



# The Billboard

OCTOBER 17, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

## Daytime May Be Color Time In Video Networks' Future

### 'THREE LOVES' IS FREE TO HIM

NEW YORK, Oct. 10.—Liberace, whose concerts thruout the country have been one of the strongest draws on the concert circuit, has a chance to hit the top of the heap in San Antonio with his new Columbia Record "The Story of Three Loves." It seems that when the pianist appeared at the concert hall in that city a few weeks ago, a printer with a sense of humor ran off the program. Liberace's new waxing was advertised as "The Story of Free Love."

### Capitol Plans 'Cantor' Push

HOLLYWOOD, Oct. 10.—Capitol Records is making plans for one of its biggest promotional efforts of all time to cover the forthcoming release of the sound track recordings from the Warner Brothers film, "The Eddie Cantor Story." The film is now tentatively scheduled to open in New York on December 23 at the Paramount Theater and nationally on January 3.

### KINSEY IN THE ALLEY

## Tin Panners Give Sex Stuff a Whirl

NEW YORK, Oct. 10.—The eminent Dr. Kinsey is on his way to immortality, or perhaps notoriety, in Tin Pan Alley. For the third consecutive week, a new record has been waxed which concerns the co-author of the literary thesis "Sexual Behavior of the Human Female." The titles of the tunes indicate the popularity of the good doctor's work—"Kinsey's Book," a country disk with Charlie Aldrich on Intro; "Hey, Dr. Kinsey," rhythm and blues record featuring Big Duke on Flair, and the forthcoming "What's Her Whimsy, Dr. Kinsey?" with Stomp Gordon on a Mercury rhythm and blues cutting.

It seems apparent from a listen to the lyrics of the first two tunes that the writers of "Kinsey's Book" and "Hey, Dr. Kinsey" have burned the midnight oil to glean the factual info from the Kinsey opus. "Hey, Dr. Kinsey" on Flair, for instance, contains more percentage quotations than a stock market report. Both the Flair and the Intro records are catching action in their fields, and The Billboard Music staff was so impressed by the literary aspects

## Courts Cleared To Fix Music Rates on Video

### ASCAP Withdraws Plea for Amendment Of Consent Decree

NEW YORK, Oct. 10.—The way has now been cleared for the Federal courts to fix license rates for the use of the American Society of Composers, Authors and Publishers' music on television. This happened when, as expected (The Billboard, October 10), the telecasters Tuesday (6) withdrew their motion to intervene in ASCAP's motion to amend the Consent Decree. ASCAP is now also in the process of withdrawing its original plea to amend the Consent Decree.

The procedure under which license rates are set by the court is provided for in the Consent Decree, in the event that the opposing forces are unable to reach an agreement. The upcoming

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### This Week in the . . .

#### FALL COIN MACHINE EXPORT SECTION

- Coin Machine Exports Set Record
- French Department Stores Buy 200 Rides
- Foreign Vending Sales Soar
- Canadian Cig Vending Picture
- Top Overseas Juke Box Markets

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## Coin Machines Export at Peak

By TOM McDONOUGH

CHICAGO, Oct. 10.—Export sales of coin machines set new all time dollar and unit records thru the first half of 1953.

A total of 31,220 new and used juke boxes, venders and amusement games were sold to overseas coinmen for a whopping \$5,569,432, dwarfing the 25,519 units exported for \$3,331,477 in the same period last year.

Significant in the over 66 per cent gain in sales was the sharp gains made by all phases of the trade. Music machine sales jumped from \$1,913,297 to \$2,895,740, a 51 per cent increase; vending exports climbed 68 per cent from \$375,703 and games transactions soared 98 per cent—or from \$1,048,327 in the first six months of 1952 to \$2,070,216 in the same period this year.

Tho some of the long time customers in Canada, Venezuela, Belgium, Colombia, Mexico and Cuba constitute the key markets, the amazing expansion in the past three years from \$5,000,000

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## No Public-Service Program Law Exists, Says Fellows

WASHINGTON, Oct. 10.—In a back-handed slap at a previous era of the Federal Communications Commission which once threw the controversial Blue Book at the broadcasting industry, President Harold E. Fellows, of the National Association of Radio and Television Broadcasters, advised the industry today that there is no edict which requires TV and radio stations to set aside any portion of time for non-commercial programming.

Fellows, whose comments are certain to be viewed with high interest at the FCC as well as in other circles, cited "frequent misapprehensions" that radio and TV are required to devote a minimum

of time to "sustaining public service broadcasting." "There was never a law in radio or television that required a specific amount of time to be devoted to public service broadcasting," he said. "The Communications Act of 1934, which established the Federal Communications Commission, simply states that broadcast licensees should operate their facilities in the public interest and convenience and necessity."

"The method by which broadcasters observe this stipulation is a matter for individual decision, and it is my opinion that broadcasters in this nation have done rather a magnificent job in the field. Now it is true that certain

## 4 Logical Reasons Back CBS' Plans

### Fill Daytime Gaps, Lure Dept. Stores, Aid Local Programs, Catch Lady's Eyes

NEW YORK, Oct. 10.—Daytime will be color TV time on the television networks once multi-chrome programming gets under way on a regular basis. This appeared to be the key to the CBS-TV approach to hue video, with the likelihood that the other webs may very well fall in line with what appears to be inexorable logic.

By stressing the use of color in the daytime hours, at least in pioneer days of commercial tint TV, CBS execs apparently feel they can simultaneously accomplish a number of highly desirable objectives. Foremost among these, of course, would be to attract sponsors for the unsold time segments still available — which are daytime slots. Secondly, the web believes the color medium's basic attraction will be for products which seek a female audience, such as food, cosmetics and textiles. Third, it would help the web's affiliates go forward with plans for their own local color airings daytime, keyed toward

bringing department stores into the TV sponsorship fold. Fourth, daytime airings will help sale and

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## Toscanini's Season Sold

NEW YORK, Oct. 10.—The Socony-Vacuum Oil Company this week signed to sponsor the forthcoming 1953-'54 season of 22 concerts conducted by Arturo Toscanini via NBC. The hour-long programs, featuring the NBC Symphony Orchestra, will be shifted from their traditional Saturday slot of recent seasons to the 6:30-7:30 p.m. period, starting November 8. The concerts again will originate from Carnegie Hall.

With the Maestro on the podium for at least 14 of the concerts, the remainder will be under the baton of Guido Cantelli. Socony-Vacuum's commercials will be of an institutional nature.

## DECCA RECORDS IN SPAIN

## U. S. Firms Active In Iberian Diskings

By IS HOROWITZ

NEW YORK, Oct. 10.—Decca Records has completed arrangements to record a substantial number of works in Spain to add to its Gold Label classical series. The actual recordings, one of which has already been completed, will be done by Union Musical Espanola, a large Spanish publishing house.

The move by Decca gains sig-

nificance in view of efforts by a number of diskeries to escape the confines of standard repertoire as duplications in the LP catalog mount in number. Steps by RCA Victor to set up its own plant in Spain have been reported earlier.

Montilla Records, a small indie diskery, has pegged its entire operation to importation of Zarzuelas (Spanish operettas) and other material indigenous to the Iberian Peninsula. Westminster has gotten some Spanish masters which it has released here.

### November Release

Angel Records, the new American subsidiary of Britain's Electric and Musical Industries, will start operation with a number of Zarzuelas when its first disks are released early in November. These have been integrated into

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## Lorillard Seeks Programs for Old Gold, Kent

NEW YORK, Oct. 10.—P. Lorillard this week was looking for two new properties for its Old Gold and Kent cigarette divisions. If Old Gold finds a package it will be used to replace one of its current properties or given a slot of its own. Kent would like to add to its network TV advertising operation.

Lorillard has made tremendous sales strides this year, both with its Old Gold king-size and Kent filter-tip brands. Kent has concentrated on TV advertising and has been selling out almost as rapidly as it is being produced.

The Old Gold shows on the network are "Two for the Money" on CBS-TV, "Judge for Yourself" on NBC-TV and "Chance of a Lifetime" on Du Mont. Kent has "The Web" on CBS-TV.

Lennen & Newell is the Old Gold agency and Young & Rubicam services Kent.

### 'SUSPENSE'

## Audience Still Hanging After AM Blackout

NEW YORK, Oct. 10.—Auto-Lite this week was dunning CBS-Radio for a complete time rebate because the last seven minutes of "Suspense" on Monday (5) was cut off 40 stations because of technical difficulties. The technical blackout occurred because of difficulty at the master controls of WTOP, Washington, and affected CBS affiliates as far West as Michigan.

CBS-Radio has offered to settle for a 32 per cent rebate, but because the last few minutes of the show are so important (the solution is given there) the advertiser, so far, is balking at the offer. On Monday's (12) broadcast of the mystery show, a mimeographed copy of the solution to the crime will be given to listeners who write in. Thus Auto-Lite will be able to calculate listener interest.

## 'Medallion' Set For Another 13-Week Run

NEW YORK, Oct. 10.—Chrysler Motors this week renewed its "Medallion Theater" for another 13 weeks on CBS-TV, Saturday nights, 10-10:30. The program is signing up several directors who will rotate on the show, the first being Charlie Powers, ex-Dancer, Fitzgerald & Sample exec, in an effort to continue its improvement.

It has also hired Alex North to compose and conduct an original score for its Saturday (17) show, "Time for Heroes," which stars Victor Moore.

## Capitol Bows Out of ET Biz With Sale of All Inventory

HOLLYWOOD, Oct. 10.—Capitol Records last week bowed out of the electrical transcription business via a proposed sale of its entire inventory of ET's and stock in the hands of leasing stations.

The proposed sale at the price of 25 cents per record, and a price pegged at 50 cents per transcription in Cap's inventory represents a substantial loss for the platter. Sale of the transcription library at a fraction of its cost to Cap was predicated upon the firm's de-

## NO EXCUSE FOR NOT WASHING

NEW YORK, Oct. 10.—As a promotion to show the revitalization of network radio, NBC's operating veepee, Ted Cott, this week arranged to have 3,000 jars of water from the Fountain of Youth shipped from St. Augustine, Fla., to ad agency execs here. However, what with getting scheduled full of new stanzas on the air this week, it's understood Cott has set aside a few jugs for himself, on the grounds that he's aged a decade in the past few days.

## P&G Shelves Albert Show; Tab Too Steep

NEW YORK, Oct. 10.—Procter & Gamble reportedly has shelved its plan to sponsor Eddie Albert's TV show, "Nothing But the Best" this fall, because the star's asking price is too high. P&G backed the Albert show as a summer replacement for "Fireside Theater" on NBC-TV and had expressed interest in spotting it in another time period this fall.

Albert's increased salary demands were supposedly prompted by the big hype his career received this month, via a top role in the hit movie, "Roman Holiday," and fine reviews for his serious thespian in George Orwell's drama, "1984," on CBS-TV's "Studio One." Meanwhile, Philip Morris is said to be interested in buying Albert and the variety ailer.

## Pan.-Am. Buys 'Meet Press'

NEW YORK, Oct. 10.—Pan-American World Airways this week signed as alternate-week sponsor of "Meet the Press," via both the NBC AM and TV networks. Revere Copper & Brass, which had been on weekly, continues on the alternate weeks.

The deal takes effect in January. The TV version airs 6-6:30 p.m., Sundays, while the radio edition is on 10:30-11 p.m. Sundays.

## NBC-Radio Answers 'Three Plan' Critics

NEW YORK, Oct. 10.—NBC-Radio this week in a letter to its affiliates countered charges by the Station Representatives' Association that it was invading the spot field. The SRA had claimed that the web's "Three Plan" which allows advertisers to purchase participations in three quarter-hour strips was, in effect, an invasion of the spot field.

The NBC answer, formulated by William H. Fineshruber Jr., veepee in charge of the radio web, was that the plan creates opportunities for affiliates to develop new spot business by selling one-minute announcements in the body of the shows and without program expense. He also maintained that network sales of these programs is a sale of full national coverage and thus is completely different in character and effect from a national spot

# Logic Prompts Nets to View Daytime as Color TV Time

### Fill the Gaps, Lure Dept. Stores, Aid Affils, Catch the Lady's Eyes

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servicing of color receivers, since dealers and repairmen function mainly during those hours.

An address delivered yesterday (9) by John Hayes, general manager of WTOP-TV, Washington, at the CBS-TV Color Clinic held here for the web's affiliates, stressed his belief that color would bring local department store advertisers into TV. Among the advantages of color TV to the local advertiser which he cited, are its cost, which will be relatively cheap in comparison with printed media, and the fact that color TV allows sponsors to see their color copy within several days. It takes about two weeks, he maintained, to see proofs of color copy to be printed in newspapers.

The decision to make daytime color time is expected eventually to bring this part of the day into its own as a revenue producer for the network. The CBS-TV has done fairly well selling advertis-

ers daytime, sponsors have not been fighting for time periods as they have during the evening hours on the network. And, just as important, daytime video audiences are smaller by a large margin than evening audiences. This situation, of course, does not make it possible for the network to hike its daytime rates.

### New Buyers

Only by bringing into a medium a large new group of advertisers—textiles, rugs, home furnishings and many others—can network TV be made to pay off in the manner prophesied for it. Immediate plans at CBS-TV call for the scheduling and offering to multiple sponsors of a limited number of daytime shows.

The execs of the CBS-TV affiliates were also told by veepee William Lodge that it was necessary they take the financial gamble to get on the color bandwagon, in spite of the fact that much of the equipment might

become obsolete at a future date. He said that CBS-TV intends spending several million dollars in facilities and broadcasting during the initial growth period. To date, about 20 of the network affiliates have indicated that they have ordered transmission equipment for carrying CBS-TV network color programs, and the network's o&o's in Chicago and Los Angeles have also had their equipment ordered.

### Electronics Deal

CBS, Inc., is on the verge of concluding a deal with an important electronics manufacturer to handle the mass production of its new Chromacoder color pickup equipment and cameras. The CBS color tube, the CBS Colortron, of course, will be mass produced by the electronic manufacturing division of CBS, Inc. CBS-Hytron.

Lodge's talk at the clinic mentioned some immediate specific costs to CBS affiliates interested in getting into multichrome. About \$25,000 will have to be spent for additional equipment by CBS-TV outlets to transmit properly color programs originated by the network. The station's investment for local origination via color slide, color film and associated equipment will cost an additional \$70,000. The technical equipment for a two-camera color studio for live origination will cost approximately another \$112,000 if the CBS Chromacoder is used.

### Manpower Up

Lodge also speculated that about 30 per cent more technical manpower will have to be used by stations carrying color and that studios and control rooms would have to be extensively remodeled. He also said that the American Telephone & Telegraph Company was working on a microwave system for the transmission of the NTSC color system, which would not be ready for 12 to 18 months. (Details of color film developments will be found in this issue's TV Film section.)

But the CBS-TV optimism in regard to color's arrival on the American scene was voiced by Merle Jones, veepee in charge of the web's o&o's, who said, "There is some possibility of color dominating the market for new sets as early as 1957."

## Mutual, CBS Show Big 8-Month Gains

NEW YORK, Oct. 10.—During the first eight months of this year, both CBS and the Mutual Broadcasting System showed substantial radio gains in gross time sales, in comparison to their last year figures, according to statistics compiled by the Publishers' Information Bureau. ABC, however, lost greatly in revenue while NBC just about maintained its last year's gross.

The CBS gross of \$40,947,506 during 1953 was \$3,458,453 better than the healthy grosses of the first eight months of 1952. Mutual came up with a \$14,962,467 take which bettered its pace for the previous year by \$2,035,452. But ABC's \$19,345,513 gross for this year was \$4,712,765 off the money

paid in by advertisers in 1952. NBC grossed \$31,446,359 this year compared to \$31,144,587.

### CBS No. 1

These figures show CBS as the No. 1 network, for it grossed about 25 per cent more than the second web, NBC, for the eight months. They also show that in terms of volume, CBS grossed at least \$6,000,000 more than the combined grosses of Mutual and ABC. CBS also claims that at present it is running better than 43 per cent ahead of NBC in terms of quarter hours sold.

## TV Program Projects in Works at CBS

NEW YORK, Oct. 10.—CBS-TV this week was moving ahead on two programing projects. The network intends to put a block of four quarter-hour soap operas in the 4-5 p.m. afternoon hour. These soapers are being slotted there to give support to "Choose Up Sides," a new kid audience-participation show, which goes in to 5-5:30 beginning November 16.

The network already has sold 5-5:15 Wednesdays and Fridays of this program to General Mills thru William Esty. It is necessary to create properties that will find sponsorship acceptance because, for the first time, CBS-TV is trying to recapture 4:30-5:30 from its affiliates and will be unable to do so unless it can give them commercial programing.

The web is also toying around with the idea of opening up 7-9 a.m. with a program that would compete with NBC-TV's "Today." Plans for this stanza are only in the formative stage, but it would require the type personality who would build a following. No format has been devised as yet.

## CREDENTIALS OK BY KINSEYBELLE

WASHINGTON, Oct. 10.—All-night disk jockey Jack Rowzie has named his pet dog "Kinseybelle" since she left the broadcast table one night this week to drop a litter of seven pups in a secluded corner of the WWDC transmitter building. Said Rowzie, "I didn't know that Kinseybelle was in a family way, because national security policy bars visitors to the transmitter unless they show proper credentials."

campaign. The exec also stated that the health of the station's spots business depends in a large measure upon the maintenance of network programing.

Fineshruber also contended that SRA's arguments are contradictory. On one hand, he says, they claim that advertisers wouldn't be interested in network sponsorship under the "Three Plan" because it lacked the flexibility of national spot, and on the other hand, the SRA claims that advertisers would be so interested in the plan they would divert funds from spot radio to buy network participations.

## Pubserv Law Non-Existent

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The inauguration of the President of the United States certainly could be considered a broadcast of vast public interest, and yet it was sponsored. I doubt if sponsorship in the careful manner in which it was handled detracted at all from service to the public in this instance.

Fellows delivered his views in a luncheon talk climaxed a two-day meeting of the Alabama Broadcasters' Association at Tuscaloosa, Ala. He asserted that "advertising is in the public interest, as surely as any other part of a station's schedule might be said to be in the public interest" because "it is a method of selling that moves goods and services and thus creates a buying market which encourages production."

cision to make a clean and complete break from the field.

An estimated 700 recordings compose the transcription library which Cap entered into in 1946.

Capitol is in the process of pitching those stations leasing service and believes that all subscribers will accept their offer, reasoning that the cost of returning same would come to more than their suggested price.

Just how much Capitol will realize assuming all subscribers (Continued on page 19)

## Du Mont Sun. Sked Boosted

NEW YORK, Oct. 10.—Du Mont jacked up its Sunday lineup this week with the sale of one show and the addition of another. "Meet Your Congress," the forum package produced by former Sen. Blair Moody, will be sponsored by Benrus Watch Company thru Cecil & Presbrey beginning tomorrow (11). The show will be slotted 4:30-5 p.m., except when it is pre-empted by a pro football game, in which event it will go on at 1:30 p.m.

October 25, Du Mont is taking on an enlarged version of the Igor Cassini show, which has been playing WNBT here. Du Mont will originate the show from WTTG, Washington, and slot it 6-6:30 p.m., Sundays. The show is packaged by Geoffrey Jones and uses silent film inserts shot in the homes of celebrities.

## ABC-TV May Produce 'I.Q.'

NEW YORK, Oct. 10.—ABC-TV is negotiating to produce and package a video version of the old radio quiz show, "Dr. I. Q."

If the deal goes thru, the web will program the audience participation ailer as a sustainer on Wednesday nights, with a possibility that it may go co-op. Rights on the show belong to Lee Siegel.

### BBC WAR IN NEW PHASE

## Commercial Interests Assail TV Monopoly

LONDON, Oct. 10.—Seemingly overwhelmed by a violent press campaign against commercial TV when the subject came up in Parliament three months ago, interests here backing sponsored-TV now are striking back with shrewd blows against the BBC monopoly. Leading the campaign is Norman Collins, one-time BBC-TV chief, who now controls High Definition Films, Ltd., and certain other companies in the forefront of the fight.

Collins revealed that BBC had rejected his offer of \$3,000,000 a year for the use of their TV studios during the seven hours of a normal viewing day when BBC-TV was not on the air. This, timed to follow a BBC complaint that their reserves will be exhausted by March, 1955, if the present radio and TV set license fees (\$2.80 and \$5.60 a year) are not upped, handed Collins a perfect piece of propaganda—that the BBC would rather boost license fees to get out of the red than take revenue from opposition programs.

The inference commercial interests are hammering home is that BBC is frightened to show rival programs over the air for fear the comparison goes against them, altho actually the corporation would be prevented by charter from taking income by such means.

Anti-commercial interests can hardly complain this is an unfair tactic after their own ceaseless plugging of the J. Fred Muggs and Coronation film incident by which they have boosted that

harmless little baboon into a national ogre, quoted in derision as the type of "bad taste" which would perpetually darken British screens if the dread hand of an advertiser ever laid its hand on a camera.

The next three months should see an increase in the pace of this "war" as both sides maneuver for a smashing kill. The to be or not to be of commercial TV has become a major political issue—with the Conservative Government committed to their earlier tentative okay and the Socialists whipping up all the Britons' traditional dislike of what they believe to be sensationalism against the move.

If it were left to him, the average viewer would probably vote via his pocket. Already chafing under the license bite, disgruntled with the low average standard of BBC-TV programs, and chained to his house by the spiraling cost of living, he would welcome improvement of his home entertainment, by any means. But there is unlikely to be any official nation-wide poll on the issue.

### FILM-OR-LIVE

## BE&F Sells 'Back Fact' To J-B Bands

NEW YORK, Oct. 10.—The Barry, Enright & Friendly plan to bankroll nine auditions of its own TV packages and peddle them on a film-or-live basis paid off this week when J-B watchbands (Jacoby - Bender, Inc.) signed as an alternate-week sponsor for the production firm's new audience participation ailer, "Back That Fact," over ABC-TV. The show, which was sold on the strength of the kine, features Joey Adams as emcee. It kicks off Thursday, November 12 from 9 to 9:30.

The sale gives ABC-TV sales chief Chick Abry three watchband advertisers. The Gemex Watch Band Company is sponsoring "The George Jessel Show" on Sundays, and Speidel is backing the Danny Thomas starrer "Make Room for Daddy" on Tuesdays.

## FCC Issues 2 TV CP's; Total 575

WASHINGTON, Oct. 10.—The Federal Communications Commission this week issued two new TV grants, bringing total authorizations to 575, including 467 post-freeze grants of which 22 are for non-commercial, educational operation.

Recipient of the educational CP, the second in two weeks, is Wisconsin State Radio Council, Madison, Channel 21. This week's commercial CP went to Wabash Valley Broadcasting Corporation, Terre Haute, Ind., Channel 10.

### TWICE WEEKLY

## Sinatra Gets Second NBC Radio Series

NEW YORK, Oct. 10.—Frank Sinatra will get his second NBC radio series, starting November 3, when he will be featured in a new twice-weekly, 15-minute stanza in which his singing will be spotlighted. Sinatra this week kicked off a weekly dramatic stanza on the same web.

The new Sinatra show came about when Eddie Fisher's radio series, airing Tuesday and Friday in the 8-8:15 p.m. slot, was dropped by Coca-Cola, which also it is believed, dropped the stanza on Mutual, where the show also is aired.

The Dinah Shore show, which followed Fisher's, now will be shifted to that time, with Sinatra taking over the 8:15-8:30 time currently occupied by Miss Shore.

## Stone Signs 100G Exclusive Pact With KLAC-TV

HOLLYWOOD, Oct. 10.—Western entertainer Cliffie Stone yesterday (9) agreed to become an exclusive personality with KLAC-TV in a \$100,000 52-week deal that includes a year's continuation on the station of the highly successful "Hometown Jamboree" and development of another hour-long show in which Stone's services would be utilized.

The non-cancellable agreement was made yesterday between Stone and Mort Hall, station's president and general manager, at the same time that the "Home Town Jamboree's" sponsor, Gold's Furniture Company, Los Angeles, renewed sponsorship for 12 months. Both the sponsorship renewal and Stone's exclusivity deal with station becomes effective November 1. The same sponsor has footed the bill since "HTJ" went on the air more than four years ago. The Western variety Saturday night offering, telecast from suburban El Monte, has been carried by KLAC-TV since its inception.

Stone is owner and packager and emcee of the program which includes, among other personalities, Tennessee Ernie and Molly Bee. The agreement calls for Stone to deliver these local favorites on the "HTJ" and other artists of like caliber.

## KLAC-TV Sets 6G Time Pkge.

HOLLYWOOD, Oct. 10.—A \$6,000 per day package time purchase for KLAC-TV Sunday time was made this week by Dr. Ross dog and cat food which will sponsor seven shows, including two telefilmed offerings and spot announcements, according to station's general sales manager, David Lundy. The 52-week contract, starting October 25, was made by Rockett-Lauritzen agency for Dr. Ross, and Jack Mulligan, station account executive.

Filmed shows included in deal is sponsorship of 15-minute religious programs made by Cathedral Films and the half-hour "Hank McCune Show." Live 30-minute shows include Molly Bee and company, a Hawaiian show and "Life With Elizabeth." Quarter-hour live shows covered are Alice Scott and Jay Cook.

## KTTV Takes Top 5 In Sept. ARB Study

HOLLYWOOD, Oct. 10.—Marking what is believed to be the first time in local TV that one station has completely blanketed the multi-weekly program ratings, KTTV monopolized all top five places in ARB's September survey. American Research Bureau figures showed this week.

Topping the multi-weekly shows was "Sheriff John" with an 11.9. "Time for Beany," in its first rating since moving to Channel 11, placed second with an 11.5. "Thunderbolt" drew a 9.8, as did "George Putnam and the News," Station's "Ramar of the Jungle" completed the grand slam in fifth place with a 9.5.

## S. Calif. Ad Drive Based On Auto Radios in Use

NEW YORK, Oct. 10.—The Southern California Broadcasters' Association will hit 28 of the major ad agencies here next week with a presentation pointing up the strength of radio in that area in the face of seven competing TV stations. The argument will be based on two major points: the great flow of population into Southern California, and the almost universal use of automobiles there.

The population growth of the area since 1940, according to the presentation, was 71.6 per cent, compared with 19.7 per cent for the U. S. During 1952, Southern California grew at the rate of 865 persons per day, it states.

Car ownership there is 1.22 per family; 73.9 per cent of the families use their cars to commute, 97 per cent for shopping. It was shown that 72 per cent of the cars have radios, and that car-radio use is constant thru the day.

Station reps handling the 22 radio stations in the area were setting up appointments this week with the ad agencies for Norman Nelson, managing director of SCBA. Nelson gave the reps a rundown of the presentation at a luncheon meeting yesterday (9).

## NARTB Plans New Meet on TV Aud. Study

WASHINGTON, Oct. 10.—Voicing optimism as the result of a confab with network officials Thursday (8) in New York, the National Association of Radio and Television Broadcasters is planning an early meeting to bring a new TV audience measurement plan closer to reality. The circulation measuring rod, which would supplement existing TV network circulation measurement devices, will be unveiled eventually to advertising executives, but for the present the NARTB is hoping to consolidate full support for it from the TV webs.

At this week's meeting, Robert D. Swezey, WDSU-TV, New Orleans, was named chairman of the NARTB's Circulation Study Committee. Management and research executives of the major networks, who met with the committee, indicated satisfaction with the circulation plan, a spokesman for NARTB said, but want to explore it further and will make suggestions and recommendations at the next meeting. It is expected that several subsequent sessions will be necessary before full support can be obtained to get the plan into operation.

Once adopted, the device would establish a method for determining where TV audiences are and what they are viewing in all parts of the nation on a day-to-day basis. More important, according to its sponsors, the device would become a yardstick for other measuring devices and would provide standards for this kind of surveying.

At the same time, the A. C. Nielsen Company is launching a TV circulation survey, which was reportedly ordered by CBS-TV. It is estimated that the results of the Nielsen count will be available early in 1954. It was also reported that NBC is contemplating dropping its periodic circulation estimates, which its research department has been issuing for the past couple of years.

NEW YORK, Oct. 10.—Stewart-Warner this week signed to bankroll the John Cameron Swayze radio news show on Tuesdays, Thursdays and Fridays via NBC.

The sale for the 9:30-9:35 p.m. slot is effective October 20, with Swayze filling the time on a sustaining basis in the meanwhile.

## Mailman, Exposure Selling Strong as WOR-TV Returns

NEW YORK, Oct. 10.—WOR-TV, which returns to the air Monday (12), will have a hefty advertiser line-up for both "The Merry Mailman" and the Saturday night "Double Exposure" schedule. "Mailman," which will be extended to an hour daily, has 20 spots sold. On Saturday night, WOR-TV will have two new syndicated film sponsors, Ehlers Coffee on "Pulse of the City," and Conte on the Lilli Palmer show. Conte, in addition, has bought a one-minute adjacency on the Palmer show. Other Saturday night spots were sold to Northwest Airlines, N. Y. Telephone Company and Wrigley Chewing Gum.

WOR-TV lost two spot carrying deals to WABC-TV during its blackout, the "Italian Film Theater" and the Whelan Drug account. The "Mailman" sponsors are Ralston-Purina for 39 weeks, TV Time Popcorn for 52 weeks, Bosco Drinks, and five toy items: Tigrette, Remco, Slinky, Plato and Potato Head.

### NO TELEPATHY

## She Fizzles Instead of She Sizzles

LONDON, Oct. 10.—BBC banged a big drum before the first TV appearance here of the French thrush Danielle Lamar. Hailed as the hottest attraction here since an enthusiastic new producer showed a line from London's oldest burlesque house without adapting their costumes for the TV camera, Miss Lamar was warmly awaited by (male, anyway) viewers.

But alas! On her appearance in Richard Afton's "Music Hall," the gal showed a pretty face, but not much else. BBC brass had insisted on plugging up vast areas of her normal costume and censoring most of her lyrics.

Wailed Danielle, "What a fuss! Sex appeal is not in zee body, it is not in zee clothes. It is in zee mind."

But with few viewers tuned to telepathy, little of it came across.

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in DETROIT  
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**THE DETROIT NEWS**  
NATIONAL REPRESENTATIVE  
**THE GEORGE P. HOLLINGBERY CO.**

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Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.  
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**NEW**  
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**WLEV-TV**  
Bethlehem • Allentown • Easton  
Pre-planned coverage reaches the homes—the people—in this rich market. Write for information.  
Station Station **NBC** Sales Representative  
**MEEKER TV, Incorporated**  
New York • Chicago • Los Angeles • San Francisco



## Take "Three" with Fibber McGee

Take "Three" with McGee—hear your product sold round the nation, round the clock at the *lowest cost in radio history*.

NBC's dynamic new Three Plan can be flexed to fit any budget, large or small. For as little as \$2,025 per minute, this is what you get:

**THREE CHOICE NBC STRIPS!** *Fibber McGee and Molly*, *It Pays to Be Married*, and *Second Chance*. Now, for the first time on this network, these 'big three' are open to participating advertisers for full 198-station coverage. Buy your selling time in *any combination you like... on any day of the week you like... for as long as you like.*

**MORNING-NOON-NIGHT IMPACT** ... a veritable marathon

of sales right through the day on three great programs, one in the morning, one in the afternoon, one at night... with cumulative audience impact growing through the broadcast day.

**LOWEST COST EVER!** *Fibber McGee and Molly* (10-10:15 p.m.)—\$2,917 per participation... *It Pays to Be Married* (5:45-6 p.m.)—only \$2,025 per minute! *Second Chance* (11:45-12 noon)—\$2,250 for a time-tested housewives' delight.

We repeat: these are the lowest costs in our network's history—made possible only by the "Three Plan" for better selling. And you can earn up to 8% discounts in a 52-week period!

*Better take "Three" with Fibber McGee on...*

headquarters for new ideas...

# NBC RADIO

## NEWS CAPSULES—COAST TO COAST

'Tactic Triad,' WLW Radio Venture;  
'Dr. Christian' Ailing After 17 Years

CINCINNATI, Oct. 10.—Crosley Broadcasting Corporation this week launched a new radio sales campaign technique for advertisers, based on eight months of audience and program research. Tagged "Tactic Triad" (sales, programming and promotion), the campaign is designed to carry out Crosley's belief that to truly test radio's power you have to measure its cumulative audience over an extended period. In line with this, Crosley is producing three editions of a show "700 Limited" which will be programed morning, afternoon and evening over WLW here, with first edition teeing off Monday (12) from 7 to 9:30 a.m. Each show will be produced by a staff of its own, with a news-weather-music-features format, similar to that of NBC-TV's "Today."

'DR. CHRISTIAN'  
FUTURE DIM . . .

NEW YORK — The future of "Dr. Christian" is in doubt on CBS-Radio after 17 years of broadcasting. The current cycle contracted for by the sponsor, Chesebrough, runs out after the broadcast of January 6, and the show is said to be losing favor with the advertiser. The Jean Hersholt vehicle is on Wednesday 8:30-9 p.m.

PIEL'S BREWING  
FIGHT DEAL . . .

NEW YORK—Piel's beer is interested in buying a five-minute round-by-round radio summary of the Olson-Turpin fight on October 21 on WCBS, New York. The fight will be telecast everywhere but in New York City be-

cause it is taking place in Madison Square Garden. The technique established by WOV, New York, was exceptionally successful in the Marciano-LaStarza bout.

NBC DROPS DEAL  
WITH ART FORD . . .

NEW YORK—Altho NBC last week announced that Art Ford would emcee the web's new two-hour deejay show (starting October 17), it seems there won't be a Ford in the network's future after all. Ford's lawyer, Howard Epstein, maintains 'the deejay's contract with WNEW here permits him to work on other stations at will, but the indie's manager, Bernice Judis, invoked the pact's "subject to reasonable approval" clause this week, and NBC de-

ecided to drop the whole thing rather than chance a law suit. Miss Judis said she decided against the Saturday a.m. NBC show, because an all-night disk jockey needs his sleep. She also objected to the fact that the show was being offered to sponsors, via trade paper ads, since her pact with Ford restrains him from paper ads, fearing possible sponsor conflicts. Meanwhile Epstein terms Ford "a captive disk jockey" and opines that WNEW's turn-down constitutes a "breach of contract." The lawyer notes that on a dollar-per-time basis Ford would have made 20 times as much for the NBC stint as he does at WNEW, where he toils on an across-the-board basis.

RADIO-TV EXECS  
SKED MEETING . . .

NEW YORK—The Radio and TV Executives Society will hold its next meeting Wednesday (4). Guest speaker will be Tom Flanagan, managing director of the Station Representatives' Society, whose subject is "Network Invasion: Is It Healthy for Radio and TV?" The meeting is at the Roosevelt Hotel for luncheon.

CALIF. RED PROBE  
STILL IN MOOT STAGE . . .

Hollywood—Whether the California Senate Fact-Finding Committee on Un-American Activities will investigate charges that unnamed radio and TV newscasters are Reds who spread Communist propaganda is still a moot point. The Radio and Television News Club of Southern California last week had requested the State committee to investigate the charges, but at press time had not even received an acknowledgment of a letter urging the probe. The committee's chairman, Sen. Hugh M. Burns, Fresno, was said by his office to be en route to California from a Southern trip and had heard nothing of the broadcasters' demands. Even the committee's counsel, R. E. Combs, was traveling up-State, and unavailable for comment.

PEOPLES B'CASTING  
PLEA FOR FEE-TV . . .

WASHINGTON—Fee-TV would enable UHF stations to compete with VHF by offering "unique and different programming" as an inducement to set conversion in VHF areas, Peoples Broadcasting Company, holder of a CP for UHF Channel 41 in Trenton, N. J., told the Federal Communications Commission this week. Peoples filed the seventh petition requesting an FCC rulemaking on subscription TV.

The latest petition supplemented earlier petitions filed by Home News Publishing Company, New Brunswick, N. J.; Pennsylvania Broadcasting Company, Philadelphia; Stamford-Norwalk Television Corporation, Inc., New Haven, Conn., and Connecticut Foundation, Inc., New Haven, and supported by petitions from Matta Enterprises, Atlantic City, and Eastern Broadcasting Company, Newport News, Va.

OTHER NEWS  
IN BRIEF . . .

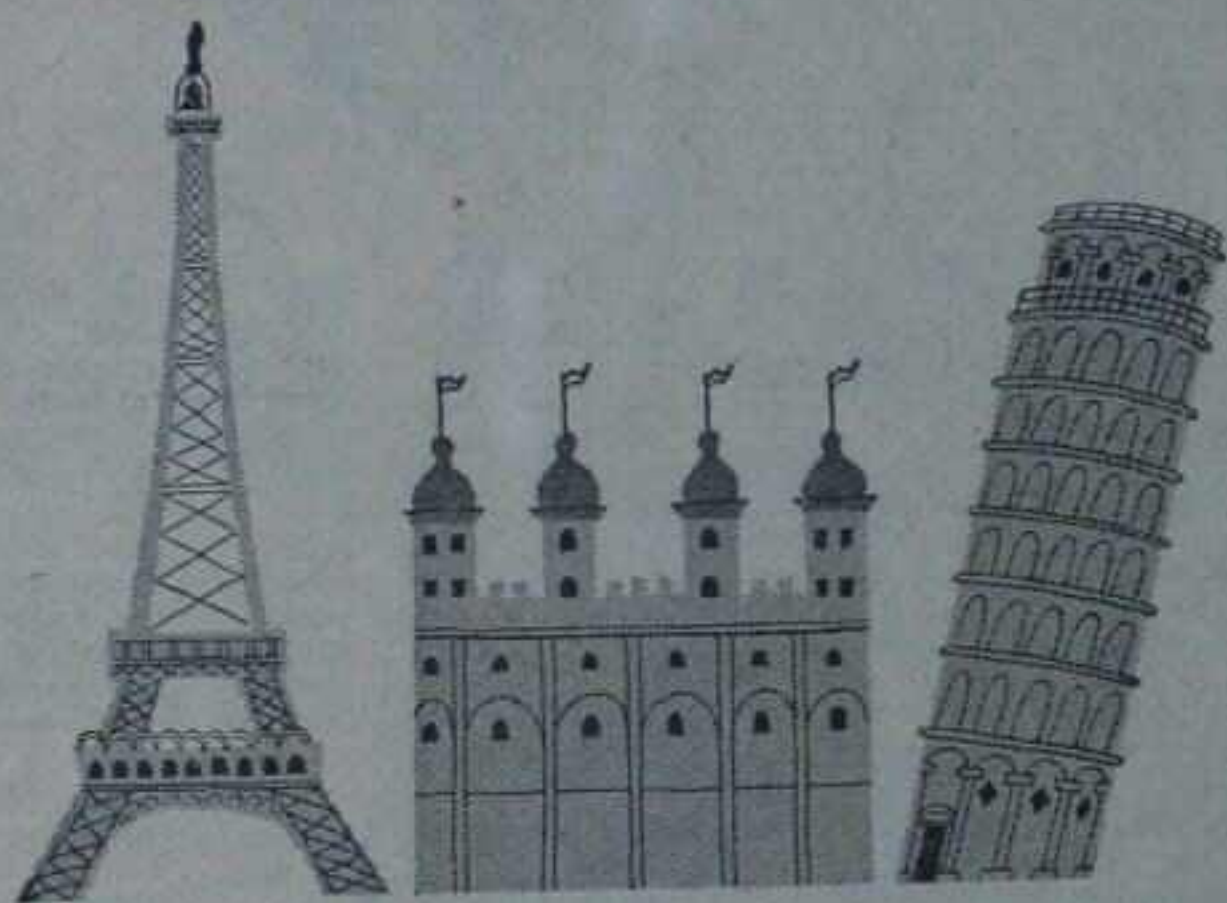
Altho NBC's new radio show, "Hollywood Story," is packaged by filmland's Publicists' Guild, thru a programing mix-up the show was not aired on the web's Hollywood affiliate when it preemmed last Sunday. It bows there this Sunday. . . . More than 55 per cent of all homes in the United States now have TV, according to NBC. . . . Hollywood comic Hawthorne will have his own NBC-Radio show before the first of the year, with format following that of his current local strip over KNX. . . . Chairman Rosel H. Hyde of the Federal Communications Commission will address the opening session of the Radio-TV News Directors' Association convention in Washington, October 26-28. . . . William J. Caldwell will head up the newly formed TV-radio and press information service at the Foreign Operations Office in Washington.

TALENT NOTES ON  
AIR AND SCREEN . . .

David Rich marked the beginning of his fifth year as director of "Arthur Godfrey's Talent Scouts" last week. . . . Film player Gerald Mohr has been signed to a five-year contract to play the title role of "Mike Malloy" in the mystery thriller aired on ABC-Radio. . . . Carl Green, Peabody Award winner in 1947, is producer of "Valiant Lady," HV dramatic serial which premieres October 12 over CBS-TV. . . . The King's Heralds Quartet (Louis Waldo and Wesley Crane and Raymond Turner) will be reunited professionally for the first time since 1939 when they made a guest appearance on "The Voice of Prophecy" over ABC-Radio October 11. . . . Jack Bailey, Mutual's "Queen for a Day" emcee, has been elected honorary mayor of Hollywood, succeeding Barbara Britton.

RESTLESS PEOPLE AND  
REVOLVING DOORS . . .

David A. Pattigrew, the officer who handled the co-ordination of all radio, TV and newsreel coverage for the U. S. Army in the Korean operation "Big Switch," has joined the staff of KDYL, Salt Lake City, as an account exec. . . . Ken Klein, WNEW promotion director, lectured to the senior liberal art students of Fairleigh Dickinson College last week on "Promotion of a Radio Station." . . . George Dorsey has been named to fill the newly created position of production manager for WNBW, Washington, and will continue in charge of WNBW film buying. Burton Bridgens becomes manager of public service programs for WNBW and radio outlet WRC, and continues in charge of the continuity acceptance department for the two stations.



## Move over, Famous Towers

The world's most famous towers are, left to right, the Eiffel Tower, the Tower of London and the Leaning Tower of Pisa.

By now the tower-come-lately (right) may be just as familiar to you as these old landmarks. It is one of the many radio-relay towers that speed television service coast to coast.

It was in May, 1948, that the Bell Telephone System opened the first commercial TV network service using some of these towers. Its 916 miles of channels served just five eastern cities.

In only five years the network has grown to 34,000 channel miles, serving 120 cities with a potential single audience of 95,000,000 people. These facilities represent an investment of almost a hundred million dollars.

Plans for the future call for even greater investments to keep channel growth in pace with the industry's needs.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

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PROVIDING TRANSMISSION CHANNELS FOR  
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TV Film Production

The Billboard  
TV FILM SECTION

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

plus, rotated weekly.

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



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

# TV Film Muscling Out Movies On H'wood Employment Scene

## Vidpix Absorb Manpower Resulting From Cut in Theatrical Pic Output

By LEE ZHITO

HOLLYWOOD, Oct. 10.—Fledgling TV film industry is rapidly becoming the dominant employer on the Hollywood picture scene and may well outdistance the old and well-entrenched theatrical movie industry if the current trend continues. As it now stands, the telepex tide continues to swell in the face of tapering theatrical production. TV film continues to absorb manpower from the movie side of the film fence.

Five-year-old TV film industry is today responsible for employing more than 50 per cent of Hollywood's assistant directors, more than 40 per cent of its directors, for 40 per cent of its film editors, cameramen and sound technicians, for a third of its established screen writers. More than 50 per cent of its Class A actors are working in telepex. Hollywood's film processing labs are working at a new high in an effort to keep with TV's demands.

Theatrical movie employment continues the downward trail in face of a combination of economic and industrial factors. Movie production budgets have been cut, thereby reflecting in manpower hired. Fewer films are being produced, hence, fewer production hands are needed. National box-office drops are responsible in a large part for these cuts. Further, studios' costly change-overs to third-dimensional and big-screen processes have created temporary layoffs. Loss of the highly lucrative foreign markets, still not back to pre-war levels, have also taken toll on movie production star contracts and year-round contracts with writers and directors. Those freed from contractual

ties, as well as technicians laid off, are turning to TV film, where demand for name stature, talent and technical know-how continues on the up-grade.

Survey of Hollywood's film unions and guilds shows that the five-year-old TV film industry is already overtaking the 50-year-old movie industry in some fields. In other fields, it is difficult to determine a comparison between the two, inasmuch as individual union members divide their time and talents between the two entertainment media.

Kenneth Thomson, Screen Actors Guild's TV administrator, estimates that the telepex industry is today providing more man days of work than two major studios combined. Since there are eight major studios here, this would indicate a rough estimate of 25 per cent of film actors employed here, making their bucks in telepex. However, Thomson estimates that more than 50 per cent of the Guild's active Class A membership has worked in the new field. An accurate breakdown between movies and TV films is not possible as far as SAG members are concerned since many actors cross the line between the two regularly.

At Screen Directors' Guild, a comparison between the two on a dollar-earned basis, the movie field still gets the lion's share of the credit, since Hollywood's top-paid directors are still employed by the theatrical field. On a basis of shooting days worked, TV film is catching up on the movie side and surpasses it when it comes to assistant directors.

More than 400 members of Screen Writers' Guild are employed by TV film with the majority still scripting for movies while tending to telepex assignments as well. Of these, a full 125 are devoting full time to TV film. Approximately 35 per cent of the members of the International Alliance of Theatrical and Stage Employees' 18 film locals here

have TV film to thank for their employment.

Members of the American Federation of Musicians, gaining employment from TV film, have not kept pace with other union members percentage-wise, due to the AFM 5 per cent royalty demand. However, when compared with musician employment in the broadcast field, TV film paychecks are getting fatter while the radio musician's wallet is continuing to dwindle. Members of the Musicians Local 47, this year will earn \$650,000 from TV film, showing an increase of \$100,000 over the previous year, according to Phil Fischer, local's veepee and radio-TV rep. Fischer claims musicians will lose an estimated \$300,000 in earnings from radio due to use of recorded music encroachments upon live music employment.

## 'Kelly's Blues' New Webb Pix

HOLLYWOOD, Oct. 10.—Upon completion of the remaining 15 half-hour "Dragnet" episodes at the end of December, Jack Webb plans final preparations for production of a new vidpix series, "Pete Kelly's Blues," which the Mark VII Productions' head several years ago aired as an NBC radio summer replacement. Only preliminary work has gone into the proposed series, according to Mike Meshekoff, Mark VII producer, with casting, among other things, still in the offing.

As with the "Dr. net" series, Webb would produce, direct and act in the television of the radio airer. He also plans, sometime after the first of the year to produce, direct and star in a feature-length theatrical movie version of the cop teleseries. Current program calls for the full-length version in 2-D and in Eastman color.

While definite plans for the distribution and sale of the projected "Pete Kelly's Blues" have not been formed, Mark VII indicated it would prefer syndication, tho not snubbing any national sponsorship takers.

## SEG Asks New Benefits From Film Producers

HOLLYWOOD, Oct. 10.—Increased wages ranging from 10 to 15 per cent, paid vacations, old-age pensions, health and welfare funds and additional payment for televised or reissued films are highlights of collective bargaining proposals submitted this week to motion picture producers by the Screen Extras Guild.

The paid vacations proposal and that of the old-age pension, health and welfare funds and extra fees for reissues and telecasting are new with the Guild which submitted the union's proposed contract to the Association of Motion Picture Producers (majors), and Society of Independent Motion Picture Producers, independent motion picture producers unaffiliated with any organized producers' group.

As the certified collective bargaining agency for extra work in all forms of motion pictures, the Guild submitted its proposals in accordance with its 1952 collective bargaining contract with the producers. The contract has until January 2, 1958, to run, but permits either party to reopen on the same date in 1954 and 1956, with proposals to be submitted 90 days in advance of the reopening date. Of particular interest to telefilm producers is the proposal that an

# Roach Plans Stable Of TV Film Thesps

## Actors to Be Used Interchangeably For Telepix and Theatrical Movies

HOLLYWOOD, Oct. 10.—Borrowing a page from the legitimate theater, veteran producer Hal E. Roach Sr. this week told The Billboard of his intention to establish a stable of actors for TV film production. Roach soon will inaugurate his plan with the shooting of the first of three pilot films which are projected as series for national sponsorship or syndication.

The TV film stock company players would be used interchangeably between his projected TV film series and theatrical movies. For the present Roach intends to go along with the current trend of filming his TV series in half-hour segments, tho his future production plans envisage hour-long shows broken into varying segs.

The decision to establish a stock company for TV film production is a reversion to Roach's previously highly successful motion picture formula when he had under contract such people as Laurel and Hardy, the "Our Gang Comedy," Jean Harlow, Vic Mature, Carole Landis, Patsy Kelly, Charley Chase and Brian Aherne, plus reliable and competent supporting actors.

Not only would this step consolidate the marriage between the video and silver screens, Roach reasons, but is the logical ap-

proach to the application of the earlier vaudeville-legitimate stage formula where performers were equally at home in either entertainment form. Roach believes this movement has merit on at least two counts.

First is based on the premise that over-exposure to the public is detrimental to the personalities involved. Roach likens this to the format of the comic strips. Comic strips, he explains, offer a little bit every day with the result that some have lasted as much as 40 years. In the entertainment industry, this premise has been applied in cases where performers, such as the Barrymores, Will Rogers or a Jimmy Durante took to the vaude circuit between stints in musicals or plays with the result their welcome never wore thin.

TV film, he said, would absorb half of the players' salaries, thus reducing a considerable portion of the cost in producing feature-length movies in which his stock players would act in no more than three yearly.

The vet showman will finance his own TV film and theatrical vehicles and produce them himself at his Culver City studio. Currently looking over material for the producer are Arthur Engel, Roach's newly named general assistant, and Henry Greenberg, formerly with 20th Century-Fox and more recently with Hal E. Roach Jr. In all, Roach has four TV film series in mind for production. Of the four pilots, three are to be shot for national sponsors who already have signified a definite interest. The four pilots will be filmed in succession using top film personalities, Roach said.

Tho admittedly a thing of the future when the present half-hour show trend diminishes, Roach already is mapping intended production of an hour-long film series that would be broken into from four to as many as seven or nine segments. This division which presents personalities a "little at a time" should not only help in the acceptance on video of the actors, but greatly enhance their drawing power in the theater, Roach believes.

## 52 Kitchen Segs by Kling

CHICAGO, Oct. 10.—Fifty-two kitchen shows, each to run 25 minutes and 50 seconds, have gone into production at Kling Studios, Chicago. They are being produced for the television division of Electrical Information Publications for use by individual TV stations with primary sponsorship by electric light and power companies.

Mrs. Florence Pierce, Philadelphia home economist, prepares one complete meal using electrical kitchen appliances in each show.

Available with the series will be one-minute electrical commercials of all types, integrated two-minute electric kitchen commercials, and two-minute household hints sections.

## Seitz Twins to Star in Series

NEW YORK, Oct. 10.—Inter-Continental TV films this week completed plans for another half-hour series of video films starring the Seitz twins.

The program, which is to be filmed abroad, will be a comedy built on identical twins and is to be called "Twin Trouble." Shooting begins after January 1. Inter-Continental is headed by Martin H. Poll and Ed Gruskin.

## Scott Appointed Treasurer of G-K

HOLLYWOOD, Oct. 10.—Martin Scott, comptroller of Gross-Krasne Productions, this week was appointed treasurer of all the G-K enterprises, embracing the firm's production activities, operations of California studios and its newly acquired United Television Programs, Inc., distributing firm.

## Goodwins to Direct 'Lassie' Teleseries

HOLLYWOOD, Oct. 10.—Veteran screen and TV director Les Goodwins this week was inked by Robert Maxwell Associates to direct the "Lassie" tv film series which starts rolling Wednesday (14) at Goldwyn Studios. Initial production sked calls for three pictures in color. Exteriors were filmed several weeks ago near Calgary, Alta.

Dog star's support includes Tommy Rettig, Jan Clayton and George Cleveland.

## 3d 'Cowboy G-Men' Series Is Prepped

HOLLYWOOD, Oct. 10.—Shooting will start October 21 in the third group of 13 half-hour "Cowboy G-Men" series by Telemount-Mutual with interiors in the Jerry Fairbanks Studio and exteriors later at Ingraham's Ranch. Producer Henry Donovan meanwhile inked Thor Brooks to direct six of the series which stars Russell Hayden and Jackie Coogan.

Scripts were authored by Orville Hampton and Buckley Angell. Series currently is showing in 34 markets, Donovan said.

## Issue Gadget to Figure Spot Costs

NEW YORK, Oct. 10.—Gordon M. Day Productions here has issued a Spot Production Cost Estimator, designed as a budget aid for agencies and broadcasters contemplating the production of radio jingle transcriptions and TV film spots. The gadget is set up to present radio and TV talent, production and jingle costs in tabular form.

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THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

This feature will be published by The Billboard every four weeks, based on ratings of the American Research Bureau. For a city by city breakdown of non-network film series, please refer to the three intervening weeks of each month.

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

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

Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 316 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22.

Table with columns: Adventure, No. Sets in Market, August ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes rows for Armchair Adventure, Big Game Hunt, Eena Smith, Frank Kennedy, Dangerous Assignment, Dick Tracy, Foreign Intrigue, Rambo of the Jungle, The Unexpected.

Table with columns: Children's, No. Sets in Market, August ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes rows for Junior Crossroads, Time for Beany, Willie Wonderful.

Table with columns: Comedy, No. Sets in Market, August ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes rows for Abbott & Costello, The Ruggles.

Table with columns: Drama, No. Sets in Market, August ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes rows for Doug Fairbanks Presents, Favorite Story, Orient Express, Strange Adventure, Tales of Hans Chris Andersen.

Production of H'wood, TV Films Dissimilar

By JACK GROSS, President, Gross-Krasne Productions

"How does movie production differ from making TV films?"

This is one question which my many friends in the theatrical motion picture industry always toss at me. They know that I have been on both sides of the fence, and they feel that a simple answer is in order. The answer is far from simple. Actually, the space here won't permit a full comparison. However, I would like to touch upon some of the basic differences as an indication of the distance that exists between the two fields in some phases of the operation, and how closely akin they are in others.

Let's look at the audience. When I was an exhibitor 3 years ago, I quickly learned that the film has to be tailor-made for the theater audience. I've always tried to remember this when I later entered the theatrical production field, and I still try to abide by this thought in TV film production. The movie maker of a few years ago aimed his product at a couple of thousand theaters and their audiences. The TV film producer of today has to visualize 30,000,000 theaters - the homes of television's viewers, each with its separate audience, each with its individual tastes and interests.

Knob Snobs

What's more, these audiences are far more expert and considerably more demanding than ever before. TV viewers today see far more filmed fare in a single evening than the movie goers of yesterday saw in a month. The old days of selling a potential audience on going to the theater with ballyhoo and the various devices of the publicist's art do not hold true in TV film. Even if you sell the audience on tuning in, you can't hold them captive in their "theater" as did the movie producer. If the product has been oversold, they merely turn a knob to a more suitable program. And loss of audience spells disaster in an industry based upon audience-size ratings.

Of course, there are self-evident differences. The TV producer works at a fraction of the theatrical motion picture producer's budget. But audiences don't care about what a show costs. They are in the habit of receiving flawless films and high production values in Hollywood-made movies, and they had better get them on TV or they'll look elsewhere for their entertainment. The TV film producer must then turn wizard, stretch dollars, cut corners and deliver product on a par with the audiences' demand and expectations.

No Time

The time element is another evident factor. The producer's organization must be streamlined to move with the exactness and precision of a well-trained army. There's no time for temperamental artists, no time for miscalculation, no time for error. The TV film producer must fight the clock from start to finish, but the film cannot be, must not be, and is not whipped out in a slip-

shod fashion. It can't be a production-belt product or no one will want it.

The American viewing public's ever-increasing preference for film, as shown by the success of filmed series and sponsors' mounting support of TV film shows, proves that the TV film producer has been able to achieve the seemingly impossible in resolving these differences that exist between the two media.

Still, tho they may be miles apart in many respects, they are

TV Film Guest of the Week



JACK GROSS

The young in years, Jack Gross is a veteran showman. He was lured to showbiz early in life, working first as an usher during after-school hours at hometown New York movie houses, then as a projectionist at St. Joseph, Mo., and then a theater manager in towns ranging in size from Eldorado, Kan., to Minneapolis, San Francisco and Los Angeles, before being appointed Western division manager of RKO theaters.

In 1939 he was made a producer of Universal Pictures, remaining there until 1943, when he was appointed executive producer at RKO. Numerous box-office successes came under the Gross banner in films, starring the foremost screen celebrities. Today Gross, along with his partner and co-producer, Phil Krasne, head their own production firm, making "Big Town" (re-issued as "Heart of the City"), have their own production lot (California Studios) and have just acquired full control of their own distribution firm, United Television Programs, Inc.

identical when it comes to cast, direction and story. The play's still the thing, whether on the stage, on the theater screen or in the TV viewer's home. It must be exciting, different and captivating, because you have critics in 30,000,000 theaters every night of the week.

Shourds Heads Y&R Hollyw'd Flicker Dept.

HOLLYWOOD, Oct. 10.—A newly created TV film department in the office here of the Young & Rubicam advertising agency will have as its supervisor Sherry Shourds, a veteran of 20 years in the motion picture field. Announcement of Shourds' appointment was made this week by Walter Bunk veepee in charge of Y & R's Hollywood office. At the same time he named Ray Wagner as director of radio and TV operations here for the agency.

As supervisor of the telefilm department, Shourds will act as consultant on technical aspects of the production of telefilms originating here. Shourds, a production man at Warner Bros. for the past 10 years, also produced and directed numerous TV dramatic productions. Wagner has been with the agency for two years and had headed the firm's commercial operations.

In their new capacities, Shourds and Wagner will be concerned with "Our Miss Brooks," "Four Star Playhouse," "Pride of the Family," "The Life of Riley," "I Married Joan," "Meet Mr. McNutley," "My Favorite Husband," "Bob Hope's shows and "Life With Elizabeth."

Donald Hyde Named G-K Exec Veepee

HOLLYWOOD, Oct. 10.—Agent Donald Hyde this week decided to forsake the ranks of talent handlers and step into TV film industry, becoming executive veepee of Gross-Krasne, Inc. Post automatically makes him a key exec in the over-all G-K enterprises. Son of John Hyde, he spent 14 years with the William Morris agency and more recently was affiliated with the Paul Small Artists, Ltd., agency where he handled a number of name picture thespis, writers and directors. Prior to joining the Small talent agency, Hyde served as a veepee of the U. S. Pictures Corporation, distributing thru Warner Bros. In joining G-K, Hyde severs all connections with talent properties he has handled heretofore. He will take an active part in the over-all G-K policy planning as well as participate in the activities of the various G-K entities.

(Continued on page 12)



# NBC FILM DIVISION

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1. In 12 out of 14 ARB markets this August, he got the highest rating of all shows in his time period (exceeded only by Chicago baseball, Los Angeles boxing).

2. In share of audience here's the box score: New York, a 7-station market, 66%; Detroit, 53%; Cleveland, 79%; San Fran-

cisco, 51%. In Boston he outpulled competition more than 5 to 1.

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VICTORY AT SEA



# Producers Study Effects of Color TV, Mull Developments

NEW YORK, Oct. 10.—Continued anxiety among producers about film in color TV was highlighted this week by three events. The unveiling of the CBS Chromacoder system naturally led to the question, "How will color film go on this system?" and the available answers were not optimistic, at least for the time being. Earlier in the week, the Film Producers' Association sent a letter to the board chairmen of the four networks and four film manufacturers asking, "What facilities have you available or forthcoming, what is in the works, and what we and our clients can do to prepare for the advent of color TV."

Mesnwhile, the Society of Motion Picture and TV Engineers, holding its 74th semi-annual convention at the Hotel Statler here, doggedly reviewed the latest technical developments promising improvement in the telecasting of film, both color and monochrome. A few of the producers said they were amazed at one incident reported to have occurred at the CBS press conference at which the web's Chromacoder was demonstrated. The question was asked there, "How will color film, such as Technicolor, go on this system?" Dr. Peter Goldmark, top CBS engineer, replied, "Well, I don't know." He then added that by the nature of the system he assumed there would be no difficulty in telecasting color film.

### Lodge Estimate

A more thoro estimate of the color film situation was given by William Lodge, another top CBS engineer, at the color clinic held for CBS-TV affiliates here yesterday (see separate story on Page One). Lodge predicted, "Within a year the industry will concentrate on some one of the various

color film processes—possibly the Eastman negative-positive process—and its performance will be satisfactory for NTSC color transmission."

Lodge warned, however, that color film for TV has to be better than film for theaters, because of the fact that the TV system tends to accentuate any defects in the filmed program. Another difficulty, he said, was that the video viewer, unlike the theatergoer, is constantly making comparisons between live pick-up and film. And still a third difficulty, according to Lodge, is that color film has a slightly tinted base-support, so that when films of different manufacture are spliced together each piece will be reproduced with its characteristic tint.

As for the situation at present, Lodge said that film buyers have been able to turn up relatively little satisfactory color film.

### Telecasting Color

On the matter of stations' telecasting of color film, Lodge did not hold out any immediate prospects. He said, "Completely satisfactory color film reproducing equipment has yet to be manufactured commercially." He compared the situation today with the earliest days of monochrome film transmission. Furthermore, existing film camera chains cannot be converted to color transmission, he said. He estimated that the total cost of equipping a station to originate film with devices currently available would be in the vicinity of \$60,000 to \$80,000.

At the same clinic, Bill Hylan,

CBS-TV sales veepee, struck a gloomy note for film producers when he prophesied a reversion to live commercials when color comes of age. The first reason Hylan offered for his prediction was that acceptable reproduction of color film on TV has not been successfully worked out. Other reasons for the swing back to live commercials in color TV, according to Hylan, were that color reduces the necessity for "effect" gimmicks in commercials; advertisers will want to be able to modify and improve their commercials as they go along which would be costly on film; and, finally, that the cost of live commercials will be lower than film, especially at the outset of color.

In response to the FPA's letter to the webs and film manufacturers, only one letter had been received by the end of the week. That was from Eastman-Kodak. Nevertheless, David Pincus, president of FPA, said he was confident he would get enough replies to be able to stage a round table on color TV film for film

producers and agencies within another two or three weeks.

### Traub Talk

Engineers at the SMPTE convention described devices that would not only make colorcasting possible, but improve techniques for transmission of black-and-white film. One of the principal talks in this respect was by Ernest Traub, of Philco, describing that company's 35-mm. TV film scanner, which uses an improved polygon type optical compensator to make possible continuous motion and exposure of the film, as opposed to present system of intermittent motion and pulse exposure, which, he said, would be completely obsolete for color.

He said his company's device in a 16-mm. version is now in an advanced state of development. The 35-mm. scanner, he revealed, is now in production for several networks. Du Mont, which has also developed a new scanner, was not represented at the convention, but engineers from Motorola described a continuous all-electronic scanner for 16-mm. color film.

## Sterling Offers New Airers Budget Deal

NEW YORK, Oct. 10.—In an effort to help new stations line up film programming on a small film buying budget, Sterling Television Company, Inc., here is offering new broadcasters its most salable shows at a sustaining price far below the regular commercial rate for the markets. When the show is sold, the price reverts to the regular charge.

Unique angle of the plan is that Sterling has set it up so that new stations may cancel out any show on two-week notice, in contrast to other low-cost package-film deals which require stations to sign long-term contracts. The latter practice is deplored by Sterling proxy Saul Turell, who considers it programming suicide for new broadcasters.

The exec visualizes the day when tyro stations will finally arrive at the right programming formats to fit the individual requirements of their area, only to find that the bulk of their film buying budgets are still tied up in the old long-term film properties.

Sterling is making 16 of its commercial film series available under the new plan. The line-up includes "The Paul Killiam Show," "King's Crossroads," "The Ray Forrest Show," "The Adventures of Fearless Fosdick," "Adventures in Sports" and "The World We Live In."

## Sovereign Rolling With 'Christmas'

HOLLYWOOD, Oct. 10.—Sovereign Productions this week started production on "Christmas Is a Miracle," feature telefilm starring Robert Hutton. The recently reorganized producing firm is shooting at Eagle-Lion Studios.

"Christmas Is a Miracle" is being directed by Al Green, with Sovereign's president, Stuart Reynolds, as executive producer; David Hire as associate producer; and Edward Gray, firm's veepee, and Rudolph Monter, secretary-treasurer, in charge of production.

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THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

Continued from page 12

Table with columns: Sports, No. Sets in Market, August ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Rows include Baseball Hall of Fame, Big Playback, Madison Square Garden, Madison Square Highlights, Sportscholar, This Week in Sports.

Table with columns: Western, No. Sets in Market, August ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Rows include Cisco Kid, Cowboy G-Men, Gene Autry, Hopalong Cassidy, Range Rider.

Clark Named G-K Exec for Commercials

HOLLYWOOD, Oct. 10.—Gross-Krasne Productions this week established a division for the sale and production of filmed commercials and named Vernon Clark in charge of its operations.

QUICK TAKES

Charles Skinner, who was previously connected with "Big Story" and "Short, Short Drama," has been signed as producer-director-writer of the "Les Paul and Mary Ford at Home" five-minute series.

'Football' Hits Record Sales

NEW YORK, Oct. 10.—Station Distributors has sold its quarter-hour "Football This Week" video-film stanza in over 70 markets, its best sales record since it took over distribution three years ago.

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TV Film Purchases

The Oklahoma Tire & Supply Company has purchased from Screen Gems, Inc., "The Big Playback" to be shown on KFSA, Fort Smith, Ark., and KSWO, Lawton, Okla.

CBS Television Film Sales series: "Gene Autry," "Amos 'n' Andy," "Art Linkletter and the Kids," "Crown Theater," "Cases of Eddie Drake," "Files of Jeffrey Jones," "The Range Rider" and "Strange Adventure."

Piano Company and Minot Federal Savings & Loan Association on KCJB, Minot, N. D.; and Ray Jewelers on WTVE, Elmira, N. Y.

NBC Film Division's feature package of 26 full-length films produced in England in 1952 has been sold to the following markets: WLWD, Dayton, O.; Columbus, O.; WLWA, Atlanta, and KBTW, Denver.

The Advertising Counselors have purchased "Captured" to be shown in both the Portland, Ore., and Spokane markets.

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# Caught Again

Burns and Allen (TV Film), CBS-TV, Monday (5), 8-8:30 p.m. EST.

The fall cycle of this film series teed off with an episode which was par for George and Gracie—that is to say, hilarious. George's dry humor sets off Gracie's zaniness as beautifully today as it did decades ago, and their vidfilm series each week presents a perfect vignette of life with the Burns as their millions of friends via wireless think of them. Major change this season is cast-wise, with Larry Keating taking over the role of neighbor Harry Morton from Fred Clarke, who's switching to legit this season. Keating does a good, workmanlike job, but it will take a while to adjust to Clarke's absence.

However, even this switch was handled with éclat, the film being halted at the point where Mrs. Morton was poised at the doorway to bop the incoming Harry on the noggin. George then stepped into the scene, explained the cast change and introduced Keating to the audience and to his spouse on the show, Bea Benadaret, after which both George and Keating exited, with Keating making another entrance via the door and being bopped according to the script. The stanza concerned itself with a typical Gracie misunderstanding of a simple statement, leading her to believe that George was losing

his eyesight. This led to some uproarious scenes with an insurance man and a doctor. The middle commercial hewed to this line, too, for an amusingly integrated plug for Carnation milk. Sam Chase.

**Colonel Humphrey Flack (TV), Du Mont, Wednesday (7), 9-9:30 p.m., EST.**

The Colonel was last seen as a one-shot on ABC, via the web's "Playhouse" (radio) and "The ABC Album" (TV), after airing on NBC radio series some seasons ago. The comedy, based on a series of Saturday Evening Post stories, is back on TV full time this fall, under the sponsorship of the American Chiclé Company, with veteran movie actor Alan Mowbray playing Flack, an elegant con man with altruistic ideas, and another Hollywood oldtimer, Frank Jenks, as his pessimistic side-kick.

The initial episode rolled along at a slick pace, with smart scripting and smooth teamwork by Mowbray and Jenks. The latter's deadpan wise-cracking-mug style provides a perfect comedy contrast to Mowbray's more sophisticated technique. The plot of the show caught (7), revolved around the pair's successful efforts to fleece a fellow con artist by posing as a sucker, with Mowbray contributing a large share of the take to charity at the finish. June Bundy.

**Fibber McGee and Molly (Radio), NBC, Wednesday (7), 10-10:15 p.m., EST.**

Those old inhabitants of 79 Wistful Vista, "Fibber McGee and Molly," continue their radio comedy this season on NBC-Radio, but this time in a 15-minute strip format. The fans of the comedy team will continue listening, the program is not likely to attract any new public. It just doesn't seem to have any freshness to it. The situation was about the couple's purchase of a parakeet. The bird flew away, they and their friend, Wallace Wimple, went chasing after it. The wind-up saw the trio with three birds, none of which was the real one—which was back at the pet shop. The program now works without a studio audience which doesn't help when the radio audience is used to listening for its laughter. This is especially true of the gags used on the show, many of which verge on being funny, and which might sound funnier if the listeners heard live reaction.

Leon Morse.

**RCA Victor Show (TV film), NBC-TV, Monday (5), 9-9:30 p.m., EST.**

Since it's all in the family, RCA Victor has apparently decided to go along with NBC-TV in its Monday, 9 p.m. problem. The deal must have been set with a good deal of resignation, for despite the well-known charms of the program's star, Dennis Day, and even tho the competing "I Love Lucy" has probably passed its peak popularity, the film version of this situation comedy does not look as if it will amount to a serious threat. Day, as ever in his radio and TV characterizations, is a mild, innocuous fellow. And the first segment of the show was mild, innocuous entertainment. In spots it came over with some gentle rib tickling. But what viewer will settle for rib tickling when he can flick the dial and get a good side-splitting? Of course Day is a skillful comic as well as a fine tenor, and with sharp scripting he could conceivably tickle his way up the rating ladder. But unlike "Mr. Peepers," this show does not spoof the world as viewers know it. Day was surrounded by other mild, innocuous creatures, for all of whom he displayed an overflow of love and affection.

These included Day's screwy janitor, a lovable old lady who wanted to be his housekeeper and the little girl next door. The big problem of this segment was Day's attempt to get rid of the little old lady without hurting her feelings. It wasn't a situation to move a viewer much one way or another. Since Day plays himself in this series, there must be greater comic potential in pitting this gentle soul against the rough and tumble world of show business. Gene Plotnik.

**Arthur Murray Party (TV), CBS-TV, Sunday (4), 9:30-10 p.m., EST.**

Arthur Murray's last CBS-TV show (prior to shifting over to NBC, October 19) represented a cash outlay of more than \$90,000, with the dance tycoon himself contributing \$75,000 to the Damon Runyon Cancer Fund in lieu of guest fees for Red Buttons and Jackie Gleason.

The two comics staged a "dance battle," with the Murray dancers prancing thru necessarily grotesque ballroom adaptations of the star's famous terp trademarks—"The Buttons Bounce," a sort of ho-ho version of hop scotch, and "The Gleason Glide," based on Jackie's knees - akimbo - and-away-we-go bow-off gimmick.

Also on the bill were the Billy Williams Quartet and hostess Kathryn Murray. The latter cavorted thru a showmanly apache number which must have given her insurance man a nervous breakdown. Altho strictly non-pro until three years ago, Mrs. Murray was a warm and gracious video hostess from the start, and her agility and grace as a song and dance gal today certainly belies her self-proclaimed status as a three-time grandmother. June Bundy.

**March of Medicine (TV), NBC-TV, Thursday (8), 10-10:30 p.m., EST.**

NBC-TV, for the first of its fall series of progress reports on the "March of Medicine," presented an interesting program showing the battle against heart disease. To begin, Dr. Edward McCormick, president of the American Medical Association, simply illustrated the main components of the heart by comparing it to a duplex apartment and showing how this strongest muscle of the body functions. Then there were short talks by medical specialists—coronary thrombosis and hypertension or high blood pressure. It was shown how the use of drugs has helped keep blood pressure down, and how electric currents can sometimes stimulate hearts that have momentarily stopped. The use of radioactive iodine to relieve angina pectoris was also commented on, as was the relation of body types to heart trouble. The production of the show was extremely good. Fred Allen, a hypertensive, guest starred, and there were clever initial transitions showing the heart in poetry, ballad and folk song. Ben Grauer's commentary was excellent. Leon Morse.

## Star Playhouse

Continued from page 15

tably in her strike-out of lady Sybil's pass at her lesser half. **Lovely Maggie**

However, seen or unseen, Miss Hayes makes a lovely, warm Maggie—just what Barrie had in mind—and the radio script registered accordingly. Richard Waring gave her an able assist as the lug whom it took three acts to find out that she had charm, and there were other good performances from Guy Spaul, responsible for most of the background narration; Leona Powers, Patricia Wheel, and Edwin Jerome.

"NBC Star Playhouse" skeds further excellent regular talent, combos of Rex Harrison and Lilli Palmer, Frederic March and Florence Eldridge, with special guest stars on the agenda every fourth week. Such contributions can develop a really top-flight dramatic series. Bob Francis

Standard acts who might be reluctant in coming to Vegas for only a two-week—now have the added attraction of "no-line at the Moulin Rouge plus the ever-existing bait of possibly getting caught for pictures.

## The Little Hut

Continued from page 16

her protectors. Taking him at least for local royalty, the wench eagerly accepts "a fate worse than death," in order to save her menfolk. She is very happy about the whole thing, until the discovery that her crown prince is just a Danish cook off their wrecked cruise ship. So they make the handsome viking their chef, and a rescue ship arrives. At the final curtain it looked as tho everything was to be continued back home.

All of this flimsy extravaganza is pitched to outrageous chit-chat which bids for hilarity via the old formula of applying inverted moral values to any and every situation. Much of the dialog carries a wry amusement, but the whole situation wears progressively thin, and a lot of bad taste shows thru.

The trio of imported co-stars, Anne Vernon, Colin Gordon and Roland Culver, enter spiritedly into these amorous didoes. All of them play with a fine light

touch to get much actor-wise out of very little. John Granger does capably by the statuesque cook Ray Gil adds an extraordinarily puzzling moment or two in a monkey skin. Oliver Messel has contributed a wonderfully crazy, Crusoe setting full of nonsensical gadgets for them to play in, and a reporter expects that director Peter Brook has made good use both of it and his actors.

But "Hut" is not this department's dish of coconuts, and it thinks many pew-buyers will opine similarly. Bob Francis.

## Blue Angel

Continued from page 16

lowed by "Three Little Maids" from "The Mikado," a natural and by far their best number. They also did an a cappella "Green Grass Grows All Around" in tongue twisting fashion for some laughs, and wound it up with "Beau Night in Hodgkins Corners" for fair mitts.

The Jimmy Lyons Trio backed the show in excellent style. Bill Smith.

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## BIG KICK-OFF

## Celebrities' Cavalcade at ASA Shindig

CHICAGO, Oct. 10.—The Artists Society of America, Inc., a newly organized group dedicated to the young hopefuls of show business, is holding "a Cavalcade of Celebrities" at the Blue Note here, October 13, from 9 until 2 a.m.

Highlight of the evening will be the presentation of a \$1,000 check to the Society donated by Duke Ellington, founder of the group. A transcription bearing a message from Billy Eckstine, president of the Society, will be played for the audience. An announcement will be made at the get-together naming the date of the installation dinner which will be held sometime in November at a Chicago hotel.

Guests confirmed for appearance at Celebrity Night are Dizzy Gillespie, Eartha Kitt, Robert Clary, Leonard Sillman, Bill Lawrence, the Flamingos, Julian Swain (of the team of Swain and Green) and the Chocolateers.

Officers to be installed are Billy Eckstine, president; Mahalia Jackson, vice-president; Catherine Basie, chairman of the board; Al Duckett, executive secretary; Harold Harris, administrative assistant; Sammy Dyer, treasurer; Marion Stevenson, secretary; Earl M. Brooks, legal; Dr. Arthur Logan, health; George Daniels and Alvin Jones, information and education, and Stanford W. Williamson, art consultant.

Ellington heads the advisory list which includes Nat (King) Cole, Illinois Jacquet, Dr. Roy P. Garrett, Dan Burley, Al Monroe and Ted Watson.

## Flanagan Ork To Hit Road

NEW YORK, Oct. 10.—The Ralph Flanagan ork goes back on tour next week, following a one-month vacation for the orkster and his sidemen. The band's vacation since Labor Day ends on Thursday (15) with an appearance on the Kate Smith TV show. On Friday (16) the ork will record for RCA Victor. The one-nighter tour begins October 17.

Flanagan's crew is scheduled to work its way across the country on one-nighters and colleges until it opens at the Hollywood Palladium on January 26. Also ready is a March booking in Las Vegas, Nev. College dates include Duke, Cornell and Penn State. The Duke date, for \$5,500, is one of the biggest prices paid a dance band in years. The ork is due back in New York some time in April.

## Audio Fair to Stress Hi-Fi

NEW YORK, Oct. 10.—Heavy stress will be placed on assembled high fidelity players and binocular sound equipment at the Audio Fair, which opens here Wednesday (14) at the Hotel New Yorker and runs thru Saturday (17). Many old-line manufacturers who have recently entered the hi-fi equipment field, such as RCA Victor, Columbia Records and Zenith Radio Corporation are first-time exhibitors.

The more than 100 exhibitors, a 60 per cent increase over last year's show, will display their wares on four floors of the hotel. The Audio Engineering Society, which will convene during the event, will also hear a number of technical papers read on various phases of recording and phonograph reproduction.

## Goody Named Eastern Goodman Distributor

NEW YORK, Oct. 10.—The Sam Goody record store has been named Eastern distributor of the Goodman line of high fidelity speakers.

Made in England, the speakers range in size from six to 15 inches. Goody will introduce the line at the Audio Show here next week.

## A SONG ONCE OVER LIGHTLY

NEW YORK, Oct. 10.—The Modernaires recently cut the ditty "You'll Never Be Mine" and, as is their custom, taped the accompaniment before superimposing the lyrics. But someone at Coral liked the original tape so much they decided to use it again with an over-dub by tenor saxist Sam Taylor. The sides will soon be released coupled on a single disk. Title of the flip? "The Other Side of You'll Never Be Mine," natch.

## Bess Charges King Pilfers 'Baby Don't Do'

NEW YORK, Oct. 10.—Bess Music filed suit this week in Federal Court against King Records and its affiliated publishing firms, Jay-Cee and Lois Music. The action charges that the defendants infringed on the Bess Music tune, "Baby, Don't Do It," which clicked heavily earlier this year via an Apollo waxing by the Five Royales.

The answer-type ditty, "Baby, I'm Doing It," recorded on King by Annisteen Allen, and held in its publishing firm, is claimed to be a direct copy of "Baby, Don't Do It." The latter was written by Lowman Pauling in 1952. The suit asks for an injunction and damages plus impounding of alleged infringing master until the court action is resolved.

## M-G-M Signs New Talent

NEW YORK, Oct. 10.—Harry Meyerson, M-G-M Records artists and repertoire chief, has signed a batch of new talent in the past few weeks as part of the diskery's constant search for new disk names. In some instances the diskery has acquired masters for release, but only with options to sign the talent after the purchased masters have been released. Signed recently were Tommy Reed, Twigg Wilson and Tony Mottola orks, the Mello-Men vocal group, Michael Fredericks, Frank Cannon, Betty Madigan and Shirley Harmer.

## BRITISH PAY LITTLE HEED TO U. S. DISK HITS

NEW YORK, Oct. 10.—The phrase "reverse English," it seems, can be used with equal facility in talking about billiards and the record business in England. British record buyers are still showing their disregard for the histories on American public preferences on recorded songs. For some years, the English have, with some regularity, decided that the American hit side of a record is not important. The side which the trade here considers least important often becomes the hit across the Atlantic.

Most recent examples are Dean Martin's "Kiss," Frankie Laine's "Where the Wind Blows," Nat Cole's "Mother Nature and Father Time," June Hutton's "Say You're Mine Again" and the Johnnie Ray-Doris Day duet on "Let's Walk That-a-Way." These recorded tunes were either "B" sides of good-selling records here or never made The Billboard's best-seller lists as "A" or "B" sides. All these tunes are stirring up a lot of sales action in England.

Also getting into positions on hit lists in England, but not in this country, were Ron Goodwin's "Limelight," Jimmy Young's

## Courts Get Green Light to Fix Video License Rates

Continued from page 1

rate-setting will mark the first exercise of this provision in the decree.

The court is now expected to gather evidence from both parties on the setting of both per-program and blanket licenses. No definitive action is expected, however, until 1954—the proceedings involving setting rates will take at least three months.

**Speculation**  
The move by ASCAP in withdrawing its motion to amend the decree was viewed in different ways in many quarters. It was speculated that ASCAP's case could be of such strength that it could logically withdraw its motion. On the other hand, it was also suggested that ASCAP withdrew because its case was too

weak to stand up. In any event, the two withdrawals this week re-opened the entire TV licensing picture, since ASCAP's blanket license agreement with the networks and some independent stations will expire at the end of this year.

ASCAP, however, regards the need for setting a blanket license rate by the court with much puzzlement, since the society believed that the rate set in January, 1949, was after negotiations with a "representative committee" of telecasters.

The networks, it is known, are insisting that the current blanket license rate is too high. Negotiations between ASCAP and the networks on the blanket license have been almost nil. It is still

possible, however, that an all-industry committee of telecasters will negotiate.

**Large Lump Sum**  
For ASCAP the settlement of rates would mean the acquisition of a large lump sum of money from the telecasters who've been using ASCAP music in the interim. Whatever the rate may eventually be, payment would be retroactive to January, 1951, except for telecasters who've been operating under the blanket license.

Several intriguing possibilities still exist in the ASCAP-TV picture, despite the two motion withdrawals this week. The current holders of blanket licenses may decide to renew their licenses without much fuss. Telecasters may delay making any decisions on licensing agreements until they can compare and weigh the advantages of per-program license rates over blanket rates, or vice versa.

It is also considered possible that the current blanket license holders could seek further court action. And, of course, the possibility exists that ASCAP and the networks will not reach an agreement even after the court has set rates.

## Capitol Quits ET Business

Continued from page 3

accept their offer was undetermined.

Cap's exit of the transcription field leaves only RCA Victor via its Thesaurus as the only major in the disk biz fraternity still engaged in ET's. Decca Records formerly owned World Transcriptions which was subsequently purchased by Ziv. Indie diskery London Records is still engaged in the transcription business, although their activity in the U. S. is fairly limited.

Interesting sidelight to the Capitol ET exit is the widespread distribution of free disk jockey records, a merchandising method pioneered by Capitol. Latter undoubtedly contributed to Capitol's decision to quit the field.

## McKean Tops Columbia E. T.

NEW YORK, Oct. 10.—Gil McKean was appointed the head of Columbia Transcriptions, the custom division of Columbia Records, this week. McKean succeeds Art Carlson, who resigned last week. In addition to McKean's appointment, Al Schulman was placed in charge of sales for the department.

McKean will continue to be in charge of the Special Products division, in addition to his new post. He will be aided in the former by Jerome Gordon, who has recently been added to the staff. Carlson's future plans were not known at press time.

## Seeco Buys Kitt Masters

NEW YORK, Oct. 10.—Seeco Records, Latin-American diskery, has acquired several masters of currently hot disk thrush Eartha Kitt and will release the material on an EP disk next week. The material was cut a few years ago in South America. The label is also issuing a series of low-priced 10-inch LP disks featuring mambo, rumbas, boleros and tangos. Packages will sell for \$1.50 plus tax.

Recently signed by the label was Charlie Palmieri, piano soloist. Palmieri will record with a new sextet which is comprised of piano, vibraphone, bass, trumpets, bongos, timbales and claves.

## FTC Asks Trade for Definition of Hi-Fi

WASHINGTON, Oct. 10.—The Federal Trade Commission this week asked the TV-radio industry to come up with a definition of high-fidelity to be included in FTC's proposed trade practice rules as a safeguard against possible abuse of the term in advertising of phonographs and radio-phonograph combinations. Calling for the Radio-Electronics-Television Manufacturers' Association to set up an industry committee to study the question, the request came from FTC attorney Paul Butz in the course of a hearing of industry comments on the proposed trade rules.

Butz said the FTC has had several letters urging the inclusion of such a definition in the proposed rules, which are still under consideration. Makers of hi-fi equipment for custom installations are apparently concerned about advertising claims made by large "name brand" manufacturers entering the quality radio-phonograph field. One of the letters received by the FTC was from Scott Radio

Laboratories, makers of "custom" hi-fi amplifiers.

RETMA was asked to come up with its definition before the hearing is resumed on December 7, so that inclusion of a "high-fidelity" rule could be discussed at that time. A spokesman for the FTC told The Billboard that it might co-operate with a RETMA committee in studying the problem. RETMA has tried in the past to evolve a satisfactory definition, and is uncertain whether it can gain manufacturers' approval of a definition within a few months, even if one can be devised.

Meanwhile, several controversial sections of the proposed FTC regulations will come in for further discussion at the December hearing. Slated for strong comment from RETMA is a proposed rule requiring the labeling of cabinet woods as "solid" or "veneer." The TV-radio industry will argue that it is being used as the "whipping boy" for a trade practice rule which has not yet been imposed on the furniture industry as a whole.

RETMA took a strong stand this week on FTC's proposal that TV picture tubes be measured horizontally instead of diagonally. The resulting smaller measurement would upset a tradition followed by the industry since its inception, argued Glen McDaniel, RETMA spokesman at the hearing. A compromise method of labeling, possibly including both measurements, may come up for discussion at the later hearing.

The re-use of certain parts of TV picture tubes was under discussion when this week's hearing was adjourned, and will probably open the hearing when it is resumed in December.

## Joy Pubbery Snags 'Think'

HOLLYWOOD, Oct. 10.—One of the most frantic scuffles for a tune in recent months ended here yesterday (9) when Joy Music, Inc., nabbed the highly sought after "Think," penned by Jack Owens.

Race for the tune became hectic this week, with Shapiro-Bernstein, Southern Music, Broadcast Music, Inc., Al Kavelin and the Joy firm vying for the song.

Owens, who previously penned such hits as "How Soon," "The Hut-Sut Song" and "Hi, Neighbor," premed the song on his ABC radio network show here recently.

## LUCKIES TOOT CH'FIELD TUNE

NEW YORK, Oct. 10.—A burning question on both Madison Avenue and Broadway should be answered tonight (10) when the Lucky Strike "Hit Parade" TV show is scheduled to perform Chesterfield's TV theme "Dragnet" as one of the top seven tunes in the nation.

Plans call for presenting the tune as a dance production with absolutely no reference to Chesterfields, Cunningham & Walsh, Jack Webb, cops and robbers, or even television.

## NEXT WEEK:

## The Merchandising Revolution in Records and Phonographs

pecial section focusing on today's great and growing demand for records—particularly five—dings—now that demand has developed a strongly revitalized market for phonographs . . . what all record outlets can and should do to capitalize the substantial sales and profit opportunities . . . have laid at their doorsteps.

# Distributors Expect End of 1953 Up 11.5% Over '52 Period

NEW YORK, Oct. 10. — Phonograph record distributors expect that the record business done in the last four months of 1953 will be 11.5 per cent greater than in the same period last year. Both the large and small distributors are in full agreement on the healthy business done in the first eight months of the year and the projections for sales thru December. These facts were uncovered in the preliminary tabulations of results of The Billboard's second annual record distributor survey.

The distributors were asked how record volume for 1953 to date compared with the same period last year and percentage of increase or decrease they expected for the final four months of 1953.

### Three Categories

Results were tabulated in three ways: (1) For all distributor replies, (2) for distributors handling only one or two labels and (3) for those distributors handling more than two labels. The breakdown was designed to compare sales and sales estimates of distributors handling major labels and those handling independent labels. Over 500 distributors and factory-owned branches were surveyed.

Sixty-five per cent of all distributors replying thus far stated that business this year was better

than last year, 22.5 per cent said that it was about the same and only 12.5 per cent said that business was smaller. Major line distributors and the smaller wholesalers were almost in complete agreement, as 66.6 per cent of the majors said business had been better and 54.8 per cent of the indie line wholesalers gave the same answer. Twenty-five per cent of the major distributors and 17.6 per cent of the indie distributors said business was the same as last year, while 8.4 per cent of the major and 17.6 per cent of the indie wholesalers said that business was smaller.

### Volume Estimate

In estimating volume for the September thru December period this year, 58.4 per cent of the major and 76.4 per cent of the indie wholesalers said it would be big-

ger. Estimating that business would be the same as last year for the final four months were 33.3 of the major and 17.7 of the indie jobbers. Only 8.9 per cent of the major and 5.9 per cent of the indie firms said that business would be smaller. Totals for all distributors were: bigger, 64.3 per cent; the same, 26.8 per cent, and smaller, 8.9 per cent.

Both the distributors with only one or two labels and those handling more than two lines were in close agreement on the percentage of increase expected for the last four months of this year in comparison with sales in the same period in 1952. The major line wholesalers thought business would be 13.2 per cent bigger, and the indie line distributors thought the increase would be 10.7 per cent.

# Angel Label Adopts Sales Innovations

### Offers Same LP's in Two Packagings; Set Up Unique Distribution System

NEW YORK, Oct. 10. — In a unique departure from accepted merchandising practice, Angel Records plans to offer its LP packages in two distinct forms when it debuts its initial release early next month. The de luxe, factory-sealed pack will list at \$5.95 per 12-inch disk. The same record, carried in a plain stock liner, will retail at \$4.95.

The label, set here as the trademark of the recently formed Electric & Musical Industries (U. S.), Ltd., will also distribute its product in a manner distinct from current custom, combining factory branch-depots with sales representatives.

The firm was set up here earlier this year as a wholly owned subsidiary of EMI, the giant British disk combine, and the North American outlet for the output of British Columbia. Until January 1, 1953, the latter company had a reciprocal deal with American Columbia calling for the exchange of masters. Since the first of this year, Columbia has had,

in effect, a similar pact with the Dutch firm, Philips. EMI (U. S.) is headed by Dario Soria, former chief of Cetra-Soria Records, who sold his interest in that opera catalog to Capitol.

Angel does not intend to fair-trade its records. There had been considerable trade speculation on this question since Soria, in his Cetra operation, had been the first diskery of any size to set a legal floor on record prices following passage of the McGuire Enforcement Act. Cetra line is now fair-traded by Capitol in four Eastern States—New York, New

*(Continued on page 42)*

# DECCA RECORDS IN SPAIN

## U. S. Firms Active In Iberian Diskings

*(Continued from page 1)*

the Angel catalog from Soria Series, a set of LP's produced by Dario Soria, now head of EMI (U. S.). Further, Angel will continue to add similar items from time to time via activity of EMI's Spanish subsidiary, Compania del Gramofono-Odeon.

It is also known that at least one other American major is now negotiating with Spanish interests for the rights to cut disks in that country.

Not the least of the increased interest in Spanish recordings can be attributed to the growing importance of LP exports to Latin America. For many diskeries, this is an important amount of total volume, and works cut in Spain have an immediate appeal in countries below the border. Most of Montilla's output, for instance, has been earmarked for export.

### Long-Term Pact

The contract between Decca and Union Musical Espanola will run for a number of years. The pubbery, one of the oldest in Spain, holds important copyrights by Granados, de Falla, Albeniz, and other top serious composers.

Intermediary in the negotiations was Frederick J. Reiter, United States representative of the Spanish Author's Society (SGAE). Decca will have world rights to records cut under the pact.

Reiter, just back from a visit to Spain, said that Union Musical's prime purpose in completing the recording arrangements was to foster interest in Spanish music, especially as performed by domestic artists and orchestras. The pubbery's recording headquarters will be in Madrid, where it is now setting up its own studio.

### Local Difficulties

The only independent diskery now active in Spain is one bearing the Columbia name, altho it has no affiliation with American Columbia or EMI's British Columbia. Local difficulties have worked against the expansion of the record business there. Firstly,

# SONG PLUGGERS TURN TO CARS

NEW YORK, Oct. 10. — What happens to song pluggers who decide to "go legit"? They seem to become automobile salesmen. At least that's a seeming trend here. Among the former pluggers now hustling Fords or Cadillacs instead of ballads or jump tunes are Mel Leeds, Lou Comato, Murray Albert and Ralph Smitman. One Brill Building wag commented this week, "Why give cars away for Christmas when it's easier—and more lucrative—to sell them?"

# Cap Deal for Tunes, Masters With Aussies

HOLLYWOOD, Oct. 10.—Capitol Records, in line with its policy of further expansion in foreign markets, has set a deal calling for an interchange of original music and masters with plattery's Australian representatives, the Australian Record Company, Ltd.

George J. Aitken, here this week on a good-will mission to meet with Capitol brass, disclosed that the companies will exchange music and masters from their catalogs, and wherever possible, platters the Down-Under firm deems potential hit material from their own indie labels, Pacific and Rodeo Records.

As franchised distributors for Capitol Records, the Aussie firm also processes, manufactures and markets the Cap product. The firm maintains its own laboratories and raw stock mill and is equipped to press records in all

*(Continued on page 42)*

# GRAMERCY 5

## Show Unveils Commercial, Cooler Combo

NEW YORK, Oct. 10. — Artie Shaw's return to the music business with his new Gramercy Five Monday (5), pulled one of the biggest crowds in the history of The Embers, plush East Side bistro here. Not only was it an overflow crowd, but it consisted of music, radio and TV celebrities, as well as top brass from the agencies and diskeries. The size of the opening night crowd pointed up again the aura of excitement and glamour that still surrounds top ork leaders of the swinging 1930's. The room was really jumping.

Shaw's new group includes Joe Roland on vibes, Tal Farlow on guitar, Denizil Best on drums, Hank Jones on piano and Tommy Potter on bass, plus Artie on clarinet. It isn't by any stretch of the imagination the old Gramercy Five, even tho the combo plays many of the tunes made famous by the old Shaw unit. It is a cooler group than the one of a decade ago, not in a strident or jarring manner, but in a commercial, listenable vein. Basically the group is a compromise jazz unit, not trying to break any new ground musically, yet staying away from a style that would label it old-fashioned. Shaw has achieved this by taking a group of cool men and letting them go their own way on solos, but making them play from the book at the opening and closing of each ditty.

### All Shaw

The spark of the new Gramercy Five is all Artie Shaw, tho the boys do yeoman work with him. When he is playing clarinet the group has a brightness and sparkle and it swings; when he is not—you're hearing just another good jazz unit. Shaw showed that he can still play a lot of clarinet, and he retains the identifiable tone that helped put him on top of the heap years ago. He isn't playing the same exciting type of clarinet that he once did, but this could be due to the warm, cozy style he is trying to achieve with the new group. Shaw himself had a lot of fun emceeding his selections, cracking a few jokes, saying hello to old friends, and generally looking at ease on the stand.

The combo stayed fairly close to the old Shaw book, including "Summit Ridge Drive" and others, and even many from the Shaw band book, such as "Frenesi," "Back Bay Shuffle" and "Begin the Beguine." In addition to standards, the Five played some original riff efforts penned especially for the new unit, "Crazy Cat" and "Pied Piper."

There seems to be little question that the new Artie Shaw Gramercy Five could prove to be a strong attraction for class clubs

*(Continued on page 24)*

# Capitol Bases Oct., Nov. Merchandising on Hi-Fi

NEW YORK, Oct. 10. — High fidelity is the key of Capitol Records' October and November merchandising program. The label is concentrating its promotional guns on the public interest in, and attention to, the hi-fi equipment now being marketed. Major item in the promotional scheme is a specially-packaged album, "A Study in High Fidelity." The album contains both technical and non-technical explanations and information on hi-fi—including frequency charts and curves. The single 12-inch LP record in the box features classical excerpts from Capitol releases on one side and pop material on the reverse. The disk sells for \$6.75, including tax.

Plans call for using the album as the focal point in a suggested high fidelity record department or section in retail stores. Dealers will also be supplied with a special 10-inch LP demonstration disk for use on hi-fi record reproducing equipment. Both items are also being made available to set manufacturers and retail outlets which handle record players of higher quality. Notes for the

12-inch package were written by Charles Fowler, editor of High Fidelity Magazine.

The diskery is also making available a special 12-inch LP browser wire unit, backboards to fit all Capitol browser units which highlight high fidelity recordings and equipment, stroboscopic disks, a special supplement of Capitol high fidelity recordings, the demonstration disks, a special display piece, etc. Consumer advertising campaign on the hi-fi material will include ads in the Schwann and Long Player catalogs, Saturday Review, High Fidelity Magazine and Atlantic Monthly.

### 'Manon Lescaut'

Ready to be introduced in disk merchandise is the first new work issued on the Cetra label since Capitol acquired the company—a complete recording of the opera "Manon Lescaut." New Christmas and pre-Christmas packages and singles will feature Stan Kenton, Micky Katz, Yogi Yorgesson, Harry Katz, square dances, the Pittsburgh Symphony, Les Paul and Mary Ford, Nat Cole, Mel

*(Continued on page 27)*

# NEWS REVIEW

## Gospel Music Festival Stirs Carnegie Hall

NEW YORK, Oct. 10. — Joe Bostic's fourth annual Negro Gospel and Religious Music Festival, starring Mahalia Jackson, took place in Carnegie Hall Sunday (4). It pulled 2,500 paying customers in spite of the World Series across the river at Ebbets Field that same afternoon.

Mahalia Jackson, headlining the list of outstanding performers and groups participating in the event, dominated the show. Appearing after the Gospel Harmonettes, who had already set the staid hall reeling, Miss Jackson brought the spectators out of their seats and into the aisles with her magnetic voice and manner. Nurses in number were on hand to revive those who passed out from sheer enthusiasm.

Miss Jackson began with "I Believe," and altho she read this in an impressively simple and moving way that showed her voice for the powerful organ that it is, it was in more traditional spiritual material that she really brought the house down. Turning on volume and picking up tempo, she was at the top of her form in "God Spoke to Me," "In the Upper Room," and "Just Over the Hill," most of which she has cut for Apollo.

The stature of Miss Jackson in this field was proven again from the way she stood out over an otherwise impressive array of talent. Besides the Gospel Harmonettes, groups that stirred the crowd included the Daniels Singers, the Dixie Humming Birds and the Davis Sisters. The Los Angeles radio singer, J. Earl Hines, also scored a hit with the audience with his comic showmanship. Bostic's Gospel Festival remains one of the most exciting spectacles to hit Carnegie Hall, and portions of it are a good bet for TV.

Gary Kramer.

# DUM TI DA DUM, HI DI HO HUM

NEW YORK, Oct. 10.—It is becoming apparent that there is no limit to the twists in use which can be made of the "Dragnet" theme. Thrush Ginny Gibson has cut 25 different deejay shows, all the disks using the opening theme and the typical "Dragnet" dialog. Gimmick was devised to hype deejay interest in her M-G-M Record "Dansero." Acetates were cut for jocks who would use the disks in public sessions tying

# HOME DISKERS

## MU Slaps Hobbyists' Disk Sales

LONDON, Oct. 10.—The Musicians' Union here is cracking down on home recording enthusiasts who tape British Broadcasting Corporation programs and then market them commercially. General Secretary of the MU, Hardie Ratcliffe, has sent a letter to all recording instrument manufacturers warning them that such recordings are against the law, and asking them to pass the tip on to their customers.

The union has been watching the growth of this home-hobby for some time and has moved in wherever the rights of its 29,000 members were infringed—as with one hobbyist selling copies of the Coronation radio programs for \$2.50. So far offenders have not

*(Continued on page 24)*

# Cugat for 2d Orient Tour

HOLLYWOOD, Oct. 10.—Xavier Cugat and company leave for a 12-week tour of the Orient in a package deal set by Music Corporation of America calling for a guarantee and a percentage agreement for the Latin maestro. Cugat is scheduled to kick off the tour on October 23 in Hawaii, following which he will play Manila, Tokyo, Hongkong, Singapore, Guam and Bangkok.

Cugie's highly successful engagement in the Orient, played only four months ago, has prompted the maestro to schedule the return trip. Intended booking policy will have the revue playing ball parks in addition to clubs and theaters, a departure from

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MY SAVIOR WHISPERS A PRAYER IN GOD'S HCUSE	48303*	The Sisters of Song
THE WAR IS OVER POLICY GAME	28841*	Lightening Hopkins
I'D GIVE ANYTHING THIS IS THE TIME	28700*	Arthur Prysock
TALKIN' ALL OUT MY HEAD IF YOU WANT ME	28804*	Little Esther
BLOW YOUR HORN-EXPENSE ACCOUNT	28824*	Benny Green
HOUSE PARTY HOG WASH	28756*	Louis Jordan
CRYING IN THE CHAPEL THERE'S PEACE IN KOREA	48302*	Sister Rosetta Thorpe

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PUCKER UP THAT'S WHEN I KEEED YOU THE MOST	28778*	Autry Inman
THE LAST MILE OF THE WAY THE KEYS TO THE KINGDOM (With the Jordanaires)	28796*	Red Foley
DON'T THROW YOUR LIFE AWAY IT'S BEEN SO LONG	28725*	Webb Pierce
GOM-LA-LA (Mon Petite Chouchou—My Little Pet)	28865*	Justin Tubb
PEDRO, THE HOT TAMALES MAN DON'T BE AFRAID	28851*	Leon Payne
DIVORCE GRANTED COUNTERFEIT KISSES	28869*	Ernest Tubb
HEY, JOE MY COLD, COLD HEART IS MELTED NOW	28797*	Kitty Wells
LESSONS IN LOVE SHADOWS	28826*	Hank Locklin
A DEAR JOHN LETTER (With Ernest Tubb)	28837*	Ernest Tubb
MEAN AGE IN BETWEEN AGE BLUES	28837*	Ernest Tubb

### INTERNATIONAL SERIES

RIVERBOAT POLKA	28786*	Eddie Habat
VENUS WALTZ		
BANANO POLKA	28810*	Bernie Roberts
AFTER THE MORNING WALTZ		
GOOSE PIMPLE WALTZ	28835*	"Whoopie" John Wilfahrt
ADELINE POLKA		
SUGARBUSH—POLKA	28761*	"Whoopie" John Wilfahrt
SAILOR'S WALTZ		
CLARINET POLKA	45022*	"Whoopie" John Wilfahrt
SWEDISH WALTZ		

\*Available in 78 RPM and 45 RPM speeds. For 45 rpm add prefix "9-" to number.

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS



## BEST SELLERS

### POPULAR

I'VE BEEN WAITING A LIFETIME LAUGHING ON THE OUTSIDE	28843*	The Four Aces
WHO PUT THE DEVIL IN EVELYN'S EYES BEWARE	28818*	The Mills Bros.
CRYING IN THE CHAPEL I THANK THE LORD	28758*	Rex Allen
WHEN I PLUNK ON MY GUITAR WOULD IT BE WRONG	28858*	Guy Lombardo
SHAKE A HAND (With Anita Kerr Singers) STRANDED IN DEEP WATER	28839*	Red Foley
TONIGHT, LOVE COME TO ME	28706*	Bill Dornel
THE EIGHTEENTH VARIATION MR. PEEPERS	28874*	Jack Pleis
THE TENNESSEE WIG-WALK ON THE CAROUSEL	28846*	Russ Morgan
GO MAN GO POLKA SHARPEY'S POLKA	28873*	Eddie Habat
WHEN I'M WITH YOU HORS D'OEUVRE	28848*	The Commanders
SHAKE A HAND SHED A TEAR	28836*	Savannah Churchill
I LOVE PARIS EBB TIDE	28875*	Charlie Applewhite, Comarota
PLEASE TELL ME ENDLESS	28807*	Al Alberts
KEEP YOUR PROMISE, WILLIE THOMAS AS LONG AS I'M DREAMING	28833*	Dinning Sisters
FALLING IN LOVE WITH LOVE I WONDER WHO'S KISSING HER NOW	28847*	Tommy Dorsey
TIME MARCHES ON THERE MUST BE A WAY	28820*	Louis Jordan

\*Available in 78 RPM and 45 RPM speeds. For 45 rpm add prefix "9-" to number.

### NEW RELEASES—SINGLES

ARE YOU LOOKING FOR A SWEETHEART A LITTLE LIE	28904*	Kitty Kallen
THEME FROM "SEVEN DREAMS" SECRET LOVE	28876*	Gordon Jenkins
HOT DOG! THAT MADE HER MAD FROM THIS MOMENT ON	28901*	Disk Non
I SEE THE MOON IF I NEVER GET TO HEAVEN	28900*	Disk Told
WERE YOU EVER IN LOVE? BLUE LAMENT	28862*	Bea Gaddy
DON'T CRY, NINA A TINY LITTLE VOICE (In a Tiny Little Prayer)	28880*	The Teenagers
LET ME BE THE ONE I'M YESTERDAY'S GIRL	28890*	Goldie Hill
STAY OUT OF MY DREAMS PEACE OF MIND	28899*	Savannah Churchill
TO BE ALONE (With Anita Kerr Singers) IF GOD CAN FORGIVE YOU, SO CAN I	28897*	Rex Allen

### CHILDREN'S SETS

BING CRUSBY Sings O LORD, I AM NOT WORTHY—MOTHER DEAR, O PRAY FOR ME	2-133 (78 RPM) • 2-251 (45 RPM)
BIG JON ARTHUR and the "No School Today" Cast Sing CAN'T SPELL SCHENECTADY—THE WHO IS IT SONG	N-114 (78 RPM) • 1-252 (45 RPM)
THE ADVENTURES OF THE LONE RANGER No. 7 of a Series HE IS SAVED BY TONTO	K-111 (78 RPM) • 1-249 (45 RPM)
THE FIVE MARVELOUS PRETZELS and THE THREE NICE MICE BROTHERS Told by CARL SANDBURG	K-308 (78 RPM) • 1-241 (45 RPM)
THE ADVENTURES OF THE LONE RANGER No. 8 of a Series HE MEETS THE STRANGER FROM THE EAST	K-117 (78 RPM) • 1-255 (45 RPM)

### NEW ALBUMS

EDDIE CANTOR SINGS Songs featured in the Warner Bros. Picture "The Cantor Story"	ED 592 • DL 5504
MUSIC IN THE NIGHT THE CINCINNATI SUMMER OPERA ORCHESTRA PAUSTO CLEVA, Conductor	DL 3053
This Long Play Record Includes: FAMILIAR WALTZES From Favorite Operas	FAVORITE ENCORES ED-3025 ED-3926



A Great New **KITTY KALLEN** Record!

# ARE YOU LOOKING FOR A SWEETHEART

and A Little Lie

Decca 28904 (78 RPM) and 9-28904 (45 RPM)



# Music as Written

## HOLM, GINTER MERGE DISTRIB OFFICES . . .

Richard Holm, of Music Service, Great Falls, Mont., and Clarence Ginter, Billings, Mont., have merged their distributing offices, with the new firm known as Music Service, Inc., headquartering in Great Falls. Thru the merger they become the largest indie record distributors in the area.

## BENIDA CONTRACTS MARY MAYO . . .

Dewey Bergman, veepee of Benida Records, has signed warbler Mary Mayo. Her first recording session was held this week. Frank Lohman, exec of the new firm, has left on a 20-city junket visiting juke box ops to promote upcoming Benida releases.

## MPCE DRAWING FOR FORD SET . . .

On Thursday (15) a drawing will be held at Hutton's Restaurant on a 1953 Ford in the Music Publishers Contract Employees' raffle. The raffle was held to raise money for the union's relief fund.

## SHAW, GRAMERCY MAKE NY DEBUT . . .

Artie Shaw and his Gramercy Five, which made its local debut this week, is now set for a full eight weeks at the Embers here, after originally being booked for

two weeks. Ralph Watkins, head of the Embers, booked Shaw's unit into his club, but all future bookings for the unit will be handled by the Shaw Artists Corporation. Shaw Artists handled the Gramercy Five's Boston break-in date at the Hi-Hat Club.

## CHARLOP LONGHAIR OPUS PERFORMED . . .

Morris (Moose) Charlop, who has penned many pop tunes over the past few years, had his first longhair opus, "So This Is New York," performed by the Atlanta Symphony Orchestra under Max Steiner last summer. The suite tells the musical story of five eager youngsters trying to get ahead in the big city and is now being considered for records.

## MEXICAN EXEC VISITS VICTOR . . .

Mariano Rivera Conde, artists and repertoire chief of RCA Victor's Mexican affiliate, heads for Cuba and other Caribbean countries today (10) following a 10-day visit here to survey the music and record scene.

## New York

M-G-M Records' Charles Hasin, exec in charge of distribution, is making a tour of key distribution points. His stops will include Buffalo, Cleveland, Detroit, Chicago, Minneapolis, Omaha; Kansas City, Mo.; Wichita, Kan.; Oklahoma City, Dallas and St. Louis. . . . Franz Allers is conducting the ork for Ethel Meriman's personal appearances at the Dallas State Fair musicals. . . . Cindy Lord opens a one-week stand at the Twin Coaches, Pittsburgh, on October 16. . . . Fran Warren opens at Eddie's Cafe, Kansas City, Mo., on the same night. . . . The Metropolitan Opera Company's first performance of "Il Trovatore" this season will be the annual benefit for the Free Milk Fund for Babies. . . . Herb Leventhal has signed his thrush, Judy Tremaine, to a waxing pact with the Brunswick label. . . . Cleveland juke box ops have selected the Blue Barron dinking "That's Amore" as this month's hit tune. . . . M-G-M Records has purchased four sides from Nicky Aquaviva. Sides feature chanter Frank Cannon. The label also has an option on Cannon. . . . Bob and Wanda Wolfe have been signed by Flair Records. . . . American Home magazine is starting a new monthly feature written by Robert Bagar and featuring discussions of music on records, radio and TV. . . . Herald Records has moved its offices to West 55th Street. . . . Russ Morgan's ork opens at the Hotel Statler next Friday (16). . . . Pittsburgh disk dealer and deejay promoter Elmer Willet has been named a.&r. and sales chief of the Belle label.

Vic Damone starts work next week on his new flick, "Hit the Deck," for M-G-M. . . . "The Biggest Show of 1953," with Nat Cole, Sarah Vaughan and the Ralph Marterie ork, which plays two performances at Carnegie Hall here tonight (10), has been doing well on the road to date. . . . Connee Boswell will do two weeks at the Chez Paree, Montreal, opening October 26. . . . the Ralph Marterie ork comes into the Hotel Statler here after the "Biggest Show of 1953" is over. . . . Vaughan Monroe will be at Chubby's, Camden, N. J., until October 15 and then will play the Don Carlos Casino in Winnipeg, Canada, from October 20 to 26. . . . Guy Mitchell, now at the Skyway Lounge in Cleveland, plays the Casino Royale in Washington October 19 to 25. . . . Ed Smollett starts with the Virginia Wicks office next week. He was formerly with Dave Alber's publicity firm.

Bill Simon, of Westbrook Music, has turned over the selling rights to his new Christmas song, "I Just Can't Wait 'Til Christmas," to Keys Music. The tune has been cut by Teresa Brewer on Coral and Lu Ann Simms on Columbia. . . . Thrush Sally Crane started at the Old Rumanian here on October 7 for two weeks. . . . Herald Records has moved to West 55th Street in New York. . . . The "Marshall Jamboree," three-hour western stagershow held in Marshall, Tex., every Saturday night during the fall and winter, started in again last week, and was broadcast over station KMHT in Marshall. Jim Reeves, of Abbott Records, will appear on the seg on October 24. A. T. Young is the manager of the western show. . . . Milt Gabler, Decca a.&r. head, visited deejays in Boston this week. . . . Patti Page's new Mercury cutting of "Father, Father," which is based on the Hebraic melody, "Father, Father," was penned by personal manager-cleffer Eddie White and Mack Wolfson. White notes that the idea for the adaptation was suggested to him by deejay Robin Seymour, of WKMH in Detroit. . . . Cleffer Paul Denniker is holding classes in pop songwriting at his Brooklyn studios. The course is given every week. . . . Cleffer Bernie Wayne will lead the ork on the new "Chock Full of Nuts" show over WNBT-TV here starting in a few weeks. The show will feature Jerry Lester and thrush Jean Martin. . . . Russ Morgan and his ork opened at the Hotel Statler here this week. The engagement marks the orkster's first Eastern appearance in two years. . . . Larry Newton, of Derby Records, leaves for a cross-country tour next week. He will hit a dozen major cities to see deejays, and will wax thrush Jaye P.

dieler will conclude a nine-day stint at the Stage Coach in Hackensack, N. J., on October 18 and will guest-star on the Eddie Fisher show over NBC-TV on October 23. . . . Ruth Casey, Decca thrush, opened at the Town and Country Club in Brooklyn this week.

## Chicago

Mitch Miller, of Columbia, in town for a few days last week to cut a session with Harry James, who was playing a four-night date at the Aragon Ballroom. Harry does two weeks of one-nighters and then opens at the Coconut Grove, Los Angeles. . . . Tommy Dorsey's orchestra, featuring his brother Jimmy, followed James into the Aragon for a one-week stanza. Opening the Terperly on October 12 is Paul Neighbors and his orchestra. . . . Pete Hanley is currently appearing at the Towne Room, Milwaukee. He moves into Sciolla's, Philadelphia, October 12. . . . Bobby Wayne, Mercury artist, in town for a few days. . . . Art Kassel and his orchestra, with Gloria Hart on vocals, opened at the Martinique Wednesday (7).

The Sauter-Finegan orchestra plays a one-nighter at the Gladys Entertainment Center, Montevideo, Minn., October 27. . . . Al Oldrich, of Coral, in town after a trip to St. Louis where Ed Bonner, of KXOK, previewed Don Cornell's recording of "I'm Yearning" before 200 kids. . . . Norm Wienstroer, general sales manager of Coral, in town last week. . . . Eileen Mack, former Girl Friday of Jack Eigan, joins Bob Elson on his new disk jockey show over WCFL, from 2 to 4 p.m. Monday thru Friday. . . . Betty Mattson, currently singing at the Tic Toc, Milwaukee, and Dan Sorkin, of radio and TV, will be married in Chicago October 18. . . . Charlie Agnew and his music opened at the La Salle Hotel Tuesday (6). Formerly well known in the big band field, Agnew now has a quartet. . . . Tommy Reed and his orchestra opened at the Chase Hotel, St. Louis, October 5. His new M-G-M waxing, "Hey, Little Girl" and "Glad Rag Doll," has just been released. . . . Local disk jockey, Jim Lounsbury, moves from WJJD to WGN shortly and will be active in both radio and TV. . . . Buddy Greco in town making the rounds of the deejays along with Dick Laplam, his promotion man.

## Hollywood

George Aiken, general manager of the Australian Record Company, visiting with Ralph Peer, of Peer International. . . . Russ Morgan and family leaving the local scene for New York residence. They planned out last week. . . . Pat Auld makes her bow, as does Nelson Riddle, on the latter's first featured wax with Capitol on "Make Believe That You're in Love With Me." Pat is the wife

of sax great Georgie Auld. . . . New vocal group tagged the Ebonaires make their bow with Aladdin Records, having sliced four this past week. . . . Beverly Wilshire Hotel has added a weekly "Fiesta Night." . . . Doris Day resting following minor surgery before going back to the cameras in "Lucky Me" for Warner Bros. . . . Betty Hutton planned out for her appearance at the Sophie Tucker fete and her New York Palace opening on Wednesday, October 14. . . . Chuck Cabot ork into the Schroeder Hotel, Milwaukee, October 27. . . . Maggie Whiting headlining the bill at the Municipal Auditorium, Oklahoma City, October 18.



**BMI Check List**  
OF TOP RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
FAREWELL—SO LONG—GOODBYE (Eastwick)	New Record to Watch	Sleeper of the Week	
BILL HALEY (Essex)			
IN THE MISSION OF ST. AUGUSTINE (Republic)	Best Buy		
SAMMY KAYE (Col.)	R & B Best Buy	Sleeper & Award	
THE ORIOLES (Jubilee)		R & B Sleeper	
THE BUCCANEERS (Rama)			
I'M YEARNING (Weiss & Barry)	New Record to Watch	Sleeper of the Week	Very Good
DON CORNELL (Coral)			
I'VE BEEN WAITING A LIFETIME (Signet)		Disk of the Week	
THE FOUR ACES (Decca)	75 (Good)		
LAUGHING ON THE OUTSIDE (BMI)	Best Buy	Disk of the Week	
THE FOUR ACES (Decca)			
LAZY RIVER (Peer)	75 (Good)	B+ (Excellent)	
RALPH MARGERIE (Mer.)			
MR. PEEPERS (Hollis)	78 (Good)	(Very Good)	
JACK PLEIS (Dec.)		C+ (Good)	Very Good
TEX BENEKE (Coral)			
PA-PAYA MAMA (Sheldon)	Best Buy	Sleeper of the Week	Top Review
PERRY COMO (Vic)	New Record to Watch	Best Bet	
BONNIE LOU (King)			
SINCE YOU SAID GOODBYE (Comet)	New Record to Watch	B (Very Good)	
BONNIE LOU (King)			
SIPPIN' SODA (Hollis)	78 (Good)	Best Bet	Very Good
GUY MITCHELL (Col.)			
STROLLIN' BLUES (Montclare)	78 (Good)	C+ (Good)	Very Good
GUY MITCHELL (Col.)			
THERE I GO (BMI)	72 (Good)	B (Very Good)	Very Good
SANDY SOLO (Derby)			
WRITE AND TELL ME WHY (Valley)	R & B Best Buy	Sleeper & Award	
THE ORIOLES (Jubilee)			
DARRELL GLENN (Valley)	77 (Good)	Bull's-Eye of the Week	

THE SOCK NOVELTY!



LEO FEIST, INC.

THE HAPPY HIT!  
TENNESSEE WIG-WALK

RUSS MORGAN—DECCA  
BONNIE LOU—KING  
JILL WHITNEY—CORAL

Village Music Company  
1419 BROADWAY - SUITE 507  
NEW YORK 19, N. Y.

"ELAINE"  
(Gitane)

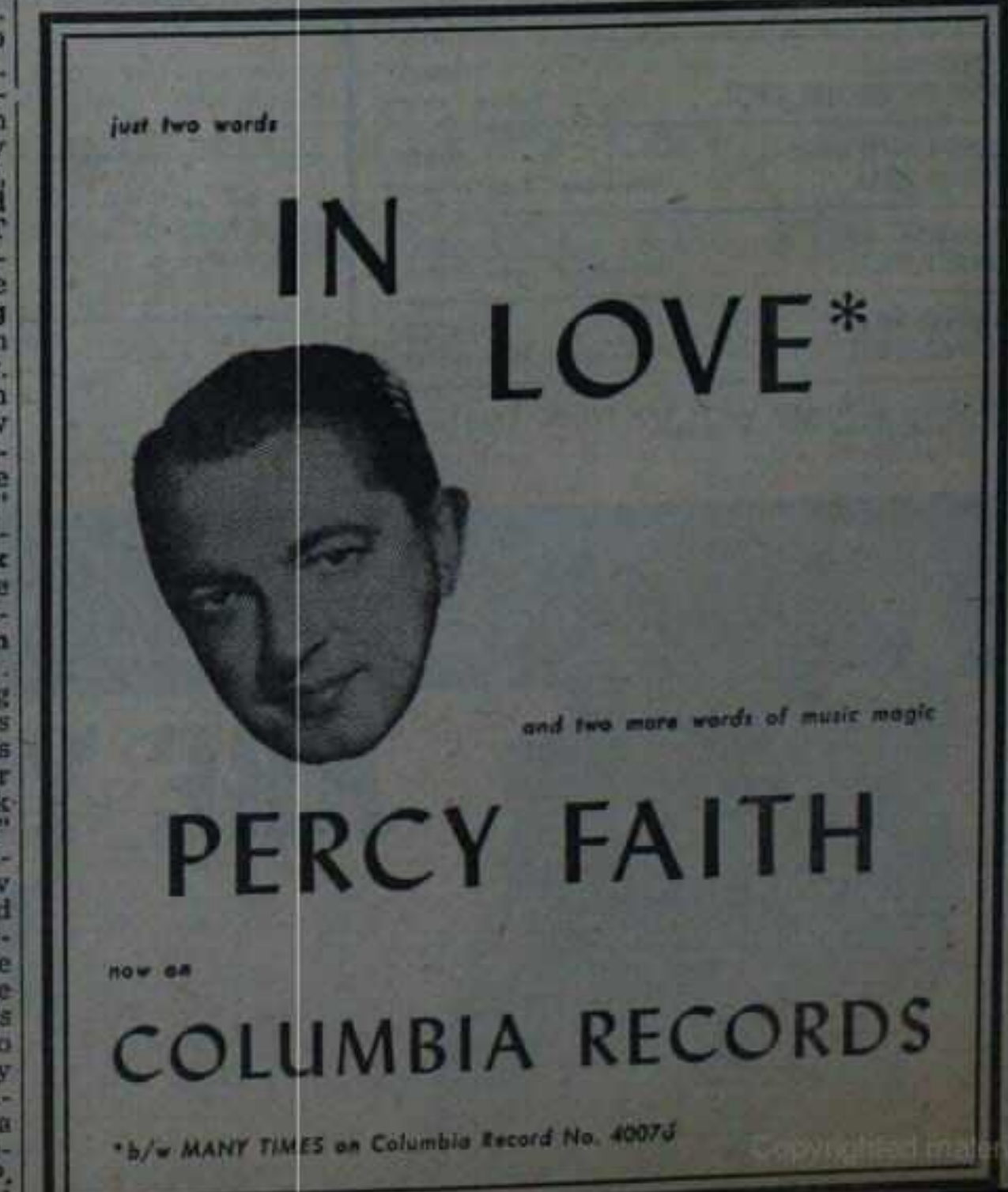
Les Baxter . . . . . (Capitol)  
Percy Faith with Mitch Miller . . . . . (Columbia)  
Hugo Winterhalter and Henri Rene . . . . . (RCA Victor)

Published by . . .  
HILL AND RANGE SONGS, INC.  
(BMI)

The Terry Theme  
from "LIMELIGHT"  
—Instrumental—

"Eternally"  
from "LIMELIGHT"  
—Vocal—  
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Week  
to  
the  
M

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# Father, Father,

Words and Music by

EDWARD R. WHITE & MACK WOLFSON

AS SUNG BY

# MISS PATTI PAGE

.... the most  
Emotionally Moving  
Record of our time

### Prom Label Signs Lopez to Cut Pop, Standard Material

NEW YORK, Oct. 10. — Prom Records, low-priced indie label which restricts its product to the syndicate and chain store field, has signed the Vincent Lopez ork for a series of recordings of both current pops and standard material. The diskery's artists and repertoire chief, Enoch Light, is also recording a batch of standards, square dances, marches, waltzes and Latin-American tunes to supplement the label's constant flow of current pop hit tune coverages.

The firm is rushing a special Christmas disk coupling of "I Saw Mommy Kissing Santa Claus" and "Rudolph, the Red-Nosed Reindeer," which will be sold in a two-color sleeve for the regular Prom retail price of 49

### Sight-Sound Expo for '54

CHICAGO, Oct. 10.—S. I. Neiman, president of the International Sight and Sound Exposition, announced the second annual exposition will be held at the Palmer House, Chicago, on Thursday, Friday and Saturday, September 30-October 2, 1954.

The event, which attracted more than 21,000 hi-fi enthusiasts when it was held for the first time this September, will be increased in size and scope. At least one additional floor of exhibits will be made available.

The firm is also making available new floor and counter racks in both wood and wire designs for the syndicate stores.

### FERRIER DIES IN LONDON, AGE 41

LONDON, Oct. 10. — Ferrier, British contralto who established a worldwide reputation thru performances in opera, concerts and recordings, died here Thursday (8) after a long illness. She was 41 years old. Once a telephone operator, Miss Ferrier took up the study of voice at 28. She made her operatic debut at the Glyndebourne Festival in 1946, creating the role of Lucretia in Benjamin Britten's "The Rape of Lucretia." She was also noted as an interpreter of Mahler's "Lied von der Erde," which she recorded for London Records.

### RCA Unveils Hi-Fi Product

NEW YORK, Oct. 10. — RCA Victor's record, home instrument and engineering products divisions combined to stage a "High Fidelity Symposium" this week when they announced that the company was now in production and ready to deliver hi-fi recording equipment reported in The Billboard several months ago. The company also demonstrated new, experimental multiple-track recordings.

The electronics firm demonstrated a line of matched high fidelity components which can be combined into sets ranging in price from \$150 to more than \$1,000. The experimental recordings played included "Roumanian Rhapsody," by the Leopold Stokowski symphony ork, and a newly cut Christmas ditty "Santa Baby," by Eartha Kitt.

Also shown to the trade and consumer press were the home instrument division's hi-fi units, a table model and a console.

### GLEASON TO GET CAPITOL AWARD

NEW YORK, Oct. 10.—Comic Jackie Gleason will receive a gold record from his diskery, Capitol, for having racked up 1,000,000 disk sales via his best selling album, "Music for Lovers Only." The disk signifies his entry into Capitol Millionaires' Club. The presentation will be made on the Gleason, CBS-TV show tonight (1) by Capitol President Glenn Wallichs.

### D. C. Variety Club Honors J. Froman

NEW YORK, Oct. 10. — Jane Froman has been named the "Personality of the Year" by the Variety Club Tent No. 11, Washington, and will be the first woman to receive the group's annual award. Presentation will take place on Saturday, November 21, at the Hotel Statler, Washington. Capitol Records is planning a large-scale promotional drive to honor the thrush.

### Gramercy 5

Continued from page 20

where musical entertainment is the big draw. The group is smooth, and the tunes should please any crowd. It may not thrill the real gone jazz cats looking for musical excitement, but it will draw many others. The Shaw name should still be potent at the box office.

Along with the Gramercy Five the club is also showcasing the Ralph Sharon Trio, making its first appearance here. Sharon, one of Britain's top jazz pianists, arrived in the United States only two months ago, and has played some of the top jazz spots in the East prior to the Embers engagement. Sharon turned in some solid 88-ing with the trio, socking out standards and a few original items. The group held the crowd's attention between the Gramercy Five sets, no mean feat on opening night. Bob Rolontz.

### Home Diskers

Continued from page 20

been taken to court. This MU move has thrown a panic into the firms which make a specialty of recording BBC programs and selling them to the performing artists for their private use.

Previously they considered a legend, saying "Not to be performed publicly," on the disk label covered them.

### Charges Breach in 10G Suit Vs. 4-Star

HOLLYWOOD, Oct. 10.—Four-Star Records was named defendant in an action filed here in Superior Court Friday (2) by Richard A. Nelson, charging breach of contract.

Suit involves approximately \$10,000 and alleges that Four-Star neglected to fully assume the liabilities of the corporation as provided for when Bill McCall took over the reins of the firm in November, 1948.

Nelson, a former owner of Four-Star, had a judgment obtained against him by L. D. Dicker, assignee for the now defunct Jack Gutshall Distributing Company in 1950, with Nelson instigating suit against the plattery to ostensibly clear the judgment.

### Wallichs to N. Y., Then for Holland

HOLLYWOOD, Oct. 10.—Glen Wallichs, prexy of Capitol Records, Inc., explained for New York yesterday (9) to attend the board meeting of the Record Industry Association of America.

Wallichs will also attend the Audio Fair in New York following which he leaves for Amsterdam, Holland, to further the firm's expansion in the foreign market. Sandor Porges, head of Cap's international department, left for Holland last week and will confer with Wallichs upon his arrival there.

### Three High Rollers—78s-45s SIT DOWN SERVANT

b/w Well Done  
SWANEE QUINTET  
Nashboro 538

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b/w Gimmick  
KID KING'S COMBO  
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b/w Things Gonna Change  
THE LEAP FROGS  
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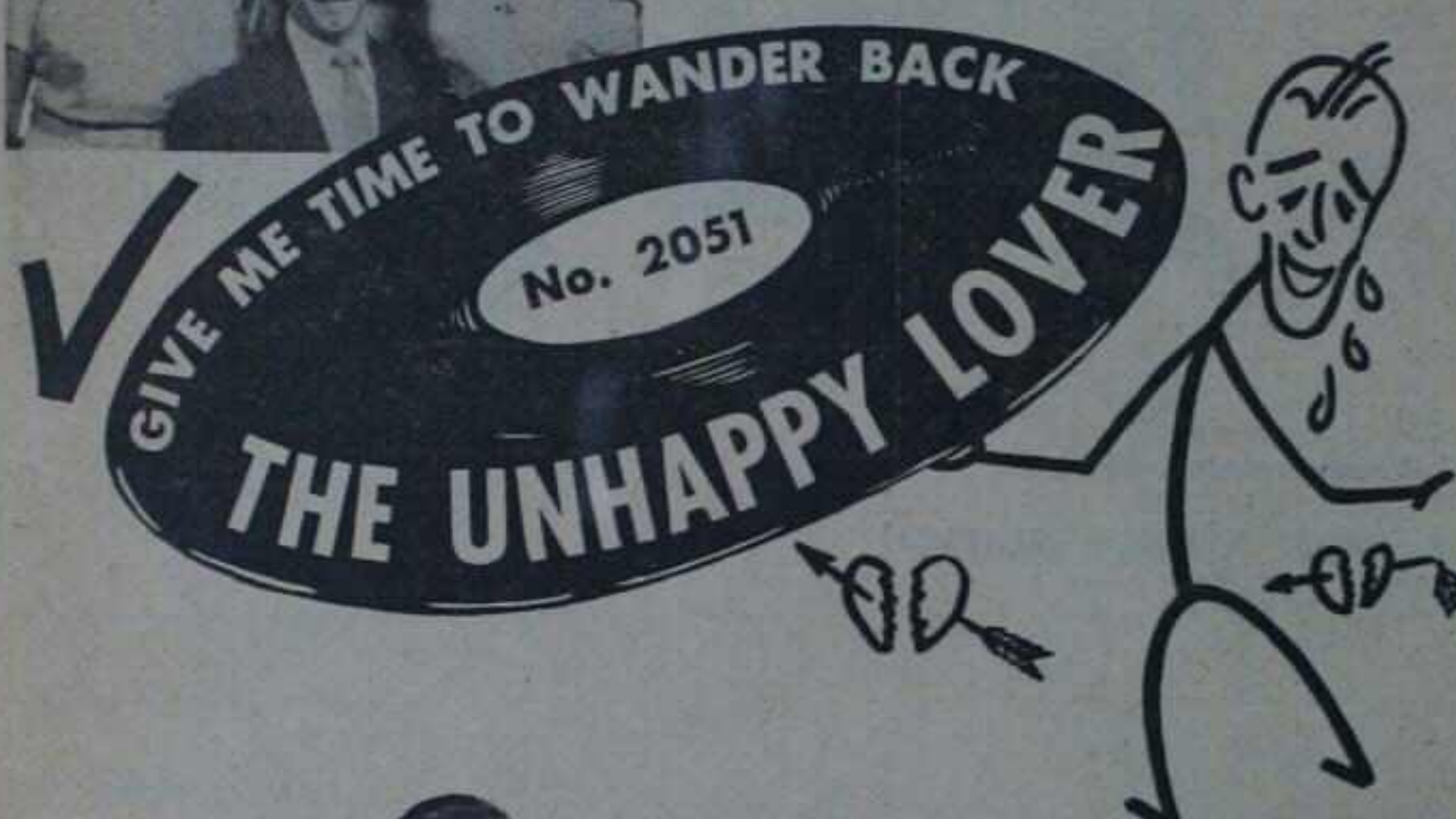
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## the CORONETS pull out all the stops on TWO GAY TUNES



## BELLA COSA TANGO

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## THE WALTZ I CAN'T FORGET

This year's great instrumental by Jack Purcell coupled with a beautiful waltz by the Coronets

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Write today for FREE Sample Records

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DERRY, PENNA.







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PERFORMANCES** by

**BETTY HUTTON**

Orchestra conducted by  
NELSON RIDDLE



Capitol Record No. 2608

haunting!  
exciting!  
unusual!

# MOGAMBO

ART MOONEY'S GREATEST  
O/W OFF SHORE

MGM 11610  
78 rpm  
K11610  
45 rpm

**JONI JAMES**  
**MY LOVE,**  
**MY LOVE**  
and  
**YOU'RE**  
**FOOLING**  
**SOMEONE**  
MGM 11543 78 rpm  
K11543 45 rpm

**BILLY ECKSTINE**  
**FORTUNE TELLING**  
**CARDS**  
and  
**I'M SAVING DREAMS**  
**FOR A RAINY DAY**  
MGM 11587 78 rpm  
K11587 45 rpm  
**BILLY ECKSTINE with**  
**the Metronome All Stars**  
**St. LOUIS BLUES**  
PARTS 1 and 2  
MGM 11573 78 rpm  
K11573 45 rpm

INTRODUCING



**BETTY MADIGAN**

**I JUST**      **YOU'RE**  
**LOVE YOU**      **THOUGHTLESS**

MGM 11603 78 rpm  
K11603 45 rpm

**TOMMY EDWARDS**

**THAT'S ALL**      **SECRET**  
   **LOVE**

MGM 11604 78 rpm  
K11604 45 rpm



**VICKI BENET**

**WHEN HE TAKES**      **TWO**  
**ME IN HIS ARMS**      **LOVERS**  
**Mmm**      **EMBRASSE**

MGM 11581 78 rpm  
K11581 45 rpm

INTRODUCING



**SHIRLEY HARMER**  
**WE WILL ALWAYS BE**      **EMBRASSE**  
**SWEETHEARTS**

MGM 11603 78 rpm  
K11603 45 rpm

**CLEVELAND JUKE BOX OPERATORS "HIT OF THE MONTH"**  
**BLUE BARRON and his ORCHESTRA**  
**"THAT'S**      **"TILL WE LOVE**  
**AMORE"**      **AGAIN"**

MGM 11584 78 rpm  
K11584 45 rpm

**M-G-M RECORDS**

MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**

... for Week Ending October 10

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

**1. Vaya Con Dios 1 17**

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)  
**BEST SELLING RECORD:** L. Paul-M. Ford, Cap 2486. **OTHER RECORDS:** L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystallite 654; W. Magone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wedey & Marilyn Tuttle, Cap 2514.

**2. You, You, You 2 15**

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

**3. Crying in the Chapel 3 13**

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

**4. Oh 4 14**

By Byron Gay-Arnold Johnson—Published by Feist (ASCAP)  
**BEST SELLING RECORD:** P. W. Hunt, Cap 2442. **OTHER RECORDS:** Commanders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Sauter Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.  
**TRANSCRIPTIONS AVAILABLE:** Johnny Desmond, Thesaurus.

**5. Dragnet 5 8**

By Walter Schumann—Published by Alamo (ASCAP)  
**BEST SELLING RECORD:** R. Anthony, Cap 2562. **OTHER RECORDS AVAILABLE:** E. Heath, London 1379; B. Morrow, V 20-5398; S. Jones, V 20-5472.

**6. St. George and the Dragonet 7 3**

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

**7. Ebb Tide 9 7**

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)  
**BEST SELLING RECORD:** F. Chacksfield, London 1358. **OTHER RECORDS:** C. Applewhite-Tootsi Ork., Dec 28875; V. Damone, Mercury 70216; R. Maxwell, Mercury 70177.  
**TRANSCRIPTIONS AVAILABLE:** Hugo Winterhalter, Thesaurus.

**8. Eh Cumpari 12 5**

By Julius La Rosa—Published by Rosarch (BMI)  
**BEST SELLING RECORD:** J. La Rosa, Cadence 1222

**9. No Other Love (M) 6 18**

By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)  
**BEST SELLING RECORD:** P. Como, V 20-5317. **OTHER RECORDS:** S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.  
**TRANSCRIPTIONS AVAILABLE:** Freddy Martin, Thesaurus.

**10. P.S.: I Love You 8 17**

By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)  
**BEST SELLING RECORD:** Hilltoppers, Dot 15085. **OTHER RECORDS:** G. Brown, Aladdin 3209; J. Bruno, Ba 512; C. Cavallaro, Dec 24955; L. Clinton-A. Lloyd, Bell 1004; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 2717; C. Stapleton, London 282; S. Still, Prestige 757.  
**TRANSCRIPTIONS AVAILABLE:** Gloria De Haven, Thesaurus.

**Second Ten**

- 11. I'M WALKING BEHIND YOU ..... 10 23  
Published by Leeds (ASCAP)
- 12. RAGS TO RICHES ..... 17 4  
Published by Saunders (ASCAP)
- 13. MANY TIMES ..... — 1  
Published by Broadcast (BMI)
- 14. WITH THESE HANDS ..... 11 14  
Published by Ben Bloom (ASCAP)
- 15. HEY, JOE ..... 13 7  
Published by Tannen (BMI)
- 16. I BELIEVE ..... 15 33  
Published by Crownwell (ASCAP)
- 17. MY LOVE, MY LOVE ..... 13 7  
Published by Meridian (BMI)
- 18. C'EST SI BON ..... 16 13  
Published by Leeds (ASCAP)
- 19. GAMBLER'S GUITAR ..... — 13  
Published by Frederick
- 20. LITTLE BLUE RIDING HOOD ..... 17 2  
Published by Alamo (ASCAP)

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# Buyboard

**TOP SELLERS—**

**POPULAR**

Based on Actual Capitol Sales Reports

1. ST. GEORGE AND THE DRAGONET  
LITTLE BLUE RIDING HOOD ..... S. Freberg ..... 2596
2. VAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME) ..... L. Paul & M. Ford ..... 2486
3. OH!  
SAN ..... P. Hunt ..... 2442
4. WHEN MY DREAMBOAT COMES HOME  
SWAMP-FIRE ..... K. Starr ..... 2595
5. DRAGNET  
DANCING IN THE DARK ..... R. Anthony ..... 2562
6. FORGIVE ME, JOHN  
MY WEDDING RING ..... J. Shepard & F. Huskey ..... 2586
7. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN GROW  
OLD WITHOUT YOU) ..... J. Shepard & F. Huskey ..... 2502
8. LOVER, COME BACK TO ME!  
THAT'S ALL ..... N. Cole ..... 2610
9. KISS ME BIG  
CATFISH BOOGIE ..... T. Ernie ..... 2602
10. FROM HERE TO ETERNITY  
ANYTIME—ANYWHERE ..... F. Sinatra ..... 2560
11. I LOVE PARIS  
GIGI ..... L. Baxter ..... 2479
12. YOU'RE THE RIGHT ONE  
THAT'S AMORE ..... D. Marlin ..... 2589
13. COLLEGIATE  
THE ONE CALLED REILLY ..... J. Carr ..... 2581
14. A FOOL WAS I  
IF LOVE IS GOOD TO ME ..... N. Cole ..... 2540
15. IT'S EASY TO REMEMBER  
I FEEL SO MMMM ..... B. Manning ..... 2587
16. PROUD NEW FATHER  
CLAP YOUR HANDS ..... J. Standley ..... 2569
17. A WALKIN' TUNE  
EMBRASSE ..... G. MacKenzie ..... 2600

**TOP SELLERS—**

**COUNTRY & HILLBILLY**

Based on Actual Capitol Sales Reports

1. FORGIVE ME, JOHN  
MY WEDDING RING ..... J. Shepard & F. Huskey ..... 2586
2. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN  
GROW OLD WITHOUT YOU) ..... J. Shepard & F. Huskey ..... 2502
3. THE HOUSE OF BLUE LIGHTS  
BELL BOTTOM BOOGIE ..... M. Moore ..... 2574
4. RE-ENLISTMENT BLUES  
DANCE OF THE GOLDEN ROD ..... M. Travis ..... 2563
5. LET ME BE THE ONE  
I'M STILL A PRISONER ..... B. Strange ..... 2592
6. LOOKING AT THE MOON AND  
WISHING ON A STAR  
I NEED YOUR LOVE ..... S. McDonald ..... 2607
7. YESTERDAY'S GIRL  
JOHN HENRY ..... H. Thompson ..... 2553
8. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY ..... H. Thompson ..... 2445
9. THAT'S WHAT I'D DO FOR YOU  
BABY MY HEART ..... F. Young ..... 2570
10. LET ME GO, DEVIL  
THE LONG BLACK RIFLE ..... T. Riffer ..... 2594

**BEST SELLING—**

**POPULAR ALBUMS**

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
2. NAT "KING" COLE SINGS  
FOR TWO IN LOVE  
Nat "King" Cole ..... 420
3. CAN-CAN  
Original Broadway Cast ..... 452
4. LOVER'S RHAPSODY & SONGS  
FROM LOVER'S RHAPSODY  
Jackie Gleason ..... 366
5. INCA TAQUI  
Yma Sumac & Moises Vivanco ..... 423
6. GERRY MULLIGAN AND HIS TEN-TETTE  
Gerry Mulligan ..... 439
7. JOE "FINGERS" CARR AND  
HIS RAGTIME BAND  
Joe "Fingers" Carr ..... 443
8. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
9. THE PARK AVENUE HILLBILLIE  
Dorothy Shay ..... 444
10. PREMIERED BY ELLINGTON  
Duke Ellington ..... 440
11. THE DESERT SONG  
Gordon MacRae & Lucille Norman ..... 351
12. THE HIT MAKERS!  
Les Paul & Mary Ford ..... 416
13. POPULAR FAVORITES BY STAN KENTON  
Stan Kenton ..... 421

**BEST SELLING—**

**"1600" SERIES**

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG  
THE CHARLESTON  
P. Hunt ..... 1638
2. WHISPERING HOPE  
I'LL STRING ALONG WITH YOU  
J. Stafford & G. MacRae ..... 1642
3. NOLA  
JEALOUS  
Les Paul & Mary Ford ..... 1621
4. SOUTH  
I WANT TO LINGER  
P. Daily ..... 1624
5. TENNESSEE WALTZ  
MOCKIN' BIRD HILL  
L. Paul & Mary Ford ..... 1676
6. SEPTEMBER SONG  
LAURA  
S. Kenton ..... 1680
7. TENDERLY  
AUTUMN NOCTURNE  
R. Anthony ..... 1654
8. WHEEL OF FORTUNE  
ANGRY  
K. Starr ..... 1677
9. ONCE IN A WHILE  
BRAZIL  
Dinning Sisters ..... 1653
10. HARLEM NOCTURNE  
WHAT IS THIS THING CALLED LOVE  
R. Anthony ..... 1664
11. I'LL REMEMBER APRIL  
GET HAPPY  
J. Christy ..... 1647
12. HOW HIGH THE MOON  
JOSEPHINE  
L. Paul & Mary Ford ..... 1675
13. SLIPPING AROUND  
WEDDING BELLS  
M. Whiting & J. Wakely ..... 1634

**LATEST RELEASE**

390 & 390-A

- COUNT YOUR BLESSINGS (One By One)  
AM I TO BLAME ..... Chuck Miller ..... 2613
- THE KANGAROO  
DON'CHA HEAR THEM BELLS ..... Les Paul & Mary Ford ..... 2614
- PINK SHAMPOO  
WHEN YOU LOVE A FELLA ..... Vicki Young ..... 2615
- STEEL GUITAR RAG  
THE ONE ROSE (That's Left In My Heart) ..... Speedy West & Cliffie Stone ..... 2620
- THE CAISSONS GO ROLLING ALONG  
BLUE MEMORIES ..... Jenks Carman ..... 2621
- THE LITTLE BOY THAT SANTA CLAUS FORGOT  
MRS. SANTA CLAUS ..... Nat "King" Cole ..... 2616
- JUNGLE BELLS (Dingo-Dongo-Day)  
WHITE CHRISTMAS ..... Les Paul & Mary Ford ..... 2617
- THE NIGHT BEFORE CHRISTMAS  
OH! OH! DON'T EVER GO ..... Harry Kari ..... 2618
- YAH, DAS IST EIN CHRISTMAS TREE  
TANT WAIT TILL QUITMUTH ..... Mel Blanc ..... 2619

**"PINK SHAMPOO"**  
and  
**"WHEN YOU LOVE A FELLA"**  
smartly sung by  
**VICKI YOUNG!**  
on Capitol Record No. 2615

*a new name!*  
*an exciting voice!*

**CHUCK MILLER** sings



**'COUNT YOUR BLESSINGS'**  
in a great Capitol debut!

coupled with  
**'AM I TO BLAME'**  
Orchestra Conducted by  
**DAVE CAVANAUGH**  
Record No. 2613

two sensational instrumental performances by  
**AXEL STORDAHL**  
and his orchestra

**'OFF SHORE'**  
with harmonica solo by **EDDY MANSON**

**'THE PICCOLINO'**  
on Capitol Record No. 2630

AMERICA'S EXCITING YOUNG  
DANCE BAND  
DISCOVERY

ROGER  
"KING OF"  
MOZARTIAN



His Trumpet and  
His Orchestra

Featuring His  
Original Composition  
and Arrangement

"MIDNIGHT  
IN SPANISH  
HARLEM"

b/w LOVE FOR SALE

Personal Management  
PHIL RINDONE  
1650 Broadway, N. Y. 19

78 rpm 89081  
45 rpm 89081 x45  
Extended Play EP 184



RECORDS

451 N. Canon Dr.  
Beverly Hills, Calif.

522 Fifth Ave.  
New York 36, N. Y.

The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending October 10

Best Selling Sheet Music

Tunes are ranked in order of their current national relative importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (R) indicates that tune is recorded, (F) indicates tune is from a film; (M) indicates tune is from a legit musical

This Week	Last Week	Weeks on Chart
1. VAYA CON DIOS (R)—Ardmore.....	1	11
2. YOU, YOU, YOU (R)—Mellin.....	3	13
3. CRYING IN THE CHAPEL (R)—Valley.....	1	11
4. I'M WALKING BEHIND YOU (R)—Leeds.....	4	12
5. DRAGNET (R)—Alamo.....	8	10
6. NO OTHER LOVE (R) (M)—Williamson.....	8	10
7. OH (R)—Feist.....	5	12
8. EBB TIDE (R)—Robbins.....	15	8
9. I BELIEVE (R)—Cromwell.....	7	11
10. MANY TIMES (R)—Broadcast.....	—	—
11. P. S.: I LOVE YOU (R)—La Salle.....	6	11
12. IN THE MISSION OF ST. AUGUSTINE (R)—Republic.....	—	—
13. APRIL IN PORTUGAL (R)—Chappell.....	14	8
14. EH CUMPARI (R)—Crescent.....	10	10
15. C'EST SI BON (R)—Leeds.....	—	—

Tunes with Greatest Radio  
and Television Audiences

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

Top 31 in Radio

Baby, Baby, Baby (R)—Famous—ASCAP	Mademoiselle De Paris (R)—Mills—ASCAP
Butterflies (R)—Sandy-Jay—ASCAP	Many Times (R)—Broadcast—BMI
C'Est Si Bon (R)—Leeds—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Choo Choo Train (R)—Disney—ASCAP	Oh! (R)—Feist—ASCAP
Crying in the Chapel (R)—Valley—BMI	P. S.: I Love You (R)—La Salle—ASCAP
Cup of Joy (R)—Southern—ASCAP	Ricochet (R)—Sheldon—BMI
Don't Take Your Love From Me (R)—Witmark—ASCAP	Sittin' in the Sun (R)—Berlin—ASCAP
Dragnet (R)—Alamo—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
Ebb Tide (R)—Robbins—ASCAP	When Love Goes Wrong (R)—Feist—ASCAP
Eternally (R) (F)—Bourne—ASCAP	When My Dreamboat Comes Home (R)—Remick—ASCAP
Gambler's Guitar (R)—Frederick—BMI	With These Hands (R)—Ben Bloom—ASCAP
Hey! Joe (R)—Tannen—BMI	You Too, You Too (R)—E. B. Marks—BMI
Hi Lili Hi Lo (R) (F)—Robbins—ASCAP	You, You, You (R)—Mellin—BMI
I Love Paris (R) (M)—Chappell—ASCAP	You're the Right One (R)—Paramount—ASCAP
I See the Moon (R)—Plymouth—ASCAP	
Just Another Polka (R)—Frank—ASCAP	
Keep It Gay (R) (M)—Williamson—ASCAP	

Top 11 in Television

C'Est Si Bon (R)—Leeds—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Crying in the Chapel (R)—Valley—BMI	Sweet Mama Tree Top Tall (R)—Ludlow—BMI
Hey! Joe (R)—Tannen—BMI	Vaya Con Dios (R)—Ardmore—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	With These Hands (R)—Ben Bloom—ASCAP
I Got the World on a String (R)—Mills—ASCAP	You, You, You (R)—Mellin—BMI
Many Times (R)—Broadcast—BMI	

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates an American publisher.

1. Eternally (Linsights)—Bourne, Ltd. (Bourne)	11. Say You're Mine Again—Victoria (Rice)
2. Song From Moulin Rouge—Connelly (Broadcast)	12. Mother Nature and Father Time—Aberbach (Alamo)
3. I Believe—Cisaphonic (Cromwell)	13. Your Cheatin' Heart—Bradbury (Acuff-Rose)
4. Bridge of Sighs—Maurice (*)	14. Kiss—Frost (Miller)
5. April in Portugal—Sterling (Chappell)	15. Is It Any Wonder?—Leeds (Midway)
6. Seven Lonely Days—Feist (Jefferson)	16. Can't It—Meridian (Hatsch)
7. Look at That Girl—Cisaphonic (Oxford)	17. Hit Tuddy—Aberbach (Couschella-Alamo)
8. Poppa Piccolino—Sterling (Chappell)	18. Vaya Con Dios—Madden (Ardmore)
9. Let's Walk That-A-Way—Aberbach (Alamo)	19. Flirtation Walk—Bourne (Bourne)
10. I'm Walking Behind You—Pete Maurice (Leeds)	20. Hey Joe—Robbins (Tannen)



and now

# LEROY ANDERSON

with his greatest yet . . .

# The Girl in Satin

and

# The Typewriter

DECCA RECORD 28881

MORE and MORE **ANDERSON** FAVORITES!

**BELLE OF THE BALL**  
b/w BLUE TANGO Decca 16020

**HORSE AND BUGGY  
PLINK, PLANK, PLUNK!**  
Decca 16019

**THE PHANTOM REGIMENT  
FIDDLE-FADDLE**  
Decca 16022

**A TRUMPETER'S LULLABY  
JAZZ PIZZICATO-JAZZ LEGATO**  
Decca 16007

**THE PENNY-WHISTLE SONG  
CHINA DOLL**  
Decca 16021

A Musical Holiday Greeting: **LEROY ANDERSON'S  
A CHRISTMAS FESTIVAL**  
Decca 16041

The Perrenial Winter Favorite . . .  
**SLEIGH RIDE**  
b/w Promenade Decca 16000

Exclusive  
**DECCA**  
Artist



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The Billboard's Music Popularity Charts

... for Week Ending October 10

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

LES PAUL-MARY FORD
Don't Hear Them Bells
CAPITOL 2614—Duo could be off to the races again with this spirited version of the old spiritual.

LEROY ANDERSON ORK
The Typewriter
DECCA 2888—Leroy Anderson, with his commercial ingenuity showing itself in top form, has come thru with a mighty cute novelty.

VOICES OF WALTER SCHUMANN
All Alone
V 20-5478—In every way this is a fine performance of a wonderful Berlin ballad.

PATTI PAGE
Milwaukee Polka
MERCURY 70230—The gal can do no wrong—so far as her many fans are concerned.

JOHNNIE RAY
Please Don't Talk About Me
When I'm Gone
COLUMBIA 40090—Once more Ray tackles an oldie by singing it with a fine beat and backed by the wonderful Buddy Cole combo.

GEORGIA GIBBS
Home Lovin' Man
MERCURY 70238—Miss Gibbs is still one of the best thrushes in the business—at least this bouncy reading of a cute ditty shows off her rhythm singing style to good advantage.

PEGGY LEE
The Night Holds No Fear
DECCA 28889—A remarkably fine performance by Peggy Lee and a haunting tune, somewhat in the style of the thrush's "Golden Earrings" of a few years ago.

LIBERACE
Eighteenth Variation
COLUMBIA 40099—Slick, sophisticated treatment of the familiar long-hair melody is played expressively by Liberace.

attention. (International Artists Music Pub, BMD)

SONDRA & JON STEELE
How Much Do You Love Me?
CARDINAL 1012—Sondra and Jon Steele return to wax for the first time in five years since their big hit, "My Happiness," rocketed them to fame.

JUNE VALLI
Don't Forget to Write
V 20-5488—The distinctive Valli throat catch has an appropriate place in this pleading ballad.

FREDDY MARTIN ORK
Caressing You, Carrissima
V 20-5479—Italian import gets a most attractive handling by the ork with pizzicato strings and a breathy flute supplying the spark.

TONY MARTIN
There's Danger in Your Eyes, Cherie
V 20-5473—Martin comes thru with an effective performance on the evergreen aided by a listenable ork support, except for the opening drum beats.

MITCH MILLER ORK
Under Paris Skies
COLUMBIA 40100—The pretty, folk-based tune is a real hummable and it's played strongly by the ork, with the chorus contributing wordless support.

NORMAN BROOKS
I'd Like to Be in Your Shoes, Baby
ZODIAC 104—Brooks injects lots of old-fashioned charm in his reading of the quick, two-step opus.

GEORGE SHEARING QUINTET
Rap Your Troubles in Dreams
M-G-M 11600—The titles are similar, this tune, penned by Shearing, bears no relation to the oldie.

JOHNNY LONG ORK
The Girl That I Marry
CORAL 61061—Cute Irving Berlin tune is given a merry ride by the Long ork and chorus.

JOHNNY LONG ORK
The Girl That I Marry
CORAL 61061—Cute Irving Berlin tune is given a merry ride by the Long ork and chorus.

JOHNNY LONG ORK
The Girl That I Marry
CORAL 61061—Cute Irving Berlin tune is given a merry ride by the Long ork and chorus.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ALADDIN, CAPITOL, CARDINAL, COLUMBIA, CORAL, DECCA, DOT, DUKE, J.O.B., IMPERIAL, INTRO, KEM, KING, MERCURY, M-G-M, NOCTURNE, RCA VICTOR, REPUBLIC, ZODIAC.

Latin American

BOBBY CAPO
Como Duele Una Traicion
SEECO 7315—Capo lifts his voice in a tender and super smooth reading of a pretty ballad.

International

FRANK WOJNAROWSKI ORK
Brunela Polka
DANA 808—A swiny polka effort receives a bright, happy reading from the polka ork, plus a listenable vocal from the lead singer and the orkmen.

Sacred

THE STAMPS QUARTET
Joshua Led God's Children
COLUMBIA 21168—Enthusiasm of the singers carries across well in this rhythmic performance.

RICHARD BAKER
Crying in the Chapel
WORD 503—Straight sacred reading of the pop click by the resonant-voiced Richard Baker is compelling.

Jazz

WILLIE (THE LION) SMITH ORK
Willie's Blues
BLUE CIRCLE 501—Willie The Lion's ork attacks this instrumental with a lot of vim and vigor and swings it out in jam session style.

Rhythm & Blues

LYNN HOPE ORK
Swing Train
ALADDIN 3200—The jazz cats may get a kick from this. The Hope combo tips into a swiny riff effort, and sells it with a lot of drive on this interesting instrumental side.

THE RAVENS
Without a Song
MERCURY 70240—The eddie undergoes a transition on this dinking as Jimmy Ricks and the group sing it as a blues with a beat, rather than a ballad.

CHARLES BROWN
Cryin' and Driflin' Blues
ALADDIN 3209—A mournful blues receives an engaging vocal from Brown, over a slow backing with a good beat.

LUCKY THOMPSON
Flamingo
DECCA 28871—A slow and easy ork reading of the evergreen with Thompson leading the way with his quiet and breathy tenor sax.

EDDIE KIRKLAND
Time for My Lovin' to Be Done
KING 4659—Eddie Kirkland bows on the label with a warm reading of a down home blues, plus some standard Southern blues guitar backing.

ROSCO GORDON ORK
Ain't No Use
DUKE 114—Good slow blues chanting by Gordon for a listenable side.

LITTLE HUDSON
Rough Treatment
J.O.B. 1015—Material here is almost in the folk music vein. It's neatly handled, too.

THE FLYING CLOUDS OF DETROIT
I, John Saw a Mighty Number
NASHBORO 537—A great reading by the spiritual group. The spirited beat is near irresistible and the effort ought to excite much interest.

Spiritual

THE CARAVANS
I Know the Lord Will Make a Way
STATES 128—Albertina Walker is the lead on this gospel tune, and she does a fine job with it, shouting out the words while the Caravans answer behind her.

SILVERTONE SINGERS
I Got a Home in That Rock
EXCELLO 2013—Lead singer has an impressive style and the combo backs

Country & Western

CARL SMITH
Satisfaction Guaranteed
COLUMBIA 21116—Carl Smith looks like he's headed for another strong one with this bright new rhythm ditty.

SUNSHINE RUBY
Ton Old for Tons
V 20-5467—The gal is now in the awkward stage and is getting interested in boys.

ANN JONES
Lonesome With You
KING 1264—A warm and persuasive reading by the thrush. Weeper ballad should appeal to many and the duo could build some via exposure.

LITTLE JIMMY DICKENS
Rarefooted Little Cowboy
COLUMBIA 21167—Dickens tells of a wee cowboy enjoying his presents at Christmas-time on this light holiday effort.

VAN HOWARD
Living With Memories of the Past
IMPERIAL 8213—Good job by Howard on a catchy weeper effort. He sings it with the proper sad feeling.

HAL "LONE" PINE
No Heart at All
V 20-5468—Chanter tosses musical re-creations at his hard-hearted flame. A good reading by Lone Pine that might snare a fair number of

PROF. HAROLD BOGGS
Praying for God's Amazing Grace
KING 4660—A mighty pretty gospel tune receives a persuasive performance from the warbler, backed brightly by the rhythm. Side could pull spins.

THE CINCINNATIANS
In the Upper Garden
BRUNSWICK 84022—The Cincinnatians inject much feeling into this rhythmic opus. Side should do well, gaining plenty of spins.

HEAVEN BOUND FOUR
I'm Giving Up This World to Live With God
DUKE 203—A bright jubilee spiritual is sold with drive by the boys, who sing it on this side in unison almost throughout, backed by a big beat.

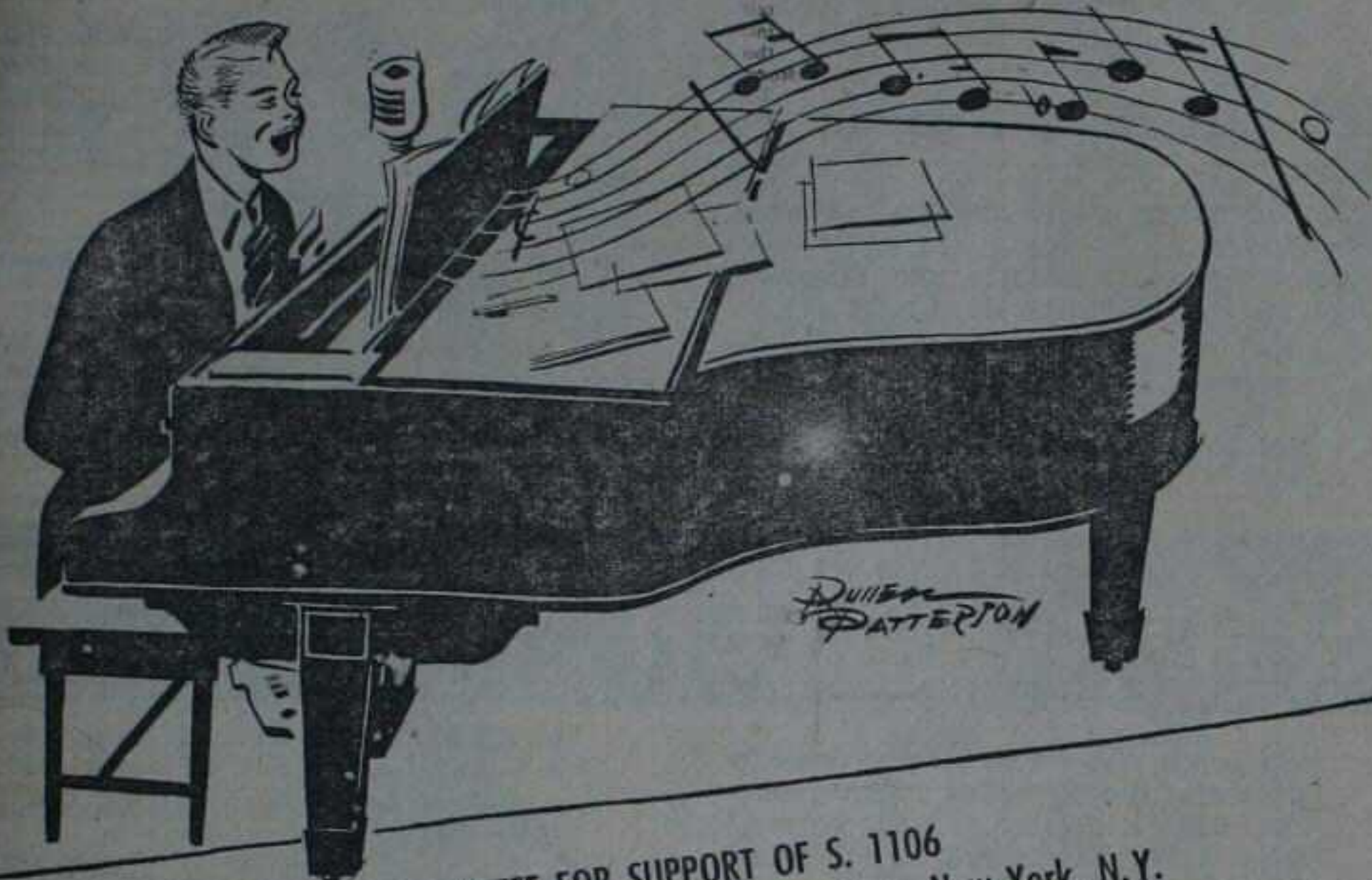
RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record

# From me... to you



COMPOSERS' AND AUTHORS' COMMITTEE FOR SUPPORT OF S. 1106  
120 Broadway, New York, N.Y.

Dear Mr. Music Machine Operator:

When Senator Pat McCarran introduced S. 1106 to modernize the 1909 copyright law, a few individuals claiming to represent your interests raised a big hue and cry. They claimed the McCarran bill would put you out of business.

Mr. Operator -- this is sheer nonsense. Don't believe a word of it.

Have the reasonable fees paid for using my music put television out of business? Radio out of business? Hotels, night clubs, restaurants, or any other user of my music out of business?

Of course not.

The amount you would pay me for the right to make a profit out of my music would not mean that you would have to increase the dime or nickel you are currently charging the public to hear my songs. The small performance fees for the use of my music would, in the long run, cost you nothing because you would be getting more songs and better songs from America's composers, thus getting more plays and greater income for yourself.

Here's another statement made by individuals claiming to speak for you: that songwriters are already getting paid for the use of their music in juke boxes, because the record manufacturers pay a small royalty to composers and authors for manufacturing rights.

Mr. Operator -- this is nonsense too. Don't believe it.

These people are intentionally confusing recording fees with performing fees. Everybody pays his own way. The record company pays a recording fee (limited to 2¢ a side). It does not pay a performing fee.

Radio stations and other businesses who play my songs also buy records, paying the recording fee because it's included in the price of the record. But when playing my song to the public for profit, commercial users of my music pay me a small performing fee because they are making money by performing my song. That's fair enough, isn't it?

The McCarran bill only places music machine operators on the same basis as all other users of my music -- radio, television, hotels, night clubs, dance halls, skating rinks, and the rest. Isn't that fair enough, too?

Mr. Operator, don't be confused by complicated arguments. You and I are in the same business. I want you to stay in business and to make bigger profits. You want me to go on writing the songs you need in your business. Our interests are the same.

Next week I plan to write you about the popularity of my songs on your juke boxes.

Sincerely,  
*The Songwriter*  
The Songwriter

## THIS WEEK'S BEST BUYS

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

## Popular

**LOVER COME BACK TO ME** (Harms, ASCAP)  
**THAT ALL** (Meridian, BMI)—Nat (King)  
Cole—Capitol 2610

Strong start reported for this disk in Philadelphia, Pittsburgh and St. Louis. One Milwaukee report noted a strong reaction, and good reports came from Cincinnati and L. A. Side action split but most areas reported "Lover."

**LIVE IT UP** (Eastwick, BMI)  
**FAREWELL, SO LONG, GOOD-BYE** (Eastwick, BMI)—Bill Haley—Essex 332

Operator and one-stop reports are particularly good on this altho some retail action was noted. Best reports came from Mil-

waukee, St. Louis and Pittsburgh where it is said to be moving strongly. Good reports came from Boston, Philadelphia and Detroit. Most reports on "Live." A previous "New Record to Watch."

## Country &amp; Western

**SATISFACTION GUARANTEED** (Alamo, ASCAP)

**WHO'LL BUY MY HEARTACHE?** (Aberbach, BMI)—Carl Smith—Columbia 21166

Action here is split just about evenly at the moment. Good reports in from St. Louis, Milwaukee, Pittsburgh, Cleveland and Eastern Pennsylvania. A previous "New Record to Watch."

## Rhythm &amp; Blues

**MARIE** (Berlin, ASCAP)—Four Tunes—Jubilee 5128

This has kicked up a lot of power in Philadelphia, Pittsburgh and St. Louis. Durham, Cleveland and Detroit say "good." In some markets it's beginning to move pop. Flip is "I Gambled with Love." Still to be delivered in some quarters.

**I HAD A NOTION** (Herald, BMI)—Joe Morris—Herald 417

Strong reports from Philadelphia, Cleveland and St. Louis. Pittsburgh, Cincinnati and Durham reported good action. Flip is "Just Your Way." A previous "New Record to Watch."

## NEW RECORDS TO WATCH

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

## Popular

## FRANK CHACKSFIELD

**Golden Violins**—London 1368—Title describes this to a "T." It's full of lilting fiddles and looks like a good follow-up to "Ebb Tide." Flip is "A Girl Called Linda."

## GAYLORDS

**Sweet Sue** (Shapiro-Bernstein, ASCAP)—Mercury 70235—The group duets off the old standard with a sparkling performance. Group has done well with other standards and could do likewise here. Flip is "Wonderin'." (Vincent, BMI).

## JOHNNIE RAY

**Please Don't Talk About Me When I'm Gone** (Remick, ASCAP)—Columbia 40090—Ray, too, has done his best recently on the standards, and this one fits his type of delivery well. Watch it. Flip is "An Orchid for the Lady" (Advanced, ASCAP).

## SONDRA AND JON STEELE

**How Much Do You Love Me?** (Blasco, ASCAP)—Cardinal 1012—First disk from pair since "My Happiness," five years ago. Disk is spotlighted both to herald their return and to point up a very good piece of material. It also could stir some action. Flip is "Hold My Love" (Blasco, BMI).

## Christmas

## LU ANN SIMS

**I Just Can't Wait 'Til Christmas** (Westbrook, BMI)—Columbia J4-170—One of the first of the disks for the Christmas market, the title gives the key to the record. It's a cute tune

and thrush does a bang-up job. Issued on the kiddie label, it also has good pop potential. Title alone should guarantee plays. Other versions of tune will be out. Flip is "I Dreamt That I Was Santa Claus."

## Popular Album

## PERCY FAITH

**Percy Faith Plays Continental Music**—Columbia CL 525—A collection of tunes, current and otherwise, that stem from abroad, played instrumentally. (See separate review in Packaged Record section.)

## Childrens

## PATTI PAGE

**Arfie, the Doggie in the Window—Parts 1 & 2** (Santly-Joy, ASCAP)—Mercury 70190—This is the long-awaited answer to "Doggie in the Window" and adds a story about "Arfie" to boot. Should do big business among the moppets.

## Country &amp; Western

## REX ALLEN

**To Be Alone** (Randy Smith, ASCAP)—Decca 28897—This is the tune already on the market by the Hilltoppers. It's a fine hunk of material and given a very sincere reading

by Allen. Could be big in the country field and also splash over into the pop field. Flip is "If God Can Forgive You, So Can I" (Lois, BMI).

## LEFTY FRIZZELL

**Then I'll Come Back to You** (Hill & Range, BMI)—Columbia 21169—Good material is sung with a lot of feeling by the warbler. Could catch a lot of air spins. Flip is "Hopeless Love" (Hill & Range, BMI).

## Sacred

## HANK WILLIAMS

**Calling You**—M-G-M 11628—One of Hank's rare sacred releases. A good tune and sung in his inimitable style. Flip is "When God Comes and Gathers His Jewels."

## Rhythm &amp; Blues

## FIVE ROYALES

**All Right**  
**I Want to Thank You**—Apollo 449—Two up-tempo efforts that should keep their flock of fans mighty happy till the next release. Action already on this in Durham.

## BIG DUKE

**Hey, Dr. Kinsey**—Flair 1018—First recognition in this field of the book that is sweeping the nation. It's loaded with statistics. Flip is "Hello, Baby."

## SAVANNAH CHURCHILL

**Peace of Mind**—(Tomasa, BMI)—Decca 28899—Religious-type tune with much of the same spirit as "Shake a Hand" is given a stirring reading by the thrush. Lots of potential here. Could be some pop action here. Flip is "Stay Out of My Dreams."

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

## COMING UP IN THE TRADE

(Listed Alphabetically)

## Popular

**EBB TIDE**  
Vic Damone—Mercury 70216

**EIGHTEENTH VARIATION**  
William Kapell—RCA Victor 10-4210

**FROM HERE TO ETERNITY**  
Frank Sinatra—Capitol 2560

**I LOVE PARIS**  
Lex Baxter Ork—Capitol 2479

**I WANT TO BE EVIL**  
Eartha Kitt—RCA Victor 20-5442

**ISTANBUL**  
Four Lads—Columbia 40082

**LAUGHING ON THE OUTSIDE**  
Four Aces—Decca 28843

**LOVE WALKED IN TO BE ALONE**  
Hilltoppers—Dot 15105

**PA-PAYA MAMA YOU ALONE**  
Perry Como—RCA Victor 20-5447

**THREE O'CLOCK IN THE MORNING**  
Monty Kelly Ork—Essex 328

**THE VELVET GLOVE**  
Henri Rene-Hugo Winterhalter—RCA Victor 20-5405

**WHEN MY DREAMBOAT COMES HOME**

**SWAMP-FIRE**  
Kay Starr—Capitol 2595

## Country &amp; Western

**NORTH WIND**  
Slim Whitman—Imperial 8208

**SORROW AND PAIN YOU'RE GONE**  
Davis Sisters—RCA Victor 20-5460

**THERE STANDS THE GLASS I'M WALKING THE DOG**  
Webb Pierce—Decca 28834

**WHY DON'T YOU OPEN THE DOOR?**  
York Brothers—King 1248

## Rhythm &amp; Blues

**THE COME BACK**  
Memphis Slim—United 156

**I WISH YOUR PICTURE WAS YOU**  
Lloyd Price—Specialty 471

**MONEY HONEY THE WAY I FEEL**  
Clyde McPhatter—Atlantic 1006

**PERFECT WOMAN**  
Four Blazes—United 158

**THE PROPOSAL**  
Shirley & Lee—Aladdin 3205

**SHAKE A HAND**  
Savannah Churchill—Decca 28836

**THE TEARS KEEP TUMBLING DOWN**  
Ruth Brown—Atlantic 1005

**TV IS THE THING FAT DADDY**  
Dinah Washington—Mercury 70214

**MEMORIES THE VERY THOUGHT OF YOU**  
Earl Bostic—King 4053

## CURRENT TOP RECORDS

See page 34 for the current top pop records.  
See page 44 for the current top c.&w. records.  
See page 47 for the current top r.&b. records.  
See pages 40 and 42 for the current top packaged records.



**A HAPPY HIT!**

**'MILWAUKEE  
POLKA'**

Coupled With

**"MY WORLD  
IS YOU"**

Mercury 70230 • 70230X45



*Patti  
Page*



# TOP POPULAR RECORDS

## Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. ST. GEORGE AND THE DRAGONET—S. Freberg Little Blue Riding Hood—Cap 2596—ASCAP	1	3
2. VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 2486—ASCAP	2	18
3. YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	3	17
4. OH—Pee Wee Hunt Sun—Cap 2442—ASCAP	4	15
5. EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP	5	7
6. EH CUMPARI—J. La Rosa Till They've All Gone Home—Cadence 1232—ASCAP	7	6
7. DRAGNET—R. Anthony Dancing in the Dark—Cap 2562—ASCAP	6	8
8. NO OTHER LOVE—P. Como Keep It Gay—V 20-5317—ASCAP	9	13
8. RAGS TO RICHES—T. Bennett Here Comes That Heartache Again—Col 40048—ASCAP	11	5
10. CRYING IN THE CHAPEL—J. Valli Love Every Moment You Live—V 20-5368—BMI	8	12
11. P. S.: I LOVE YOU—Hilltoppers I'd Rather Die Young—Dot 15085—ASCAP	10	17
12. LITTLE BLUE RIDING HOOD—S. Freberg St. George and the Dragonet—Cap 2596—ASCAP	12	2
13. HEY JOE—F. Laine Sittin' in the Sun—Col 40036—BMI	17	7
14. MY LOVE, MY LOVE—J. James You're Fooling Someone—M-G-M 11543—BMI	15	8
15. CRYING IN THE CHAPEL—Rex Allen I Thank the Lord—Dec 28758—BMI	19	11
16. CRYING IN THE CHAPEL—Orioles Don't You Think I Ought to Know?—Jubilee 5122—BMI	13	8
17. I SEE THE MOON—Mariners I Just Want You—Col 40047—ASCAP	17	4
18. MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI	—	1
19. WITH THESE HANDS—E. Fisher When I Was Young—V 20-5365—ASCAP	—	14
20. STORY OF THREE LOVES—R. Hayman Sweet Leilani—Mercury 70202	19	3
20. IN THE MISSION OF ST. AUGUSTINE—S. Kaye No Stone Unturned—Col 40061—BMI	—	1

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 2486—ASCAP	1	17
2. YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	2	16
3. OH—P. W. Hunt Sun—Cap 2442—ASCAP	3	14
4. DEAR JOHN LETTER—J. Shepard I'd Rather Die Young—Cap 2505—BMI	7	6
5. CRYING IN THE CHAPEL—J. Valli Love Every Moment You Live—V 20-5368—BMI	4	9
5. DRAGNET—R. Anthony Dancing in the Dark—Cap 2562—ASCAP	5	6
7. P. S.: I LOVE YOU—Hilltoppers I'd Rather Die Young—Dot 15085—ASCAP	6	17
8. CRYING IN THE CHAPEL—Rex Allen I Thank the Lord—Dec 28758—BMI	8	12
8. EH CUMPARI—J. La Rosa Till They've All Gone Home—Cadence 1232—BMI	15	5
10. CRYING IN THE CHAPEL—D. Glenn Hang Up That Telephone—Valley 105—BMI	10	21
11. HEY JOE—F. Laine Sittin' in the Sun—Col 40036—BMI	11	9
12. CRYING IN THE CHAPEL—Orioles Don't You Think I Ought to Know?—Jubilee 5122—BMI	12	6
13. NO OTHER LOVE—P. Como Keep It Gay—V 20-5317—ASCAP	8	15
13. I'M WALKING BEHIND YOU—E. Fisher Just Another Polka—V 20-5293—ASCAP	14	24
15. C'EST SI BON—E. Kitt African Lullaby—V 20-5358—ASCAP	12	11
15. RAGS TO RICHES—T. Bennett Here Comes That Heartache Again—Col 40048—ASCAP	15	3
17. GAMBLER'S GUITAR—R. Draper Free Home Demonstration—Mercury 70167—BMI	15	16
18. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters Rock-A-Bye Boogie—V 20-5345—BMI	18	2
18. YOU'RE FOOLING SOMEONE—J. James My Love, My Love—M-G-M 11543	19	8
18. MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI	—	1
18. RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI	—	1

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart
1. YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	1	16
2. ST. GEORGE AND THE DRAGONET—S. Freberg Little Blue Riding Hood—Cap 2596—ASCAP	4	2
3. VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 2486—ASCAP	3	17
4. DRAGNET—R. Anthony Dancing in the Dark—Cap 2562—ASCAP	2	8
5. OH—P. W. Hunt Sun—Cap 2442—ASCAP	5	14
6. EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP	7	8
7. CRYING IN THE CHAPEL—J. Valli Love Every Moment You Live—V 20-5368—BMI	8	12
8. RAGS TO RICHES—T. Bennett Here Comes That Heartache Again—Col 40048—ASCAP	19	4
9. NO OTHER LOVE—P. Como Keep It Gay—V 20-5317—ASCAP	6	17
10. EH CUMPARI—J. La Rosa Till They've All Gone Home—Cadence 1232—BMI	10	5
11. MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI	12	2
12. LITTLE BLUE RIDING HOOD—S. Freberg St. George and the Dragonet—Cap 2596—ASCAP	9	2
13. MY LOVE, MY LOVE—J. James You're Fooling Someone—M-G-M 11543—BMI	14	8
14. WITH THESE HANDS—E. Fisher When I Was Young—V 20-5365—ASCAP	17	2
15. P. S.: I LOVE YOU—Hilltoppers I'd Rather Die Young—Dot 15085—ASCAP	11	19
16. EBB TIDE—V. Damone If I Could Make You Mine—Mercury 70216—ASCAP	—	1
17. RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI	13	3
18. HEY JOE—F. Laine Sittin' in the Sun—Col 40036—BMI	17	9
18. ISTANBUL—Four Lads I Should Have Told You Long Ago—Col 40082—ASCAP	—	1
20. C'EST SI BON—E. Kitt African Lullaby—V 20-5358—ASCAP	19	2
20. VELVET GLOVE—H. Winterhalter Elaine—V 20-5405—ASCAP	—	2

## VOX JOX

B• CHARLOTTE SUMMERS

### Jox Trix

"The Mystery Voice" contest conducted by Phil Sheridan, WFIL, Philadelphia, announced its first winner last week. A completely stocked home freezer was awarded to the contestant who had composed a slogan which was most effective in the cerebral palsy drive and who had also identified the mystery voice. Additional awards of RCA Victor personal portables were presented to the six entries qualifying as runner-up winners. This month's first place prize will be a waterfront-seashore home with two bedrooms and pine-paneled living room. . . . Station KUSD's daily show which runs from 4 to 5:15 p.m. in Vermillion, S. D., offers college students the opportunity to air their ideas on current records. Advance promotion work is done before the students' air time, and results, they say, have been excellent. . . . Art Ross, WNOR, Norfolk, devoted an entire afternoon show to the

favorite tunes of the Norfolk "Tars" baseball team. Ross tells us that the "Tars" have won the Piedmont pennant for the third straight year and that their games are broadcast over WNOR. . . . Jules Henry, WMBS, Uniontown, Pa., moved his show to the lobby of the Manos Theater recently where he conducted the "Band Wagon Song Contest" in conjunction with the showing of the film. Three music albums of "Band Wagon" music and many passes to the theater were among the prizes.

### Surface Noises

Bob Shaw, KSEO, Durant, Okla., writes us that he is now playing rhythm and blues one day a week on his show and has been quite successful with it. "But," he adds, "I need records badly. We're sort of pioneering r.&b. in this neck of the woods. The station has been on the air since 1947, and this is the first time we've used the stuff. . . . Joe Hyder,

(Continued on page 35)

See  
PAGES 40 AND 42

for

The Billboard  
Packaged Record  
Buying Guide

Best Sellers in  
These Categories:

EXTENDED  
ORCHESTRAL WORKS

CONCERTOS

Packaged Record  
REVIEWS

## Other Records Released This Week

### Popular

Flowers, Mister Florist, Please—The Ink Spots (Here in My Lonely Room) King 4670  
Here in My Lonely Room—The Ink Spots (Flowers, Mister Florist, Please) King 4670

### Country & Western

Liniment and Turpentine—Hoot & Curley (Will Tomorrow Bring Yesterday) Imperial #211  
Will Tomorrow Bring Yesterday—Hoot & Curley (Liniment and Turpentine) Imperial #211

### Rhythm & Blues

The Rump—Willie (The Lion) Smith Ork (Way Down Yonder on Bourbon Street) Blue Circle 502  
Way Down Yonder on Bourbon Street—Willie (The Lion) Smith Ork (The Rump) Blue Circle 502

### Latin American

Cielito Lindo—Charlie Palmieri (Noche y Dia) Seeco 7328  
Noche y Dia—Charlie Palmieri (Cielito Lindo) Seeco 7328

### International

Going to Town—Steve Adamczyk Ork (Potato Chips Polka) Dana 3141  
Potato Chips Polka—Steve Adamczyk's Ork (Going to Town) Dana 3141

### Spiritual

Lord, Come On and See About Me—Mid South Singers (Will Meet You in the Morning) Duke 202  
Sit Down Servant—Swanee Quintet (Well Done) Nashboro 538  
Well Done—Swanee Quintet (Sit Down Servant) Nashboro 538  
Will Meet You in the Morning—Mid South Singers (Lord, Come On and See About Me) Duke 202

How **BIG** a Hit Will It Be?

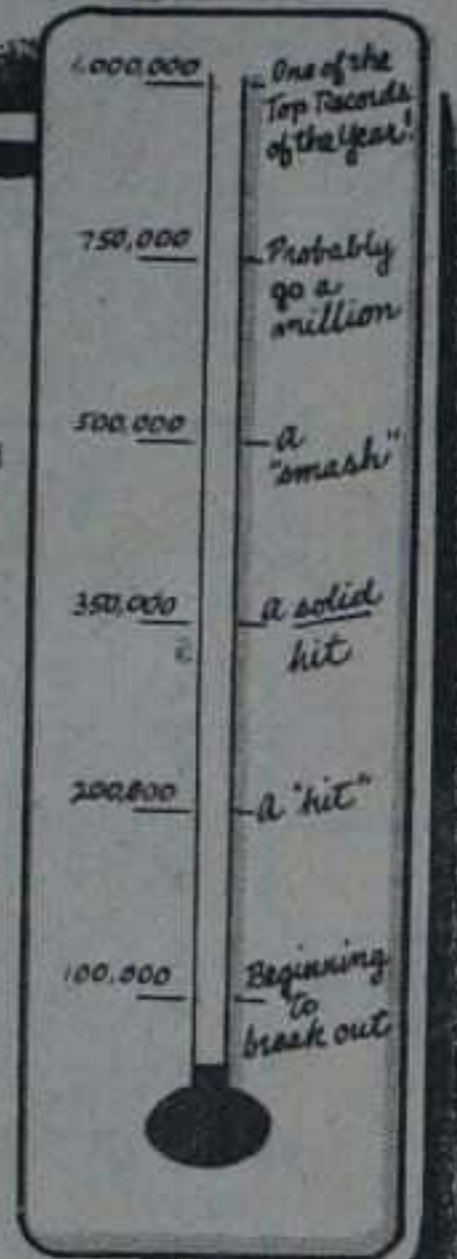
# JUNE VALLI



her first record  
since her smash  
"Crying in the Chapel"

**DON'T FORGET  
TO WRITE**  
and  
**MYSTERY  
STREET**

20/47-5488



"I Know For Sure"

THAT VAUGHN'S GOT A BIG NEW HIT!

# VAUGHN MONROE

sings



**I KNOW FOR  
SURE**

and

(All Roads Lead to)

# THE FIESTA

with Orchestra and Chorus conducted by

**HUGO WINTERHALTER**

20/47-5480

## NEW RELEASES

RCA Victor—Release #53-42

### POPULAR

**THERE'S DANGER IN YOUR EYES, CHERIE**

(from the film "Puttin' on the Ritz")

**I JUST LOVE YOU**

Tony Martin with Henri Rene and his Orch. ....20-5473 (47-5473)\*

### MYSTERY STREET

**DON'T FORGET TO WRITE**

June Valli with Orch. cond. by Henri Rene .....20-5488 (47-5488)\*

**I NEVER KNEW—Polka**

**YAH DEAR—Waltz**

Johnny Vadnal and his Orch. ....20-5481 (47-5481)\*

**KEEP IT GAY—Mambo**

(from the musical prod. "Me and Juliet")

**THE NEARNESS OF YOU—Bolero**

Al Romero and his Orch. ....20-5482 (47-5482)\*

### COUNTRY/WESTERN

**PIG LATIN SERENADE**

(Pa Wan's Know and Ma Wan's Care)

**YOU'RE MY DOWNFALL**

Johannie and Jack, The Tennessee Mountain Boys .....20-5483 (47-5483)\*

**THREE O'CLOCK IN THE MORNING**

**CITY SLICKER**

Chet Atkins and his Galloping Guitar .....20-5484 (47-5484)\*

**HEARTBREAK AHEAD**

**LOOKING AT THE MOON AND WISHING**

**ON A STAR**

Charline Arthur .....20-5485 (47-5485)\*



SALES GROW  
WHEN YOU GO 45

## RHYTHM/BLUES

**YOU'RE KILLIN' ME  
FLIP OUR WIGS**

Milt Trenier and His Solid Six .....20-5487 (47-5487)\*

**TEN DAYS IN JAIL**

**EMPTY BOTTLES**

The Robins with Orch. Accompaniment .....20-5489 (47-5489)\*

## ALBUMS

**HYMNS OF CATHOLIC DEVOTION—Series 1  
IN HONOR OF OUR BLESSED LORD**

**HYMNS OF CATHOLIC DEVOTION—Series 2  
IN HONOR OF OUR BLESSED LADY**

Sung by the St. Patrick's Cathedral Choristers. Directed by Mansignor William T. Greene. Charles M. Courbain at the Organ .....(EPA-490)\*

**HOT BLOOD**

(from the Columbia film "Hot Blood") Shorty Rogers and his Orch. Featuring Bill Perkins, Tenor Sax. ....(EPA-535)\*

**"B. G."**

Benny Goodman and his Orch. (EPAT-412)\*

**"THE BIG BEAT"**

Buddy Morrow and his Orch. ....(EPA-462)\*

**BUDDY MORROW**

Buddy Morrow and his Orch. Vocal ref. by Frankie Lester. ....(EPA-463)\* (EPA-462 and EPA-463 combined on LPM-3135\*\*\*)

**COOL AND CRAZY**

Shorty Rogers and his Orch. Featuring the Giants. (EPB-3138)\* LPM-3138\*\*\*

**STRINGIN' ALONG WITH CHET ATKINS**

Chet Atkins and his Galloping Guitar. (EPB-3163)\* LPM-3163\*\*\*

**SACRED HYMNS with ORGAN AND CHIMES**

The Three Sons. ....(EPB-3174)\* LPM-3174\*\*\*

**SWINGIN' THE ORGAN with "Fats" Waller**

"Fats" Waller and his Rhythm. ....(EPBT-3040)\* LPT-3040\*\*\*

## CRAZY AND COOL

Kenny Clarke and his 52nd St. Boys. Lucky Thompson and his Lucky Seven. Dizzy Gillespie and his Orch. Metronome All Stars. Gene Krupa and his Orch. Charlie Ventura and his Orch. ....(EPBT-3046)\* LPT-3046\*\*\*

**THE BIRD CALL GAME**

Narration by Bert Harwell. ....(WY-4002)\* Y-4002\*

**SPIKE JONES**

Captain of the Space Ship A Toot And A Whistle And A Plunk And a Boom. Spike Jones and The City Slickers. ....(WY-472)\* Y-472\*\*

**PERRY FOR KIDS**

Perry Como with String Ensemble. Directed by Mitchell Ayres. ....Y-487\*\*

**COMO FOR KIDS**

Perry Como with Mitchell Ayres Orch. and Chorus. ....Y-488\*\* (Y-487 and Y-488 Combined on EYA-40)\*

\*45 rpm cat. nos. \*\*78 rpm cat. nos. \*\*\*33 1/3 rpm cat. nos.

## BEST SELLERS

### POPULAR

- Pa-Paya Mama/You Alone**  
Perry Como .....20-5447 (47-5447)
- You, You, You/Once Upon A Tune**  
Ames Brothers .....20-5325 (47-5325)
- Many Times/Just To Be With You**  
Eddie Fisher .....20-5453 (47-5453)
- Call Me Fool/You Are My Love**  
Mario Lanza .....10-4211 (49-4211)
- The Velvet Glove/Elaine**  
Hugo Winterhalter-Henri Rene .....20-5405 (47-5405)
- I Want To Be Evil/Annie Doesn't Live Here Any More**  
Eartha Kitt .....20-5442 (47-5442)
- Don't Take Your Love From Me/Under Paris Skies**  
The Three Suns .....20-5347 (47-5347)
- I'm Walking Behind You/Just Another Polka**  
Eddie Fisher .....20-5293 (47-5293)
- C'est Si Bon/African Lullaby**  
Eartha Kitt .....20-5358 (47-5358)
- Crying In The Chapel/Love Every Moment You Live**  
June Valli .....20-5368 (47-5368)

## No Other Love/Keep It Gay

- Perry Como .....20-5317 (47-5317)
- Eighteenth Variation/Introduction, Theme & Five Variations**  
William Kapell .....10-4210 (49-4210)
- Peter Piper Boogie/Something Special**  
Rolph Flanagan .....20-5451 (47-5451)
- Re-enlistment Blues/Quarter To Twelve**  
Buddy Morrow .....20-5466 (47-5466)
- With These Hands/When I Was Young**  
Eddie Fisher .....20-5365 (47-5365)

## COUNTRY/WESTERN

- Sorrow & Pain/You're Gone**  
Davis Sisters .....20-5460 (47-5460)
- I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie**  
Davis Sisters .....20-5345 (47-5345)
- I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love**  
Betty Cody .....20-5462 (47-5462)
- Too Old For Toys/Little Girl Love**  
Sunshine Ruby .....20-5467 (47-5467)
- I'm Casting My Lasso Towards The Sky/There's A Rainbow In Ev'ry Teardrop**  
Slim Whitman .....20-5431 (47-5431)
- Mama, Come Get Your Baby Boy/If I Never Get To Heaven**  
Eddy Arnold .....20-5415 (47-5415)
- The Mark 'Round My Finger/A Heap Of Lovin'**  
Hawkshaw Hawkins .....20-5444 (47-5444)
- How's The World Treating You/Free Home Demonstration**  
Eddy Arnold .....20-5305 (47-5305)
- My Adobe Hacienda/Spanish Two-Step**  
Pee Wee King .....20-4969 (47-4969)
- Honey, Honey Mine/No Heart At All**  
Hol "Lone Pine" .....20-5468 (47-5468)

## RHYTHM/BLUES

- Chicken Scratch/Easy Rocking**  
Sam Butera .....20-5469 (47-5469)
- Beginning To Miss You/Rhythm In The Breeze**  
John Greer .....20-5370 (47-5370)
- I Dreamed Of A City Called Heaven/You Ain't Got Faith**  
Bill Landford Quartet .....20-5459 (47-5459)



The Billboard's Music Popularity Charts

... For Week Ending October 10

# Territorial Best Sellers (Popular)

## Kinsey's Book

Continued from page 1

Kinsey." The second Kinsey report, however, has made a stronger impression, with three records within one month of the book's publication.

### Heading for the TOP!

#### THE ORIOLES

"WRITE AND TELL ME WHY"

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## This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Boston**  
Cleveland... YOU ALONE P. Como, Victor 20-5447
- Detroit...** MAGIC GUITAR B. Paul, Dot 15107
- Milwaukee**  
Washington, D. C.-Baltimore, Md.... FROM HERE TO ETERNITY F. Sinatra, Capitol 2560

## Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

### Atlanta

- Vaya Con Dios L. Paul & M. Ford, Capitol
- Crying in the Chapel J. Valli, Victor
- Rags to Riches T. Bennett, Columbia
- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- Ebb Tide F. Chacksfield, London
- Oh P. W. Hunt, Capitol
- Dragnet R. Anthony, Capitol

### Boston

- Eh Cumpari J. La Rosa, Cadence
- Rags to Riches T. Bennett, Columbia
- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- Little Blue Riding Hood S. Freberg, Capitol
- St. George and the Dragonet S. Freberg, Capitol
- Many Times E. Fisher, Victor
- Story of Three Loves J. Murad, Mercury
- You Alone P. Como, Victor
- I See the Moon Mariners, Columbia

### Buffalo

- Vaya Con Dios L. Paul & M. Ford, Capitol
- Eh Cumpari J. La Rosa, Cadence
- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- No Other Love P. Como, Victor
- With These Hands E. Fisher, Victor

### Chicago

- Eh Cumpari J. La Rosa, Cadence
- St. George and the Dragonet S. Freberg, Capitol
- Ebb Tide F. Chacksfield, London
- Eighteenth Variation W. Kapell, Victor
- Don't Take Your Love From Me Three Suns, Victor
- Rags to Riches T. Bennett, Columbia
- Story of Three Loves J. Murad, Mercury
- Oh P. W. Hunt, Capitol
- Ricochet T. Brewer, Coral
- Vaya Con Dios L. Paul-M. Ford, Capitol

### Cincinnati

- You, You, You Ames Brothers, Victor
- St. George and the Dragonet S. Freberg, Capitol
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Oh P. W. Hunt, Capitol

### Cleveland

- St. George and the Dragonet S. Freberg, Capitol
- Rags to Riches T. Bennett, Columbia
- To Be Alone Hilltoppers, Dot
- Ebb Tide F. Chacksfield, London
- Eh Cumpari J. La Rosa, Cadence
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Little Blue Riding Hood S. Freberg, Capitol
- I Love Paris L. Baxter, Capitol
- In the Mission of St. Augustine S. Kaye, Columbia
- Oh P. W. Hunt, Capitol

### Dallas-Ft. Worth

- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- Oh P. W. Hunt, Capitol
- St. George and the Dragonet S. Freberg, Capitol
- Dragnet R. Anthony, Capitol
- Ebb Tide F. Chacksfield, London
- No Other Love P. Como, Victor

### Denver

- You, You, You Ames Brothers, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- St. George and the Dragonet S. Freberg, Capitol
- Ebb Tide F. Chacksfield, London
- Eh Cumpari J. La Rosa, Cadence
- No Other Love P. Como, Victor
- Dragnet R. Anthony, Capitol
- Oh P. W. Hunt, Capitol
- P. S.: I Love You Hilltoppers, Dot

### Detroit

- St. George and the Dragonet S. Freberg, Capitol
- Rags to Riches T. Bennett, Columbia
- You, You, You Ames Brothers, Victor
- Ebb Tide F. Chacksfield, London
- Ricochet T. Brewer, Coral
- Eh Cumpari J. La Rosa, Cadence
- Magic Guitar B. Paul, Dot
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Shake a Hand S. Churchill, Decca
- My Love, My Love J. James, M-G-M

### Kansas City, Mo.

- You, You, You Ames Brothers, Victor
- Vaya Con Dios L. Paul-M. Ford, Capitol
- St. George and the Dragonet S. Freberg, Capitol
- Dragnet R. Anthony, Capitol
- Oh P. W. Hunt, Capitol
- Crying in the Chapel J. Valli, Victor
- Ebb Tide F. Chacksfield, London
- Little Blue Riding Hood S. Freberg, Capitol
- Eh Cumpari J. La Rosa, Cadence
- No Other Love P. Como, Victor

### Los Angeles

- St. George and the Dragonet S. Freberg, Capitol
- Ebb Tide F. Chacksfield, London
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Crying in the Chapel Orioles, Jubilee
- You, You, You Ames Brothers, Victor
- P. S.: I Love You Hilltoppers, Dot
- Velvet Glove H. Winterhalter-H. Rene, Victor
- C'est Si Bon E. Kitt, Victor
- Oh P. W. Hunt, Capitol
- Dragnet R. Anthony, Capitol

### Milwaukee

- Ebb Tide F. Chacksfield, London
- Crying in the Chapel R. Allen, Decca
- St. George and the Dragonet S. Freberg, Capitol
- Istanbul Four Lads, Columbia
- Hey Joe F. Laine, Columbia
- Eh Cumpari J. La Rosa, Cadence
- I See the Moon Mariners, Columbia
- From Here to Eternity F. Sinatra, Capitol
- Many Times E. Fisher, Victor

### New Orleans

- Oh P. W. Hunt, Capitol
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Rags to Riches T. Bennett, Columbia
- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- Ebb Tide F. Chacksfield, London
- No Other Love P. Como, Victor
- Crying in the Chapel Orioles, Jubilee
- Many Times E. Fisher, Victor
- I'm Walking Behind You E. Fisher, Victor

### New York

- Vaya Con Dios L. Paul-M. Ford, Capitol
- Ebb Tide F. Chacksfield, London
- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- No Other Love P. Como, Victor
- Crying in the Chapel J. Valli, Victor
- Eh Cumpari J. La Rosa, Cadence
- Rags to Riches T. Bennett, Columbia
- I Love Paris L. Baxter, Capitol
- I'm Walking Behind You E. Fisher, Victor

### Philadelphia

- Vaya Con Dios L. Paul-M. Ford, Capitol
- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- Crying in the Chapel Orioles, Jubilee
- Oh P. W. Hunt, Capitol
- Ricochet T. Brewer, Coral
- Ebb Tide F. Chacksfield, London
- Little Blue Riding Hood S. Freberg, Capitol
- No Other Love P. Como, Victor
- In the Mission of St. Augustine S. Kaye, Columbia

### Pittsburgh

- Rags to Riches T. Bennett, Columbia
- St. George and the Dragonet S. Freberg, Capitol
- Eh Cumpari J. La Rosa, Cadence
- Love Walked In Hilltoppers, Dot
- Ebb Tide F. Chacksfield, London
- No Other Love P. Como, Victor
- Love Me Again S. Gale, Victor
- Dragnet R. Anthony, Capitol
- In the Mission of St. Augustine S. Kaye, Columbia
- Istanbul Four Lads, Columbia

### St. Louis

- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- Eh Cumpari J. La Rosa, Cadence
- Ebb Tide F. Chacksfield, London
- Many Times E. Fisher, Victor
- Oh P. W. Hunt, Capitol
- My Love, My Love J. James, M-G-M
- Story of Three Loves J. Murad, Mercury
- Ricochet T. Brewer, Coral

### San Francisco

- Ebb Tide F. Chacksfield, London
- Dragnet R. Anthony, Capitol
- Eh Cumpari J. La Rosa, Cadence
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Crying in the Chapel J. Valli, Victor

### Seattle

- Vaya Con Dios L. Paul-M. Ford, Capitol
- Ebb Tide F. Chacksfield, London
- You, You, You Ames Brothers, Victor
- Crying in the Chapel J. Valli, Victor
- Oh P. W. Hunt, Capitol
- Eh Cumpari J. La Rosa, Cadence

### Washington, D. C.

- St. George and the Dragonet S. Freberg, Capitol
- You, You, You Ames Brothers, Victor
- Ebb Tide F. Chacksfield, London
- Vaya Con Dios L. Paul-M. Ford, Capitol
- Many Times E. Fisher, Victor
- From Here to Eternity F. Sinatra, Capitol
- Oh P. W. Hunt, Capitol
- Crying in the Chapel J. Valli, Victor
- P. S.: I Love You Hilltoppers, Dot

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**VOX JOX**

Continued from page 34

WRJM, Newport, R. I., advises us that we have been misspelling his name for several months. Seems The Billboard has been calling him Hyden. Our apologies. . . . **Joe Morris**, WKDK, Newberry, S. C., would like to see the other member of the **Davis Sisters** (RCA Victor) team up with someone else and carry along the name. . . . **Buck Leigh**, KTXC, Big Spring, Tex., would like to have more deejay sam-

KONO, San Antonio, in a similar capacity. . . . **Jan King** recently joined the staff of KSAN, San Francisco, as announcer-operator on the after-midnight show from 1:00 a.m. to 6 a.m. titled "The Rounder."

After approximately three years of retirement, **Dick Carson**, is making a comeback at WBSC, Bennettsville, S. C. Carson would like to extend an invitation to all folk stars passing thru for station guest appearances. . . . **Gordon Towne**, formerly with WHOO, Orlando, Fla., for the past three years, is now morning man and conductor of "Tunes, Talk and Towne" over the CBS affiliate, WBSR, Pensacola, Fla.

**YESTERYEAR'S TOPS—**

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

OCTOBER 16, 1943:

1. Sunday, Monday or Always
2. Paper Doll
3. Pistol Packin' Mama
4. I Heard You Cried Last Night
5. You'll Never Know (Haymes)
6. You'll Never Know (Sinatra)
7. People Will Say We're in Love (Sinatra)
8. All or Nothing at All
9. In the Blue of the Evening
10. People Will Say We're in Love (Crosby)

OCTOBER 16, 1948:

1. A Tree in the Meadow
2. You Call Everybody Darlin'
3. It's Magic
4. Twelfth Street Rag
5. My Happiness
6. Underneath the Arches
7. Hair of Gold, Eyes of Blue
8. Maybe You'll Be There
9. Buttons and Bows
10. Bluebird of Happiness

ples. He says, "We have a good market here in Big Spring—a little less than 40,000 people. Why is it so many diskeries overlook the smaller market? Let me have your new releases, and if they're good, I'll play 'em."

**Change of Theme**

**Larry Carothers**, formerly all-night platter spinner at KMOX, St. Louis, has joined

**Guestings**

**Robert Q. Lewis**, who was in Youngstown, O., as emcee of the Youngstown Police Benefit show, guested on **Norm Geordan's** "Bandstand," WFMJ. . . . News from WAVZ, New Haven, Conn., contained this item: "New Haven's hats are off to Decca's **Bill Kenny**, Victor's **Sunny Gale**, M-G-M's **Ginny Gibson** and WAVZ's **Tiny Markie** and his ork, plus many others after they made a huge success of WAVZ's **Jimmy Fund** show. Staged at Baybrook night club, the show played to a capacity house that found the s.r.o. sign out before festivities even got underway. It was a great show for a wonderful cause and one which New Haven will remember for a long, long time. It's not very often that that much talent is seen anywhere at one time."

**This 'n' That**

**Tom Edwards**, WERE, Cleveland, has a suggestion for jocks who play at dances. "Be sure to bring along a copy of **Ray Anthony's** "Bunny Hop." The kids go crazy over the hop and soon pick it up if they don't know it already." Other novelty numbers are **Sammy Kaye's** "Dance of Mexico" and "Hokey Pokey," which is the flip side of "Bunny Hop."

The **Billboard**

Dealers Nat'l  
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**Billboard Picks These**

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Bonnie Lou KING 1272

**DEAR JOAN**

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JACK CARDWELL

KING 1269

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**PICKED—  
ACROSS THE  
BOARD**

**NEW RECORDS TO WATCH**  
**DON CORNELL**  
You're on Trial (Hill & Range, MBD)—Coral 61068—Two fine belting efforts by Cornell, his best in some time. Should the market be ready for a change of pace in vocal volume this could create quite a flurry.  
The Billboard, October 8

**SLEEPER OF THE WEEK**  
**YOU'RE ON TRIAL** (3:44) (Hill & Range BMI—Twomey, Wise, Weisman)  
**I'M YEARNING** (2:58) (Weiss & Barry BMI—DiResta, Abrahamson, Carrol) on C—ell (Coral 61068; 9-61068)  
● Don Cornell is headed right up to the heights of the charts with two powerful recordings of tunes that look like definite contenders. With the able assistance of the Norman Leyd orchestra, Don leans into a meaningful tune titled "You're On Trial." His strong voice penetrates and comes across with emotion as he puts everything he's got into the potent lyrics. The lower end "I'm Yearning" gets an introduction similar to Don's "I'm Yours" and goes into another meaningful styling of a good tune.  
The Cash Box, October 10

# YOU'RE ON TRIAL



by **DON CORNELL**

and  
**I'M YEARNING**

Coral 61068 (78 RPM) and 9-61068 (45 RPM)

**CORAL RECORDS**  
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## The Billboard's Music Popularity Charts

## PACKAGED RECORD REVIEWS

## Packaged Record Review Ratings

## CLASSICAL LP'S

## EXTENDED ORCHESTRAL WORKS

- WAGNER: TANNHAUSER OVERTURE AND VENUSBERG MUSIC; FLYING DUTCHMAN OVERTURE (1-12")—Vienna Philharmonic Ork; Hans Knappertsbusch, Cond. London LL 890 77
- RIMSKY-KORSAKOV PROGRAM (1-12")—Fabiene Jacquinet, Pianist; Philharmonia Orchestra of London; Anatole Fistoulari, Cond. M-G-M E3045 71
- ALBENIZ: IBERIA SUITE; WORKS BY FALLA, TURINA, GRANADOS (1-12")—London Symphony Ork; Gaston Poulet, Cond. M-G-M E3073 68

## SHORT ORCHESTRAL WORKS

- GREAT OVERTURES: ROSSINI; CHERUBINI; WOLF-FERRARI (1-12")—Austrian State Symphony; Vittorio Gui, Cond. Remington R199-142 65

## COMPLETE OPERAS

- LEONCAVALLO: PAGLIACCI (2-12")—Mario del Monaco; Chorus and Orchestra of the Accademia Di Santa Cecilia Rome; A. Erede, Cond. London LL 890-891 77

## CONCERTOS

- CHOPIN: PIANO CONCERTO NOS. 1 & 2 (1-12")—Branka Musulin, Piano. Sueddeutscher Rundfunk Symphony Ork; Hans Muller-Kray, Cond. Period SPL574 73
- RACHMANINOFF: CONCERTO NO. 2 FOR PIANO & ORCHESTRA IN C MINOR, OP. 18 (1-12")—Edith Farnadi, Piano. Orchestra of the Vienna State Opera; H. Scherchen, Cond. Westminster WL 5193 72

## CHAMBER MUSIC

- MENDELSSOHN: QUARTET NO. 1 E FLAT MAJOR OP. 12; QUARTET NO. 3, D MAJOR OP. 44 NO. 1 (1-12")—Curtis String Quartet, Westminster WL 5220 75
- BEETHOVEN: STRING QUARTET, B FLAT MAJOR, OP. 18, NO. 6; STRING QUINTET, C MAJOR, OP. 29 (1-12")—Barylli Quartet, Westminster WL 5212 73
- BEETHOVEN: STRING TRIO IN C MINOR, OP. 9, NO. 3; STRING TRIO IN D MAJOR (SERENADE), OP. 9 (1-12")—Pougniet, Riddle and Pini, Westminster WL 5219 72
- MOZART: DIVERTIMENTI, K. ANH. 229, NOS. 1, 4 & 5 (1-12")—Wlach, Bartosek, Oehlberger, Westminster WL 5213 69

## INSTRUMENTAL

- BELA BARTOK: FOR CHILDREN VOL. 2 (1-12")—Menahem Pressler, Pianist, M-G-M E3047 68
- BACH: CHACONNE, ETC.; Andres Segovia, Guitarist, BACH: 3 PRELUDES AND FUGUES (1-12")—Carl Weinrich, Organ, M-G-M E3015 65

## BACKGROUND &amp; LISTENING

- PERCY FAITH PLAYS CONTINENTAL MUSIC (1-12")—Columbia CL 525 82
- PERCY FAITH PLAYS ROMANTIC MUSIC (1-12")—Columbia CL 526 80
- THE MUSIC OF IRVING BERLIN (1-12")—The Kingsway Promenade Ork; Stanley Black, Cond. London LL 811 76
- ALONE TOGETHER: HOWARD DIETZ AND ARTHUR SCHWARTZ (1-10")—Leroy Holmes Ork, M-G-M E215 70

## TV SCORE

- VICTORY AT SEA (1-12")—Members of the NBC Symphony Ork; Robert Russell Bennett, Cond. RCA Victor LM 1779 78

## EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 50-59, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

## Out of TV

## 'Victory at Sea' LP Launched

Here in effect is a TV soundtrack album package. The music was written for television and the recording itself is actually portions of the score as broadcast on *Victory at Sea*, the NBC-TV film series which ran for a full half-year. The score by Richard Rodgers as performed by members of the NBC Symphony Orchestra is delightful program music. It varies in mood from fiery and dynamic selections for the battle scenes, to soft ballads for the Pacific calm. Quite evident in at least two portions of the disk are the melodic strains of what turned out to be a big pop hit in "Me and Juliet"—"No Other Love."

The market, it would seem, consists primarily of the many people who saw and were greatly impressed by the film series. Many people thought more highly of the music than of the films. And many people listened more attentively than they watched. As a result, the music has received quite some critical acclaim. Aside from this obvious market, the disk should appeal to buyers of orchestral music. It is certainly on a par, for these people, with much ballet music being sold heavily.

And with "Victory at Sea" still being played on many television stations, the market should remain constant—or grow. Packaging and recording are just excellent. Joe Martin.

## Concerti

## More for the Chopin Dollar

Three popular piano concertos have been made available in new versions and in their head-on collision with tough competition have something special to offer which may enable them to find niches in the total sales picture. Their special values are worthy of dealer consideration.

In one case, Period has coupled the Chopin Piano Concertos, Nos. 1 and 2 on a single disk, an ingenious feat no other diskery has yet attempted. Each is a disk staple in any number of powerful treatments, but always alone on a record except for a few short companion selections in one instance. Pianist Branka Musulin reads the works with technical facility and a sense of their poetry. Here's a tempting bargain package that retailers can suggest to their more impecunious patrons.

In Westminster's release of the Rachmaninoff Second Piano Concerto, played by Edith Farnadi and the Vienna State Opera Ork under Hermann Scherchen, pure glory of sound may well be the key to whatever success the disk will encounter. While the interpretation is more than acceptable, on musical grounds the disk must

(Continued on page 42)

## Programs for Ork

## Grouping of Compositions Held Key to Good Sales Prospects

Since the advent of LP, diskeries have experimented with various types of programming to take care of those shorter selections that do not take up a complete LP disk, or even one side of an LP. One of the most salable of these programs, the diskeries have discovered, is a collection of works by the same composer, or selections that complement each other. Four new LP releases illustrate this thinking with works by Wagner on London Records, by Rimsky-Korsakov on M-G-M, Spanish Music on another M-G-M platter and a collection of concert overtures on Remington Records.

The London LP, merely titled *Wagner*, contains the "Tannhauser Overture and Venusberg Music," "The Flying Dutchman Overture" and "Ride of the Valkyries." These works are splendidly performed by the Vienna

Philharmonic under Hans Knappertsbusch, one of Europe's top Wagnerian conductors. This should have strong appeal to Wagner disciples.

The M-G-M collection of Rimsky-Korsakov compositions is on a new album, in that most of the selections have been available previously on other 10-inch LPs by the label. In spite of the fact that the LP contains widely varied works by the Russian composer, including the overture to "May Night," the "Piano Concerto in C Sharp Minor," plus selections from "The Snow Maiden," "Le Coq D'Or" and "Mlada," this Rimsky-Korsakov Program is a good one for the many who enjoy the composer's rich music. The featured work on the other M-G-M LP is Albeniz' Iberia Suite, played carefully by the London Symphony Ork. The other items include Spanish Music by Turina, Granados and Falla, whose "La Vida Breve" has not been waxed on LP before. The many other waxings of "Iberia" will not help the sale of this set.

Remington has coupled some of the lesser-known overtures by Rossini, along with Cherubini's "The Water Carrier" and Wolf-Ferrari's "Secret of Suzanne," and called the set *Great Overtures*. Rossini's "Siege of Corinth," "The Italian Girl in Algiers" and "The Happy Deception" are handed adequate readings by the Austrian State Symphony. In spite of the economical price, appeal of this set will be limited. Bob Rolontz.

## Chamber Music

## New Disks for Groups of Five, Four &amp; Three

Westminster continues to indulge its predilection for chamber music, and meanwhile to demonstrate that recordings of small groups can be made to sell. It once used to be a quick industry catch-phrase that only etchings of large instrumental combinations held hope of commercial success. Well, it's no longer consistently true, as Westminster and other labels have been wont to show with increasing frequency.

The dealer who has gathered to himself some of the growing number of chamber music buyers—a truly dedicated lot—should be aware of Westminster's current batch of disks. Depending on sales history, one or more of the four just released by the diskery may safely be stocked. If not, knowledge of what they consist of should be tucked away in memory, talked up and ordered when customer interest has been aroused.

The disk whose commercial future might seem most in doubt is the coupling of three Mozart Divertimenti for two clarinets and bassoon. A catalog first, the works are charming, light and full of the expected Mozartian melody. Beautifully played by Wlach, Bartosek and Oehlberger, they can serve as examples to emulate for the host of wind players around the country who are repertoire starved, at least when it comes to chamber music.

Strongest entry in the group is probably the Curtis Quartet reading of the Mendelssohn Quartets, Op. 12 and Op. 44, No. 1. The each is available in a competing version, this is the first back-to-back pairing. The performing group has a growing reputation gained thru frequent recitals and many of their listeners should want to own this disk. The music, also, is of the kind that could quickly appeal to the collector who rarely samples chamber music. Performances are first rate.

Other fine performances captured on vinyl include those of Messrs. Pougniet, Riddle and Pini in the Beethoven String Trios, Op. 8 and Op. 9, No. 3, and the Barylli's reading of Beethoven's Op. 18, No. 6 Quartet, and his String Quintet in C, Op. 29. The work of these artists is known to perceptive collectors and those who favored their readings in the past should be good repeat prospects. Is Horowitz.

## There's Good Listening in New Pop Sets

The increasing accent on careful programming in pop albums which was noted in a Billboard story several weeks ago is apparent in four very listenable instrumental pop albums released this week. Two by Percy Faith on Columbia feature music by type—Percy Faith Plays Continental Music, a collection of pop tunes originating from across the seas, and Percy Faith Plays Romantic Music, a mixture of American waltzes and other tunes written in a romantic vein. Many of these are from past Broadway shows.

The Continental set is particularly appealing, since it packages recent entries on The Billboard best selling charts as well as standard and less well-known songs. Both albums effectively showcase the arranging talent of Faith which always keeps the melody dominant but adds a rich and resonant background.

The other two sets salute American songwriters. From London Records comes The Music of Irving Berlin by the Stanley Black Ork. Any album featuring the music of Berlin, the dean of American pop songwriters, is bound to be a good one because of the wonderful material available to work with. Starting with 14 Berlin tunes, Black has added his own talent, for he, tho not too well-known in this country, is an arranger-conductor par excellence. Like Faith, he, too, is an excellent pianist. The other songwriter tribute is Alone Together by the Leroy Holmes ork on M-G-M. This disk honors the 25th year of Harold Dietz and Arthur Schwartz as a song team. Eight of their movie tunes are presented in dance tempo. Nev Gelman.

## New 'Pagliacci' Jostles Others

A new recording of *Pagliacci* in its entirety by London is the third such set to appear on the market in the last few months. Adding the recent Victor and Columbia pressings to the Cetra and the older Gigli version on Victor, available previously, the

opera-lover is afforded the luxury of choice between several worthy candidates.

London's "Pag" is an Italian production and has the stamp of that country's best opera-house tradition. That is to say, it is satisfying theater as well as serving as a brilliant vocal vehicle for its singers. Mario del Monaco as a furiously jealous Canio, Clara Petrella as his taunting wife and Afro Poli as the pitiful, deformed clown are particularly realistic in the roles they portray. The chorus and orchestra of the Accademia di Santa Cecilia of Rome

(Continued on page 42)



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## The GREATEST Christmas Album of Them All!

### ARTHUR GODFREY

and His TV Gang,

Featuring

Frank Parker, Julius La Rosa, Marion Marlowe, Lu Ann Simms, Jeanette Davis, Haleloike, the Mariners and Archie Bleyer and his Orchestra.

Long Playing CL-540  
Extended Play 45 B-348  
(Shellac) 78 C-348



**GENE AUTRY**



Where Did My Snowman Go

b/w

Freddy, The Little Fir Tree

40092 and Children's Set J-172

Santa Claus Is Coming To Town

b/w

Up On The Housetop

Children's Set J-176

**JO STAFFORD**



Christmas Blues

b/w

What Good Am I Without You

40103

**ROSEMARY CLOONEY**



C-H-R-I-S-T-M-A-S

b/w

Happy Christmas, Little Friend

40102

Children's Set Backing

Winter Wonderland

Set J-175

**LIBERACE**



**AVE MARIA**

b/w

White Christmas

48001

**JIMMY BOYD**



Santa Got Stuck In The Chimney

b/w

I Said A Prayer For Santa Claus

40080 and Children's Set J-183

**GAYLA PEEVEY**



Are My Ears On Straight

b/w

I Want A Hippopotamus for Christmas

40106 and Children's Set J-186

**LU ANN SIMMS**



I Dreamt That I Was Santa Claus

b/w

I Just Can't Wait 'Til Christmas

40089 and Children's Set J-170

**JIMMY DICKENS**



No Place Like Home On Christmas

b/w

Barefooted Little Cowboy

21167



*This one really jumps!*

**LES PAUL  
AND  
MARY FORD**



**'The Kangaroo'**

(INSTRUMENTAL)



AND

**'Don'cha Hear Them Bells'**

(WITH VOCAL)

Capitol Record No. 2614

**See and Hear "LES PAUL AND MARY FORD AT HOME"**

on radio and television, sponsored by Listerine Antizyme Toothpaste and Listerine Antiseptic. For time and station, consult your local newspaper.

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Betty MADIGAN'S

## "YOU'RE THOUGHTLESS"



"I Just Love You"  
MGM-11601

George McCormick  
**FIFTY-FIFTY HONKY TONKIN'**  
b/w  
**DON'T ADD AN EX TO YOUR NAME**  
M-G-M 11598

Hardrock Gunter  
**SUNDAY ANGEL**  
b/w  
**WHERE HAVE YOU BEEN!**  
M-G-M 11596

The Drifting Cowboys  
**CANAL STREET PARADE**  
b/w  
**SWING SHIFT BOUNCE**  
M-G-M 11590

Tom Anderson  
**AS THE HANDS GO 'ROUND THE CLOCK**  
b/w  
**A Million Tears**  
M-G-M 11589

Texas Jim Robertson  
**BEWARE**  
b/w  
**Scratch-Bitches Hill, Tenn.**  
M-G-M 11591

Bob Wills  
**I WON'T BE BACK TONIGHT**  
b/w  
**B. Bowman Hop**  
M-G-M 11568

Hank Williams  
**WEARY BLUES FROM WAITIN'**  
b/w  
**I CAN'T ESCAPE FROM YOU**  
M-G-M 11574

Little Rita Faye  
**ALABAMA**  
b/w  
**JOHNNY'S GOT A SWEETHEART**  
M-G-M 11565

Red Sovine  
**IF YOU'LL BE A BABY (TO ME)**  
b/w  
**YOU TAUGHT ME HOW**  
M-G-M 11567

Salty & Mattie  
**WAKE UP, LITTLE BOY BLUE**  
b/w  
**LONG TIME GONE**  
M-G-M 11572

Al Britt  
**I'D GIVE THE WORLD**  
b/w  
**TREE TOP TALL**  
M-G-M 11553

**M-G-M RECORDS**  
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761 SEVENTH AVE. NEW YORK 36, N.Y.  
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The Billboard's Music Popularity Charts

# TOP C&W RECORDS

... For Week Ending October 10

## National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters.....	2	10
Rock-A-Bye Boogie—V 20-5345—BMI		
2. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	1	12
I'd Rather Die Young—Cap 2502—BMI		
3. HEY JOE—Carl Smith.....	3	13
Darlin', Am I the One?—Col 21129—BMI		
4. IT'S BEEN SO LONG—W. Pierce.....	4	15
Don't Throw Your Life Away—Dec 28725—BMI		
5. FORGIVE ME JOHN—J. Shepard-F. Huskey.....	10	7
My Wedding Ring—Cap 2586—BMI		
6. TENNESSEE WIG WALK—Bonnie Lou.....	9	4
Hand-Me-Down Heart—King 1231—BMI		
7. LET ME BE THE ONE—H. Locklin.....	8	4
I'm Tired of Bumping Around—Four Star 1641—BMI		
8. CARIBBEAN—M. Torok.....	6	9
Weep Away—Abbott 140—BMI		
9. WEARY BLUES FROM WAITIN'—H. Williams.....	7	2
I Can't Escape From You—M-G-M 11574—BMI		
10. CRYING IN THE CHAPEL—Rex Allen.....	5	11
I Thank the Lord—Dec 28758—BMI		

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters.....	3	8
V 20-5345—BMI		
2. HEY JOE—Carl Smith.....	1	12
Col 21129—BMI		
3. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	2	13
Cap 2502—BMI		
4. IT'S BEEN SO LONG—W. Pierce.....	4	15
Dec 28725—BMI		
5. CARIBBEAN—M. Torok.....	5	7
Abbott 140—BMI		
6. LET ME BE THE ONE—H. Locklin.....	5	7
Four Star 1641—BMI		
6. I WON'T BE HOME NO MORE—H. Williams.....	—	9
M-G-M 11533—BMI		
8. MAMA COME GET YOUR BABY BOY—E. Arnold.....	9	2
V 20-5115—BMI		
9. CRYING IN THE CHAPEL—Rex Allen.....	—	6
Dec 28758—BMI		
10. FORGIVE ME JOHN—J. Shepard-F. Huskey.....	8	2
Cap 2586—BMI		

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. HEY JOE—Carl Smith.....	2	12
Col 21129—BMI		
2. DEAR JOHN LETTER—J. Shepard.....	1	9
Cap 2502—BMI		
3. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters.....	3	8
V 20-5345—BMI		
4. CARIBBEAN—M. Torok.....	5	4
Abbott 140—BMI		
4. IT'S BEEN SO LONG—W. Pierce.....	6	15
Dec 28725—BMI		
4. CRYING IN THE CHAPEL—D. Glenn.....	7	10
Valley 105—BMI		
7. CRYING IN THE CHAPEL—Rex Allen.....	4	7
Dec 28758—BMI		
8. SHAKE A HAND—R. Foley.....	7	2
Dec 28839		
9. LET ME BE THE ONE—H. Locklin.....	—	1
Four Star 1641—BMI		
10. I WON'T BE HOME NO MORE—H. Williams.....	7	9
M-G-M 11533—BMI		
10. MAMA COME GET YOUR BABY BOY—E. Arnold.....	—	1
V 20-5115—BMI		



*the*

# DAVIS SISTERS



in a follow-up  
smash to their  
great

**"I FORGOT MORE THAN  
YOU'LL EVER KNOW"**

The No. 1 Country Tune

**SORROW  
AND  
PAIN**

and

**YOU'RE  
GONE**

20/47-5460



SALES GROW WHEN  
YOU GO 45

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

... for Week Ending October 10

TOP COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

Nashville is hearing more country records these days with WMAK making a stir with its increased rural time.

WSM began a new Saturday a.m. half-hour tagged "Junior Grand Ole Opry" October 10, with Louie Buck emceeing an amateur show featuring youngsters 6 to 16 with their pickin' and singin' country style.

Hank Snow's mother passed away in Liverpool, N. S., October 7, after a long illness.

WWVA, Wheeling, W. Va., putting Lone Pine, Betty Cody and the Mountaineers, Crazy Elmer, Merv Shiner and Bud Messner, with Molly Darr and the Skyliners together to tour as "WWVA Jamboree" beginning October 15.

Porter Wagoner, of KWTO, Springfield, Mo., joined Smiley Burnette for two days last week at Villa Grove, Ill., Pancake Festival, where they attracted a record 14,000.

the Smiley Burnette series), now doing regular KTTS-TV from Springfield, Mo.

Redd Harper has just completed work on another religious film for Delta Films of Hollywood. He flew to Texas October 5 for two weeks of church and auditorium appearances.

Smiley Burnette's new "Party Line" transish now airing from over 50 stations nationally. Show's news and gossip about the country field is drawing top listener appeal.

Red Garrett planning an Australian tour for this winter upon return from successful trip into Canada and Alaska. Tour covered 20,000 miles, playing to audiences who had never seen a live country singer.

Ernest Tubbs set for October 15 Atlanta show, with Smith Brothers and Boots Woodall also on hand. City's jockeys, Cotton Carrier, Pau Rice, Pat Patterson and Joe Farmer, also set on the show.

C & W Record Reviews

Continued from page 30

spins. (Larry Spivey, ASCAP) Honey, Honey Mine... 78 Easy chanting above a bouncy ock accompaniment makes for light and pleasant listening. (HM & Range, BMI)

BILL MACK I'll Still Be Waiting... 78 IMPERIAL 8212 - A truly delightful weeper is sung with the same feeling by the warbler, who sounds as if he is ready to burst into tears. That's the Way I Like You... 69 Cute novelty is handled an effective rendition by Bill Mack as he tells his girl that he likes her as she is.

JOHNNY RECTOR There's Room in My Heart... 63 CORAL 64168 - A plea for love is sung plaintively by Rector. It's backed nicely by the Western Cherokees. (Aberbach, BMI) Have You Ever Been Kissed?... 55 Bouncy rhythm dittie showcases some flashy instrumental work but little else. (Brunmer, BMI)

CHARLIE GORE Heaven Sent You to Me... 61 KING 1265 - Smooth reading of a useful, romantic ditty. (Mar-Kay, BMI) I'll Find Somebody... 58 Okay ballad is sung pleasantly by Gore. (Mar-Kay, BMI)

DOYE O'DELL When My Sunshine Goes Walking in the Rain... 60 INTRO 6084 - Backing is in the country idiom, but O'Dell doesn't come thru as a hillbilly singer. It has some possible juke box interest. (Intro, BMI) Dear Okie... 59 This is a eulogy about California directed to the Southwestern States. Otherwise some comment as on flip side. (Gordon, BMI)

ing from Nashville, Lee went to Atlanta, where Capitol Records feted with deejay party in his honor. Jimmy Davis was recent guest on "Midway Jamboree" at Gadsden, Ala.

Onie Wheeler and His Ozark Boys, of KSIM, Sikeston, Mo., have just finished first session for Columbia's Don Law under a new five-year paper. Group was signed for top promotion on Okeh label, with first release due this month.

RCA Victor's Tommy Sands set for a singing deejay show from Houston, where he attends Lamar High School. Tommy's local fan club setting schedule of regular Coke meetings in Houston.

Sheriff Tex Davis, of WLOW, Portsmouth, Va., reports a big deejay dinner shindig at Norfolk's Monticello Hotel Monroe Room last week. Local RCA Victor distrib, Wyatt-Cornick, was host.

Wild Bill Prickett now at WROS, Scottsboro, Ala., from WAVU, Albertville, Ala. Uncle Jack, formerly of WROM, Rome, Ga., also a new face at WROS. Slim Lay recently moved from WFMH, Cullman, Ala., to WHSB, Huntsville, Ala.

Georgia Davis has replaced her sister, B. J., who was killed in an auto accident recently, with RCA Victor's Davis Sisters team. Georgia and Skeeter were in Nashville

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati... NORTH WIND

S. Whitman, Imperial 8208

Territorial Best Sellers

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

Cincinnati

- 1. Dear John Letter J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know Davis Sisters, Victor
3. It's Been So Long W. Pierce, Decca
4. Tennessee Wig Walk B. Lou, King
5. Let Me Be the One H. Locklin, Four Star
6. Caribbean M. Torok, Abbott
7. Dear Joan J. Cardwell, King
8. Mama Come Get Your Baby Boy E. Arnold, Victor
9. Hey Joe C. Smith, Columbia
10. North Wind S. Whitman, Imperial

Memphis

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Hey Joe C. Smith, Columbia
3. Forgive Me John J. Shepard-F. Huskey, Capitol
4. Dear John Letter J. Shepard-F. Huskey, Capitol
5. Let Me Be the One H. Locklin, Four Star
6. Why Don't You Open the Door York Brothers, King
7. Tennessee Wig Walk B. Lou, King
8. For Now and Always H. Snow, Victor
9. Dear Joan J. Cardwell, King
10. It's Been So Long W. Pierce, Decca

Dallas-Ft. Worth

- 1. Caribbean M. Torok, Abbott
2. I Forgot More Than You'll Ever Know Davis Sisters, Victor
3. Let Me Be the One H. Locklin, Four Star
4. Tennessee Wig Walk B. Lou, King
5. You All Come A. Duff, Starday
6. It's Been So Long W. Pierce, Decca
7. Hey Joe C. Smith, Columbia
8. Forgive Me John J. Shepard-F. Huskey, Capitol
9. If I Never Get to Heaven E. Arnold, Victor
10. There Stands the Glass W. Pierce, Decca

Nashville

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Dear John Letter J. Shepard-F. Huskey, Capitol
3. Hey Joe C. Smith, Columbia
4. Forgive Me John J. Shepard-F. Huskey, Capitol
5. There Stands the Glass W. Pierce, Decca
6. Let Me Be the One H. Locklin, Four Star
7. My Wasted Past E. Tubb, Decca
8. It's Been So Long W. Pierce, Decca
9. Shake a Hand R. Foley, Decca
10. Crying in the Chapel R. Allen, Decca

Houston

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Hey Joe C. Smith, Columbia
3. Shake a Hand R. Foley, Decca
4. Weary Blues From Waitin' H. Williams, M-G-M
5. There Stands the Glass W. Pierce, Decca
6. It's Been So Long W. Pierce, Decca
7. Crying in the Chapel R. Allen, Decca
8. Sing Me Something Sentimental M. Robbins, Columbia
9. Let Me Be the One H. Locklin, Four Star
10. Caribbean M. Torok, Abbott

New Orleans

- 1. Forgive Me John J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know Davis Sisters, Victor
3. Dear John Letter J. Shepard-F. Huskey, Capitol
4. Weary Blues From Waitin' H. Williams, M-G-M
5. Trademark C. Smith, Columbia
6. Yesterday's Girl H. Thompson, Capitol
7. Crying in the Chapel R. Allen, Decca
8. Mama Come Get Your Baby Boy E. Arnold, Victor
9. Hey Joe C. Smith, Columbia
10. Caribbean M. Torok, Abbott

2 ORIGINAL Country & Western Hits

"HELLO, MARIA" b/w "SENTIMENTAL ME AND HEARTLESS YOU" vocal by JIMMIE DALE Original #300

"THE TENNESSEE GHOST TRAIN" b/w "NO MONEY DOWN" vocal by JIMMIE DALE Original #301

ORIGINAL RECORDS, Little Ferry, N. J.

"RICOCHET" b/w "OH MISERABLE LOVE" RCA VICTOR #20-5454 (47-5454) also "MY ADOBE HACIENDA" RCA VICTOR #20-4969

Pee Wee King AND HIS BAND NBC SAT.

for "Grand Ole Opry" spot recently during cutting of new RCA Victor sides. They are being managed by Detroit's Norman O'Neill. Pee Wee King conducted a Country Talent Hunt show in Louisville October 11, with area's hopefuls registering en masse.

son has been filling West Texas dates since returning from Capitol waxing in Nashville, and is in Oklahoma this week. Last two weeks of October will be spent in South Texas and Louisiana, according to Manager Charles Wright.

The Billboard's Music Popularity Charts

# TOP R & B RECORDS

... For Week Ending October 10

## National Best Sellers

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

This Week	Record	Last Week	Chart
1.	SHAKE A HAND—F. Adams I've Gotta Leave You—Herald 416—BMI	1.	9
2.	GOOD LOVIN'—Clovers Here Goes a Fool—Atlantic 1000—BMI	2.	16
3.	CRYING IN THE CHAPEL—Orioles Don't You Think I Ought to Know?—Jubilee 5122—BMI	3.	12
4.	ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn What Can I Do?—Aladdin 3197—BMI	5.	4
5.	HONEY HUSH—J. Turner Crawdad Hole—Atlantic 1001—BMI	6.	4
6.	TOO MUCH LOVIN'—Five Royales Laundromat Blues—Apollo 448—BMI	4.	9
7.	FEELIN' GOOD—Little Junior's Blue Flames Fussin' and Fightin' Blues—Sun 187—BMI	6.	3
8.	DON'T DECEIVE ME—C. Willis I've Been Treated Wrong Too Long—Okeh 6985—BMI	8.	11
9.	PLEASE HURRY HOME—B. B. King Neighborhood Affair—RPM 391—BMI	—	1
10.	ROSEMARY—Fats Domino You Said You Love Me—Imperial 5152—BMI	—	1

## Most Played in Juke Boxes

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

This Week	Record	Last Week	Chart
1.	CRYING IN THE CHAPEL—Orioles Jubilee 5122—BMI	1.	12
1.	SHAKE A HAND—F. Adams Herald 416—BMI	3.	8
3.	NADINE—Coronets Chess 1549—BMI	3.	5
4.	GOOD LOVIN'—Clovers Atlantic 1000—BMI	2.	11
5.	DRUNK—J. Liggins Specialty 470—BMI	6.	3
6.	HONEY HUSH—J. Turner Atlantic 1001—BMI	5.	5
6.	BLUES WITH A FEELING—Little Walter Checker 780—BMI	8.	2
6.	PLEASE DON'T LEAVE ME—Fats Domino Imperial 5240—BMI	10.	12
9.	PLEASE HURRY HOME—B. B. King RPM 391—BMI	6.	3
9.	IN THE MISSION OF ST. AUGUSTINE—Orioles Jubilee 5217—BMI	—	1

## Rhythm and Blues Tattler



STATES 126 displays the talent of a tiny girl singing with a sultry blues voice. The girl, Helen Thompson, does "All by Myself" and "Going Down to Big Mary's." She opened at the Flame in Detroit for two weeks and is still there after 20 weeks. A smash. An instrumental by one of the most underrated tenors in the business features Eddie Chamblee and his tenor sax on UNITED 160, doing "Walkin' Home" and "Lonesome Road."

Tab Smith, on United 162, sings up a storm on the old standard "All My Life" and gives a hefty jump reading to "Seven Up," an original by the boy himself. This will go big.

CHESS 1550 comes up with a new release by Muddy Waters which is destined to leave its mark in the realm of rhythm and blues. "Mad Love" gets the inimitable Waters reading and is going big in Chicago already. The other side, "Blow, Wind, Blow," will get its share of business both from spins and juke box play. Don't pass this hot item up, especially if you like profits.

Creating a lot of action across the country is a new record by The Bluejays on Checker 782. The two-sided hit includes "White Cliffs of Dover," backed with "Hey, Pappa." Hit for sure.

Just released by CHANCE records (1145) is a new pairing by The Flamingos which already is showing good signs on initial orders by the strength of their previous works. "Golden Tears" and "Carried Away" are the two sides and they should be watched closely. Big Bertha Henderson's "Rock, Daddy, Rock" and "Tears in My Eyes" on CHANCE 1143 are going great. Watch this one.

J. B. Lenoire's voicing on her latest recording for JOB (1016) can't be described with complete justification. She does "I'm Die Trying" and "I Want My Baby" with great effectiveness. This is a must for all dealers and operators.

Your dealer has these "picks" in stock now. Call or see him today. (Adv.)

## RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Billboard's r.&b. charts this week, both the best seller and juke box list, are notable in that they do not contain a single answer disk. Ever since Willie Mabon's "I Don't Know" of last winter, there has invariably been one or two answer records among the top 10. One of the reasons for the lack of answers now might be due to the fact that there is no big hit of the nature of "I Don't Know" or that material like "Crying in the Chapel" or "Shake a Hand" is tough to re-do, but under any circumstances at this moment no answer record is moving up on the charts.

Vareta Dillard, Savoy Records thrush, will star at the Apollo, New York, the week of October 16. . . . Al Hillbler will appear at the Toast of the Town in Chicago for three weeks beginning October 13. . . . Lester Young is skedded to open at the Beehive in Chicago for four weeks starting October 23. . . . Charlie Parker starts October 19 at the Blue Note in Philadelphia for a week. . . . Frank (Floorshow) Culley will be at the Loop Lounge in Cleveland on October 19.

Savoy Records has pacted Babs Gonzales. The diskery just signed a new vocal group, the Wanderers. . . . Mabel Scott is set for a week at the Regal Theater in Chicago beginning October 16. . . . The Ink Spots with Bill Kenny will play the Saville in Montreal opening October 22 for one week. . . . Erroll Garner goes into the Orchid Room in Kansas City, Mo., on October 16 for a week. After that he will join the "Cavalcade of Jazz" show being presented by the Gale Agency.

The line-up on the "Cavalcade of Jazz" show is now all set. Heading the show will be the Stan Kenton ork, the Erroll Garner Trio, thrush June Christy, Dizzy Gillespie, Slim Gaillard and Candido. . . . Zilla Mays, Southern blues singer, has been pacted by Mercury Records, and her first slicing will be released in a few weeks.

# ORDER THESE BRAND NEW PEACOCK RELEASES TODAY---

## JOIN THE

# \$\$\$ PARADE TOMORROW



### JOHNNIE OTIS

makes his debut on PEACOCK

a solid sizzler!

## "ROCK ME BABY"

b/w

"YOUNG GIRL"  
Peacock #1625

Both Sides Are Terrific!

ORDER TODAY

### CHRISTLAND SINGERS

are very touching in

## "I'M TOO CLOSE"

b/w

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ALLAN HERSHELL COMPANY, INC. NORTH TONAWANDA, N.Y.

# Greensboro Up 10% Despite Drought

### Improvement Program, Still Underway, Spruces Up Plant, Provides More Space

GREENSBORO, N. C., Oct. 10.—An improved Greensboro Fair plant was geared for record business this year and it appeared to be getting it with late week averages showing gains of between 5 and 10 per cent.

The gains, however, were judged to be not more than half of the likely potential if the area had not suffered from a drought lasting from June thru the present time.

Yesterday was described as very big and today will almost surely be even bigger, especially since the good weather which greeted the opening has prevailed thru the week.

**Many Improvements**

A vast improvement program was undertaken after the running of last year's event and many changes and additions were made. The job, however, had just begun, according to Manager Clyde Kendall.

This summer grandstand bleacher seating accommodating 1,000 was added. The race track was cut from one-half to one-third of a mile, making for faster, speedier shows, Kendall said. Stocks were presented at the track on about 12 days during the summer.

Considerable more land was made available for fair use by leveling and cleaning, and much more of this kind of work still remains to be done. A number of old eating stands were torn down, some were rebuilt and a number of new ones constructed.

#### Farm Dollars Cut

The long drought has hit the farmers hard and there is considerably less money around than there might otherwise be, Kendall said. As a result the management is highly pleased with the gains in view of the unfavorable economic situation prevailing in the area.

A George A. Hamid show in front of the grandstand drew fair crowds. Other grandstand features included Irish Horan's Lucky Hell Drivers and stock car racing today.

The World of Mirth Shows on the midway reported good business, about on a par with last year.

# Anderson Up 20% as Good Weather Helps

ANDERSON, S. C., Oct. 10.—Crowds ranging up to 20 per cent ahead of last year were being registered daily at the Anderson Fair this week as fine weather boosted participation.

I. V. Hulme, manager, said the excellent weather was responsible for much of the increase. Apart from that, however, the continuing rapid growth of new industry in the county has added more people and increased incomes considerably.

A new grandstand, a 2,200-seat steel and wood structure, was erected for this year's events. A program of George A. Hamid acts is featured and audiences have been at capacity on many occasions, Hulme said.

On the midway the Cetlin & Wilson Shows reported excellent business.

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# Gooding Club Benefit Show Raises \$1,100

HUNTSVILLE, Ala., Oct. 10.—A jamboree put on by the "Jezebel" show top of the Gooding Amusement Company during Madison County Fair here, September 30, netted \$1,100, to be divided between the Showmen's League of America, Underprivileged Children's Christmas Fund and the International Association of Showmen.

The show played to a capacity crowd. Among the spectators were Sen. Joe Foster, Sheriff Sanderson, Chief of Police Pylant and other local and State dignitaries.

Talent was supplied from the grandstand show, Steel's "Frontier Days"; "Jezebel" and the "G-String Follies," including Buddy Peterson and wife, Clara and Eugene, Bobby Gordon, Clarence Canary and June Ereckenridge, Chief Split-Cloud and daughter, Frank Moore, Darlene Haines, Ava Bell, Jody Miller, James Hawks, and Eddie Lloyd, emcee.

John Gallagan had charge of the fund raising activities. Frank Du Bois was secretary-treasurer, with Red McCoy in charge of tickets.

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# Good Weather Helps Trenton Break Record

TRENTON, N. J., Oct. 10. — Excellent weather, judged by some veteran participants as the best ever experienced by the event, enabled the New Jersey State Fair to set a new attendance record. The eight-day event, which ended Sunday (4), drew 473,000 persons, about 2,000 more than last year, fair officials said.

The event got off to a booming start Sunday (27) when more than 60,000 attended. Weather early in the day was ominous but it cleared by early afternoon and from then on it was near-perfect, a particular break here since cold weather generally hurt the night play in the past.

George A. Hamid, president, and Norman Marshall, secretary, were well pleased with the results. Attendance at a number of other major Eastern annuals was reported off this year.

### Races Draw 10,000

The event chalked up a good finale with more than 10,000 witnessing the big car automobile races staged by Sam Nunis on the closing day.

Concession manager Jack McCormick reported space sales at a new high and business generally good. The World of Mirth Shows

on the midway garnered considerable business on opening Sunday by hauling a number of units overland from Allentown, Pa., where it closed at the fair the night before. The grosses on children's day were only a few hundred dollars under last year even though the city schools were not given a holiday this year.

The fair was competing with the World Series only 70 miles away but this did not appear to cut into attendance, officials said. Fairgoers had no trouble keeping up with the contests since literally dozens of television sets and radios were tuned in to the games.

# Huntsville Gate Shows 10% Gain

HUNTSVILLE, Ala., Oct. 10.—The 34th annual Madison County Fair and Tennessee Valley Exposition here, September 28-October 3, was called the biggest and best in the association's history by Secretary-Treasurer Marie Dickson. With good weather all week, the paid gate was 10.2 per cent over last year's figure and 19 per cent above average.

On the midway was the Gooding Amusement Company, which played to good business. The grandstand show met with enthusiastic reception, according to Miss Dickson. It offered Steele's Frontier Days and eight other turns consisting of stage and aerial acts.

Exhibit departments were filled to capacity, with an overflow in the livestock division. A special feature was a Chamber of Commerce-sponsored Manufacturing Building, with machines in operation, showing various products in the process of manufacture. Another attraction was an exhibition of rockets, missiles, etc., by Redstone Arsenal, on display for the first time.

# Northridge, Calif., Counts 58,686

NORTHRIDGE, Calif., Oct. 10.—The San Fernando Valley Fair, which ended its five-day run September 7, pulled a total of 58,686 paid admissions to beat last year's 52,715, Max Schoenfeld, secretary-manager, said. The biggest day was Sunday (6) when 19,300 passed thru the turnstiles.

The exposition featured five horse show and three rodeo performances. Stock for the rodeos was furnished by Andy Juaregi of Newhall.

Martins' United Shows were featured on the midway. Eckhoff & Roche, Hollywood publicist organization, handled the promotion for the third year with Chuck Rivers given the assignment.

# 340,000 in 9 Days Set New Mark for Richmond

RICHMOND, Va., Oct. 10.—The Atlantic Rural Exposition reached an all-time peak attendance of about 340,000 for the nine days which ended Saturday night (3), topping last year's figure by about 65,000, fair officials announced.

A record one-day crowd of 49,320 turned out on Friday (2), Governor's Day. A holiday for State employees helped to swell the total. Big car automobile races on the closing afternoon drew a big crowd.

The fair got off to a good start with attendance topping the 200,000 mark by Thursday (1). The fair opened in a drizzle Saturday (27) and this cut the expected attendance to 18,000, about half that expected, Manager J. A. Mitchell said.

### Beauty Contest Aids

The fair expanded its promotional effort this year by staging a State-wide beauty contest. Members of the Virginia Association of Fairs staged the preliminaries. The event attracted wide attention and will be continued.

The scope of the fair was also increased by the addition of the

# Pomona Misses '52 Gate Mark By 1 Per Cent

POMONA, Calif., Oct. 10.—The Los Angeles County Fair ground to a close her Sunday (4) after playing to a total of 1,106,149 patrons, a mere 1 per cent decrease from last year's gate count.

Turnout for the final day of the 17-day run was 50,080 compared with 65,725 on the same day a year earlier. Altho good weather prevailed thruout the fair, exceptional heat cut into the final day crowd.

Sunday features were the \$1,000,000 livestock parade and the final showing of "Fair Follies of '53," musical and variety revue.

# N. H. Splits 51G Melon

CONCORD, N. H., Oct. 10.—Subsidies totaling \$51,735 have been distributed to New Hampshire fairs in proportion to the amount they spend for premiums. Receiving the largest share of \$9,198 was Plymouth while Rochester came next with \$7,751.

Other checks were as follows: Contoocook, \$3,676; Deerfield, \$6,601; Cheshire, \$4,816; Lancaster, \$7,479; Canaan, \$4,311; Sandwich, \$3,277; Northwood, \$1,921; Madbury, \$861; Pink Granite, \$549; Lake, \$508, and Dover, \$786.

The subsidy payments are from the summer race meet at Rockingham Park in Salem. The fall meet is expected to produce greater returns for the fairs from the State's take of pari-mutuel betting.

# Detroit Nixes Tabernacle

DETROIT, Oct. 10.—The Michigan State Fair lost an opportunity to acquire a large new exhibit building this week, when State authorities turned down a proposal to buy the Billy Graham Tabernacle on the grounds. It was used as a farm exhibit building during the fair last month.

State Fire Marshal Arnold Renner turned thumbs down on similar exhibits for the future, on the grounds that the wood construction presented a fire hazard.

The director of the State Building Commission also said that it lacked lateral bracing to withstand wind and snow, and was only suitable for temporary use. The building cost over \$100,000.

# Bloomensburg Clicks; 163,000 for 6 Days

BLOOMSBURG, Pa., Oct. 10.—A near record paid total of 163,000 patrons attended the 99th Bloomensburg Fair, which closed a six-day stand on Saturday (3), and officials were predicting that the all-time mark of 194,000 would tumble in 1954. This year's total was better than last year's by 9,000. Ideal weather, a bit on the hot side, benefited the event, as it has for several years.

Fair President Maynard P. Mordan pointed out that the record, set in 1946, was established in a year when paid admission for children was the rule. Kids were left in free every day of this year's fair.

The annual closed on high note, with the Saturday (3) crowd setting a one-day attendance mark of 46,482. Mordan said that for the week, records were set in all phases of attendance, at the 55-cent gate and at the grandstand. The 5,400-seat structure was packed to capacity every day but Tuesday (29) for harness racing, and the Hamid "Movieland USA" troupe drew 4,000 more than last year, for their second best patronage here.

### Grandstand Biz Tops

All seats were sold out in advance at \$3.50 per, for the marathon stock car event featured on closing day. Tickets for the grandstand revue, harness racing and big car events went for \$1.60. Advance sales for all events were the best ever recorded at the Bloomensburg affair.

Exhibit-wise, the annual was the largest and had the best quality displays in its history. Especially noteworthy, Mordan said, were the cattle and poultry displays. It was felt that televised advertising had a beneficial effect on attendance. Used for the first time, the ads consisted of eight spot announcements on the Wilkes-Barre outlet.

The Hamid revue, emceed by Jim Grasso and managed by Lee

Barton Nevins, consisted of singer Roberta Lee; the Balodys, acrobatics and balancing; Allen & Company, trick motorcycle; Roland Tiebor's seals; Rudynoff's ballerina horses; Valitha & Aidion, barrel jump; the Skating Berrys; Jackie, hand stand; Naitto's dogs; Alf Landon and three dwarfs, comic acrobatics; Roby & Dell, adagio; Two Chords, comics. Music was provided by the Joe Basile band.

# Mich. Ag. Group Picks C. B. Smith

DETROIT, Oct. 10.—C. B. Smith, of Williamston, was elected chairman of Michigan Agriculture Commission, to succeed George S. McIntyre, of Millington. William A. Anderson, Benton Harbor, was named vice-chairman, and Arthur J. Hannah, Grand Rapids, secretary. The commission has general jurisdiction over activity of all Michigan fairs.

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Edmonton Gardens, Expo. Grounds  
NEW ORLEANS, LA., Sept. 24 thru Oct. 1, H. F. Van Horn, Director  
c/o Municipal Auditorium  
SOUTH BEND, IND., Sept. 22 thru 27, Dorothy Godfrey, Director  
334 W. LaSalle St., Apt. 5  
LYNCHBURG, VA., Sept. 21 thru 26, Jack Craig, Director  
c/o Junior Chamber of Commerce  
BATON ROUGE, LA., Sept. 23 thru 27, L. A. Gifford, Director  
444 Florida St.  
MOBILE, ALA., Oct. 31 thru 25, Douglas M. Brooks, Director  
c/o Junior Chamber of Commerce  
DENVER, COLORADO, Oct. 24 thru Nov. 1, Paul Waters, Director  
305 Tramway Building  
ROANOKE, VA., Nov. 9 thru 15, Jack Craig, Director  
P.O. Box No. 1163  
TOPEKA, KANSAS, Jan. 18 thru 24, Paul Waters, Director  
c/o City Auditorium  
CANTON, OHIO, March 3 thru 7, Dorothy Godfrey, Director  
184 South Market Street  
EL PASO, TEXAS, March 17 thru 21, George Colours, Director  
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DALLAS, TEXAS, April 3 thru 11, H. F. Van Horn, Director  
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317 W. Forsyth Street  
WACO, TEXAS, May 4 thru May 9, Dorothy Godfrey, Director  
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SAN ANTONIO, May 8 thru 14, Paul Waters, Director  
1411 Majestic Building  
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## Midway Confab

The Jack Barstows with two concessions, Mac McGee with his cookhouse and the Ted Morgans with their grab, are all enjoying good business on the George Clyde Smith Shows. Peggy Ewell has also brought her Snake Show to the Smith midway.

Carl Byers, manager of Byers Bros. Shows, reports business at this year's Dexter, Mo., fair was the best on record. Event was held on a new fairgrounds this year and crowds were big. Recent visitors to the show included Vie and Joe Shirkey, mug joint operators, and the Glasburn family, who have photos and a glass pitch. Recent addition to the Byers midway were Blackie Bunch and family with bingo.



HUNTER FARMER and Joe Clemons worked the recent Santa Clara County Fair, San Jose, Calif., with several concessions on the West Coast Shows.

Promotional personnel working under J. C. Admire for Ray Williams Shows include Clyde York, O. P. Johnson and Jack Lucas. Org will close its season November 28, Admire infos.

Bob Buffington, bingo operator, who played spots in Ohio after closing in August with the Gem City Shows, joined Eddie Young's Sterling Crown Shows and reports business good. His son, Billy, who is stationed in Germany, will return to the States soon for discharge and re-entry into college. Buffington has been holding benefit bingo parties for the Greater Tampa Showmen's Club on Sterling Crown.

C. B. F. Harrington, who is in Hines Veterans Hospital, Maywood, Ill., would like to hear from friends. Harrington's wife, Joan, is living in their trailer at the home of his sister in La Porte, Ind. Peggy Ewell left the George Clyde Smith Shows recently and joined the Mighty Page Shows with her snake show. Margaret Forkum, dynamite casket act, was unable to play the colored fair at Augusta, Ga., recently so booked her act with the B. & H. Amusement Company in Orangeburg, S. C. Her husband, Capt. Bill Forkum, owner-manager of the Texas Death Dodgers, visited her there. He renewed acquaintances with friends. Charles (Tex) Forkum will have the free act on B. & H. the rest of the season. His unit and Bill's will combine later for winter dates.

Bill Hanson, electrician, visited the Sterling Crown Shows at Corinth, Miss., while en route to join the Hennies Shows. Hanson said that three ex-trainmasters, Art Riley, Grant Chandler and Art Courtney, had a bunch of 40-milers goggled-eyed with tall tales of the old days. Tarzan Banks, a veteran of 25 years, was also in on the gabfest.

Bunny Venus, operator of Bunny Venus Shows, recently renewed acquaintances with many friends, including Mr. and Mrs.



LONG-TIME acquaintances Raynell, noted Girl Show impresario with the Cetlin & Wilson Shows, and J. A. Mitchell, general manager of the Atlantic Rural Exposition, Richmond, Va., found time for visits between shows and innings of the World Series games. Altho in different lines of outdoor show business, both have the same flair for spectacular and sound presentations.

W. S. Curl, Jack Metora, Billy Logsdan, Mr. and Mrs. James Drew; Mr. and Mrs. Jimmy Chano and son, Jimmy, and Happy Hull. Added attractions to the Venus unit were Doll Blue and Renee Grant.

Junior Strader, of Brodbeck & Schrader Shows, writes that altho most shows and rides were off at the Hutchison, Kan., fair, Jack Nasworthy's Athletic Show was 25 per cent ahead of last year. Personnel included Prettyboy Rocque, Johnny Sheridan, Jarring Jake Cagle, Kid Curly Stouer, Neill Warren, Big Bill Eli and Kurt Kennedy.

Margaret Ryan, who left the Greater Dixieland Exposition shows recently to return to boarding school, received many gifts from friends and relatives upon her departure. Lester Pearman, of the U. S. S. Valley Forge, on leave after a tour of duty in Japan, purchased a car and drove to the Carrollton (Ga.) Fair to visit his mother and father, Mike and Virginia Pearman, concessionaires on the L. T. Heath Shows. Pearman planned on returning to his ship October 8.

Tom Allen, lot man on Johnny Denton's Gold Medal Shows, is still confined in the Aston Park Hospital, Asheville, N. C., but expects to be moved soon to Miami.

Bill Ragan, secretary-treasurer of the Georgia State Fair, and J. C. Moore, past-president, headed a group of Exchange Club Fair officials who visited Dave Endy and the O. C. Buck-Model Shows in Greenwood, S. C. They also planned to stop off to visit Cetlin & Wilson Shows at Anderson, S. C.

Paul M. Conaway, Macon, Ga., attorney, recently stopped off to see a number of shows while he was en route home after visiting the Clyde Beatty Circus. Conaway renewed acquaintances with Gerald Snellens, of the World of Mirth Shows; Maxie Sharp and Sammy Glickman, of Ross Manning Shows, and Jack Wilson, Bill Hartzman and Claude Sechrest, of Cetlin & Wilson Shows.



BERNARD (BUCKY) ALLEN, concession manager, and Frank Bergen, general manager of the World of Mirth Shows, posed happily for newsmen at the Allentown (Pa.) Fair after the local press had virtually exhausted the story possibilities of their many attractions. Their obvious good humor reflected an excellent week of business.

Bob and Buddy Harris, concessionaires on 20th Century Shows, pulled into the Tulsa, Okla., fair sporting a new Vagabond house trailer and while there played host to many friends in their new home.

Harry Julius, Arcade owner-operator on Royal American Shows, reported good business was keeping up at Little Rock, in line with most of the route this year. Jim (Big Jim) Clanton is still Harry's stand-by, the current season marking his 16th season of association with the Julius enterprise.

Henry (Speedy) Powell, of the Bob Hammond Shows was rushed to the Brooke Army Hospital, Fort Sam Houston, Tex., while the org was at the New Braunfels, Tex., fair. Powell is resting in Ward 4-B.

Mr. and Mrs. Johnny Campi, of Johnny Denton's Gold Medal Shows; their son, Johnny Campi Jr., Tampa, and Attorney George Pennell of Asheville, N. C., have received a North Carolina charter to operate the Campi Amusement Company, Inc. Organization will operate concessions but has plans for many other types of outdoor attractions, according to Campi.

Jack Synrex, former scenic artist and show producer on the Royal American and World of Mirth shows, made his debut as an

(Continued on page 62)

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**GEORGIA STATE FAIR**  
Macon, Ga. Oct. 19th to 24th inclusive

**EASTERN CAROLINA AGR. FAIR**  
Florence, S. C. Oct. 26th to 31st inclusive

**SUMTER COUNTY FAIR**  
Sumter, S. C. Nov. 2nd to 7th inclusive

CAN PLACE Legitimate Merchandise Hanky Panks and all Eating-& Drinking Stands

All Address

**Cetlin & Wilson Shows**  
Piedmont Interstate Fair, Spartansburg, S. C.

**Want for Northeast Alabama State Fair**  
**ANNISTON, ALA.—OCT. 19-24**  
FAIRGROUNDS 2 BLOCKS FROM HEART OF TOWN  
TO BE FOLLOWED BY FALL FESTIVAL AND FAIR (DOWNTOWN) SELMA, ALA.

EATS: Will book Cookhouse and Grabs. Also Foot Longs, Pronto Pups, French Fries, Ice Cream, Custard and other type Eating Stands. Terrific Food Spot.

SHOWS: Any worth-while Grind Show, String and other Shows of character. Also want Snake, Monkey, Wild Life, Mechanical and others not conflicting.

CONCESSIONS: Hanky Panks, Ball Games, Novelties, Direct Sales, Pitches, Demonstrators, Jewelry, Hats, African Dip and Other Legitimate Concessions. Everything Open.

**GEM CITY SHOWS**

WIRE **THOMAS D. HICKEY** or PHONE **DON GRECO**  
Care Western Union, Albany, Ga. Albany Hotel, Albany, Ga.

P. S.: Save your time, we have contract fence to fence. Same also applies to Selma, Ala., Fall Festival and Fair. Then into Florida for 4 bona fide fairs.

**PRELL'S BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

<b>HALIFAX COUNTY FAIR</b> South Boston, Va., Oct. 19-24	To Follow	<b>S. C. STATE COLORED FAIR</b> Columbia, S. C., Oct. 26-Nov. 1	To Follow	<b>FIVE COUNTY FAIR</b> Brunswick, Ga., Nov. 3-8
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WANT—Eating and Drinking Stands, Hanky Panks, Long and Short Range Galleries, Photo, Fish Bowl, Novelties.  
WANT—Girl Show for South Boston; Unborn Show. Can use good Jig Show for Columbia, S. C. Charles Taylor, answer.  
WANT—Rocket, Dark Ride; Zachinne, answer.  
RIDE HELP—Semi drivers preferred.  
**All answer—SAM PRELL, Greenville, N. C.**

**WALLACE BROS. SHOWS INC.**

**MISSISSIPPI STATE COLORED FAIR**  
JACKSON, MISS. OCTOBER 19 THRU 24

WANT RIDE HELP: For Merry-Go-Round, Spitfire, Tilt, Dodgem, Kiddie Rides, Dipper.  
SHOWS: Can place Fun House, Snake Show, Minstrel, Unborn, Illusion.  
CONCESSIONS: Will place Hanky Panks of all kinds for Jackson, Miss. Some eats open.

Wire E. E. FARROW, Mgr., Greenville, Miss., this week

# ELECTRIC BINGO FLASHBOARD

STYLE No. 525

The newest... most durable... beautifully designed... and easily operated BINGO FLASHBOARD available. All steel construction. Size 80" long x 30" high x 7" deep. Numerals are 4" x 4". An appropriate mate for the CAPITOL BINGO BLOWER.

### COMPLETE LINE OF BINGO EQUIPMENT

**REGULAR SPECIALS:** Packed 7 & 10 colors per carton.  
**4, 5, 6 & 7 UPS:** Pads of 4, 5, 6 & 7 differently colored specials padded together to form a booklet.  
**3000 SERIES MIDGETS (4" x 5") OR FEATHERWEIGHTS (5" x 7") CAGES... LAPBOARDS... HEAVYWEIGHT CARDS... PLASTIC MARKERS**

*IF IT'S FOR BINGO WE HAVE IT!*  
 CATALOGUE ON REQUEST

## H. A. SULLIVAN CO.

LAWRENCE, L. I., N. Y. • TEL. CHelsea 3-4539

## 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 maui, tool-steel nickel-plated chaser, 2x4 braces.

**SEND FOR CATALOG**

### H. C. EVANS & CO.

1556 W. CARROLL AVE.  
 CHICAGO 7, ILLINOIS

## ALAMO EXPOSITION SHOWS

Can place for LIBERTY, TEXAS, FAIR, OCT. 12 to 17, and SULPHUR, LA., FAIR, OCT. 18-24, one of Louisiana's best Fairs. Good crops and plenty money at these two Fairs. SULPHUR, LA., twelve miles away from Lake Charles a city of 75,000 population and in good shape.

<b>SHOWS</b>	<b>SHOWS</b>	<b>SHOWS</b>
Can place Side Show with own equipment; have frame up for Minstrel Show. Want Wild Life and Fun House.		
<b>CONCESSIONS</b>		
Will book all Hanky Panks, Custard, Ice Cream, Cook House or Sit Down Grab Novelties, Buckets and Six Cats. Want Ride Help who can drive semi trucks. We open next February 15, Charras Days at Brownsville, Texas. All closing with Show will be given preference next spring at Brownsville, Texas, and the Battle of Flowers at San Antonio, Texas. All contact		
<b>JACK RUBACK, Center, Texas, Fair, at Haley Hotel.</b>		

## O. C. BUCK-Model Shows,

America's Finest Railroad Show

Want for Union, South Carolina and balance of Fair season, one more Exotic Dancer, top salary, Chorus Girls and Musicians for Colored Hi Hat Show.  
 Have for Sale—One 60x120 Khaki Tent, complete with all side walls, and all poles and stakes ready to use. Bargain if you can use it.  
 Want Wagon Builder and Artists to start winter quarters work immediately. All answer

**O. C. BUCK-MODEL SHOWS, INC.**  
 Rock Hill, South Carolina, this week.

# Central Amusement Company

**"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS**

Wants for MARION COUNTY AGRICULTURAL FAIR, Marion, South Carolina, Oct. 19-24; With the GREAT LORIS FAIR to follow, Oct. 26-31.

Hanky Panks all open. Can place one more Free Act; state your lowest in first wire, no time to dicker. Want Eat and Drink Stands. Can place any Grind Concession, as we carry no grift at any time. Hanky Panks get well at these day and night fairs. Will give liberal proposition to Motor Drama on percentage or will pay flat price to one that will work. Want Shows with own outfits. All contact

**SHERMAN HUSTED, Mgr.**

CENTRAL AMUSEMENT CO., Tabor City, N. C., Yam Festival & Fair, this week; Marion County Fair, Oct. 19-24; then Loris Fair, Loris, S. C., Oct. 26-31.

## Midway Confab

**• Continued from page 61**

act at Club Neon, Louisville, recently with his "Beauty and the Beast" turn. The act was held over eight weeks at the Neon and then opened at the Club Capitol, St. Paul, where it was held over three weeks. Working with him is Shanghai (the China Doll), formerly of Minsky's burlesque and night clubs... Jimmie Baker, concessionaire, who recently closed with Penn Premier Shows, underwent a surgical operation recently and will be confined for some time. He would like to hear from friends. His address is Box 343, Camden, N. J.

Barbara LeMay and Louise Daniels, who have the girl shows on Interstate Shows, have been playing to fair takes and are now preparing new wardrobes for their nine club stands. Mr. and Mrs. Homer Simons have recently joined the John H. Marks Shows with their concessions. Mrs. Simons, who was called home because of the death of her mother, is practically recovered from injuries received in an accident at Mt. Pleasant, Pa. Lt. Tom Holman, assistant to Bill Cowan, of the O. C. Buck-Model Shows, will enter a hospital soon for a nose operation.

Al McKee has taken over the operation of novelties, floss and popcorn at Fairyland, New York Kiddleland which he manages. Jackie Weiss, son of Bernie and Martha Weiss, has returned to the Marines, where he has about another month to serve before being discharged. On furlough for the past couple of weeks, Jackie helped with the operation of family bingo units.



L. T. (PETE) CHRISTIAN, Richmond, Va., funeral director and show authority, and Gerald Snellens, general representative of the World of Mirth Shows, had a happy meeting when the latter stopped off en route to Greensboro, N. C., where he was to prepare the way for the shows' Southern tour of fairs. At the time the picture was taken Pete was in the process of trying to promote, barter or steal Gerald's white hat. Both have the same head size and the same taste for sartorial splendor.

Louis Rosenberg, co-owner of the Triangle Poster-Printing Company, Pittsburgh, has visited a large number of shows at fairs in recent weeks. He plans to stay on the road for several more weeks, cementing relationships with carnival owners and setting the groundwork for business deals for next year.

Phil Cook, executive secretary of the Miami Showmen's Association, returned to club headquarters after a nine-week road trip to find the mail piled sky high. Some of the members heard from, Phil reports, are: H. A. Bouck, Harry Sobol, Ralph Senn, James Finn, Pete Norman, John Barfield, G. A. Rochedieu, Alec Maskin, Johnny A. Brooks, Ed Horwitz, Charles Wright, Lester Tate, Bob Hallock, Kenneth Garman, Ep Glosser, Joe Rowan, E. D. Schultz, Ed Walter, Simon Krause, Gordon H. Clarke, James Gamble, F. E. Kelly, Anthony Pistro, Morris Batafsky, Clemens F. Schmits, Berny Renn, Jack Stone, Lou E. Samms and Harry Modele.

### TILT-A-WHIRL FOR SALE

Or will book in an established park. Ride in A-1 condition in all respects. Must be seen to be appreciated. Late 1948 model. Can be inspected at Beaumont, Texas, Fair, Oct. 12-24. Am quitting the road, cash deal only. Address: **WILLIAM PINK**, General Delivery, Beaumont, Tex., Oct. 13-24.

### REWARD FOR INFORMATION ON GENE ROBERT BAIN

Works as electrician, mechanic or on rides. Height, 5'11"; weight, 160 lbs. No thumb on left hand. BOX D-77, c/o The Billboard, 2140 Patterson St., Cincinnati 23, Ohio

### WANTED FOR TUSCALOOSA (MAIDEN FAIR), ALA., AND TALLAHASSEE, FLA., FAIR

High-class Side Show. Also Flax Operator and Hanky Panks of all kinds. **AL WAGNER, Mgr.** Cavalcade of Amusements, Rome, Ga.

### Gem City Hits

**• Continued from page 60**

Miller's Tropical Exhibit, Wixmon's Wild Life, Leonard Hall's Side Show, Ray Marsh Bryndon's gal revue, Mardi Gras Follies managed by Joe Casper, Captain Christy and Paul Kelly with their wild animals, Ray's Minstrel Show, monkeys, Motordrome and a War Show.

Leading visitor to the fair during the week was Harry S. Truman, who spent almost a whole day on the grounds. Others included Paul Ellison, president, and Marvin Lorig, secretary, of the Albany, Ga., fair, and Frank Spaulding, president of the Trenton, Tenn., annual.

Show jumped from Caruthersville to Enterprise, a jaunt of 530 miles, without a hitch and was up and ready to go on opening day. Org moves next to Albany, Ga.; Anniston, Ala., and Selma, Ala.

## ANCHOR TENTS

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

CONCESSION, BINGO TENTS, RIDE TOPS, MOTODROMES, SHOW TENTS  
**ANYTHING IN CANVAS**  
 Manufacturing Show Canvas for Over Fifty Years.  
 Underwriters' Approved Flame Resistant Materials Available.  
 5 DAYS' SHIPMENT ON MOST SIZES.

# Eddie Young's STERLING CROWN Shows

Want for Fitzgerald, Americus and Albany, Ga., Colored Fairs

Concessions of all kinds, especially Eating Concessions. Any Shows not conflicting. Can place sober Ride Men who drive. All address **EDDIE YOUNG, Mgr.** Gulfport, Mississippi, this week; Fitzgerald, Ga., next week.

## INTERSTATE SHOWS

Want for One of Alabama's Best Fairs, PIKE COUNTY FAIR, Troy, Oct. 19-24. Sponsored by the Shriners and the Legion Combined. All Pike County is Behind This Fair. Three More Bona Fide Fairs to follow.

RIDES—Good proposition to Roller Coaster, Caterpillar, Scooter, Looper, Live Fairy Ride, set of Kiddie Rides. RIDE HELP—Want Foremen for Merry-Go-Round, Ferris Wheel, Second Men on all Rides. Top wages and pay day every Wednesday. CONCESSIONS—All Hanky Panks open, good opening for Long Range, Short Range, High Striker, Age and Weight, Novelties, Jewelry, Hats, Popcorn, Candy Apples. Want two Waiters and a Griddle Man for Cook House to join an wire. SHOWS—Will book Snake, Wild Life, Fun House, Glass House or any non-conflicting Grind Shows. Will give good proposition to organized Minstrel Show and a Motordrome. Replies to

**H. B. ROSEN, Manager of INTERSTATE SHOWS**  
 DECATUR COUNTY FAIR, BAINBRIDGE, GEORGIA

## ORANGE STATE SHOWS

WANT FOR THE GEORGIA STATE COLORED FAIR, Macon, Ga., Oct. 26-31; GAINESVILLE, FLA., WHITE FAIR, Nov. 2-7; then the FLORIDA STATE COLORED FAIR, Jacksonville, and all winter in Florida. May possibly take show to Puerto Rico.

CONCESSIONS—Can place Bingo and Hanky Panks of all kinds for all winter's work. No racket—have all I want. HELP: Foremen for Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round; also Second Men on all Rides. All winter's work. ELECTRICIAN who can handle Diesel Light Plants and Wire Show. SHOW: Any Show of merit with their own outfits. RIDES: Place any Motor Ride not conflicting with what we have. Will place set of Kiddie Rides. (Blackie, with us last winter, got in touch or join at Macon.)

**Address LEO BISTANY, Mgr.**  
 HOTEL DEMPSEY, MACON, GA.

## CARL D. FERRIS SHOWS

WANT FOR MONCK'S CORNER, S. C., OCT. 18-24

Concessions of all kind, including Glass Pitch. Shows—Any Grind Shows, Wild Life, Arcade, Monkey Show, Jig Show, Motor Drama, Place Ride Men who drive Lee Cross, wire.

All Answer: ROXBORO, N. C., THIS WEEK.

## SHOW T-E-N-T-S

Concession—Circus—Carnival

### AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.  
**BILL SANDERS**

## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round  
 Want Frocks and Novelty Acts. State salary and all particulars in first letter.

### FOR SALE #12 ELI WHEEL

2 years old—A-1 condition. Can be seen in operation at Fairyland Park, Queens & Woodhaven Blvd., Long Island, N. Y. Call: AL MCKEE, HAvermeyer 6-7742 or ILlinois 8-3079

### FOR SALE TILT-A-WHIRL

LITTLE DIPPER, Allan Herreshoff. Can be seen at Fair Park, Little Rock, Ark. These rides have always been permanently located in park and are in A-1 condition. **T. A. FUZZELL**, 5306 Edgewood Rd., Little Rock, Ark. (Phone: MOhawk 3-7280)

**ABC** ... guaranteed Billboard advertisers a true measure of value

# NATIONAL PEANUT FESTIVAL

## DOTHAN, ALABAMA

## OCTOBER 19 thru 24

250,000 ATTENDANCE IN 1952 ★ THE SOUTHLAND'S GREATEST EVENT ★ MOVIE STARS IN PERSON ★ TREMENDOUS PUBLICITY ★ NATIONALLY ADVERTISED ★ FREE GATE ★ SENSATIONAL ATTRACTIONS

Followed by

★ **BAY COUNTY FAIR**  
PANAMA CITY, FLA.

★ **TRI-STATE FAIR**  
MARIANNA, FLA.

★ **SO. GEORGIA FAIR**  
VALDOSTA, GA.

WILL PLACE

### SHOWS

WORTHWHILE SHOWS WITH OWN OUTFITS THAT ARE IN KEEPING WITH THE STANDARDS OF THIS SHOW

### RIDES

FLY-O-PLANE  
DARK RIDE  
FLAT RIDES THAT DO NOT CONFLICT

### CONCESSIONS

HANKY PANKS  
WATER GAMES  
STRAIGHT SALES  
EATS AND DRINKS

Address  
JOHNNY J. DENTON  
or  
ART FRAZIER

# GOLD MEDAL shows

FAIRGROUNDS  
MERIDIAN, MISS.  
OCT. 12-17

## NORTH EAST FLORIDA STATE FAIR

JACKSONVILLE, FLORIDA  
NOVEMBER 9 TO NOVEMBER 15  
CAN PLACE CANDY APPLES, FLOSS, POPCORN AND DIRECT SALES  
**CURTIS L. BOCKUS**  
707 ST. JOHNS APTS. JACKSONVILLE, FLA.  
STRATES SHOWS ON MIDWAY

## James H. Drew Shows

OCMULGEE FAIR, McRAE, GEORGIA, OCT. 19 TO 24 INCLUSIVE; AMERICAN LEGION FALL FESTIVAL, CUTHBERT, GEORGIA, OCT. 26 TO 31 INCLUSIVE; BERRIEN COUNTY FAIR, NASHVILLE, GEORGIA, NOV. 2 TO 7 INCLUSIVE.

WILL PLACE any Grind or Bally Show not conflicting. Need Snake, Monkey, Animal, Drome, Girl, or what have you? Note—Jimmie Johnson, answer.

WILL PLACE legitimate Stock Concessions of all kinds. High Striker, African Dip, String, Pitch-Till-Win or any Stock Concession. Good opening for Arcade.

Address this week, Western Union, Metter, Georgia.

## TIDEWATER COLORED FAIR, Suffolk, Va.

WEEK OCTOBER 19

WANTED—Ball Games, Balloon Darts, Pitch Till You Win, Cork Gallery, Penny Pitch, Hoop-La, Six Cats, Swinger, Skillo, Buckets, Grab, Candy Floss.

WANTED—Monkey Show, Snake Show, Colored Girl Show, Side Show.

Truck and Tractor Drivers, General Ride Help, Ticket Sellers, Agents for Office Hanky Panks. All replies to

**GEORGE CLYDE SMITH SHOWS**  
Henderson, N. C., this week; Suffolk, Va., next week

### WANT

RIDE HELP—Foreman for Ferris Wheel and Octopus must be sober and reliable, also have driver's license.

SHOWS—Can use for Apalachicola and Port St. Joe Fairs, Monkey Show, Fun House, Glass House (Harvey Willson, Jr. wire me); Mechanical Show, Snake Show. What have you?

CONCESSIONS WANTED—High Striker, Popcorn, Add 'Em Up Darts, String Game, Short Range Gallery. Join on wire.

MANAGER OF CARNIVAL, Brewton, Ala.

## ROYAL EXPOSITION SHOWS

Want for WARREN COUNTY FAIR, Warranton, Georgia, October 19 to 24  
All kinds of Hanky Panks, Ball Games, Novelties, etc. Also can use a Girl Show if neatly framed with plenty of girls and flash. Can use Pony Ride if neatly framed. Address this week, Burke County Fair, Waynesboro, Ga.

## COMPLETE CARNIVAL, \$23,000

8 Rides—4 Tractors—4 Trailers—2 Van Jobs—6 Concessions—Bingo (new top)—Big Six and other tables—Transformer—Junction Boxes, etc. 1950 Wheel—1947 16-Tub Octopus—35 Ft. Parker Jenny—6 Kiddie Rides \$10,000 down; terms to reliable party.

**BIGGERS**

1815 W. Jefferson St. Phone: 4-5508 Rockford, Ill.

### THANKS

To all my show friends for their past business. Now located in Jacksonville, Fla., U. S. Hwy. 1 South. Featuring

#### SPARTAN, GLIDER, SILVERDOME

and many other makes of new and used House Trailers.

Sammons & Coffey Trailer Sales, Inc.

**C. FLOYD SAMMONS**

### AT LIBERTY

For the season of 1954

Motordrome Operator with fifteen Motorcycles and Full Crew of Riders. Contact

**DEL CROUCH**

4300 Fredericksburg Rd.,  
San Antonio, Texas.

### PLASTER

Load your trucks here for Fairs. Plenty of Plaster. Plenty of Tinsel. Plenty of Color. Deliveries arranged.

Phone: Gainesville, Ga., Lenox 4-4866  
**FLETCHER SHIRLEY**  
Alto, Georgia

### 1947 DODGE POPCORN TRUCK

8,900 actual miles—appears new. Original cost \$5700—sacrifice \$3500. Picture of unit forwarded on request.

**John W. Mitchell Agency**  
200 Newton Building St. Paul, Minn.

### FOR SALE

No. 5 Eli Wheel with Eli Trailer; for quick sale, \$4,000.00.

**JACK VALLEY**

111 Central St. Somerville, Mass.

### Royal Exposition Shows WANT

To join on wire a CAPABLE AND SOBER WHEEL FOREMAN, also other Ride Help if you are sober and drive. Long season for worth-while help. Also want A-1 Diesel Electrician and Mechanic. Address: This week, Waynesboro, Georgia.

### 3 MORE RED ONES 3

Will place Shows, Hanky Panks, Eats, Novelties, Ride Men, Concession Agents, PC. Dealers, "If clean as a whistle", join us. A winter's bank roll can be obtained by "sweat & toil."

**DYER'S GREATER SHOWS**

Tunica, Miss., this week. Biggest thing in Delta follows next week.

### FOR SALE CALLOPE

1 HP MOTOR

**R. J. ERICKSON**

1458 W. 87th St. Chicago 20, Ill.

## CARNIVAL FOR SALE

A well established eastern Truck Carnival playing Pennsylvania, Maryland and Virginia is being offered for sale. Equipment includes a complete Carnival set up, 9 Rides, Concessions and Shows. First rate Rolling Stock for all equipment. Replacement value over \$175,000. Will send complete line-up of equipment to interested parties who can furnish financial reference and responsibility. Show has always made money and has an enviable route which can be had. Sale price of \$50,000 makes this Carnival an unusually good buy. Address

c/o The Billboard, Box D-78, Cincinnati 22, Ohio

## KINGSTREE, S. C., COLORED FAIR

2 KIDS' DAYS—BANDS—PARADES—OCTOBER 19 to 24  
OPEN MIDWAY

CONCESSIONS: Wheels, Count Stores, Skillos, Hankies, Mitt Camp, Ball Games, Glass Pitch, Eats, Popcorn, Candy Apple, 6 Cats, Swinger, Buckets, Long & Short Range Gallery. SHOWS: Have complete set-up for two Colored Shows.

Write, Wire or Call

**ROSS MANNING**

Ellen Dean Hotel, Lancaster, S. C.

## RESERVE SPACE NOW FOR

THE 40TH ANNUAL GREENVILLE COUNTY COLORED FAIR, Greenville, S. C., Oct. 19-24. Three Days Horse Racing and Fireworks. **ANDERSON COUNTY COLORED FAIR, Anderson, S. C., Oct. 26-31. Two of the Best.**

Can place all Hanky Panks. Concessions of all kinds open, Eating Stands and Glass Pitches. No ex except Bingo. Can use Cookhouse and Custard. Eddie Steele wants Working Men for 12 Concessions, \$50.00 a week. Want Pin Store Agents. Sweede come on. Gaffney, S. C., all this week.

Call or wire today—**BEN WOLFE**

**FOLLOW THE WOLFE ARROW**

# WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

## Raley Bros.' Exposition

Wants for the Great Chesterfield Fair, Chesterfield, S. C., Center of town. Wire for locations now, space limited. Only show this year. Then the Big Colton Show, Greenleyville, S. C., week of Oct. 26; Lake View Community Fair, week of Nov. 2; then the only Armistice Celebration in the South at Warsaw, N. C., week of Nov. 9. Season ends, winter unit opens.

Have opening for few Stock Concessions. What have you? No grift tolerated at anytime. Special rates to Shows with own outfits. No phone calls; wire Faison, N. C., this week.

**HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRANK DICKERSON, Gen. Agent**

## MAD CODY FLEMING SHOWS

Will play the 2-Stat Colored Fair at Augusta, week Oct. 19 to 24. In spite of false claims by another show. This will be a good Ride and Concession spot. Dublin, Ga., next, the oldest and largest Colored Fair in the State. Clean Concessions and can use M.G.R. with privilege of buying as wrecked mine.

LINCOLNTON, GA., THIS WEEK. **MAD CODY FLEMING.**

**NASSAU COUNTY FAIR**  
CALLAHAN, FLORIDA, OCT. 20 TO 24

Can place for this rapidly growing Fall Fair in their own grounds and buildings  
**SPECIAL CHILDREN'S DAY FROM JACKSONVILLE SCHOOLS**

**SHOWS** 2 Bally or 3 Grind Shows of educational or clean entertainment type.  
**CONCESSIONS** Legitimate Games of all types. Prefer Prize-Every-Time as well as Ball Games, Ballroom Darts, Fish Pond, etc. Can also place all outright sales privileges, Snow Cones, Cotton Candy, Frosted Pops, Photos, etc.

**W.G. WADE SHOWS**

All replies via Western Union, Andalusia, Ala. (Fair), all this week.

**VIVONA BROS.** Combined Shows

Can Place for  
**ROBESON COUNTY FAIR, LUMBERTON, N. C., OCT. 19-24, AND THREE MORE BIG ONES INCLUDING CHARLESTON, S. C., COLORED FAIR**

Hanky Panks of all kinds, Ball Games, Short Range, Arcade, Cookhouse, Sno Balls, Eats, Drinks and Jewelry. GRIND SHOWS—Man to handle Snake Show. Acts for Dewise Purdin's Side Show. Girls for Dancing Shows. Colored performers. Ride Help, must drive semis. Address, Camden, S. C., this week.

**Ray Williams Shows**

WANTED FOR ROBERTSDALE, ALA., OCT. 19-24; THEN JAY, FLA., OCT. 26-31

Wanted—Side Shows. Any good worth-while back-end attraction. Especially want Girl Shows with own equipment. Freak Shows, Ten-in-One, any Platform or Ding Shows. These spots are well known and possibilities are very good.  
RIDES—Spitfire, Tilt-a-Whirl and Dark Ride.  
CONCESSIONS—All merchandise Concessions of all descriptions will find these and our other spots good locations to accumulate your winter bank roll.  
RIDE HELP on all Rides. Preference given to semi drivers. Good treatment.  
All inquiries to Yazoo City, Miss., this week; then as per route.  
**EARL KELLY, Bus. Mgr. RAY WILLIAMS, Owner**

**CAN PLACE**  
ALL KINDS OF MERCHANDISE CONCESSIONS AT REASONABLE RATES FOR  
**ATHENS, GA., FAIR, OCT. 19-24**

**THIS IS ONE OF THE LAST BIG FAIRS TO BE HELD**

Good opening for Derby Races, Long Range, Kitchen Gadgets, French Fries, Chocolate Dip, Frozen Custard, Glass and Pottery Pitchers and Jewelry. Have none booked so far. Gooding #1 Unit State Fair Shows on the midway.  
**All replies to JOHN GALLAGAN**  
Phone 5-8945, Knoxville, Tenn., until Wednesday, Oct. 14; then c/o Gooding Amusement Co., Fairgrounds, Dothan, Ala., until Oct. 17; Athens, Ga., Fair follows.

**WANTED**  
**C. A. STEPHENS SHOWS**  
FOR LAMAR COUNTY FAIR, BARNESVILLE, GEORGIA;  
PELHAM, GEORGIA, COMMUNITY FAIR FOLLOWS

CONCESSIONS working for stock. Agents for Buckets and Nails. Griddle Men and Counter Men for Cookhouse. RIDES—Octopus, Roll-a-Plane or Spitfire. SHOWS—Any Grind Shows not conflicting. Monkey Show, Wild Life, Mechanical City, Big Snake.  
**STATESBORO, GA., THIS WEEK.**

**LEO LANE SHOWS**  
"THE SOUTH'S FINEST"

Please Note: Morgan Co. Fair, Madison, Ga., canceled, replaced with American Legion Fall Festival, Wadley, Ga., next week; followed by the big one, Pulaski, Co. Fair, Hawkinsville, Ga.; then American Legion Fair, Thomasville, Ga.; Putnam Co. Fair, Palatka, Fla.; Glade's Bean Festival, Belle Glade, Fla.  
Hanky Panks of all kind, Custard. Any clean Shows. Foremen and Second Men on all Rides; experienced Manager and Inside Man for Monkey Motor Drive.  
Want good talent for the best Jig Show on the road, office paid. All address:  
**LEO LANE SHOWS**  
BATESBURG, S. C., THIS WEEK.

**HARRISON'S GREATER SHOWS**

Want for Harry County Fair, Oct. 19-24, Conway, So. Car., followed by Tobacco Fair, Mullins, So. Car. This is tobacco country with plenty money.  
Want Legal Adjuster; prefer one with own Concessions. Everything open. All Eating and Drinking Stands open. Good opening for Peppercorn, Apples, Floss, Scale, Age, Novelties, Skillo, Razzle, Roll Down, Coupon Stores. Want Agents for Skillo Count Stores. Out all winter. All mail and wires to  
**FRANK HARRISON**  
BISHOPVILLE, SO. CAR., FAIRGROUNDS.

**PENN PREMIER SHOWS**  
*worlds' cleanest \* midway*

**OCT. 19-24, THE GREAT SCOTLAND COUNTY FAIR, LAURINBURG, N. C.**  
BIG SOLDIERS' PAYDAY, MAXIMUM AIR BASE LOCATED HERE  
TWO KIDDIE DAYS—THREE CARS GIVEN AWAY—TWO KIDDIE DAYS

**CONCESSIONS** Can place Fish Ponds, Glass Pitchers, Hoop-La, Age, Six Cats, Palmistry, Photos, Eats, Drinks, Jewelry, Short Range, Demonstrators or any legitimate Concessions. Can place one Coupon Store for this date. (Call Harry "Buster" Westbrook, Bus. Mgr.)

**SHOWS** Can place Wild Life, Fat Show, Minstrel or any Show not conflicting.

**HELP** Can place good, sober, reliable Ride Men on Octopus, Wheel, Tilt and other Rides. Pay every week plus bonus. Long season.

Address all mail, wires and phone calls to  
**LLOYD D. SERFASS, Penn Premier Shows**  
Fairgrounds Chase City, Va., this week; Laurinburg, N. C., next week. Four more spots to follow.

**BIG CROWDS SPARK I. T. DANBURY PLAY**  
Rain, Cold Hurt Early Week Days  
But Second Big Weekend Is Seen

By JIM McHUGH  
DANBURY, Conn., Oct. 10. —The Danbury Fair, which the I. T. Shows had long eyed and won this year for the first time, was paying off for that organization this week altho a combination of rain and cold which blanketed the early week-days slowed the earning pace considerably.

The fair drew banner crowds totaling 60,000 on opening Saturday and Sunday (3-4) and the multiple midway attractions, put into readiness well in advance by the Isser-Trebish forces, had a nifty two days.

I. Trebish, who alone administered the organization in the absence of his partner who was busy setting up their midway operation at Mineola, N. Y., for the event which opens there today and so overlaps, creating a special problem, acknowledged that the earnings on the first two days were good and as expected. The show, he pointed out, had earning power as set up here and needed only people, which the fair was supplying in goodly numbers, to put together a hefty gross.

Having gotten the opening

week-end in and suffered thru a few days of bad weather, the show yesterday had 6,500 city school children admitted by the management, as well as many other patrons, to get its final week-end play rolling. Given fair weather, and it seemed to be in store, the fair traditionally nearly equals today and tomorrow the big opening week-end crowds.

Harry Sussman, secretary, and Big Al Howard had a busy time of it. The former had to figure out how to keep the accounts here, and beginning today at Mineola, straight. The latter, having seen to it that the many ride units were operating as they should here faced a similar task at Mineola during the week. This fair will shutter at dusk tomorrow and the equipment here will then be moved as rapidly as possible to Mineola.

I. T., which operates two units thru the summer, is well supplied with ride units to handle the dual operation. Its show lineup was dominated by a Side Show and Girl Show with several lesser attractions added.

A new paved midway was added, bisecting the old layout and making for a much more interest-

ing design. The show was well laid out along avenues, all of which are paved, and presented an attractive appearance with the rides showing the fresh paint that was added here prior to opening. Literally dozens of concessions were also located along the midways. These, however, were mostly booked by C. Irving Jarvis, fair concession manager, and their payments did not aid I. T.

**\$4,200 FOR MIAMI**

**Weather Hits Manning Fairs; Still Dates Okay**

ROCKINGHAM, N. C., Oct. 10. —The excellent earnings at still dates by the Ross Manning Shows are not being emulated at fairs. But the reason has been mostly the weather with a succession of Saturday nights washed out by rain.

And the weather was taking its toll here, too. In this instance, however, it was cold and overcast giving the show personnel the uncomfortable feeling that snow might be in the air.

That the season hasn't been too bad is pointed up by the fact that the show raised \$4,200 during the season for the Miami Showmen's Association. Manning and Maxie Sharpe, concession manager, sparked the drive.

to spend, coupled with poor weather, like the cold here, really hampers midway operations.

Manning, who moved quickly into the north from his Carolina base, found bonanza business at a number of still dates. He was first at several of spots and reaped a harvest. Luck played a part along with astute booking as he escaped rain on crucial days.

**Fund Breakdown**  
Broken down, the Miami money represents \$2,200 from boards, \$1,060 in dues secured from 106 new members, \$600 in ads and \$340 from bingo.

Manning, who returned to the south early to start his fairs, reported that people still have money but are spending it with a good deal more caution than last year.

But, he said, there is evidence that money will not be so plentiful come spring and that shows starting off in Dixie territory, as many of them do, will find the pickings much slimmer than they did this year or last.

His reasons have to do with the poor crop prices reported in some quarters. Some field products are bringing small prices and full crops were not harvested as a result. The beef cattle which the South has taken to raising more or less recently is bringing the producer under 20 cents a pound.

Altho people still have money these signs have made them cautious, he says. This reluctance

to spend, coupled with poor weather, like the cold here, really hampers midway operations.

Manning, who moved quickly into the north from his Carolina base, found bonanza business at a number of still dates. He was first at several of spots and reaped a harvest. Luck played a part along with astute booking as he escaped rain on crucial days.

**UNITED STATES SHOWS**

Want Ride Help, Chairplane Man, Short and Long Range, High Striker, Six Cat, Big Tom, Age, Jewelry, French Fries, Custard, Cotton Candy, Scales, Grab, Hanky Panks of all kinds, Pitch Till You Win, Wont Minstrel Show, Colored Girl Show, Animal Show, also Snake Show and Free Acts.

**Great Yadkin County Fair, East Bend, N. C., Oct. 19-24; Lancaster, S. C., Colored Fair, Oct. 26-31; Rock Hill, S. C., Colored Fair, Nov. 2-7.**  
**All replies to East Bend, N. C.**

**Marion Greater Shows**

WANT FOR GREATER: PIEDMONT NEGRO FAIR, CHARLOTTE, N. C., OCTOBER 19-24; followed by Bennettsville, S. C., Fair; Camden, S. C., Fair; Chester, S. C. Fair; Bowman, S. C., Fair.

Will book legitimate Concessions of all kinds. Due to disappointment will book large Bingo for Charlotte and four fairs to follow. All replies  
**MARION H. SPILLER, Owner, or F. E. SPAIN**  
York, S. C., this week.

**Groves Greater Shows**

AMERICA'S CLEANEST MIDWAY  
Ruston, La. (Fair), Oct. 12-17; Vivian (Fair), Oct. 19-24 followed by Rayville with winter privilege. Out until the snow falls. Place Hanky Panks, Ball Games, Mug Outfit, Shows, Kiddy Rides, or what have you? All replies **CARL ANSTEAD**  
Fairgrounds, Ruston, La.; then per route.

**EMPIRE STATE SHOWS**

WANT FOR GENEVA COUNTY FAIR, SAMSON, ALA., AND ALL WINTER'S WORK  
CONCESSIONS—All kinds of Hanky Panks, Nail Store, Buckets, Man to up and down office Concessions. John Zamba, wire me. Agents for Six Cats, Count Store. Need good Ride Help, Snake Show Operator, Grind Shows. Will book Girl Show with own outfit. One Milt Camp.  
**CHARLES GRIGGS, Bus. Mgr., Chipley, Fla., this week**

**WANT FOR SAVANNAH, GA. COLORED LEGION FESTIVAL**  
OCT. 19-24  
Major Rides, Shows and Concessions of all kinds.  
**BARNEY TASSELL UNIT SHOWS**  
Wire this week Red Springs, N. C.

**BERTHA BERT WANTS**

Ticket Sellers, Helpers and Help for Side Show, Snake Show and Coupe for Single-O Girl Show.  
**c/o CAPITAL CITY SHOWS**  
Fitzgerald, Ga., this week.

**HAVEN AMUSEMENT WANTS**

For Cotton Towns in Texas.  
Hanky Panks of all kinds. Will book Merry-Go-Round for balance of season.  
**O'Brien, Texas, this week.**

**C. A. GOREE SHOWS WANT**

All Concessions—Grind Shows, Concessions, \$15.00 per week; Shows, 20%. Out until December 1 in West Texas unless Wire, do not call.  
**C. A. GOREE**  
Nacozee, Texas, now

**FOR SALE**

8-Tube Octopus, completely overhauled and painted, A-1 shape, with transportation, without motor. Must be seen to be appreciated.  
**Rogers Bros.' Shows**  
Pelican Rapids, Minn.

**READER WANTED**

CAPABLE AMERICAN READER AT ONCE. 5 Fairs to follow. Have all winter's work in Florida. Contact  
**THELMA FARRELL**  
c/o Blue Grass Shows, Americus, Ga. P.S.: Deb Ward, contact.

**BRAND NEW BUICKS**

Roadmaster Riv. Sedans, fully equipped, \$2995. No trades. Several other new cars at big savings. Bank rate financing.  
**JOHNNY CANOLE**  
Altoona, Pa.  
Phone 9347 or 3-0063













## Williams Starts Output Of Dime Play Five Balls

Stern Explains New Policy; Field Tests Prove Successful

**CHICAGO, Oct. 10.**—In what may well be the most significant step made by the manufacturers of the five-ball amusement games since the end of World War II, the Williams Manufacturing Company announced that its new game, Army-Navy and following models, would be built with dime coin chutes. In the past two decades such products were made for nickel play. (For details on game see separate story.)

Sam Stern, vice-president of Williams, stated the new policy was instituted after thoro tests had convinced him that just as many plays could be expected on dime play as at the lower rate with operators benefitting from the much needed extra income.

He explained the reason for the move: "In the past 10 years virtually every phase of the operating business has been subject to increased overhead—higher prices for trucks, servicemen, phone service, gasoline, equipment, rent and even the operator's own cost of living. He



SAM STERN

has absorbed all this added expense out of the same income and naturally this has reduced the return on his investment noticeably.

"In recent years many otherwise well informed members of the trade have blamed this loss of income on the games. However, it is not the number of plays which has diminished just the profit at the nickel price."

Stern recalled that in the middle of the depression years, when the cost of living was in a steady downward trend, manufacturers started replacing the then traditional penny chutes

with nickel ones and despite hard times the public accepted the move and penny games never appeared again.

The Williams executive stated that the factory investigated every angle available before it took the big step. The tests were conducted in the Philadelphia area in representative locations. While Stern himself was confident he was on the right track, from the outset he was somewhat surprised to learn that the actual number of plays did not decline during the tests.

One example was a location which on nickel play in the past did about \$25 to \$30 for a weekly average and during the first week of the dime test hit \$68.30. Results coming in from this spot later showed even better earnings.

Stern pointed out that the manufacturer was doing his part to increase the operator's revenue by putting out dime chute games and was confident the operator would do the necessary spade work in convincing the location owner of the merits of the move. He added, "Naturally, the operator will have to use some logical salesmanship in getting his point across but it is worth the effort."

In the industry for more than 20 years, first as an operator and later a distributor and finally a

(Continued on page 87)

## Comparative Game Exports (First Six Months '52-'53)

	1952		1953	
	No.	Value	No.	Value
January .....	998	\$144,286	3,218	\$361,919
February .....	1,449	165,315	2,220	333,441
March .....	1,358	152,796	2,499	307,688
April .....	1,626	205,827	2,312	309,623
May .....	1,644	206,904	3,096	356,502
June .....	1,067	173,199	3,752	398,643
<b>TOTALS .....</b>	<b>8,682</b>	<b>\$1,040,327</b>	<b>16,097</b>	<b>\$2,070,216</b>

## PIONEER MFR.

## Dick Hood Dies, Evans President

**CHICAGO, Oct. 10.**—Funeral services were held here Tuesday for R. W. (Dick) Hood, owner and president of H. C. Evans & Company, who died Saturday (3) following a brief illness. He was one of the industry's pioneers, having spent more than 50 years in business.

Hood was born in Davenport, Ia., June 13, 1882, and moved to the Chicago area as a youngster when his father, the late Edwin C. Hood, established the Evans firm in 1892 to manufacture



DICK HOOD

carnival items. He started working for the company in his early teens and some years later was made an official of the firm. Dick Hood became president of Evans when his father passed away some 30 years ago.

Hood was a carnival man as well as salesman and in fact was closely identified with all phases of outdoor show business. He operated on the midways of the Chicago World's Fair, 1933-34, the Dallas Centennial and the New York World's Fair, 1939-40. Among the many products made by the Evans firm under Dick Hood's leadership, besides amusement games and music machines,

government has issued an embargo on "appareils a sous," which means slot machines, but which will cover all types of coin-operated equipment, effective December 1.

During the last three years, Fedjian said, the French game market has mushroomed, with bar and restaurant locations and Arcades accounting for most of the machines. Three years ago, he added, there were only a few domestic games on location. Now, he said, the country has 12,000, mostly American.

Fastest growth during the last

(Continued on page 71)

## Chicago Coin Trainer Game Bowed by Reps

Versatile Unit Okay for Ride, Regular Stops

**CHICAGO, Oct. 10.**—A new departure in amusement games was put on display this week by distributors of Chicago Coin Machine Company. The definitely a 100 per cent skill game it also has features which make it suitable or kiddie ride traffic.

The game is called Round the World Trainer and in appearance and performance it has many of the qualities of equipment used by the Air Force to train pilots and gunners. Unlike other games, the patron sits inside and manipulates a pilot-type wheel to change direction or elevation. Purpose of the movement is to get in position to shoot a ray-type gun at targets representing 20 of the world's principal cities.

The trainer is on dime operation and offers patrons unlimited shots (really passes at targets) for one minute. The player strives to hit targets in numerical rotation from 1 to 20. If player makes more than 20 hits he starts over again and keeps going until time runs out. Each time a hit

(Continued on page 71)

## France to Ban Coin Imports December 1

By AARON STERNFIELD

**NEW YORK, Oct. 10.**—American manufacturers and distributors of coin-operated games, kiddie rides, juke boxes and venders who plan to do any business with France better do it quickly.

This warning came from Suren D. Fedjian, head of the Mondial Commercial Corporation, U. S. representative for Nova, French game manufacturer, and importer of U. S. games to Europe and North Africa.

Fedjian, who returned last week from a 10-week business trip thru France, Spain, Italy and Belgium, said that the French

## TWO MILLION AHEAD

## Coin Export Sales Dwarf Big Gains Made in 1952

• Continued from page 1

and \$8,000,000—now seems certain to go to \$11,000,000 this year. Constant development of new markets is reflected in this year's figure. Chief among these have been Japan, France, Switzerland, Guatemala and Panama. In some instances, coinmen in these countries were only occasional buyers before World War II.

Reps Explain

Representatives in these countries and many other new markets explain that much of the credit for expansion is due to the

steady plugging of U. S. firms in getting across the advantages of the different types of coin machines. Tho it was difficult to break the ice, once venders, juke and games were given a fair trial, repeat sales started to mushroom.

In 1938 there were but 26 countries buying U. S. coin machines on a fairly regular basis and virtually all of them bought juke only. Last year and again in the first part of 1953 operators in 37 countries purchased games, 20 bought venders and another

27 purchased music machines. In many instances some firms imported all three types of equipment.

The steady expansion of the export business has been a major factor in the prosperity of American plants, distributors and also companies which accent export sales. A few years ago the factories were so pre-occupied with domestic sales they considered exports somewhat unimportant. Two things—competition at home and for exports, plus the discov-

(Continued on page 71)

## Coin Machine Exports

January-June, 1953

	Phonographs		Venders		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
January .....	943	\$462,409	1,352	\$102,359	2,218	\$301,919	4,513	\$866,677
February .....	1,183	589,334	1,695	90,642	2,220	333,441	5,098	1,013,417
March .....	953	448,978	2,157	91,014	2,499	307,688	5,509	847,680
April .....	953	401,040	1,885	123,312	2,312	369,623	5,150	894,175
May .....	1,170	544,147	1,200	83,742	3,096	358,502	5,466	986,491
June .....	1,065	447,832	667	112,397	3,752	398,643	5,484	959,072
<b>TOTALS .....</b>	<b>6,167</b>	<b>\$2,895,740</b>	<b>8,956</b>	<b>\$603,466</b>	<b>16,097</b>	<b>\$2,070,216</b>	<b>31,220</b>	<b>\$5,569,432</b>

were shooting galleries, amusement park supplies, fairground equipment, carnival games, casino supplies and trade stimulants. During most of the coin machine conventions he was entertainment chairman.

Interment was in River View Cemetery, St. Joseph, Mich., a city in which Hood had a summer home for the past 30 years. Survivors are his widow, Elizabeth, a son Richard W. Hood Jr., who also is an Evans official, and a daughter, Mrs. Esther Elizabeth Kerr, of Glen Ellyn, Ill.

## MALLEGG

## German Mfg. Biz Showing Steady Gains

**ESSEN, Germany, Oct. 10.**—O. O. Mallegg, head of the Chicago coin machine export firm bearing his name, reported this week that the manufacturing end of the business is making a slow but steady comeback. Mallegg is on an extensive trip thru Europe. He will visit France, Belgium and Holland in the next few weeks.

While here, Mallegg discovered Josef Bonus had started production on five-ball games. Another game manufacturer, who is having steady success, is Willy Bergman in Hamburg. According to operators, who are using the games on their routes, they are of good quality but not electrically efficient as most modern U. S.-built games.

Mallegg also found the juke box field to be strong. He found the Wurlitzer 1500 popular. There are now six juke box manufacturers in the country, he said. Among them are Tonomat, which makes a box with 300 selections and Wigand with a 100-selection unit. Two others which he saw were the Europe, which plays 40 and 80-selections, and a new juke made by Siemens. Mallegg says Siemens machine bids fair to be the most popular in the near future.

## Nova Modifies Football Game For U. S. Trade

**NEW YORK, Oct. 10.**—The Mondial Commercial Corporation here, U. S. representative for Nova, the French game manufacturer, announced this week that the Marseilles factory has modified its coin-operated football game for American consumption.

Changes will be plexiglass covers over the playing surface and mechanical scorekeepers. The plexiglass cover was introduced to eliminate pilferage of balls. The list price remains unchanged—\$225.

Suren D. Fedjian, Mondial head, said that the Nova basketball game will be unchanged. He said, however, his firm would concentrate its effort on the football game.

## Gottlieb Bows New Trap Hole Game Shindig

**CHICAGO, Oct. 10.**—D. Gottlieb & Company started regular deliveries on Shindig, a new type amusement game with eight trap holes.

Shindig has a 1-8 sequence series which when completed resets and advances rollovers and rollunders for superhigh score and replays. Other ways of registering replays are by getting four balls in line or in square formation.

The trap holes are in the middle of the playfield in four rows of two and are flanked by six kicker bumpers. Balls dropped in a trap hole put out the light of a corresponding bumper light. A rollover button spots sequence numbers.

In addition to high score, Shindig has a special point score, powered flippers, pop bumpers and two kickers.

## France Plans Curb On Imports Dec. 1

Continued from page 70

year, he continued, has been in the juke box field, with current demand mostly for new equipment, 45 r.p.m.'s in particular. Most popular American makes, he said, are Seeburg and Wurlitzer. Indicative of the growth of the coin-machine industry in France is the appearance of a trade paper, Inter Automatic, covering the game, vending and juke box fields. In this publication appear advertisements and editorial matter about U. S. manufacturers and distributors such as Davis Distributing Corporation, Badger Sales, Seeburg, International Mutoscope, Gottlieb, Williams, Chicago Coin, Genco, Stoner, Rudd Melikian, Rowe, Apco, Fred Hebel, Bally, Keeney, Wurlitzer, AMI Evans and Rock-Ola.

Syndicates de Coin Operators, the equivalent of American coin machine associations, are flourishing in Paris and Marseilles.

With the exception of some chocolate and confectionery machines, Fesdjian said that vending has made little progress in France. He explained that the sale of cigarettes is closely controlled by the government and that the placement of cigarettes in vending machines is unlikely.

In Italy, he said, the situation is bleak, with no export licenses issued for American games. He did see there, however, a Gottlieb Cyclone and a Williams Paratrooper on locations.

Switzerland is one of the best coin machine countries on the continent. (Continued on page 84)

## Chicago Coin Game Good for Rides, Too

Continued from page 70

on a city is made a bell rings and 1,000 points register on the scoreboard over world map. This scoreboard also has a clock, which shows how many seconds are left, and a pilot rating board which tells the player whether he is a poor, fair, good or ace pilot.

### Size Facts

The over-all length of Round the World Trainer is 78 inches. The base supporting the ride part of the game is five feet and made of thick gauge steel. The ride portion has a cushioned seat and handles for getting in and out of the simulated cockpit. The back section, which includes the map and scoreboard, is three and a half feet square. The interior of the

cockpit is made of stainless steel for long wear.

As pointed out by Ed Levin, Chicago Coin's director of sales, and Frank Mencuri, sales manager, this is the first such product to be introduced for adults and a ride for the younger set. Thus it is suitable for a wide variety of locations, it was pointed out. Early tests were conducted in transportation terminals to get a performance rating for the youngsters and adults combined. In this instance while it had strong appeal for the children it also had a high percentage of repeat patronage from grown-ups too. In typical amusement game locations it got heavy play, particularly at night.

### STORE DEAL

## Meteor Ships 200 Devices To France

NEW YORK, Oct. 10.—The Meteor Machine Corporation here this week sent its first kiddie ride shipment to France—some 200 coin-operated rides. According to Al Blendow, Meteor sales manager, this will mark the first time that kiddie rides have been placed on location there.

Blendow said that the rides will be installed in department stores. The deal was consummated thru a Canadian intermediary.

Meteor's export business has been rising steadily during the last year; it now accounts to from 10 to 15 per cent of production, according to Blendow.

### Canada Tops

Canada accounts for more export sales than any other nation, but Cuban, Puerto Rican and Colombian sales are growing substantially. Rides are also exported to Brazil and Argentina.

Coin mechanism changes for foreign currency are generally made in this country. Meteor usually has National Rejectors make the chutes to accommodate the coins.

Blendow said that foreign purchasers of kiddie rides can get better service if they enclose, with inquiries to American manufacturers, samples of their coins.

## Export Sales Dwarf '52 Mark

Continued from page 70

ery that foreign sales could be big business—completely changed the picture.

### Eagerly Sought

A short time ago foreign business was handled on a make-shift basis. Today it is eagerly sought and every effort is made by factories to give foreign buyers priority. A time lag in completing a foreign shipment sometimes works to the disadvantage of the purchaser. In addition, the buyer now is choosier and will purchase only late model equipment.

Probably the biggest step forward is the promotion of the various types of coin machines in virtually every part of the world.

What are the prospects for future expansion? Experts in the field believe recent export gains will be surpassed in the next couple of years to make even the new high in sales seem small. They claim that the manufacturing end of the coin machine business is now making progress, demand is so great that there is still much room for U. S. exports.

Factories in these countries apparently are well aware of this as they design new items. In music, for instance, the 45 r.p.m. trend is a tremendous item in domestic sales. But most foreign sales still involve jukeboxes which play 78 r.p.m. Manufacturers of games and vendors also are alert to special ideas which can be an advantage to foreign operators—such as products which occupy little space on location.

## Horse Ride Hit In San Antonio

SAN ANTONIO, Oct. 10.—Local grocery and 5 and 10-cent stores have proved a fertile ground for coin-operated rides, especially the 10-cent pony ride.

According to some of the store managers, since school has started business has dropped off a little but in one location the ride count was still high. The pre-school youngsters also give the horses quite a play.

The Billboard's PAID circulation is audited by ABC—Audit Bureau of Circulations.

## Canadian Ride Biz Shows Solidarity

Bally, Exhibit, Meteor Products Current Leaders; Eye Expansion

TORONTO, Oct. 10.—Ever since coin-operated kiddie rides were formally introduced to Canadians at the world famous Canadian National Exposition a few years ago, they have become increasingly popular.

The other manufacturers have some rides in this country's department and chain stores and Arcades most of the units seen in the Eastern part of the country are made by Bally Manufacturing

Company and Exhibit Supply, Chicago, and Meteor Machine Corporation, New York.

As in the States there are several types of coin-rides to be found in such key locations as the Lob-Law stores, Simpson's and others. However, the big favorites with the moppet class seems to be the horse, rocket, boat and other animal rides.

Many operators in this area (Continued on page 84)

## The OLD WEST Lives Again



SHOOT THE OUTLAWS

## WESTERN GUN

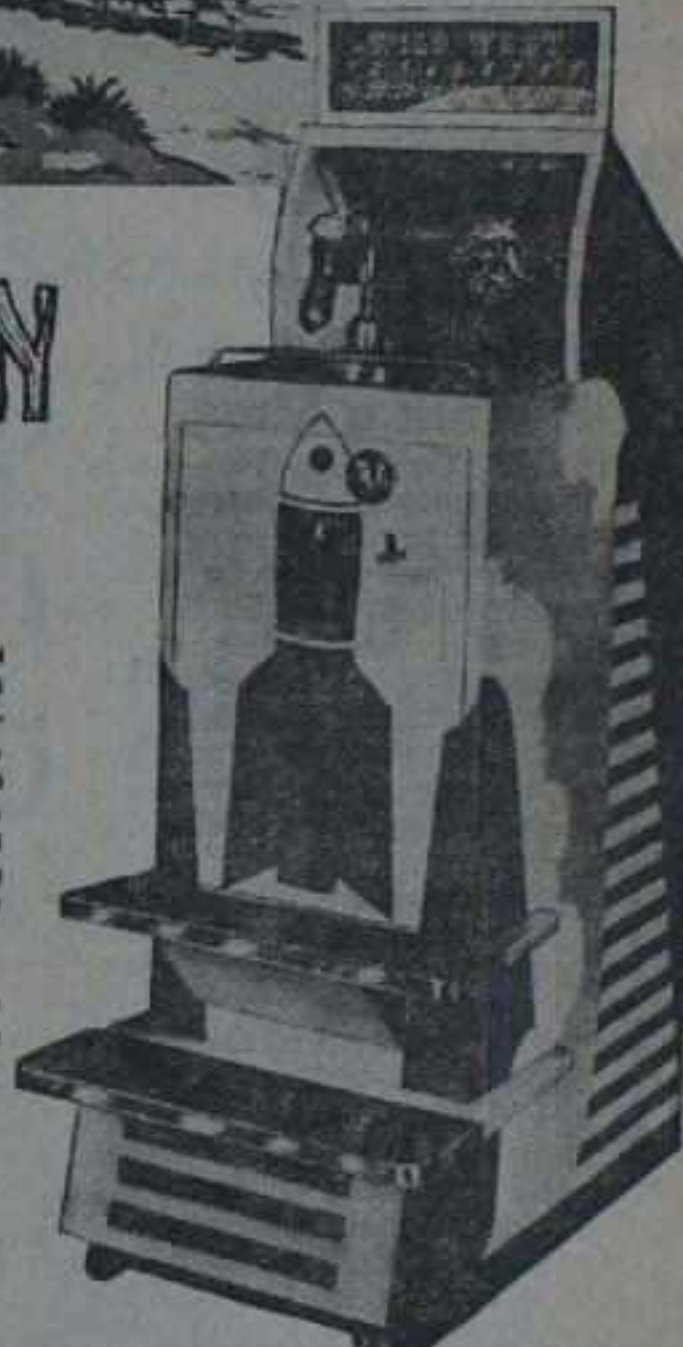
FEATURES OF WESTERN GUN  
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MOVIE-TV \$6.25 per 1,000

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\$12.00 1 to 33 \$14.00  
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**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1447 Bedford Ave., Brooklyn 25, N. Y.

"Smokeshop Lo-Boy"



**Smokeshop Corp.**  
AUTOMATIC PRODUCTS CO.  
West 37th Street, New York 19, N. Y.

insures Billboard readers of a high standard of useful editorial services

A&A Cig Unit

Continued from page 72

gione, president; Andrew Mingione, secretary, and Vincent Mingione, treasurer.

Capacity is 368 packs and 400 books of matches; four of the eight columns are shift columns. All columns will take either king-size or regular packs. The adjustment is made with a built-in slide spacer, which snaps out for a king-size adjustment and may be taken in for standard-size vending.

About \$200

While no price has been set, the manufacturer says it will list for about \$200.

The machine is 12¼ inches deep, 43¾ inches high and 27½ inches wide. The base is 12¼ inches deep 20¾ inches high and 27¼ inches wide. The machine weighs 153 pounds, and the base 50 pounds. Cabinet colors will include maroon, blue, green and red in silver hammertone finishes. A changemaker is optional. Standard equipment includes a full mirror, fluorescent lights, base with adjustable legs, storage space for 80 cartons, stainless steel kickplate and a recess for the operator's name.

A & A produced its first cigarette vender in 1949, shortly after it bought the Sukovich patent. The unit, basically the same one which will be released in January, was exhibited at the 1949 National Automatic Merchandising Association's Atlantic City convention and at the 1950 NAMA convention in Chicago.

Original plans called for construction getting underway during 1951, but the Korean War and the resultant steel shortage caused a postponement of nearly three years.

A & A was set up 10 years ago as a general machine shop. During the Korean conflict the Mingione brothers continued, with their normal production.

The unit itself operates on a different principle than most electric cigarette venders in that the motivation is supplied by a solenoid, not a motor.

While the first models will vend only at a single price, Alfred Mingione said the firm is working on a model which will vend at a range of prices, with one column capable of vending either flat-pack, king-size or regular packs.

The initial model may be set to vend at one price in 5-cent increments. ABT makes the coin mechanism.

The A & A Vendor has a point-of-sale advertising feature, which may be utilized by any of the cigarette manufacturers, by the operator, or by a location to get additional revenue from local merchants.

As the first coin is inserted, an 11 by 14-inch plate behind the mirror lights up and stays lit until the selection button is depressed. The plate is glass, with the message painted on.

Mingione said the operator could work a tie-in with a cigarette manufacturer whereby the brand name would be advertised, with an arrow pointing toward the column.

At a local test installation in a service station, an ad plugging an auto dealer has been installed.

Mingione added that deals could be worked whereby the operator could arrange contracts between the location and a local retailer for displaying the retailer's ad on a yearly rental basis.

A & A plans to handle all sales directly from the factory. The pilot run of 35 is expected to go mostly to operators in the Plain-field area, with the first national shipments going out in March.

Sidmor



**SIDMOR VENDING CO.**  
1127 5th Ave Pittsburgh 19 Pa  
Atlantic 1-2540

Vender Exports by Months

January Thru June, 1953

Table with columns for Countries, Units, Value, and months from January to June. Total for Half Year is 8,956 units valued at \$603,466.

Can Cig. Vending Round-Up

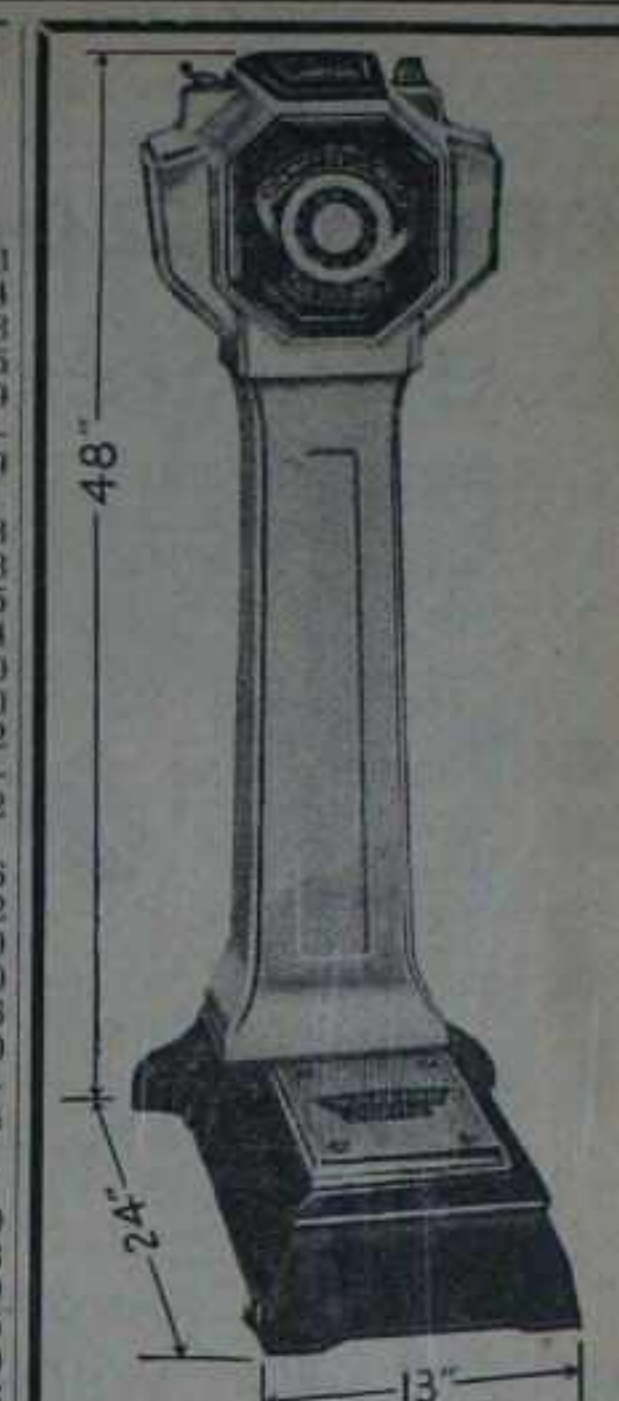
Continued from page 72

ported, with only a small portion locally manufactured, altho there are many plans for local manufacture as the field opens up. The reason for the great use of imported units is believed to be the greater knowledge of the field by American manufacturers whose units have been tried and tested. The Americans know what will sell cigarettes. One distributor said the imported units "seem to suggest better the purchase of cigarettes."

Most of the cigarette units are electric, tho there are a number of straight manual operations. The latter, however, don't usually have the selectivity and price variations the electric units provide. This factor is important in Canada, for Canadians prefer a wide selection of lines.

Behind the two leading brands taking 70 per cent of the business are grouped five other brands, indicating the wide variety of choice desired by the Canadian smoker. The Canadian smoker also prefers his cigarettes in flat packages, thus the "pouches" have not reached the popularity they have in the U. S.

The pouch type is, however, popular in cities along the border where the American influence is more keenly felt. But only a brand of English blends is used in the pouch pack. King-size cigarettes have not been a seller in this country either. In fact, none other than American brands are sold. If and when they are, as a result of demand, it is expected that the present machines will be able to handle them. Locations vary, but industrial spots are considered the best. Then follow the restaurants, taverns, clubs and service stations. Operators pick up their own locations thru solicitation, or oftentimes the jobbers pass on such information. Cigarettes are more expensive in this country than they are in the U. S. For a pack of 20 they retail for 33 cents in Toronto and Ontario, while in Quebec they sell for 37 cents. This is because of exorbitant taxes imposed by the federal government, while the difference in the Quebec prices is a provincial tax.



\$25 DOWN  
Balance \$10 Monthly

ALL WEATHER SCALE  
COMPLETE CABINET AND  
BASE, CAST IRON POR-  
CELAIN ENAMELED, FOR  
OUTSIDE LOCATIONS  
WRITE FOR PRICES

Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889 - Telephone: Columbus 1-2777  
Cable Address: WATLINGITE, Chicago

SILVER-KING "GIANT ACE"



AT LAST — a vendor that permits easy placement of charms! It's the new SILVER KING "GIANT ACE" BALL GUM AND CHARM VENDOR — with 7 lb globe and extra large top. Offers greater earnings and simplified operation. Giant Ace conversion sets available to convert all standard 5 lb. tapered globe vendors — \$3.00 per set. CHLOROPHYLL BALL GUM VENDOR — TODAY'S SENSATION (Vends 210 Count) "CHARM KING" — BALL GUM & CHARMS (Time-tested and proved) 5c PISTACHIO or MIXED NUTS (The busiest nickel snatcher) "SUPER-VENDOR" KING SIZE BALL GUM (To wake up "sleepy" locations) CANDY BAKED BEANS VENDOR (Fine companion for ball gum machines) SILVER-KING "HOT NUT" (For that "Extra-Special" spot) 1c or 5c SILVER-KING NUT VENDORS (Best bet for bars) Vendors for All Foreign Coins Immediate Delivery at Best Dealers Everywhere

**SILVER-KING CORP.**  
622 Diversey Parkway  
Chicago, Illinois

**IT'S BACK!!!**  
**VICTOR'S TOPPER**  
The world's finest bulk and charm vendor  
\$50.00 per case of 4, less than 25 cases  
\$48.00 per case of 4, 25 cases or more  
We stock the complete line of Victor vendors  
Write for complete charm and merchandise lists and all bulk vending supplies  
**GRAFF VENDING SUPPLY CO.**  
2841 W. Davis Dallas, Texas  
Telephone Ya-8222

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns — including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

Table listing various cigarette machines like ROWE, UNEDA, DuGRENIER with their prices.

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES. WRITE!  
Rowe Candy Machine, 120 Bar Cap., 8 Cols. \$85.00  
DuGrenier Candyman, 72 Bar Cap. 49.50  
We carry a complete line of all makes of Candy Machines—Write!

**SPECIAL!**  
Uneda Monarch, Vends All King or Regular Size, 6 Cols., 380 pack cap. \$87.50

**UNEDA 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



**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**

2338 Mission Street Pittsburgh 3, Pa.

**IN STOCK VICTOR'S**

New  
Deluxe  
Model  
**BABY  
GRAND  
CHICLE  
TREETTS  
VENDOR**

**VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa.  
Phone: LOcast 7-1448

**BALL & VENDING GUMS  
BUBBLE, CHICLE  
& CHLOROPHYLL**

New **LOW** factory prices

Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ lb.  
Clor-a-Vend Ball Gum, 140 & 210 ct. .... 40¢ lb.  
Clor-a-Vend Chicks, 275 & 320 ct. .... 45¢ lb.  
Chicle Chicks, 320 & 520 ct. ... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. ... 30¢ lb.

These **LOW** prices F.O.B. factory  
150 lb. lots.

**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

**OPERATORS!**

Send for illustrated  
list and prices of  
**PEERLESS  
PERSONAL  
WEIGHING  
MACHINES**

Reconditioned Like New!

Peerless Weighing & Vending Mach. Corp.  
43-03 11th St., Long Island City 1, N. Y.  
Phone: STillwell 6-1630

**Nat'l Vendors  
Bows Films at  
NAMA Meet**

ST. LOUIS, Oct. 10.—National Vendors, Inc., will make the first showing of its new training movies Wednesday (14) at the American Legion Club in Omaha.

Thomas B. Hungerford, National merchandising director, said the three films, in sound and color, will be shown beginning at 5 p.m., prior to the National Automatic Merchandising Association area meeting which begins an hour later.

The films are titled: "Installing Your New National," "Normal Service Procedure" and "Maintenance and Adjustment of Your Nationals."

**Study Vending**  
Continued from page 72

proper contact would be made with other cities where cigarette vendors are licensed to learn if smoking by minors had become more of a problem.

Taking the opposite stand on the effect of vendors on juvenile smoking was a representative of the regional office of the P-T-A. Machines could not be properly policed, she declared.

Phil Fuchs, executive secretary of the Chicago Wholesale Tobacco Association, reiterated his same "hoodlum" and juvenile smoking charges of the previous hearing (The Billboard, October 3).

**Endorse Machs.**

John R. Patchett, of the John R. Thompson restaurant chain, and a representative of the Chicago Restaurant Association, spoke in favor of cigarette vendors. Both his chain and the association, he said, endorsed the machines.

Thompson restaurants in 22 cities offer cigarettes thru vendors he said. The 20 outlets in Chicago that do not now sell cigarettes and do not now carry the \$120 city license, would immediately have operators install vendors if the ban were removed, Patchett stated.

Fred L. Brandstrader, legislative counsel for the National Automatic Merchandising Association, took the floor to cite the great advances made in vending since 1936. He said the influx of tobacco wholesalers into cigarette vending during the last two decades has been pronounced.

With Chicago's entry in the municipal taxing of cigarettes at retail, the revocation of the anti-vendor ordinance is even more important, he stated.

"We are not asking complete repeal of the 1936 law," Brandstrader declared. "Instead, we ask limited lifting of the ban." This would require that cigarette vendors be installed only in supervised locations, those not catering to minors.

Further study of the move for licensing cigarette vendors, including examination of such operations in other cities, is expected to be made during the next two weeks by the subcommittee.

**Detroit Mfrs.**  
Continued from page 72

fore bothering to read the instructions, resulting in some complications on location.

**Vending Gains**

Location owners in many instances have been reluctant to accept machine vending, since they have been accustomed to handle cigarettes over the counter, and seem to feel that is the right way to sell them. Missionary work in a virgin field is thus necessary in order to introduce the idea of vending.

One special route problem is the necessity of hiring bi-lingual help, men to service the route who can talk the French language which prevails in the area.

The Schneiders moved to Montreal from Detroit when new construction made necessary the closing of their old store location here three years ago. They decided to go into the business of manufacturing cigarette vendors in Canada. In order to test consumer reaction, they also placed a number of machines on location themselves.

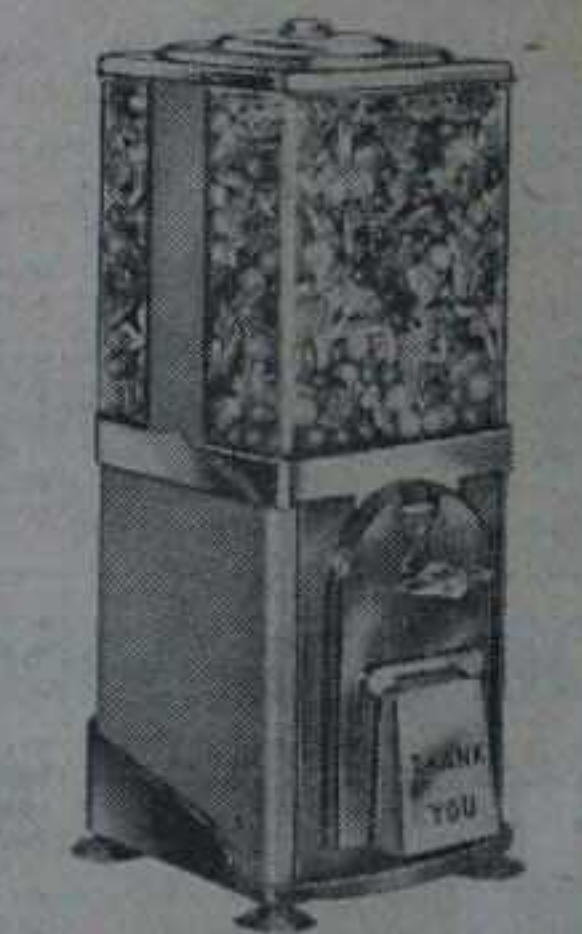
During the past summer, they placed some machines in another new area, the popular Laurentian

**They're ALL VICTORS**  
The Finest  
in Bulk Vending



**BABY GRAND DELUXE  
and  
ROCKET CHARMS**

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super item Rocket Charm mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



**TOPPER DELUXE**  
Twin Window Style  
\$57.00 per case of 4, in lots of less than 25 cases.  
\$54.00 per case of 4, 25 cases or more.



**TOPPER DELUXE GLOBE STYLE**  
(GLASS GLOBE)  
\$57.00 per case of 4, less than 25 cases.  
\$54.00 per case of 4, 25 cases or more.



**TOPPER DELUXE HALF-CABINET STYLE**  
\$57.00 per case of 4, less than 25 cases.  
\$54.00 per case of 4, 25 cases or more.  
Write for complete charm and merchandise price list.  
We carry 40 novelty items, 8 to 10 series plastic charms.

**Lawsuit Contesting  
Ala. Unfair Cig  
Sales Act Delayed**

MONTGOMERY, Ala., Oct. 10.—A lawsuit brought by a grocer in Opelika, Ala., challenging the State's unfair cigarette sales act, this week was postponed until after the October term of the Montgomery Circuit Court.

Originally the case was scheduled for October 1, but was carried over by Judge Walter Jones on agreement of opposing counsels.

The grocer, Jerry Hilliard, was charged by the Alabama Wholesale Tobacco Association last July with violating the 1951 statute which prohibits dealers from selling cigarettes below cost.

Hilliard obtained a temporary restraining order preventing revocation of his retail cigarette license until after the constitutionality of the act had been tested.

**On the Route**  
Continued from page 72

trically operated units. The machines cost them from \$400 to \$500 each. To break even, they figure each unit must sell 200 packages of cigarettes at 33 cents a pack per week. The locations receive commissions ranging from 4 to 8 per cent.

They have found their machines gross from as low as \$25 to \$60 a week to a high of \$200. On 35 machines gross runs from \$80 to \$100 a week.

Their best locations are industrial. In one plant the demand is so great they have a bank of six machines operating.

While industrial locations are good, they do present a number of difficult problems. For instance, Bronsten and Spencer have found that unless the machines are placed in the factory so as to be under constant supervision, there is a considerable amount of damage.

In one industrial location the machines bolted to the floor were pulled off bodily (probably by means of a loading machine). The machine was broken into and cigarettes taken.

**Near Time Clocks**

Bronsten has found that on their 10 industrial locations it is best to put the machines near the time clock. It is absolutely necessary to have the complete co-operation of both union and management, otherwise the damage and theft rate on the machines goes up fantastically, almost to the point of putting the operator out of business.

Only nine-tenths of the potential locations give an operator a chance to break even, so that all of any value must be approached carefully. In soliciting, Bronsten points out how the machines save money, cut down pilferage of stock and save space.

Many of his locations are obtained by contacts with the jobbers. In locations, such as a restaurant, where the account wants to give up the tobacco sales, the jobber can thus save his outlet by assisting Bronsten and Spencer in with their machines.

Operators in this country can't buy stock direct. The only way that he can do so is to be a jobber himself, with the result there have been a number of jobbers going into the cigarette vending machine business. The difference in cost of the stock is 8 per cent.

Bronsten and Spencer use a telephone answering service. They operate out of Bronsten's home and the answering service gives Bronsten an opportunity of going out wherever he wants and to check for calls.

They use a station wagon which provides room for the number of machines it may be necessary to carry at any one time. However, when the station wagon wears out, it is the intention of the partners to rent autos, something that many commercial firms are now doing in Canada.

Bronsten and Spencer service their machines twice a week.

The partners report that 70 per cent of their business is done with just two brands of cigarettes. In their year's operation they have found one can make a living almost from the first week of operation, the every additional machine is money in the pocket. They figure for any operator to get started, a minimum investment of \$5,000 to \$10,000 is required.

Bronsten and Spencer are just one example of cigarette operators who have come into the business in the last year and found it a sound investment. They are typical of the young men of

**oak's  
Rainbow  
captures  
pennies**



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend gum, charm candies, Hersheys. Guaranteed mechanically. Convert your Acorns—vend tab gum!

**oak**  
MANUFACTURING COMPANY

11421 KNIGHTSBRIDGE AVE  
CULVER CITY, CALIFORNIA  
eastern office  
**PENNY KING CO.**  
2338 MISSION STREET • PITTSBURGH 3, PA.

**BITTERMAN SELLS  
VICTOR'S  
TOPPER**

The world's  
finest bulk and  
charm vendor

At these low prices  
100 or more  
**\$12.00** each  
Less than 100  
**\$12.50** each

We stock the complete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

**BERNARD K. BITTERMAN**  
4709 East 27th St., Kansas City 27, Mo.

**NATIONAL SENSATION!  
WE'RE SHIPPING MILLIONS  
OF THEM—  
HAVE YOU ORDERED YOURS?  
ROCKET RINGS**

Beautiful  
**JEWELLED RING  
with BIRTHSTONE**

Holds marble firmly. A Ring that anyone will treasure. Real 10¢ value.

**NICKELPLATED**  
\$15.50 Per M

**GOLDPLATED**  
with good substantial plating that DOES NOT PEEL.  
\$16.50 Per M

All prices FOB, NYC

**PAUL A. PRICE CO.**

MUSIC MACHINES

Communications to 188 W. Randolph St., Chicago 1, Ill.

Juke Exports Up 22% For the First Half of 1953

Canada, Belgium and Venezuela Lead in \$2,895,740 Market

CHICAGO, Oct. 10.—Reports from the Department of Commerce show juke box exports to be 22 per cent higher for the first half of 1953 than they were for the corresponding period last year. A total of 6,167 machines, valued at \$2,895,740, were shipped during this period, compared to 5,403 machines with a price tag of \$1,913,247 last year.

The steady rise of phonograph exports has made this market an important factor in the plans of juke box manufacturers. Service schools staged in overseas countries, the increasing number of foreign buyers attending coin-

machine conventions, and distributor appointments within these countries prove it to be a huge potential market. Good public relations in foreign lands also has become a must among juke box manufacturers.

The countries buying the largest quantity of coin-operated phonographs remain Canada, Venezuela and Belgium. Canada imported 1,406 machines, valued at \$532,257; Venezuela bought 1,012 juke boxes at a cost of \$694,326, and Belgium took 1,075 machines, priced at \$361,204. Cuba, Colombia, Mexico and Peru were close behind the top three.

Exports were not overwhelming

in any one month (see chart elsewhere on this page) but were distributed rather evenly in both quarters, indicating the market as a steady outlet.

The 1952 figures also showed an increase of 19 per cent, compared to 1951. This year's figures are approximately 30 per cent higher than 1951. If this expansion continues for the rest of the year, the dollar volume of juke box exports can be projected to reach \$5,800,000 which would top last year's \$4,100,000 by nearly two million dollars.

Gotham Office Of Dave Stern Is Now Open

NEW YORK, Oct. 10.—A new store front was added to 10th Avenue's Coin Row here this week when Dave Stern, Seeburg Distributors, Elizabeth, N. J., Rock-Ola outlet, opened his New York headquarters.

More than 70 local operators were on hand Monday (5) to inspect the renovated and decorated offices and showroom. Greeting them were Stern, who will divide his time between the Elizabeth and New York offices; Bob Slifer, manager of the Gotham office, and Charlie Reissner, New York service manager.

Rock-Ola Unveils Comet Fireball

Distributors Report Attendance Heavy at Three-Day Showings

CHICAGO, Oct. 10.—Distributors for the Rock-Ola Manufacturing Company this week unveiled the Comet Fireball 120 phonograph to operators across the nation.

The Comet, a 120-selection machine, is equipped with practically the same mechanism as the Fireball 120, which was introduced a year ago, with major changes in the cabinet, the tone arm adjustment and the glass top. The machine was a gold colored dress panel, plastic side panels and a silver colored wire mesh front. The cabinet is finished in tawny oak and trimmed in lined walnut.

The showings, October 3-5, drew heavy operator attendance. Also shown were the new accessory lines, accompanying the Comet; the 120-selection Comet Wall Box, the Super Tonette Speaker and the new Bar Bracket. The weight of the new model is 320 pounds and measures 53 1/2 inches high, 29 1/2 inches wide and 26 1/2 inches deep. It plays 45 r.p.m. records only.

Following are reports direct from distributors who held showings:

Louisville

Local operators as well as many out-of-towners saw the unveiling of the new Rock-Ola Comet Fireball 120 at the H. M. Branson Distributing Company's showing this week.

The event, beginning October 3 and lasting three days, was well attended by operators, servicemen and their friends. Among the out-of-town visitors, all from Kentucky, were Frank Miller, Irvine; J. W. Moore, Winchester; L. L. Richardson Jr., Albany, Lewis Bogle and J. B. Whittaker, Richmond; Grant Kestler, LaGrange, and J. T. Linder, Glasgow. Von C. Weddle, of New Albany, Ind., and J. E. Cobb, of Sarasota, Fla., were also present. John Toolan, of Rock-Ola, was on hand to help with the showing.

Baltimore

Eastern Vending Sales Company, Inc., 940 Linden Avenue, showed the new Comet 120 to an estimated 375 operators and their friends.

Mr. and Mrs. Morris M. Silverberg acted as hosts.

Richmond, Va.

The Wertz Music Supply Company, 1013 East Cary Street, showed operators from here and neighboring cities the new Rock-Ola Comet Fireball 120.

Two floors of the Wertz Company quarters were devoted to the showing.

Operators and their friends who attended included: W. R. Lumpkin, Ashland, Va.; Ed T. Williams, Richmond, Va.; Bill Jennings, Lois Bost and Thelma H. Ladd, of Norfolk, Va.; Milton S. ... Richmond, Va.; W. N.

H. B. Akers and Mr. and Mrs. E. C. Kittrell, of Norfolk, Va.; George Essayian, Richmond, Va.; J. T. Mincher and Janet and Tommy Mincher, of Roanoke Rapids, N. C.; Mr. and Mrs. Fred Tremmer, William F. Dickinson and Fern Dickinson, of Richmond, Va.; H. G. Wagstaff, Burkeville, Va.; Mr. and Mrs. William Johnson, Mr. and Mrs. Charles Tate and Mr. and Mrs. Raymond Baugham, all of Richmond, Va.; Duke James, Crewe, Va.; Boyd Alley, Richmond; T. R. Cox, Keyesville, Va.; W. O. Jones and Pip Mills, Richmond, Va.; Henry Wiggins, Petersburg, Va., and the Hobbs brothers of Richmond, Va.

Los Angeles

Over 300 music operators throughout the Southern California area attended the three-day showing of the new Rock-Ola Comet phonograph at the Dolan Distributing Company here.

Jack Dolan, president of the new firm, disclosed that the new phonograph was well received, with a substantial amount of business conducted during the showing.

Also on hand to stimulate promotion were recording stars the Pied Pipers, country and western stars Charlie Alrich and Sheb Wooley.

Salt Lake City

Operators from Wyoming, Utah and most of Idaho attended the new Rock-Ola Comet showing here this week at the Dan Stewart Company, 140 East Second South, October 3-5.

Out of town guests were: Barney and John Ferrero and Don Chipp, of Rock Springs, Wyo.; John Leiser, Twin Falls, Idaho; Mr. and Mrs. A. L. Kartchner, Idaho Falls, Idaho; Carl Linquist, Jackson, Wyo.; Otto Stephens, Afton, Wyo.; George Ball, Burly, Idaho; J. K. Gowans, Tooele, Utah; Johnny Mabrt, Helper, Utah; Mr. and Mrs. Clyde Stewart, Ogden, Utah; James L. Rainey, Ogden, Utah, and Melvin Gardner, Ogden, Utah.

Guests from Salt Lake City were: R. V. Wixom, Mr. and Mrs. Milton Linquist, Mr. and Mrs. Al Morrison, Mr. and Mrs. Harvey Brinkley, Larry Atkinson, Henry Grether, John Hendricks, Ailee Cunningham, Reed W. Brinton, Ray Oberhansley, Dan Peterson, and Lyle Creed.

(Continued on page 80)

Our Apologies

CHICAGO, Oct. 10.—Thru a typographical error made in last week's issue of The Billboard in the story about Frammer's TV show, a line was inadvertently omitted, leaving out the names of Rock-Ola, Wurlitzer and AMI.

The paragraph should have read: Top officials from Seeburg, Rock-Ola, Wurlitzer and AMI were on hand to listen to Frammer

Phonograph Exports

Table with columns for 1952 and 1953, split into First and Second Quarters. Includes data for January, February, March, April, May, and June, with total values for each quarter and half-year.

Distributors Report Hi-Fi Enthusiasm at New High

CHICAGO, Oct. 10.—Distributors who began showing the Seeburg hi-fi and standard phonographs this week reported enthusiasm continuing at a new high.

Many of the distributors showing the new models this week held showings in other cities last week. The showings began September 26 and some distributors have already set up presentations in three and four cities. Showings will continue in some sections of the country the coming week.

Here are reports from the showings held this week:

Hirsch in New, Bigger Plant

WASHINGTON, Oct. 10.—The Hirsch Coin Machine Corporation has moved to new and larger quarters to facilitate operations. The new address is 1320 Rhode Island Avenue, N.E., Washington 18, D. C. The telephone number, Hobart 2-3170, remains unchanged.

Hirsch Coin, headed by Hirsch de la Vies, is one of the largest operating and service companies in Washington. Associated with Hirsch Coin are the Hirsch-Mason Corporation and the G-A Corporation, also located at the new address.

Brooke Wins 2d Decca Distributor Silver Record

MIAMI, Oct. 10.—For the second consecutive month, Brooke Distributors has been awarded a silver record for the best nationwide performance by a Decca distributor. The August and September prizes represent a phenomenal achievement in view of the fact that Brooke Distributors acquired the Decca franchise for Florida only last March.

Owner Manny Brookshire said his firm now ranks No. 2 in the country for the year among Decca distributors. He added that he and his staff will redouble their efforts for the remainder of the year in the hope of winding up with the top prize of \$500.

"Part of the credit for our performance is due to the juke box

San Antonio

Approximately 250 operators from Southern Texas saw the Seeburg models October 4-5 at the S. H. Lynch & Company's showroom at 414 Doloroso.

Present at the two-day showing was Gil Semonin, Seeburg sales engineer. Lynch personnel on hand were B. J. Nichols, manager, A. C. Schwartz, William D. Carr, L. S. Fountain and Jack Blecher.

Evansville, Ind.

The S. L. Stiebel Company, after holding a showing the week before in Louisville, set up here October 5-6, and showed operators the Seeburg hi-fi and standard 100-selection phonographs.

Walter Waldman, president, said, "The response received from operators was the greatest in our history."

Chicago

Seeburg's new models were shown to over 400 operators by Atlas Music Company here last week. Doors opened Monday (28) morning and were kept open to operators and their friends for the remainder of the week. Refreshments were served daily.

Orders received at the showing were evenly divided between the standard and hi-fi models, according to Harold Schwartz, sales official at Atlas.

Present for the showing were Morrie and Eddy Ginsberg, Nate Feinstein, Harold Schwartz and (Continued on page 81)

Laine-Wurlitzer Contest Deadline

NORTH TONAWANDA, N. Y., Oct. 10.—Only one more week remains in the Frankie Laine-Wurlitzer contest.

Young aspirants competing for the \$1,000 Scholarship Award and the chance to have their record recorded by Columbia, have until midnight October 19 to enter.

Local judges from the 40 cities sponsoring the contest will pick winners from their areas by November 1; the winners will then be passed on by a national judging committee.

It is planned to present the national winner with the \$1,000 award on a nation-wide television

Anuncio Importante

Distribuidores y clientes en el mundo entero disfrutarán ahora de los beneficios de representación directa con la fábrica, por intermedio del Departamento de Exportación propio de la AMI Incorporated. Personal competente y de larga experiencia está al frente de las oficinas AMI y viajará extensamente en todos los continentes para asistir a los importadores de Equipos Automáticos de música marca AMI.



El Sr. Lewin tiene conocimiento amplia y experiencia de largos años en muchos países en el ramo de fonógrafos automáticos.



El Sr. Salazar, representante del Departamento de Exportación AMI, es graduado de la Facultad de Derecho de la Universidad de La Habana y tiene larga experiencia con firmas exportadoras americanas de la más alta reputación.

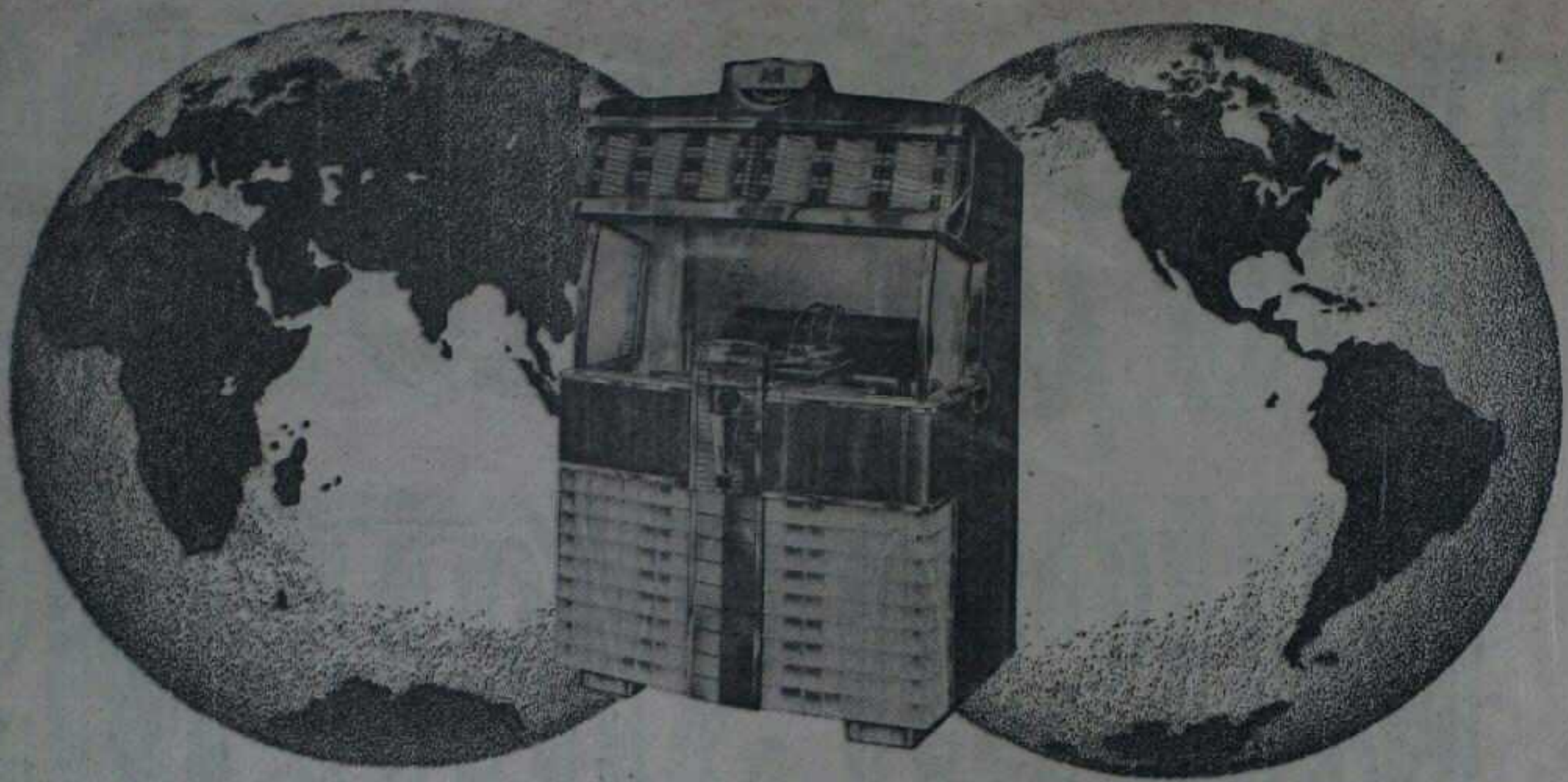
Un grupo competente de secretarías con conocimiento de distintos idiomas asegura atención inmediata y eficiente a toda correspondencia.

ADEMAS:

Todas las facilidades de la fábrica AMI con su organización de ventas y servicios están a su entera disposición.



DEPARTAMENTO DE EXPORTACION 134 North LaSalle Street Chicago 2, Illinois, E.U.A. Telephone



## in any language . . .

**ENGLISH** The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

**GREEK** ΤΟ Α Μ Ι είναι κάτι περισσότερο από εθνικό έντυπωσιακό εις τὰς Ἠνωμένας Πολιτείας τῆς Ἀμερικῆς. Ἐπίδειξις χρωμάτων καὶ ἔκλαμπρος ἐπέλεσις ποὺ χαρακτηρίζει τὸ Α Μ Ι φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εἰς πλεόν ἀπὸ εἴκοσι χώρας εἰς τὸ ἔξωτερόν. Ἡ ἐνθουσιώδης ποὺ τοῦ γίνεται ὑποδοχὴ εἶναι τόσον παγκόσμιος ὡς καὶ αὐτὴ ἡ μουσική.

**GERMAN** A M I findet überall in den Vereinigten Staaten von Amerika sensationelle Aufnahme. A M I's farbenprächtige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

**ITALIAN** Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera, in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

**DUTCH** De "A M I" is meer dan een nationale sensatie in de Verenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "A M I" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is.

**FRENCH** Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

**PORTUGUESE** A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros países a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proveito sobre proveito para os estabelecimentos onde este aparelho é instalado. A entusiástica aceitação de A M I é tão universal quanto a própria música.

**SWEDISH** A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Brillant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, höpa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

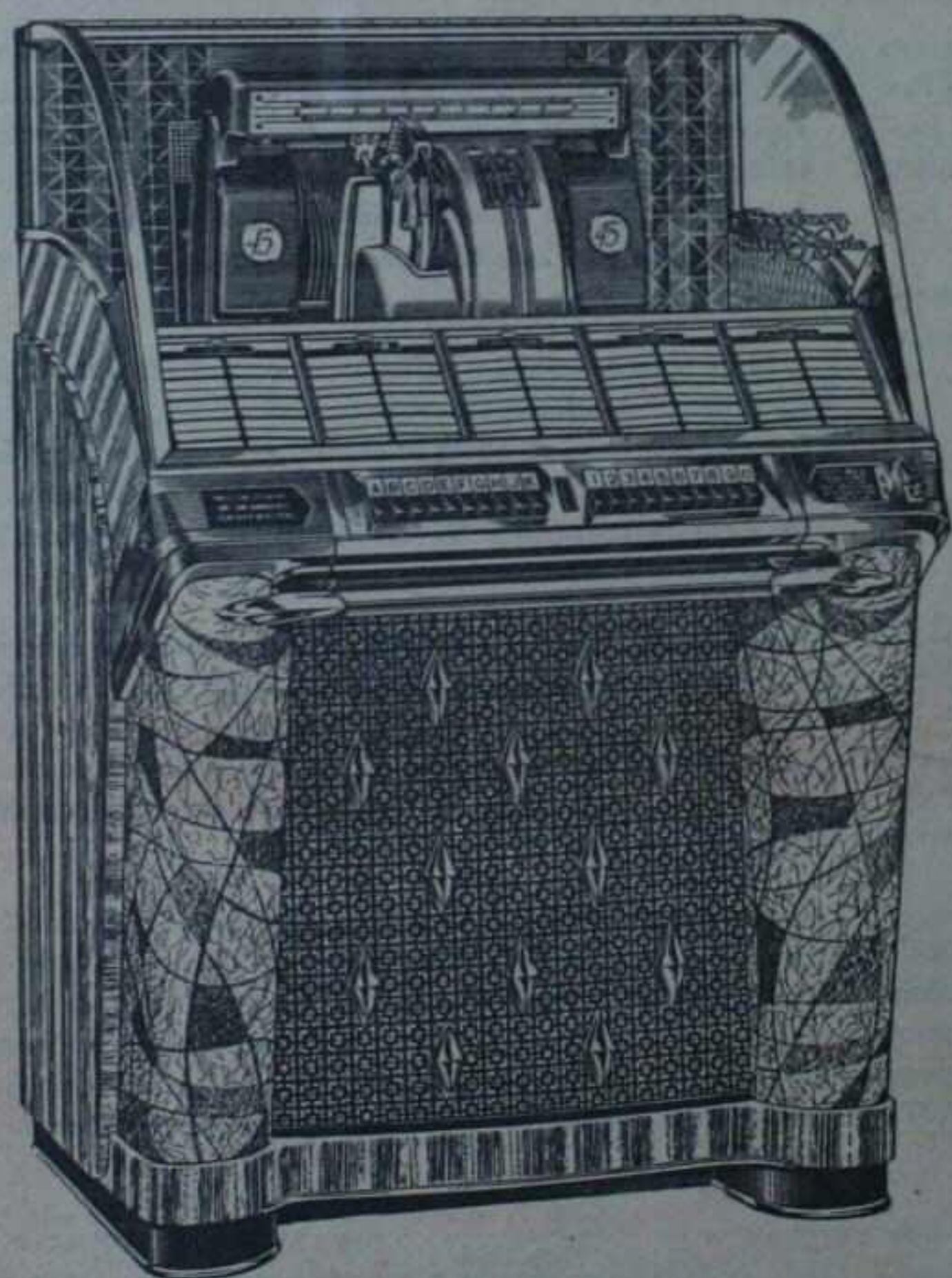
**SPANISH** Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

**YIDDISH** די א מ י איז מער ווי א גאנצענאלע סענסאציע אין די פאראייניקטע שטאטן פון אמעריקא. רייך אין קאלירן און בריליאנטענע דורכפירונג וואס באראקטערווירן א מ י בריינגט דאס גרויסע פראפיטן צו די וואס פארקויפן דאס אין איבער צוואנציק לענדער אין דער וועלט. די ענטוויצטשישע אויפנאמע אין אונזערעסאל נוי טוויק זעלבסט.

# AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN  
EXPORT OFFICE: 400 WEST MADISON STREET, CHICAGO, ILLINOIS

# TWO *Great New* SEEBURG MUSIC SYSTEMS



## Select-O-matic "W"

Here's the "new look" in music systems . . .

. . . it's the Select-O-Matic "100" W . . . an exciting blend of rich wood veneers, sparkling chromium, glittering mirrors and crystal-clear glass. The clean, functional cabinet with the extended full-vision, one-piece glass top is the perfect showcase for the Select-O-Matic "100" mechanism and the selection panel. And, perfectly positioned, immediately below this beautiful showcase is the newly designed, straight-in-line selection system. Then, flanking the chromium diamond-studded grille, are pilasters of modern Fiberglas that spread a pleasing pattern of cool, refreshing illumination and color.

*That's the beauty of it! And, the beauty is more than skin deep. From front to back, top to bottom, inside and out, it's a Seeburg . . . a music system you can invest in with confidence.*

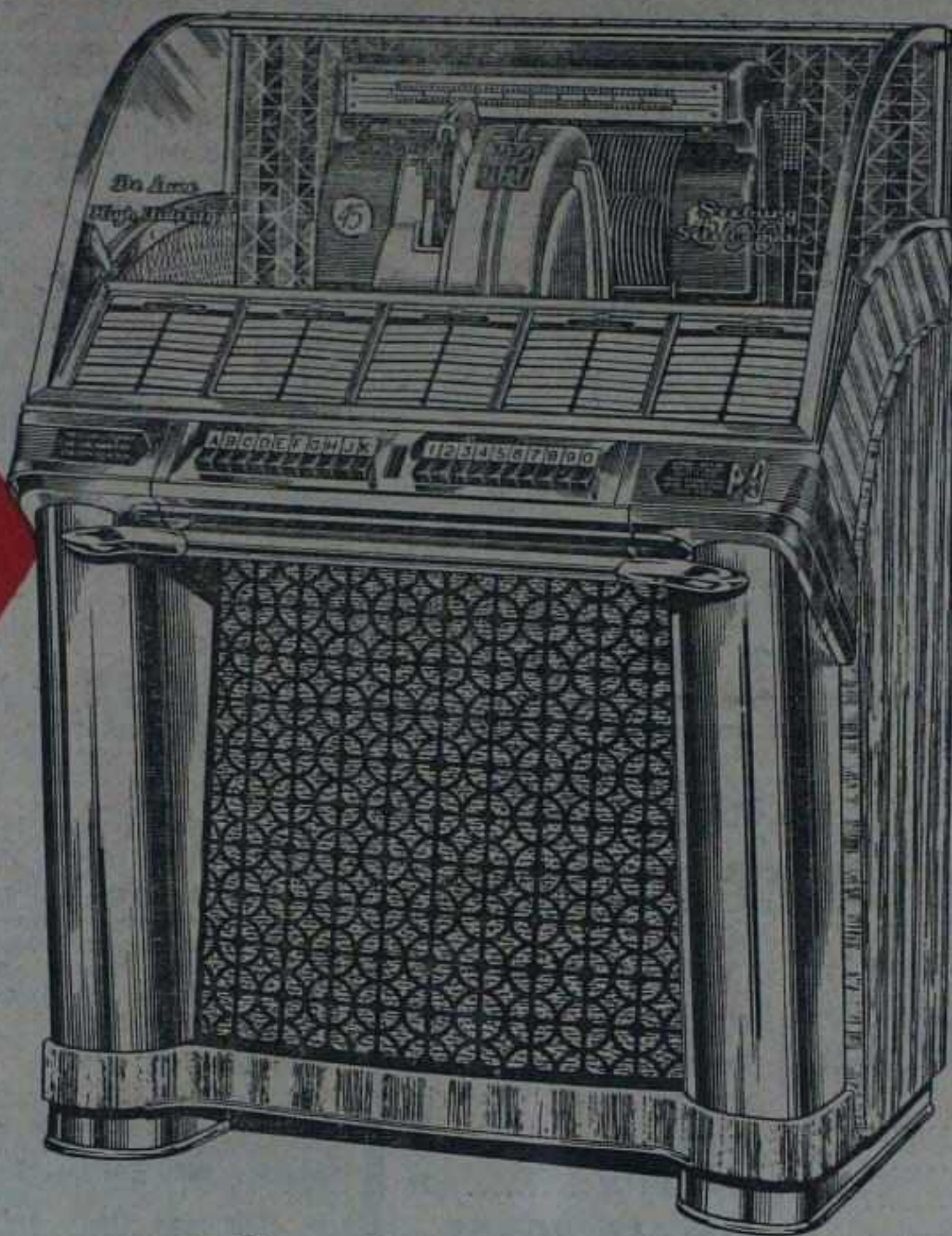


**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 Chicago 22, Illinois

# Select-O-matic *HFG*

**DELUXE HIGH FIDELITY**

HERE'S THE FIRST  
**HI-FI**  
 coin-operated  
 music system



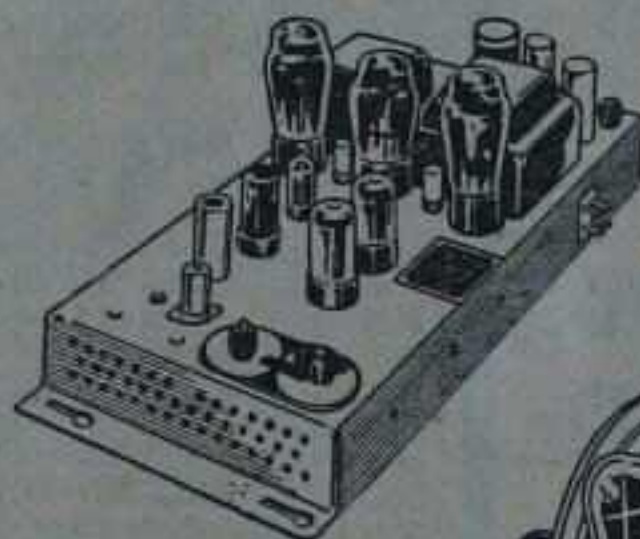
And . . . of course . . . it's a Seeburg!

See . . . but, more important . . . hear the new Select-O-Matic "100" Deluxe High Fidelity at your first opportunity. You won't believe you're hearing the same records . . . you'll think you're right in the studio with the recording artist. There's a new realism and presence . . . a faithfulness of reproduction . . . a third dimension . . . from the lowest lows to the highest highs . . . that will capture and hold the attention of even the most critical listeners.

Matching this tonal perfection is the stunning appearance of the Deluxe High Fidelity, completely styled in the "new look" with smart, distinctive chromium pilasters . . . another Seeburg first.

## "BUILT-IN" HI-FI

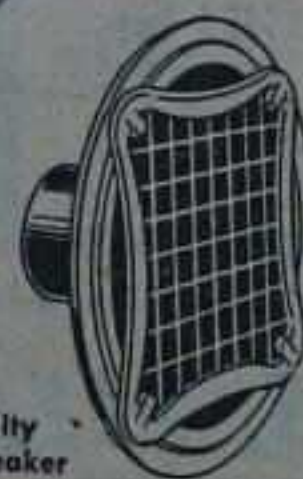
It's complete. The high fidelity amplifier has wide range, low distortion characteristics. Two speakers, a 15-inch woofer for the low and middle ranges and a 5-inch tweeter for the highs, are mounted on the same cabinet baffle. For remote speakers, Seeburg supplies a 12-inch, high fidelity recessed speaker with dual, mechanically interlocked cones . . . one for the low and middle ranges, the other for the highs.



Seeburg High Fidelity Amplifier



15-inch Woofer and 5-inch Tweeter Speakers



12-inch High Fidelity Recessed Remote Speaker

## ALL SEEBURG MUSIC SYSTEMS ARE COMPLETELY EQUIPPED WITH FEATURES THAT ASSURE MATCHLESS PERFORMANCE

**COMPLETELY EQUIPPED.** For remote control, scientific sound distribution and automatic volume compensation.

**POPULARITY METER.** Conveniently located at top of mechanism behind selection indicator. Disc for each record totals plays. Easy to return to "zero".

**LIGHTWEIGHT SPRING TENSION MAGNETIC PICKUP.** Single pickup with dual styluses — exerts only 1/4-ounce pressure. High compliance. Unaffected by moisture and temperature. Longer record and stylus life.

**EASY ACCESSIBILITY.** FRONT: entire title strip selection panel and straight-in-line selector are easily removed without tools. BACK: amplifier may be dropped for servicing without stopping music. The entire Select-O-Matic "100" mechanism slides out easily.

**CLEAN ENGINEERING.** Entire mechanism and amplifier may be opened at back. Amplifier may be serviced while playing by merely removing metal cover. Conveniently located handholds and loading strips make handling easier.

**TITLE STRIP HOLDER.** Designed for rapid servicing. Each title strip holder lifts out easily from top. Double title strips are inserted or removed at sides.

**SELECTION COUNTER.** Keeps accurate record of total plays for both phonograph and Wall-O-Matics. Easily read at glance. Located behind Selection Panel at right.

**PILFER-PROOF COIN BOX.** Cast aluminum coin-box door, steel reinforcing bezel and improved lock assembly greatly minimize tampering.

**NOTHING TO CONVERT, NOTHING TO ADAPT**







# THE NEW SENSATIONAL

## ROCK-OLA

### COMET

ORIGINAL

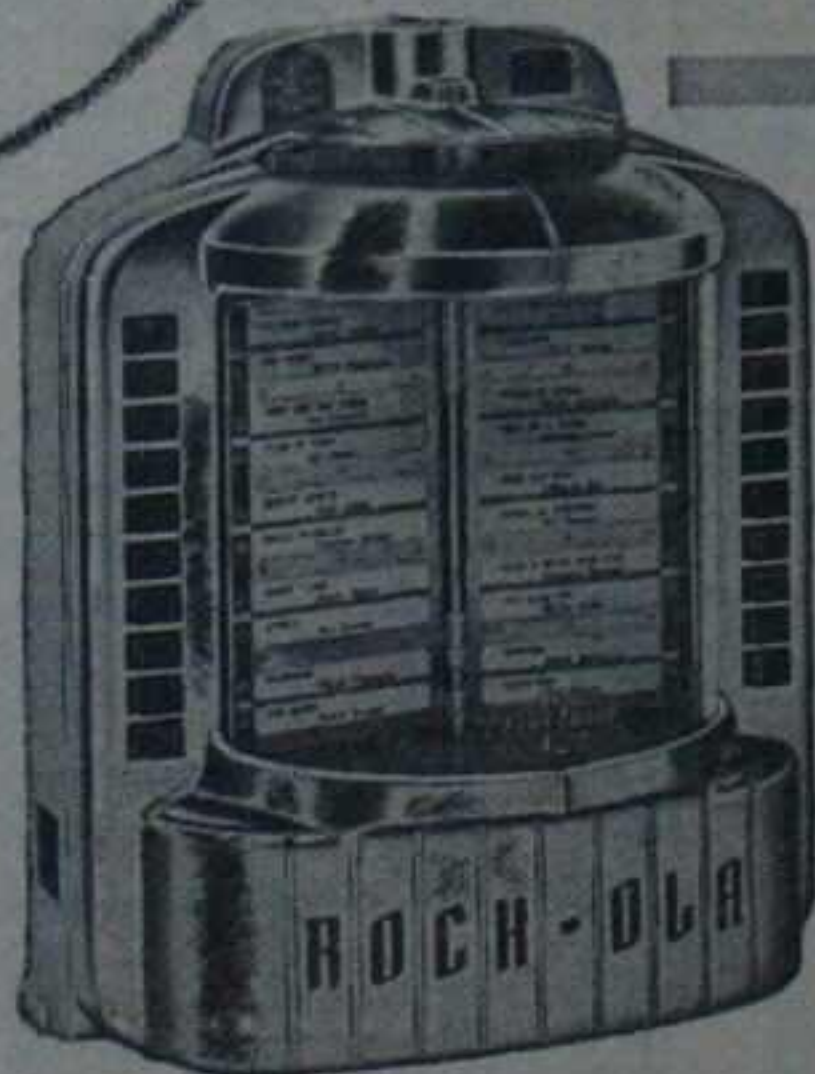
# 120 SELECTIONS 120

## PHONOGRAPH



WORLD'S  
SMALLEST CONSOLE  
Less Than 30" Wide  
WORLD'S SMARTEST  
STYLING

### COMET CHROME WALL BOX



## NOW ON DISPLAY AT ALL ROCK-OLA DISTRIBUTORS

For "plus" business, used with the Comet-120 or the Play-master. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hookup. Standard size title strip holders, true accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.

ROCK-OLA MANUFACTURING CORPORATION  
800 N. KEDZIE AVE. CHICAGO 51, ILLINOIS

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

Table with 4 columns: Machine Name, Issue of Oct. 10, Issue of Oct. 3, Issue of Sept. 26, Issue of Sept. 19. Lists various amusement games like ABC (United), All Star Basketball, etc.



WE EXPORT PIN GAMES MUSIC MACHINES. WANT TO BUY BALLY BEACH CLUB BEAUTY. Will Pay Top Dollar!

We are exclusive WURLITZER DISTRIBUTORS in Delaware-S. Jersey-S. E. Pennsylvania.

ACTIVE AMUSEMENT MACHINES CO. 606 N. Broad Street Philadelphia 30, Pa. Phone: FRanklin 7-4495. "You can ALWAYS depend on Active ALL WAYS!"

CLEANED—CHECKED READY TO GO. Wurlitzer 1015 \$125.00, Wurlitzer 1080 125.00, Seeburg 100 "A" 78 R.P.M. 495.00, etc.

Watch For Our Weekly Specials. DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903.

ARCADE AND LOCATION EQUIPMENT AS IS BARGAINS. (They Are Neither Checked Nor Painted) These machines offered "as is" at half of regular factory-reconditioned prices. Williams ALL STARS BASEBALL \$ 50.00, Scientific BATTING PRACTICE... 50.00, etc.

Guaranteed USED EQUIPMENT. 8 Bright Spots \$150.00, 3 Drop Shoots, large pans, Bright Lights 125.00, 5 Atlantic Citys 250.00, etc.

HERE! HERE! UNITED CABANA, Like New \$495.00, BALLY SPOTLITE 225.00, WILLIAMS LONG BEACH 139.50, EXHIBIT SILVER BULLETS 139.50, SEEBURG BEAR GUN 195.00, WILLIAMS JALOPY 129.50, FROLIC 265.00, CHAMPION 225.00, SEEBURG BLOND 48 39.50.

Large table listing various coin machines with columns for Machine Name, Issue of Oct. 10, Issue of Oct. 3, Issue of Sept. 26, Issue of Sept. 19. Includes machines like Fighting Irish, Five Star, Flip Skill, etc.

the sun never sets on a Gottlieb game!



We Ship to the 4 CORNERS of the WORLD

JUDD DISTRIBUTING COMPANY EXCLUSIVE WORLD WIDE SALES AGENCY FOR D. GOTTLIEB & CO. Products

JUDD DISTRIBUTING COMPANY 1140-1150 N. KOSTNER AVE. CHICAGO 51, ILLINOIS, U. S. A. Cable Address: "JODCO" CHICAGO

Show Williams Army-Navy 5-Ball Game

CHICAGO, Oct. 10.—Distributors of the Williams Manufacturing Company started showings this week of Army-Navy, a new five-ball game with a new type giant score indicator.

The game is played like football with simulated touchdowns and field goals. The playfield is decorated like a regulation gridiron with goal lines at opposite ends.

Spelling out N-A-V-Y lights two right side top and bottom rollovers for special points. Spelling A-R-M-Y similarly lights the two left side rollovers for special points.

The new Williams game has three thumper bumpers, two knockout pockets, two automatic rubber kickers, four special rollovers and two flippers.

Calendar for Coinmen

- October 14—NAMA Tri-State area meeting (S. D., Neb., Ia.), American Legion Club, Omaha.
October 11-14—National Association of Popcorn Manufacturers, annual convention and exhibit Conrad Hilton, Chicago.
October 18—NAMA Tri-State area meeting (Wyo., Colo., N. M.), Cosmopolitan Hotel, Denver.
October 27—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
November 2—National Association of Bulk Vendors first national board of directors meeting, 10 a.m., Congress Hotel, Chicago.
November 5—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.
November 13—Music Operators of Northern Illinois, monthly meeting, Place to be announced.

Amusement Games

Table with 5 columns: Game Name, Issue of Oct. 10, Issue of Oct. 3, Issue of Sept. 26, Issue of Sept. 19. Includes games like Select-a-Card, Serenade, Shoot the Moon, etc.

SPECIAL SHUFFLE GAME BARGAINS!

- United Star 10th Frame \$335
United Star 4 Player 315
United Super 4 Player 265
United Official Shuffle Alley Match 250
United 4 Player Shuffle Alley, Formica Top 178
United 5 Player Shuffle Alley, Formica Top 155
Without Formica Top 148
United 4 Player Shuffle Alley 125
United Twin Rebound Puck Return 85
Keeney 4 Player With Orig. Formica 185
Keeney Super DeLuxe Match Bowler 319
Keeney DeLuxe Match Bowler 185
Keeney League Bowler 75
Chi Coin & Player Hi Score 175
Chicago Coin & Player Hi-Score \$175.00
Bally Shuffle Line 75.00
Bally Hook Bowler 45.00
United Ski Alley 75.00
Universal Super Twin Bowler 55.00
United Clover 4 Player 316.00

ARCANE

- Seaburg Shoot-the-Bear Gun \$185.00
Exhibit Jet Gun 185.00
Exhibit Dale Gun 39.00
Glider 45.00
Williams Double Header 35.00

SPECIALS

- Beauty \$295
Coney Island \$192
Palm Beach 225
Bright Spot 195
Atlantic City 275
Univ. 3 Star 75
Frolic 275
Keeney Spot Light 145
Lite-a-Line 75

PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

Exclusive Distributors ROCK-OLA, EXHIBIT, WATLING, SMOKESHOP Eastern Seaboard's Largest Kiddie Ride Distributor Offers Complete One Stop Service.

ELECTRIC SCOREBOARDS Hinged Front Panel for Maintenance NEW DELUXE MODELS WITH 26" FLUORESCENT LIGHTS Models O-D-1, 15-21 point.

SPECIAL! CITATION \$42.50 TURF KING \$95 SPECIAL-PANORAMS Guaranteed Reconditioned WRITE FOR COMPLETE LIST OF SHUFFLE GAMES

France Plans

Belgium, too, he said, presents no license problems. Games there have taken hold so strongly that most of the good locations have been taken and the Belgians are actually exporting their surplus games to France.

Algeria, Morocco

The French ban on coin machine imports will apply to Algeria, which has been a strong market, but will not affect Morocco, where games and jukeboxes have also been doing well.

Canadian Biz

believe the ride business will continue to grow and prosper for the next several years. Compared to the potential there are still many areas in the heavily populated Eastern provinces which have no rides whatsoever.

Curtiss Candy Honored By Boys' Ranch Award

CHICAGO, Oct. 10.—Curtiss Candy Company has been named a "partner for life" in the Boys' Ranch at Amarillo, Tex.

Owing to space limitations, the Shuffle Games and Arcade Machines indices of advertised used machine prices do not appear in this edition.

ELECTRIC SCOREBOARDS Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over. Large Nat'l Coin Receptor Box. \$95.00 each

ONLY THE BILLBOARD—among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

DELIVERY NOW! FABULOUS, NEW ROCK-OLA 120 SELECTION COMET COME IN—SEE IT NOW!

NEW GAMES Williams C. O. D. United TAHITI United IMPERIAL Bally DUDE RANCH Chicain HI-SPEED CROWN

ACE COIN COUNTER New, Lightweight 1954 Model Counts 1c, 5c, 10c, 25c, Weighs 8 lbs. LOW PRICE, ONLY \$159.50

SHUFFLE GAMES United Official... \$215 Tenth Frame... 235 4 Player Star... 295 4 Player DeLux... 195 4 Player... 165 Keeney 4-Play... 150 DeLux... 150 League Bowler... 95 Chicoin Double... 373

BINGO GAMES Beach Club... \$495 Beauty... 255 Palm Beach... 273 Atlantic City... 165 Brite Lite... 165 Yacht Club... Write Tropics... Write Cabana... \$295 Sportlife... 145 Frolic... 295

THE LATEST IN PIN GAMES EACH LIKE NEW THROUGHOUT GOTTLIEB Grand Slam... \$195 Crossroad... 125 Guys-Dolls... 225 Coronation... 145 Cyclone... 115 Quintette... 185 Queen of Hearts... 185 Chinatown... 135 Skill Pool... 145 Wild West... 135 WILLIAMS Fairway... \$175 Times Square... 165 Silver Skates... 135 Hong Kong... 110 Paratrooper... 95 Startle... 75 Disk Jockey... 145 4 Corners... 135 28 Grand... 135 Olympic... 125

TERMS: 1/3 Deposit, Balance Sight Draft



FRANK PAGE and JACK BESS Vice-President ROANOKE VENDING EXCHANGE, INC. cordially invite all their friends and operators to the GRAND OPENING of their new home at 4930 WEST BROAD ST., RICHMOND, VIRGINIA Oct. 15 thru Oct. 21 There will be many surprises in store



'The building covers an area of 7,500 sq. ft., all on one floor, with an attractive show-room displaying the AMI Model 'E' phonograph to best advantage, as well as the products of the other manufacturers we represent, private offices, efficiently arranged parts and repair department, all air conditioned for the comfort of our customers and employees, and a large storage department. It is our desire to bring to operators an attractive place in which to do business, one that will provide every service, comfort and convenience.

'We do hope that all of our friends and customers will take time out to pay us a visit at our new home.'

Frank Page Pres.

LOOK AT THESE SPECIALS

- ARCANE Multiscope Sky Fighter, Very Clean... \$125.00 Mills Panoram... 725.00 Multiscope Voiceograph, 352 Model... 495.00 Multiscope Photomatic... 595.00 Bally Big Inning... 135.00 Boomerang... 40.00 Bally Rapid Fire... 95.00 Goatee... 95.00 Poking... 95.00 Heavy Hitter & Stand... 60.00 Seeburg Shoot the Bear... 235.00 Exhibit Jet Gun... 300.00 Auto Shooter, Like New... 175.00 Chi Coin 4 Player Derby... 195.00 Phila. Toboggan Skes Ball, Like New... 400.00 Williams Star Series... 60.00 Exhibit Foot Ease, Late Model... 85.00 Keeney Air Raider... 90.00 Jungle Joe... 150.00 Turret Masters... 90.00 Dale Gun... 60.00 Chi Coin Pistol... 80.00 Keeney Submarine... 90.00 Solar Horoscope... 100.00 Keeney Texas Leaguer... 45.00 Chi Coin Midget Skes Ball... 150.00 Mills Dress Picture... 35.00 Funny House Mirrors... Write

- SHUFFLE ALLEYS United 5 Players Formica Top... \$135.00 United 4 Player Formica Top... 100.00 United 4 Player Deluxe Top... 160.00 United 4 Player Formica Top... 180.00 Chi Coin 10th Frame... 300.00 Chi Coin 10th Frame & Matched Bowler... 325.00 Chi Coin Bowl-A-Ball, Like New... 200.00 RIDES Chi Coin Super Jets... Write Exhibit Big Bronco... \$525.00 Bally Champion Horse... Write BINGO GAMES Coney Islands... \$150.00 Beach Club, Like New... 425.00 Beauty... 360.00 Bright Lite, Drop Chute... 125.00 Bright Spot, Very Clean... 150.00 Atlantic City... 250.00 5 Stars, Very Clean... 49.50 ABC... 50.00 Cabana... 275.00 Circus... 250.00 MUSIC Williams Mile & Stand... \$100.00 Riscocrat 12 Record... 60.00 Seeburg M-100... 325.00 Seeburg 5-10-25c Wall-O-Matic 3 Wire... 27.50 Seeburg 5c 3 Wire Wall-O-Matic... 18.00 Wur. Bar Box 5-10c... 9.00 ONE BALLS Bally Futurity, Like New... \$125.00 Tuff King, Late Models... 65.00 Citation... 30.00 Photo Finish... 40.00 Winner... 49.50

MONROE COIN MACHINE EXCHANGE, Inc. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel.: Superior 1-4600)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word... \$ .30 3 or more CONSECUTIVE or 26 insertions, per word... .18 52 CONSECUTIVE insertions, per word... .16 REGULAR CLASSIFIED (Minimum \$6) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line... \$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line... .95 52 CONSECUTIVE insertions, per agate line... .90 1 inch equals 14 agate lines. Cash must accompany all orders for less than 3 insertions. Please include an additional 25c for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.



Brand New! Buckley CRISS-CROSS JACKPOT BELLS 5c-10c-25c-50c-\$1.00 Also made for many foreign coins BUCKLEY WALL AND BAR MUSIC BOXES 20-24-32 Record Selections 5c or 10c Play Buckley Manufacturing Co. 4223 W. Lake St. Chicago 24, Ill.

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio 'The House that Confidence Built' SOUTHERN AUTOMATIC MUSIC COMPANY, INC. ESTABLISHED 1923 735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio 1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind. 129 W. North St., Indianapolis, Ind.

CORRECTION Our full page ad on Page 100, October 10 issue, contained a typographical error in the address. The correct address of our Louisville office is 735 SOUTH BROOK STREET SOUTHERN AUTOMATIC MUSIC COMPANY, INC. The Audit Bureau of Circulations audits and certifies The Billboard's AID circulation.

Business Opportunities Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

Help Wanted Good Music Mechanic and Amplifier Man; prefer one who is all around on games, shuffles, etc.; top wages for good, dependable man; no boozers or floaters; state all in first letter. Box 664, The Billboard, Chicago 1, Ill.

Routes for Sale For sale in Florida, complete route of phonographs, pin tables, scales, records, machine parts, truck, office equipment, established 18 years; price complete, \$42,000; further information write Box 659, The Billboard, Chicago 1, Ill.

For Sale in Western Michigan - Complete coin machine business, established 23 years, profitable, will pay out in 15 months; owner wishes to retire; will finance up to 80%; good opportunity for 2 or 3 hustling mechanics; no curiosity seekers; state your qualifications in first letter. For further information write Box 648, The Billboard, Chicago 1, Ill.

Outright sale coin operated scales located in theaters in N. Y. metropolitan district, bringing good revenue. Box 691, The Billboard, 1564 Broadway, N. Y. C. Parts, Supplies & Services Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

7c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD. Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders; \$1 ea. Venders, \$1.35 ea. Aluminum Coin Counters, 1c or 5c, \$1.45 ea. prepaid. Tubular Coin Wraps, 1c or 5c, 85c per M; 10,000 or more, 80c per M. ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM-MIN. 25 BOXES. All Wrigley, 47c; All American Chicle, 42c; Teaberry, 42c; Chloro Tab (100 ct.), 45c; Candy Charms, 42c; Hershey Choc. (200 ct., 1c), \$1.30; Suchard Almond or Milk (200 ct., 1c), \$1.20. Ball Gum: 210, 170, 140-25 lb. cases, 26c per lb. Chloro Ball Gum, 210, 170, 140-25 lb. cases, 45c per lb. Asst'd Candy Coated Gum Chicks, 320 ct.-30 lb. cases, 38c per lb. Chloro Candy Coated Gum Chicks, 320 ct.-30 lb. cases, 47c per lb. King's Hard Shell coated Choc's, 500 ct.-22 lb. cases, 38c per lb. All prices-F.O.B. Chicago - 1/2 Dep., Bal. C.O.D.

KING & CO. Direct Factory Distributors for North-western Vendors, U-Select-It Candy and Cookie Vendors, SuperVend 3-Drink Cup Dispensers, PV Cigarette Vendors. 2702 W. Lake St., Chicago 12, Ill.

Used Coin-Operated Equipment A-1 Bargain-Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. ALL TYPES VENDING MACHINES, MUSIC BOXES, etc., priced from \$15 up. Cash with order. Naomi Furlough NATIONAL INFORMATION SERVICE Rt. 1, Ft. Lauderdale, Fla.

Cigarette Machines, King Size Conversions, 25c and 30c mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Coin Recordio, Wilcox-Gay, like new, completely automatic recorder; real buy, \$175 ea. Cinex, 165 W. 46th, New York City. Photo Machines-Voice-o-Graphs; all types of arcade equipment at operators' prices. Photo Vend Co., 5400 Cullom Ave., Chicago 41, Ill.

Sacrifice 100 New Champion 1c Venders as advertised in Billboard; used 3 months; \$500 or \$6.50 ea. in case lots. D. E. Wick, 1814 Hermine, San Antonio 1, Tex. Two Silver King Hot Coffee Vendors, used one month, cheap. Hazel Spore, 160 S. Jackson St., Denver, Colo.

1017 Wurlitzer Hideaway, 19 boxes; 4 selection receivers, 3 radio impuls receivers; Chicoin Derby, Evans Bat-a-Score, all \$50 or trade for Atlantic Cities, United 10th Frame Star Match Bowlers, ABC Coin Machine Co., 2509 S. Presa, San Antonio, Tex. Wanted to Buy IMMEDIATELY POPCORN MACHINES Popcorn Sez, Aristocrat or similar in any quantity, new or used, for cash. Reply in first letter, stating condition, best price, etc. BOX M-41 c/o The Billboard 2160 Patterson St., Cincinnati 22, Ohio

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### BLACK LIGHT

## Genco Distribs Show Invader, 3-D Gun Game

CHICAGO, Oct. 10.—Distributors of Genco Manufacturing & Sales Company have started showings of Invader, a black light gun game for regular play, Sam Lewis and Avron Gensburg, firm heads, announced this week.

Invader simulates the action of an aerial gunner and features a large, three dimension moving target. It offers 300 shots for a dime and is adjustable for 200 shots where locations may warrant. It has bonus shots for excellent marksmen and this, too, is adjustable to meet location needs.

The new Genco product measures 34 by 19 by 78 inches and shipping weight is but 205 pounds. It is particularly suitable for such locations as taverns, Arcades, bowling alleys, variety stores, shopping centers, department stores and transportation terminals.

Genco also is in production on Night Fighter, a black light gun game for match play.



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United Star Shuffle ..... 210  
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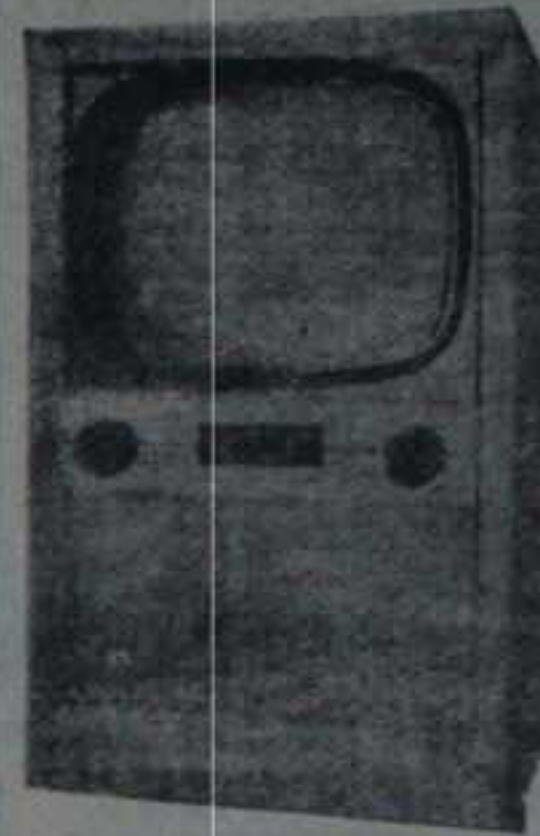
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### Williams Starts

Continued from page 70

manufacturer, Stern is well versed in the problems of all levels of the business from first-hand experience. Because of this comprehensive background, Stern's ideas on dime play carry added significance. One of the key reasons for the switch to dime play, he said, was that it "seems to be the answer to the growing concern over whether the five-ball game can survive."

In this connection, the Williams vice-president pointed to the example learned from shuffle games.

He said: "When United introduced the shuffle alley on dime play it ushered into the coin-operated amusement game field a whole new era. I believe that one of the biggest reasons for the continued success of the shuffle game is its earning power thru dime play. Once the patrons of five-ball games, and there are more now than ever before, become accustomed to dime play, I believe the income from the five balls will be at least as high and the operator and the location owner will more than be happy with the results."

One example of five-ball dime play which has proved successful over the past six months is the Rockford area of Illinois (The Billboard, February 21). There the Lou Casola, Harold Hildebrand and Charles Marik five-ball routes were successively converted to dime play. Plays dropped slightly the first two weeks but in every instance the income per location was much higher than it had been at any time since the war. Later these operators reported that the number of plays in each location came back to the same rate as when on nickel play, indicating the receipts were up approximately 100 per cent. Casola, Hildebrand and Marik all agreed that once they had converted the locations for as long as a few weeks everybody concerned was convinced it was a good move. Their locations combined involve over 300 games.



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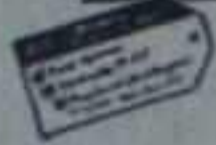
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# FOREIGN BUYERS!

## Time and Money-Saving Guide

## Parts and Service Manual

You will find this manual a valuable source for the genuine parts and accessories necessary to keep your machines operating efficiently. It is a complete as we could make it.

Here at International we stock a full line of genuine parts for all the top manufacturers including Williams, Genco, Gottlieb, Bally, Evans and Keeney . . . and because of our vast purchasing power are able to offer these parts and accessories at very attractive prices. All savings we make are automatically passed on to you.

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Brand New  
**MAMMOTH**  
SNAP-ACTION  
PINS  
MORE THAN DOUBLE  
SIZE OF FORMER PINS!

Keeney's 6-PLAYER  
**PACEMAKER**

with 4 SCORE CARDS FOR ANY TYPE PLAY!

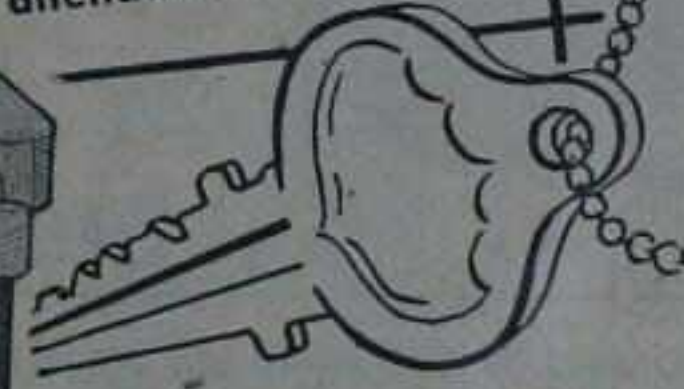
**10<sup>TH</sup> FRAME**

SHOOTS ON AS LONG AS PLAYER  
"STRIKES" To Score Double or Triple...

plus OPTIONAL 0 to 9 MATCH SCORING!  
PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE  
IN THE 3rd - 5th - 7th and 10th FRAMES!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

**KEY** in front of game switches from regular to match play at discretion of operator or location attendant.



WRITE-WIRE-PHONE YOUR Keeney DISTRIBUTOR!

READY WITH IMMEDIATE DELIVERY!

Keeney's  
**PACEMAKER**  
has Exclusive Features  
that get and hold  
players' interest for  
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**FAST STEPPING ACTION EVERY SECOND--AND HOW!**

8 NUMBERED TRAP HOLES • 4 balls in line or square awards Replay.

1 to 8 RE-SETTING SEQUENCE • advances Roll-Overs and Roll-Unders for super-high score and Replays.

BALL IN TRAP HOLE • puts out corresponding bumper light.

SPOT FEATURE • Roll-Over button spots sequence numbers.

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3 POP BUMPERS  
2 CYCLONIC KICKERS  
2 SUPER-POWERED FLIPPERS

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*"There is no substitute for Quality!"*



**SPECIAL OF THE WEEK!**  
**Genco "400"**  
Reconditioned—Guaranteed  
**\$145.00**

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- |                   |  |
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| UNITED TAHITI     |  |
| BALLY DUDE RANCH  |  |
| WMS. C. O. D.     |  |
| GOTT. POKER FACE  |  |
| EV. SADDLE & TURF |  |
- BINGO-**
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| Yacht Club    | Write    |
| Beach Club    | \$495.00 |
| Beauty        | 445.00   |
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| Atlantic City | 325.00   |
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| Quartette      | \$185.00 |
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Per Bag of 400

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| ACORN VENDOR<br>1c or 5c                                   | \$14.95  |
| ACORN TAB GUM,<br>10 Col.                                  | 21.95    |
| Mills 8 Col. Candy   | 198.50   |
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| Mills Tab Gum, Rebuilt                                     | 16.30    |
| Silver Kings   | 12.95    |
| 25c Razor Blade  | 19.95    |
| N.W. 49, 16, 5c  | 17.35    |
| S.K. Mot. Mvt.   | 28.95    |
| U. Select II   | 49.50    |
| N.W. Tab Gum   | 25.95    |
| N.W. Stamp   | 49.90    |
| U-Pop-It   | 12.95    |
| Kleenex, 5 or 10c  | 49.50    |
| Smokeshop Lobby  | 239.50   |
| Ajax 9-Col. 250-Pks.                                       | 175.00   |
| Vendor-Bar, 10c 104<br>Pkg., 9-Col. Selec.                 | 119.50   |
| ARCADE   |          |
| Genco Invader  |          |
| Genco Night Fighter  |          |
| Genco Sky Gunner   |          |
| AUTO-PHOTO   |          |
| EXH. SPACE GUN   |          |
| AST RIFLE SPORT  |          |
| Photomatic, Late   | \$450.00 |
| Voice-o-Graph  | 325.00   |
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| Eyants Super Bomber  | 175.00   |
| Scientific Field Goal                                      | 175.00   |
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| Bally Rapid Fire   | 119.50   |
| Goales   | 119.50   |
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| Exh. Hi Ball, Striker                                      | 89.50    |
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| Flip Skill and Stand                                       | 69.50    |
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- SHUFFLE GAMES**
- |  |                |
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| UNITED ROYAL S. A.                     | KING SIZE PINS |
| UNITED IMPERIAL S. A.                  |                |
| CHI. HI-SPEED CROWN BOWLER, 6 PLAYER   |                |
| CHI. HI-SPEED TRIPLE SCORE, 6 PLAYER   |                |
| KEENEY DOMINO BOWLER, 6 PLAYER         |                |
| KEENEY PACEMAKER, 6 PLAYER             |                |
| United Super 4 Player S.A.             | \$275.00       |
| United De Luxe S.A., 4 Player          | 259.50         |
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| United 5 Player w/Formica, 7-10        | 179.50         |
| United 4 Player w/Formica, 7-10        | 159.50         |
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| Chi Baseball, 2 Player                 | 49.50          |
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| Keeney 6-Player w/Formica              | 145.00         |
| Keeney League Bowler, 4 Player         | 145.00         |
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**\$15.95 ea.**  
9' Tops ..... \$16.95 ea.  
Minimum Order ... 5 Tops
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| CENTER OVERHEAD | \$139.50 |
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- SPECIAL!**  
Genco  
**GOLDEN NUGGET**  
Brand New!  
**\$219.50**
- CIGARETTE VENDERS**
- FACTORY REBUILT, 25c, KING SIZE COLS.
- |                                    |       |
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| National 930, 9 Col.               | 125   |
| Unedapak Model 500, 9 Col.         | 125   |
| DuGrenier Model "W", 9 Col.        | 125   |
- EMPIRE ■ EMPIRE ■ EMPIRE ■ EMPIRE ■ EMPIRE ■ EMPIRE**

EMPIRE ■ EMPIRE

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**Quick Delivery of Bally's New Hi! DUDE RANCH**

**BINGO GAMES**

YACHT CLUB	Write	BALLY BEAUTY	\$375
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PALM BEACH	300	ATLANTIC CITY	250

**ALL GAMES READY FOR LOCATION**

**IMMEDIATE DELIVERY**

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**Write or call for QUANTITY PRICES**

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**BALLY DISTRIBUTOR**

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YACHT CLUB	Write
BEACH CLUB	\$450.00
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**CLEAN EQUIPMENT CHEAP!!**

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**FIRST 5-BALL  
WITH  
"3-D" SCORING!**

*Williams*

# ARMY-NAVY

**BIG BOLD  
ILLUMINATED  
SCORE INDICATOR**

Lets Player See His Score  
*at a glance!*

**HIGH SCORE!  
POINT SCORE!**



YELLOW THUMPER BUMPER BOOTS  
BALL DOWN THE FIELD!



BALL ADVANCES UP  
AND DOWN FIELD BY HITTING  
THUMPER BUMPER BOOTS TO SCORE  
**TOUCHDOWNS  
AND  
FIELD GOALS**

- ★ Spelling **A-R-M-Y** lites 2 left side top and bottom rollovers for "special"!
- ★ Spelling **N-A-V-Y** lites 2 right side top and bottom rollovers for "special"!
- ★ Top Center Pocket Scores 500,000 and spots letters R-M and N-V to help player spell ARMY-NAVY.

PLAYER CAN SPELL  
**ARMY-NAVY**  
*without hitting top  
center pocket!*



RED THUMPER  
BUMPER BOOTS  
BALL UP THE  
FIELD!

**IT'S FAST!**

3 THUMPER BUMPER!  
2 KICKOUT POCKETS!  
2 AUTOMATIC RUBBER KICKERS  
4 "SPECIAL" ROLLOVERS!  
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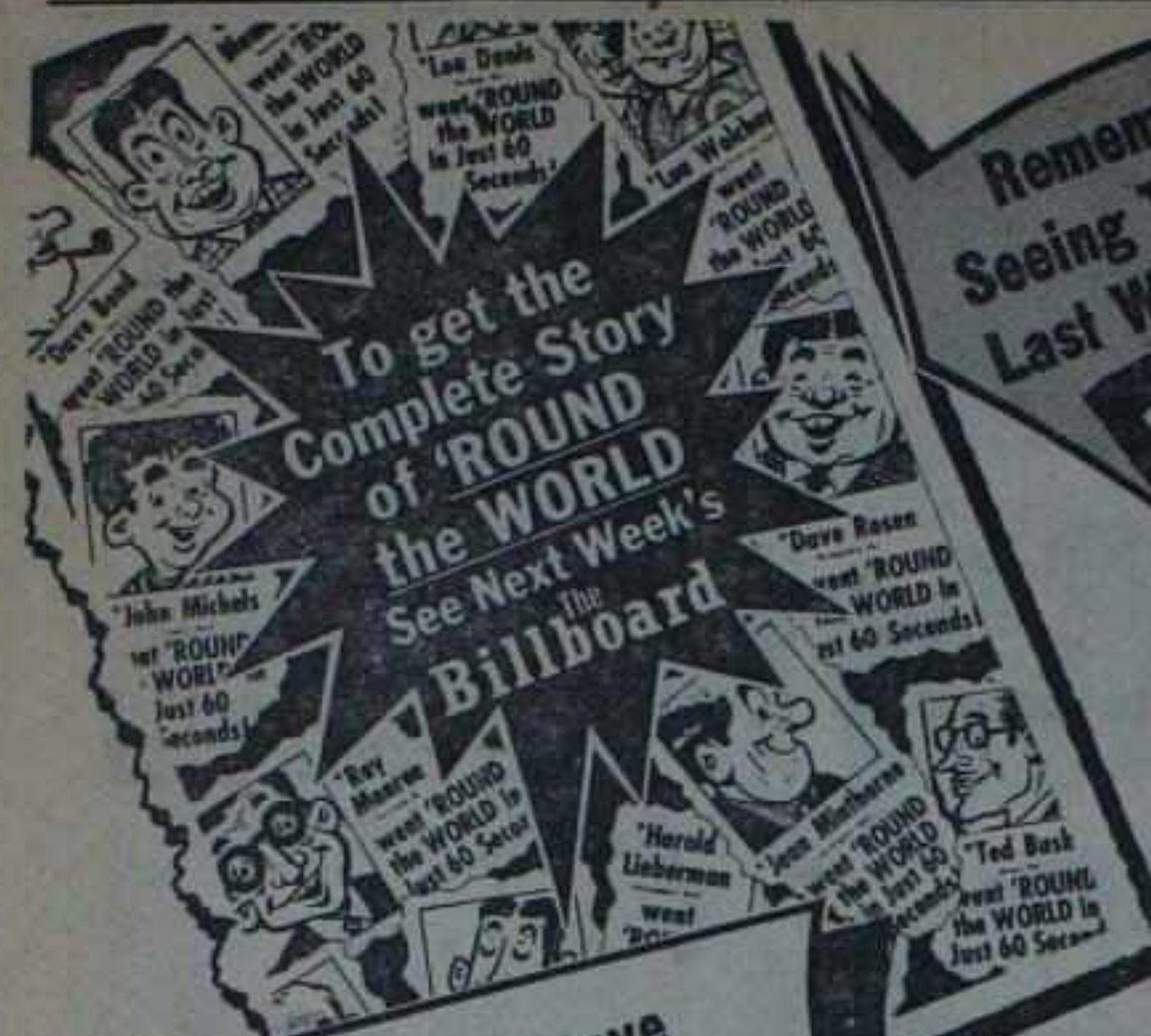
HINGED  
FRONT DOOR  
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YOU'RE BOUND TO SCORE  
RICH EARNINGS WITH  
**ARMY-NAVY**



CREATORS OF DEPENDABLE PLAY APPEAL  
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**Act Now!** SEE YOUR *Williams* DISTRIBUTOR AT ONCE!



Remember Seeing This Ad Last Week . . .

To get the Complete Story of 'ROUND the WORLD' See Next Week's The Billboard

# HERE IT IS! chicago coin's 'ROUND the WORLD TRAINER

- Report of Tests Prove It's Got Everything!
- ★ Eye Appeal!
  - ★ Play Appeal!
  - ★ Wide Spread Appeal with Men -- Women -- Boys and Girls!
  - ★ And Plenty of Profit Appeal!

★ Pilot Controls Every Action! Every Move!

The "GUN-RIDE" featuring a shooting beam of light—guided by pilot to pass through the lighted buttons on backboard showing 20 world capitals, tests his skill as he attempts to go 'Round The World in 60 seconds.

A Natural Attraction for ALL LOCATIONS!  
Amusement Spots! Bowling Alleys!  
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## Look at these Features!

- 1 Simulates actual Flight Actions!
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★ TESTS PROVE THIS "GUN-RIDE" DRAWS CROWDS IN ANY PLACE OF BUSINESS!

# chicago coin

MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14

# chicago coin's

# HI-SPEED CROWN BOWLER

Featuring

# GIANT SIZE

## Super De-luxe Bowling Pins



### ADJUSTABLE TO PLAY 5 OR 10 FRAMES!

★ 5 Frame Play—  
3rd and 5th Frames Triple!

★ 10th Frame Play—  
5th and 10th Frames Triple!

(also adjustable for 3rd  
and 7th frames triple!)



### TRIPLE MATCH FEATURE

- Match a Number
- Match a Number & Star
- Match a Number—Star & Crown!

### GIANT SIZE Super De-Luxe Bowling Pins

HI-SPEED

# Triple-Score Bowler

Adjustable to Play  
5 or 10 Frames

### GIANT SIZE Super De-Luxe Bowling Pins

HI-SPEED

# Gold Cup Bowler

Adjustable to Play  
5 or 10 Frames

# chicago coin

MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14

# It's got everything!

# DUDE RANCH

## Bally®

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- Super-Lines
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- Select-a-Feature
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**"PRINTED" CIRCUITS**  
**SIMPLIFY SERVICE**

Be sure to see the new wireless "printed" circuits—the greatest advance in pinball engineering in 20 years.

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# IMPERIAL SHUFFLE ALLEY

WITH

SENSATIONAL NEW

# KING

REALISTIC

MORE APPEALING

Extremely Durable

FAST  
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Knee-Action  
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# SIZE

BOWLING  
PINS

MORE THAN  
TWICE THE SIZE  
OF  
FORMER  
PINS

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U. S. PATENT  
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ACTUAL  
SIZE  
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Plus

**TRIPLE MATCH FEATURE**  
(0-9) ☆

- TRIPLE and DOUBLE Scores
- 5th and 10th Frames with TRIPLE Scores
- Added Feature—can adjust to 5 Frame Game
- Strike or Spare Flasher Lights
- HI-SCORE Feature
- Can Pick Up 7-10 Split
- Hinged Pin Hood—Hinged Front Door
- Formica Playboard

TWO SIZES 8 FT. BY 2 FT.  
9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR



UNITED'S  
**TAHITI**  
Fast Action In-Line Game with  
**New SPECIAL CARD Feature**



Standard Pinball Cabinet Size

NOW AT YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED'S  
**ROYAL Shuffle Alley**  
Has All The Features of IMPERIAL  
Except Triple Match Feature

Seeburg presents  
**TWO GREAT NEW  
MUSIC SYSTEMS**

THE **Select-o-matic** "W"  
**100**

...the music system with the "NEW LOOK"

THE **Select-o-matic** HFG  
**100**

**DELUXE HIGH FIDELITY** — the music system that has everything...including...for the first time in the history of coin-operated music...**HIGH FIDELITY**

SEE TWO-PAGE ANNOUNCEMENT ADVERTISEMENT  
ON OTHER PAGES OF THIS ISSUE

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest  
and Most Complete  
Music Systems*