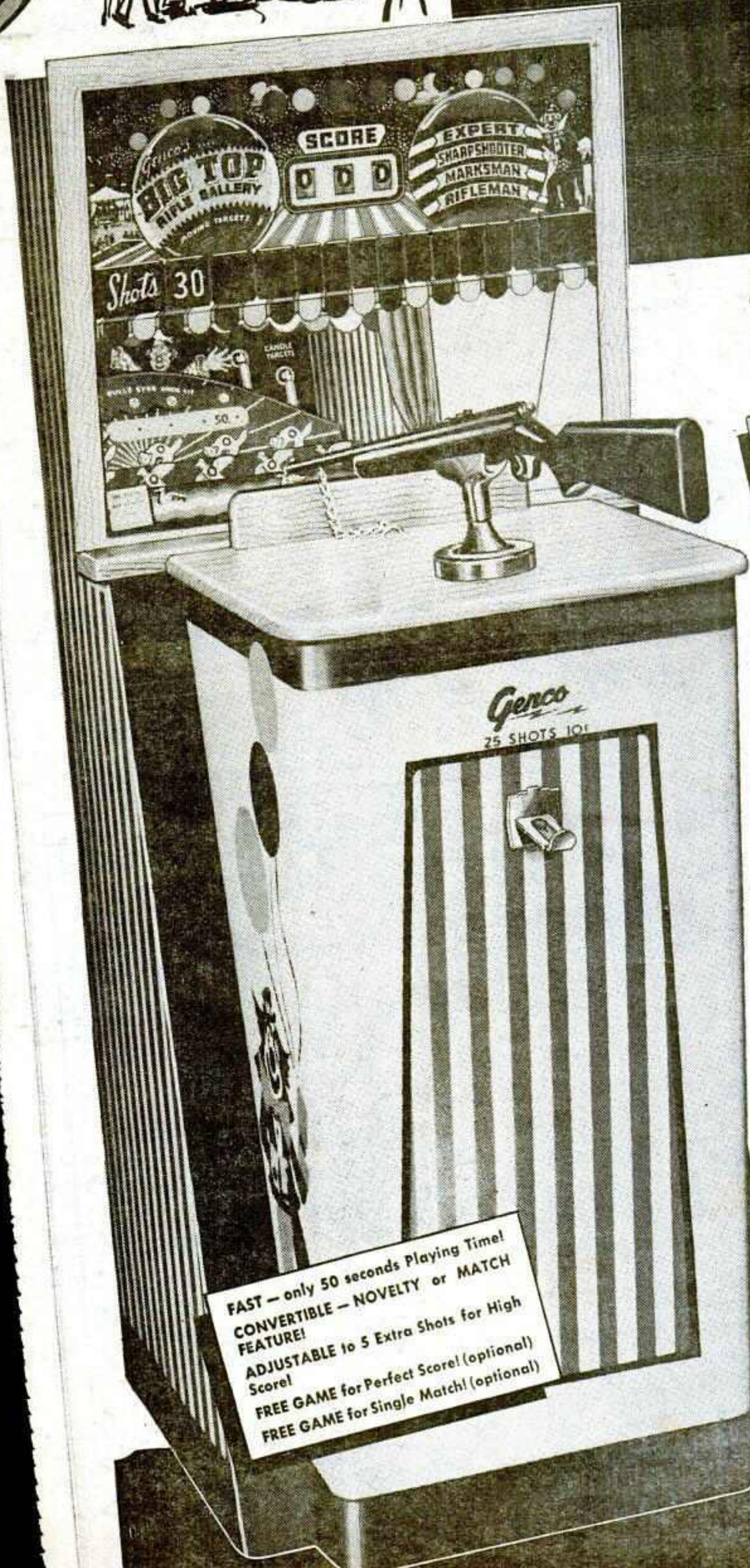
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827

# GENCO..still leading the field!



# BIG TOP RIFLE GALLERY



Featuring 2 Types of MOVING TARGETS...  
Exclusive with GENCO

**1**

**MOVING DUCKS**  
9 realistic ducks on moving belt — just like a real rifle range!

**2**

**SWINGING CLOWN**  
Moves back and forth on pendulum... flops over when hit... resets automatically!

**New CANDLE TARGETS**

Player shoots out the flame (in lights) ... just like a real rifle range!

**PLUS — All New Fall-Over Targets**

- GENUINE .22 caliber SAVAGE Rifle
- REALISTIC Gun Flash and "Kick"
- NEW STREAMLINED, Colorful Cabinet
- BRILLIANTLY LIGHTED Theatrical Effects
- SIMPLE MECHANISM ... Easy Servicing

**25 SHOTS 10c**

CONTACT YOUR GENCO DISTRIBUTOR TO

FAST — only 50 seconds Playing Time!  
 CONVERTIBLE — NOVELTY or MATCH FEATURE!  
 ADJUSTABLE to 5 Extra Shots for High Score!  
 FREE GAME for Perfect Score! (optional)  
 FREE GAME for Single Match! (optional)

# GENCO

2621

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 Occupation \_\_\_\_\_

**4-BELLES**

**GOTTLIEB'S**  
*Super*  
**JUMBO**

and proven, accepted



A Terrific  
**5 BALL**  
 Amusement  
 Machine

- MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.
- TRIPLE MATCH Feature with multiple play awards.
- MODERN MASSIVE CABINET.
- BURGLAR-PROOF CASH BOX.
- ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

- ROTATION SEQUENCE—From 1 to 8 lights bottom Roll-Overs for REPLAYS!
- 5 TRAP HOLES—4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!
- MULTIPLE TYPE POINT SCORE!
- High Score to 7 Million.
- 5 pop bumpers.
- 2 cyclonic kickers.
- 2 super-powered flippers.

**1-2-3 or 4**  
 can play  
 at the same  
 time!

SEE THEM  
 AT YOUR  
 DISTRIBUTOR  
**NOW!**

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It's smart to do  
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At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

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 Like \$50 in Your Pocket  
 Returnable 3rd Day—Full Refund

BALLY BEAUTY ..... \$250.00  
 DUDE RANCH ..... 350.00  
 ATLANTIC CITY ..... 130.00  
 CONEY ISLANDS ..... 80.00  
 GENCO 400's (Improved and renamed "Line-Up") ..... 65.00

Write for prices on Meters—5¢ and 10¢ National Rejectors.

Want Bingos—Mail Your List  
**W. E. Keeney Mfg. Co.**  
 5231 S. Kedzie Chicago 32, Ill.  
 Hemlock 4-3844

**BINGOS!**

HI-FI	\$450.00
PALM SPRINGS	395.00
BEACH CLUB	350.00
BEAUTY	250.00
YACHT CLUB	225.00
ATLANTIC CITY	145.00
PALM BEACH	145.00
SPOT LIGHT	95.00
BRIGHT LIGHTS	65.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
 858 N. High St. Columbus 8, Ohio  
 Tel.: UNIVERSITY 6900

**NOW READ THIS!!!**

Wurlitzer 1015's ..... \$ 89.50  
 Wurlitzer 780E ..... 49.50  
 Wurlitzer 71 & Stand ..... 44.50  
 Rock-Ola 1422 ..... 59.50  
 Chico Basketball Champ ..... 109.50  
 Genco Basketball 2 Player ..... 249.50  
 Wms. Super Pennant Baseball ..... 249.50  
 Telequiz ..... 69.50  
 United Twin Shufflecade ..... 24.50  
 Assorted Pingames, 2 for ..... 25.00

Send for complete bargain list.  
**SHEIN DIST. CO.**  
 Albany 4, N. Y.

**NEW EQUIPMENT**

Now delivering: United's Comet, Deluxe Comet, Carnival Gun, Singapore; Gottlieb's Jumbo, 4 Bells.

BINGOS	DRINK MACHINES	ARCADE EQUIPMENT
HI-FI ..... \$445.00	4 Supervends, 3 sel. 1000-cup capacity, with change makers \$200.00	ABT & Gun Rifle Range ..... \$550.00
ABC ..... 50.00	4 Sneads, single 10-oz. cup, 1000 capacity. 125.00	Bally Big Inning ..... 150.00
Five Stars ..... 50.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Heavy Hitter ..... 100.00
Stars ..... 85.00	6 Hupp, single drink, 400-cup capacity 110.00	Goalie ..... 95.00
Leaders ..... 185.00	3 Bradley Seniors, 2 selections, 1000-cup capacity 200.00	C. Coin Pistol ..... 95.00
Cabana ..... 395.00	6 Revco Ice Cream Cup, #400 Model 125.00	Evans Bat-a-Score ..... 165.00
Hawaii ..... 75.00	2 Craig Ice Cream Bar 125.00	Evans Ski-Roll ..... 95.00
Tropics ..... 225.00	2 Mills, 3-Drink 400 Cups ..... 185.00	Ex. Dale Gun ..... 55.00
Mexico ..... 435.00	5 Andico Coffee Venders ..... 395.00	Ex. Gun Patrol ..... 135.00
Yacht Club ..... 215.00		Ex. Six Shooter ..... 145.00
Nevada ..... Write		Genco Basketball ..... 350.00
Atlantic City ..... 140.00		Life League ..... 75.00
Beach Club ..... 335.00		Midget Movies, Latest 185.00
		Q Ball Pool Tables ..... 125.00
		Quizzer With Film ..... 95.00
		Sci. Pitch'm & Bal'm 185.00
		Genco Basketball ..... 350.00
		Life League ..... 75.00
		Standard Metal 75.00
		Super World Series ..... 195.00
		Hayburners ..... 75.00
		County Fair ..... 75.00
		Typewriter ..... 275.00
		Space Invaders ..... 125.00
		Wms. Del. Baseball ..... 350.00
		Bat-a-Score Sr. .... 65.00
		Ex. Deluxe Post Card Vendors ..... 50.00
		Jennings Barrel Roll 125.00
		Grandma Fortune Tellers ..... 125.00
		C.C. Basketball ..... 195.00
		Seeburg Bear Gun ..... 175.00
		Harvard Metal Typewriter ..... 150.00
		Batting Practice ..... 65.00
		<b>CIGARETTE VENDORS</b>
		5 8 Col. Eastern Elec. \$115.00
		3 9 Col. Keeney Elec. 145.00
		10 9 Col. National 930 95.00
		10 9 Col. National 950 110.00
		1 8 Col. Rowe Elec. .... 95.00
		5 15 Col. U 500 ..... 110.00
		11 Col. Uneda ..... 65.00
		All Factory Shopped—25¢ Chute.
		20 8 Col. P.X. Electric 75.00
		Genco Shuffleboard Scoring Units ..... \$85.00
		25 Late Model Waiting Scales ..... Write



Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI** Distributors for Northern Ohio  
 NOW DELIVERING MODEL F

**Cleveland Coin MACHINE EXCHANGE, INC.**

2029 Prospect Ave., Cleveland 15, Ohio  
 All Phones: Tower 1-6715

**GIVE TO DAMON RUNYON CANCER FUND**

**NEW IN COIN MACHINES!**  
 ARE THEY GETTING FOR USED EQUIPMENT?  
 ARE YOUR FRIENDS IN THE BUSINESS?  
 GET!

Find out every week in  
**The Billboard**

Order NOW at LOW Subscription Rates.  
 Fill in and Mail Coupon Today!

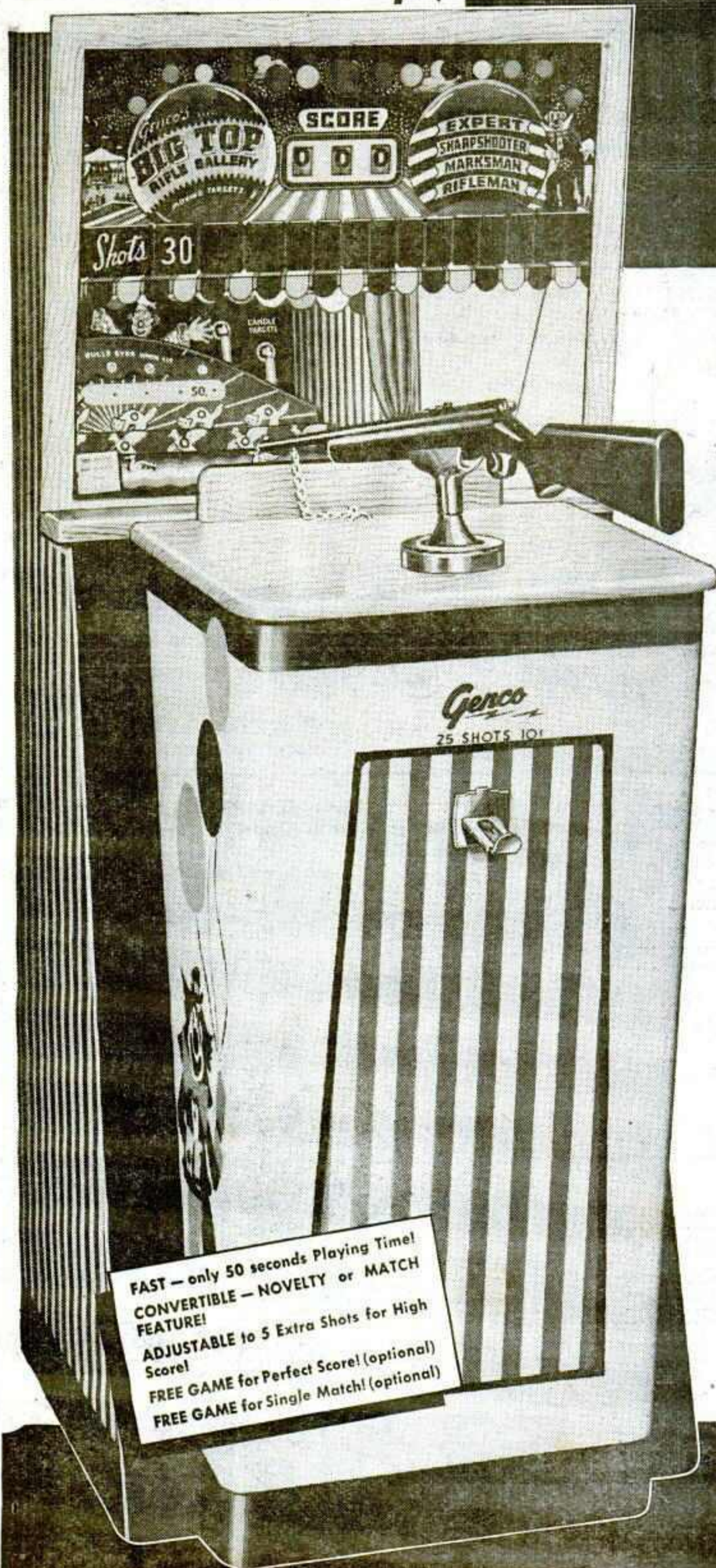
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes  Please send me The Billboard for one year at \$10.  
 (Foreign rate, one year, \$20)

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# GENCO..still leading



# BIG TOP RIFLE GALLERY



FAST — only 50 seconds Playing Time!  
CONVERTIBLE — NOVELTY or MATCH FEATURE!  
ADJUSTABLE to 5 Extra Shots for High Score!  
FREE GAME for Perfect Score! (optional)  
FREE GAME for Single Match! (optional)

Featuring 2 Types of MOVING TARGETS...  
Exclusive with GENCO

**1**

**MOVING DUCKS**  
9 realistic ducks on moving belt — just like a real rifle range!

**2**

**SWINGING CLOWN**  
Moves back and forth on pendulum . . . flops over when hit . . . resets automatically!

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Player shoots out the flame (in lights) . . . just like a real rifle range!

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- GENUINE .22 caliber SAVAGE Rifle
- REALISTIC Gun Flash and "Kick"
- NEW STREAMLINED, Colorful Cabinet
- BRILLIANTLY LIGHTED Theatrical Effects
- SIMPLE MECHANISM . . . Easy Servicing

**25 SHOTS 10c**

CONTACT YOUR GENCO DISTRIBUTOR TODAY!

# GENCO

2621

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# FIREBALL

Another FIRST in Bowling Games!

Featuring...

## "Flash-O-Matic" SCORING WITH TRAVELING SCORE LITES IN FORMICA PLAYFIELD!



### FOUR DRUM SCORING!

Players Skill Can Give Him Top Score of 9600

TWO GAMES  
IN ONE!

Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

- Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Much as 800 for a Strike in Each Frame!

- Available in 10¢ 3 for 25¢ Play.

- The Most Exciting and Fascinating Innovation in Bowling Games in Years!

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## HOLIDAY BOWLER

Featuring New Point Credit Scoring Thrill! Player Matching Number-Star-Crown gets Added Point Credits.

Still Available!...

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### FLASH BOWLER

With "Flash-O-Matic" Scoring!

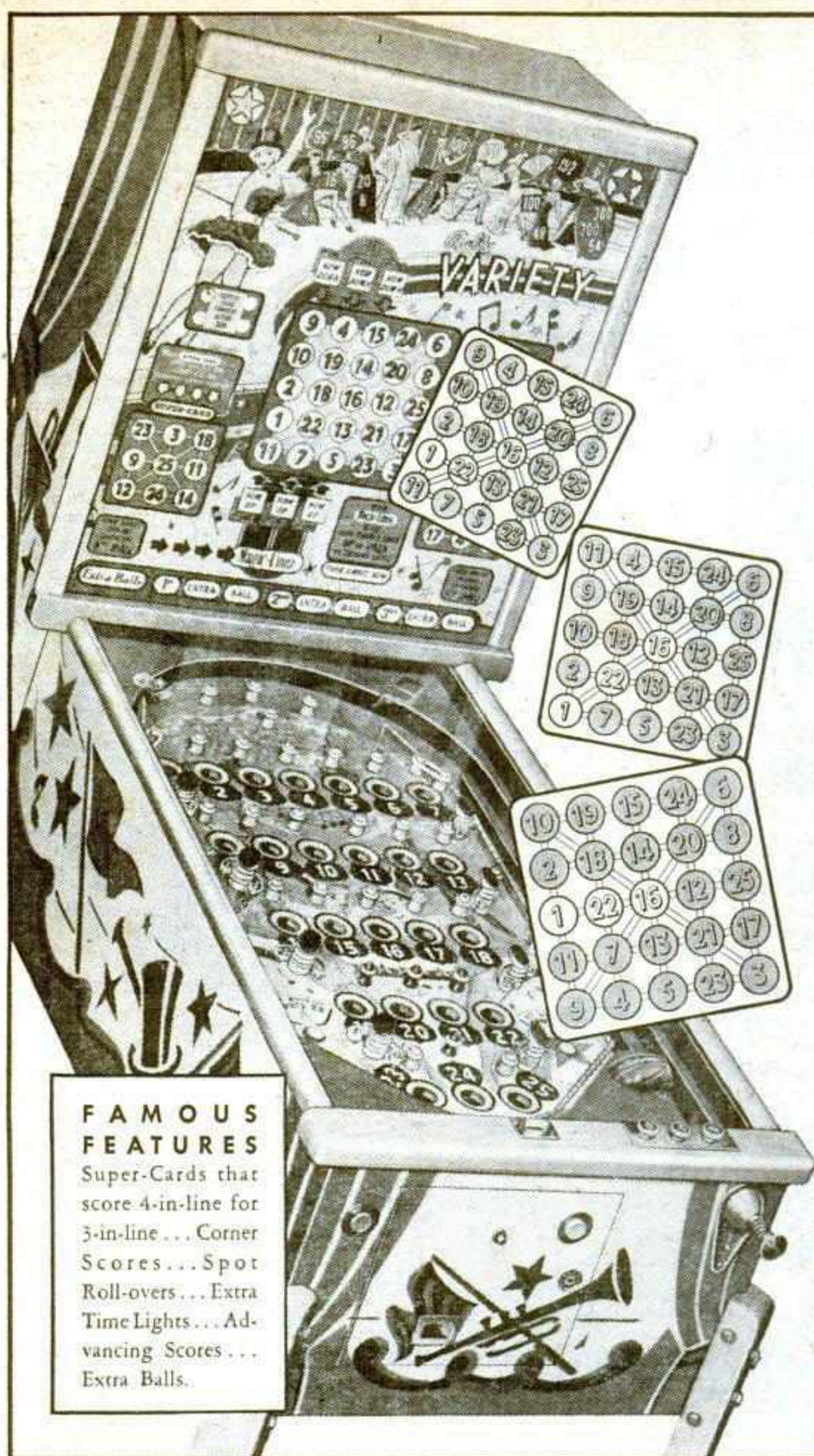
### STAR-LITE BOWLER

With New Matching Principles!

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MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14



### FAMOUS FEATURES

Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Roll-overs... Extra Time Lights... Advancing Scores... Extra Balls.

# Bally VARIETY

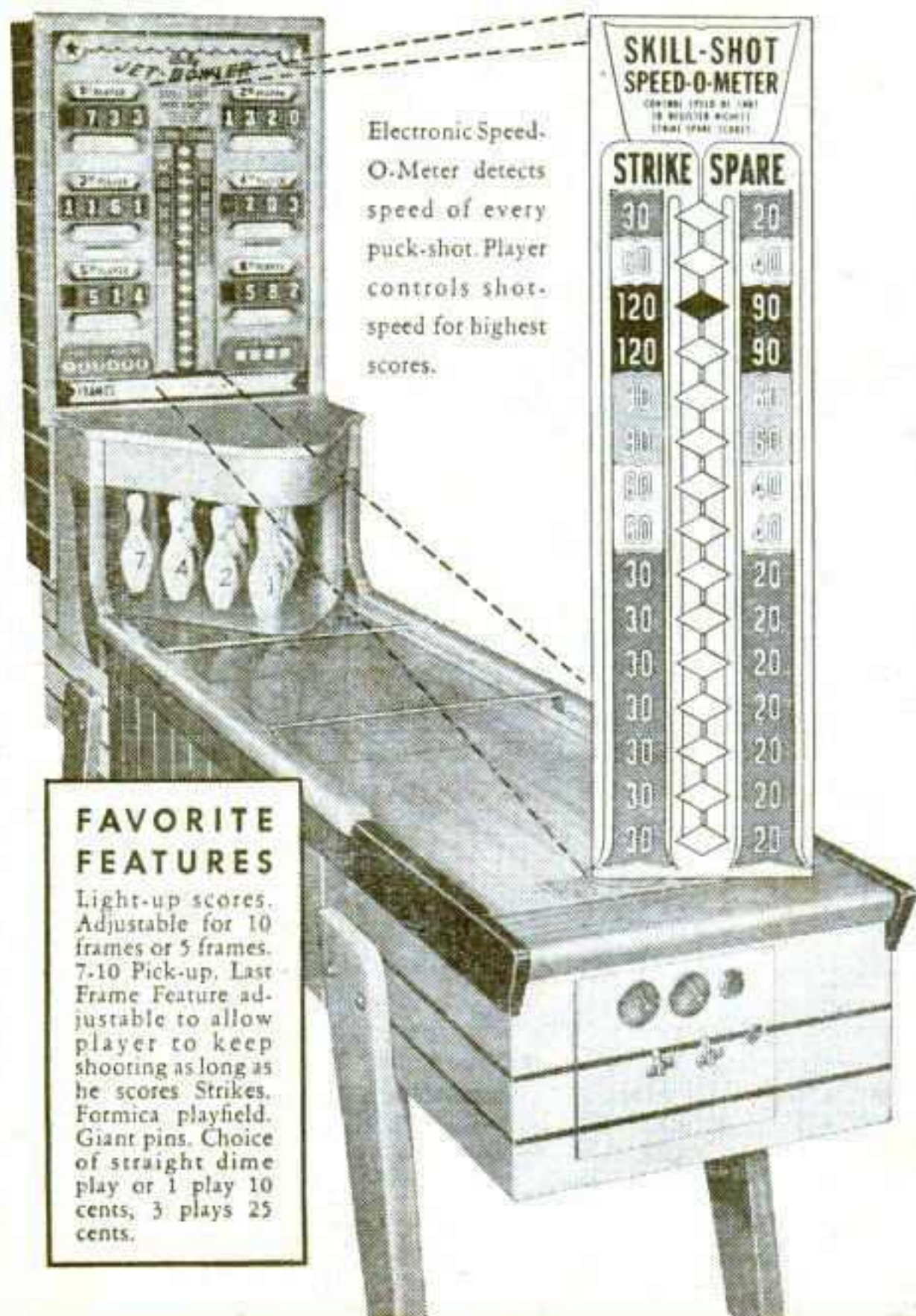
WITH SENSATIONAL

## Magic-Lines

### PROFIT BOOSTING FEATURE

Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

Ghost-cards above show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years... and back up their enthusiasm with greatest cash-box approval in years!



Electronic Speed-O-Meter detects speed of every puck-shot. Player controls shot-speed for highest scores.

### FAVORITE FEATURES

Light-up scores. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Choice of straight dime play or 1 play 10 cents, 3 plays 25 cents.

# Bally JET-BOWLER

WITH MATCH-SCORE FEATURES

# Rocket Bowler

WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL SKILL of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

<input checked="" type="checkbox"/> STRIKE SCORES	60	120	180	240	300	360	420	480	540	600	<input checked="" type="checkbox"/> STRIKE SCORES
<input checked="" type="checkbox"/> SPARE SCORES	40	80	120	160	200	240	280	320	360	400	<input checked="" type="checkbox"/> SPARE SCORES

↑ ↑ ↑ ↑ ↑ ↑ ↑ ↑ ↑

FRAMES 1 2 3 4 5 6 7 8 9 10 FRAMES



**UNITED'S DE LUXE**

**11<sup>th</sup>**

**FRAME SHUFFLE ALLEY**

WITH NEW **HIGH** SCORES

**BIG SCORES BUILD BIG INCOME**

ONE TO SIX CAN PLAY

ALSO AT YOUR DISTRIBUTOR  
**SINGAPORE**  
FAST ACTION  
IN-LINE GAME

Come!  
**Shuffle-Targette**  
WITH OR WITHOUT  
MATCH-A-SCORE

**CARNIVAL GUN**  
FAST PLAY  
SHOOTING GALLERY  
WITH  
TIME-BONUS SCORE

**OTHER FEATURES!**

**10<sup>th</sup> FRAME FEATURE**  
CAN SCORE 1800

**MASTER FRAME**

SCORE 1000    SCORE 500  
Regulation 1-9 and 20-30 Scoring

**FAMOUS TRIPLE MATCH FEATURE**

**King-Size, Durable Bowling Pins**

**Available in 10¢-3 for 25¢ Models**

LATEST E-Z SERVICE FEATURES

TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.

**SEE YOUR DISTRIBUTOR NOW!**

UNITED'S REGULAR

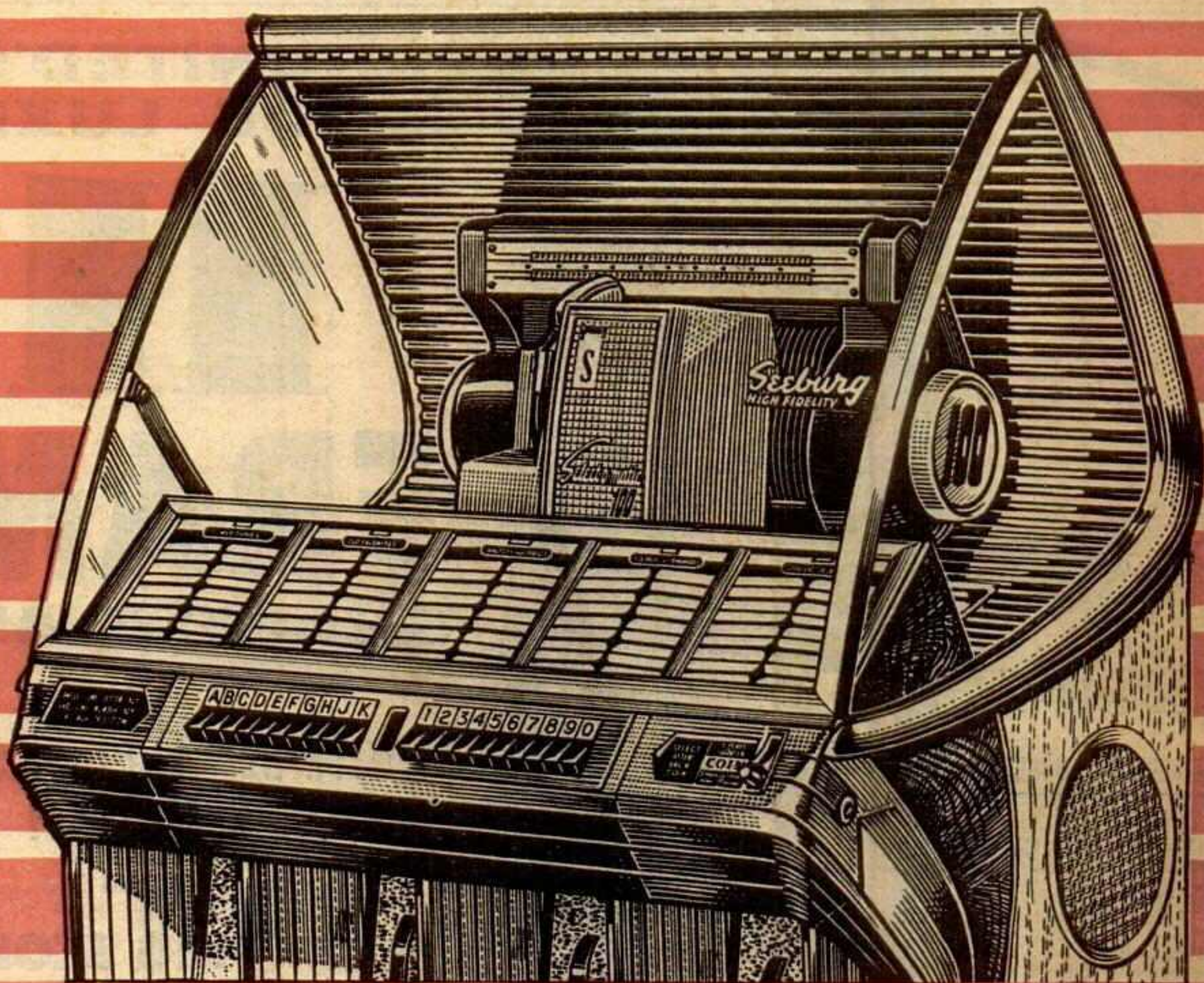
**11<sup>th</sup> FRAME SHUFFLE ALLEY**

with all the features of DE LUXE

except MATCH-A-SCORE FEATURE

AVAILABLE IN SAME SIZES AS DE LUXE

**UNITED MANUFACTURING COMPANY**  
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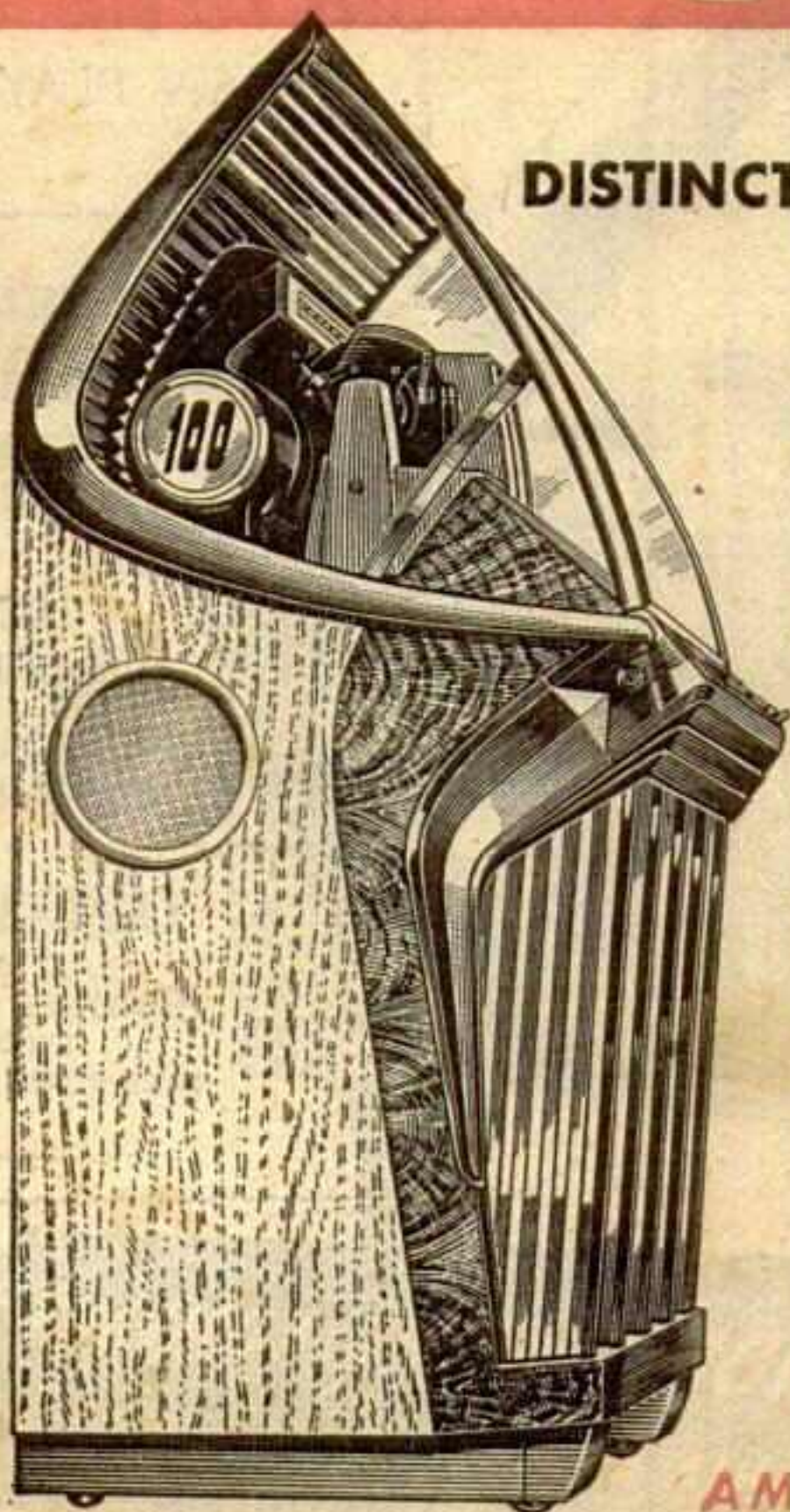
# Select-O-matic 100

**DISTINCTIVE IN STYLING... UNMATCHED IN PERFORMANCE**

*Style-wise* there's nothing to compare with the refreshing beauty of the Select-O-Matic "100".

*Performance-wise* it's in a class by itself with unexcelled engineering features that assure simple, profitable operation.

And, all this plus Full-Spectrum High Fidelity and Omni-Directional Sound.



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